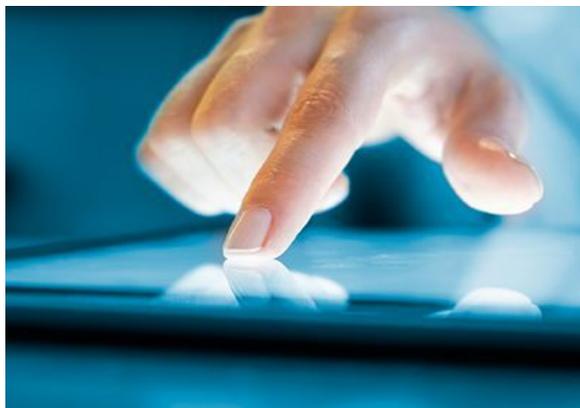


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“The trend towards smartphone-first consumers is continuing. More people than ever say the smartphone is the most important device to them, but despite this there are many who stick to computers to manage money and shop online. Meanwhile, voice control has emerged as an exciting new platform for digital engagement that has the potential to appeal to wide range of users.”

– **Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

- **Voice control's implications for accessibility and e-commerce**
- **Changing video consumption habits affecting brand targeting**
- **Personal device viewing lets brands target the individual**

The way people use technology is changing. They increasingly see the smartphone as their primary device, and this influences how they interact with digital services. Younger people in particular are comfortable shopping and banking on their smartphones, though there is still some reticence from older generations to use smartphones in this way. Meanwhile, the success of dedicated hardware for voice-controlled digital assistants has made voice a viable interface of the future. As ownership of voice-controlled smart speakers and connected home equipment increases, there will be opportunities for brands to position their services in this new modality.

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Appendix – Data Sources, Abbreviations and Supporting Information

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