

Digital Trends Summer - UK - June 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Manufacturers of technology products are placing more emphasis on monetising their content platforms, so much so that they are often willing to take a hit on hardware margins. This trend could start to expand into more product sectors as brands may look to subsidise product costs alongside fixed-term subscriptions."

– Paul Davies, Senior Technology Analyst

In this report we answer the key questions:

- What are the household and personal ownership figures of different technology products, and what is driving change over time?
- Which devices are consumers most interested in purchasing or upgrading over the next three months?
- What are the most popular online activities and how does this differ by device?
- Which types of digital advertising reach the most consumers, and which are most likely to convert impressions into clicks or purchases?
- How do consumers feel about different elements of online advertising?

The year 2013 is shaping up to deliver a significant increase in household tablet penetration, which has now reached 35% as of April 2013 (up from 24% six months earlier). Generally consumers are buying this handheld device in addition to, and not instead of laptops and desktop computers.

The television industry is likely to continue its decline in value as the absence of a major international football tournament in 2013 means the sector will not receive its biennial boost. On top of this, the innovations that are most likely to drive consumer interest (Ultra-HD and OLED screens) will only reach the most premium models this year.

Mintel's latest research reveals that 34% of consumers feel ads that relate to their browsing history are intrusive, although some are open to sharing data if it means they will see more relevant advertising. Generally, email promotions are the most effective type of digital ad, in terms of converting user impressions into clicks or purchases.

This report examines the trends in consumer technology and digital media in the UK, looking at changes in device ownership over the past three months; consumers' purchasing intentions; changes in online activity and analyses what industry developments are driving these changes.

This edition also takes a first look at digital advertising, investigating which forms of online adverts consumers are most likely to notice, click on and buy from. Consumers' attitudes towards digital advertising are also analysed.

Digital Trends also provides top-level comparisons of technology ownership and participation in online activities in the UK against that of consumers in France, Germany, Italy and Spain.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market