

# Effects of Covid-19 on online consumption in the UK in 2020

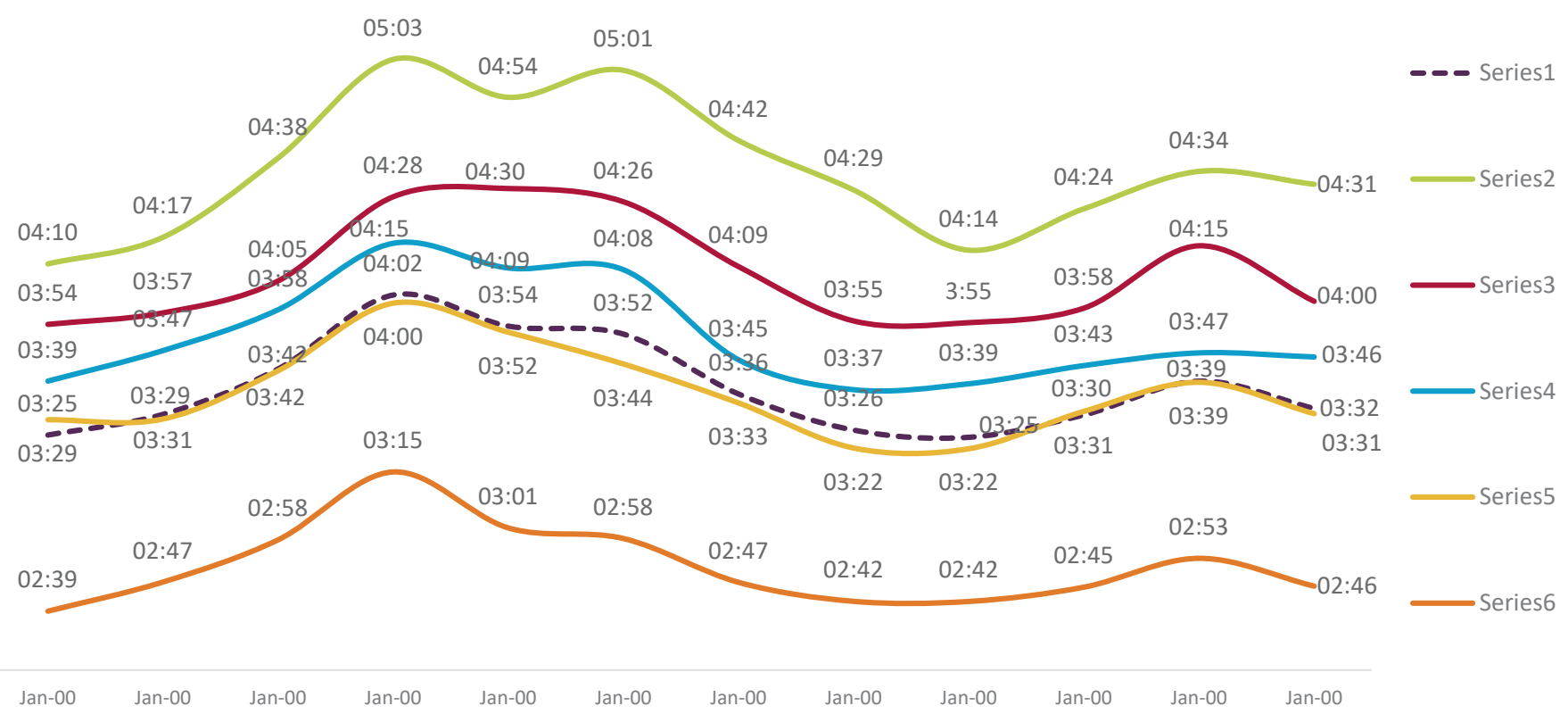
Source: Comscore MMX Multi-Platform

Published: February 2021

# Time spent online per day by UK adults decreased slightly as the UK had some time in December where lockdown measures eased



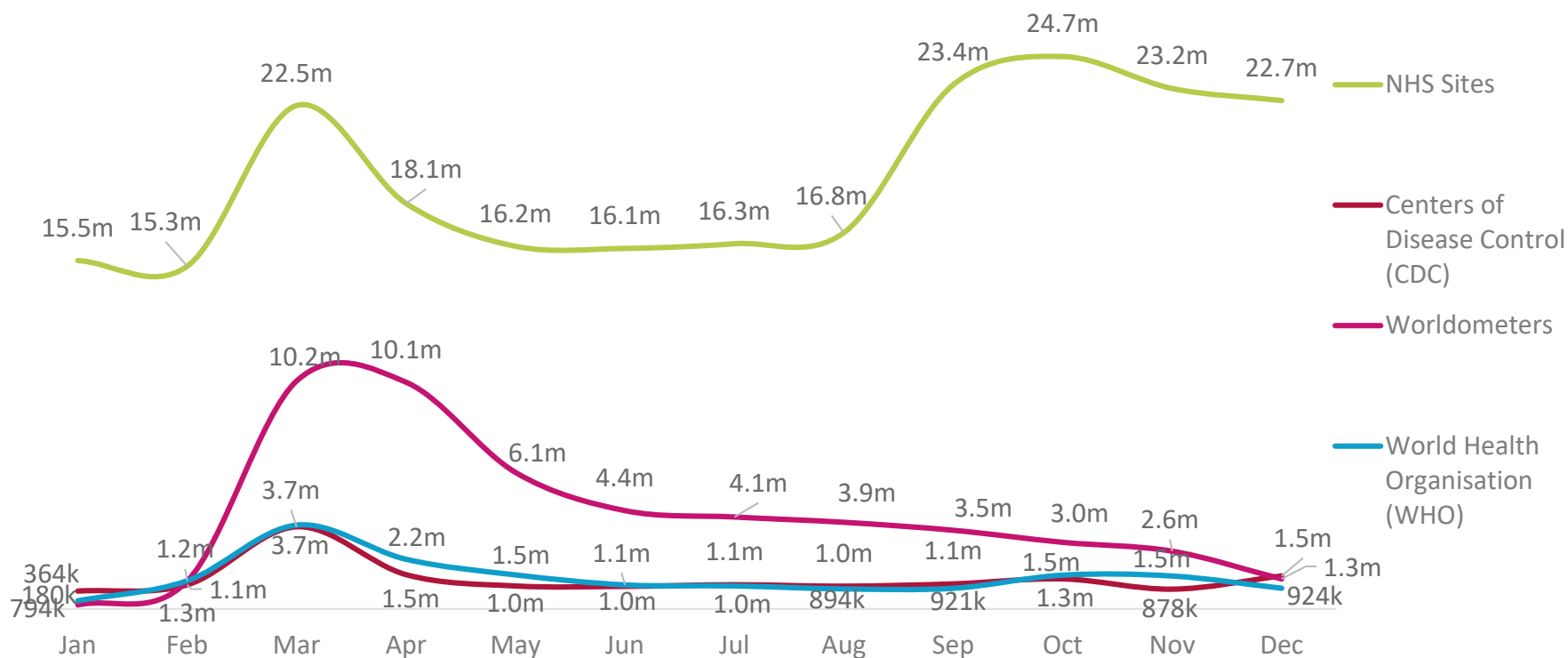
Average time spent online by adult unique visitors per day, January– December 2020 (hours:minutes): by age



Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, Jan 2020 - Dec 2020, UK

# Take-up of the NHS Covid-19 mobile app has contributed to an increase in UK adult visitors to NHS Sites since September 2020

Digital audience adult reach to selected COVID-19 information sites and apps: January – December 2020  
Adults aged 18+ -

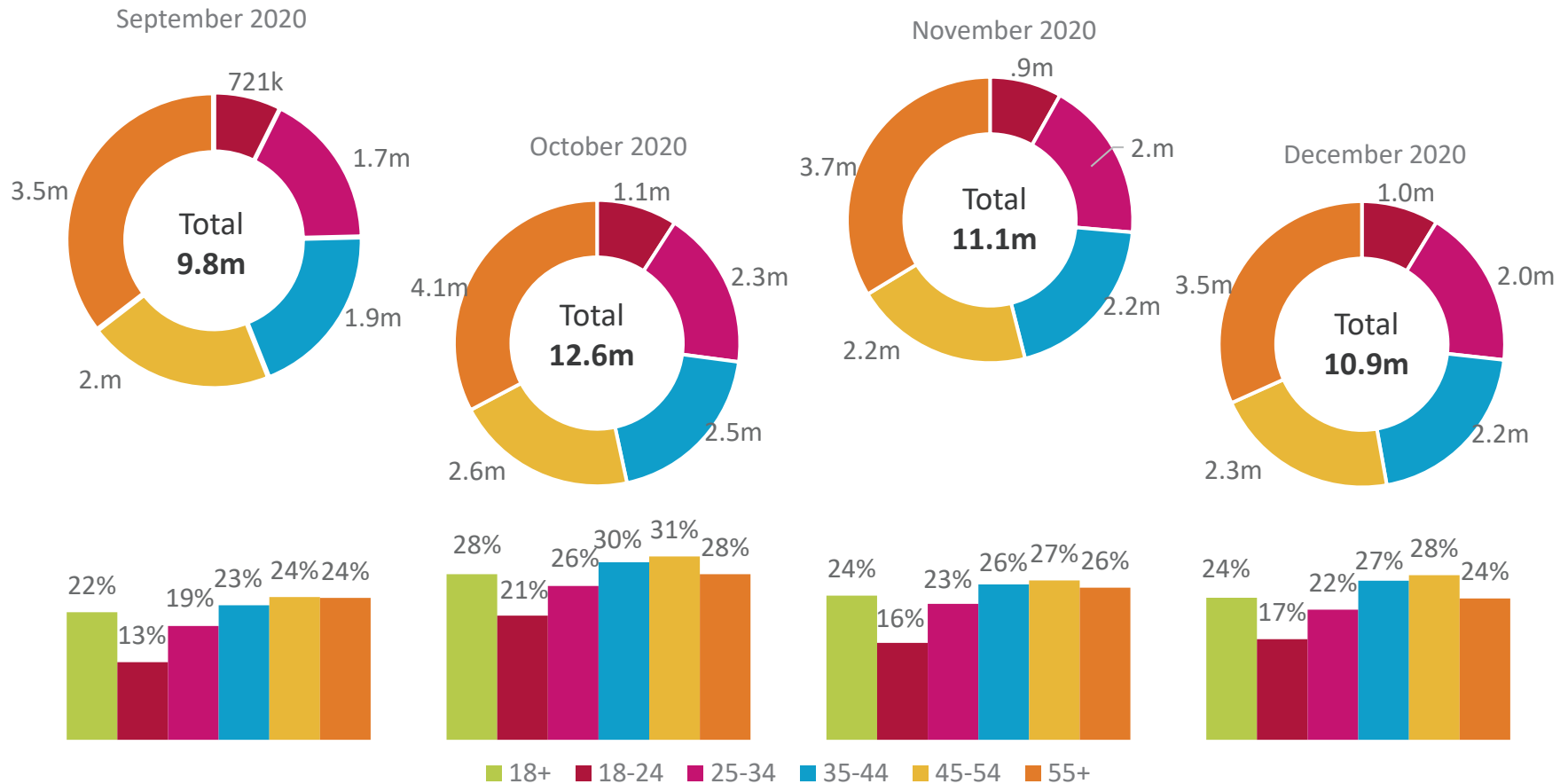


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK.

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

# 10.9m UK adults visited the Covid-19 app in December 2020. 32% of those visits were by the over 55s

UK digital audience adult reach to the NHS Covid-19 mobile app in September to December 2020, by age group

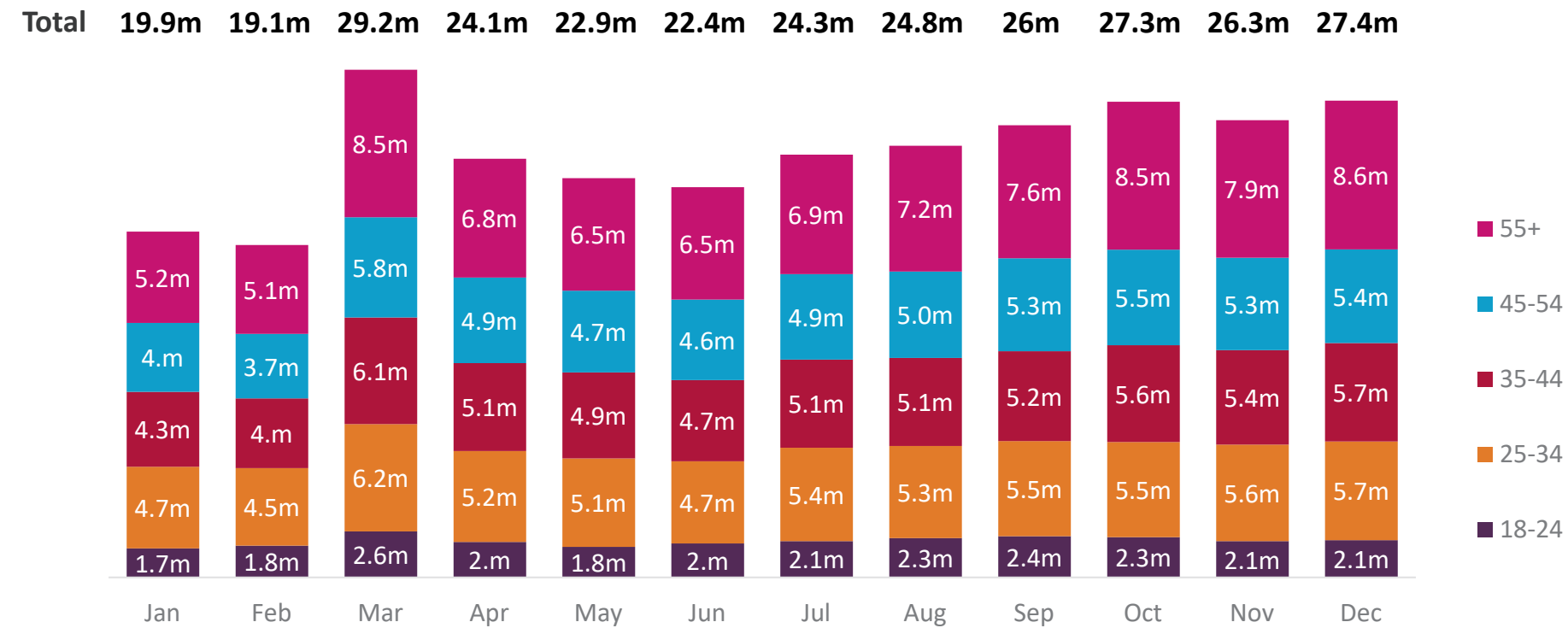


Source: Comscore MMX Multi-Platform, Ages: 18+, Sep-Dec 2020, UK

Note: NHS Sites data based on panel only. NHS Covid-19 app based on smartphone panel only data

# December 2020 saw the highest number of UK adult visitors to the gov.uk site since March 2020

Digital audience adult reach to WWW.GOV.UK site: January – December 2020 by age  
Adults aged 18+ -

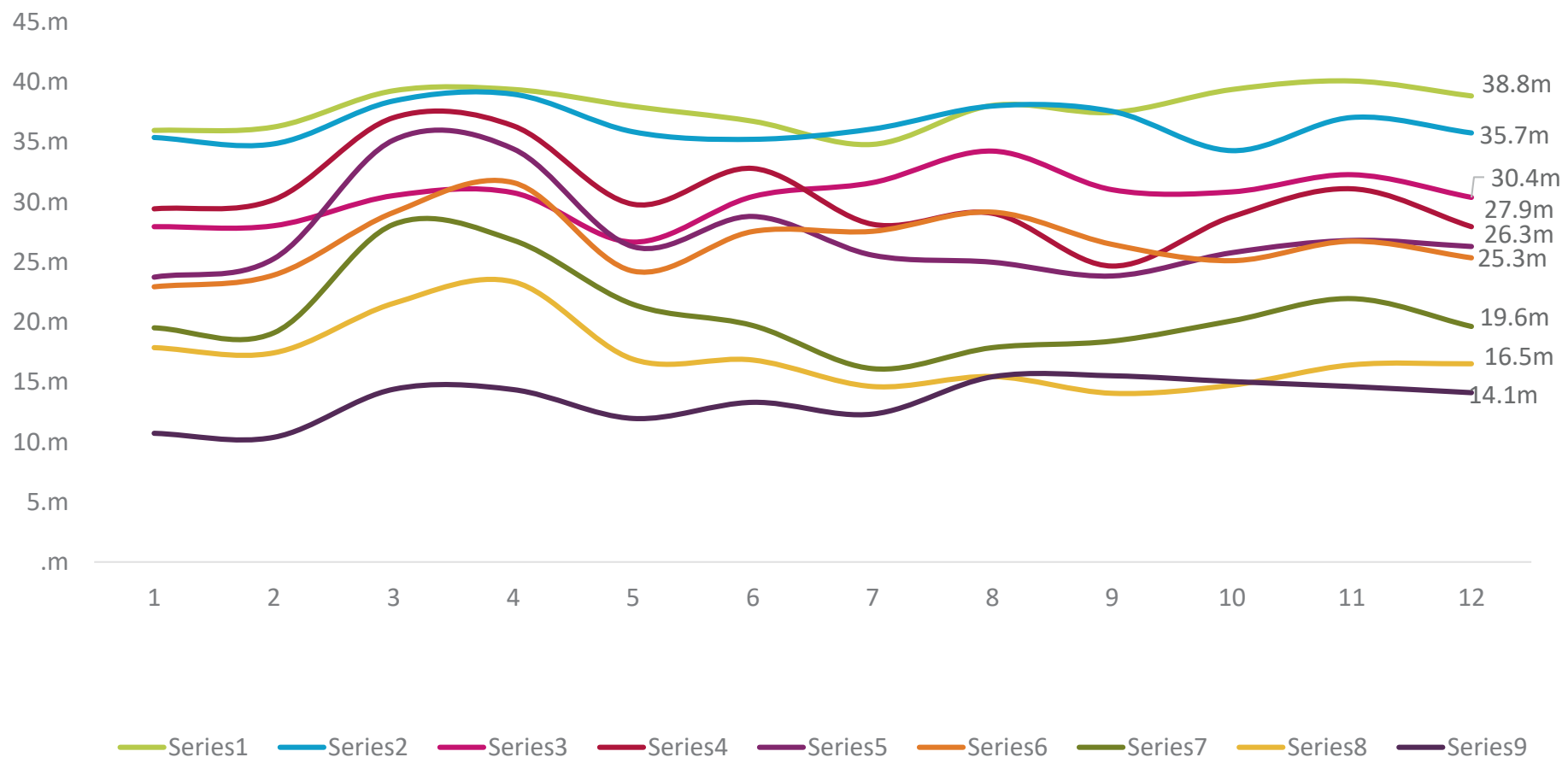


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK

# 85% of UK online adults visited Mail Online / Daily Mail in December 2020



## UK adults aged 18+ reach to selected print newspaper sites/apps



Source: Comscore MMX Multiplatform, age: 18+, Jan 2020- December 2020, UK. Note: \*Custom list of entities defined by Ofcom.

# The number of views per adult visitor to the top ten UK news sites has steadied since the first lockdown in March

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

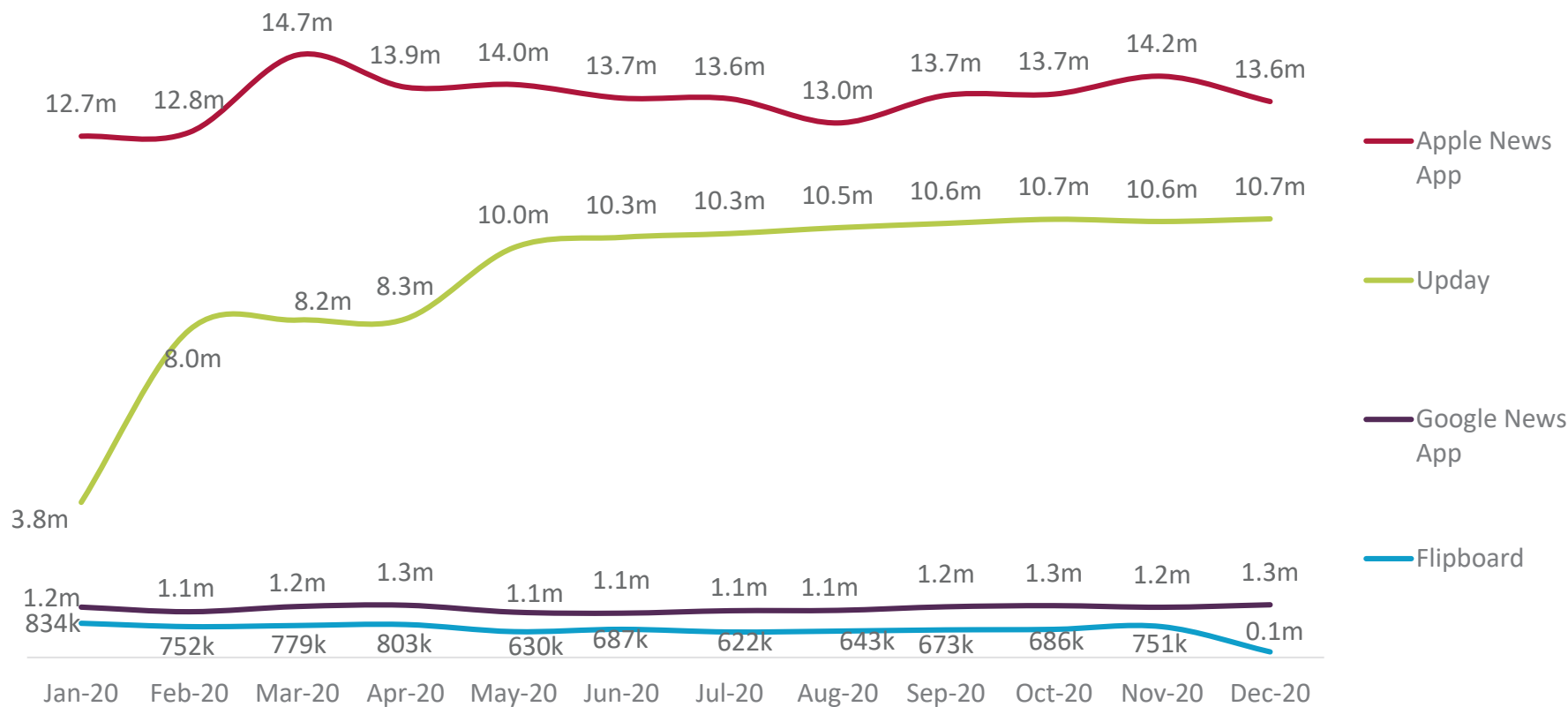
	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
<b>DailyMail</b>	28	26	27	26	26	29	27	22	23	26	25	26
<b>BBC News</b>	33	32	51	41	37	35	32	28	29	26	28	23
<b>The Guardian</b>	15	15	19	17	19	16	16	14	15	13	14	15
<b>The Sun</b>	11	10	11	13	12	10	11	10	11	9	9	10
<b>Express</b>	13	12	11	11	13	12	12	10	11	11	9	11
<b>Mirror Online</b>	10	10	8	9	11	8	9	8	9	9	9	9
<b>Sky News</b>	6	6	11	10	11	8	7	7	8	8	9	8
<b>Telegraph</b>	6	6	7	6	8	6	5	5	6	7	6	8
<b>Independent</b>	5	5	7	5	6	5	5	4	5	5	6	6
<b>Metro</b>	6	5	7	6	6	5	5	5	5	5	5	6

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

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

# News aggregator Upday benefitted from the spring lockdown and UK adult reach has since stabilised

Digital audience adult reach to selected news aggregator sites and apps: January – December 2020  
Adults aged 18+-

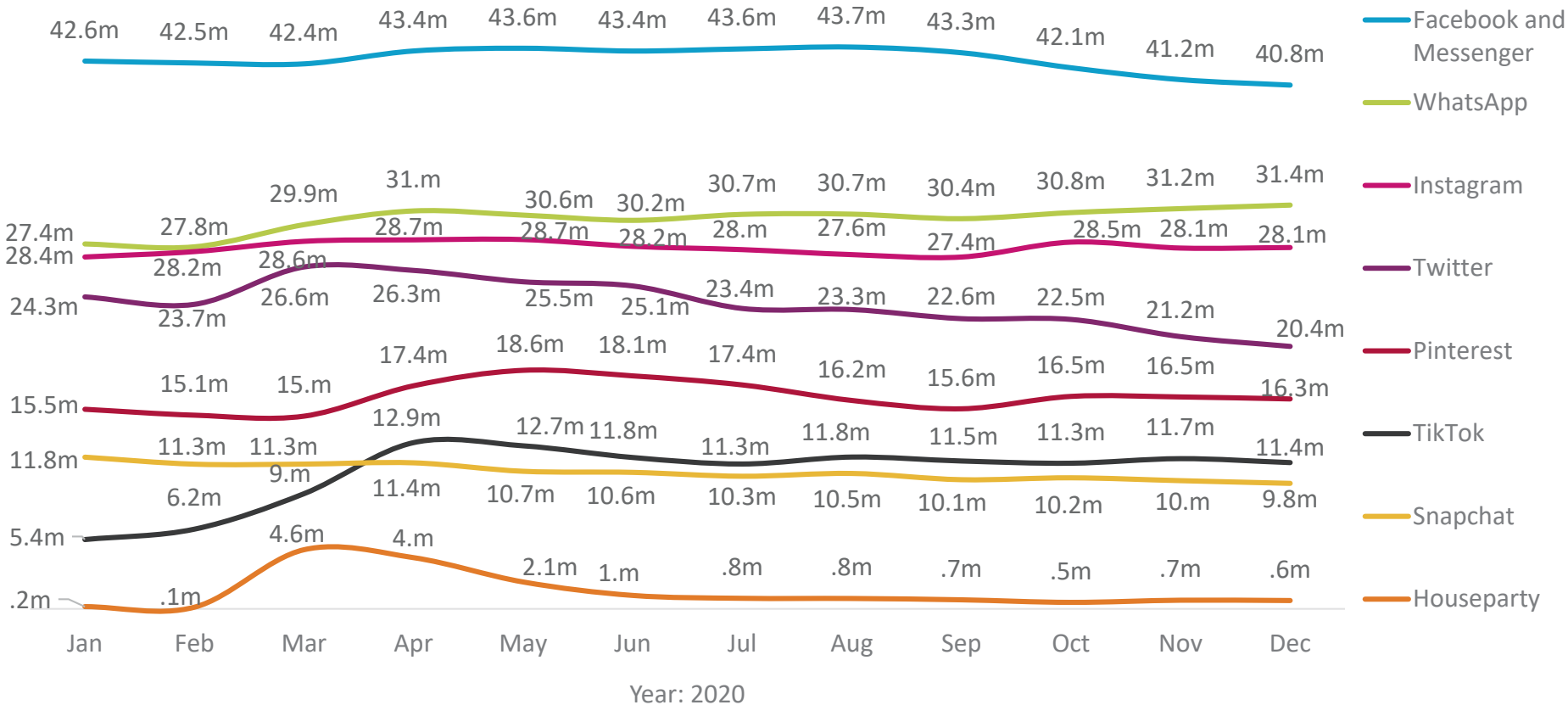


Source: Comscore MMX Multi-Platform, Age: 18+, Jan-Dec 2020  
Note: \*Custom list of entities defined by Ofcom.



# While TikTok has sustained its UK adult reach after the spring lockdown, the larger social media sites, Facebook and Twitter, have been steadily declining since the summer

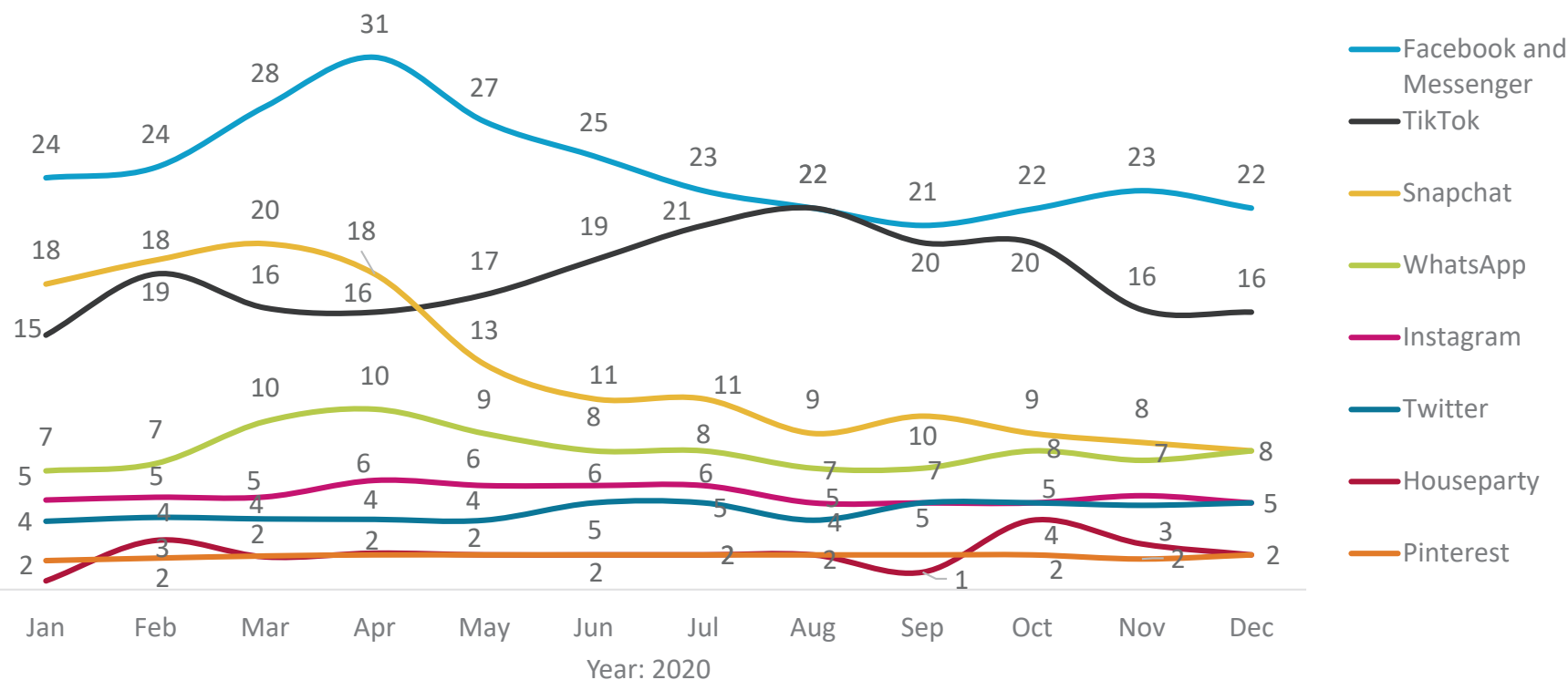
Digital audience adult reach of selected social media sites and apps: January – December 2020  
Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Dec 2020, UK  
Note: \*Custom list of entities defined by Ofcom.

# Time spent on Snapchat by UK adult visitors has more than halved since January to 8 minutes per day in December 2020

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



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

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

# UK adult reach of Microsoft Teams and Zoom have steadied over the second half of 2020

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

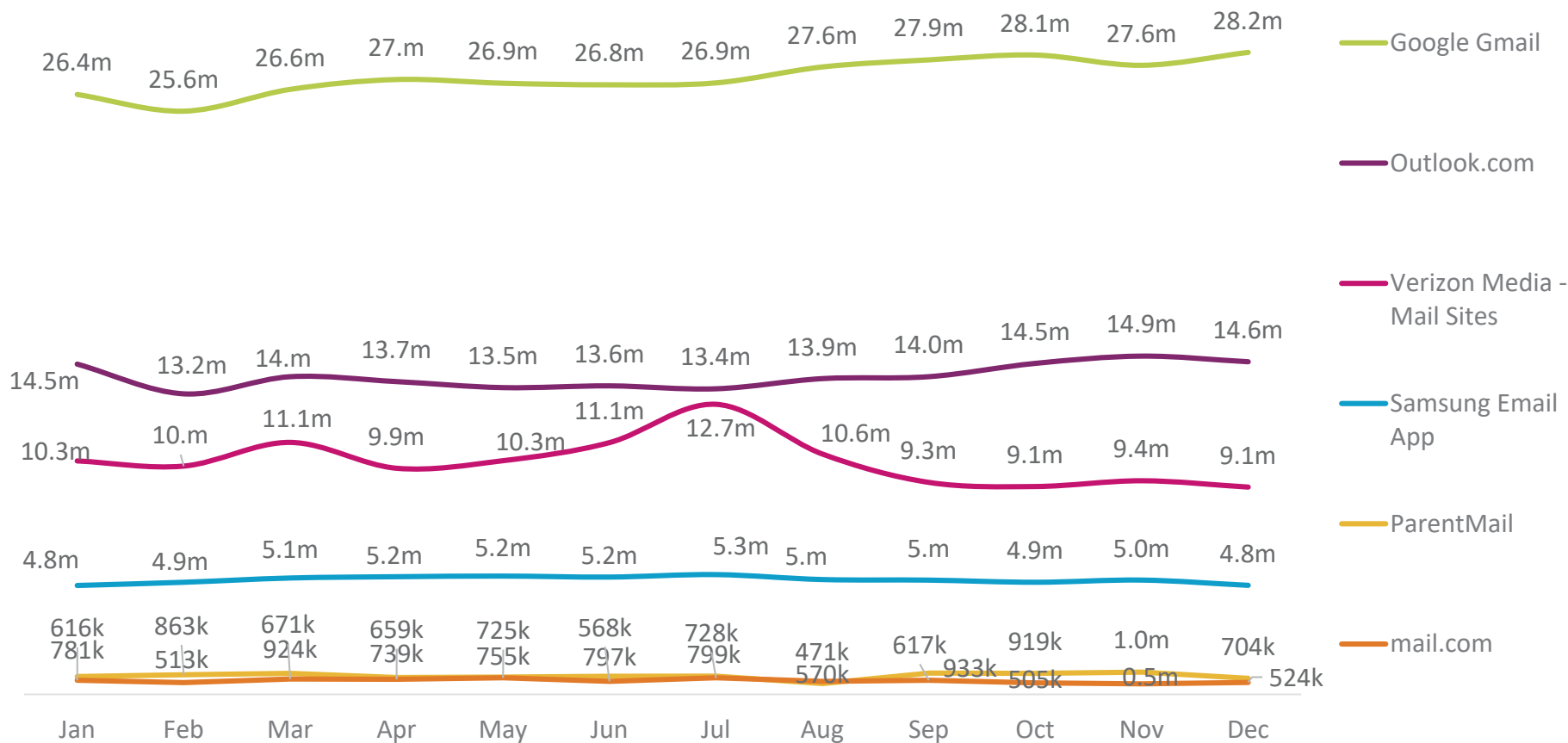
	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20
<b>Microsoft Teams</b>	3m	3.3m	5.3m	6.5m	7.2m	7.6m	7.7m	7.5m	9.5m	10.7m	11.3m	10.7m
<b>Zoom</b>	659k	712k	6.7m	13m	13.2m	10.7m	8.7m	7.2m	8.0m	9.5m	10.5m	9.2m
<b>Google Duo app</b>	1.6m	1.5m	1.6m	2.3m	2.5m	2.7m	3m	3.2m	3.3m	3.4m	3.4m	3.5m
<b>Skype</b>	2.5m	2.2m	4.4m	4.9m	4.1m	3.4m	3.7m	5.2m	2.7m	2.9m	2.6m	2.6m
<b>Slack.com</b>	372k	355k	435k	450k	360k	365k	409k	436k	409k	467k	507k	472k
<b>WebEx Communications</b>	208k	155k	356k	529k	536k	339k	511k	200k	287k	299k	359k	277k
<b>GoToMeeting</b>	73k	82k	263k	347k	301k	287k	280k	187k	205k	247k	134k	106k
<b>BlueJeans</b>	-	-	55k	72k	27k	55k	57k	27k	59k	37k	-	45k

Source: Comscore MMX Multi-Platform, Age: 18+, Jan - Dec 2020, UK  
 Note: \*Custom list of entities defined by Ofcom.

# UK adult reach of email services have remained relatively steady throughout 2020

Digital audience adult reach to selected email sites and apps: January – December 2020

Adults aged 18+ -



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

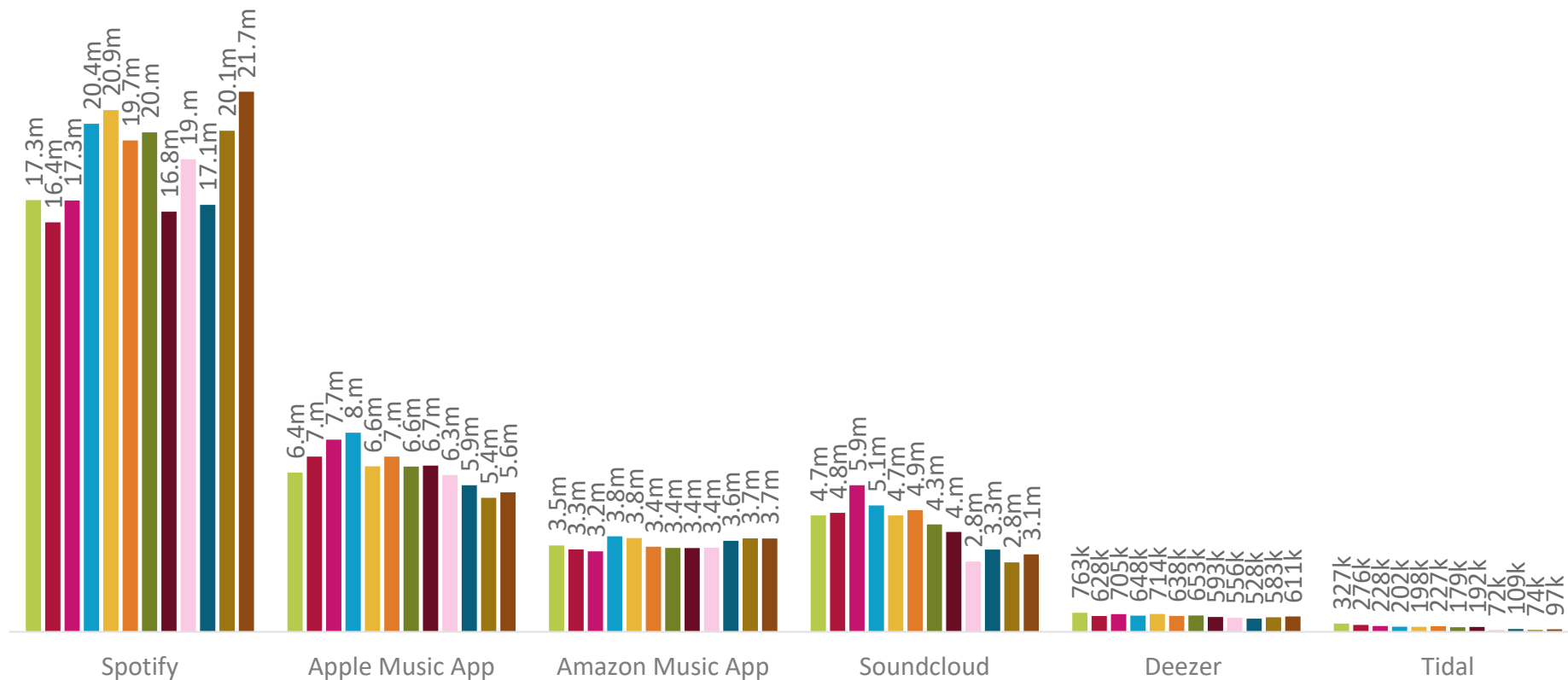
Note: \*Custom list of entities defined by Ofcom.

# Spotify site and app reached 21.7 million UK adults in December 2020 - 48% of the online adult population

Digital audience adult reach to selected music streaming sites and apps: January – December 2020

Adults aged 18+ -

Legend: January (light green), February (red), March (pink), April (blue), May (yellow), June (orange), July (dark green), August (dark red), September (light pink), October (dark blue), November (gold), December (brown)



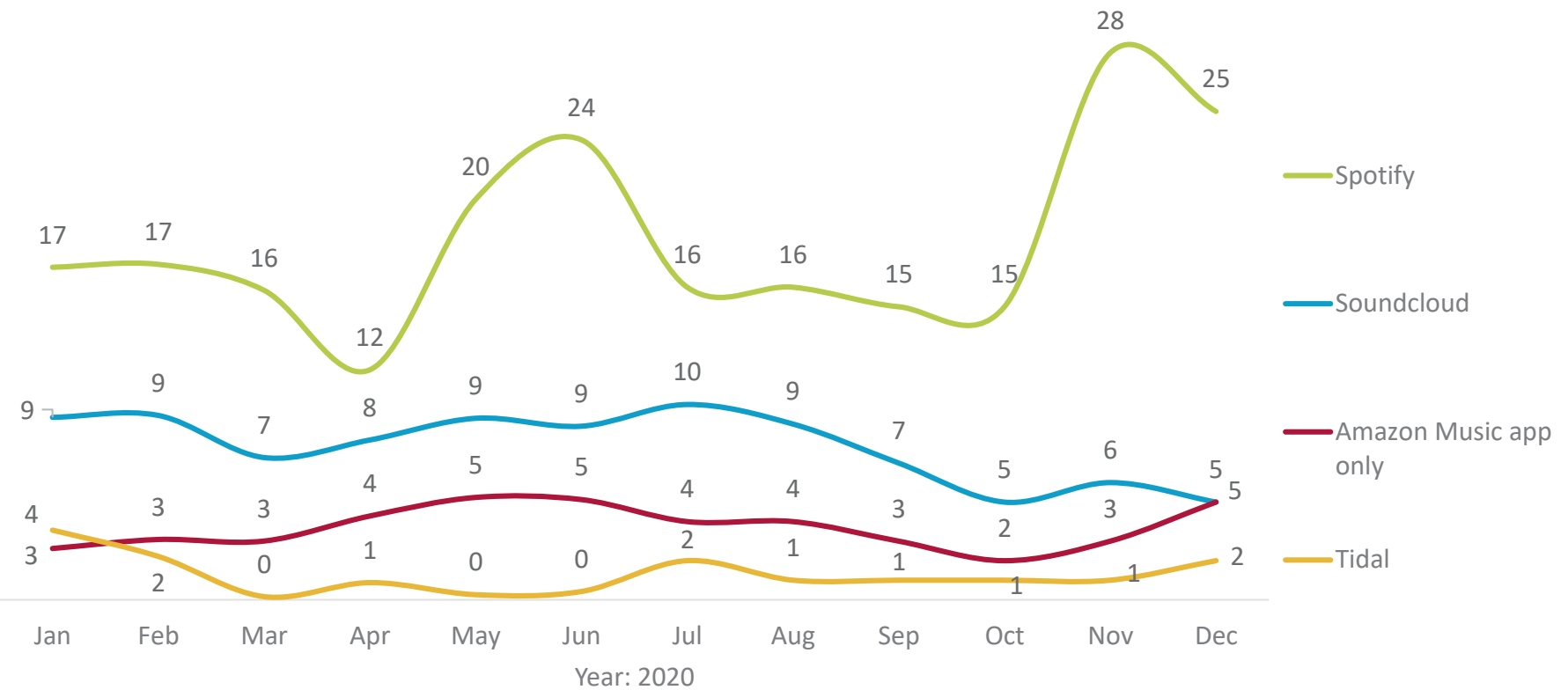
Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK.

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 and October 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.

# On average an adult Spotify visitor in the UK spent 25 mins per day on the service in December 2020

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



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

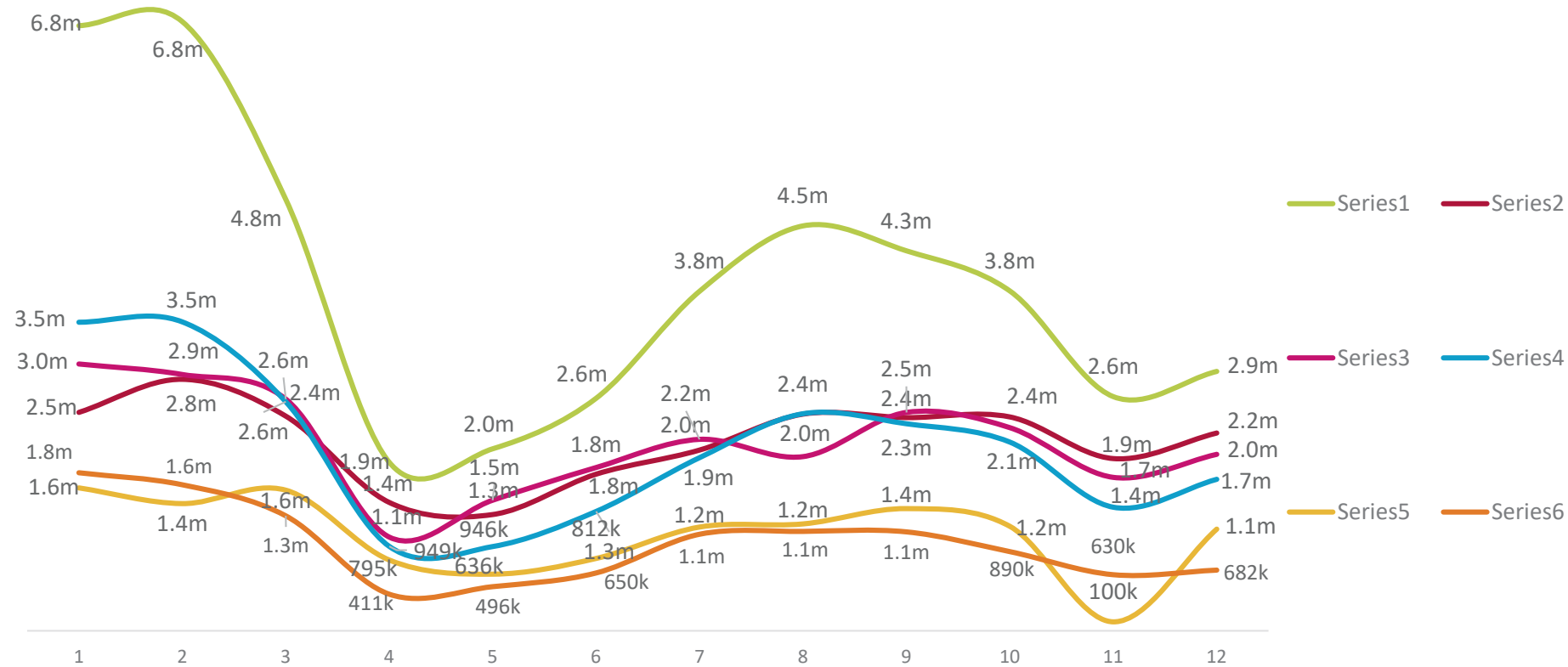
Note: \*Custom list of entities defined by Ofcom.

Note: Due to a tagging issue on Android and iOS platforms, Spotify was under-reported in January and October 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.

# Visits to the rail planner site Trainline.com declined by 57% between January and December 2020

Digital audience adult reach to selected UK public transport sites and apps: January – December 2020

Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 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 data 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.