



September 2019

Pay TV and Bundled Communication Services - US

"The pay TV and bundled communications industry in the US is in the midst of dynamic changes due to fundamental shifts in consumer entertainment behaviors. In addition to pay TV, household entertainment can include gaming, internet browsing and video streaming services. As such, consumer priorities have shifted toward high-quality internet ...

August 2019

Digital Advertising - US

"Digital advertising is a \$125 billion industry and is estimated to account for more than half of total advertising spending following robust growth across all segments including banner, video and search. Growth is expected to continue, albeit at a slightly slower rate than in years past, indicating that the digital ...

July 2019

News Media - US

"News media is an integral component of everyday life for most consumers. A lack of trust and a plethora of options have made it difficult for the average news consumer to figure out what is real and whom to trust in a continuously fragmenting market. As news media becomes more ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...