

## Digital Trends Winter - UK - December 2011

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“Ultrabook, a new line of thin and lightweight laptop computers running the Microsoft Windows operating system, is a strong contender to regain the traditional computer’s eroded market share from tablet computers.”

– Cecilia Liao, Senior Technology Analyst

### In this report we answer the key questions:

- How the UK is now trialling the next generation of high-speed mobile internet via 4G, with commercial roll-out expected in 2013.
- How the on-demand video rental market is changing in the UK.
- How Microsoft is turning its gaming console into an entertainment hub.
- What the future is for netbooks in the face of ultrabooks and tablet computers.
- What Google is doing to pitch its new social network, Google Plus, against Facebook.
- How the end of Low Value Consignment Relief will affect small retailers and consumers.
- How consumers learn more about a product or brand on the internet.
- What digital offerings consumers rate as important prior to a purchase of a product or service.
- How many Facebook users follow companies on the social network and why they do so.

#### Definition:

For device ownership, Mintel asked consumers “Which of these, if any, do you have at home?”

For internet usage experiences, Mintel asked consumers “Which of the following online activities have you personally done from a desktop/laptop/tablet computer at home in the last three months? (This excludes browsing the internet via a mobile phone.” For mobile usage experiences, Mintel asked consumers who have smartphones “Which of the following online activities have you personally done from your smartphone in the last three months? (This excludes browsing the internet via desktops, laptops, netbooks, or tablet computers.)” And finally, for buying behaviours, Mintel asked consumers “Which of the following types of products have you actually purchased on the Internet in the last three months?”

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**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100