

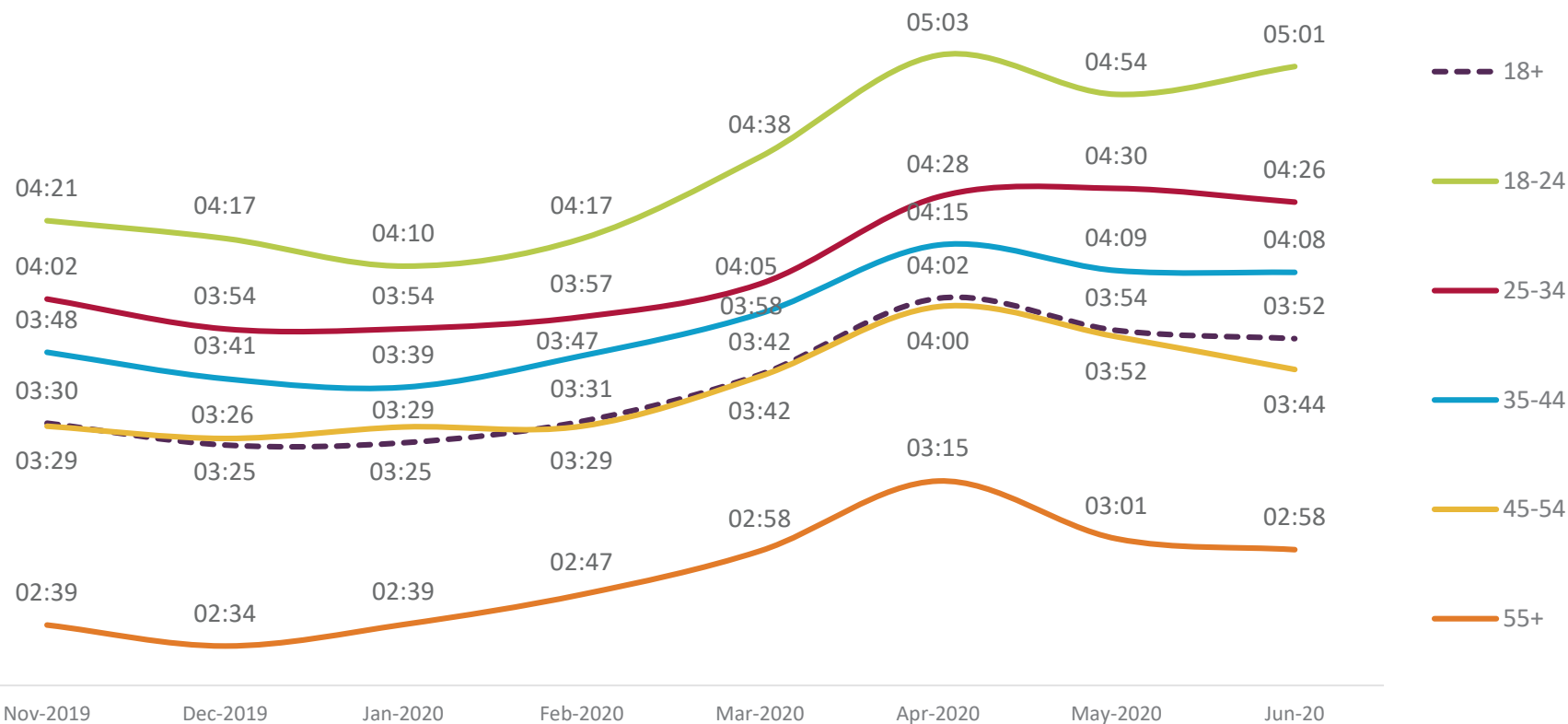
# Effects of Covid-19 on online consumption

Source: Comscore MMX Multi-Platform

Published: August 2020

# Average time spent online is falling back but still materially higher than pre lockdown. 18-24s are the only age group to have seen an increase in June

Average time spent online by adult unique visitors per day November 2019 – June 2020 (hours:minutes): by age



Time spent on news sites is now relatively in line with levels seen in January 2020, also without any real shift in relative use of different sites.

Average minutes per month spent by adult visitors to the Top 10\* news sites and apps as of June 2020: January – June 2020

Adults aged 18+ -

	January	February	March	April	May	June
<b>BBC News</b>	72	67	91	81	77	72
<b>DailyMail</b>	46	47	48	41	48	48
<b>Sky News</b>	26	23	34	35	42	31
<b>The Guardian</b>	26	25	31	29	34	27
<b>Mirror Online</b>	19	18	20	19	24	18
<b>The Sun</b>	18	17	18	21	18	16
<b>Express</b>	17	17	14	14	17	14
<b>Telegraph</b>	12	12	12	13	16	13
<b>Metro</b>	10	10	12	12	11	11
<b>Independent</b>	7	8	11	9	10	9

Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Jan - June 2020, UK

Note: \*Custom list of entities defined by Ofcom.

# Aside from DailyMail all the top 10 news sites saw reduction in the number of views per adult visitor in June 2020

Average monthly views per adult visitor to the Top 10\* news sites and apps as of June 2020: January – June 2020  
*Adults aged 18+ -*

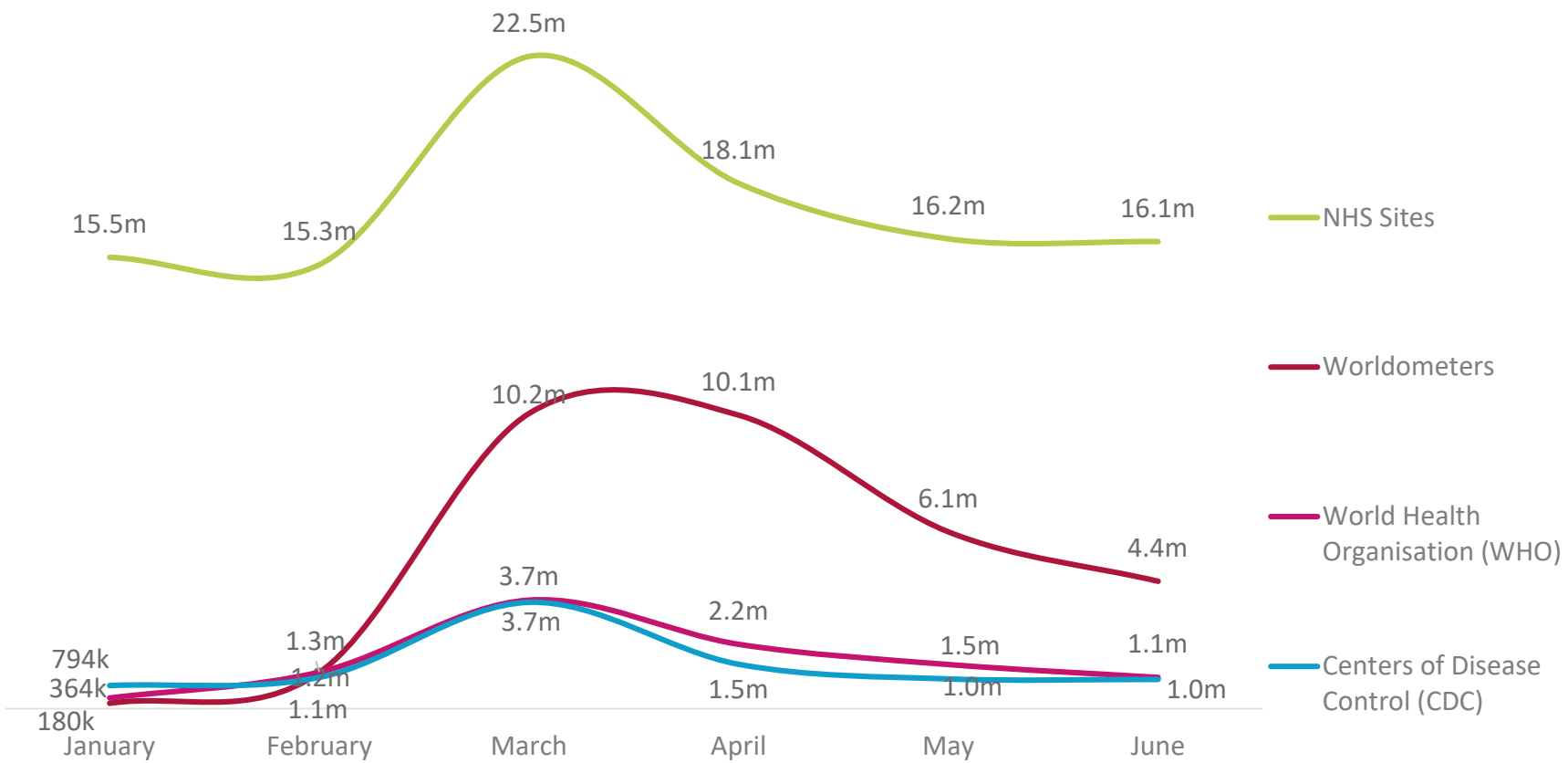
	January	February	March	April	May	June
<b>BBC News</b>	33	32	51	41	37	35
<b>DailyMail</b>	28	26	27	26	26	29
<b>The Guardian</b>	15	15	19	17	19	16
<b>The Sun</b>	11	10	11	13	12	10
<b>Express</b>	13	12	11	11	13	12
<b>Sky News</b>	6	6	11	10	11	8
<b>Mirror Online</b>	10	10	8	9	11	8
<b>Metro</b>	6	5	7	6	6	5
<b>Telegraph</b>	6	6	7	6	8	6
<b>Independent</b>	5	5	7	5	6	5

Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Jan - June 2020, UK

Note: \*Custom list of entities defined by Ofcom.

# Health sites, after experiencing a spike in adult visitors at the start of the UK pandemic, continue to see a fall in visitors in June 2020

Digital audience adult reach to selected health sites and apps : January – June 2020  
Adults aged 18+ -

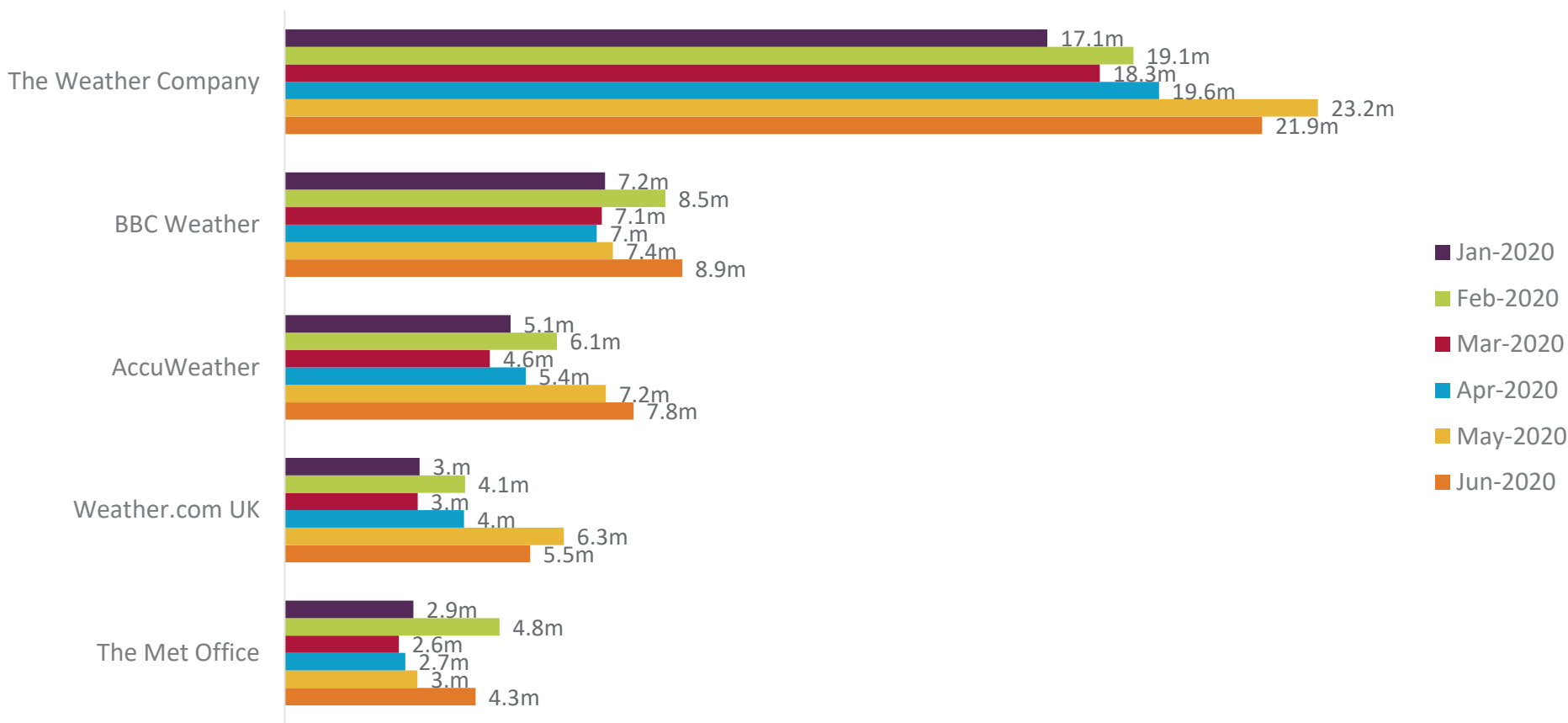


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – June 2020, UK

# May 2020 was the sunniest calendar month on record for the UK and the driest May on record in England\*

Digital audience adult reach to selected weather sites and apps: January - June 2020

Adults aged 18+ -



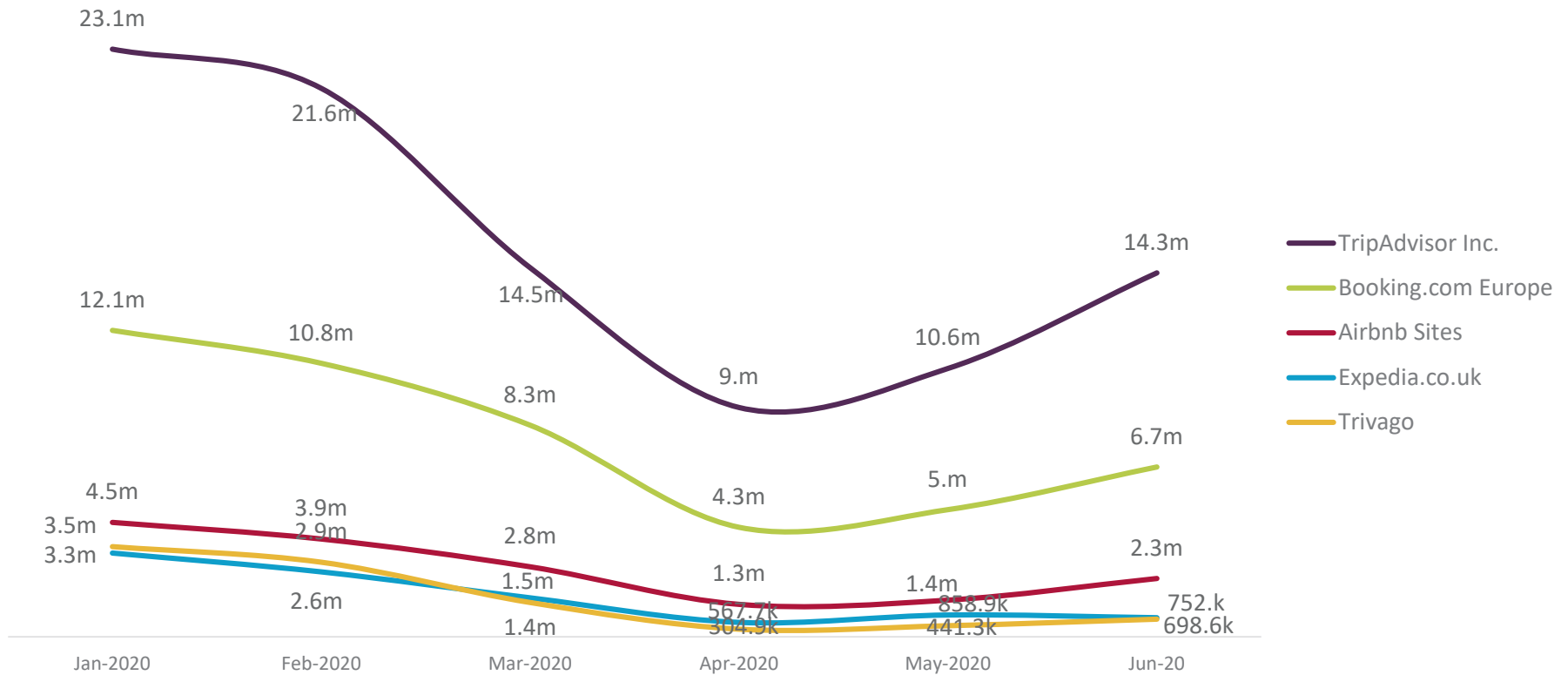
Source: Comscore MMX Multi-Platform, Age: 18+, Jan – June 2020, UK.

Note: Custom list of entities defined by Ofcom.

\*Met Office, [May 2020 becomes the sunniest calendar month on record](#), 1 June 2020

# Visits to travel booking sites and apps continue to increase as lockdown measures continue easing

Digital audience adult reach to selected travel booking sites and apps: January 2020 – June 2020  
Adults aged 18+ -



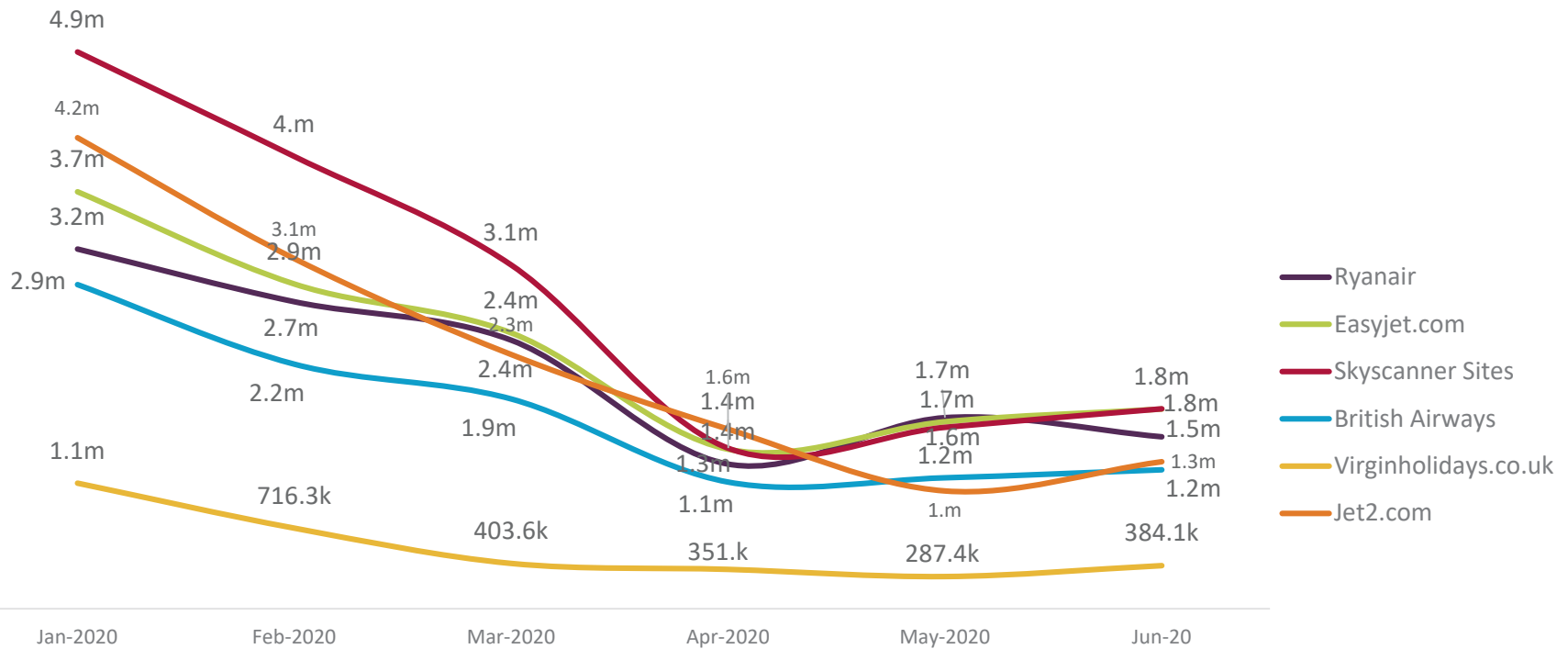
Source: Comscore MMX Multi-Platform, Age: 18+, Jan - June 2020, UK

Note: \*Custom list of entities defined by Ofcom.

# Easyjet and Skyscanner sites and apps continue to experience an increase in adult visitors as UK lockdown measures ease further

Digital audience adult reach to selected airline sites and apps: January 2020 – June 2020

Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Age: 18+, Jan - June 2020, UK

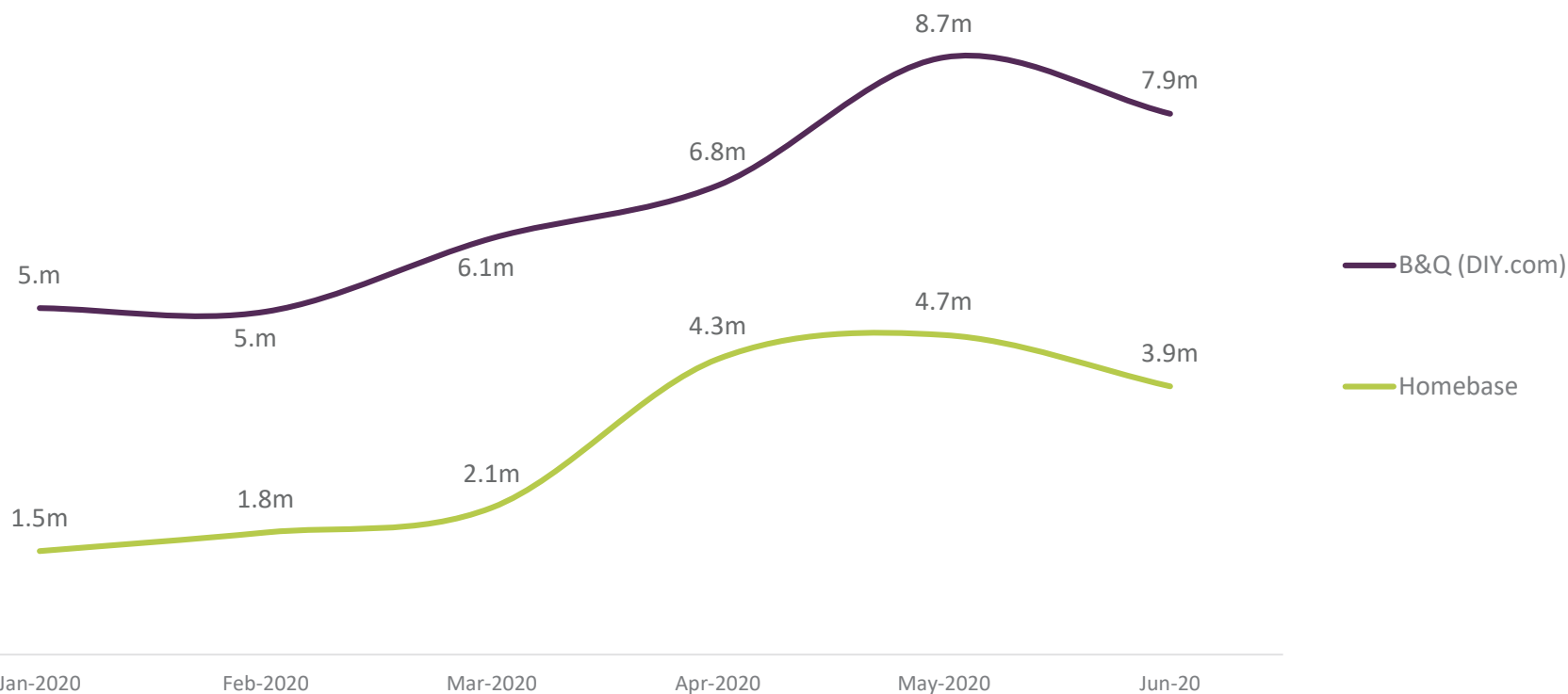
Note: \*Custom list of entities defined by Ofcom.



# Visits to B&Q and Homebase sites and app increased as UK adults embark on DIY projects during lockdown

Digital audience adult reach to selected DIY sites and apps: January 2020 – June 2020

Adults aged 18+ -



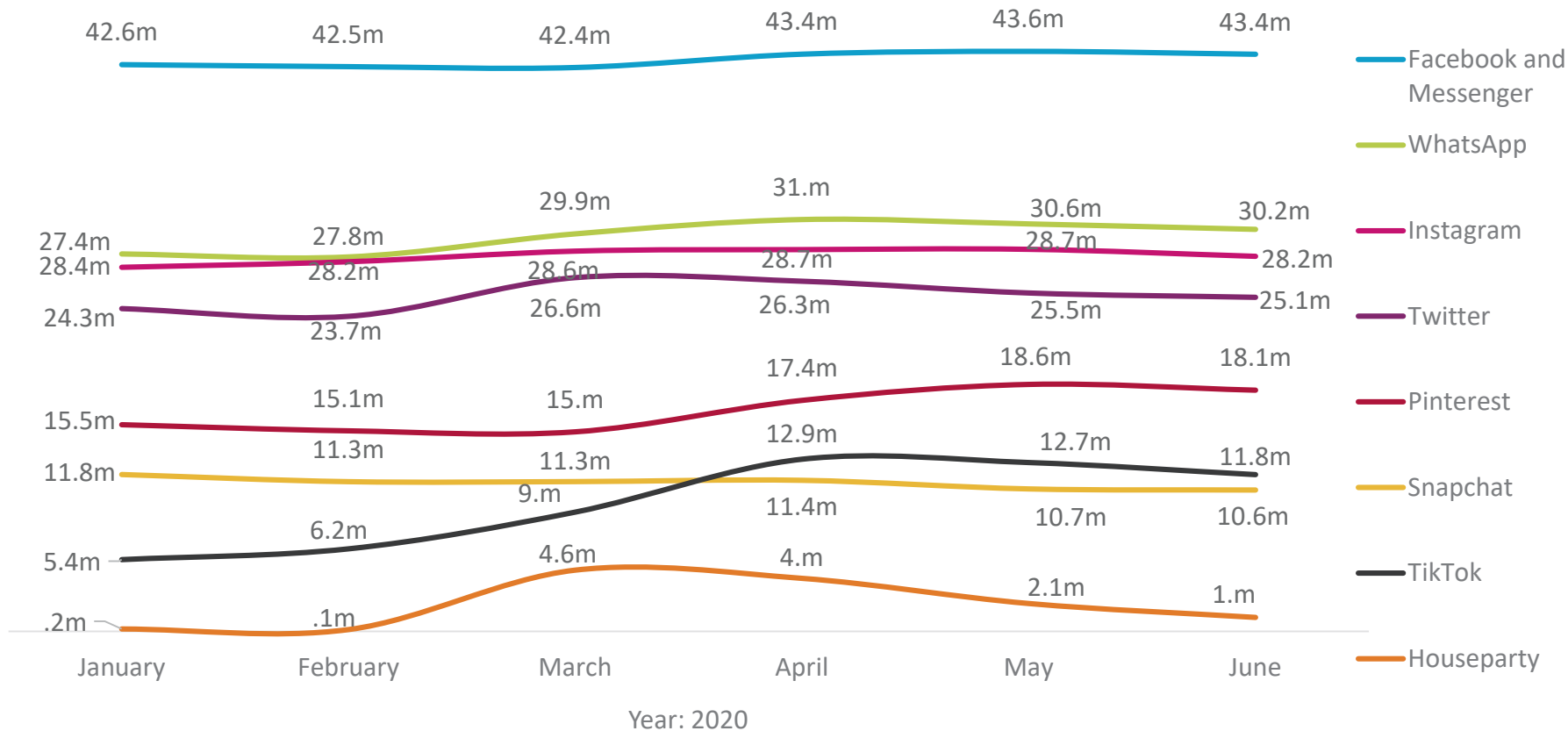
Source: Comscore MMX Multi-Platform, Age: 18+, Jan - June 2020, UK

Note: \*Custom list of entities defined by Ofcom.

TikTok has been a big winner of lockdown. Reach is falling a little however this is after a big uplift. Houseparty's success on the other hand appears to be short term

Digital audience adult reach of selected social media sites and apps: January – June 2020

Adults aged 18+ -

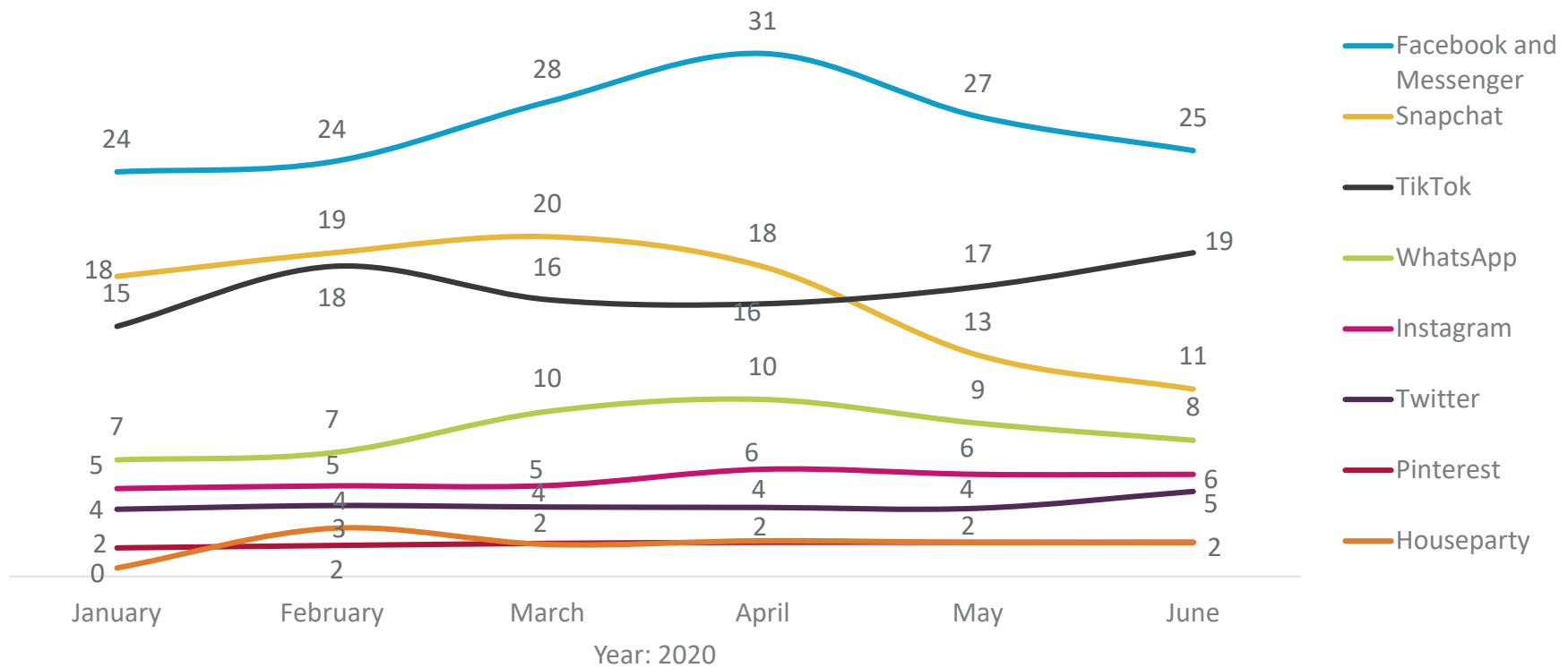


Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – June 2020, UK

Note: \*Custom list of entities defined by Ofcom.

# The average time adult visitors spent on Snapchat has continued to decrease to 11 minutes per day in June 2020

Average minutes per day spent by adult visitors of selected social media sites and apps: January – June 2020  
Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan - June 2020, UK.

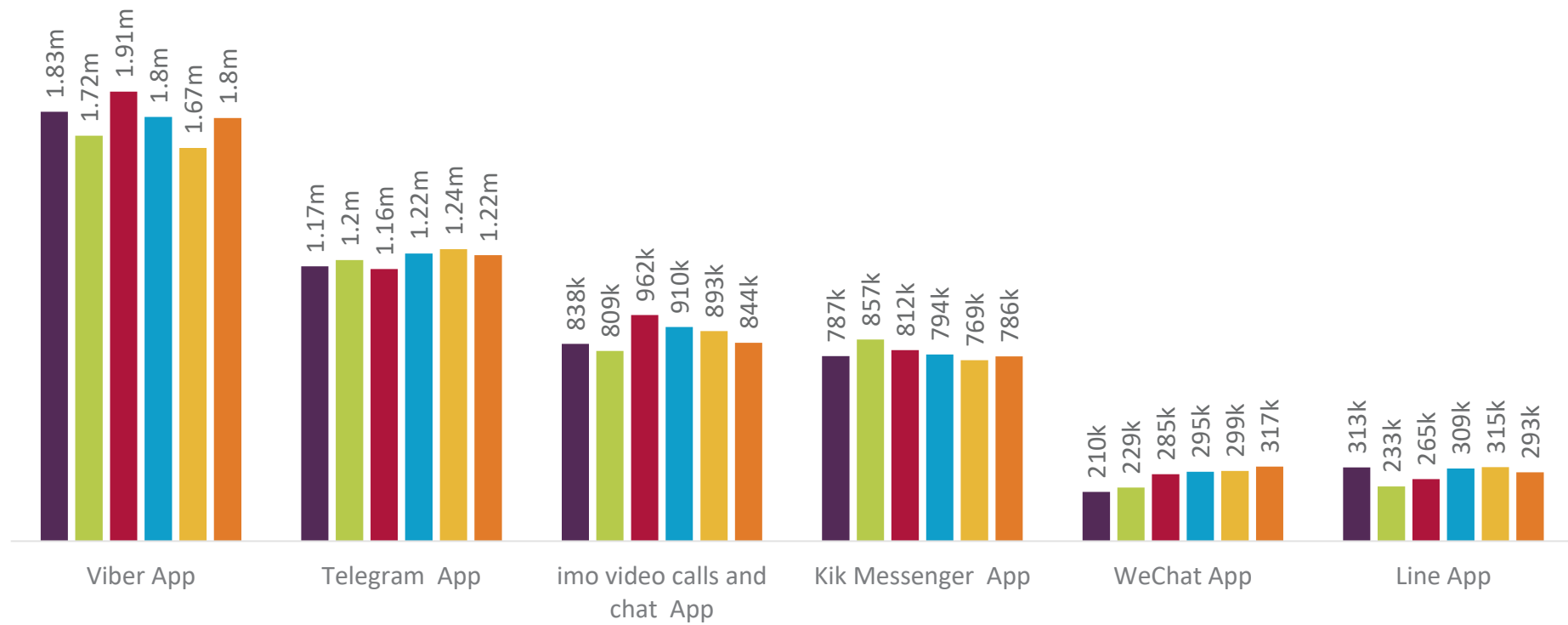
Note: \*Custom list of entities defined by Ofcom.

WhatsApp has a reach of around 30m UK adults (see slide 10), however there are a number of instant messaging apps with a smaller adult reach used in the UK

Digital audience adult reach of instant messaging apps: January – June 2020

Adults aged 18+ -

■ January ■ February ■ March ■ April ■ May ■ June



Source: Comscore Mobile Metrix, app only, Age: 18+, Jan – June 2020, UK.  
 Note: Custom list of entities defined by Ofcom.  
 WhatsApp figure in title includes site and app visitors

# Zoom and Microsoft Teams may be set up for longer term success as adult reach remains higher than pre-lockdown levels

Digital audience adult reach of selected video communication sites and apps\* December 2019 – June 2020  
*Adults aged 18+ -*

	Dec-2019	Jan-2020	Feb-2020	Mar-2020	Apr-2020	May-2020	June 2020
Zoom	498k	659k	712k	6.7m	13m	13.2m	10.7m
Microsoft Teams	2.4m	3m	3.3m	5.3m	6.5m	7.2m	7.6m
Skype	2.5m	2.5m	2.2m	4.4m	4.9m	4.1m	3.4m
Google Duo app	1.3m	1.6m	1.5m	1.6m	2.3m	2.5m	2.7m
WebEx Communications	145k	208k	155k	356k	529k	536k	339k
GoToMeeting	168k	73k	82k	263k	347k	301k	287k
BlueJeans				55k	72k	27k	55k

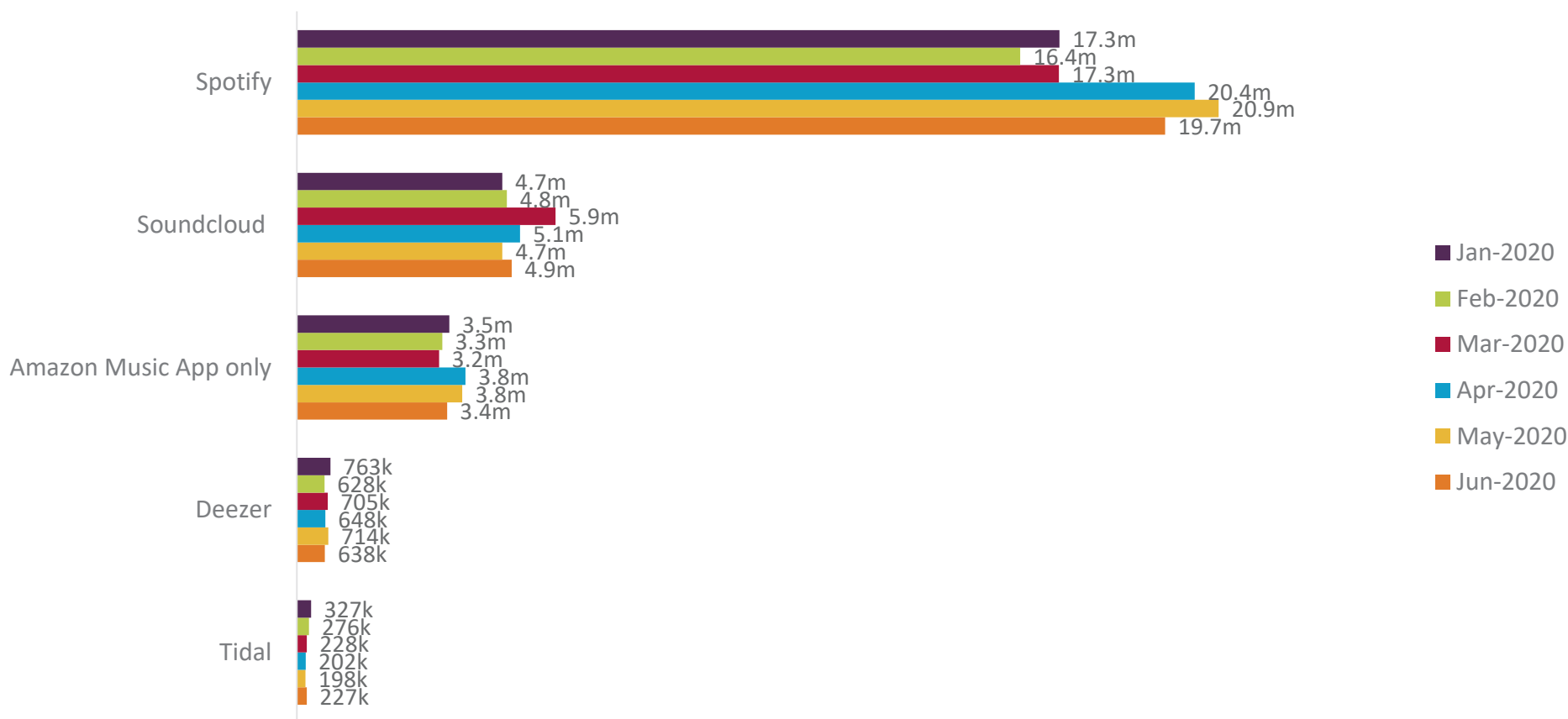
Source: Comscore MMX Multi-Platform, Age: 18+, Dec 2019 - June 2020, UK.

Note: \*Custom list of entities defined by Ofcom.

# Adult reach decreased for Spotify by 1.2m to 19.7m in June 2020

Digital audience adult reach to selected music streaming sites and apps: January - June 2020

Adults aged 18+ -

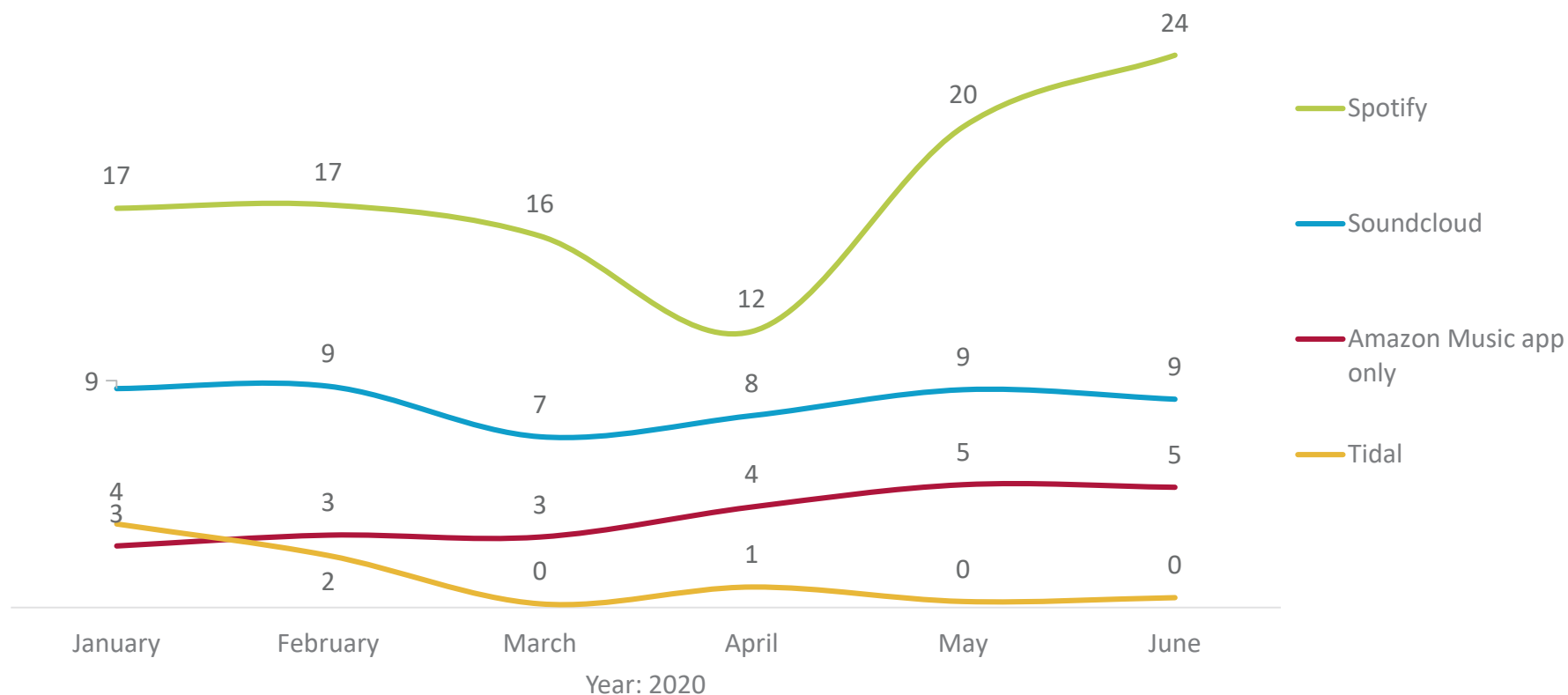


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – June 2020, UK.

Note: Due to a tagging issue on Android and iOS platforms, Spotify was under-reported in January 2020 Mobile Metrix and Media Metrix Multi-Platform data. Data excludes smart speaker use. Amazon Music service can also be accessed via the Amazon website which is not included in the chart.

## The average time adult visitors spent on Spotify dipped in April 2020 to 12 minutes per day but has since doubled in June to 24 minutes per day

Average minutes per day spent by adult visitors to selected music streaming sites and apps: January – June 2020  
Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan - June 2020, UK.

Note: \*Custom list of entities defined by Ofcom.

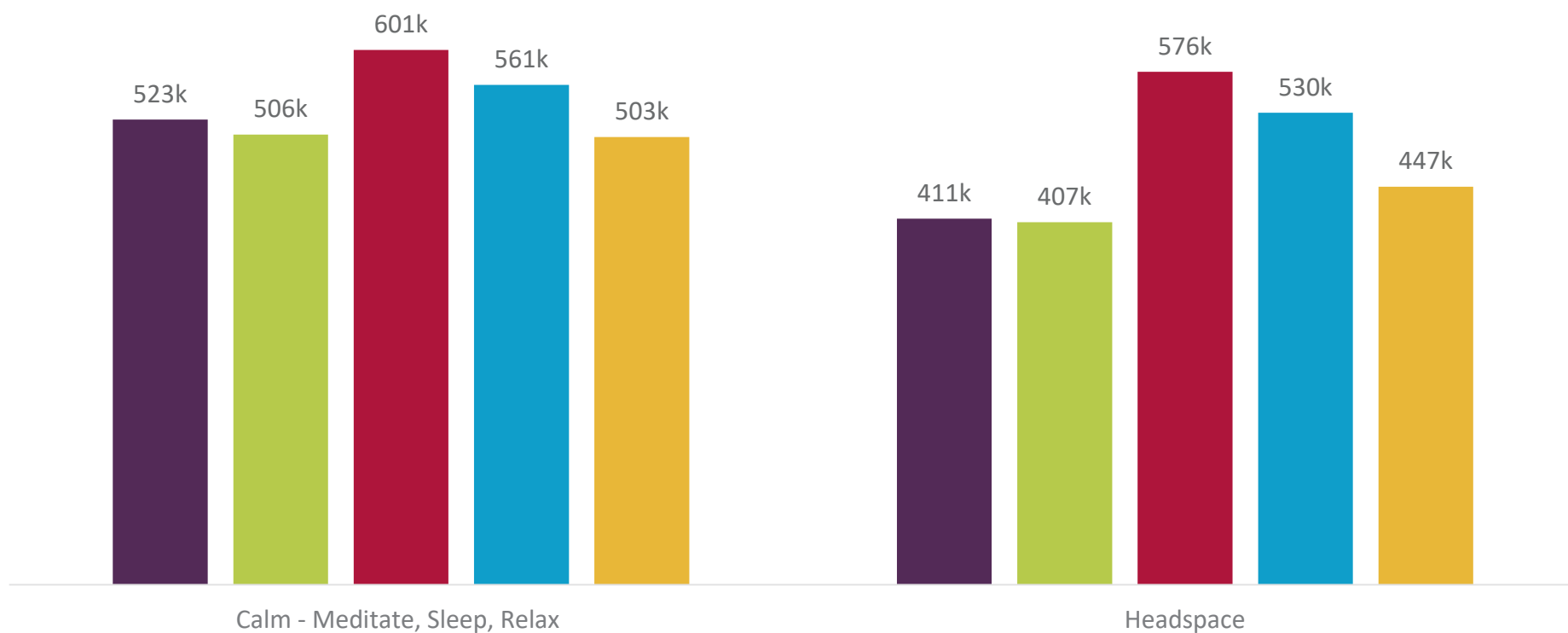
Note: Due to a tagging issue on Android and iOS platforms, Spotify was under-reported in January 2020 Mobile Metrix and Media Metrix Multi-Platform data. Data excludes smart speaker use. Amazon Music service can also be accessed via the Amazon website which is not included in the chart.

# Calm and Headspace continue to experience a decrease in adult visitor reach

Digital audience adult reach of mindfulness apps: February – June 2020

Adults aged 18+ -

■ February ■ March ■ April ■ May ■ June



Source: Comscore Mobile Metrix, app only, Age: 18+, Feb – June 2020, UK.

Note: Custom list of entities defined by Ofcom.



# Comscore

- Comscore is an organisation that provides online audience measurement. It is endorsed by UKOM, the body with a mandate from the advertising industry to establish measurement standards for digital media. Comscore uses its unified digital measurement methodology which combines both panel and census measurement techniques to obtain fully unified digital audience measurement statistics.
- In October 2019 Comscore introduced improved collection and reporting of its mobile data. Effective with January 2020 Comscore updated its universe estimates for its MMX-Platform products as part of its periodic enumeration updates. The changes may result in shifts in trend in the data which will vary by entity and platform.