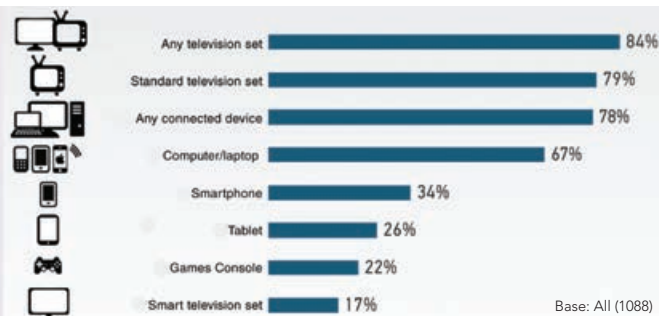# Accessing and consuming content
What the people say

Futuresource Consulting commissioned Audiencenet, a specialist in online research communities, to set up and manage an online community for the Futuresource FES2013 conference on 4 July 2013.

The 40 community members were recruited against agreed criteria and moderated by qualified and experienced qualitative researchers. Respondents entered into a dialogue, commenting on each other's contributions. The respondents were incentivised to log in to the community at least once each day. In reality, they logged in far more than requested, since the community research experience is highly interactive.

As for the research survey - tabulated here - it is based on a representative sample of 1088 respondents, statistically and demographically representative of the UK adult online population (82% is online).

Smart devices on the move and in the home

On which of the following devices do you ever watch TV or video content?

Device	%
Any television set	84%
Standard television set	79%
Any connected device	78%
Computer/laptop	67%
Smartphone	34%
Tablet	26%
Games Console	22%
Smart television set	17%

Base: All (1088)

Selected statements from the online community
Q: What do you think is the "hottest" new device or electronics product on the market? (and do you plan to buy it?)
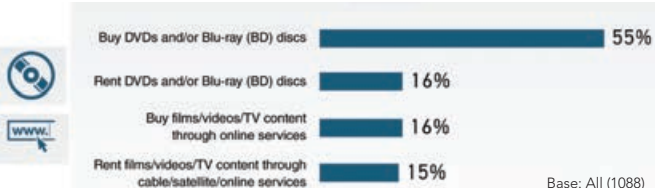▪ Much of the talk around the hottest devices centred around game consoles.
▪ Most buzz was around PS4 and, to a lesser extent, Xbox One.
▪ iPhone still widely spoken about in terms of being a great handset, tablets mentioned generically – but also positive discussion around Samsung.
▪ Only one mention of Google Glass.
Q: What devices do you now use most to access the Internet? (How is this changing?)
▪ Tablets being used extensively to access the Internet.
▪ Among multi-device owners, attitudes towards tablet functionality is mixed. Some love them unreservedly while others criticise them due to lack of processing power.
▪ Some parents still plan to upgrade their desktops. "I like to see what the children are accessing online!"

From ownership to access

Which of the following do you currently do as a means of watching films/video/TV content?

	%
Buy DVDs and/or Blu-ray (BD) discs	55%
Rent DVDs and/or Blu-ray (BD) discs	16%
Buy films/videos/TV content through online services	16%
Rent films/videos/TV content through cable/satellite/online services	15%

Base: All (1088)

Selected statements from the online community
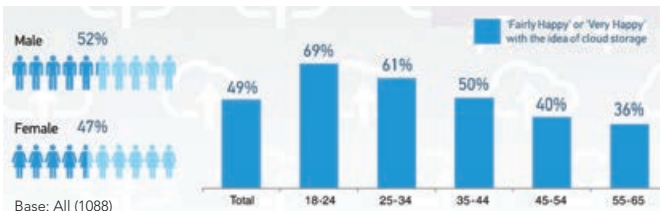**Q**: Has your attitude towards having a DVD/Blu-ray collection changed?
▪ Downward trend in the purchasing of DVDs while Blu-ray appears consistent.
▪ TV Series or loved movies are still desirable purchases on disc, but trend seems to be purchasing less.
▪ When asked why they were buying less a number mentioned Lovefilm and Netflix.
Q: Why don't you buy all your films and TV shows as a digital download?
▪ Many in the group are downloading and streaming.
▪ When asked what would make them purchase more, the community mentioned: if titles were being made available sooner and digital offerings were cheaper.
▪ The biggest drawback to downloading and streaming was considered to be storage and internet connectivity issues.

The cloud and the digital locker

How happy are you with the general idea of storing your own personal files, data, photos, music, videos, etc. in the cloud?
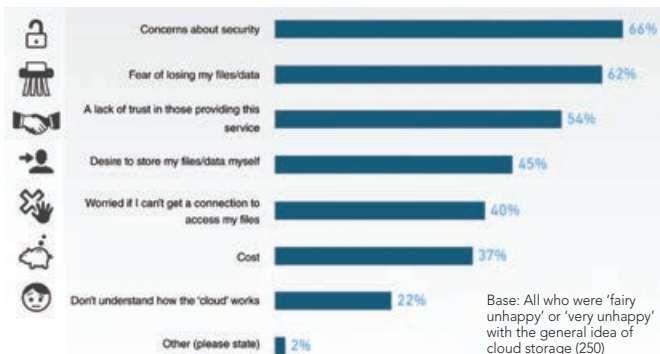

Male 52%
Female 47%

'Fairly Happy' or 'Very Happy' with the idea of cloud storage

Total	18-24	25-34	35-44	45-54	55-65
49%	69%	61%	50%	40%	36%

Base: All (1088)

Selected statements from the online community
Q: What do you understand by the term "the Cloud?"
▪ High awareness, but varied knowledge. Knowledge of the cloud appears linked to usage. Those that have utilised cloud services are well equipped to explain and articulate. Those that are only aware are struggling to describe the concept.
▪ Most common terminology to describe is 'digital storage.'

What puts you off the idea of using 'cloud' services?

	%
Concerns about security	66%
Fear of losing my files/data	62%
A lack of trust in those providing this service	54%
Desire to store my files/data myself	45%
Worried if I can't get a connection to access my files	40%
Cost	37%
Don't understand how the 'cloud' works	22%
Other (please state)	2%

Base: All who were 'fairy unhappy' or 'very unhappy' with the general idea of cloud storage (250)

Q: What are the pros and cons of the cloud in your view?
▪ Varying views depending upon usage of 'cloud' services
▪ Those only aware of cloud services saw the benefits being digital storage and the concerns being security.
▪ Those using it were able to draw on personal experiences:
Pros: Anywhere access, back up services, peace of mind, more local space, business applications (Dropbox, ePrint, Salesforce), photos
Cons: Data security, cost, reliability, having to be online/connected, digital rights.