December 2015

Communicating Through Imagery - US

More than 80% of Americans are communicating with others through text, email, or social media. As smartphone and tablet ownership increases, people are more likely to send abbreviated messages and lean on images to indicate tone and provide nuance. Although more than half of US adults have a general awareness ...

Staying Informed - How you Get the News - US

"The balance of power in news media has shifted as consumers realize that non-news organizations can add valuable insight and coverage of events. The rise of social media as a news platform has empowered this trend by giving anyone and everyone an opportunity to broadcast opinions, but brands also have ...

Wearable Technology - US

"In September 2014, Apple announced the launch of its Apple Watch, while Intel announced its partnership to produce smartwatches with Fossil. While the consumer wearable tech market had launched a decade prior with GoPro's Hero line of cameras, these announcements pushed wearable tech into the limelight."

November 2015

Tablets - US

"Tablet penetration has grown to include more than half of all online adults. Competition for first-time buyers and those seeking an upgrade is heating up, via movement both towards the high-end of the market and the low-end. Both launches come ahead of the winter holiday season, with gifting a central ...

October 2015

Streaming Media: Music - US

"Streaming music services have become a principle means of listening to music, now accounting for roughly one in three hours spent with music. The titans of tech, including Apple, Amazon, and Google compete in this space, yet pure-play services such as Pandora and Spotify continue to perform well, with Pandora ...

Mobile Apps - US

"Mobile applications are becoming an increasingly critical part of consumers' lives, but the market faces challenges in the form of consumer engagement and monetization. There is more pressure than ever to build intuitive apps that offer seamless experiences across devices and to become smarter about mobile targeting and promotions."

September 2015

Digital Trends - US

Gaming Consoles - US

"With the rapid adoption of smartphones and upgrades to the larger screen sizes of phablets, a host of activity formerly conducted on PCs is now being accomplished on phones instead. In many cases, the loss in penetration in activities on a PC is identical to the gains seen on phones ...

"Content has always been important for video game consoles, as exclusive titles have long defined the legacies of brands like Nintendo. As consoles become increasingly more connected, multifunctional devices, the hardware is increasingly defined by the software and services it offers. Consoles are challenged to find ways of meeting these ...

August 2015

Movie Sales and Rentals - US

"The Big Three subscription services have become staples of American life and are now also major forces in original content, with substantial ad budgets. Based on the success of these services, myriad new streaming services are sprouting up, including HBO Now, and Showtime Anytime. While households have often being willing ...

July 2015

Mobile Advertising and Shopping - US

With rapid adoption of smartphones and tablets, mobile ad sales and mobile shopping are both seeing dramatic growth: Mobile ad sales grew 76% in 2014 and 41% in 2015. Mobile shopping sales grew 57% in 2014 and 32% in 2015.
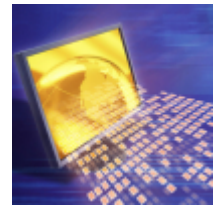
June 2015

Online Shopping - US

With a 16% CAGR (compound annual growth rate) from 2010-14, e-commerce is the engine of growth for retail, driving gains in excess of $500 million for 11 retailers in 2014 alone. At the same time, many e-tailers are having trouble profiting even on these high levels of topline growth, with ...

Attitudes toward Gaming - US

The video game market is poised for impressive growth as the younger generations become adults and gain increased spending power. The major challenge for many gaming brands moving forward will be in meeting the diverse needs of their target audiences and maintaining engagement among new and even more diverse generations ...

May 2015

Internet Ads: Search, Display and Video - US

"Online advertising revenue is expected to reach $79.6 billion by 2019. Search and video have historically driven the market, but consumers are increasingly ambivalent about ads that disruptive their normal online experiences. Given that consumers also now have tools, such as ad blockers, that offer them greater control over ...

April 2015

Mobile Phone and Tablet Accessories - US

"As mobile hardware and connectivity increasingly become central to consumers' lives, a wide variety of accessories are being purchased to facilitate usage. Looking forward, sales will be driven not only by a desire for necessities such as cases and chargers, but also by products that increase functionality, such as portable ...

March 2015

Pay TV and Home Communication Services - US

"With households trimming and cutting television service, providers will likely set sights on continued capital expenditure for and marketing of ultra-high speed internet. Significant questions hang over this strategy: do households need that speed, and how much more will they be willing to pay for it?"

– Billy Hulkower ...

Mobile Network Providers - US

"The majority of consumers are satisfied with their cellular services, and satisfaction is fairly high across a number of service elements. This places a large amount of pricing pressure on mobile network providers. However, consumers still expect value for their money, and most are not loyal to their carriers, thus ...

February 2015

Mobile Phones - US

"Customer loyalty has solidified the position of current market leaders for the short term. However, these and all mobile phone brands will face a mounting pressure to lower prices in light of greater competition globally and approaching smartphone market saturation in the US."

– Bryant Harland, Technology and Media ...

January 2015

Living Room Hardware - US

"Having become acclimated to a touch-based and cloud-oriented experience on tablets and smartphones, consumers are expected to yearn for a similar experience in their living room. The industry is supplying that experience in spades."

– Billy Hulkower, Senior Technology and Media Analyst