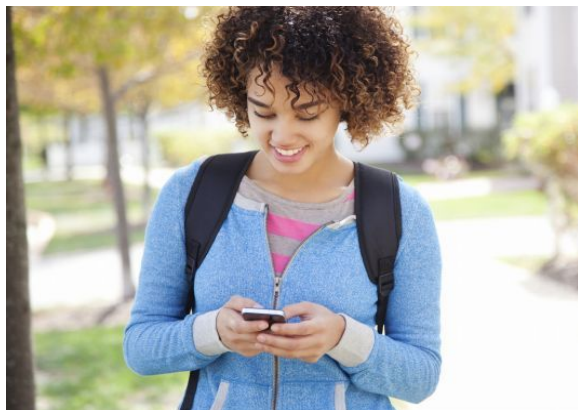


## Digital Trends Autumn - UK - September 2015

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"The impact of the newfound popularity of 'phablets' (5" + smartphones) cannot be understated. Phablets have not just put a dent into sales in the neighbouring tablet market but also look set to radically change mobile behaviour. There are already signs that the increased uptake of larger screens has broken down one of the major barriers previously experienced by smartphone users"

- Paul Davies, Senior Leisure & Technology Analyst

### This report looks at the following areas:

- Household ownership of consumer technology products
- The phablet revolution
- Phablets trigger more smartphone activity
- Phablet users interested in targeted ads

This report covers ownership of and intentions to purchase consumer technology products (eg televisions, laptops and smartphones), as well as which devices people have used to connect to the internet in the last three months.

We also look at what types of activities consumers have performed online using PCs (laptops or desktops), tablets and smartphones in the last quarter and analyse the factors that may be influencing ongoing trends in behaviour.

This edition of *Digital Trends* also provides an update on consumers' attitudes towards digital advertising in light of recent developments surrounding online privacy.

Finally, we take a look at how device ownership and methods used to access the internet compare across the five major European countries; France, Germany, Italy, Spain and the UK.

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