



## January 2017

### Digital Trends Winter - UK

“The launch of Google’s premium Pixel and Pixel XL handsets in September will not have made things any easier for Apple and Samsung at the upper end of the smartphone market, while challenger brands like Huawei and OnePlus are releasing ever-more competitive handsets in terms of performance at more affordable ...

### Wearable Technology - UK

“Wearables’ expensive price tags can clash with their nature as ‘nice-to-have’ devices, leading consumers to worry they will stop using the device not long after purchase. Adoption could thus benefit from initiatives that empower current owners to act as advocates for the technology, as well as from longer trial periods ...

## October 2016

### Digital Trends Autumn - UK

“Parents are not necessarily the first consumer group that comes to mind when thinking about targets for new technology, but they actually emerge throughout our consumer research as key targets for a number of sectors, both in terms of intention to purchase or upgrade products and interest in the latest ...

### Video Games and Consoles - UK

“Continued migration to current-generation consoles is keeping the value of the UK video games market buoyant by pushing the average value of video game software sales up. With new hardware launches in the near future likely to grow the potential market for video game software, the prospects for the market ...

### Mobile Device Apps - UK

“The initial spike in downloads is now being followed by a phase in which consumers are focusing on fewer apps but rely on these more heavily, fostering both usage and monetisation. The introduction of chatbots will further facilitate this re-bundling of different services and information in a single multifunctional location ...