

## Digital Trends Spring - UK - March 2014

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“Companies want to tie consumers into their eco-system, but at some point they will have to decide whether to start charging more for services, or introduce advertising. Brands could offer those willing to share their details a discounted rate in return for displaying fewer, but more relevant ads – something that could suit all parties.”  
– Paul Davies, Senior Leisure and 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.

It looks at digital advertising, investigating which forms of online adverts consumers are most likely to notice, click on and buy from, and examines consumers' attitudes towards digital advertising.

The report also investigates online and mobile shopping habits over the past 12 months, looking at what types of product consumers have bought using different devices, and what may be influencing this choice of device.

Digital Trends provides top-level comparisons of technology ownership and participation in online activities in the UK against that of consumers in France, Germany, Italy and Spain.

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