



## December 2011

### Digital Trends Winter - UK

“Ultrabook, a new line of thin and lightweight laptop computers running the Microsoft Windows operating system, is a strong contender to regain the traditional computer’s eroded market share from tablet computers.”

### Portable Media Players - UK

“Some trade sources have noted that the dip in sales of MP3 players over 2010 has been compensated for by a rise in sales of video players. It is likely that, as has been seen with digital music, the proliferation of routes to access digital video and the growing amount ...

## November 2011

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

### Teens' and Tweens' Technology Usage - UK

“Dual screening is becoming second nature for today’s youths, whether it is using the computer or the mobile phone at the same time that they are watching television programmes. To maximise the effectiveness of advertising campaigns targeted at the younger audience, marketers need to ensure multi-channel advertising is well-executed, from ...

### Video Games - UK

“Publishers are developing ways in which to potentially increase acceptance of the play pass model (for example through the inclusion of a multiplayer aspect), but consumers will inevitably expect the initial cost of second-hand games to fall to allow for the subsequent expected outlay. So while publishers’ revenues may receive ...

## October 2011

### Video Game Consoles and Peripherals - UK

“There is no doubt that a strong software offering aimed at traditional audiences for the PlayStation 3 and the Xbox 360, utilising the PlayStation Move and the Kinect, will eventually be successful. However as well as producing software aligned to their own demographics, both Sony and Microsoft could potentially gather ...