

December 2013

Visitor Attractions - UK

“Multi-user touch tables and touch screens are increasingly being used by attractions to increase engagement now that consumers have become familiar with the concept of manipulating content on a touch screen to zoom in, zoom out or move it around.”

Casinos and Bingo - UK

“Casinos and bingo clubs are very different types of venue on almost every level, yet still face a number of similar challenges, particularly around relationships with their online cousins, their integration of new technology and the lack of understanding of their core gaming products that colours potential customers’ perceptions of ...

November 2013

Football - UK

“The most pressing issues in the English professional football market are very different for clubs in its two key segments: the buoyant Premier League with its capacity crowds and record broadcast revenues, and a Football League labouring under the pressure of declining attendances. For the latter, the key questions are ...

Cinemas - UK

“With improved websites and smart phone apps that help consumers select films, there is even more scope for cinemas to assume the role of curator, helping consumers decide how best to allocate their cinema funds.”

October 2013

Leisure Review - UK

“As arguably the most sociable and certainly the most socially connected digitally, incorporating an element of play when offering deals and discounts can help to engage under-35s and tap into their enjoyment of the search, for example through the use of ‘Gamification’ and encouraging people to share information about deals ...

Online Gaming and Betting - UK

“Sportsbook and smartphone gambling remain the main drivers of the online gaming and betting market, but the rapid pace of growth seen in each segment means the industry is already having to think about where they go in the long term. This may mean questioning the platform neutrality that has ...