

September 2016

Media Consumption Habits - UK

“As the music streaming market becomes increasingly competitive, the volume of exclusive content and the effectiveness of content discovery systems are set to become key distinguishing features for consumers when choosing which service to select and stay with.”

– **Rebecca McGrath, Media Analyst**

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people's ...

August 2016

Regional Newspapers - UK

“Willingness to pay for digital regional newspaper content is growing, particularly among younger people. As ad blockers create a new threat to digital advertising revenue, more regional titles may want to consider the option of implementing a soft paywall on select regional content.”

– **Rebecca McGrath, Media Analyst**