

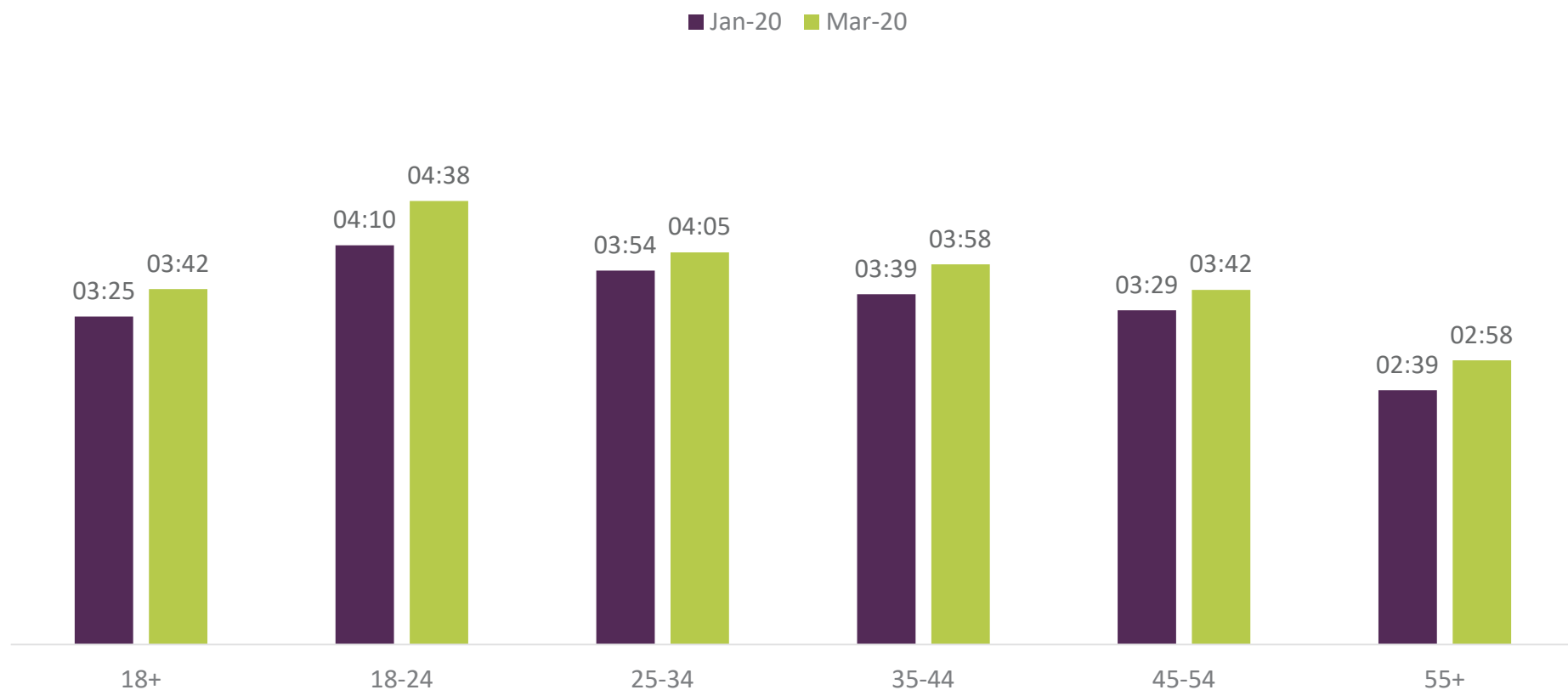
Early effects of Covid-19 on online consumption

Source: Comscore

Published: April 2020

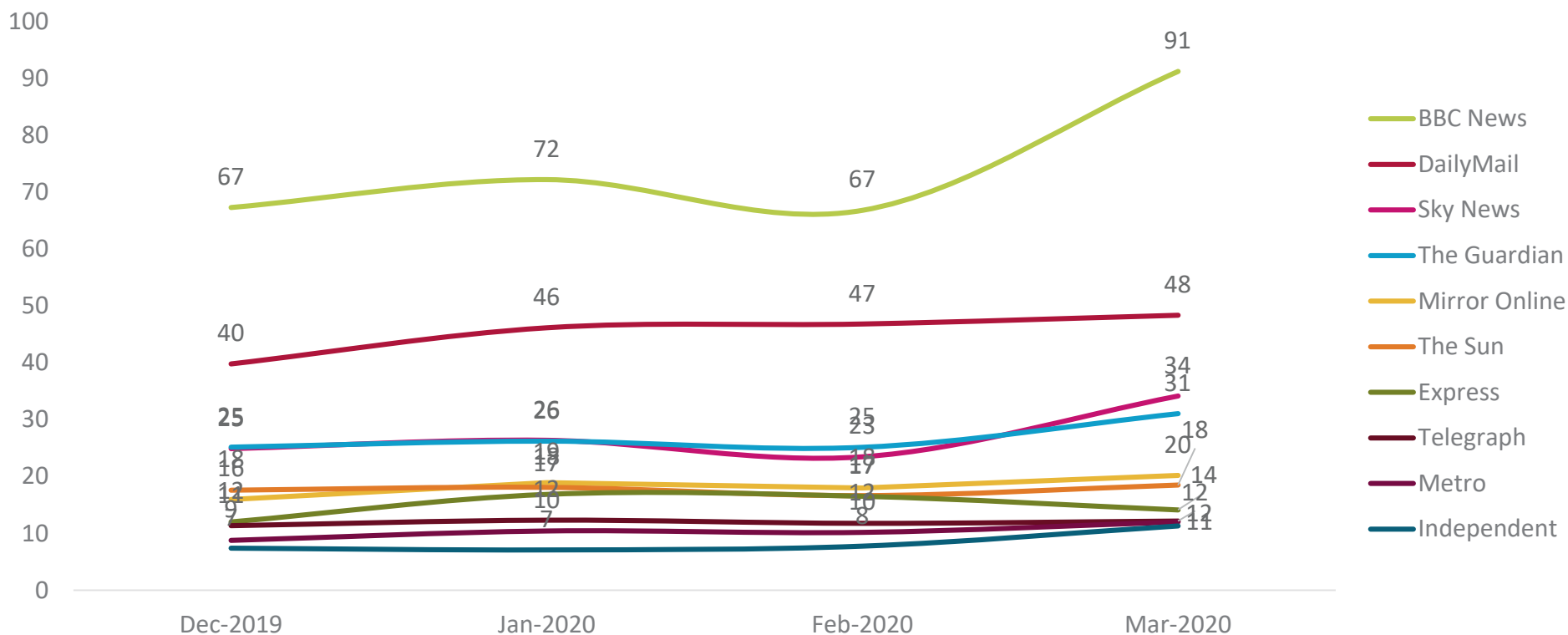
Adult internet users on average spent 17 minutes longer per day online during March compared to January

Average time spent online by adult unique visitors per day in January and March 2020 (hours:minutes): by age



An adult visitor to the BBC news site and/or app spent on average 24 minutes more in March compared to the previous month

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

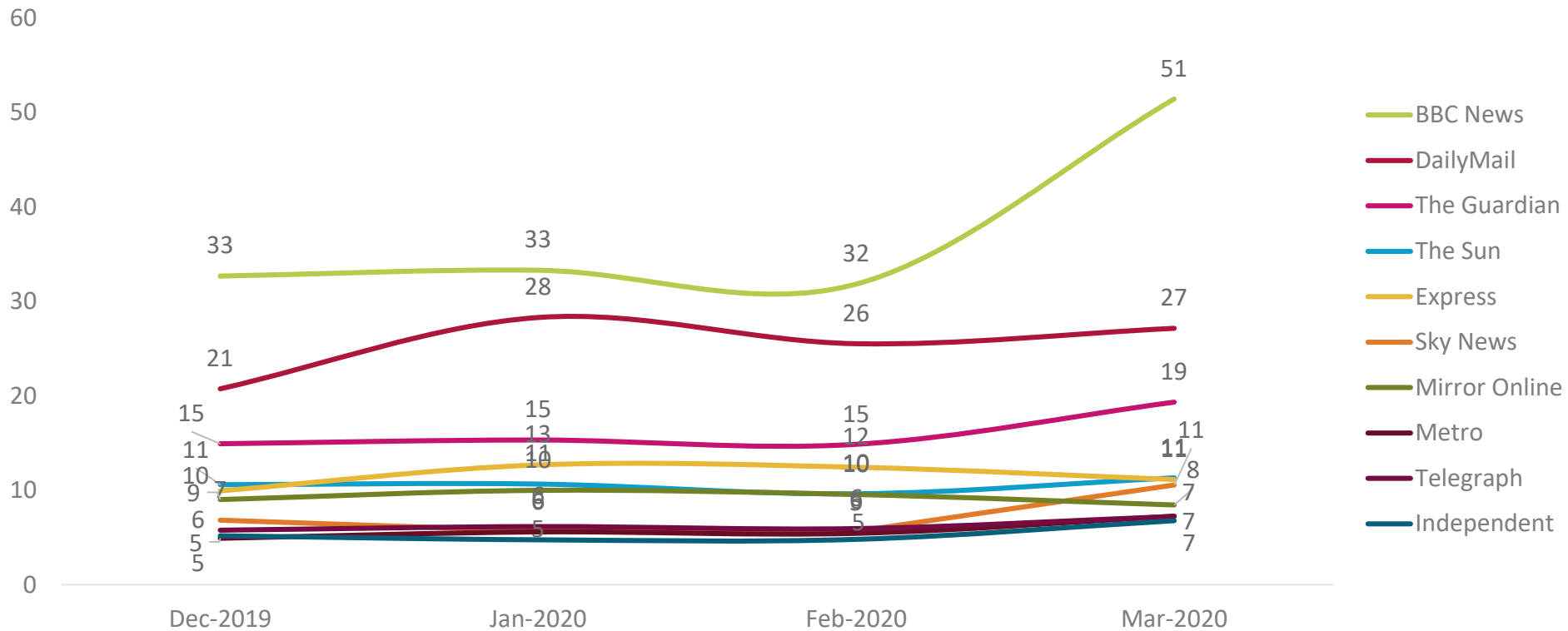


Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Dec 2019 - Mar 2020, UK

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 average 19 more occasions in March compared to the previous months

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

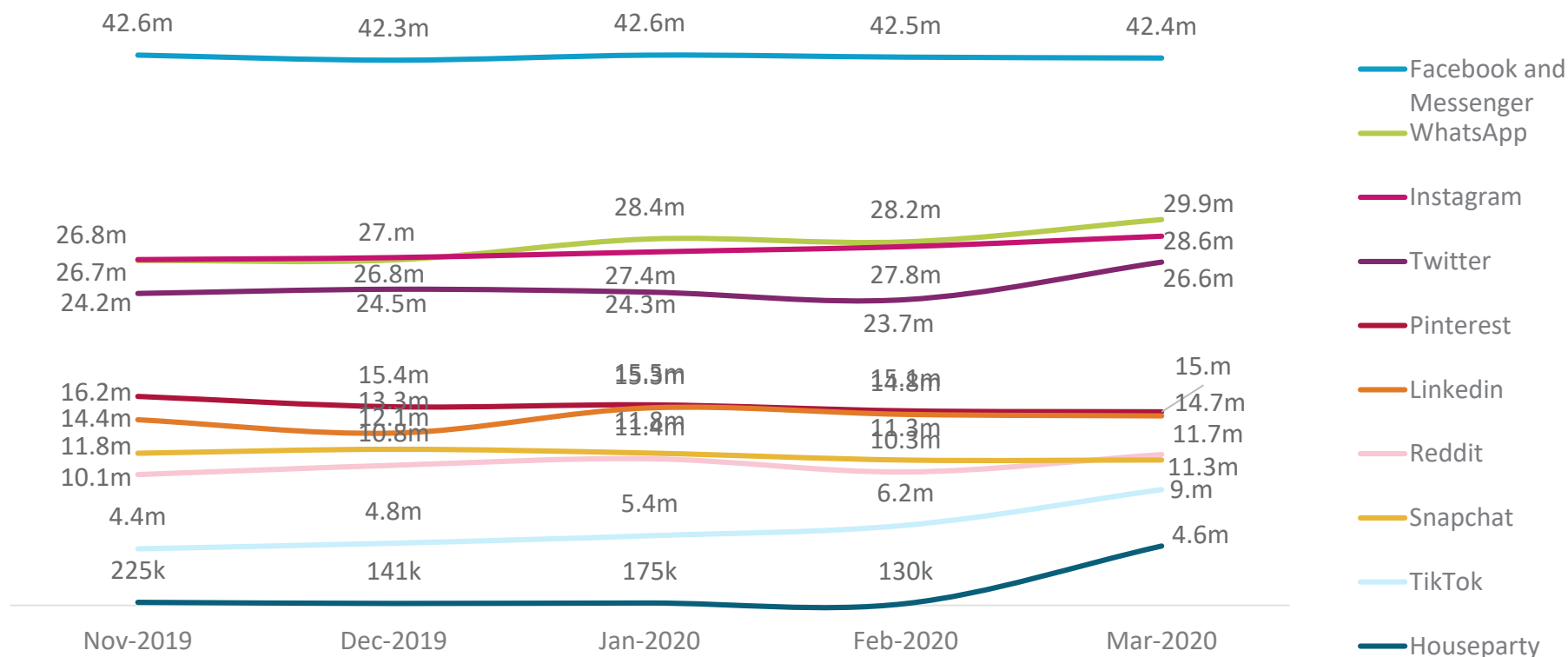


Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Dec 2019 - Mar 2020, UK

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.

35 times as many adults in the UK used Houseparty in March than in February, while TikTok increased its UK adult users by nearly 3 million

Total digital audience of Top 10* social media sites and apps as of March 2020: November 2019 – March 2020
Adults aged 18+ -



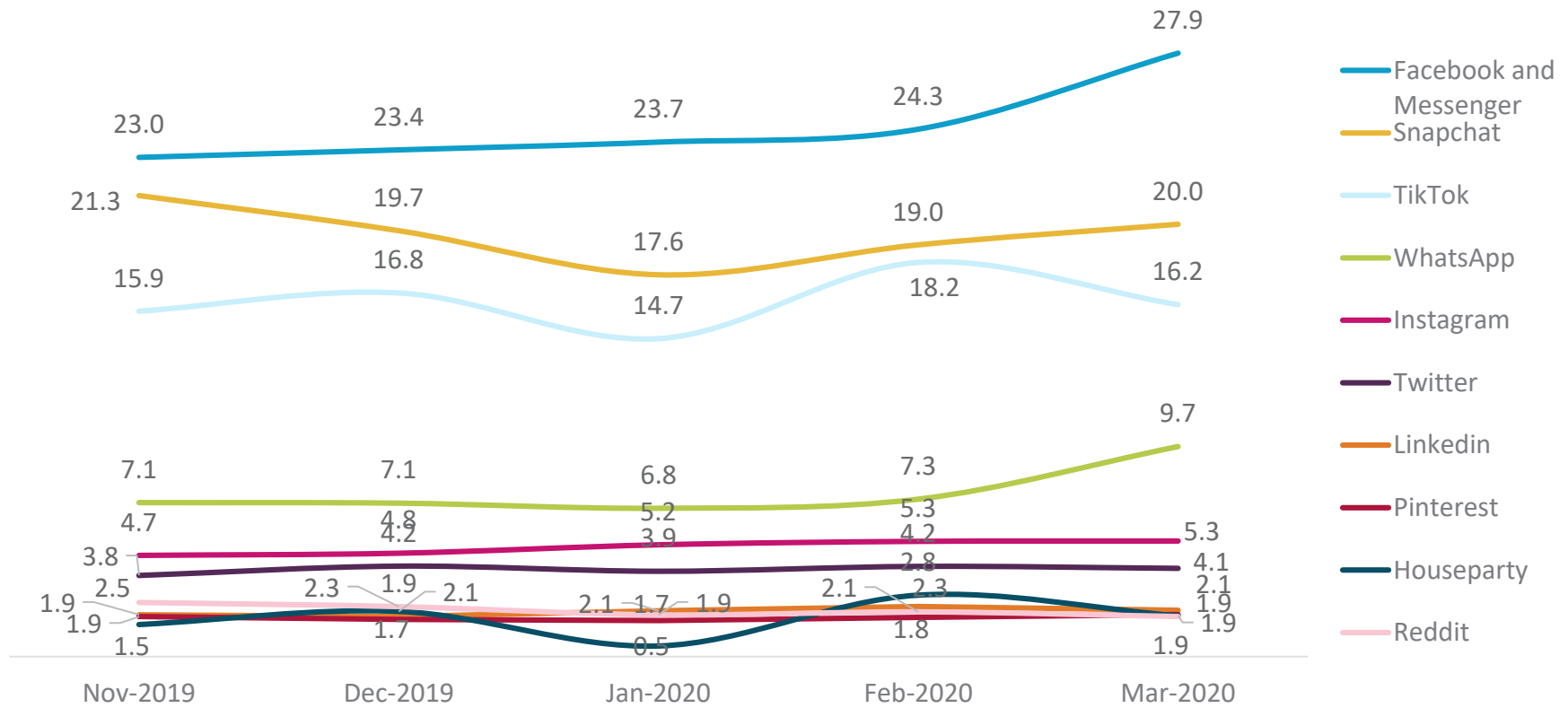
Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Nov 2019 - Mar 2020, UK

Note: *Custom list of entities defined by Ofcom.

The average time adults spent per day on most social media sites increased in March

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

Adults aged 18+ -



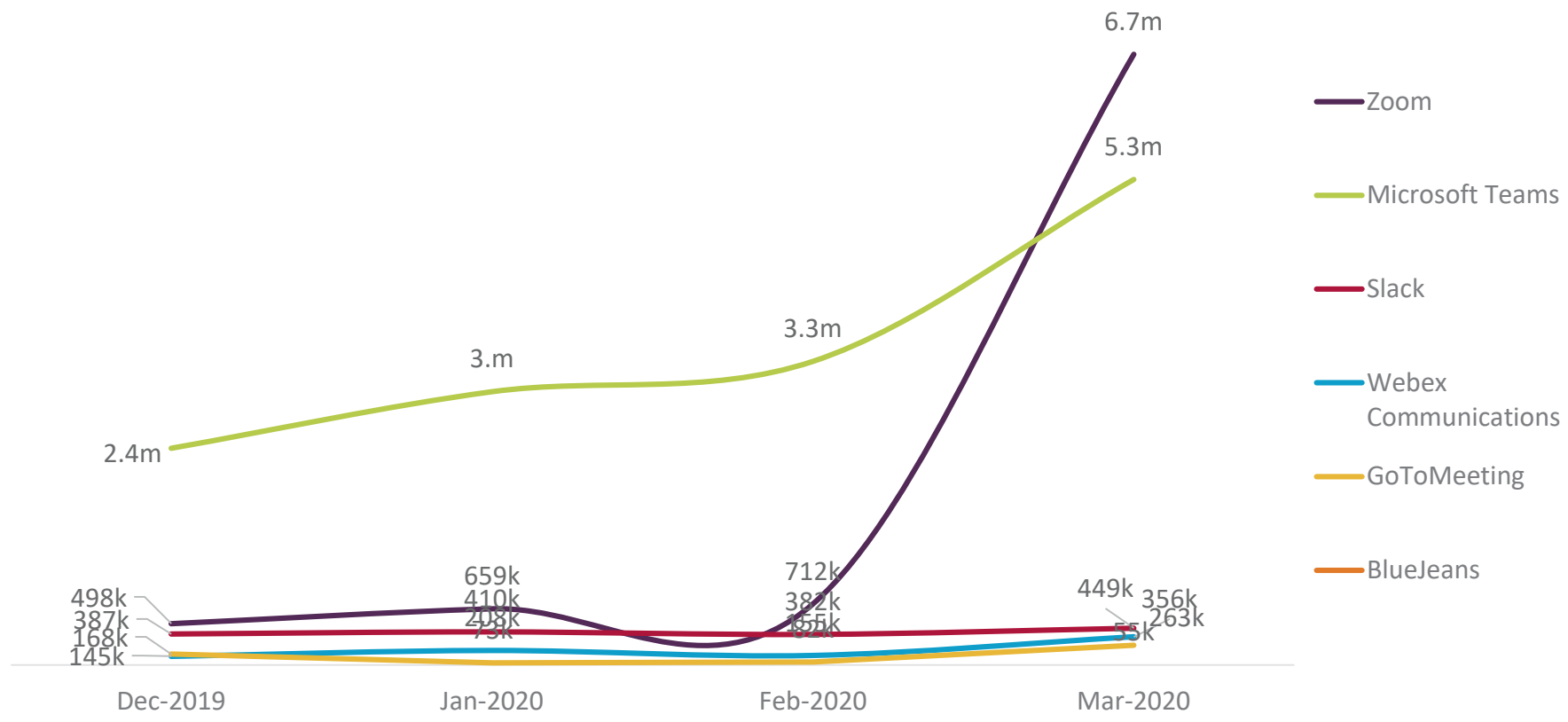
Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Nov 2019 - Mar 2020, UK.

Note: *Custom list of entities defined by Ofcom.

8 times as many adults in the UK used video conferencing service Zoom in March than in February



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



Source: Comscore MMX Multi-Platform, Age: 18+, Dec 2019 - Mar 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 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.