

March 2008**Movie Theaters - US**

The movie exhibitor industry has benefited from a period of relative revenue stability, but the future is not necessarily as promising. Challenges from home video are holding back revenue growth, as large-screen televisions and the Internet transform the face of theatrical entertainment. In this report, Mintel offers a comprehensive review ...

Sports Events Marketing - US

The sports event market is a vibrant sector that enjoyed considerable growth from 2002 to 2007, but missed significant earning opportunities. Sports event marketing has focused on attracting serious sports fans, overlooking potentially lucrative individuals who need more convincing to attend events.

February 2008**Social Networking and
Connectivity in the Digital Age -
US**

Online social networks represent a major shift in personal connectivity, becoming major media carriers. These networks are positioned to rival print, broadcasting, film and music competitors by incorporating all four platforms. Social networks are not just one-way communication outlets. Consumers use traditional media to make virtual connections among family, friends ...