

March 2015

National Newspapers - UK

“Compensating for declining circulation revenue without raising cover prices continues to be a struggle for newspapers. Going forward, the best option for boosting digital revenue may be a ‘soft’ paywall, where more exclusive digital products are made paid-for, while basic news remains free in order to keep audience reach high ...

February 2015

Streaming Media - UK

“Device and service integration is only likely to become a bigger topic for streaming brands in 2015, as consumers give more consideration to compatibility with their ever-evolving ecosystem, something which could be an advantage to brands that control the operating systems that will bring devices and apps together.”

— ...

Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.