

Digital Trends Fall - US - September 2016

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"The line between hardware markets and software markets continues to blur as companies from both sides partner up to change the experience of interacting with physical devices."

- Bryant Harland, Senior Technology Analyst

This report looks at the following areas:

- Methods of accessing the internet increasingly varied
- Streaming media not catching on in many regions
- Little change in ownership of several staple electronics

Brands must also be ready for the upcoming flood of data-generating devices as consumer adoption of smart products rises.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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