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 ...

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 ...

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 ...

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