

June 2017

Books and e-books - UK

“The print book revival continues as consumers, young and old, demonstrate an appreciation for being able to tangibly own and read physical content. In contrast, the e-books market has stagnated, indicating that innovation is needed to regenerate excitement around the format and more distinctly distinguish e-books from the currently favoured ...

Social and Media Networks - UK

“The smart phone camera has become the primary way content is shared on social media. Mobile live streaming, Stories-like features and camera effects have become part of the standard repertoire of features of social media networks. Platforms are looking for new ways to differentiate themselves, leading networks away from their ...

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Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

“After price the factor that has the most influence on which subscription streaming service people choose is sound quality. Sound quality offers a clear way for streaming services to establish a premium tier option that capitalises on more invested music listeners. Improved data and broadband speeds as well as developments ...