

June 2013

Magazines - UK

“Publishers need to look beyond traditional print-style purchasing models and explore non-traditional methods that will perform better in a digital environment. For example, readers could have the option to unlock content article by article for small sums of money, or through credits earned through watching adverts, sharing content on social ...

May 2013

Social Networking - UK

“Mobile users will be able to access social networks with a greater frequency, but will likely have a greater fragmentation in their attention span due to conflicting demands on their time whilst out of the house. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions ...

April 2013

National Newspapers - UK

“Whether consumers like it or not, the only long-term sustainable business model for national newspapers’ online operations is to combine revenue from advertising with some form of subscription payment, so it is likely that we will see more brands switching to this model in the next 12-18 months.”