



December 2014

Digital Trends Winter - UK

“Unless media providers look to expand into new categories and follow the Amazon Prime model, partnerships between existing players could not only deliver better value but also better integration – something consumers will strive for as they begin to think more about their connected ‘ecosystem’.”

November 2014

Video Games and Consoles - UK

“More prominent marketing focusing on the enormous variety of casual, tablet and smartphone-style Indie games available on new generation consoles may convince older female consumers that there is content on the system relevant to their interests as well. On a more macro scale, the persistent gender-related issues in the industry ...

Televisions - UK

“Brands must hold their nerve and resist the urge to discount 4K TVs heavily in 2015, following the commoditisation of smart and 3DTVs – technologies that no longer command a significant premium.

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Tablet Computers - UK

“Because of the casual nature of tablet usage, with devices popular in front of the TV or for brief gaming sessions, it is likely that once household penetration reaches around the 75% mark, growth in sales will almost stall, driven forward thereafter only by intermittent replacement purchases, or by smaller ...

Mobile Device Apps - UK

“In the short term, in the UK at least, developers on iOS will likely earn more money than those on competing app stores. In the longer term though, porting any content to Android should be a priority; not least because Google is strongly pushing into emerging markets under the Android ...