

## December 2014

### Digital Trends Winter - UK

“Unless media providers look to expand into new categories and follow the Amazon Prime model, partnerships between existing players could not only deliver better value but also better integration – something consumers will strive for as they begin to think more about their connected ‘ecosystem’.”

## November 2014

### Holiday Planning and Booking Process - UK

“The high level of price sensitivity exhibited by mobile bookers, coupled with an unwillingness to invest time in finding the best deals, suggests the growing popularity of mobile will be matched by an increased use of comparison sites such as Skyscanner and Trivago as well as accommodation booking sites such ...

## October 2014

### Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

### Online Gaming and Betting - UK

“Political and public pressure for new restrictions on television gambling ads comes at an opportune moment for an industry looking to wean itself off free money promotions and move to more sophisticated marketing strategies around brand, product and experience.”