

January 2017

Magazines - UK

“Consumers are more likely than ever to be accessing content one article at a time via social media or search, weakening the appeal of printed collections of content. The popularity of digital channels is pushing publishers towards multimedia content as users of digital channels expect video, interactive polls and other ...

November 2016

Cinemas - UK

“The industry as a whole is looking in good stead to continue to grow as more and more innovation from technology and the independent sector keep movie goers keen to visit the cinema. Developments in 3D and 4D technology are likely to draw in crowds of children and hard-core movie ...

October 2016

TV Viewing Habits - UK

“Binge watching is increasingly becoming the preferred method for watching TV series, particularly among younger viewers. However, for select TV series having a stalled release structure can still bring major gains in terms of boosting profile, anticipation and engagement as social media becomes the new ‘water cooler’.”

– Rebecca ...