

Annex 3

Websites visited by children: Nielsen analysis

Introduction

This annex provides tables of the types of website visited by children aged 5-7, 8-11 and 12-15 from monitored PC/laptop computers at home during March 2012, as measured by UKOM/Nielsen.

It offers useful context to our main report, showing the specific web entities that children visit, and how these differ according to the age of the child.

Methodology

Internet usage data are sourced from UKOM/Nielsen. UKOM (<http://www.ukom.uk.net>) is a cross-industry organisation which selected Nielsen to supply the data for its industry-approved planning system for online media. The data are derived from Nielsen's UK panel of households, comprising 45,239 individuals (aged 2+), as of March 2012, weighted to be representative of the UK's home internet population. Internet activity is recorded by tracking software downloaded with permission onto all panel members' computers within the household.

The tables provide information based on unique audience website visits and coverage percentage data. Unique audience is defined by UKOM/Nielsen as the total number of unique persons that have visited a website at least once in the given month. Adults visiting the same website more than once in the month are therefore counted only once. Coverage is defined by UKOM/Nielsen as the percentage of unique persons falling within a specific demographic target that visited a particular website.

The following tables display the highest 50 web entities in terms of unique audience for 8-11s and 12-15s. In the case of children aged 5-7, 25 web entities with a coverage of more than 10% are listed.

Internet applications (installed software used in conjunction with the internet, such as Instant Messenger or Media Player) are included in the tables. Websites are included at both 'brand' and 'channel' level. These are terms used by UKOM/Nielsen to group websites by their distinguishing properties in order to aid site classification. Table 1 sets out the definitions supplied by UKOM/Nielsen.

Table A3.1: Definition of 'brand', 'channel' and 'internet application'

Brand

A Brand may be a branded subsidiary or a brand of a Property that has a consistent collection of branded content of the Internet. The Brand's individual identity must be conveyed consistently or prominently throughout the Brand as well as all Channels and domains, which are in its consolidation.

A Brand may consist of Channels, domains and URLs.

- Consistent and prominently displayed Brand identity and must have an obvious or apparent editorial consistency and an appropriate name or label.
- The Brand classification is flat and does not detail the hierarchal relationship between other Brands.
- A Brand will be placed into a Category and Subcategory for comparison.
- A Brand may be a subsidiary or operating unit if it is cohesively branded
- A network Property or network subsidiary (an operating unit composed of unrelated domains under one umbrella, i.e. Everyone.net) will contain the unrelated domains at the Brand level.

Channel

A Channel is the lowest level of the hierarchical structure for Web properties. Channels can be loosely defined as destinations on the web where editorial consistency is focused on specific viewer interest such as auctions or weather. The Channels will be named according to user experience and content type.

- Each Channel must have an obvious or apparent editorial consistency and an appropriate name or label.
- A Channel is a mutually exclusive subset of audience interest within an owner's total offering. An overriding principle of content classification will cause the elimination of audience double counting.
- All Channels will be assigned to a "Category" and "Sub-category" in our category reports as defined by Nielsen with guidance from representatives of the Subsidiary or the Property when appropriate.

Internet Application

An Internet Application is any computer file ending in .exe that is primarily marketed for use in conjunction with the Internet. Only "in focus" applications are counted towards reported unique audience and associated metrics. For example, if a media player launches upon system start-up, but only sits in the task bar it is not considered an active use of the application. Once a user opens any application into an "active" or in-focus window, that user is counted toward unique audience and associated metrics. Internet Application categories include the following: Instant Messengers, Media Players, Media Sharing, ISP Applications (non-browsing), Wireless content systems, Web Phones, News & Information toolbars (ESPN Bottom Line), Connected Games, Proprietary AOL, Weather, Auction Assistants, and Shopping Assistants.

Although the tracking meter tracks all types of applications, many are not considered to be "Internet" applications. These include basic software such as word processing, database, project management, spreadsheet, etc., installer programs, operating systems or other system's software (e.g. printing, cookie washers, FTP, etc.), adult and flash applications, software that exclusively sends or blocks advertising, and most games. Because the meter only tracks applications launched with an executable program ending in

".exe" plug-ins are not tracked, and are not included in the definition of Digital Media (e.g., Google Toolbar, Yahoo Companion, embedded media players, etc.).

Source: UKOM/Nielsen

For more information on the data methodology and measurement contained in this annex, please visit <http://www.nielsen.com/uk>

Table A3.2: March 2012, web entities accessed by children aged 5-7

No.	Web Entity	Level	Unique Audience (000s)	Coverage (%)
1	Google	Brand	449	65.57
2	Google Search	Channel	398	58.12
3	BBC	Brand	283	41.33
4	Facebook	Brand	264	38.49
5	MSN/WindowsLive/Bing	Brand	226	33.02
6	YouTube	Brand	207	30.18
7	BBC CBeebies	Channel	175	25.58
8	Yahoo!	Brand	143	20.82
9	eBay	Brand	131	19.14
10	Ask Search Network	Brand	118	17.17
11	Amazon	Brand	113	16.50
12	Wikipedia	Brand	111	16.24
13	Microsoft	Brand	109	15.84
14	Disney Online	Brand	107	15.58
15	Windows Live Messenger	Channel	107	15.57
16	Apple	Brand	100	14.67
17	YouTube Homepage	Channel	92	13.50
18	Windows Media Player	Brand	84	12.30
19	SPIL Games Network	Brand	84	12.25
20	Ask.com	Channel	80	11.66
21	Windows Live Hotmail	Channel	79	11.52
22	iTunes	Channel	76	11.11
23	Yahoo! Mail	Channel	71	10.30
24	Google Image Search	Channel	67	9.83
25	BBC iPlayer	Channel	62	9.07

Source: UKOM/Nielsen: UK Home panel, March 2012, ages 5-7, including Internet Applications
Only web entities with a coverage > 9% are listed.

Table A3.3: March 2012, Top 50 web entities accessed by children aged 8-11

No.	Web Entity	Level	Unique Audience (000s)	Coverage (%)
1	Google	Brand	907	79.4
2	Google Search	Channel	847	74.65
3	YouTube	Brand	560	49.29
4	MSN/WindowsLive/Bing	Brand	557	49.06
5	Facebook	Brand	550	48.48
6	BBC	Brand	507	44.69
7	YouTube Homepage	Channel	363	31.97
8	Google Image search	Channel	356	31.36
9	Wikipedia	Brand	307	27.08
10	Windows Live Messenger	Channel	290	25.51
11	Microsoft	Brand	279	24.59
12	Amazon	Brand	276	24.32
13	eBay	Brand	276	24.29
14	Ask Search Network	Brand	276	24.29
15	Yahoo!	Brand	267	23.55
16	Apple	Brand	239	21.05
17	Disney Online	Brand	188	16.60
18	Windows Live Hotmail	Channel	188	16.56
19	iTunes	Channel	188	16.52
20	Windows Media Player	Channel	187	16.48
21	BBC iPlayer	Channel	185	16.27
22	Ask.com	Channel	182	16.07
23	BBC CBBC	Channel	180	15.87
24	Google Maps	Channel	166	14.60
25	SPIIL Games Network	Brand	141	12.41
26	Skype	Brand	133	11.72
27	Wiki Answers	Brand	132	11.62
28	AOL Media Network	Brand	129	11.40
29	Bing Web	Channel	125	11.02
30	Skype Messenger	Channel	122	10.76
31	Google Account	Channel	122	10.74
32	MSN Homepage	Channel	118	10.42
33	BBC News	Channel	117	10.33
34	Club Penguin	Channel	108	9.50
35	Yahoo! Answers	Channel	107	9.41
36	Nickelodeon Kids and Teens	Brand	104	9.16
37	BBC Learning 5-19	Channel	100	8.79
38	BBC Sport	Channel	99	8.71
39	Nick	Channel	97	8.71
40	Disney International	Channel	91	8.01
41	Vevo	Brand	89	7.81
42	Argos	Brand	88	7.78
43	GirlsGoGames	Channel	88	7.73
44	MiniClip	Brand	87	9.89
45	BBC Homepage	Channel	99	2.56
46	Apple Product Info & Support	Brand	86	1.64
47	Yahoo! Mail	Channel	85	1.33
48	My Web Search	Channel	84	4.53
49	Vevo on YouTube	Channel	84	2.55
50	BBC Cbeebies	Channel	89	6.70

Source: UKOM/Nielsen: UK Home panel. March 2012. Ages 8-11 years, including Internet Applications.

Table A3.4: March 2012, Top 50 web entities accessed by children aged 12-15

No.	Web Entity	Level	Unique Audience (000s)	Coverage (%)
1	Google	Brand	1,401	79.61
2	Google Search	Channel	1,339	76.08
3	Facebook	Brand	1,016	57.68
4	MSN/WindowsLive/Bing	Brand	884	50.23
5	YouTube	Brand	840	47.72
6	BBC	Brand	698	39.65
7	Google Image Search	Channel	690	39.18
8	YouTube Homepage	Channel	685	38.90
9	Yahoo!	Brand	598	33.97
10	Wikipedia	Brand	545	30.93
11	Windows Live Messenger	Channel	510	5.46
12	Apple	Brand	478	21.14
13	eBay	Brand	460	26.11
14	Microsoft	Brand	416	23.63
15	Amazon	Brand	399	22.68
16	iTunes	Channel	378	21.46
17	Windows Live Hotmail	Channel	363	20.61
18	Windows Media Player	Channel	347	19.71
19	Yahoo! Answers	Channel	317	18.03
20	Ask Search Network	Brand	297	16.86
21	Google Maps	Channel	293	16.63
22	VEVO	Brand	297	15.87
23	VEVO on YouTube	Channel	274	15.57
24	WikiAnswers	Brand	259	14.71
25	Google Account	Channel	258	14.64
26	Skype	Brand	246	13.98
27	BBC iPlayer	Channel	240	13.63
28	Apple Product Info & Support	Brand	237	13.45
29	Skype Messenger	Channel	230	13.06
30	Twitter.com	Brand	209	11.87
31	Yahoo! Mail	Channel	204	11.56
32	My Maths.co.uk	Brand	194	11.01
33	Ask.com	Channel	191	10.82
34	AOL Media Network	Brand	178	10.09
35	MSN Homepage	Channel	173	9.82
36	BBC News	Channel	172	9.79
37	Glam Media Network	Brand	163	9.26
38	Associated Newspapers	Brand	161	9.16
39	Search-results.com	Brand	160	9.11
40	BBC Learning 5-19	Channel	159	16.55
41	Blogger	Brand	154	8.73
42	Yahoo! Homepage	Channel	154	8.73
43	Bing Web	Channel	146	8.32
44	Virgin Media	Brand	143	8.10
45	Machinima on YouTube	Channel	142	8.06
46	Mail Online	Channel	142	8.05
47	IMDB Internet Movie Database	Channel	137	7.78
48	Google Gmail	Channel	133	7.57
49	Sky Portal	Brand	133	7.57
50	*BBC Sport	Channel	128	7.25

Source: UKOM/Nielsen: UK Home panel. March 2012. Ages 12-15 years, including Internet Applications.