

Digital Lifestyles: Western Europe 2Q 2011

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Abstracts

This report provides a holistic view of the trends in digital living and the connected home for consumers in Western Europe. The report is broken out by nation and provides a picture of the home for the connected consumer and the trends that influence consumer habits and purchase decisions. TV and access service trends examine adoption, cloud services, multiscreen services, companion devices, value-added services, and switching. Digital media trends look at issues such as on-demand video, web TV, gaming, social networking, digital music, and online activities. Consumer electronics trends will look at devices including home networks, connected and 3D TVs, set-top boxes/PVRs, and game consoles. Mobile trends examine tablets and smartphones and the services that support them including mobile TV and convergence.

“Technology companies cannot hope to be successful with today’s consumers without understanding the overall digital home environment and the trends that are shaping today’s connected lifestyles,” said Brett Sappington, a senior analyst at Parks Associates. “Digital Lifestyles: Western Europe provides insight into the current and future devices, services, and digital media habits used by consumers in Western Europe.”

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