

## Social and Media Networks - UK - May 2016

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“While the reach of branded communication still seems relatively limited, brands should not underestimate the potential of second-degree exposure through shares of content originally posted by brands and online reactions to offline ads, which can significantly broaden the audience that is exposed to a brand’s message.”

– Sara Ballaben, Senior Technology Analyst

This report looks at the following areas:

- Reacting to approaching market saturation
- Expanding the reach of branded communication

As the market approaches saturation, with eight in 10 consumers having recently accessed a social network, the distinction between social and media networks has blurred because social networks have progressively integrated more and more media content, which has resulted in a weaker consumer interest in accessing media networks.

While content and functionality integration has benefited daily usage, monetization of users through digital advertising remains difficult, as the reach and effectiveness of branded content are still relatively limited, mostly due to security and privacy concerns.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The profitable potential of sports fans  
Fear of Missing Out  
Fitness content could drive engagement

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Facebook remains the largest social network  
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Improving the effectiveness of communication with brands

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