



September 2012

Televisions - US

The television market has been in decline since 2007 as average prices for television sets have plummeted. Consumers have consistently selected TVs based on screen size and low price, rather than picking up higher-cost TVs, including 3DTVs. This divergence between industry desires and consumer needs is a central problem in ...

August 2012

Digital Movie Sales and Rentals - US

This report explores the market for digital movie sales and rentals, including all television and film programming sold via an intangible file. Commentary throughout provides actionable insights to digital marketers and brand managers via the review of innovation in the market and the attitudes and habits of consumers in relation ...

Laptops and PCs - US

Computers have become important productivity and communications tools and have brought an endless stream of content via the web to the majority of U.S. homes. In doing so, these hardware portals to the online world have become a significant, \$48 billion market according to Mintel's estimates. However, as user ...

July 2012

Internet Advertising - US

By 2017, online ad spend may surpass television ad sales, making online the leading arena for advertising in the U.S., resulting from increasing consumer shifts from traditional media to online video, internet radio sources including Pandora, Spotify, and podcasts, in addition to increasing access to the mobile web via ...

Living Online - US

Over a relatively short period of time, internet use has steadily evolved from a mere curiosity for many, and an interest for only the tech savvy, to a mainstream tool for news, research, communication, transactions and entertainment.