

## September 2015

### Media Consumption Habits - UK

The rapid growth of short-form online video is impacting the media landscape; with Millennials in particular increasingly prioritising the mobile friendly content. As YouTube and other short-form platforms look to enter into the subscription sphere, long-form video platforms need to consider ways of adapting content to better suit all occasions ...

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### Regional Newspapers - UK

Regional/local newspapers continue to struggle as the industry faces print circulation declines, job losses and closures. Publishers are putting extra investment into developing their online products in terms of content, format, advertising and paywalls in order to best compensate for the decline of print.

### Consumers and the Economic Outlook: Quarterly Update - UK

“The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel’s data shows that more people feel better off compared to ...