

## December 2011

### Digital Trends Winter - UK

“Ultrabook, a new line of thin and lightweight laptop computers running the Microsoft Windows operating system, is a strong contender to regain the traditional computer’s eroded market share from tablet computers.”

## November 2011

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

### Teens' and Tweens' Technology Usage - UK

“Dual screening is becoming second nature for today’s youths, whether it is using the computer or the mobile phone at the same time that they are watching television programmes. To maximise the effectiveness of advertising campaigns targeted at the younger audience, marketers need to ensure multi-channel advertising is well-executed, from ...

### Multi-channel Retailing - UK

“No sooner have retailers implemented strategies to integrate online into their store-based businesses than new technology has shifted the goalposts as mobile digital devices are now creating new opportunities for ‘fast shopping’ – shopping on the move and social media generated shopping – which requires retailers to devise and create ...

## October 2011

### Online Gaming and Betting - UK

“The growth of online leisure, the move into the mainstream of gambling in general and the increasing role web-based technology plays in our everyday lives have enabled internet gaming and betting to grow at a rapid pace over the last five years.