



## March 2016

### Bundled Communications Services - UK

“By the end of 2016 each of the big four providers are expected to offer some form of quad-play bundle. The success of quad-play lies in convincing customers that having all of their services under one roof will be beneficial. Using customer data to create personalised deals and bundles could ...

### Digital Trends Spring - UK

“Digital wallets still struggle to attract mainstream interest, but almost three quarters of those who use the technology do so almost every time they have the opportunity. This suggests that the service can actually offer compelling benefits to users, and that continued usage should naturally pick up if consumers are ...

## February 2016

### Electrical Goods Retailing - UK

“Since the collapse of Comet the electrical specialists have seen their share of the market diminish under pressure from non-specialists. There were signs of a resurgence in the specialist market in 2014 and this has accelerated in 2015 with the specialists sector outpacing an overall market which saw consumer spending ...

### Mobile Network Providers - UK

“The convenience of managing quad-play subscriptions in a single bill is not always a big enough decision driver for high-spending consumers (including young consumers, the highest spending), as their mobile usage behaviours probably lead them to favour a mobile provider based on other factors, such as data allowance and deals ...

## January 2016

### PC and Mobile Use - UK

“Of the three core devices, the smartphone is the most versatile when it comes to the number of locations in which it is used. However limitations such as screen size, a lack of signal and high connection costs mean that it is the least versatile when looking at the range ...