

## November 2008

### In-home Entertainment - US

The in-home entertainment industry is projected to continue growing as consumers trade expensive vacations for consumer electronics and other home activity products. Moreover, fluctuating gas prices, rising menu prices, and increasing theater admission prices have compelled many consumers to forego driving and turn to in-home entertainment for their leisure time ...

### Casino and Casino-style Gambling - US

The casino industry has enjoyed steady growth for the past several years. However, economic crisis is driving down consumer confidence, and this is among the primary factors impeding growth in 2008. Given increased competition and the consumer trend toward entertaining more at home, casinos will need to refine their offerings ...

## October 2008

### Online Entertainment - US

The digital revolution has led to a paradigm shift in how people communicate and consume content. In this new environment, the audio and video content industries have been completely transformed. Consumers can now immediately download or stream an incredibly broad range of multimedia content from their homes, in many instances ...

## August 2008

### Remote seats: How sports fans stay connected - US

This report explores how sports fans access and consume sports content when not attending a live sporting event. It goes beyond a discussion of market trends and segment performance to offer the following insights:

### Sporting Goods: Team Sports - US

The U.S. team sporting goods market experienced slow growth between 2003 and 2007, outpaced by inflation. Sales in certain segments, however, have experienced growth driven by technological advances, product development, and the ever-shifting relative popularity of sports. This report discusses how and why some segments are succeeding, as well ...

## July 2008

### Live Entertainment - US

Growth of live entertainment has vastly outpaced most forms of at-home entertainment and has become the crux of the newly emerged music industry. Growth has been consistent and uninterrupted for the last decade, but industry dynamics are shifting as major players redefine their roles and their relationships with performing artists ...

### Video Games - US

As sequels to popular games continue to succeed, gaming has also taken on a whole new look. The Nintendo Wii has enticed gamers off the couch to play virtual tennis and golf with its motion-sensor controller, and Activision's Guitar Hero has transformed gamers into rock stars. Online gaming revenue ...

## June 2008

### Alcohol Consumption in Bars and Restaurants - US

Consumers are drinking less alcohol in bars and restaurants as they look for ways to cut back on spending amid recessionary pressures and adoption of healthier lifestyles. When they do drink, however, they dare drink better, perhaps as a way to somehow make up for having to pass on other ...

### Health and Fitness Clubs - US

Revenues and membership for the U.S. health and fitness club industry show consistent positive growth, but topline figures may not tell the entire story. Rapid expansion of commercial fitness clubs has pushed the industry closer to saturation, and marketers have shifted their strategies as a result. A number of ...

## April 2008

### Attitudes Towards Advertising and Media - US

The advertising industry is in the midst of unprecedented change, as DVRs, the Internet, and other devices change the way media are consumed. Traditional approaches are showing their shortcomings, while new avenues hold unfamiliar territory.

### Television Subscription Services - US

The pay-TV industry consists of cable and satellite companies that provide television programming, also referred to as "video" in this report. While cable enjoys geographic monopolies and satellite has traditionally serviced rural areas, in recent years the game has changed. Satellite providers are now going head-to-head with cablecos. New entrants ...

## March 2008

### Movie Theaters - US

The movie exhibitor industry has benefited from a period of relative revenue stability, but the future is not necessarily as promising. Challenges from home video are holding back revenue growth, as large-screen televisions and the Internet transform the face of theatrical entertainment. In this report, Mintel offers a comprehensive review ...

### Sports Events Marketing - US

The sports event market is a vibrant sector that enjoyed considerable growth from 2002 to 2007, but missed significant earning opportunities. Sports event marketing has focused on attracting serious sports fans, overlooking potentially lucrative individuals who need more convincing to attend events.

## February 2008

### Social Networking and Connectivity in the Digital Age - US

Online social networks represent a major shift in personal connectivity, becoming major media carriers. These networks are positioned to rival print, broadcasting, film and music competitors by incorporating all four platforms. Social networks are not just one-way communication outlets. Consumers use



## Leisure and Entertainment - USA

traditional media to make virtual connections among  
family, friends ...