



Brits leaving tradition behind as 23 million set to watch Christmas TV online

- **Half of The UK won't be watching Queen's speech this Christmas**
- **23 million Brits will be watching TV from a gadget on Christmas day**

Move over your Majesty, gadgets coming through. A whopping 80% of 18-44 year olds will be watching TV shows or films from their tablet this festive season.

The survey, conducted by mobile phone insurer Insurance2Go, reveals just how many Brits will be ditching tradition to indulge in technology this festive season.

The data highlighted a trend in people watching TV from a gadget on Christmas day, with more people than ever before (48%) planning to watch a film on their device as their form of entertainment on the big day - that's 23 million people watching on a device UK wide¹.

Gathering round as a family to watch Christmas specials of your soaps, as well as the annual speech from the Queen, were in the past a highlight of Christmas Day for many Brits. Viewing figures for last year's speech² had the biggest audience for the second year running with 7.82 million viewers, but our infatuation with gadgets means the Queen will have to take a back seat this year.

The new research suggests the UK will be boycotting the Queen's speech this Christmas with over half (51%) of Brits choosing to avoid it all together. However, there's still hope, with 10% of 18-24's modernising tradition by watching the Queen's speech on their device.

If you fancy joining the majority and streaming via a device, we've pulled together our list of the perfect alternative shows to watch on Netflix: <https://www.insurance2go.co.uk/media-centre/christmas-tv-the-festive-takeover/>

Duncan Spencer, Managing Director at Insurance2go said: "Families seem to be more interested in box sets and on demand apps like Netflix than live TV because of how easy and convenient it is."

"Having control over when and what exactly you watch makes Christmas Day run a lot more smoothly for the whole family and limits arguments, which is why we've put together the ultimate Netflix Christmas TV guide of what you should be watching on your device this Christmas."

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Notes to Editor

Sources:

¹ The Office for National Statistics shows 52 million adults live in the UK as of mid-2015

<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalesscotlandandnort hernireland>

² Queen's Speech viewing figures 2015 <http://www.bbc.co.uk/news/entertainment-arts-30603390>

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About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>