

June 2014

Media Consumption Habits - UK

“Video content spreads globally now. But when demand exceeds licensed supply options, illegal pirating means content spreads anyway, to communities who can become highly engaged with merchandising opportunities even if the content in question remains unavailable in their territory.”

Magazines - UK

“Publishers need to address a level of unwillingness among consumers to pay for digital content and still be marketed to, a model that is largely ubiquitous in the print magazine market. Publishers need to make a choice between free, wholly ad-supported digital content, possibly in combination with an alternative revenue ...

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National Newspapers - UK

“For the popular tabloids sector, a more effective strategy than using a full paywall is likely to lie in some kind of ‘freemium’ offering, whereby the basic news content can be accessed for free, but additional features (perhaps breaking sports and celebrity news or specific video content eg of football ...

Social and Media Networks - UK

“It is possibly the breadth of content that users are habituated to sharing on social networks that leads them to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual ...