

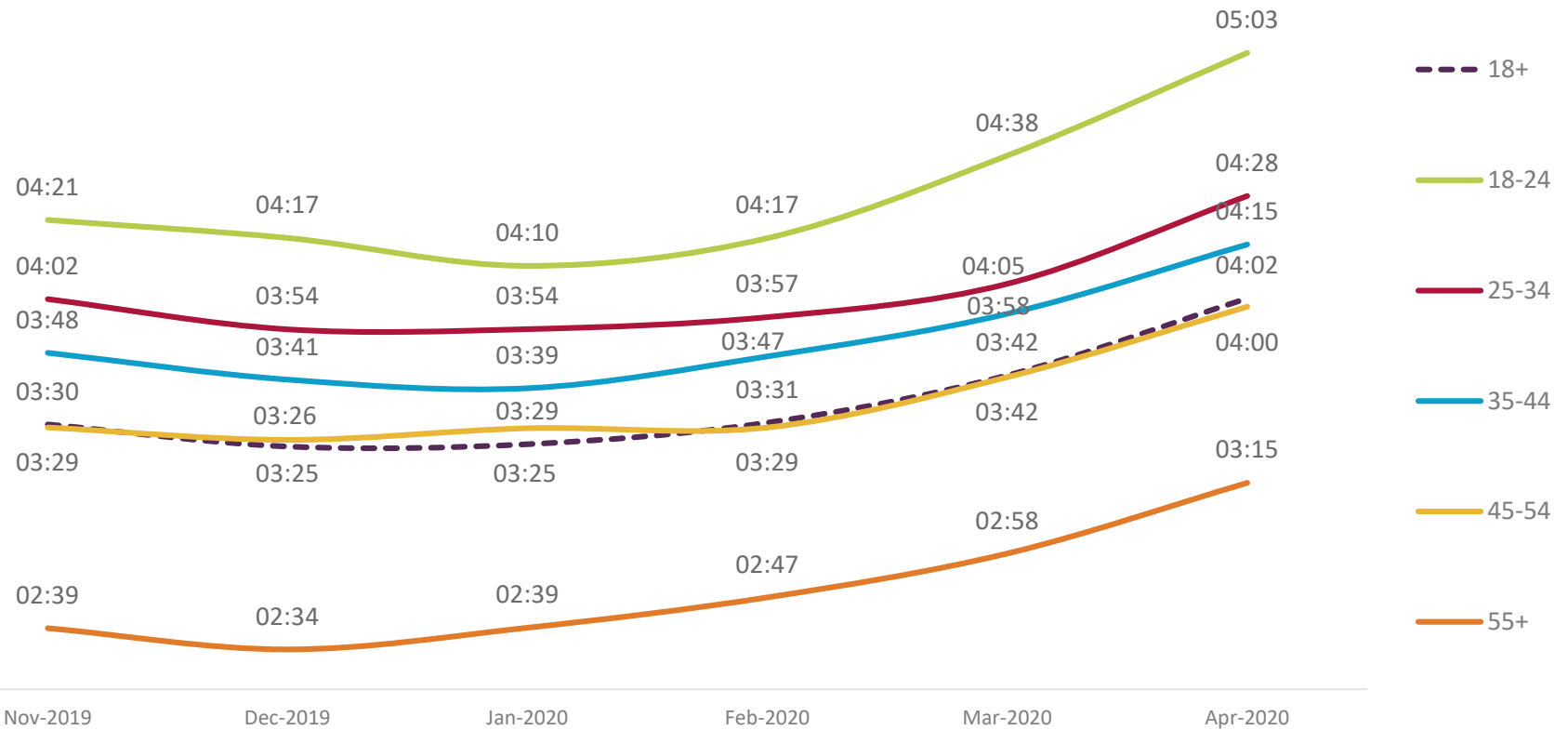
# Effects of Covid-19 on online consumption

Source: Comscore MMX Multi-Platform

Published: June 2020

# Adult internet visitors on average spent 36 minutes longer per day online during April compared to January

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

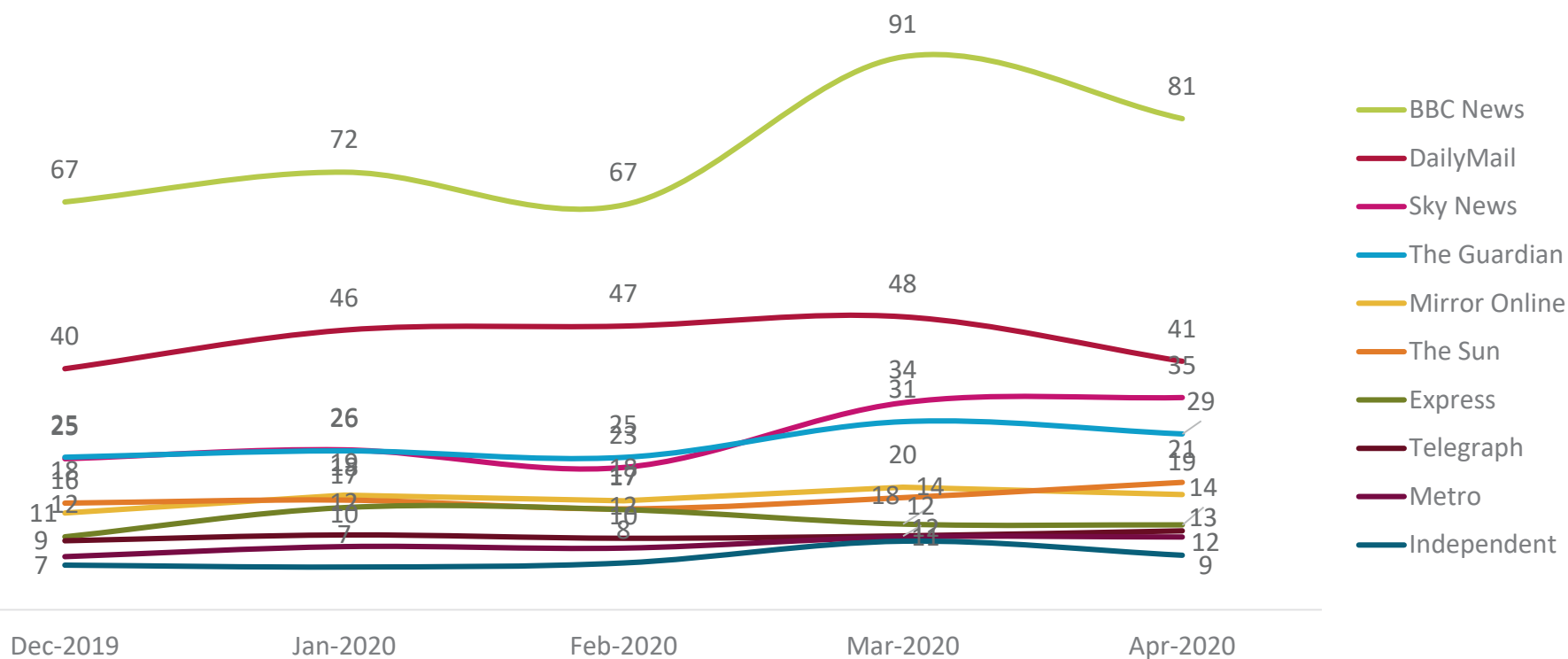


Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, January and April 2020, UK

# Adult visitors spent less time on the top 10 News sites and/or apps in April compared to March

Average minutes per month spent by adult visitors to the Top 10\* news sites and apps as of April 2020: December 2019 – April 2020

Adults aged 18+ -



Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Dec 2019 - Apr 2020, UK

Note: \*Custom list of entities defined by Ofcom. Due to a tagging issue, [M] DAILYMAIL.CO.UK was under reported in Media Metrix, Mobile Metrix, and Media Metrix Multi-Platform for December 2019 UK data.

# An adult visitor to the BBC news site and/or app visited the service on fewer occasions in April compared to March

Average monthly views per adult visitor to the Top 10\* news sites and apps as of April 2020: December 2019 – April 2020  
*Adults aged 18+ -*

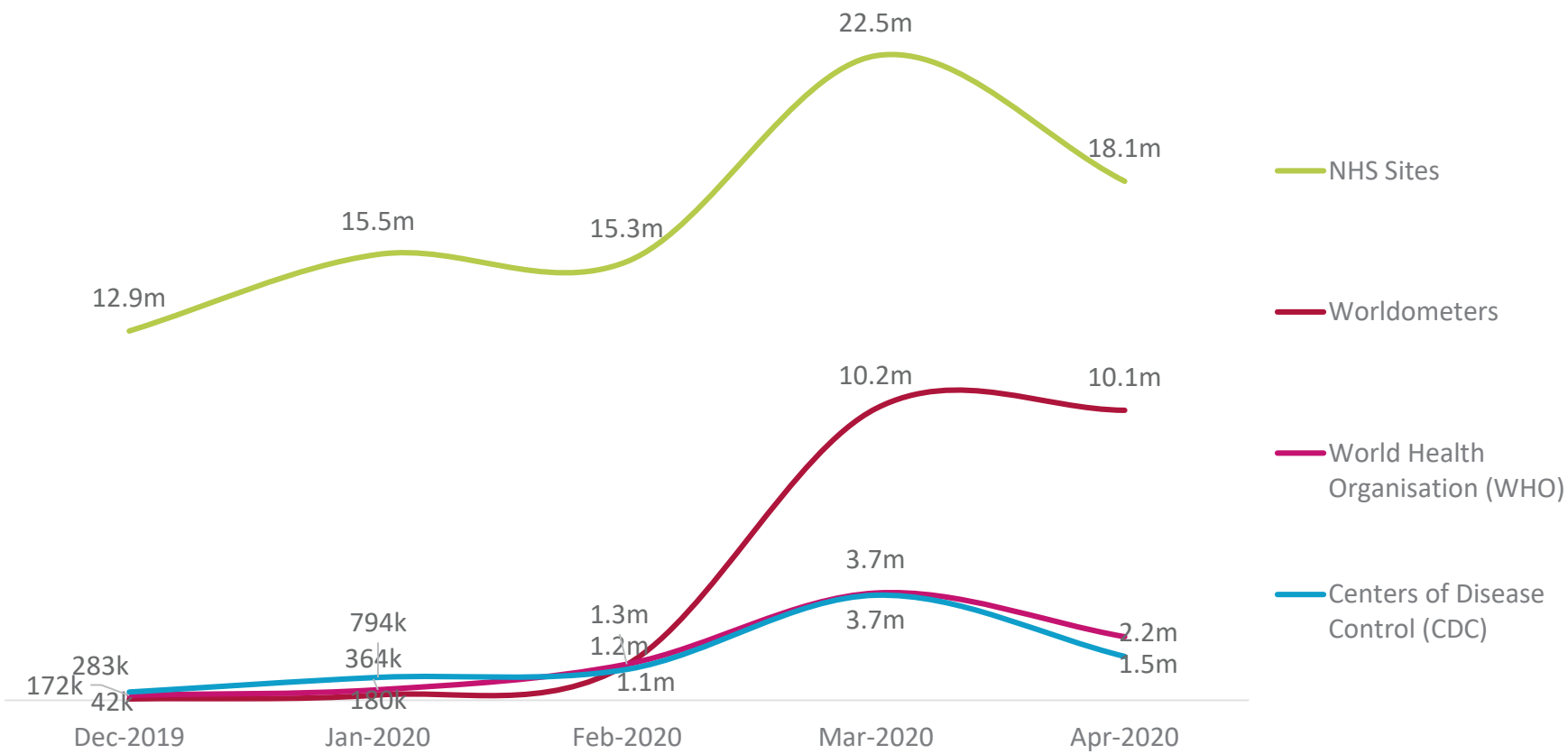
	Dec-2019	Jan-2020	Feb-2020	Mar-2020	Apr-2020
<b>BBC News</b>	33	33	32	51	41
<b>DailyMail</b>	21	28	26	27	26
<b>The Guardian</b>	15	15	15	19	17
<b>The Sun</b>	11	11	10	11	13
<b>Express</b>	10	13	12	11	11
<b>Sky News</b>	7	6	6	11	10
<b>Mirror Online</b>	9	10	10	8	9
<b>Metro</b>	5	6	5	7	6
<b>Telegraph</b>	6	6	6	7	6
<b>Independent</b>	5	5	5	7	5

Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Dec 2019 - Apr 2020, UK

Note: \*Custom list of entities defined by Ofcom. Due to a tagging issue, [M] DAILYMAIL.CO.UK was under reported in Media Metrix, Mobile Metrix, and Media Metrix Multi-Platform for December 2019 UK data.

# Health sites, after experiencing a spike in adult visitors at the start of the UK pandemic, have seen a fall in visits in April 2020

Digital audience adult reach to selected health sites and apps : December 2019 – April 2020  
Adults aged 18+ -

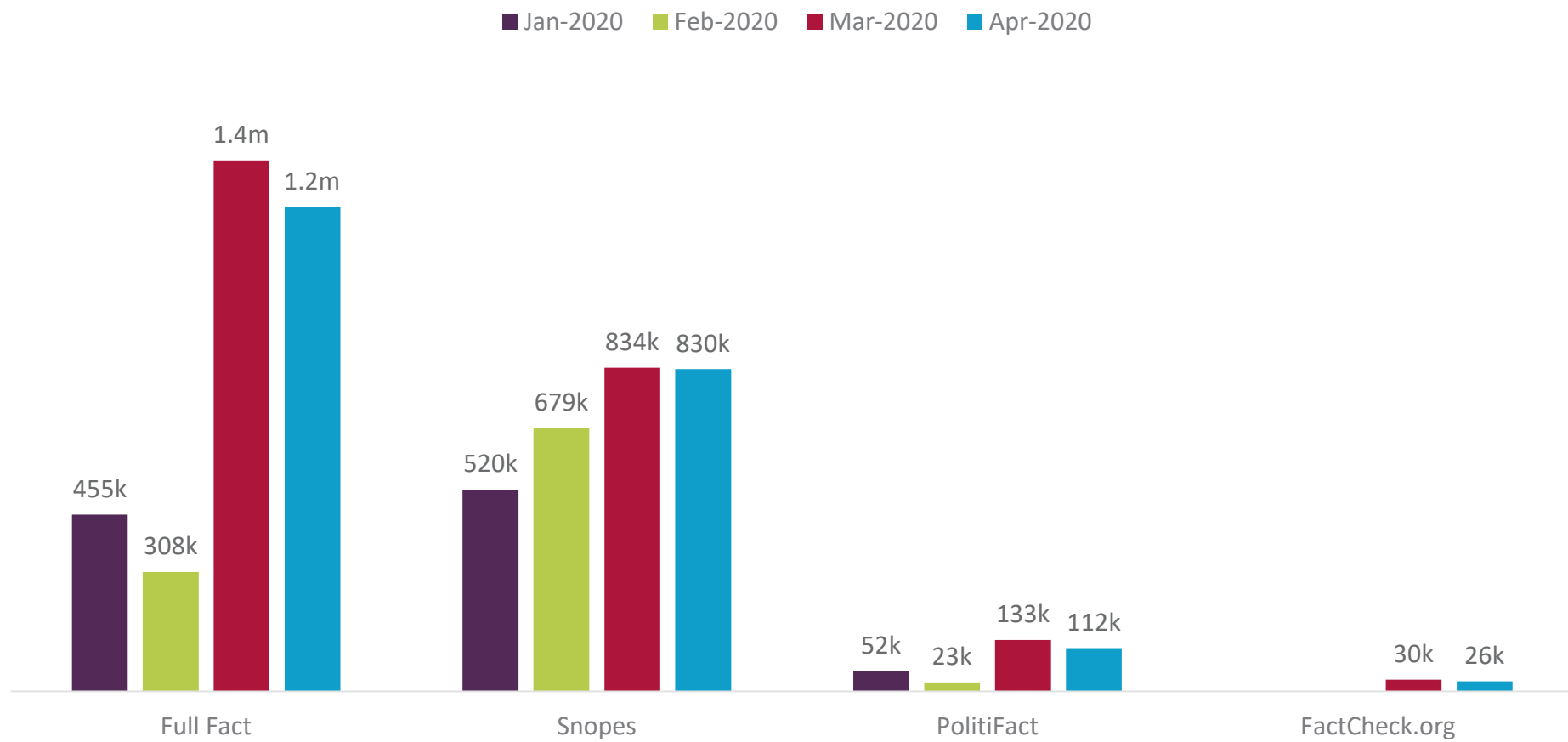


Source: Comscore MMX Multi-Platform, Age: 18+, Dec 2019 - Apr 2020, UK

# Use of fact checking sites has increased significantly since the start of the pandemic

Digital audience adult reach to selected fact checking sites and apps: January - April 2020

Adults aged 18+ -

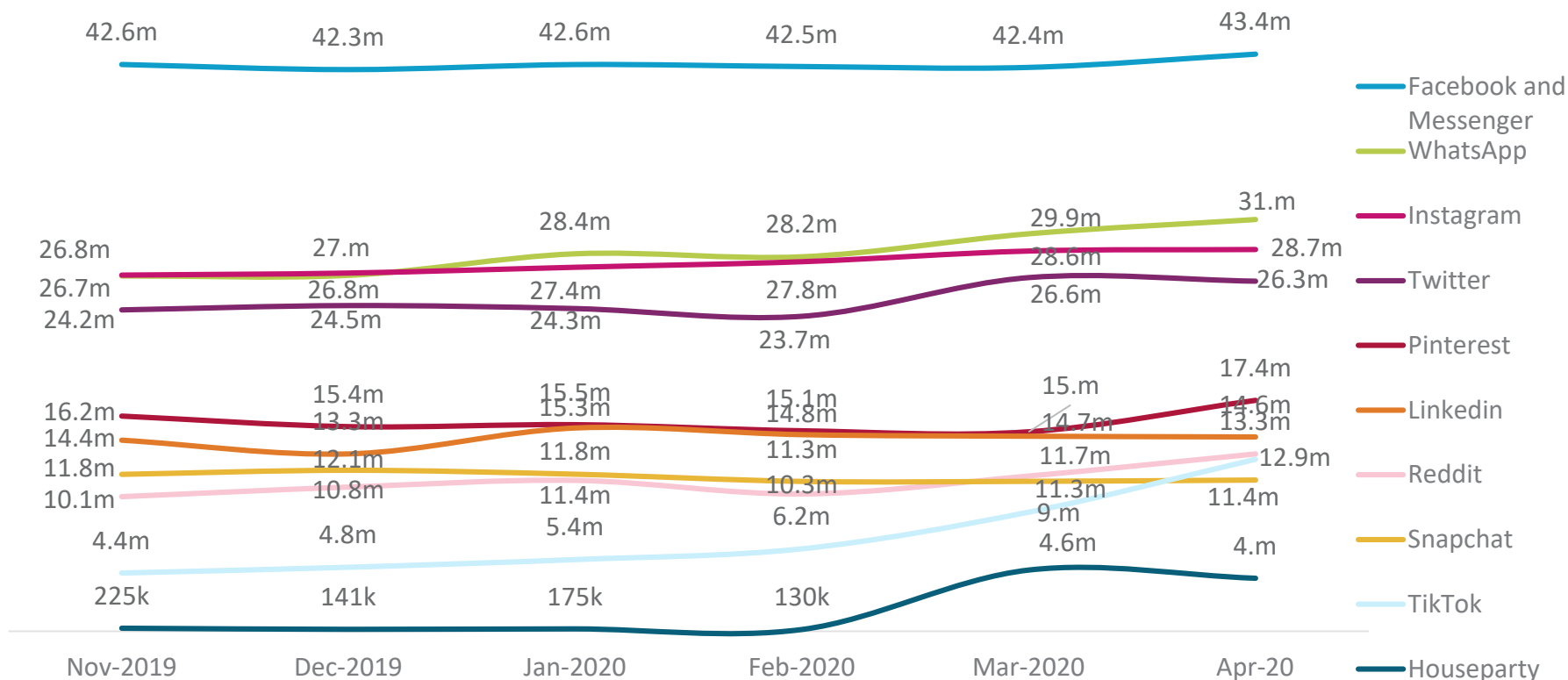


Source: Comscore MMX Multi-Platform, Age: 18+, Jan - Apr 2020, UK.

Note: Custom list of entities defined by Ofcom.

# The number of adults accessing TikTok more than doubled to 12.9m in April compared to February 2020

Digital audience adult reach of Top 10\* social media sites and apps as of April 2020: November 2019 – April 2020  
Adults aged 18+ -

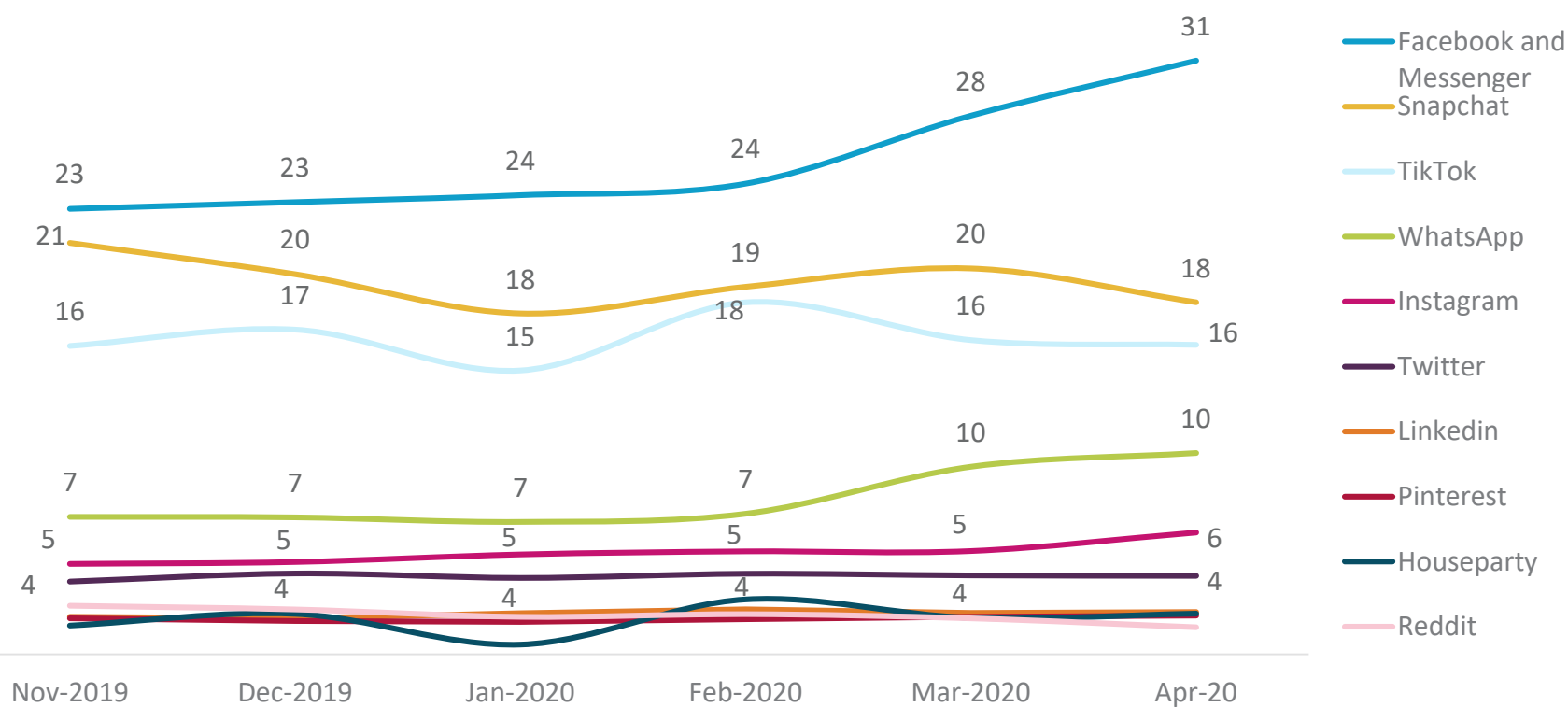


Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Nov 2019 - Apr 2020, UK  
Note: \*Custom list of entities defined by Ofcom.

# The average time adult visitors spent on Facebook increased by 6 minutes to 30 minutes per day in April compared to February 2020

Average minutes per day spent by adult visitors to the Top 10\* social media sites and apps as of April 2020: November 2019 – April 2020

Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Nov 2019 - Apr 2020, UK.

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



# 13 million adults used video conferencing service Zoom in April - nearly double that in March and twenty times that in January

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

	Dec-2019	Jan-2020	Feb-2020	Mar-2020	Apr-2020
Zoom	498k	659k	712k	6.7m	13m
Microsoft Teams	2.4m	3m	3.3m	5.3m	6.5m
Skype	2.5m	2.5m	2.2m	4.4m	4.9m
Google Duo app	1.3m	1.6m	1.5m	1.6m	2.3m
WebEx Communications	145k	208k	155k	356k	529k
GoToMeeting	168k	73k	82k	263k	347k
BlueJeans				55k	72k

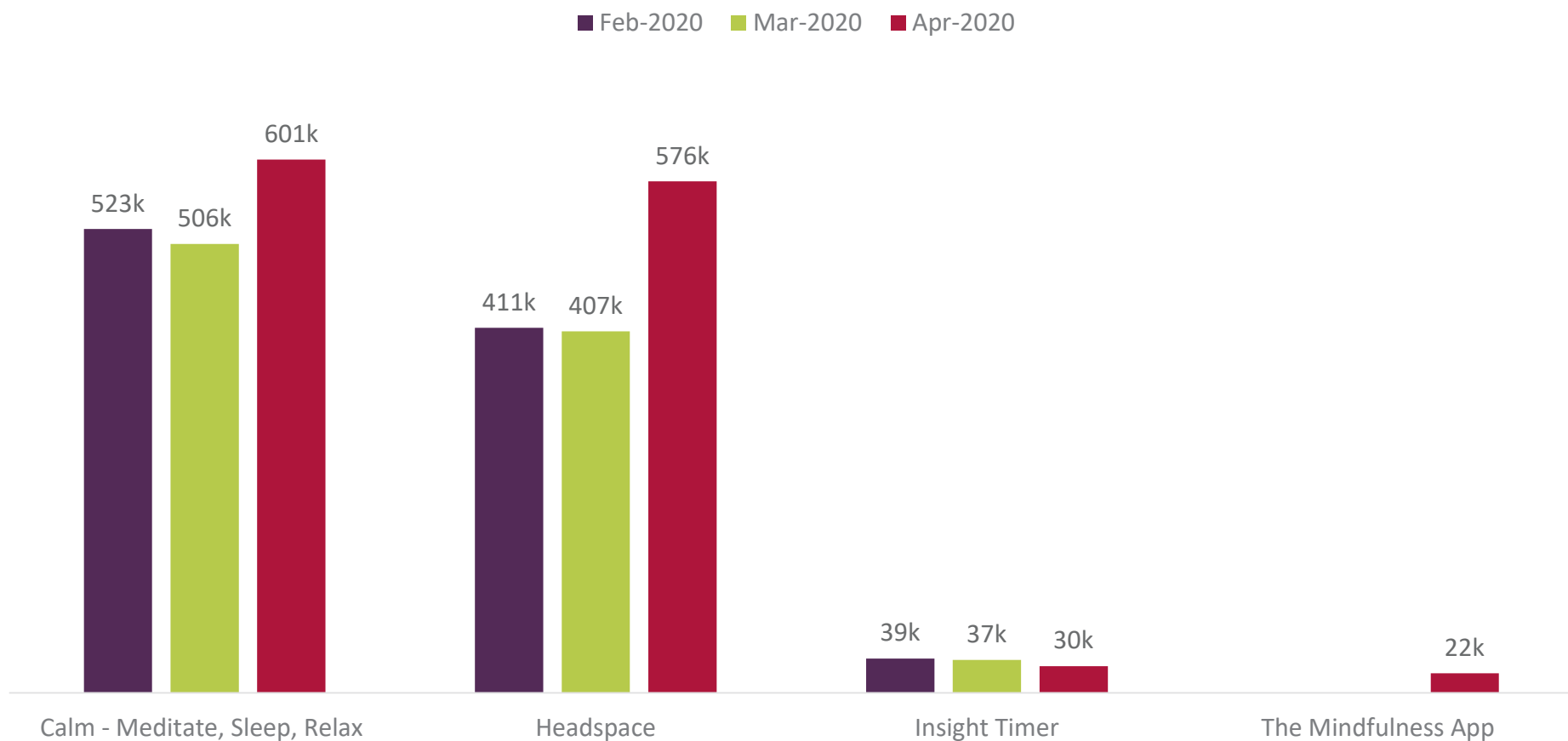
Source: Comscore MMX Multi-Platform, Age: 18+, Dec 2019 - Apr 2020, UK.

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

# There was an increase in visits by adults to mindfulness apps Calm and Headspace in April

Digital audience adult reach of mindfulness apps: February - April 2020

Adults aged 18+ -



Source: Comscore Mobile Metrix, app only, Age: 18+, Feb - Apr 2020, UK.

Note: Custom list of entities defined by Ofcom.

# Comscore

- Comscore is an organisation that provides online audience measurement. It is endorsed by UKOM, the body with a mandate from the advertising industry to establish measurement standards for digital media. Comscore uses its unified digital measurement methodology which combines both panel and census measurement techniques to obtain fully unified digital audience measurement statistics.
- In October 2019 Comscore introduced improved collection and reporting of its mobile data. Effective with January 2020 Comscore updated its universe estimates for its MMX-Platform products as part of its periodic enumeration updates. The changes may result in shifts in trend in the data which will vary by entity and platform.