

# Digital Trends Summer - UK - July 2012

Report Price: £1750 / \$2723 / €2181

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The mobile market is showing no signs of slowing down, both in terms of innovation and in terms of penetration. Even consumer groups who are traditionally averse to new technology are now starting to look at buying smartphones in the near future. Tablet computers are not far behind, with the popularity of the iPad in particular driving the products rapidly towards the mainstream.

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## In this report we answer the key questions:

### Definition

In this report, laptops, netbooks, old-style tablet computers with swivel screens and physical keyboards, as well as ultrabooks, have been broadly categorised as 'laptops'. The term 'desktop' refers to computers intended for use at one location and includes, but is not limited to, tower computers and all-in-one computers. 'Tablet' refers to the new style of tablet computer popularised by the arrival of Apple's iPad, and describes computers in a slate or slab format, with touch screens and no physical keyboards.

Smart TV refers to internet-enabled television sets. The term 'smart', when prefixing another consumer technology product in this report, is also used to describe internet connectivity features on non-conventional products, such as 'smart fridges', which are fridges that can connect to the internet.

When referring to comScore data on internet usage, the term 'property' is defined as the highest level of reporting in the client focus structure, including full domains (eg mintel.com), pages (eg oxygen.mintel.com/technology), applications and online services under common ownership, or majority ownership for a single legal entity, or majority ownership for a single legal entity as well as any digital media content that is not majority owned, but has been legally signed over for reporting purposes by the majority owner.

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