

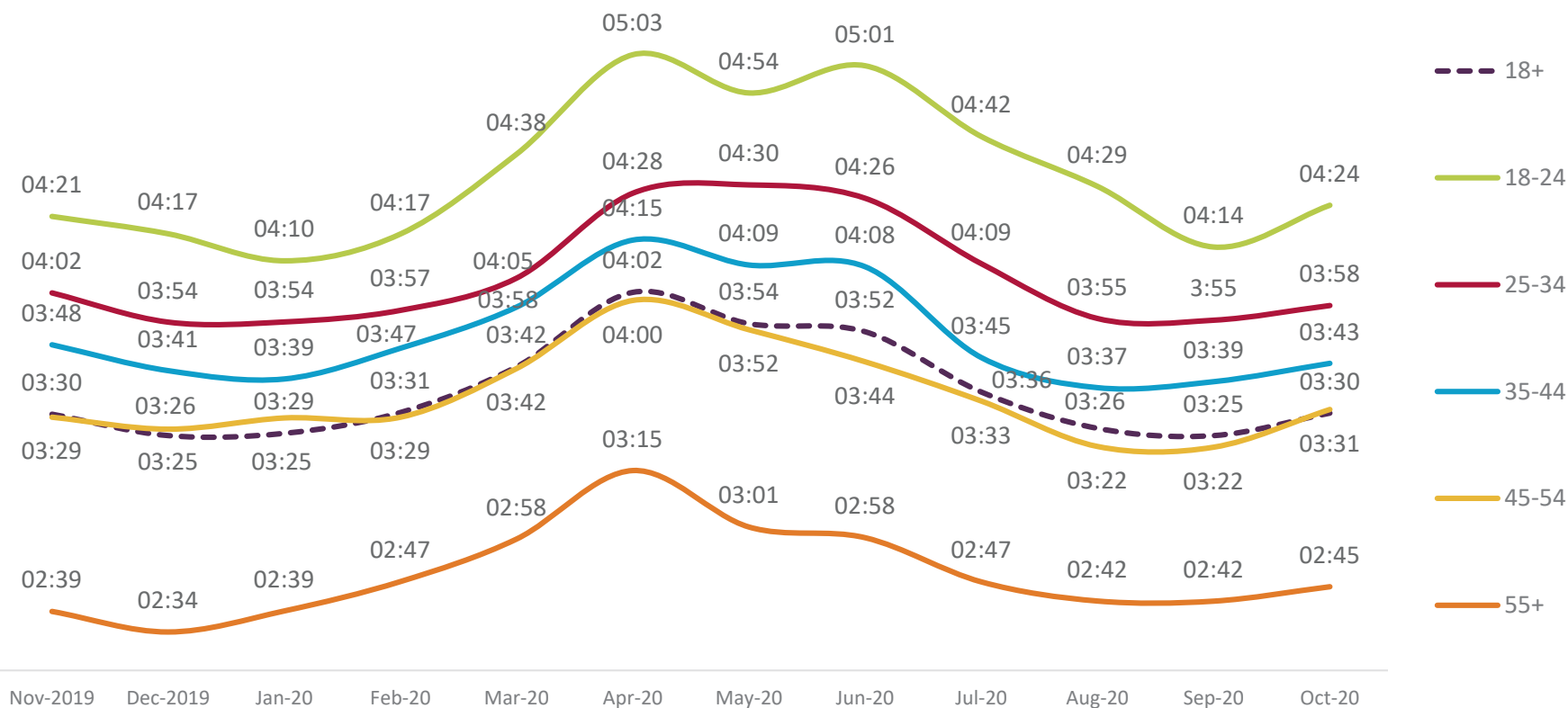
Effects of Covid-19 on online consumption in the UK

Source: Comscore MMX Multi-Platform

Published: December 2020

Average time spent online in the UK has returned to the same level as before the first lockdown

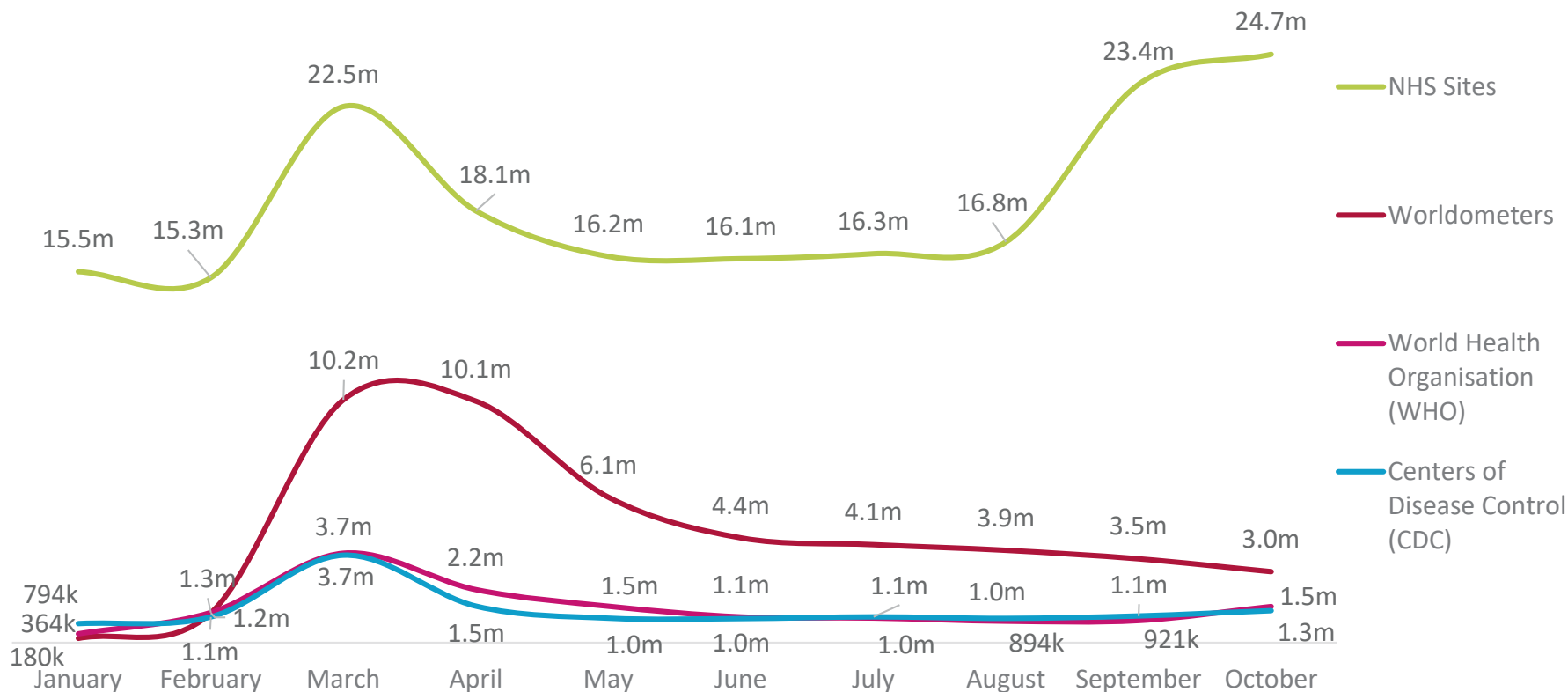
Average time spent online by adult unique visitors per day November 2019 – October 2020 (hours:minutes): by age



Take-up of the NHS Covid-19 mobile app has contributed to an increase in visits to NHS Sites in September and October 2020

Digital audience adult reach to selected COVID-19 information sites and apps: January – October 2020

Adults aged 18+ -



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

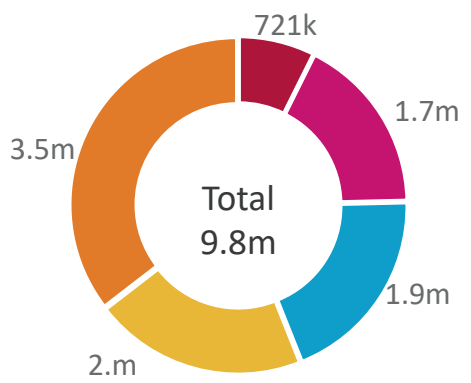
Note: *Custom list of entities defined by Ofcom.

Visits to the COVID app increased by 2.8 million adults in October 2020 compared to September 2020

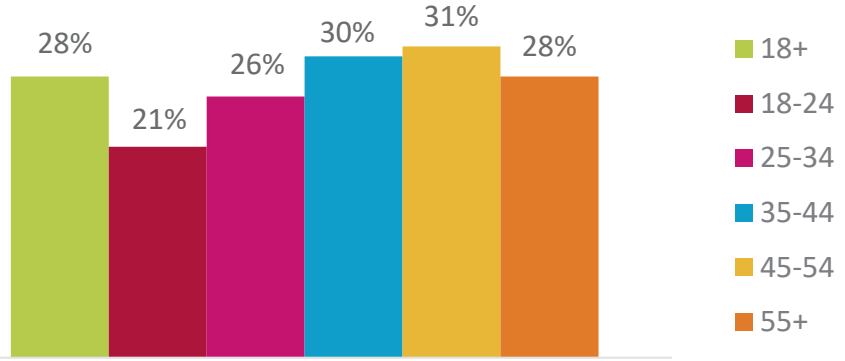
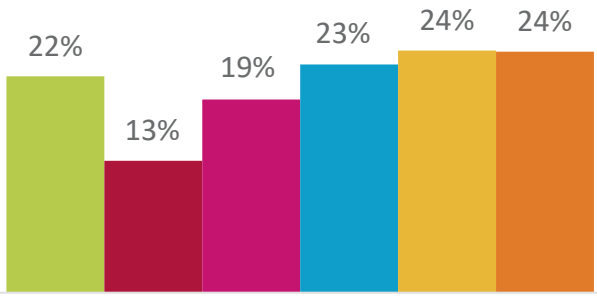
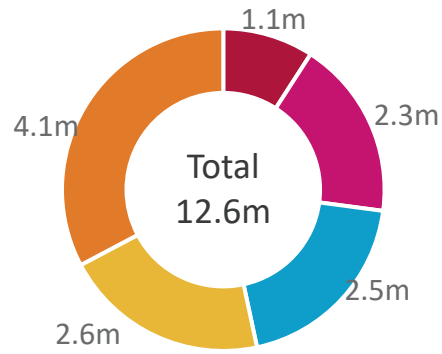


UK digital audience adult reach to the NHS Covid-19 app in September and October 2020, by age group

NHS Covid-19 app September 2020



NHS Covid-19 app October 2020



NHS Covid-19 Mobile App September 2020

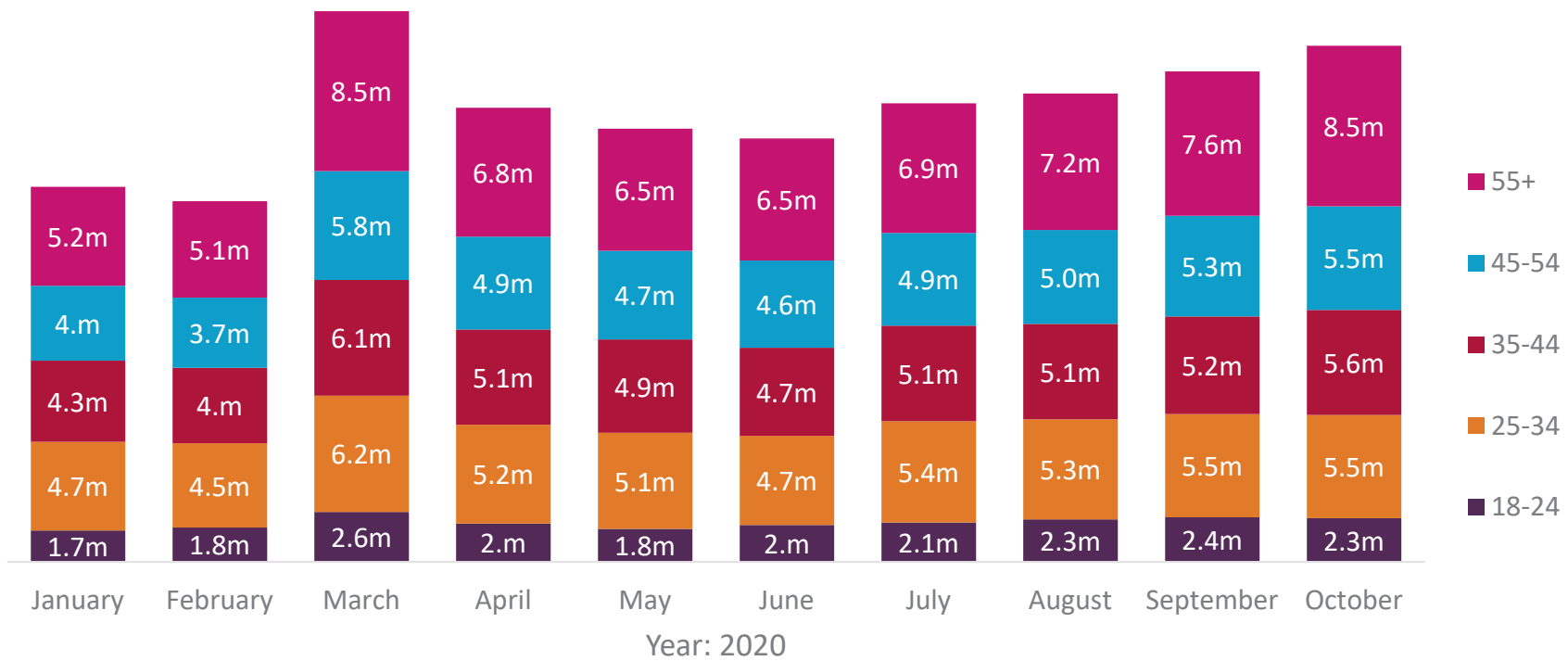
NHS Covid-19 Mobile App October 2020

Source: Comscore MMX Multi-Platform, Ages: 18+, Sep and Oct 2020, UK
 Note: NHS Sites data based on panel only. NHS Covid-19 app based on smartphone panel only data
 Press release: [NHS COVID-19 app has been downloaded over 10 million times](#)

There has been a steady increase in the number of adults in the UK visiting GOV.UK site since June 2020

Digital audience adult reach to WWW.GOV.UK site: January – October 2020 by age
Adults aged 18+ -

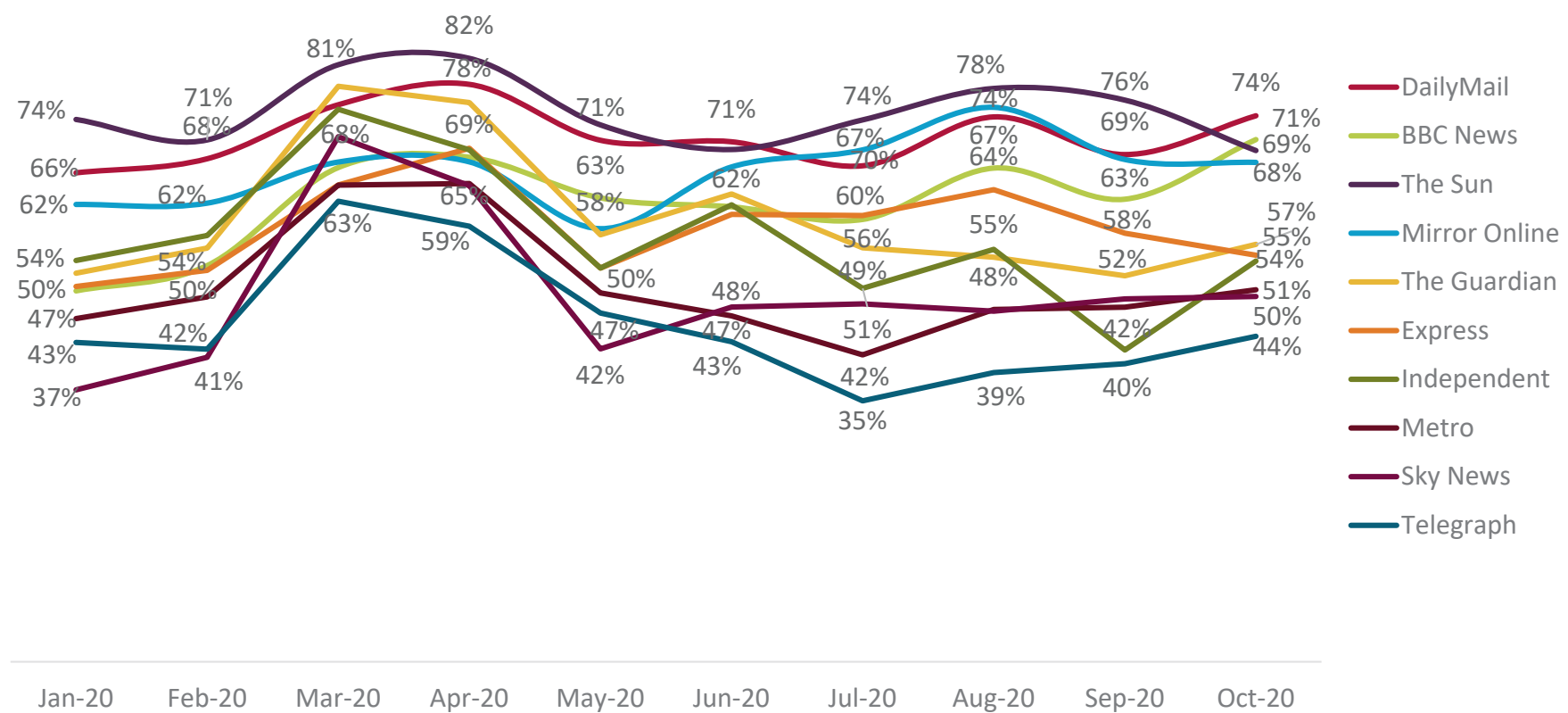
Total 19.9m 19.1m 29.2m 24.1m 22.9m 22.4m 24.3m 26.0m 27.3m



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

74% of online adults visited Dailymail.co.uk in October 2020 and 71% visited BBC News

Digital audience adult reach to selected news sites and apps: January 2020 – October 2020
Adults aged 18+-



Source: Comscore MMX Multi-Platform, Age: 18+, Jan 2020 – Oct 2020, UK
 Note: Telegraph was under-reported during June 2020 - July 2020
 Note: *Custom list of entities defined by Ofcom.

The number of views per adult visitor to the top ten UK news sites has steadied since the first lockdown in March

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

	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020
BBC News	33	32	51	41	37	35	32	28	29	26
DailyMail	28	26	27	26	26	29	27	22	23	26
The Guardian	15	15	19	17	19	16	16	14	15	13
The Sun	11	10	11	13	12	10	11	10	11	9
Express	13	12	11	11	13	12	12	10	11	11
Sky News	6	6	11	10	11	8	7	7	8	8
Mirror Online	10	10	8	9	11	8	9	8	9	9
Metro	6	5	7	6	6	5	5	5	5	5
Telegraph	6	6	7	6	8	6	5	5	6	7
Independent	5	5	7	5	6	5	5	4	5	5

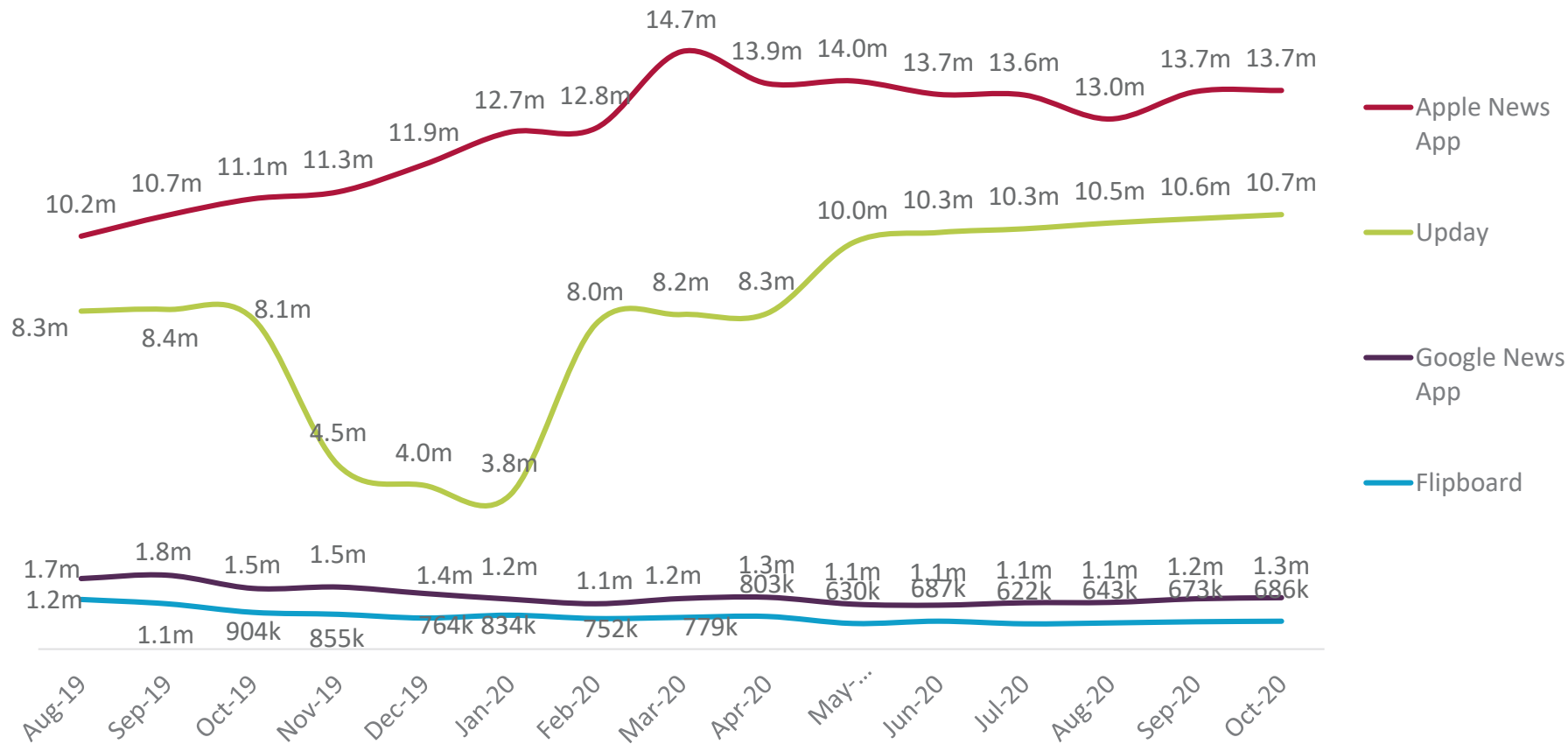
Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Jan - Oct 2020, UK

Note: *Custom list of entities defined by Ofcom.

Apple's news app had 2.6 million more adult visitors in October 2020 than in October 2019

Digital audience adult reach to selected news aggregator sites and apps: August 2019 – October 2020

Adults aged 18+-



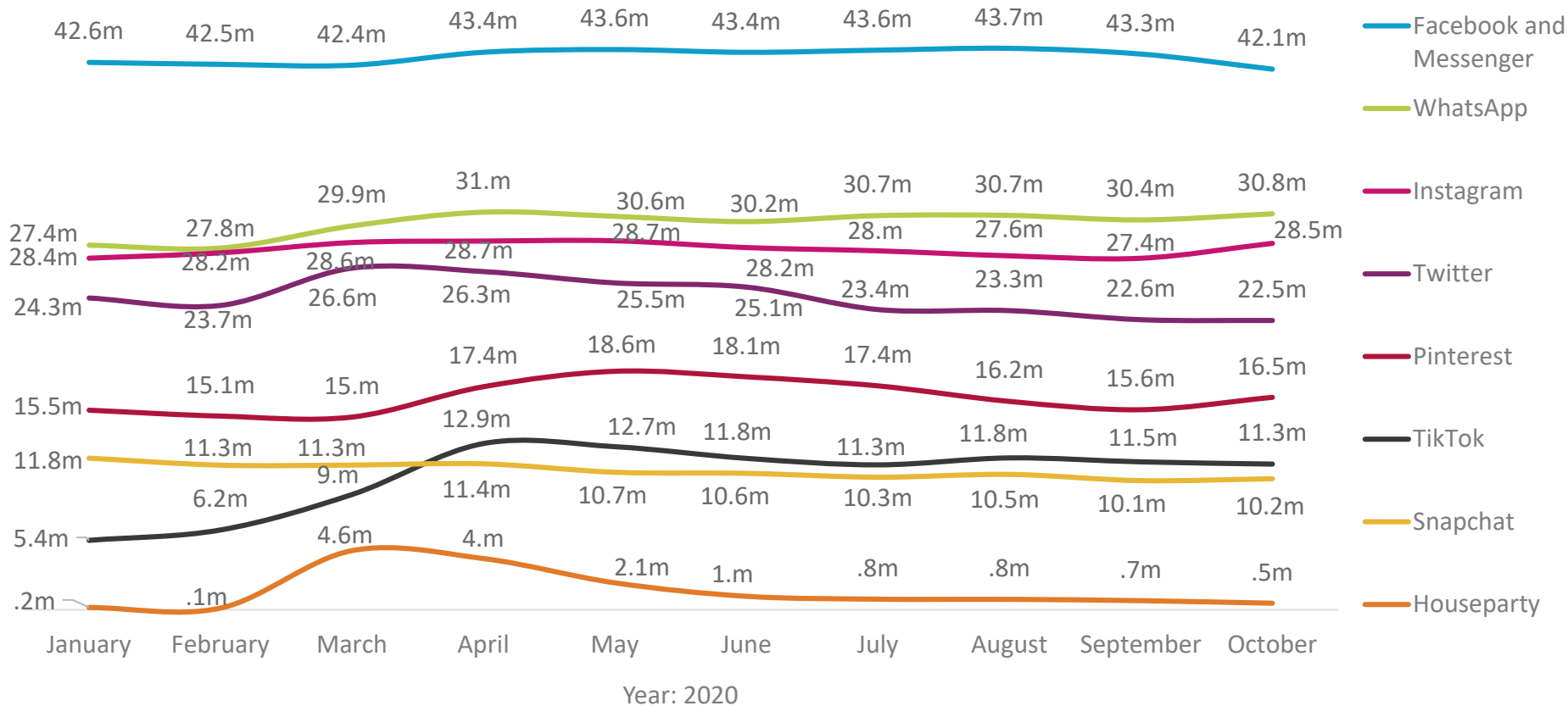
Source: Comscore MMX Multi-Platform, Age: 18+, Aug 2019– Oct 2020, UK

Note: *Custom list of entities defined by Ofcom.

Reach of social media sites and apps appears to have stabilised in the UK over the last few months

Digital audience adult reach of selected social media sites and apps: January – October 2020

Adults aged 18+ -

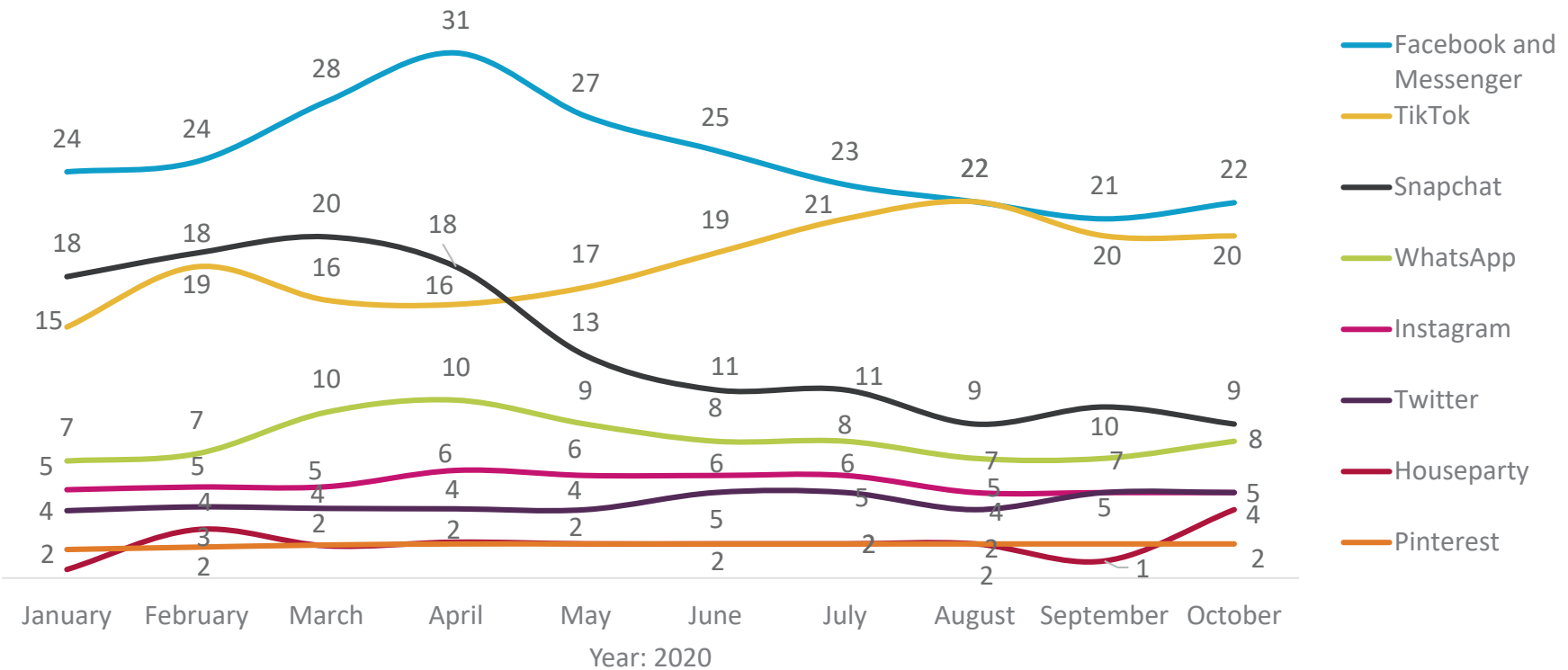


Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Oct 2020, UK

Note: *Custom list of entities defined by Ofcom.

Time spent on TikTok by adult visitors appears to have stabilised to 20 mins per day

Average minutes per day spent by adult visitors of selected social media sites and apps: January – October 2020
Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Oct 2020, UK

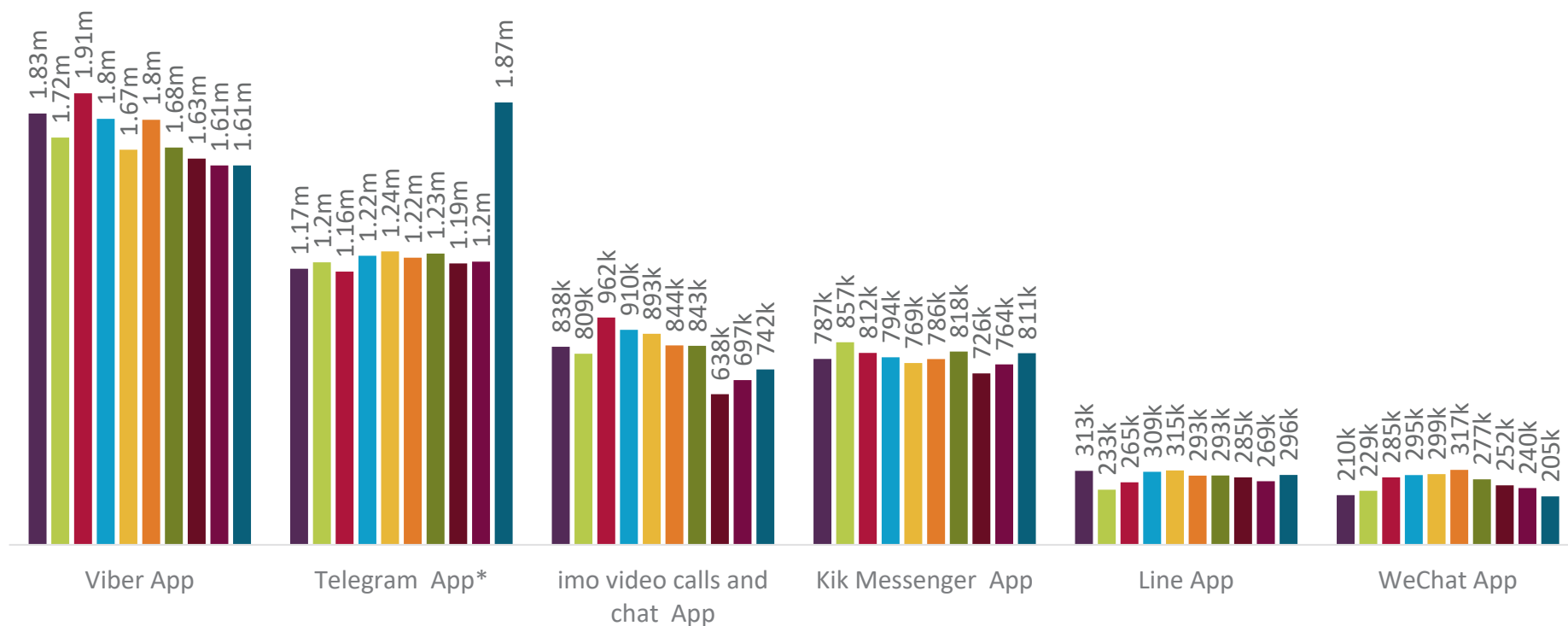
Note: *Custom list of entities defined by Ofcom.

WhatsApp has a reach of around 30.8m UK adults (see slide 9), however there are a number of instant messaging apps with a smaller adult reach used in the UK

Digital audience adult reach of instant messaging apps: January – October 2020

Adults aged 18+ -

■ January ■ February ■ March ■ April ■ May ■ June ■ July ■ August ■ September ■ October



Source: Comscore Mobile Metrix, app only, Age: 18+, Jan – Oct 2020, UK

*The higher reach for Telegram for October 2020 is due to a development in methodology from Comscore for this app.

Note: Custom list of entities defined by Ofcom.

WhatsApp figure in title includes site and app visitors

Adult reach of Microsoft Teams continues to increase

Digital audience adult reach of selected video communication sites and apps* January – October 2020

Adults aged 18+ -

	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	June 2020	July 2020	Aug 2020	Sep 2020	Oct 2020
Microsoft Teams	3m	3.3m	5.3m	6.5m	7.2m	7.6m	7.7m	7.5m	9.5m	10.7m
Zoom	659k	712k	6.7m	13m	13.2m	10.7m	8.7m	7.2m	8.0m	9.5m
Google Duo app	1.6m	1.5m	1.6m	2.3m	2.5m	2.7m	3m	3.2m	3.3m	3.4m
Skype	2.5m	2.2m	4.4m	4.9m	4.1m	3.4m	3.7m	5.2m	2.7m	2.9m
Slack.com	372k	355k	435k	450k	360k	365k	409k	436k	409k	467k
WebEx Communications	208k	155k	356k	529k	536k	339k	511k	200k	287k	299k
GoToMeeting	73k	82k	263k	347k	301k	287k	280k	187k	205k	247k
BlueJeans			55k	72k	27k	55k	57k	27k	59k	37k

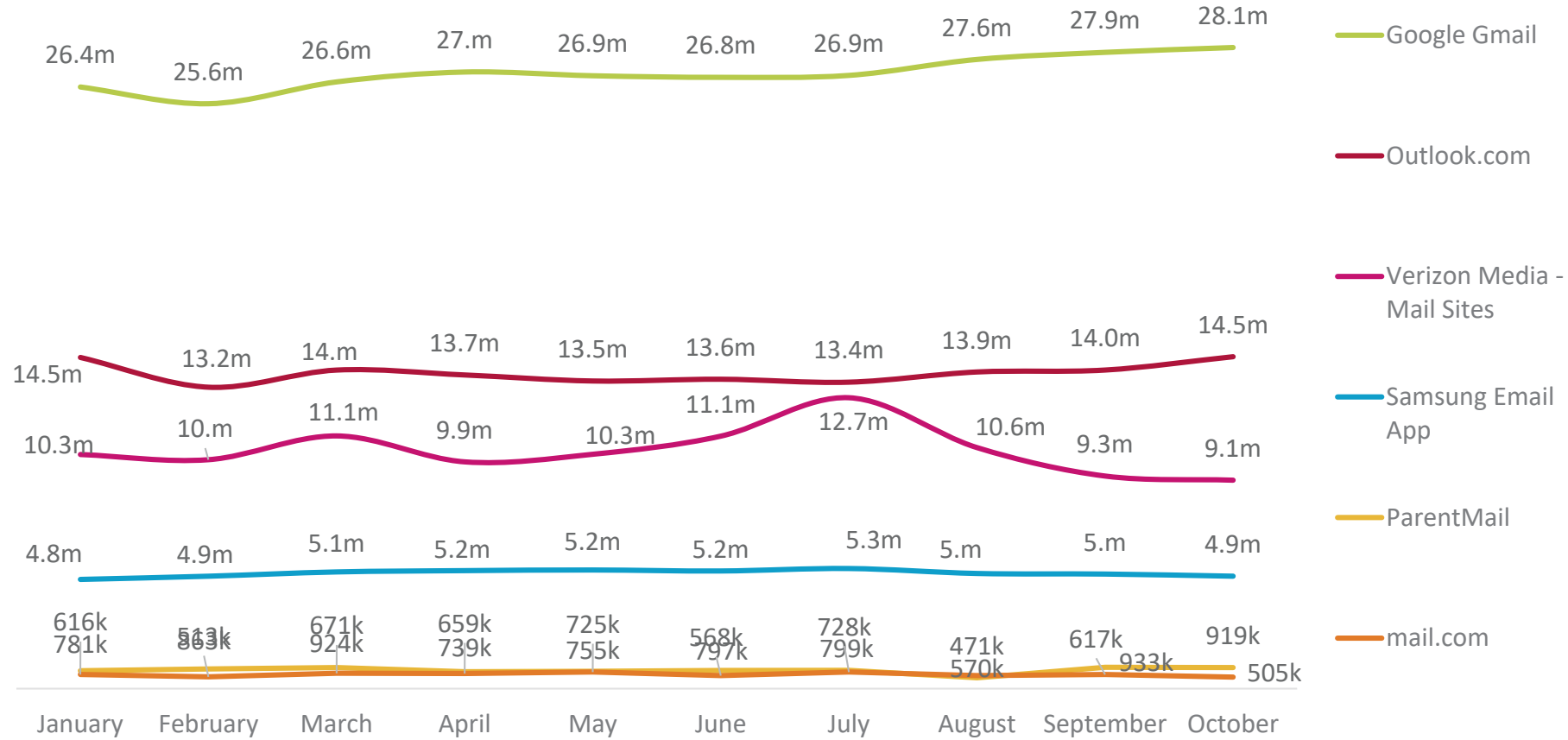
Source: Comscore MMX Multi-Platform, Age: 18+, Jan 2020 – Oct 2020, UK

Note: *Custom list of entities defined by Ofcom.

90% of online adults in the UK visited an email service in October 2020



Digital audience adult reach to selected email sites and apps: January – October 2020
Adults aged 18+ -



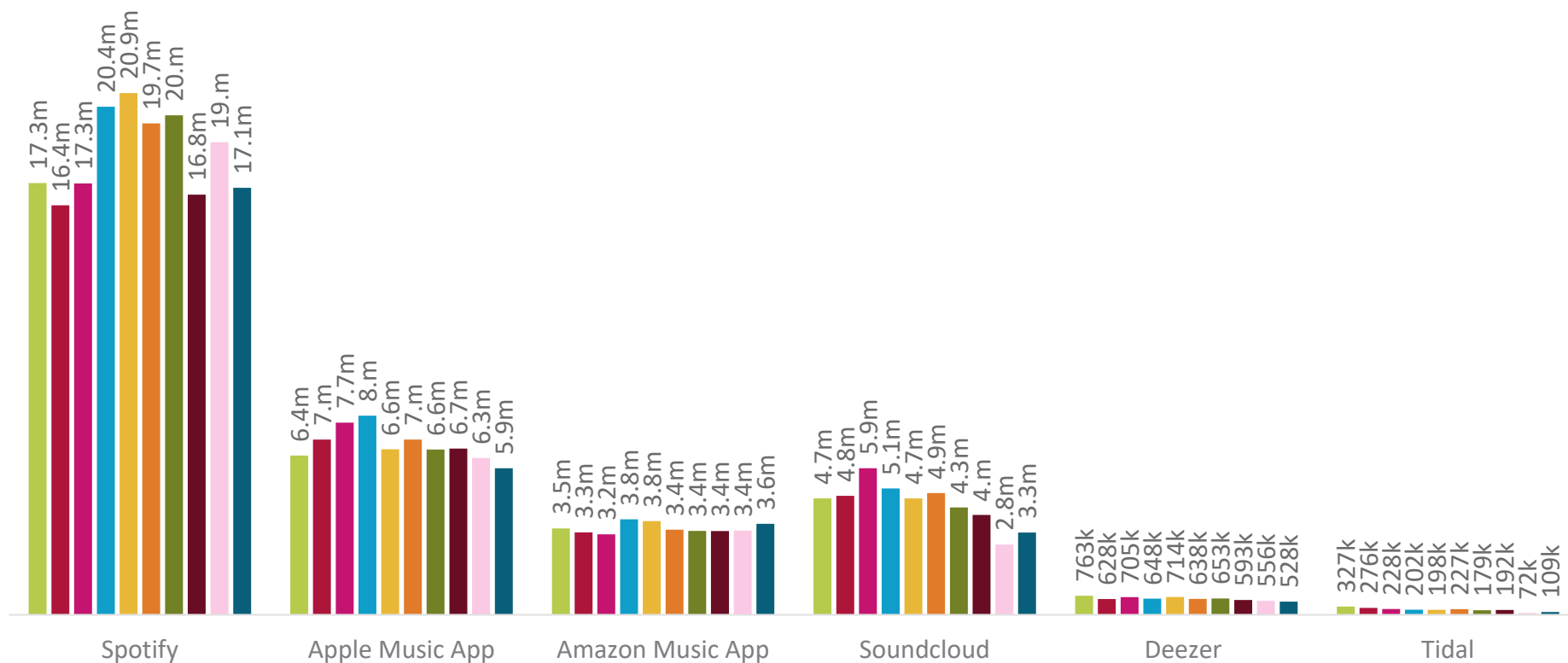
Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Oct 2020, UK
Note: *Custom list of entities defined by Ofcom.

Spotify site and app reached over 17 million UK adults in October 2020 - 38% of online adults

Digital audience adult reach to selected music streaming sites and apps: January – October 2020

Adults aged 18+ -

■ January ■ February ■ March ■ April ■ May ■ June ■ July ■ August ■ September ■ October

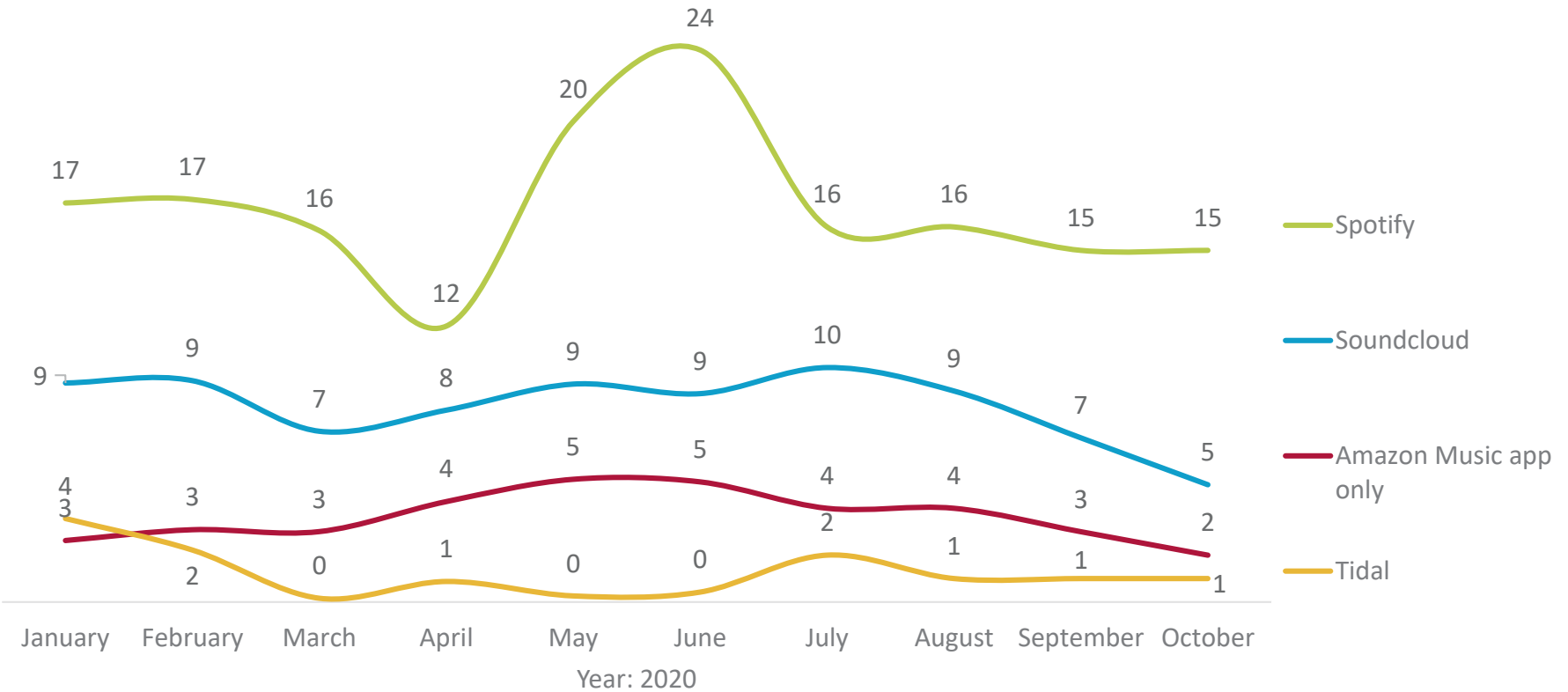


Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Oct 2020, UK

Note: Due to a tagging issue on Android and iOS platforms, Spotify was under-reported in January and October 2020 Mobile Metrix and Media Metrix Multi-Platform data. Data excludes smart speaker use. Amazon Music service can also be accessed via the Amazon website which is not included in the chart.

On average an adult Spotify visitor in the UK spent 15 mins per day on the service in September and October 2020

Average minutes per day spent by adult visitors to selected music streaming sites and apps: January – October 2020
Adults aged 18+ -



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

Note: *Custom list of entities defined by Ofcom.

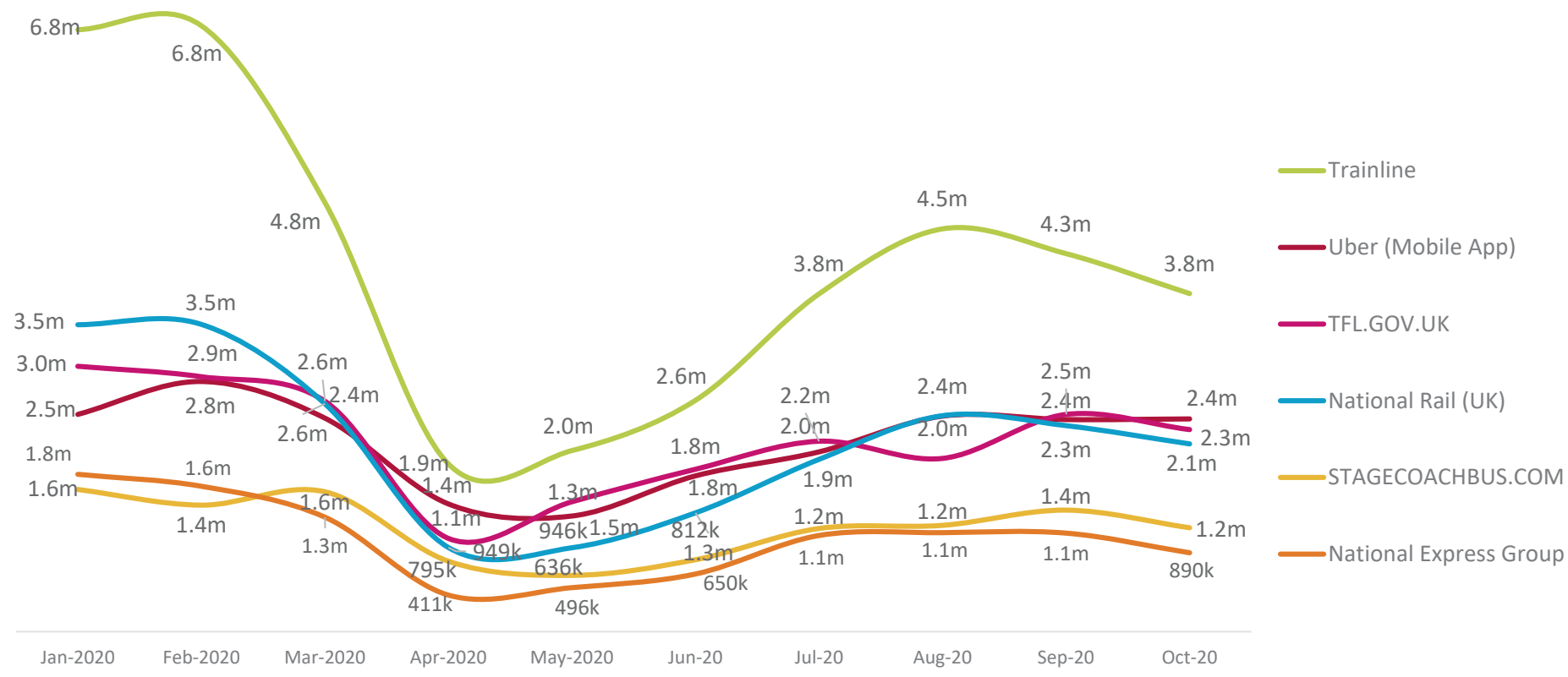
Note: Due to a tagging issue on Android and iOS platforms, Spotify was under-reported in January and October 2020 Mobile Metrix and Media Metrix Multi-Platform data. Data excludes smart speaker use. Amazon Music service can also be accessed via the Amazon website which is not included in the chart.

Visits to the rail planner site Trainline.com have nearly halved between January and October 2020



Digital audience adult reach to selected UK public transport sites and apps: January 2020 – October 2020

Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Age: 18+, Jan - Oct 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 data 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.