



June 2014

Online Shopping - US

“E-commerce sales are growing rapidly, but are still only at the outset of a journey to become the default means of shopping for the vast majority of purchases, including categories currently seen as unsuitable for online sales.”

Social Networking - US

“Social advertising spend is on the rise and shows no sign of slowing down. While display ads still play a key role in terms of brand awareness and new product discovery, getting the most out of social media marketing requires a greater emphasis on aiding networkers in conducting deeper research ...

May 2014

Living Online - US

“Our increasing need to be online will continue to impact all areas of consumers’ lives in ways that we mostly cannot right now imagine. The internet has so consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet ...

April 2014

Television and Online Video Ads - US

“The television ad industry is quietly being reshaped to include superior audience metrics, to provide addressable ads, and to escape from DVR-based fast-forwarding.”