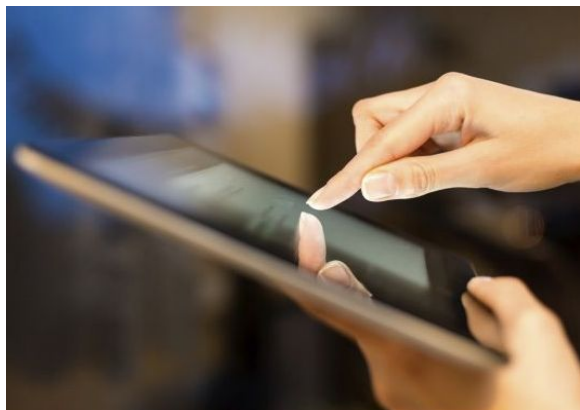


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“Technology brands are eager to demonstrate that new smartphones, tablets and hybrid laptops are more practical and more powerful than ever before, as consumers become more inclined to mirror their online behaviour across all three device formats.”

– Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

- Consumers call time on disc players
- Interest in smartwatches dwindling already
- Ultra HD TV ownership has doubled in the last year
- Social media gets newsworthy

Ownership of Ultra HD (4K) TVs has doubled over the last year, with models featuring the new benchmark in picture quality now in 8% of UK homes (as of September 2015).

With the launch of the UK's first 4K TV channel (BT Sport Ultra HD) and Amazon's new streaming device (Fire TV) giving viewers compatible content to watch in the new format, television manufacturers will be hoping they can convince more people to upgrade to Ultra HD TVs without the need for significant discounting over the upcoming festive period.

Smartwatches have had a less successful start in comparison, with just 3% of consumers owning the wrist-worn gadget as the industry bemoans the lack of 'killer apps' that it needs to ignite interest in the category. Given that potential owners are likely to enjoy instant messaging, gaming and online gambling, developers would be wise to look at ways that they can tap into these areas to prove that the device offers something considerably different, and more convenient than the smartphone.

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Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

Consumers call time on disc players

Figure 1: Household ownership of consumer technology products, June and September 2015

Interest in smartwatches dwindling already

Figure 2: Plans to purchase or upgrade consumer technology products (at any point in the future), June and September 2015

Ultra HD TV ownership has doubled in the last year

Figure 3: Ownership of and interest in Ultra HD (4K) TVs, August 2014 and September 2015

Social media gets newsworthy

Figure 4: Online activities performed in the past three months, by generation, September 2015

User control can limit disruption

Figure 5: Attitudes towards social media advertising, September 2015

What we think

The Consumer – What You Need to Know

Consumers call time on disc players

Interest in smartwatches dwindling already

Smartphones top of the Christmas wish list

Ultra HD TV ownership has doubled in the last year

Microsoft challenges established form factors

More consumers start to hook up their TV

Online consumers now less likely to seek out brands

Social media gets newsworthy

Over two fifths of social media users engage with ads

User control can limit disruption

Consumer Technology Products – Overview

Household ownership of consumer technology products

Figure 6: Household ownership of consumer technology products, June and September 2015

Nearly two fifths have access to more than seven different devices

Figure 7: Repertoire of household ownership of consumer technology products, September 2015

Personal ownership of consumer technology products

Figure 8: Personal ownership of consumer technology products, June and September 2015

Planned purchase or upgrade of consumer technology products

Interest in smartwatches dwindling already

Figure 9: Plans to purchase or upgrade consumer technology products (at any point in the future), June and September 2015

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Smartphones top of the Christmas wish list

Figure 10: Plans to purchase or upgrade consumer technology products, by timescale, September 2015

Consumer Technology Products – Televisions

Ownership

Figure 11: Household ownership of televisions, by type, June and September 2015

Plans for purchase or upgrade

Figure 12: Plans to purchase or upgrade televisions, by timescale, September 2015

Consumers cling on to secondary sets

Figure 13: Number of televisions in households, September 2013 and September 2015

Ultra HD TV ownership has doubled in the last year

Figure 14: Ownership and interest in Ultra HD (4K) TVs, August 2014 and September 2015

Consumer Technology Products – Computers

Ownership

Figure 15: Apple iPad Pro with stylus pen, launched in September 2015

Figure 16: Household ownership of computers, January 2012- September 2015

Plans for purchase or upgrade

Figure 17: Plans to purchase or upgrade computers, by timescale, September 2015

Microsoft challenges established form factors

Figure 18: Microsoft Surface Book laptop, unveiled October 2015

Figure 19: Household ownership of computers, by form factor, September 2015

Consumer Technology Products – Mobile Phones and Smartwatches

Ownership of mobile phones

Figure 20: Microsoft Lumia 950 smartphone connected to an external monitor, device launched in 2015

Figure 21: Ownership of mobile phones, January 2012 – September 2015

Ownership of smartwatches

Figure 22: Ownership of smartwatches, June 2014 – September 2015

Plans for purchase or upgrade

Figure 23: Plans to purchase or upgrade mobile phones and smartwatches, by timescale, September 2015

Killer apps could involve communication, gaming and gambling

Figure 24: Plans to purchase or upgrade smartwatches in the next 12 months, by online activities performed in the last three months, September 2015

Internet Access

Devices used to access the internet

More consumers start to hook up their TV

Figure 25: Devices used to access the internet in the last three months, September 2015, and percentage-point change between October 2014 and September 2015

Number of connection methods stabilises

Figure 26: Repertoire of devices used to access the internet in the last three months, October 2014 and September 2015

Online Activities

Online activities performed

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On any device

Figure 27: Online activities performed in the past three months, April – September 2015

Online activities by device

On a computer

Figure 28: Online activities performed in the past three months on a laptop/desktop computer, September 2015

On a tablet

Figure 29: Online activities performed in the past three months on a tablet, September 2015

On a smartphone

Figure 30: Online activities performed in the past three months on a smartphone, September 2015

Mobile activity becoming more practical

Figure 31: Online activities performed in the past three months, by device, September 2013 and September 2015

Social media gets newsworthy

Figure 32: Online activities performed in the past three months, by generation, September 2015

Social Media Advertising

Over two fifths of social media users engage with ads

Figure 33: Auto-play video advert, displayed on Facebook news feed, 2014

Figure 34: Interactions with social media advertising, September 2015

Tuning in to second-screening

Figure 35: Interactions with social media advertising, by age, September 2015

User control can limit disruption

Figure 36: Attitudes towards social media advertising, September 2015

Assisting the engaged; appeasing the disinterested

Figure 37: Attitudes towards social media advertising (any agree), by interactions with social media advertising, September 2015

Appendix – Data Sources and Abbreviations

Data sources

Abbreviations

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