

## Digital Trends Autumn - UK - September 2013

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“Tablets are the most wanted form of computer, as the popularity of second screening is driving the ownership of a device that is more conducive to casual, bite-sized computing. We have seen device convergence towards smartphones hurt other markets, such as digital cameras, SatNavs and portable media players.”

– Paul Davies, Senior Technology Analyst

### This report looks at the following areas:

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.

It also takes a 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.

The report also investigates which devices people use to second screen, how often they use them and what they think about different aspects of second screening.

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.

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