

# The UK Online Audience Platform Insights

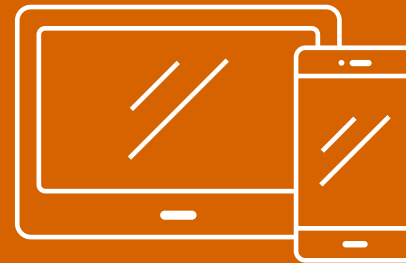


The desktop still has the biggest  
monthly adult audience

# More adults use a PC / Laptop to go online than a mobile device



38M+

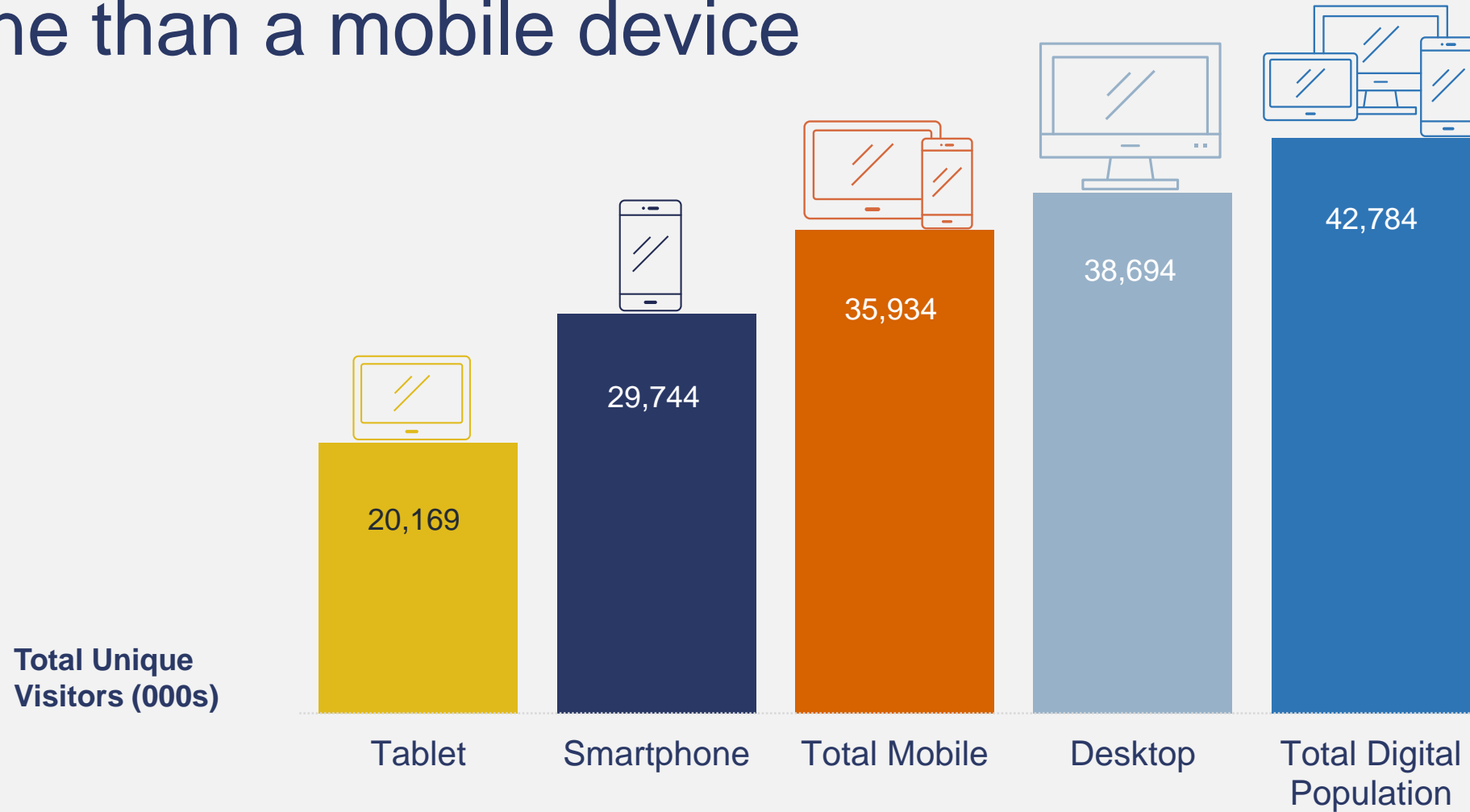


<36M

Source: comScore MMX Multi-Platform, Dec 2016, 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.

\*Desktop refers to 'Desktop, laptop and notebook. Total mobile refers to smartphone and tablet usage combined

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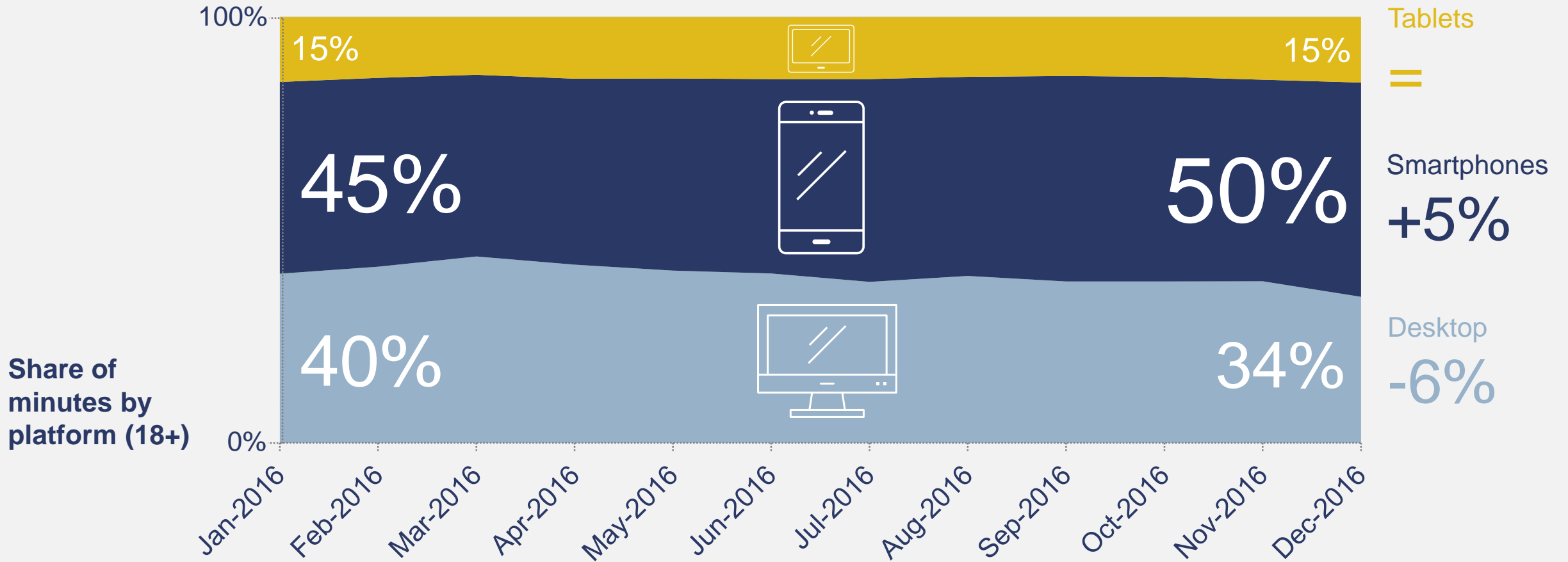
The UK population now spends  
more time online on smartphones  
than any other device

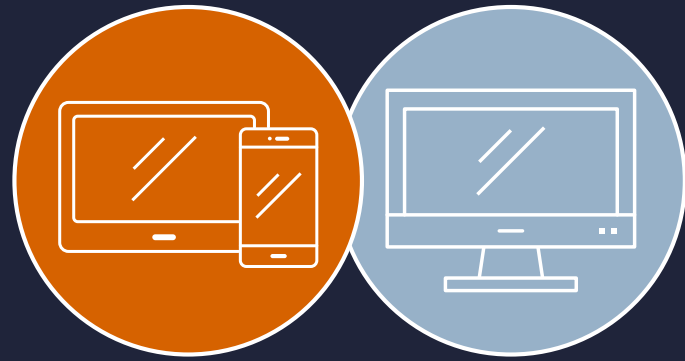
# Smartphones account for 50% of all online minutes



Share of minutes by platform (18+)

# Smartphones Share of Minutes continues to increase

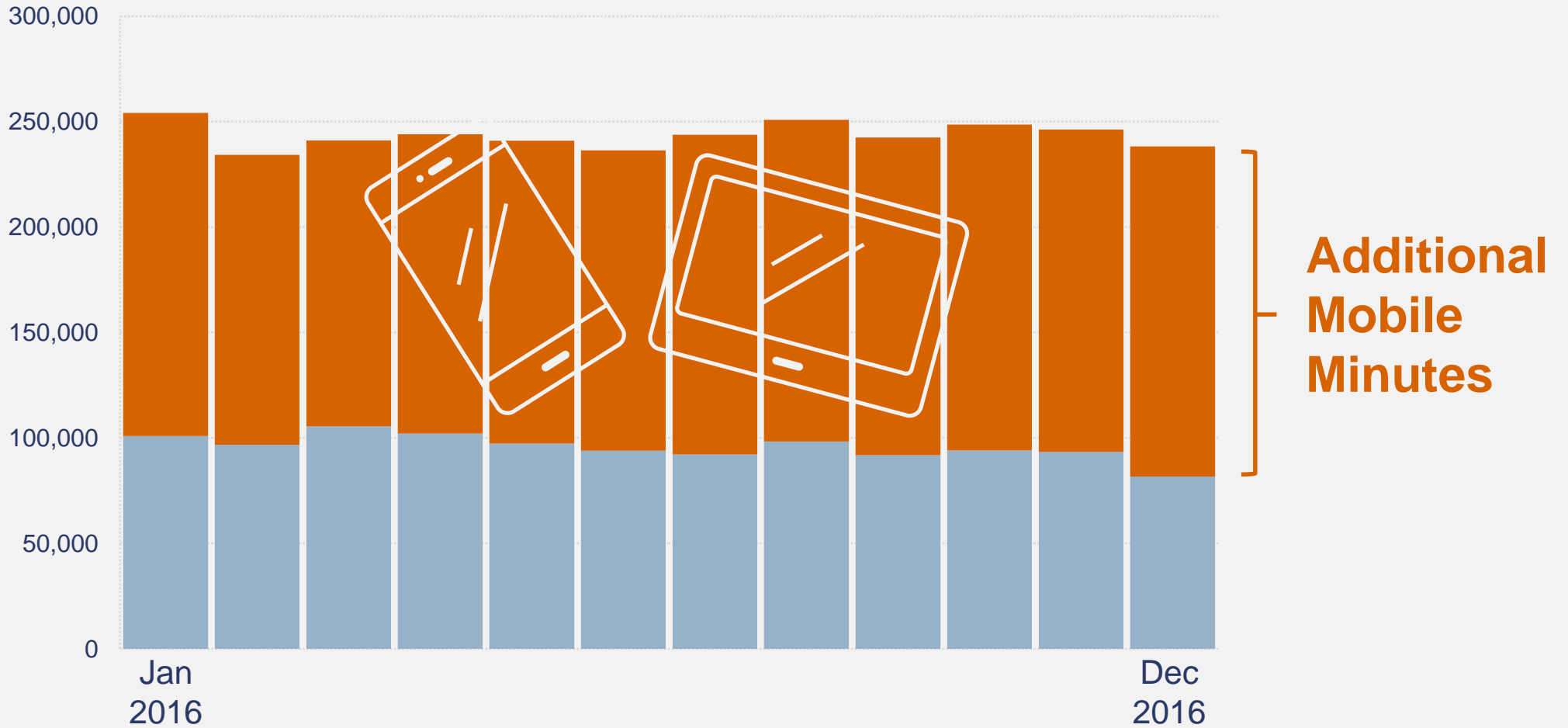




Mobile devices have ‘boosted’  
audiences and time online.  
They have not replaced  
the desktop



# Mobile time has largely been incremental

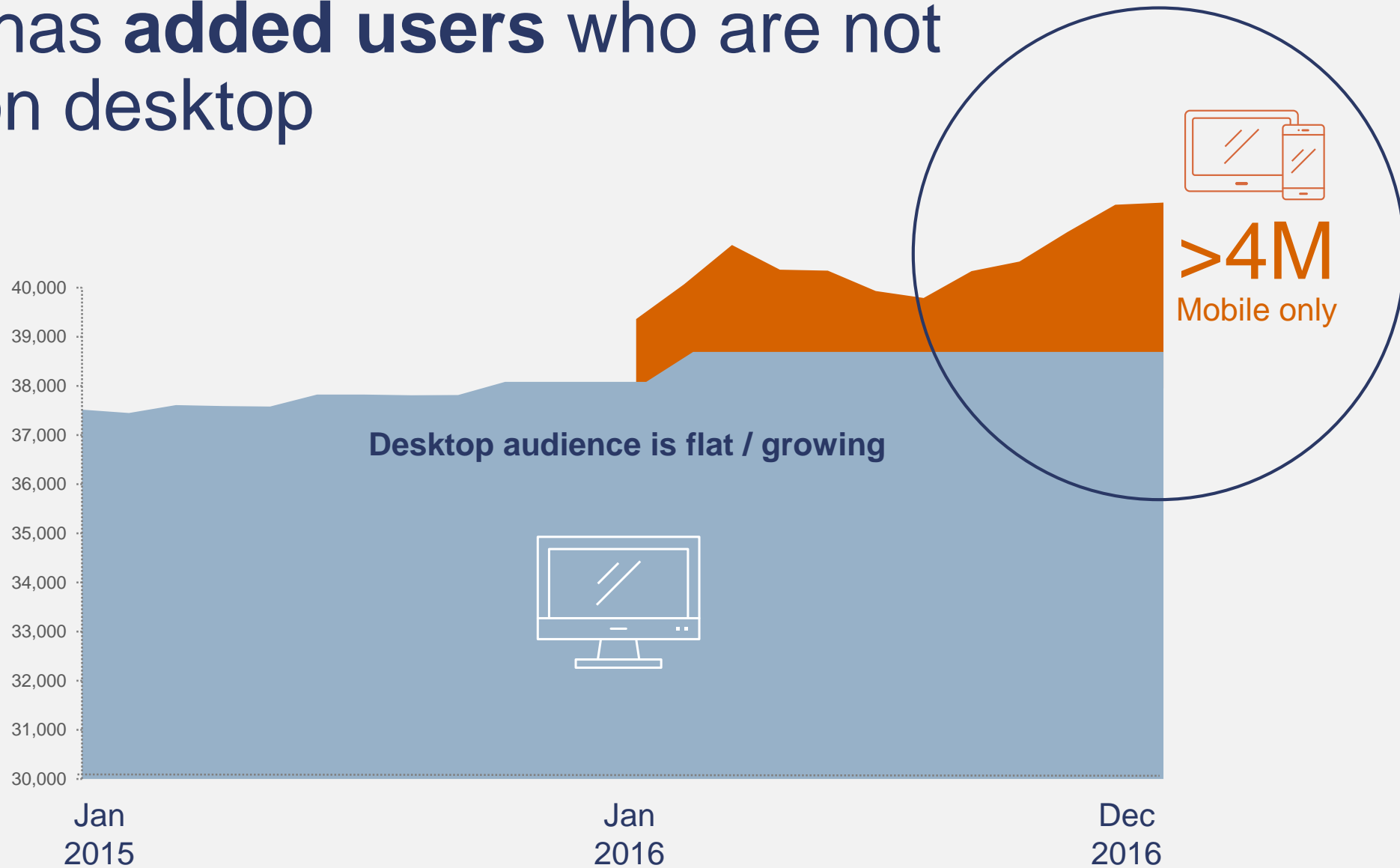


Total Minutes  
By Platform (MM)  
Adults 18+

Source: comScore MMX Multi-Platform, Dec 2016, UK Adults 18+

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# Mobile has added users who are not active on desktop



Unique visitors over time (000s)

Source: comScore MMX Multi-Platform, Dec 2016, UK Adults 18+

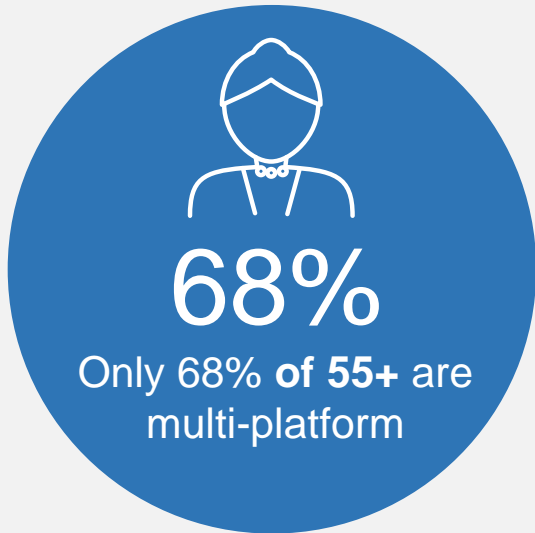
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Three quarters of UK online adults  
are now 'Multi-Platform'

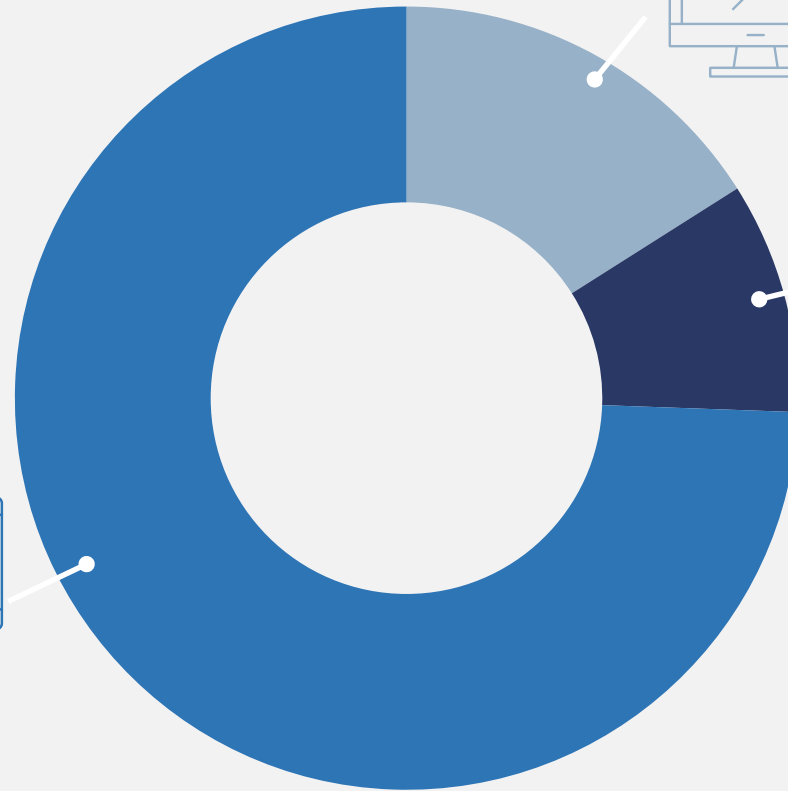


# 3/4 of online adults use 2+ devices to access the internet



74%

Multi-platform



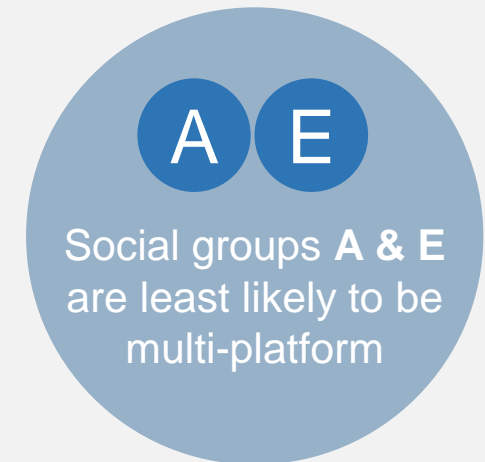
16%

Desktop only UV



10%

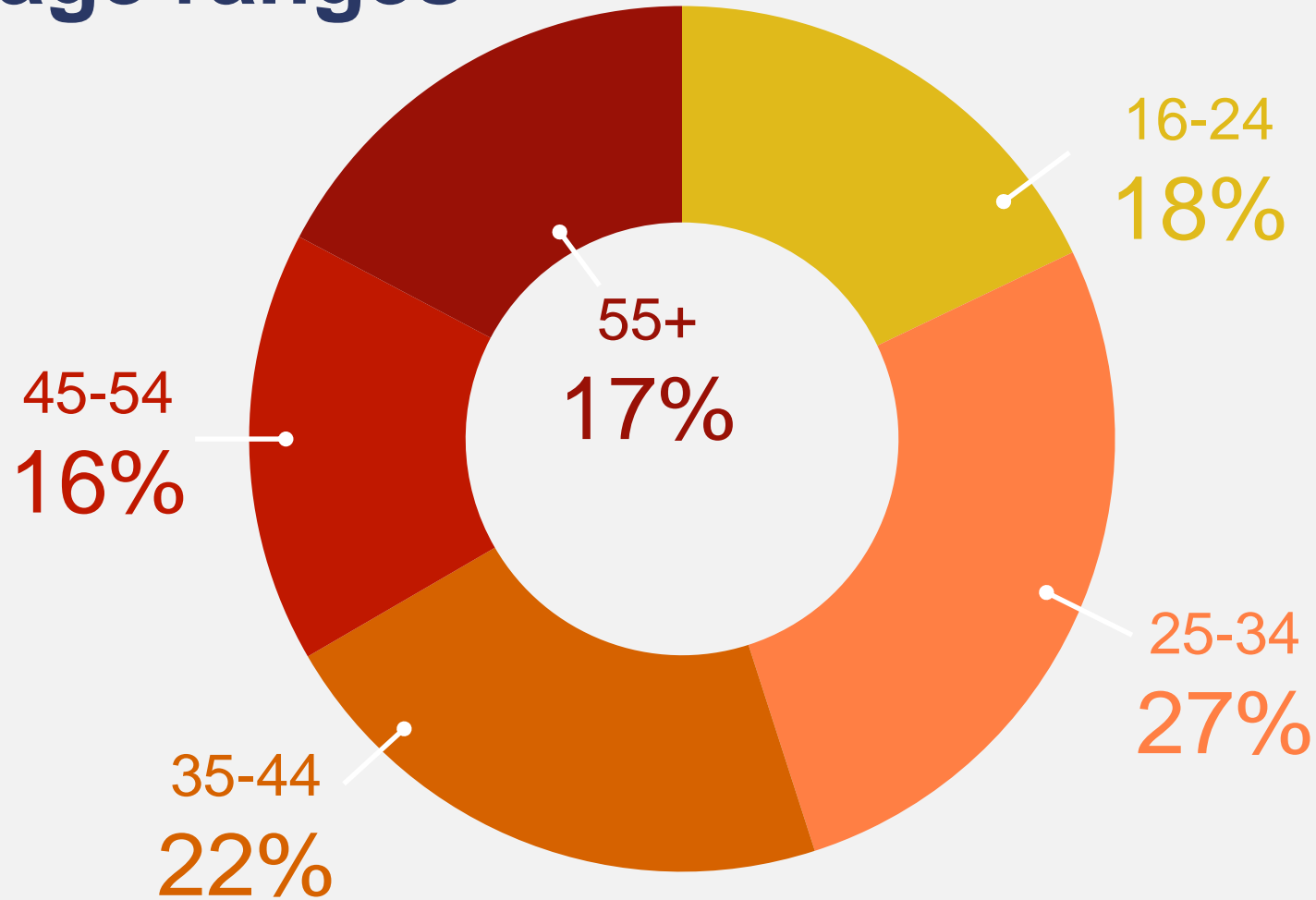
Mobile only UV



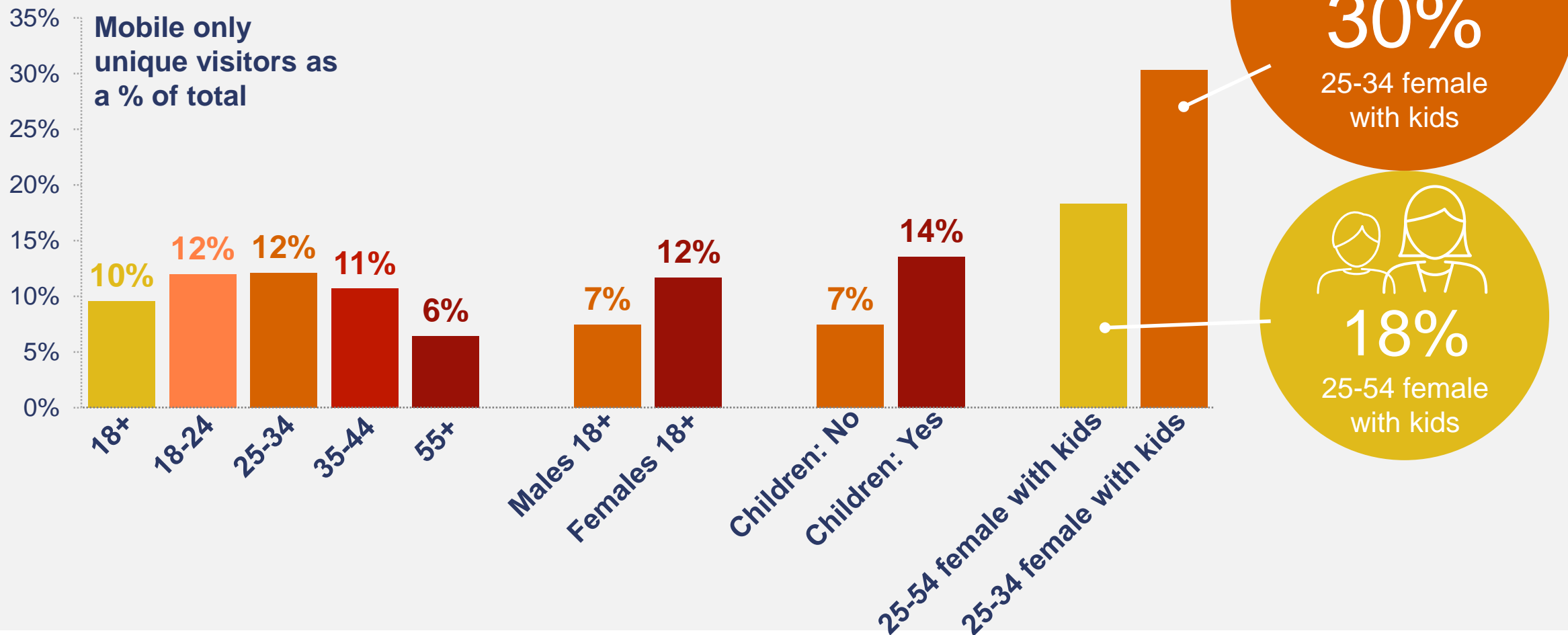


The 'mobile only' audience is NOT  
comprised solely of young people  
abandoning the desktop

# The 'mobile only' audience is split across all age ranges

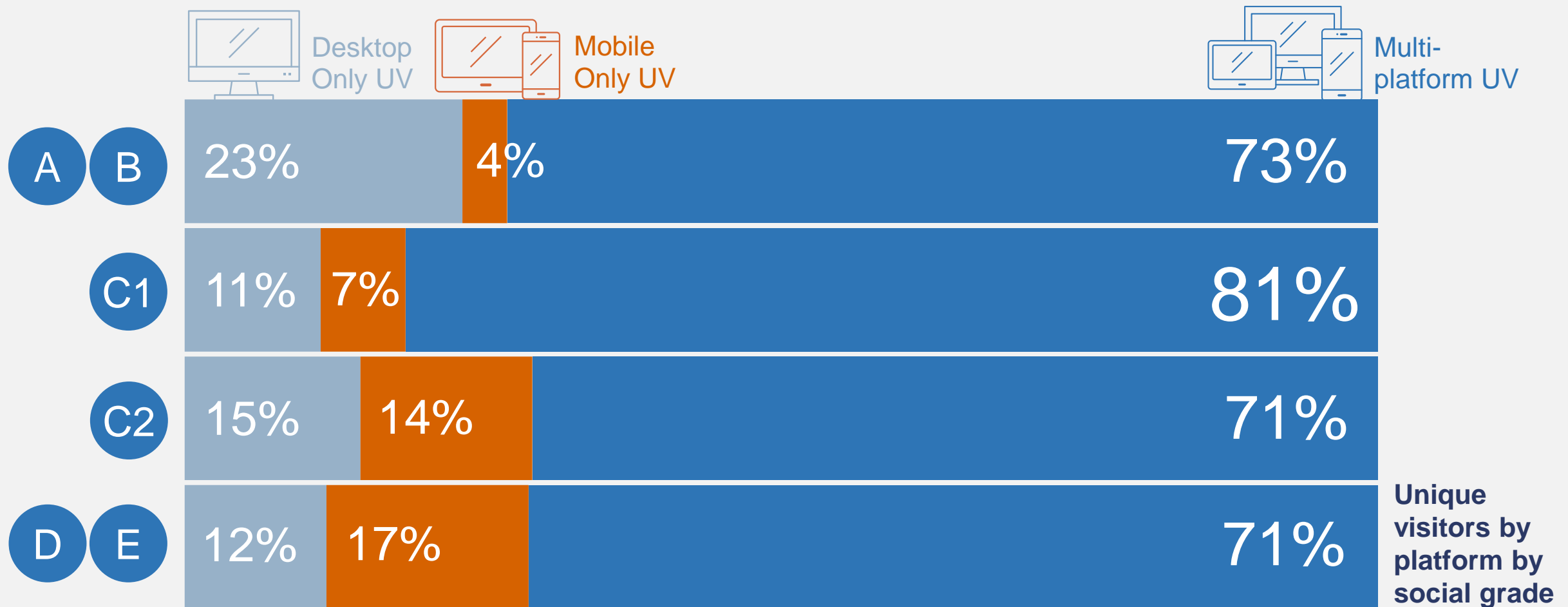


# Mums are more likely to be 'mobile only' than Millennials





# Solus mobile use is higher among lower social grades



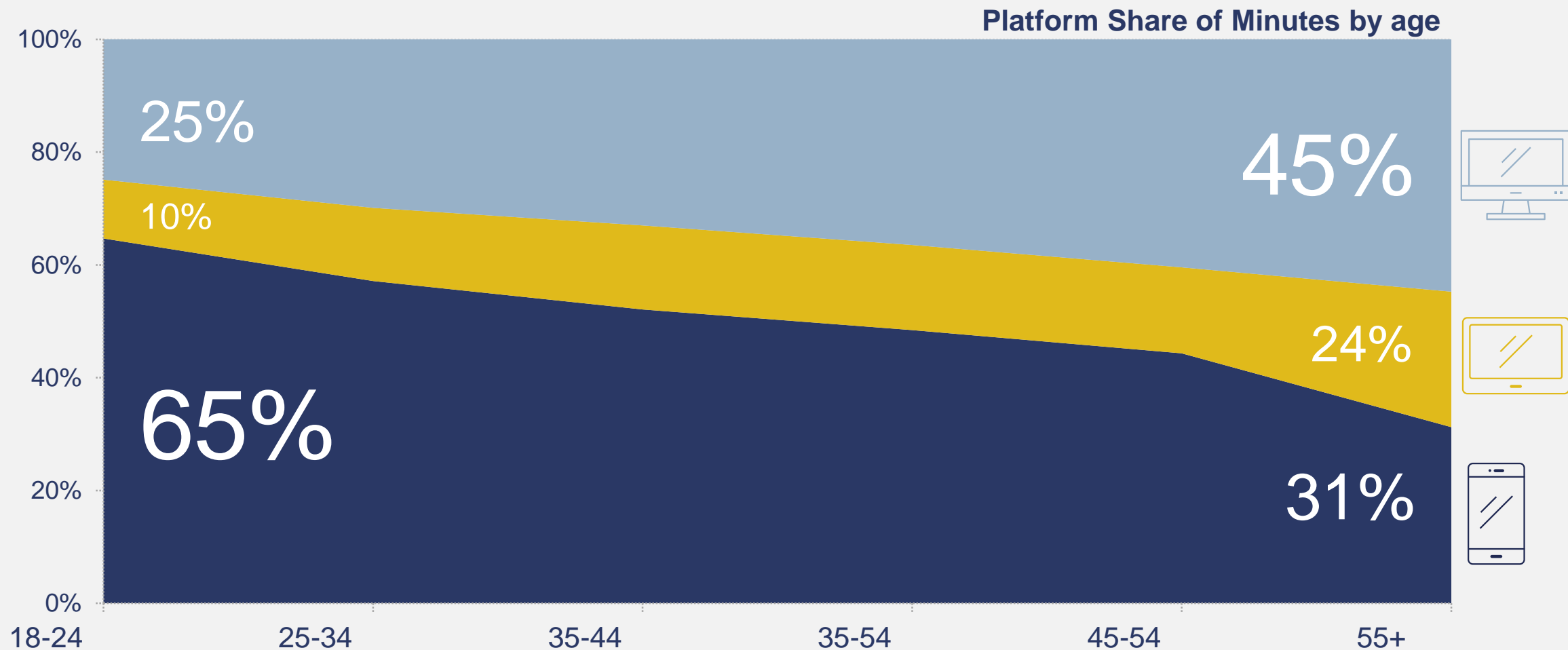
Source: comScore MMX Multi-Platform, Dec 2016, UK

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Smartphone usage increases with  
decreasing age

# Smartphone's usage increases with decreasing age



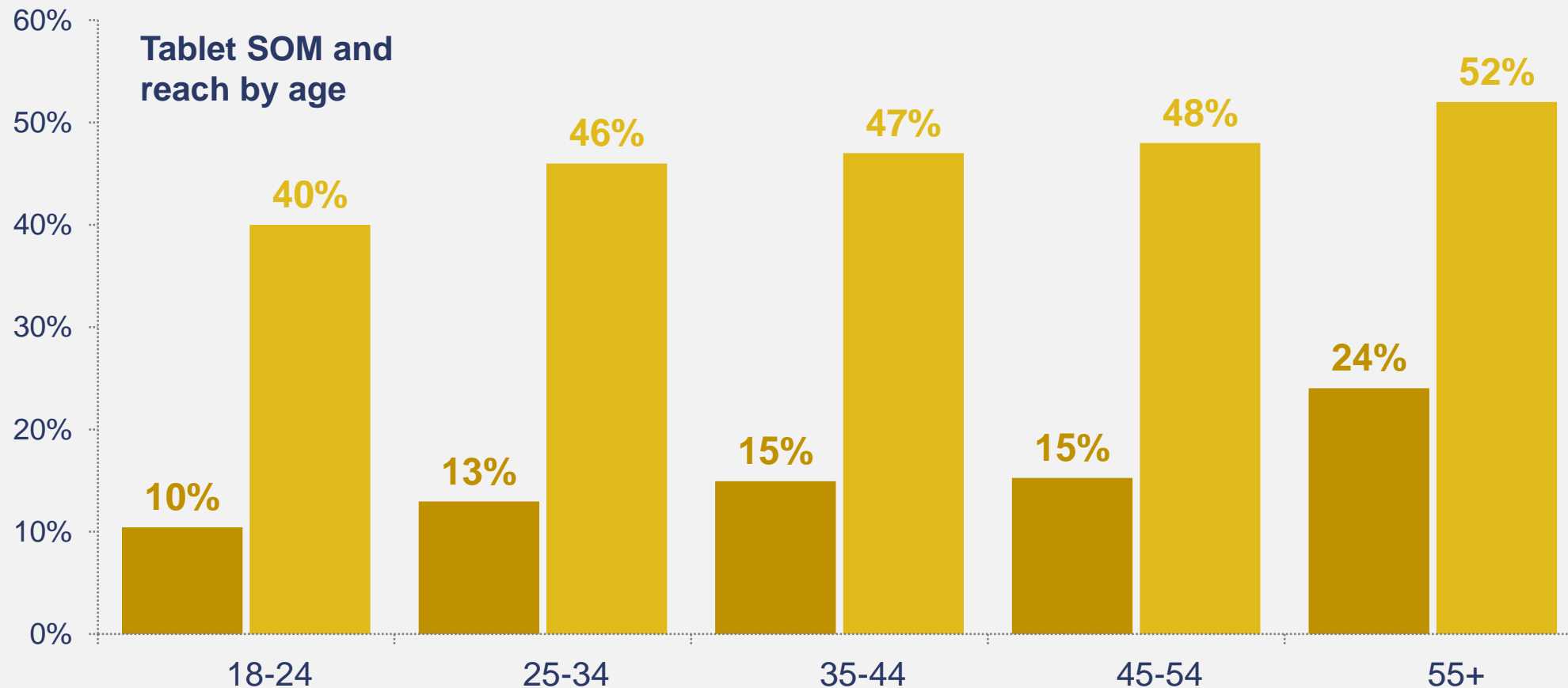


Tablets have greatest appeal  
among older audiences

# Tablet reach and Share of Minutes is highest among 55+s



■ Tablet SOM  
■ Tablet reach by age



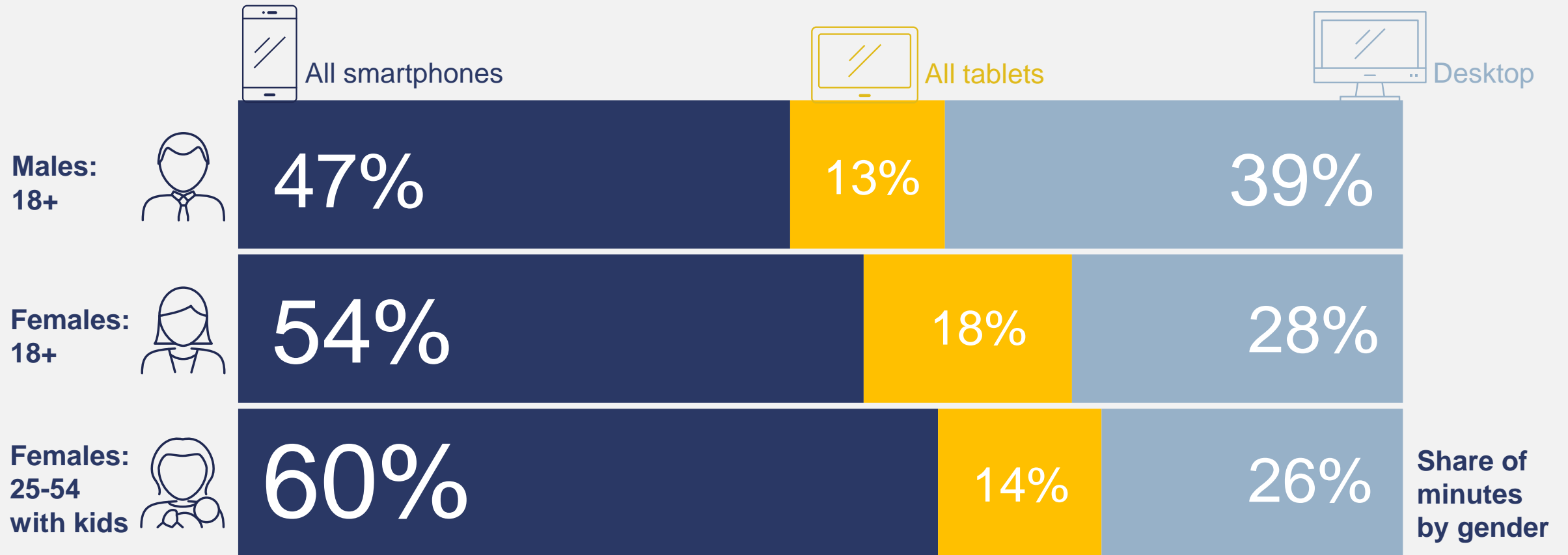
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Females and mums spend  
most of their time online on  
smartphones

# Females spend a greater share of their time on **mobile devices**

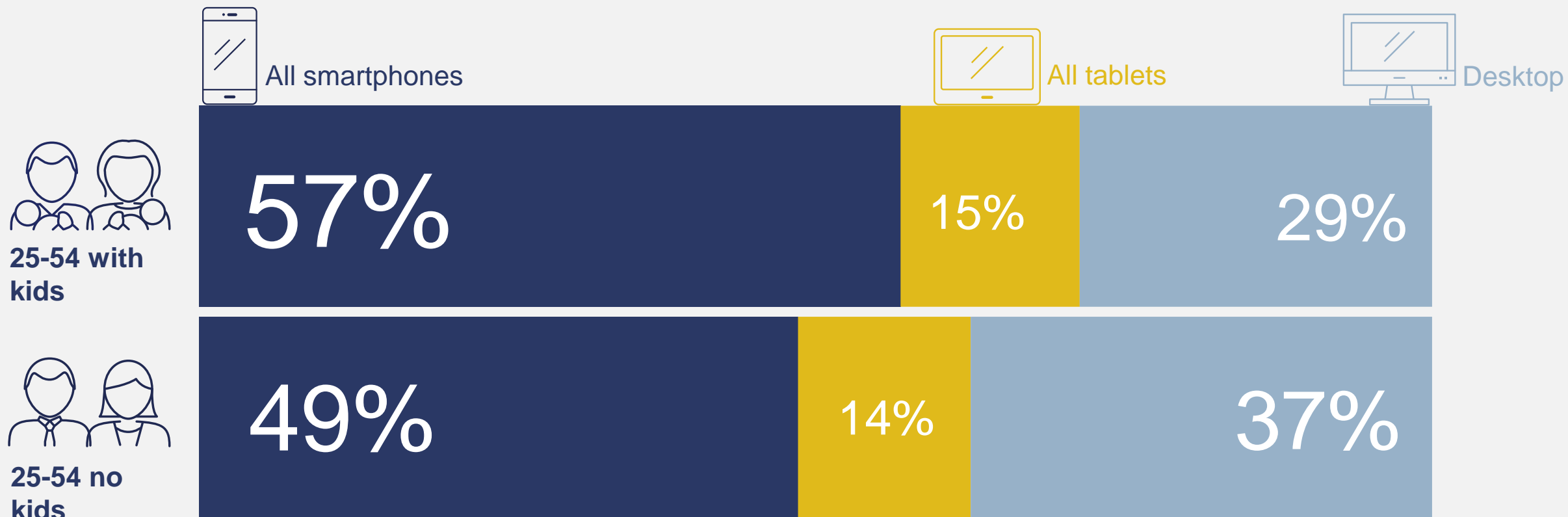




Smartphone's share of minutes is  
higher among parents

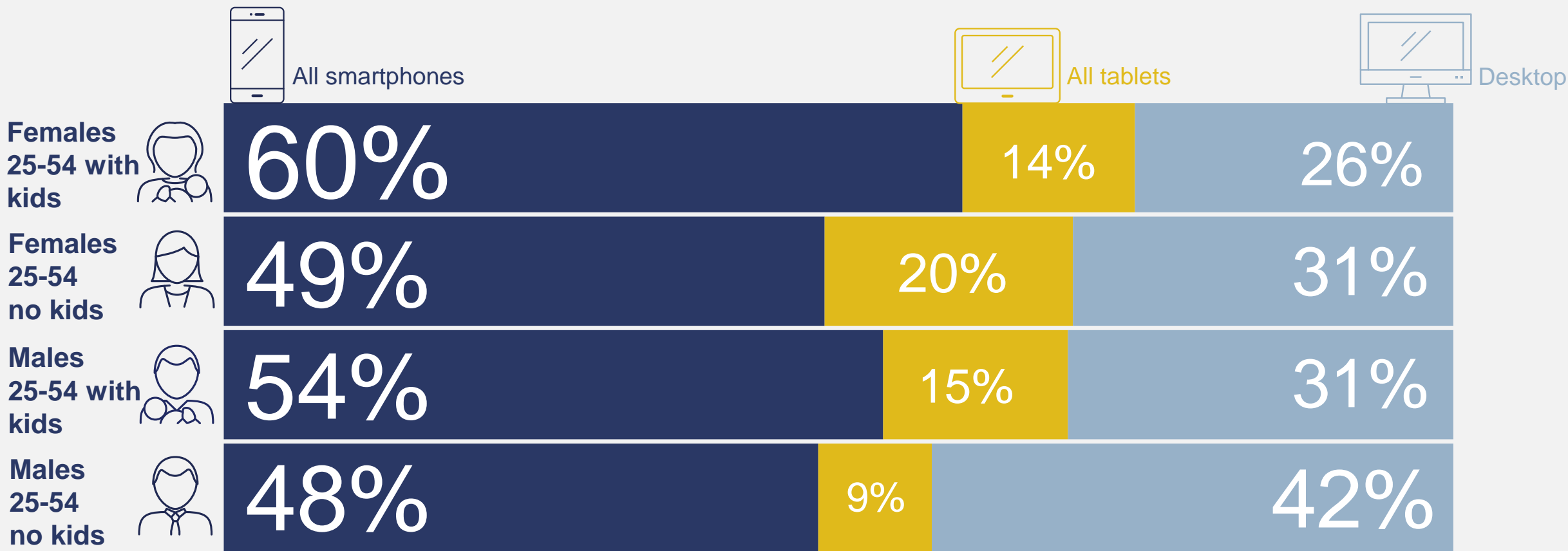


# Smartphone's share of minutes is higher among parents



Share of minutes by platform – parents v non-parents

# And it's not just mums... smartphone's share is higher for **dads** too



Share of minutes by platform – parents v non-parents

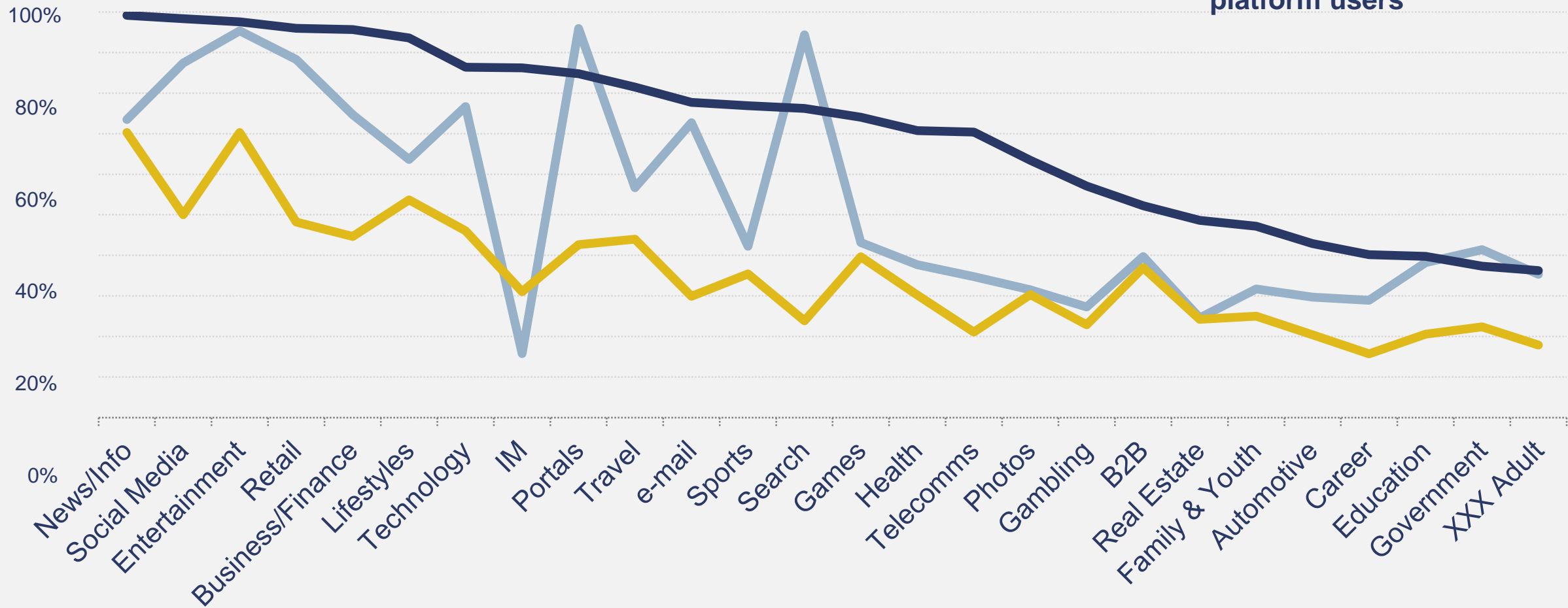


Reach is higher on smartphones  
for nearly all activities

# Reach is higher on smartphones for nearly all activities



Category reach among platform users

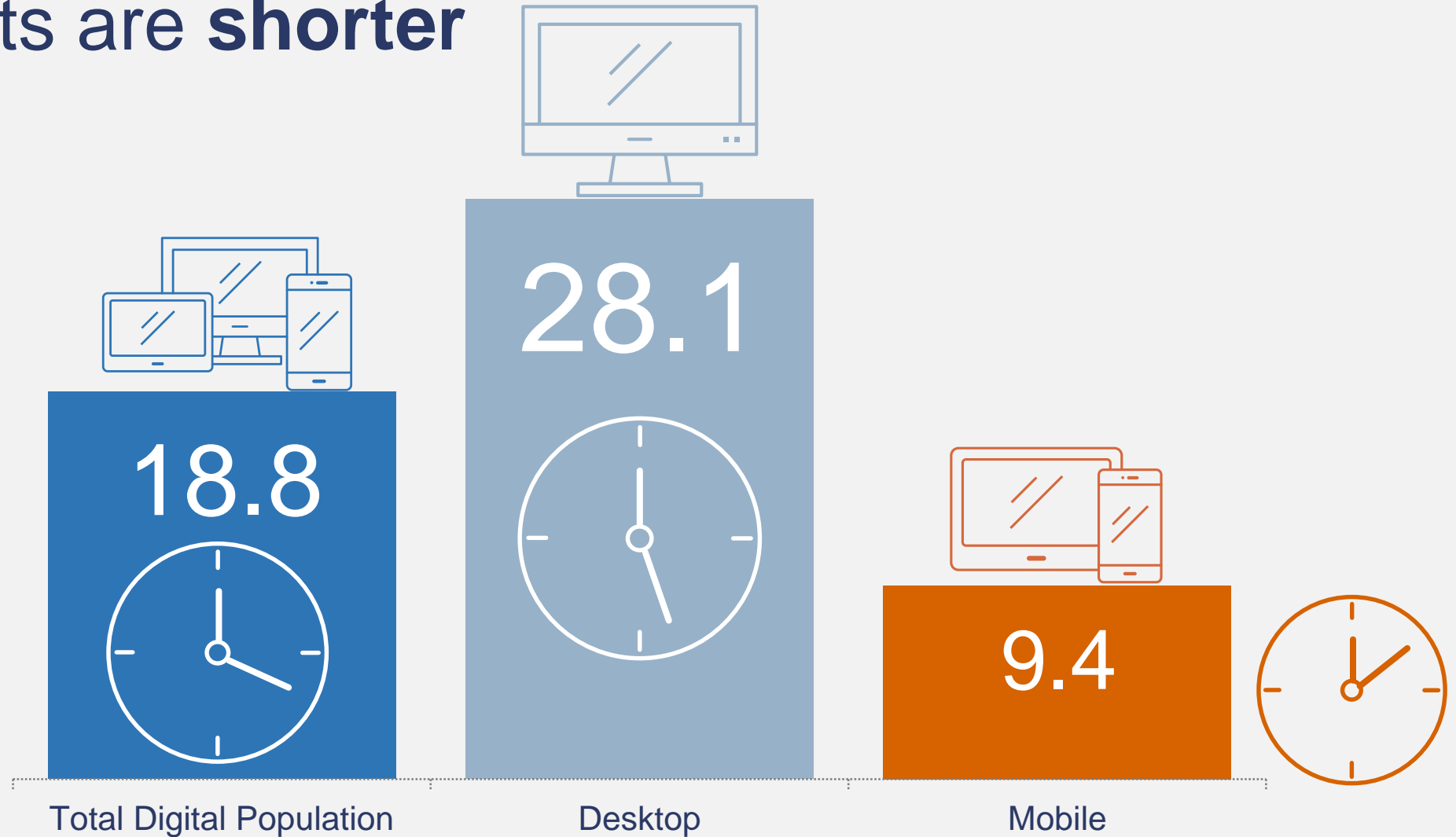


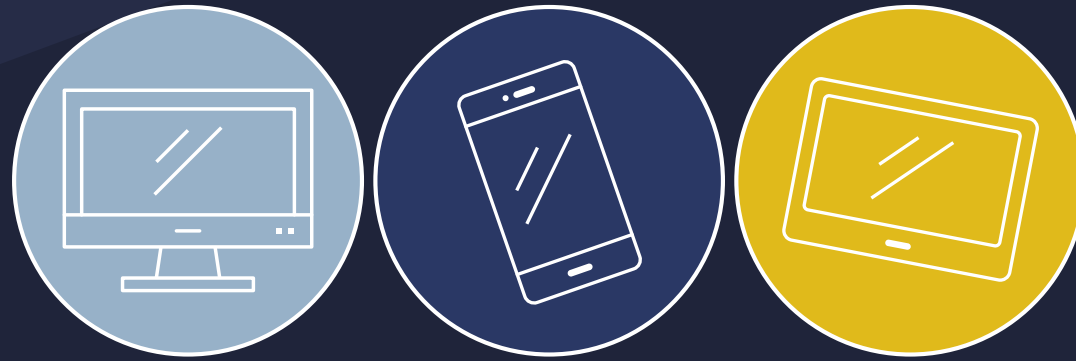


Desktop sessions are 3x longer  
than mobile sessions

# Mobile visits are shorter

Average minutes per visit by platform





Platform time is influenced heavily  
by content and service

# Platform's share of time online differs by category



Desktop total  
**34%**

Education	89%
Adult	86%
Movies	83%
Government	78%
Jewellery/Luxury Goods	75%
Autos	70%
Retail – Home furnishings	70%
Online Travel Agents	69%
Email	63%
Portals	61%



Smartphone total

**50%**

IM	90%
Photos	90%
Maps	84%
Weather	80%
Music	79%
Health	78%
Telecoms	75%
Coupons	71%
Personals (dating)	70%
Social Media	67%



Tablet total  
**15%**

General News	40%
TV	39%
Kids	30%
Radio	28%
Games	23%
Family & Youth	23%
Books	23%
Real Estate	20%
Coupons	20%
B2B	20%

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# Summary



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The 'mobile only' audience is NOT comprised solely of young people abandoning the desktop.



Smartphone usage increases with decreasing age.



Tablets have greatest appeal among older audiences.



Females and Mums spend most of their time online on smartphones.



Smartphone's share of minutes is higher among parents.



Reach is higher on smartphones for nearly all activities



Desktop sessions are 3x longer than mobile sessions.



Platform time is influenced heavily by content and service.

Questions?

Find out more at: <http://www.ukom.uk.net/>  
Email us at: [insights@ukom.uk.net](mailto:insights@ukom.uk.net)