



April 2011

Internet-enabled Home Entertainment - UK

The key to mass-market adoption of wireless home entertainment devices is convincing consumers that internet TV is a central part of their lives. Offering exclusive content would be the most effective way of achieving this, as it is the feeling of missing out on programming they really want to see ...

February 2011

Fixed Line Telecoms Providers - UK

The UK residential fixed-line telephony market faces a difficult outlook, with an increasing number of customers disengaging with the service. The past few years have seen an increase in customers 'cutting the cord', with mobile-only homes now accounting for about one in ten UK households. Landline owners are also using ...

January 2011

Mobile Phones and Network Providers - UK

Demand for high-end smartphones continues to rise, driven primarily by young, technology-savvy mobile customers. With mobiles increasingly becoming 'pocket PC'-type devices, handset operating systems (OS) are becoming a more important point of competitive differentiation. Research for this report shows that a large proportion of customers now look at the ...

Telecoms Retailing - UK

The mobile phone retail sector has reached the first stage of maturity. The market is now saturated with mobile phone outlets, but now we are faced with just as many questions as we would have been ten years ago, but not because of immaturity, but because the nature of the ...