

December 2012

Children's Media - UK

Whilst the depth of interaction is greater for new media formats like applications or interactive digital games, television remains the single largest, most important way of broadcasting an idea or franchise to millions of children, quickly and easily. Those online franchises like Moshi Monsters that begin life as digital activities ...

October 2012

Multichannel TV - UK

"The long-standing divide between free and paid-for multichannel TV services is becoming distorted. Previously subscription providers such as Sky and Virgin Media have fought to win customers away from terrestrial and basic digital TV services, which have lacked comparable content.

September 2012

Books and e-books - UK

"While e-readers are clearly regarded as the primary device people see themselves reading e-books on, tablets are part of a portfolio of other devices that book buyers would also consider, along with laptops and smartphones."

August 2012

Music and Video Purchasing - UK

"Music and video retail for a relatively low price point, remain popular across all age ranges, and the multitude of purchase or rental, hardcopy, download, standard, high-definition or streaming options means there is a channel to market, quality variant and ownership model suitable for every consumer. Despite this, year on ...

July 2012

Media Consumption - UK

When discussing content consumption, almost of more interest than the number of books, CDs, magazine or newspaper subscriptions being purchased is the level of activity seen by digital or traditional methods of content distribution. As the internet becomes ever more present in consumer homes and daily activities, digital content delivery ...

June 2012

Cinemas - UK

“The dynamic pricing model is one which could transfer well to cinema, since the planning and cash flow advantages of encouraging early booking to operators are clear.”

Magazines - UK

“Digital expansion offers clear attractions for publishers, including the opportunity to reach new (often younger) customers and international markets. The pace of digitalisation is likely to remain very uneven, with a concentration of resources in areas where interest is already proven: urban ABC1s, especially men, under the age of 35 ...

May 2012

Social Media and Networking - UK

“Brand presence on Google+ will benefit the social network as consumers are enticed to join it to connect with brands they like, as well as using it for promotional offers ahead of other social networks. Indeed, if more internet users were to join Google+ to subscribe to offers and updates ...

March 2012

Video on Demand - UK

“The VoD market is in a spasm of growth, with the BBC's iPlayer continuing to drive awareness of the market as a whole, and a raft of new commercial services set to launch over 2012. What remains is for the wider transaction- or subscription-based VoD market to capitalise on the ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

February 2012

Newspapers - UK



Media - UK

“The biggest challenge facing newspaper publishers at present is not just how they can manage the migration of their audience from print to digital but how they do this without ‘leakage’ to other digital media channels, such as other websites and social media services such as Twitter and Facebook. However ...