



## Press information

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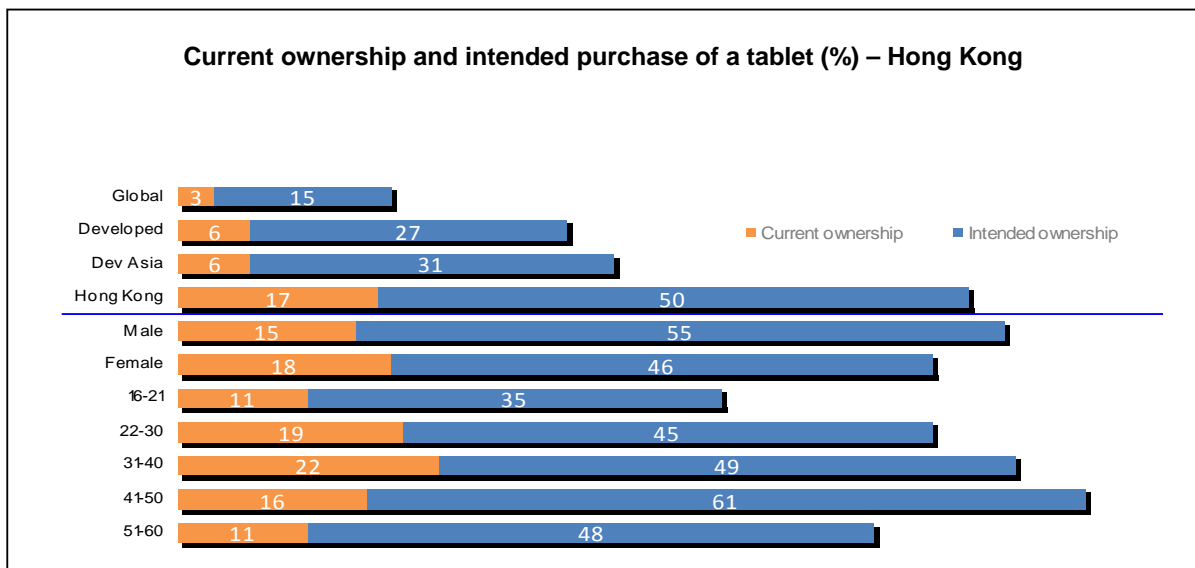
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## TNS survey puts Hong Kong at forefront of expected global tablet sales explosion

**Hong Kong, July 25, 2011** – Half of Hong Kong consumers say they are likely to purchase a tablet in this year, according to a recent survey conducted by **TNS**, a leading consultative market research company.

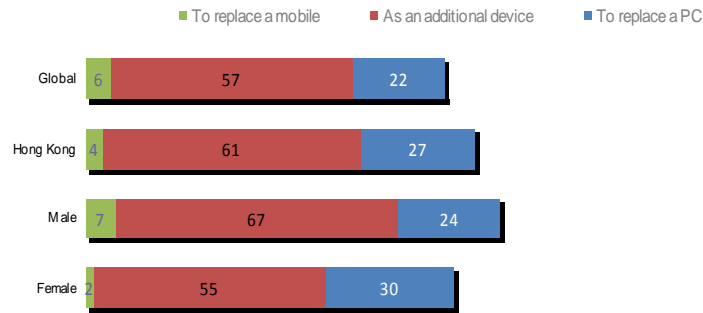
The new TNS study found that 17% of Hong Kong consumers claim to own a tablet – nearly six times the global average – and that another 50% of the territory’s consumers are likely to purchase a tablet.



There is an indication that for some consumers the tablet will be a replacement to their PC with 27% claiming they may purchase a tablet to replace a PC.

However, the majority (61%) consider the tablet they may purchase an additional device, indicating that the tablet will grow the total device market.

### Reasons for buying a Tablet (Tablet owners and intenders) – Hong Kong

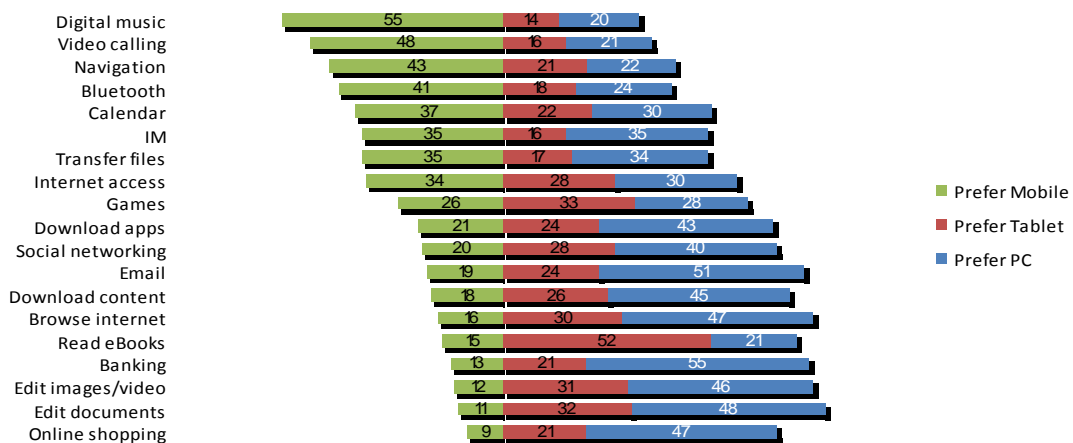


Smaller than a laptop and larger than a Smartphone, the tablet is gaining in popularity among Hong Kong consumers – particularly for a number of applications. Of those surveyed:

- More than 50% said they would rather read ebooks on the tablet, compared to 21% who preferred PCs and 15% who preferred mobile phones.
- 33% preferred to access games via the tablet, compared to 28% who preferred the PCs and 26% who favoured mobiles.

Despite the gains being made by the tablet, PCs still hold dominance as the preferred device in Hong Kong for banking, email and browsing on the Internet. While mobile phones is the favoured medium for music, navigation and Bluetooth applications.

### Preferred devices for activities – Hong Kong



## About TNS Mobile Life

[www.discovermobilelife.com](http://www.discovermobilelife.com)

**Mobile Life is an annual investigation from TNS designed to provide a deep understanding of today's global mobile device consumers and the future impact mobile will have on our digital landscape.**

34,000\* interviews with mobile users across over 43 countries (including the BRIC countries, Indonesia and several key African markets) provides real insight into how consumers across the world are using and interacting with mobile technology and delivers a holistic understanding of the end-to-end consumer experience and how this will change in the future.

### Countries covered

Argentina\*, Australia, Benin\*, Brazil\*, Cameroon\*, Canada, Chile\*, China\*, Costa Rica\*, France, Germany, Ghana\*, Guatemala\*, Hong Kong, India\*, Indonesia\*, Italy, Japan, Kenya\*, Korea, Malaysia, Mexico\*,

Morocco\*, Netherlands, New Zealand, Nigeria\*, Pakistan\*, Philippines\*, Russia, South Africa\*, Saudi Arabia\*,

Senegal\*, Singapore, Spain, Sweden, Taiwan, Tanzania\*, Thailand\*, UAE\*, Uganda\*, UK, USA, Vietnam\*

*\*Emerging market*

## About TNS

TNS is the global leader in custom market research delivering actionable insights and research-based business advice to clients around the globe so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 80 countries, TNS is dedicated to discovering growth opportunities for its clients in an ever-changing world. Through its pioneering and innovative culture, TNS understands the latest marketing challenges and research techniques, being the first to discover and solve new marketing issues for clients.

### **DISCOVER – A changing world: New territories, new media, new opportunities.**

TNS is part of Kantar, one of the world's largest insight, information and consultancy networks.

Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

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Kantar is one of the world's largest insight, information and consultancy groups. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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