

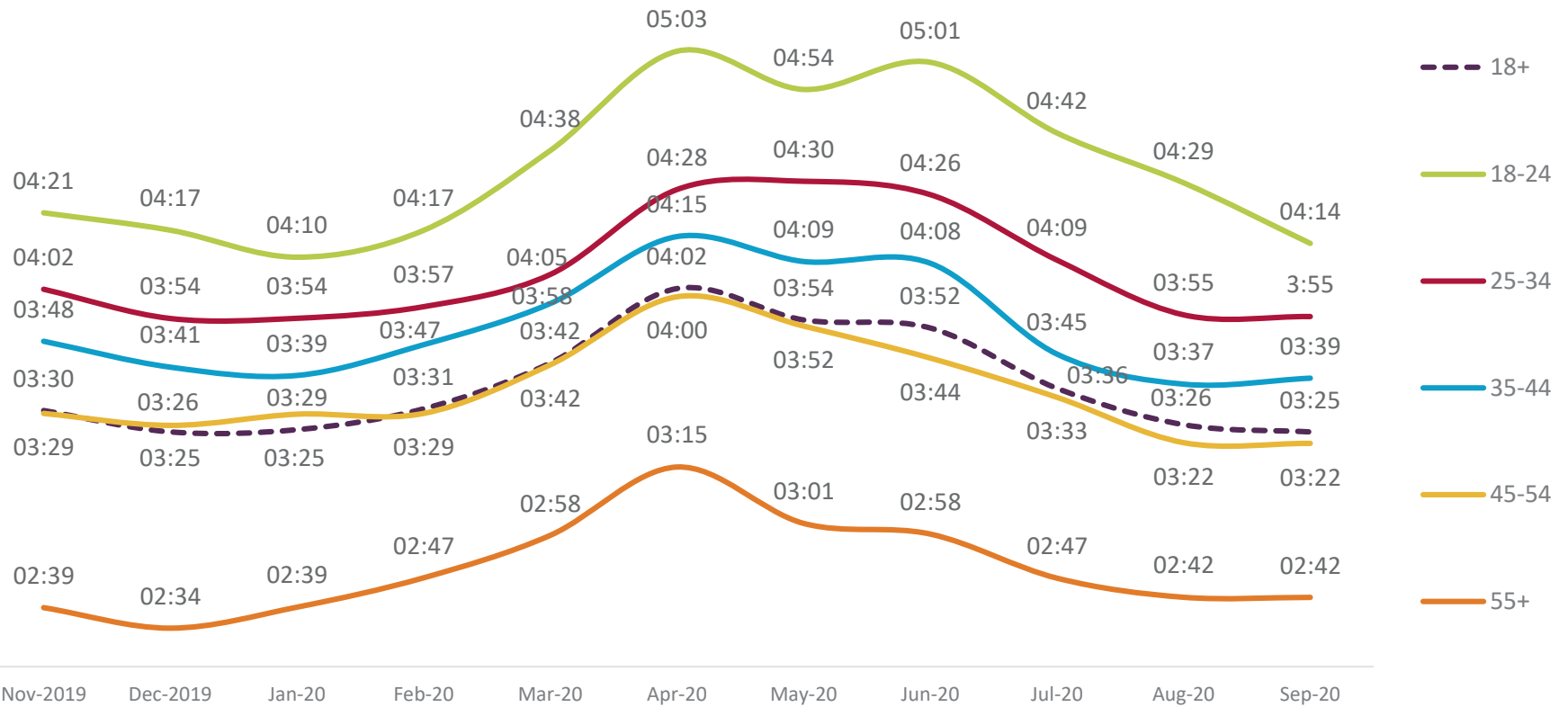
# Effects of Covid-19 on online consumption in the UK

Source: Comscore MMX Multi-Platform and Kids Insights UK

Published: November 2020

# Average time spent online in the UK has returned to pre lockdown levels

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

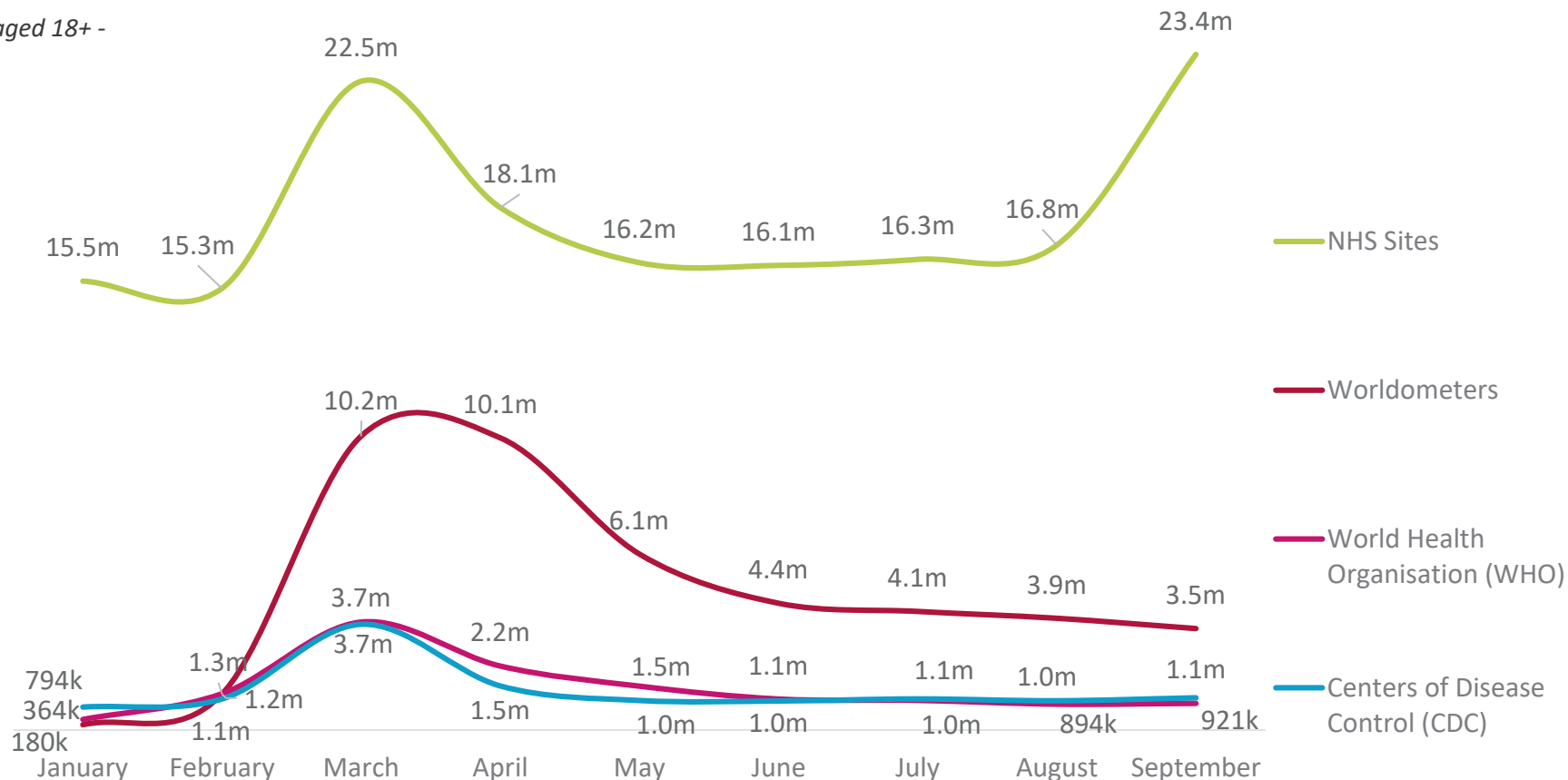


Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, Nov 2019 - Sep 2020, UK

# Nearly seven million more adults visited NHS sites in September than in August - this is likely due to take-up of the NHS Covid-19 mobile app

Digital audience adult reach to selected COVID-19 information sites and apps: January – September 2020

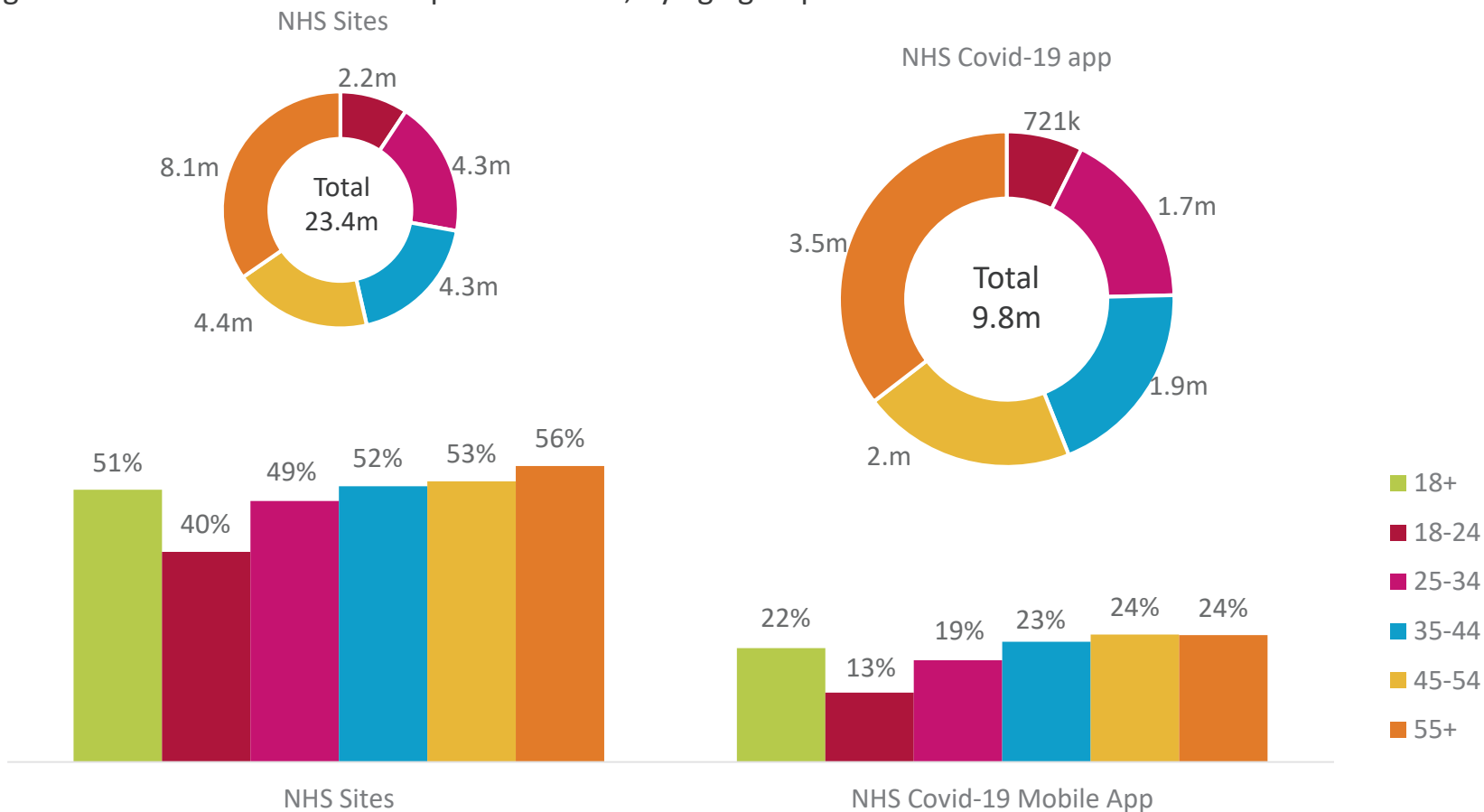
Adults aged 18+ -



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

# Around 10 million people used the NHS Covid-19 app in September – there were six million downloads on the first day of its launch\*

UK digital audience adult reach in September 2020, by age group



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

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

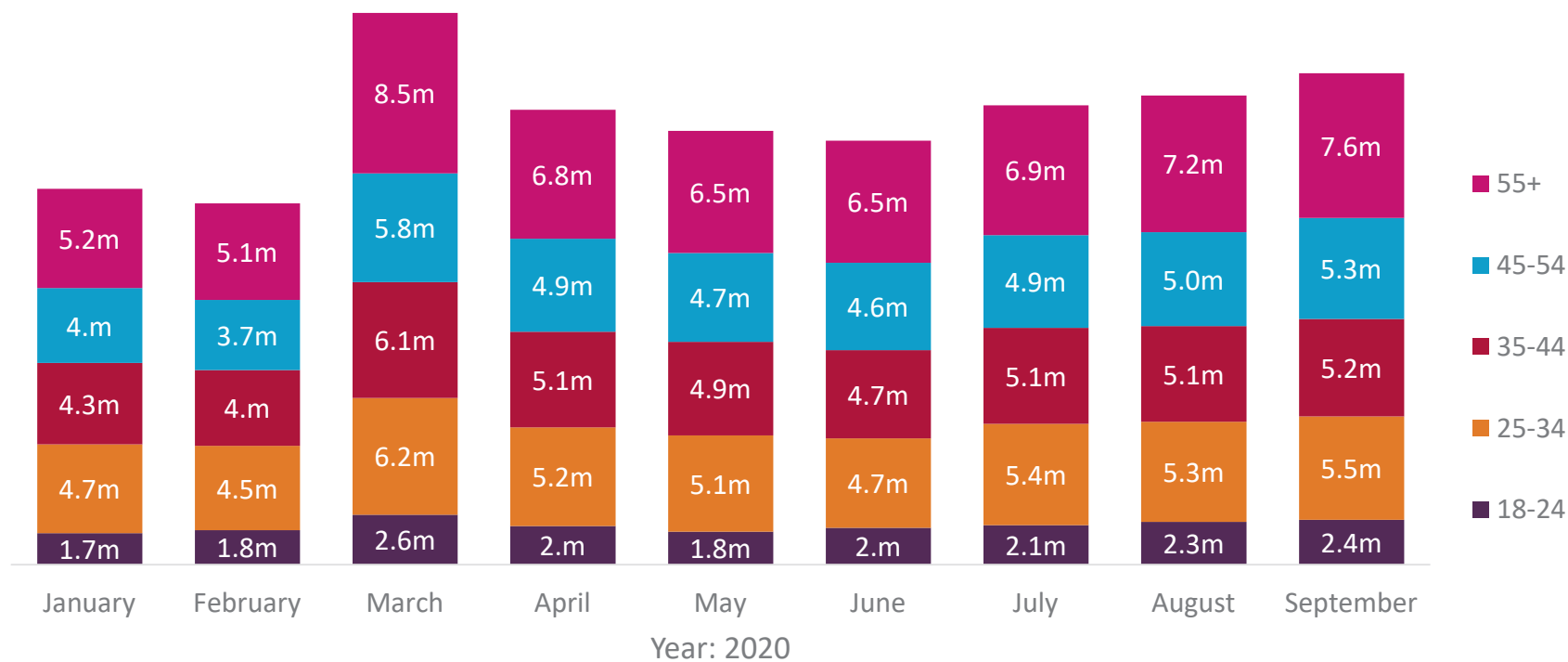
\*The app launched nationwide on 24 September, Press release: [NHS COVID-19 app has been downloaded over 10 million times](#)

# There has been a steady increase since June 2020 in the number of adults in the UK visiting the GOV.UK site

Digital audience adult reach to WWW.GOV.UK site: January – September 2020 by age

Adults aged 18+ -

**Total**    **19.9m**    **19.1m**    **29.2m**    **24.1m**    **22.9m**    **22.4m**    **24.3m**    **26.0m**

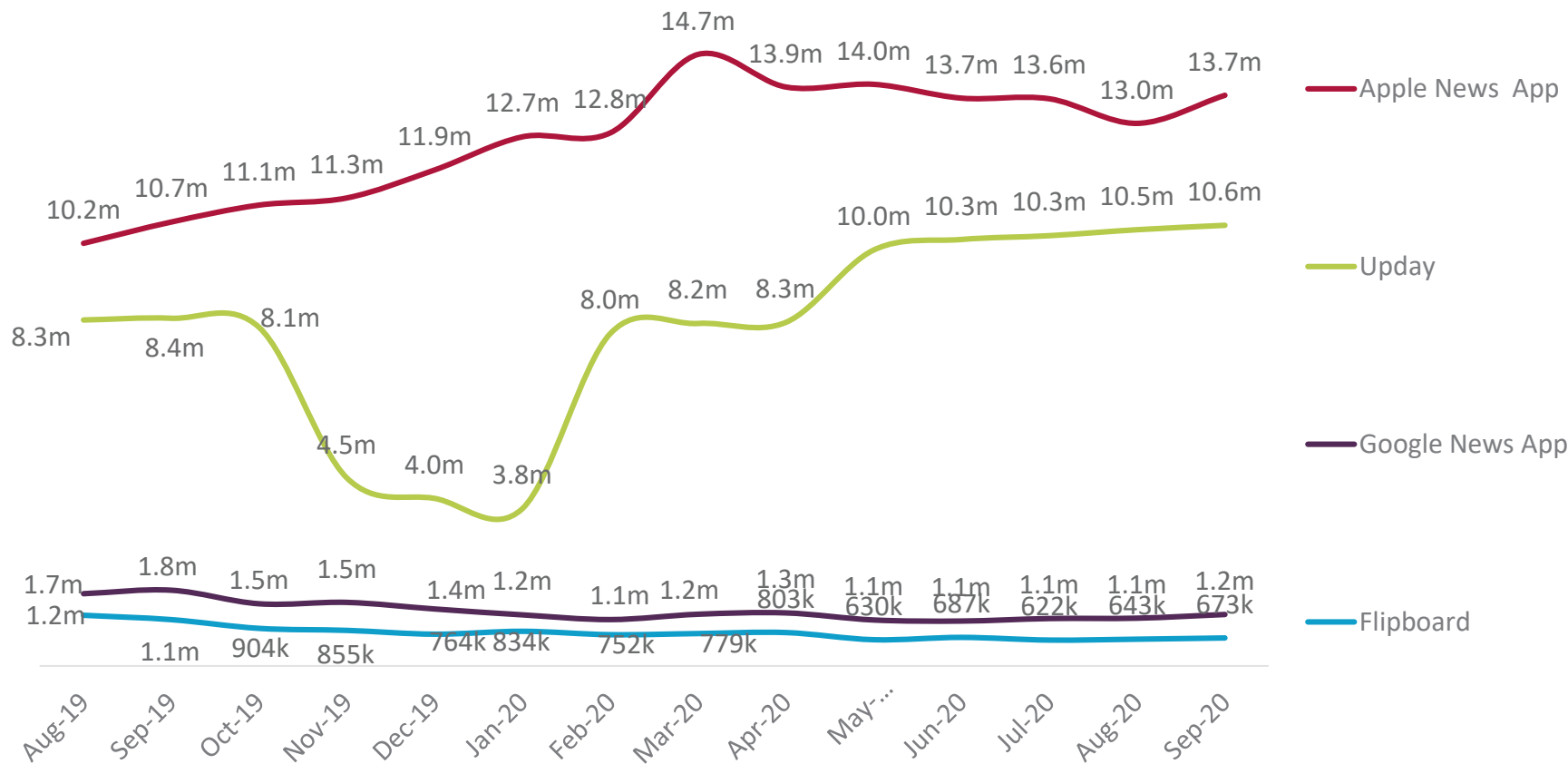


Year: 2020

# Apple's news app had 3 million more adult visitors in September 2020 compared to September 2019

Digital audience adult reach to selected health sites and apps: August 2019 – September 2020

Adults aged 18+-



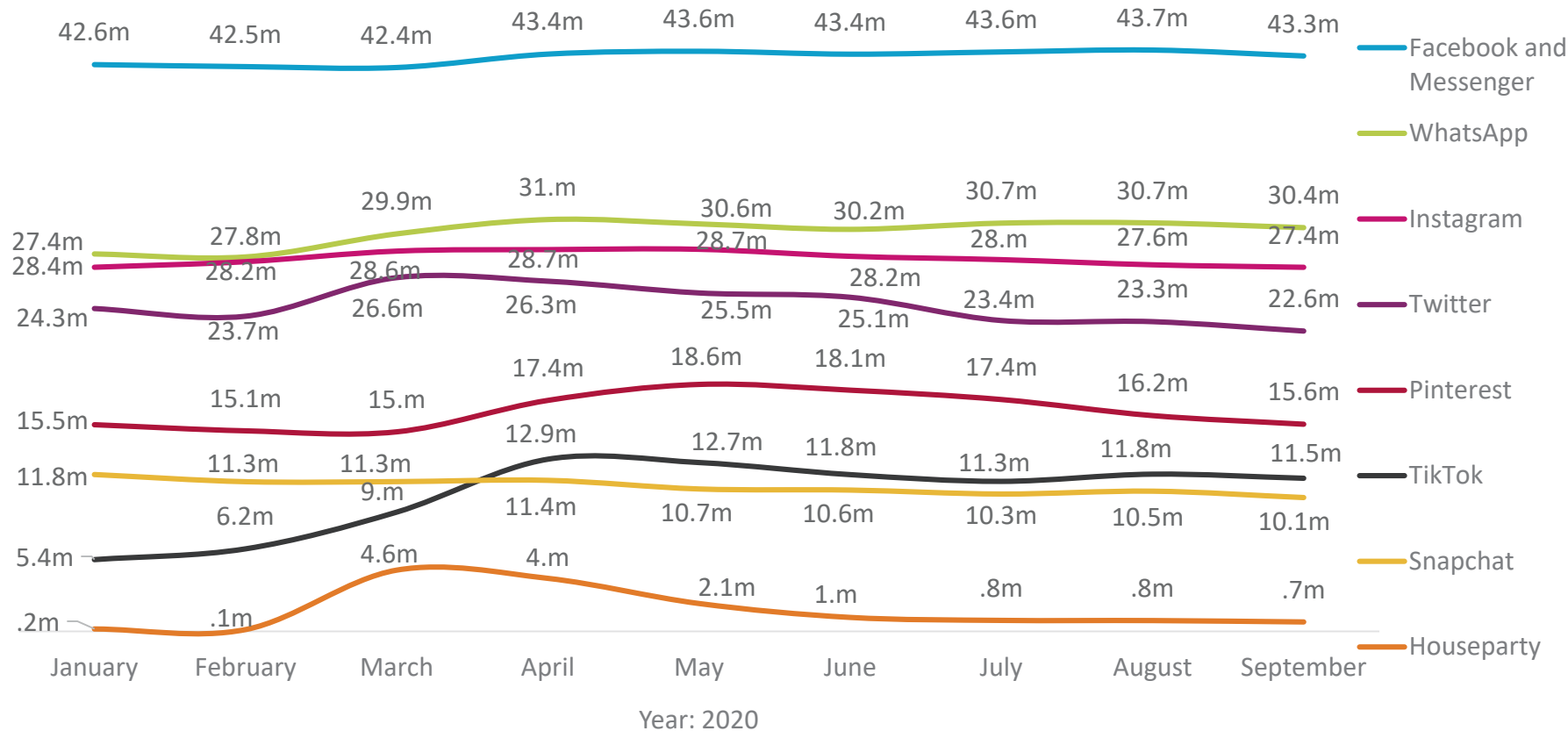
Source: Comscore MMX Multi-Platform, Age: 18+, Aug 2019– Sep 2020, UK

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

# Reach to social media sites and apps appears to have stabilised in the UK over the last few months

Digital audience adult reach of selected social media sites and apps: January – September 2020

Adults aged 18+ -

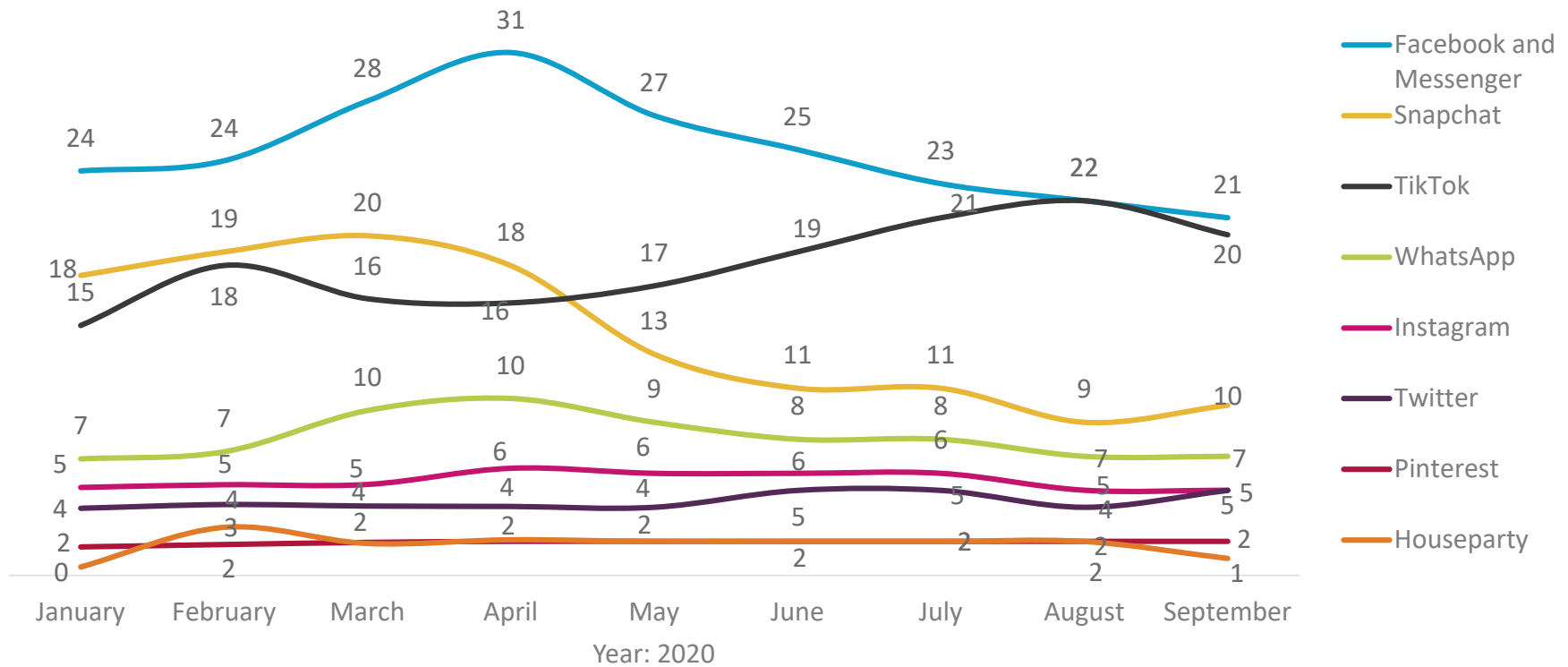


Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Sep 2020, UK

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

# In the UK, adult visitors spent the same amount of time on TikTok as they did on Facebook in August 2020 (22mins per day)

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



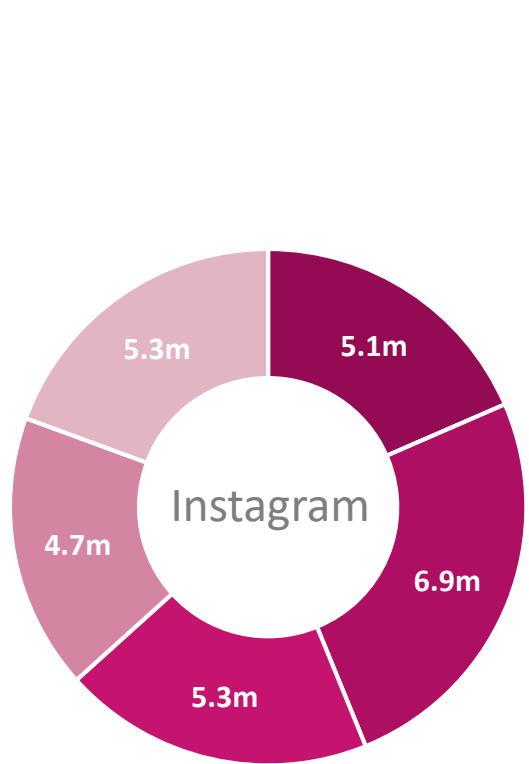
Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Sep 2020, UK  
Note: \*Custom list of entities defined by Ofcom.



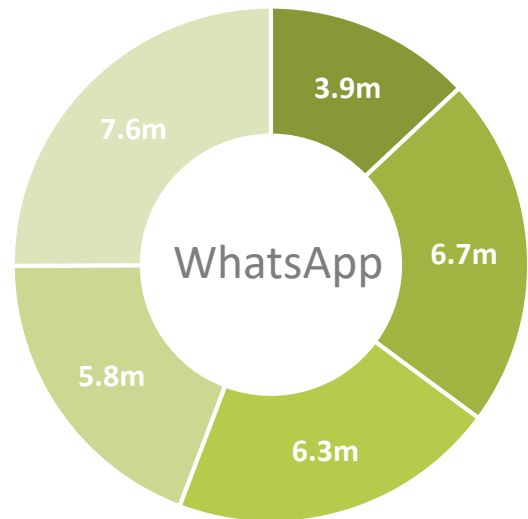
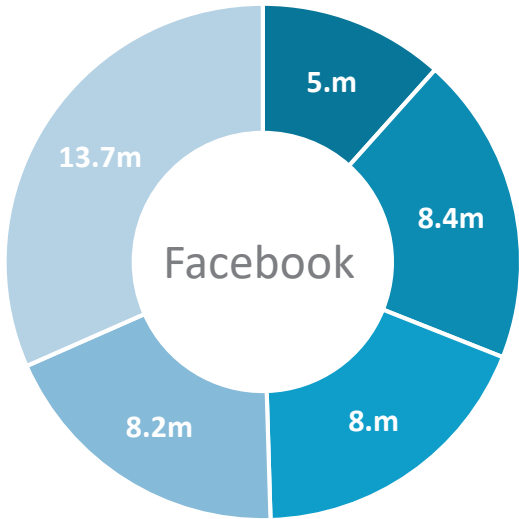
# Facebook owned services demographic profile in the UK

## Facebook family of services: age demographic reach in September 2020

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

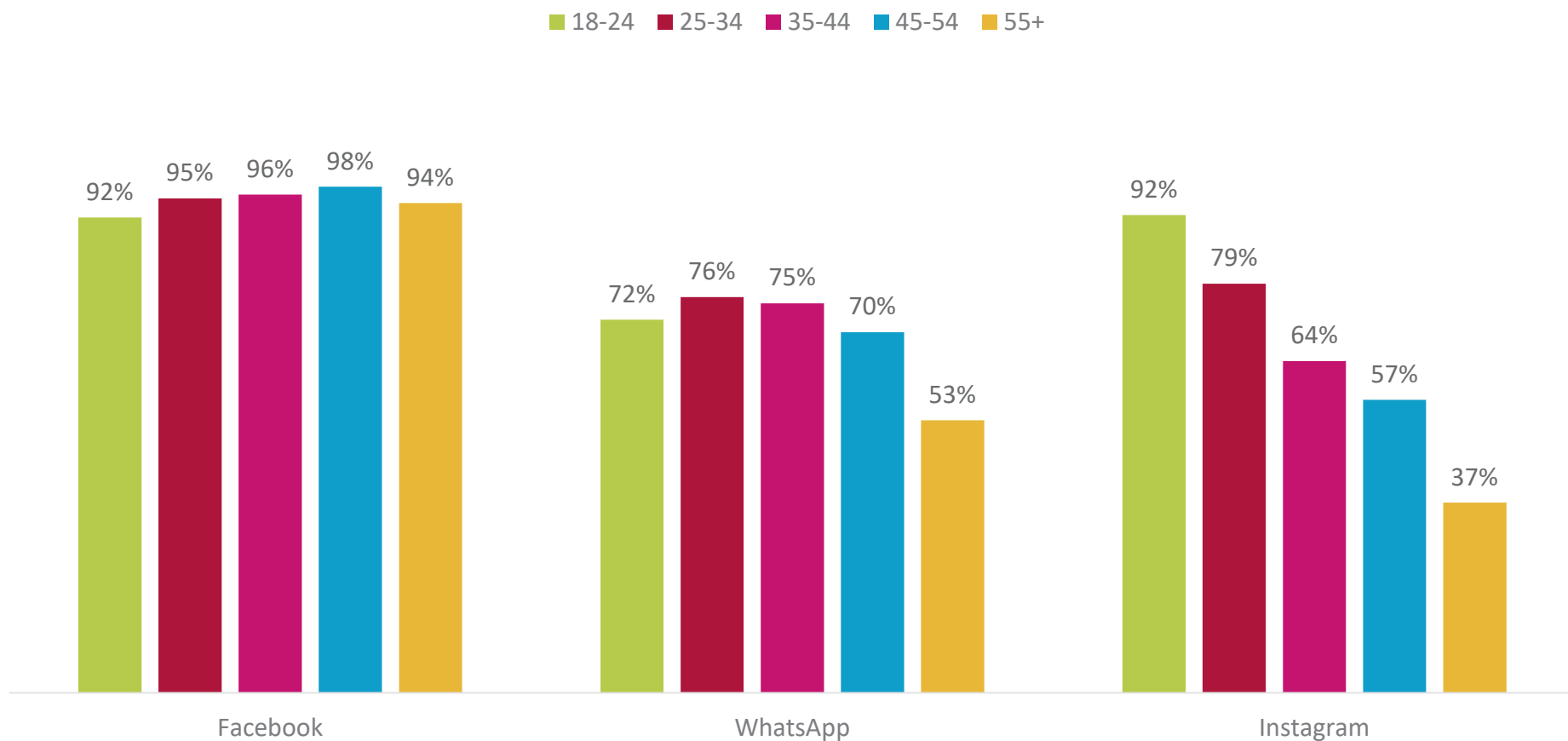


■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

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

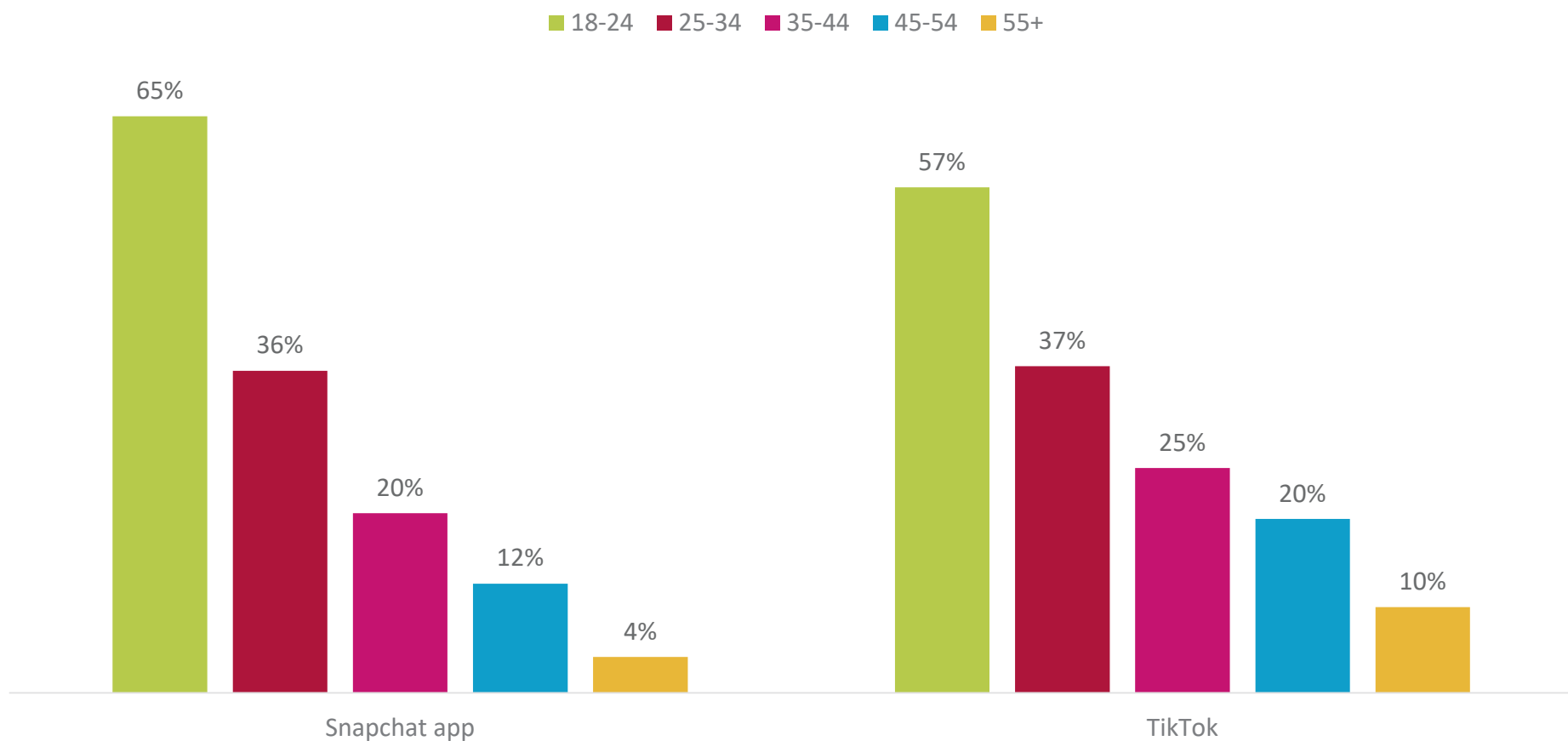
# 40% of online adults in the UK visited all three Facebook services in September 2020

Digital audience adult aged 18+ reach in September 2020 to Facebook owned sites and apps: by age



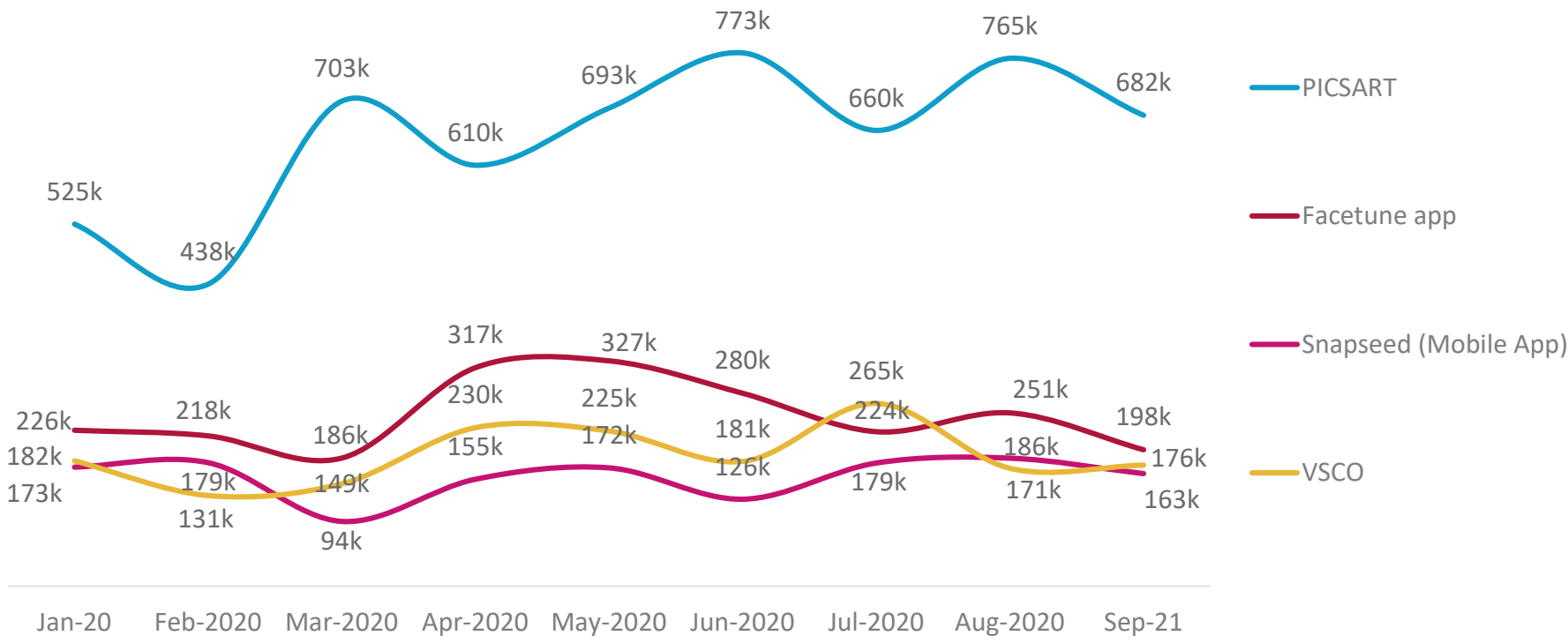
92% of online 18-24 year olds visited Instagram (see previous slide),  
by comparison 18-24 year old reach to Snapchat and TikTok is lower

Digital audience adult aged 18+ reach in September 2020 to Snapchat app and TikTok site and app: by age



# Photo editing apps known for being used for producing social media content had an increase in reach amongst adults in the UK during April and May 2020

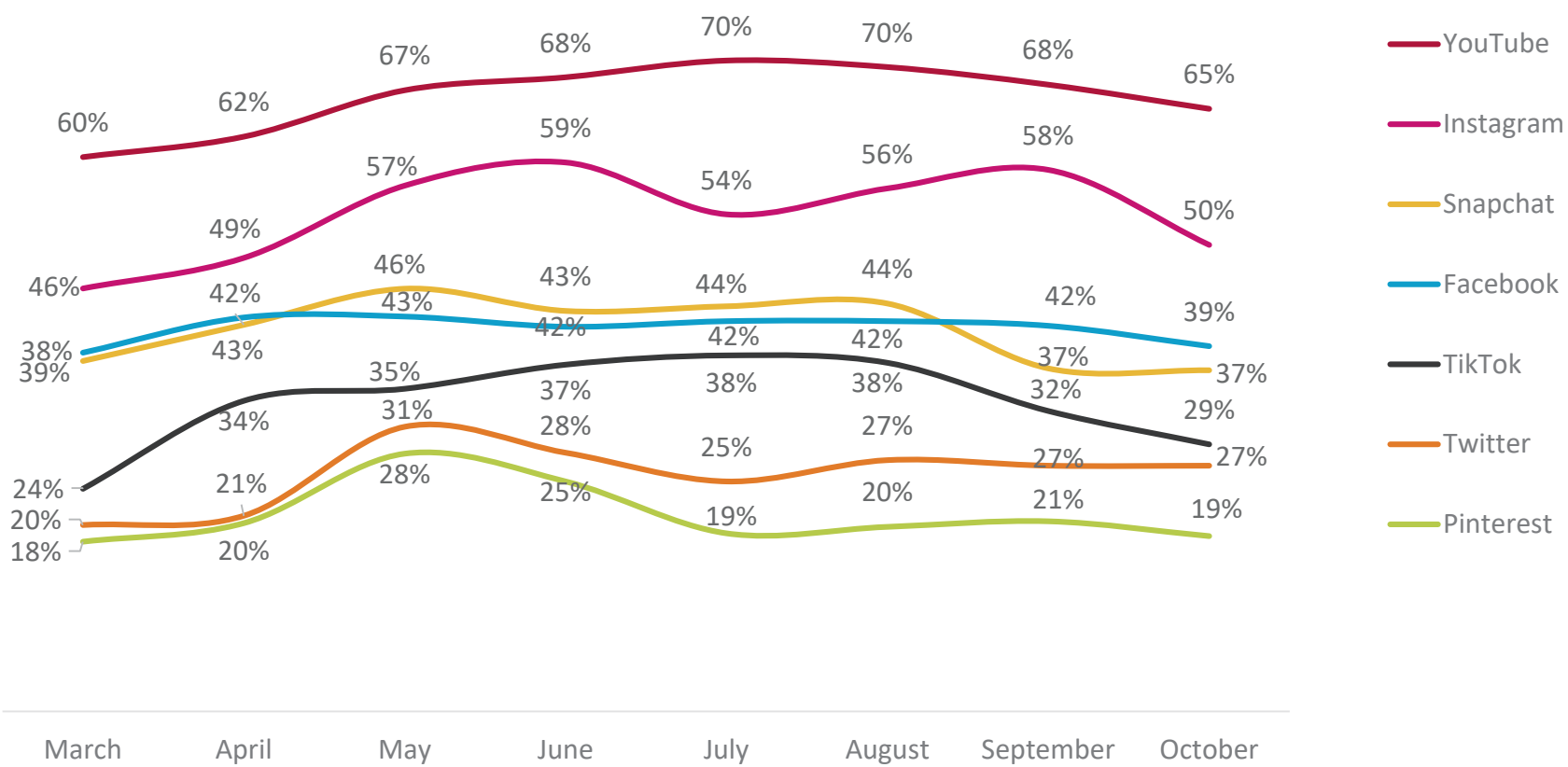
Digital audience adult reach to selected photo editing sites and apps: January – September 2020  
Adults aged 18+ -



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

# Teens saying that they use TikTok decreased further in October, perhaps impacted by return to school

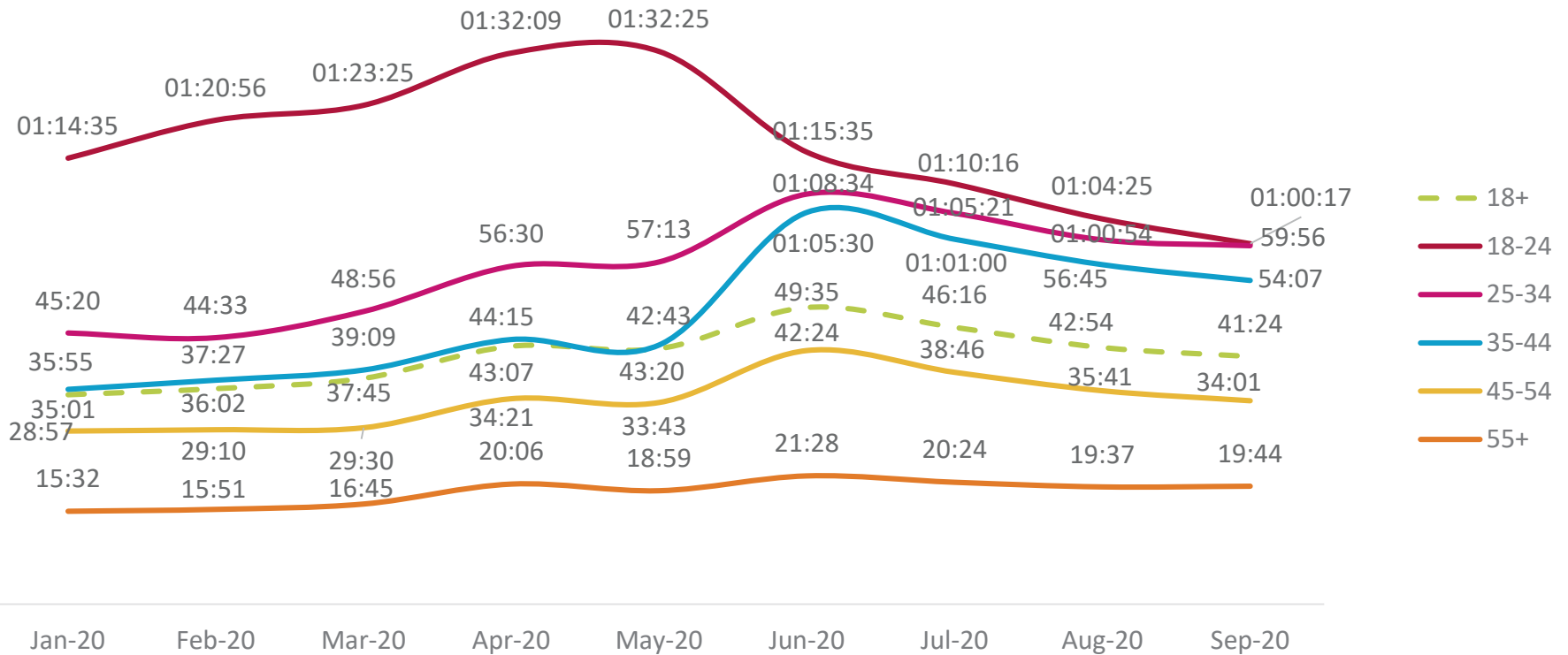
Social media sites used by 13-17 year olds



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

# Time spent on YouTube by all adults in the UK has stabilised

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



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

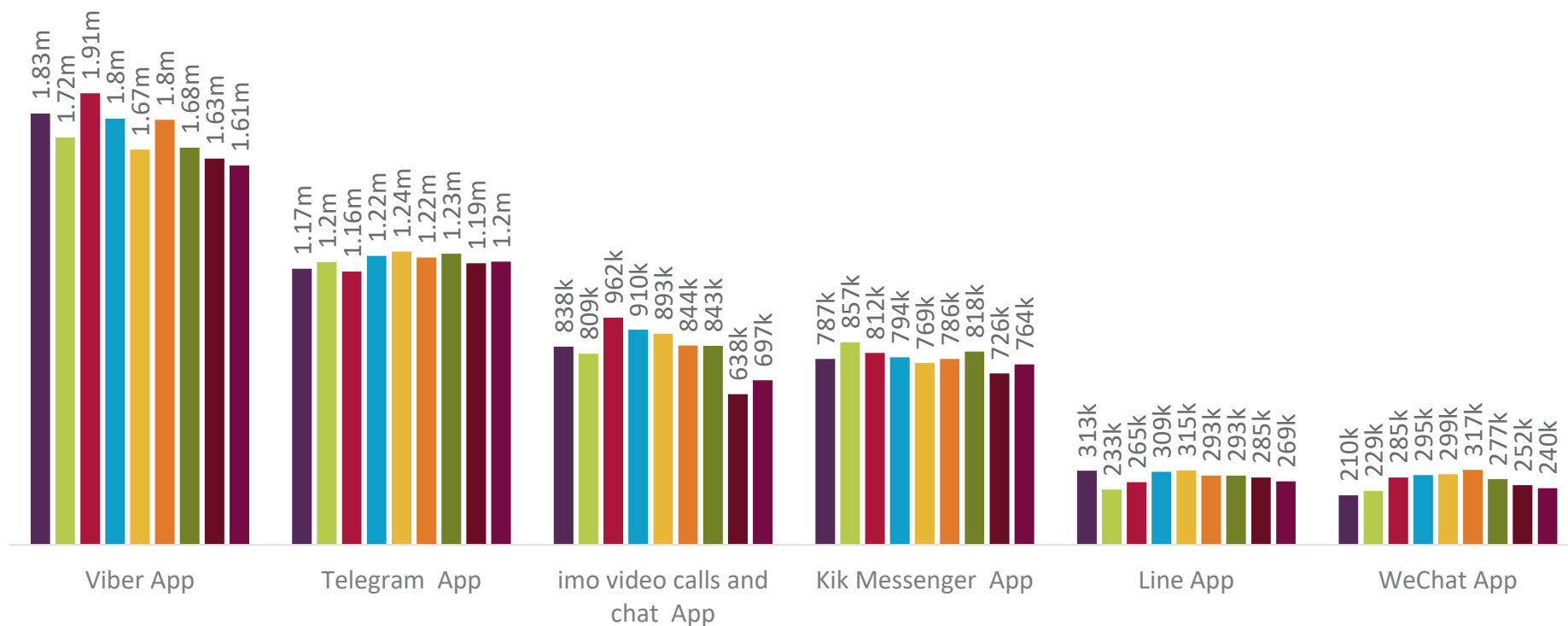
Note: \*Excludes TV set use

WhatsApp has a reach of around 30.4m UK adults (see slide 7) – there are also a number of instant messaging apps with a smaller adult reach used in the UK

Digital audience adult reach of instant messaging apps: January – September 2020

Adults aged 18+ -

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



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

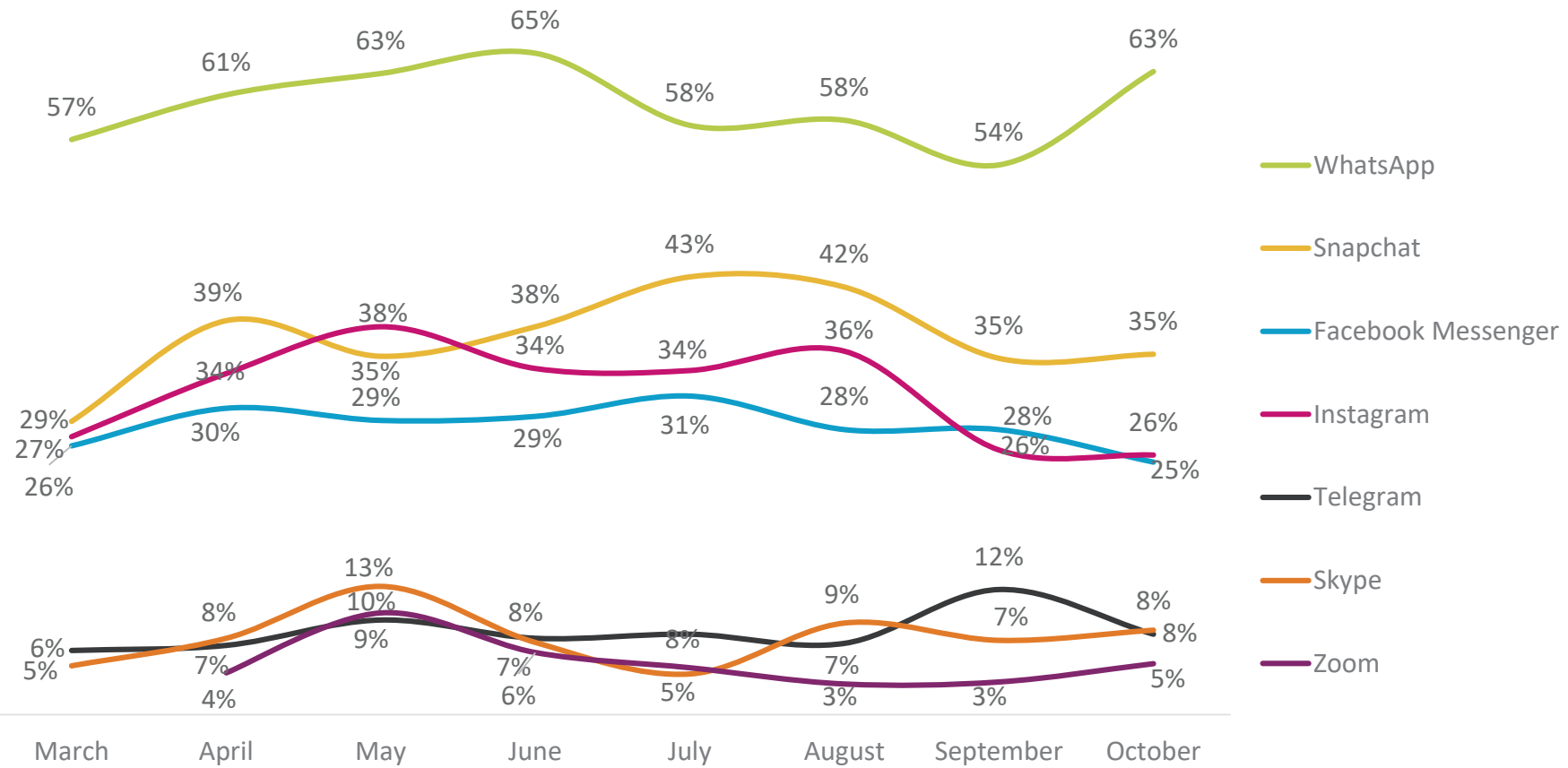
Note: Custom list of entities defined by Ofcom.

WhatsApp figure in title includes site and app visitors

# WhatsApp use amongst teens increased in October



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?



# As the academic year started, Microsoft Teams' UK adult reach increased by 2m in September

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

	Dec-2019	Jan-2020	Feb-2020	Mar-2020	Apr-2020	May-2020	June 2020	July 2020	Aug 2020	Sep 2020
<b>Microsoft Teams</b>	2.4m	3m	3.3m	5.3m	6.5m	7.2m	7.6m	7.7m	7.5m	9.5m
<b>Zoom</b>	498k	659k	712k	6.7m	13m	13.2m	10.7m	8.7m	7.2m	8.0m
<b>Google Duo app</b>	1.3m	1.6m	1.5m	1.6m	2.3m	2.5m	2.7m	3m	3.2m	3.3m
<b>Skype</b>	2.5m	2.5m	2.2m	4.4m	4.9m	4.1m	3.4m	3.7m	5.2m	2.7m
<b>Slack.com</b>		372k	355k	435k	450k	360k	365k	409k	436k	409k
<b>WebEx Communications</b>	145k	208k	155k	356k	529k	536k	339k	511k	200k	287k
<b>GoToMeeting</b>	168k	73k	82k	263k	347k	301k	287k	280k	187k	205k
<b>BlueJeans</b>				55k	72k	27k	55k	57k	27k	59k

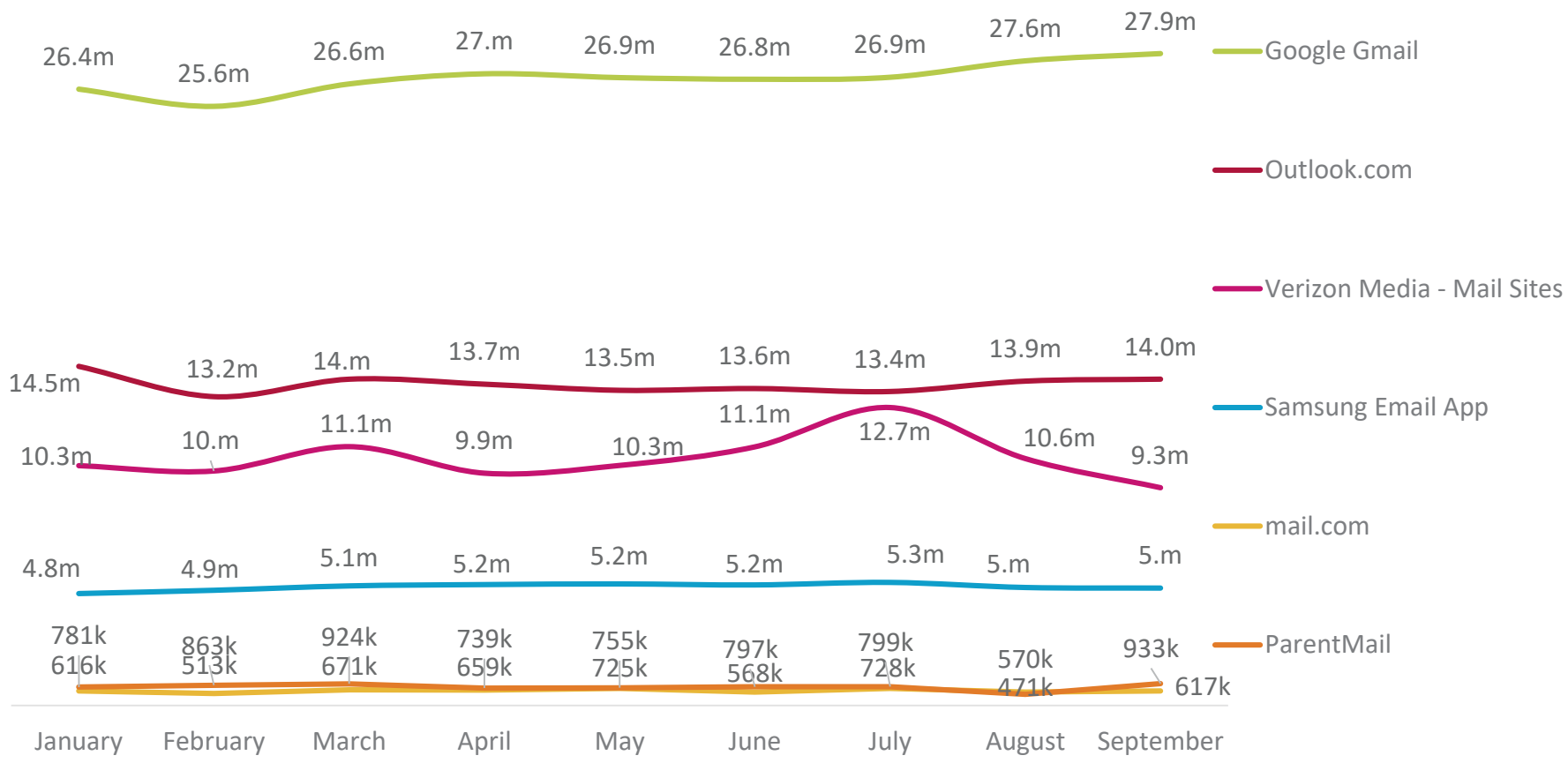
Source: Comscore MMX Multi-Platform, Age: 18+, Dec 2019 – Sep 2020, UK

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

# 88% of online adults in the UK visited an email service in September



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



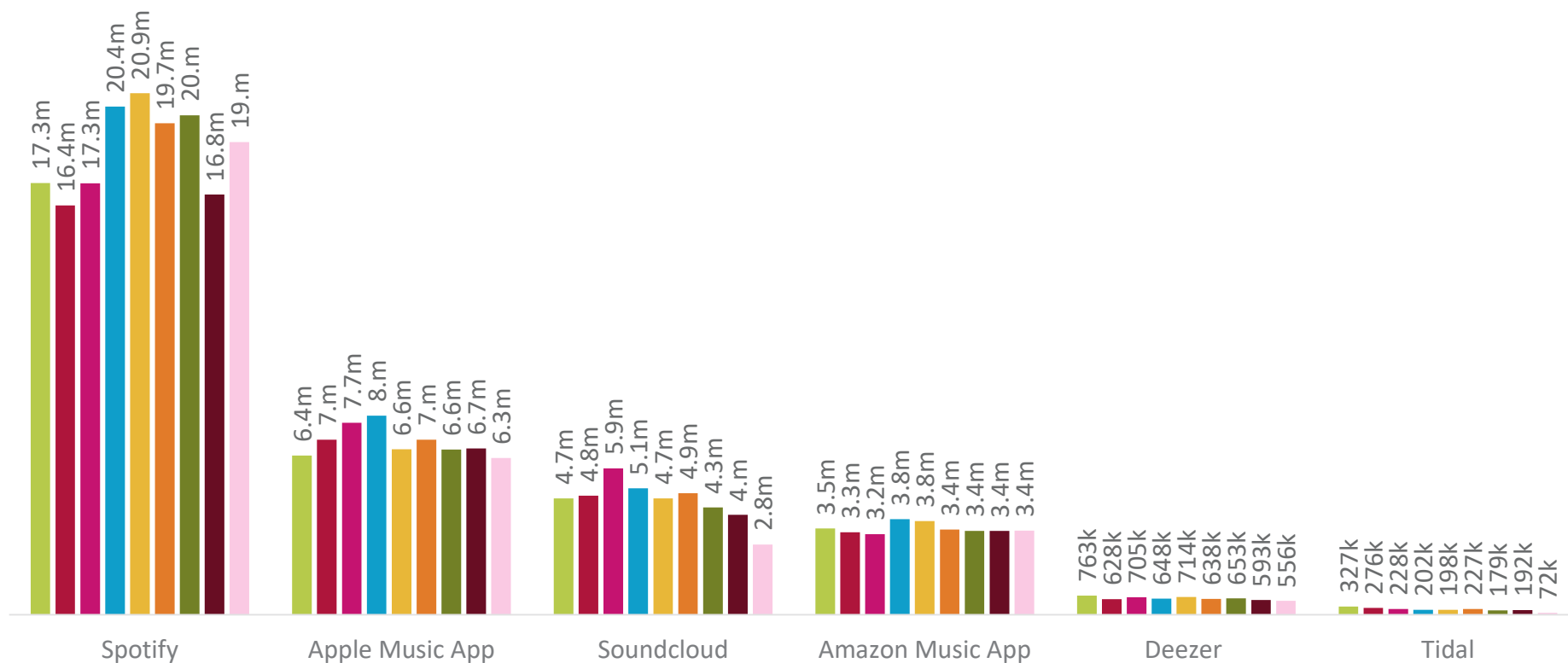
Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Sep 2020, UK  
Note: \*Custom list of entities defined by Ofcom.

# Spotify site and app reached 42% of online adults in the UK in September 2020

Digital audience adult reach to selected music streaming sites and apps: January - September 2020

Adults aged 18+ -

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

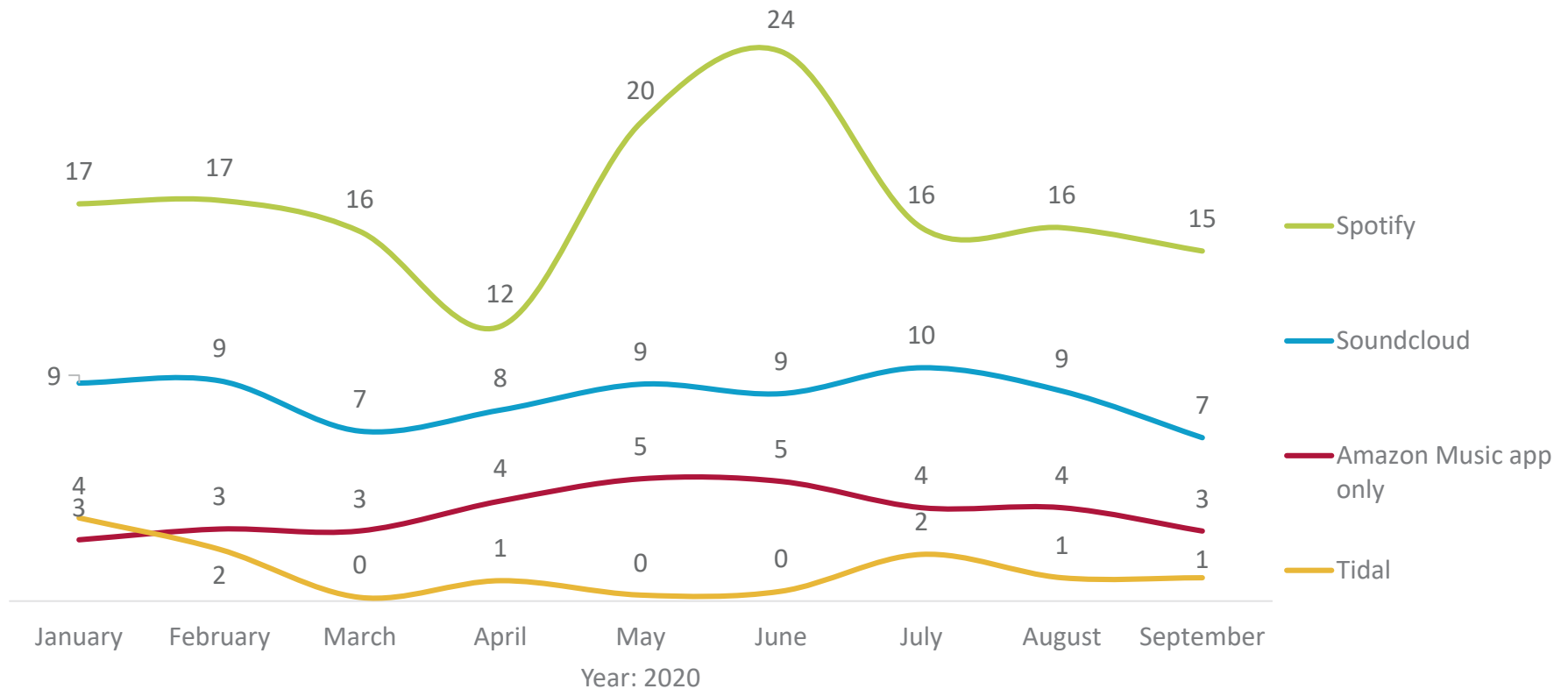


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Sep 2020, UK

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.

# On average an adult Spotify visitor in the UK spent 15 mins per day on the service in September

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



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

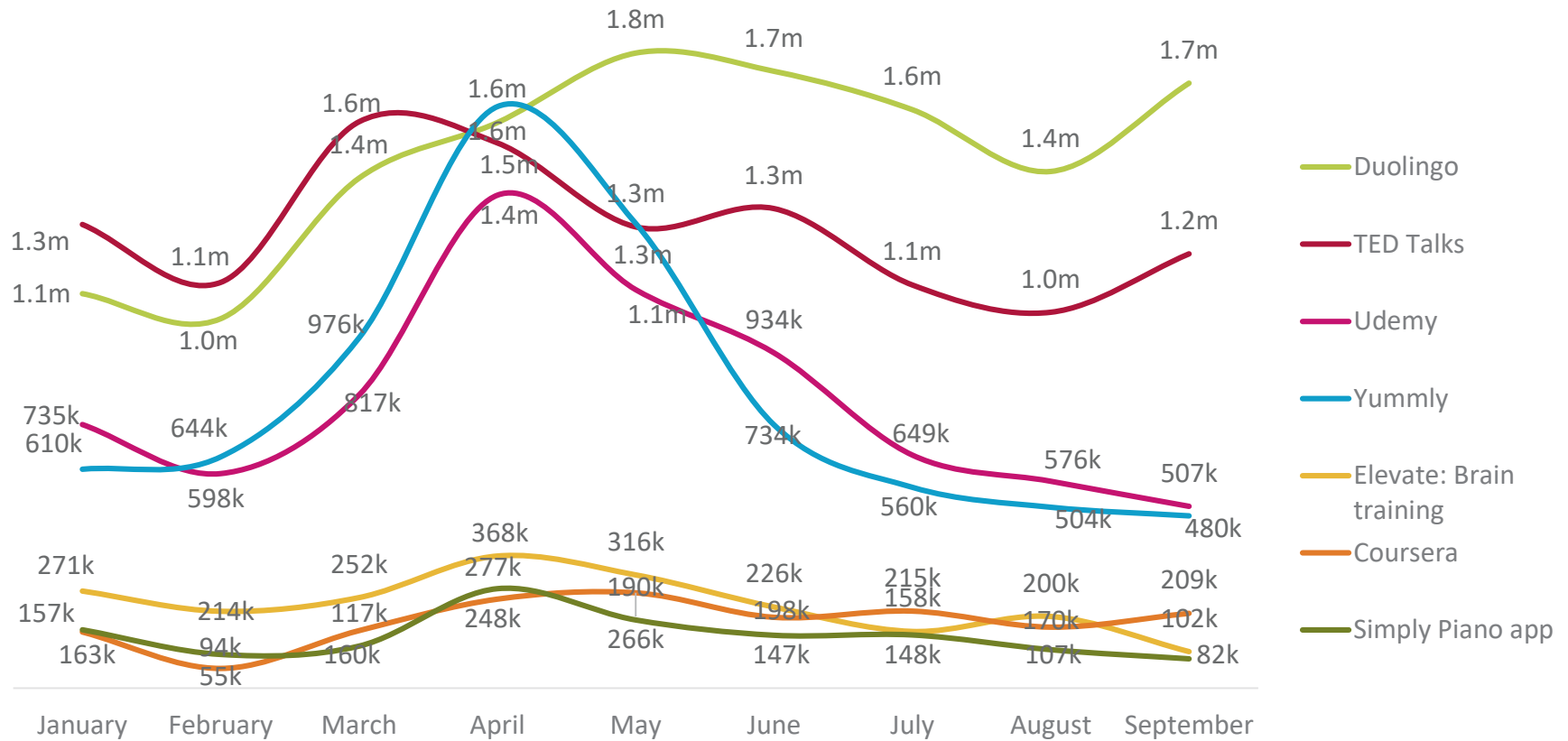
Note: \*Custom list of entities defined by Ofcom.

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.

# Personalised recipe site/app Yummly reached a peak of 1.6m adults in the UK during lockdown in April 2020 but as lockdown eased it experienced a sharp decline in visitors

Digital audience adult reach to selected educational sites and apps: January – September 2020

Adults aged 18+ -



## 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.

## Kids Insights UK

- Kids Insights UK is a market research and insights resource on attitudes, behavioural 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.