

September 2021

Advertising in Gaming - US

"A good game is a good game, regardless of how it was funded. Players know that making amazing games is difficult and expensive, and they're willing to accept unobtrusive advertising into their play space if it means a better game. They even encourage it in some cases, but advertising in ...

Hockey in America - US

"Hockey is at a bit of a crossroads. While considered one of the four major US sports, it faces far greater competition for fourth place than it gives for third. Looking ahead, the sport can focus on growing its fan base by driving interest among new target audiences such as ...

August 2021

Basketball in America - US

"Out of any US sport, basketball may have the strongest reasons for optimism. The sport now trails only football in overall fan following, having surpassed baseball for second place. It has a strong following among younger generations, with more Gen Z fans following basketball than any other sport. Along with ...

July 2021

Consumers and the Economic Outlook - US

"The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

Mobile Gaming - US

"This is the time for mobile gaming brands to take calculated, creative risks. New and established gaming brands alike are entering the mobile space, and they're bringing their resources and creativity with them. Today's mobile games embrace the full range, from simple puzzles to fully developed media experiences that rival ...