

# 4.1 Internet and web-based content

# 4.1 Key market developments

## Figure 4.1

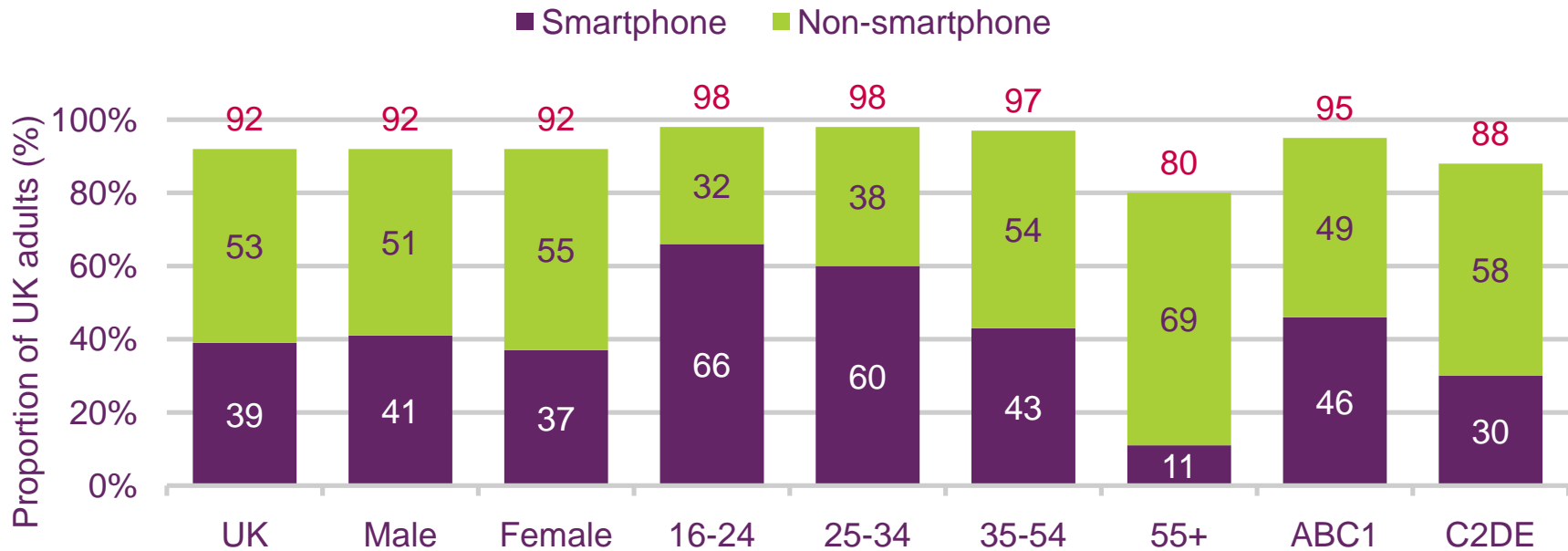
### UK internet and web-based content market: key statistics

UK internet and web-based content market	2007	2008	2009	2010	2011	2012
<sup>1</sup> PC/laptop take-up (%)	71	72	74	76	78	79
<sup>1</sup> Internet take-up (%)	64	67	73	75	77	80
<sup>1</sup> Total broadband take-up (%)	52	58	68	71	74	76
<sup>1</sup> Fixed broadband take-up (%)	n/a	n/a	68	71	67	72
<sup>1</sup> Mobile broadband take-up (%)	n/a	n/a	12	15	17	13
<sup>1</sup> Internet on mobile-phone take-up (%)	n/a	n/a	20	21	32	39
<sup>1</sup> Social networking online take-up (%)	n/a	20	30	40	46	52
<sup>2</sup> Internet advertising expenditure (£)	2.8bn	3.4bn	3.5bn	4.1bn	4.8bn	n/a
<sup>2</sup> Mobile advertising revenue (£)	n/a	29m	38m	83m	203m	n/a

Source: <sup>1</sup>Ofcom consumer research, Q1 each year, <sup>2</sup>Internet Advertising Bureau/PwC

## Figure 4.2

### Take-up of mobile phones and smartphones, UK adults



Source: Ofcom Technology tracker, Jan/Feb 2012

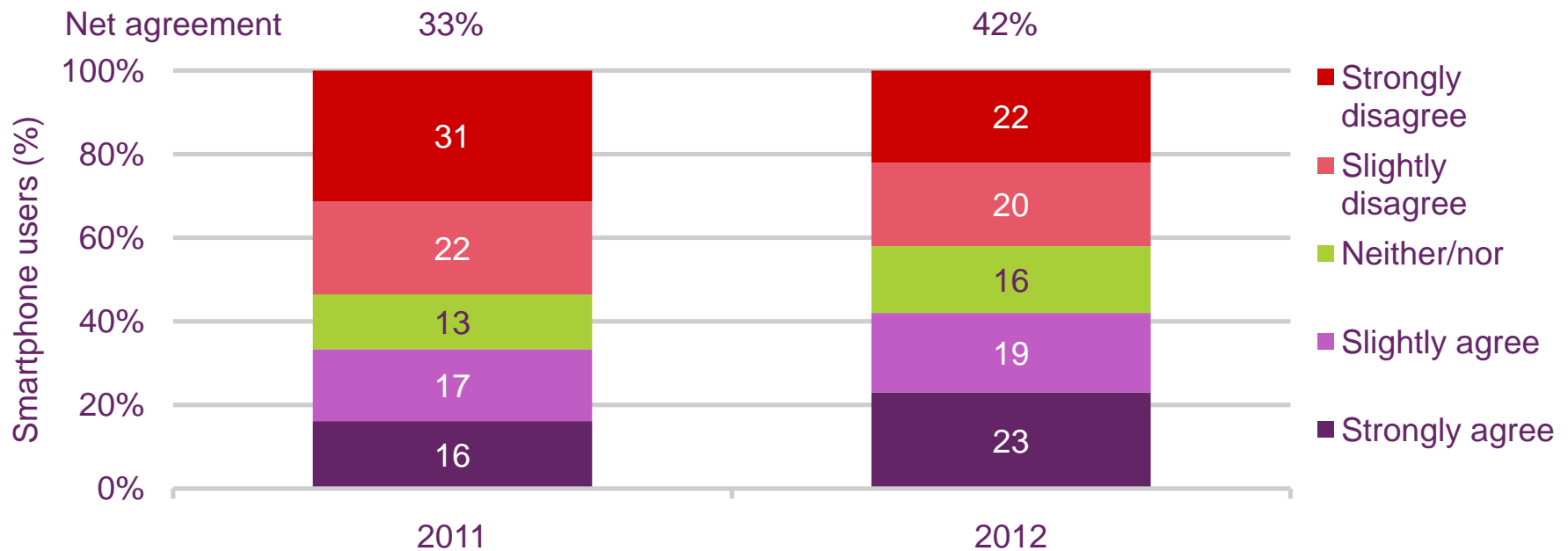
QD2. Do you personally use a mobile phones? /QD4 Do you personally use a smartphone?

Base: Total UK Adults aged 16+ (n = 3772 unweighted total)

## Figure 4.3

### Importance of smartphones for internet access

“My phone is more important to me for accessing the internet than any other device”



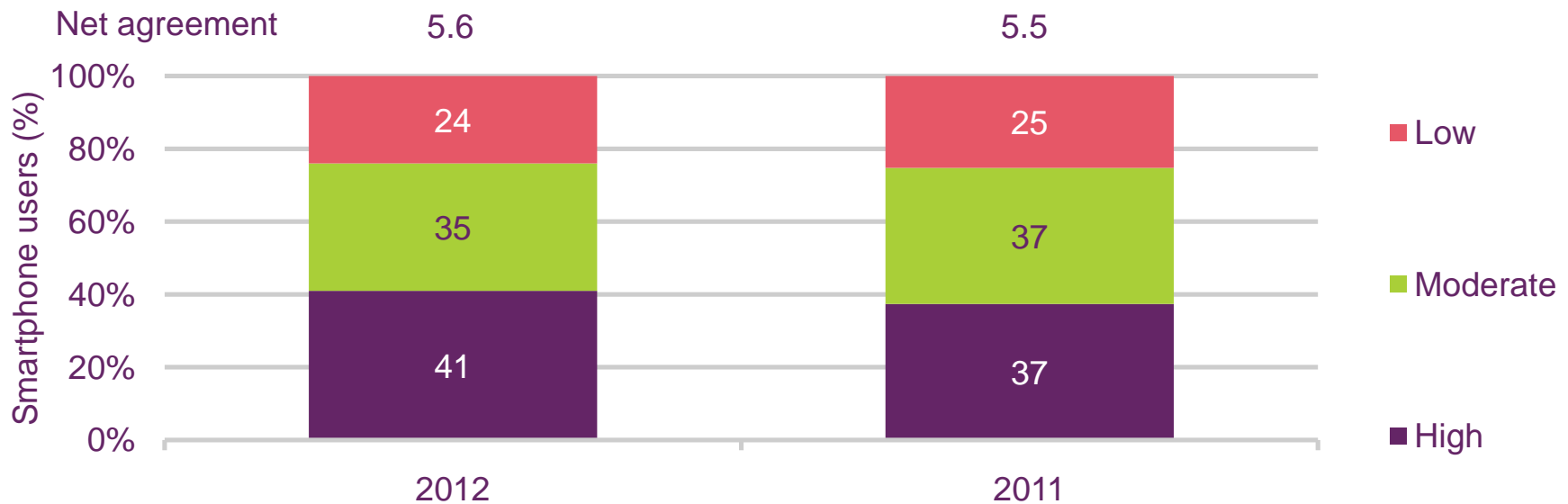
Source: Ofcom omnibus research, March 2011/2012

Q.15c Please tell me how much you agree or disagree with each of the following statement: My phone is more important to me for accessing the internet than any other device?

2012 Base: Total GB adults who use a Smartphone (n = 654)/ Total 2011 GB adults who use a smartphone (n = 474).

## Figure 4.4

### Smartphone 'addiction'



Source: Ofcom omnibus research, March 2012/2011

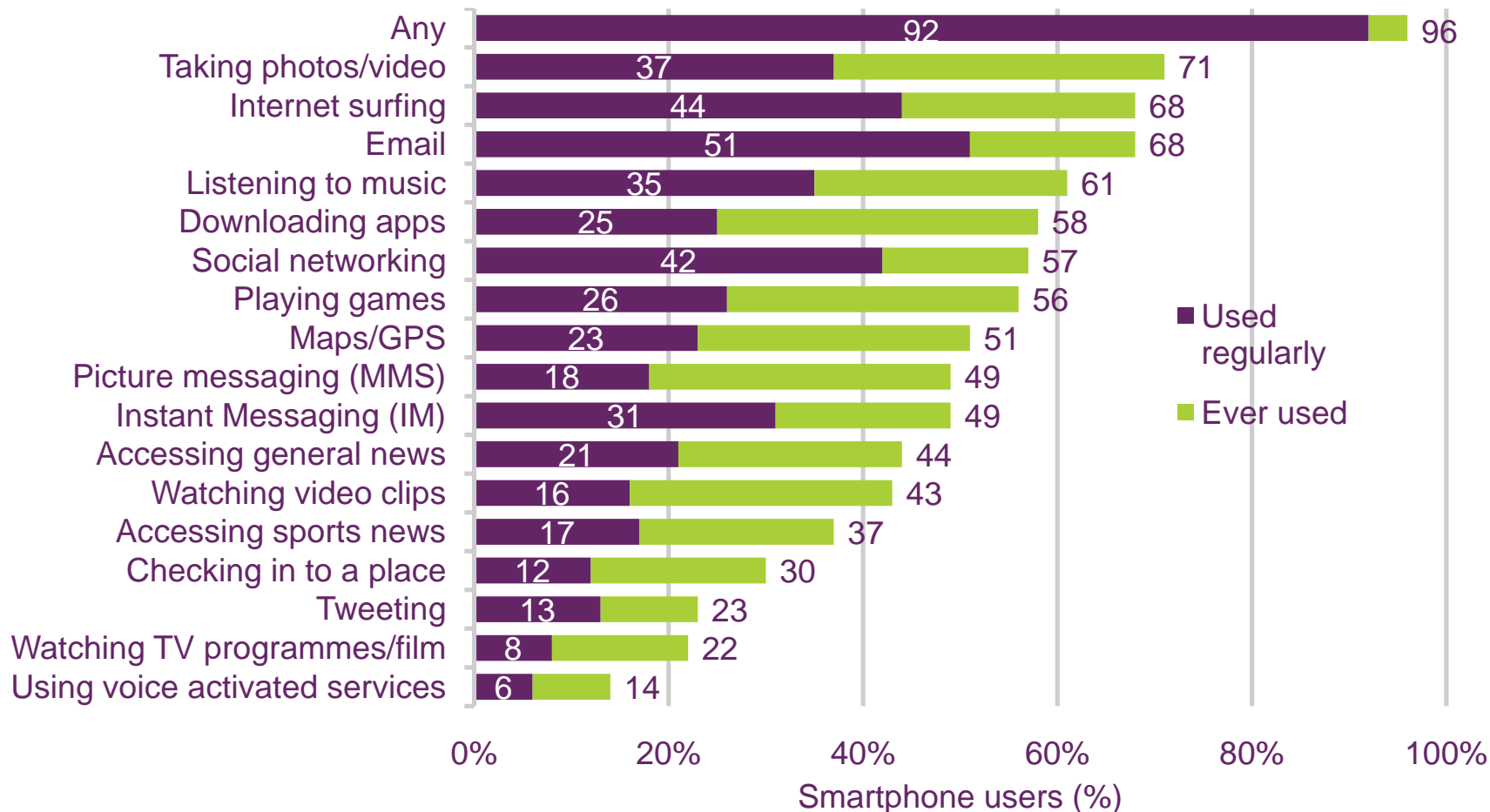
Q14 Choose a number between 1 and 10, where 1 represents 'I'm not at all addicted to my mobile phone' and 10 represents 'I'm completely addicted to my mobile phone'. Low is 1, 2, 3; moderate: 4, 5, 6, and high: 7, 8, 9, 10.

2012 Base: Total GB adults who use a Smartphone (n = 654)/ Total 2011 GB adults who use a smartphone (n = 474).

# Figure 4.5



## Activities conducted on a smartphone by GB adults



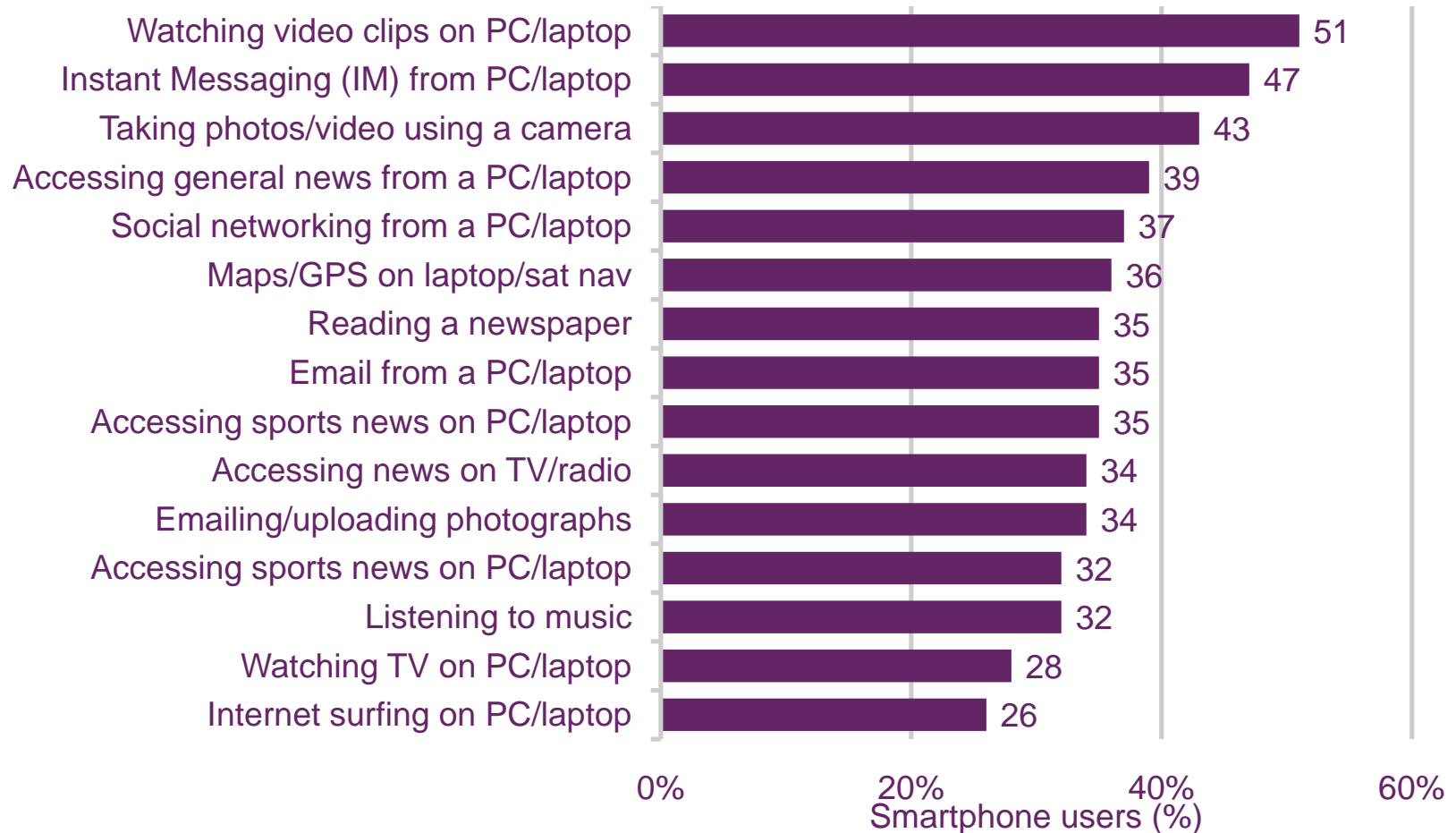
Source: Ofcom omnibus research, March 2012

Q.5 Which, if any, of the following functions or activities have you ever used your smartphone for ? Q.6 Which of them do you use your smartphone for regularly ?

Total GB adults who use a smartphone (n = 654)

# Figure 4.6

## Activities conducted less on other devices since getting a smartphone



Source: Ofcom omnibus research, March 2012

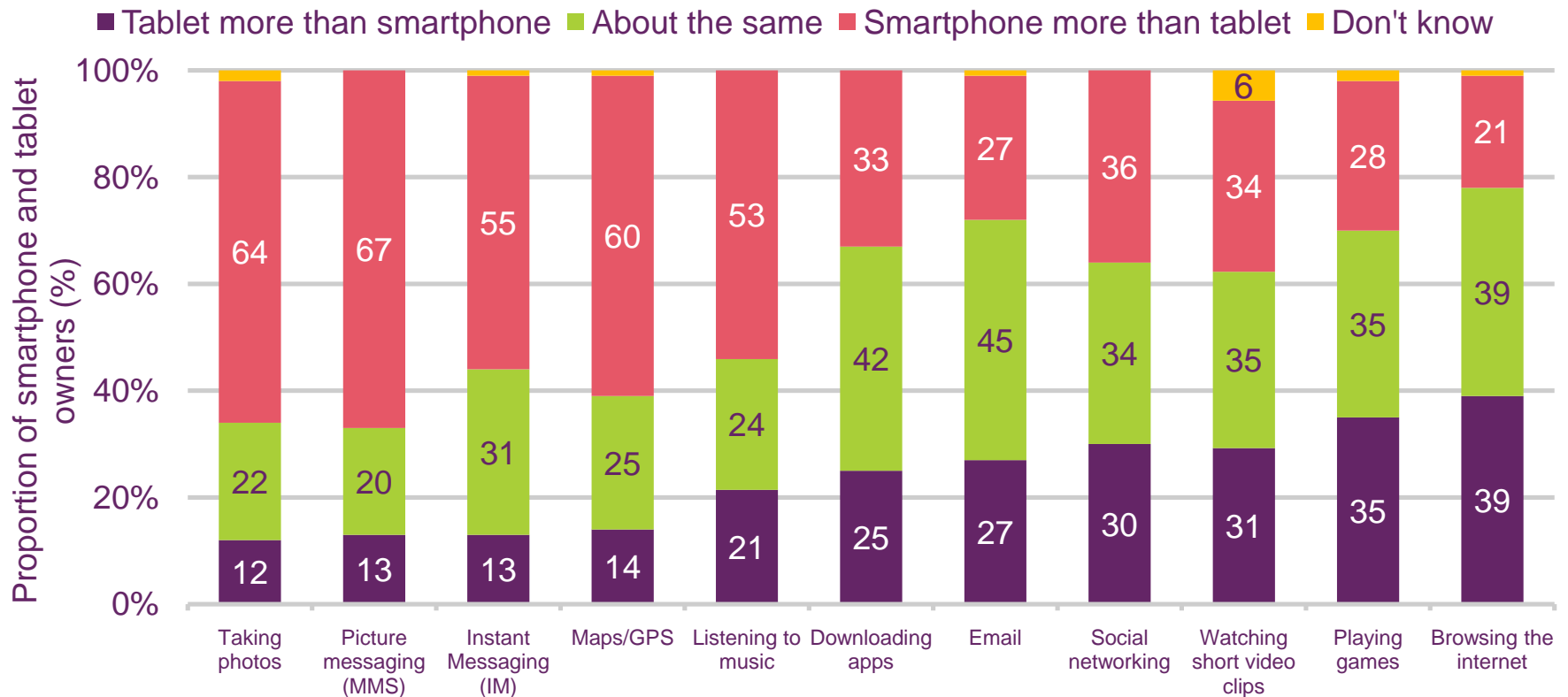
Q.7 For each activity, please tell me whether you do more, less or the same amount on other devices since you have had your Smartphone ?

Base: All GB adults with a smartphone who have ever conducted the activity on their smartphone (all base over n = 75 shown)



# Figure 4.7

## Principal device for selected activities among smartphone and tablet owners



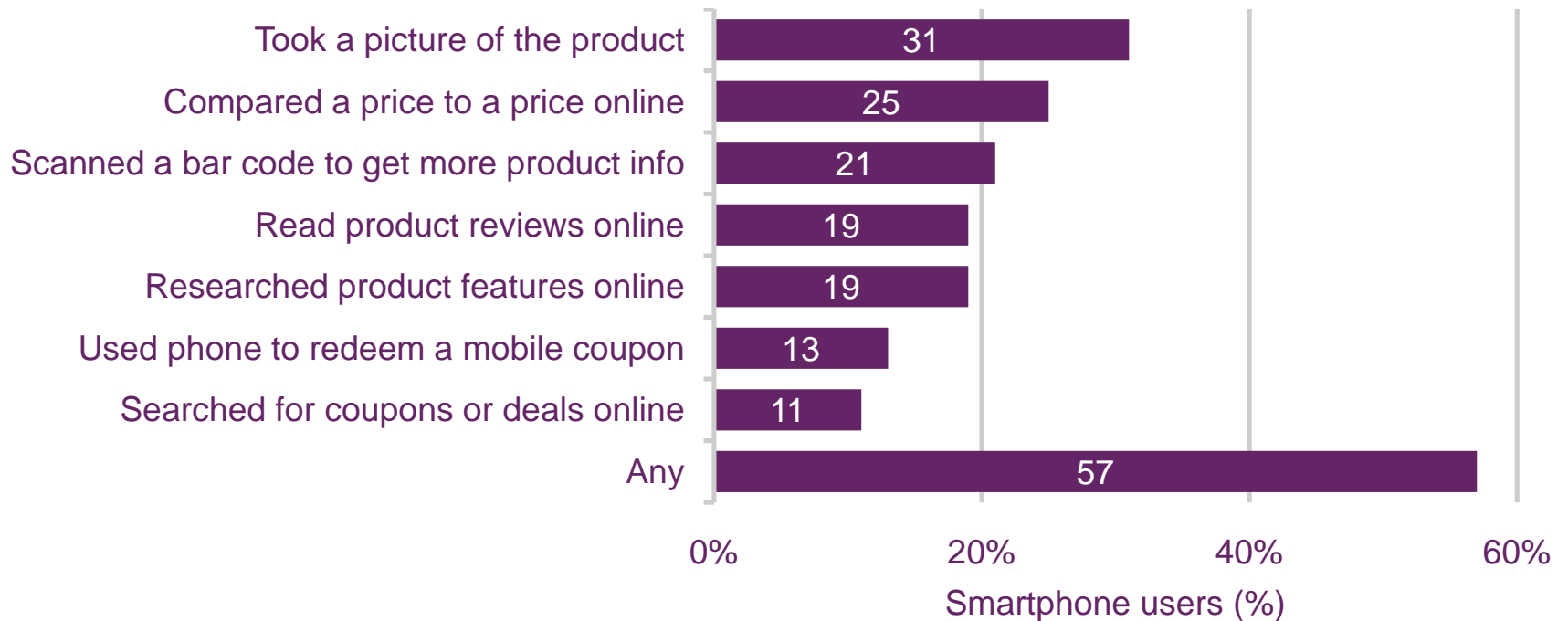
Source: Ofcom omnibus research, March 2011

Q8 You mentioned earlier you have a tablet, which of the following activities do you use your tablet more or less for compared to your Smartphone?

Base: All GB adults with a smartphone and tablet who have ever conducted the activity on their smartphone (all base over n = 75 shown)

## Figure 4.8

### Activities conducted on smartphone while out shopping



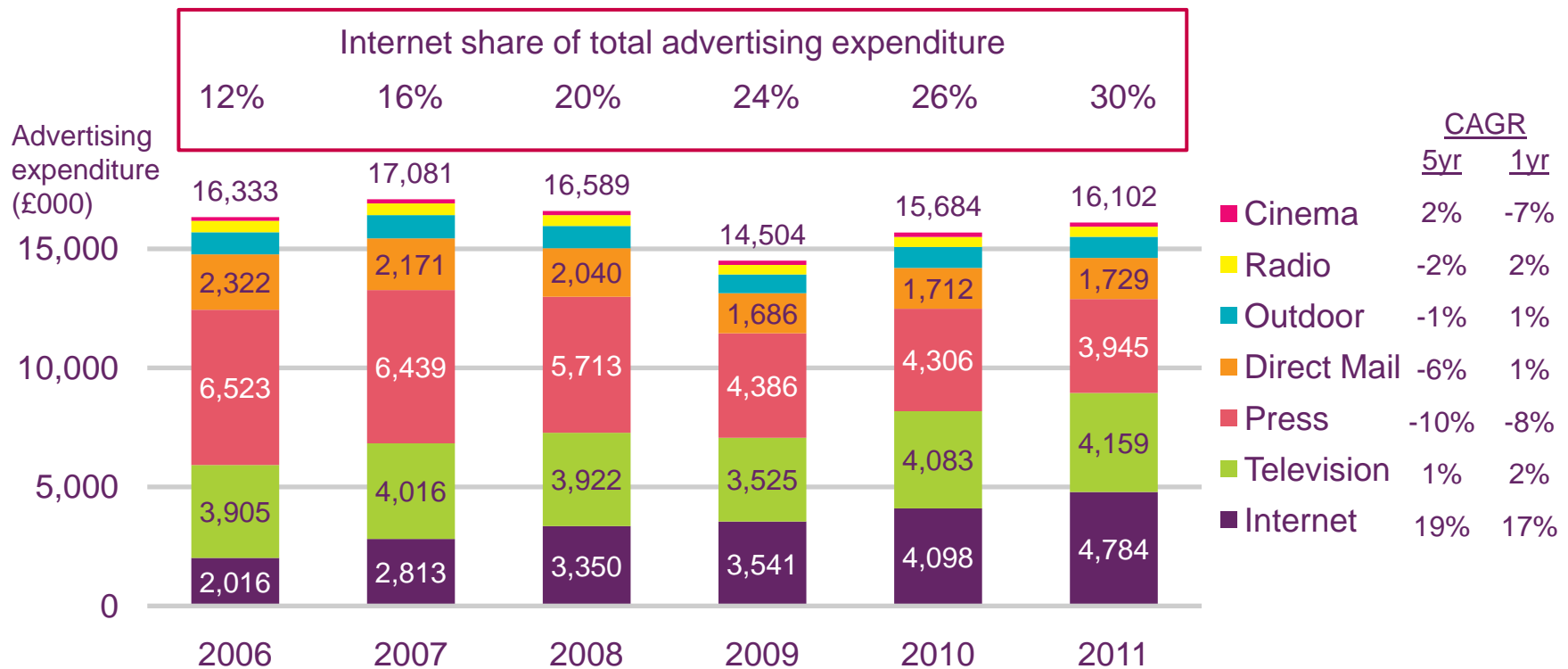
Source: Ofcom omnibus research, March 2012

Q.8b Which, if any of the following activities have you ever done on your Smartphone while out shopping ?

Base: Total GB adults who use a smartphone (n = 654)

# Figure 4.9

## UK advertising expenditure, by category 2006 – 2011

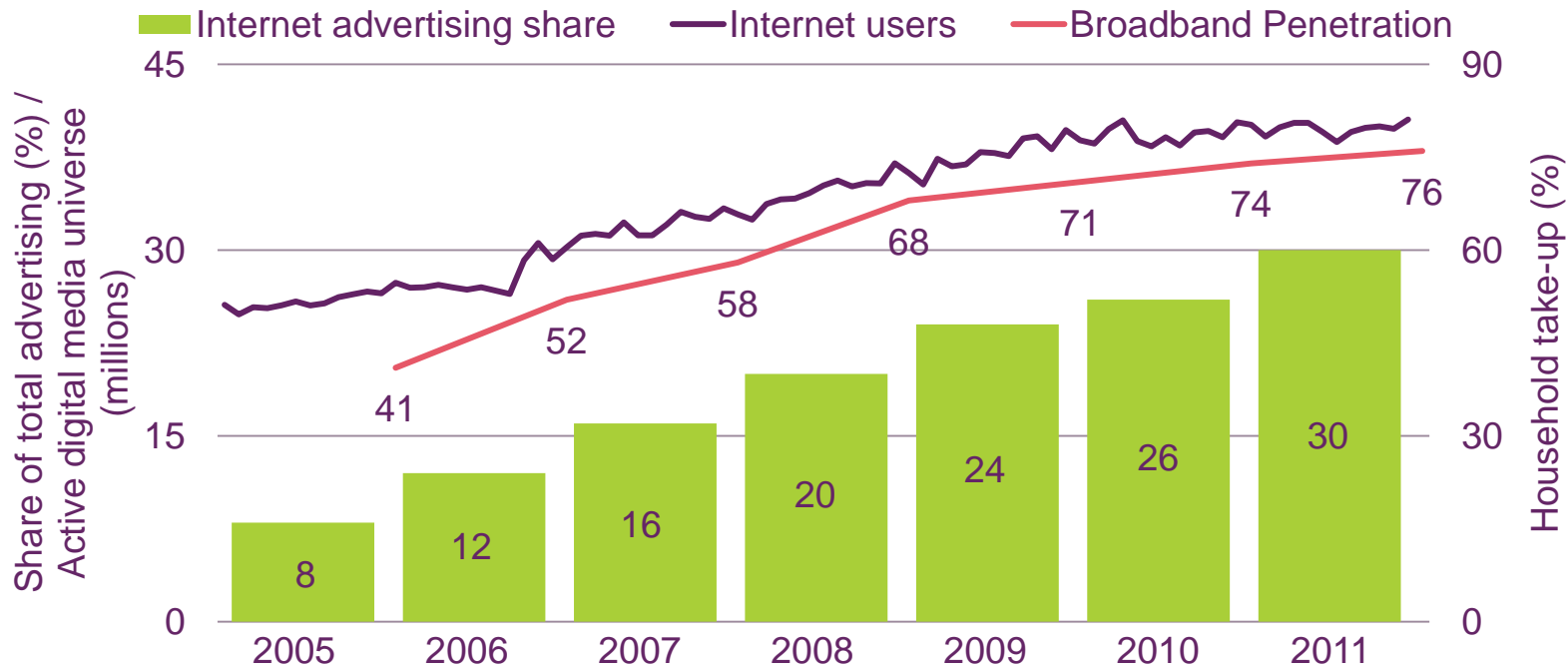


Source: AA/Warc Expenditure Report

Notes: All figures are nominal; CAGR = compound annual growth

## Figure 4.10

Internet advertising share, active internet users, and broadband penetration: 2005-2011

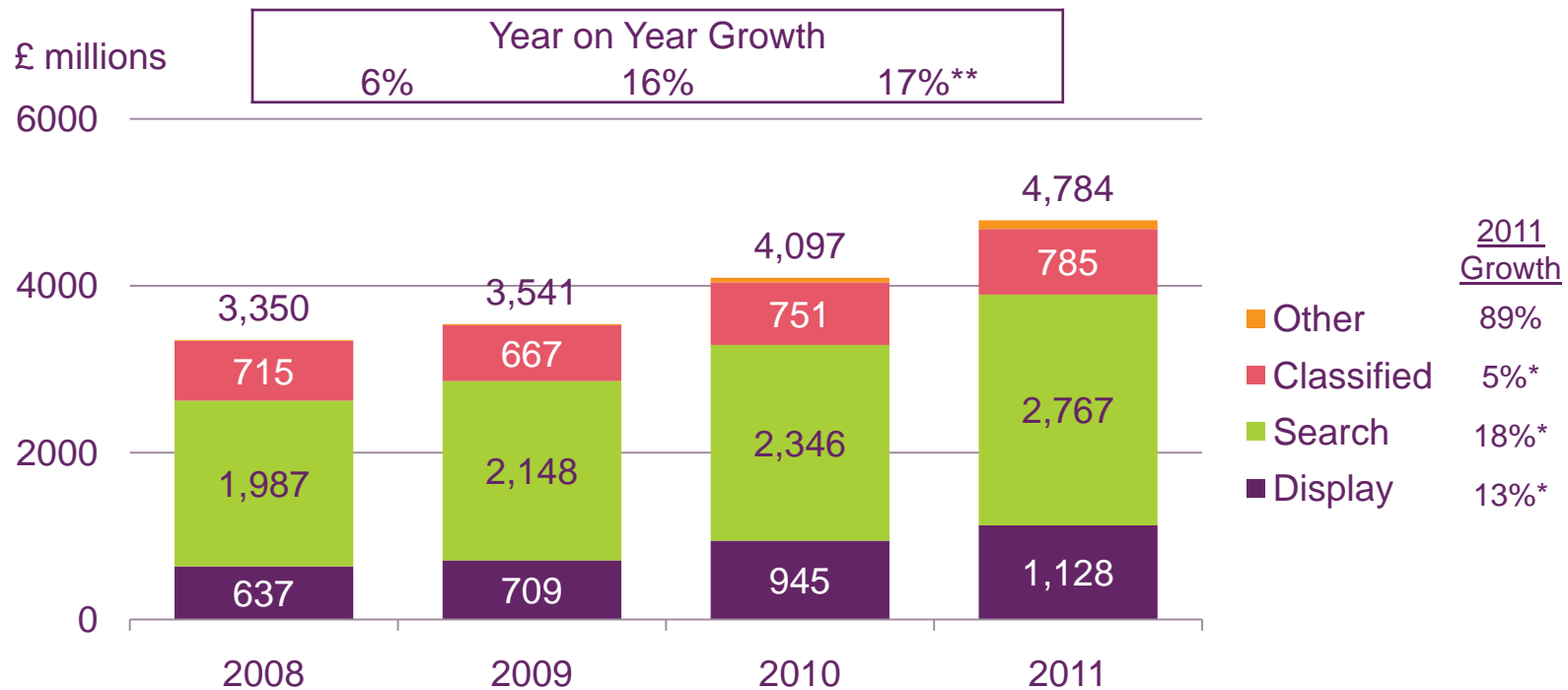


Source: Internet Advertising Bureau, Nielsen Work and Home Panel, Ofcom

Note: Broadband household take-up figures are from Q1 of each year (2006-2012).

# Figure 4.11

## Internet advertising, by type: 2008 - 2011

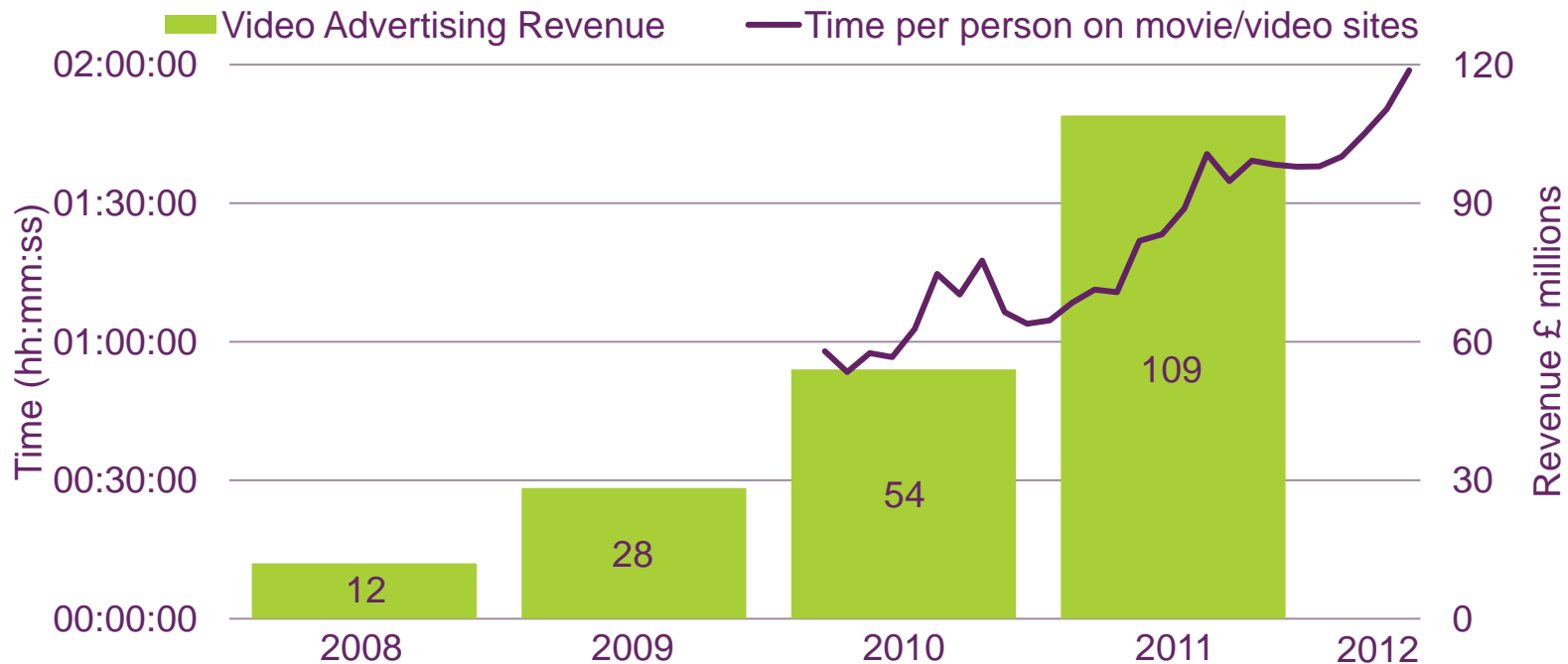


Source: IAB/ PwC Adspend 2008-2011

Note: \*Like for like growth of the total market \*\*Like for like 2011 growth was 14%

## Figure 4.12

### Video display advertising revenue and time spend on film/video sites: 2008 - 2011

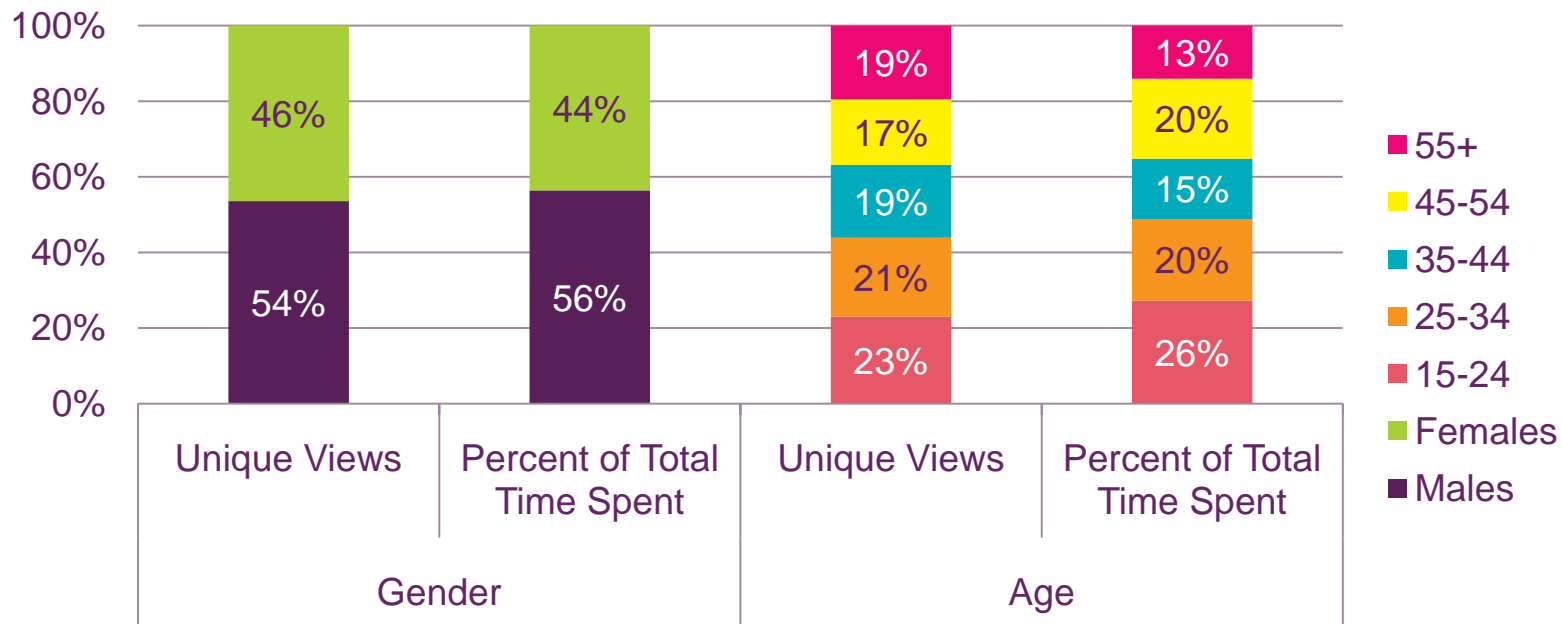


Source: Internet Advertising Bureau, Nielsen Work and Home Panel inc. applications.

Note: Time accounts for total time on sites of this category and not time spent viewing video content. Movie/video sites is a collection of more than 400 sites including YouTube, BBC iPlayer, Dailymotion, LOVEFiLM.com, Channel 4oD, ITV Player, Yahoo! Movies, blinkbox, Sky Go, Netflix, and Vimeo.

## Figure 4.13

### Demographic profile of video advertisement viewers

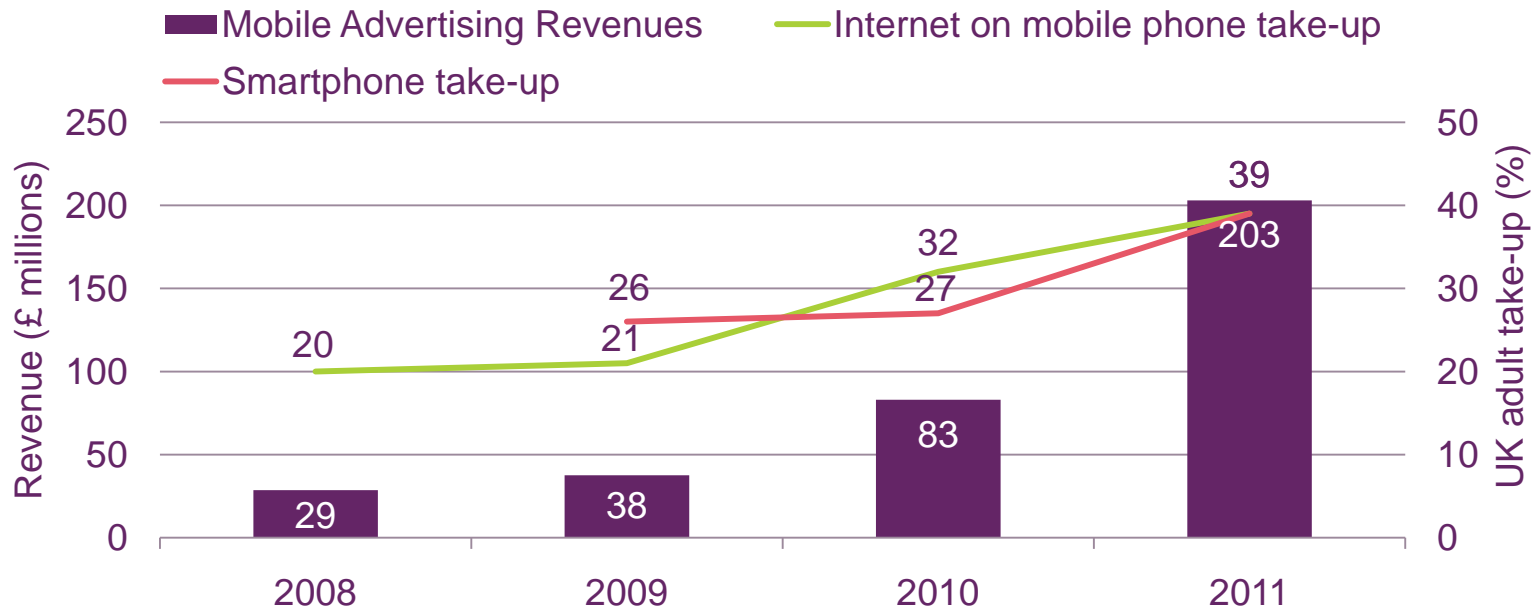


Source: comScore Video Metrix

Note: Percent of Total Time Spent: % of Time Spent Watching Ad Videos by Demographic Segment / % of Total Internet Population from the Demo Segment x 100. Percent of Total Time Spent does not sum to 100% since not all ages groups are shown.

## Figure 4.14

Mobile advertising revenues, and smartphone and mobile internet take-up



Source: Mobile Advertising Revenues: IAB/PWC, Ofcom: take-up of internet on mobile phone and of smartphones

Note: Take-up figures are from Q1 of the following year.



## Figure 4.15

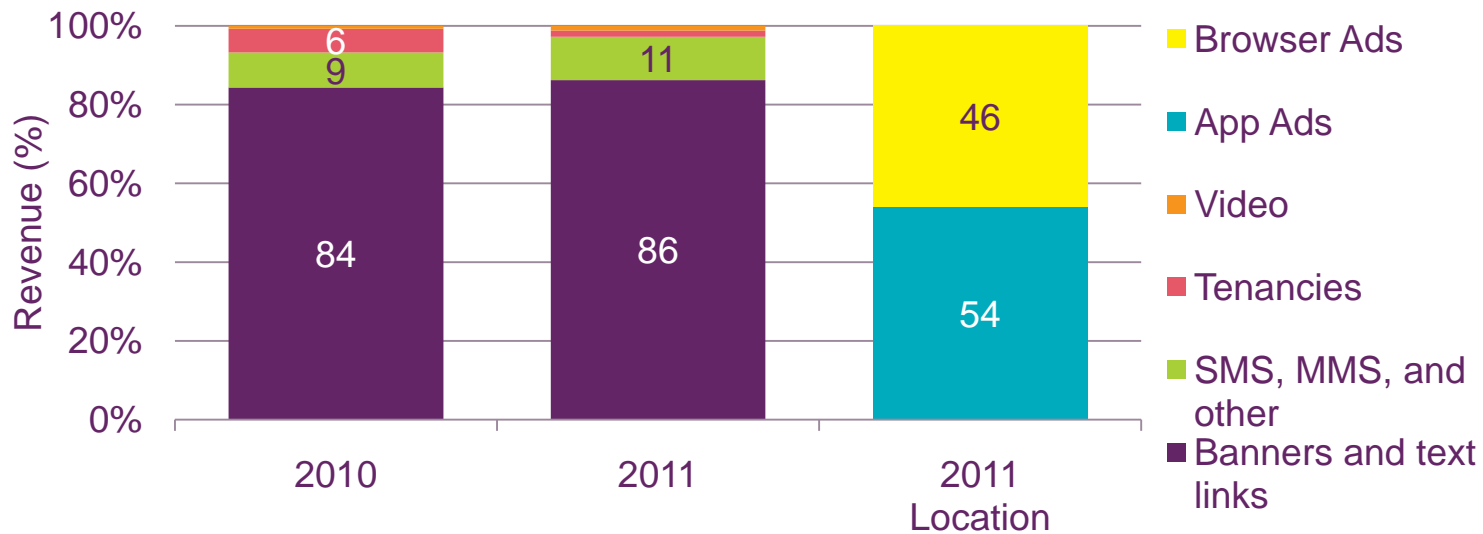
Search and display share of mobile advertising revenues: 2008 - 2011



Source: IAB/PWC

## Figure 4.16

Mobile display advertising revenues, by type and location: 2008 - 2011

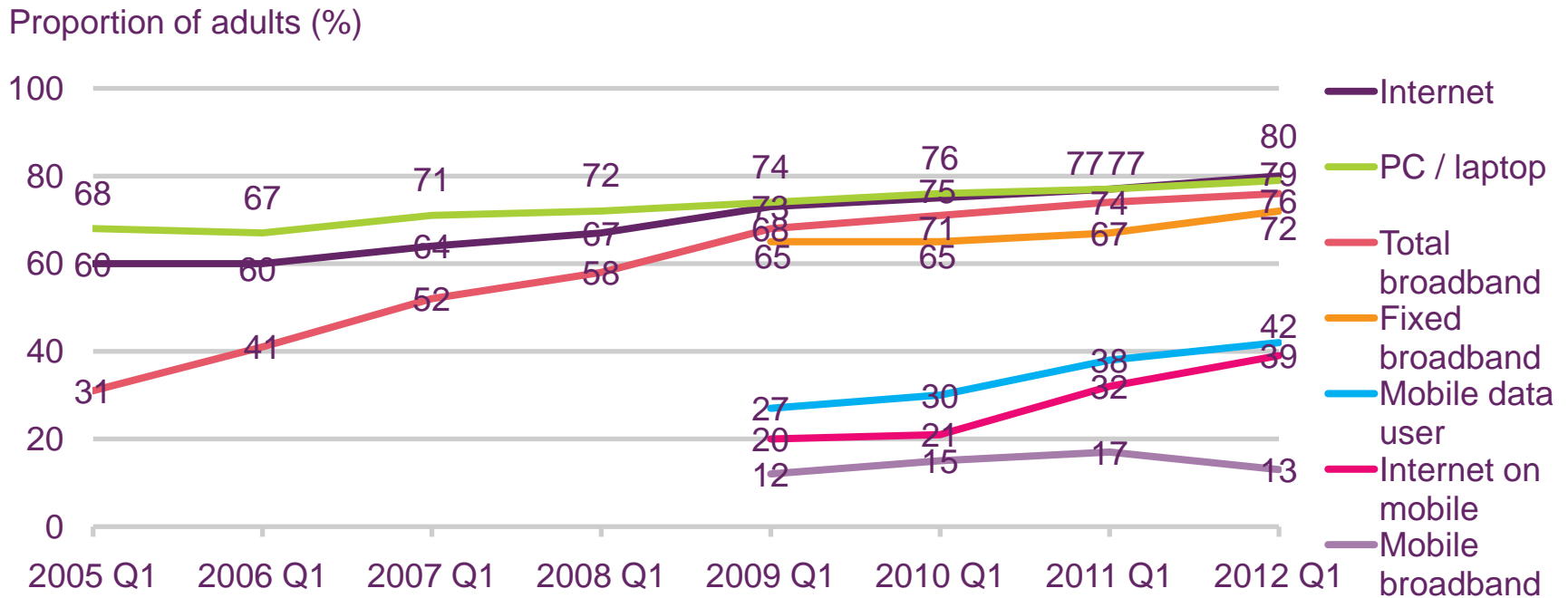


Source: IAB/PWC

## 4.2 Internet and devices

# Figure 4.17

## Household PC and internet take-up, 2005-2012



QE1: Does your household have a PC or laptop computer? / QE2: Do you or does anyone in your household have access to the Internet/Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? / QE6: Which of these methods does your household use to connect to the Internet at home?

Source: Ofcom technology tracker, Q1 2012

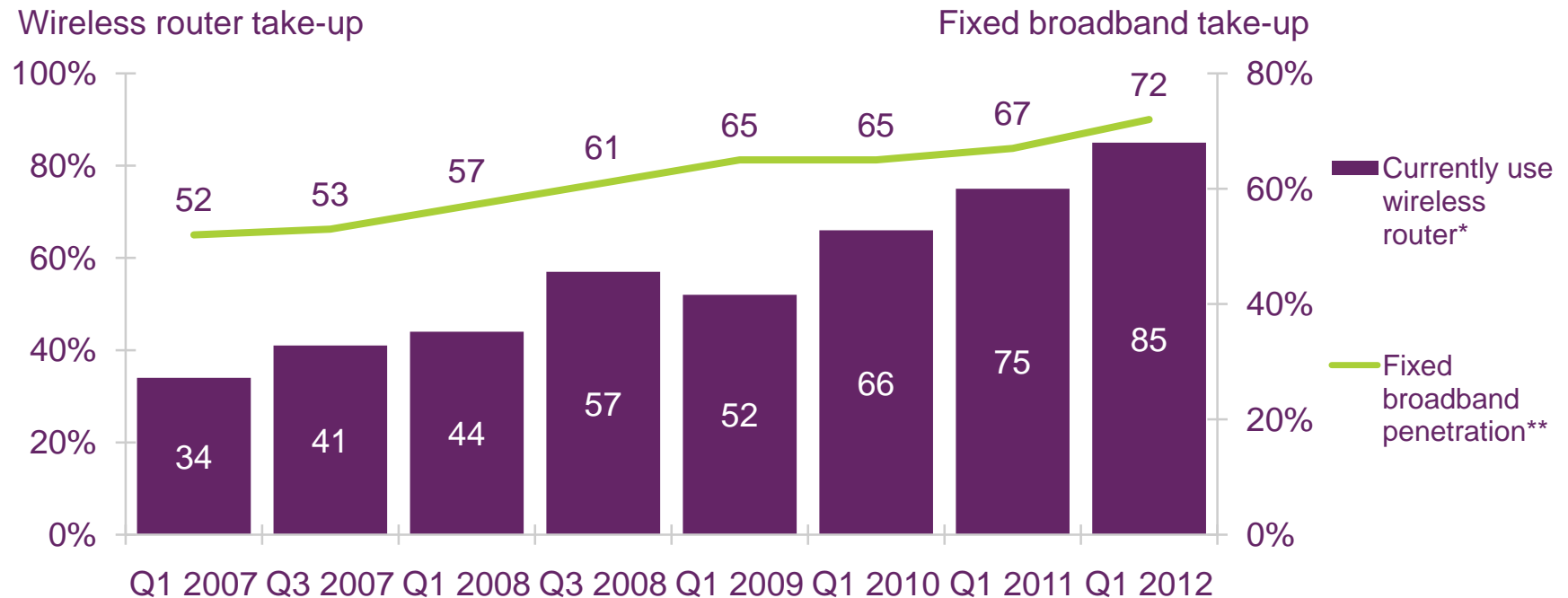
Base: All adults aged 16+ (n=3772)

Note 1: "Internet on mobile" is the % of adults who use a mobile phone for any of the following activities: Instant messaging, Downloading Apps or programs, Email, Internet access, downloading video, video streaming, visiting social networking sites.

Note 2: From Q1 2009 the 'Internet' figure includes those who access the internet on mobile phones.

# Figure 4.18

## Use of wireless router versus broadband take-up, 2007 - 2012

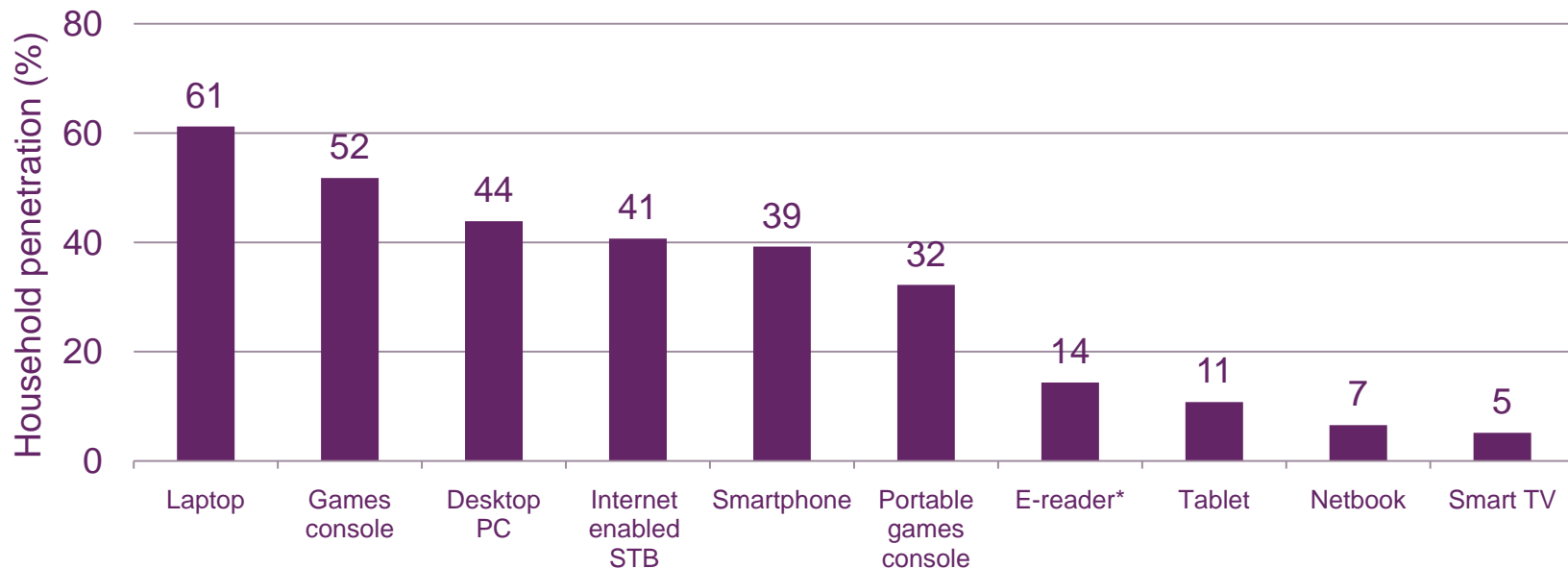


Source: Ofcom research, Quarter 1 2012

Base: Wireless router take-up - adults aged 16+ with a broadband connection at home (\* from 2009 this is based on fixed broadband connections only). Fixed broadband penetration based on all adults aged 16+ (\*\* prior to 2009 this is total broadband penetration).

# Figure 4.19

## Ownership of internet-enabled devices



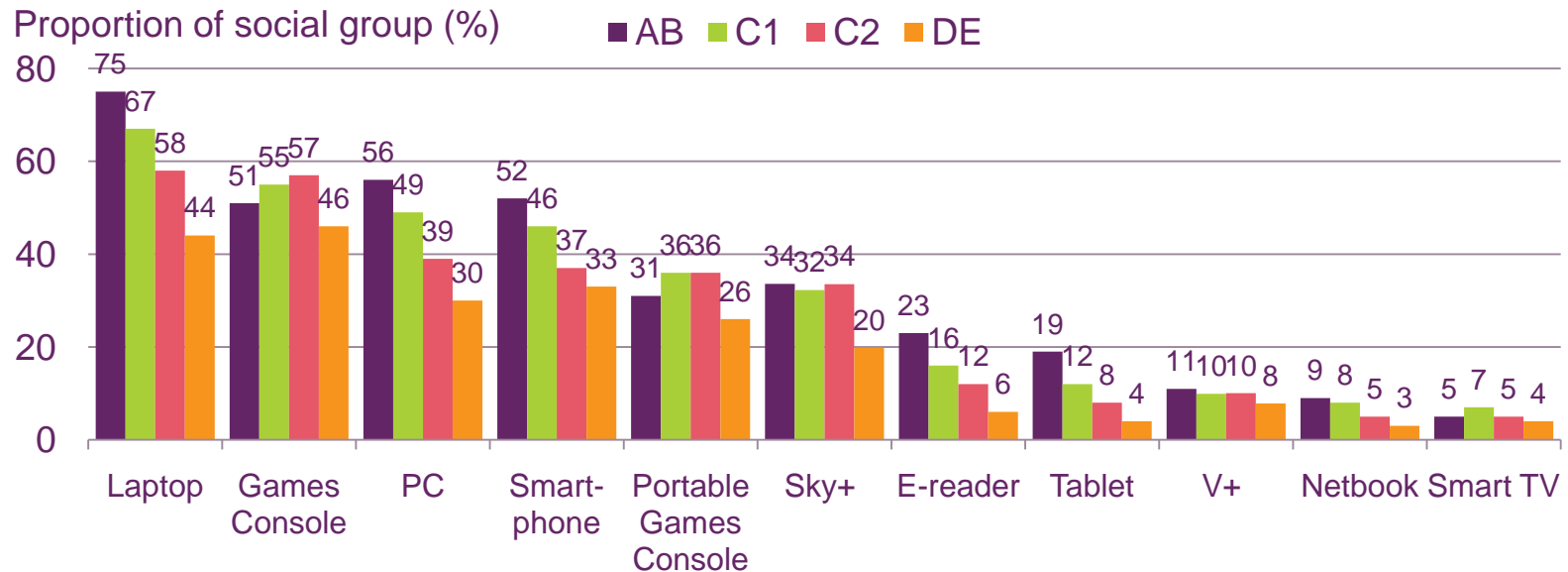
Source: Ofcom research, Quarter 1 2012

Base: Adults aged 16+ n = 2258

Note: IP-enabled devices include laptop, games console, desktop PC, smartphone, portable games console, internet enabled STB (Sky+, Sky+ HD, V+ and V+ HD set top boxes), e-reader, tablet, netbook, and smart TV. \*E-reader take-up stated here is household while elsewhere in the report we state figures by individual take-up.

# Figure 4.20

The proportion of each social group owning internet-enabled devices

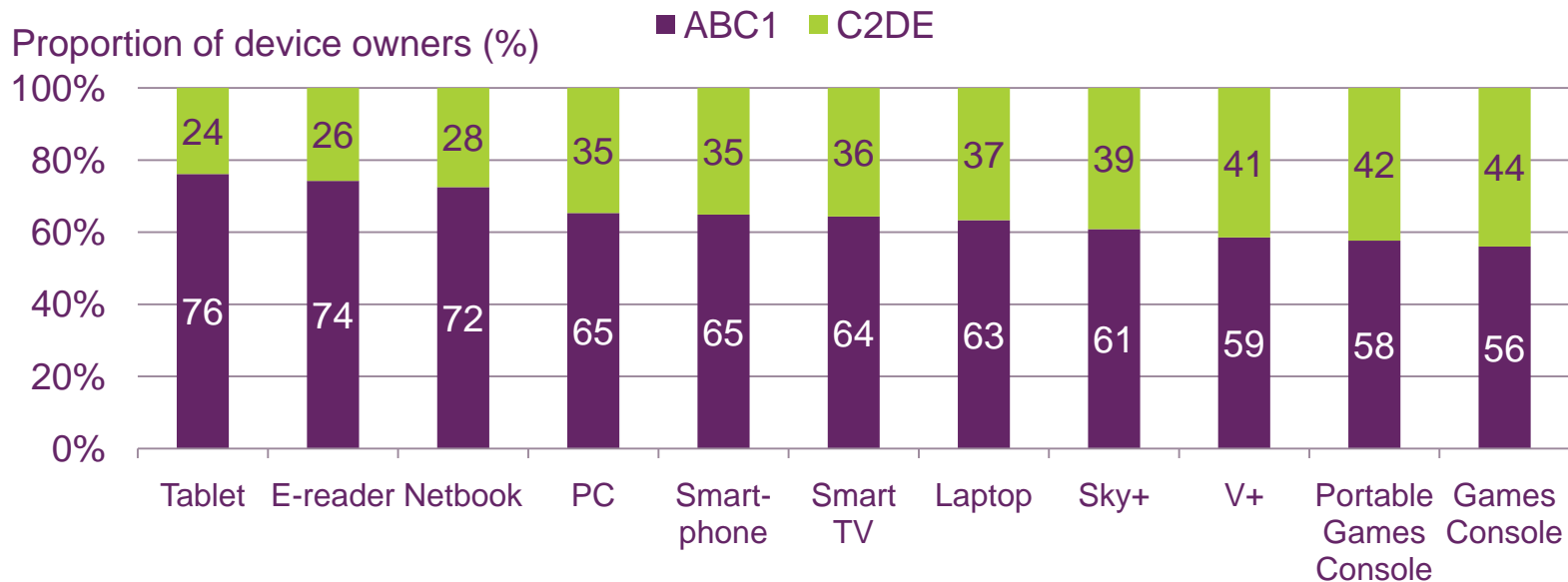


Source: Ofcom research, Quarter 1 2012

Base: Adults aged 16+, AB n = 822,, C1 n= 1085, C2 n=765, DE n=1098

# Figure 4.21

## Internet-enabled devices, by social group

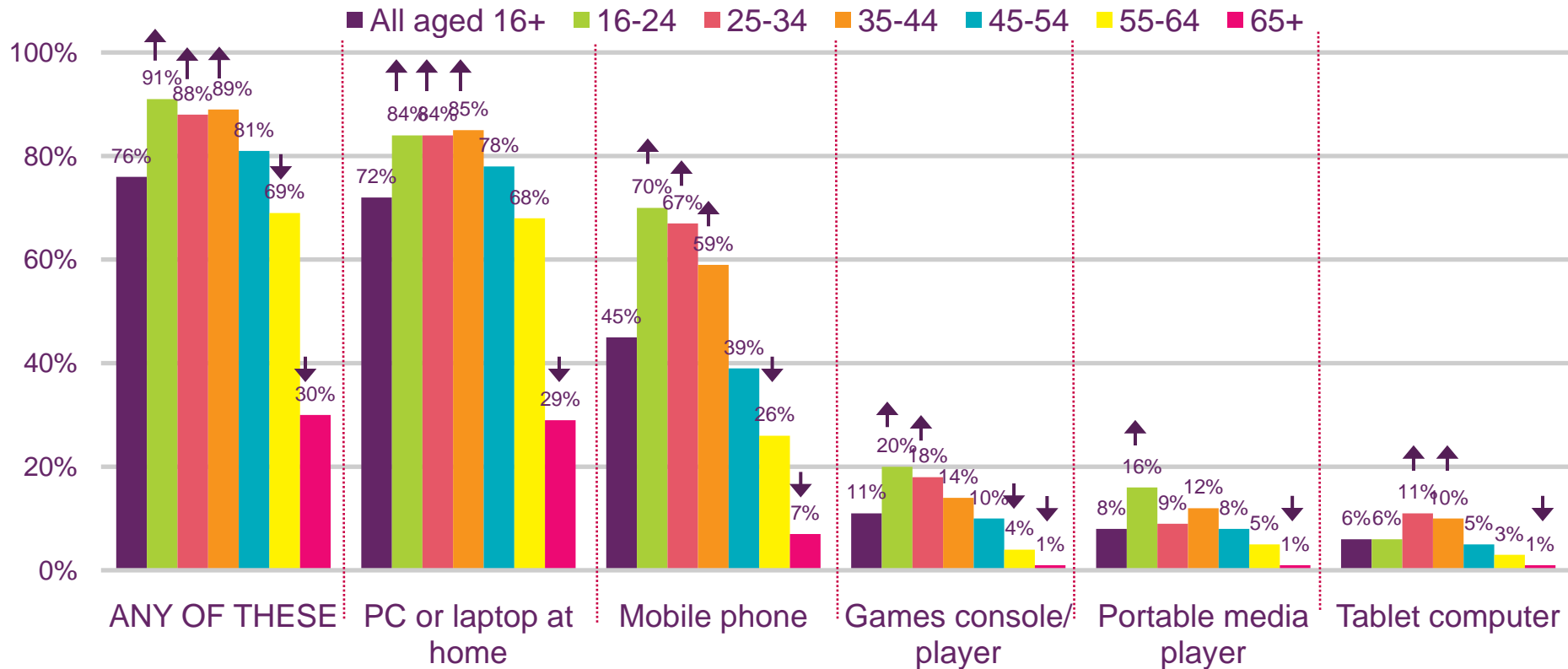


Source: Ofcom research, Quarter 1 2012  
 Base: Adults aged 16+



# Figure 4.22

## Devices used to visit internet websites in 2011, by age



IN1/ IN2- Do you or does anyone in your household have access to the internet at home through a computer, laptop or notebook? And do you personally use the internet at home?/ Do you have and use any of the items shown on this card to access the internet or to visit internet websites? (Prompted responses, single coded)

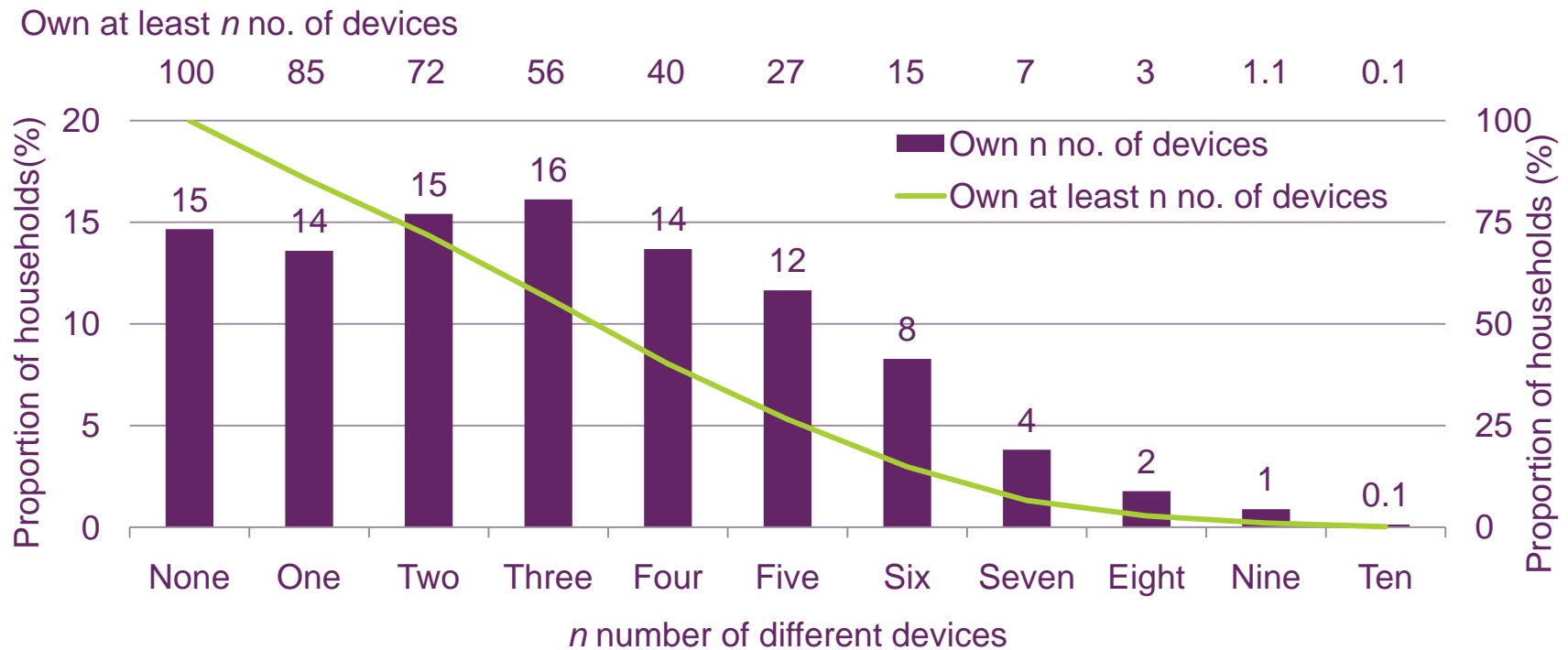
Base: All adults aged 16+ (1823 aged 16+, 225 aged 16-24, 252 aged 25-34, 294 aged 35-44, 228 aged 45-54, 281 aged 55-64, 543 aged 65+). Significance

testing shows any difference between any age group and all adults aged 16+

Source: Ofcom research, fieldwork carried out by Saville Rossiter. Base in September to October 2011

# Figure 4.23

## Number of different internet-enabled devices per household



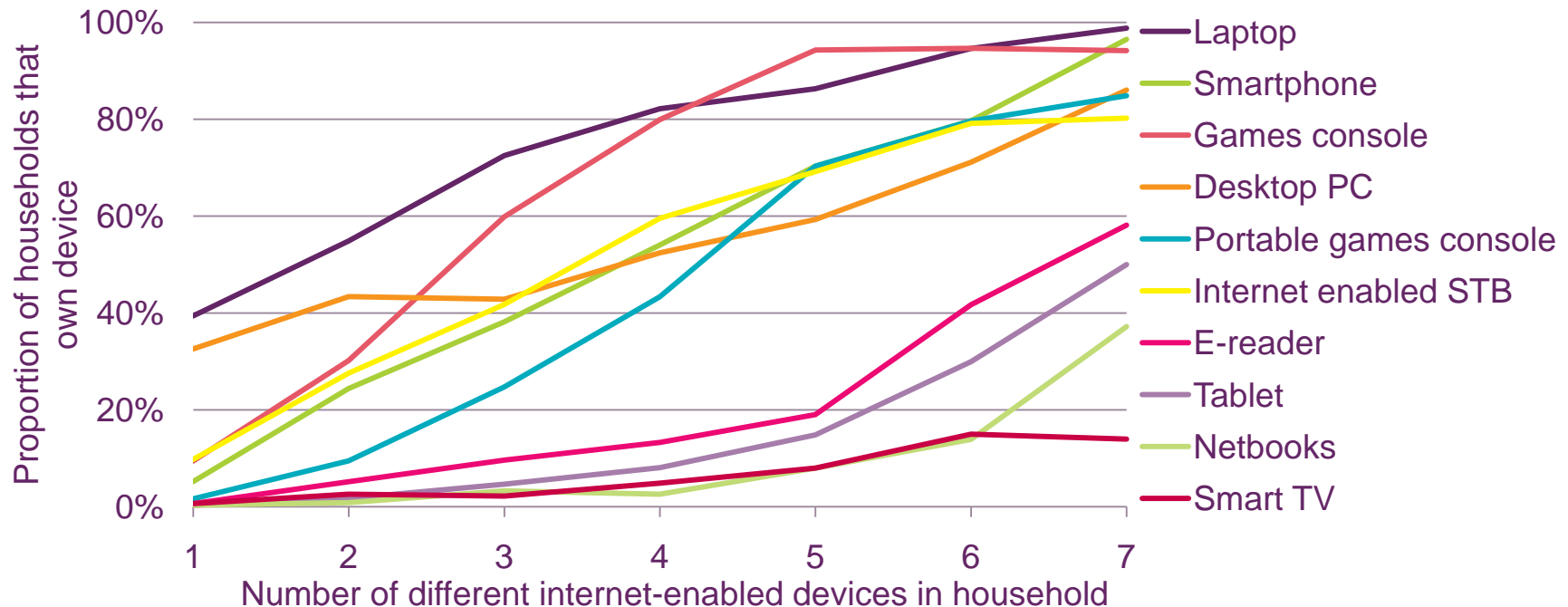
Source: Ofcom research, Quarter 1 2012

Base: Adults aged 16+ n = 2258

Note: IP-enabled devices include laptop, games console, desktop PC, smartphone, portable games console, internet enabled STB (Sky+, Sky+ HD, V+ and V+ HD set top boxes), e-reader, tablet, netbook, and smart TV.

# Figure 4.24

## Device ownership, by number of different internet-enabled devices in household



Source: Ofcom research, Quarter 1 2012

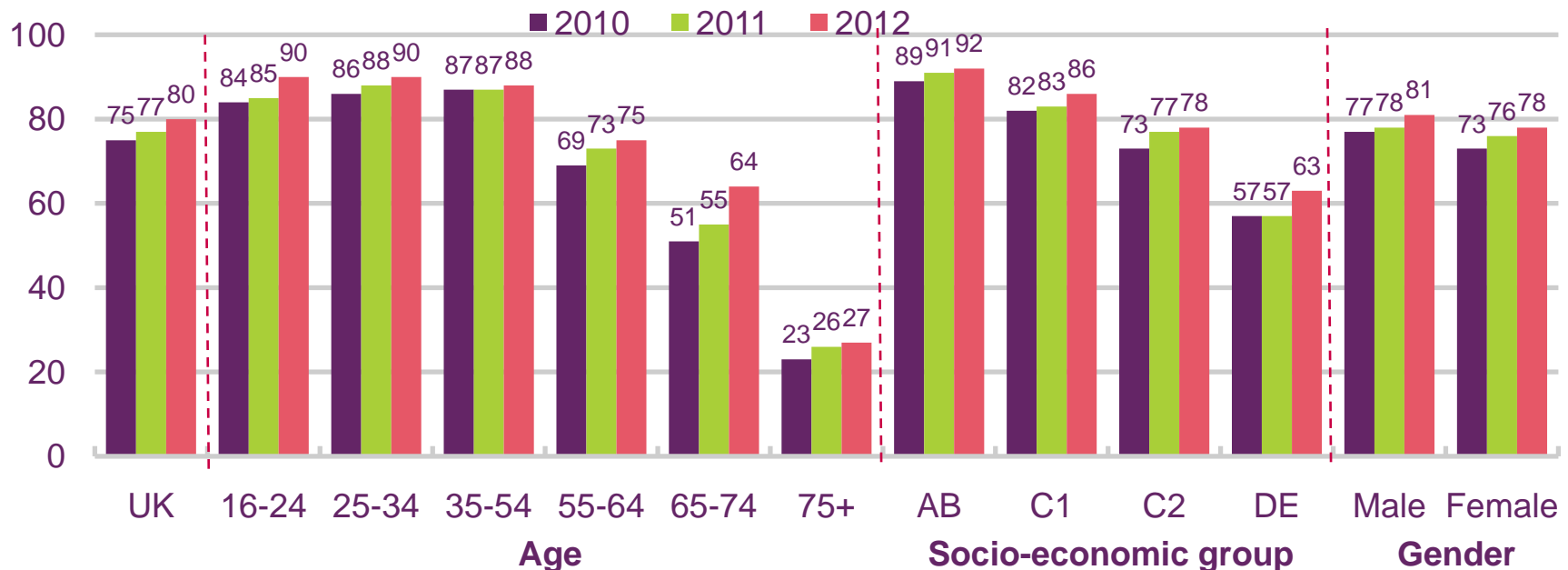
Base: Adults aged 16+ that own at least one IP enabled device n = 1927 (one device, n=307; two devices, n=348; three devices, n=364; four devices n=309; five devices n=263; six devices n=187, seven devices n=86)

Note: IP-enabled devices include laptop, games console, desktop PC, smartphone, portable games console, IP enabled STB (Sky+, Sky+ HD, V+ and V+ HD set top boxes), e-reader, tablet, netbook, and smart TV.

# Figure 4.25

## Home internet access, by age, socio-economic group and gender

Home internet access (%)



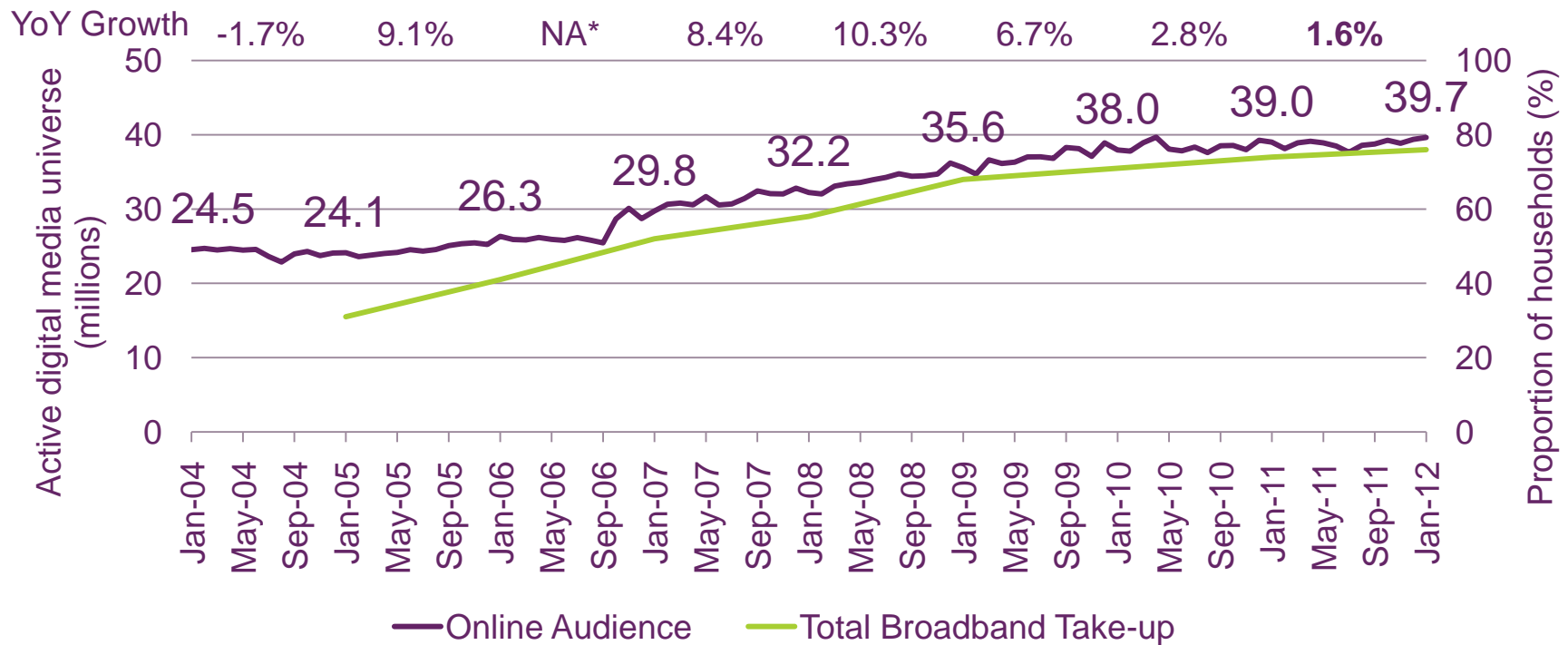
QE2: Do you or does anyone in your household have access to the internet/ Worldwide Web at home?

Source: Ofcom technology tracker, Q1 2012.

Base: All adults 16+ (n = 3772 UK, 483 16-24, 608 25-34, 1295 35-54, 596 55-64, 447 65-74, 341 75+, 822 AB, 1085 C1, 765 C2, 1098 DE, 1804 male, 1968 female)

## Figure 4.26

Laptop and desktop computer online audience vs. broadband take-up: 2004 – 2011

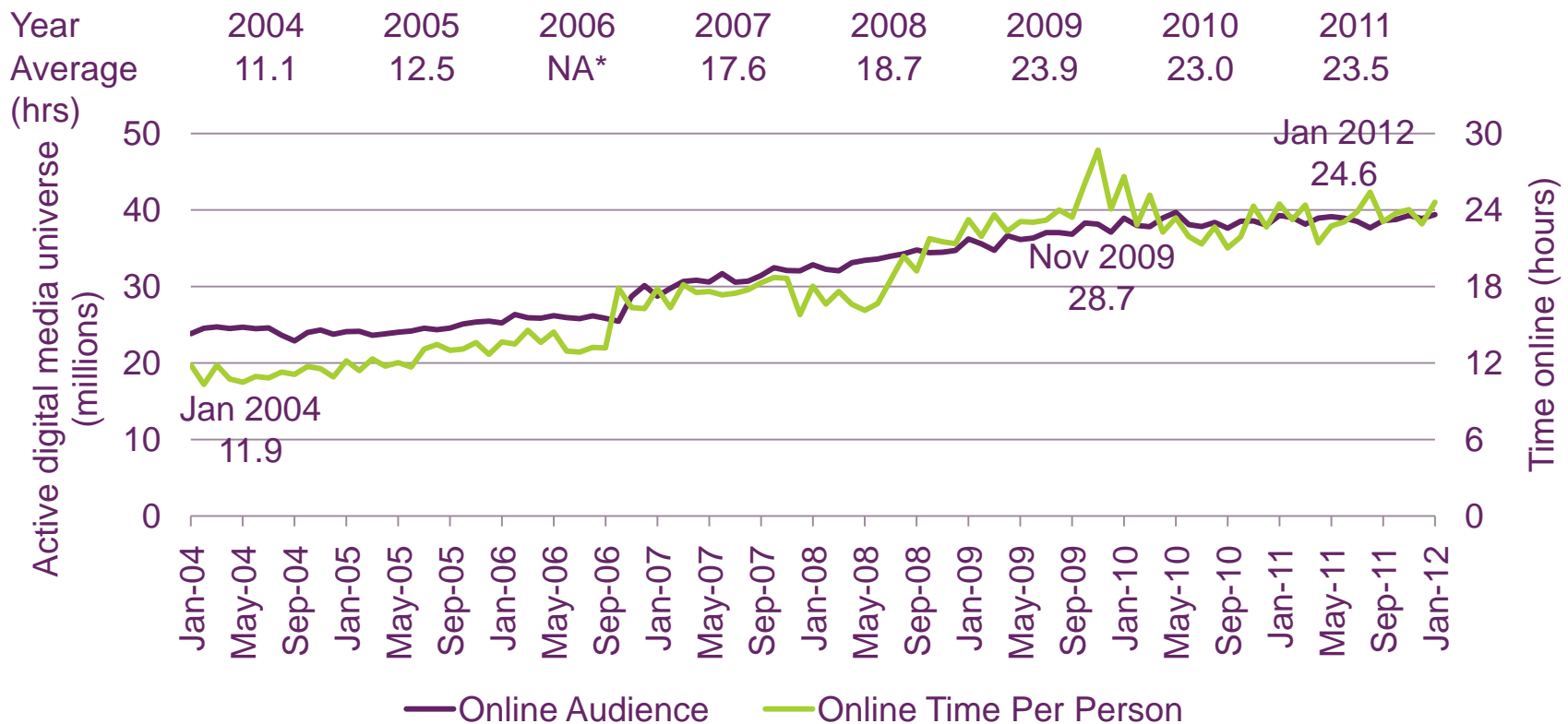


Source: Nielsen UKOM, internet users aged 2+, home and work panels, applications included. Ofcom technology tracker, Q1 2012.  
 Base: Total broadband penetration - all adults aged 16+ (n=3772)

Note: The online audience is an individual aged 2+ that has used an internet enabled home or non shared work computer to go online at least once in the month. \* Due to a change in methodology figures prior to October 2006 should be treated with caution.

# Figure 4.27

## Active internet users and time online on a laptop or desktop computer: 2004 – 2011



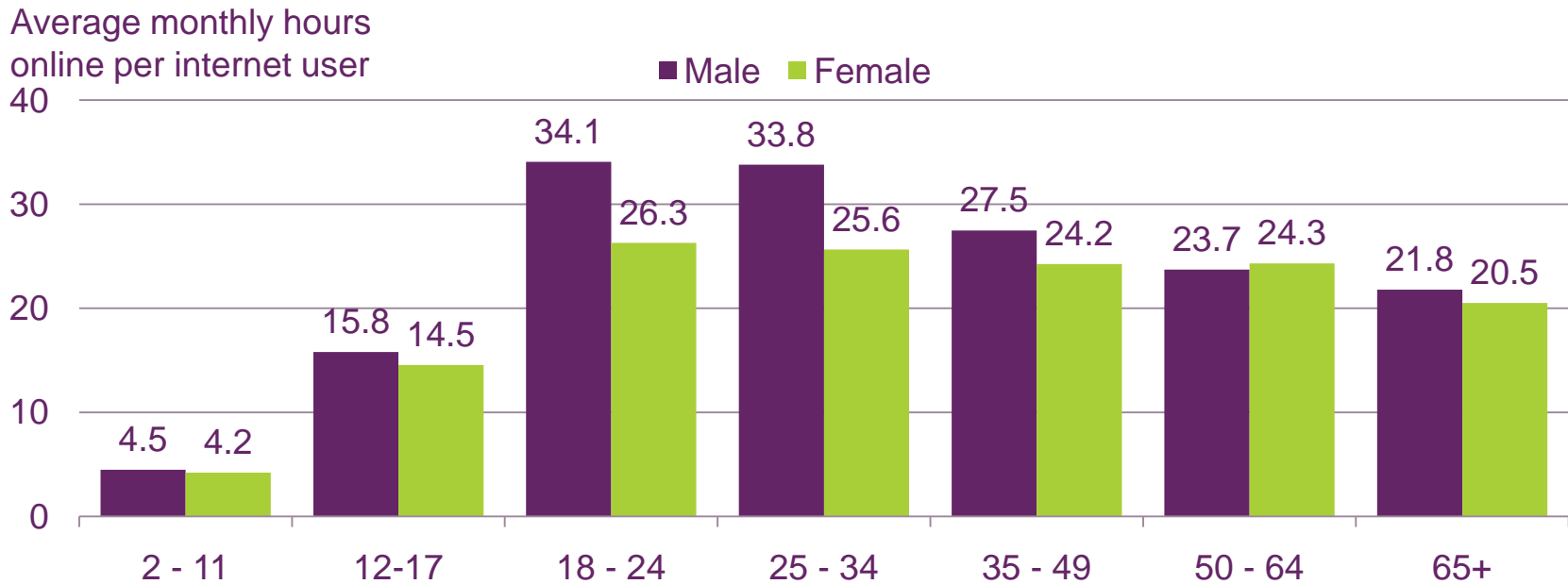
Source: Nielsen UKOM, internet users aged 2+, home and work panels, applications included. Ofcom technology tracker, Q1 2012.

Base: Total broadband penetration - all adults aged 16+ (n=3772)

Note: The online audience is an individual aged 2+ that has used an internet enabled home or non shared work computer to go online at least once in the month. Online time per person is the average time spent using a web browser or internet enabled application across the online audience. \* Due to a change in methodology figures prior to October 2006 should be treated with caution.

## Figure 4.28

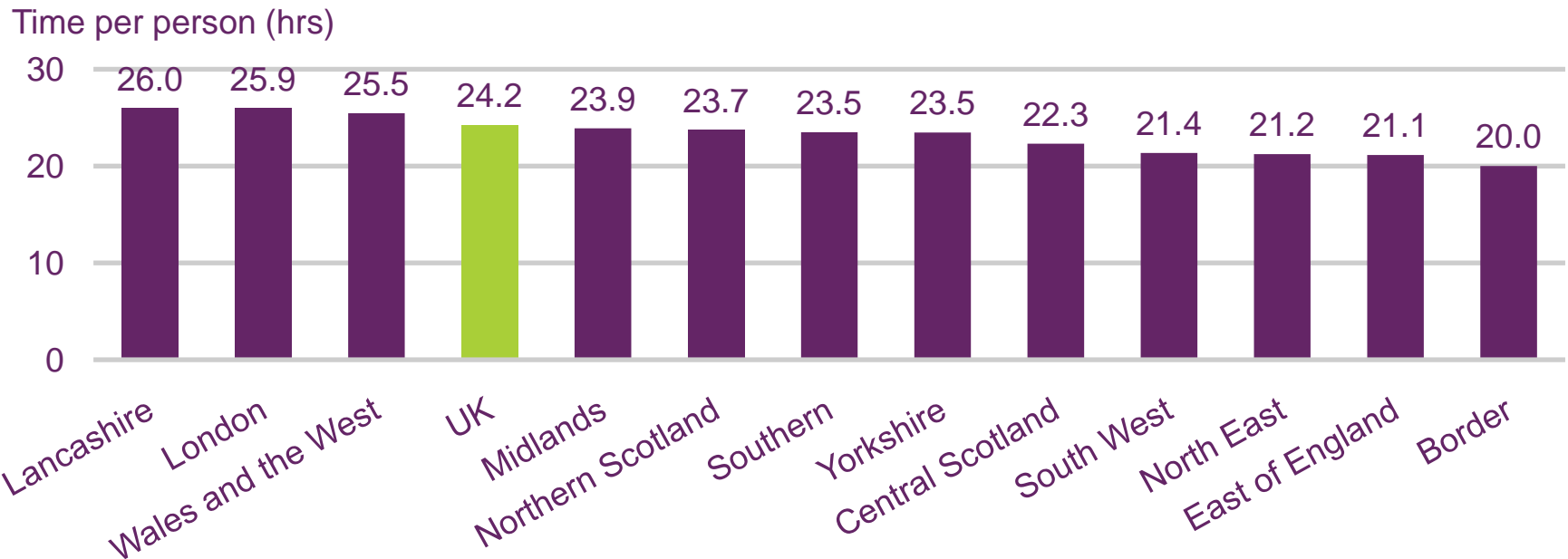
Average time spent on the internet on a laptop or desktop, by age and gender



Source: UKOM/Nielsen, March 2012, Home and Work Panel, applications included

# Figure 4.29

## Time spent online on a laptop or desktop computer, by region

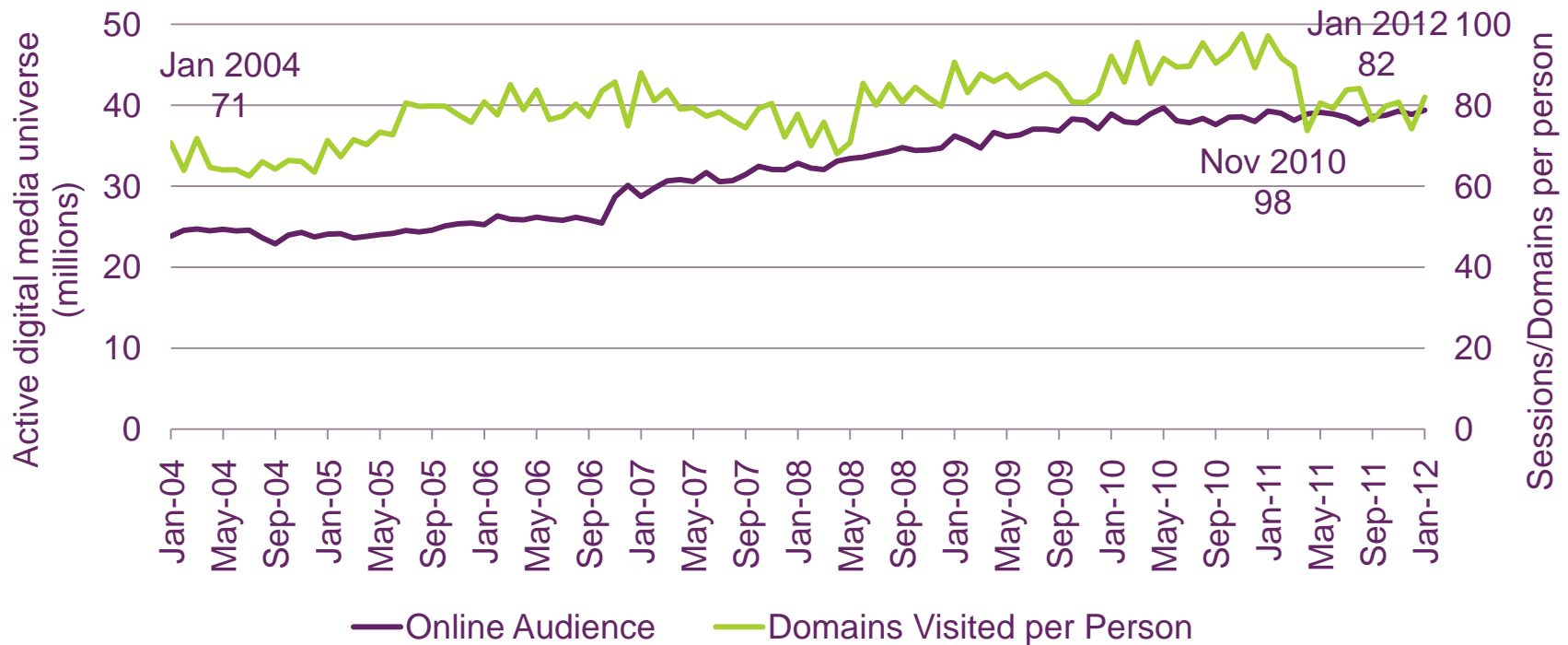


Source: UKOM/Nielsen, home and work panel, applications included. Month of March 2012. Regions based on ISBA regions. Internet users aged 2+



## Figure 4.30

Online audience and domains visited per person on laptop and desktop computers: 2004 - 2011



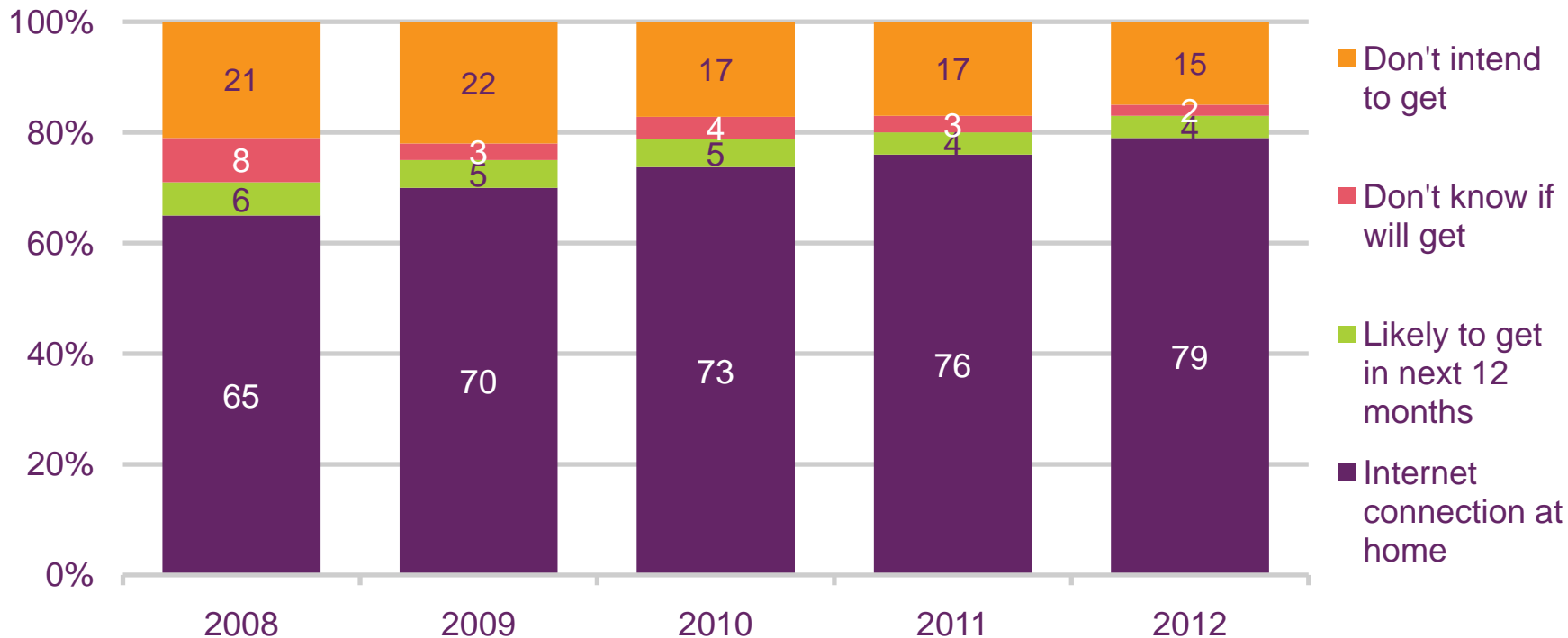
Source: Nielsen UKOM, internet users aged 2+, home and work panels, applications included. Ofcom technology tracker, Q1 2012.  
 Note: The online audience is an individual aged 2+ that has used an internet enabled home or non shared work computer to go online at least once in the month. Due to a change in methodology figures prior to October 2006 should be treated with caution.

# Figure 4.31



## Internet take up and intentions: 2008 - 2011

Average monthly hours online per internet user



QE2/ QE24 – Do you or does anyone in your household have access to the internet / world wide web at home (via any device)?/ How likely are you to get internet access at home in the next 12 months?

Base: All adults aged 16+ (5812 aged 16+ in 2008, 6090 aged 16+ in 2009, 9013 aged 16+ in 2010, 3474 aged 16+ in 2011, 3772 aged 16+ in 2012, 483 aged 16-24, 608 aged 25-34, 713 aged 35-44, 582 aged 45-54, 596 aged 55-64, 447 aged 65-74, 341 aged 75+, 822 AB, 1085 C1, 765 C2, 1098 DE), 1804 male, 1968 female).

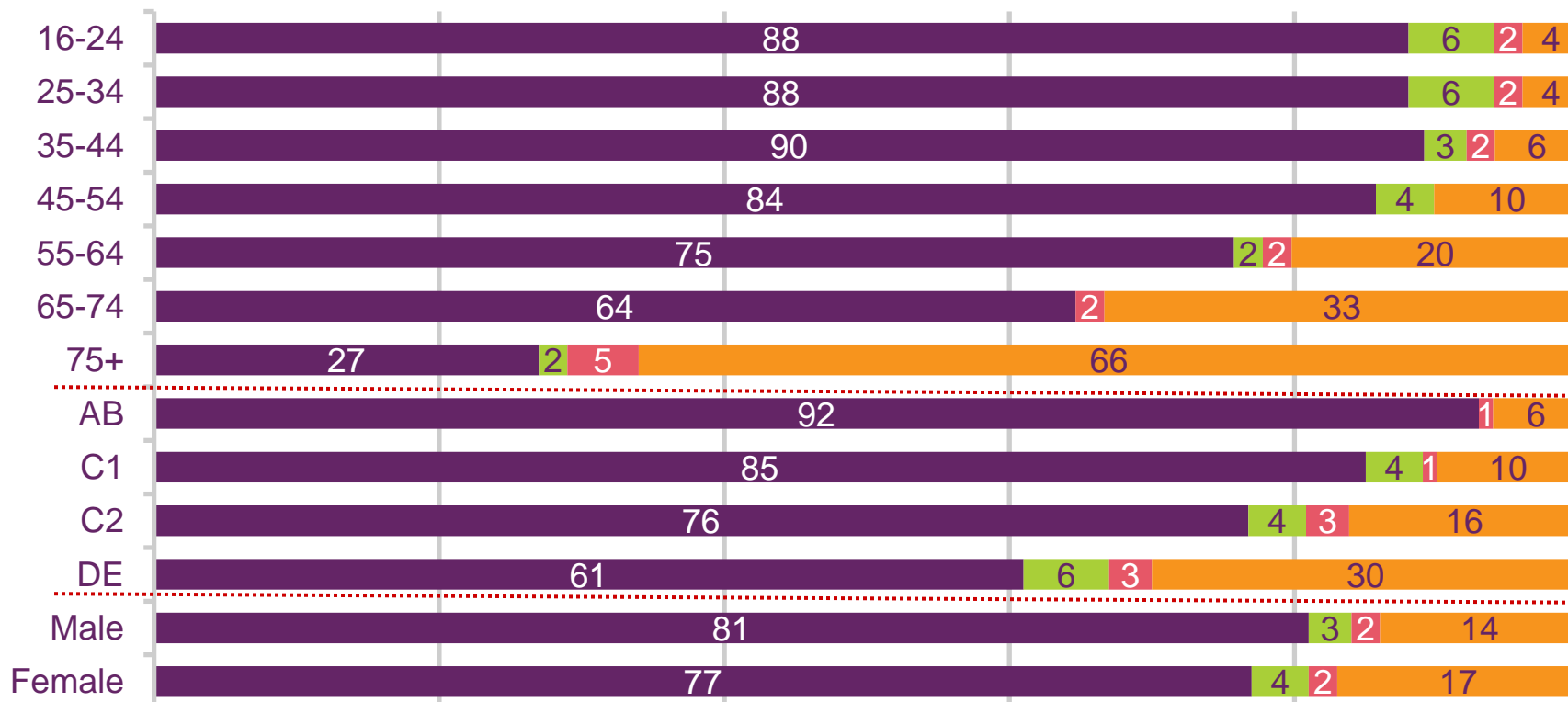
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in January to February 2012

# Figure 4.32



## Internet take-up and intentions, by demographic group

■ Internet connection at home ■ Likely to get in next 12 months ■ Don't know if will get ■ Don't intend to get



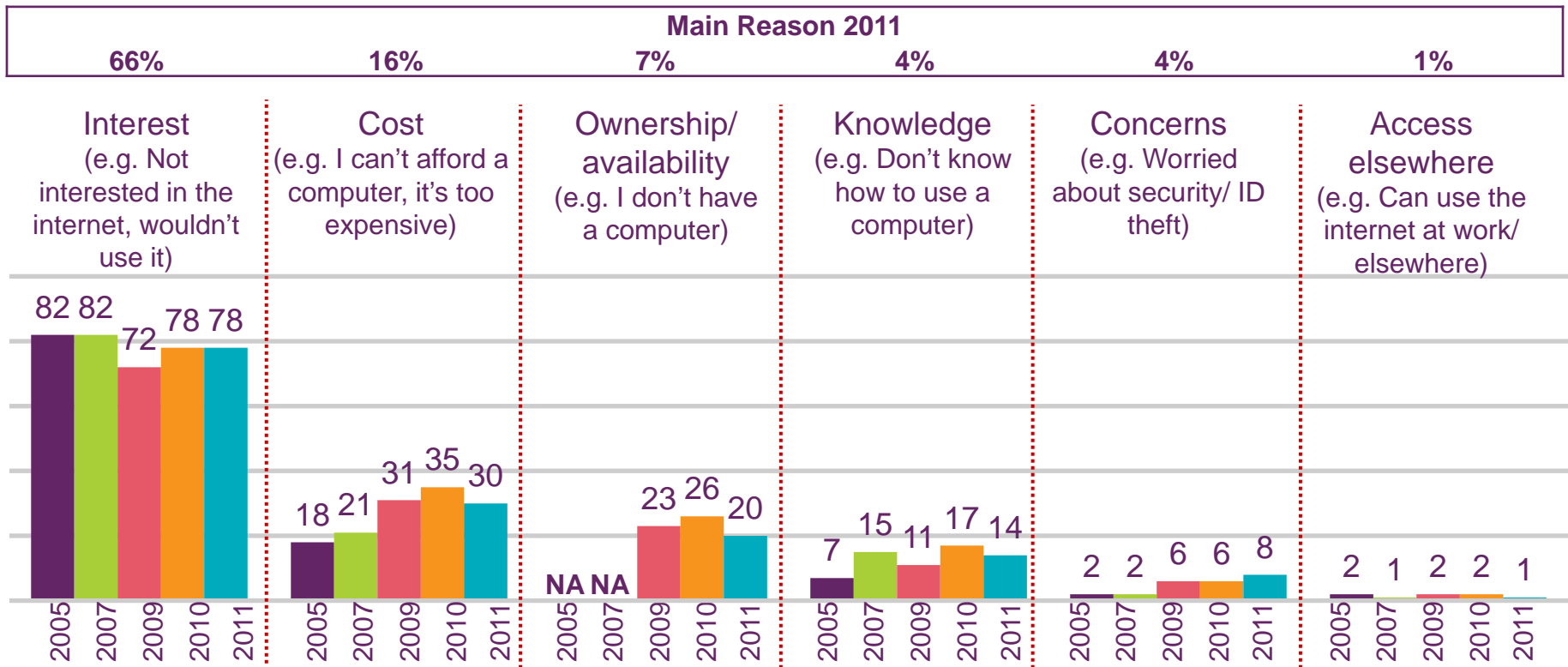
QE2/ QE24 – Do you or does anyone in your household have access to the internet / world wide web at home (via any device)?/ How likely are you to get internet access at home in the next 12 months?

Base: All adults aged 16+ (5812 aged 16+ in 2008, 6090 aged 16+ in 2009, 9013 aged 16+ in 2010, 3474 aged 16+ in 2011, 3772 aged 16+ in 2012, 483 aged 16-24, 608 aged 25-34, 713 aged 35-44, 582 aged 45-54, 596 aged 55-64, 447 aged 65-74, 341 aged 75+, 822 AB, 1085 C1, 765 C2, 1098 DE), 1804 male, 1968 female).

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in January to February 2012

# Figure 4.33

Stated reasons for not intending to get home internet access in the next 12 months: 2005, 2007, 2009, 2010 and 2011



IN17/ IN18– Can you tell me what your reasons are for not getting internet access at home? (Unprompted responses, multi-coded)/ And what is your main reason for not getting internet access at home? (Unprompted responses, single coded)

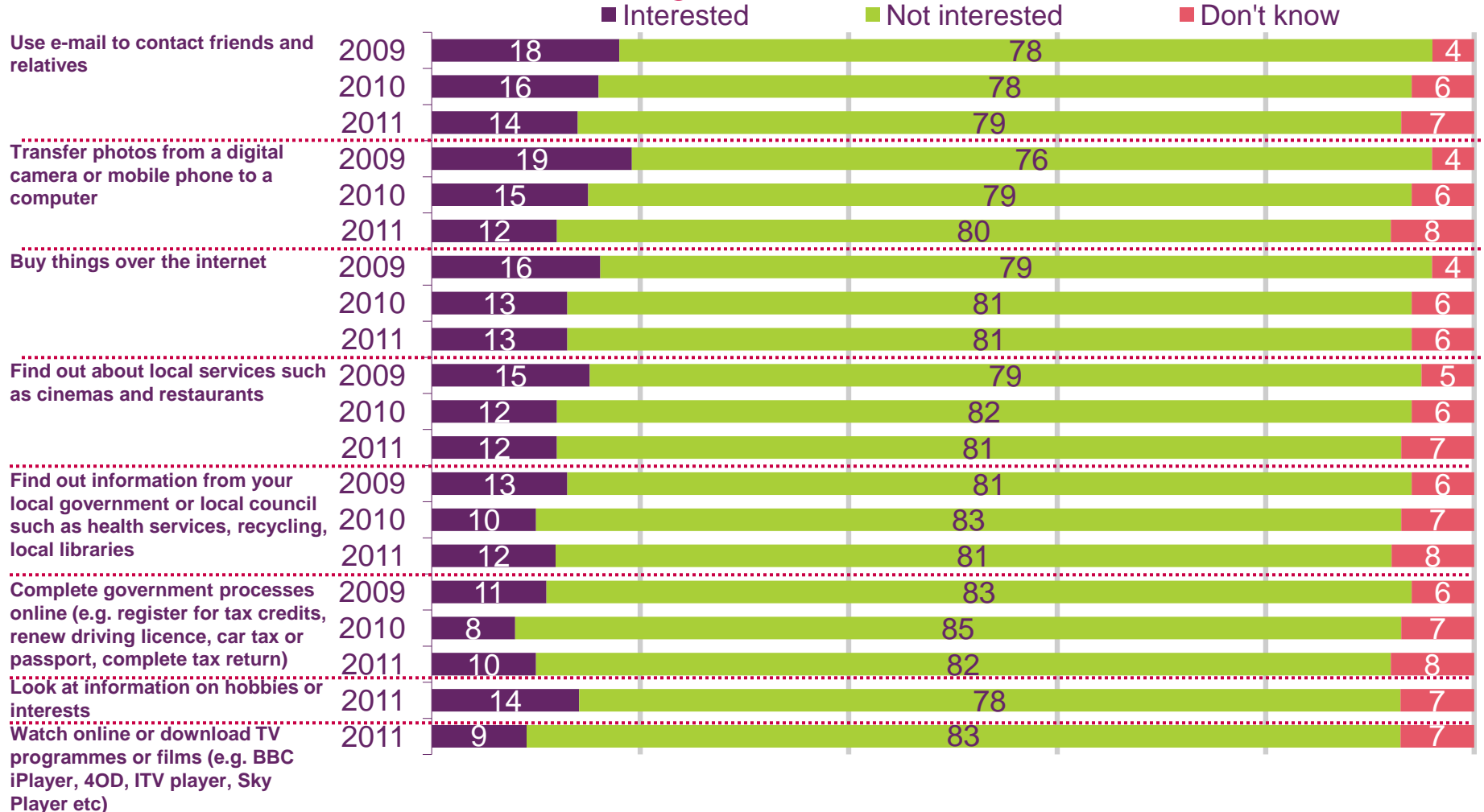
Base: All adults aged 16+ who do not intend to get internet access at home (930 in 2005, 743 in 2007, 410 in 2009, 478 in 2010, 328 in 2011).

Significance testing shows any change between 2010 and 2011. Percentages may add to more than 100% as respondents can nominate more than one reason. Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September to October 2011

# Figure 4.34



## Interest in internet functions among non-users: 2009 - 2011



IN10A-M -I'm going to read out some different types of tasks associated with the internet, PCs or laptops, and for each one please say which of the options on the card applies to you. (Prompted responses, single coded)

Base: Adults aged 16+ who do not use the internet at home or elsewhere (542 in 2009, 628 in 2010, 454 in 2011) – significance testing shows any change between 2010 and 2011

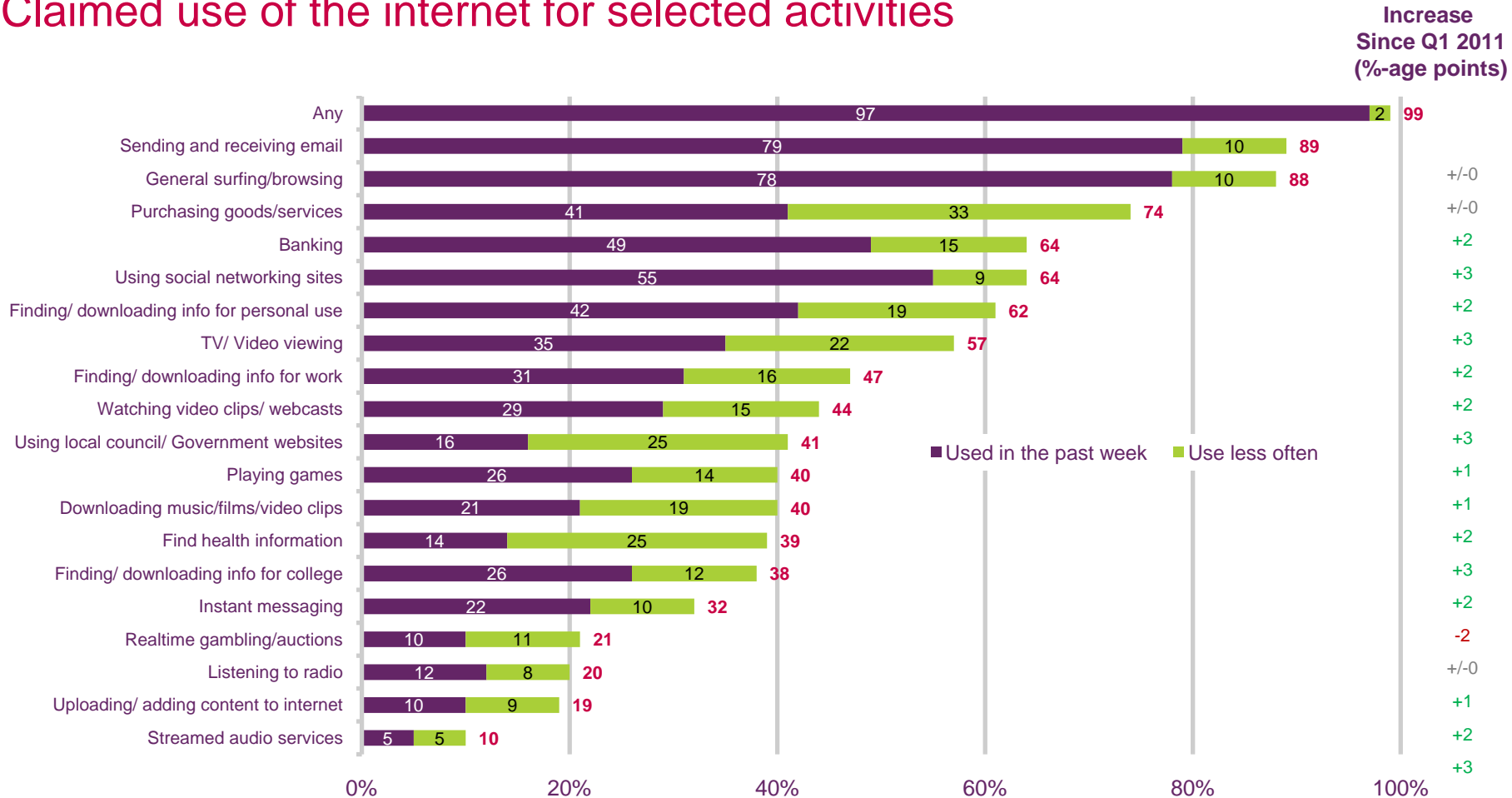
Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September to October 2011

## 4.3 Web-based content

# Figure 4.35



## Claimed use of the internet for selected activities



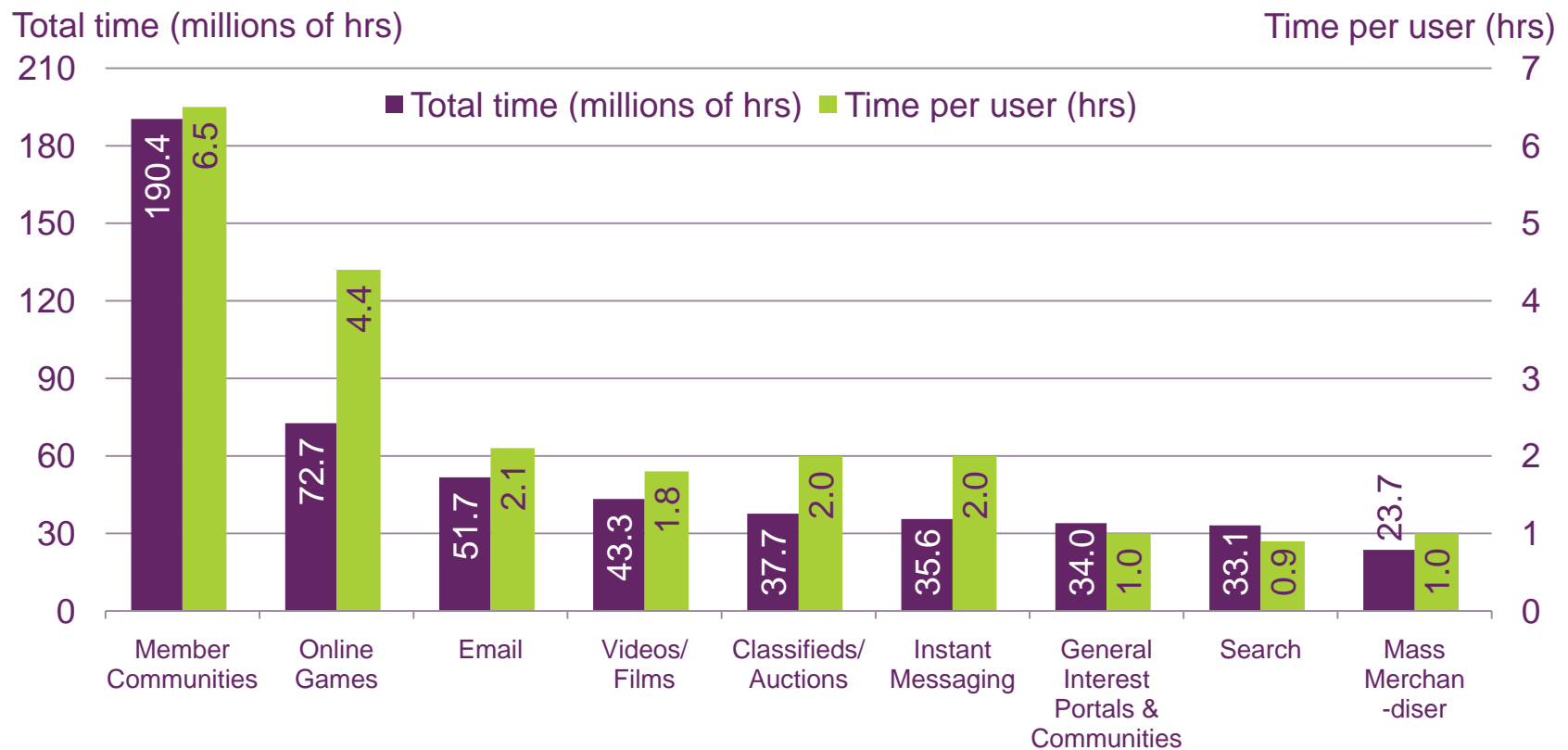
QE5. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2012

Base: Adults aged 16+ with a broadband connection at home (n= 2726 UK)

# Figure 4.36

## Time spent on selected activities on desktop and laptop computers



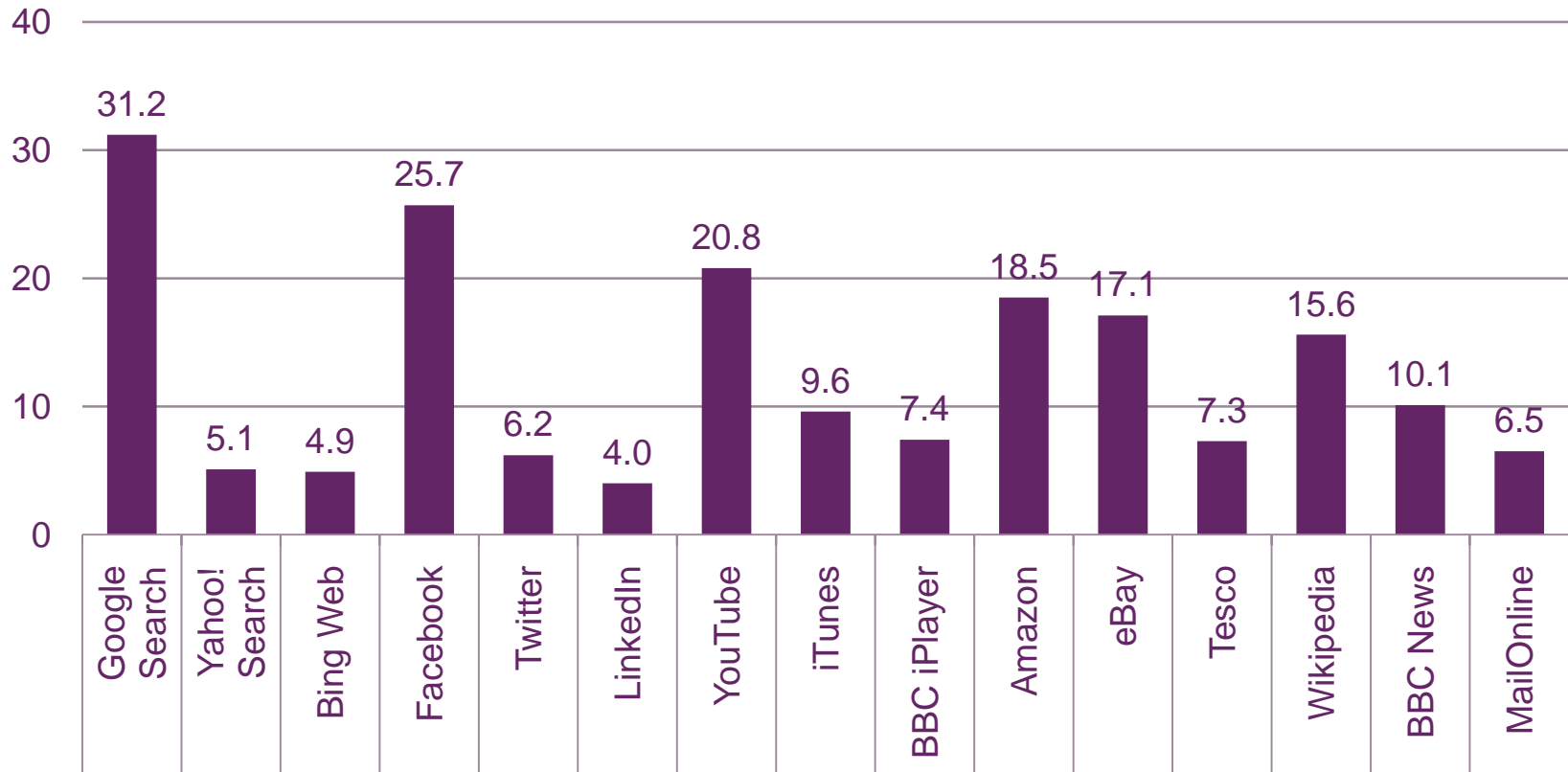
Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, applications included, month of March 2012



# Figure 4.37

## Leading sites in selected categories, by unique audience

Unique audience (m)



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, applications included, month of March 2012

## Figure 4.38

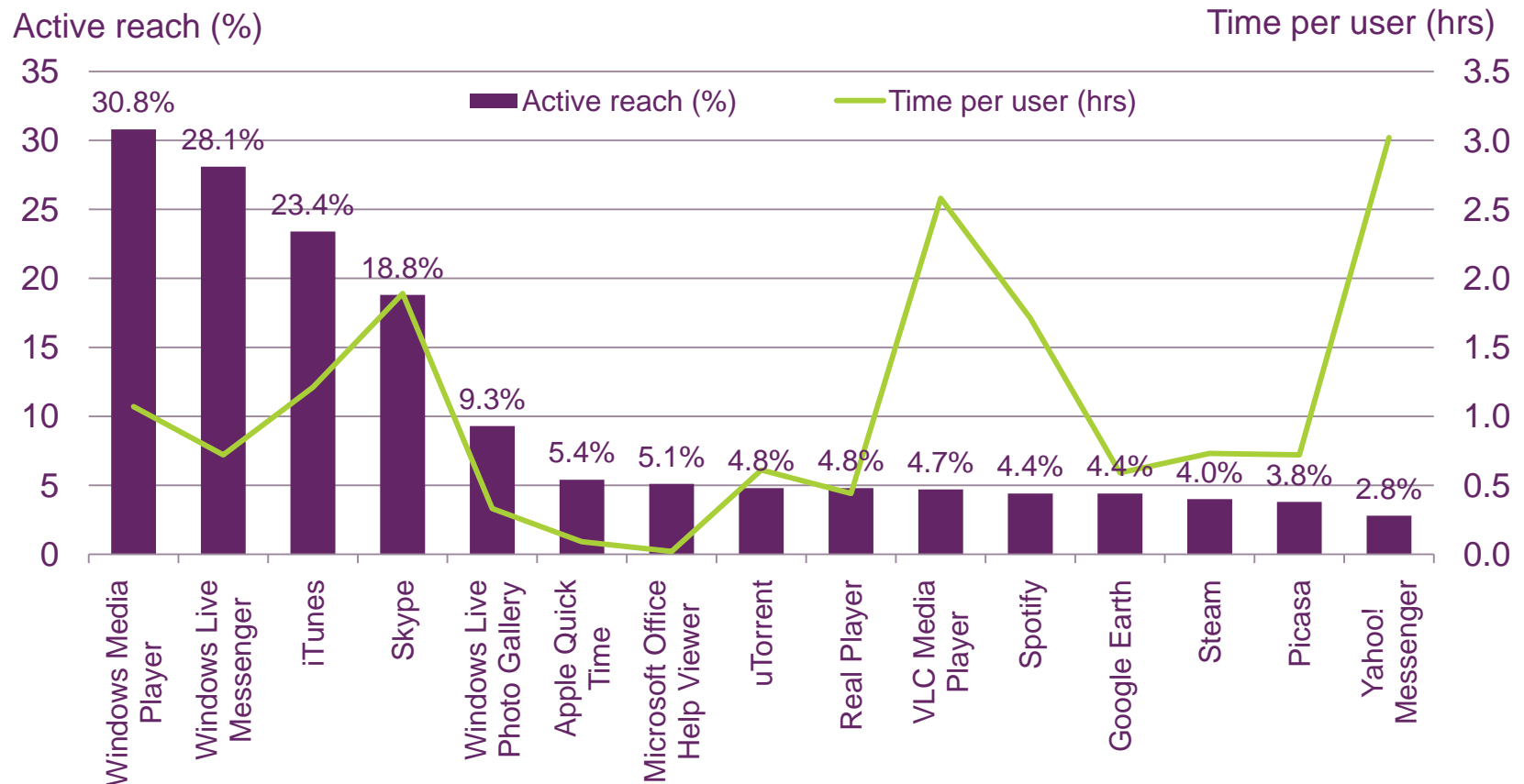
Relative popularity of the top ten websites on desktop and laptop computers, by age group

Rank	2-17	18-24	25-34	35-49	50-64	65+
1	YouTube	YouTube	Microsoft	eBay	Amazon	Amazon
2	Google	MSN/Windows Live/Bing	MSN/Windows Live/Bing	BBC	BBC	Microsoft
3	Facebook	Facebook	Yahoo!	Amazon	Yahoo!	BBC
4	BBC	Wikipedia	Facebook	Wikipedia	Microsoft	Wikipedia
5	MSN/Windows Live/Bing	Yahoo!	YouTube	Yahoo!	eBay	Yahoo!
6	Wikipedia	Microsoft	eBay	MSN/Windows Live/Bing	Google	eBay
7	Yahoo!	Google	Google	Google	Wikipedia	Google
8	eBay	eBay	Amazon	Facebook	Facebook	Facebook
9	Microsoft	BBC	Wikipedia	YouTube	MSN/Windows Live/Bing	YouTube
10	Amazon	Amazon	BBC	Microsoft	YouTube	MSN/Windows Live/Bing

Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, applications included, month of March 2012

# Figure 4.39

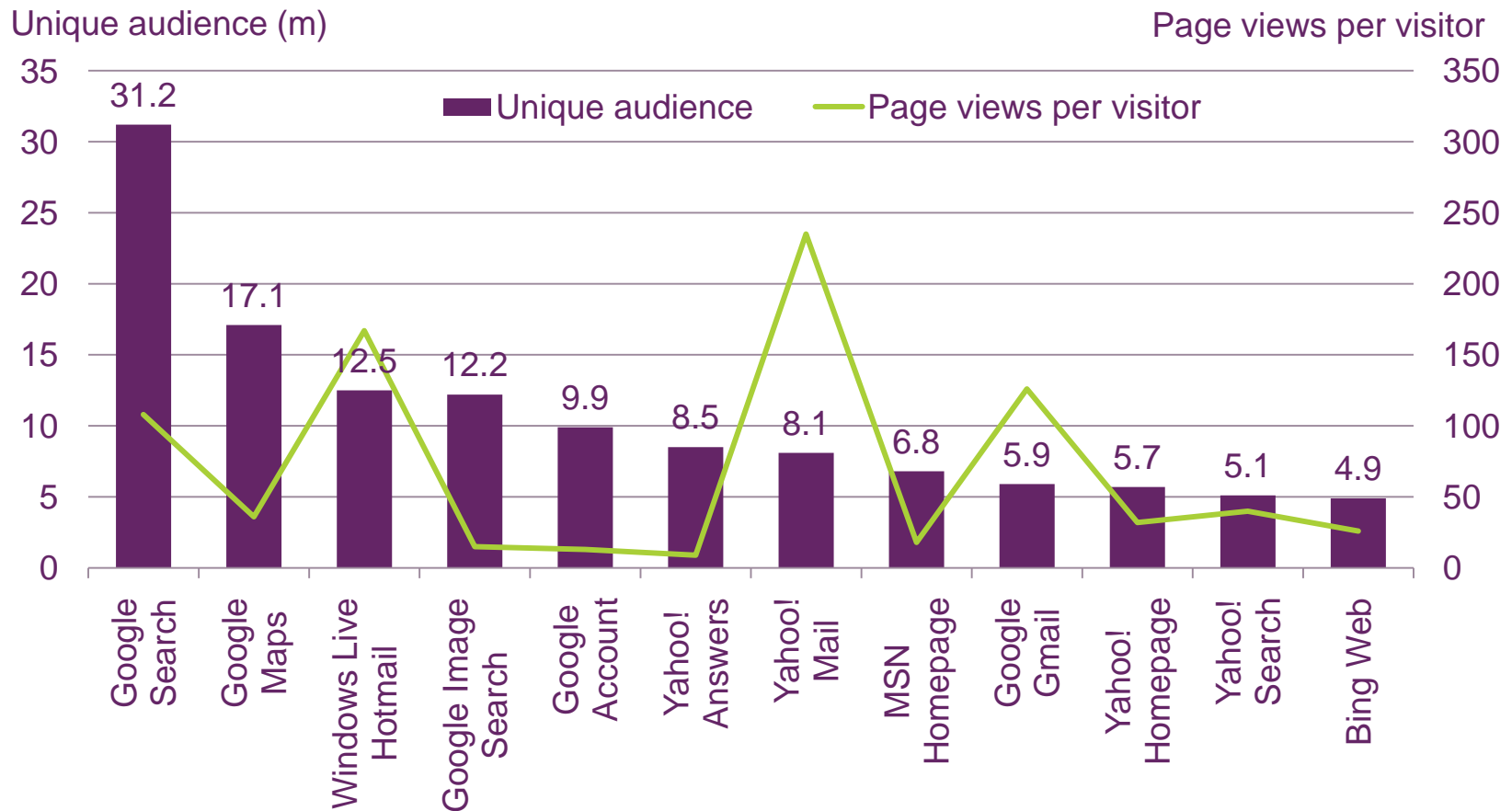
Most popular applications on desktop and laptop computers, by active reach



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, month of March 2012

# Figure 4.40

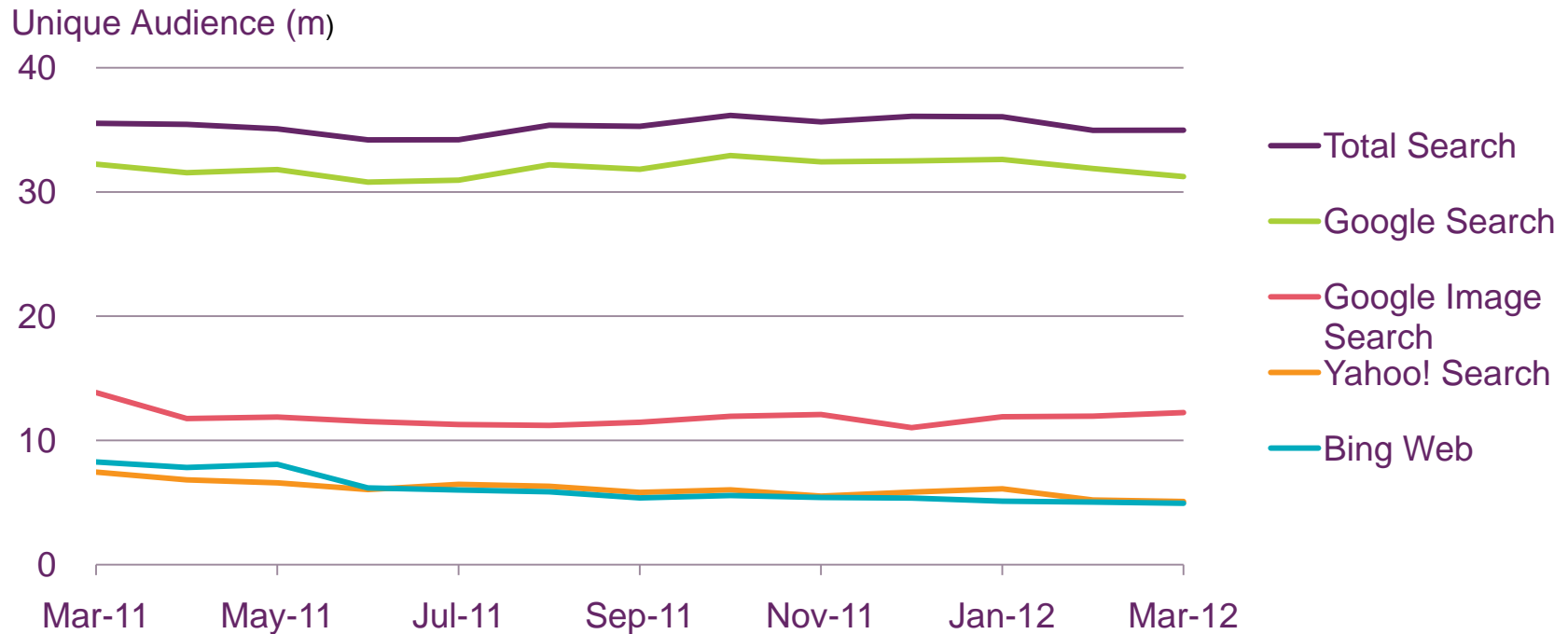
Most popular search, email and reference services offered by Google, Microsoft and Yahoo!



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, applications included, month of March 2012

## Figure 4.41

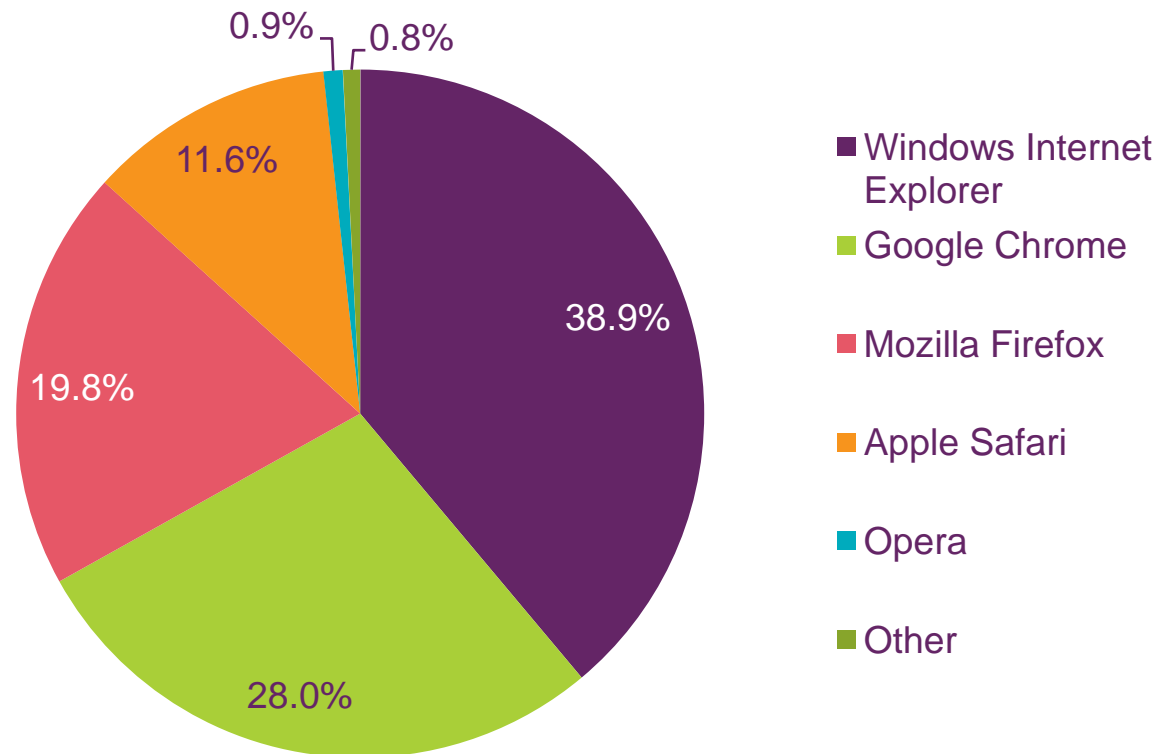
Unique audiences of selected search engines on desktop and laptop computers: March 2011 to March 2012



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, March 2011 to March 2012

## Figure 4.42

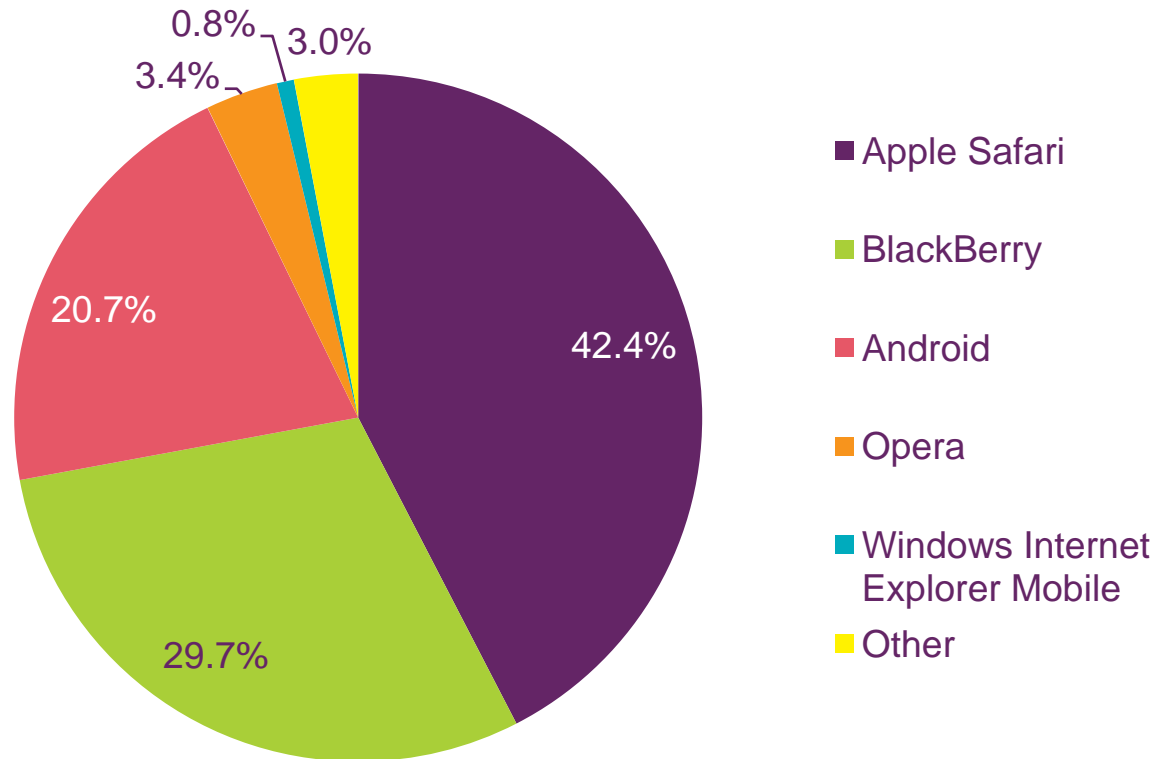
Web browsers' shares of total page views on desktop and laptop computers



Source: StatCounter, month of March 2012

# Figure 4.43

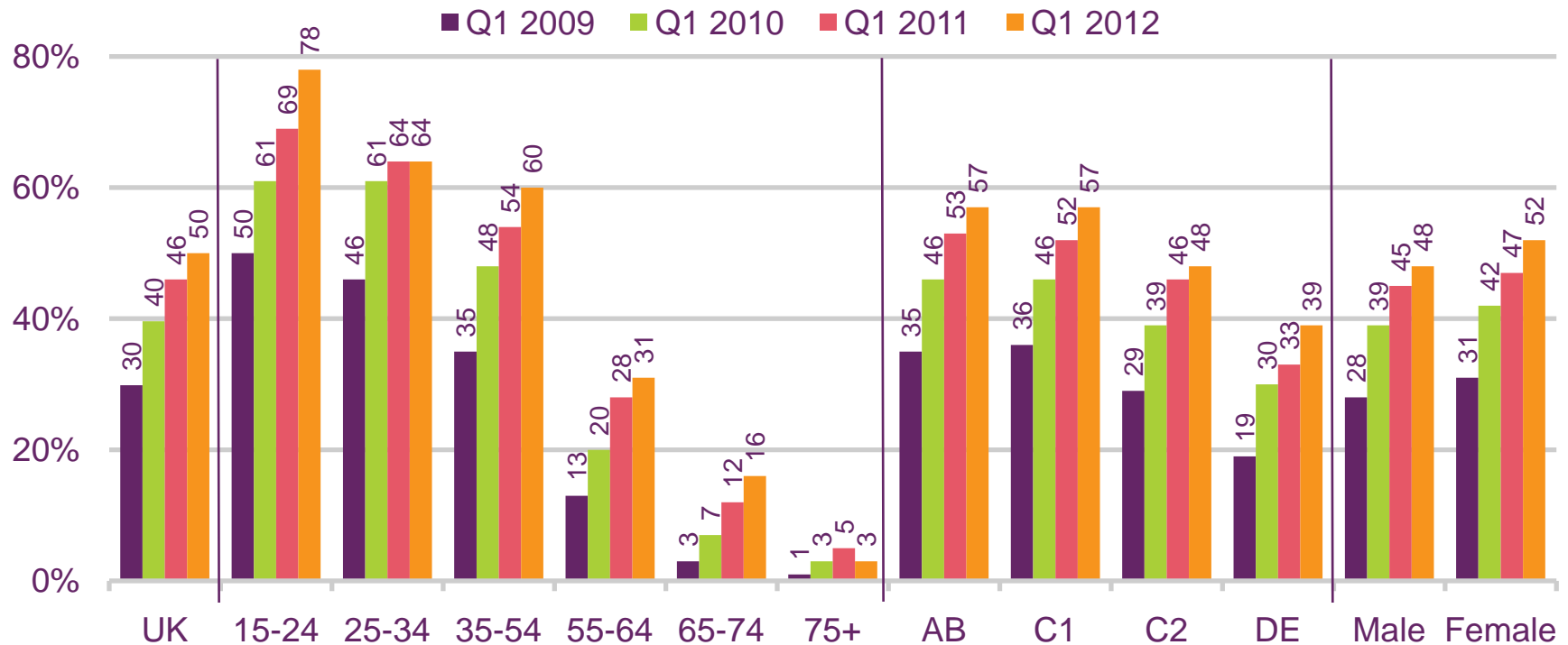
## Web browsers' shares of total page views on mobile devices



Source: StatCounter, month of March 2012

# Figure 4.44

Proportion of adults who access social networking sites on the internet at home: Q1 2009 to Q1 2012



QE12: Which, if any, of these do you or members of your household use the internet for while at home?

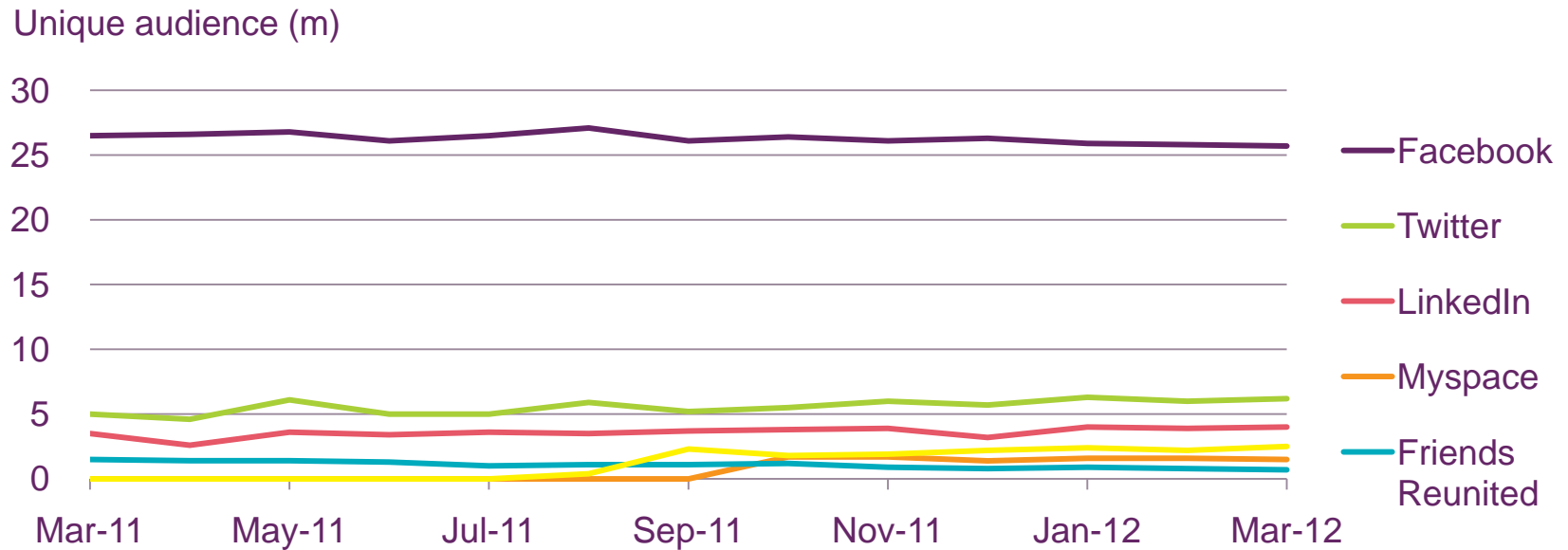
Source: Ofcom technology tracker, Q1 2012

Base: All adults aged 16+ (n = 5812 Q1 2008, 1581 Q3 2008, 6090 Q1 2009, 9013 Q1 2010, 3474 Q1 2011, 3772 Q1 2012)



# Figure 4.45

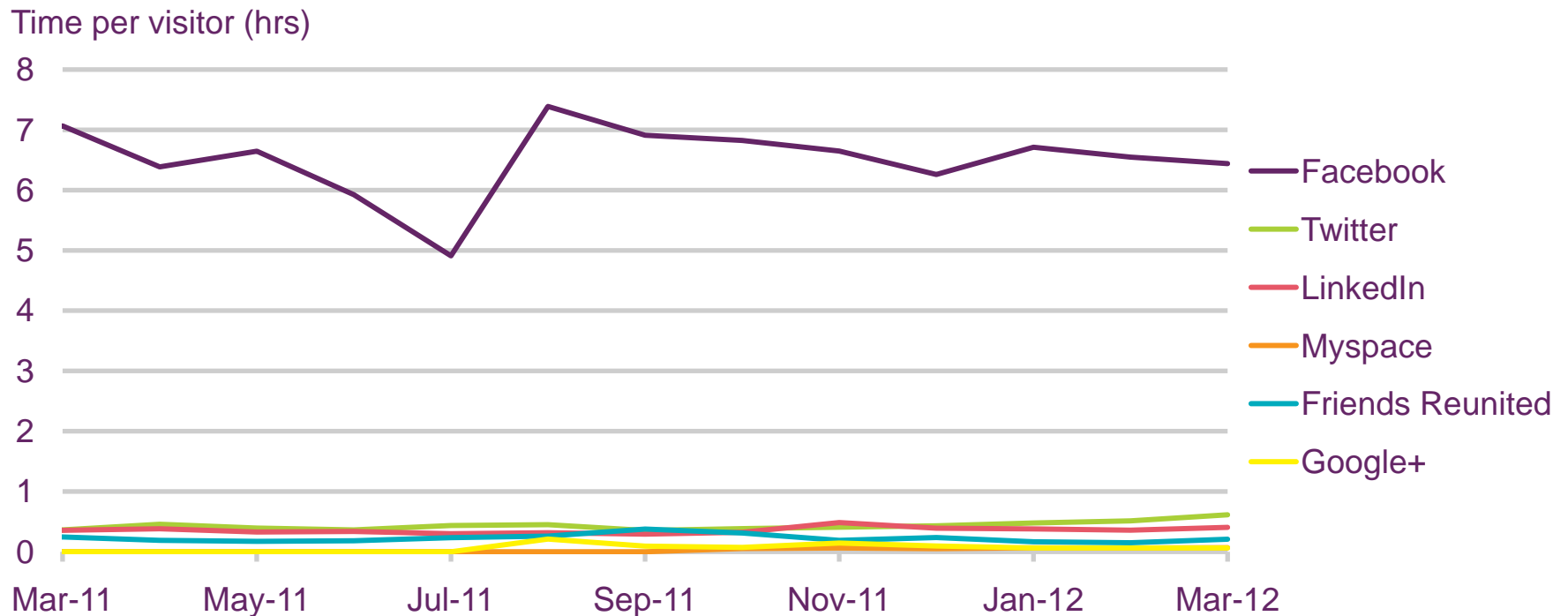
Unique audiences of selected social networking sites on desktop and laptop computers: March 2011 to March 2012



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, March 2011 to March 2012

## Figure 4.46

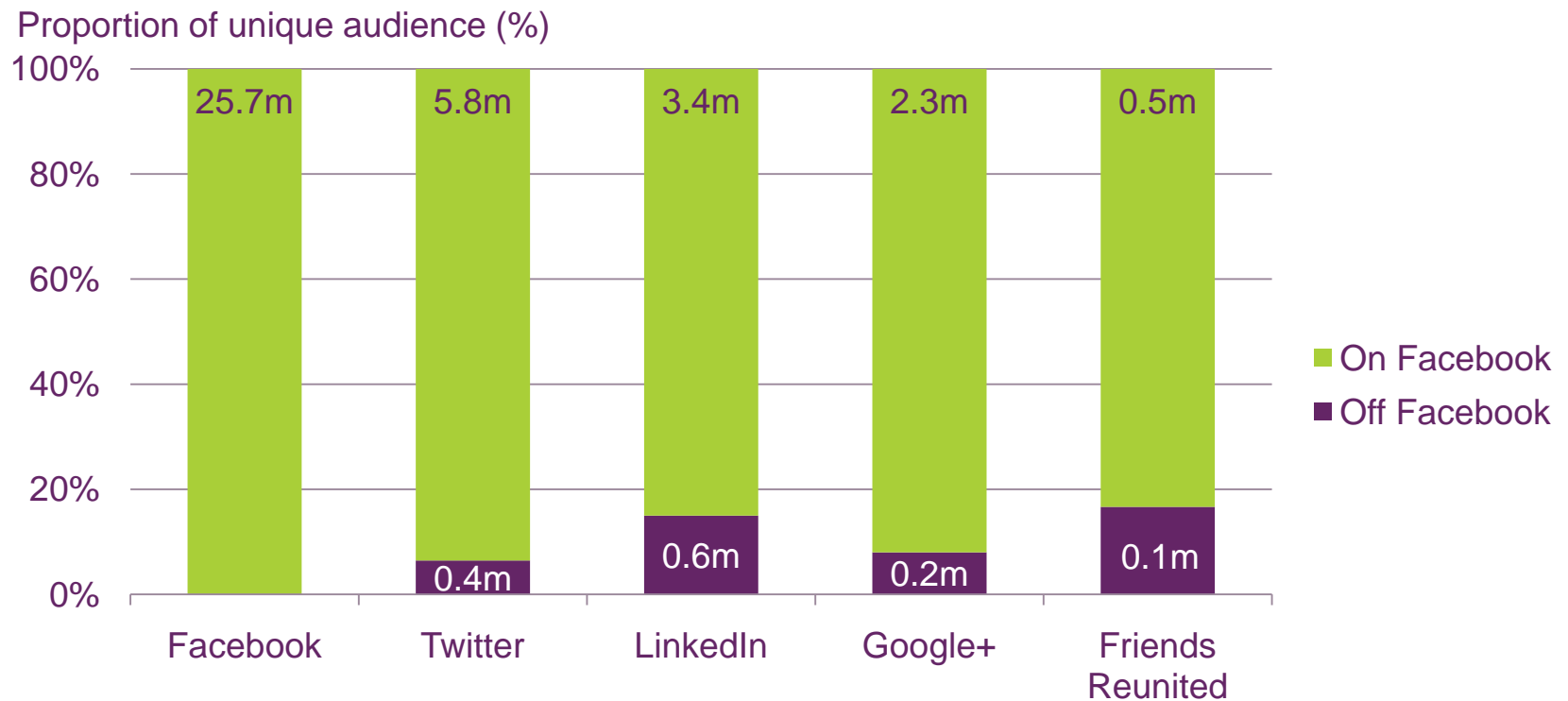
Time spent, per visitor per month, on selected social networking sites, on desktop and laptop computers: March 2011 to March 2012



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, March 2011 to March 2012

## Figure 4.47

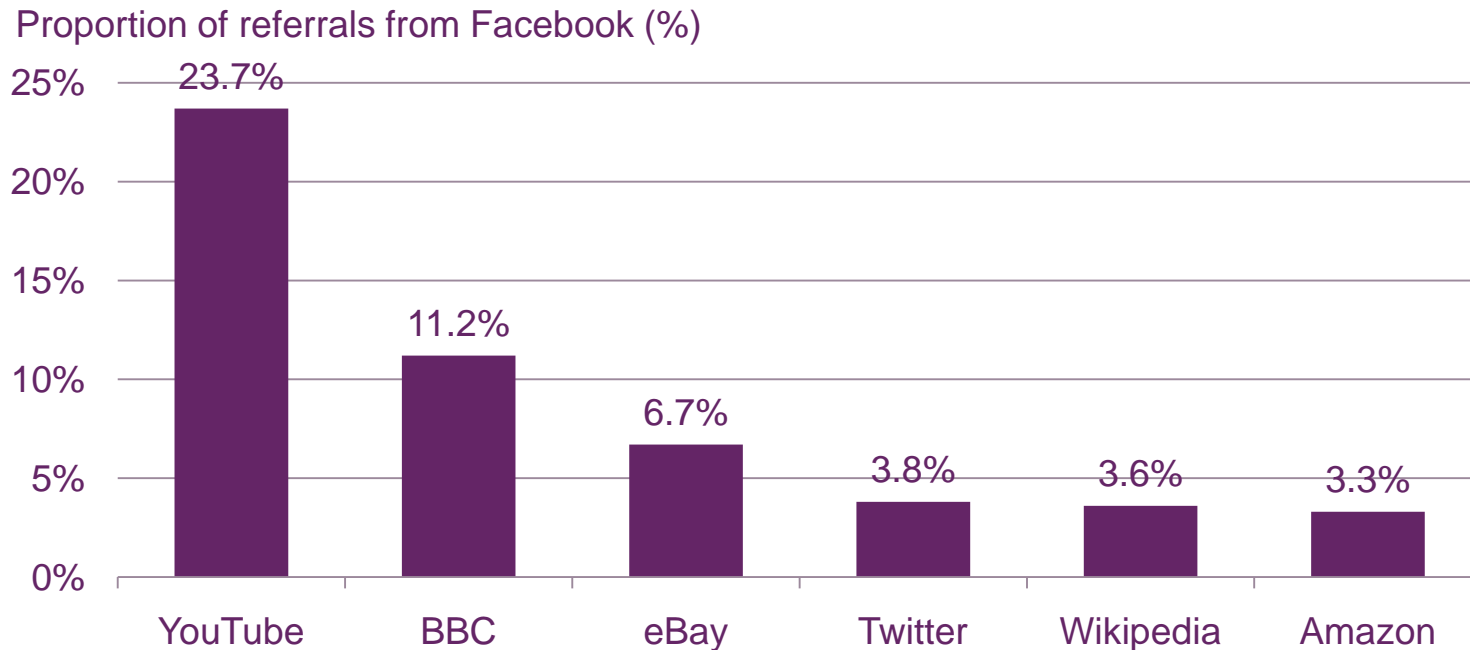
Overlapping and unduplicated audiences of selected social networking sites on desktop and laptop computers



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, month of March 2012

## Figure 4.48

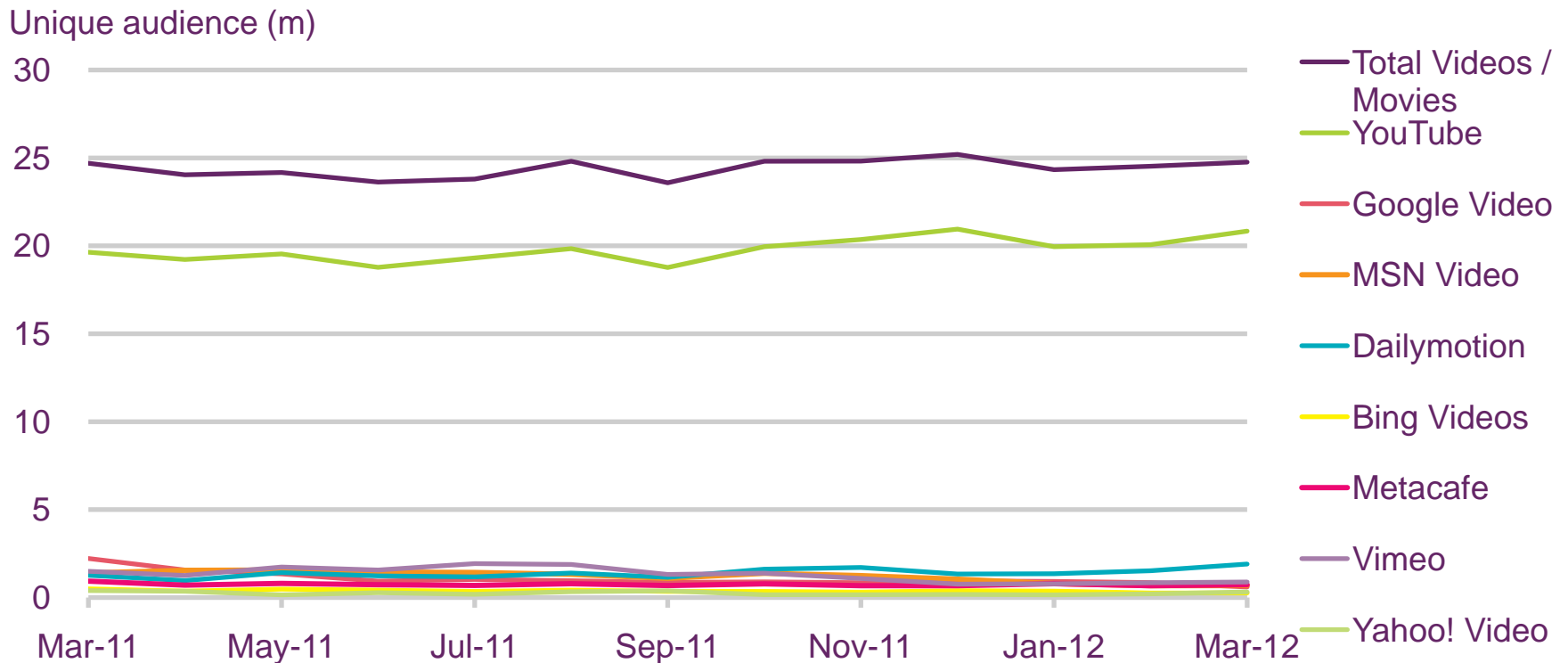
Selected sites ranked by proportion of referred traffic generated through referrals from Facebook



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, month of March 2012

## Figure 4.49

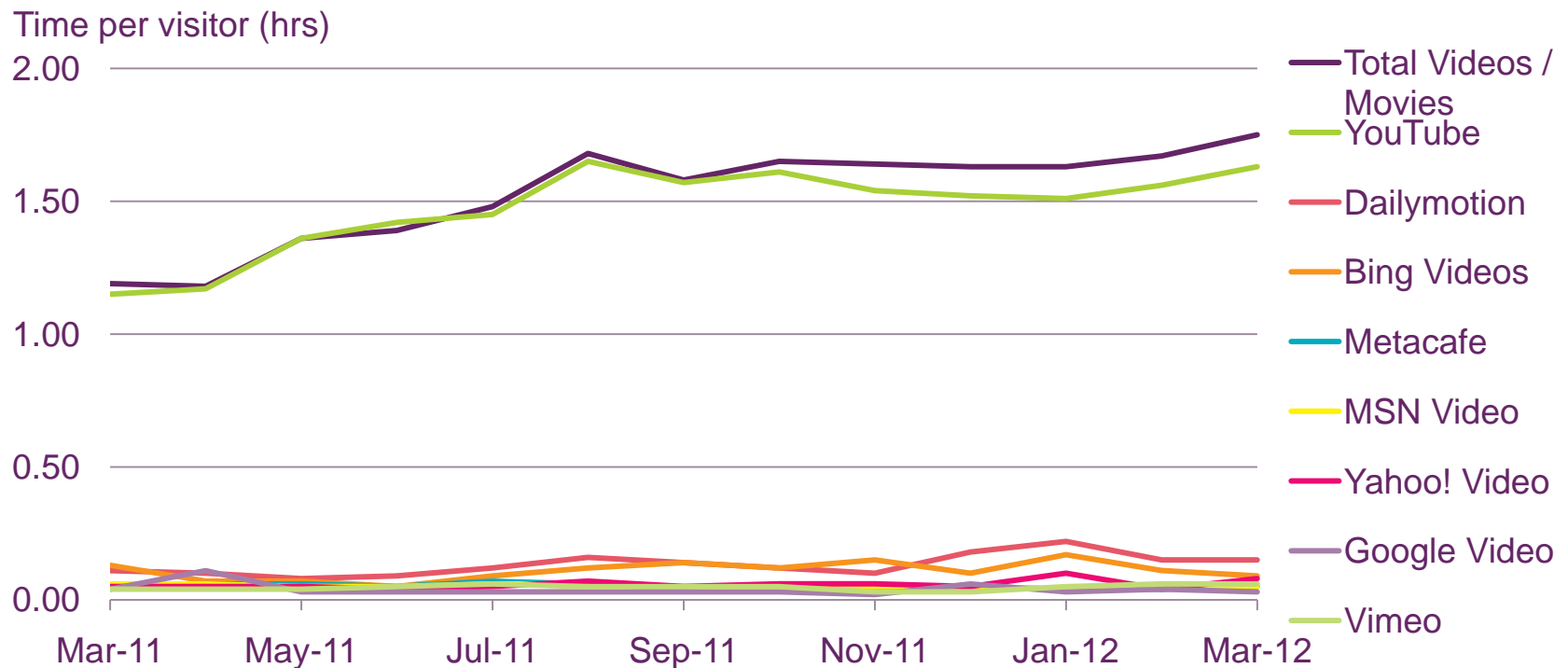
Unique audiences of selected video-sharing sites on desktop and laptop computers: March 2011 to March 2012



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, March 2011 to March 2012

## Figure 4.50

Time spent, per visitor per month, on selected video-sharing sites, on desktop and laptop computers: March 2011 to March 2012

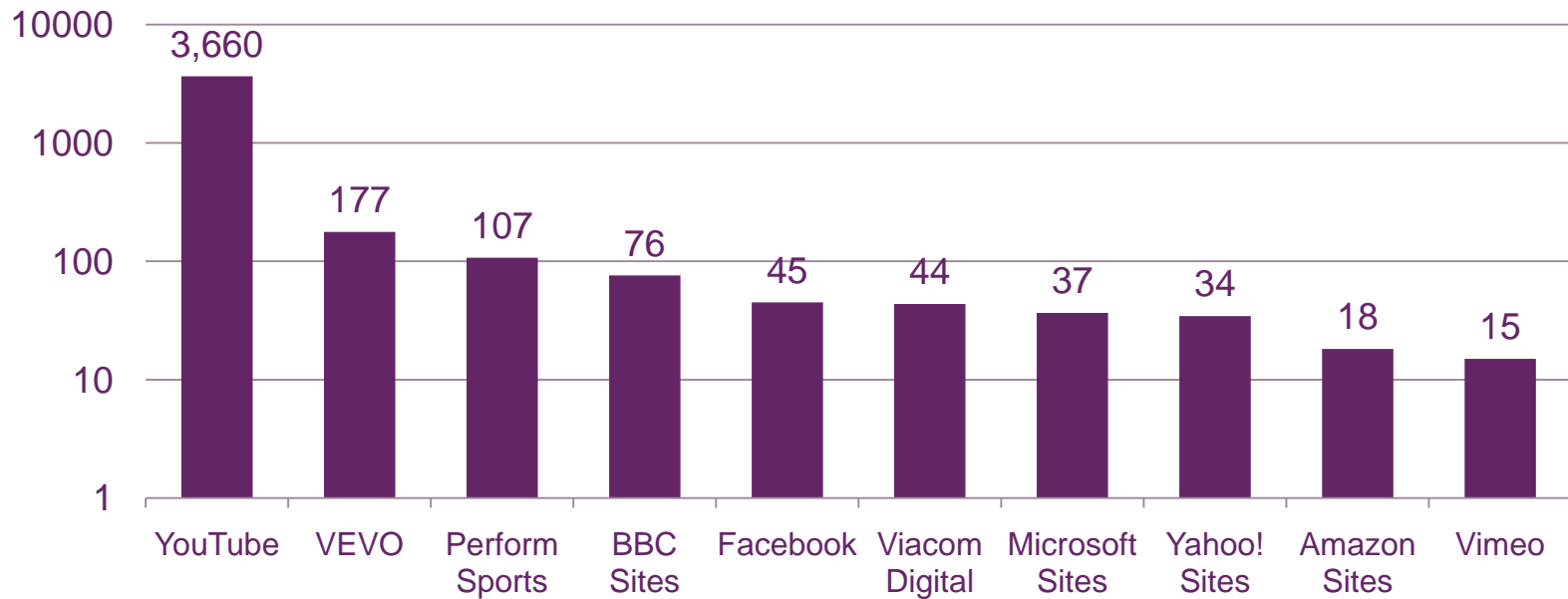


Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, March 2011 to March 2012

# Figure 4.51

## Top platforms for video content, by number of videos watched

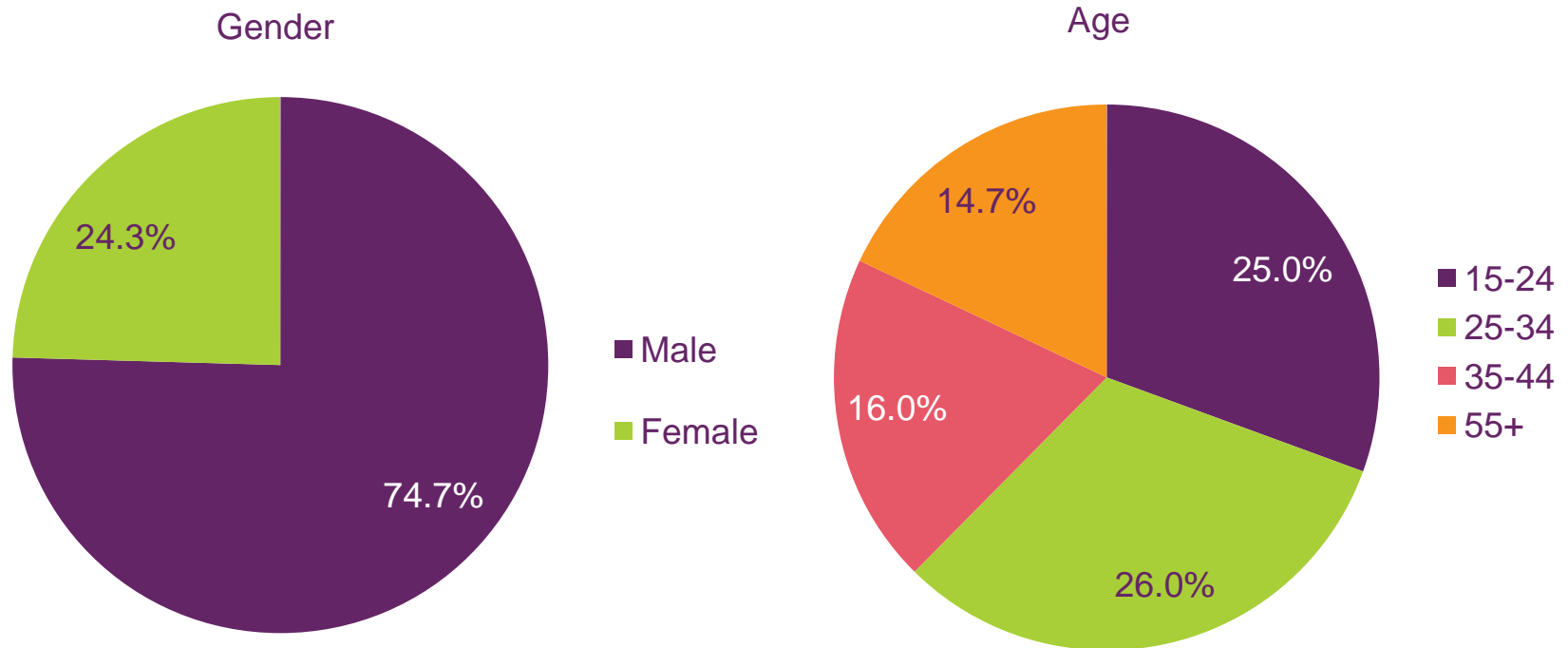
Number of videos watched (m)



Source: ComScore Video Metrix, month of January 2012

# Figure 4.52

Total time spent watching videos online, split by gender and age

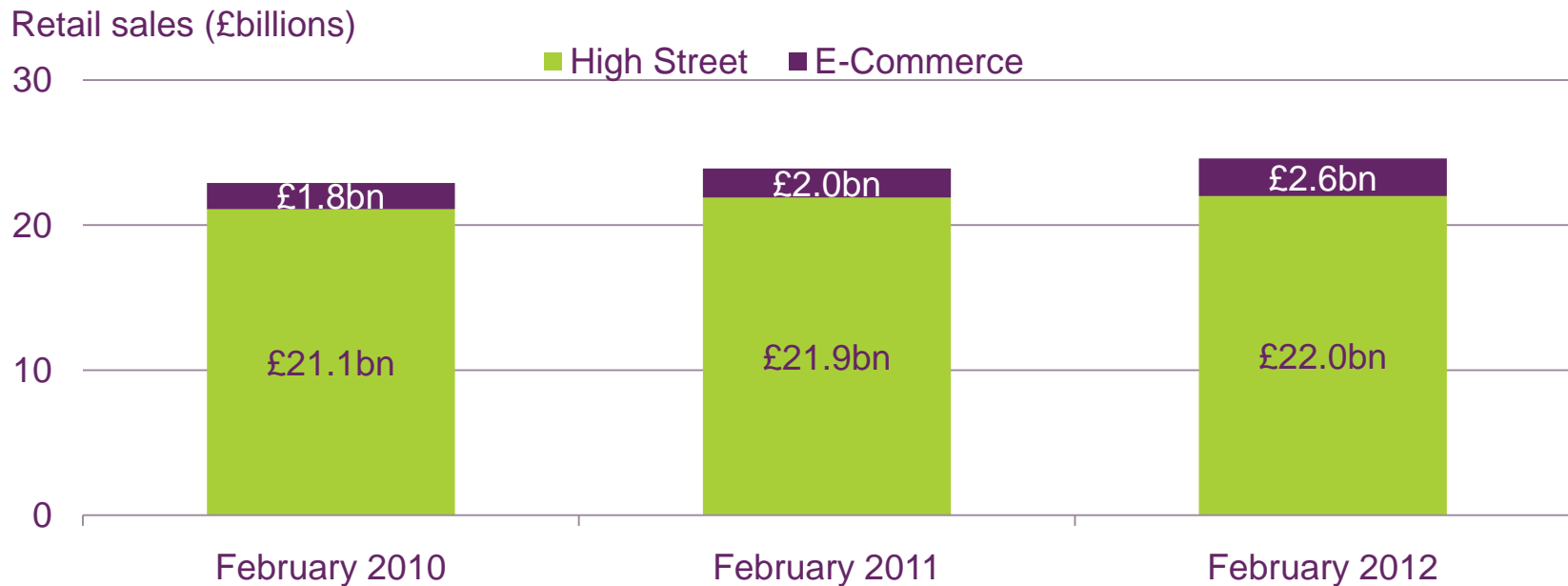


Source: ComScore Video Metrix, month of January 2012



## Figure 4.53

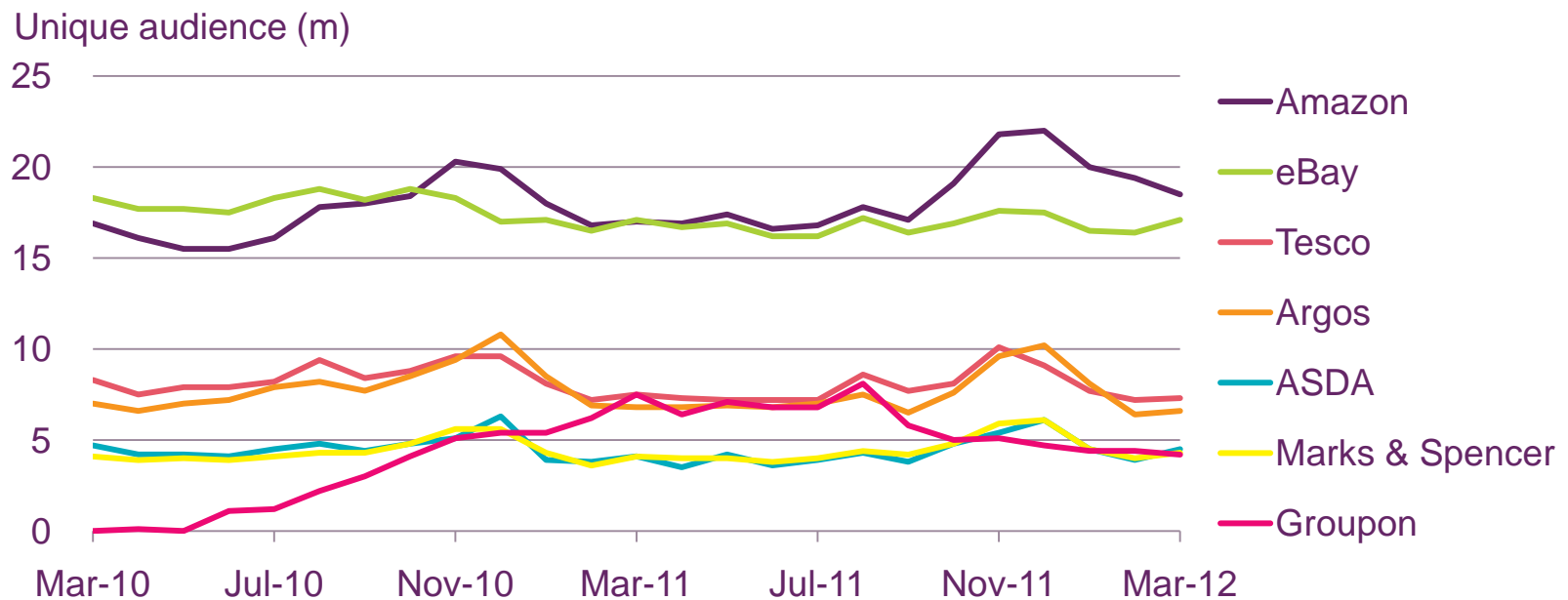
UK retail sales, split by e-commerce and high street: February 2010, February 2011 and February 2012



Source: Office of National Statistics, Retail Sales Statistical Bulletin, February 2010, February 2011 and February 2012

# Figure 4.54

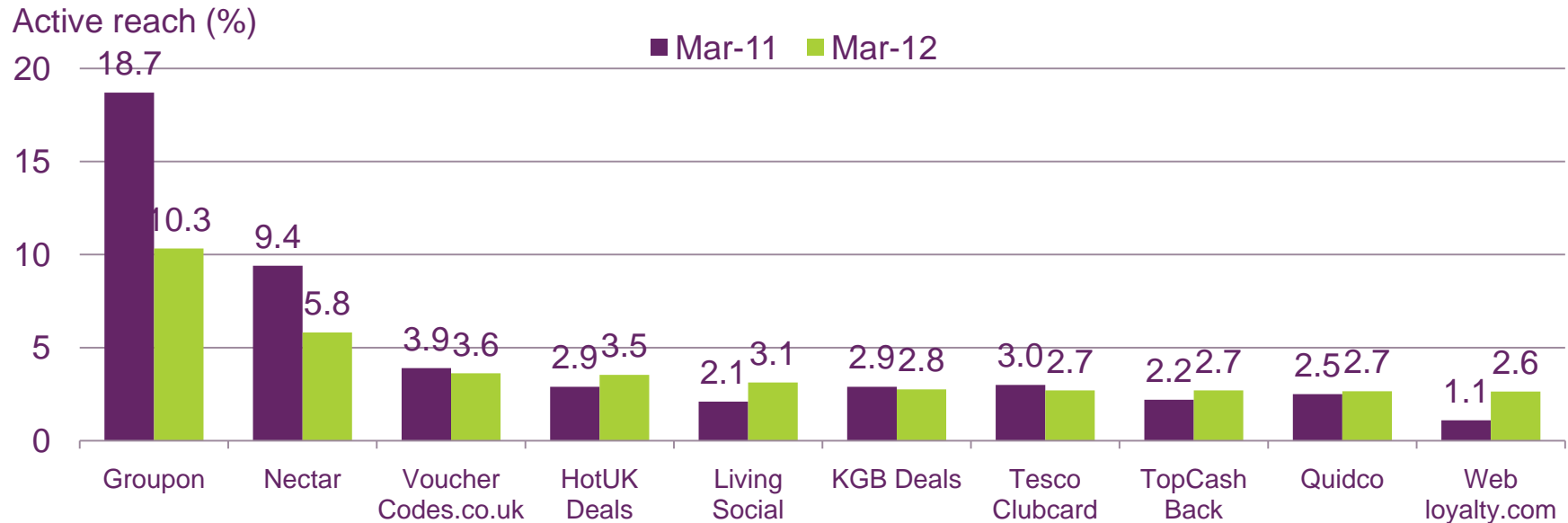
Unique audiences of leading shopping sites on desktop and laptop computers: March 2010 to March 2012



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, applications included, March 2011 to March 2012

# Figure 4.55

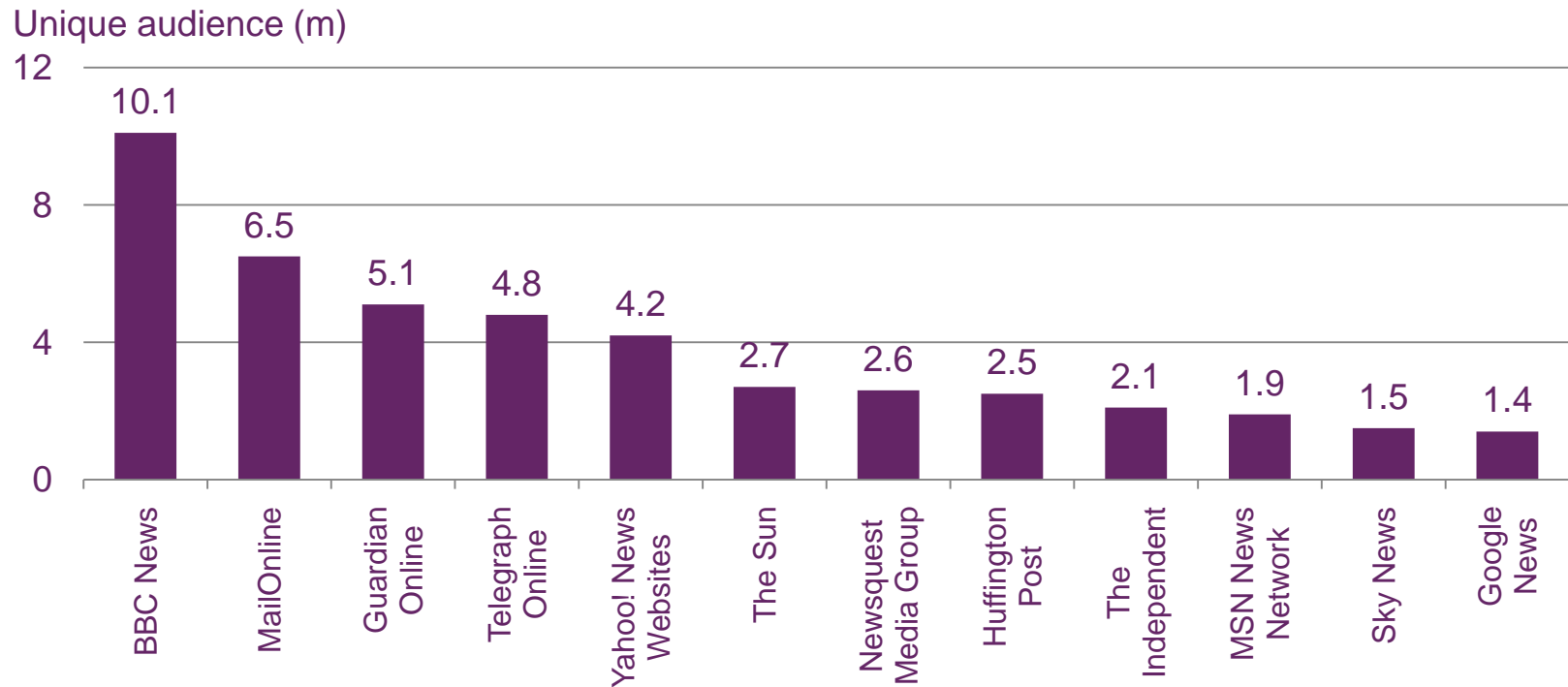
Most popular coupons and rewards sites on desktop and laptop computers, by active reach: March 2011 and March 2012



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, applications included, month of March 2012

# Figure 4.56

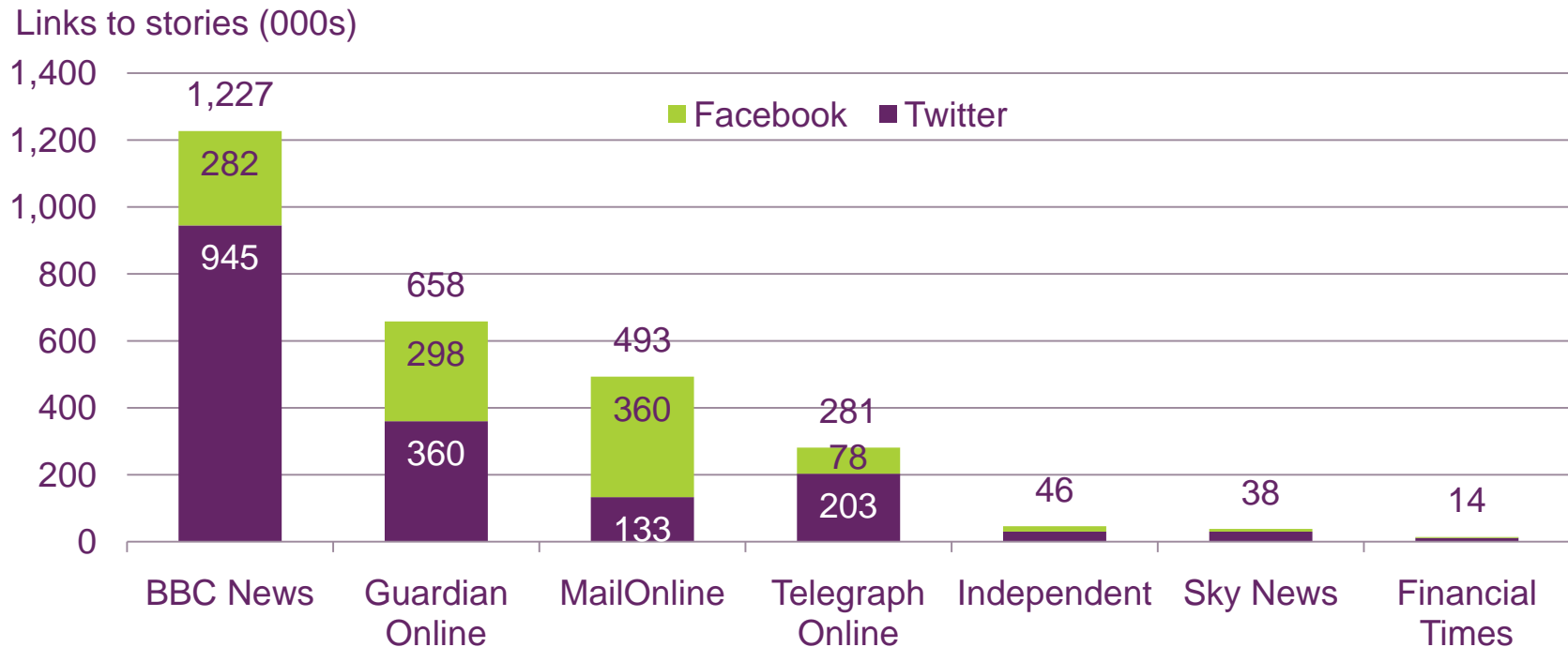
Most popular news sites on desktop and laptop computers in the UK



Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, applications included, month of March 2012

## Figure 4.57

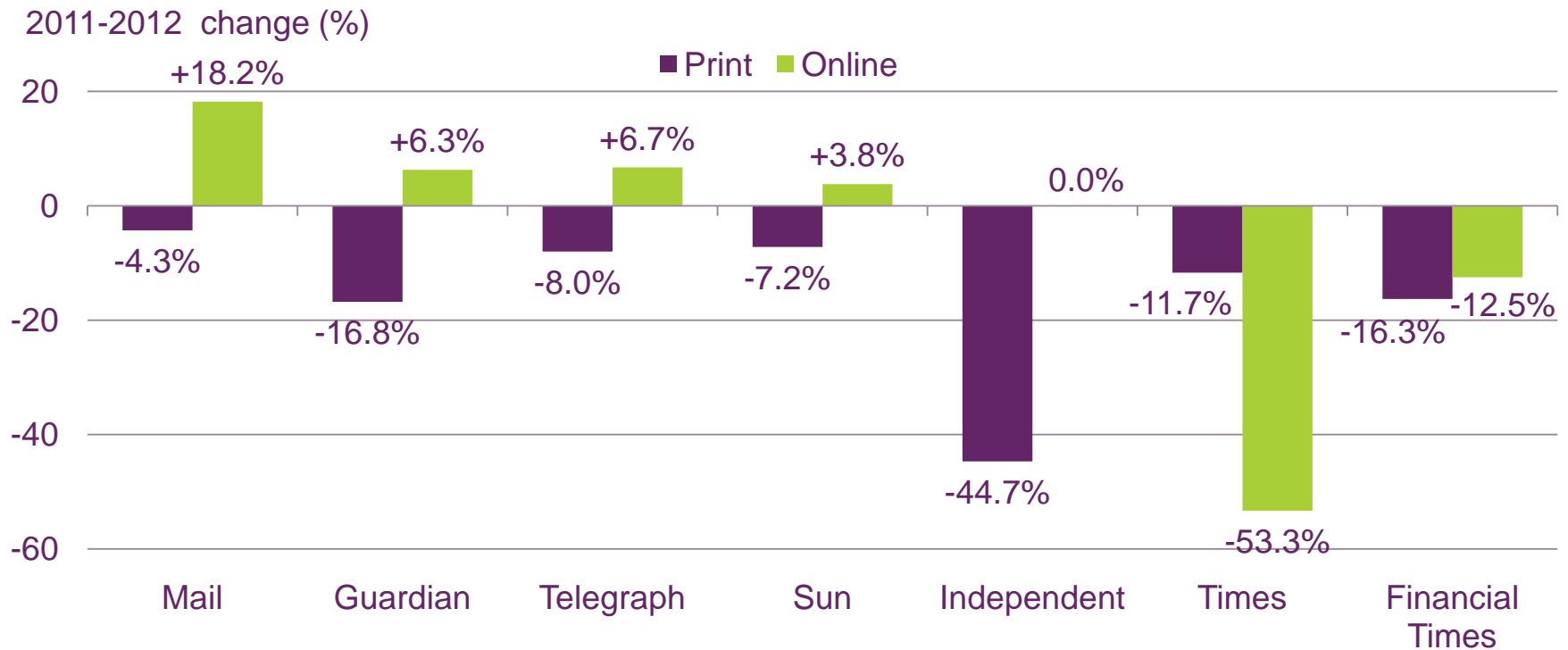
Number of stories from selected news sites shared on Facebook and Twitter



Source: Rippla, month of March 2012

## Figure 4.58

Year-on-year changes in headline circulation of print versions and unique audiences of online versions of selected newspapers: March 2011 and March 2012



Source (1): Audit Bureau of Circulations, March 2011 and March 2012

Source (2): UKOM/Nielsen home and work panel, desktop and laptop computers only, March 2011 to March 2012

# Figure 4.59

## Overlapping audiences of selected news sites on desktop and laptop computers

	BBC News 10.1m	Mail 6.5m	Guardian 5.1m	Telegraph 4.8m	Sun 2.7m	Independent 2.1m	Times 0.7m
Overlap with BBC News		56.5%	63.0%	60.9%	55.3%	64.2%	63.7%
Overlap with Mail	36.3%		47.7%	52.3%	54.6%	53.9%	53.6%
Overlap with Guardian	32.1%	37.7%		48.5%	39.1%	58.7%	55.6%
Overlap with Telegraph	28.7%	38.4%	45.0%		37.8%	52.6%	54.7%
Overlap with Sun	14.9%	22.9%	20.7%	21.6%		24.5%	29.2%
Overlap with Independent	13.3%	17.4%	23.9%	23.1%	18.8%		34.2%
Overlap with Times	4.6%	6.0%	7.8%	8.3%	7.8%	11.8%	

■ 0-15% 
 ■ 16-30% 
 ■ 31-45% 
 ■ 46-60% 
 ■ 60-75%

Source: UKOM/Nielsen home and work panel, desktop and laptop computers only, month of March 2012