

September 2010

Consumer Perceptions of News Media - UK

- TV is the most popular medium for accessing news, with more than three-quarters of adults claiming to use it regularly. The internet is the second most popular source, with around two-thirds using it to access news, while just under half use national newspapers.
- Consumers are most interested in national news ...

August 2010

Media Consumption Amongst Over-55s - UK

As the UK population ages, this report takes an in-depth look at the media consumption and attitudes towards media of over-55s, covering their use of TV, radio, newspapers, magazines and the internet. It aims to show how the media preferences and habits of over-55s differ from the general population and ...

July 2010

TV and Film: Enhanced Viewing Formats - UK

- More than half of UK adult internet users (around 19.5 million people) now have an HD-ready TV in their home, making it the most popular form of enhanced viewing technology. However, only 39% of those with an HD package agree that it is worth paying extra for the picture ...