

August 2023

Video Streaming Services - UK

"The cost-of-living crisis has temporarily dampened overall consumer demand for paid-for video streaming services, but it has also hastened the development of ad-supported services. Lower cost ad-supported tiers are initially being introduced by SVoD providers as a way to sustain subscriber growth after price increases, but over the longer term ...

Social Media: Sharing and Socialising - UK

"Threads is looking to capitalise on the issues and controversy surrounding Twitter. The popularity of Instagram, and the commitment to being 'friendly' means the platform can have broad appeal, including among those who have never been Twitter users. However, even if Threads can find success, it doesn't mean there isn't ...

June 2023

Social Media: Engaging with Brands - UK

"Developments in generative AI hold considerable potential for how brands use social media. Many people are interested in using generative AI chatbots for both reporting issues to brands and getting recommendations. AI can also be used to create personalised digital products that platforms and brands can monetise."

- Rebecca McGrath ...

May 2023

News Consumption - UK

"Many people are looking for greater coverage of the climate crisis from news sources. Young women, a demographic that is comparatively less engaged with news content, are particularly inclined to feel there is not enough coverage of this issue."

– Rebecca McGrath, Associate Director for Media and Technology

April 2023

Media Trends Spring - UK

"The cost-of-living crisis has forced consumers, particularly those struggling financially, to make decisions as to whether they prioritise spending on media or other aspects of their life. Some consumers are

now spending more on social media content, such as YouTube videos, as a result of the cost-of-living crisis, highlighting how ...

February 2023

Social Media: Influencers - UK

“BeReal’s emergence onto the social media scene and the incorporation of BeReal-esque features into major platforms, should push creators and influencers to create more content focused on authenticity and spontaneity.”

- **Rebecca McGrath, Associate Director for Media and Technology**

Upcoming Reports

Magazines - UK - 2023

TV Viewing Habits - UK - 2023

Media Trends Autumn - UK - 2023

Music and Other Audio - UK - 2023

Social Media: News - UK - 2023