

March 2011

National Newspapers - UK

This report considers the market for national newspapers, which has experienced a tough period during the past two years or so as a result of the impact of the recession on both sales and advertising revenues. This came on the back of a long-term downward trend in circulations.

Regional Media - UK

This report examines the market for regional media, including newspapers, websites, radio and TV. This is an industry which has been more affected than most by the economic downturn, since it relies heavily (or in the case of freesheets, exclusively) on revenue from advertising, which has slumped as advertisers have ...

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Books and e-books - UK

The market for books is undergoing a fundamental change at present, driven primarily by the steady growth of e-books and declining print book sales but also in the area of distribution, with a move away from the high street towards online channels.