



## April 2010

### Book Retailing - US

The recession has significantly impacted retail book sales. Sales of all books declined 5% between 2007 and 2009, to \$23.9 billion. When professional and educational books are excluded, sales declined 4%, to \$11 billion. As sales of trade hardback and paperback books dropped, e-book sales soared. Sales of e-books ...

## March 2010

### Social Networking - US

Online social networking is expanding. In December 2009, there were 248 million unique monthly users on the top eight social networking sites (SNS) in the US, an increase of 41% from January 2009. Mintel finds that 61% of internet users have a profile on at least one SNS, up from ...

## February 2010

### Digital Entertainment: Streaming Video - US

According to the Council of Research Excellence, the Ball State University Center for Media Design and Sequent Partners, in spring and fall 2008 US consumers spent an average of 347 minutes per day watching live television, DVR playback or DVD or VCR movies. This compares to roughly 24 minutes per ...