

**TAPAD**



# Everyone's Gone Remote

**UK EDITION**

The Sudden Impact of Stay-at-Home  
on Consumer Digital Devices

**MARCH AND APRIL 2020**







## All Signs Point to Increased Connectivity

During March and April, the lock-down policy throughout the United Kingdom had a dramatic impact on time spent across internet-connected devices in the home. Tapad's billions of real-time signals fuel the data we use to build our graph, allowing us to aggregate and share user trends as they develop so you can better understand the changing habits of your audience.



*\*Analysis is based on internal event level data from 2/3-5/3, 15/3-18/3, and 23/3-25/3.*





## Smartphone is Still Your Sidekick

The shift to at-home life saw a slight increase to day and night mobile use, with users continuing to engage with their phones — **up 8%** during 6am-2pm and **5%** during 10pm-6am.



## Tablets Over Textbooks

Tablets saw a huge spike in daytime activity, **up 26%** from 6am-2pm - likely due to homeschool activities.



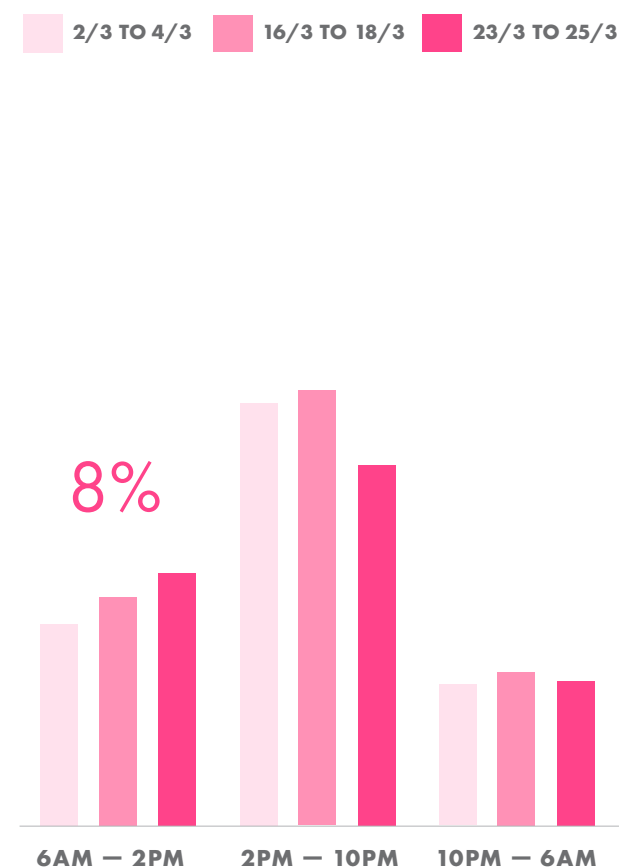
## Desktop Still Rocks

Perhaps due to both work from home and online learning, desktop use saw a healthy increase of **22%** from 6am-2pm, with the rest of the day still seeing a **7%** increase in activity.

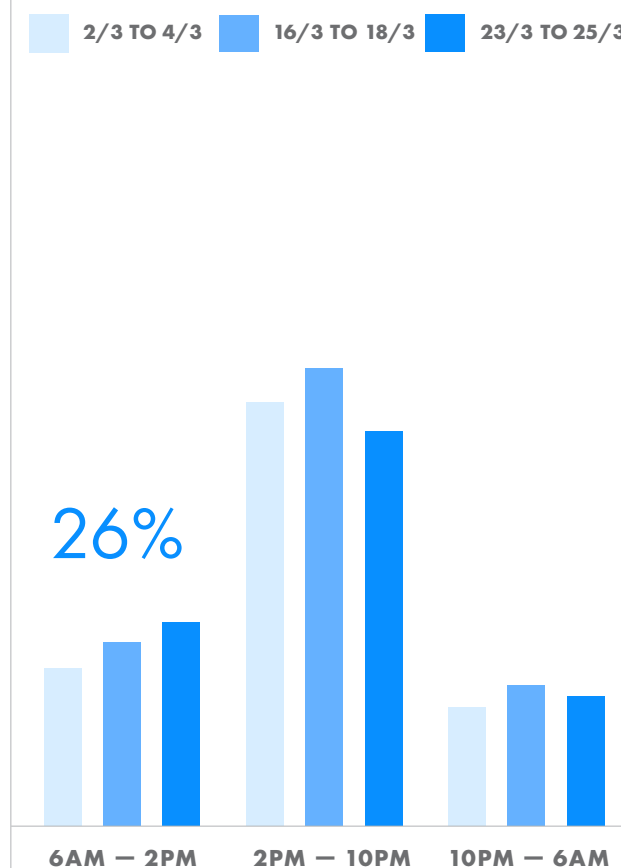


### TRADITIONAL DEVICE TRENDS

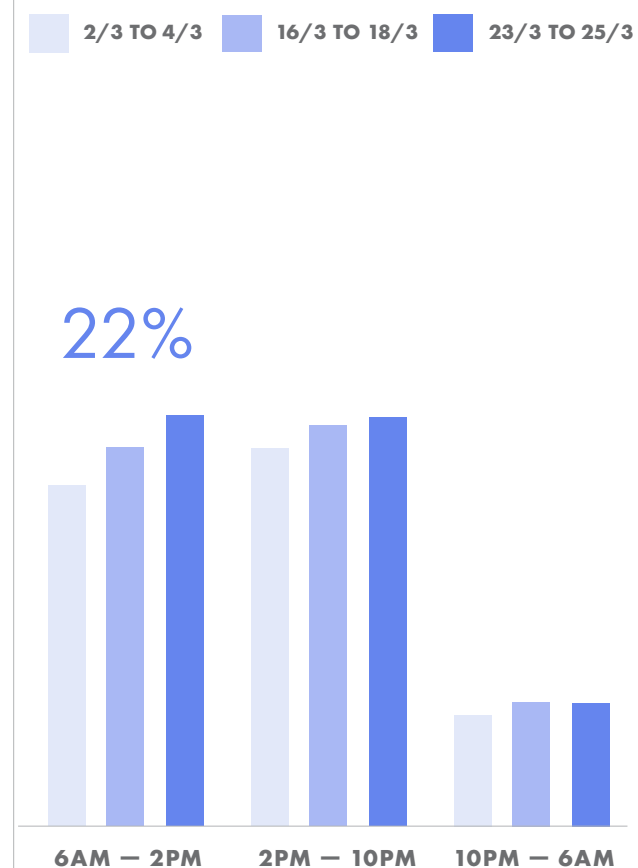
#### MOBILE



#### TABLET



#### DESKTOP



#### TAPAD TIP 🙌

Applying cross-device targeting could help deliver campaigns and drive up performance on more engaged platforms.

#### HUNGRY FOR ENTERTAINMENT 🧑🍳

According to Statista, cross-platform media consumption is up **over 30%** across news content, streaming and social media.<sup>1</sup>





## More Activity, More Opportunity.

Users are logging onto more devices and browsing more content at home than ever before. From desktop to newer streaming platforms, it pays to know where your consumers are engaging online.

Want to know more? Check us out at [tapad.com/identityvisual](https://tapad.com/identityvisual) or contact [sales@tapad.com](mailto:sales@tapad.com)

**TAPAD**

<sup>1</sup>Statista, 2020 March, UK media usage

