



Use-IT Trend Book

Consumption, Innovations & Growth Scenarios

Innovation Reports

IDATE continues to innovate by offering up an analysis of IT consumption trends in a report that includes a review of the latest developments in communications, the Internet and media, along with a forward-looking analysis in the form of development scenarios and identification of the key innovations to watch in 2010.

Key questions

- What are the possible IT consumption growth scenarios between now and 2020?
- What sociological environment will surround these developments? What are the underlying sociological trends?
> Exclusive input from social research firm, Eranos
- What changes are taking place in TV and video viewing habits as Internet-ready devices become increasingly commonplace?
- How will the mobile fit into the equation? Will it host applications carried over from the fixed Web or rather new dedicated applications?
- As new consumption patterns emerge, what choices are consumers having to make?
- Which services are consumers willing to pay for?

> Report delivered with an exclusive Trend Book





Use-IT Trend Book

Consumption, Innovations & Growth Scenarios

Digital Living - Digital Entertainment - Digital Communication - Valuable Internet

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Methodology

An approach that combines:

- Construction of socio-economic scenarios
- Identification of key trends
- Examination of how these socio-economic scenarios affect key trends
- Key indicators in figures

