

## Media Consumption Habits - UK - September 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“As the music streaming market becomes increasingly competitive, the volume of exclusive content and the effectiveness of content discovery systems are set to become key distinguishing features for consumers when choosing which service to select and stay with.”  
– Rebecca McGrath, Media Analyst

### This report looks at the following areas:

- Utilising social media for discovery and engagement
- Books buck trend with physical revival

The growing popularity of music and video streaming continues to impact the media landscape, hastening the decline of physical formats and challenging the role of pay-TV subscriptions. Streaming services are focusing on incorporating more exclusive and original content, as well as useful features such as content recommendations as they look to compete in an increasingly crowded marketplace.

For music and video in particular, social media has become a very important tool for promotion and viewer engagement. Mintel's research shows young people are particularly likely to find out about new content on social media and discuss/research it on the platforms as well. It is important for TV/film/music creators to design and release content in ways that can create a strong social media buzz.

The print book revival has picked up steam over the last year, while purchasing of e-books has dropped. This is in stark contrast to the fortunes of the newspaper market, where the transition towards digital continues to be problematic. Given many people's apparent continuing preference for print books, e-books have to instead explore new ways of storytelling that better utilise the digital format.

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### DID YOU KNOW?

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 Market – What You Need to Know

- Value of pay-TV subscriptions increases
- Music and video streaming see rapid growth
- Print books up
- e-book growth slows
- Print newspapers see further declines
- Newspaper websites continue to grow

## The Markets

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Value of pay-TV subscriptions increases

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Music streaming services incorporate video

Music discovery becomes key feature

Books and e-books

Books are being designed for digital

News

Apple News launches in UK

Publishers block ad blockers

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Video

New video subscription services introduced

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Sky launches contract-free bundle to take on streaming services

Sky Q created as premium TV service

Music

Music discovery becomes key service feature

Music streaming services incorporate video

Books and e-books

Books are being designed for digital

WH Smith targets younger readers

Newspapers and magazines

Apple introduce news aggregators

Publishers block ad blockers

## The Consumer – What You Need to Know

DVDs/CDs see further declines

Fewer people are buying e-books

Younger people are acquiring streaming subscriptions

Over a quarter are listening to music for more than an hour a day

The smartphone is nearly as popular as computers for music/podcasts

Short videos are key format for younger people

Friends/family are still most useful content discovery source

TV shows/films are most likely to encourage follow-up behaviour

Music generates social media interaction

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DVD/CDs see further declines

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Over a quarter are listening to music for more than an hour a day

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Short videos are key format for younger people

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The smartphone is nearly as popular as computers for music/podcasts

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Brands are becoming more important for music discovery

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Publishers can better engage on social media

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