



December 2009

Digital Entertainment: Internet Radio - US

Mintel's report on this subject interprets the market from the perspective of the consumer, focusing on interaction with visual and audio advertisements, attitudes toward playlisting, usage data by type of service offered, the interaction between personal library building via paid and free/pirated downloads. The report further explores what advertising ...

PCs - US

The \$19 billion home PC industry is very mature, with 83% of US consumers having access to a home PC in their household. Yet technology advances are bringing tremendous changes to this established sector, including new form factors, new operating systems and new players in the market. In this report ...

November 2009

Attitudes to Internet and New Media Marketing - US

With the influx of new media in recent years—from online video and social networking to smartphones—the advertising industry is facing the question of how to most effectively utilize a rapidly expanding set of tools to reach consumers. The economic recession and the adoption of disruptive technologies should make new media ...

October 2009

Stoves, Ranges and Ovens - US

The market for stoves, ranges and ovens has seen inflation-adjusted sales fall from 2004-09, with the steepest losses posted since 2007. The collapse of the real estate market and the decline in housing starts have deeply affected the appliance market, which relies heavily on appliances installed in new homes and ...