

June 2015

Magazines - UK

"With print circulation continuing its decline, magazine publishers are exploring ways of monetising their still powerful brands by diversifying their platform options. Alongside their centrepiece print and digital editions, publishers are focusing on the opportunities presented by apps, websites, e-commerce, events, data-gathering and advertising technology."

- Rebecca McGrath, Research Analyst

May 2015

Social Networking - UK

"Privacy has become one of central debates surrounding social/media networks as users increasingly question the ways in which their data is being obtained and used. There is a need for the major networks to increase their transparency regarding their use of data, and ensure that opt-out options are clear ...

The Connected Consumer - UK

"Effective segmentation and focused targeting strategies through content personalisation are the key to making the benefits of contextual marketing to consumers outweigh the perceived disadvantages, thus boosting acceptance and adoption."

– Sara Ballaben, Technology Analyst

Consumers and the Economic Outlook: Quarterly Update - UK

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...