

IntelligentlyON

Overview

Consumers are seeking ways to enjoy the 'real' and have a break from being online without feeling totally disconnected.

Why it's happening:

Internet-users are tired of the 'always-on' concept interrupting their private lives.

The Future:

We are looking for technology that disappears, but that doesn't disconnect.



Key data measures

Awareness

28% agree that their digital devices/ services understand when they need them to switch off or filter information they receive to give them more moments of peace.

Engagement

23% like being connected all the time.

Future Intent

46% are interested in future technology that will be able to predict when users want to be connected, and switch on/ off automatically.

Marketing Potential

12% of online consumers expect brands to know the right moment to talk to them.