



September 2015

Digital Trends - US

"With the rapid adoption of smartphones and upgrades to the larger screen sizes of phablets, a host of activity formerly conducted on PCs is now being accomplished on phones instead. In many cases, the loss in penetration in activities on a PC is identical to the gains seen on phones ...

Gaming Consoles - US

"Content has always been important for video game consoles, as exclusive titles have long defined the legacies of brands like Nintendo. As consoles become increasingly more connected, multifunctional devices, the hardware is increasingly defined by the software and services it offers. Consoles are challenged to find ways of meeting these ...

August 2015

Movie Sales and Rentals - US

"The Big Three subscription services have become staples of American life and are now also major forces in original content, with substantial ad budgets. Based on the success of these services, myriad new streaming services are sprouting up, including HBO Now, and Showtime Anytime. While households have often been willing ...

July 2015

Mobile Advertising and Shopping - US

With rapid adoption of smartphones and tablets, mobile ad sales and mobile shopping are both seeing dramatic growth: Mobile ad sales grew 76% in 2014 and 41% in 2015. Mobile shopping sales grew 57% in 2014 and 32% in 2015.