

editorial



Welcome to the new international edition of TechTalk.

As many of you know, GfK has over 300 technology researchers and analysts working across the Custom Research Group - stretching from London to San Francisco, from Moscow to Beijing, from Brazil to Sydney. We work on many interesting (and often challenging!) projects for our clients around the globe and invest a significant amount in R&D - in particular, conducting our own research around upcoming market issues (including this month's cover story on Smartphone Ecosystems). This puts us in a unique position to understand current trends and issues affecting technology, mobile, consumer electronics and entertainment organisations today.

Within these pages, we want to share some of this knowledge with you. With contributions from our team of experts around the world, we will be sharing our point-of-view on a wide range of topics, covering technology trends, marketing issues and research initiatives.

We hope you enjoy reading this edition and if you have any comments or suggestions, please get in touch.

Thanks,

Anette Bendzko

Global Head of Business & Technology

Tel: +1 847 371 1585

Email: anette.bendzko@gfk.com

TechTalk December 2010

trends

ON THE COVER! Mobile ecosystems: The smartphone market is there to be won. In 2011 the 'mobile ecosystem' will be critical to driving loyalty and re-purchase

A review of some of the latest technology related stories from around GfK:

- Android overtakes Symbian in quarter three as the war of the mobile operating systems continues in Asia
- New consumer mindset driving smartphone products and services purchases
- IT Insecurities: While technology is critical to the business, more than half of UK & US SMBs do not have an IT security policy
- Microsoft Kinect has arrived but will it deliver?
- Why Windows Phone 7 demands high levels of consumer interest
- Tech savvy teens: the future generation of mobile owners
- Apple breathe a sigh of relief as the Tablet PC market looks promising in 2011
- Research shows that open public debate on Net Neutrality is critical
- Entertainment retailers must react quickly to a constantly changing market
- Privacy in a connected society
- GfK Technical Market Index update: The latest trends for consumer electronics and consumer technology across the globe



opinion

FOCUS: EMERGING TECHNOLOGIES

- Emerging Technologies shaping the research landscape today
- From Access Panels to Communities
- Considering the mobile phone as a research tool
- Web Mining - Fool's Gold or Uncut Diamond?
- Multichannel marketing and trust are the key to success in the mobile market
- The big wide world of values: GfK Roper investigate values across the globe

solutions

Richard Matthews and Hannah Tierney discuss 'Knowledge Mergers', and why it is important to interrogate multiple sources of information if a commercially orientated research project is to be delivered.

- Knowledge Merger: Why providing a holistic, "big picture" deliverable leads to greater commercial impact
- Case Study: The impact of the Orange/T-Mobile merger on the UK mobile phone market

inside GfK

The latest news from in and around GfK:

- GfK financial update: GfK enjoying a strong year with significant sales and earnings growth
- New appointments at GfK
- GfK's West Coast presence gets a boost with new Business & Technology team in San Francisco