



September 2018

Streaming Media - Ireland

“The value of the media streaming market continues to grow in Ireland, as consumers increasingly prefer to access content via streaming services compared to traditional means. Some consumers, however, would be willing to accept advertising on paid streaming services in return for a discount on their subscription.”

– James ...

July 2018

Events Tourism - Ireland

“The events market in Ireland has experienced significant growth in recent years which is projected to continue but with safety concerns and secondary ticketing sites driving up ticket prices, event organisers are under more pressure to deliver on the ‘experience’ factor.”

– Brian O'Connor, Senior Consumer Analyst