

December 2010

Women's Magazines - UK

The 2010 half-year ABC results revealed a relatively stable women's magazine market in the UK. The hugely fragmented and crowded market is just about supporting the plethora of titles in operation. The year 2009 was an extremely tough one but publishers are faced with renewed optimism having experienced some return ...

November 2010

Impact of User-Generated Content on Media - UK

This report examines the impact of user-generated content (UGC) on media, including not just traditional media such as the press but also how it has influenced the digital space in the form of comments, reviews, blogs, forums, social media and other related content.

October 2010

Youth Media Consumption Habits - UK

This report examines the hypothesis: **“brands which fail to synergise their presence across varied elements are failing to give their brands the multidimensional effect that young consumers have come to expect from their media-centric lifestyles.”**