

Media Consumption Habits - UK - July 2013

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"In order to revitalise CD/DVD sales is to associate hard copy media with the idea of high inherent value, so that consumers who otherwise might think "I do not have the money for this" instead think "this is worth the extra outlay". If the industry can foster this idea, it may be able to turn hard copy into an aspirational status item."

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- Is small screen estate holding back newspaper and magazine consumption on smartphones?
- Will consumers return to physical CD/DVD purchases?
- Will video on demand content in the UK overtake linear TV?
- How do consumers feel about pervasive online video advertising?

Although the growth of smartphones across the UK has stuttered into 2013 as key target markets (such as younger consumers) become saturated, tablets are still on upward ownership curve, with more individuals reporting access to one of the devices in the home each quarter. The devices are changing the way that consumers access and watch, read or listen to media content. Even smartphones, not optimised with their small screens for usage with a newspaper or magazines, are seeing surprising levels of activity by consumers purchasing written content.

This report examines the current state of media consumption in the UK, across TV, radio, music, film, newspapers, magazines and books, along with their digital equivalents. It also will look at what media consumers pay for, what they obtain for free, the devices they use to purchase media and how consumer CD/DVD purchasing habits have changed since they discovered digital music and video. Finally, it examines whether consumers would like to customise online newspaper or magazine content, and what consumers think about video advertisements online.

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