



January 2011

Mobile and Casual Gaming - US

Recent years have seen a shift in video game users—the Wii hearkened a new vision of what a “gamer” looks like—often older than previously envisioned, and female to boot. This new gamer seeks games that are easier to learn, less time-consuming, and that allow them to interact with friends and ...

December 2010

Home Theater Hardware - US

Despite recession-driven cutbacks in spending, the market for home theater hardware has continued to grow, thanks to game-changing technologies that vastly improve the home viewing experience. However, hardware sales face increasing competition from alternative content sources. Furthermore, evolving means of content distribution threaten to make some types of hardware redundant.

November 2010

Wireless Connectivity Inside Cars - US

This report explores the wireless information and entertainment platforms inside vehicles. It provides insight into the external and internal factors affecting their development and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to, the ...

Console and PC Games - US

Video game sales surpassed movie ticket sales from 2007 to 2010; in its first day sales of *Halo Reach* (\$200 million) exceeded domestic box office sales (\$108 million) for the opening weekend of *Transformers—Revenge of the Fallen*, the highest grossing movie of 2009. Gaming is a central past ...

Attitudes to Internet and New Media Marketing - US

Online video, social networking and smartphones have already re-shaped how consumers communicate, entertain themselves and gather information. Now these media are re-shaping how consumers interact with brands and advertisements, as marketers struggle to better reach targets in an era where antagonism toward traditional push advertising is increasing. This report explores ...



October 2010

Attitudes Toward Traditional Media Advertising and Promotion - US

The year 2009 was the worst the traditional advertising industry has faced in recent history. The challenging economic environment is forcing advertisers to consider how traditional marketing fits into the larger puzzle of consumer engagement with brand, especially given the rise of digital marketing and social media.

September 2010

Media Usage - US

Technological innovations have changed how consumers spend their free time, whether at home or on the go. This report focuses on how technological advances in consumer electronics, entertainment content and communications are changing the media engagement landscape. Forward-looking analysis of trends, particularly based on data by age, gender and household ...

August 2010

Mobile Phone Services - US

According to the CTIA, 91% of Americans owned a cellphone as of December 2009 - and mobile phone services make up a vast business sector with revenues exceeding \$150 billion per year. Wireless networks have become a critical channel for communication, information, entertainment and more, thanks to the incredible proliferation of ...

July 2010

Mobile Phones - US

As of December 2009, 91% of American consumers own a cellphone. Despite the evident maturity of the mobile phone industry, the market has avoided the traditional consolidation and commoditization seen in many other tech products. Indeed, as phones become more and more powerful, they are taking a larger role in ...

Home Internet and Phone - US

Home phone and internet services are facing tremendous change. Commoditization and competition, including new competition from cellular carriers, has led to lower prices and consolidation. Convergence has made it possible for cable operators to offer calling services, even as phone companies offer television services. And changing trends in how consumers ...

Pay TV - US

Distribution of TV and movie content continues to evolve at a breakneck pace, and major players in the pay TV industry are competing intensely to claim a spot at the top of the tech chain. The pay TV industry has withstood recessionary pressures better than most, but many companies will ...

Cameras, Camcorders and Digital Frames - US

This report explores the digital camera and camcorder market in the U.S. It provides insight into the external and internal factors affecting sales. Also covered are sales figures, penetration, consumer trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in ...

Online Shopping - US

The explosive growth of e-commerce hit a wall in 2009, as consumers pulled back in all areas of retail. Shoppers turned to the Internet for bargains, but the consumer base for e-commerce remained flat. While sales increased substantially in the first quarter of 2010, the macroeconomic future is cloudy at ...



April 2010

Book Retailing - US

The recession has significantly impacted retail book sales. Sales of all books declined 5% between 2007 and 2009, to \$23.9 billion. When professional and educational books are excluded, sales declined 4%, to \$11 billion. As sales of trade hardback and paperback books dropped, e-book sales soared. Sales of e-books ...

March 2010

Social Networking - US

Online social networking is expanding. In December 2009, there were 248 million unique monthly users on the top eight social networking sites (SNS) in the US, an increase of 41% from January 2009. Mintel finds that 61% of internet users have a profile on at least one SNS, up from ...

February 2010

Digital Entertainment: Streaming Video - US

According to the Council of Research Excellence, the Ball State University Center for Media Design and Sequent Partners, in spring and fall 2008 US consumers spent an average of 347 minutes per day watching live television, DVR playback or DVD or VCR movies. This compares to roughly 24 minutes per ...