

April 2023

Media Trends Spring - UK

“The cost-of-living crisis has forced consumers, particularly those struggling financially, to make decisions as to whether they prioritise spending on media or other aspects of their life. Some consumers are now spending more on social media content, such as YouTube videos, as a result of the cost-of-living crisis, highlighting how ...

February 2023

Social Media: Influencers - UK

“BeReal’s emergence onto the social media scene and the incorporation of BeReal-esque features into major platforms, should push creators and influencers to create more content focused on authenticity and spontaneity.”

- Rebecca McGrath, Associate Director for Media and Technology