



## December 2015

### Communicating Through Imagery - US

More than 80% of Americans are communicating with others through text, email, or social media. As smartphone and tablet ownership increases, people are more likely to send abbreviated messages and lean on images to indicate tone and provide nuance. Although more than half of US adults have a general awareness ...

### Staying Informed - How you Get the News - US

"The balance of power in news media has shifted as consumers realize that non-news organizations can add valuable insight and coverage of events. The rise of social media as a news platform has empowered this trend by giving anyone and everyone an opportunity to broadcast opinions, but brands also have ...

## November 2015

### Tablets - US

"Tablet penetration has grown to include more than half of all online adults. Competition for first-time buyers and those seeking an upgrade is heating up, via movement both towards the high-end of the market and the low-end. Both launches come ahead of the winter holiday season, with gifting a central ...

## October 2015

### Streaming Media: Music - US

"Streaming music services have become a principle means of listening to music, now accounting for roughly one in three hours spent with music. The titans of tech, including Apple, Amazon, and Google compete in this space, yet pure-play services such as Pandora and Spotify continue to perform well, with Pandora ...

### Wearable Technology - US

"In September 2014, Apple announced the launch of its Apple Watch, while Intel announced its partnership to produce smartwatches with Fossil. While the consumer wearable tech market had launched a decade prior with GoPro's Hero line of cameras, these announcements pushed wearable tech into the limelight."

### Mobile Apps - US

"Mobile applications are becoming an increasingly critical part of consumers' lives, but the market faces challenges in the form of consumer engagement and monetization. There is more pressure than ever to build intuitive apps that offer seamless experiences across devices and to become smarter about mobile targeting and promotions."