

## Digital Trends Winter - UK - December 2014

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“Unless media providers look to expand into new categories and follow the Amazon Prime model, partnerships between existing players could not only deliver better value but also better integration – something consumers will strive for as they begin to think more about their connected ‘ecosystem’.”

Paul Davies, Senior Leisure and 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 and consumers' purchasing intentions. Next the report looks at changes in online activity and analyses what industry developments are driving these changes.

This edition of Digital Trends also has a focus on subscriptions to online media (eg music streaming and online news), taking a look at the current and potential reach of such services, as well as consumers' attitudes towards online media as a whole.

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