The Accenture Digital Consumer Thought Leadership program for communications, media and technology companies is based on a survey which was conducted online between October and November 2015, with respondents from 28,000 consumers in 28 countries: Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hungary, India, Indonesia, Italy, Japan, Mexico, Netherlands, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Spain, Sweden, Turkey, United Arab Emirates, United Kingdom, United States.

The sample in each country is representative of the online population, with respondents aged between 18 and 34 years old and having already owned at least one intelligent device.

The survey and related data modeling quantifies consumer perceptions of digital devices, content and services, purchasing patterns, consumer preferences and trust in service providers, privacy & security issues, and advertising perceptions.

### Key Findings

#### Privacy & Security

- **2015:** 37%
- **2016:** 40%

This represents a 3% increase since 2012.

#### Lost in Transmission

- **26%** of consumers who own a smartphone expect their connection to mobile network to be consistent.

#### Smart Things Don't Come Easy

- **More Consumers x More Devices**

#### The Multiplier Effect

- **More Consumers x More Experiences**

#### Screenager

- **You, Me & IoT**

#### The Brand Engagement

- **Quality, Simplicity & Emotional Trust**

### Key Insights

- **Smartphone + tablet + laptop/desktop:**
  - **33% in 2014**
  - **46% in 2016**

- **Real-time Emotions. Multiplied Experiences.**

- **Smartways to Get Things Done:**
  - **95%** of consumers use a computer (laptop/PC) at least once a week.
  - **92%** of consumers use mobile payment services.
  - **46%** of consumers use mobile apps for communication.
  - **87%** of consumers use mobile apps for entertainment.
  - **81%** of consumers are happy to pay for personalized entertainment.

- **Live in Transmission.**
  - **95%** of consumers are watching digital content.

- **You, Me & IoT.**
  - **Only 13%** of consumers intend to purchase a smart TV. Consumers who intend to buy a TV are ready to pay an extra for better picture quality.
  - **33%** more consumers intend to purchase a smartwatch, but still too high to make it easy.

- **Plan to Increase Spending:**
  - **80%** of consumers plan to increase spending on smartphones, tablets, and laptops.

- **Virtual Reality:**
  - **76%** of consumers think quality brands will encourage them to purchase more products and services.

- **Advertising Interruptions:**
  - **83%** of consumers think advertising interruptions are too frequent while watching digital content.

- **Reliability and Speed:**
  - **83%** of consumers said reliability and speed of problem resolution are ready to switch to a new provider due to poor mobile network.

- **We Are Too Human:**
  - **71%** of consumers said reliability and speed of problem resolution work well together.