

## Digital Trends - US - September 2015

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"With the rapid adoption of smartphones and upgrades to the larger screen sizes of phablets, a host of activity formerly conducted on PCs is now being accomplished on phones instead. In many cases, the loss in penetration in activities on a PC is identical to the gains seen on phones, such as, for example, in checking the weather, utilizing social media, and in email and online shopping."

- Billy Hulkower, Senior Technology Analyst

### This report looks at the following areas:

- Slimmer portfolio of electronics emerging
- Smartphones pulling activity from PCs
- Broadening reach beyond 18-44s

Over the past two years, internet users have consistently adopted mobile products, and switched their entertainment consumption from physical products to streaming content. Because of constant access to the web on a widening number of devices, adults online are also moving swiftly toward using online resources to encapsulate much of their personal expression and communication. These and other macro trends in behavior related to technology are charted in this report via precise data points on CE (consumer electronics) hardware and online activities.

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