

## December 2009

### Books - UK

The books market has proved more resilient than many other consumer sectors: an overall 1% decline in 2009 to £3.42 billion is expected primarily as a result of recession. However, value sales would be higher were it not for the extent of price-cutting by the supermarkets and Amazon.

## October 2009

### Broadcast Sponsorship - UK

- In 2008, broadcast sponsorship revenues declined 2.3%, significantly less steep than the 4.2% fall in overall advertising revenues. The broadcast sponsorship market is also expected to be more resilient, bouncing back with 5% growth in 2009 and breaking through the £300 million barrier during 2010.
- Although radio has ...

### Media and Food (The) - UK

- Health advice is constantly in the media and just under 10m people try to keep up to date with such health advice. However, the vast majority of these (just under 9m) admit that conflicting advice is confusing.
- The majority of consumers (23m) believe they know what to do to keep ...

## September 2009

### Film Viewing Habits - UK

Films play a central role in the leisure experience for most people at least some of the time, spanning cinema, TV movie subscriptions, DVD sales and rentals and, more recently, streaming and downloading via the internet. But how are the different sub-sectors performing and what are the key trends in ...

### Regional Newspapers - UK

When Mintel last reported on this market in November 2007 the trade was confident that sound strategies were in place to maintain readership across different formats, but it is still not clear whether they have succeeded overall or not. In a market with around 1,270 titles there are inevitably ...

## August 2009

### Edutainment or Escapism? - UK

TV viewing is one area that has prospered during the recession, as consumers abandon more expensive out-of-home entertainment in favour of a night in front of 'the box'. BARB data show that average daily television viewing increased by 3% in 2008, to 3 hours and 45 minutes per head – ...

## July 2009

### Sports Sponsorship - UK

Since the economic downturn began in 2007, marketing budgets have been squeezed across the board. But despite the negativity surrounding the marketing communications industry, sports sponsorship market has appeared fairly resilient so far, demonstrating growth of 2.1% to £486 million in 2008, while above-the-line adspend declined. While to a ...

### June 2009

#### Customising the TV Viewing Experience - UK

With the growth of on-demand services, consumers now have more ways of watching TV than ever before, while the growing popularity of personal video recorders (PVRs) is allowing greater control over viewing schedules. Customisation is clearly a growing trend, but what effect is this having on traditional TV models?

### April 2009

#### Mobile TV and Video Content - UK

Mobile TV and video content has long been heralded as the media market's next big thing, but has so far failed to live up to its advance publicity in terms of either availability or take-up. Now it is the turn of 2009 to be billed as the year in which ...

### March 2009

#### National Newspapers - UK

National newspapers are currently generating volume sales of an estimated 3.9 billion a year, down by 15% on 2003, with that decline further entrenched by increasing media diversity. But change has also brought new opportunities to publishers, many of whom are seizing the chance to offer readers more in ...

#### Market Re-forecasts - Media - UK

#### Mintel's re-forecasting puts markets in realistic light

### February 2009

#### Online Video Content - UK

The internet continues to change the way that people interact with media content and, just as traditional media evolved from printed material through audio to moving pictures, so a similar transformation is happening online. Greater penetration of home broadband means that more people are able to watch, download and upload ...

### January 2009

#### Multichannel TV - UK

The multichannel TV market continues to grow at a healthy pace with the ongoing digital switchover and Freeview driving demand, however, the industry faces a number of challenges. The worsening economic situation threatens new subscription growth whilst changes in TV viewing habits have led to an increase in online viewing ...