



UK adults' media use and attitudes: Annex

Websites visited and top 20 television programmes viewed

Research Document

Publication date:

April 2014

Websites visited by adults

1.1 Introduction

This section of the annex provides tables of the top 50 web entities visited by adults. The first set of tables shows the top 50 web entities visited by adults aged 15+, 15-24, 25-34, 35-44, 45-54, and 55+ from computers at home and work during the month of October 2013, as measured by comScore MMX. The second set shows the top 50 web entities visited by adults aged 18+, from computers at home and work, mobiles and tablets, as measured by comScore MMX Multi-Platform¹.

It offers useful context to our adults' media literacy report, showing the specific web entities that adults visit and how this differs according to age group.

1.2 Methodology

comScore's Unified Digital Measurement methodology combines panel and census measurement techniques in its approach to digital audience measurement. This method uses the comScore global measurement panel to determine audience reach and demographics. comScore also captures directly measured census-level activity at publishers' digital content assets (i.e. websites, videos, apps), which most accurately account for total media consumption. These data sets are unified into a more accurate view of audiences and their activity. Furthermore, this approach is not affected by variables such as cookie deletion, blocking, and rejection.

comScore MMX measures web activity on laptop and desktop computers. comScore MMX Multi-Platform measures PC website browsing, video streaming, smartphone app and browsing and tablet app and browsing activity and provides a single unduplicated measure for each entity. comScore models the overlap of a user's consumption of web, video, and app content across laptop and desktop computers, mobile phones and tablet computers by observing single person households with static IP addresses and static PC cookies with all devices present as well as census-level activity from publishers. The number of assets (web, video, mobile app, tablet app) for which comScore receives census-level activity from a publisher is indicated in the MMX Multi-Platform tables under 'Platforms tagged'.

The Top 50 websites tables consist of the fifty most popular Media Title web entities in the UK for the specified target audience. The tables also include Properties which do not specify any subsidiary Media Titles. Ofcom considered that this unique approach best reflected internet users consumption of online content without over-aggregating websites into their parent entities, nor duplicating websites which host several Channels or Sub-channels of content.

A Media Title is an editorially and brand consistent collection of content in the digital landscape that provides the marketplace with a view of online user behaviour. This may represent a domain, a group of domains, online service or computer application. In contrast, a Property is the parent entity and can represent a full domain (i.e. bbc.co.uk), pages (e.g. bbc.co.uk /sport), applications or online services under common ownership or majority ownership for a single legal entity.

The tables are ranked by unique audience and active reach. Unique audience is defined as the total number of unique persons who visited a website or used an application at least once in a given month. Persons visiting the same website more than one time in the month are therefore counted only once in this measure. The active audience is the total number of people who visited any website or used any application at least once in a given month. The active reach of a website is therefore the proportion of the unique audience that visit that website at least once during the month.

¹ comScore MMX Multi-Platform uses data which is unavailable for individuals ages under 18 which is why the age breaks differ between comScore MMX and comScore MMX Multi-Platform.

In the MMX Multi-Platform table active reach and unique audience are provided for the total digital population and for mobile platforms. The total digital population includes all people who have accessed webpage, video or app content across laptop and desktop computers, mobile phones and tablet computers. Mobile platforms include all mobile handsets and tablet computers.

Please note: all rankings included in this report are based on Ofcom's ranking approach as outlined above. While all data are based on reportable entities in comScore MMX, Ofcom's unique treatment of the various media entities means that the rankings will not directly align with comScore's own web property or media entity rankings.

Additional web entity definitions

* Not all visitors to a webpage of this domain are attributed to this entity. The domain contains content belonging to another entity as such any visitors to this content are attributed to the other entity.

† Property with no child Media Titles.

For more information on the data methodology and measurement contained in this annex, please visit www.comscore.com

Table 1: October 2013, Top 50 web entities accessed by adults aged 15+ from computers at home or work

| No. | Web Entity | Unique Audience (000s) | Active Reach (%) |
|-----|---------------------------|------------------------|------------------|
| 1 | Google | 35,001 | 89.2 |
| 2 | FACEBOOK.COM | 27,906 | 71.1 |
| 3 | YOUTUBE.COM | 25,258 | 64.4 |
| 4 | Yahoo | 23,506 | 59.9 |
| 5 | Amazon | 22,571 | 57.5 |
| 6 | eBay Sites | 22,051 | 56.2 |
| 7 | Windows Live | 20,394 | 52.0 |
| 8 | WIKIPEDIA.ORG* | 20,085 | 51.2 |
| 9 | BBC | 17,697 | 45.1 |
| 10 | MSN | 16,974 | 43.3 |
| 11 | Microsoft | 14,430 | 36.8 |
| 12 | Outlook (Outlook.com) | 13,815 | 35.2 |
| 13 | Glam Entertainment | 12,041 | 30.7 |
| 14 | Blogger | 11,627 | 29.6 |
| 15 | ASK.COM Sites | 11,130 | 28.4 |
| 16 | iTunes Software (App) | 11,030 | 28.1 |
| 17 | PayPal | 10,756 | 27.4 |
| 18 | TWITTER.COM † | 10,194 | 26.0 |
| 19 | Bing | 10,038 | 25.6 |
| 20 | Apple.com Worldwide Sites | 9,676 | 24.7 |
| 21 | Argos | 9,621 | 24.5 |
| 22 | TELEGRAPH.CO.UK | 9,425 | 24.0 |
| 23 | Sky Portal | 9,294 | 23.7 |
| 24 | GOV.UK † | 8,852 | 22.6 |
| 25 | LINKEDIN.COM | 8,500 | 21.7 |
| 26 | THEGUARDIAN.COM | 8,477 | 21.6 |
| 27 | Lloyds TSB | 7,947 | 20.3 |
| 28 | TESCO.COM* | 7,922 | 20.2 |
| 29 | BT.COM* | 7,295 | 18.6 |
| 30 | NHS.UK | 7,273 | 18.5 |
| 31 | GUMTREE.COM | 7,179 | 18.3 |
| 32 | RIGHTMOVE.CO.UK | 7,170 | 18.3 |
| 33 | ANSWERS.COM | 6,955 | 17.7 |
| 34 | IMDb | 6,885 | 17.5 |
| 35 | NATIONAL-LOTTERY.CO.UK | 6,837 | 17.4 |
| 36 | DIRECT.GOV.UK † | 6,677 | 17.0 |
| 37 | WORDPRESS.COM* † | 6,639 | 16.9 |
| 38 | SNAPDO.COM † | 6,615 | 16.9 |
| 39 | Tripadvisor Sites | 6,286 | 16.0 |
| 40 | VIRGINMEDIA.COM* | 6,276 | 16.0 |
| 41 | BBC IPlayer | 6,213 | 15.8 |
| 42 | Asda | 6,170 | 15.7 |
| 43 | ADOBE.COM | 5,884 | 15.0 |
| 44 | uTorrent (App) | 5,861 | 14.9 |
| 45 | TUMBLR.COM* † | 5,792 | 14.8 |
| 46 | 192.COM | 5,474 | 14.0 |
| 47 | ITV | 5,458 | 13.9 |
| 48 | HPMG News | 5,316 | 13.5 |
| 49 | INSTAGRAM.COM | 5,270 | 13.4 |
| 50 | Infospace Web Search | 5,260 | 13.4 |

Source: comScore MMX, October 2013, home and work panel, adults aged 15+.

Table 2: October 2013, Top 50 web entities accessed by adults 15-24 from computers at home or work

| No. | Web Entity | Unique Audience (000s) | Active Reach (%) |
|-----|---------------------------|------------------------|------------------|
| 1 | Google | 6,906 | 92.8 |
| 2 | YOUTUBE.COM | 6,125 | 82.4 |
| 3 | FACEBOOK.COM | 5,742 | 77.2 |
| 4 | Windows Live | 4,421 | 59.4 |
| 5 | WIKIPEDIA.ORG* | 4,291 | 57.7 |
| 6 | Yahoo | 4,066 | 54.7 |
| 7 | Amazon | 3,895 | 52.4 |
| 8 | eBay Sites | 3,713 | 49.9 |
| 9 | MSN | 3,418 | 46.0 |
| 10 | Outlook (Outlook.com) | 3,409 | 45.8 |
| 11 | BBC | 3,359 | 45.2 |
| 12 | iTunes Software (App) | 2,791 | 37.5 |
| 13 | TWITTER.COM † | 2,582 | 34.7 |
| 14 | Glam Entertainment | 2,573 | 34.6 |
| 15 | Microsoft | 2,560 | 34.4 |
| 16 | Blogger | 2,519 | 33.9 |
| 17 | Apple.com Worldwide Sites | 2,078 | 27.9 |
| 18 | ASK.COM Sites | 1,982 | 26.7 |
| 19 | TUMBLR.COM* † | 1,926 | 25.9 |
| 20 | INSTAGRAM.COM | 1,888 | 25.4 |
| 21 | ANSWERS.COM | 1,877 | 25.2 |
| 22 | IMDb | 1,866 | 25.1 |
| 23 | THEGUARDIAN.COM | 1,796 | 24.1 |
| 24 | TELEGRAPH.CO.UK | 1,777 | 23.9 |
| 25 | Sky Portal | 1,557 | 20.9 |
| 26 | PayPal | 1,531 | 20.6 |
| 27 | BBC IPlayer | 1,450 | 19.5 |
| 28 | uTorrent (App) | 1,440 | 19.4 |
| 29 | CHANNEL4.COM | 1,435 | 19.3 |
| 30 | Argos | 1,433 | 19.3 |
| 31 | WIKIHOW.COM † | 1,425 | 19.2 |
| 32 | Bing | 1,417 | 19.0 |
| 33 | WORDPRESS.COM* † | 1,410 | 19.0 |
| 34 | GOV.UK † | 1,368 | 18.4 |
| 35 | Steam (App) | 1,314 | 17.7 |
| 36 | ASOS.COM | 1,256 | 16.9 |
| 37 | GUMTREE.COM | 1,252 | 16.8 |
| 38 | DIRECT.GOV.UK † | 1,226 | 16.5 |
| 39 | Mirror Online | 1,213 | 16.3 |
| 40 | NHS.UK | 1,198 | 16.1 |
| 41 | VIRGINMEDIA.COM* | 1,197 | 16.1 |
| 42 | SNAPDO.COM † | 1,194 | 16.1 |
| 43 | LINKEDIN.COM | 1,188 | 16.0 |
| 44 | ITV | 1,177 | 15.8 |
| 45 | TESCO.COM* | 1,170 | 15.7 |
| 46 | CNN Network | 1,085 | 14.6 |
| 47 | Digital Future | 1,085 | 14.6 |
| 48 | HPMG News | 1,078 | 14.5 |
| 49 | Skype | 1,065 | 14.3 |
| 50 | Asda | 1,003 | 13.5 |

Source: comScore MMX, October 2013, home and work panel, adults aged 15-24.

Table 3: October 2013, Top 50 web entities accessed by adults 25-34 from computers at home or work

| No. | Web Entity | Unique Audience (000s) | Active Reach (%) |
|-----|---------------------------|------------------------|------------------|
| 1 | Google | 7,207 | 92.5 |
| 2 | FACEBOOK.COM | 6,091 | 78.1 |
| 3 | YOUTUBE.COM | 5,897 | 75.7 |
| 4 | eBay Sites | 4,576 | 58.7 |
| 5 | WIKIPEDIA.ORG* | 4,430 | 56.8 |
| 6 | Windows Live | 4,389 | 56.3 |
| 7 | Yahoo | 4,348 | 55.8 |
| 8 | Amazon | 4,311 | 55.3 |
| 9 | BBC | 3,682 | 47.2 |
| 10 | MSN | 3,681 | 47.2 |
| 11 | Outlook (Outlook.com) | 3,282 | 42.1 |
| 12 | Microsoft | 2,934 | 37.6 |
| 13 | Blogger | 2,928 | 37.6 |
| 14 | Glam Entertainment | 2,561 | 32.9 |
| 15 | iTunes Software (App) | 2,533 | 32.5 |
| 16 | PayPal | 2,390 | 30.7 |
| 17 | TWITTER.COM † | 2,204 | 28.3 |
| 18 | Apple.com Worldwide Sites | 2,178 | 27.9 |
| 19 | Argos | 2,026 | 26.0 |
| 20 | Sky Portal | 2,004 | 25.7 |
| 21 | GUMTREE.COM | 2,000 | 25.7 |
| 22 | THEGUARDIAN.COM | 1,985 | 25.5 |
| 23 | Bing | 1,977 | 25.4 |
| 24 | TELEGRAPH.CO.UK | 1,972 | 25.3 |
| 25 | GOV.UK † | 1,951 | 25.0 |
| 26 | Lloyds TSB | 1,942 | 24.9 |
| 27 | ASK.COM Sites | 1,941 | 24.9 |
| 28 | LINKEDIN.COM | 1,871 | 24.0 |
| 29 | uTorrent (App) | 1,863 | 23.9 |
| 30 | IMDb | 1,769 | 22.7 |
| 31 | WORDPRESS.COM* † | 1,725 | 22.1 |
| 32 | RIGHTMOVE.CO.UK | 1,657 | 21.3 |
| 33 | TESCO.COM* | 1,638 | 21.0 |
| 34 | NHS.UK | 1,505 | 19.3 |
| 35 | Tripadvisor Sites | 1,465 | 18.8 |
| 36 | SNAPDO.COM † | 1,452 | 18.6 |
| 37 | DIRECT.GOV.UK † | 1,416 | 18.2 |
| 38 | INSTAGRAM.COM | 1,412 | 18.1 |
| 39 | VIRGINMEDIA.COM* | 1,406 | 18.0 |
| 40 | ANSWERS.COM | 1,387 | 17.8 |
| 41 | ADOBE.COM | 1,329 | 17.0 |
| 42 | BBC IPlayer | 1,323 | 17.0 |
| 43 | Asda | 1,314 | 16.9 |
| 44 | TUMBLR.COM* † | 1,302 | 16.7 |
| 45 | ZOOPLA.CO.UK* | 1,223 | 15.7 |
| 46 | Barclays Banking | 1,194 | 15.3 |
| 47 | Mirror Online | 1,188 | 15.2 |
| 48 | WIKIHOW.COM † | 1,170 | 15.0 |
| 49 | CHANNEL4.COM | 1,140 | 14.6 |
| 50 | 192.COM | 1,114 | 14.3 |

Source: comScore MMX, October 2013, home and work panel, adults aged 25-34.

Table 4: October 2013, Top 50 web entities accessed by adults 35-44 from computers at home or work

| No. | Web Entity | Unique Audience (000s) | Active Reach (%) |
|-----|---------------------------|------------------------|------------------|
| 1 | Google | 6,679 | 91.1 |
| 2 | FACEBOOK.COM | 5,230 | 71.3 |
| 3 | YOUTUBE.COM | 4,891 | 66.7 |
| 4 | Yahoo | 4,470 | 61.0 |
| 5 | eBay Sites | 4,287 | 58.5 |
| 6 | Amazon | 4,231 | 57.7 |
| 7 | WIKIPEDIA.ORG* | 3,907 | 53.3 |
| 8 | Windows Live | 3,666 | 50.0 |
| 9 | BBC | 3,541 | 48.3 |
| 10 | MSN | 3,159 | 43.1 |
| 11 | Microsoft | 2,587 | 35.3 |
| 12 | Outlook (Outlook.com) | 2,472 | 33.7 |
| 13 | PayPal | 2,380 | 32.4 |
| 14 | Blogger | 2,306 | 31.4 |
| 15 | ASK.COM Sites | 2,130 | 29.0 |
| 16 | Glam Entertainment | 2,091 | 28.5 |
| 17 | iTunes Software (App) | 2,052 | 28.0 |
| 18 | Bing | 1,932 | 26.3 |
| 19 | Apple.com Worldwide Sites | 1,900 | 25.9 |
| 20 | Argos | 1,881 | 25.7 |
| 21 | TWITTER.COM † | 1,810 | 24.7 |
| 22 | GOV.UK † | 1,790 | 24.4 |
| 23 | Sky Portal | 1,788 | 24.4 |
| 24 | TELEGRAPH.CO.UK | 1,683 | 23.0 |
| 25 | LINKEDIN.COM | 1,654 | 22.6 |
| 26 | TESCO.COM* | 1,630 | 22.2 |
| 27 | Lloyds TSB | 1,576 | 21.5 |
| 28 | THEGUARDIAN.COM | 1,533 | 20.9 |
| 29 | NHS.UK | 1,510 | 20.6 |
| 30 | ANSWERS.COM | 1,363 | 18.6 |
| 31 | GUMTREE.COM | 1,342 | 18.3 |
| 32 | DIRECT.GOV.UK † | 1,329 | 18.1 |
| 33 | SNAPDO.COM † | 1,323 | 18.0 |
| 34 | RIGHTMOVE.CO.UK | 1,279 | 17.4 |
| 35 | WORDPRESS.COM* † | 1,276 | 17.4 |
| 36 | IMDb | 1,210 | 16.5 |
| 37 | Asda | 1,173 | 16.0 |
| 38 | ADOBE.COM | 1,169 | 15.9 |
| 39 | BT.COM* | 1,160 | 15.8 |
| 40 | NATIONAL-LOTTERY.CO.UK | 1,138 | 15.5 |
| 41 | VIRGINMEDIA.COM* | 1,135 | 15.5 |
| 42 | uTorrent (App) | 1,118 | 15.2 |
| 43 | BBC IPlayer | 1,109 | 15.1 |
| 44 | Barclays Banking | 1,032 | 14.1 |
| 45 | Infospace Web Search | 1,012 | 13.8 |
| 46 | Tripadvisor Sites | 1,012 | 13.8 |
| 47 | 192.COM | 1,000 | 13.6 |
| 48 | YELL.COM | 974 | 13.3 |
| 49 | ITV | 948 | 12.9 |
| 50 | TUMBLR.COM* † | 925 | 12.6 |

Source: comScore MMX, October 2013, home and work panel, adults aged 35-44.

Table 5: October 2013, Top 50 web entities accessed by adults 45-54 from computers at home or work

| No. | Web Entity | Unique Audience (000s) | Active Reach (%) |
|-----|---------------------------|------------------------|------------------|
| 1 | Google | 6,585 | 90.0 |
| 2 | FACEBOOK.COM | 5,415 | 74.0 |
| 3 | Amazon | 4,856 | 66.4 |
| 4 | Yahoo | 4,735 | 64.7 |
| 5 | eBay Sites | 4,630 | 63.3 |
| 6 | YOUTUBE.COM | 4,581 | 62.6 |
| 7 | WIKIPEDIA.ORG* | 4,031 | 55.1 |
| 8 | Windows Live | 3,900 | 53.3 |
| 9 | BBC | 3,364 | 46.0 |
| 10 | MSN | 3,158 | 43.2 |
| 11 | Microsoft | 3,136 | 42.9 |
| 12 | Outlook (Outlook.com) | 2,473 | 33.8 |
| 13 | PayPal | 2,263 | 30.9 |
| 14 | ASK.COM Sites | 2,243 | 30.7 |
| 15 | Glam Entertainment | 2,215 | 30.3 |
| 16 | Argos | 2,185 | 29.9 |
| 17 | Bing | 2,179 | 29.8 |
| 18 | Blogger | 2,136 | 29.2 |
| 19 | iTunes Software (App) | 2,111 | 28.9 |
| 20 | TWITTER.COM † | 2,100 | 28.7 |
| 21 | GOV.UK † | 2,060 | 28.2 |
| 22 | BT.COM* | 1,961 | 26.8 |
| 23 | Sky Portal | 1,915 | 26.2 |
| 24 | Apple.com Worldwide Sites | 1,892 | 25.9 |
| 25 | TELEGRAPH.CO.UK | 1,827 | 25.0 |
| 26 | LINKEDIN.COM | 1,800 | 24.6 |
| 27 | NATIONAL-LOTTERY.CO.UK | 1,791 | 24.5 |
| 28 | NHS.UK | 1,674 | 22.9 |
| 29 | TESCO.COM* | 1,662 | 22.7 |
| 30 | Lloyds TSB | 1,638 | 22.4 |
| 31 | DIRECT.GOV.UK † | 1,574 | 21.5 |
| 32 | Tripadvisor Sites | 1,552 | 21.2 |
| 33 | RIGHTMOVE.CO.UK | 1,500 | 20.5 |
| 34 | THEGUARDIAN.COM | 1,482 | 20.3 |
| 35 | Asda | 1,402 | 19.2 |
| 36 | GUMTREE.COM | 1,379 | 18.9 |
| 37 | 192.COM | 1,322 | 18.1 |
| 38 | ANSWERS.COM | 1,305 | 17.8 |
| 39 | SNAPDO.COM † | 1,260 | 17.2 |
| 40 | Booking.com Europe | 1,235 | 16.9 |
| 41 | VIRGINMEDIA.COM* | 1,217 | 16.6 |
| 42 | WORDPRESS.COM* † | 1,159 | 15.8 |
| 43 | YELL.COM | 1,142 | 15.6 |
| 44 | Infospace Web Search | 1,139 | 15.6 |
| 45 | IMDb | 1,111 | 15.2 |
| 46 | BBC IPlayer | 1,096 | 15.0 |
| 47 | MARKSANDSPENCER.COM | 1,077 | 14.7 |
| 48 | HPMG News | 1,062 | 14.5 |
| 49 | ITV | 1,056 | 14.4 |
| 50 | ADOBE.COM | 1,039 | 14.2 |

Source: comScore MMX, October 2013, home and work panel, adults aged 45-54.

Table 6: October 2013, Top 50 web entities accessed by adults aged 55+ from computers at home or work

| No. | Web Entity | Unique Audience (000s) | Active Reach (%) |
|-----|---------------------------|------------------------|------------------|
| 1 | Google | 7,624 | 81.5 |
| 2 | Yahoo | 5,885 | 62.9 |
| 3 | FACEBOOK.COM | 5,428 | 58.0 |
| 4 | Amazon | 5,278 | 56.4 |
| 5 | eBay Sites | 4,844 | 51.8 |
| 6 | Windows Live | 4,018 | 42.9 |
| 7 | YOUTUBE.COM | 3,764 | 40.2 |
| 8 | BBC | 3,751 | 40.1 |
| 9 | MSN | 3,559 | 38.0 |
| 10 | WIKIPEDIA.ORG* | 3,425 | 36.6 |
| 11 | Microsoft | 3,214 | 34.4 |
| 12 | ASK.COM Sites | 2,834 | 30.3 |
| 13 | Glam Entertainment | 2,601 | 27.8 |
| 14 | BT.COM* | 2,588 | 27.7 |
| 15 | Bing | 2,534 | 27.1 |
| 16 | NATIONAL-LOTTERY.CO.UK | 2,418 | 25.8 |
| 17 | PayPal | 2,191 | 23.4 |
| 18 | Outlook (Outlook.com) | 2,180 | 23.3 |
| 19 | TELEGRAPH.CO.UK | 2,166 | 23.2 |
| 20 | Argos | 2,096 | 22.4 |
| 21 | Sky Portal | 2,029 | 21.7 |
| 22 | LINKEDIN.COM | 1,987 | 21.2 |
| 23 | Lloyds TSB | 1,844 | 19.7 |
| 24 | TESCO.COM* | 1,821 | 19.5 |
| 25 | RIGHTMOVE.CO.UK | 1,771 | 18.9 |
| 26 | Blogger | 1,737 | 18.6 |
| 27 | GOV.UK † | 1,682 | 18.0 |
| 28 | THEGUARDIAN.COM | 1,681 | 18.0 |
| 29 | Apple.com Worldwide Sites | 1,629 | 17.4 |
| 30 | iTunes Software (App) | 1,544 | 16.5 |
| 31 | Infospace Web Search | 1,514 | 16.2 |
| 32 | TWITTER.COM † | 1,499 | 16.0 |
| 33 | Tripadvisor Sites | 1,487 | 15.9 |
| 34 | AOL Search Network | 1,475 | 15.8 |
| 35 | NHS.UK | 1,386 | 14.8 |
| 36 | SNAPDO.COM † | 1,386 | 14.8 |
| 37 | ZOOPLA.CO.UK* | 1,372 | 14.7 |
| 38 | ADOBE.COM | 1,359 | 14.5 |
| 39 | 192.COM | 1,348 | 14.4 |
| 40 | VIRGINMEDIA.COM* | 1,321 | 14.1 |
| 41 | Asda | 1,278 | 13.7 |
| 42 | MARKSANDSPENCER.COM | 1,258 | 13.4 |
| 43 | ITV | 1,246 | 13.3 |
| 44 | BBC IPlayer | 1,237 | 13.2 |
| 45 | GUMTREE.COM | 1,206 | 12.9 |
| 46 | HPMG News | 1,204 | 12.9 |
| 47 | Booking.com Europe | 1,203 | 12.9 |
| 48 | TALKTALK.CO.UK | 1,141 | 12.2 |
| 49 | DIRECT.GOV.UK † | 1,132 | 12.1 |
| 50 | Newsquest Media Group | 1,100 | 11.8 |

Source: comScore MMX, October 2013, home and work panel, adults aged 55+.

Table 7: October 2013, Top 50 web entities accessed from computers at home or work, mobile phone or tablet by adults aged 18+

| No. | Web Entity | Unique Audience (000s) | | Active Reach (%) | | Platforms tagged |
|-----|---------------------------|------------------------|--------|-------------------|--------|------------------|
| | | Total Digital Pop | Mobile | Total Digital Pop | Mobile | |
| 1 | Google | 38,823 | 25,055 | 96.5 | 80.4 | [0] |
| 2 | Yahoo | 38,599 | 26,803 | 95.9 | 86.0 | [4] |
| 3 | YOUTUBE.COM | 35,072 | 18,480 | 87.2 | 59.3 | [1] |
| 4 | FACEBOOK.COM | 30,246 | 13,708 | 75.2 | 44.0 | [0] |
| 5 | Amazon | 26,148 | 10,864 | 65.0 | 34.9 | [0] |
| 6 | eBay Sites | 25,217 | 11,126 | 62.7 | 35.7 | [0] |
| 7 | BBC | 24,156 | 13,373 | 60.0 | 42.9 | [2] |
| 8 | Windows Live | 19,506 | 342 | 48.5 | 1.1 | [0] |
| 9 | WIKIPEDIA.ORG* | 19,123 | 488 | 47.5 | 1.6 | [0] |
| 10 | Amazon Web Services | 18,627 | 3,096 | 46.3 | 9.9 | [0] |
| 11 | MSN | 18,173 | 3,998 | 45.2 | 12.8 | [4] |
| 12 | Glam Entertainment | 17,306 | 10,460 | 43.0 | 33.6 | [2] |
| 13 | Sky Portal | 15,657 | 10,393 | 38.9 | 33.3 | [3] |
| 14 | Microsoft | 14,663 | 1,344 | 36.4 | 4.3 | [0] |
| 15 | GOOGLE-ANALYTICS.COM | 14,167 | 14,454 | 35.2 | 46.4 | [0] |
| 16 | ASK.COM Sites | 13,715 | 4,669 | 34.1 | 15.0 | [3] |
| 17 | Wikipedia Mobile Sites | 13,358 | 13,471 | 33.2 | 43.2 | [0] |
| 18 | Blogger | 13,320 | 3,732 | 33.1 | 12.0 | [0] |
| 19 | Outlook (Outlook.com) | 13,108 | 16 | 32.6 | 0.1 | [0] |
| 20 | TELEGRAPH.CO.UK | 12,937 | 6,190 | 32.2 | 19.9 | [2] |
| 21 | Argos | 12,565 | 4,900 | 31.2 | 15.7 | [0] |
| 22 | Bing | 12,483 | 3,918 | 31.0 | 12.6 | [0] |
| 23 | Apple.com Worldwide Sites | 12,123 | 4,283 | 30.1 | 13.7 | [0] |
| 24 | THEGUARDIAN.COM | 11,396 | 5,455 | 28.3 | 17.5 | [4] |
| 25 | TESCO.COM* | 11,292 | 4,981 | 28.1 | 16.0 | [0] |
| 26 | PayPal | 10,520 | 136 | 26.1 | 0.4 | [0] |
| 27 | IMDb | 10,417 | 5,674 | 25.9 | 18.2 | [3] |
| 28 | Wikimedia Community Sites | 10,375 | 10,224 | 25.8 | 32.8 | [0] |
| 29 | iTunes Software (App) | 10,372 | | 25.8 | | [0] |
| 30 | NHS.UK | 10,177 | 5,271 | 25.3 | 16.9 | [0] |
| 31 | TWITTER.COM † | 10,163 | 1,469 | 25.3 | 4.7 | [0] |
| 32 | INSTAGRAM.COM | 9,570 | 5,657 | 23.8 | 18.2 | [0] |
| 33 | LINKEDIN.COM | 9,491 | 2,451 | 23.6 | 7.9 | [2] |
| 34 | RIGHTMOVE.CO.UK | 9,436 | 4,349 | 23.5 | 14.0 | [2] |
| 35 | ANSWERS.COM | 9,393 | 4,037 | 23.3 | 13.0 | [2] |
| 36 | Tripadvisor Sites | 9,055 | 3,795 | 22.5 | 12.2 | [0] |
| 37 | HPMG News | 8,916 | 4,218 | 22.2 | 13.5 | [4] |
| 38 | WORDPRESS.COM* † | 8,792 | 3,330 | 21.9 | 10.7 | [0] |
| 39 | Telefonica O2 | 8,645 | 6,752 | 21.5 | 21.7 | [1] |
| 40 | Mirror Online | 8,589 | 4,905 | 21.3 | 15.7 | [2] |
| 41 | GOV.UK † | 8,589 | 0 | 21.3 | 0.0 | [0] |
| 42 | BBC IPlayer | 8,458 | 3,631 | 21.0 | 11.6 | [0] |
| 43 | GUMTREE.COM | 8,212 | 2,280 | 20.4 | 7.3 | [0] |
| 44 | VIMEO.COM | 7,984 | 1,867 | 19.8 | 6.0 | [2] |
| 45 | NATIONAL-LOTTERY.CO.UK | 7,927 | 1,775 | 19.7 | 5.7 | [0] |
| 46 | Asda | 7,896 | 2,693 | 19.6 | 8.6 | [0] |
| 47 | BT.COM* | 7,825 | 1,091 | 19.4 | 3.5 | [0] |
| 48 | Lloyds TSB | 7,818 | 2 | 19.4 | 0.0 | [0] |
| 49 | COLLECTIVE.COM | 7,478 | 21 | 18.6 | 0.1 | [0] |
| 50 | Vodafone | 7,383 | 5,128 | 18.3 | 16.5 | [0] |

Source: comScore MMX Multi-Platform, October 2013, adults aged 18+. MMX MP includes PC browsing, PC video streams, mobile browsing & apps (on-network only for untagged apps), tablet browsing & apps for tagged sites & apps

2 Top programmes viewed by adults

2.1 Introduction

This section of the annex provides tables of the most popular television programmes, as reported by BARB (Broadcasters' Audience Research Board), viewed by adults aged 16+, 16-24, 25-44, 45-64 and 65+ during the year of 2013.

As with comScore internet data, it offers useful context to our adults' media literacy report.

2.2 Methodology

BARB (Broadcasters' Audience Research Board) is responsible for providing estimates of the number of people watching television in the UK.

Viewing data is collected second-by-second and reported on a minute-by-minute basis for channels received within the UK. The channel viewed the longest in a clock minute is attributed the viewing of that minute.

Viewing estimates are obtained from a panel of 5,100 television-owning private homes representing the viewing behaviour of the 26 million TV households within the UK. The panel is selected to be representative of each ITV and BBC region, with pre-determined sample sizes. Each home represents, on average, about 5,000 of the UK population.

The tables below provide the top television programmes in 2013, based on the highest ranking individual airing per title, and ranked on 000s of viewers. Only programmes greater than 15 minutes in duration are included.

For more information on the data methodology and measurement contained in this annex, please visit www.barb.co.uk

Table 8: Top 20 television programmes viewed by adults aged 16+ in 2013

| | Title | Channel | Date | Start time | 000s |
|----|-------------------------------------|---------|------------|------------|-------|
| 1 | STRICTLY COME DANCING: THE RESULTS | BBC1 | 21/12/2013 | 20:41:10 | 11892 |
| 2 | I'M A CELEBRITY GET ME OUT OF HERE! | ITV | 17/11/2013 | 21:02:30 | 11667 |
| 3 | STILL OPEN ALL HOURS | BBC1 | 26/12/2013 | 19:46:53 | 11555 |
| 4 | WIMBLEDON 2013: MEN'S FINAL | BBC1 | 07/07/2013 | 13:53:01 | 11490 |
| 5 | DOWNTON ABBEY | ITV | 10/11/2013 | 21:03:04 | 11386 |
| 6 | STRICTLY COME DANCING | BBC1 | 21/12/2013 | 18:30:05 | 11370 |
| 7 | DOCTOR WHO | BBC1 | 23/11/2013 | 19:50:02 | 10991 |
| 8 | MRS BROWN'S BOYS | BBC1 | 30/12/2013 | 21:32:00 | 10636 |
| 9 | BRITAIN'S GOT TALENT | ITV | 08/06/2013 | 19:29:00 | 10460 |
| 10 | CALL THE MIDWIFE | BBC1 | 03/02/2013 | 20:00:10 | 10415 |
| 11 | CORONATION STREET | ITV | 21/01/2013 | 20:29:10 | 10273 |
| 12 | THE X FACTOR | ITV | 22/09/2013 | 19:58:52 | 9695 |
| 13 | BROADCHURCH | ITV | 22/04/2013 | 21:00:16 | 9651 |
| 14 | WIMBLEDON | BBC1 | 05/07/2013 | 18:32:16 | 9369 |
| 15 | MIRANDA | BBC1 | 01/01/2013 | 21:00:26 | 9315 |
| 16 | THE X FACTOR RESULTS | ITV | 13/10/2013 | 19:59:27 | 9082 |
| 17 | EASTENDERS | BBC1 | 01/01/2013 | 19:59:27 | 8992 |
| 18 | COMIC RELIEF: FUNNY FOR MONEY | BBC1 | 15/03/2013 | 18:59:00 | 8795 |
| 19 | THE GREAT BRITISH BAKE OFF | BBC2 | 22/10/2013 | 19:59:36 | 8731 |
| 20 | DOC MARTIN | ITV | 02/09/2013 | 21:00:19 | 8728 |

Source: BARB. 1st Jan – 31st Dec 2013, all adults. Individual airings, highest occurrence only, programmes greater than 15 minutes in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 9: Top 20 television programmes viewed by adults aged 16-24 in 2013

| | Title | Channel | Date | Start time | 000s |
|----|--|---------|------------|------------|------|
| 1 | I'M A CELEBRITY GET ME OUT OF HERE! | ITV | 17/11/2013 | 21:02:30 | 1554 |
| 2 | DOCTOR WHO | BBC1 | 25/12/2013 | 19:30:04 | 1497 |
| 3 | THE X FACTOR | ITV | 01/09/2013 | 19:58:53 | 1150 |
| 4 | THE X FACTOR RESULTS | ITV | 13/10/2013 | 19:59:27 | 1120 |
| 5 | EASTENDERS | BBC1 | 25/12/2013 | 20:32:32 | 1105 |
| 6 | BRITAIN'S GOT TALENT | ITV | 13/04/2013 | 18:59:30 | 1083 |
| 7 | MRS BROWN'S BOYS | BBC1 | 25/12/2013 | 21:31:06 | 1071 |
| 8 | WIMBLEDON 2013: MEN'S FINAL | BBC1 | 07/07/2013 | 13:53:01 | 947 |
| 9 | FILM: TOY STORY 3 (2010) | BBC1 | 25/12/2013 | 15:22:11 | 943 |
| 10 | THE VOICE UK | BBC1 | 20/04/2013 | 20:19:16 | 924 |
| 11 | COMIC RELIEF: FUNNY FOR MONEY | BBC1 | 15/03/2013 | 18:59:00 | 881 |
| 12 | CORONATION STREET | ITV | 16/10/2013 | 20:02:05 | 881 |
| 13 | MIRANDA | BBC1 | 01/01/2013 | 21:00:26 | 871 |
| 14 | THE BRIT AWARDS 2013 | ITV | 20/02/2013 | 20:02:05 | 818 |
| 15 | UEFA CHAMPIONS LEAGUE LIVE | ITV | 05/03/2013 | 19:28:30 | 799 |
| 16 | I'M A CELEBRITY...GET ME OUT OF HERE: COMING OUT | ITV | 11/12/2013 | 19:59:07 | 797 |
| 17 | CALL THE MIDWIFE | BBC1 | 25/12/2013 | 18:14:22 | 780 |
| 18 | TAKE ME OUT | ITV | 12/01/2013 | 20:30:46 | 776 |
| 19 | CHILDREN IN NEED | BBC1 | 15/11/2013 | 19:26:23 | 770 |
| 20 | FILM: UP (2009) | BBC1 | 01/01/2013 | 18:31:47 | 768 |

Source: BARB. 1st Jan – 31st Dec 2013, all adults 16-24. Individual airings, highest occurrence only, programmes greater than 15 minutes in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 10: Top 20 television programmes viewed by adults aged 25-44 in 2013

| | Title | Channel | Date | Start time | 000s |
|----|---------------------------------------|---------|------------|------------|------|
| 1 | I'M A CELEBRITY GET ME OUT OF HERE! | ITV | 17/11/2013 | 21:02:30 | 4291 |
| 2 | THE X FACTOR | ITV | 22/09/2013 | 19:58:52 | 3480 |
| 3 | BRITAIN'S GOT TALENT | ITV | 08/06/2013 | 19:29:00 | 3408 |
| 4 | DOCTOR WHO | BBC1 | 23/11/2013 | 19:50:02 | 3353 |
| 5 | WIMBLEDON 2013: MEN'S FINAL | BBC1 | 07/07/2013 | 13:53:01 | 3239 |
| 6 | MRS BROWN'S BOYS | BBC1 | 25/12/2013 | 21:31:06 | 3196 |
| 7 | THE X FACTOR RESULTS | ITV | 13/10/2013 | 19:59:27 | 3164 |
| 8 | COMIC RELIEF: FUNNY FOR MONEY | BBC1 | 15/03/2013 | 18:59:00 | 3122 |
| 9 | THE APPRENTICE | BBC1 | 10/07/2013 | 20:59:47 | 3027 |
| 10 | EASTENDERS | BBC1 | 01/01/2013 | 19:59:27 | 2982 |
| 11 | THE VOICE UK | BBC1 | 04/05/2013 | 20:05:02 | 2945 |
| 12 | UEFA CHAMPIONS LEAGUE LIVE | ITV | 05/03/2013 | 19:28:30 | 2896 |
| 13 | MIRANDA | BBC1 | 01/01/2013 | 21:00:26 | 2788 |
| 14 | THE GREAT BRITISH BAKE OFF | BBC2 | 22/10/2013 | 19:59:36 | 2723 |
| 15 | GRAY BARLOW'S BIG BEN BASH | BBC1 | 31/12/2013 | 24:12:25 | 2715 |
| 16 | WIMBLEDON | BBC1 | 05/07/2013 | 18:32:16 | 2704 |
| 17 | TOP GEAR | BBC2 | 03/03/2013 | 20:02:27 | 2642 |
| 18 | STILL OPEN ALL HOURS | BBC1 | 26/12/2013 | 19:46:53 | 2489 |
| 19 | ANT AND DEC'S SATURDAY NIGHT TAKEAWAY | ITV | 23/03/2013 | 19:00:00 | 2468 |
| 20 | FILM: UP (2009) | BBC1 | 01/01/2013 | 18:31:47 | 2466 |

Source: BARB. 1st Jan – 31st Dec 2013, all adults 25-44. Individual airings, highest occurrence only, programmes greater than 15 minutes in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 11: Top 20 television programmes viewed by adults aged 45-64 in 2013

| | Title | Channel | Date | Start time | 000s |
|----|-------------------------------------|---------|------------|------------|------|
| 1 | CALL THE MIDWIFE | BBC1 | 20/01/2013 | 20:00:52 | 4529 |
| 2 | STRICTLY COME DANCING: THE RESULTS | BBC1 | 21/12/2013 | 20:41:10 | 4498 |
| 3 | DOCTOR WHO | BBC1 | 23/11/2013 | 19:50:02 | 4458 |
| 4 | DOWNTON ABBEY | ITV | 10/11/2013 | 21:03:04 | 4437 |
| 5 | STILL OPEN ALL HOURS | BBC1 | 26/12/2013 | 19:46:53 | 4392 |
| 6 | STRICTLY COME DANCING | BBC1 | 21/12/2013 | 18:30:05 | 4291 |
| 7 | I'M A CELEBRITY GET ME OUT OF HERE! | ITV | 17/11/2013 | 21:02:30 | 4259 |
| 8 | BROADCHURCH | ITV | 22/04/2013 | 21:00:16 | 4147 |
| 9 | WIMBLEDON 2013: MEN'S FINAL | BBC1 | 07/07/2013 | 13:53:01 | 4077 |
| 10 | MRS BROWN'S BOYS | BBC1 | 30/12/2013 | 21:32:00 | 4064 |
| 11 | CORONATION STREET | ITV | 21/01/2013 | 20:29:10 | 4004 |
| 12 | BRITAIN'S GOT TALENT | ITV | 11/05/2013 | 19:44:00 | 3966 |
| 13 | THE X FACTOR | ITV | 22/09/2013 | 19:58:52 | 3681 |
| 14 | DOC MARTIN | ITV | 09/09/2013 | 21:00:42 | 3619 |
| 15 | THE X FACTOR RESULTS | ITV | 15/12/2013 | 19:30:00 | 3511 |
| 16 | MIRANDA | BBC1 | 01/01/2013 | 21:00:26 | 3490 |
| 17 | NEW TRICKS | BBC1 | 27/08/2013 | 21:00:32 | 3475 |
| 18 | JONATHAN CREEK | BBC1 | 01/04/2013 | 20:59:53 | 3460 |
| 19 | SHETLAND | BBC1 | 10/03/2013 | 21:01:56 | 3351 |
| 20 | THE GREAT BRITISH BAKE OFF | BBC2 | 22/10/2013 | 19:59:36 | 3339 |

Source: BARB. 1st Jan – 31st Dec 2013, all adults 45-64. Individual airings, highest occurrence only, programmes greater than 15 minutes in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.

Table 12: Top 20 television programmes viewed by adults aged 65+ in 2013

| | Title | Channel | Date | Start time | 000s |
|----|--|---------|------------|------------|------|
| 1 | STRICTLY COME DANCING: THE RESULTS | BBC1 | 21/12/2013 | 20:41:10 | 4647 |
| 2 | DOWNTON ABBEY | ITV | 10/11/2013 | 21:03:04 | 4484 |
| 3 | STRICTLY COME DANCING | BBC1 | 21/12/2013 | 18:30:05 | 4482 |
| 4 | FOYLE'S WAR | ITV | 24/03/2013 | 20:04:06 | 4237 |
| 5 | STILL OPEN ALL HOURS | BBC1 | 26/12/2013 | 19:46:53 | 4037 |
| 6 | NEW TRICKS | BBC1 | 30/07/2013 | 21:01:12 | 3932 |
| 7 | CALL THE MIDWIFE | BBC1 | 20/01/2013 | 20:00:52 | 3905 |
| 8 | DOC MARTIN | ITV | 02/09/2013 | 21:00:19 | 3712 |
| 9 | COUNTRYFILE | BBC1 | 03/11/2013 | 18:22:03 | 3692 |
| 10 | LAST TANGO IN HALIFAX | BBC1 | 26/11/2013 | 21:01:54 | 3525 |
| 11 | LEWIS | ITV | 07/01/2013 | 21:01:00 | 3510 |
| 12 | SHETLAND | BBC1 | 10/03/2013 | 21:01:56 | 3322 |
| 13 | MIDSOMER MURDERS | ITV | 30/01/2013 | 20:02:33 | 3297 |
| 14 | BROADCHURCH | ITV | 22/04/2013 | 21:00:16 | 3258 |
| 15 | WIMBLEDON 2013: MEN'S FINAL | BBC1 | 07/07/2013 | 13:53:01 | 3227 |
| 16 | THE ROYAL BRITISH LEGION FESTIVAL OF REMEMBRANCE | BBC1 | 09/11/2013 | 21:15:28 | 3205 |
| 17 | CORONATION STREET | ITV | 25/03/2013 | 20:29:42 | 3187 |
| 18 | MR SELFRIDGE | ITV | 06/01/2013 | 21:02:30 | 3176 |
| 19 | THE VILLAGE | BBC1 | 31/03/2013 | 21:00:32 | 3164 |
| 20 | DEATH IN PARADISE | BBC1 | 08/01/2013 | 21:00:00 | 3164 |

Source: BARB. 1st Jan – 31st Dec 2013, all adults 65+. Individual airings, highest occurrence only, programmes greater than 15 minutes in duration. HD variants are included in the core channel. +1 channels are treated as separate channels.