



## March 2015

### Pay TV and Home Communication Services - US

“With households trimming and cutting television service, providers will likely set sights on continued capital expenditure for and marketing of ultra-high speed internet. Significant questions hang over this strategy: do households need that speed, and how much more will they be willing to pay for it?”

– **Billy Hulkower ...**

## February 2015

### Mobile Phones - US

“Customer loyalty has solidified the position of current market leaders for the short term. However, these and all mobile phone brands will face a mounting pressure to lower prices in light of greater competition globally and approaching smartphone market saturation in the US.”

– **Bryant Harland, Technology and Media ...**

## January 2015

### Living Room Hardware - US

“Having become acclimated to a touch-based and cloud-oriented experience on tablets and smartphones, consumers are expected to yearn for a similar experience in their living room. The industry is supplying that experience in spades.”

– **Billy Hulkower, Senior Technology and Media Analyst**