

June 2012

Cinemas - UK

“The dynamic pricing model is one which could transfer well to cinema, since the planning and cash flow advantages of encouraging early booking to operators are clear.”

Magazines - UK

“Digital expansion offers clear attractions for publishers, including the opportunity to reach new (often younger) customers and international markets. The pace of digitalisation is likely to remain very uneven, with a concentration of resources in areas where interest is already proven: urban ABC1s, especially men, under the age of 35 ...

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Social Media and Networking - UK

“Brand presence on Google+ will benefit the social network as consumers are enticed to join it to connect with brands they like, as well as using it for promotional offers ahead of other social networks. Indeed, if more internet users were to join Google+ to subscribe to offers and updates ...