

Digital Trends Fall - US - September 2016

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"The line between hardware markets and software markets continues to blur as companies from both sides partner up to change the experience of interacting with physical devices."

- Bryant Harland, Senior Technology Analyst

This report looks at the following areas:

- Methods of accessing the internet increasingly varied
- Streaming media not catching on in many regions
- Little change in ownership of several staple electronics

Brands must also be ready for the upcoming flood of data-generating devices as consumer adoption of smart products rises.

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DID YOU KNOW?

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

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Methods of accessing the internet increasingly varied

Figure 1: Methods of internet access, June 2016

Streaming media not catching on in many regions

Figure 2: Frequency of listening to paid streaming music (daily), by region, June 2016

Little change in ownership of several staple electronics

Figure 3: Smartphone and tablet ownership, April 2015-June 2016

The opportunities

Leverage multi-channel connectivity

Figure 4: Methods of internet access, by household size, June 2016

Changes needed in the streaming music segment

Figure 5: Frequency of photo/video sharing, by generation, June 2016

Portability wins the battle for near-term purchase interest

Figure 6: Top five planned technology product purchases in the next year, June 2016

What it means

The Market – What You Need to Know

Hardware and software promotion increasingly united

Digital engagement set to expand

Market Factors

Hardware markets place more focus on software

Digitally engaged generations to represent larger share of population

Figure 7: Population by generation, 2011-21

Key Players – What You Need to Know

Pokémon Go leads the mobile charge

Samsung resurges in the smartphone market

Data will come from everywhere

What's Working?

Nintendo brand extends into mobile gaming with Pokémon Go

Samsung sees renewed success in smartphone market

Figure 8: Samsung Galaxy S7 email ad, March 2016

Figure 9: Samsung Galaxy S6 promotion (direct mail), August 2015

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What's Struggling?

Streaming music is popular, but profit remains elusive

Figure 10: Frequency of online activities (paid streaming music), June 2016

What's Next?

The convergence of media, hardware, and the data

The power of one: Why Comcast should have marketed to John Oliver

The Consumer – What You Need to Know

Smartphone ownership stagnant, but tablets trend upward

Parents are drawn to wearable electronics

Ownership of innovative technology exceptionally low

Personal Technology Products Owned

Tablets and smartphones

Smartphone and tablet ownership trends

Figure 11: Smartphone and tablet ownership, April 2015-June 2016

Communication features and accessibility important for older consumers

Figure 12: Smartphone ownership, by age, June 2016

Rural consumers lag in smartphone ownership

Figure 13: Smartphone and tablet ownership, by type of living area, June 2016

Impact of age and income on tablet ownership

Figure 14: Tablet ownership, by age and household income, June 2016

Portable media devices

Portable media device ownership trends

Figure 15: Portable media devices ownership, April 2015- June 2016

E-reader ownership dependent on household income

Figure 16: Portable media player and e-reader ownership, by age and household income, June 2016

Wearable electronics

Wearable electronics ownership trends

Figure 17: Wearable electronics ownership, April 2015- June 2016

Parents show higher wearables ownership

Figure 18: Wearable electronics ownership, by parental status and gender, June 2016

Fitness-tracking device ownership lower among non-Whites

Figure 19: Wearable electronics ownership, by race and hispanic origin, June 2016

Household Technology Products Owned

Televisions

Trends in household television ownership

Figure 20: HD and UHD television ownership (household), April 2015-June 2016

UHD Television adoption higher in urban areas

Figure 21: HD and UHD television ownership (household), by type of living area, June 2016

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Household computers

Trends in desktop and laptop ownership

Figure 22: Desktop and laptop computer ownership (household), April 2015-June 2016

Desktop ownership trends upward with age

Figure 23: Desktop computer ownership (household), by age, June 2016

How Consumers Access the Internet

Internet access from many devices

Figure 24: Methods of internet access, June 2016

Work computer usage high among 25-34s and 35-44s

Figure 25: Methods of internet access, by age, June 2016

Methods of internet access varied in larger households

Figure 26: Methods of internet access, by household size June 2016

Smart TVs used for internet browsing and content discovery among Blacks

Figure 27: Methods of internet access, by race and hispanic origin, June 2016

Consumers' Online Activities

Millennials most active content sharers

Figure 28: Frequency of photo/video sharing, by generation, June 2016

Regional trends in paid streaming music

Figure 29: Frequency of listening to paid streaming music (daily), by region, June 2016

The age of VOIP is here for younger consumers

Figure 30: Frequency of using VOIP services (any and daily), by age and income, June 2016

Planned Technology Product Purchases

Near-term purchase intent highest for laptop computers

Figure 31: Top five planned technology product purchases in the next year, June 2016

Young men ready to buy laptops this year; brands need to build awareness among women

Figure 32: Purchase intent for laptop computers (next 12 months), by age and gender, June 2016

Smartphones are key product purchases for moms and dads

Figure 33: Purchase intent for smartphones (next 12 months), by parental status and gender, June 2016

Hispanics aiming to purchase televisions

Figure 34: Purchase intent for HD and smart TVs (next 12 months), by race and hispanic origin, June 2016

Consumers' Interest in New Technology Products

Transforming interest to purchase intent to purchases a challenge

Figure 35: Consumers' Interest in New Technology Products, June 2016

Purchase interest in curved screen TVs and phones and smart glasses

Figure 36: Consumers' Interest in New Technology Products – Curved devices and smart glasses, June 2016

Ownership of new technology products highest among 25-34s and 35-44s

Figure 37: Consumers' interest in new technology products, by age, June 2016

Digital assistants could inspire the connected home

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Figure 38: Consumers' Interest in smart speakers, by household income, June 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

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