

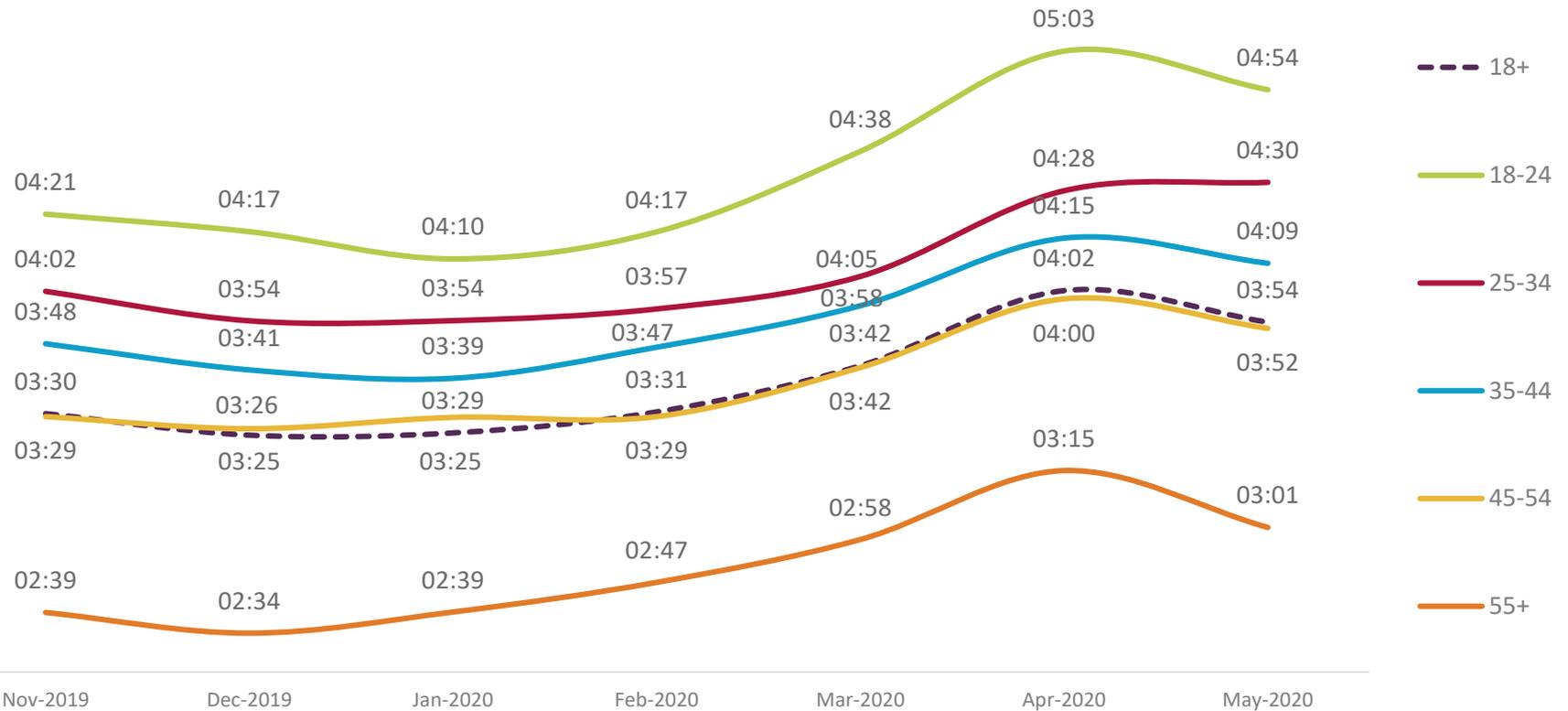
Effects of Covid-19 on online consumption

Source: Comscore MMX Multi-Platform

Published: 7 July 2020

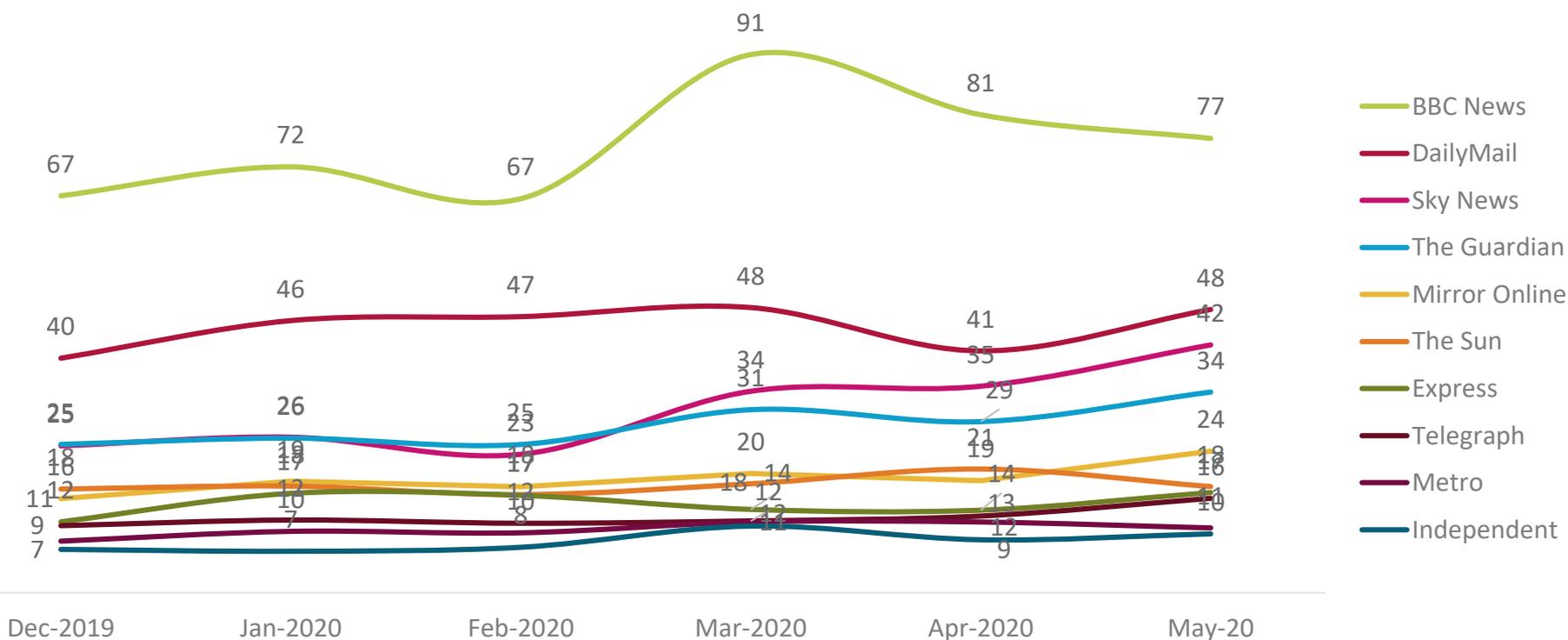
Time spent online by adults began to decrease in May 2020 compared to April 2020 as lockdown measures began to ease

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



Some news sites and apps have begun to see a rise in time spent by adults users in May 2020. Key events that occurred in May 2020 include lockdown measures beginning to ease as well as George Floyd's death

Average minutes per month spent by adult visitors to the Top 10* news sites and apps as of May 2020: December 2019 – May 2020
Adults aged 18+ -



Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Dec 2019 - May 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 May 2020 compared to March and April 2020

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

	Dec-2019	Jan-2020	Feb-2020	Mar-2020	Apr-2020	May-2020
BBC News	33	33	32	51	41	37
DailyMail	21	28	26	27	26	26
The Guardian	15	15	15	19	17	19
The Sun	11	11	10	11	13	12
Express	10	13	12	11	11	13
Sky News	7	6	6	11	10	11
Mirror Online	9	10	10	8	9	11
Metro	5	6	5	7	6	6
Telegraph	6	6	6	7	6	8
Independent	5	5	5	7	5	6

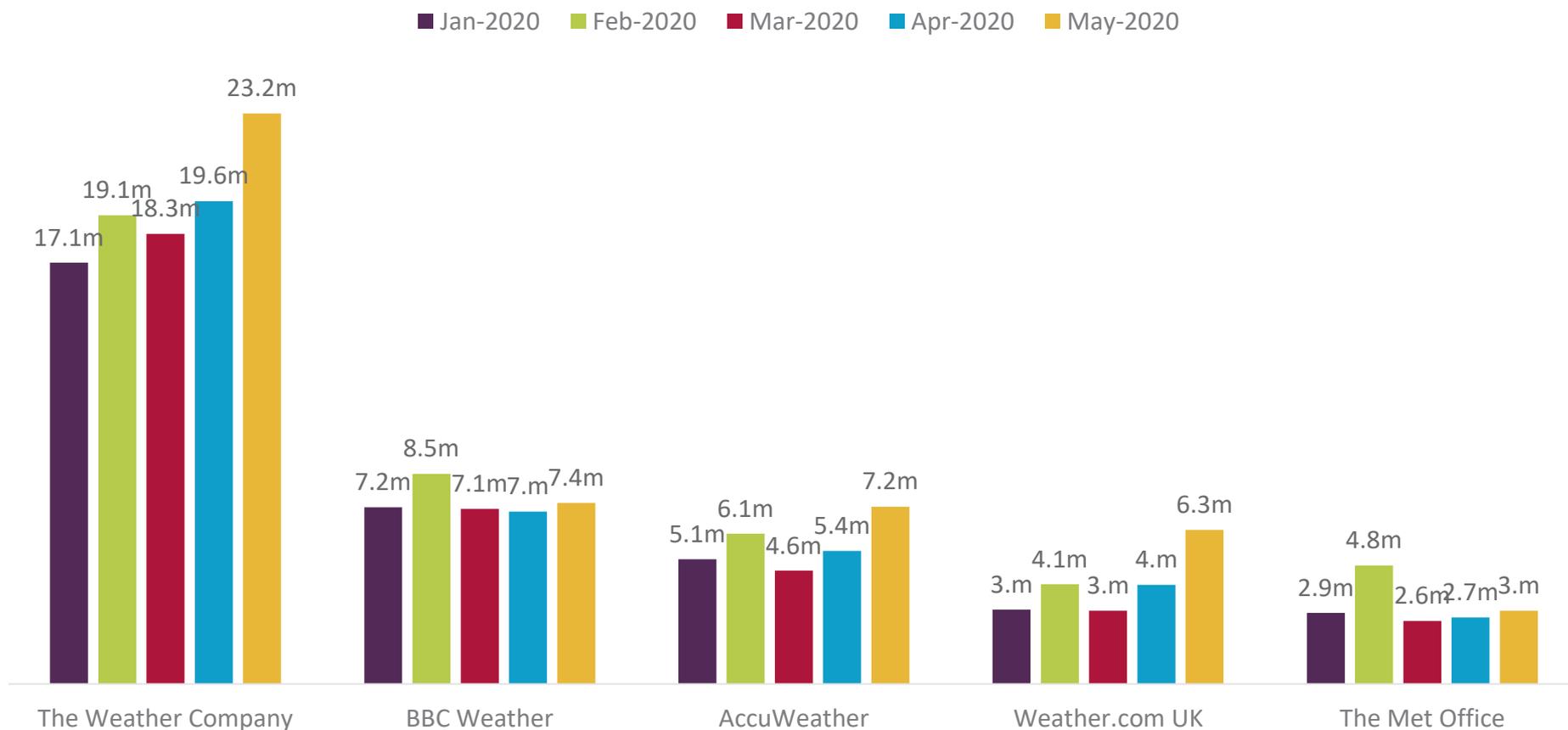
Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Dec 2019 - May 2020, UK

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.

May 2020 was the sunniest calendar month on record for the UK and the driest May on record in England*

Digital audience adult reach to selected weather sites and apps: January - May 2020

Adults aged 18+ -



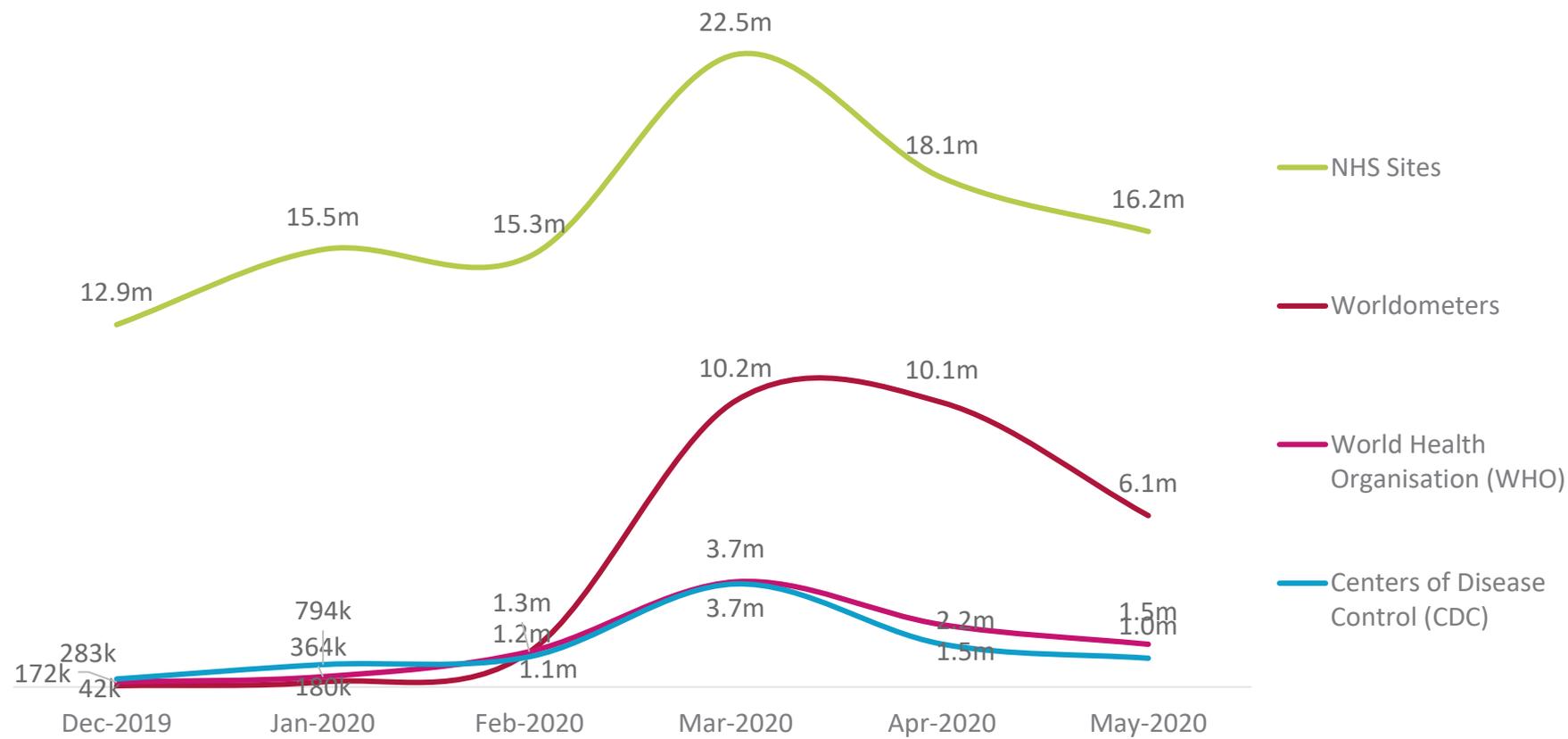
Source: Comscore MMX Multi-Platform, Age: 18+, Jan – May 2020, UK.

Note: Custom list of entities defined by Ofcom.

*Met Office, [May 2020 becomes the sunniest calendar month on record](#), 1 June 2020

Health sites, after experiencing a spike in adult visitors at the start of the UK pandemic, continue to see a fall in visits in May 2020

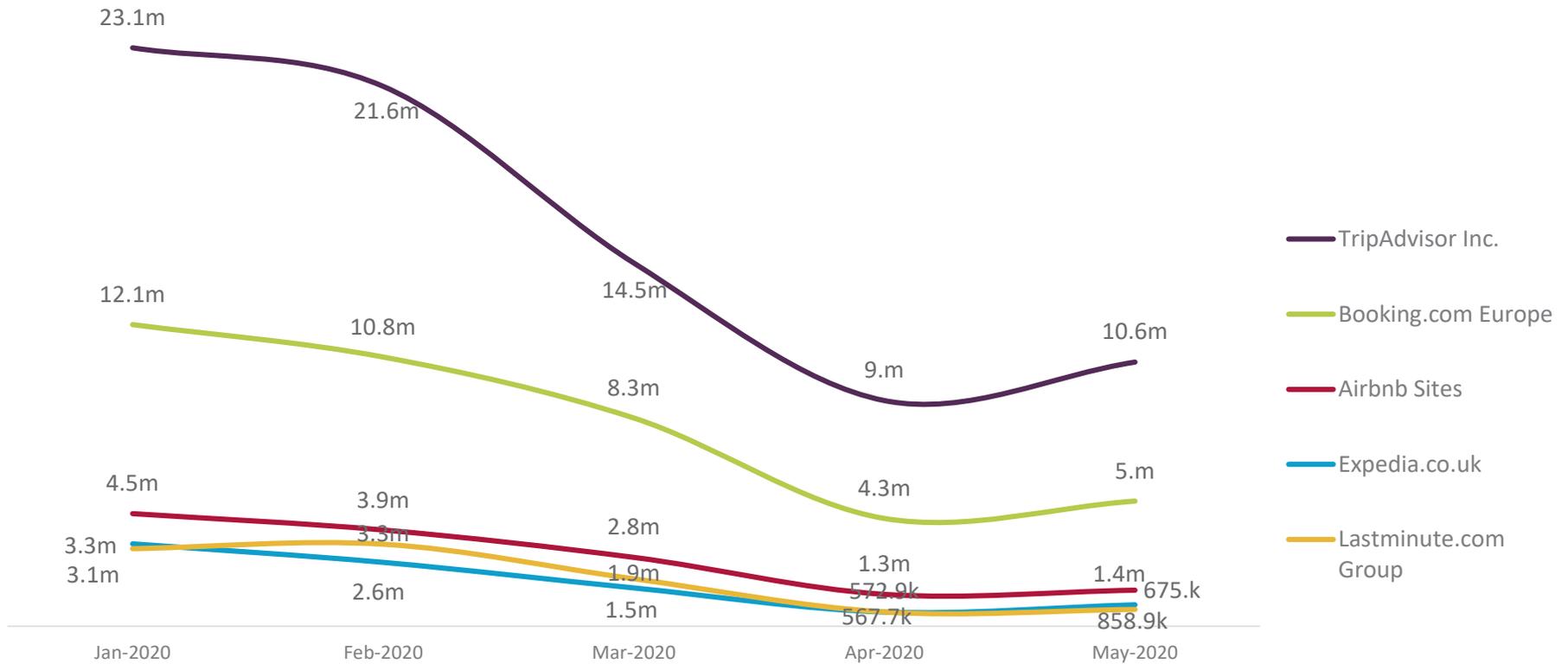
Digital audience adult reach to selected health sites and apps : December 2019 – May 2020
Adults aged 18+ -



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

Visits to travel booking sites and apps begin to increase as UK lockdown measures ease in May 2020

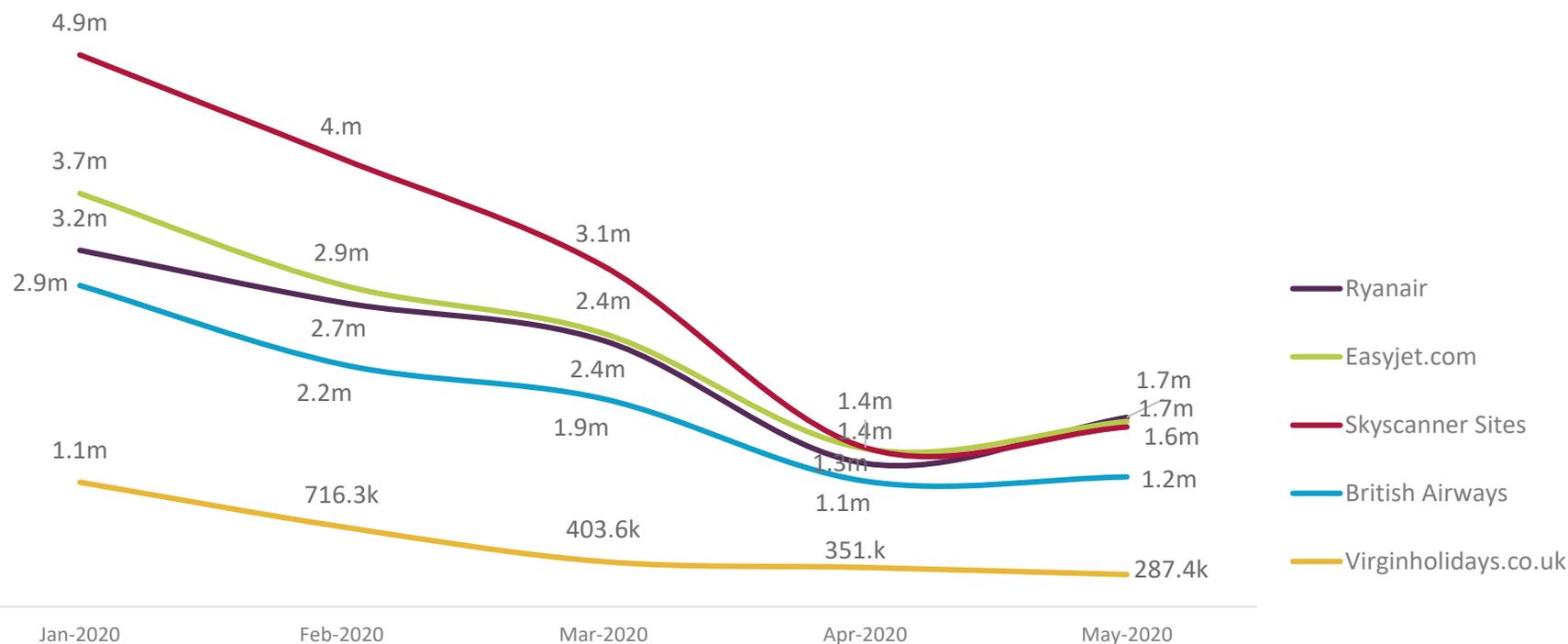
Digital audience adult reach to selected travel booking sites and apps: January 2020 – May 2020



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

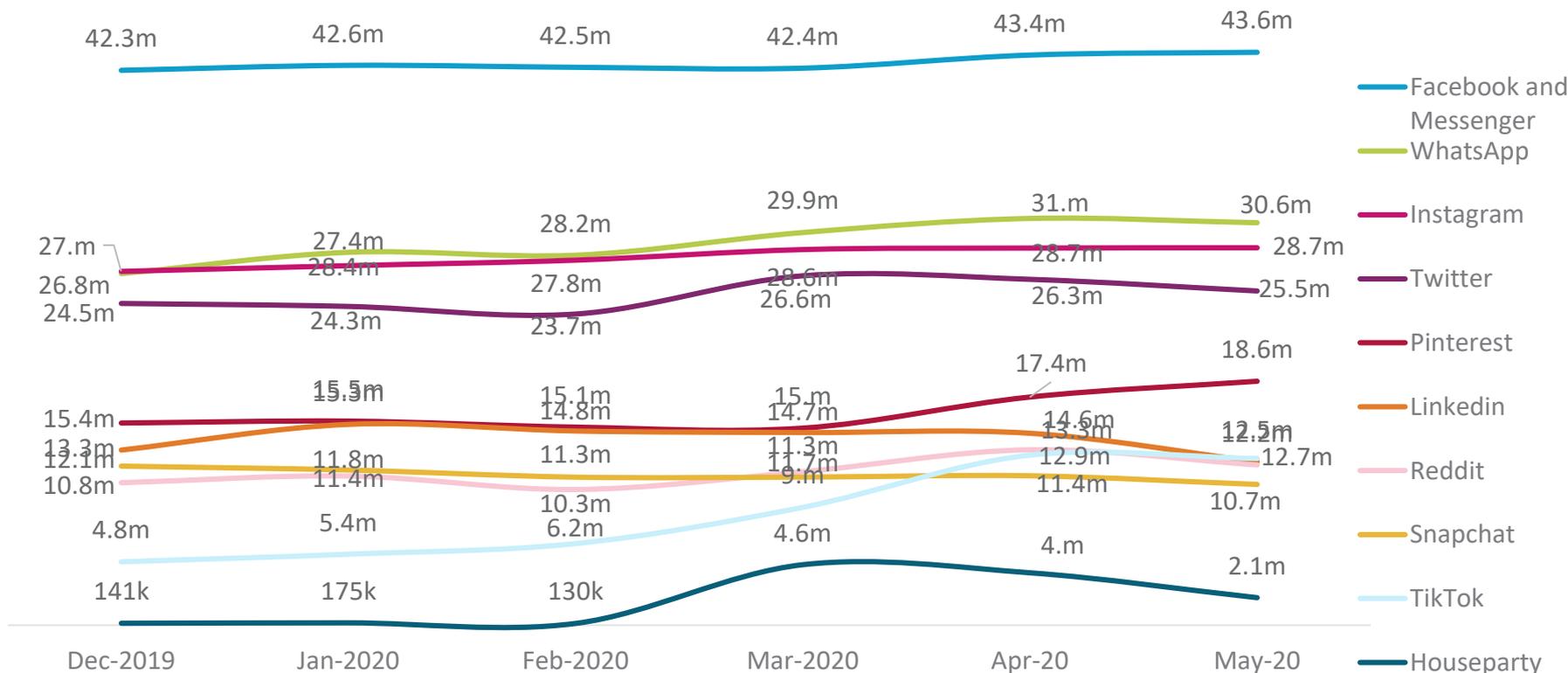
Ryanair, Easyjet and Skyscanner sites and apps begin to experience an increase in adult visitors as UK lockdown measures ease in May 2020

Digital audience adult reach to selected airline sites and apps: January 2020 – May 2020



The number of adults visiting the Houseparty app has almost halved to 2.1m in May 2020 compared to April 2020

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



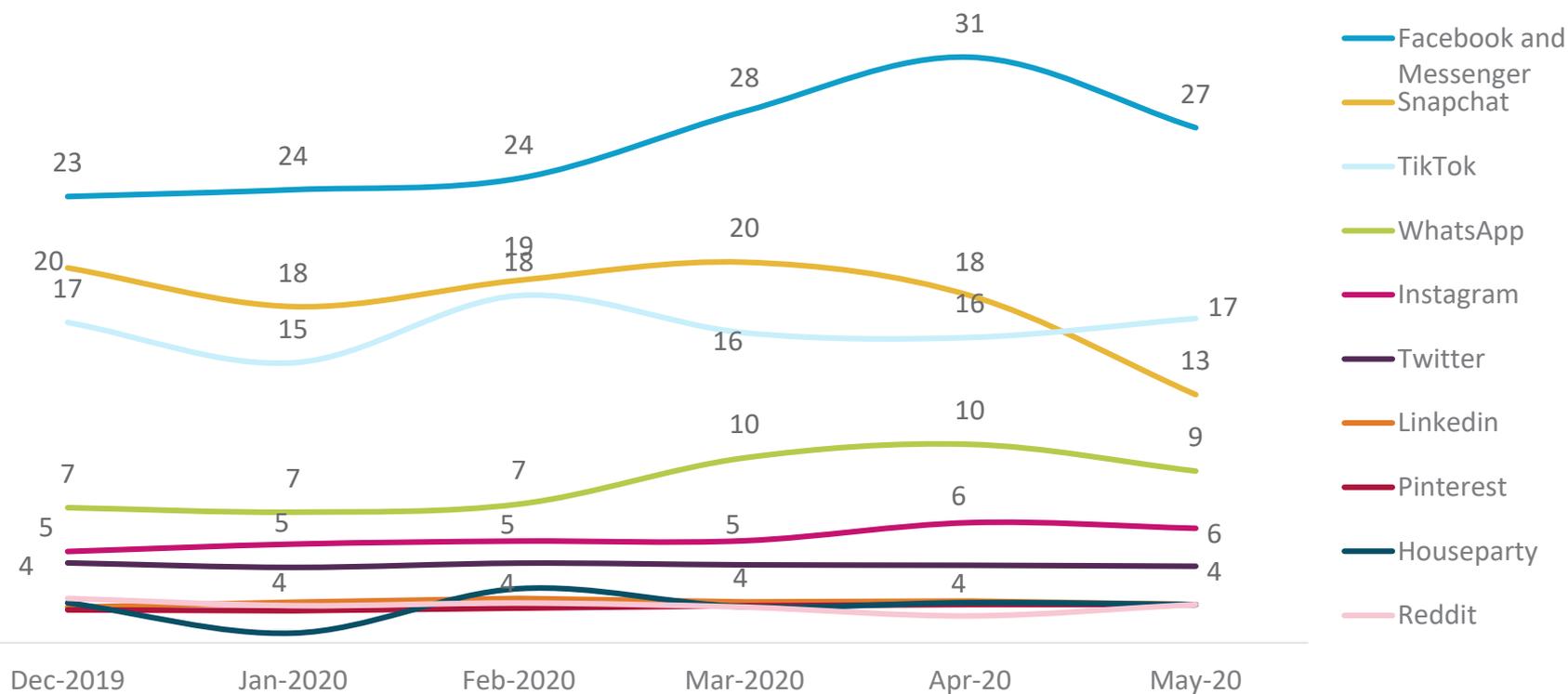
Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Dec 2019 – May 2020, UK

Note: *Custom list of entities defined by Ofcom.

The average time adult visitors spent on Snapchat decreased by 5 minutes to 13 minutes per day in May 2020 compared to April 2020

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

Adults aged 18+ -

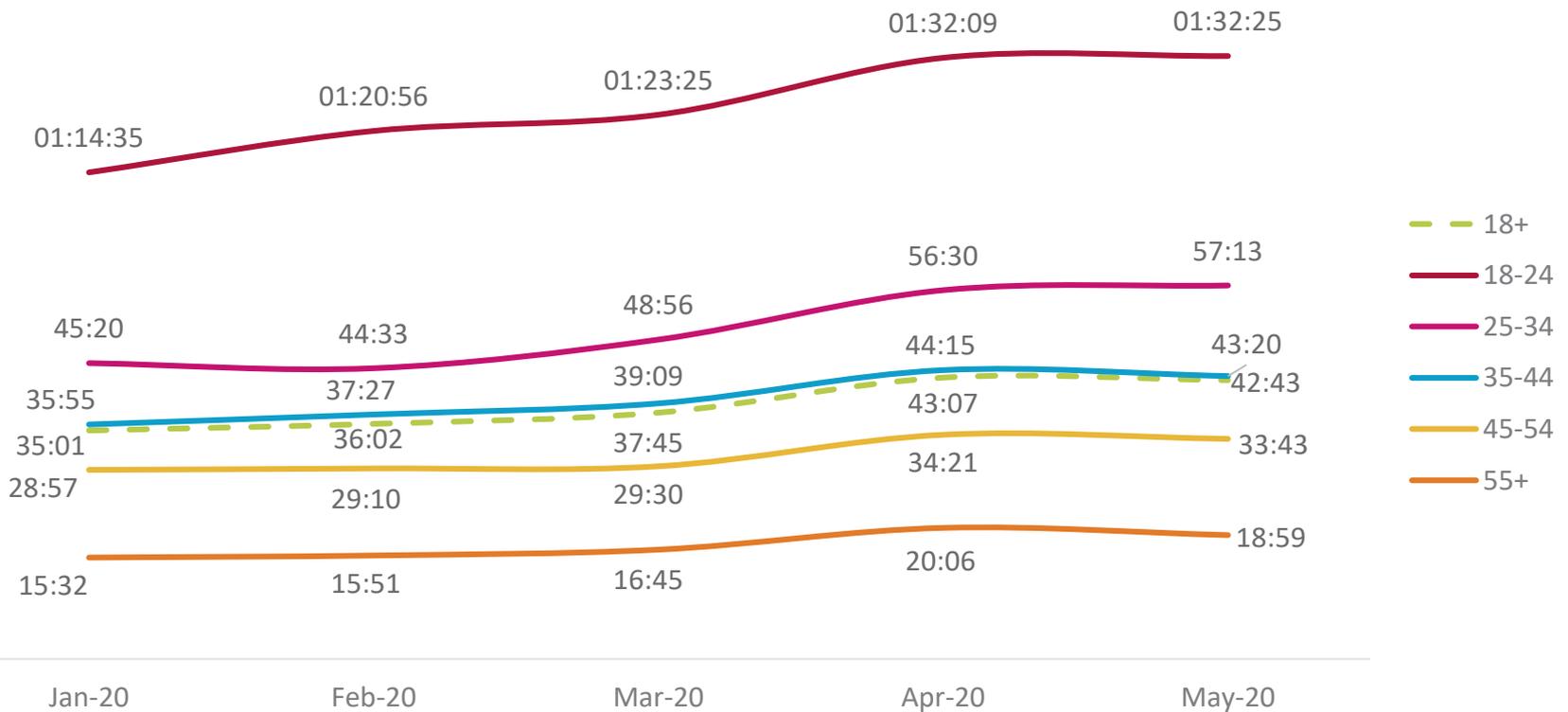


Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Dec 2019 - May 2020, UK.

Note: *Custom list of entities defined by Ofcom.

Time spent on YouTube by adults has increased by around 6/7minutes during the lockdown in the UK

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



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

Note: *Excludes TV set use

Adult reach to Zoom and Microsoft Teams has continued to increase

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

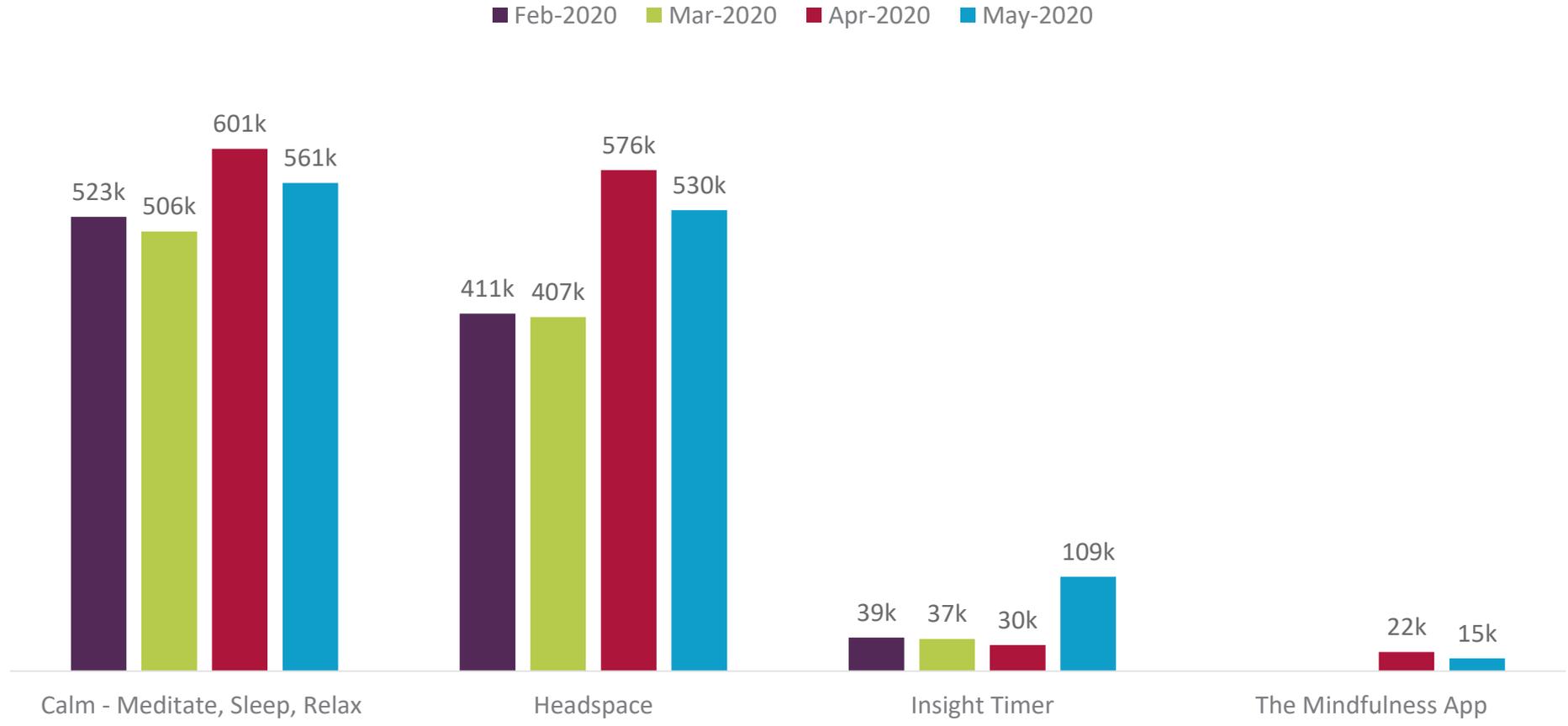
	Dec-2019	Jan-2020	Feb-2020	Mar-2020	Apr-2020	May-2020
Zoom	498k	659k	712k	6.7m	13m	13.2m
Microsoft Teams	2.4m	3m	3.3m	5.3m	6.5m	7.2m
Skype	2.5m	2.5m	2.2m	4.4m	4.9m	4.1m
Google Duo app	1.3m	1.6m	1.5m	1.6m	2.3m	2.5m
WebEx Communications	145k	208k	155k	356k	529k	536k
GoToMeeting	168k	73k	82k	263k	347k	301k
BlueJeans				55k	72k	27k

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

Note: *Custom list of entities defined by Ofcom.

There was an increase in visits by adults to free mindfulness app Insight Timer in May 2020 while Calm and Headspace both paid for services saw a small decrease in reach.

Digital audience adult reach of mindfulness apps: February – May 2020
Adults aged 18+ -



Source: Comscore Mobile Metrix, app only, Age: 18+, Feb – May 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.