

December 2012

Children's Media - UK

Whilst the depth of interaction is greater for new media formats like applications or interactive digital games, television remains the single largest, most important way of broadcasting an idea or franchise to millions of children, quickly and easily. Those online franchises like Moshi Monsters that begin life as digital activities ...

October 2012

Multichannel TV - UK

“The long-standing divide between free and paid-for multichannel TV services is becoming distorted. Previously subscription providers such as Sky and Virgin Media have fought to win customers away from terrestrial and basic digital TV services, which have lacked comparable content.