



December 2012

Consumer Cloud Computing - US

“Use of a cloud service has passed through early adoption and now encompasses more than a third of internet users. However, the majority of usage is based on free services, and it may be necessary to offer qualitative differences in service to attract paid usage, rather than basing fees around ...

November 2012

Online and Streaming Video - US

“The seven years of YouTube’s history have made evident that there is a startlingly large demand for videos showcasing cats engaging with Roombas, amateur performers taking a spill off or on stage, and babies dancing to Beyoncé. While interest in homegrown entertainment may continue indefinitely, both ad sellers and ad ...

October 2012

Console Gaming - US

“Console gaming is at a crossroads. The first of the next-generation consoles, the Wii U, enters a very different marketplace this November than the Wii did when it was first introduced in November 2006. Gamers not only can play console and PC games, they can play games on smartphones, tablets ...

Pay TV - US

“The specter of cord-cutting is omnipresent. Whenever churn turns up a few basis points, mainstream media float articles about the death of pay TV services. There are legitimate long-term concerns related to cord-cutting, but just as many might stem from the launch of branded smart TVs in 2012.”