

Reference: 628999

Jerin John
Information Rights Adviser
Information.requests@ofcom.org.uk

2 November 2018

Freedom of Information: Right to know request

Thank you for your request for information about the Communications Market Report 2018.

This was received by Ofcom on 15 October and it has been considered under the Freedom of Information Act 2000.

You asked:

The report provides the % reach of the top 10 social media sites/apps. I would like a list (preferably with % reach) of all social media sites/apps known to have a 5% or higher reach (British or UK or English audience). It would be helpful if this data was for 2017 and/or 2018.

We do not hold a list of “all social media sites/apps known to have a 5% or higher reach”. For the purposes of the CMR 2018 report, we acquired the published data from comScore, the data owner, and would advise you to contact them in relation to your request.

If you have any queries, please contact information.requests@ofcom.org.uk. Please remember to quote the reference number above in any future communications.

Yours sincerely,

Jerin John

If you are unhappy with the response or level of service you have received in relation to your request from Ofcom, you may ask for an internal review. If you ask us for an internal review of our decision, it will be treated as a formal complaint and will be subject to an independent review within Ofcom. We will acknowledge the complaint and inform you of the date by which you might expect to be told the outcome.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Corporation Secretary
Ofcom
Riverside House
2a Southwark Bridge Road

Ofcom
Riverside House
2a Southwark Bridge Road
London SE1 9HA

Switchboard: +44 (0)20 7981 3000
or +44 (0)300 123 3000

www.ofcom.org.uk

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If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF