

TABLET DEVICES WILL BOOST SALES IN THE COMING YEARS



Industry analysts and watchers revealed their forecast that tablet devices such as the Apple Inc (AAPL) iPad and Dell Inc (DELL) Streak will surge the desktop and laptop sales over the next year based on the recent trend. The said prediction is a significant news for Apple and other tablet device manufacturers. A select few media companies who are jumping on the iPad bandwagon will also benefit from this upcoming paradigm shift. Recently, Rupert Murdoch made an announcement that his company will launch an iPad-exclusive daily publication, succinctly entitled The Daily, and could be a lucrative new ground for his News Corporation (NWSA) media empire.

Large internet media companies, like Google Inc., also see this news as a profitable opportunity. The switch to tablets will increase the browsing experience of people who surf the Internet for pleasure, rather than just use it for functional tasks such as checking email, trading stocks, etc. More people will also be watching YouTube videos and engaging with interactive ads.

Industry watchers warned other companies to start jumping into this trend as soon as possible. "Any companies or publications who aren't gearing up for a wave of iPad readers could be left in the dust," they said.