



September 2014

Digital Trends Fall - US

“Ownership of smartphones, tablets, digital media STBs (set-top boxes), e-readers, and Blu-ray players are all in the midst of penetration growth. At the same time, ownership of television sets, desktop computers, gaming consoles, and digital cameras show limited declines. Consumers may be in love with multifunction devices, but they retain ...

Gamers and Gaming - US

“The majority of US adults now play video games on at least one platform, and the majority of gamers play on at least two. The shift toward digital distribution, comparatively new monetization strategies, such as the free-to-play model, and supplemental premium content, however, have made long-term engagement a critical component ...

August 2014

Movie Sales and Rentals - US

“Buying and renting movies online takes less time than buying or renting in-person. Being able to view content on any device at any time also brings greater convenience to the consumer. In spite of these advantages, the transition to digital movies has impacted sales negatively. Consumers are increasingly seeking value ...

Electronics Retailing - US

“Retailers face a considerable challenge in selling electronics as consumers shift more spending toward mobile technology and traditional big-ticket items reach saturation. Although consumers clearly show an interest in upgrading their current technology, they are also beginning to feel overwhelmed by the myriad upgrades that are available.”

July 2014

Mobile Advertising and Shopping - US

“With smartphone penetration rising quickly through the late majority, brand spend on mobile ads and consumer spend on mobile shopping will both see radical growth.”