

Användande av tjänster 2014

14-025670-01 - EU Tech Tracker/Samsung Lifestyle

Internal/Client Use Only

Q3A. Content or Services used at least weekly:

Base: All Adults aged 18-65

| | Total (A) | Gender | | Age | | | | |
|---|--------------|-----------------|-----------------|-------------------|-------------------|------------------|------------------|------------------|
| | | Male (B) | Female (C) | 18-24 (D) | 25-34 (E) | 35-44 (F) | 45-54 (G) | 55-65 (H) |
| Unweighted base | 1000 | 497 | 503 | 165 | 199 | 215 | 198 | 223 |
| Weighted base | 1000 | 494 | 506 | 171 | 195 | 217 | 197 | 220 |
| Streaming TV, movie or video content | 416 42% | 226 46% C | 190 38% | 89 52% GH | 100 51% GH | 99 46% GH | 66 33% | 62 28% |
| Downloaded TV, movie or video content | 251 25% | 152 31% C | 99 20% | 59 35% GH | 57 29% GH | 59 27% H | 40 20% | 37 17% |
| Streaming music content | 441 44% | 235 48% C | 206 41% | 108 63% FGH | 110 57% FGH | 98 45% GH | 66 34% | 59 27% |
| Downloaded music content | 303 30% | 170 34% C | 133 26% | 76 45% EFGH | 62 32% | 62 29% | 48 24% | 55 25% |
| Digital books or magazines | 222 22% | 118 24% | 104 21% | 42 25% | 41 21% | 56 26% | 39 20% | 43 20% |
| Education content, i.e. educational e-book apps or education based games on tablets | 116 12% | 62 13% | 54 11% | 43 25% EFGH | 22 11% GH | 31 14% GH | 10 5% | 10 4% |
| Gaming or entertainment apps for your mobile phone or tablet | 473 47% | 214 43% C | 259 51% B | 114 67% EGH | 110 56% GH | 127 59% GH | 62 31% | 61 28% |
| Other types of apps for your mobile phone or tablet | 576 58% | 284 58% | 291 58% | 114 67% GH | 127 65% GH | 146 67% GH | 97 49% | 92 42% |
| Apps for your TV, i.e. on demand video player, social networking app for the TV | 194 19% | 114 23% C | 80 16% | 46 27% GH | 41 21% | 43 20% | 29 15% | 35 16% |
| None of the above | 217 22% | 100 20% | 116 23% | 20 12% | 28 14% | 34 15% | 60 30% DEF | 76 34% DEF |

ColumnMeans (5%): A,B/C,D,E/F,G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnProportions (5%): A,B/C,D,E/F,G/H Minimum Base: 30(**) Small Base: 100(*)

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Table 9

C5gr2 How often if at all do you access the following type of content of service for personal use from your mobile phone, tablet device or PC / laptop?

Fig. 9: Percentages below indicate where relevant content/service is used at least once per week

| | Streaming TV, movie or video content | Downloaded TV, movie or video content | Streaming music content | Downloaded music content | Digital books or magazines | Education content | Gaming or entertainment apps for your mobile phone or tablet | Other types of apps for your mobile phone or tablet | Apps to connect with TV |
|----------------------------|--------------------------------------|---------------------------------------|-------------------------|--------------------------|----------------------------|-------------------|--|---|-------------------------|
| Base: All adults aged 16 + | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| Once per week or more | 53,50% | 24,90% | 49,10% | 25,50% | 34,10% | 16,40% | 34,20% | 62,60% | 18,40% |

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Q5B. Which of the following content or services have you personally paid for or purchased in the past month?

Base: All Adults aged 18-65

| | Total (A) | Gender | | Age | | | | |
|--------------------------------------|--------------|-------------|---------------|-----------------|-----------------|-----------------|--------------|--------------|
| | | Male (B) | Female (C) | 18-24 (D) | 25-34 (E) | 35-44 (F) | 45-54 (G) | 55-65 (H) |
| Unweighted base | 1000 | 497 | 503 | 165 | 199 | 215 | 198 | 223 |
| Weighted base | 1000 | 494 | 506 | 171 | 195 | 217 | 197 | 220 |
| Streaming music content | 154 15% | 73 15% | 81 16% | 33 20% GH | 42 22% GH | 42 19% GH | 20 10% | 17 8% |
| Streaming TV, movie or video content | 126 13% | 71 14% | 55 11% | 18 11% | 33 17% H | 32 15% | 21 10% | 21 10% |
| Downloaded music content | 58 6% | 28 6% | 31 6% | 12 7% | 12 6% | 16 8% G | 6 3% | 12 5% |
| Digital books or magazines | 55 6% | 28 6% | 27 5% | 6 4% | 10 5% | 17 8% | 10 5% | 12 5% |

| | | | | | | | | |
|---|------------|------------|------------|--------------|---------------|------------------|------------------|-------------------|
| Gaming or entertainment apps for your mobile phone or tablet | 51 5% | 28 6% | 23 5% | 7 4% H | 15 7% H | 22 10% DGH | 7 4% H | 1 * |
| Downloaded TV, movie or video content | 47 5% | 24 5% | 23 5% | 7 4% | 13 7% | 9 4% | 5 3% | 13 6% |
| Apps for your TV, i.e. on demand video player, social networking app for the TV | 28 3% | 17 3% | 11 2% | 5 3% H | 8 4% H | 10 5% H | 4 2% | 1 * |
| Other types of apps for your mobile phone or tablet | 58 6% | 32 6% | 26 5% | 8 5% | 12 6% | 18 8% | 10 5% | 10 5% |
| Education content, i.e. educational e-book apps or education based games on tablets | 18 2% | 12 2% | 6 1% | 4 2% H | 5 2% H | 7 3% H | 2 1% | - - |
| None of these | 650 65% | 325 66% | 326 64% | 109 64% | 109 56% | 120 55% | 144 73% EF | 167 76% DEF |

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

Konsumtion av tjänster 2015

Table 16

C12gr1 If you have paid for or purchased any of the following content or services in the past month, approximately how much have you spent in total?

Fig. 14: Approximate spend on content or services in the past month (mean average, Euros)

| | Streaming TV, movie or video content | Downloaded TV, movie or video content | Streaming music content | Downloaded music content | Digital books or magazines | Education content or education base | Gaming or entertainment apps for your mobile phone or tablet | Additional in-app purchases | Other types of apps for your mobile phone or tablet | Apps to connect with your TV,pp for the TV |
|---|--------------------------------------|---------------------------------------|-------------------------|--------------------------|----------------------------|-------------------------------------|--|-----------------------------|---|--|
| Base: All those who purchased any content/service in the last month | 442 | 442 | 442 | 442 | 442 | 442 | 442 | 442 | 442 | 442 |
| Less than €5 (2,50) | 20,50% | 16,40% | 19,30% | 19,80% | 13,00% | 12,00% | 20,20% | 26,10% | 24,40% | 9,50% |
| €5 up to €10 (7,50) | 20,40% | 7,80% | 11,40% | 4,00% | 7,10% | 1,30% | 3,50% | 6,80% | 2,80% | 3,20% |
| Over €10 up to €20 (15) | 13,00% | 2,40% | 23,20% | 5,00% | 7,00% | 1,60% | 2,40% | 1,40% | 1,20% | 0,90% |
| Over €20 up to €30 (25) | 3,10% | 2,60% | 1,70% | 1,00% | 3,80% | 1,70% | 2,20% | 1,40% | 1,00% | 1,30% |
| Over €30 up to €40 (35) | 0,70% | 0,50% | 0,70% | 0,80% | 1,50% | 1,50% | 0,50% | 0,50% | 0,50% | 0,20% |
| Over €40 up to €50 (45) | 0,70% | 0,20% | 0,20% | 0,20% | 0,70% | 0,70% | 0,50% | 1,00% | 0,50% | - |
| More than €50 (75) | 1,60% | 0,50% | 1,10% | 0,70% | 0,90% | 1,40% | 1,20% | 0,50% | 1,40% | 1,70% |
| Don't know | 3,00% | 2,60% | 2,00% | 2,30% | 1,90% | 1,80% | 1,00% | 1,60% | 2,90% | 1,70% |
| Have not purchased in the past month | 25,40% | 35,10% | 23,80% | 30,70% | 27,70% | 30,10% | 33,90% | 60,70% | 52,10% | 25,50% |
| Sigma | 88,50% | 68,20% | 83,40% | 64,50% | 63,90% | 52,20% | 65,40% | 100,00% | 86,80% | 43,90% |
| Mean | 10,92 | 8,65 | 11,2 | 8,54 | 12,98 | 14,72 | 9,7 | 7,17 | 8,44 | 13,56 |

| | Streaming TV, movie or video content | Downloaded TV, movie or video content | Streaming music content | Downloaded music content | Digital books or magazines | Education content or education base | Gaming or entertainment apps for your mobile phone or tablet | Additional in-app purchases | Other types of apps for your mobile phone or tablet | Apps to connect with your TV,pp for the TV |
|--|--------------------------------------|---------------------------------------|-------------------------|--------------------------|----------------------------|-------------------------------------|--|-----------------------------|---|--|
| Base: All those who purchased any content/service in the last month | 442 | 442 | 442 | 442 | 442 | 442 | 442 | 442 | 442 | 442 |
| % of people who paid for content in the past month (includes those who don't know how much they spent) | 63,00% | 33,00% | 59,60% | 33,80% | 35,90% | 22,00% | 31,50% | 39,30% | 34,70% | 18,50% |
| As a % of the total base (1000) | 28% | 15% | 26% | 15% | 16% | 10% | 14% | 17% | 15% | 8% |

