

## June 2011

### Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

### Mobile Gaming - US

Between 2005 and 2010, revenue from mobile phone and tablet games more than doubled to reach \$886 million. Three key factors spurred this rise: the introduction of smartphones; the opening of app stores which make it easy for consumers to find and download games; and the establishment of the tablet ...

## May 2011

### Entertainment Venues - US

This report explores the live entertainment market in the U.S., excluding sporting events. It provides insight into the external and internal factors affecting ticket sales, consumption, trends, and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but ...

### Theme Parks - US

While theme parks around the nation have struggled in recent years as millions of Americans curtailed vacation spending in response to the economic downturn, there is some indication that the industry is recovering and a variety of new attractions are being introduced in 2011.

### Marketing to Sports Enthusiasts - US

Sports enthusiasts are dedicated fans who experience a high level of emotion as they follow their teams' fates throughout the season. In general, an emotional audience is an engaged audience, and viewers who are attentive during games are likely to stay focused on advertising during games. Although the most enthused ...

### Movie Consumption at Home - US

The market for home movie viewing is in trouble. Sales coming from rentals and sell-through have been on the decline for more than five years, plagued by pricing pressure from disruptive business models like Netflix and Redbox. Hollywood studios are under pressure to create new value for the consumer and ...