

## Media Consumption Habits - UK - June 2014

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

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“Video content spreads globally now. But when demand exceeds licensed supply options, illegal pirating means content spreads anyway, to communities who can become highly engaged with merchandising opportunities even if the content in question remains unavailable in their territory.”

– Samuel Gee, Senior Technology and Media Analyst

## This report looks at the following areas:

- Video communities are spontaneous, global and general
- Books are underused as a way of building brand awareness

Media consumption in the UK has been changing for a number of years in line with wider global trends, as new hardware markets have opened an increasing number of consumers to digital media consumption. Whilst the ripples caused by smartphone ownership died away some time ago, the effects of increasing tablet ownership are still fuelling the drive of print media readers to digital equivalents, and the successful proliferation of video services.

This report looks at music, video, magazine, newspaper and book purchasing habits, as well as which media consumers read/watch/listen to for at least an hour each day, how long consumers spend with each media each day, how consumers interact with media whilst experiencing it and how they discover new media.

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