



## December 2014

### Digital and Print Magazines - US

“Digital editions of magazines have not taken hold to the extent that magazine marketers may have hoped for at the outset of the launch of the iPad. While digital replications of the print format will gain steam looking forward, the discrepancy between hopes for digital and current performance likely lies ...

## November 2014

### Tablets - US

“The tablet has already succeeded in becoming one of the most commonly owned pieces of consumer electronics. As the category continues to mature, manufacturers will need to focus on encouraging upgrades, holding on to price points, or making a clear case for multiple tablet ownership.”

– **Billy Hulkower, Senior ...**

## October 2014

### Pay TV and Home Communication Services - US

“The pay TV market is frequently rebuked for not giving consumers what they want. Meanwhile, the industry is effectively moving to give consumers what they want, while also growing profits.”

– **Billy Hulkower, Senior Analyst, Technology and Media**

### Mobile Apps - US

“The majority of mobile app users do not download paid apps, while the abundance of free apps now available has filled mobile marketplaces with a plethora of options. Getting consumers engaged with an app is only half the battle – drawing revenue from that engagement may be an even greater ...