



December 2013

Streaming Media: Movies and Television - US

“While copycat services might ordinarily be seen as lacking in points of differentiation, in the case of streaming video services, the elements of service are so few that each service will end up carrying each feature of its competitors, or fall by the wayside. Alternatively, brands can aim for differentiation ...

November 2013

Bundled Communication Services - US

“Cord-cutting has been discussed in mainstream media as a problem for pay TV services, while a long-term decline in home phone services has been tied to cellular phone service. Looking forward, home internet may also be plagued by cord-cutting, placing all three legs of the home bundle in jeopardy.”

Mobile Gaming - US

“The mobile gaming sector is new, widespread, and growing. Non-traditional demographics have taken to mobile gaming. App store listings and gaining good reviews at app stores are critical, and game makers exploring the optimum way to monetize of their product must keep in mind the increased likelihood of download if ...

October 2013

Pay TV - US

“Pay TV providers have invested heavily in new services, with a focus on anywhere, anytime, and any screen viewership, large video-on-demand libraries, and apps for watching content on phones and tablets. However, some central themes of the digital era have yet to be addressed, including personalization of content and ads ...

Digital Trends Autumn - US

“The digital divide is crumbling, with respondents from lower-income groups showing high levels of using the internet, and increased ownership of computing products. The next phase of growth for hardware and software will be for products and services that effectively target lower-income groups.”

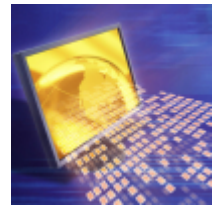
Mobile Apps - US

“The high app engagement level of Millennials makes them a lucrative target and companies targeting the demographic should consider their particular interests. This generation is more willing to pay for apps, and while ad revenue is still a major part of generating income for developers they must ensure their ads ...

August 2013

Laptops and Desktop Computers - US

In-Car Electronics: Entertainment and Navigation - US



“The computer market does not lack for innovation. In fact, so much effort has been placed in product development that the industry may have temporarily stepped ahead of consumer taste and awareness, and run into problems that can be tackled via marketing rather than an endless stream of new technologies ...

“Those who haven’t shopped for a new car in the past 5 years may be surprised to find out that a technological coup has taken place on the vehicle dash. Gone are tactile controls and, in their stead, many automakers are now offering touchscreens with interactive controls that allow for ...

July 2013

Tablets - US

“Tablets are seen as having cannibalized sales of PCs and e-readers. While this is certainly true of the e-readers, looking forward, the dinner and the diner may be flipped—advances in smartphones and laptop offerings may result in a cannibalization of tablet sales.”

June 2013

Online and Mobile Shopping - US

“The majority of e-commerce shoppers purchase goods online via laptop/desktop computers. Though they tend to stick to ‘familiar’ online retailers, the frequency in online shopping is significantly less than those who shop via smartphones or tablets. These shoppers, however, tend to be savvy, to be more incline to compare ...

Social Networking - US

“The bridge to greater efficacy in social network ads and the road to greater ad sales for networks are intertwined around a single segmentation that rises above industry verticals—how the networker feels about brand interactions on ‘her’ page or feed in general.”

May 2013

Mobile Advertising - US

“The amount of real estate available for mobile ads, including apps, websites, games, mobile search, mobile social networking, and streaming audio and video, is enormous. With \$3.4 billion in spending in 2012, marketers are staking positions in these new ad formats, but the most basic question regarding ad placement ...

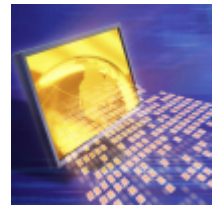
April 2013

The Photography Consumer - US

“Digital camera manufacturers may offer a product with superior quality and features but with two substantial disadvantages—it is not always at hand and consumers are generally satisfied with the quality and convenience

Internet Advertising: Search and Banner - US

“Advertisers are having a hard time—TV commercials can be DVRd, searches skipped, banner ads ignored or blocked—as consumers gain increasing control of ad viewership. A consistent response to these problems is



of the camera on their mobile device. Digital pictures can be lost through human error, device failure, and ...

to aim to make ads harder to ignore, but this typically also makes ads harder to bear. Civility, and ...

Living Local - US

“Local marketers have a challenge to simultaneously position local involvement as conducive to community and personal gain. While helping the local and wider economy and supporting patriotic sentiments are leading drivers of living local, participation in the local market are unlikely to be completely selfless. Whether focused on bettering their ...

March 2013

Digital Trends Spring - US

“The rise of smartphones and tablets has pummeled sales of cameras, personal audio, desktops, televisions, gaming consoles, PC peripherals, and the companies whose brand names were staked on them. Convergence has been en route to the tech market for two decades, but now that it’s fully arrived, its overriding impact ...

February 2013

Mobile Service Providers - US

“There are few industries where products are more indistinguishable than communication services. As a result, the cellular brands are hard at work tinkering with what they can alter most easily: prices and plans.”

January 2013

Mobile Phones - US

“Four OS compete in the smartphone segment, but only three OS typically survive in hardware markets, given that each must be supported by independent software vendors (ISV), and ISVs are attracted to OS by a large audience for potential sales. This gives the most popular OS the advantage, regardless of ...