

## Media Trends Spring - UK - March 2019

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“Media platforms with user uploaded content, such as YouTube and Instagram, have to take greater responsibility for the content they display that is inappropriate, harmful or infringes on copyright. Algorithms, however, currently lack the sophistication to make accurate assessments over which content should be banned or demonetised, which is leading to conflict with creators”.

- **Rebecca McC**

This report looks at the following areas:

Many major new launches are set to be made within the subscription video streaming market in the coming years, from players such as Apple, Disney, and the BBC/ITV. While these services may have the content to rival Netflix and Amazon Prime Video, they are likely to encounter resistance. Consumers will be concerned by the financial cost of the video streaming market becoming more fragmented, as well as the implications in terms of limiting the conversation that can occur around specific content.

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### Media Downloads

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Media downloads remain a niche part of all sectors

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...which could limit fan culture

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One in five 16-24-year-olds are creating in order to make money

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