



## March 2016

### Home Communication Services - US

"The issues that face home TV, internet, phone, and security services are daunting. Pay TV service is on the decline with 25-34s, who are the least likely to subscribe, a trend indicative of the desirability of internet delivery of video in lieu of linear channels."

### Mobile Phones - US

"Growth in the mobile phones market has slowed down as smartphone ownership hits 80% of consumers. Brands are being pressured to maintain price competitiveness while continually innovating; much of this innovation will come from the software and content side of mobile phones, but there may be hardware-centric opportunities as next-generation ...

## February 2016

### Mobile Network Providers - US

"What with most adults already being cellular service subscribers, there is little to no opportunity to increase the number of subscriber lines, outside of nominal additions related to overall population growth. Simultaneously, the amount consumers have typically paid per month for service has shown little increase in the 21st century ...

## January 2016

### Laptops and Desktops - US

"Leading computer brands have struggled to grow their consumers computing revenue, and the market is increasingly influenced by innovative interfaces, such as touchscreen. However, opportunities remain, particularly as more resource-intensive digital content is released. The challenge for many brands moving forward will be to strike an ideal balance between the ...