

Digital Trends Winter - UK - December 2016

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“The launch of Google’s premium Pixel and Pixel XL handsets in September will not have made things any easier for Apple and Samsung at the upper end of the smartphone market, while challenger brands are releasing ever-more competitive handsets at more affordable prices than the flagship handsets from the two market leaders.”
– Matt King – Category Director, Technology and Media Research

This report looks at the following areas:

- Consumer technology products
- Internet access methods
- Online activities

While 4K TV has established itself in a respectable percentage of UK households, a lack of content – particularly free-to-air – is still holding it back. Meanwhile, ownership of smartphones and tablets has plateaued, with the former seeing increased competition from challenger brands offering cheaper, premium handsets at the upper end of the market and the latter still trying to establish themselves as genuine laptop replacements. Trends in digital activities showing an increase in the use of the internet to find local, contextual information about things to do and places to see bodes well for companies involved in the development of personal ‘digital assistants’ that are being built into messaging services, one of the key early propositions of which, is making this type of information easier to find.

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