Increasing importance of other devices amongst gamers:

- 40+ years old: 22.2%
- Lower digital skills: 61.1%

Tablet:
- 51.2%

Owning mainly ‘traditional’ media:
- More professional usage of media: 23.8%
- High digital skills: 9.5%

Mobile data subscription:
- High media use – High variety of media: 38.5%
- Lowest digital skills: 37.7%

Radio is the top-device for listening to music and following the news:
- 76% daily listens to music on their (car) radio
- 65.1% follows the news on the radio on a daily basis

Social network sites:
- Facebook most popular (62.9%)
- Top daily application usage on tablet: email (reading 55.7%, sending 50.9%), searching info (56.1%) and visiting social network sites (46.5%)

Packs:
- 95.9% mobile phone adoption
- 38.5% smartphone adoption – 35.7% mobile data subscription
- Top daily application usage on smartphone: email (reading 64.9%, sending 45.7%), visiting social network sites (48.4%) and searching info (40.9%)