



December 2013

Streaming Media: Movies and Television - US

“While copycat services might ordinarily be seen as lacking in points of differentiation, in the case of streaming video services, the elements of service are so few that each service will end up carrying each feature of its competitors, or fall by the wayside. Alternatively, brands can aim for differentiation ...

November 2013

Bundled Communication Services - US

“Cord-cutting has been discussed in mainstream media as a problem for pay TV services, while a long-term decline in home phone services has been tied to cellular phone service. Looking forward, home internet may also be plagued by cord-cutting, placing all three legs of the home bundle in jeopardy.”

Mobile Gaming - US

“The mobile gaming sector is new, widespread, and growing. Non-traditional demographics have taken to mobile gaming. App store listings and gaining good reviews at app stores are critical, and game makers exploring the optimum way to monetize of their product must keep in mind the increased likelihood of download if ...

October 2013

Pay TV - US

“Pay TV providers have invested heavily in new services, with a focus on anywhere, anytime, and any screen viewership, large video-on-demand libraries, and apps for watching content on phones and tablets. However, some central themes of the digital era have yet to be addressed, including personalization of content and ads ...