

Digital Trends Quarterly - UK - July 2019

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“Although many actors and actresses, sports stars and musicians have huge social media presences, it is YouTubers or vloggers whose social media activity is most likely to be influencing people’s purchase choices. These are people whose living, in many cases, is dependent on amassing enough views, likes and followers to make money from advertising and make them attractive marketing spokespeople for brands.”

This report looks at the following areas:

Crucially, these vloggers and YouTubers are people whose personal brands were born online. They have an instinctive grasp of how to best use the medium, and they also have an online credibility that can be hard to match for celebrities who came to fame through more conventional media.

- **Smartphone ownership remains flat while smartwatches continue steady growth**
- **Niche computer form factors increasing their appeal**
- **4K TV ownership up to more than one in five households, while voice growth continues**
- **Transactional activity growing, but fewer people are liking or following brands on social media**
- **YouTubers/vloggers the key influencers, with clothing and accessories the most-influenced category**

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DID YOU KNOW?

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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Proceed, but with caution

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Abbreviations

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