

September 2012

Books and e-books - UK

“While e-readers are clearly regarded as the primary device people see themselves reading e-books on, tablets are part of a portfolio of other devices that book buyers would also consider, along with laptops and smartphones.”

August 2012

Music and Video Purchasing - UK

“Music and video retail for a relatively low price point, remain popular across all age ranges, and the multitude of purchase or rental, hardcopy, download, standard, high-definition or streaming options means there is a channel to market, quality variant and ownership model suitable for every consumer. Despite this, year on ...

July 2012

Media Consumption - UK

When discussing content consumption, almost of more interest than the number of books, CDs, magazine or newspaper subscriptions being purchased is the level of activity seen by digital or traditional methods of content distribution. As the internet becomes ever more present in consumer homes and daily activities, digital content delivery ...