



Welcome to TechTalk, GfK NOP Technology's quarterly magazine.

In this edition, we have a special focus on 'Trends in Market Research' and how changes in consumer behaviour, new technologies and client needs will influence the way that we undertake and deliver research in the future.

We also have the usual mix of the latest trends, including an encouraging review of the European consumer technology market. In 'Methods', we discuss the benefits of using online qualitative techniques to engage respondents and stakeholders. And, in 'Solutions', we discuss how Insight Strategy teams can improve performance with the help of GfK's 'Insight Framework'.

Finally, we have a number of papers that we are now offering to present at your offices. These include some of the articles from this edition of TechTalk. Details of our 'Mini-summit' can be found in 'Inside GfK NOP Technology'.

As always, please feel free to make contact if you have any comments or suggestions.

Thanks,

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trends

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

- Apple sells 2 million iPads but competition will be fierce **P.5**
- The Green Revolution **P.6**
- IPTV - Should we all forget the set-top boxes and buy internet enabled TVs? **P.8**
- Future gaming genres, trading platforms and marketplaces **P.9**
- Google Chrome is winning market share from Internet Explorer in areas that will hurt most **P.10**
- Feature: Recovery in full swing for consumer technology markets. Q1 2010 **P.12**

methods

Five new reasons to use online qualitative research **P.18**

How online qual is addressing the need for new forms of respondent and stakeholder engagement, particularly for technology-related research

Using video to deliver insight **P.22**

Video is used at more stages of a research project than we could have imagined a few years ago. We discuss how video can be used to deliver insight in a compelling way

opinion

FOCUS 1 - The Future of Market Research

Predictions & Realities **P.26**

Interviews with Dr Raimund Wildner, Managing Director of the GfK Association, and Dr Volker Bosch, Division Manager of GfK Group's Method and Product Development department

Keeping an Eye on Generation Y **P.31**

How market research is preparing for new consumer trends

Life 3.0 **P.37**

Market research confronting new technologies

Wanted: all-singing, all-dancing market researcher **P.44**

The new client demands facing market researchers

FOCUS 2 - Segmentation

Segmentation tailored to the mobility market **P.48**

How can you create a discriminating and actionable segmentation for the fast moving mobile solutions market? We discuss the key elements that should be included

Best practices for rolling out global

segmentation results in your company **P.50**

We outline how companies can maximise their investment in segmentation programmes by adopting a 14 point plan

solutions

Strategically managing the insight asset **P.56**

Using GfK's 'Insight Framework', we discuss how Insight teams can optimise performance so that it is better able to support the organisation in driving change

Preparing for success **P.58**

Why conducting a 'Scoping & Exploration' phase upfront is key to delivering a research programme that will have a positive impact on the business

inside GfK

The latest news from in and around GfK NOP Technology and the GfK Group, including investments, events, initiatives, new recruits and financial results **P.62**