

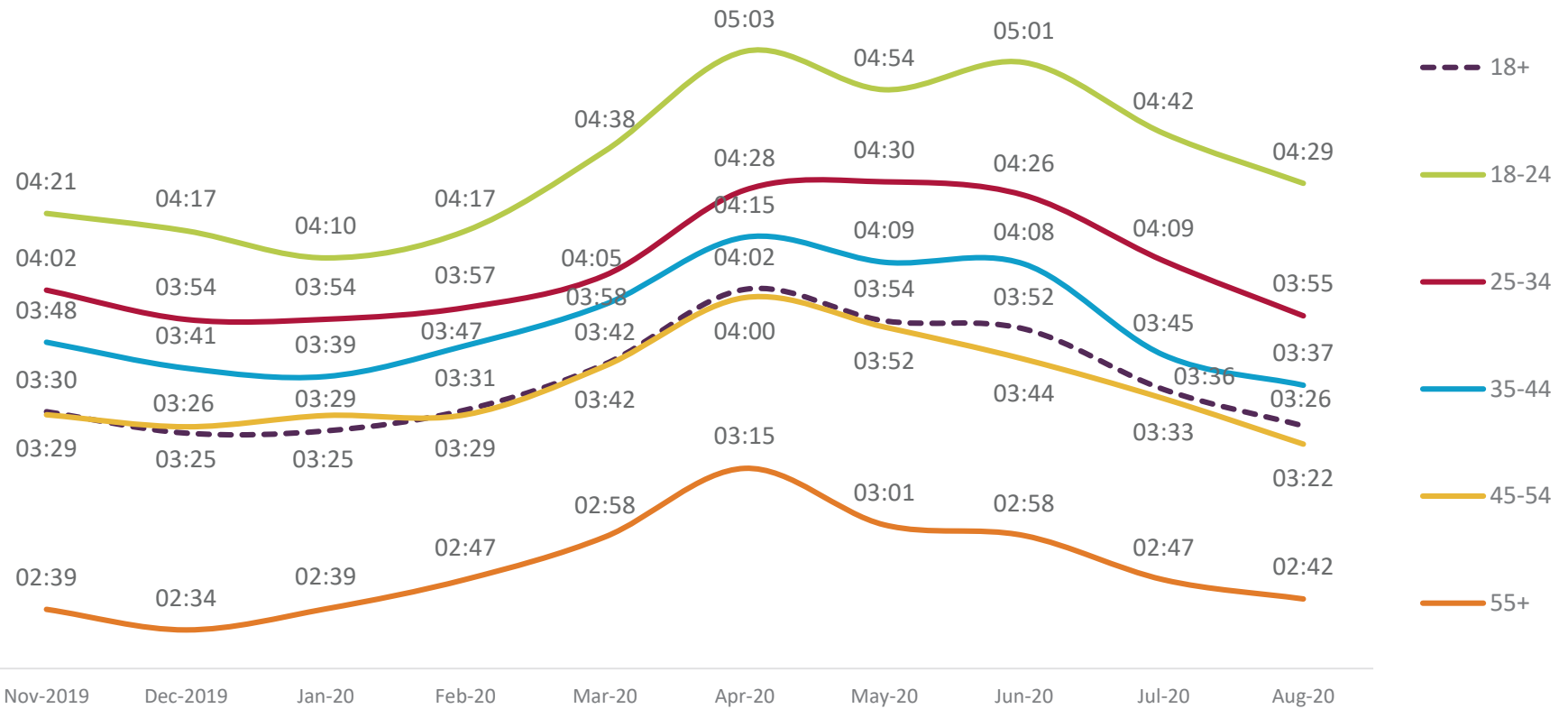
Effects of Covid-19 on online consumption in the UK

Source: Comscore MMX Multi-Platform and Kids Insights UK

Published: October 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 – August 2020 (hours:minutes): by age

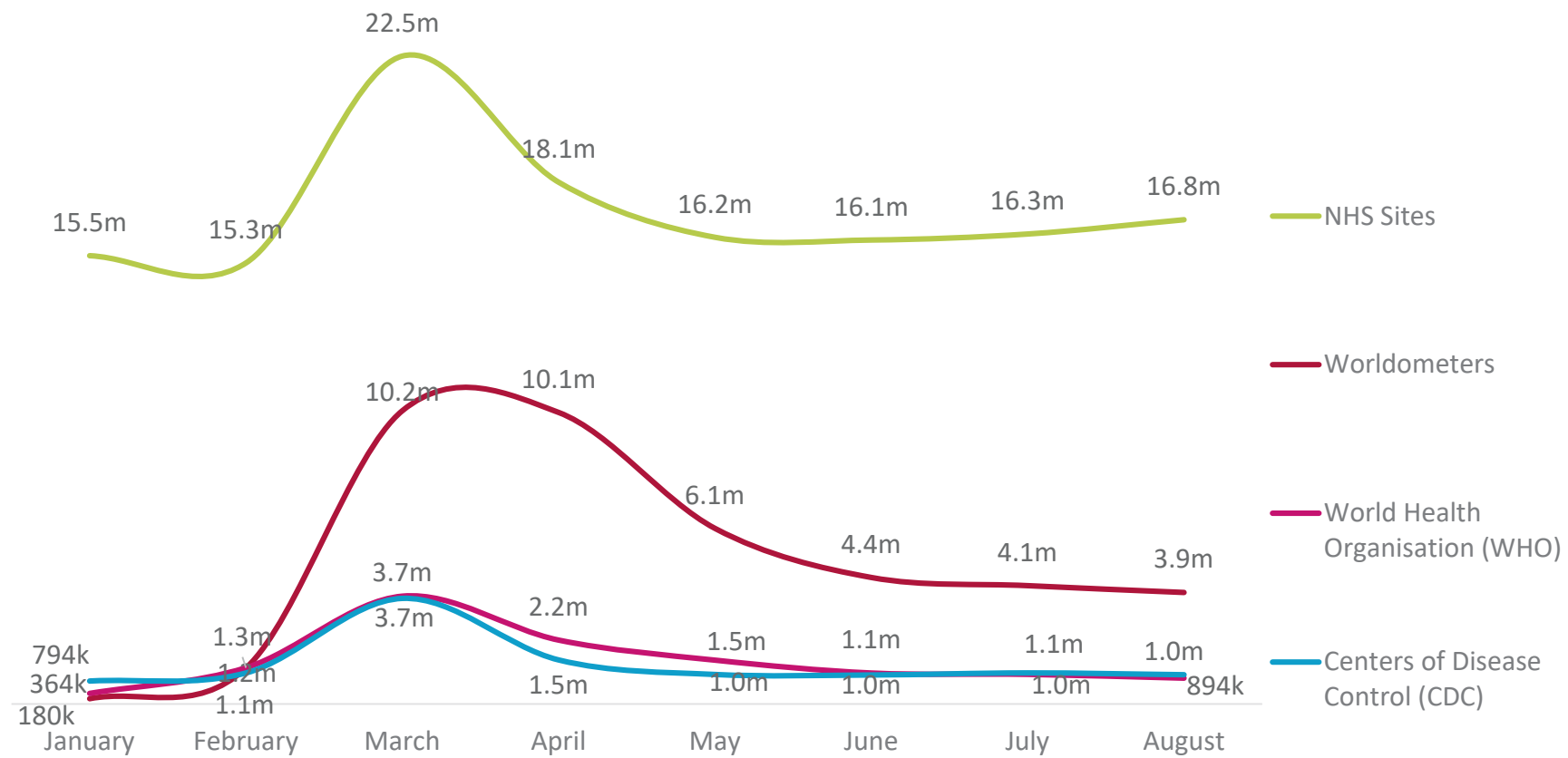


Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, Nov 2019 - Aug 2020, UK

Visits to the NHS Sites is beginning to slowly increase in the UK

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

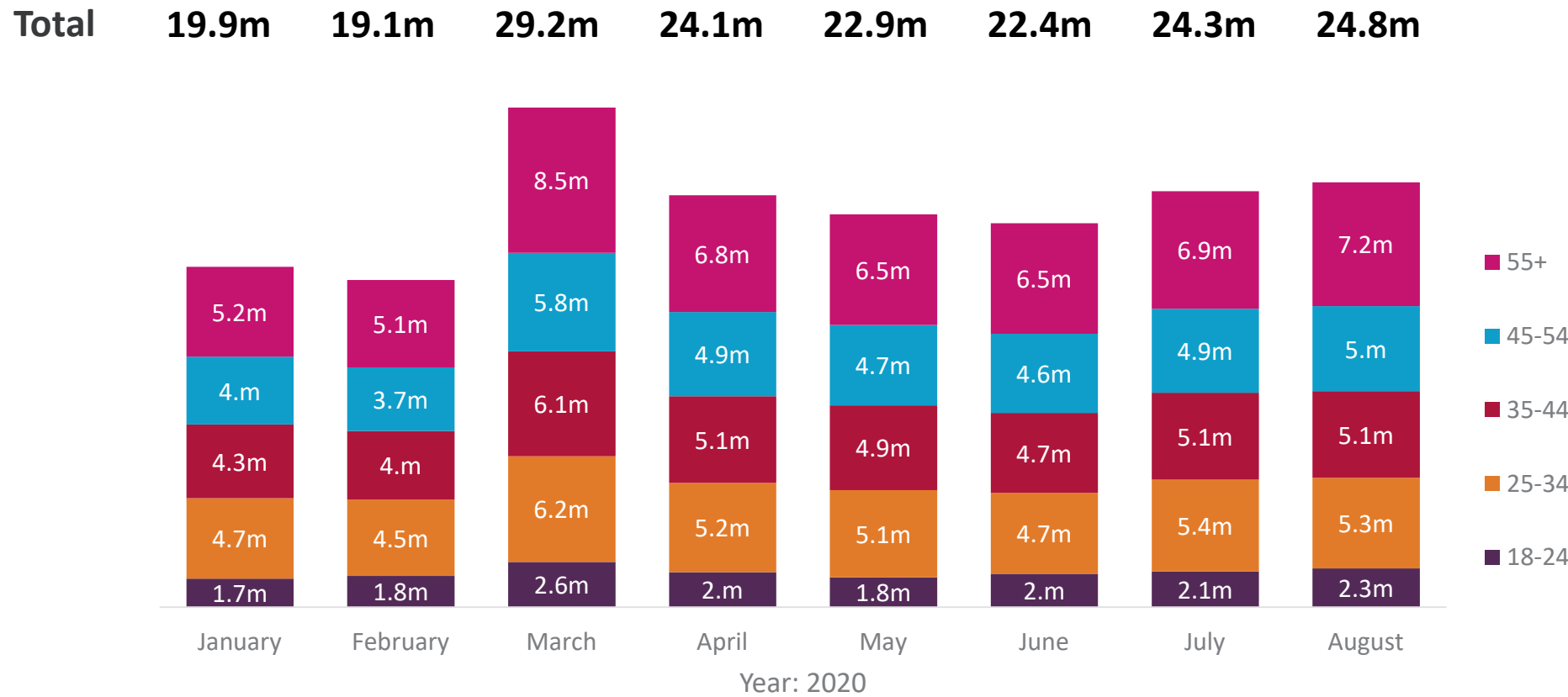
Adults aged 18+ -



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

There is a steady increase in the number of adults in the UK visiting GOV.UK site

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

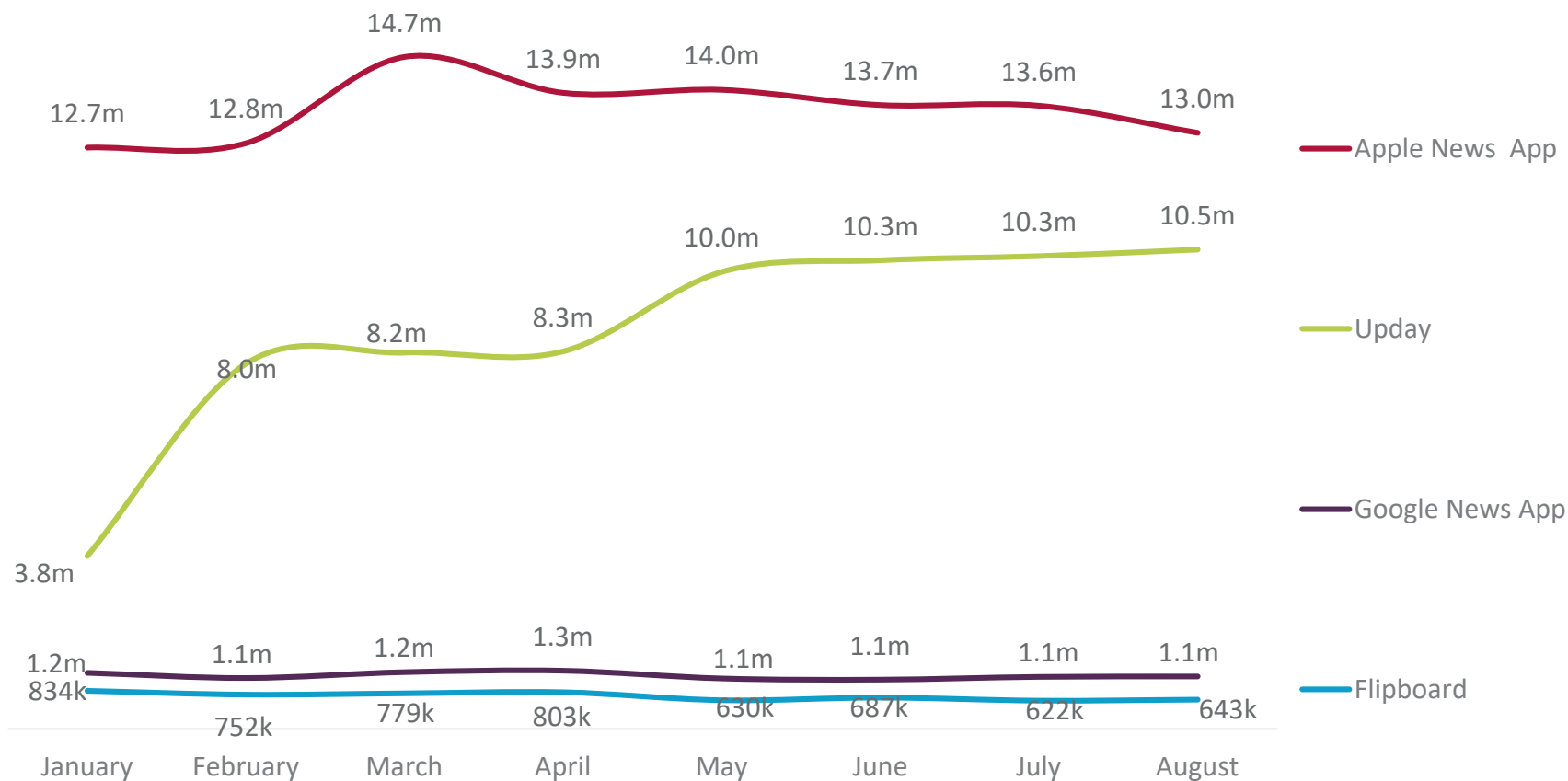


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Aug 2020, UK

Samsung's news aggregator service Upday had 2 million more adult visitors in August 2020 in the UK compared to August 2019

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

Adults aged 18+ -

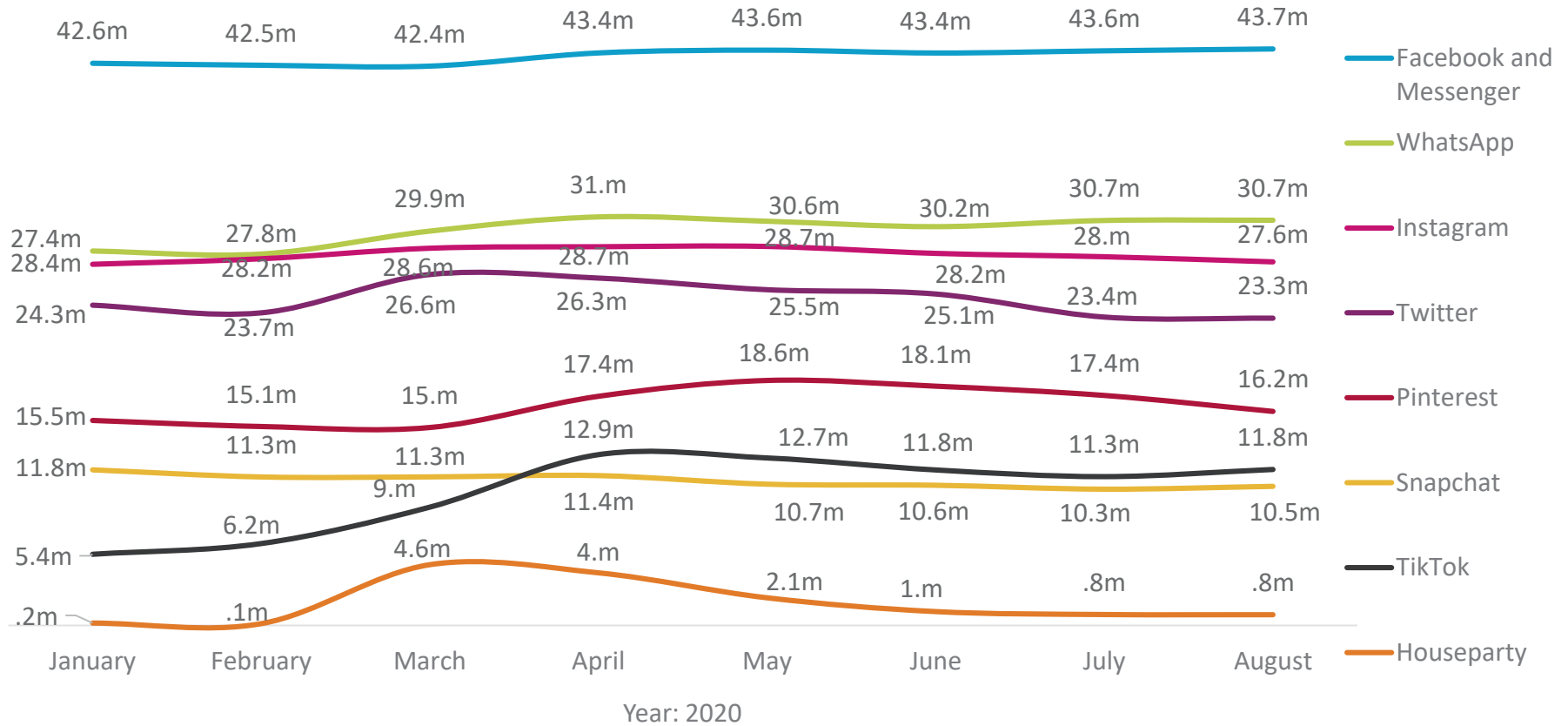


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Aug 2020, UK

Note: *Custom list of entities defined by Ofcom.

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

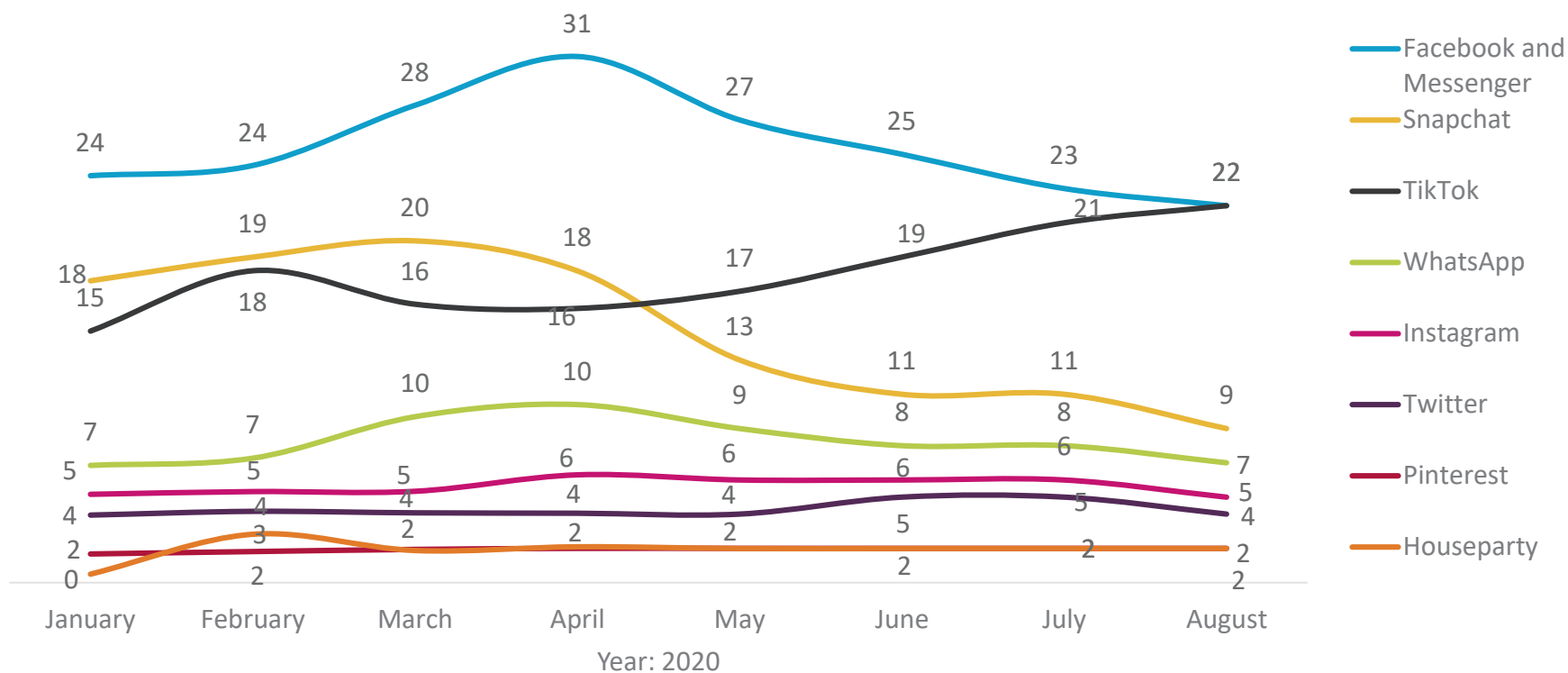
Digital audience adult reach of selected social media sites and apps: January – August 2020
Adults aged 18+ -



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

In the UK, adult visitors spend the same amount of time per day (22mins) on TikTok as adult visitors spend on Facebook

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



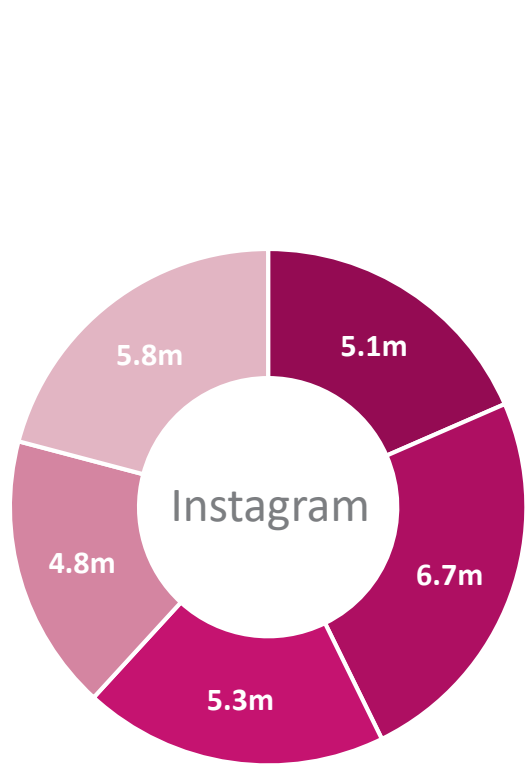
Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan - Aug 2020, UK.

Note: *Custom list of entities defined by Ofcom.

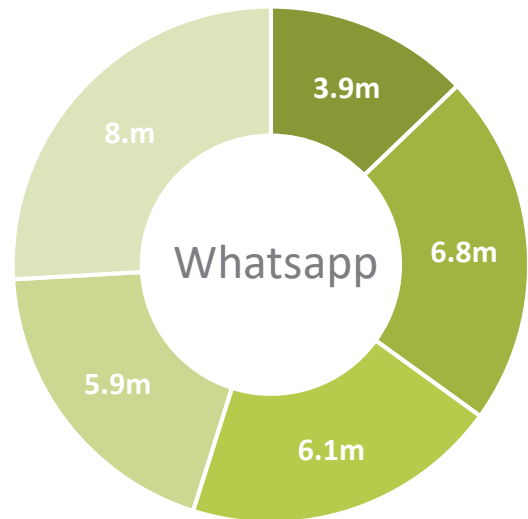
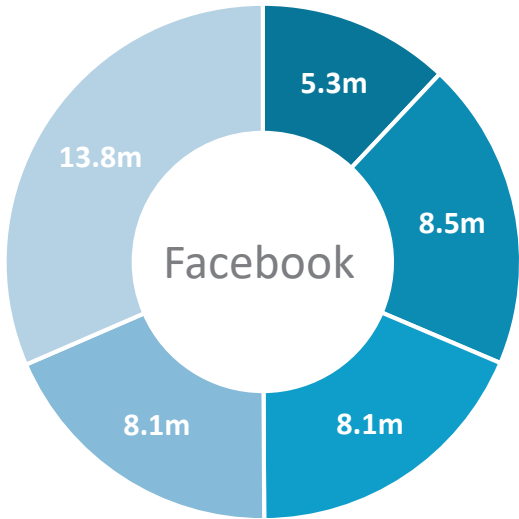
Facebook owned services demographic profile in the UK

Facebook family of services: age demographic reach in August 2020

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+



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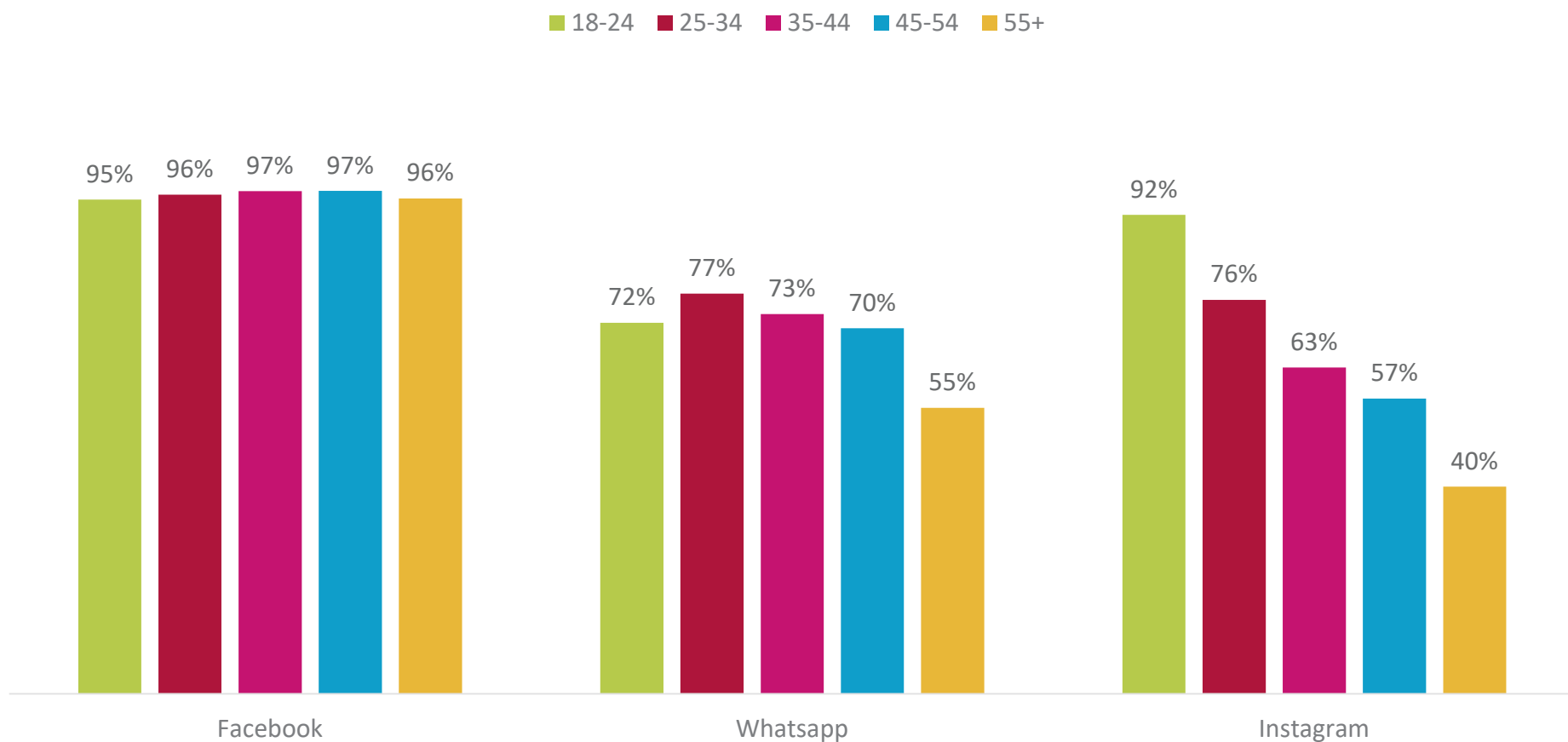


■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

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

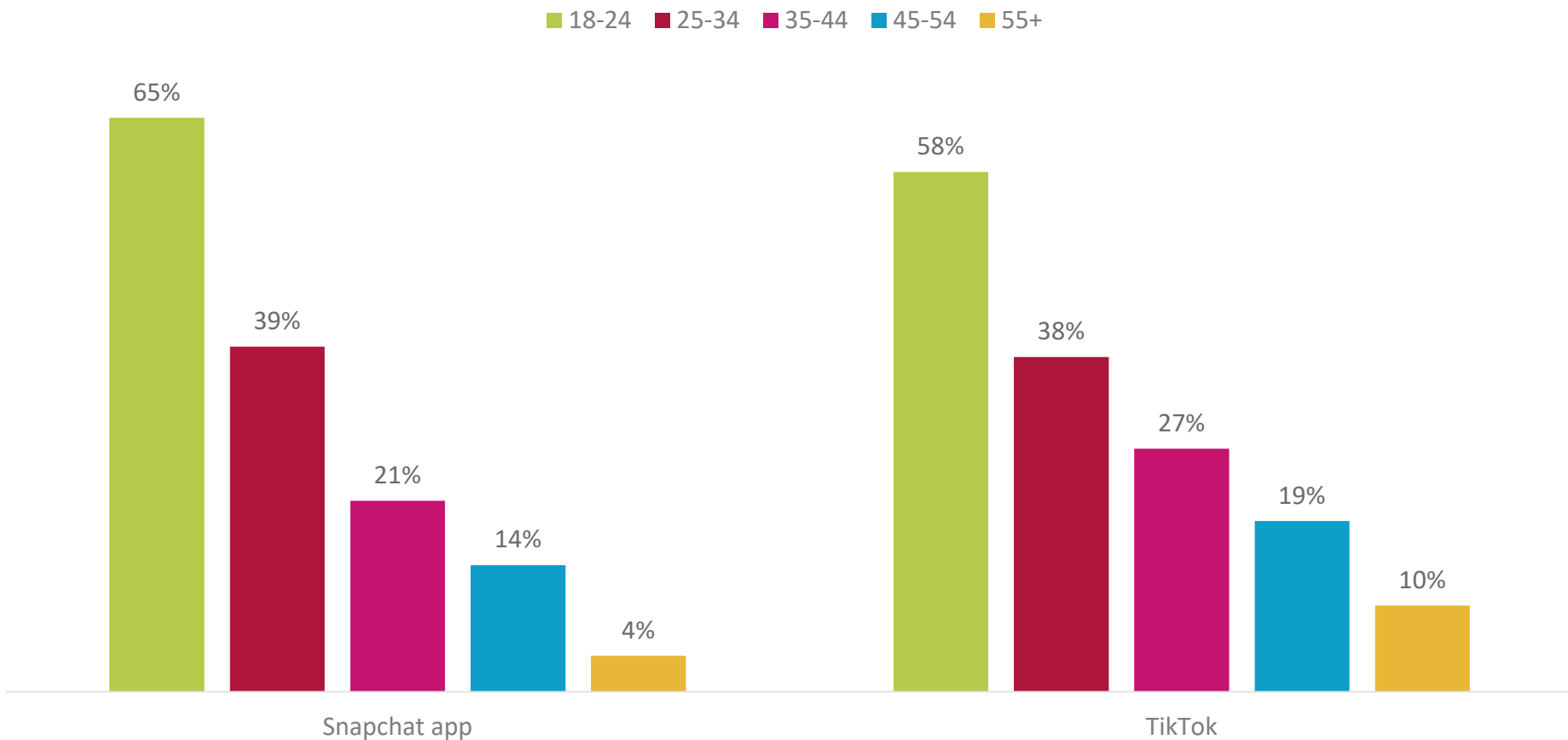
41% of online adults in the UK visited all three Facebook services in August

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



92% of online 18-24 year olds visited Instagram (see previous slide)

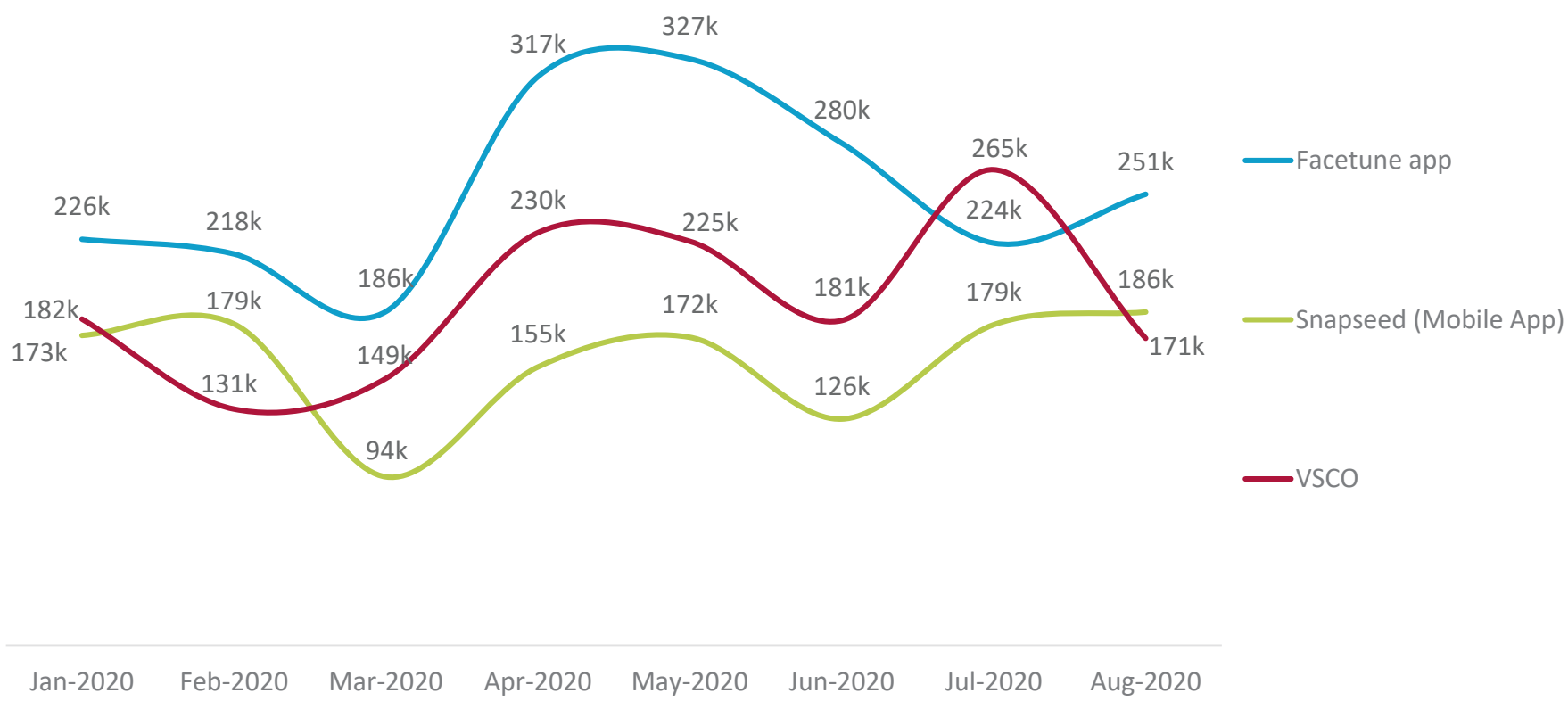
Digital audience adult aged 18+ reach in August 2020 to Snapchat app and TikTok site and app: by age



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

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

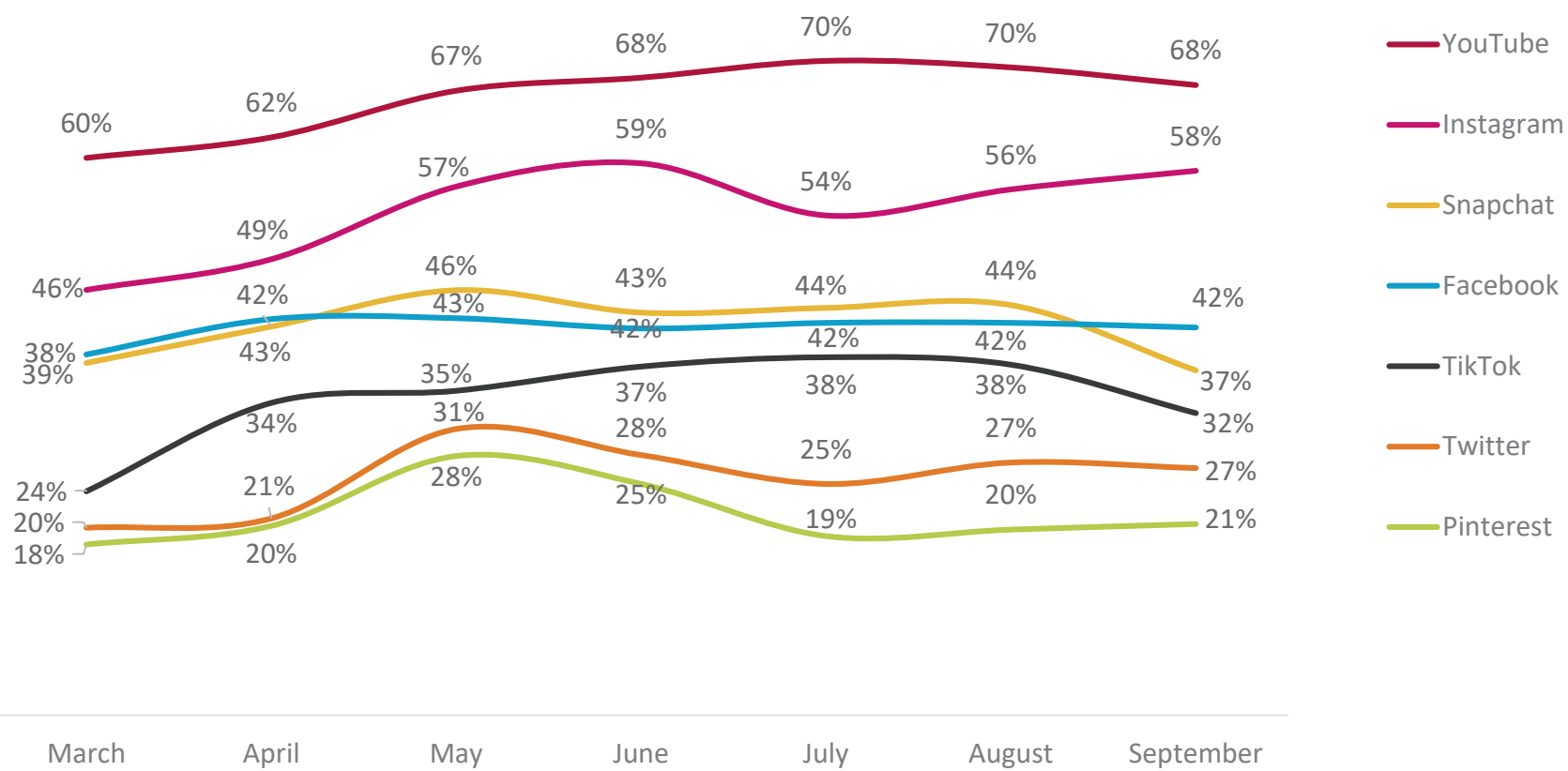
Digital audience adult reach to selected photo editing sites and apps : January – August 2020
Adults aged 18+ -



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

Teens saying that they use TikTok has decreased in September perhaps impacted by return to school

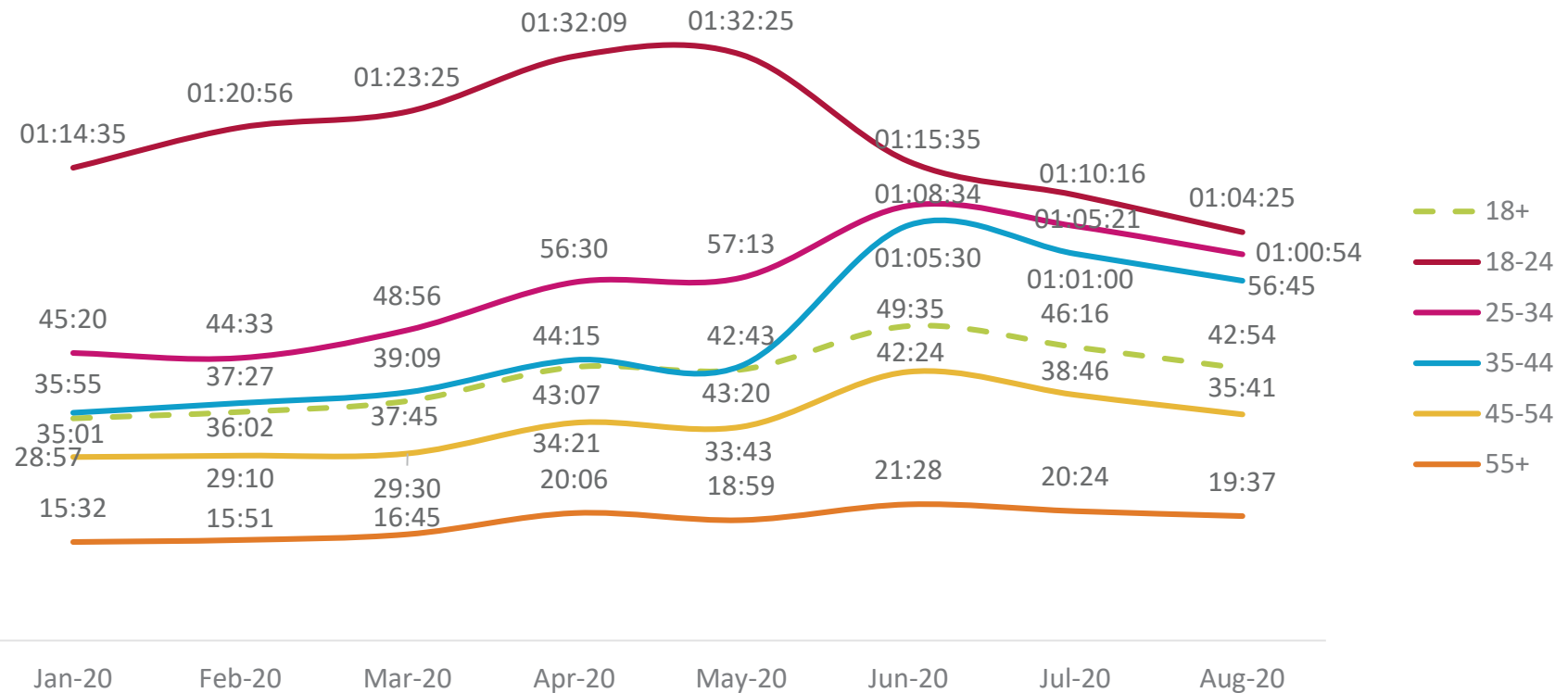
Social media sites used by 13-17 year olds



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 continued to decrease during the summer

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



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

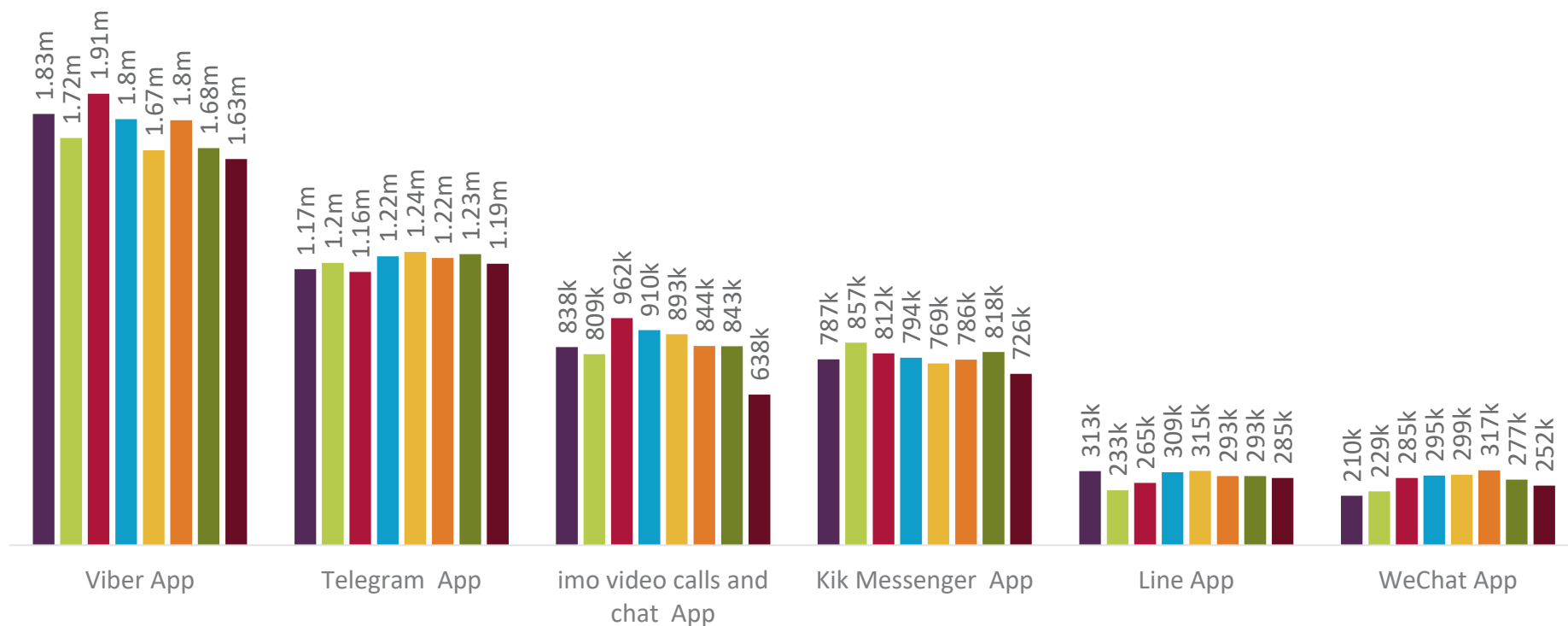
Note: *Excludes TV set use

WhatsApp has a reach of around 30.7m UK adults (see slide 6), 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 – August 2020

Adults aged 18+ -

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



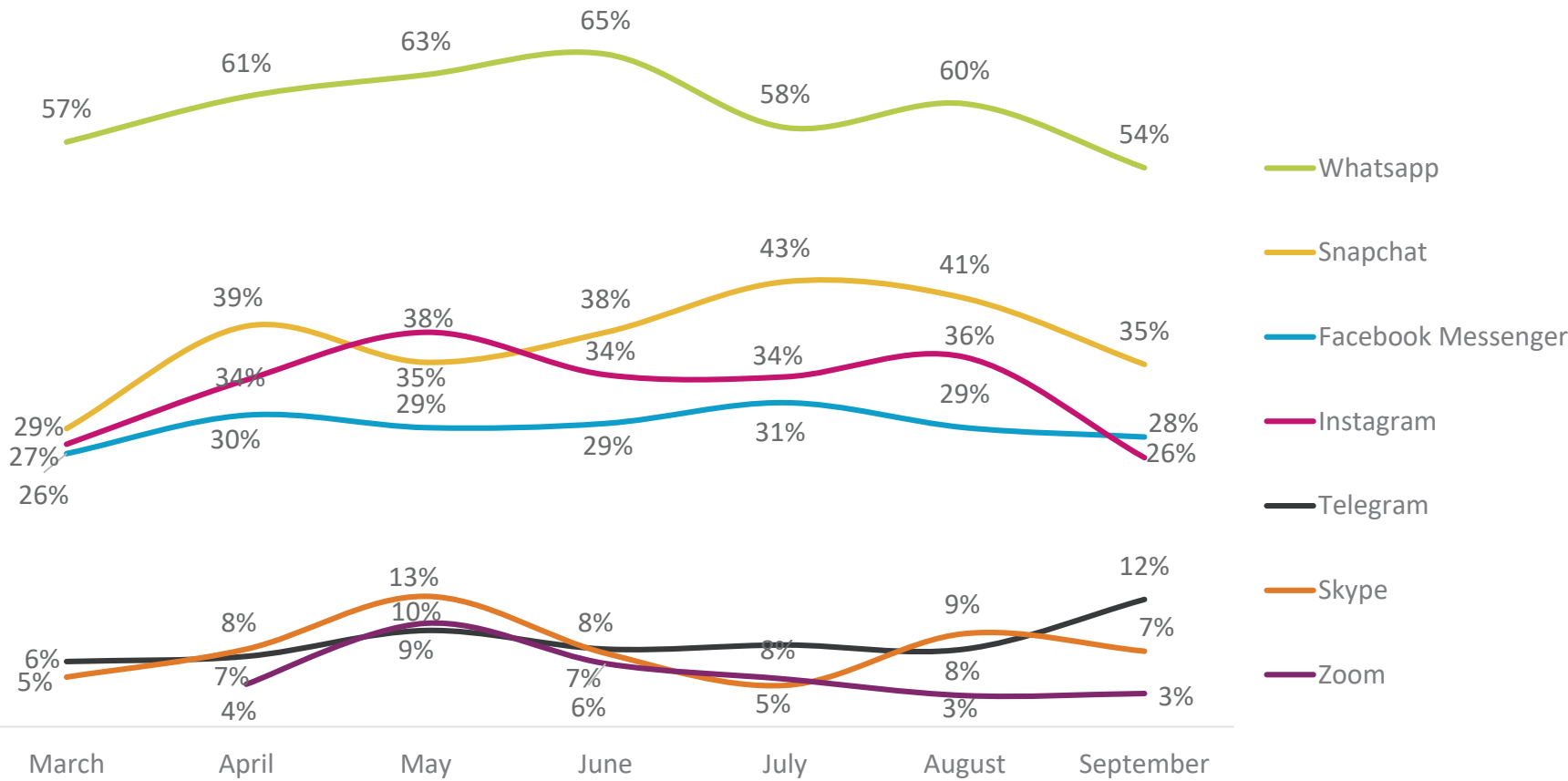
Source: Comscore Mobile Metrix, app only, Age: 18+, Jan – Aug 2020, UK.

Note: Custom list of entities defined by Ofcom.

WhatsApp figure in title includes site and app visitors

Telegram added video calling in its version 7 update in mid August which may account for increase use in September 2020

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 in the UK is declining, whilst Microsoft Teams has stabilised

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

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

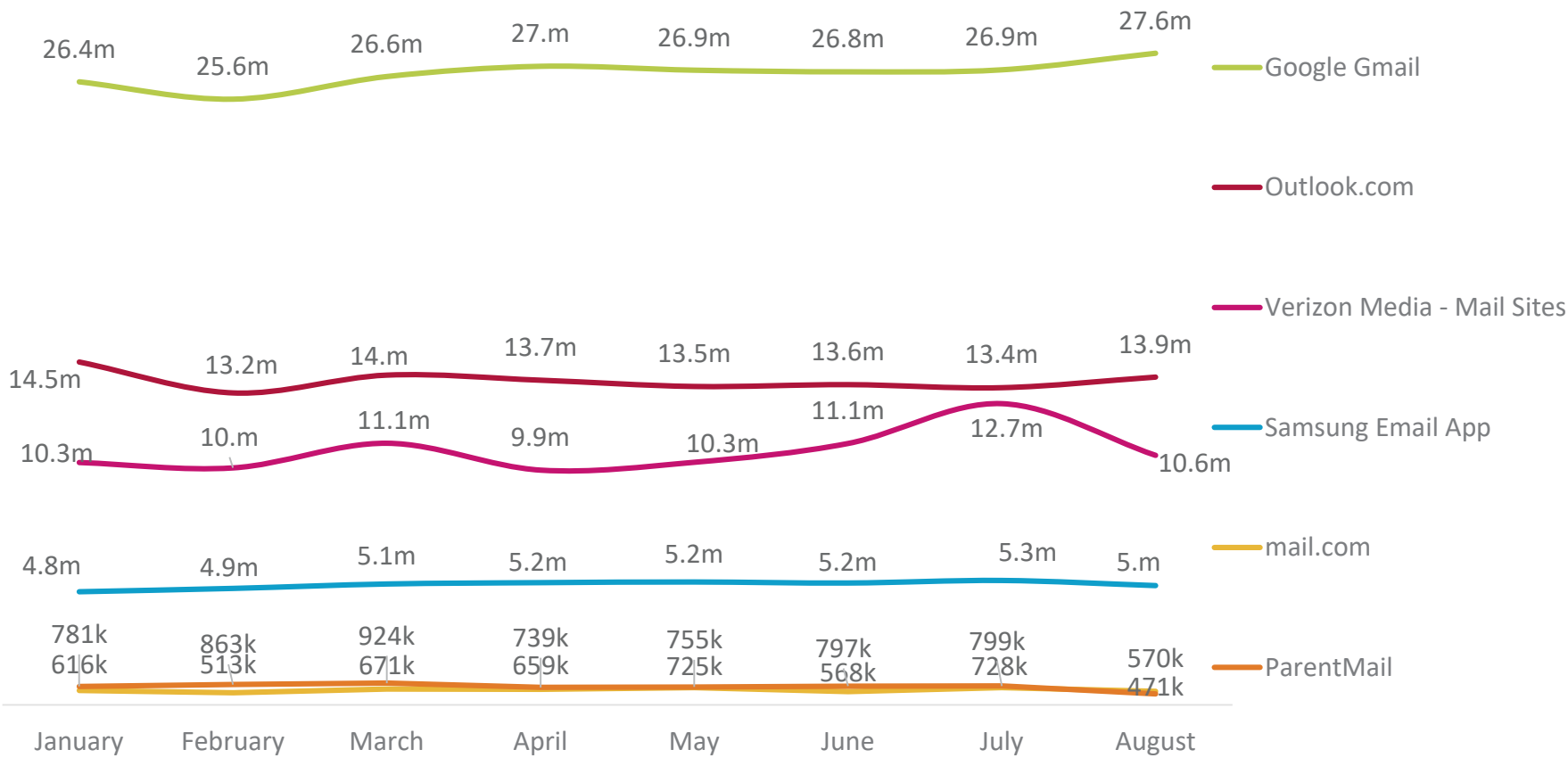
Source: Comscore MMX Multi-Platform, Age: 18+, Dec 2019 - Aug 2020, UK.

Note: *Custom list of entities defined by Ofcom.

89% of adults in the UK visit an email service per month in 2020



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



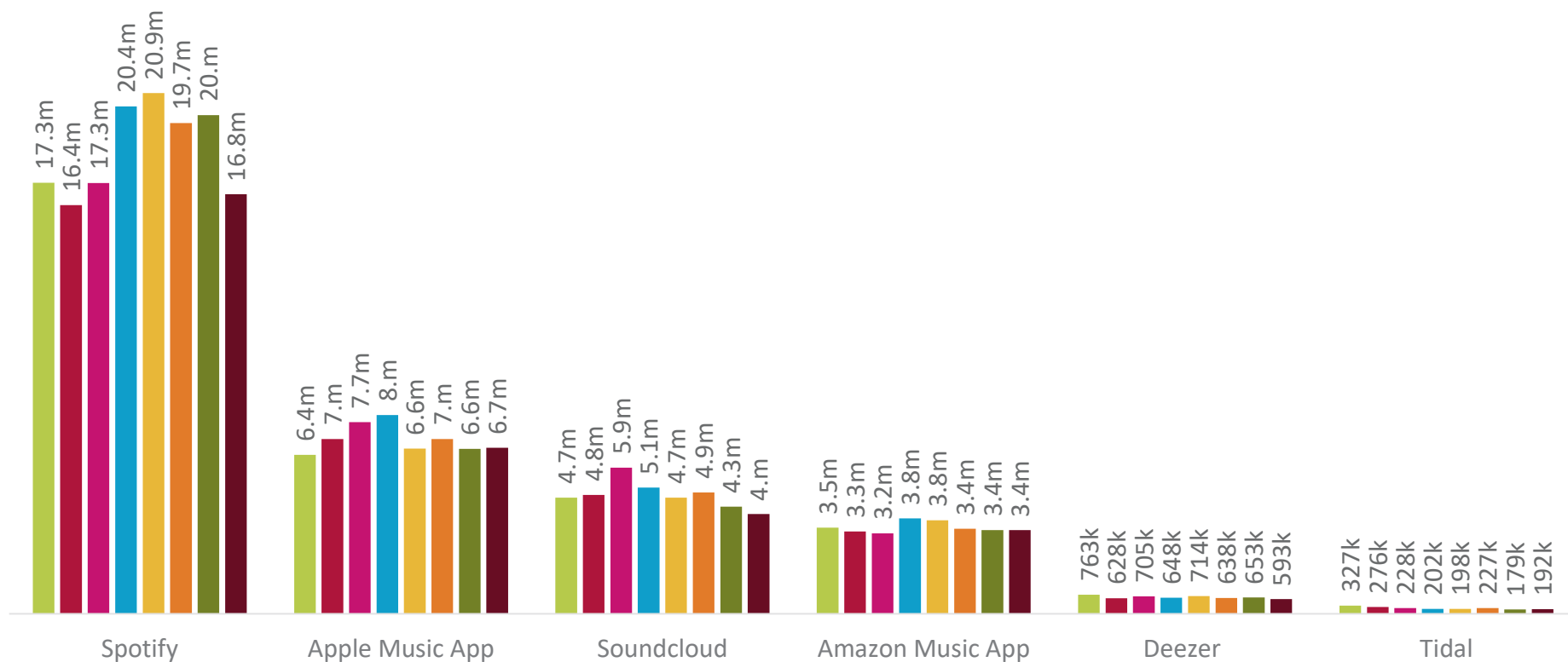
Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Aug 2020, UK
 Note: *Custom list of entities defined by Ofcom.

Spotify site and app reached 37% of online adults in the UK in August 2020

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

Adults aged 18+ -

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

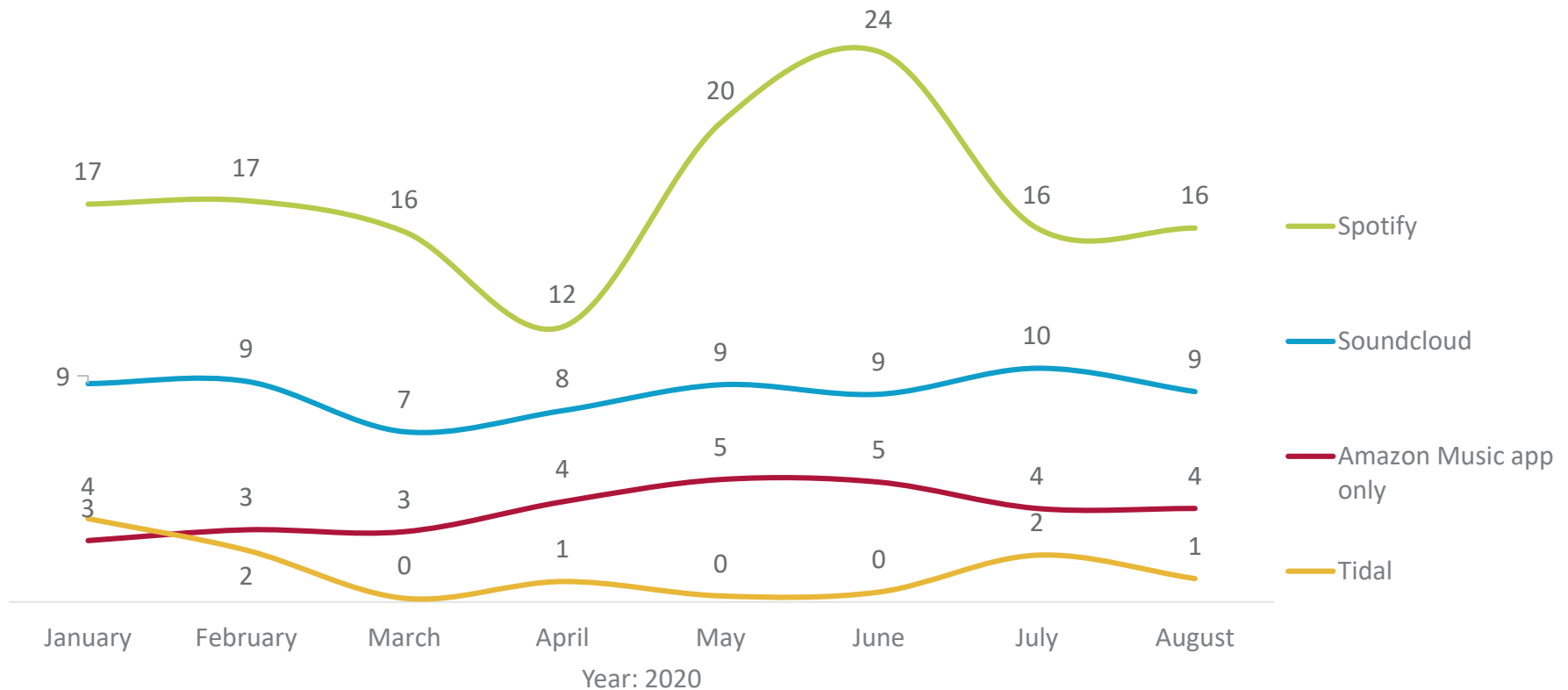


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Aug 2020, UK.

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 16 mins per day on the service in August 2020, this is the same as August 2019

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



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

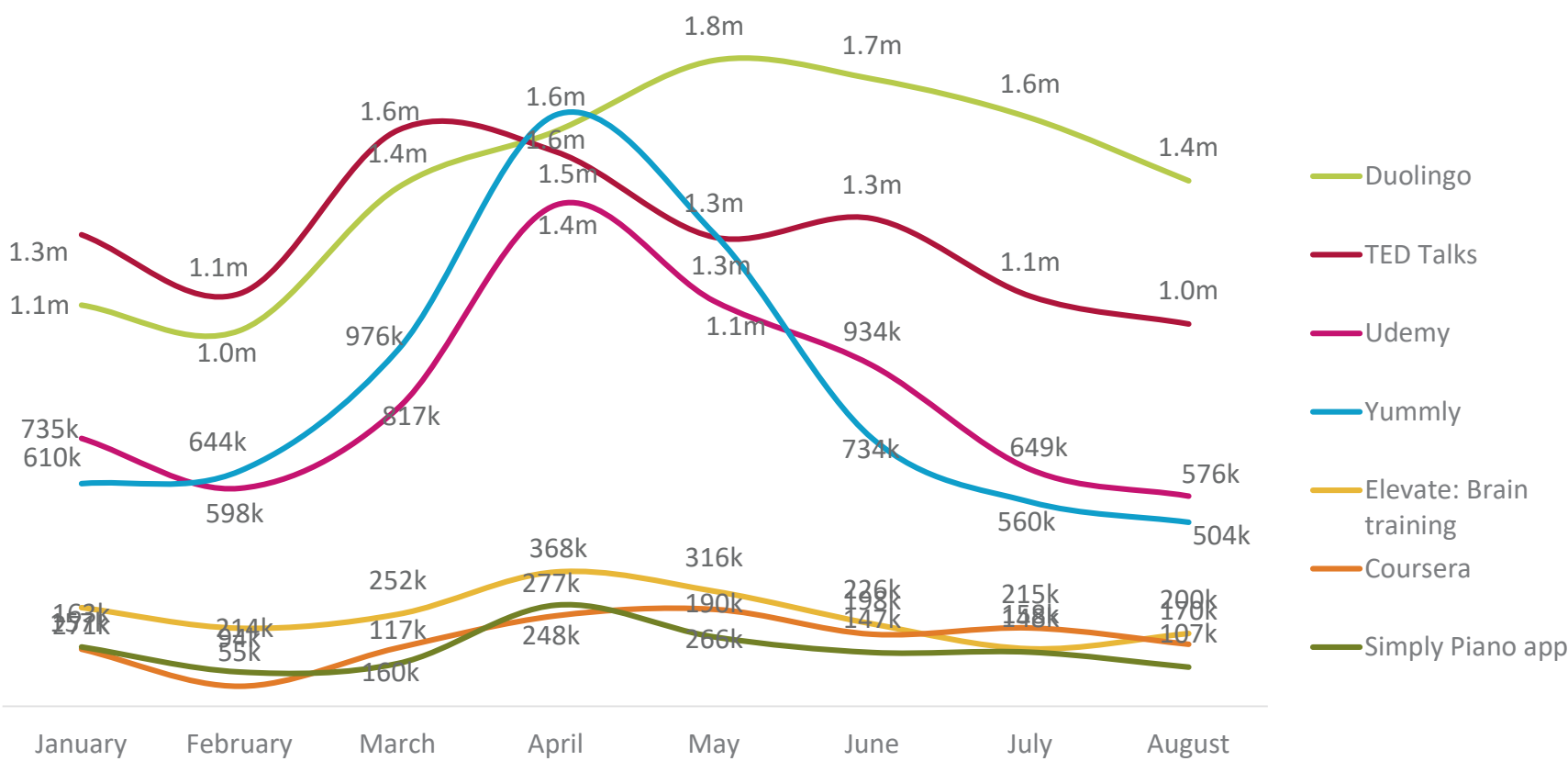
Note: *Custom list of entities defined by Ofcom.

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 but as lockdown eased it experienced a sharp decline in visitors

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

Adults aged 18+ -

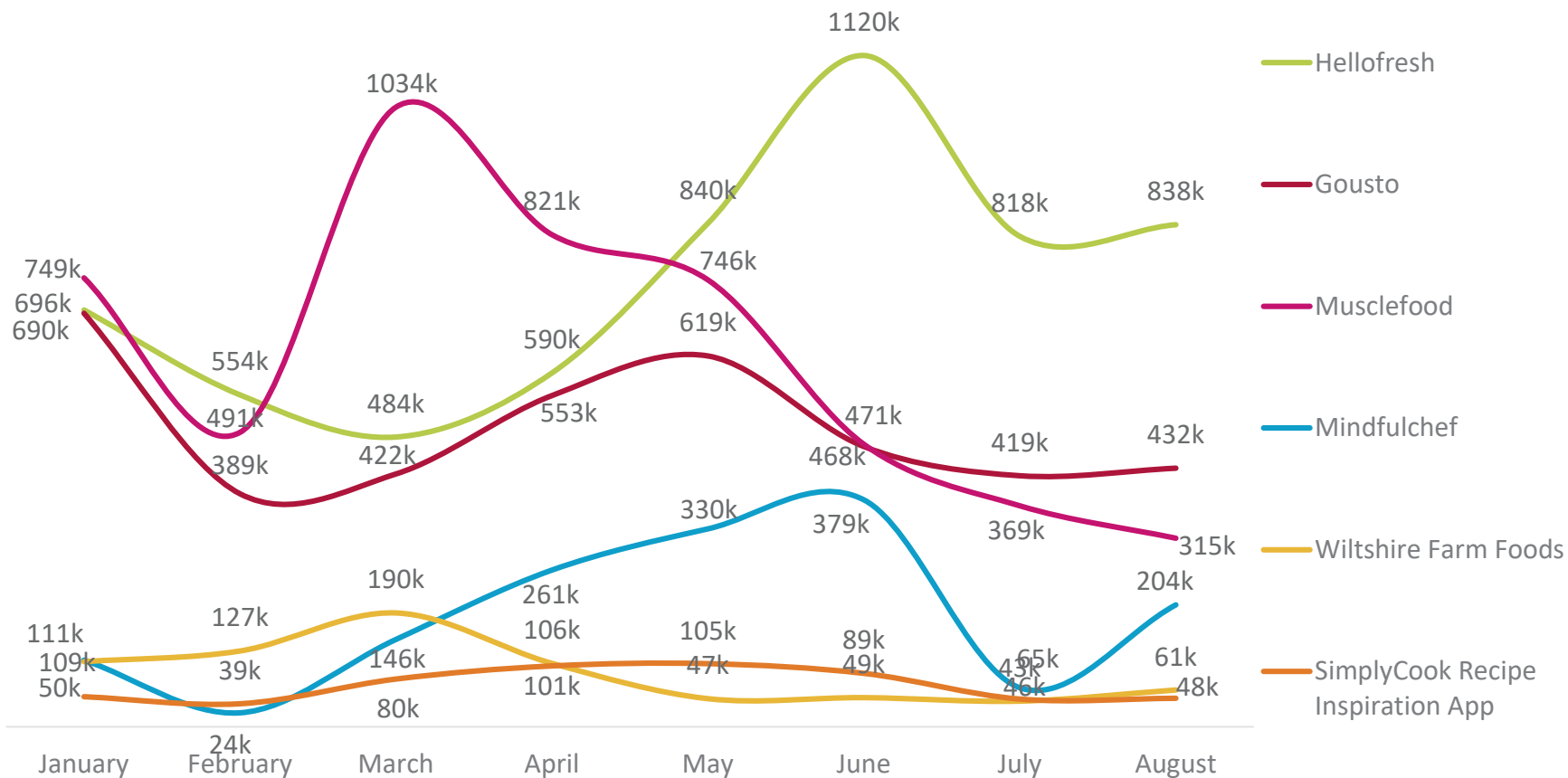


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Aug 2020, UK

As restrictions in the UK resulted in an increase of eat at home occasions this has provided an opportunity for meal kit delivery services

Digital audience adult reach to selected meal kit delivery services : January – August 2020

Adults aged 18+ -



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

Note: Visitors does not equate to number of customers who were signed up to the services

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, 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.