

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

Live Entertainment - US

This report explores the live entertainment market in the U.S. It provides insight into the external and internal factors affecting ticket sales and what they mean for future ticket sales, marketing and promotional campaigns and industry innovations.

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 ...

July 2012

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.