

PRESS RELEASE

How the internet has changed the face of the traditional British Christmas

How much money will your family spend this Christmas on something they can never touch and will never own?

- **£3.5bn spent in the UK last year on downloaded and streamed music, movies, TV, books and games.**
- **Between 2013 and 2015, streaming in the UK increased by 257%.**
- **Last year, UK homes had at least 5 devices connected between 5pm and 10pm on Christmas Day.**
- **New survey finds that 64% of families think that technology has changed Christmas for the better.**

The average British family plans to spend over £800 on Christmas, but what we spend it on has changed over the years.

The rise of technology and the introduction of new forms of entertainment made possible by the internet means that the traditional British family Christmas is radically different to how it was when today's parents were children.

Gone are the days when we would all sit down to watch the Queen and *Christmas Top of the Pops* together. Nowadays, families are just as likely to spend Christmas Day in separate rooms on different devices, enjoying some of the presents they've just received: eBooks, iTunes vouchers to download music and apps, or the latest streamed box set on their new Netflix subscription.

And one thing unites all these presents. Despite the fact someone will have paid hard earned money for them, the person receiving them will never be able to call them their own.

Many of the presents given this Christmas will be licensed. You won't own them – you won't even be able to wrap them. In fact, people in the UK are estimated to have spent £3.5bn last year on downloadable entertainment that doesn't exist in physical form.

Despite all these changes, a new survey from Parent Zone has found that 64% of families believe technology has changed Christmas for the better.



Protect what you have

One consequence of so many of our possessions existing in the virtual world is the very real possibility of losing them if your account is compromised or your tech goes wrong. Which is why it's important to keep your passwords safe – and to back up your purchases.

Parent Zone CEO Vicki Shotbolt says: 'Digital has transformed gift gifting just as it has transformed other aspects of family life. Many parents will welcome the fact that shelves are no longer groaning under the weight of DVDs and games but it's sobering to realise that we are all spending our money on things we can't actually touch, or even keep. It means we all need to be more careful with backing up our stuff and making sure we are keeping our virtual assets properly secure.'

Read Parent Zone's report: *Money For Nothing* at <http://parentzone.org.uk/the-internet-vs-the-traditional-british-christmas>.

For expert comment on families and the digital world from [Parent Zone](#), please contact press@parentzone.org.uk or call 020 704 0415.

About Parent Zone

Parent Zone is the leading organisation supporting parents in the digital age. Our founder and CEO Vicki Shotbolt is the official parents' representative on the government body, the UK Council For Child Internet Safety (UKCCIS).

Parent Zone works with parents, schools and companies to make the internet work for families by offering expert advice and content. Our work includes *Digital Parenting* magazine and the Google Internet Legends assemblies, which visit primary schools around the country, teaching online safety to pupils.