Digital Trends Autumn - UK - September 2011

Report Price: £1695 / $2610 / €2026

"In effect the era of the PC as the dominant method of accessing the internet is coming to an end, with mobile devices where the accent is on content consumption in the ascendancy. Content creation will still be done on a PC, in the short term at least, but this will decrease over time, and this will represent a decreasing proportion of overall usage as the likes of tablet computers and smartphones become increasingly powerful."

– Matt King, Head of Technology Research

In this report we answer the key questions:

- What the implications are of internet penetration outstripping PC ownership for the first time.
- How enforced price reductions have led BT to announce a faster rollout of its up to 20Mpbs ADSL2+ service.
- Why the government's broadband targets are a bit unambitious and hint at a missed economic opportunity.
- Why when 57% of the country now has access to the next-generation superfast broadband only about 2% actually access it.
- Whether the last wave of funding via Broadband UK to bring superfast broadband to the final third of the country will be enough.
- How the evolution of the Kindle has outsmarted Apple.
- What technology's role was in the UK riots of August 2011...
- ...and how an online crime map is actually suppressing crime reporting.

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