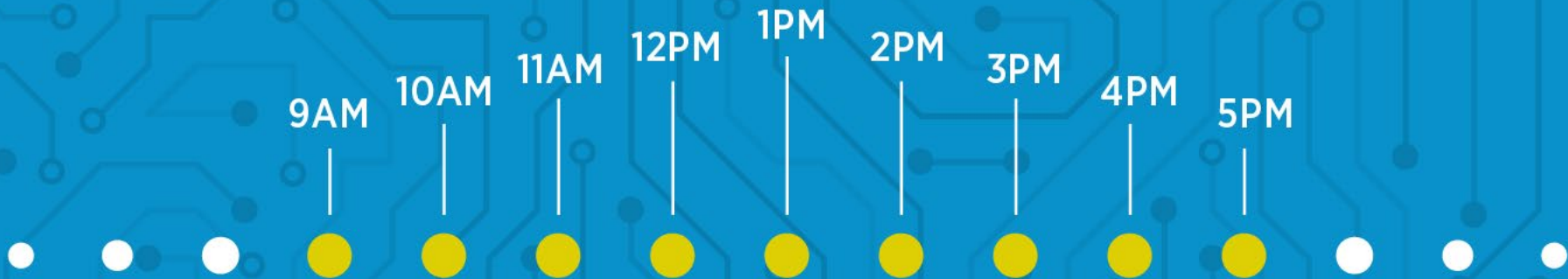




INFLUENCE THE TECHNOLOGY PLACE



WORKPLACE TECHPLACE

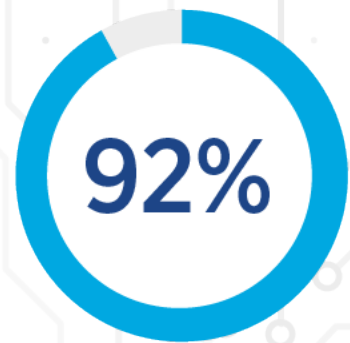
Technology continues to reshape and define our everyday lives, however, no where has the impact been felt more than in the workplace.

With the rise of digital centric businesses in London and TMT as the biggest sector occupying the London office real estate market, ECN's workplace audiences are not only early adopters but also champions of new technology both in their professional and personal lives.

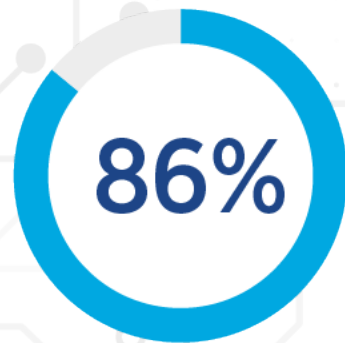


WORKPLACE STREAMINGPLACE

With the rise of SVOD and smartphone adoption, on the go entertainment has never been more popular with London workplace audience.



SUBSCRIBE
TO **SVOD**



WATCH **AT WORK**
(LUNCH)



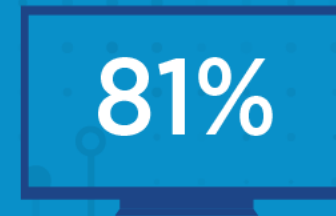
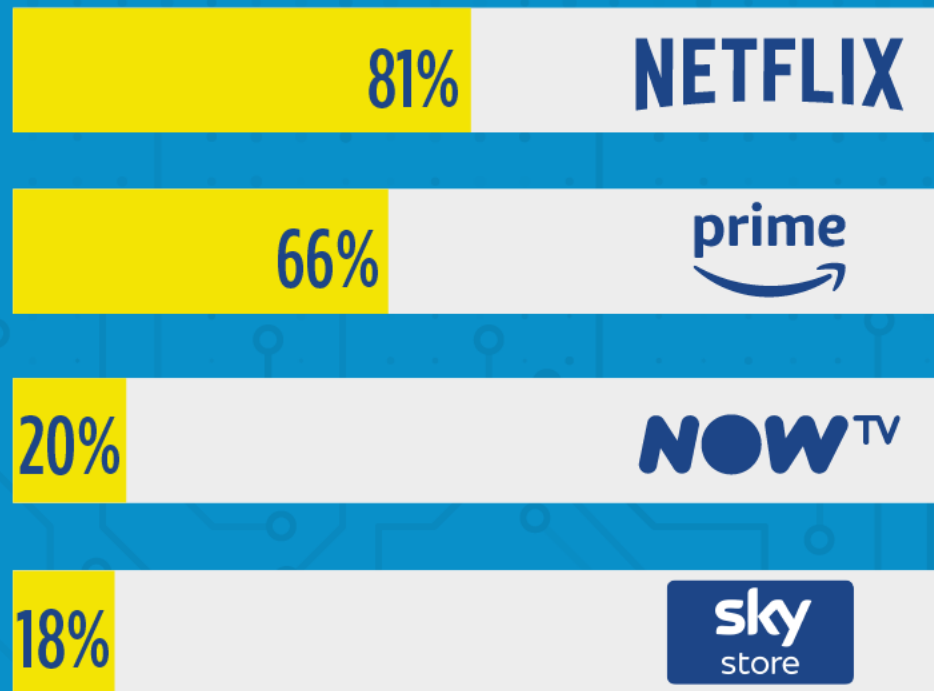
WATCH DURING
COMMUTE



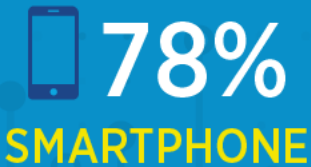
WATCH ON
SMARTPHONE

TOP STREAMING SERVICES

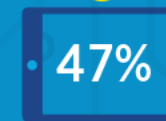
WATCHED ON



TV



LAPTOP



TABLET



DESKTOP



60%

BUY LATEST DEVICES ON RELEASE

With a high disposable income and a tech-savvy mindset, Workplace audiences regularly update their devices and indulge in new technology purchases.





48%
iPhone 8+
or above



56%
UPDATE THEIR
SMARTPHONE
EVERY 2 YEARS



43%
OWN A HOME
ASSISTANT



41%
OWN A
WEARABLE
DEVICE

DEVICE
OWNERSHIP

97%

89%

75%

39%



91%

RESEARCH & SHOP ONLINE AT WORK

Workplace audience frequently opt for the convenience of online shopping, getting their packages delivered to them straight at work.



63%
SHOP AT **amazon**
DURING
WORK HOURS



electronics
& computers



home, garden,
pets, DIY



books



sports & outdoors

DELIVERY



15%
AMAZON
LOCKER



53%
AT WORK



77%
AT HOME



40%

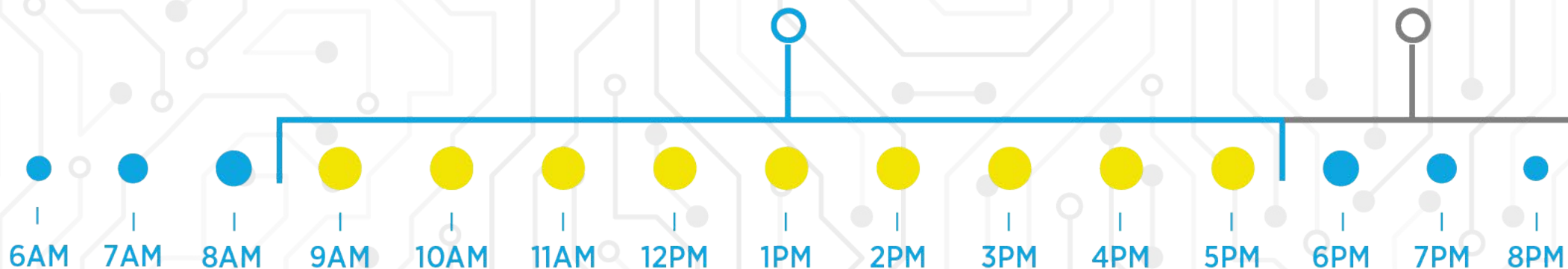
BUY GROCERIES ONLINE

With grocery stores offering same day delivery, busy workplace professionals frequently place grocery shopping orders at work



45% DURING WORK HOURS

49% AFTERWORK



A person wearing a white shirt and a dark vest is holding a smartphone over a payment terminal. The terminal is held by another person's hand. The background is blurred, showing what appears to be a retail or office setting.

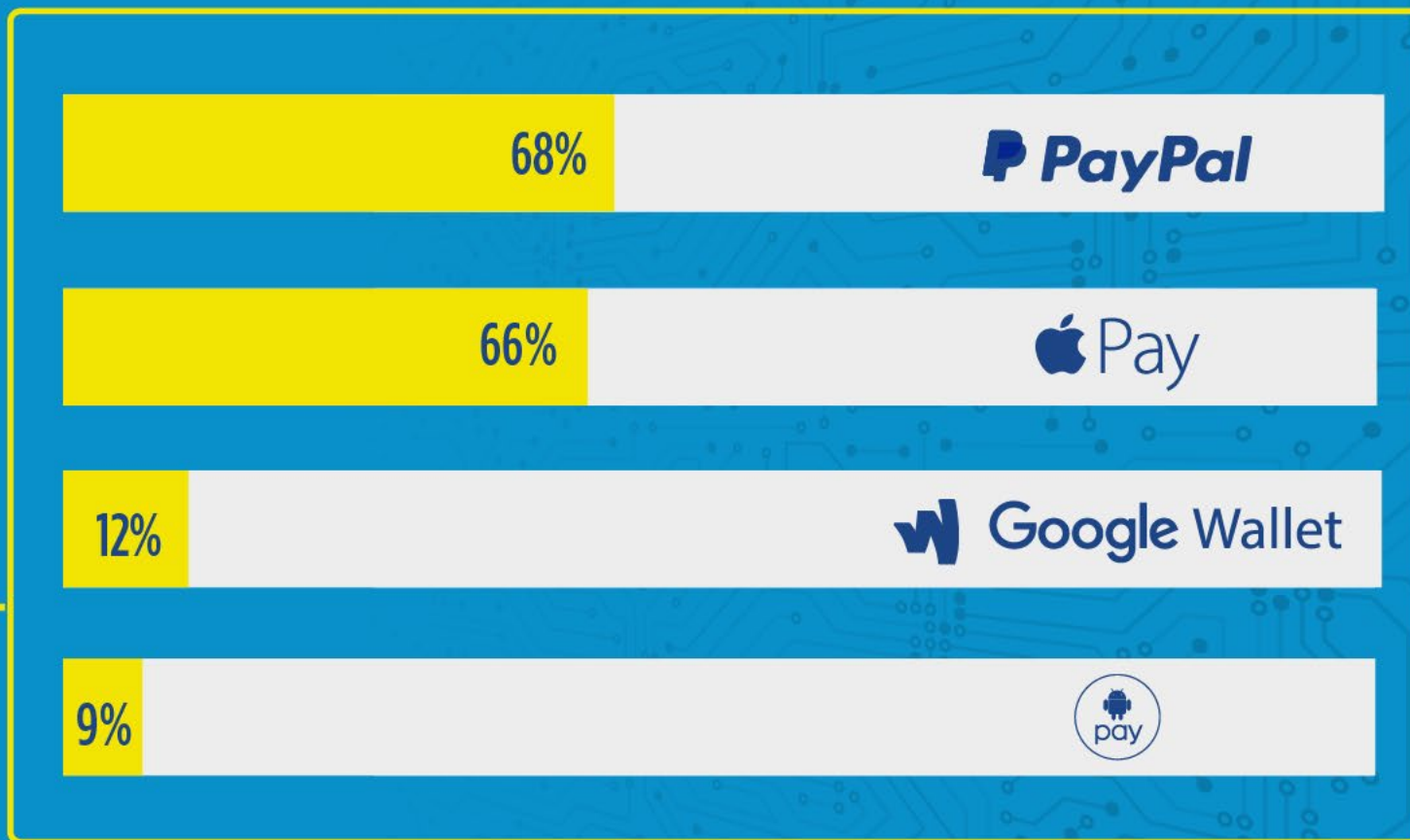
1in3

GO RETAIL SHOPPING DURING WORK HOURS

Workplace audience frequently shop in brick & mortar stores during work hours using the latest tech.



81%
USE MOBILE
PAYMENT APPS



A photograph of two women sitting at a wooden table in a bright, modern office or cafe. The woman on the left, wearing a white sweater, is holding a tablet and pointing at the screen. The woman on the right, wearing a white shirt, is looking at the tablet. In the background, a laptop displays a website with several images. On the table, there are two white coffee cups, a glass of water, and some papers. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text.

EMBRACING NEW TECHNOLOGIES

Workplace audience are constantly on the look out for new technologies that make life simple, easy and efficient.

51%

USE DIGITAL-ONLY BANK



monzo



Revolut




STARLING BANK



N26



 **Atom**

BECAUSE



FREE
PAYMENTS
ABROAD



REAL-TIME
SPEND
NOTIFICATION



24/7
IN-APP
SUPPORT



MONTHLY
SPENDING
REPORTS



55%
HAVE HEARD
OF P2P
LENDING



WOULD CONSIDER P2P
LENDING FOR FINANCIAL
NEEDS



22%
USE P2P PAYMENTS
TRANSFER SERVICES



21%
HAVE USED AN ONLINE
INVESTMENT APP

A photograph of three young men in an office environment. One man in the foreground is wearing a plaid shirt and holding a video game controller. Another man behind him is smiling and looking at a computer monitor. A third man is partially visible on the left. The monitor displays a colorful game scene. A semi-transparent circular graphic is overlaid on the right side of the image, containing the text.

WORK HARD PLAY HARD

Workplace audience indulge in a variety of entertainment options. Gaming, especially after-work is a popular way to unwind and socialise.



1IN3
PLAY VIDEO
GAMES

PS4
44%

XBOX ONE
34%

PC
23%

XBOX 360
22%

47% WEEKDAY PM/
AFTERWORK





SMART &
CONNECTED

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