



Internet
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Three device lives: tablets in context

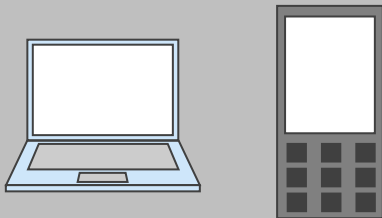


The sample was split between T+PC+SP users and PC+SP Users*

The surveys were carried out on the mobile device, via a page on the mobile internet which the respondents were asked to bookmark

Sample Size:
413

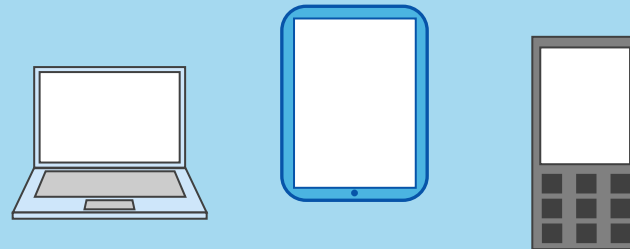
PC+SP Users



All PC/laptop +
Smartphone users

Sample Size:
256

T+PC+SP Users



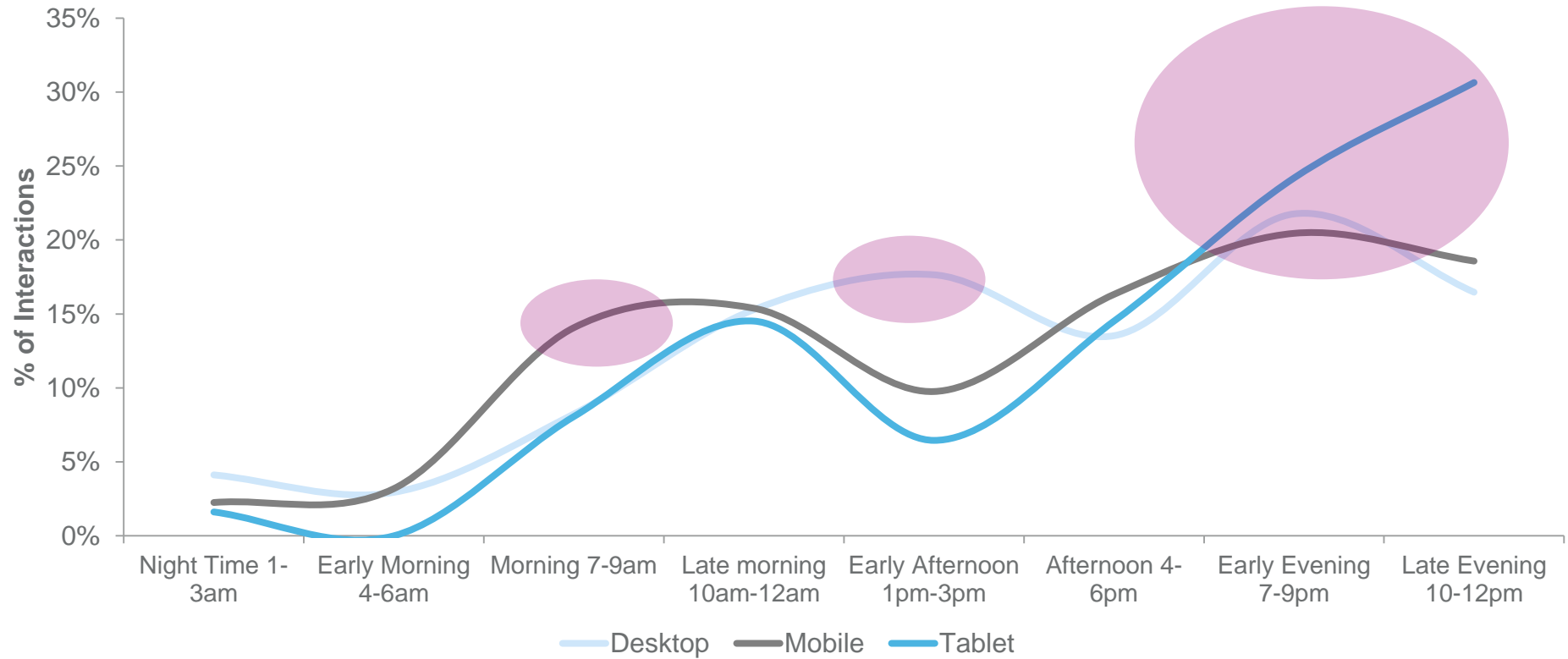
All PC/laptop +
Smartphone + Tablet
users

*N.B. T+PC+SP = Tablet+PC+Smartphone users, PC+SP = PC+Smartphone users and may be used interchangeably



Each device has it's moment during the day- the tablet particularly during the evening

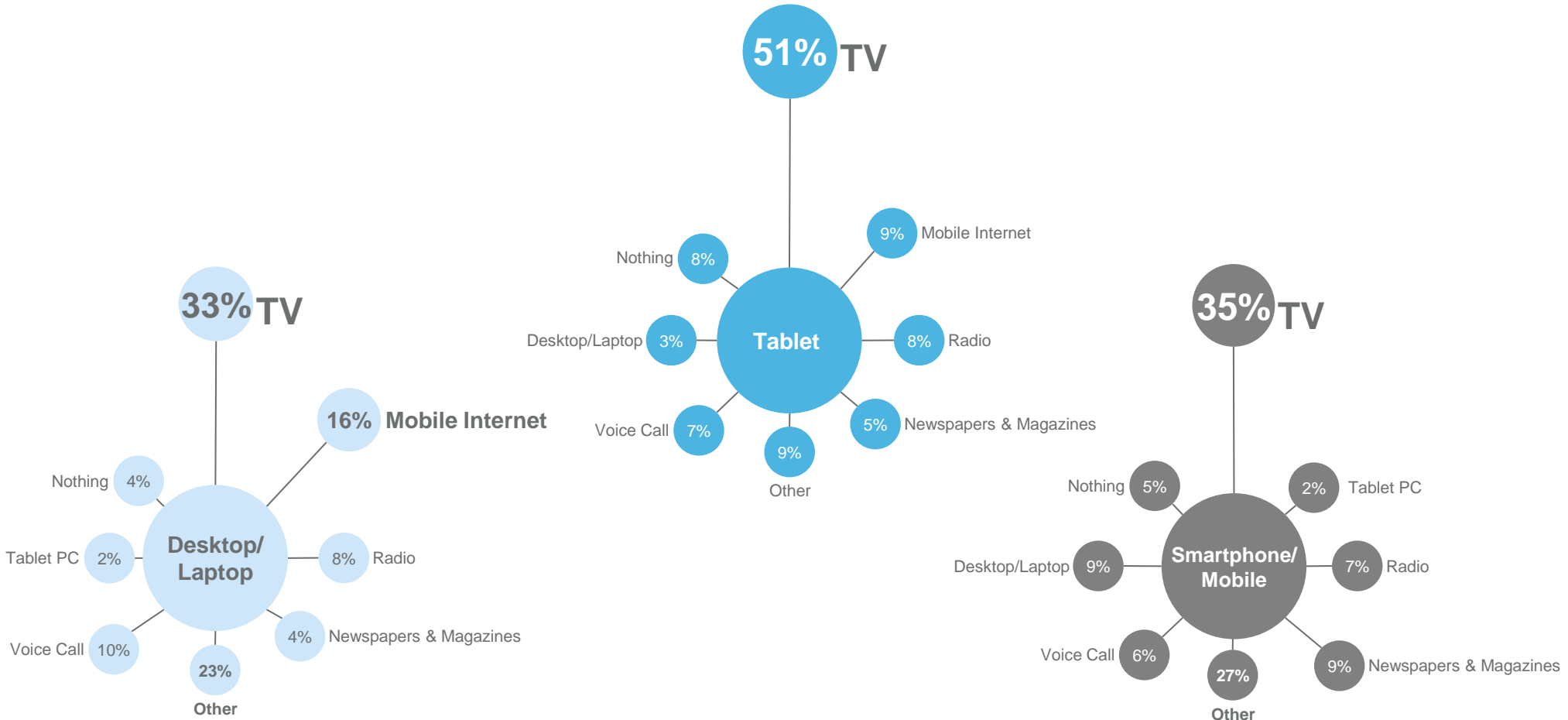
Day in the Life of Device Usage - Weekday





Tablets high home usage present opportunities for engagement when dual screening

Were you using/looking at any other media at the same time?



Base (number of check-ins): Desktop & Laptop 523 / Smartphone & Mobile 1780 / Tablet PC 192

N.B. Re-based to remove corresponding device with same multi-tasking option



Conclusions

Highly functional:

- Weekday day time peaks
- Work & personal admin
- The most secure & trusted

Quick updates:

- Morning & evening peaks
- Communication, News & Info
- Always ready on-the-go

Downtime:

- Evening & weekend peaks
- Retail & entertainment
- Relaxed creativity & preferred formatting



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Questions

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