



March 2013

Mobile Network Providers - UK

“Breaking down customer contracts into a modular structure will allow consumers to build their own packages, optimised for their own particular needs. This will also allow operators to add a wider variety of add-ons, such as video streaming bandwidth, chatting services, large file messaging or application download allowances. Operators that ...

Digital Trends Spring - UK

“More than half of consumers now use a smartphone to access the internet, whilst a third have a tablet in their home. Already this is having a significant impact on behaviour, as entertainment and commerce activities continue to shift towards mobile”.

– **Paul Davies, Senior Technology Analyst**

It appears Christmas ...

February 2013

Mobile Phones - UK

“Mobile wallets are of importance to smartphone take-up not because they ignite consumers’ imaginations, but rather because they present arguably the first truly relatable service that older consumers and those otherwise uninterested in smartphones and smartphone applications have a genuine incentive to engage with.”

– **Samuel Gee, Technology Analyst ...**

January 2013

Bundled Communications Services - UK

“There are motivations for consumers to take up bundled communications packages that also include some kind of mobile service, beyond the bundle-related price savings they typically offer. The increasing number of video-on-demand services and cloud-based storage solutions mean that over 2013 and into 2014, consumer access to cloudbased content is ...

Technology and the Over-55s - UK

‘It is clear that as an age group, the priorities and requirements of the over-55s are different to that of younger consumers, with service and usability trumping more aesthetic concerns. Brands may not see seniors as their most profitable group, but products and messages tailored towards this sector could be ...