



## June 2023

### Social Media Trends: Spotlight on Content Creators - US

"Companies must be aware of the different social dynamics at play on different social media platforms in order to succeed with their marketing efforts. Influencer and content creator based marketing is highly impactful, and keeping abreast of macro-level trends can help brands capitalize on the growing market."

### Home ISPs and Bundled Services - US

"Speed and reliability are the key factors consumers look for in home internet service. Price is important and more engaged consumers will work the system to create value themselves. Meanwhile, as traditional mobile wireless makes a stronger push into the market, and as home internet providers increasingly offer mobile phone ...

## May 2023

### Consumers and Screens: TV, Smartphones, Tablets and Computers - US

"Screen device technologies are constantly evolving, but content and use cases that take advantage of these capabilities often lag behind. Businesses need to stay up to date to remain competitive and to avoid overextending themselves chasing fleeting gimmicks."

## April 2023

### Mobile Network Providers - US

"With smartphones in virtually every pocket, amping up growth can be challenging in the mobile space. Yet the seemingly static sector still has lots of opportunities for individual players to succeed – or fail. Stealing customers from the competition may be a sufficiently winning strategy for many companies, while developing ...