

December 2012

Consumer Cloud Computing - US

“Use of a cloud service has passed through early adoption and now encompasses more than a third of internet users. However, the majority of usage is based on free services, and it may be necessary to offer qualitative differences in service to attract paid usage, rather than basing fees around ...

November 2012

Online and Streaming Video - US

“The seven years of YouTube’s history have made evident that there is a startlingly large demand for videos showcasing cats engaging with Roombas, amateur performers taking a spill off or on stage, and babies dancing to Beyoncé. While interest in homegrown entertainment may continue indefinitely, both ad sellers and ad ...

October 2012

Console Gaming - US

“Console gaming is at a crossroads. The first of the next-generation consoles, the Wii U, enters a very different marketplace this November than the Wii did when it was first introduced in November 2006. Gamers not only can play console and PC games, they can play games on smartphones, tablets ...

Pay TV - US

“The specter of cord-cutting is omnipresent. Whenever churn turns up a few basis points, mainstream media float articles about the death of pay TV services. There are legitimate long-term concerns related to cord-cutting, but just as many might stem from the launch of branded smart TVs in 2012.”

September 2012

Televisions - US

The television market has been in decline since 2007 as average prices for television sets have plummeted. Consumers have consistently selected TVs based on screen size and low price, rather than picking up higher-cost TVs, including 3DTVs. This divergence between industry desires and consumer needs is a central problem in ...

August 2012



Digital Movie Sales and Rentals - US

This report explores the market for digital movie sales and rentals, including all television and film programming sold via an intangible file. Commentary throughout provides actionable insights to digital marketers and brand managers via the review of innovation in the market and the attitudes and habits of consumers in relation ...

Laptops and PCs - US

Computers have become important productivity and communications tools and have brought an endless stream of content via the web to the majority of U.S. homes. In doing so, these hardware portals to the online world have become a significant, \$48 billion market according to Mintel's estimates. However, as user ...

July 2012

Internet Advertising - US

By 2017, online ad spend may surpass television ad sales, making online the leading arena for advertising in the U.S., resulting from increasing consumer shifts from traditional media to online video, internet radio sources including Pandora, Spotify, and podcasts, in addition to increasing access to the mobile web via ...

Living Online - US

Over a relatively short period of time, internet use has steadily evolved from a mere curiosity for many, and an interest for only the tech savvy, to a mainstream tool for news, research, communication, transactions and entertainment.

June 2012

Mobile Gaming - US

Between 2006 and 2011, revenue from mobile phone and tablet games increased 95% to reach \$990 million and it could hit \$2.6 billion by 2016. Growth is driven by dramatic sales (not yet peaked) of smartphones and tablets, the creation of games like Angry Birds or Draw Something that ...

Mobile Apps - US

Perhaps never before has there been a market in which product supply and variety so greatly outweigh demand. As of December 2011, over one million apps were available, but the median number of apps used daily on phones or tablets is between one and two, and a typical app user ...

May 2012

Social Networking - US

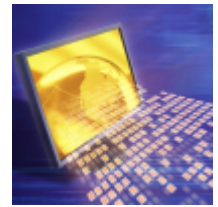
Global sales of ads on Facebook alone grew 69% in 2011, reaching \$1.7 billion in the U.S., and are expected to reach \$3.7 billion in 2012. The leading network also reported 37% growth in ad sales in the first quarter of 2012, based on its increasing membership ...

Mobile Phone and Tablet Accessories - US

Mobile phones have become an essential tool that U.S. consumers rely on to navigate their lives, and following the breakthrough success of the iPad, tablets have taken on a similar role for millions of owners. Given how personal these devices are, it's not surprising that many consumers seek to ...

April 2012

Tablets - US



Apple's third-generation iPad sold 3 million units globally in its first three days on the market in March 2012, capturing a minimum of half a billion dollars per day. Global tablet sales surpassed netbook sales in Q2 2011, enrooted to 65 million units in total for the year. That figure ...

March 2012

Online and Mobile Shopping - US

Changes in consumer electronics ownership and cellular data services are creating scenarios that promote online sales: smartphone apps allow consumers to scan barcodes when at brick-and-mortar retailers and help them determine whether immediacy is of sufficient value to incur the price difference; tablets present a larger screen for mobile shopping ...

Mobile Phones - US

The convenience of communication on the go led millions of American consumers to adopt mobile phones, and as these devices have gained power and features they are playing an increasingly important role in people's lives. Cellphone ownership has now reached 92% in the U.S. according to Experian Simmons data ...

February 2012

Mobile Phone Service - US

Cellular networks are headed toward carrying an analogous weight in the 21st century to the role played by trains in the 19th century and the automobile in the 20th century—cellular access is becoming the defining feature of consumer trends ranging from social shopping to mobile video, and ...

Mobile Payments - US

Mobile payments are bringing a whole new perspective to the payments industry, with an avalanche of new players that are using cutting-edge technology. However, for these new innovations to be successful, there must be an awareness of how new rules and regulations may come into play, the dramatic infrastructure changes ...

The Photography Consumer - US

This report covers the use of dedicated cameras, camcorders and digital frames, as well as the use of smartphones and tablets for taking photos. Coverage includes a comparison of photo and video usage in multi-function devices versus dedicated devices. The role of video features on digital still cameras is also ...