

ICMR 2015: Internet and Online Content

Chart pack

Figure 6.1

Internet and online content: key international statistics

	UK	FRA	GER	ITA	USA	JPN	AUS	ESP	SWE	NED	POL	SGP	KOR	BRA	RUS	IND	CHN	NGA
Online universe (m)* (2015)	39.8	37.0	51.2	26.5	204	73.7	16.0	21.5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Fixed broadband connections per 100 population† (2014)	37	40	35	23	30	39	29	28	34	41	21	33	39	11	19	1	18	0
Dedicated mobile data connections per 100 population‡ (2014)	8	6	10	11	9	12	26	4	23	6	15	2	1	3	14	1	1	3
Internet access via a smartphone/mobile phone (%)‡ (2015)	61	59	62	82	53	60	64	83	69	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: IHS / Industry data / Ofcom / comScore

*comScore MMX, August 2015, home and work panel, persons 15+

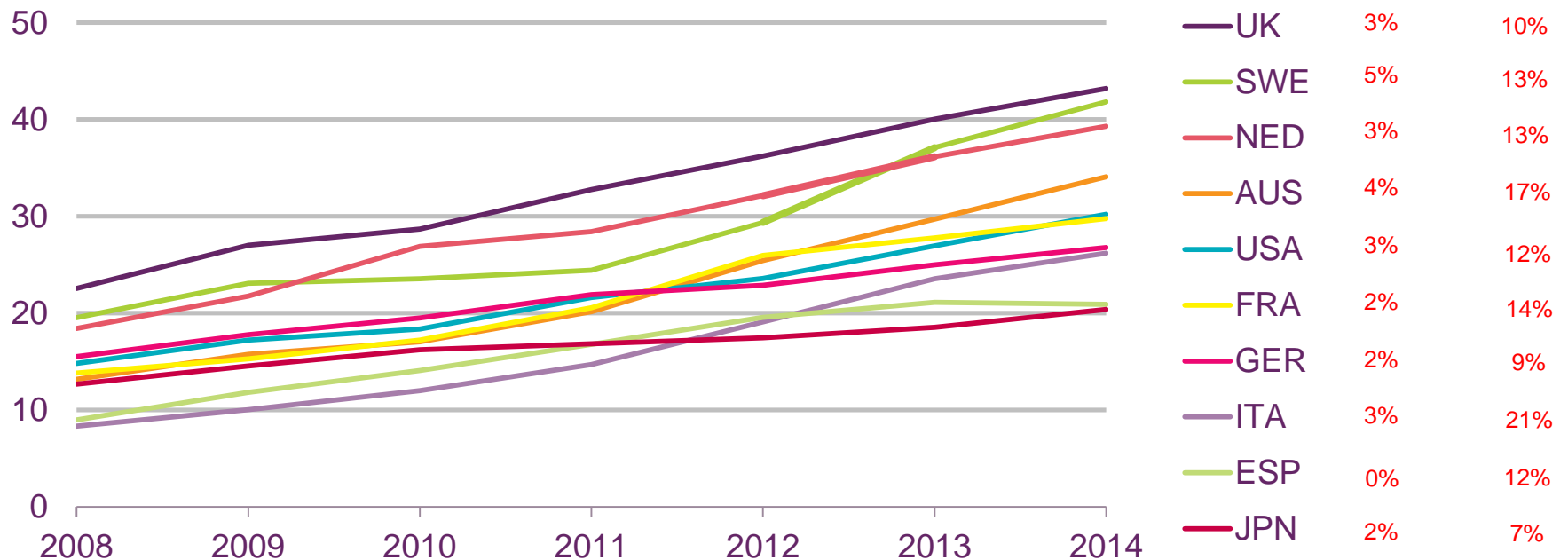
† IHS / Industry data / Ofcom, 2015.

‡ Ofcom consumer research September-October

Figure 6.2a

Internet share of total advertising spend

Internet share of all advertising spend (%)



Source: Warc data (www.warc.com)

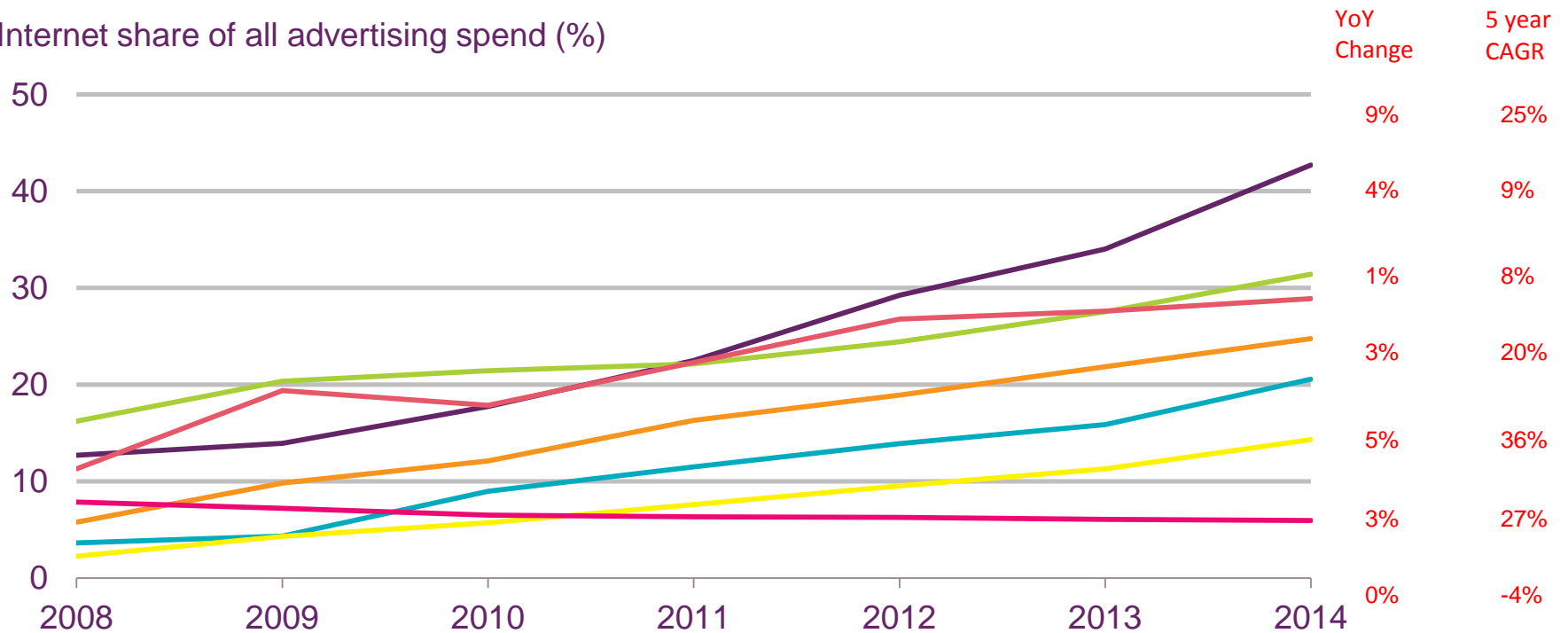
Please refer to notes on adspend data for further detail and source information.

<http://www.warc.com/NotesOnAdspendData>

Figure 6.2b

Internet share of total advertising spend

Internet share of all advertising spend (%)



Source: Warc data (www.warc.com)

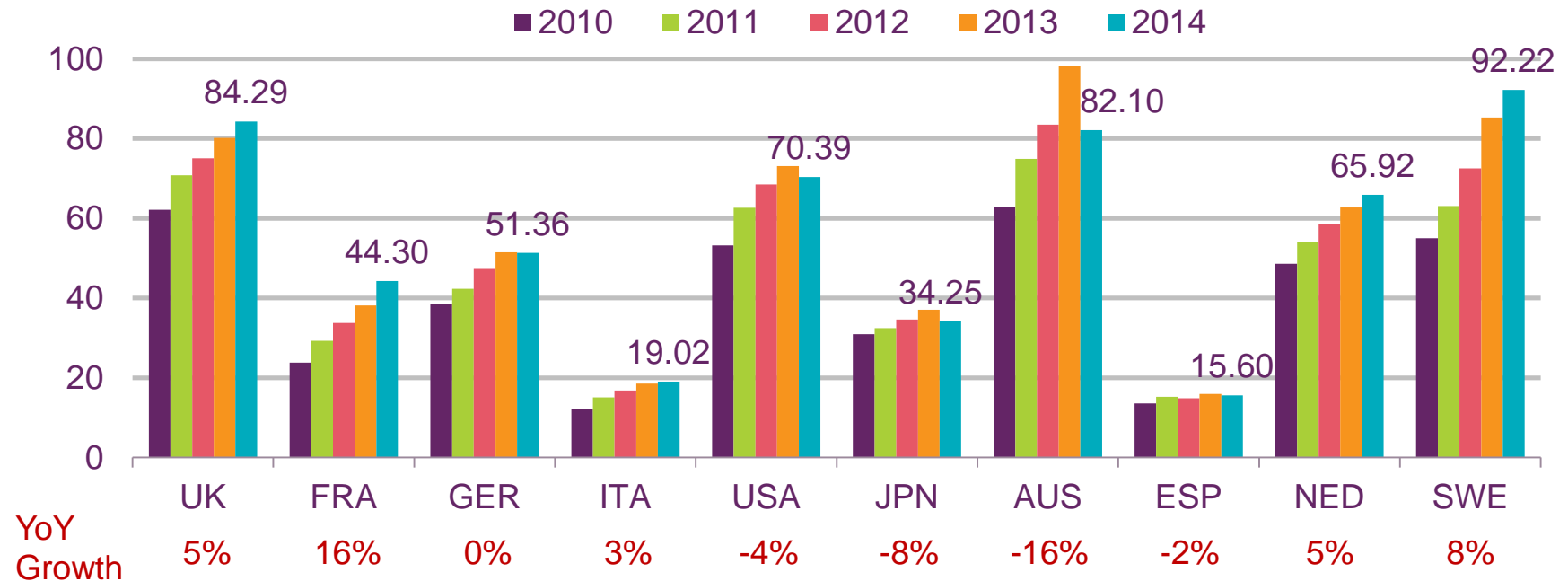
Please refer to notes on adspend data for further detail and source information.

<http://www.warc.com/NotesOnAdspendData>

Figure 6.3a

Fixed internet advertising expenditure per head: 2010-14

Internet advertising spend per head (£)

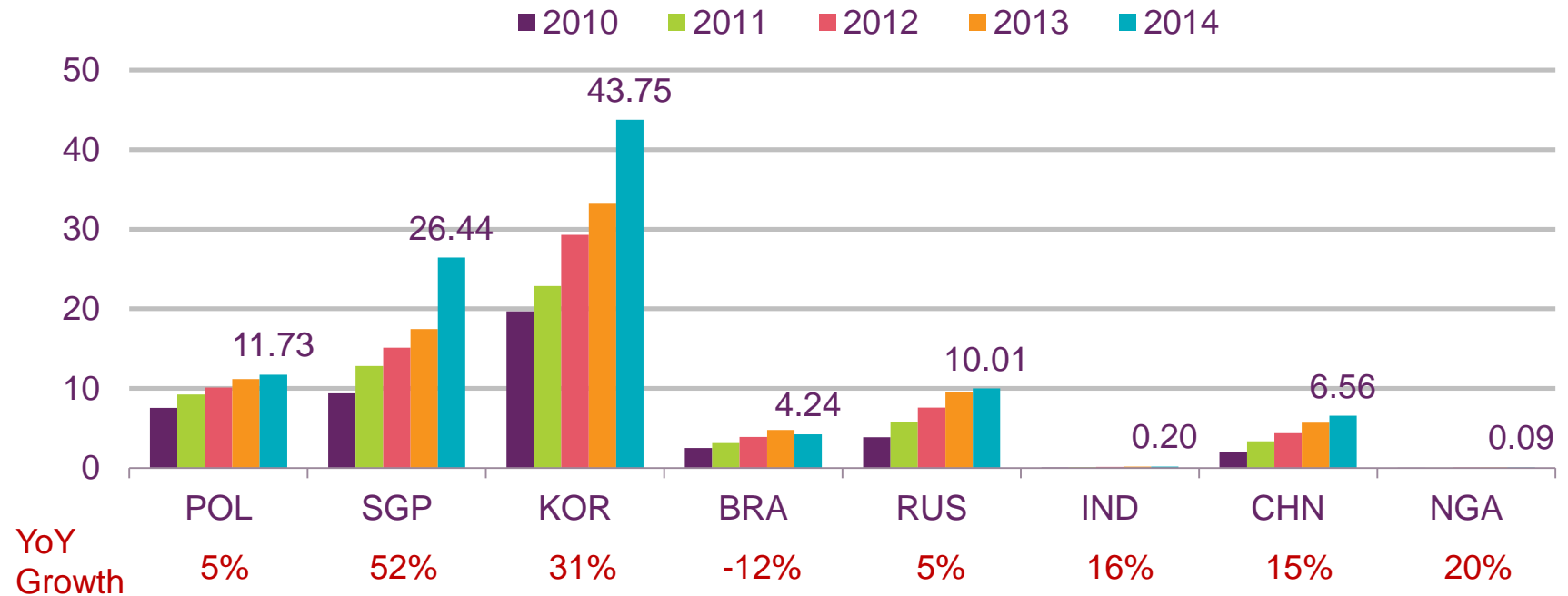


Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2015-2019 @ pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Population figures from Ofcom/HIS. All figures expressed in nominal terms.

Figure 6.3b

Fixed internet advertising expenditure per head: 2010-14

Internet advertising spend per head (£)



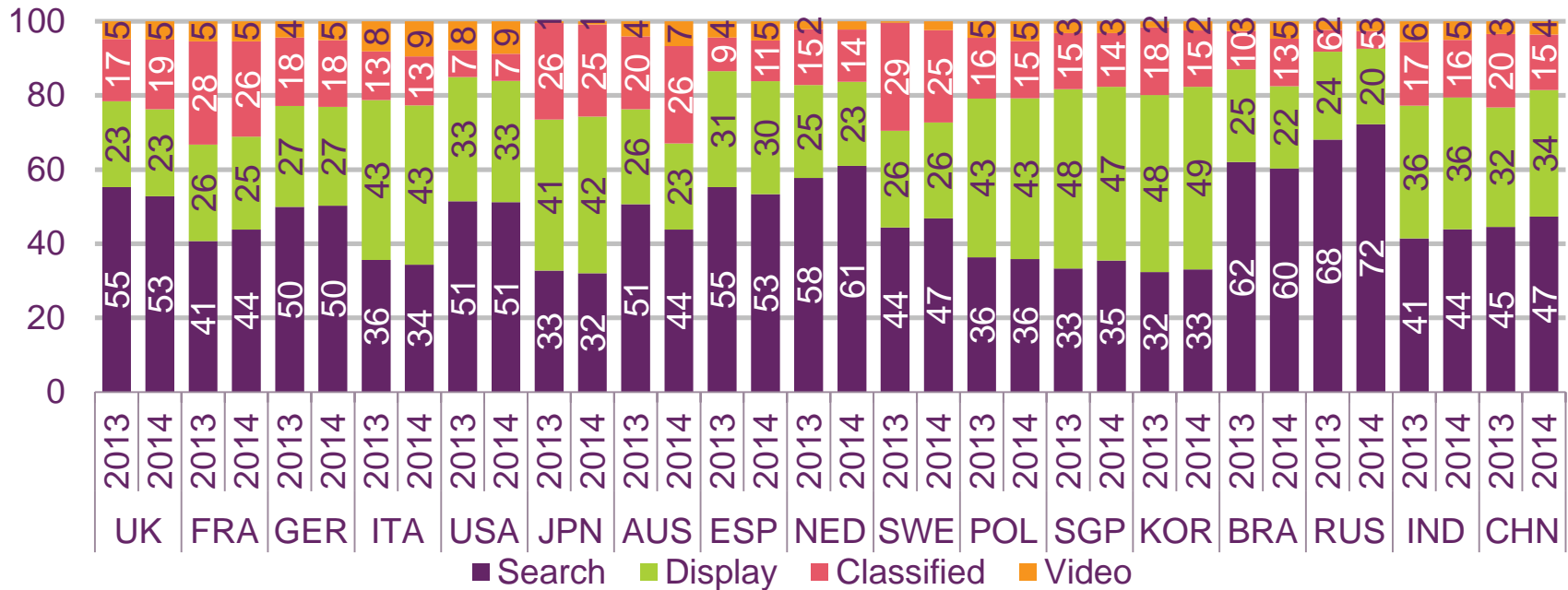
Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2015-2019 @ pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility.

Population figures from Ofcom/HIS. All figures expressed in nominal terms.

Figure 6.4

Fixed internet advertising expenditure, by category: 2013-14

Proportion of internet advertising revenue (%)

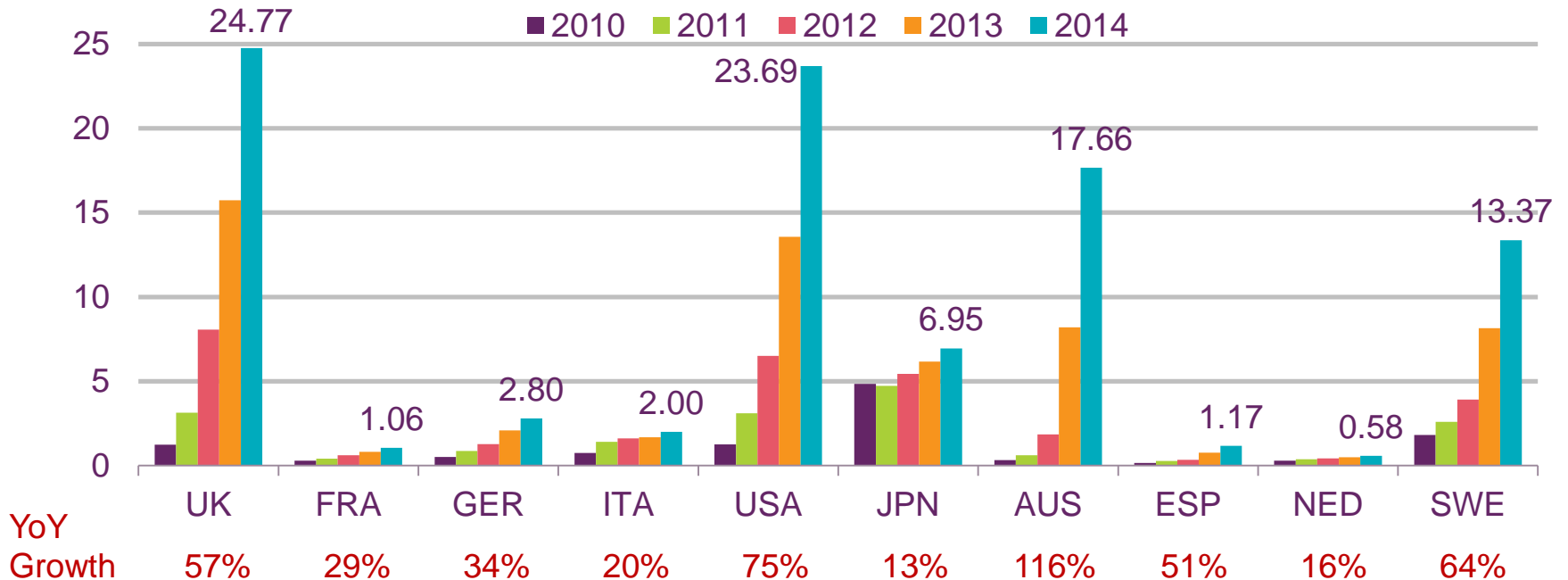


Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2015-2019 @ pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility

Figure 6.5a

Mobile internet advertising expenditure per head: 2010-14

Internet advertising spend per head (£)

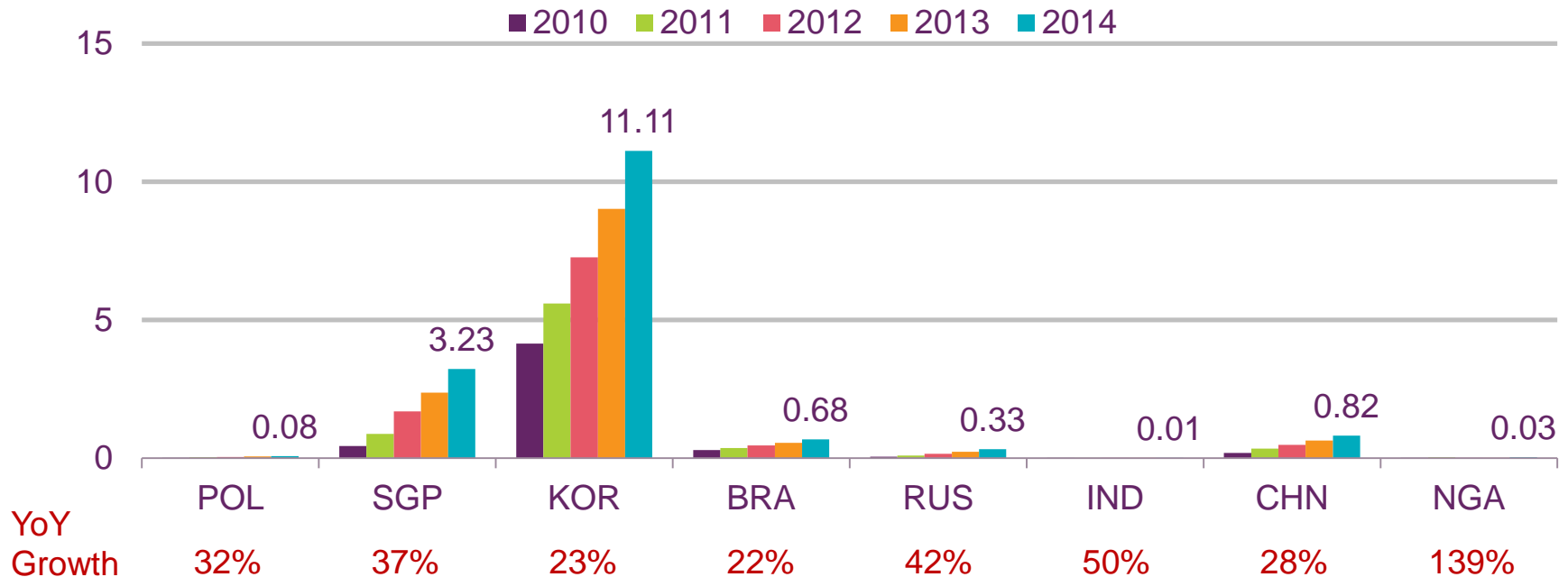


Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2015-2019 @ pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Population figures from Ofcom/HIS. All figures expressed in nominal terms.

Figure 6.5b

Mobile internet advertising expenditure per head: 2010-14

Internet advertising spend per head (£)

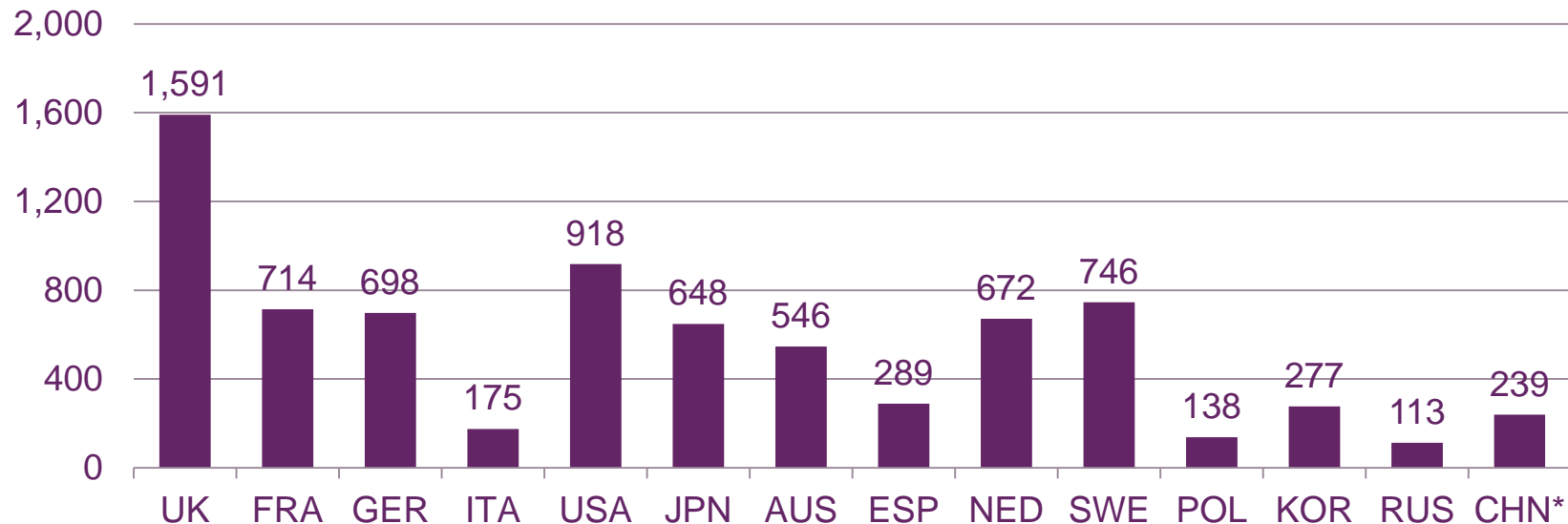


Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2015-2019 @ pwc.com/outlook. Interpretation and manipulation of data are solely Ofcom's responsibility. Population figures from Ofcom/HIS. All figures expressed in nominal terms.

Figure 6.6

Value of B2C e-commerce, per head: 2014

Value per head (£)



Source: European B2C e-commerce report 2015, Ecommerce Europe

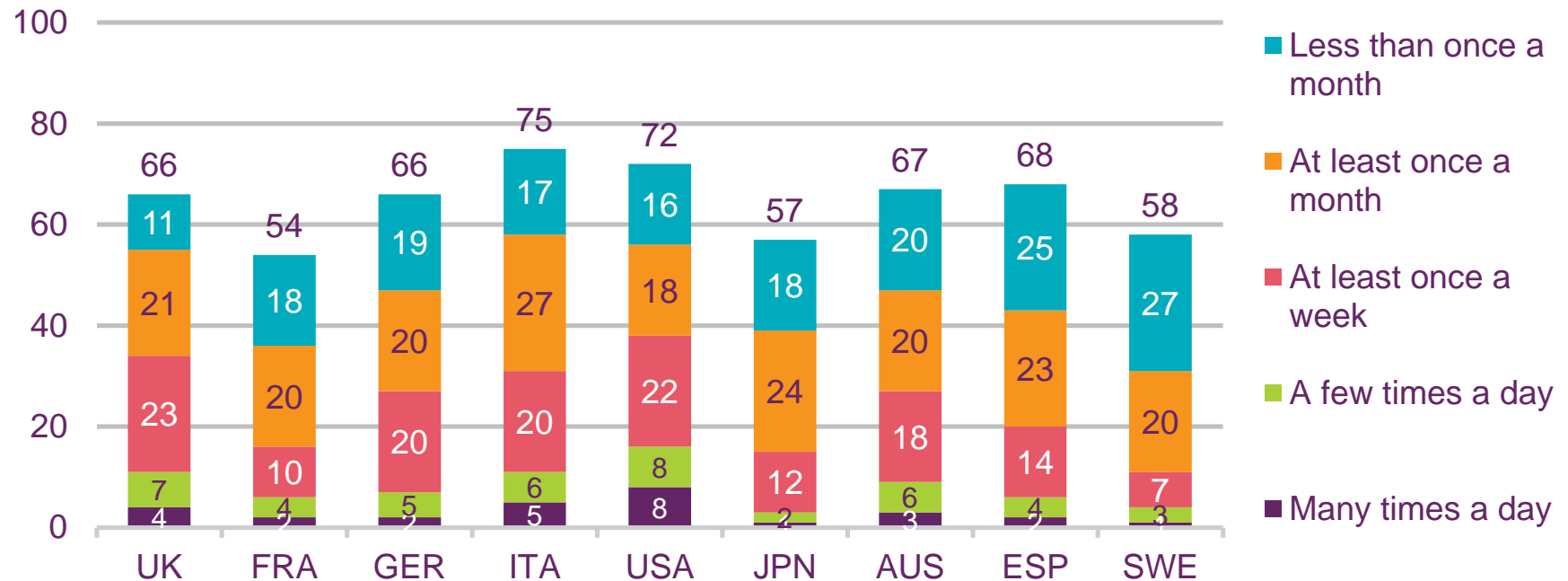
Notes: Values converted from Euros to British Sterling (£1 = €1.23916319291147). Population figures from Ofcom/IHS.

*China also includes C2C goods and services.

Figure 6.7

Use of smartphone to shop online

Respondents (%)



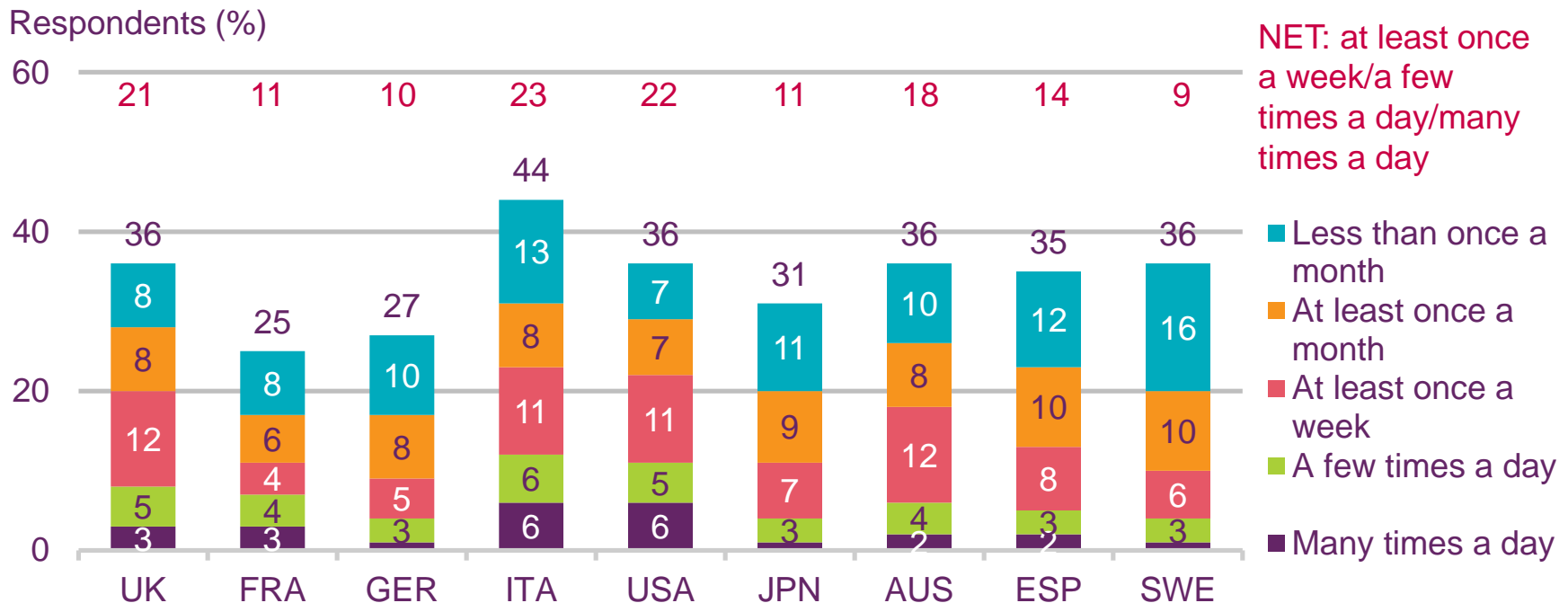
Source: Ofcom consumer research September-October 2015

Base: All respondents with a mobile phone who use a smartphone, UK=631, FRA=602, GER=688, ITA=759, USA=501, JAP=693, AUS=598, ESP=780, SWE=695

Q.27 How often, if at all, do you use your main mobile phone to do each of the following? Shop online

Figure 6.8

Use of smartphone to make payments



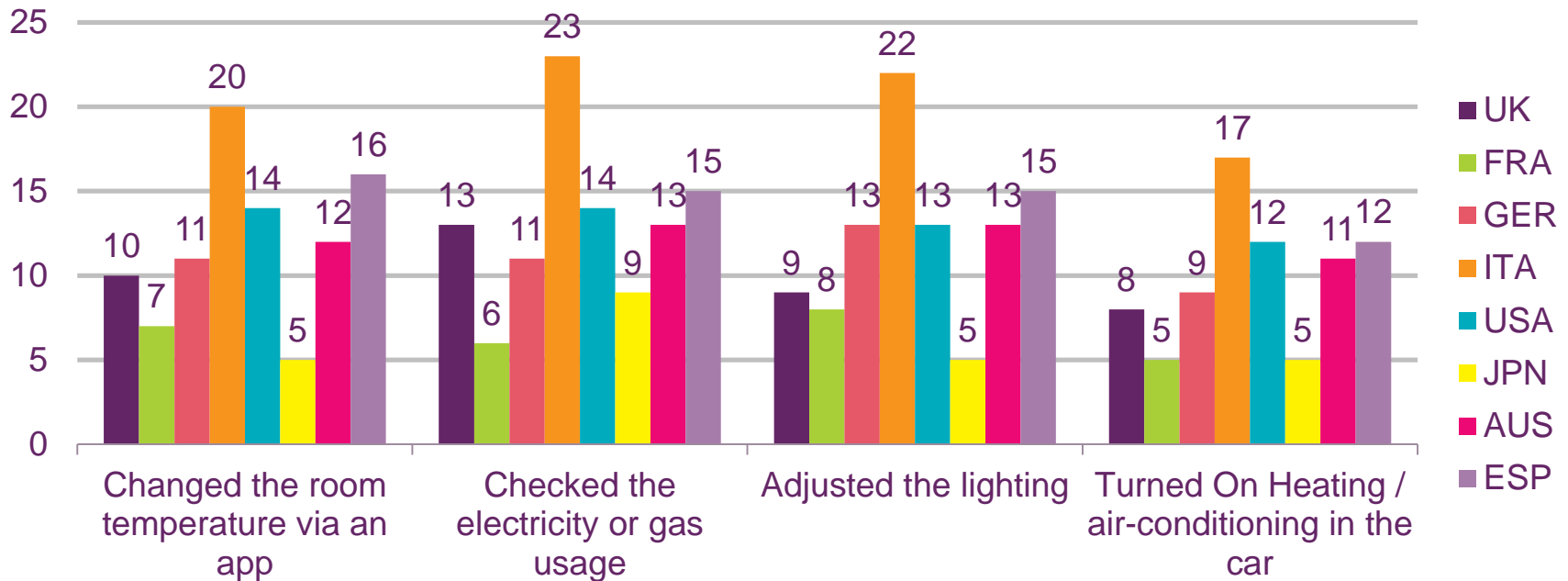
Source: Ofcom consumer research September-October 2015

Base: All respondents with a mobile phone, UK=915, FRA=881, GER=931, ITA=945, USA=784, JAP=830, AUS=824, ESP=923, SWE=918; Q.27 How often, if at all, do you use your main mobile phone to do each of the following? Pay for goods or services (i.e. using an app/mobile wallet, QR code, NFC, premium rate text etc. and not simply paying via a card on a supplier's website)

Figure 6.9

Use of smartphones for selected home and car control and monitoring activities

Respondents (%)



Source: Deloitte Global Mobile Consumer Survey 2015

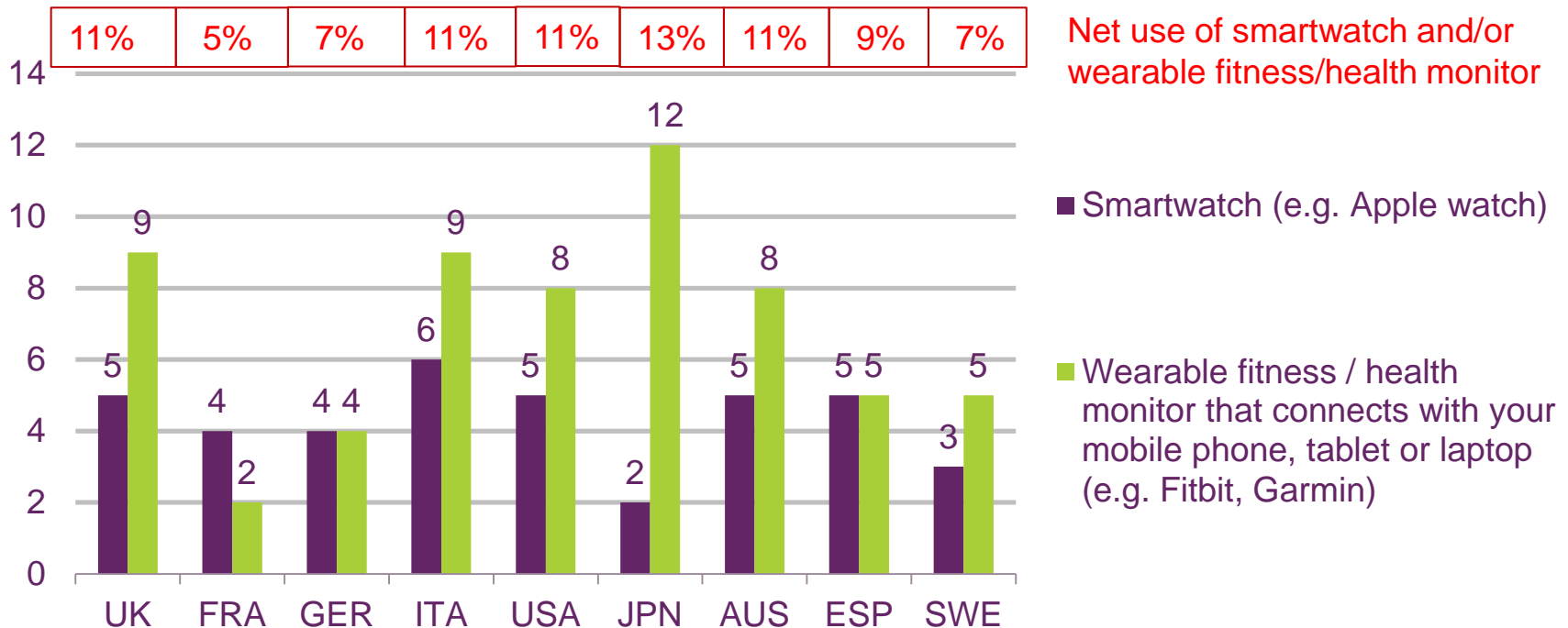
Base: All adults who have a smartphone (UK N=3039, FRA N=1407, GER N=1491, JPN N=952, ITA N=1589, USA N=1458, AUS N=1582, ESP N=1755)

Q: How frequently, if at all, do you do each of the following on your phone? (ever)

Figure 6.10

Use of wearable devices

Respondents (%)



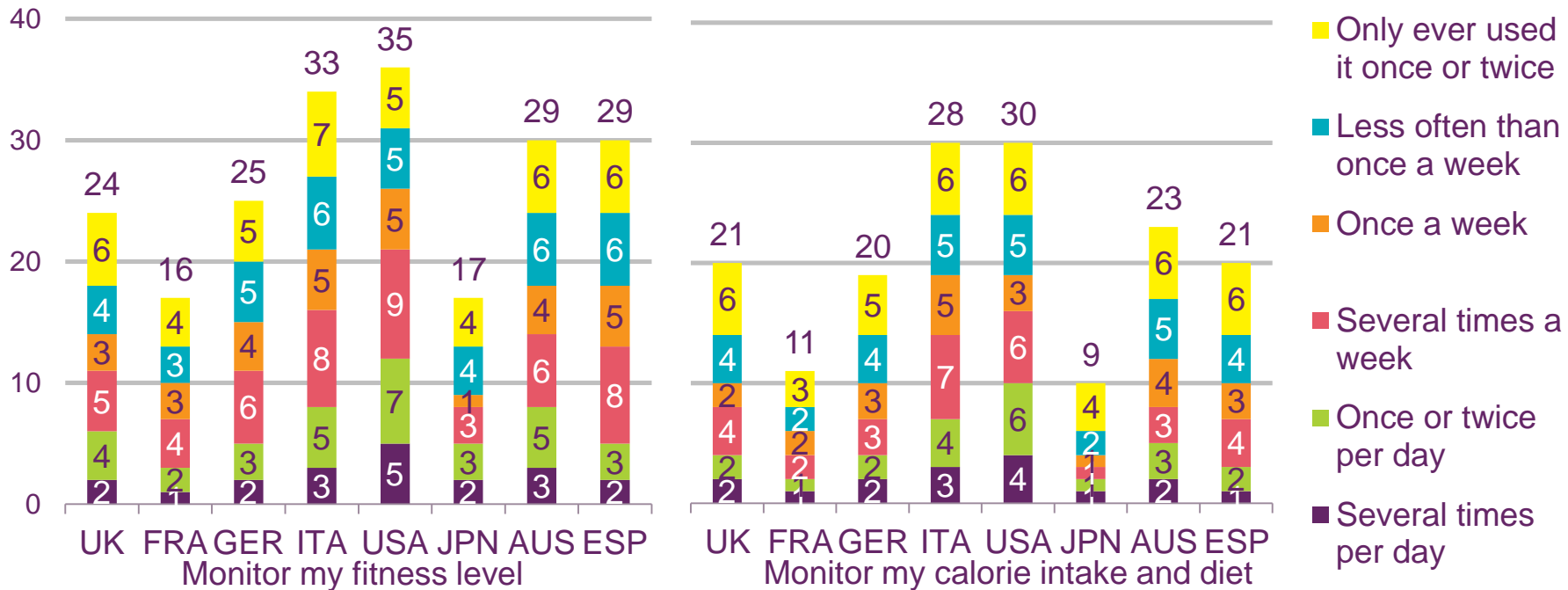
Source: Ofcom consumer research September – October 2015

Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004 Q.4a Which of the following devices do you personally use? 1) smartwatch (e.g. Apple watch) 2) wearable fitness / health monitor that connects with your mobile phone, tablet or laptop (e.g. Fitbit, Garmin).

Figure 6.11

Use of smartphone for diet and fitness monitoring

Respondents (%)



Source: Deloitte Global Mobile Consumer Survey 2015

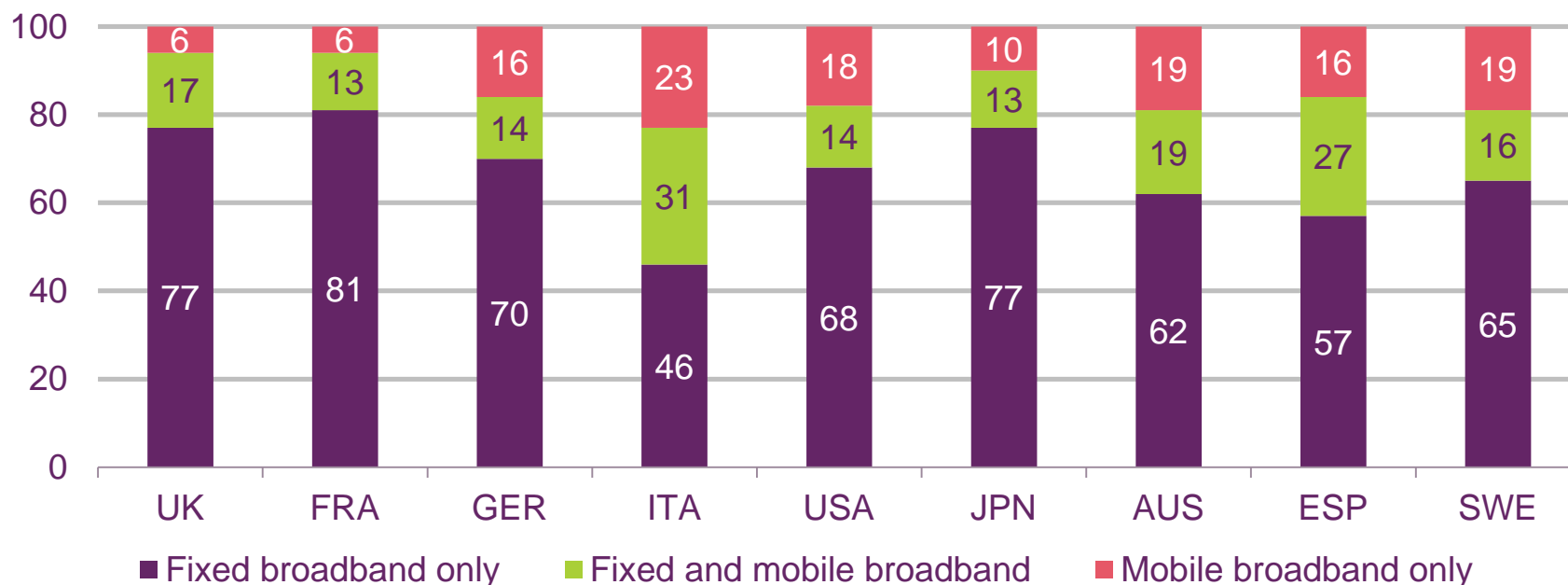
Base: All adults who have a smartphone (UK N=3039, FRA N=1407, GER N=1491, JPN N=952, ITA N=1589, USA N=1462, AUS N=1582, ESP N=1755)

Q63: How Frequently, If At All, Do You Do Each Of The Following On Your Phone?

Figure 6.12

Take-up of fixed and mobile broadband

Proportion of respondents with broadband in the home (%)



Source: Ofcom consumer research September – October 2015

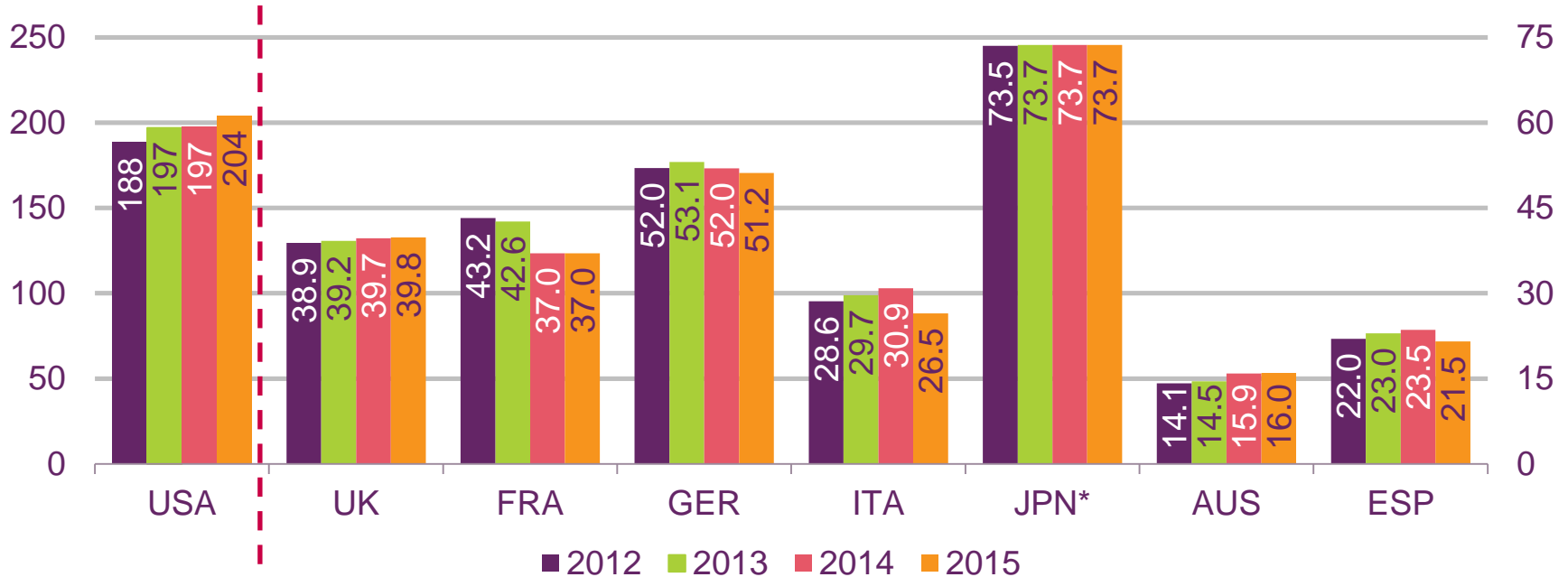
Base: All respondents with broadband, UK=915, FRA=930, GER=842, ITA=861, USA=723, JPN=740, AUS=894, ESP=879, SWE=915

Q.3b Which of the following services do you have in your home?

Figure 6.13

Active audience on laptop and desktop computers: 2012-15

Online audience (millions)



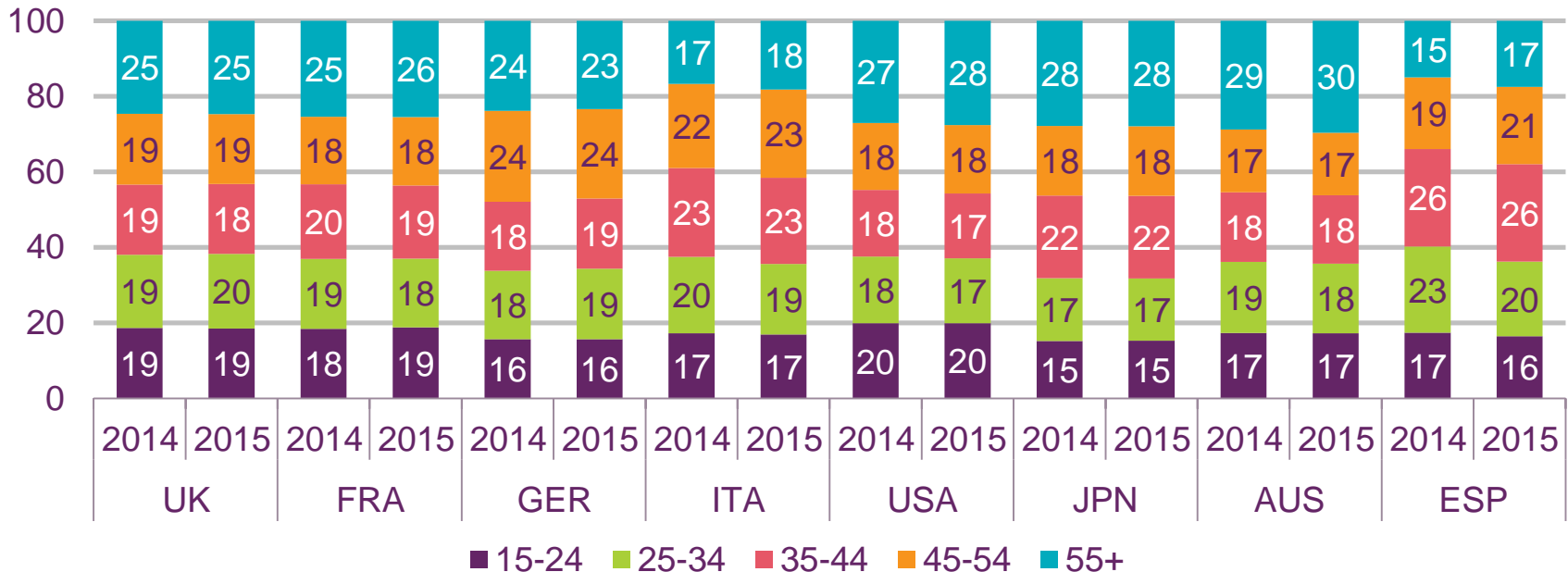
Source: comScore MMX, work and home panel, August 2012 to August 2015, persons 15+

Note: Changes in comScore methodology occurred in September 2014 for Italy, in July 2014 for Germany and in April 2014 for Australia. Data before these dates should be treated with caution and should not be compared directly with current data.

Figure 6.14

Active audience on a laptop or desktop computer, by age: 2014- 2015

Share of online audience (%)



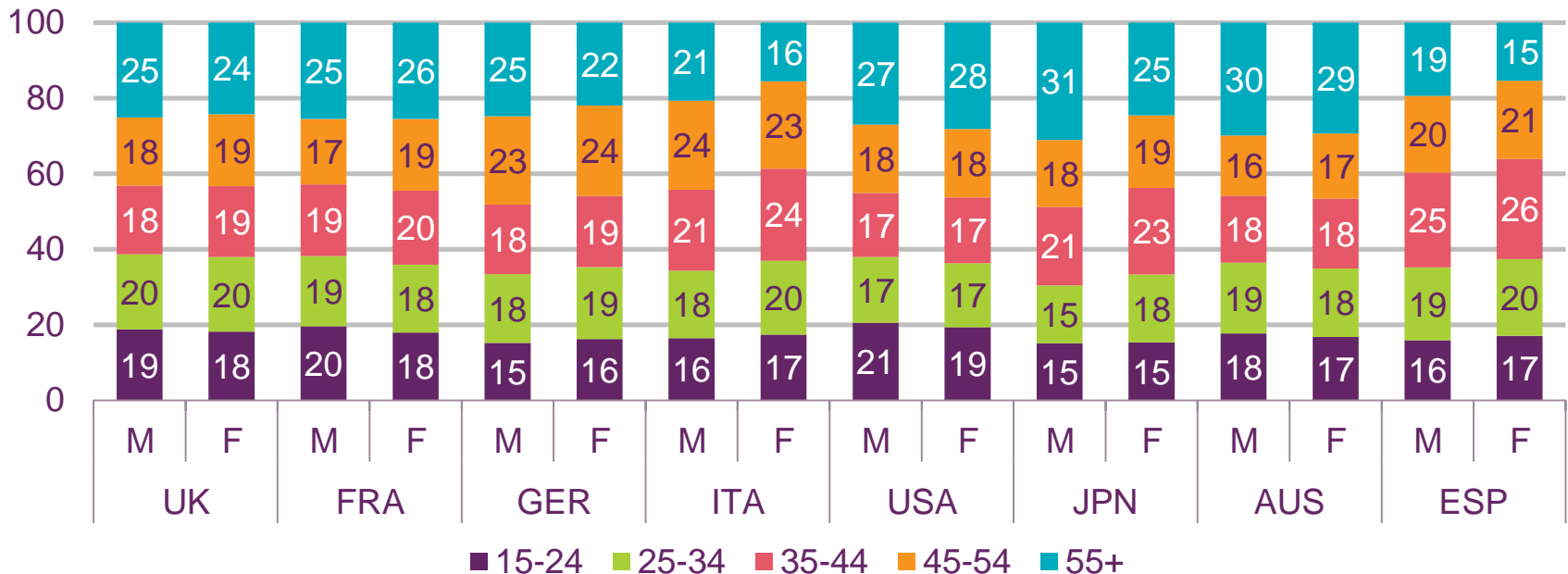
Source: comScore MMX, home and work panel, August 2014 and August 2015, persons 15+

Note: Changes in comScore methodology occurred in September 2014 for Italy, in July 2014 for Germany and in April 2014 for Australia. Data before these dates should be treated with caution and should not be compared directly with current data.

Figure 6.15

Active audience on a laptop or desktop computer, by age and gender:
August 2015

Share of online audience (%)



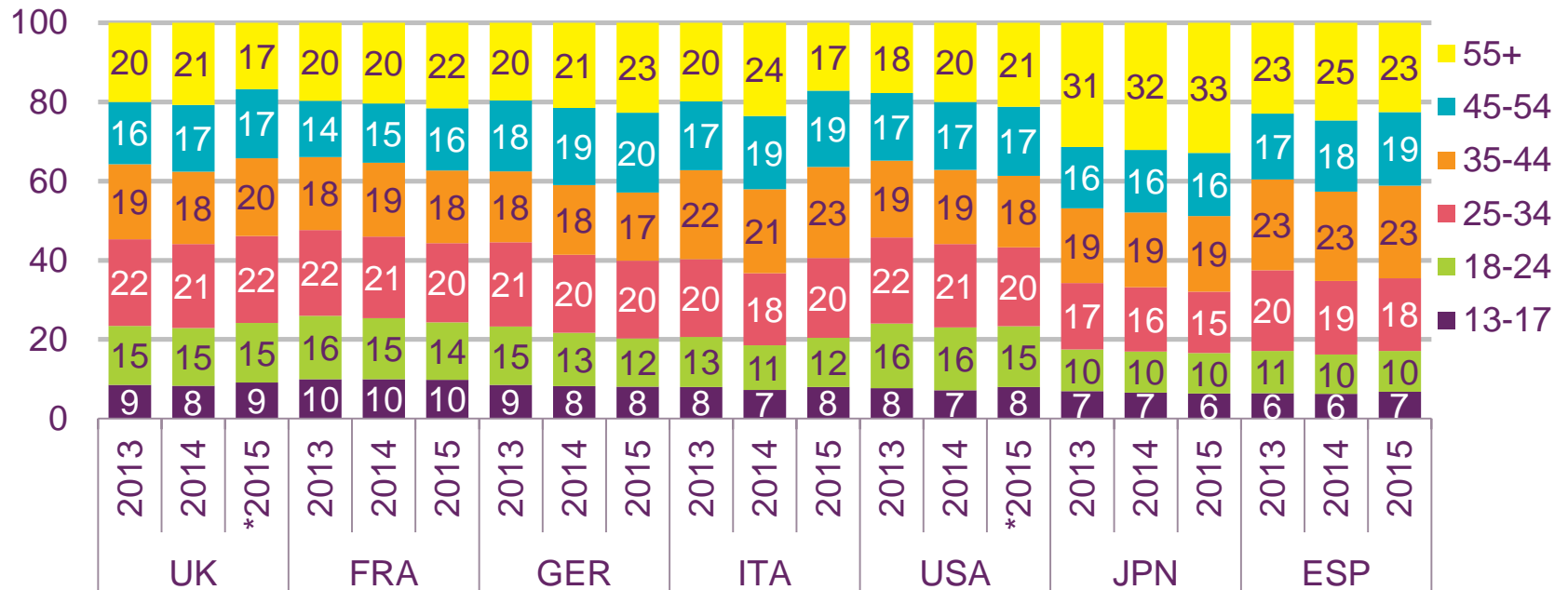
Source: comScore MMX, home and work panel, August 2015, persons 15+

Note: Changes in comScore methodology occurred in September 2014 for Italy, in July 2014 for Germany and in April 2014 for Australia. Data before these dates should be treated with caution and should not be compared directly with current data.

Figure 6.16

Mobile internet users, by age

Mobile internet users 13+ (%)



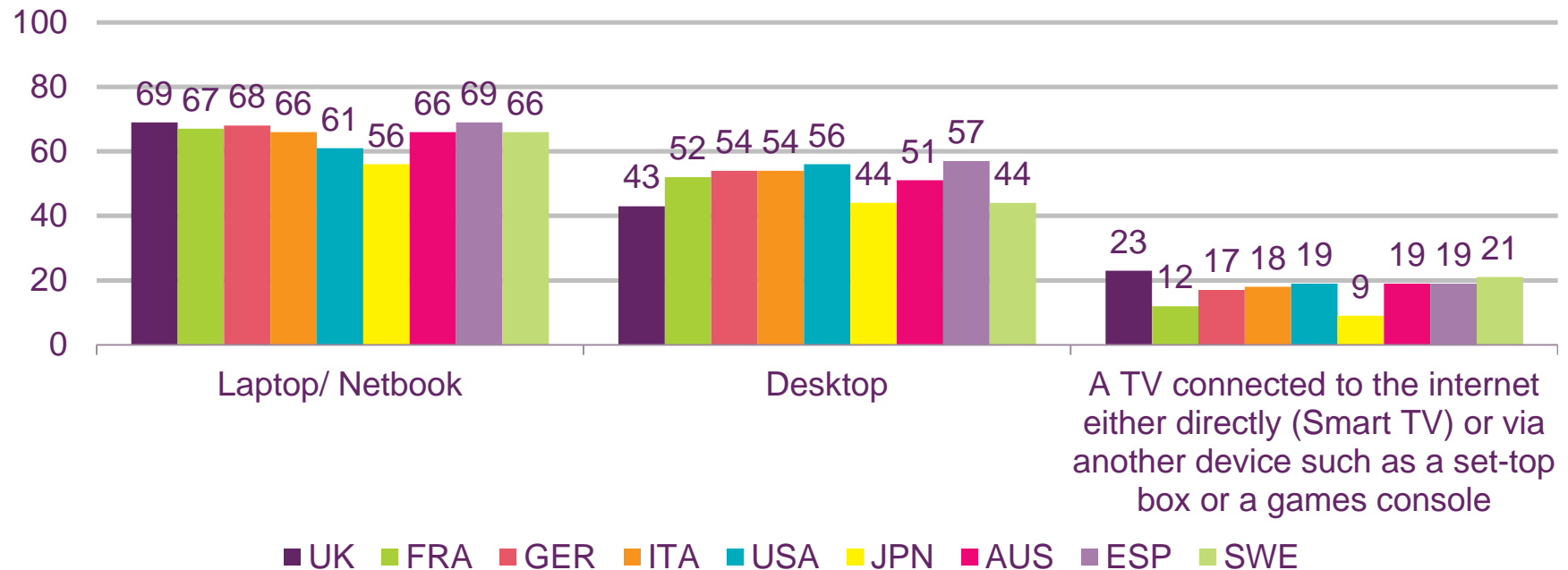
Source: comScore MobiLens, August 2013 (three-month average), August 2014 (three-month average), and August 2015 (three month average), mobile internet users aged 13+

Note: *For August 2015 (three-month average) UK and US results are from comScore MobiLens Plus

Figure 6.17

Fixed devices used to access the internet

Respondents (%)



Source: Ofcom consumer research September – October 2015

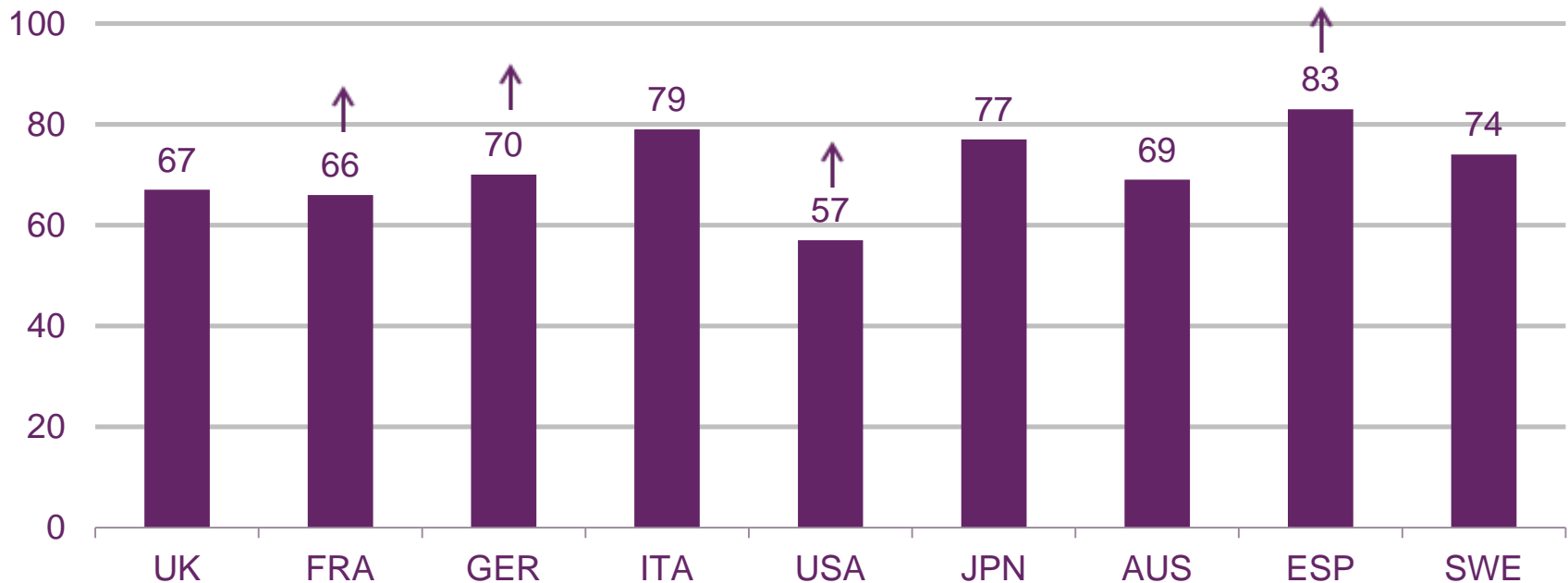
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.7a Which of the following devices do you use to access the internet?

Figure 6.18

Take-up of smartphones

Respondents (%)



Source: Ofcom consumer research September-October 2015

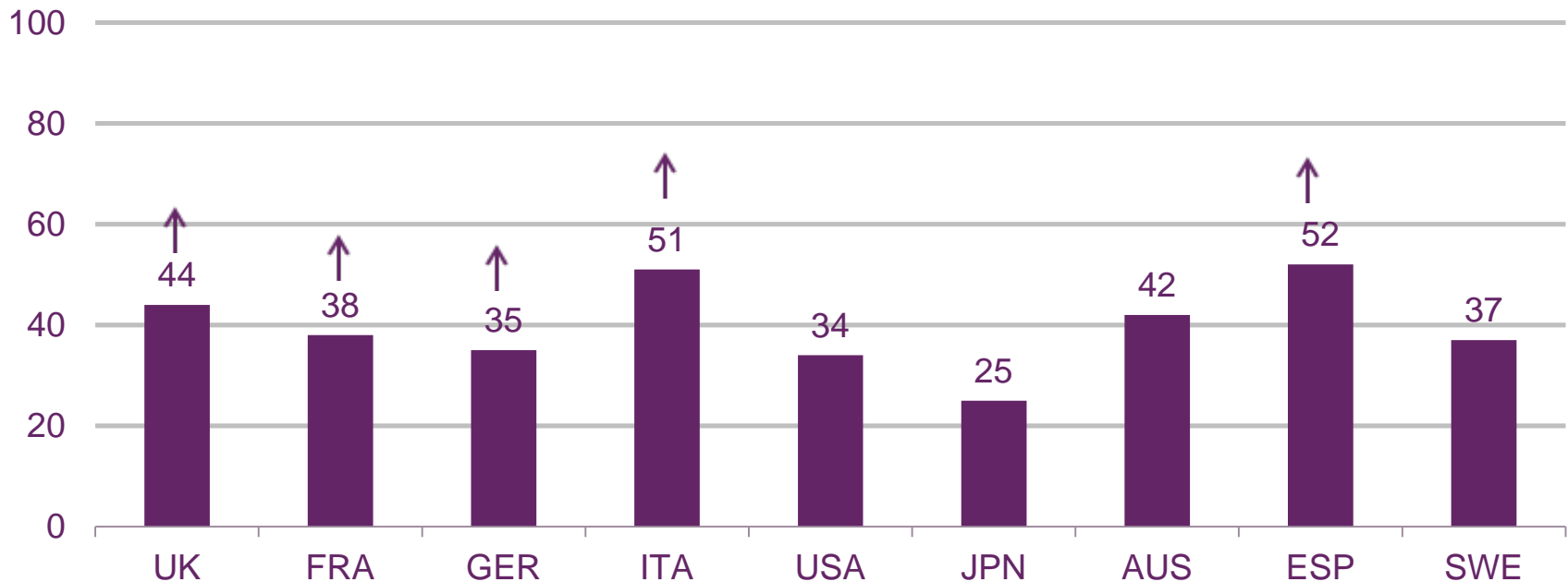
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004; Q.4a Which of the following devices do you personally use?

Note: Direction of arrow indicates a statistically significant difference compared to last year.

Figure 6.19

Personal use of tablets

Respondents (%)



Source: Ofcom consumer research September – October 2015

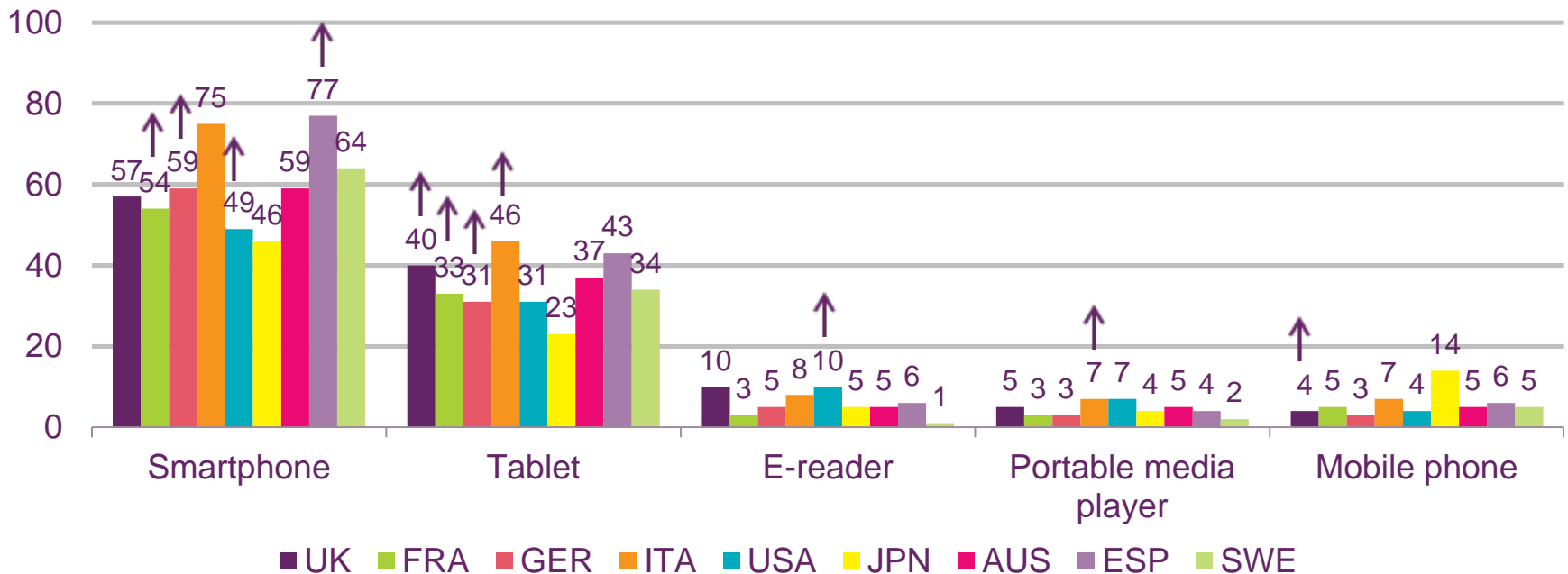
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004; Q.4a Which of the following devices do you personally use?

Note: Direction of arrow indicates a statistically significant difference compared to last year.

Figure 6.20

Portable devices used to access the internet

Respondents (%)



Source: Ofcom consumer research September – October 2015

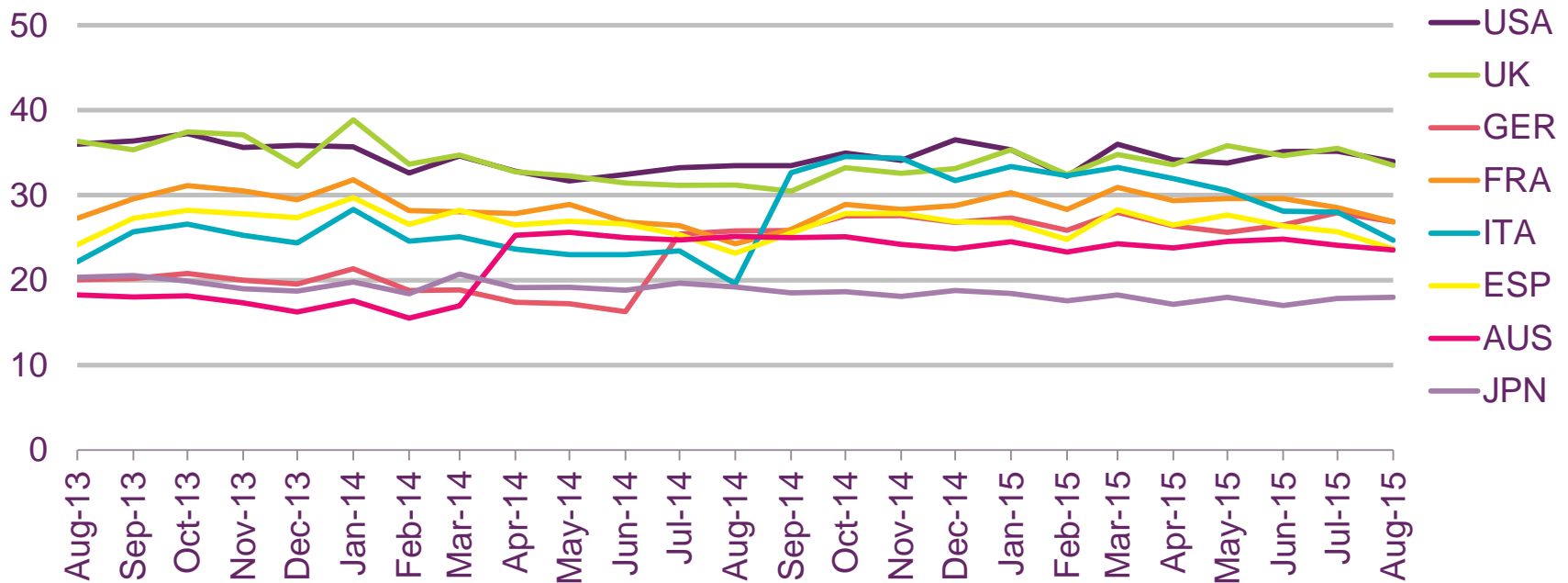
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004 Q.7a Which of the following devices do you use to access the internet?

Note: Direction of arrow indicates a statistically significant difference compared to last year.

Figure 6.21

Average time spent browsing on a laptop or desktop computer

Hours per month



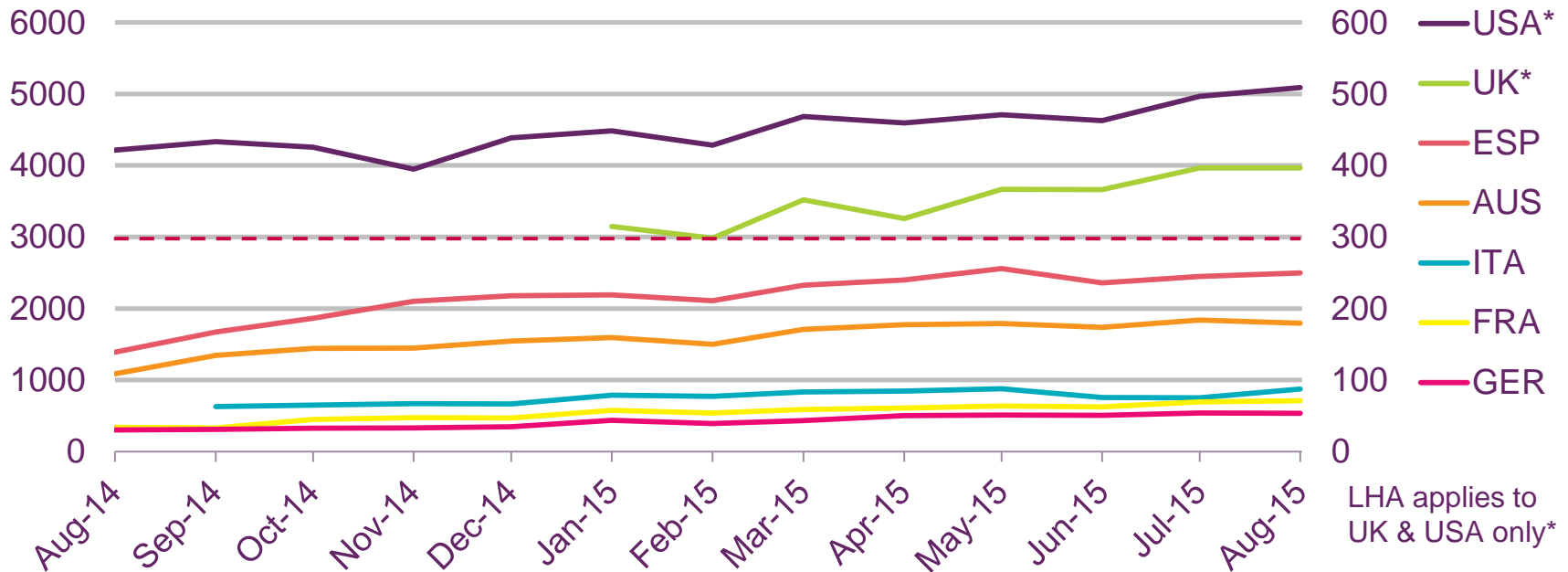
Source: comScore MMX, work and home panel, August 2013 to August 2015, persons 15+

Note: Comparisons between data before and after January 2013 in the UK, March 2013 in the US, and July 2013 in France, Spain and Italy should be treated with caution due to a change in panel weighting methodology. Changes in comScore methodology occurred in September 2014 for Italy, in July 2014 for Germany and in April 2014 for Australia. Data before these dates should be treated with caution and should not be compared directly with current data.

Figure 6.22

Average time spent browsing on a smartphone

Minutes per month



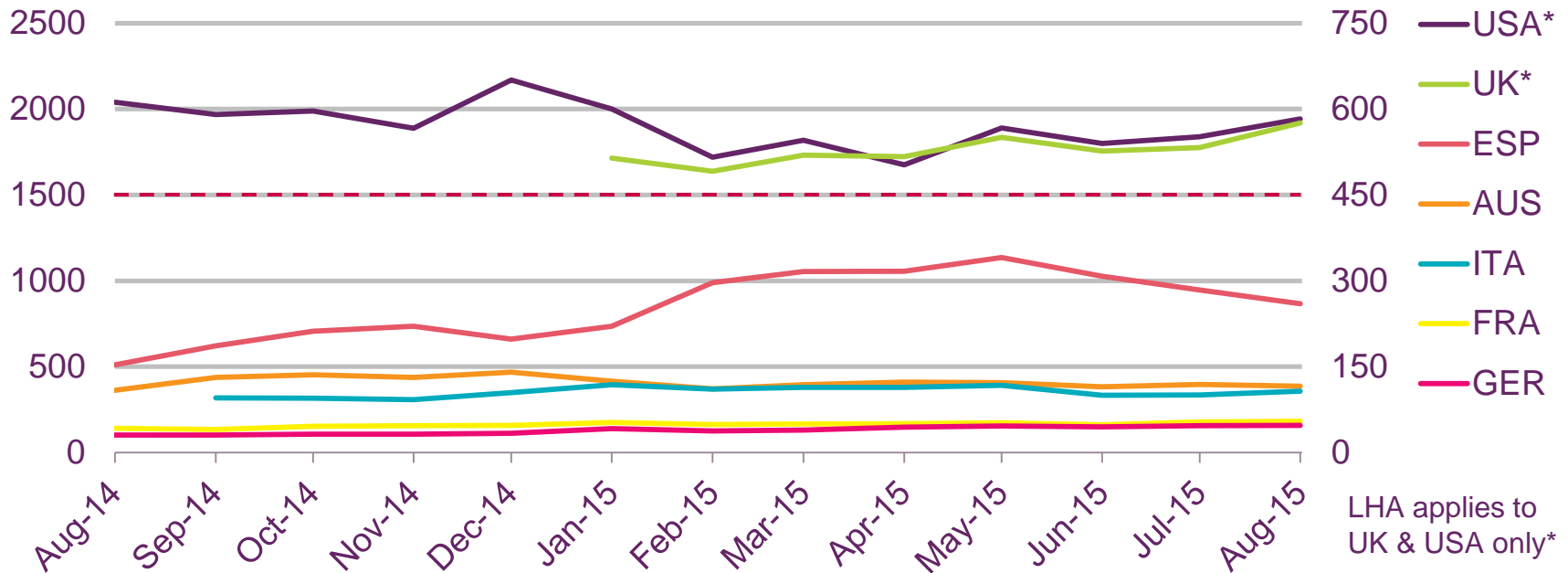
Source: comScore Mobile Metrix, August 2014 to August 2015 (where available), adults 18+, browsing and application combined.

Note: *Mobile Metrix in the US and the UK is supplemented by panel data and should not be directly compared with the remaining comparator countries which have a related but different methodology. LHA denotes Left hand axis.

Figure 6.23

Average time spent browsing on a tablet

Minutes per month



Source: comScore Mobile Metrix, August 2014 to August 2015 (where available), persons 18+, browsing and application combined.

Note: *Mobile Metrix in the US and the UK is supplemented by panel data and should not be directly compared with the remaining comparator countries which have a related but different methodology. LHA denotes left hand axis.

Figure 6.24

Top ten web properties accessed on a laptop and desktop computer, by country

	UK	FRA	GER	ITA	USA	JPN	AUS	ESP
1	Google Sites -	Google Sites -	Google Sites -	Google Sites -	Google Sites -	Google Sites -	Google Sites -	Google Sites -
2	Microsoft Sites +1	Facebook +1	Facebook -	Facebook -	Facebook +2	Yahoo Sites -	Microsoft Sites -	Facebook -
3	Facebook -1	Microsoft Sites -1	Microsoft Sites +2	ItaliaOnline -	Yahoo Sites -1	Microsoft Sites +1	Facebook -	Microsoft Sites -
4	Amazon Sites +1	CCM-Benchmark +1	Amazon Sites -1	Microsoft Sites +1	Microsoft Sites -1	FC2 inc. -1	Yahoo Sites -	Unidad Medios Digitales -
5	BBC Sites +1	Webedia Sites -1	eBay -1	Banzai +1	Amazon Sites +1	LINE Corporation N	News Corp Australia N	Prisa +2
6	eBay +1	Yahoo Sites -	Axel Springer SE -	Wikimedia Foundation Sites +1	AOL, Inc. -1	DMM +2	TripAdvisor Inc. N	Yahoo Sites -
7	Yahoo Sites -3	Orange Sites -	Deutsche Telekom -	Amazon Sites +3	Mode Media -	Amazon Sites -	Wikimedia Foundation Sites -1	Vocento +1
8	Wikimedia Foundation Sites -	Schibsted Media Group -	Hubert Burda Media +1	eBay -	Wikimedia Foundation Sites N	Rakuten Inc -2	eBay -3	Schibsted Media Group +1
9	TripAdvisor Inc. N	Amazon Sites N	United-Internet Sites -1	Yahoo Sites -5	CBS Interactive -	Facebook N	Mode Media N	Amazon Sites N
10	Apple Inc. -1	Solocal Group -1	Wikimedia Foundation Sites -	Gruppo Editoriale Espresso N	eBay -2	Kadokawa Dwango Corporation N	Telstra Corporation Limited -2	Alibaba.com Corporation N

Source: comScore MMX, home and work panel, August 2014 and August 2015 persons 15+

Note: Coloured font indicates brand appears more than once. Web property audience includes relevant internet application audiences where available. '+' or '-' and a number denotes change in rank since 2014 comScore data, '-' only denotes no change, and 'N' denotes a new entrant to the top ten.

Figure 6.25

Top ten web properties accessed on a mobile phone, by country

	UK	FRA	GER	ITA	USA	JPN	AUS	ESP
1	Google Sites	CCM-Benchmark	Deutsche Telekom	RCS MediaGroup	Google Sites	AOL, Inc.	News Corp Australia	RCS MediaGroup
2	Facebook	Webedia Sites	AccuWeather Sites	Yahoo Sites	Facebook	TripAdvisor Inc.	Gumtree Sites	Vocento
3	BBC Sites	Axel Springer SE	Axel Springer SE	TripAdvisor Inc.	Yahoo Sites	DAILYMOTION.COM	Yahoo Sites	Prisa
4	Amazon Sites	Groupe Amaury	Shazam Entertainment Ltd	Banzai	Amazon Sites	Indeed	BUZZFEED.COM	Mediaset España
5	Sky Sites	Shazam Entertainment Ltd	Webedia Sites	ItaliaOnline	AOL, Inc.	Rakuten Inc	Mail Online / Daily Mail	Grupo Herald
6	Mail Online / Daily Mail	Cerise Media	AOL, Inc.	Shazam Entertainment Ltd	Comcast NBCUniversal	JIJI Press Ltd	AOL, Inc.	Yahoo Sites
7	Microsoft Sites	DAILYMOTION.COM	Spotify	Ciaopeople	Microsoft Sites	Yahoo Sites	Mode Media	Grupo Godo
8	Yahoo Sites	TripAdvisor Inc.	Yahoo Sites	Leonardo ADV	CBS Interactive	FASHIONSNAPE.COM	LIKES.COM	Schibsted Media Group
9	eBay	Orange Sites	TripAdvisor Inc.	Populis	Apple Inc.	Weather Company, The	9NEWS.COM.AU	Zeta Gestión De Medios
10	Trinity Mirror Group	Yahoo Sites	Xing	Gruppo Mediaset	Twitter	AccuWeather Sites	Amazon Sites	Weblogs SL Sites

Source: comScore MoMX, browser and applications (browser only in Japan), August 2015. Note: Coloured font indicates property appears more than once. Web property audience includes relevant internet application audiences where available.

Figure 6.26

Most commonly downloaded apps from Google Play, by country

	1	2	3	4	5
UK	Facebook	Heroes of the Alpha Arena	WhatsApp Messenger	Messenger	Google Photos
FRA	Facebook	Messenger	Snapchat	Google Photos	WhatsApp Messenger
GER	WhatsApp Messenger	Facebook	360 Security	Messenger	Heroes X Mortals: Kriegsarena
ITA	WhatsApp Messenger	Facebook	Messenger	360 Security	COOKING MAMA
USA	Messenger	Google Photos	Facebook	360 Security	Pandora Radio
JPN	RPG Iruna Senki online ¹	Collect the real battleship empire – 200 boats ²	Battered hero – exhilarating battle game that can be enjoyed with one finger ! ³	Yahoo! Browser ⁴	Clash of Kings
AUS	Facebook	Messenger	Google Photos	Golden Lion Slots	Instagram
ESP	WhatsApp Messenger	Facebook	Messenger	Google Photos	64 Games
NED	WhatsApp Messenger	Facebook	Google Photos	Messenger	Magister 6
SWE	Legend Online	Facebook	Bank ID sakerhertsapp	Swish payments	Messenger
POL	Facebook	Messenger	Fallout Shelter	96% pop polsku	Snapchat
SGP	Pocket Q	Facebook	WhatsApp Messenger	Demons – Xinghai Wings ⁵	Messenger
KOR	Pop-up cache – essential app KakaoTalk users ⁶	Rusty Blood ⁷	CLIP ⁸	Friends Pop for Kakao ⁹	Wonder5 Masters
BRA	WhatsApp Messenger	Facebook	Messenger	Easy Audio Recorder	CM Security Antivirus AppLock
RUS	VK	WhatsApp Messenger	AliExpress Shopping App	Viber	Classmates ¹⁰
IND	WhatsApp Messenger	Facebook	Messenger	SHAREit	360 Security
CHN	Google Play Games	Youtube	Google Photos	Instagram	Chrome Browser
NIG	Facebook	WhatsApp Messenger	Messenger	BBM	Instagram

Source: App Annie Top App Charts Aug 31, 2015. Notes: 1. イルーナ戦記オンライン 2. 戦艦帝国-200艘の実在戦艦を集める 3. 連打英雄—指1本で楽しめる爽快バトルゲーム 4. Yahoo!ブラウザ 5. 伏魔者-星海之翼 资料片来袭 6. 팝업캐시 - 카카오톡 사용자 필수앱 7. 러스티블러드 8. A mobile wallet service 9. 프렌즈팝 for Kakao 10. Одноклассники. Note: orange font indicates an App that appears in the top five most commonly downloaded apps in five or more countries.

Figure 6.27

Most commonly downloaded iPhone apps, by country

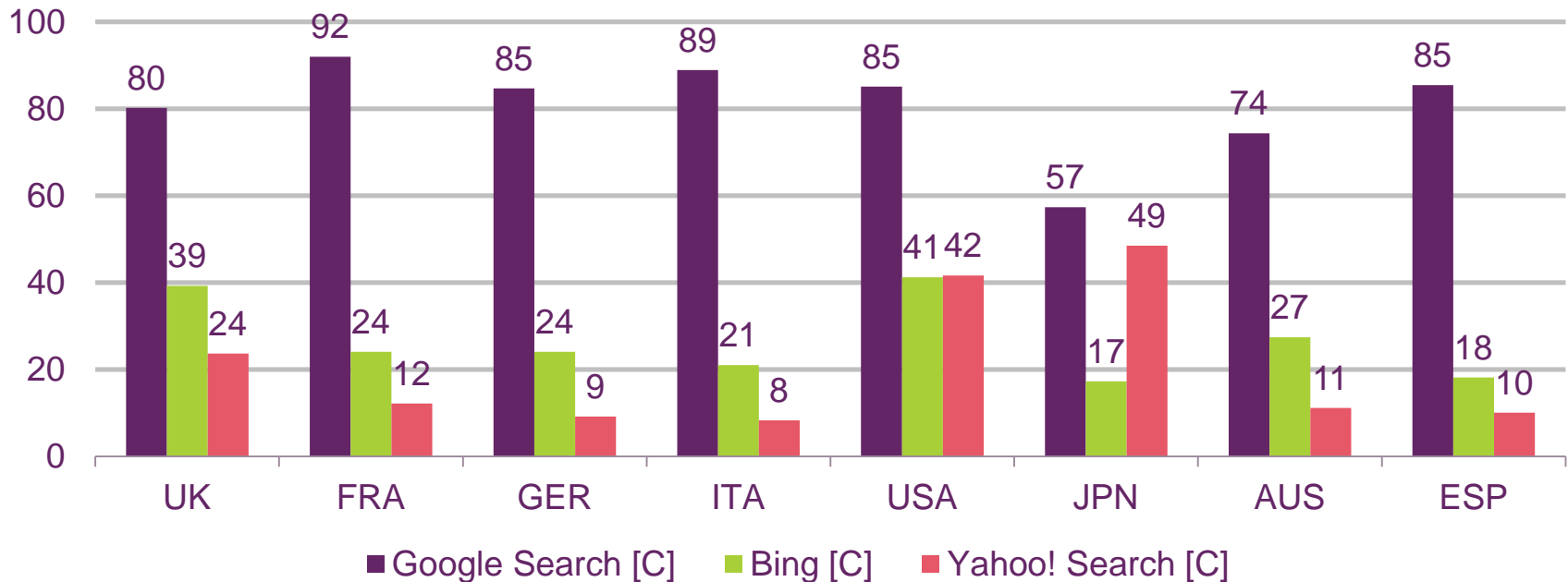
	1	2	3	4	5
UK	Happy Wheels	WhatsApp Messenger	The Walking Dead: Road to Survival	Messenger	Facebook
FRA	The Walking Dead: Road to Survival	Happy Wheels	WhatsApp Messenger	Messenger	iMusic Pro
GER	Happy Wheels	WhatsApp Messenger	The Walking Dead: Road to Survival	iMusic Pro	Messenger
ITA	Happy Wheels	WhatsApp Messenger	Messenger	Layout from Instagram	Jusapp – Prank Calls
USA	Happy Wheels	The Walking Dead: Road to Survival	Messenger	Facebook	Instagram
JPN	Happy Wheels	Pokemon Shuffle Mobile	Pirates of war ¹	SUUMO	LINE
AUS	Happy Wheels	Messenger	Layout from Instagram	Facebook	Instagram
ESP	WhatsApp Messenger	Layout from Instagram	Messenger	Instagram	Facebook
NED	Buienradar	Buienalarm	Happy Wheels	Magister 6	WhatsApp Messenger
SWE	Happy Wheels	Swish payments	Bank ID sakerhertsapp	Layout from Instagram	Geocoaching Intro
POL	Messenger	Yeah Bunny Keyboard	Facebook	Youtube	96% pop polsku
SGP	WhatsApp Messenger	Pokemon Shuffle Mobile	Messenger	Layout from Instagram	Youtube
KOR	Friends Pop for Kakao ²	DomiNations Asia	Collection Itok 4.0 ³	Piano Tiles 2	KakaoTalk
BRA	WhatsApp Messenger	Layout from Instagram	iMusic Pro	Messenger	Facebook
RUS	Layout from Instagram	Music for iPhone and playlists	WhatsApp Messenger	Sberbank online ⁴	VK
IND	WhatsApp Messenger	Facebook	SHAREit	Truecaller	Messenger
CHN	PIP Camera	Lending treasure – acquaintances borrowing money become contacts, easy money ⁵	National Super God – the world's first real-time MOBA gaming 5V5 hand tour ⁶	Ski Adventure 2 – 3D multiplayer version Parkou ⁷	Mango TV – see the good old days ⁸
NIG	WhatsApp Messenger	Instagram	Facebook	BBM	Messenger

Source: App Annie Top App Charts Aug 31, 2015. Translation notes: 1. 戦の海賊2. 프렌즈팝 for Kakao 3. 코레일톡4.0 4. Сбербанк Онлайн 5.借贷宝 – 熟人借贷, 人脉变钱脉, 轻松玩出钱 6.全民超神-全球首款5V5实时MOBA电竞手游 7.滑雪大冒险2 -- 3D版多人对战跑酷 8.芒果TV - 看见好时光. Note: orange font indicates an App that appears in the top five most commonly downloaded apps in five or more countries.

Figure 6.28

Active reach of selected search engines on laptop and desktop computers

Active reach (%)



Source: comScore MMX, home and work panel, August 2015, persons 15+

Figure 6.29

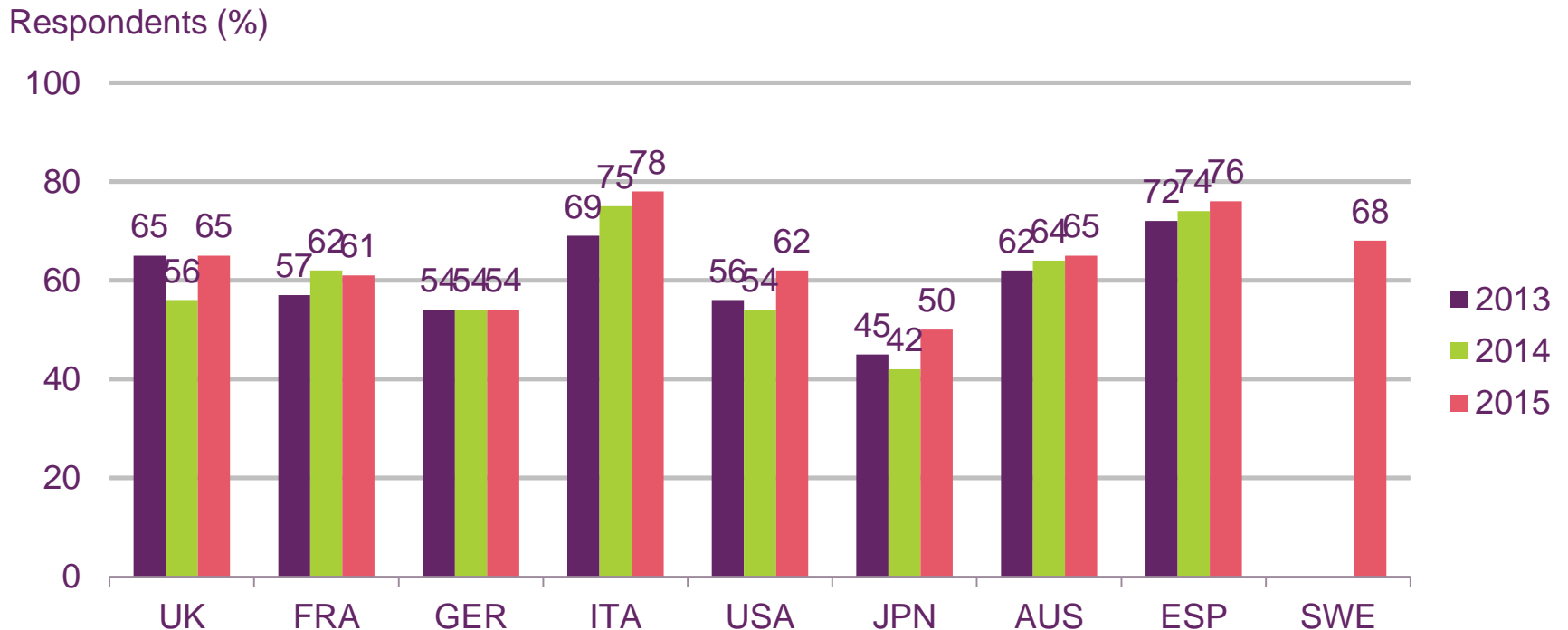
Most popular search terms on Google between August 2014 and August 2015

Country	1 ST	2 ND	3 RD	Largest increase
UK	facebook	bbc	google	showbox
FRA	facebook	youtube	bon coin	charlie hebdo
GER	facebook	google	ebay	kalendar 2015
ITA	facebook	youtube	google	isis
USA	facebook	google	you	ebola
JPN	weather ¹	image ²	youtube	monster hunter 4g ³
AUS	facebook	google	youtube	netflix
ESP	facebook	youtube	hotmail	gran hermano
NED	facebook	google	youtube	popcorn time
SWE	google	facebook	youtube	windows 10
POL	facebook	onet	allegro	olx
SGP	singapore	google	youtube	lee kuan yew
KOR	naver ⁴	torrents ⁵	Net mingki ⁶	angel tv ⁷
BRA	facebook	google	Youtube	bbb15
RUS	vc ⁸	classmates ⁹	yandex ¹⁰	Okay google ¹¹
IND	facebook	video	song	sarkari result
CHN	google	baidu ¹²	grass pomegranate ¹³	youtube
NGA	news	nigeria	download	buhari

Source: Google Insights Search Tool, August 2014 to August 2015. Translation notes: 1.天氣 2.画像 3.モンハン 4g34. 네이버 5. 토렌트 6. 밍키넷 7. 천사티비 8. vk 9. Одноклассники 10. яндекс 12. окей google 12. 百度 13.百度. Note: orange font indicates 'breakout' status – where the frequency with which a term is searched has increased by >5000%.

Figure 6.30

Weekly access to social networks



Source: Ofcom consumer research September – October 2015, October 2014 and September 2013.

Base (2015): All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

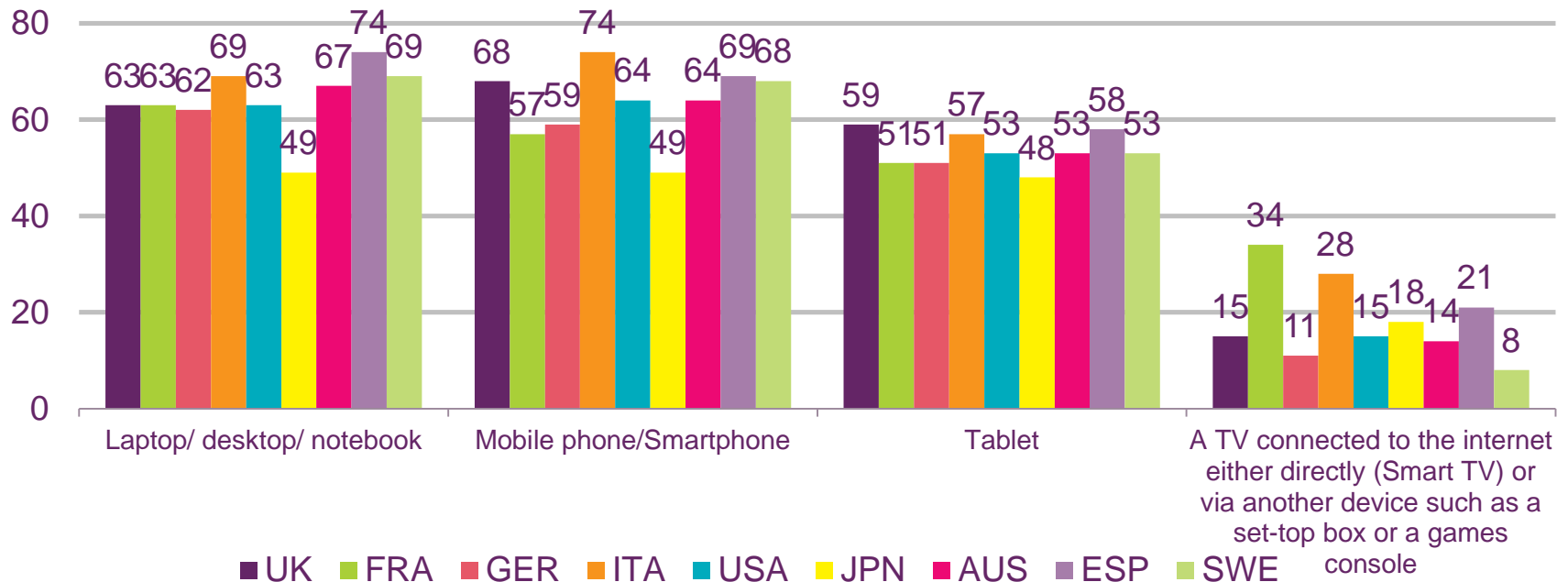
2013-14 Q.8 Which, if any, of the following activities do you use your internet connection for at least once a week?

2015 Q.8 How often do you use an internet connection on any of your devices for each of the following activities? 5. Accessing social networking sites (e.g. Facebook, Twitter) <At least once a week>

Figure 6.31

Accessing social networks, by device ownership

Respondents with each device (%)



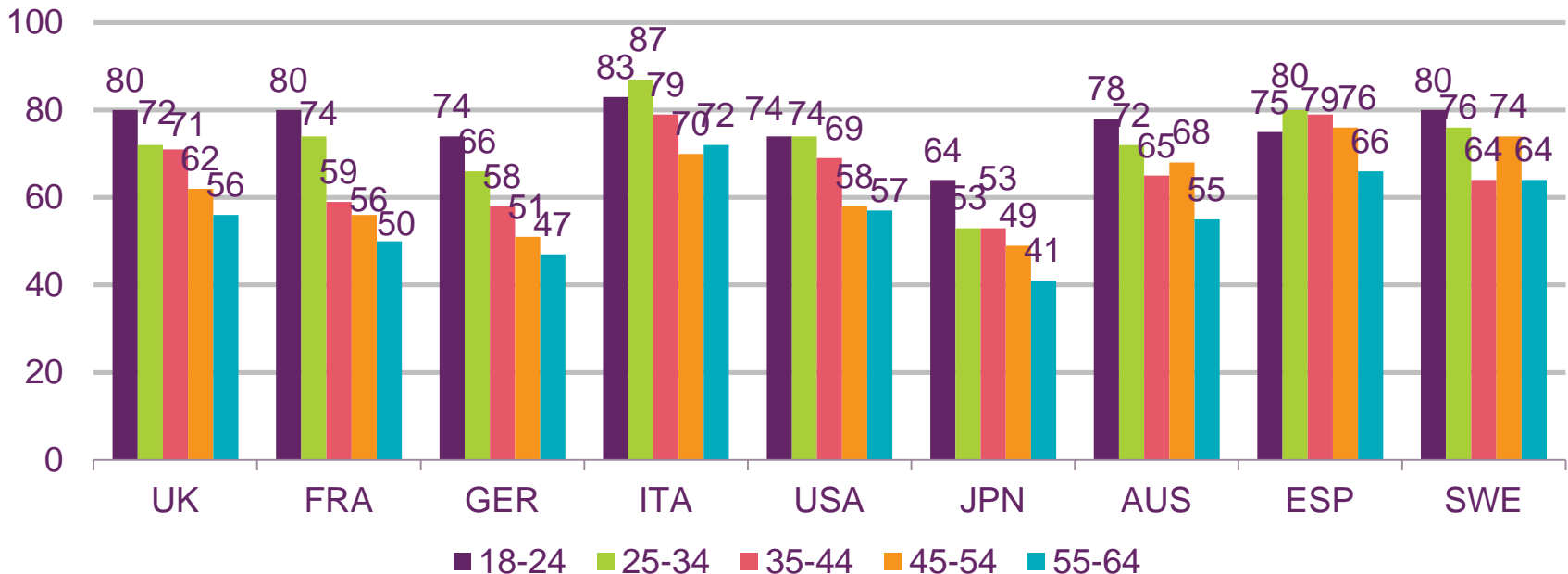
Source: Ofcom consumer research September - October 2015

Base: All respondents who access internet with each type of device, UK=879/594/398/235, FRA=913/568/335/122, GER=923/623/318/176, ITA=876/779/460/185, USA=904/523/319/195, JPN=840/573/234/98, AUS=906/610/370/191, ESP=897/803/435/194, SWE=879/678/343/213 Q.9a Which, if any, of the following internet activities do you use each of your devices for?

Figure 6.32

Weekly use of internet connection to visit social networks, by age

Respondents (%)



Source: Ofcom consumer research September - October 2015

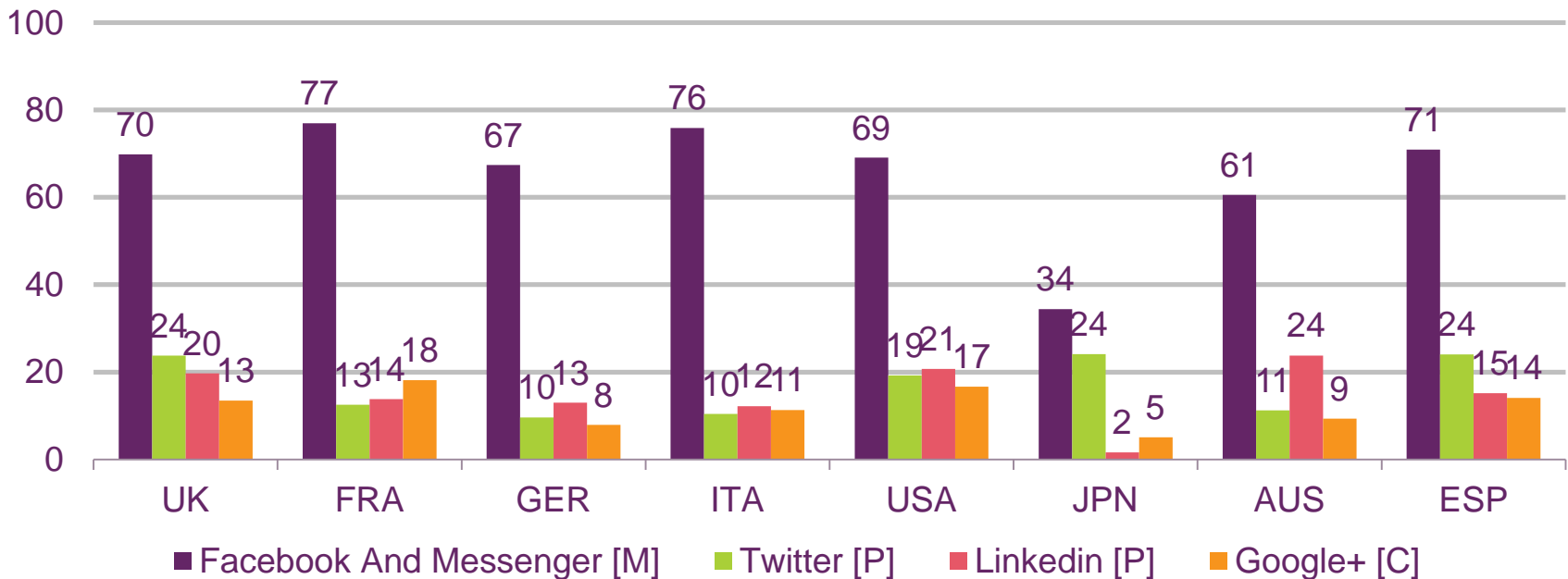
Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

Q.8 How often do you use an internet connection on any of your devices for each of the following activities? <At least once a week>

Figure 6.33

Active reach of selected social networking sites on laptop and desktop computers

Active reach (%)

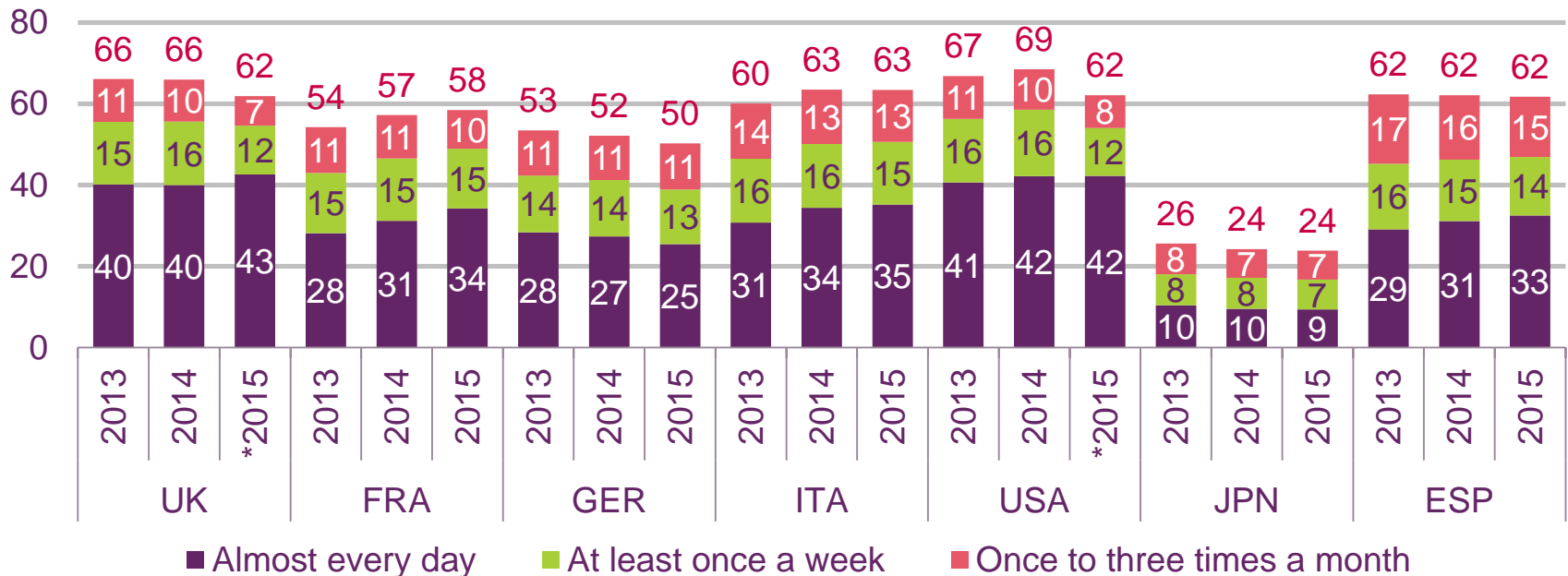


Source: comScore MMX, home and work panel, August 2015, persons 15+

Figure 6.34

Monthly accessing to social networks on mobile phones

Mobile internet users (%)



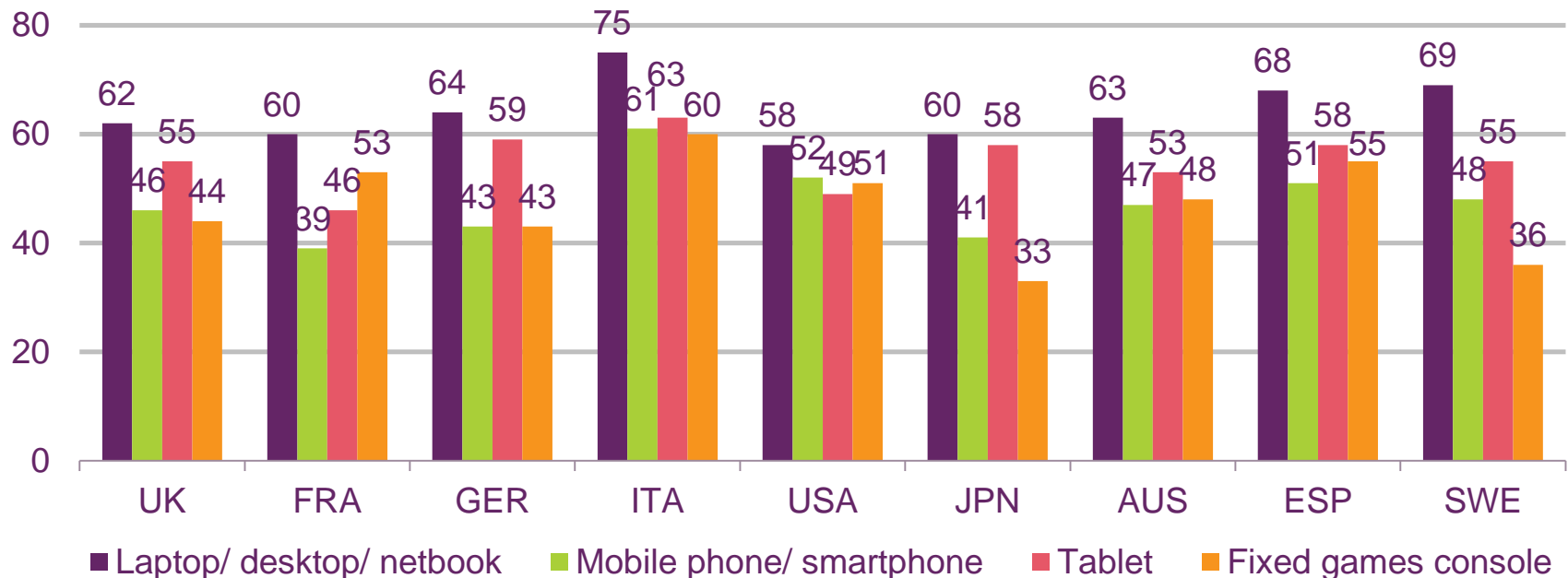
Source: comScore MobiLens, August 2013 (three-month average), August 2013 (three-month average), and August 2015 (three-month average) mobile internet users aged 13+

Note: *For August 2015 (three-month average) UK and USA results are from comScore MobiLens Plus which includes an additional response of 'Used before but not in the month' of 5% for both countries.

Figure 6.35

Accessing online video clips, by device ownership

Respondents with each device (%)



Source: Ofcom consumer research September - October 2015

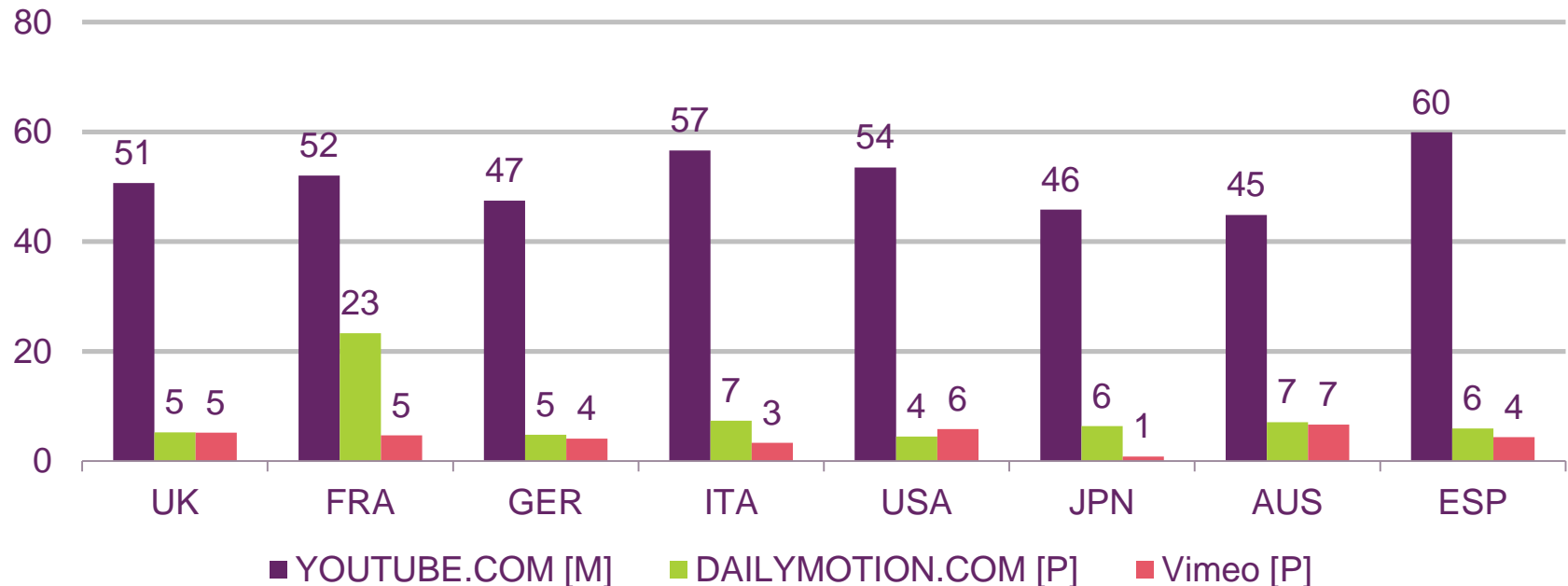
Base: All respondents with each device, laptop/desktop/netbook=840-923 in each market, mobile phone/smartphone=523-803 in each market, tablet computer=234-460 in each market, games console attached to TV=98-235 in each market (Japan* - Caution low base size less than 100).

Q.9c What sorts of video content do you watch on each of your devices over the internet?

Figure 6.36

Active reach of selected online video websites on laptop and desktop computers

Active reach (%)

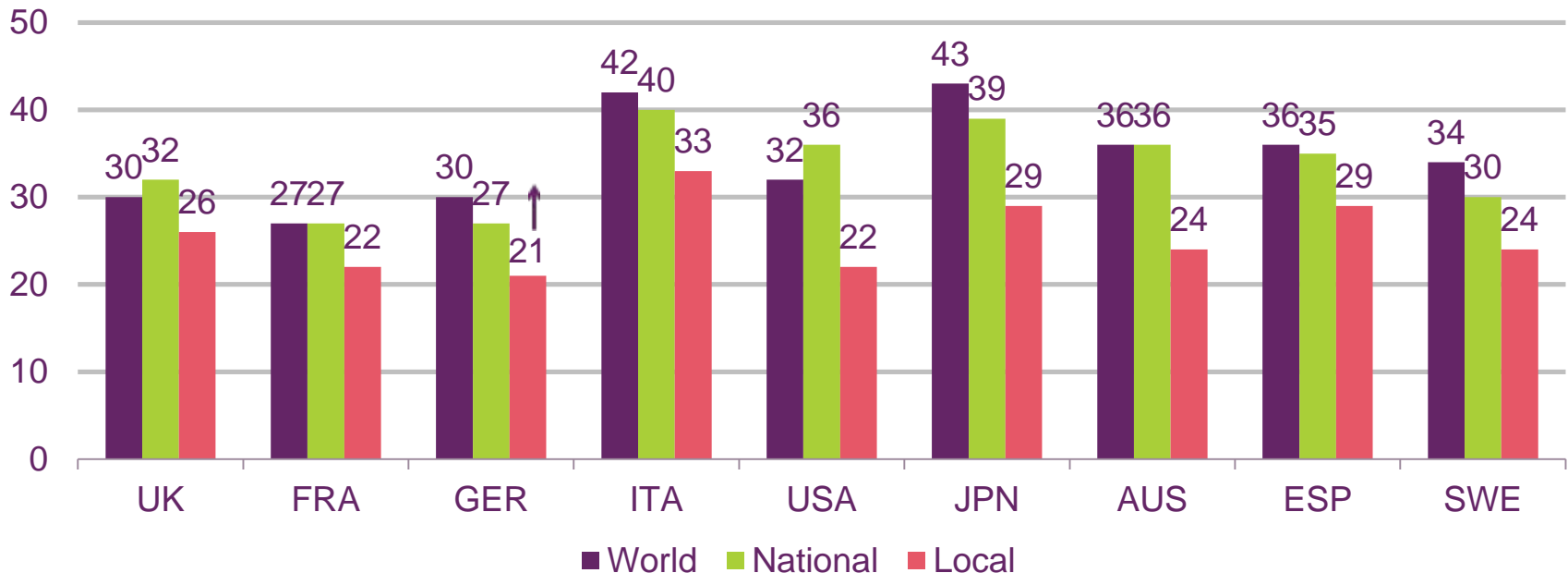


Source: comScore MMX, home and work panel, August 2015, persons 15+

Figure 6.37

The internet as a primary source of news

Respondents (%)



Source: Ofcom consumer research September - October 2015

Base: All respondents, UK=1006, FRA=1003, GER=1007, ITA=1003, USA=1009, JPN=1006, AUS=1000, ESP=1002, SWE=1004

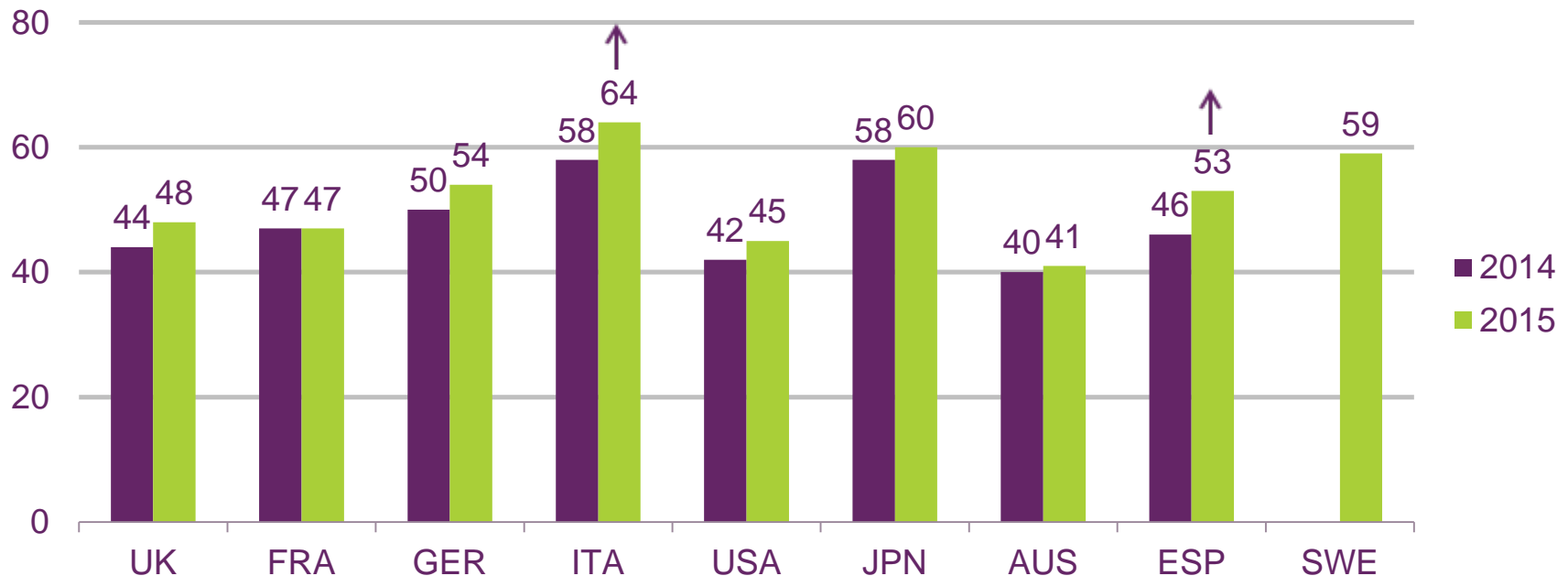
Q.11 Which, if any, is your main source for the following information?

Note: Direction of arrow indicates a statistically significant difference compared to last year.

Figure 6.38

Use of mobile phones/smartphones for reading the news online

Mobile internet users (%)



Source: Ofcom consumer research October 2014 and September – October 2015

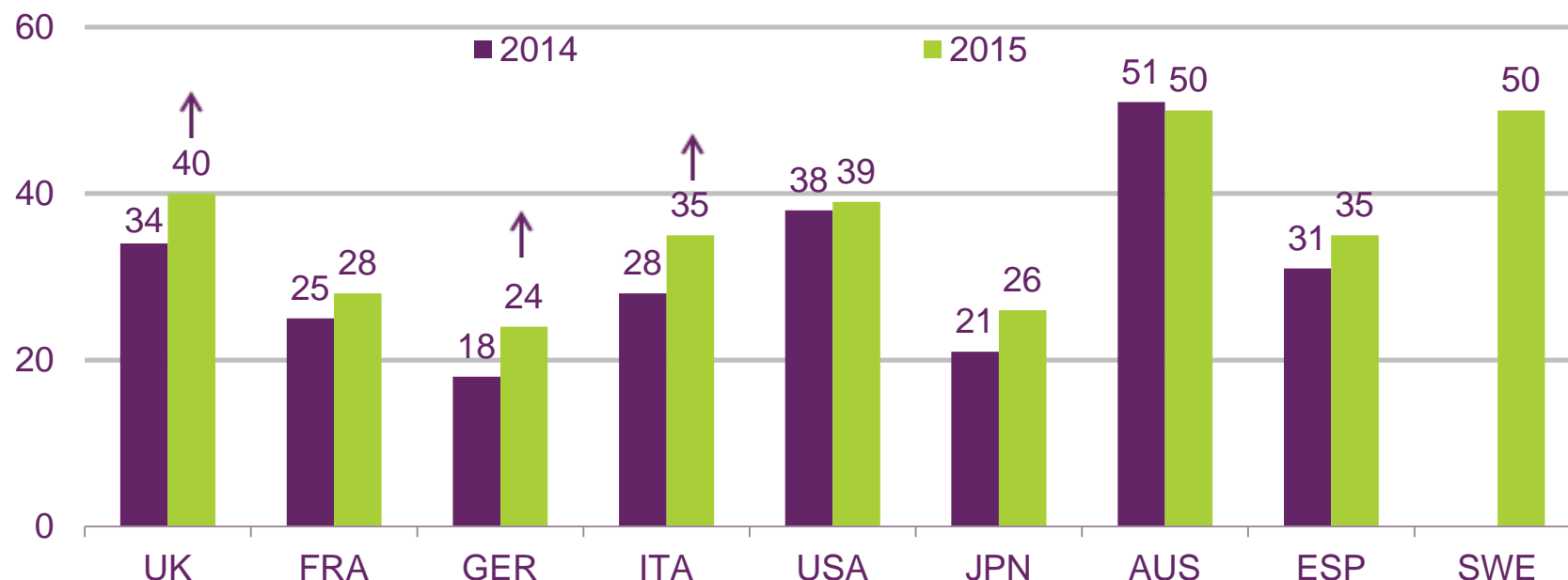
Base: All respondents who access internet with a mobile phone/ smartphone. 2015: UK=594, FRA=568, GER=623, ITA=779, USA=523, JPN=573, AUS=610, ESP=803, SWE=678; 2014: UK=540, FRA=469, GER=531, ITA=762, USA=443, JPN=566, AUS=579, ESP=742.

Q.9a Which, if any, of the following internet activities do you use each of your devices for?

Figure 6.39

Use of smartphone for online banking

Smartphone internet users (%)



Source: Ofcom consumer research September 2014 and September – October 2015

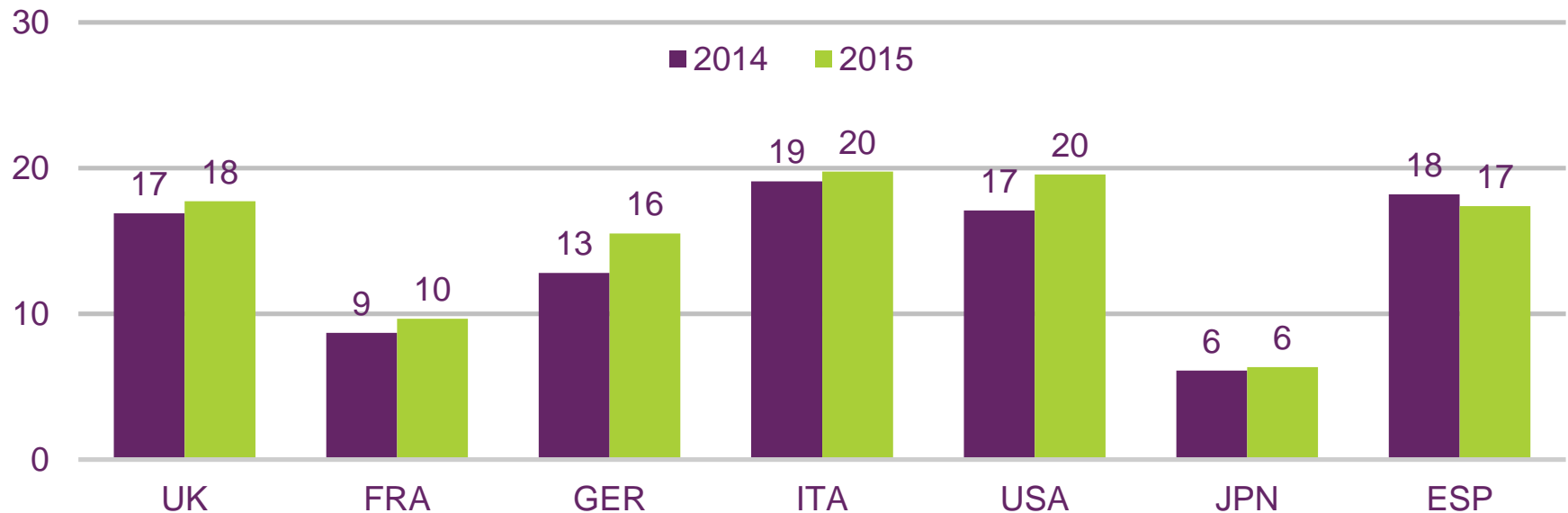
Base: All respondents who access internet using smartphone, UK=529/576, FRA=440/544, GER=513/605, ITA=724/753, USA=425/503, JPN=565/469, AUS=552/583, ESP=709/774, SWE=n/a/650. Q.9a Which, if any, of the following internet activities do you use each of your devices for?: Online banking

Note: Direction of arrow indicates a statistically significant difference compared to last year.

Figure 6.40

Monthly use of electronic payments or money transfer on mobile phones

Mobile users 13+ (%)



Source: comScore MobiLens, August 2014 (three-month average), and August 2015 mobile users aged 13+

Note: *For August 2015 (three-month average) UK and USA results are from comScore MobiLens Plus