



December 2011

Digital Trends Winter - UK

“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.”

Portable Media Players - UK

“Some trade sources have noted that the dip in sales of MP3 players over 2010 has been compensated for by a rise in sales of video players. It is likely that, as has been seen with digital music, the proliferation of routes to access digital video and the growing amount ...

November 2011

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

Teens' and Tweens' Technology Usage - UK

“Dual screening is becoming second nature for today’s youths, whether it is using the computer or the mobile phone at the same time that they are watching television programmes. To maximise the effectiveness of advertising campaigns targeted at the younger audience, marketers need to ensure multi-channel advertising is well-executed, from ...

Video Games - UK

“Publishers are developing ways in which to potentially increase acceptance of the play pass model (for example through the inclusion of a multiplayer aspect), but consumers will inevitably expect the initial cost of second-hand games to fall to allow for the subsequent expected outlay. So while publishers’ revenues may receive ...

October 2011

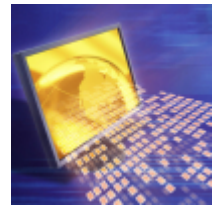
Video Game Consoles and Peripherals - UK

“There is no doubt that a strong software offering aimed at traditional audiences for the PlayStation 3 and the Xbox 360, utilising the PlayStation Move and the Kinect, will eventually be successful. However as well as producing software aligned to their own demographics, both Sony and Microsoft could potentially gather ...

September 2011

Televisions - UK

Digital Trends Autumn - UK



“Some 57% of TV owners have purchased a new television in the past two years despite the recession, encouraged by the 2010 World Cup as well as the digital switchover. Television sales will be muted for the remainder of this year, as economic recovery remains rocky. The London 2012 Olympics ...

“In effect the era of the PC as the dominant method of accessing the internet is coming to an end, with mobile devices where the accent is on content consumption in the ascendency. Content creation will still be done on a PC, in the short term at least, but this ...

August 2011

Desktop, Laptop and Tablet Computers - UK

This report examines the market for desktop, laptop (including netbook), and tablet computers found in the home. It considers the numbers and types of computers found in today's UK households; where consumers have purchased their most recent computers; what features matter most when consumers shop for a new machine; and ...

July 2011

Technology and the Over-55s - UK

“Compared to the younger generation, the over-55s are more likely to use technology as a functional tool rather than a source of recreation. This bias may have put older consumers off buying new technology products that, despite being primarily associated with entertainment, can also contribute practical benefits to their everyday ...

Digital Trends Summer - UK

Although the market for fixed-line broadband penetration stands at nearly 70% of UK households, this figure hides some considerable variations by demographics. Most notably those aged 35-44 are two and a half times more likely to be broadband users than the over-65s. Furthermore those in rural and other remote areas ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

June 2011

Mobile Phone Apps - UK

This report examines mobile applications, or 'apps', that are installed and used on leading smartphone platforms. It considers how many apps UK smartphone owners



download, pay for and use; the categories of apps that are most popular; how these consumers discover new apps; and how mobile apps affect consumer decisions ...

May 2011

Electrical Goods Retailing - UK

Electrical products are the most exciting and innovative on offer to consumers at the moment, yet the specialist electricals retailers have lost share of spending on electricals spending over the last 10 years. Why they have done so and what can they do to reverse that trend are the main ...

April 2011

Digital Trends Spring - UK

The report goes on to look at the commercial impact that the extreme weather conditions throughout December had on the all important Christmas trading period, and also suggests ways in which sites can become more competitive.

Researching Purchases Online - UK

Consumers use the internet for information to help their purchasing decisions on products and services ranging from films and home appliances to holidays, utilities and insurance. Internet users read consumer and professional reviews online to get a better understanding of technical specifications and performance of a product or service they ...

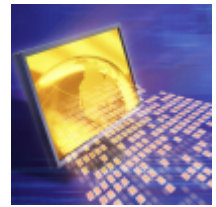
Internet-enabled Home Entertainment - UK

The key to mass-market adoption of wireless home entertainment devices is convincing consumers that internet TV is a central part of their lives. Offering exclusive content would be the most effective way of achieving this, as it is the feeling of missing out on programming they really want to see ...

February 2011

Fixed Line Telecoms Providers - UK

The UK residential fixed-line telephony market faces a difficult outlook, with an increasing number of customers disengaging with the service. The past few years have seen an increase in customers 'cutting the cord', with mobile-only homes now accounting for about



one in ten UK households. Landline owners are also using ...

January 2011

Mobile Phones and Network Providers - UK

Demand for high-end smartphones continues to rise, driven primarily by young, technology-savvy mobile customers. With mobiles increasingly becoming 'pocket PC'-type devices, handset operating systems (OS) are becoming a more important point of competitive differentiation. Research for this report shows that a large proportion of customers now look at the ...

Telecoms Retailing - UK

The mobile phone retail sector has reached the first stage of maturity. The market is now saturated with mobile phone outlets, but now we are faced with just as many questions as we would have been ten years ago, but not because of immaturity, but because the nature of the ...