



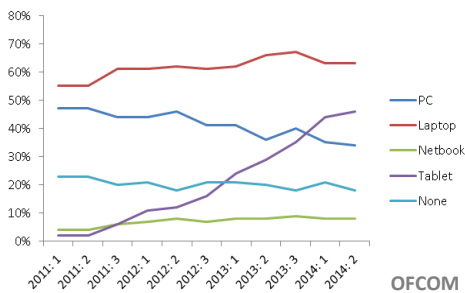
Media Landscape

An overview of the UK advertising marketplace illustrating the shifting media landscape through trends in media usage, consumer behaviour, revenue and forecasts.

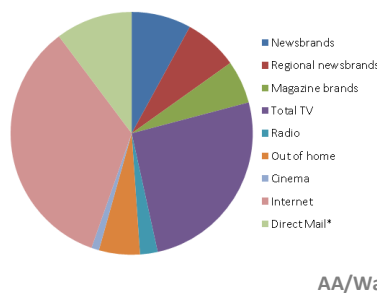
- Overall reach figures for each medium
- Trends in UK media consumption
- Adspend and revenue figures by medium
- Device ownership trends
- Consumer behaviour trends
- Aggregated media spend forecasts

A few examples

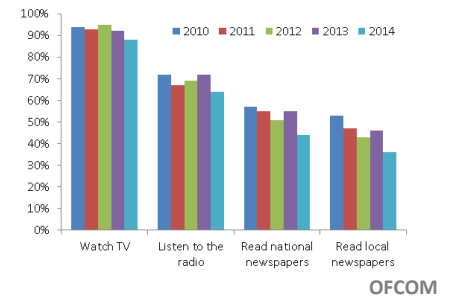
PC, laptop, tablet ownership



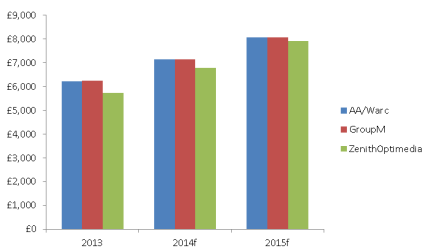
Share of ad spend by medium



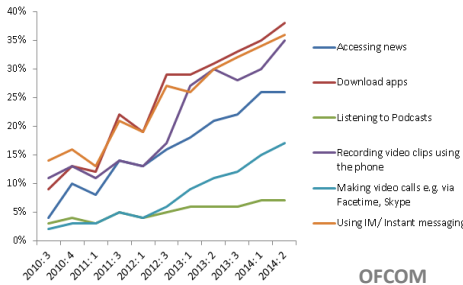
Weekly reach by medium



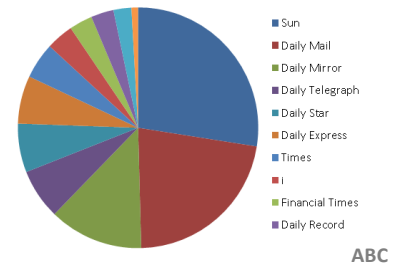
Ad spend forecasts



Selected mobile phone activities



Newspaper market share



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