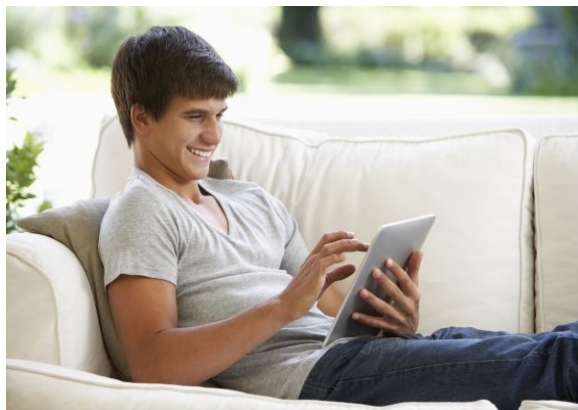


## Digital Trends Spring - UK - March 2015

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“Consumers are becoming more sensitive about their online identity, with high-profile security lapses causing them to question companies’ ability to keep their data safe.”

– Paul Davies, Senior Leisure and Technology Analyst

### This report looks at the following areas:

The consumer technology sector has been shown to be the best performer when it comes to creating excitement surrounding new product launches, with a third of consumers saying technology brands build more anticipation than those in other sectors (according to the marketing agency Five by Five). This was demonstrated once again at the end of 2014 with the launch of Apple’s latest iPhone, which achieved record worldwide sales in the last quarter of the year.

While smartphones have continued to excite (and are now owned by three quarters of UK consumers), demand for tablets is expected to wane in 2015 as the market begins to mature. A lack of innovation combined with the anticipated revival of the neighbouring laptop market (triggered by the upcoming launch of Windows 10) is likely to curb interest in tablets, putting pressure on manufacturers to replicate the pace of innovation displayed in the smartphone market.

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 online security and privacy, as we examine consumers’ concerns about using online sites and services, and look at some of the measures they take in order to protect themselves from these issues.

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