



January 2022

The Evolution of Technology in Consumers' Lives - US

“COVID-19 will have a lasting impact on consumers’ digital behaviors. The push to more remote and flexible functions has opened the door for new avenues of communication and virtual activities. Consumers are experimenting and adopting new channels to connect with each other and brands. Major categories like healthcare, retail and ...

November 2021

Streaming Video - US

“COVID-19 has been a transformative event for streaming video, leading to significant investment by both media companies and consumers. Studios have committed to shorter theatrical windows, and more content exclusively for their streaming platforms, and consumers have responded by increasing their spending in the category to \$31.4 billion. Streaming ...

The Media Landscape - US

“Whether they are watching, listening or reading, American adults love media. The pandemic accelerated the use of digital media. Ad-free streaming services can make reaching target audiences challenging with traditional advertisements, but there are opportunities for marketers to employ more innovative campaigns that reach consumers across channels and generate positive ...

October 2021

Digital Trends - Fall - US

“The pandemic accelerated adoption of many digital behaviors, and led to consumers purchasing home electronics and entertainment products to improve their home experience. Many new behaviors and habits established during the pandemic will persist beyond widespread vaccine availability and lowering COVID-19 case counts. Understanding these shifts in behaviors will best ...