

Digital Trends (Consumer) - US - April 2019

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This report looks at the following areas:

- Devices used to connect to the internet
- Digital activities
- Primary technology functions
- Topics of online discussion
- Digital media
- Attitudes toward technology

The ongoing trend in digital is the shift toward mobile. While smartphone access has steadily risen over the past few years, the share of people using their computers to access the internet has declined. The computer may still be the hub of home and work internet access, but as speed and functionality improve on smartphones, computers will play a declining role. Meanwhile, connected home devices such as smart TVs, gaming consoles, and smart speakers have found a larger audience as media becomes a more integral component of the digital landscape.



"Consumers have accepted the vital role that technology plays in their daily lives. Media preferences dictate how new technology is used and where people spend most of their time online. New software will likely focus on speed and reliability rather than "wow" factor to sustain long-term engagement."

- John Poelking, Leisure & Media Analyst

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