

## Digital Trends Quarterly: Online Security and Privacy - UK - October 2017

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“Although financial data being stolen is people’s biggest single online security and privacy concern, nearly one in 10 people rank personal information being used by brands for advertising as their top concern, and a similar proportion cite government tracking, which is a powerful indication of how people feel about this type of ‘intrusion’.”

– **Matt King – Category Director, Technology and Media Research**

This report looks at the following areas:

- Encouraging upgrades looks increasingly challenging
- Hybrids on the march towards the mainstream
- Slow but steady transition to 4K continues
- Prevalence of online video viewing drives investment from big players
- Financial security the biggest concern, but some are more protective of their privacy

While smartphone and basic mobile phone ownership levels have shown little change in the last year and a half, smartwatch penetration has risen steadily in June 2017. Meanwhile, the middle ground between laptops and tablets remains the key area of product development in the computer market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Two steps in the right direction

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