

Digital Trends Winter - UK - December 2013

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“The percentage of people using tablets to access the internet has doubled over the past 12 months. The impact of this cannot be understated, as tablets push more commerce, communication and content consumption towards the mobile channel.”

– Paul Davies, Senior 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, consumers' purchasing intentions and changes in online activity, and analyses what industry developments are driving these changes.

Almost a quarter of consumers now have access to a tablet, laptop and desktop computer in their home. Whilst tablets have entered 42% of homes and are now the joint-second most wanted technology device (behind smartphones and equal with laptops), these have not yet replaced traditional computers as consumers acquire more form factors.

Despite this, tablets are driving a surge in online activity within several sectors across retail, finance, and entertainment. Whilst smartphones gave many people their first 'personal' connected device, tablets have taken over and now most owners opt to use these for tasks better suited to a larger screen.

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