

## January 2022

### Smart Home Devices and Systems - Canada

“The smart home market continues to evolve with new concepts and a greater array of products available. However, it faces barriers to ownership such as cost, security concerns and a lack of operational knowledge. Newly established digital behaviours due to COVID-19 should help drive adoption of smart home devices that ...

## December 2021

### Families and Tech - Canada

“Digital technology plays a very important role within families. The pandemic has heightened its value, but only because it was already a foundational piece for parents and children. Not only does it support productivity and communication, but digital tech also facilitates time spent together watching TV shows, movies and online ...

## November 2021

### Wearable Technology - Canada

“The COVID-19 pandemic has spurred health consciousness among consumers, renewing interest in wearables like smartwatches and other devices that can monitor activity and health. Stylistically, consumers will be drawn to visually appealing wearables with many viewing them as a statement piece. The economic impacts of the pandemic have unequally affected ...

## September 2021

### Digital Trends: Consumer - Canada

“The digital tech industry has been a focal point since the start of the pandemic, as digital tools quickly became household necessities. Now after more than a year, it is clear that the demand for digital tech has stabilized and that there are new opportunities emerging in the industry.

### Video Content Consumption - Canada

“Traditional channels of video entertainment such as cable and satellite continue to steadily decline, as they struggle to compete with the convenience and cost of on-demand internet-based streaming services. However, as consumers expand the repertoire of video streaming services they subscribe to, cost concerns arise. For operators in the video ...

Demand ...

## July 2021

### Sports Viewing Experience - Canada

“The cultural significance of sports was highlighted by its role as a barometer of the COVID-19 pandemic. League cancellations underscored the initial shock of March 2020, return-to-play bubbles illustrated ways to live amid the pandemic and the gradual return of fans to buildings has been a symbolic step towards the ...

### Streaming Audio - Canada

“Most consumers are using major music streaming services for free, presenting a challenge for operators, but an opportunity for advertisers to reach a wide audience through such platforms. Several factors will drive consumers to subscribe to a music streaming service, including early releases, exclusive content and information about artists. Brands ...

## June 2021

### Gaming: Mobile - Canada

“Mobile gaming may not be the quintessential video game experience in the same way that Nintendo or PlayStation are – but it represents a billion-dollar category that is used by half of the adult population in Canada. And that broad appeal makes it a particularly useful tool for advertisers to ...

## May 2021

### Gaming: Consoles and PCs - Canada

“The past year has been unique for this industry – with increased demand as a result of the COVID-19 pandemic and more time spent at home. With so many Canadians playing PC/console video games, it is increasingly important to understand them at a more granular level; gaming PC users ...

## March 2021

### Fintech and the Canadian Consumer - Canada

“The use of branches has declined during the pandemic as usage of mobile apps and digital tools surges ahead. While some of these adopters will continue to use more digital, many customers are yearning for a human



## Technology and Media - Canada

connection and will return to branches as the pandemic recedes.”

### February 2021

#### **Staying Informed: How you Get the News - Canada**

“The news industry is incredibly unique in Canada. It is centuries old and used by almost every consumer on a daily basis – yet many of its companies are now struggling to remain financially viable. Digital tech has been particularly disruptive to the industry, making it easier for consumers to ...

#### **Digital Trends: Hardware - Canada**

“Despite hurdles throughout 2020, the digital hardware industry is in a healthy position – reflected by the growth of its leading companies. The pandemic forced Canadians to adopt more digital habits out of necessity, which ultimately drove demand for hardware.