

March 2023

Video Gaming and Wellness - US

"Contrary to misconceptions, gamers are interested in improving their wellness, and consider games an excellent way to reduce stress and fostering social opportunities. Players want video games that help reduce anxiety and create more positive social interactions. Combating toxicity online may accomplish both."

Auto Racing: Sponsorship Activation Meets Emerging Audiences - US

"Sponsorships have consistently played a key role in the business of auto racing. Boosted by strong response to Netflix's Formula 1: Drive to Survive docuseries, auto racing has attracted attention from a new wave of racing fans, giving companies and brands new opportunities to engage with an emerging fan base ...

February 2023

Gaming Trends: 2023 - US

"The video game industry continues to provide entertainment that consistently excites and engages fans. Gamers in 2023 want to relax and play more, and they will find the games where monetization options work for whatever they can afford to engage the most with."

In-person Sporting Event Experience - US

"Live sporting events play an important role in developing and cultivating fan interest. Excitement, value and fan engagement are core elements of live sports. Through enhanced technologies like AR and by accommodating diverse fan interests as well as emphasis on flexibility, accessibility and memorable experiences, providers can achieve continued long-term ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...