



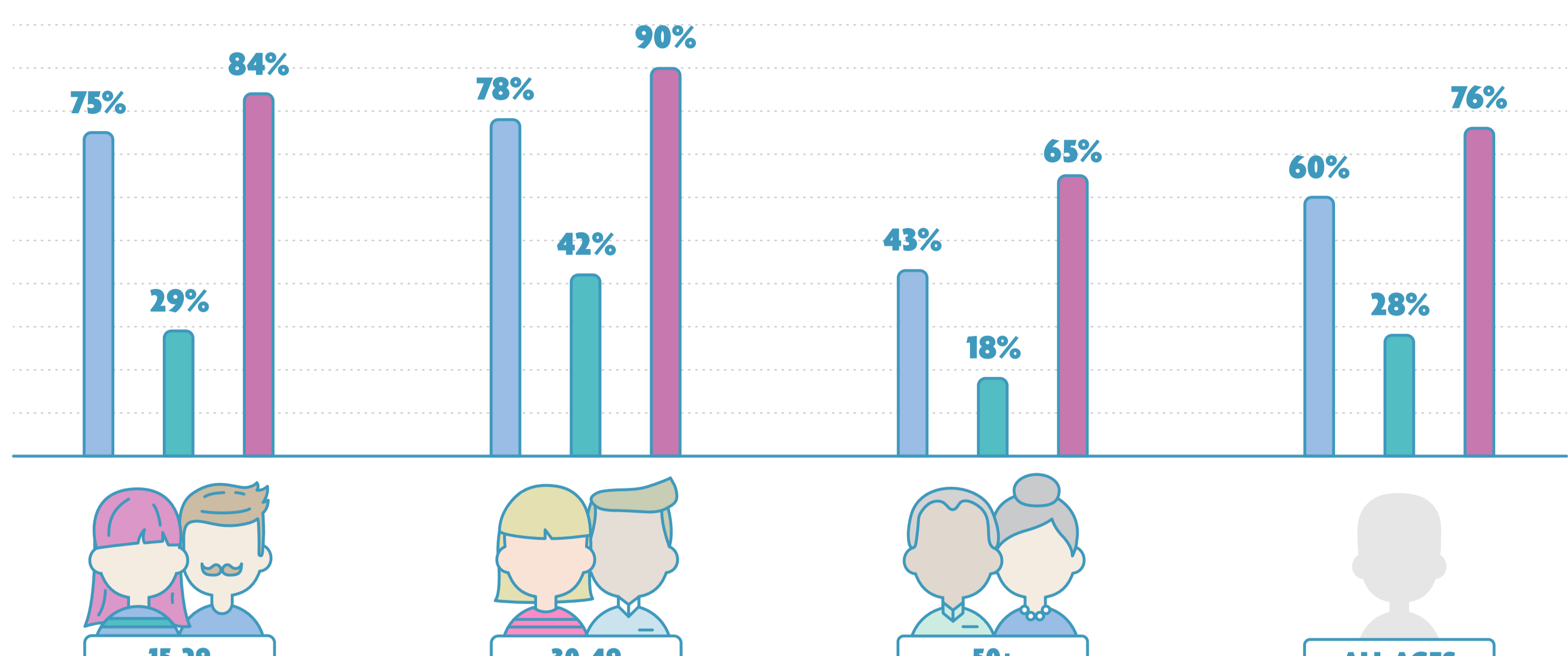
GENERAL MEDIA

Perception of digital invasion mainly among youngsters



ONLINE TRANSACTIONS & BANKING

Mostly popular among 30-49 year olds



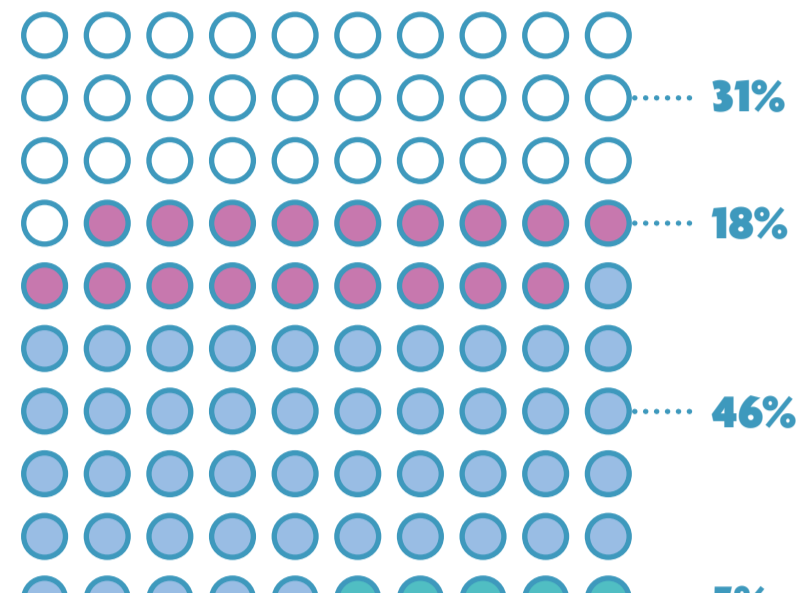
SMART HOME APPLICATIONS

High untapped potential

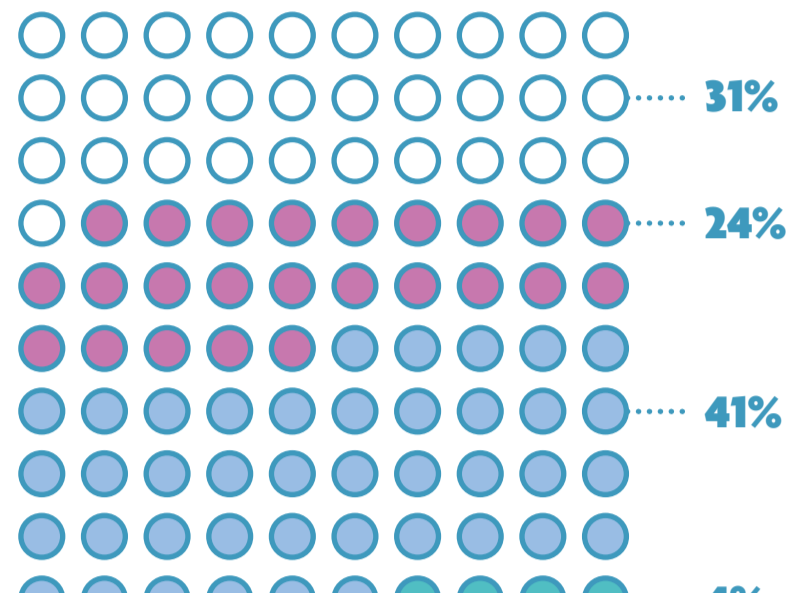
○ 'NEVER HEARD OF' ● 'HEARD OF, BUT NOT INTERESTED' ● 'INTERESTED, BUT NEVER USED IT' ● 'ALREADY USED IT'



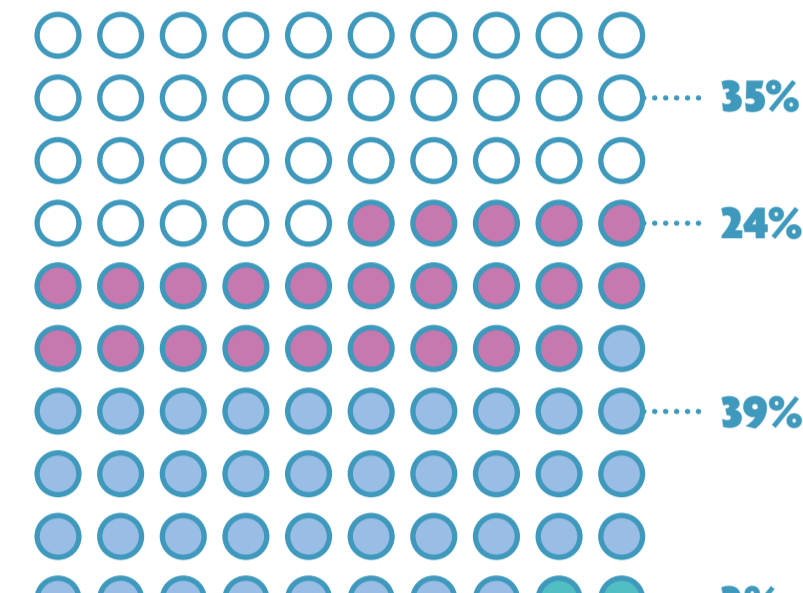
SMART THERMOSTAT



SMART LIGHTS



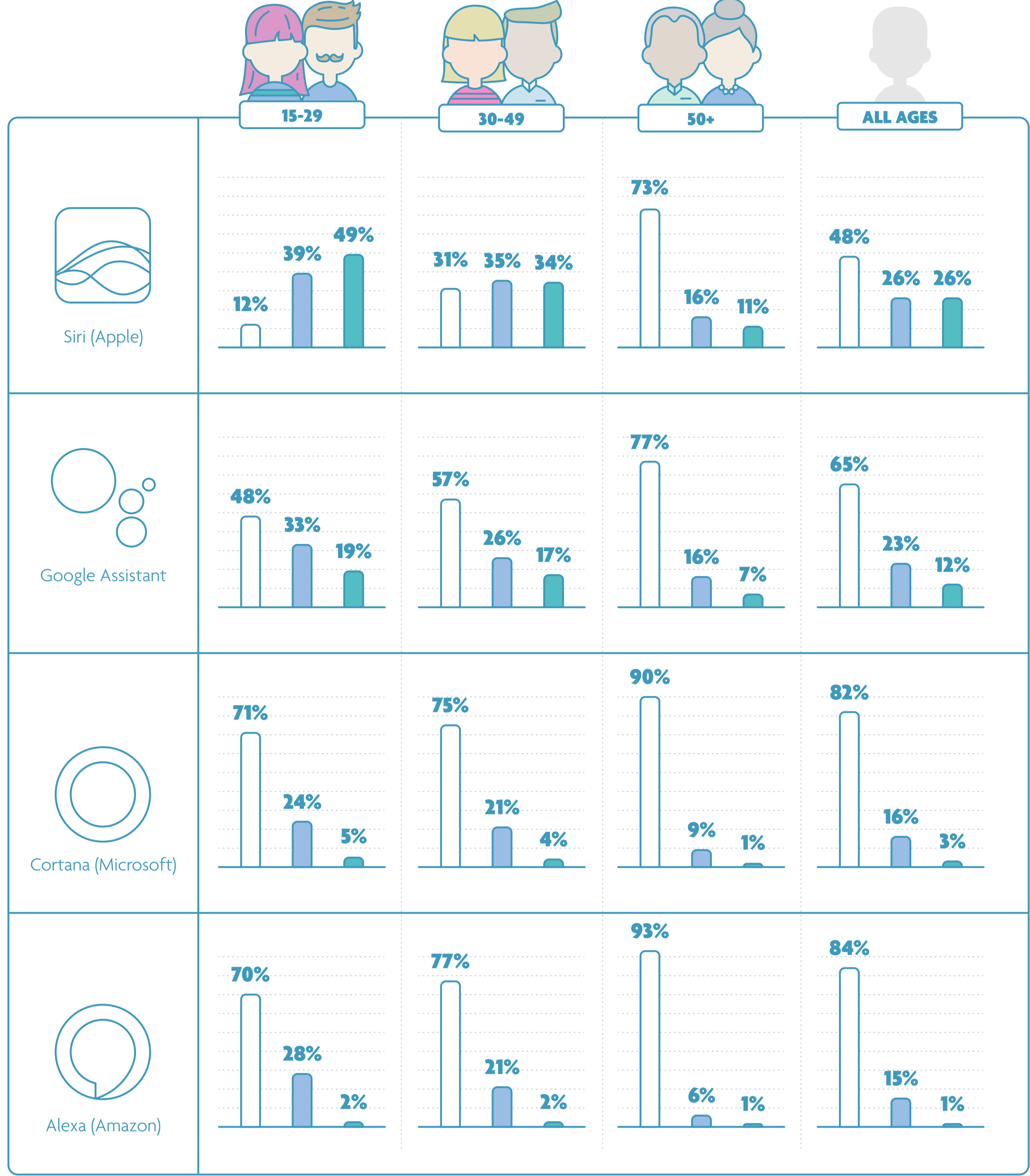
SMART LOCKS



VOICE CONTROLLED VIRTUAL ASSISTANTS

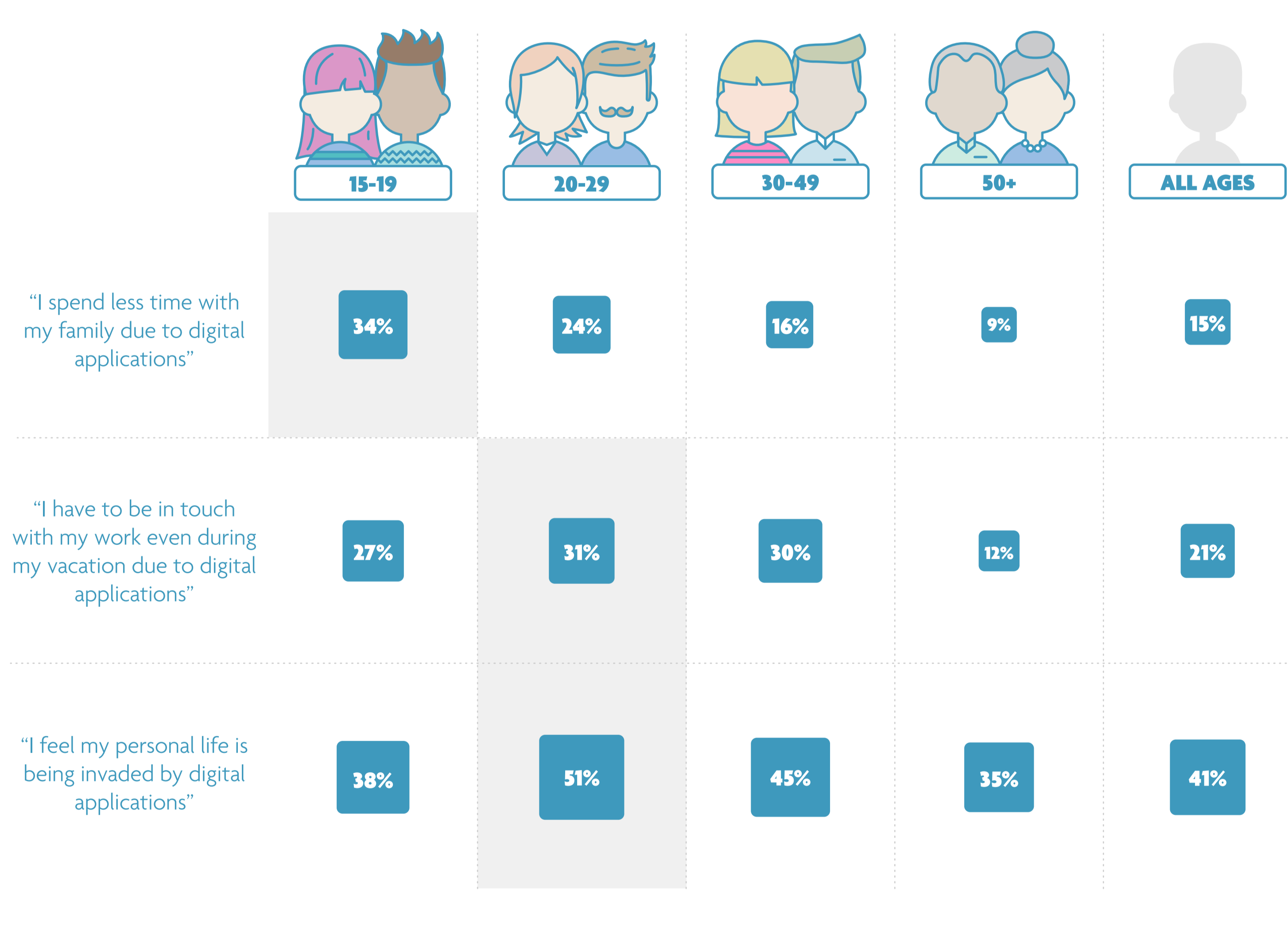
Siri and Google Assistant most known

○ 'NEVER HEARD OF' ● 'KNOW OF, BUT NEVER USED IT' ● 'ALREADY USED IT'



PERCEPTION OF DIGITAL INVASION

Teenagers perceive less time spent on family due to digital media



ADAPTING SMARTPHONE BEHAVIOR

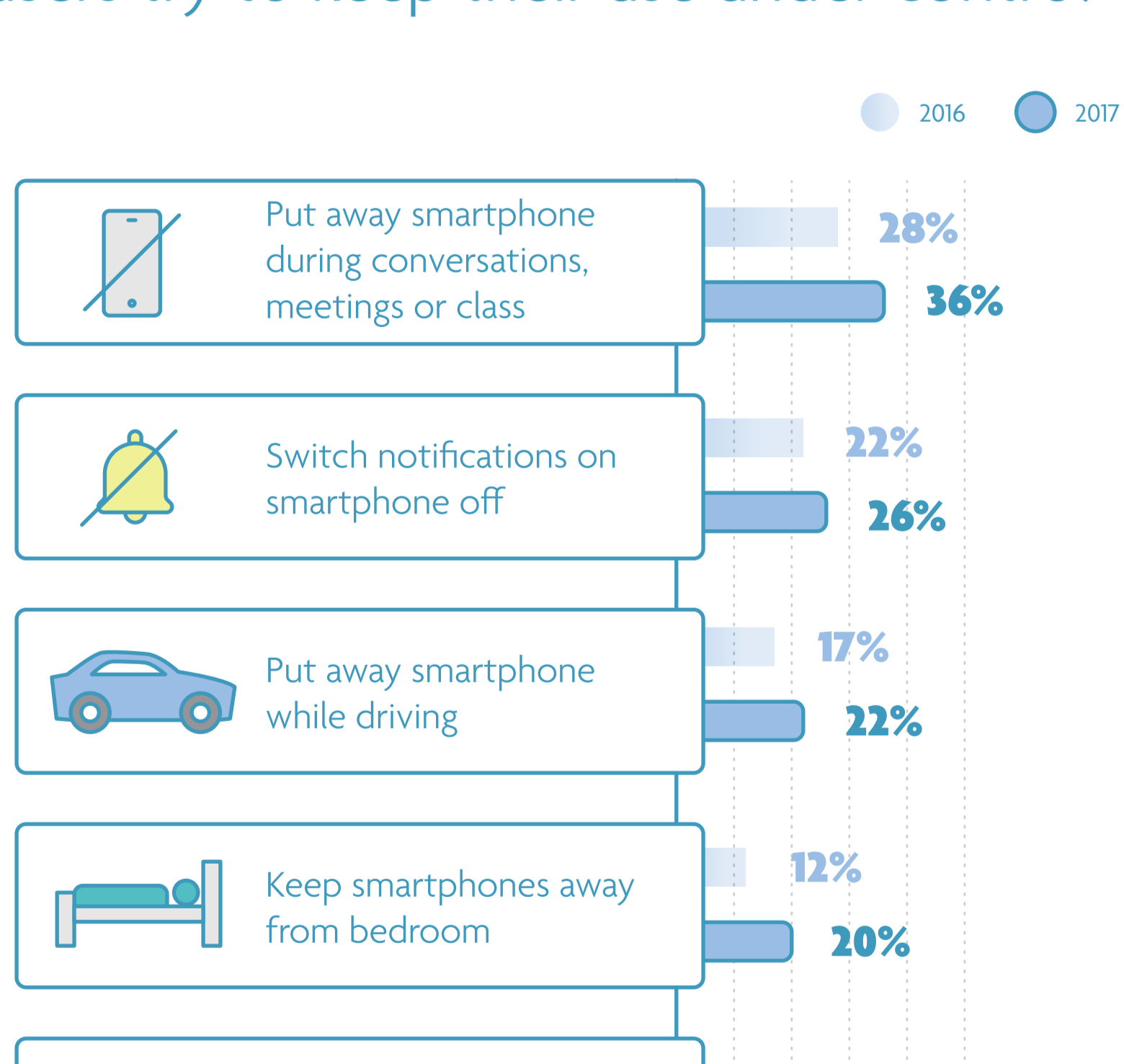
Growing number of smartphone users try to keep their use under control

58%

OF SMARTPHONE USERS ADAPT THEIR BEHAVIOR



+6% COMPARED TO 2016



STATEMENTS

Perceived anxiety to engage in digital behavior

