

## August 2023

### Video Streaming Services - UK

"The cost-of-living crisis has temporarily dampened overall consumer demand for paid-for video streaming services, but it has also hastened the development of ad-supported services. Lower cost ad-supported tiers are initially being introduced by SVoD providers as a way to sustain subscriber growth after price increases, but over the longer term ...

### Social Media: Sharing and Socialising - UK

"Threads is looking to capitalise on the issues and controversy surrounding Twitter. The popularity of Instagram, and the commitment to being 'friendly' means the platform can have broad appeal, including among those who have never been Twitter users. However, even if Threads can find success, it doesn't mean there isn't ...

## Upcoming Reports

### Media Trends Autumn - UK - 2023