

April 2010

Radio - UK

The two main sectors of the radio industry in the UK have experienced contrasting fortunes during the past two years. The BBC, with a steady flow of income provided by the licence fee, has continued to expand its horizons and remains a major player with a 55% share of listening ...

February 2010

Men's Magazines - UK

- Consumer spending on men's magazines fell by 6% in 2008, and again by 23% in 2009 to an estimated total value of just under £75 million. The recession has compounded a trend of declining market values since 2006.
- Circulation rose strongly between 2006 and 2008 because of the introduction of ...

January 2010

Impact of The Recession on Media Usage - UK

- Almost nine out of ten adult internet users are surfing the net more at home in response to the recession. This reflects the fact that it is an extremely cost-effective – and usually fixed-price - method of accessing a wide variety of media.
- Other popular responses to the recession include recording ...