Digital Participation

Creating and contributing online so others can see
How the UK online population participates using digital media today
90% PASSIVE

9% 1%

2006
<table>
<thead>
<tr>
<th>PENETRATION</th>
<th>DEVICES</th>
<th>PRODUCTS</th>
<th>CULTURAL NORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>ACTIVE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passive</td>
<td>Active</td>
<td></td>
<td></td>
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<tr>
<td>---------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>23%</td>
<td>77%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**THE PARTICIPATION CHOICE**
77% ACTIVE
THE PARTICIPATION CHOICE

17% INTENSE

41% UNDER 35

20% EARLY ADOPTERS
THE PARTICIPATION CHOICE

23% PASSIVE

HIGHLY ACTIVE
EXPRESSION
SIZE?
### THE PARTICIPATION CHOICE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passive</td>
<td>23%</td>
</tr>
<tr>
<td>Easy</td>
<td>60%</td>
</tr>
<tr>
<td>Intense</td>
<td>17%</td>
</tr>
</tbody>
</table>

- **Products**
- **Cultural Norms**
- **Lighter Choice**
## The Participation Choice

<table>
<thead>
<tr>
<th>Passive</th>
<th>Easy</th>
<th>Intense</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>60%</td>
<td>17%</td>
</tr>
</tbody>
</table>

- **16% Reaction**
- **44% Initiation**
THE PARTICIPATION CHOICE

23% PASSIVE

60% EASY

17% INTENSE

44% INITIATION

43% UNDER 35

FRIENDS, FAMILY & PHOTOS

TV, ENTERTAINMENT & LIFESTYLE
THE PARTICIPATION CHOICE

A GUARANTEED EVOLUTION?
THE PARTICIPATION CHOICE

NOT UNIVERSAL, INSPIRED

PASSIVE  EASY  INTENS
THE PARTICIPATION CHOICE

PERCEPTIONS, EXPECTATIONS & REALITY

PASSIVE  EASY  INTENS
THE PARTICIPATION CHOICE

PASSIVE EASY INTENS