

# Digital Trends Summer - UK - July 2011

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Although the market for fixed-line broadband penetration stands at nearly 70% of UK households, this figure hides some considerable variations by demographics. Most notably those aged 35-44 are two and a half times more likely to be broadband users than the over-65s. Furthermore those in rural and other remote areas will not automatically be provided with next-generation broadband by the market. Both sets of users require some form of government intervention to get them online.

This is one of the themes that will be explored in this report which also has a special focus on online sharing, storing and saving of personal data. Whilst this has undoubted convenience value, there are serious questions concerning security, privacy and trust that need to be considered. Internet and mobile usage habits along with buying habits are analysed in the context of Mintel's latest consumer research. In particular, the report will address:

## In this report we answer the key questions:

- What is the government doing to get the last 30% of the population online?
- What is happening to ensure rural Britain is provided with superfast broadband?
- Why are government targets for next-generation, superfast broadband slipping?
- Why is Ofcom naming and shaming poor service providers?
- Why does the smartphone seem unstoppable?
- How have electronic books avoided any serious levels of piracy?
- Why is online privacy moving to centre stage in Europe and the US?
- Why are smartphones now looking to usurp the role of the wallet?
- Why are Android apps not selling like iPhone apps?
- How has the FT aimed to break free of the commercial constraints of Apple's App Store?
- Who is seeing the benefits of a multichannel approach to e-tailing?
- How can the Groupon effect be best managed?
- How concerned are consumers about online storage of personal data?
- What initial demand does there appear to be for cloud computing services?
- Why is trust a major problem for sites wanting to store consumers' personal data?
- Why do many respondents fail to see the benefits of cloud computing?

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