December 2014

Digital and Print Magazines - US

"Digital editions of magazines have not taken hold to the extent that magazine marketers may have hoped for at the outset of the launch of the iPad. While digital replications of the print format will gain steam looking forward, the discrepancy between hopes for digital and current performance likely lies ...

November 2014

Tablets - US

"The tablet has already succeeded in becoming one of the most commonly owned pieces of consumer electronics. As the category continues to mature, manufacturers will need to focus on encouraging upgrades, holding on to price points, or making a clear case for multiple tablet ownership."

– Billy Hulkower, Senior ...

October 2014

Pay TV and Home Communication Services - US

"The pay TV market is frequently rebuked for not giving consumers want they want. Meanwhile, the industry is effectively moving to give consumers what they want, while also growing profits."

– Billy Hulkower, Senior Analyst, Technology and Media

Mobile Apps - US

"The majority of mobile app users do not download paid apps, while the abundance of free apps now available has filled mobile marketplaces with a plethora of options. Getting consumers engaged with an app is only half the battle – drawing revenue from that engagement may be an even greater ...

September 2014

Digital Trends Fall - US

"Ownership of smartphones, tablets, digital media STBs (set-top boxes), e-readers, and Blu-ray players are all in the midst of penetration growth. At the same time, ownership of television sets, desktop computers, gaming consoles, and digital cameras show limited declines. Consumers may be in love with multifunction devices, but they retain ...

Gamers and Gaming - US

"The majority of US adults now play video games on at least one platform, and the majority of gamers play on at least two. The shift toward digital distribution, comparatively new monetization strategies, such as the free-to-play model, and supplemental premium content, however, have made long-term engagement a critical component ...

August 2014

Movie Sales and Rentals - US

"Buying and renting movies online takes less time than buying or renting in-person. Being able to view content on any device at any time also brings greater convenience to the consumer. In spite of these advantages, the transition to digital movies has impacted sales negatively. Consumers are increasingly seeking value ..."

Electronics Retailing - US

"Retailers face a considerable challenge in selling electronics as consumers shift more spending toward mobile technology and traditional big-ticket items reach saturation. Although consumers clearly show an interest in upgrading their current technology, they are also beginning to feel overwhelmed by the myriad upgrades that are available."

July 2014

Mobile Advertising and Shopping - US

"With smartphone penetration rising quickly through the late majority, brand spend on mobile ads and consumer spend on mobile shopping will both see radical growth."

June 2014

Online Shopping - US

"E-commerce sales are growing rapidly, but are still only at the outset of a journey to become the default means of shopping for the vast majority of purchases, including categories currently seen as unsuitable for online sales."

Social Networking - US

"Social advertising spend is on the rise and shows no sign of slowing down. While display ads still play a key role in terms of brand awareness and new product discovery, getting the most out of social media marketing requires a greater emphasis on aiding networkers in conducting deeper research ..."
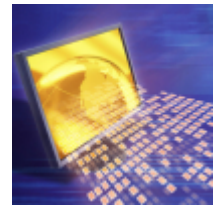
May 2014

Living Online - US

"Our increasing need to be online will continue to impact all areas of consumers' lives in ways that we mostly cannot right now imagine. The internet has so consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet ..."

April 2014

Television and Online Video Ads - US

"The television ad industry is quietly being reshaped to include superior audience metrics, to provide addressable ads, and to escape from DVR-based fast-forwarding."

March 2014

Digital Trends Spring - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Technology in Restaurants - US

"Technology continues to increase at a rapid pace and the majority of the population use smartphones or other mobile devices. However, the majority of consumers either do not use technology in restaurants or have maintained similar usage compared to last year. More than half of respondents do not use online ...

Mobile Service Providers - US

"Brands are becoming increasingly savvy in making adjustments in pricing that favor their ARPU, but as subscribers themselves become increasingly sophisticated, these shifts will eventually become transparent to them. It may be time for marketers to primarily focus on growing new services that benefit consumers, rather than tinkering further with ...

February 2014

Mobile Phones - US

"Smartphone manufacturers are expected to know what consumers want before they themselves know it, and to provide bleeding-edge technology at prices for all income brackets. Risks of missteps are very high, but in the absence of taking those risks, brands take on a greater peril: a stodgy image and irrelevance ...

January 2014

Streaming Media: Music - US

"At $1.5 billion in advertising and subscription sales, the total revenue for the US streaming music market is small, and with high costs for music licensing, market leader Pandora has yet to show two consecutive quarters of profitability. In spite of these issues, leading tech companies are flocking to ...