

Digital Trends Autumn - UK - September 2010

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What is this report about?

The market for fixed line broadband, penetration of which stands at nearly 70% of UK households, is now relatively saturated. However, consumers are still reluctant to access the web on their mobiles, with research for this report showing that nearly half of respondents have yet to log on this way.

Over the course of this report, Mintel will seek to explain the reasons for this trend, analyse the barriers to usage and suggest strategies to encourage existing users to log on more often, in addition to analysing these data in the context of overall usage experiences and buying habits.

What have we found out?

- Smartphones are increasingly popular, owned by 28% of respondents (up 4 percentage points compared to the June edition of this report). This is being driven by heavy competition in the sector which has led to improved design and increased functionality. Easy to use software, such as mobile operating system Google Android has also reinforced this trend.
- In terms of overall mobile web usage, 16-24-year-olds are the most likely to access the mobile web daily (31%) - double that of 25-34-year olds. This is a reflection of this age group's high ownership of smartphones, higher technological sophistication and greater reliance on the web to facilitate social interactions in general.
- Usage of mobile phones to watch video has shown a three-fold increase since July 2009, now standing at 11% of mobile internet users. Globally, streamed video is increasingly important, with YouTube handling 100 million mobile requests per day, according to Google in July 2010.
- Only 12% of internet users bought toiletries, cosmetics or fragrances online in the last three months, but an increasing push from retailers online is likely to see this rise going forward. ASOS is now expanding the choice of cosmetics available on its site, at the same time designer specialist Net-A-Porter is also expected to expand from clothes into beauty products.
- Nokia is the most used handset brand, used by 31% of respondents, partly because the manufacturer supports the widest number of phone models at prices to suit every budget. This compares to higher priced premium brands such as the Apple iPhone (used by 6% of internet users) and HTC models are (used by 2%).
- Over half of internet users own an HD-ready TV - however only 21% have an HD service. The latter is set to change as Freeview HD (a new free-to-air digital platform) achieves wider roll out across the UK. Greater range of compatible receivers and HD channels going forward will also have a positive effect on uptake.

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