



# Internet Citizens 2015: Executive Summary

The use of selected citizen-related online content and  
services

Research Document

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## About this document

Ofcom's role in furthering the interests of citizens includes seeking to ensure that people have access to the services and content they need in order to participate fully in society. This Executive Summary and accompanying slidepack provides an overview of people's online use of such services and content in a range of citizen-orientated areas.

It provides a range of metrics relating to UK adults' use of government websites, e-petitions, health, education, public service broadcasting, news, local websites, hyperlocal sites, citizen journalism, cultural activities and libraries. We have examined these activities together to get a clearer understanding of the range of citizen-focused activity that is taking place online.

This summary report follows on from our 2014 *Internet Citizens* report. We hope to continue to track this activity to monitor how the consumption of online citizen content is developing.

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## Section 1

# Executive summary

## 1.1 Introduction

This Executive Summary and accompanying slidepack provides an overview of metrics relating to UK adults' online participation in citizen-orientated content and services; in other words, those elements of online activity which further societal or democratic participation.

This summary report follows on from our 2014 *Internet Citizens* report. The main data source used is the comScore online measurement system, supplemented with a selected range of published survey research. Where possible, we compare findings over time, although changes to the way the data are collected mean that such comparisons are limited. In 2015 we are publishing the main Internet Citizens report as a slide pack; this document provides a summary and background to the slide pack.

It is important to note that our activities as citizens and consumers often overlap and blur. For example, much of the online content described in this report can be delivered and consumed commercially, and as such could also be deemed relevant to consumer interests. Much of it is of personal interest or importance as well as being of use to society as a whole. For example, news content online straddles commercial, consumer-focused services and those of public service or civic provision. Nonetheless, we have selected some core categories that, taken together, can be seen to represent a landscape of broadly citizen-orientated content and services that enable participation in society.

It is challenging to create a fully comprehensive and universally-accepted list of online citizen-related content and services, and we do not claim such comprehensiveness here. For example, video sharing websites and social media are used by individuals and groups to further social and democratic participation, but their use of these platforms may be difficult to capture at the macro level. We also note that the value to society generated by online activity is not solely dependent on the reach or audience of a service. While this report focuses on readily-available metrics such as comScore, Ofcom surveys and the DCMS Taking Part survey, there is a wealth of more granular activity that may not be captured by these means.

In our report we cover a range of core topics, including use of government websites, e-petitions, health, education, public service broadcasting, news, local websites, hyperlocal sites, citizen journalism, cultural activities and libraries. We have examined these activities together to gain a clearer picture of the range of citizen-focused activity that is taking place online. Where possible, findings are provided for the devolved nations as well as for the UK as a whole.

## 1.2 Methodology and sources

Our main data source is comScore, the online measurement system. We have primarily used comScore's multi-platform data in order to capture internet activity across mobiles and tablets as well as desktops and laptops. Data are deduplicated to provide information on the number of individual users, regardless of whether those users are accessing websites across multiple devices or from multiple browsers. Due to changes in comScore's methodology for measuring mobile audiences from 2015, multiplatform and mobile data in this report is not comparable with that in the 2014 report.

In most cases data are provided for a single month, June 2015, though in some cases it is also possible to provide a month-by-month data from January 2015 and this is included where it provides additional insight. We note that the reported demographic make-up of a service's unique audience may vary from month to month, particularly in cases of websites and apps with relatively small audiences and the demographic analysis should be read with this in mind.

We also draw upon a range of other sources including:

**Ofcom:** Adults' media use and attitudes

report [http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/media-lit-10years/2015\\_Adults\\_media\\_use\\_and\\_attitudes\\_report.pdf](http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/media-lit-10years/2015_Adults_media_use_and_attitudes_report.pdf)

**UK Government:** data on UK government websites [www.gov.uk/performance](http://www.gov.uk/performance) with additional material from the Cabinet Office

**Scottish Government:** data on Scottish Government websites recorded by Google Analytics and provided by Scottish Government

**Wales Government:** data on Welsh Government websites provided by Welsh Government.

**Northern Ireland Government:** data on Northern Ireland Government websites recorded by Google Analytics and WebTrends and provided by NI Government

**DCMS:** Taking Part Survey – data on participation in digital cultural activities in England [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/476156/Taking\\_Part\\_201415\\_Focus\\_on\\_Digital\\_engagement.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/476156/Taking_Part_201415_Focus_on_Digital_engagement.pdf)

**Office for National Statistics (ONS):** Internet Access – Households and Individuals 2015 – data on online activities of people in Britain [http://www.ons.gov.uk/ons/dcp171778\\_412758.pdf](http://www.ons.gov.uk/ons/dcp171778_412758.pdf)

**Digital R&D Fund for the Arts:** data on the online activities of a range of arts and cultural organisations in England <http://artsdigitalrnd.org.uk/features/digitalculture2014/>

**Local Web List:** directory of hyperlocal websites available at <http://localweblist.net/>

We welcome comments on our approach and the topics covered, and suggestions as to how they might be modified in any future publications.

## 1.3 Key findings

In this section we summarise key findings from each of the topic areas in the report:

### Government

*The following summary sets out a range of metrics from the data services departments of the UK and devolved governments. Given the different types of government service site, and the different types of metrics provided here, including variation in the time periods used, it is not possible to compare these figures across the nations.*

#### GOV.UK

GOV.UK is a portal providing access to a range of government information and services. All 24 Westminster ministerial departments as well as 331 other agencies and public bodies are now on the site.

According to the performance statistics of GOV.UK<sup>1</sup>, it received nearly 48 million unique visits in June 2015. Of these, 27 million accessed it via a desktop, 14 million via a mobile, and nearly 6 million by a tablet. These numbers are high – representing indeed around the number of active internet users in the UK – but the figures include overseas visitors, and the data isn't "de-duplicated", so that people that access from different devices will be counted multiple times.

In June 2015, the job search home page was the most-viewed, with 4.5 million unique page views. The vehicle tax home page was next, with 3.9 million unique page views, followed by the HMRC home page with 3 million unique page views.

#### GOV.SCOT

The portal [www.gov.scot](http://www.gov.scot) covers the responsibilities of the Scottish Government including health, education, justice, rural affairs, housing and the environment. Statistics for [www.gov.scot](http://www.gov.scot) do not include blogs, consultations or news websites<sup>2</sup>.

According to data from the Scottish Government, there were 488,858 unique users to the portal in June 2015. In terms of the breakdown between types of device, 72% used a desktop/laptop, 17% a mobile phone, and 11% a tablet to access the site.

The most-viewed pages on [gov.scot](http://gov.scot) between January and June 2015 were bank holidays (159,065 unique page views), recent publications (152,773) and then a page setting out the Scottish approach to devolved taxes (87,824).

#### nidirect.gov.uk

[nidirect.gov.uk](http://nidirect.gov.uk) is the official government services and information website for people living in Northern Ireland, with [nibusinessinfo.co.uk](http://nibusinessinfo.co.uk) providing the official online channel for business

<sup>1</sup> The metrics from GOV.UK itself give greater levels of departmental information than those available from other sources.

<sup>2</sup> Please note that metrics for [www.mygov.scot](http://www.mygov.scot) are not included in this overview, as it was only made available as a live product in September 2015. Mygov.scot is designed to be an access point for public services that are easy to find and simple to use.

advice and guidance. In addition to these two, each of the 12 government departments has retained its own web presence for more corporate information.

nidirect provides information on all areas of government activity, bringing it together in one place in a way designed to reflect users' needs rather than government structures. It provides access to a range of online services and transactions, allowing Northern Irish citizens to, for instance, book an MOT or driving test, get benefits advice, or research their family history.

According to data from the Northern Irish government, the nidirect site had 1.9 million unique users in June 2015. Thematically, the most popular pages in June 2015 related to motoring (568,311 sessions), then employment (303,082) and then money, tax and benefits (195,059). The most popular article in June 2015 was how to book an MOT/vehicle test appointment (154,805 page views); then information about restrictions on what is possible to take on a flight (75,007), calculating the state pension age (57,513) and national minimum wage rates (41,181).

## **GOV.WALES**

GOV.WALES is the corporate site for the Welsh Government, communicating its policies and activities. The site also acts as a signpost to many transactional services available to people living in Wales<sup>3</sup>.

From January-June 2015, the GOV.WALES site was accessed by 1.1 million unique users. In June 2015 the figure was 185,679. Nearly six in ten of these users were from Wales, and four in ten from England. Three quarters of sessions were carried out on a desktop, 15% on a mobile, and 11% on a tablet.

Thematically, the most popular topics in Jan-June 2015 on GOV.WALES related to Education and Skills (523,423 unique page views) and the Environment and Countryside (372,257). These two topics represented half of all unique page views to the GOV.WALES site. The top pages during this period were for rural payments (99,855 unique page views) and for recruitment (51,960 unique page views).

## **Civic engagement**

Websites and apps have also been developed by companies and charities and other organisations which seek to simplify and engagement with public bodies and promote collective action. For example, online petition services such as Change.org, 38 Degrees and Avaaz.org<sup>4</sup> allow citizens to create and respond to online petitions which are submitted by site operators to the relevant public body (or company in some cases). Among these selected online petition services Change.org had the highest audience at 3.3 million in June 2015 (7% active reach), followed by 38degrees.org (accessed by 2% of the total digital population). More women than men visited these petition sites – 63% of Changelog's and Avaaz.org's unique visitors were women (64% for 38Degrees.org.uk). Visitors to these sites tended to older too – over four in ten visitors to them were aged 55 and over.<sup>5</sup>

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<sup>3</sup> It is important to note that GOV.WALES is primarily a communications site and as such traffic data cannot be compared to GOV.UK, given the breadth of direct services the UK Government provides to both Welsh and UK citizens via the site.

<sup>4</sup> Whose comScore entities are CHANGE.ORG [P], 38DEGREES.ORG.UK [P] and AVAAZ.ORG [P] respectively

<sup>5</sup> Please note that the make-up of visitor profiles may vary month by month.

Our Media Literacy research also shows that citizens are engaging with public and government services online. Data from Ofcom's *Media Use and Attitudes*<sup>6</sup> survey shows that a majority of adult internet users say they go online to access or find out about government services. In 2014 78% said one of their online activities was finding information about public services provided by local or national government (an increase of 8 percentage points since 2013) while almost seven in ten (69%) said that they completed government processes online (+8 pp since 2014).

In terms of civic engagement, ONS figures show that in 2015, 14% of people said they had posted opinions about civic or political issues in the last three months, up from 10% in 2013. And that 8% had said they had taken part in online consultations or voting on civic or political issues, unchanged since 2013 (7%).

## 2 Health

According to Ofcom's 2015 *Adults Media Use and Attitudes* report, in 2014 almost eight in ten (78%) adult internet users said they had ever used the internet to access health information, while 16% said did this on at least a weekly basis. Weekly use had increased since 2013. Adults aged 25-34 were most likely to use such sites. And figures from the Office for National Statistics (ONS) show that in 2015, 49% of adults say they had looked for health-related information online, up from 43% in 2013.

In June 2015, six in ten of the online audience accessed a website/app in comScore's 'health information' category. The entity with the largest unique audience between January and June 2015 was 'NHS Websites' accessed by 13.9 million unique user (a 29% digital population reach).

Other major sites and apps in the 'health information' category include the US-based WebMD Health (ranked second with 20% reach or 9.5 million unique users). WebMD Health partners with the UK pharmacy Boots to provide health information on its website. Everyday Health was ranked third with a 9% reach or 4.4 million unique visitors.

Visitors to the BBC News Health website are more likely to be aged over 35 (67%) than visitors to the NHS (57%) or WebMD (56%) health information sites. Visitors to the BBC News Health site are more likely to be male (53%) than visitors to the other two sites (40% for NHS sites and 32% for WebMD).

## 3 Education

In June 2015 24.5 million unique visitors or half (51%) of the digital audience visited at least one website or app in comScore's 'education' category on desktops, laptops and/or on mobile devices.

The largest individual entities by total digital reach were the sites of The Student Room Group (visited by 7% or 3.5 million of the total online population) which provides information and discussion for students in addition to homework resources for school pupils. While now archived, BBC Learning (visited by 2.4 million and with a 5% digital reach) provides links to BBC educational resources. TSL Education (visited by 1.7 million and with a 4% reach) includes job and professional information for those working in the educational community.

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<sup>6</sup> See Adults' Media Use and Attitude Report 2015 available from [http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/media-lit-10years/2015\\_Adults\\_media\\_use\\_and\\_attitudes\\_report.pdf](http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/media-lit-10years/2015_Adults_media_use_and_attitudes_report.pdf)



Visitors in June 2015 to the BBC websites (21% and 23%) are more likely to be aged under 18 than for the other sites (6 – 9%). There is a broadly equal split by gender among visitors to all these education sites.

Among children aged 6-14 using laptops and desktops<sup>7</sup>, education websites from the BBC had the highest reach in June 2015, with a total of 0.4 million 6-14s accessing at least one of BBC Learning, BBC Knowledge and Learning Beta and BBC Bitesize, accounting for 7% active reach among this age group. These were followed by the Student Room Group and Pearson Education (1.5% each). Unsurprisingly, all sites drop considerably at holiday times.

The internet allows learners to access content from their school, college or university remotely. For example Virtual learning environments (VLEs) such as Frog<sup>8</sup> and Pearson Education's Fronter<sup>9</sup> provide access to online educational activities and resources which may be used at home or in the classroom, and may also provide timetables and administrative facilities, allowing parents to contact their children's teachers. We note that the measurement of VLE use is challenging given that some institutions choose to host VLEs themselves, while others use cloud-based services. Due to these challenges we do not quantify VLE use here, but reference them as part of the landscape.

The internet can also be used to provide educational courses which are delivered fully online. According to our survey research<sup>10</sup>, 27% of internet users say they have been online to access an online course or qualification – those aged 25-34 (35%) and 35-44 (38%) were more likely to have done this than the population as a whole.

ONS data shows that in 2015, 37% of the GB population went online to look for information about educational training or courses, an increase from 31% in 2013.

TED talks are a popular means of learning about particular subjects via short video presentations. In June 2015 these were accessed by 1.5 million unique visitors, or 3.1% of the digital population.

Massive Open Online Courses (MOOCs) are open-registration courses that are delivered online, often by educational institutions such as universities. In June 2015 0.3 million people in the UK (0.5% active reach) accessed FutureLearn, the MOOC platform run by the Open University. This placed it ahead of US based ED-X.org and Coursera, two other major MOOC platforms backed by universities, both of which had active reaches of 0.3%. In June 2015 four in ten (39%) of FutureLearn's audience was aged 35-44 compared to 15% for Coursera. In June 2015 0.1 million accessed Khan Academy, a MOOC aimed primarily at school students. Of these 21% were under 18.<sup>11</sup>

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<sup>7</sup> Smartphone and tablet use is not currently captured for users aged under 18 by comScore

<sup>8</sup> See: <http://www.frogeducation.com/>

<sup>9</sup> See: <https://eng.fronter.com/>

<sup>10</sup> See *Adults' Media Use and Attitude Report 2015*

<sup>11</sup> The total under-18 audience may be higher than this in reality as mobile use by under 18s is not currently included in the comScore MMX-MP audience figures

#### 4 PSB, news, local, hyperlocal and citizen journalism

The BBC has the highest online reach of any of the UK's PSBs with the BBC's sites being accessed by 85% of those who went online in June 2015 on a computer or mobile device, which translates into a unique audience of 41 million. ITV's ITV.COM was accessed by 3 in 10 of those online at least once in the same period. PSB sites and apps typically provide access to news, information on programmes and catch-up services among other content.

From our analysis of comScore data, the BBC is also the most-used service for news provision in June 2015 with 58% of the online population accessing BBC News in June 2015, 27.7 million unique visitors. This was followed by the Daily Mail's websites and app which was visited by half (51%) of the online population or 24.5 million, and The Guardian, with a reach of 46%(21.9 million)..

Hyperlocal websites provide news and information about relatively small defined geographic areas. They may differ considerably in their ownership and the type of content they create. For example some sites are run by professionally trained journalists and seek to cover breaking news stories similar to those of local newspapers. Other hyperlocal websites are run by citizen-journalists who may have no formal training in journalism. Some hyperlocal sites focus on stories about the local authority and local politics, while others may focus more on community news and events.

Despite these challenges in definition, Local Web List<sup>12</sup> estimates that there are around 1500-2000 hyperlocals in the UK in total of which they have 653 active sites identified listed on their website. We note that the relatively small audience in absolute terms, the tight geographic focus of many hyperlocal websites and a lack of tagging means that it can be difficult for online audience measurement systems to track and measure. We also note that hyperlocal content may be hosted on third party platforms and some hyperlocal media organisations rely on social media platforms such as Facebook and Twitter for the distribution of their content.

In June 2015 88% of the total digital population accessed a service in the comScore 'Social Media - Blogs' category at least once on either a computer or a mobile device. The property Wordpress.com (which offers free hosting to blogs) had the largest reach of any entity in the category – with a total cross platform audience of 14.2 million people (30% active reach). Google's blogging service, Blogger (which includes Blogspot) was ranked second with a unique audience of 12.9 million and a reach of 27%.

According to comScore data, those that use Reddit are more likely to be male (63% compared to 39% for WordPress and 50% for Blogger). WordPress users are also more likely to be older than visitors to other blog sites.

Ofcom's *Adults' Media Use and Attitudes Report 2015* found that around one quarter of internet users across the nations of the UK said they maintained a blog, and nearly half that they commented on blogs or websites – one in five (19%) said they did this weekly<sup>13</sup>.

<sup>12</sup> See <http://localweblist.net/>

<sup>13</sup> [http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/media-lit-10years/2015\\_Adults\\_media\\_use\\_and\\_attitudes\\_report.pdf](http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/media-lit-10years/2015_Adults_media_use_and_attitudes_report.pdf)

## 5 Culture and libraries

Findings from the DCMS *Taking Part* survey indicate that around one quarter of adults in England use the internet for cultural purposes – in Q4 2014/15 28% said they had accessed a museum or gallery website in the previous 12 months, the same proportion who had accessed a heritage website. Reported use of libraries (15%) and archives (11%) was lower<sup>14</sup>.

In terms of the types of online content that is provided by arts and cultural organisations, over nine in ten of the museums (91%) and galleries (96%) in England that responded to a Digital R&D Fund for the Arts survey in 2014 said they had their own branded website, and nearly as many publish onto free platforms such as Facebook and YouTube. Fewer post video or audio content<sup>15</sup>.

According to comScore data, among selected heritage, gallery and museums, the National Trust had the highest number of visitors in June 2015 at 0.9 million, of whom one half (49%) had visited using a mobile device. The Natural History Museum had 0.2 million unique visitors in June 2015, of whom 45% had visited at least once on a mobile device.

Visitors to the English Heritage and the National Trust sites in June 2015 were more likely to be older, and those visiting the Tate and Natural History museum sites were more likely to be younger. Visitors to the V&A, Tate and Natural History Museum were more likely to be female, while visitors to the heritage sites were more even in terms of gender.

The UK's national archives were visited by 0.79 million users in June 2015. These are the archives for England and Wales as well as the UK government. Around 0.77 million visited the Internet Archive archive.org in June 2015. This is a US-based not-for profit organisation which includes a repository of video and audio media of old websites and software, as well as access to the text of digitised books. The Internet Archive also hosts the 'Wayback Machine' which allows users to visit archived versions of websites that have been captured by the archive. The average time spent per visitor on average (18.5 minutes) may reflect the ability to use the website to browse old versions of websites, and play selected retro videogames in the browser.

The British Library had 154,000 online visitors (0.3% reach) during the same period, and the US Library of Congress 40,000. The National Library of Scotland had around 25,000 visitors, while online visitor numbers to the National Library of Wales fell below the threshold for reporting. There is no specific national library in Northern Ireland.

Around 0.8 million people visited the UK National Archives online in June 2015, giving it an active reach of 1.7%. One third (32%) of visitors to the site were aged 55 and over. The UK National Archives act as the archives for England and Wales as well as the UK government. Visitor numbers for the websites for the national archives of Scotland<sup>16</sup> and Northern Ireland<sup>17</sup> are not available on comScore.

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[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/476156/Taking\\_Part\\_2\\_01415\\_Focus\\_on\\_Digital\\_engagement.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/476156/Taking_Part_2_01415_Focus_on_Digital_engagement.pdf)

<sup>15</sup> Survey data from 2014 Digital Culture Survey. See <http://artsdigitalrnd.org.uk/features/digitalculture2014/>

<sup>16</sup> National Archives of Scotland <http://www.nas.gov.uk/>

<sup>17</sup> Public Record Office Northern Ireland <http://www.proni.gov.uk/>

## 1.4 Unique visitors and reach of the websites/apps measured by comScore and mentioned in report

### Unique audience and reach of websites/apps mentioned in the report

This table shows the websites/apps that are mentioned in this report and measured by comScore as of June 2015<sup>18</sup>. The purpose of bringing them together in a single table is to show the relative use of these types of site.

Broadly, news, PSB, blogging and health sites are those that occupy the top half of the table, while culture, education and civic sites are less likely to be used.

**Figure 1: Unique audience and active reach of entities mentioned in the report, June 2015**

Website / app entity	Unique visitors (millions)	Active reach (%)	Ofcom category
BBC Sites [P]	40.58	84.7	PSB
BBC News [C]	27.69	57.8	News
DAILYMAIL.CO.UK [M]	24.54	51.2	News
THEGUARDIAN.COM [M]	21.85	45.6	News
MIRROR.CO.UK [C]	19.21	40.1	News
TELEGRAPH.CO.UK [M]	18.93	39.5	News
WORDPRESS.COM* [P]	14.24	29.7	Blog
ITV.COM [P]	14.01	29.2	PSB
NHS Sites [P]	13.88	29.0	Health
Blogger [M]	12.88	26.9	Blog
WebMD Health [P]	9.47	19.8	Health
Channel4 [P]	7.56	15.8	PSB
WordPress [P]	6.27	13.1	Blog
Gawker Media [P]	5.78	12.1	Blog
Reddit [M]	5.33	11.1	Blog
Everyday Health [P]	4.40	9.2	Health
BBC News Health [S]	3.92	8.2	Health
LIVESTRONG - eHow Health [S]	3.58	7.5	Health
TheStudentRoom Group [P]	3.47	7.2	Education
CHANGE.ORG [P]	3.31	6.9	Civic
Channel 5 [M]	2.68	5.6	PSB
UTV Media plc [P]	2.38	5.0	PSB
BBC Learning [C]	2.36	4.9	Education
STV.TV [P]	1.78	3.7	PSB
TSL Education Ltd. [M]	1.74	3.6	Education
TED Talks [P]	1.49	3.1	Education
BBC Knowledge & Learning Beta [C]	1.45	3.0	Education
Guardian Education [C]	1.41	3.0	Education

<sup>18</sup> Against each entity we have assigned an Ofcom category which may differ from the comScore assigned categories used elsewhere in the report. Please note that users may be included in more than one entity. For example, the audience to BBC News will be included in the comScore measure for BBC Sites.

Pearson Education [P]	1.30	2.7	Education
38DEGREES.ORG.UK [P]	1.19	2.5	Civic
NATIONALTRUST.ORG.UK [P]	0.90	1.9	Culture
NATIONALARCHIVES.GOV.UK [P]	0.79	1.7	Culture
ARCHIVE.ORG [P]	0.77	1.6	Culture
WHATDOTHEYKNOW.COM [P]	0.27	0.6	Civic
FUTURELEARN.COM [P]	0.25	0.5	Education
ENGLISH-HERITAGE.ORG.UK [P]	0.21	0.4	Culture
NHM.AC.UK [P]	0.20	0.4	Culture
AVAAZ.ORG [P]	0.19	0.4	Civic
THEYWORKFORYOU.COM [P]	0.16	0.3	Civic
BL.UK [P]	0.15	0.3	Culture
EDX.ORG [P]	0.14	0.3	Education
COURSERA.ORG [P]	0.14	0.3	Education
TATE.ORG.UK [P]	0.13	0.3	Culture
VAM.AC.UK [P]	0.11	0.2	Culture
KHANACADEMY.ORG [P]	0.11	0.2	Education
LOC.GOV [P]	0.04	0.1	Culture
S4C.CYMRU [P]	0.03	0.1	PSB
NLS.UK [P]	0.02	0.1	Culture

\* Indicates that the entity has assigned traffic to certain pages in the domain to other entities  
Source: comScore MMX-MP, total audience, June 2015; categories listed are Ofcom generated.

## Annex A: comScore methodology

The UK Online Measurement Company (UKOM) was formed in 2009 with a mandate from the advertising industry to establish measurement standards for digital media. In 2011, comScore was appointed the sole data supplier for UKOM on a three-year contract from January 2013. In May 2015 UKOM renewed the contract with comScore in order that comScore will continue to be the sole data supplier until March 2018.

This report draws on three comScore sources:

1. For analysis of laptop and desktop computer internet activity only, we use comScore Media Metrix (MMX) which employs comScore's Unified Digital Measurement (UDM) methodology, explained below. We have used MMX in this report to examine use of educational websites by children aged between 6 and 14.
2. For analysis of mobile internet and app activity only, on Android and iOS smartphones, iPads and Android tablets, we use comScore Mobile Metrix (MoMX) which also employs comScore's Unified Digital Methodology for Android and iOS smartphones and iPads. Android tablet use is captured on tagged entities. MoMX captures mobile device use for audiences aged 18 and over.
3. For analysis of internet activity across platforms, we use comScore MMX MultiPlatform (MMX-MP) which provides unduplicated metrics across laptop and desktop computers, mobile devices and video.

### Methodology

comScore's UDM methodology combines panel and census measurement techniques to obtain digital audience measurement statistics. UDM uses comScore's global measurement panel to determine audience reach and demographics. Census-level activity is captured from publishers' digital content, such as on websites, videos, and computer and mobile applications. comScore combines census-level data with those captured from the panel to help provide a more accurate view of audiences and their consumption habits. This approach allows comScore to capture more accurate consumption activity from publishers, and attribute this to audience demographics in a way that is not affected by cookie deletion, blocking, and rejection.

### Metrics

Throughout this report we make reference to a number of metrics as defined below:

**Unique audience** – 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 once in the month are therefore counted only once in this measure.

**Digital audience** – the active audience across all digital platforms (laptop/desktop computers, Android and iOS smartphones, iPads and, for those sites who have tagged in comScore's census network, Android tablets).

**Active reach** – the proportion of the active audience made up by the unique audience of a website.

**Time spent per month** – the average time spent browsing a website per unique visitor per month (excludes time spent watching online video and listening to streamed music).

### Dictionary

Each of the entities reported by comScore is attributed to a level in comScore's *Client Focused Dictionary*. Several entities (including apps) can exist within one service (e.g. BBC Sport and BBC iPlayer) and comScore's dictionary defines how these entities are structured and related to each other. It is client-focused because comScore's clients define how their websites appear in reports according to this dictionary. All comScore reports use the same six-tiered dictionary structure, as explained below:

**Property [P]** - The highest level of reporting within the dictionary. Properties represent all full domains (i.e. felmont.com), pages (i.e. sports.felmont.com/tennis), applications or online services under common ownership or majority ownership for a single legal entity. A property may also contain any digital media content that is not majority-owned but has been legally signed over for reporting purposes by the majority owner.

**Media Title [M]** - 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 application.

**Channel [C], SubChannel [S], Group [G] and SubGroup [SG]** - Within a Media Title there may be grouped URLs of editorially consistent content that make up a Channel. For some of the largest Media Titles, Channels themselves may be broad, and Subchannels, Groups and Subgroups within the larger Channels may prove useful for categorisation within the comScore Dictionary.<sup>19</sup>

### Changes in measurement of cross-platform and mobile audiences

In this report we use comScore MMX Multi-Platform (MMX-MP) to analyse website and app use across laptop and desktop computers, mobiles and tablets, as well as video use. The digital audience is an unduplicated unique audience across each of these.

Until December 2014, comScore MMX Multi-Platform drew from the comScore GSMA MMM product, which was unique to the UK. This product relied on network and server data provided to comScore by the mobile operators. Demographic splits of these data were modelled and informed by the output of comScore's MobiLens survey of mobile users in the UK.

Since January 2015, comScore has replaced the GSMA MMM product for UKOM mobile measurement with Mobile Metrix (MoMX), a product used in comScore's other markets around the world. In contrast to data from the GSMA MMM product which captured network traffic across all smartphones and feature phones, Mobile Metrix employs comScore's Unified Digital Measurement approach, which draws on both panel data, and data from tagged online entities. Currently the panel includes users of Android smartphones, Apple iPhones and iPads, while use of Android tablets is captured on entities through tagging. Currently MoMX (and consequently MMX-MP) allows for analysis by age and gender.

The changes in methodology between GSMA MMM and MoMX have several implications. First, the use of feature phones (i.e. phones that can go online but which are not smartphones) and non-Android/iOS or smartphone and tablet use, are currently outside the measurement scope of MoMX. Second, MoMX captures both WiFi and cellular traffic and offers measurement of both browser and app use. MoMX also captures encrypted web traffic (i.e. sites that begin 'https://', used by many sites, such as Twitter to enhance security). Due to the way that GSMA MMM data are collected, traffic to sites that use encryption may be under-reported in the GSMA MMM numbers.

The differences in methodology between GSMA MMM and MoMX mean that comScore advises that direct comparisons should not be made between mobile and multi-platform data between 2014 and 2015, as both the total base, and what is measured, differ. For this reason, in this year's report we do not reproduce certain charts from previous years which rely on mobile or multi-platform audience measurement data. We expect that time series data will be available in future years. Except where explicitly stated, in the figures below using MoMX, 'mobile' relates to both smartphones and tablets and includes iPhones and iPads (running iOS) and also Android tablets for tagged entities.

For further details on the change in methodology, please see: <http://www.ukom.uk.net/news/from-gsma-mmm-to-mobile-metrix-the-evolution-of-uk-mobile-media-measurement>

Despite these caveats, we consider that a multi-platform assessment of the web entities in this report best reflects people's web and app consumption across devices.

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<sup>19</sup> "Glossary – Key Terms for comScore Dictionary", comScore.