

## September 2014

### Gamers and Gaming - US

“The majority of US adults now play video games on at least one platform, and the majority of gamers play on at least two. The shift toward digital distribution, comparatively new monetization strategies, such as the free-to-play model, and supplemental premium content, however, have made long-term engagement a critical component ...

## July 2014

### Marketing to Sports Fans - US

“Watching sports on TV is not going to be enough for today’s young adult and teen fans. To keep them involved with sports, leagues will have to operate across all media channels, including those yet to be developed. This will likely require the cultivation of diverse revenue streams to reduce ...