



March 2009

Still and Video Cameras - US

Affordable and easy-to-use digital cameras have transformed how U.S. consumers use photography, changing it from something used to document important occasions like weddings and trips to an integral part of everyday life. A large mass audience of consumers now own digital cameras, with product penetration for digital still cameras ...

Techtrak - US

Technological innovations have changed the basic framework of the American lifestyle. Three quarters of U.S. consumers are online, and 55% have broadband internet at home. This report focuses on how technological advances in consumer electronics, entertainment content, and communications have changed American life. Forward looking analysis of trends, particularly ...

January 2009

Social Networking - US

Social networking sites are one of the most important components of online activity in the 21st century. The popularity of both broadband internet and smart phones increases the penetration of social networking sites. It is also clear that in upcoming years new media marketing, particularly on social networking sites, will ...