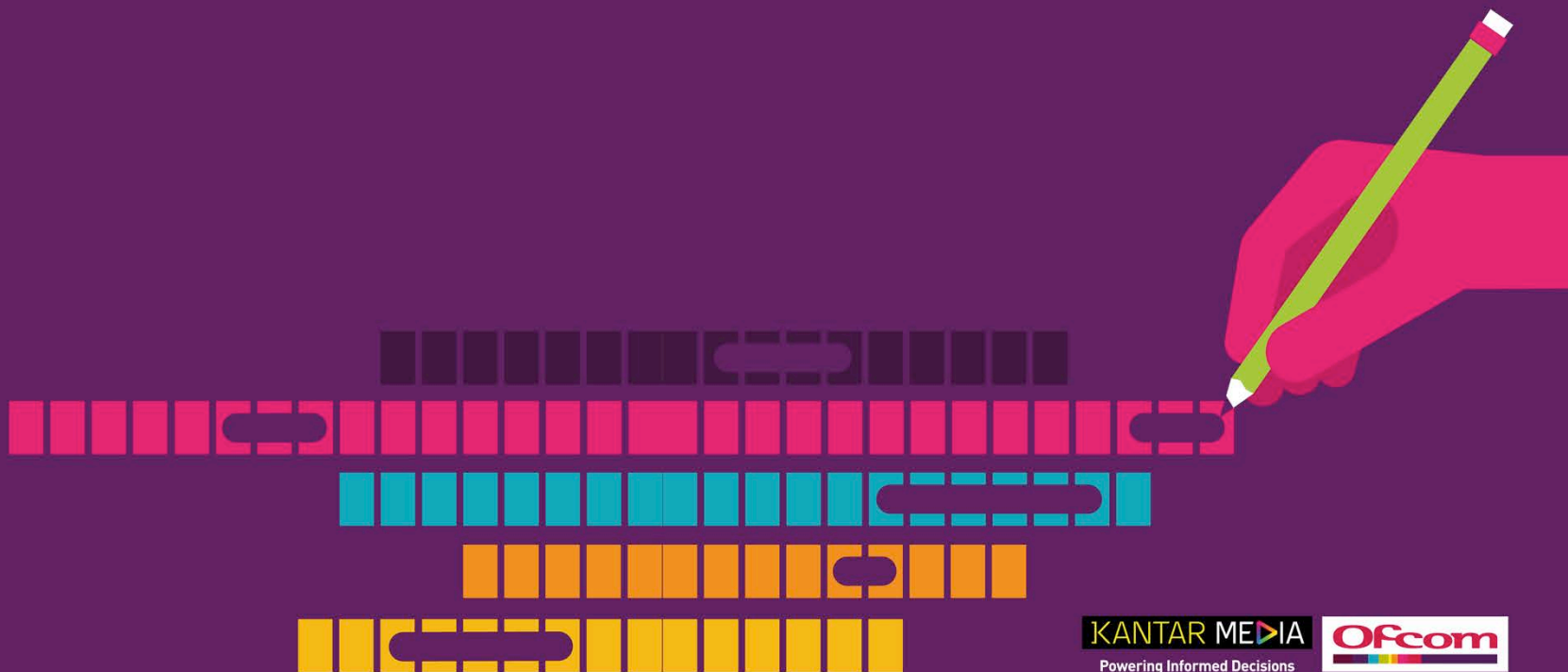


Digital Day 2016

Help



Research and contact information

How can I find out more about the research?

Basic details of the research and the data available can be found by clicking on the relevant links ([About](#), [Who?](#), [Where?](#), [When?](#), [What?](#), [How?](#)) on the [Home](#) page.

For further information, including findings from previous Digital Day studies, visit:

<http://stakeholders.ofcom.org.uk/market-data-research/other/cross-media/digital-day/>

A detailed technical appendix, including the research methodology and materials, can be found here:

http://stakeholders.ofcom.org.uk/binaries/research/crossmedia/2016/technical_appendix.pdf

What happens if something goes wrong?

The majority of technical issues are caused by using older or incompatible web browsers. For the optimum experience we recommend using the latest version of Google Chrome, Internet Explorer (Not Edge), or Safari.

If there is an error on the site that prevents you from being able to use it, please wait 5 -10 minutes and then try again. If the error persists or you have a query on the research itself and cannot find an answer through the [Ofcom Digital Day website](#), you can email:

Market.Research@Ofcom.org.uk

If you navigate to another section on this site, the charts you have created will be cleared. Please download your charts so that you have a copy of them before you go to another section.

Can I use the site on a mobile device?

Although the site will work on most portable devices such as smartphones and tablets, it has been designed to work best on a desktop or laptop computer. Therefore, we recommend using a computer to access the tool if possible.

What do I need to create the chart decks?

In order to edit individual charts and access the data behind them you will need **Microsoft PowerPoint** installed on your machine. While any version will work, we recommend the 2010 version or above.

What if I don't have PowerPoint?

If you don't have it installed you will still be able to view the charts on the site, and download them, but you won't be able to edit them further. To view the charts offline you can install a free PowerPoint viewer from <https://www.microsoft.com/en-gb/download/details.aspx?id=13>

Issues with Deck Creator

What filters can I apply?

The chart templates provided generally contain several **activities (What?)** or **devices (How?)** as labels on the axis. These can be filtered in many different ways.

All charts can have **What, How, Who, Where and When** filters applied to them. However, if the information on the chart is also used as a filter it's likely the data shown will not be useful, so:

- for slides displaying **activities**, we recommend not to use the **What?** Filters
- for slides displaying **devices**, we recommend not to use the **How?** Filters

We also recommend in general not to use too many filters, to avoid issues with low base sizes.

Why is it taking so long to run a deck of charts?

The database for the research is very large and complex. In order to run each chart, our system has to process the data in the background. The more charts you choose to run at the same time, the longer it will take to do this. Therefore, we recommend that you limit the number of charts or filters run at any one time. It's also worth noting that there are pre-filtered chart decks that can be downloaded as a full set, without the need to manually run each chart. A link to these pre-filtered chart decks can be found on the [Home](#) page.

Why does my chart look messy?

We've tried to ensure that the templates in 'Deck Creator' are suitable in the majority of cases. However, since the tool is flexible and allows multiple filters to be applied to the same chart, it is inevitable that sometimes it won't look 100% perfect. When this happens you can easily edit the charts by downloading them and opening directly in PowerPoint.

Can I share my charts/data with other people?

Ofcom operate an open-data policy, which means that you are free to use and distribute the data.

For further details on our policy please visit the following section of the Ofcom website:

<http://stakeholders.ofcom.org.uk/market-data-research/opendata/>