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

Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, Nov 2019 - Oct 2020, UK
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

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+ -

<table>
<thead>
<tr>
<th>Year: 2020</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
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<th>July</th>
<th>August</th>
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<tr>
<td>Total</td>
<td>19.9m</td>
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<tr>
<td>Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Oct 2020, UK</td>
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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

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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+

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

*Custom list of entities defined by Ofcom.

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<td>7.2m</td>
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<td>712k</td>
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<td>13m</td>
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<td>8.7m</td>
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<td>8.0m</td>
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<tr>
<td><strong>Google Duo app</strong></td>
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<td>1.5m</td>
<td>1.6m</td>
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<td>3m</td>
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<tr>
<td><strong>Skype</strong></td>
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<td>27k</td>
<td>59k</td>
<td>37k</td>
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</table>

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+

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.