



December 2013

Digital Trends Winter - UK

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.

November 2013

Tablet Computers - UK

"Microsoft's device strategy differs from competitors Apple and Google. The latter two group together smartphones and tablets as 'mobile devices', distinct from computers. Microsoft by contrast keeps smartphones separate, instead grouping together tablets and computers, with one operating system – Windows 8 – spanning both categories. However, Microsoft is trying ...

Televisions - UK

"Aesthetically motivated consumers have cost the TV industry in recent years. People have prioritised visual aspects, such as screen size, design and picture quality, ahead of 'internal' features, such as smart and 3D capability. Whilst consumers haven't had to pay a significant premium for these aesthetic aspects in recent years ...

October 2013

Mobile Phone Apps - UK

"Apps starting out and struggling to reach the visibility and critical mass of users that would allow them to exist on a freemium model may wish to begin as premium, shifting to freemium at a later stage in their development, when they have achieved a large enough base of free ...