



September 2011

Social Networking - US

The fast-growing, fast-evolving social networking phenomena continues to expand in terms of users and ad revenues, projected to reach \$3.1 billion in 2011. In defiance of uncertainty in the wider economy, advertising on social networking sites (SNS) increased 705% from 2006-11. Growing use of smartphones, tablets and laptops have ...

August 2011

Console Gaming - US

Sales of video game console hardware and software (including digital downloads) are expected to reach \$22.7 billion in 2011. In spite of the industry's history of rapid growth, sales in the near future will slow as the current generation of consoles ages; the next-generation consoles are not expected to ...

Online and Mobile Shopping - US

While the recession and persistently low consumer confidence levels have dragged down sales in many sectors of the U.S. retail market in recent years, online and mobile shopping have been bright spots. Throughout the recession and recovery, ecommerce sales have grown at a significantly faster pace than offline retail ...

Mobile Phone Service - US

In recent years, mobile phone services have expanded far beyond voice and texting to offer a rich array of communications, information and entertainment offerings to millions of consumers. According to the CTIA, as of December 2010 there were approximately 303 million wireless subscribers, representing 96% of U.S. consumers. These ...

July 2011

Attitudes to Internet Advertising - US

Advertisers are steadily shifting their attention and money from traditional channels, like TV and newspapers, to online formats. At the same time, rapidly evolving technology is changing how consumers behave online, increasing consumption of video and encouraging a socially-networked experience. In this environment, advertising companies must stay on top of ...