

The end of the month brings Data Report. Let's analyze the trend universe since 25 of August until 25 of September. This month, as Special, we analyze Mega Trends per Countries through interactive .pdf features. Please, follow the instructions.

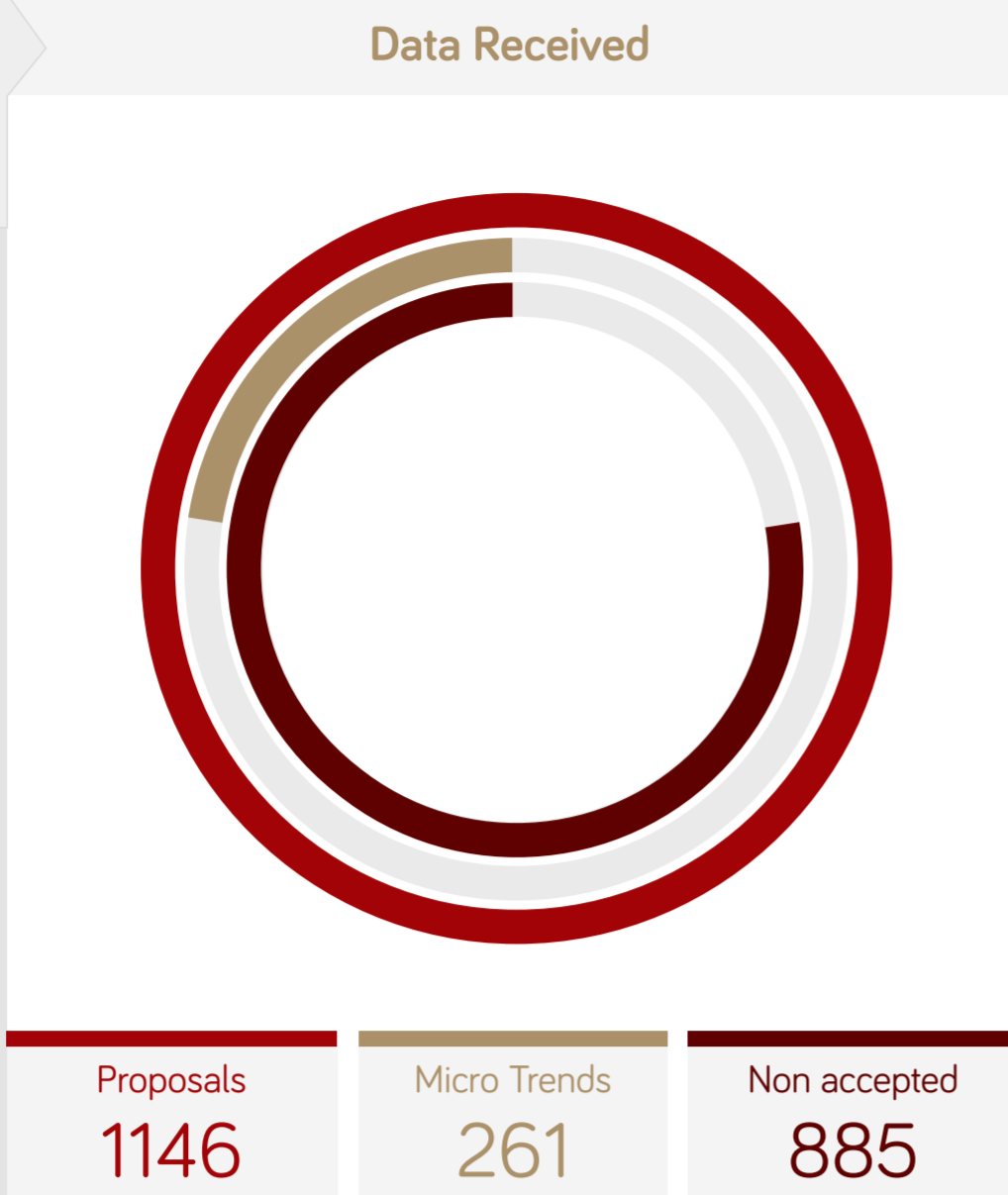
- ∞ [Input of Data](#)
- ∞ [First Analysis: Micro Trends](#)
- ∞ [Second Analysis: Macro Trends](#)
- ∞ [Mega Trends Special](#)

September 2013

Give us your **Feedback!** We would really love to hear from you. Please, write us an **email** with your suggestions!

1. Input of Data

How many Micro Trend suggestions were received and how many were accepted?

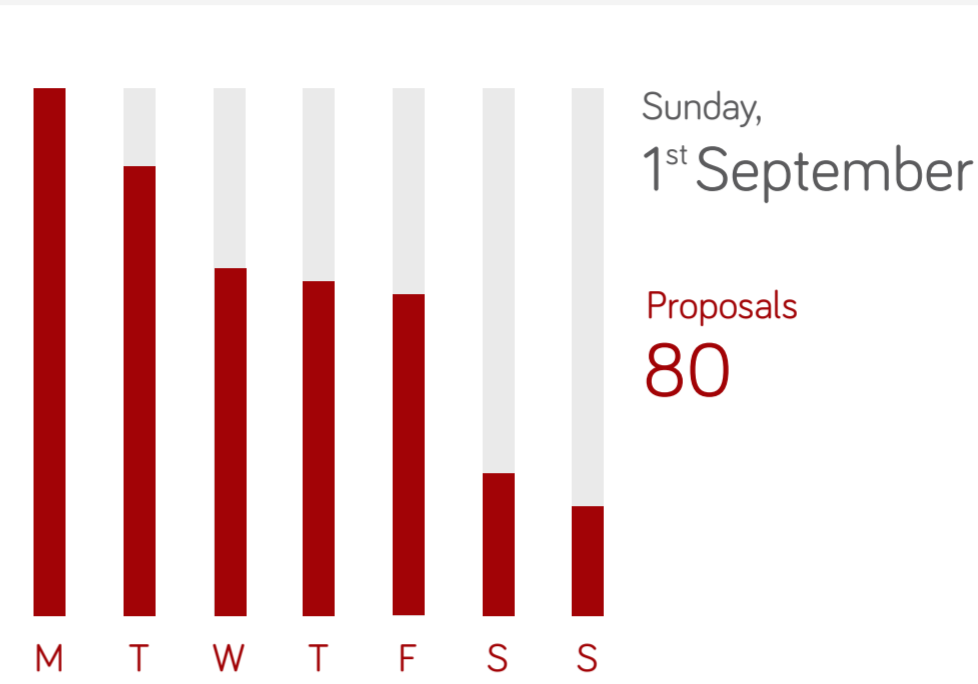


Most Referred Categories



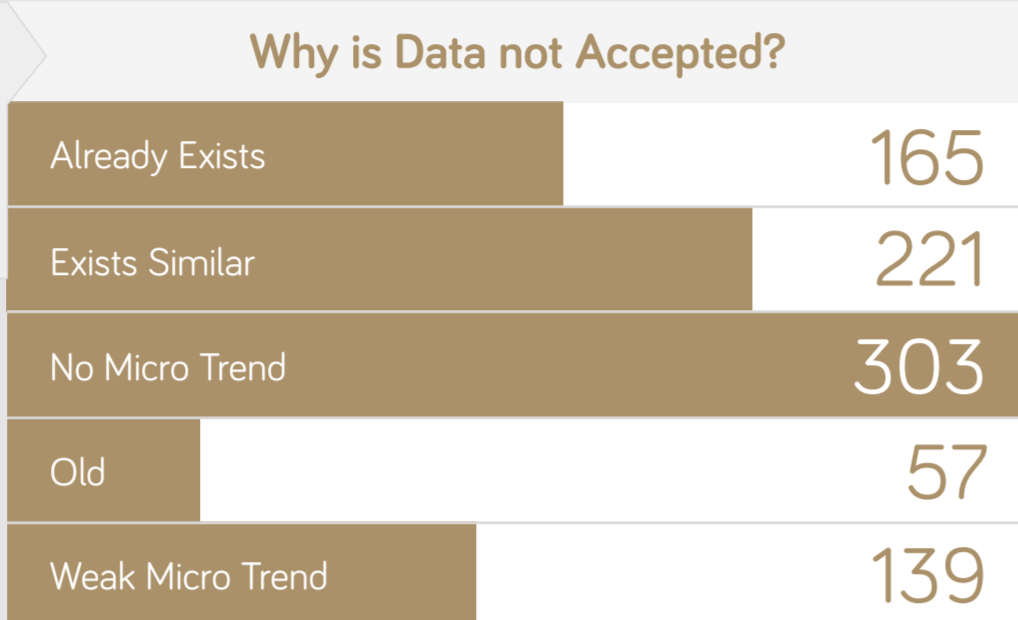
What are Trend Scouts finding on the Web?

Busiest Days

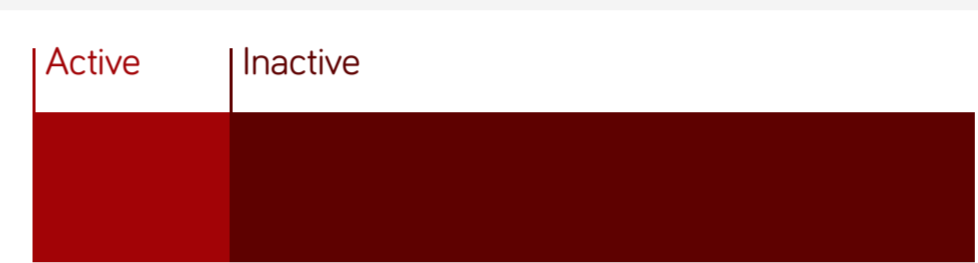


Which days of the week have more data input? What was the busiest day and, how many proposals were received?

What are the reasons of rejection? "Weak Micro Trend" was introduced in late August.

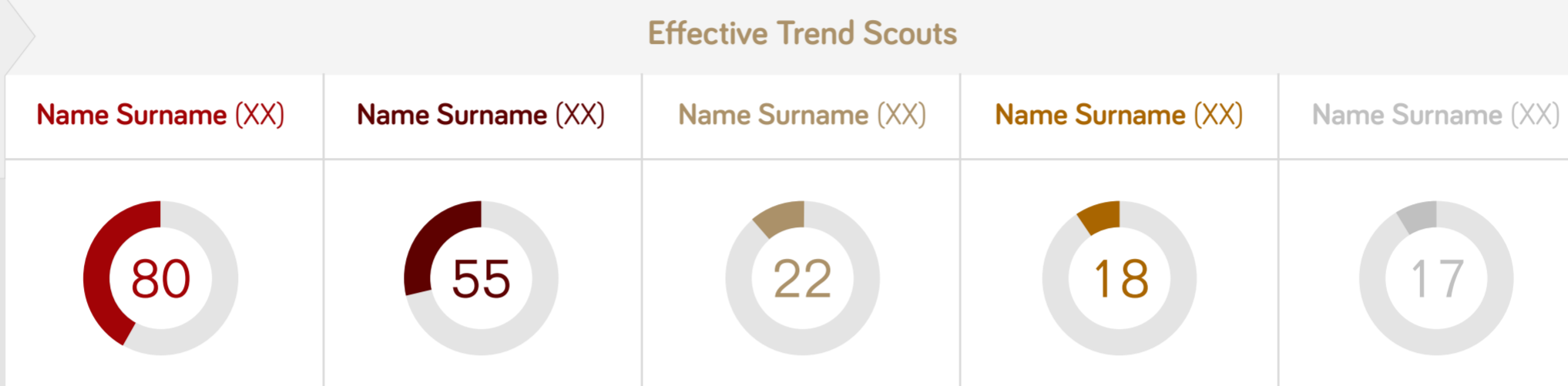


Trend Scouts

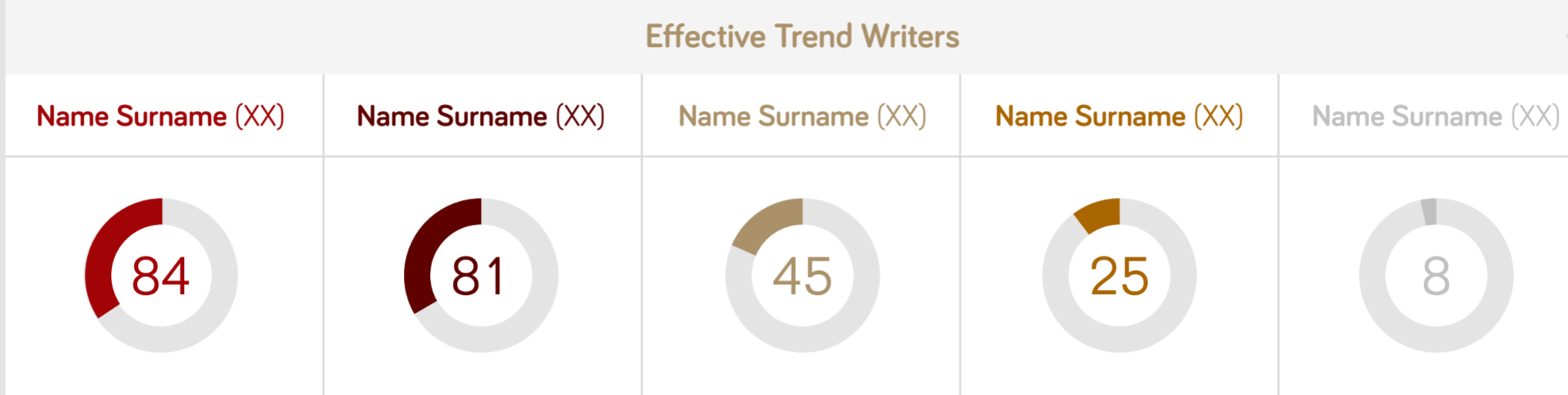


How many Trend Scouts contributed to this month report?

Which Trend Scouts have the biggest share of accepted Micro Trends?



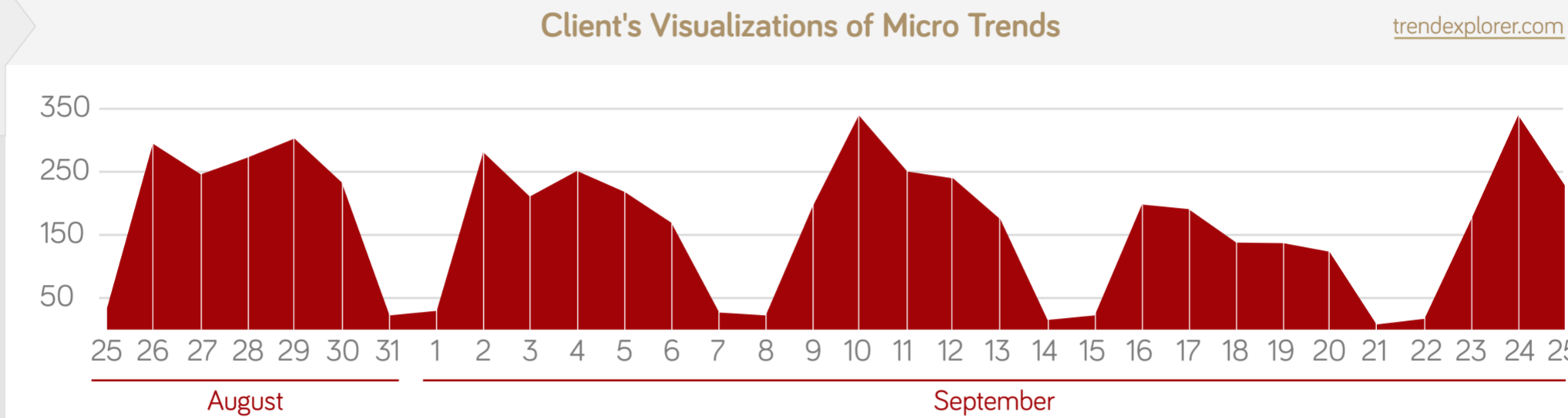
Who has written the most Micro Trend descriptions?



2. First Analysis: Micro Trends

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When did the most traffic occurred on Trend Explorer?

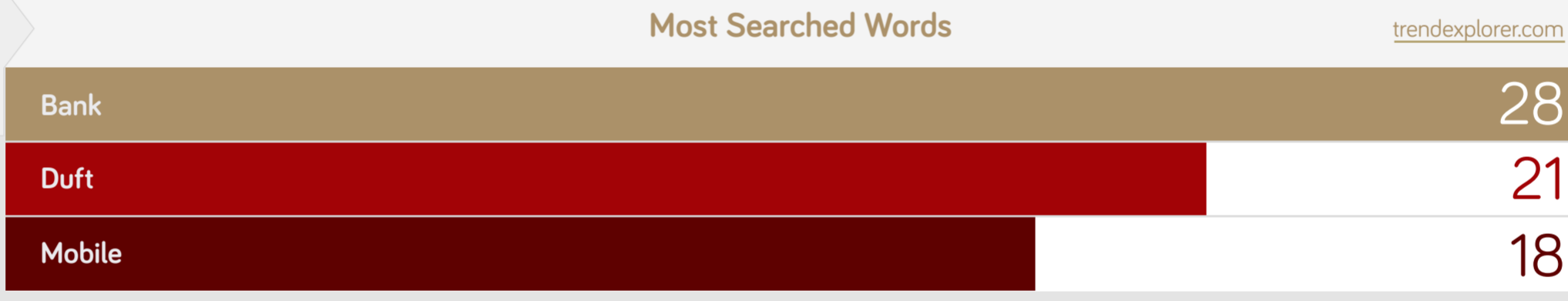


Favorite Micro Trends

Trendone Best Practice	By Clients
∞ <a href="#">Google's "AdID" will replace cookies for advertising</a>	∞ <a href="#">Travelling to Hawaii through virtual reality display</a>
∞ <a href="#">Platform for analysing level of education</a>	∞ <a href="#">Google presents augmented reality glasses</a>
∞ <a href="#">Changing a music video with a smartphone</a>	∞ <a href="#">Digital workplace for collaborative work</a>
∞ <a href="#">Charging devices wirelessly from a distance</a>	∞ <a href="#">App displays the most productive times of day</a>
∞ <a href="#">Social media marketing adapted to China</a>	∞ <a href="#">Headsets create augmented reality with sound</a>

Here we compare the analysts' Best Practice selection to the most clicked Micro Trends in Trend Explorer.

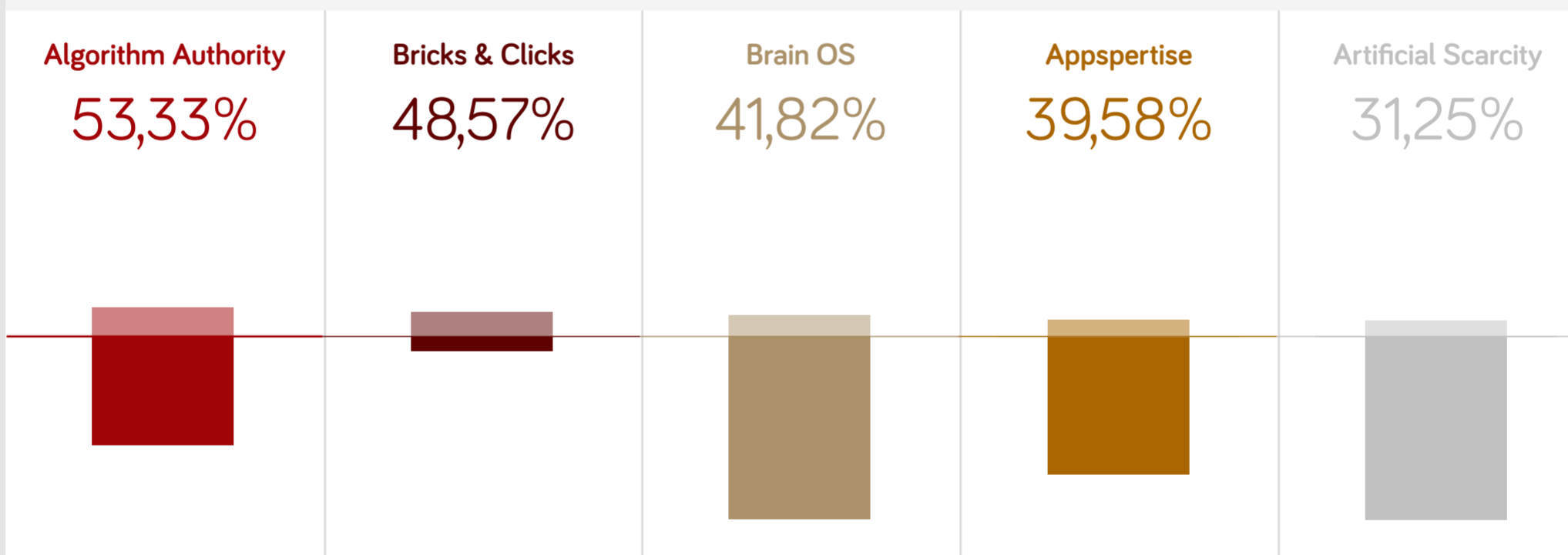
What are clients searching for and how many times?



3. Second Analysis: Macro Trends

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Macro Trends Growth



In comparison to the previous month, which were the Macro Trends that grew the most?

Legend: August (light grey), September (dark grey)

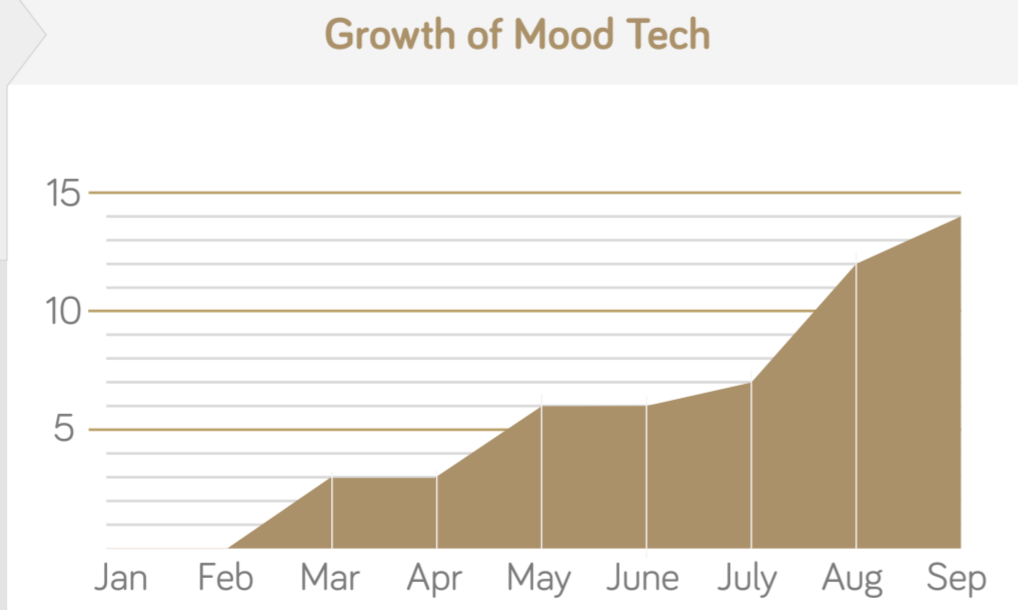
Focus Topic of the Month

**Mood Tech**

Examples

- ∞ [Loyalty program with discounts for moody shoppers](#)
- ∞ [Short links become emotional](#)
- ∞ [Mobile game uses voice recognition for plot](#)

How many Micro Trends were identified during the development of Focus Topic and where?



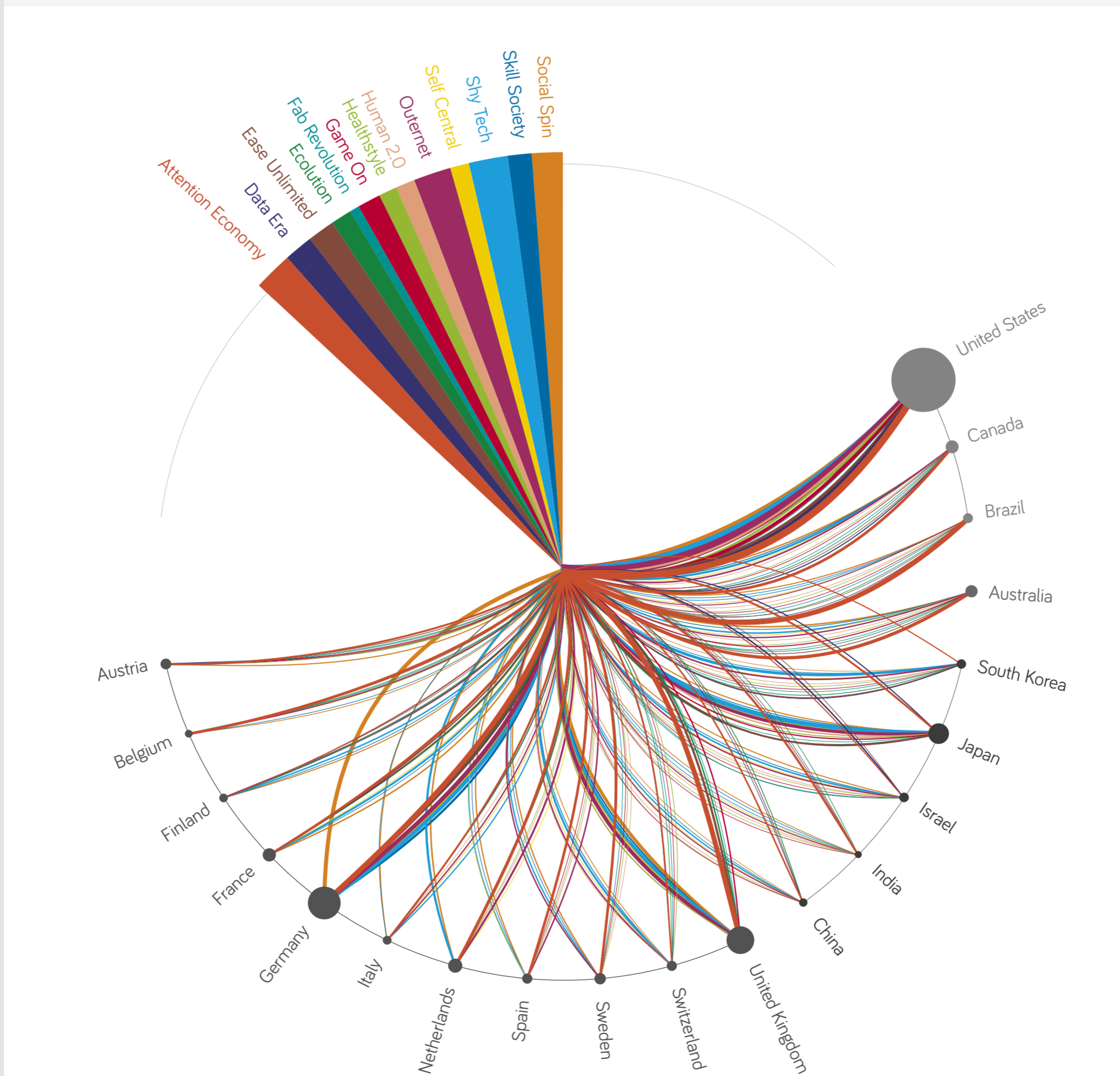
Mood Tech in the World



4. Mega Trends Special

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Mega Trends per Countries



This report features the influence of Mega Trends on the most relevant twenty Countries.

With **Adobe Reader** For further details, follow these steps:  
 • Go to the Menu on the left and click **Layers** (☰).  
 • Enable and disable layers to analyze the division of Mega Trends by Countries.

With **Adobe Acrobat Pro** For further details, follow these steps:  
 • Go to the Menu above and choose **View**.  
 • Click on **Navigation Panels** and then **Layers**.  
 • Explore the amounts of Mega Trends divided by Countries.

Thank You for Watching!