

## March 2016

### Digital Advertising - UK

“The digital channel provides advertisers with a unique benefit that is difficult to replicate using other media formats – the ability to target a specific individual, with a specific message, at a specific time.

In order for the industry to maintain that advantage it is crucial that brands manage the ...

## February 2016

### News Consumption - Print, Online and Social - UK

“Facebook and Apple are looking to step up the role they play in news discovery and consumption with the introduction of aggregators that keep news readers within their eco-systems. In order to adapt to the potential impact these aggregators can have, publishers need to work to maintain control over content ...