



October 2013

Video Games and Consoles - UK

“The Wii’s sales popularity has declined to a record low, with the poorly performing Wii U failing to provide a balancing revenue boost for Nintendo. Sony and Microsoft will be hoping that their next-generation consoles do better on release in December 2013, and strong pre-order numbers do seem to paint ...

September 2013

Digital Trends Autumn - 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; changes in online activity – and analyses what industry developments are driving these changes.

August 2013

Desktop and Laptop Computers - UK

“Hybrid tablets are perhaps the biggest threat to the fragile PC sector, however, convertible laptops could be the market’s strongest defence weapon, as brands respond to consumers’ desire for more portable computers. Desktops are also heading into a more portable direction with all-in-ones taking focus, but PC manufacturers must convince ...

July 2013

The Importance of Brand in Technology Purchasing - UK

“The difference between operating systems (eg iOS, Android, Windows) gives consumers a strong reason to pick one manufacturer over another, and as result consumers are more likely to decide on which manufacturer they want before assessing other factors in these markets. In the TV and PC markets, consumers are less ...