



## March 2017

### Digital Trends: Spring - US

"This Report tracks trends in ownership of electronics, intent to purchase electronics, hardware used to access the internet, and online activities, separating definite shifts in consumer behavior from the hype often associated with mainstream reporting. Findings include the lasting desirability of PCs even during the continuing transition to mobile computing ...

### Television Advertising - US

"Twenty years after the launch of Netflix, and more than a decade since the launch of YouTube, advertisers continue to increase spending on television commercials, with sales estimated at \$81 billion in 2016. Growth continues because the television commercial remains the pièce de résistance for product introductions and brand equity ...

## January 2017

### Smart Homes - US

"Smart home product sales continue to represent a small slice of expenditures on the home despite sales growth leaving room for further expansion. This Report explores how consumers view smart home hardware and home security services, providing perspective on the obstacles to growth that are preventing wider adoption."

- Billy Hulkower ...