

March 2020**Esports and Gaming - Canada**

"The video game industry has evolved over the decades from a niche subculture to a mainstream hobby. Along the way, some consumers started to seek out ways to watch others play – whether in official esports tournaments or more casual live streams. And many of these viewers also aspire to ...

February 2020**Sports Media Consumers - Canada**

"There are few categories in the media industry that can elicit as much passion as professional sports. A cursory glance at a cheering crowd or excited sports bar illustrates how important sports are to consumers. And its role in the media is very important since it is one of the ...

January 2020**Personal Audio: Headphones & Speakers - Canada**

"Personal audio is one of the most important accessories in the broader tech market. While central devices like smartphones, tablets and personal computers drive the overall industry, personal audio products are needed to access the growing demand for content – whether it is music, movies, video games or any other ...