



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 ...

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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 ...