

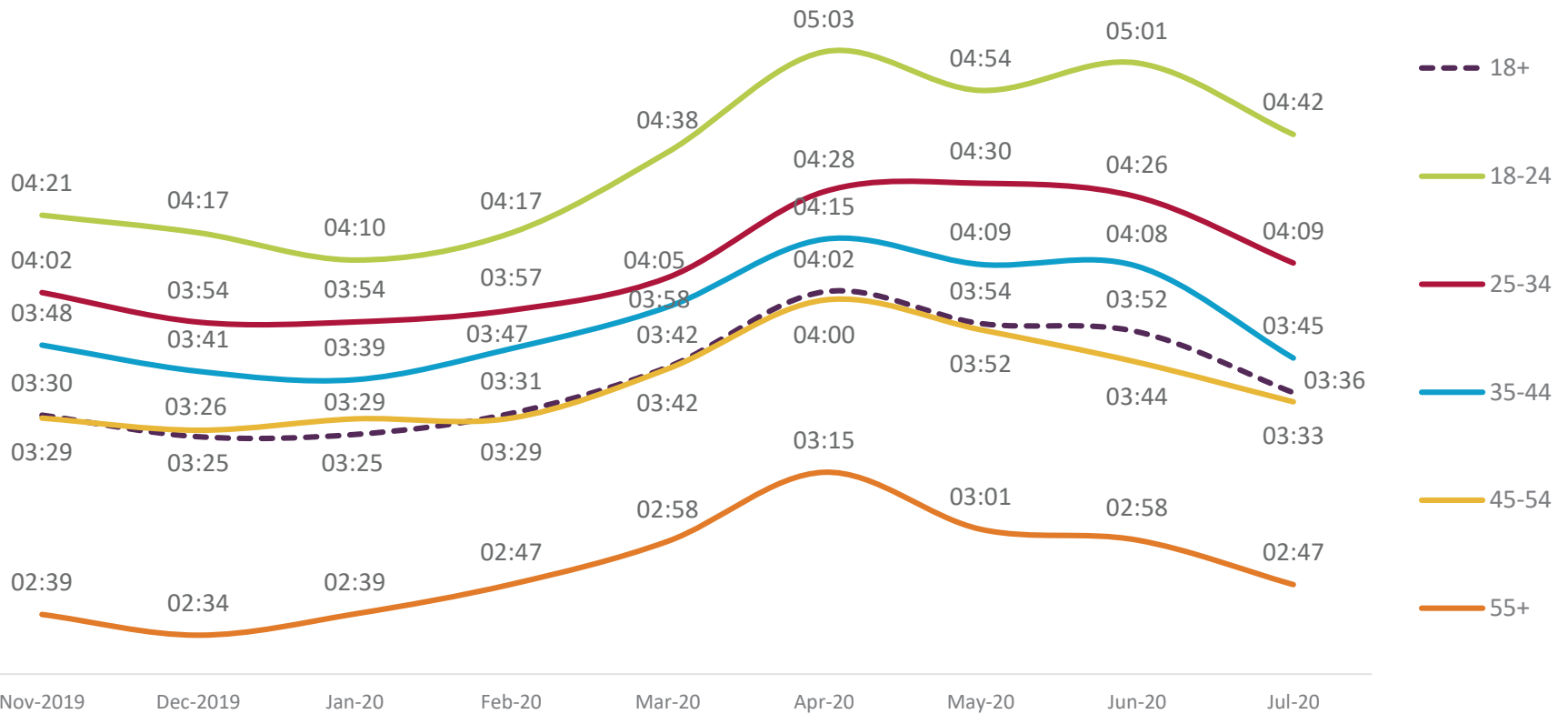
# Effects of Covid-19 on online consumption

Source: Comscore MMX Multi-Platform and Kids Insights UK

Published: September 2020

# Average time spent online in the UK has returned to pre lockdown levels for over 25s

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



Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, Nov 2019 - July 2020, UK

Time spent on news sites is now relatively in line to 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 July 2020: January – July 2020  
*Adults aged 18+ -*

|                      | January | February | March | April | May | June | July |
|----------------------|---------|----------|-------|-------|-----|------|------|
| <b>BBC News</b>      | 72      | 67       | 91    | 81    | 77  | 72   | 68   |
| <b>DailyMail</b>     | 46      | 47       | 48    | 41    | 48  | 48   | 57   |
| <b>Sky News</b>      | 26      | 23       | 34    | 35    | 42  | 31   | 28   |
| <b>The Guardian</b>  | 26      | 25       | 31    | 29    | 34  | 27   | 25   |
| <b>Mirror Online</b> | 19      | 18       | 20    | 19    | 24  | 18   | 21   |
| <b>The Sun</b>       | 18      | 17       | 18    | 21    | 18  | 16   | 17   |
| <b>Express</b>       | 17      | 17       | 14    | 14    | 17  | 14   | 14   |
| <b>Telegraph</b>     | 12      | 12       | 12    | 13    | 16  | 13   | 13   |
| <b>Metro</b>         | 10      | 10       | 12    | 12    | 11  | 11   | 11   |
| <b>Independent</b>   | 7       | 8        | 11    | 9     | 10  | 9    | 9    |

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

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

# Monthly views to the top 10 news sites has returned to pre-lockdown levels

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

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

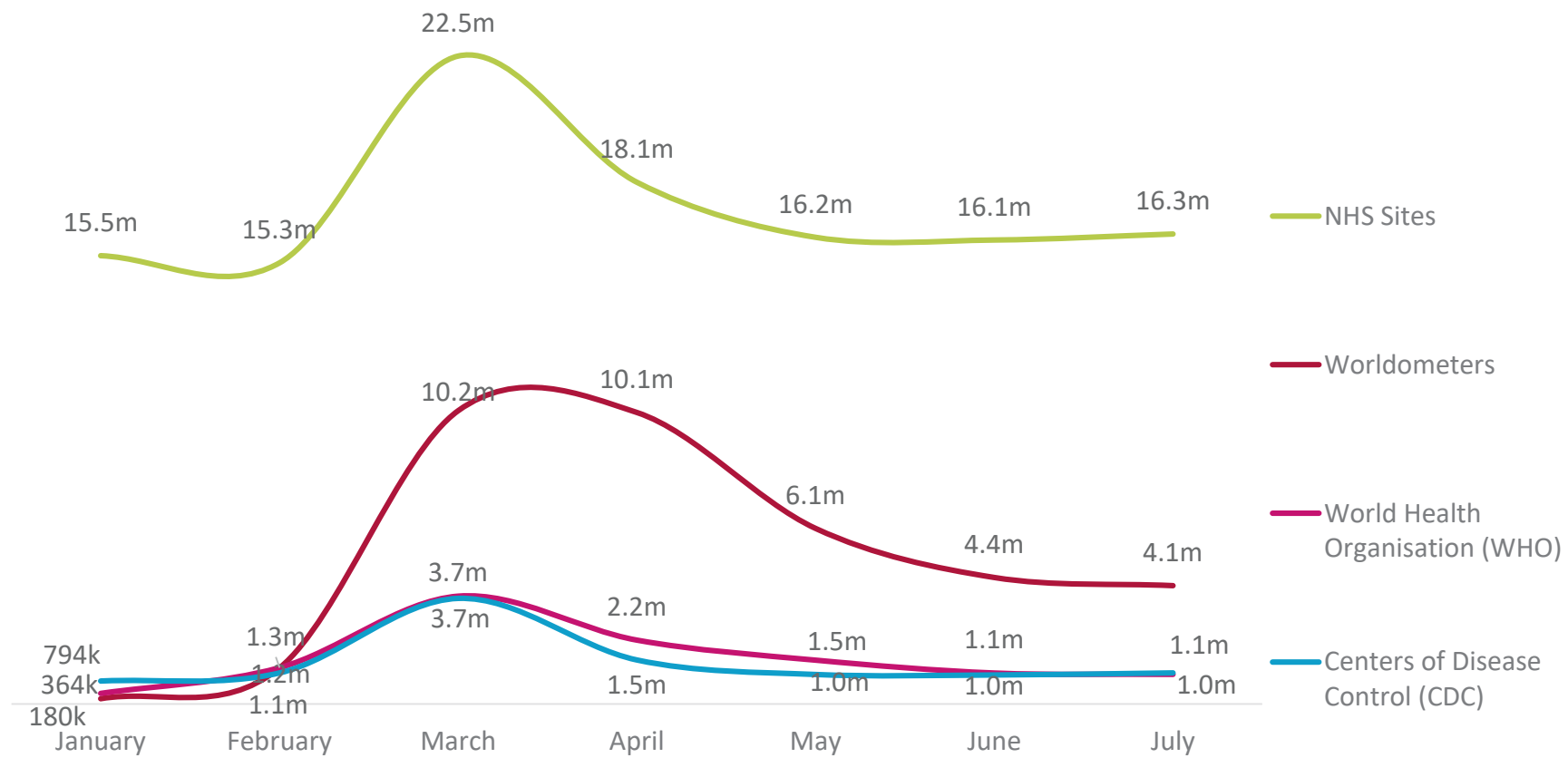
Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Jan - July 2020, UK

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

# Visits to health sites is now relatively stable

Digital audience adult reach to selected health sites and apps : January – July 2020

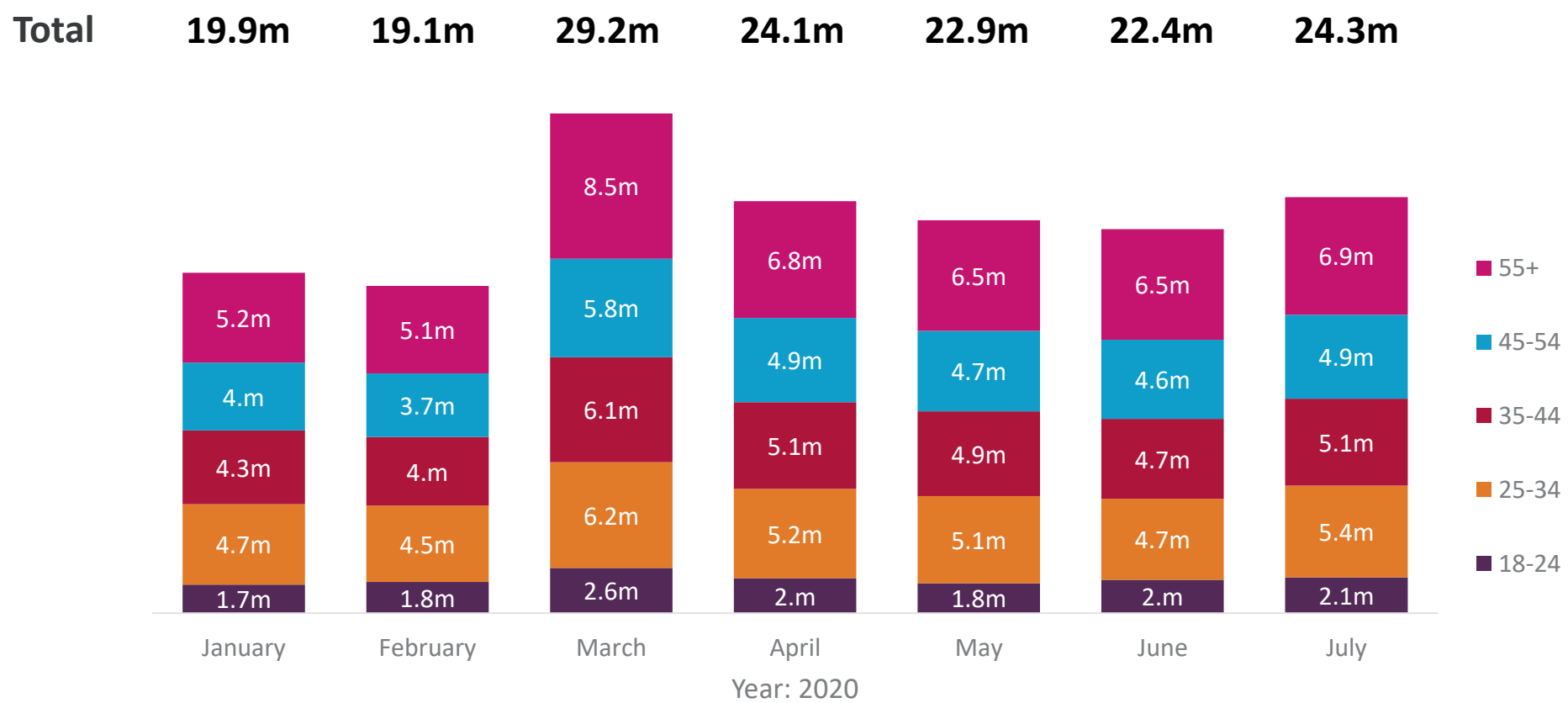
Adults aged 18+ -



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

# 29.2m adults visited GOV.UK site in March 2020 when the UK went into lockdown an increase of over 10 million compared to prior month

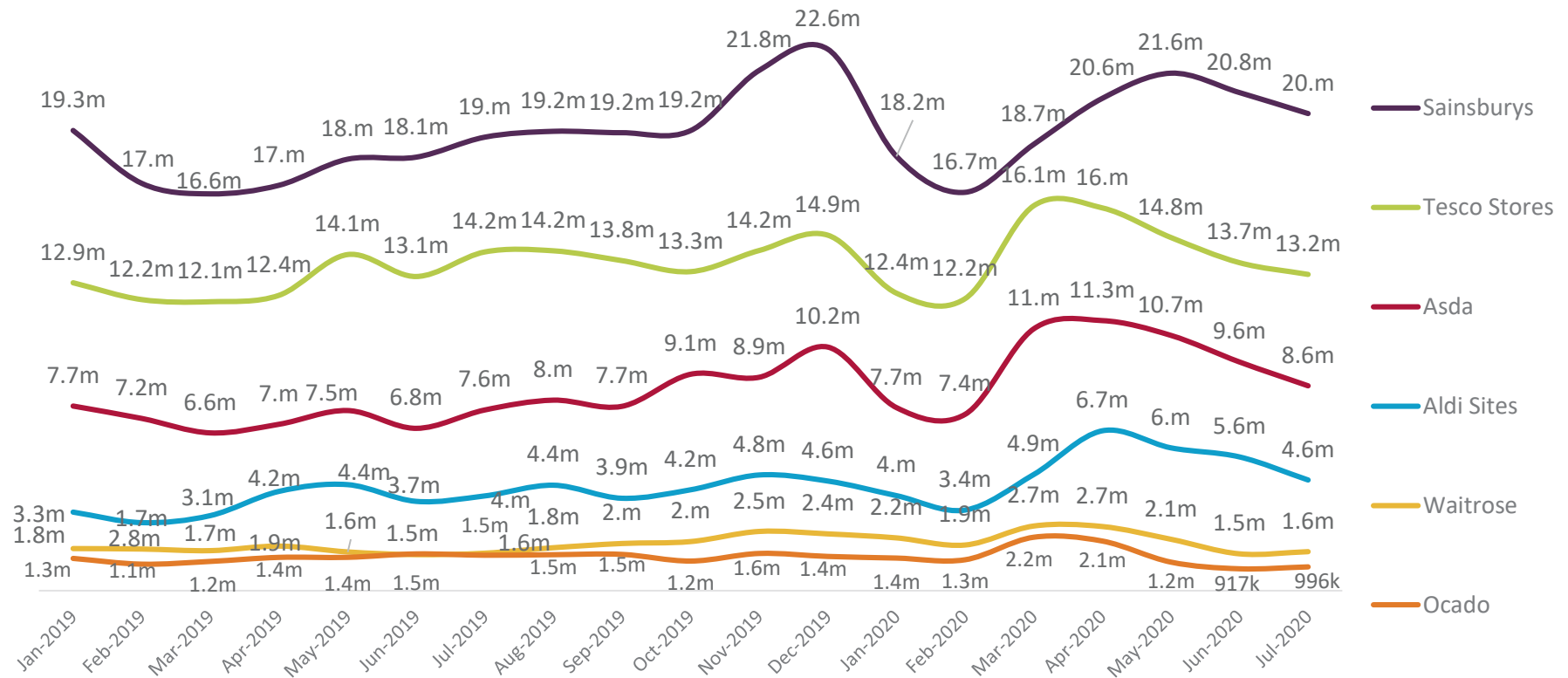
Digital audience adult reach to WWW.GOV.UK site: January – July 2020 by age  
Adults aged 18+ -



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

# Visits to grocery sites and apps increased during the lockdown for some sites to levels higher than that experienced during the Christmas period

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



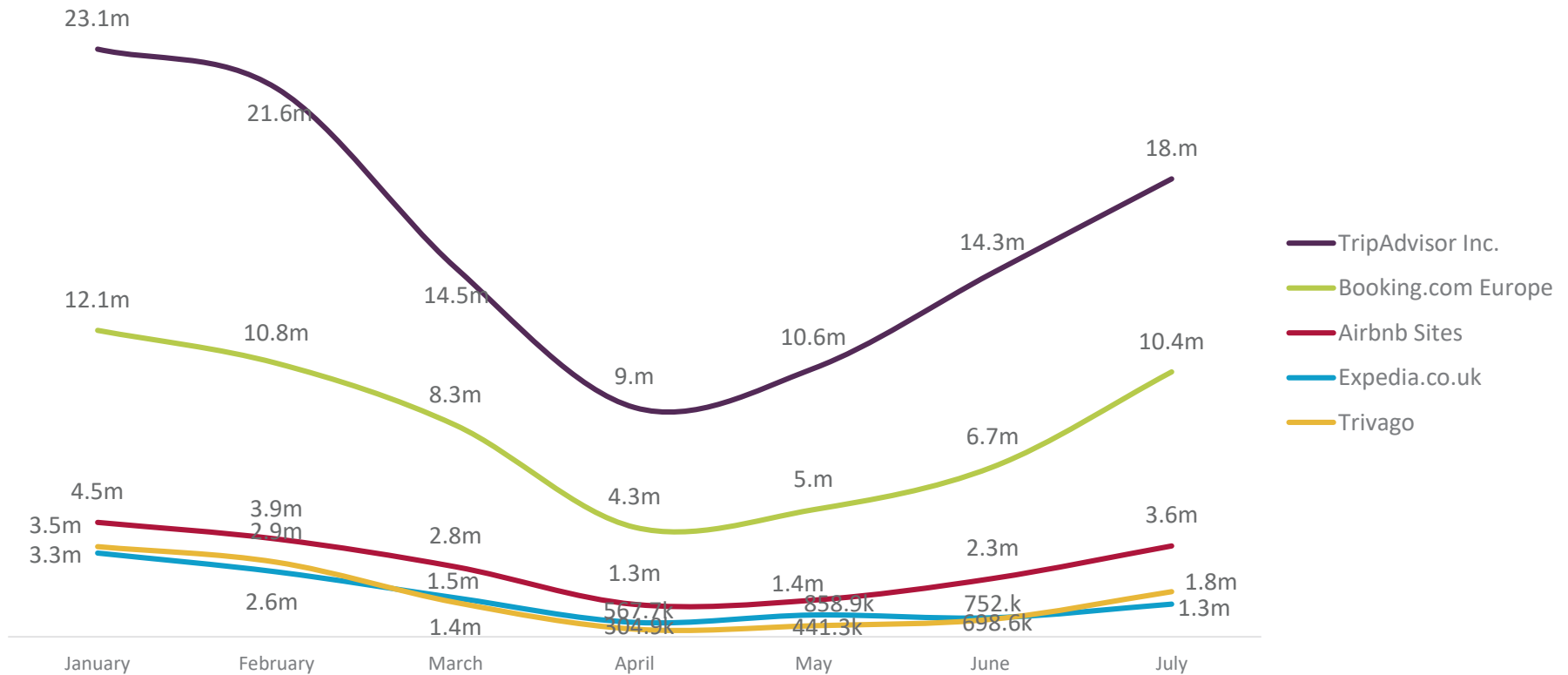
Source: Comscore MMX Multi-Platform, Age: 18+, Jan - July 2020, UK

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

# Visits to travel booking sites and apps continue to increase

Digital audience adult reach to selected travel booking sites and apps: January 2020 – July 2020

Adults aged 18+ -



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

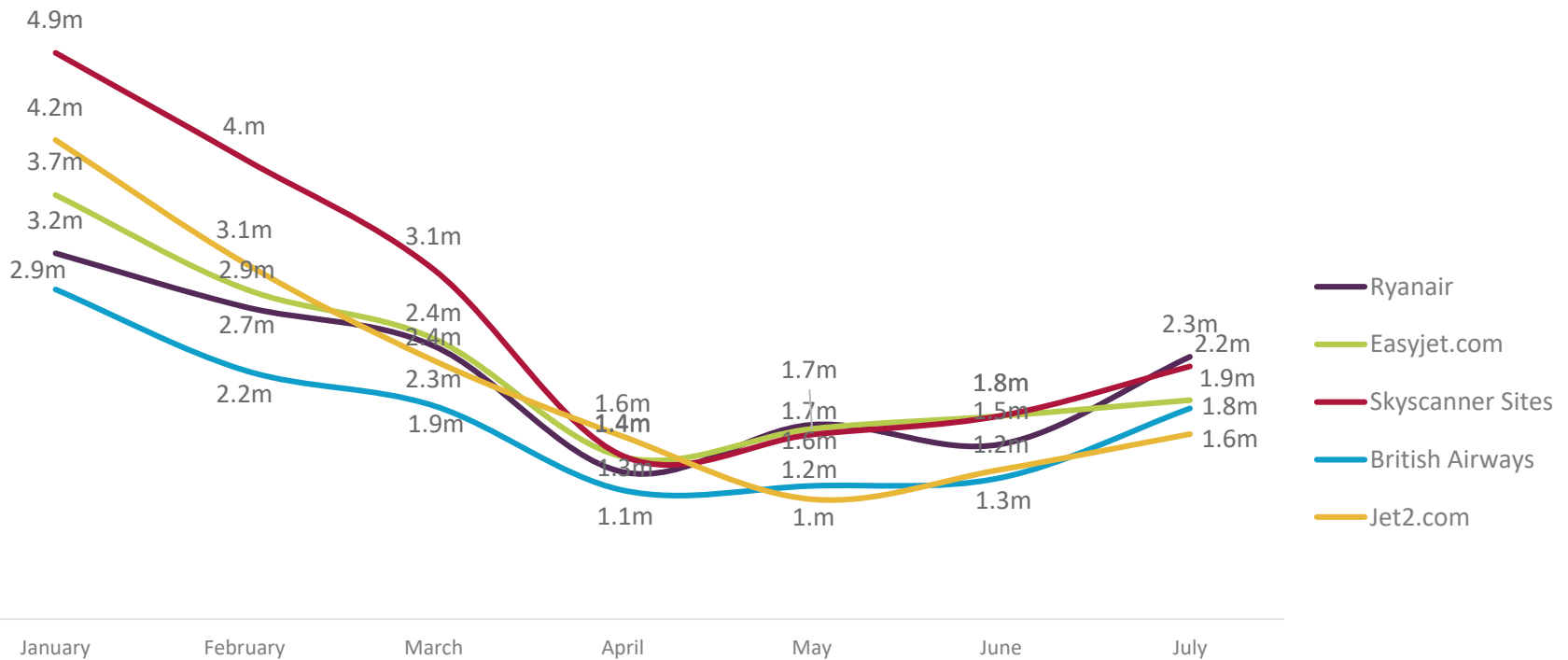
Note: \*Custom list of entities defined by Ofcom.



# Ryanair doubled its reach in adult visitors to 2.3m in July 2020 compared to 1.2m in June 2020

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

Adults aged 18+ -



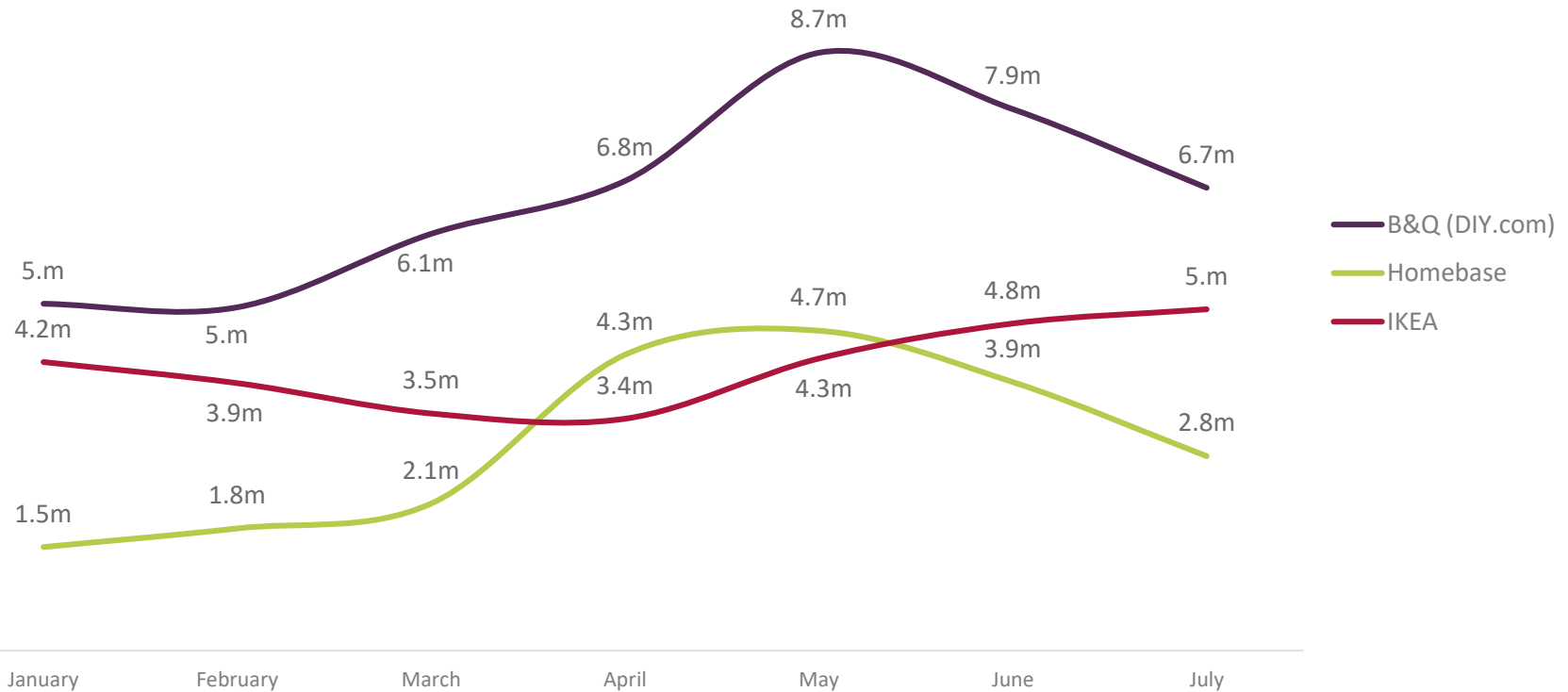
Source: Comscore MMX Multi-Platform, Age: 18+, Jan - July 2020, UK

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 – July 2020

Adults aged 18+ -

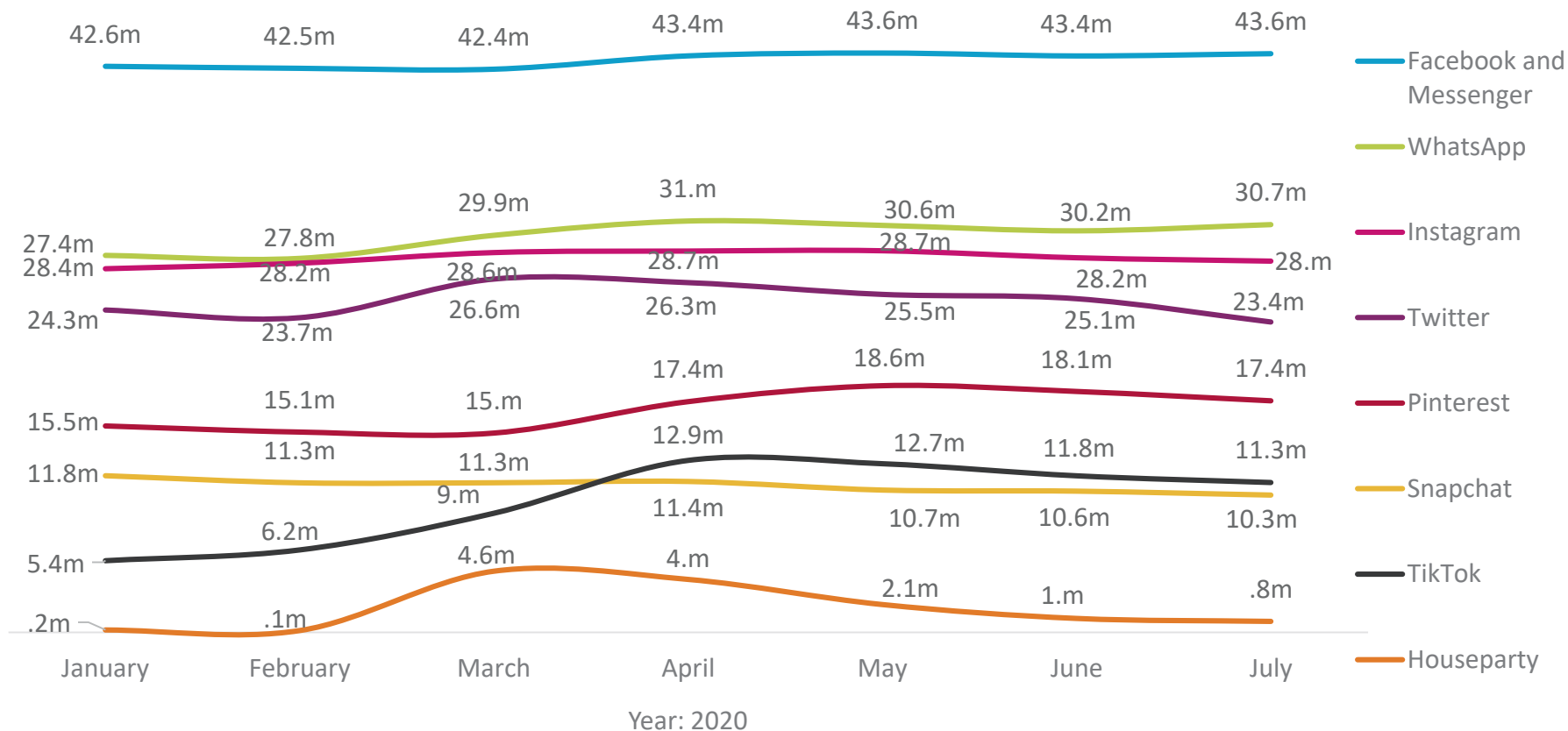


Source: Comscore MMX Multi-Platform, Age: 18+, Jan - July 2020, UK

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

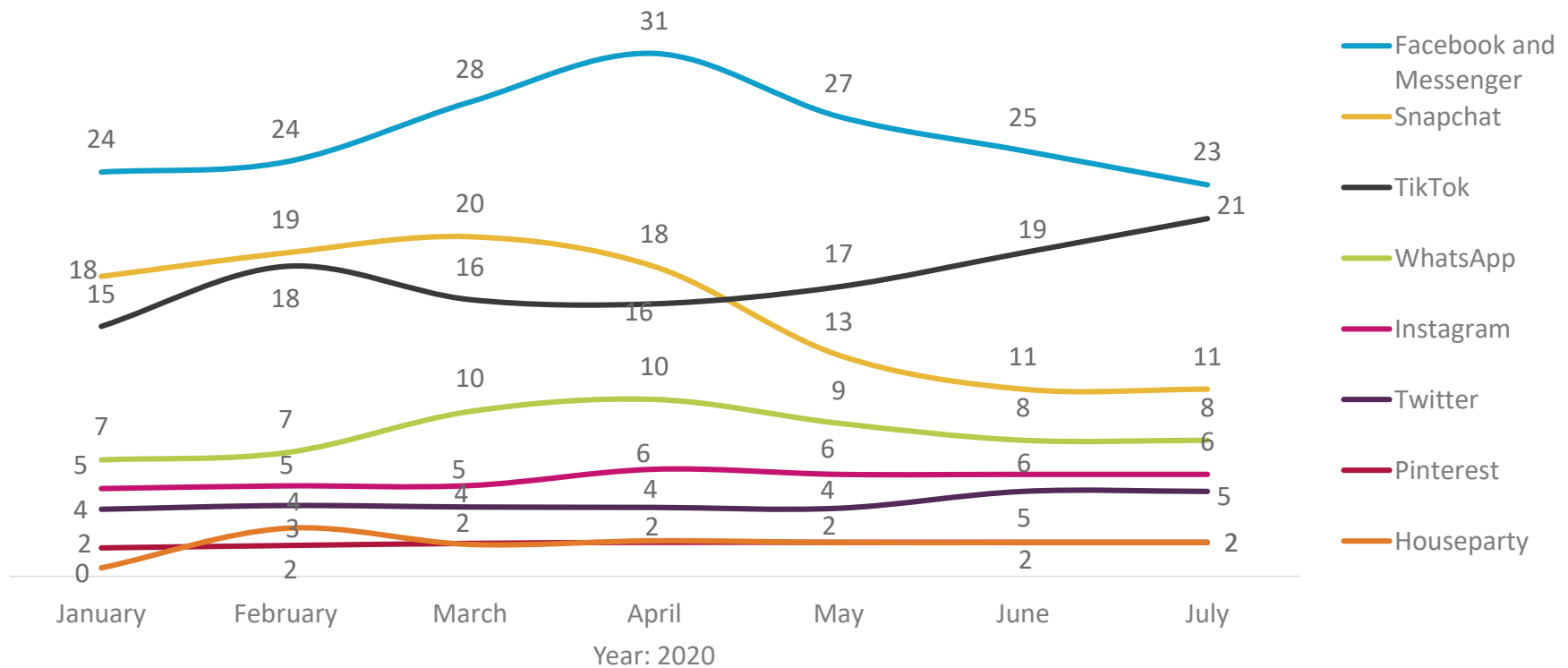
Digital audience adult reach of selected social media sites and apps: January – July 2020  
Adults aged 18+ -



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

# As adult visitors to TikTok slightly declined the average time spent by a TikTok visitor increased to 21 mins per day in July 2020

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

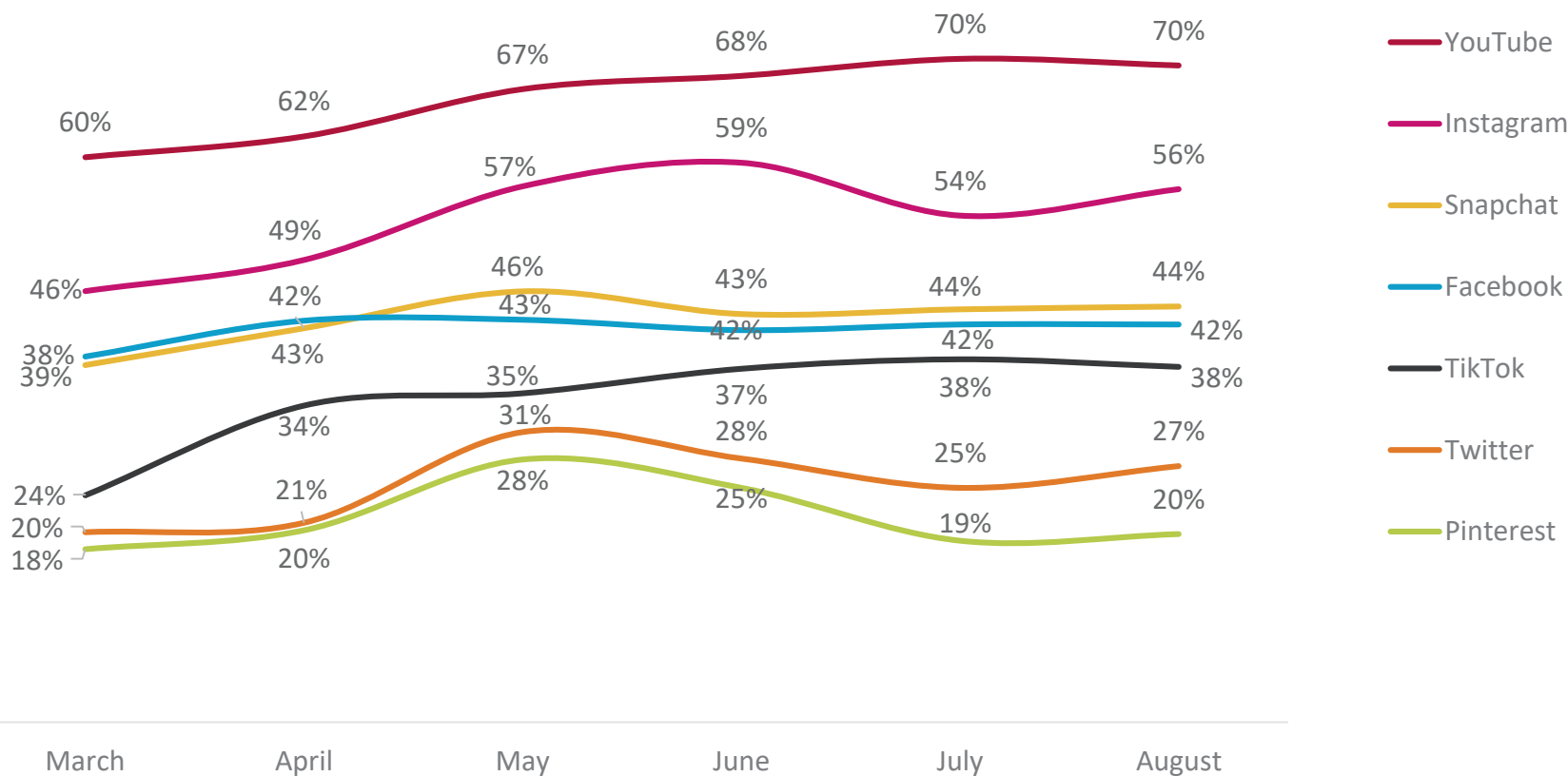


Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan - July 2020, UK.

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

# YouTube reach has increased by 10 percentage points amongst teens since March to 70% of 13-17 year olds stating that they use the service

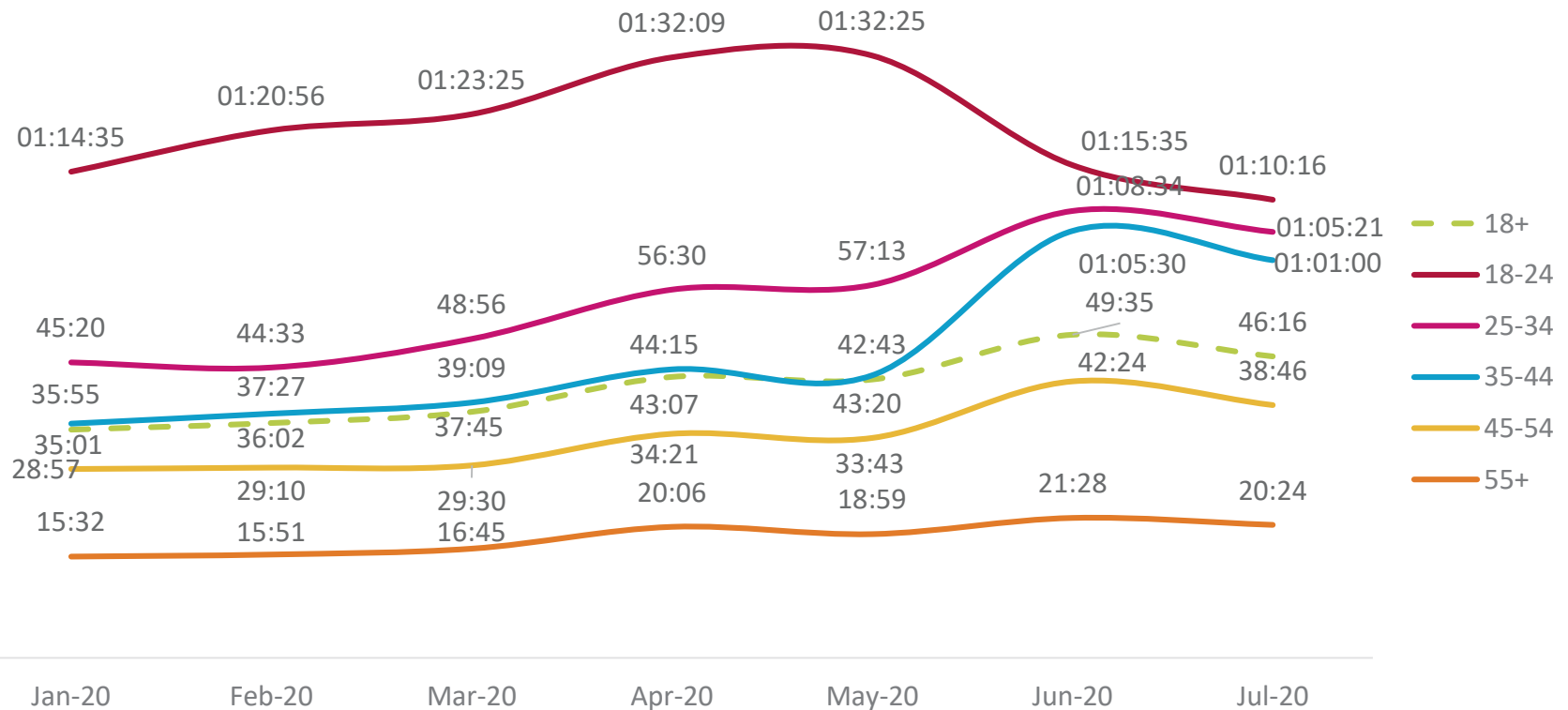
Social media sites used by 13-17 year olds



Source: Kids Insights. Age: 13-17. Question: Which of these sites and social networks do you use?

# Time spent on YouTube by 35-44 year olds increased by 23 minutes

Average time spent on YouTube via desktop or mobile\* by adult unique visitors per day: January 2020 – July 2020 (hours:minutes:seconds): by age



Source: Comscore MMX Multi-Platform, [M] YouTube.com, Age: 18+, January - July 2020, UK

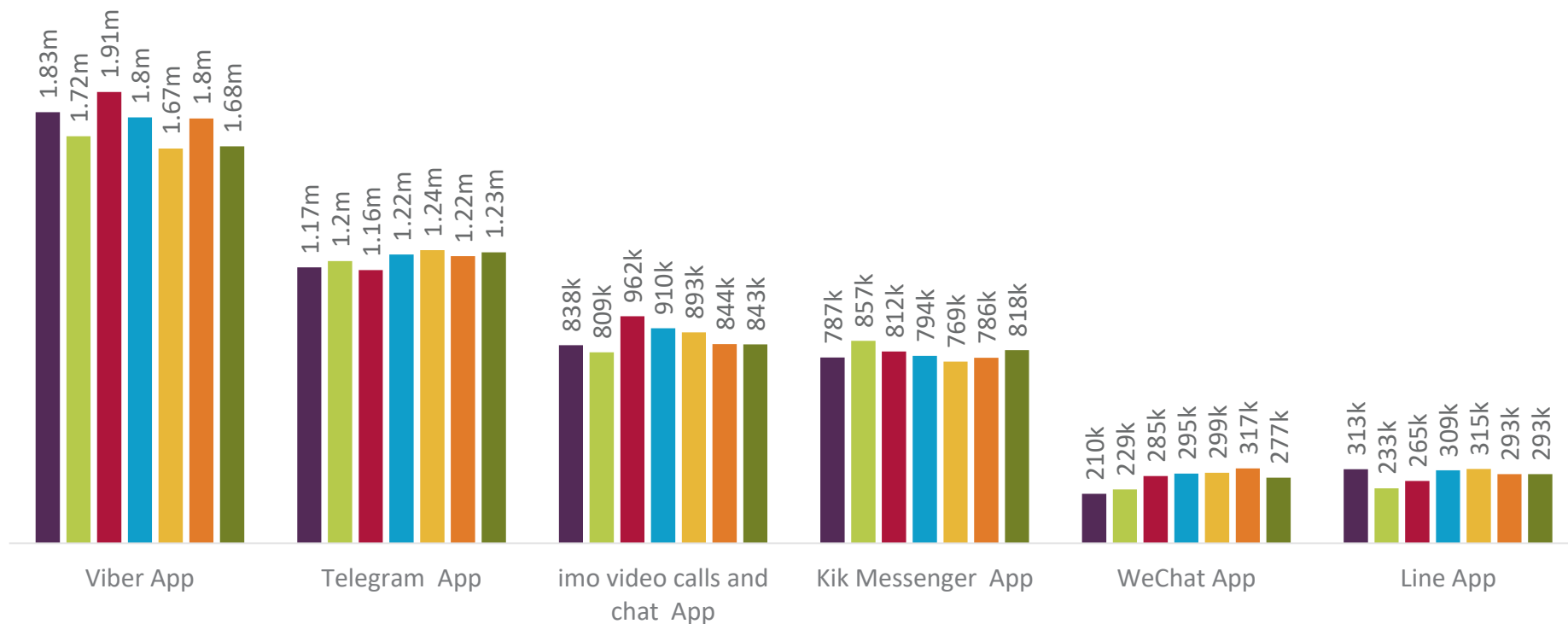
Note: \*Excludes TV set use

# WhatsApp has a reach of around 30.7m UK adults (see slide 11), 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 – July 2020

Adults aged 18+ -

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



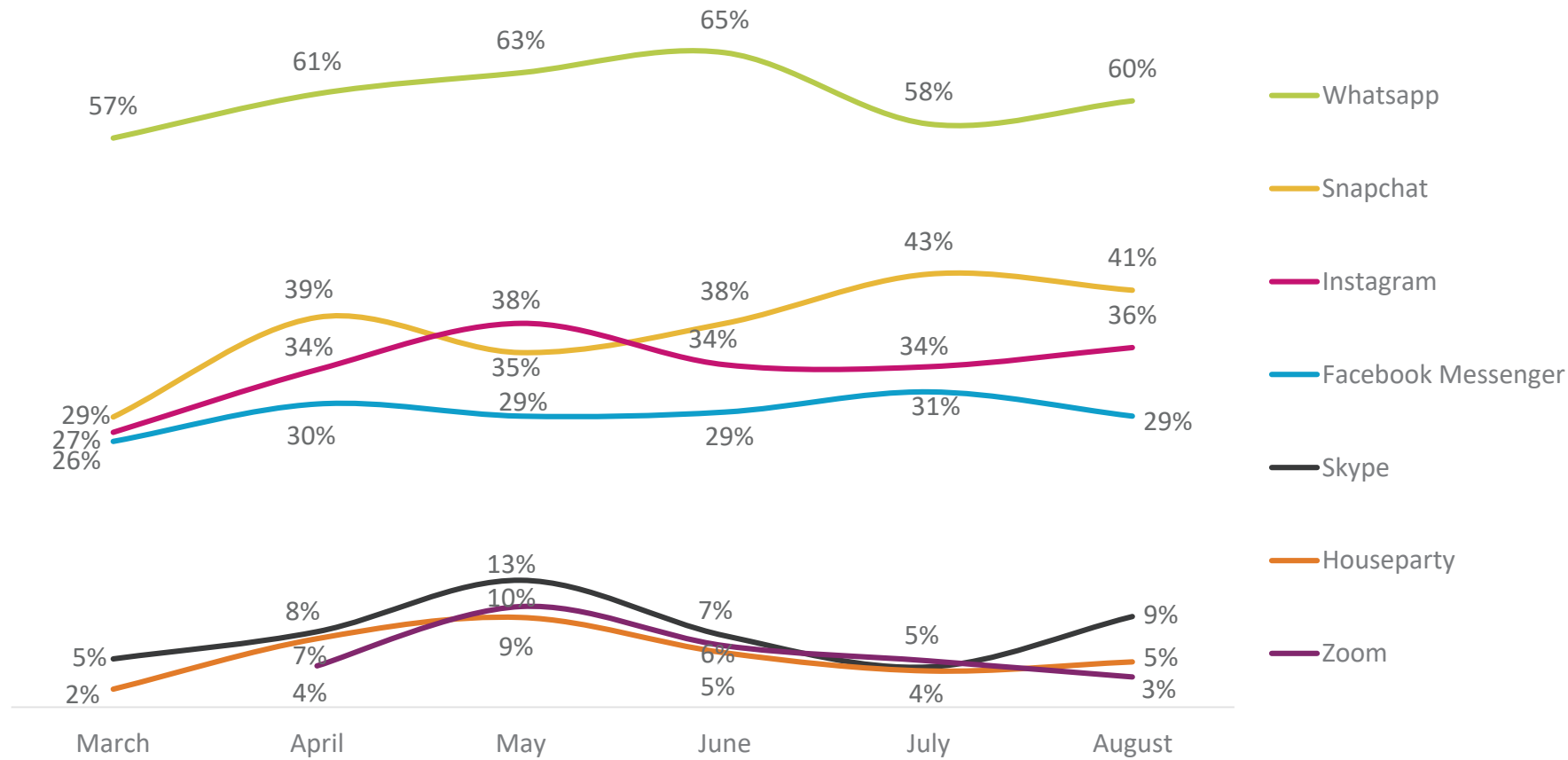
Source: Comscore Mobile Metrix, app only, Age: 18+, Jan – July 2020, UK.

Note: Custom list of entities defined by Ofcom.

WhatsApp figure in title includes site and app visitors

There has been an increase in reach of Snapchat for chatting during July August whilst Whatsapp experienced a decrease during the same period

Platforms used by 13-17 year olds for chat



Source: Kids Insights UK. Age: 13-17. Question: Which of these do you use to chat?



# Zoom's adult reach is declining, whilst Microsoft Teams continues to gradually increase

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

|                             | Dec-2019 | Jan-2020 | Feb-2020 | Mar-2020 | Apr-2020 | May-2020 | June 2020 | July 2020 |
|-----------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|
| <b>Zoom</b>                 | 498k     | 659k     | 712k     | 6.7m     | 13m      | 13.2m    | 10.7m     | 8.7m      |
| <b>Microsoft Teams</b>      | 2.4m     | 3m       | 3.3m     | 5.3m     | 6.5m     | 7.2m     | 7.6m      | 7.7m      |
| <b>Skype</b>                | 2.5m     | 2.5m     | 2.2m     | 4.4m     | 4.9m     | 4.1m     | 3.4m      | 3.7m      |
| <b>Google Duo app</b>       | 1.3m     | 1.6m     | 1.5m     | 1.6m     | 2.3m     | 2.5m     | 2.7m      | 3m        |
| <b>WebEx Communications</b> | 145k     | 208k     | 155k     | 356k     | 529k     | 536k     | 339k      | 511k      |
| <b>Slack.com</b>            |          | 372k     | 355k     | 435k     | 450k     | 360k     | 365k      | 409k      |
| <b>GoToMeeting</b>          | 168k     | 73k      | 82k      | 263k     | 347k     | 301k     | 287k      | 280k      |
| <b>BlueJeans</b>            |          |          |          | 55k      | 72k      | 27k      | 55k       | 57k       |

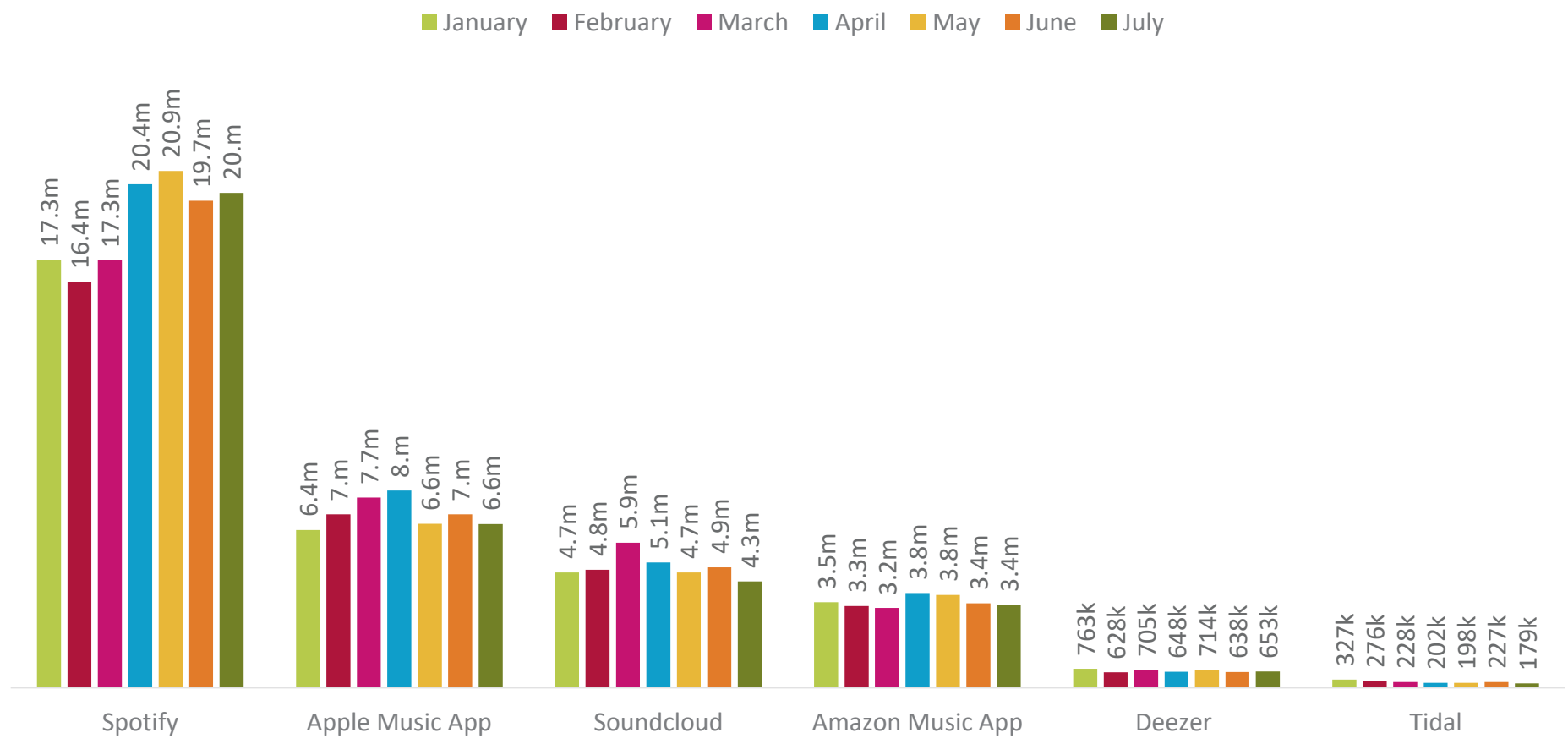
Source: Comscore MMX Multi-Platform, Age: 18+, Dec 2019 - July 2020, UK.

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

# Spotify reached 44% of online adults in the UK in July 2020



Digital audience adult reach to selected music streaming sites and apps: January - July 2020  
Adults aged 18+ -

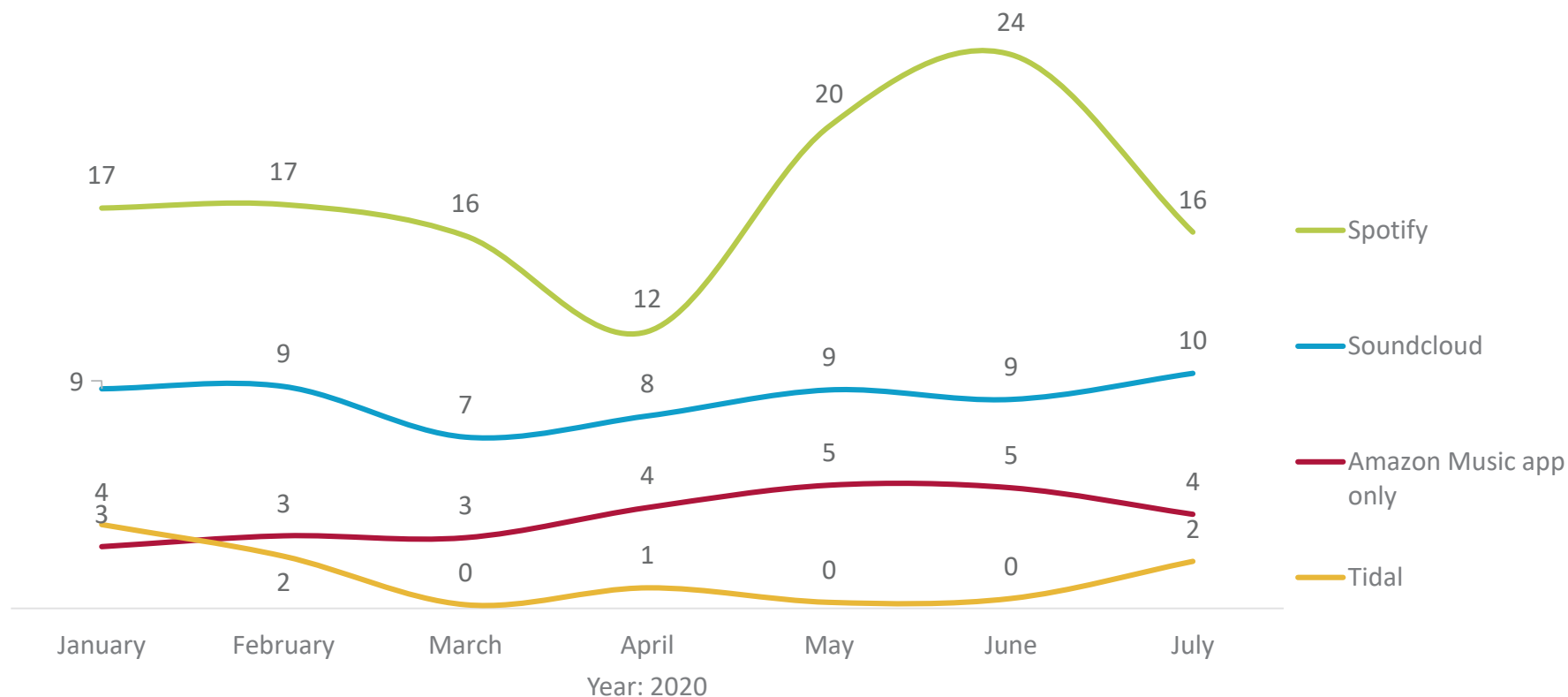


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – July 2020, UK.

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 per day dropped from 24 mins in June 2020 to 16 mins in July 2020

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



Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan - July 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.

## 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.

## Kids Insights UK

- Kids Insights UK is a market research and insights resource on attitudes, behavioral and consumption pattern of children aged 3-18 years old. More than 21,300 children a year in the UK take part in the survey.