

June 2013

Digital Trends Summer - UK

“Manufacturers of technology products are placing more emphasis on monetising their content platforms, so much so that they are often willing to take a hit on hardware margins. This trend, where content is becoming king, could start to expand into more product sectors as brands may look to subsidise product ...

Web Aggregators in Financial Services - UK

“Price comparison sites still need to convince consumers that they can offer the best possible deal. Many consumers begin the purchasing journey using price comparison sites but end up dropping out before the process is complete. Many of these people choose to drop out in order to check if they ...

May 2013

Social Networking - UK

“Mobile users will be able to access social networks with a greater frequency, but will likely have a greater fragmentation in their attention span due to conflicting demands on their time whilst out of the house. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions ...