



## March 2014

### Digital Trends Spring - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

### Mobile Service Providers - US

“Brands are becoming increasingly savvy in making adjustments in pricing that favor their ARPU, but as subscribers themselves become increasingly sophisticated, these shifts will eventually become transparent to them. It may be time for marketers to primarily focus on growing new services that benefit consumers, rather than tinkering further with ...

## February 2014

### Mobile Phones - US

“Smartphone manufacturers are expected to know what consumers want before they themselves know it, and to provide bleeding-edge technology at prices for all income brackets. Risks of missteps are very high, but in the absence of taking those risks, brands take on a greater peril: a stodgy image and irrelevance ...

## January 2014

### Streaming Media: Music - US

“At \$1.5 billion in advertising and subscription sales, the total revenue for the US streaming music market is small, and with high costs for music licensing, market leader Pandora has yet to show two consecutive quarters of profitability. In spite of these issues, leading tech companies are flocking to ...

### Technology in Restaurants - US

“Technology continues to increase at a rapid pace and the majority of the population use smartphones or other mobile devices. However, the majority of consumers either do not use technology in restaurants or have maintained similar usage compared to last year. More than half of respondents do not use online ...