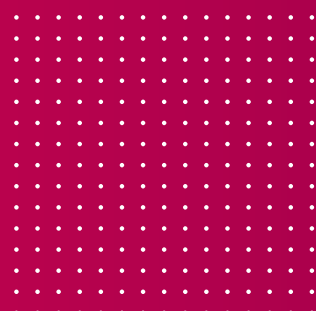




## Digital Devices and Services Programme

Devices are a core part of tech. Without smartphones, smart speakers, TVs, tablets and laptops we wouldn't be able to access the services we want and need. In this Programme we look at where the market for consumer electronics and devices is going while participating in the big strategic debates around media policy, device regulation, the future of broadcasting and the switch to online services.

[Visit the Digital Devices and Services hub on our website.](#)



# 2021 Achievements

## Helping members succeed in the consumer tech market

In 2021, techUK helped members understand how the consumer technology market was evolving and plan ahead in a very challenging time. This was achieved by:

- Holding regular meetings with external experts (GFK, Euromonitor, Retail Analytics, Google analysts) on market trends, product category performance and projections for future sales.
- Acting as a forum for members to discuss strategy and trends.
- Keeping members informed of political and regulatory developments that could lead to a risk of increased costs or impact supply.
- Lobbying government on issues such as customs, tariffs and regulations.

## Lobbying on broadcast regulation

techUK actively participated in the debate on the future of broadcast, with Ofcom, Parliament, industry and DCMS considering major changes that will impact members' offerings and products.

## Digital Radio and Audio Review

DCMS and industry launched a review of the future of digital radio in the UK. techUK represented the tech sector on the review. This included presenting on the importance of DAB+ mandating, feeding into the board and working groups and ensuring member views were heard in this crucial debate.

## State of the Connected Home Report

In July we launched a [report](#) looking into current consumer attitudes towards the connected home market, drivers and barriers of adoption, and the smart home ecosystem.

# 2022 Objectives

## Ensuring that the UK's media policy is tech-friendly

- We will continue our close engagement with government and Ofcom as the UK redesigns how broadcasting is governed in the wake of new online providers and challenges.
- techUK will be responding to the government's anticipated Broadcasting White Paper and work with DCMS and Ofcom to ensure that any new legislation (for example, prominence mandates) strikes a fair balance between supporting public service media and protecting consumer choice.
- Working collaboratively with public service media to address challenges faced by members around technical certification.
- Championing online providers (VoD, SVoD, streaming and smart TV) as a deliverer of high quality, diverse content.

## Supporting an efficient product compliance regime

Building upon excellent working relationships with BEIS and the Office for Product Safety and Standards, we will support members in navigating the UK's product compliance regulations while also putting forward ideas to government about how the regime can be made more efficient and business-friendly.

- Supporting members in seeking clarity from government prior to the UKCA Marking Deadline on 01 Jan 2023, with a particular emphasis on securing an exemption for spare parts.
- Continuing our engagement with BEIS to encourage acceptance of e-labelling as a means of displaying product compliance information (instead of physical labels).
- Active engagement in the review of the UK's product safety framework.

# 2022 Objectives (continued)

## A primary platform for the consumer tech market

- Keeping members up to date and informed of market trends, with regular access to analysts, forecasters and consumer tech market experts.
- Representing member interests to government and regulators on issues that could impact the supply, consumer confidence or cost of tech goods.
- Ad hoc lobbying on emerging political or regulatory risks.
- Expanding the activities of the Connected Home group with a particular focus on emphasising the potential for connected home devices to increase energy efficiency within the home.