



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 ...

September 2020

Televisions: Incl Impact of COVID-19 - US

Digital Advertising: Incl Impact of COVID-19 - US



“The strong bond Americans have to television has strengthened the TV market despite the pandemic and should support it even through the recession. TV brands should be taking steps to ensure their products reflect consumer attitudes that the television set isn’t just an electronic device or piece of furniture, but ...

“There is an industry adage that says, “In good times you want to advertise, in bad times you must advertise.” Following the downturn in economic activity due to COVID-19, an effective digital advertising presence will be necessary for businesses both big and small to drive awareness and growth moving ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

August 2020

Television Advertising: Incl Impact of COVID-19 - US

“Television advertising has struggled as COVID-19 takes a significant toll on a sector that is already struggling from consumer and advertiser defections to digital. However, it does offer a strong consumer experience that few other platforms can match, and even in the near term there are some bright spots like ...

Digital Video: Incl Impact of COVID-19 - US

“More consumers now stream digital video content than watch cable or satellite TV. Paid TV packages are struggling to compete with the convenience and cost of on-demand internet based streaming services. To do so, cable and satellite providers are pivoting from paid TV to internet based service. As ISPs, they ...

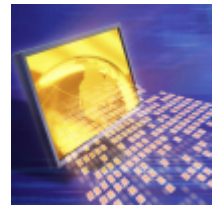
July 2020

Smartphones: Incl Impact of COVID-19 - US

“After relatively stable sales over the past five years, COVID-19 is disrupting purchase plans by prospective smartphone shoppers, and the market is expected to sharply decline in 2020. However, outside of medium-term delays to purchasing, COVID-19 is unlikely to result in a longer-term material change when it comes to sales ...

June 2020

The Impact of COVID-19 on Technology - US



“Technology has enabled consumers to bridge the physical distance imposed by COVID-19. It will undoubtedly accelerate the use and reliance on digital services and consumer electronics, and lead to new innovations.”

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

May 2020

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

"As consumers across the US stay at home due to the COVID-19 outbreak, the use of technology and digital services has surged. While the short term impact of COVID-19 highlights the importance of technology, medium term there will be significant pricing pressure due to the economic impact. Tens of millions ...

March 2020

Internet Influencers - US

"As the influencer market matures, brands have taken them more seriously as a tool for promotion and collaboration. Trust and authenticity go a long way in establishing relationships between influencers and followers, and brands need to take their time to find the right influencer to disseminate their messages. There's still ...

Mobile Network Providers - US

"The US mobile telecommunications market is valued at nearly \$250 billion, and the industry is expected to undergo rapid changes in the next couple of years due to advancements in network speeds and innovation. The implementation of 5G networks and connections will play a big role in consumer decision making ...

February 2020

Wearable Technology - US

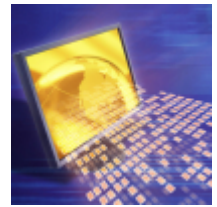
"Wearable tech has gone from tech-savvy early adopters to the mainstream. Bluetooth headsets were once lambasted and stereotyped for high-powered businessmen, but today, about one quarter of all consumers own a set of wireless earbuds. Smartwatches also gained significant market share in 2019, matching ownership rates for activity trackers at ...

January 2020

Consumers and the Economic Outlook - US



Technology and Media - USA



"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director -
Financial Services & Auto**