# UKOM Insights

Uber & Pokémon Go – Making the headlines in 2016

2016 is coming to an end so the team at UKOM thought it was a good time to look two online services which have dominated the column inches this year – Uber & Pokémon Go.

The Christmas party season is upon us and chances are you will be getting a cab home at some point over the next few weeks. Earlier this year Newsworks* recruited a group of 30 media planners in London and passively tracked their smartphone app usage across a week. Uber was the 15th most popular app in the experiment so we know a lot of you will be using it over the next month but given it is now available in over 20 cities, **does it have the same appeal among the rest of the UK population?**

UKOM approved comScore data shows that in October 2016 Uber was only the 59th most popular app among UK online smartphone users, so it is not quite as popular yet among the UK population as the UK media industry. However, as coverage expands, user numbers have been increasing. In October 2016 Uber's app and website had 2.5 million unique visitors, an increase of over 40% since January this year. Compared to the online population, Uber visitors are more likely than average to be aged under 35, social class ABC1 and male (and, the Newsworks study might suggest, work in media!)

UBER has over 2.5 million visitors & skews < 35, Male & social class ABC1
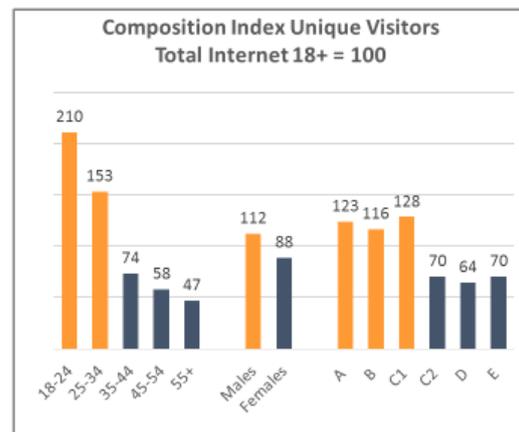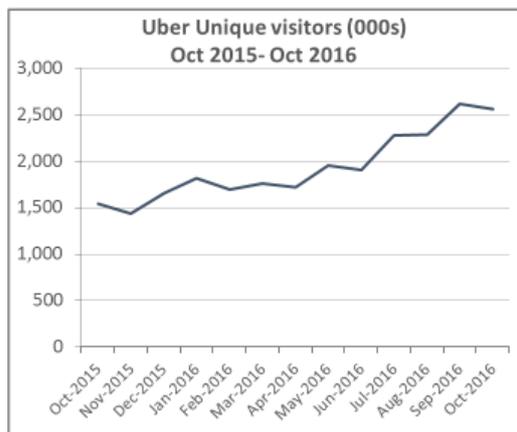
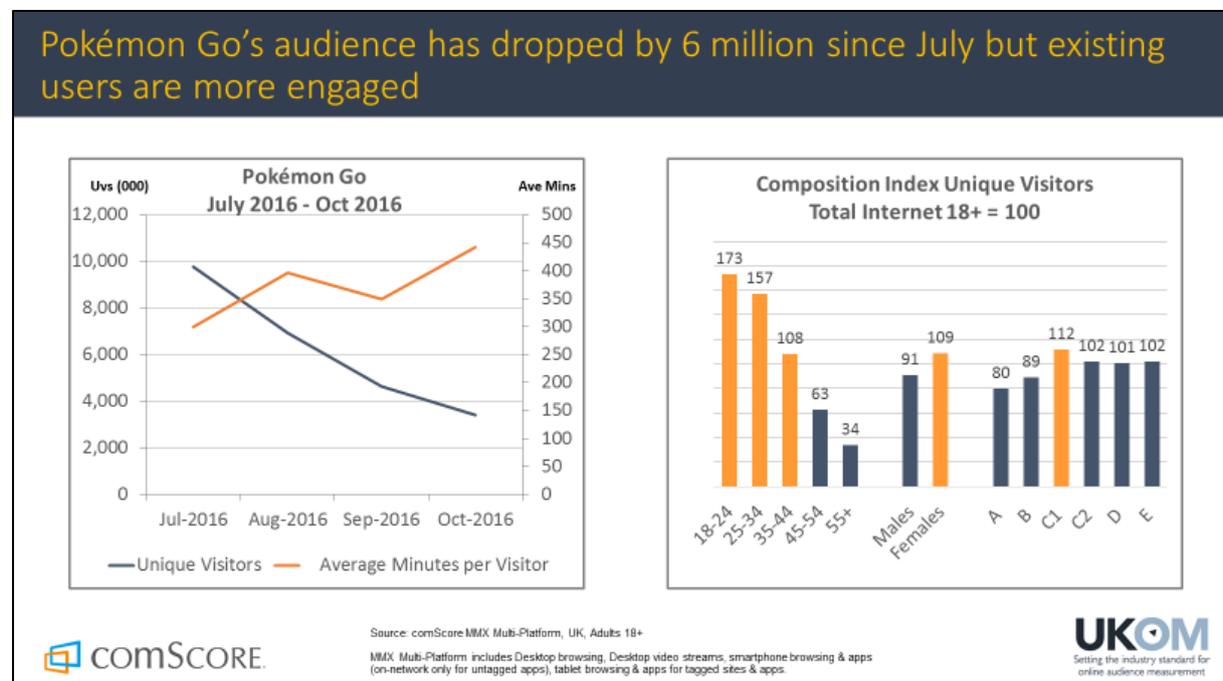Source: comScore MMX Multi-Platform, UK, Adults 18+
MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps (on-network only for untagged apps), tablet browsing & apps for tagged sites & apps.

Another online service which dominated the headlines in 2016 was **Pokémon Go**, which this month was named as Google Play's game of the year. Millions had downloaded the app within days of its release in July 2016 but **how many people are still using it today?** Latest comScore data shows that 3.4 million UK adults were still playing Pokémon Go in October 2016, down from a peak of nearly 10

million in July. However, although the audience has dropped by two-thirds, the average time spent per month among those who still use it is high – average time per user across a month has gone up from 297 minutes (almost five hours) in July to 442 minutes (over 7 hours) in October.

When it first appeared in July, compared to the total internet audience, Pokémon Go players were more likely than average to be aged under 35 and social class C1. Today the profile is very similar, however whereas in July, male and female users were split 50:50, today females account for 54% of visitors. Additionally, it appears that older audiences who play today spend longer using the app. The average time spent on Pokémon Go for 18-24s in October was only 301 minutes compared to 548 minutes among 35+. A possible explanation is that the younger audiences started playing earlier and have found all the Pokémon. If so, that could all be about to change. A leaked document from the coffee chain Starbucks hinted that in the US 100 more Pokémon may be added to the game this week. There is currently no news on whether a second generation of Pokémon is imminent in the UK but if there are plans to expand here too, we may be about to see an uplift in usage and engagement over the coming months.

And finally, given Pokémon Go was the 14th most popular app in July among media planners in the Newsworks experiment, you may want to keep a look out for new Pokémon whilst you're waiting for Uber after the Christmas party - who knows they might appear before Christmas?

UKOM will update you on December usage for both services when it releases it's 2016 Digital Market Overview report in the New Year.

Notes on Data:

All data is based on UKOM industry standard and development level approved comScore MMX Multi-Platform data based on adults 18+. comScore MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps (on-network only for untagged apps), tablet browsing & apps for tagged sites & apps.

*Newsworks 'Sample of One' Experiment. App data collected passively among 30 media agency planners on IOS smartphones. For more details: http://www.newsworks.org.uk/News-and-Opinion/sample-of-one-/150110