

## April 2021

### Media Trends Spring - UK

“The outbreak of COVID-19 significantly impacted people’s media habits, with TV platforms the early big winner. Behaviour at the end of 2020 was overall fairly stable compared to the initial pandemic period. Audio content, such as music and podcasts, is performing particularly strongly, presenting further opportunities for audio streaming services ...

### National Newspapers - UK

“While the pandemic has been very difficult for the market, reliable reporting throughout the crisis has enabled national newspapers to reassert their importance to a society bombarded with fake news. As print continues to decline in importance, publishers are exploring more opportunities across media sectors, including social media, radio and ...

## March 2021

### Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

## February 2021

### Influencers - UK

“People have little patience for influencer shenanigans when it comes to COVID-19, with the majority thinking influencers should be banned for spreading COVID-19 misinformation. However, many people have spent more time viewing influencer content since the start of the pandemic and some influencers have been important for spreading crucial information ...

### Cinemas - UK

“2020 has been a fallow year for cinemas, with enforced closures of venues and delayed blockbuster content seeing attendances down by three quarters compared to 2019. Streaming video services have benefitted from debuting content as studios bypass cinematic releases completely. The early part of 2021 will continue to be challenging ...