

March 2017

Video - UK

“The growth of the streaming segment has balanced out declining physical video sales, maintaining equilibrium in the UK video market. The rapid growth of the streaming segment has put pressure on broadcast TV providers to ‘Netflixify’ their offering and provide on-demand content across a range of devices. Growth in streaming ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

January 2017

Sport and the Media - UK

“There are signs that major media players, including Facebook, Twitter and Amazon, are looking to make significant plays in regards to live sport broadcasting over the coming years. Live sport could offer these platforms a powerful differentiating feature within competitive marketplaces, while also potentially presenting a genuine threat to the ...

Digital Advertising - UK

“Ad personalisation through user input is key to boosting engagement; particularly as many consumers are showing interest in ad-blocking. But there isn’t necessarily a one-size-fits-all solution to balance personalisation and intrusiveness, as individual users have different attitudes towards their personal information and the extent to which they are happy to ...

National Newspapers - UK

“Heightened controversy over the spread of fake news and misinformation in 2016 has presented established national newspaper brands with an opportunity to reaffirm to the public the important role they play in terms of offering reliable journalism.”

– **Rebecca McGrath, Senior Media Analyst**