

Music and Video Purchasing - UK - August 2014

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“Blu-ray discs have no niche to fill. Had digital streaming or transmission services not evolved so quickly, Blu-ray would have been the natural successor to DVD; high quality physical content, slowly becoming the de facto industry standard.”

– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Will Blu-ray sales become a market defining metric?
- Will digital music sales be sacrificed to streaming services?

As the music industry in the UK reaches a parity of income from physical and digital sources, competing formats – in the form of DVD, Blu-ray disc and streamed or digitally delivered content – continue to ensure the evolution of the video market, with the value of each segment and format continually shifting. Both markets are undoubtedly transitioning to a primarily digital proposition, and in the context of that transition this report examines the formats of music and video that consumers purchase, the devices they use to watch or listen to that music and video, and factors that would prompt them to take up a streaming service subscription.

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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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