



December 2010

Digital Trends Winter - UK

Many of the characteristics of the most recent recession echoed to the 1990 downturn. However, it could be argued that this time around, consumers suffering from the aftershocks of rising unemployment and weakened job security were more empowered than they had been in the past, thanks to greater access to ...

November 2010

Computer Software - UK

The reliance of consumers nowadays on all things digital means that new technology is increasingly more sophisticated. This evolution continues to create opportunities for software developers, from tools that enable users to edit photos to software that allows easy management of their digital lives and beyond.

October 2010

Youth Technology - UK

The report examines how 16-25-year-olds perceive, use and purchase new technology products. It explores strategies for effectively targeting this group and methods for circumventing some of the aforementioned inhibiting factors.

In-car Entertainment - UK

The in-car entertainment (ICE) market has experienced negative growth since 2007, with car owners generally cutting out non-essential purchases. In-car CD-audio sales, already slowing due to the decline of the hard copy music market, have taken a double hit as the recession led to a reduction in consumers willing to ...

Portable Media Players - UK

This report examines strategies and methods for PMPs to stay relevant in the coming smartphone era. It explores how companies can broaden the appeal of PMPs to reach audiences outside the core market of 16-25s. It examines the impact of Apple's iPod product range on the overall market, and assesses ...

Video Games and Consoles - UK

The video game industry has found it hard to replicate the extremely strong performance seen in 2008. The recession saw consumers tightening their belts and cutting back on discretionary spend, while the current generation of consoles are reaching maturity, making it harder to draw new gamers into the market.