

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 ...