



December 2020

Connection and Communication in a Digital Age: Incl Impact of COVID-19 - US

“Technology’s role in communication today is driven largely by rapid improvements in personal device hardware (ie smartphones) and connectivity. New communication behaviors are emerging in this rapidly evolving category. Consumers have their option of email, phone call, social media, video chats and more to connect with others, but newer forms ...

November 2020

Streaming Audio: Incl Impact of COVID-19 - US

“Streaming technology has revolutionized how consumers find and listen to content. Music streaming is increasingly replacing music ownership, podcasts are increasingly replacing talk radio, and audiobooks have never been more accessible to consumers. The streaming audio market, supported primarily through premium subscriptions and advertising, continues to grow and offer value ...

October 2020

Digital Trends - Fall: Incl Impact of COVID-19 - US

“Consumer digital behaviors have rapidly changed in the short period of time since COVID-19 disrupted everyday life. Video conferencing has become widespread and normalized; digital wallet usage has increased, online shopping has increased, and digital streaming consumption along with other forms of online entertainment has boomed. Consumers have turned to ...