

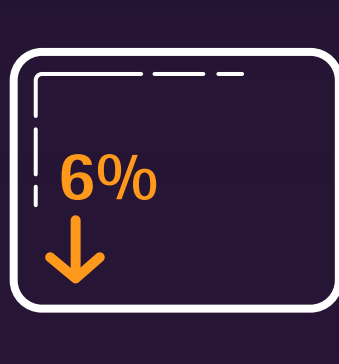
Engaging the Digital Consumer in the New Connected World

New findings from the 2015 Accenture Digital Consumer Survey for communications, media and technology companies reveals...

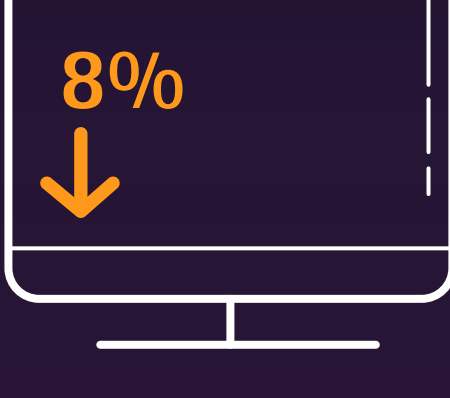
An industry in transition

Purchase plans for mature devices are beginning to slow.

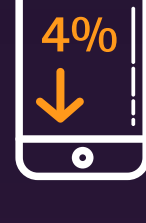
↓ in 2015



6% point decrease in number of consumers that plan to buy a tablet in 2015.



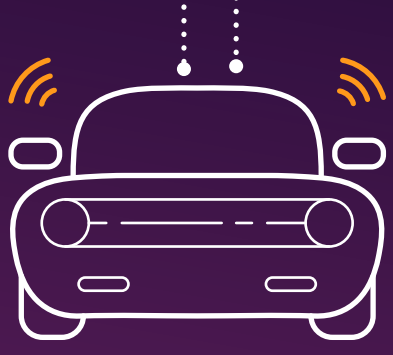
8% point decrease in number of consumers that plan to buy an HDTV in 2015.



4% point decrease in number of consumers that plan to purchase a smart phone in 2015.

New intelligent devices are on the rise.

↑ by 2020



14% rise in ownership of in-vehicle entertainment systems.



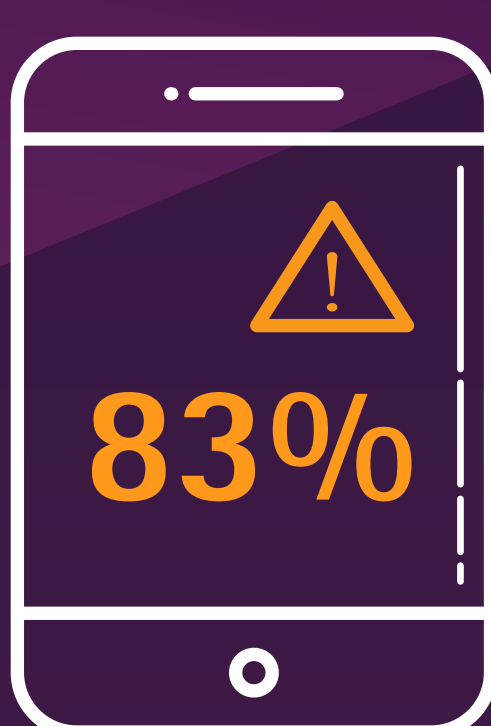
28% rise in ownership of wearable fitness monitors.



17% rise in ownership of home connected surveillance cameras.

Getting it right, right out of the box

33% of consumers said ease of use is the key factor when buying an intelligent device.



Yet an alarming **83%** of consumers have difficulty using their intelligent devices.

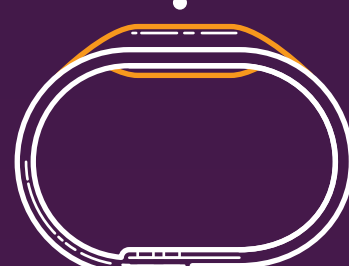
Owners of wearable health services:



22% said their wearables didn't set up properly.



24% said the products were too complicated to use.



21% said the devices don't work as advertised.

Brand matters: capturing the consumer

28% of consumers said a trusted brand is a key factor when making their decision to buy an intelligent device.



49% of consumers purchase a smartphone based on brand preference.

32% of consumers looking to buy a specific smartphone already own devices from the same brand.

Safeguarding digital trust



44% of consumers are cautious about the information they share due to lack of confidence in the online security that protects their personal data.



10% of consumers **never** share personal data online because they are not confident at all their data is secure.

Find out more at www.accenture.com/ConnectedWorld

Source

The 2015 Accenture Digital Consumer Survey for communications, media and technology companies was conducted online between October and November 2014, with 24,000 consumers in 24 countries. The sample in each country is representative of the online population, with respondents ranging in age from 14 to 55 and over.

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