

The UK Online Audience


Julie Forey
IAB Research Breakfast
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Digital Market Overview




Q4 2018 UK Digital Market Overview report

Insights include: the 'mobile only' audience has grown by 7% points over the last year, up from 25% to 32% of the UK online adult population; and, compared to September 2018, of the top 10 sites by unique visitors, Amazon (+3%) and Sky (+4%) saw the greatest percentage uplift in audience...



Q3 2018 UK Digital Market Overview report

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Insights include: Platform time is influenced heavily by content and service; smartphones account for over 80% for categories such as messenger, social media, maps and personals. 29% of online adults are now mobile only...

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Insights



Death of the High Street: Department Stores

Last week, Mike Ashley, the Sports Direct retail tycoon, told a House of Commons select committee 'It's not my fault the high street is dying... It's very very simple, the internet is killing the high street'. So this month UKOM looks at how many people visit the high street department stores online and how this compares with Amazon, the global giant which has had the biggest impact on the sector.



Budget time. How the UK tightens its belt online

October 29th is the date that the Treasury has set for this year's Autumn budget, when the Chancellor, Phillip Hammond, will announce his plans for tax and spending changes. With the budget just around the corner and Christmas looming, this month UKOM looks at the online services which can help consumers tighten their belts and grab a bargain during the festive season. How big are they and who uses them?



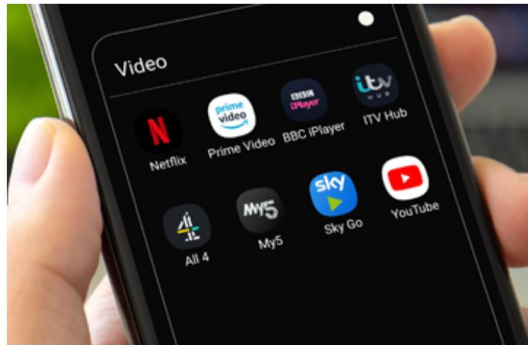
How much time do people spend online each day?

The IPA recently launched its latest Touchpoints survey which compared how much time people spend on different media each day. In the study online time was split across several categories so this month UKOM asks 'How much time do people spend online per day in total and how does this differ by audience?'

04.10.2018

1. Video Streaming

UKOM Insights: Video Streaming



Online Video Streaming Services

The battle of the video streaming services is hotting up as two newcomers are aiming to compete with Netflix.

15.04.2019

BBC Sign in News Sport Weather iPlayer Sounds Me

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BBC and ITV set to launch Netflix rival

27 February 2019

[f](#) [t](#) [t](#) [e](#) [s](#)

The BBC, home to crime dramas Luther and Line of Duty, and ITV, maker of dramas such as Vanity Fair, are in the "concluding phase of talks" to create a rival to Netflix.

THE Sun NEWS & SHOWBIZ NEWS FABULOUS MONEY MOTORS TRAVEL TECH

TELLY ME MORE Britbox – when is the Netflix rival launching in the UK and will it feature ITV AND BBC shows?

BBC and ITV have partnered up to launch a new streaming service called Britbox

By Nika Shakhnazarova
27th February 2019, 11:42 am | Updated: 27th February 2019, 11:58 am

[COMMENT NOW](#)

WATCH out Netflix, as a new on-demand streaming service called Britbox is set to take the stage.

But what exactly is it and when will it be launched? Here's what we know.

Get ready for BritBox

Streaming the best British boxsets and new exclusive original TV

Be the first to hear updates and news about BritBox

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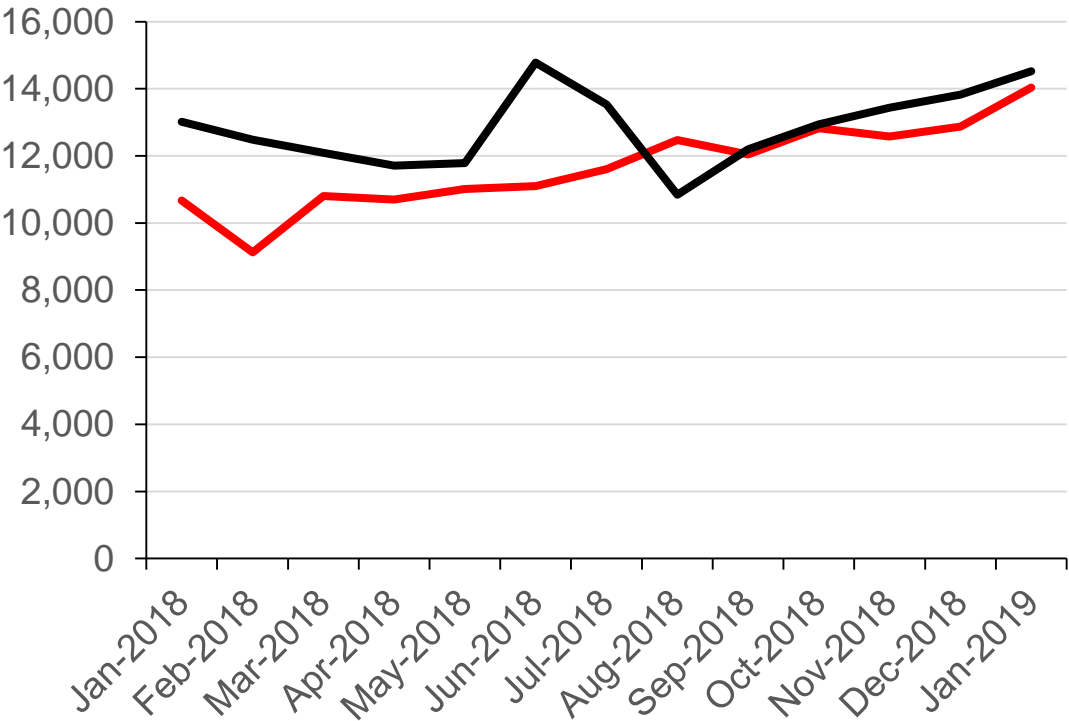
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BBC iPlayer and Netflix

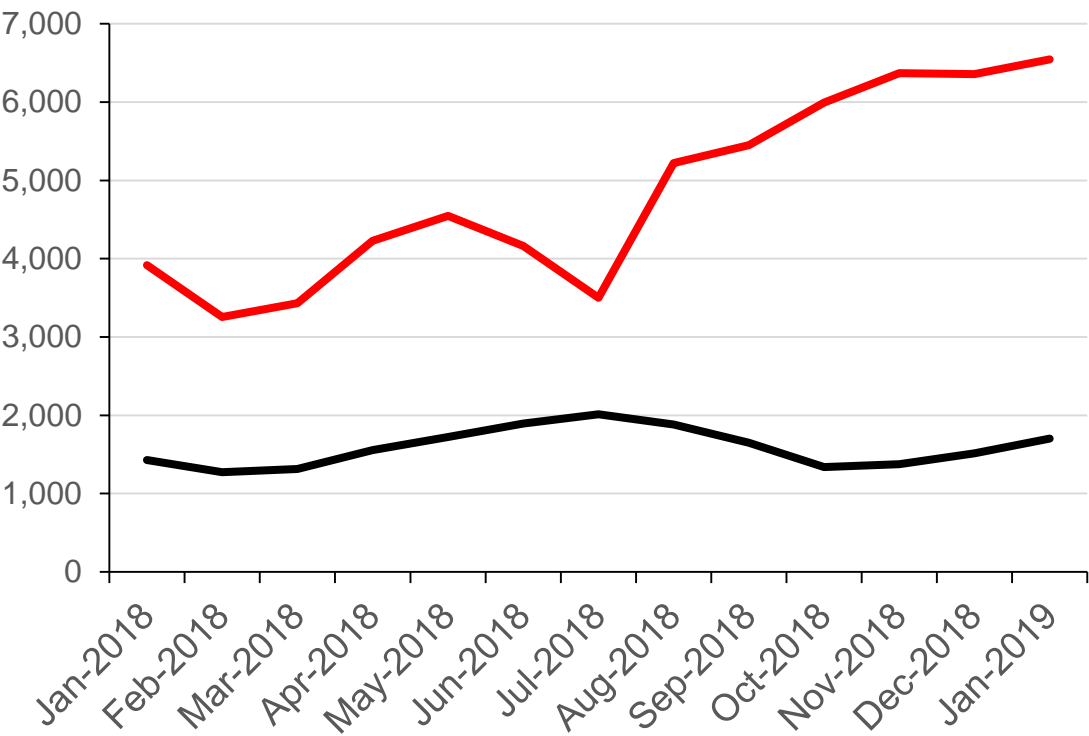
Usage on PCs and Mobile Devices Jan-18 to Jan-19



Unique Visitors (000s)



Total Minutes (MM)

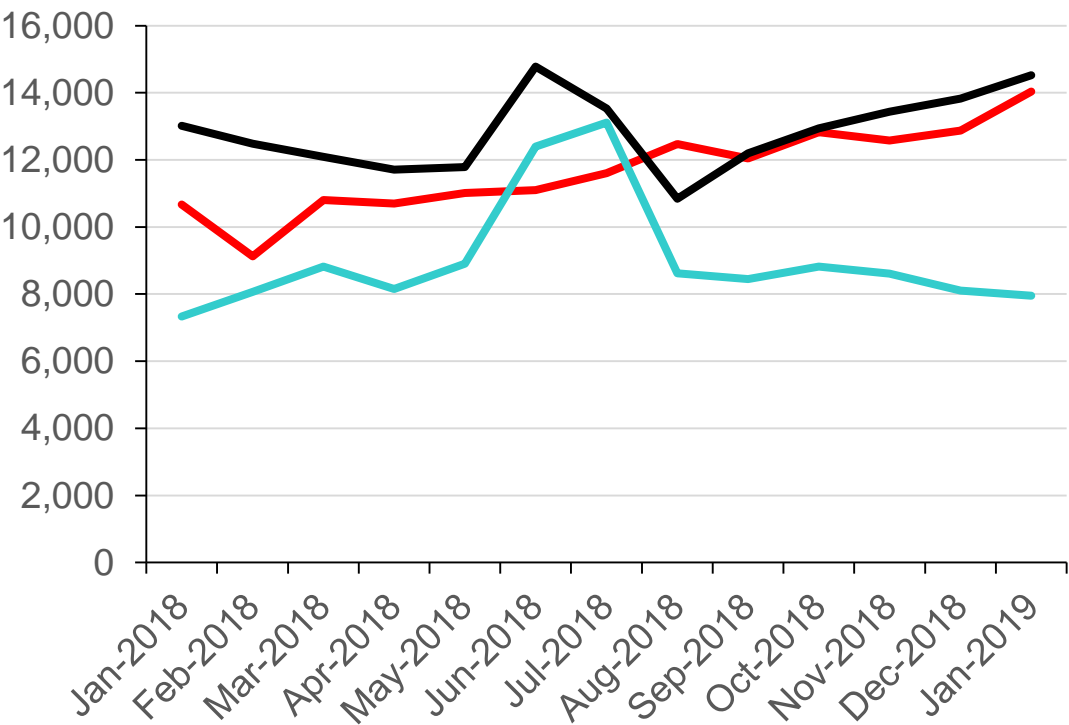


— **NETFLIX** — **BBC iPlayer**

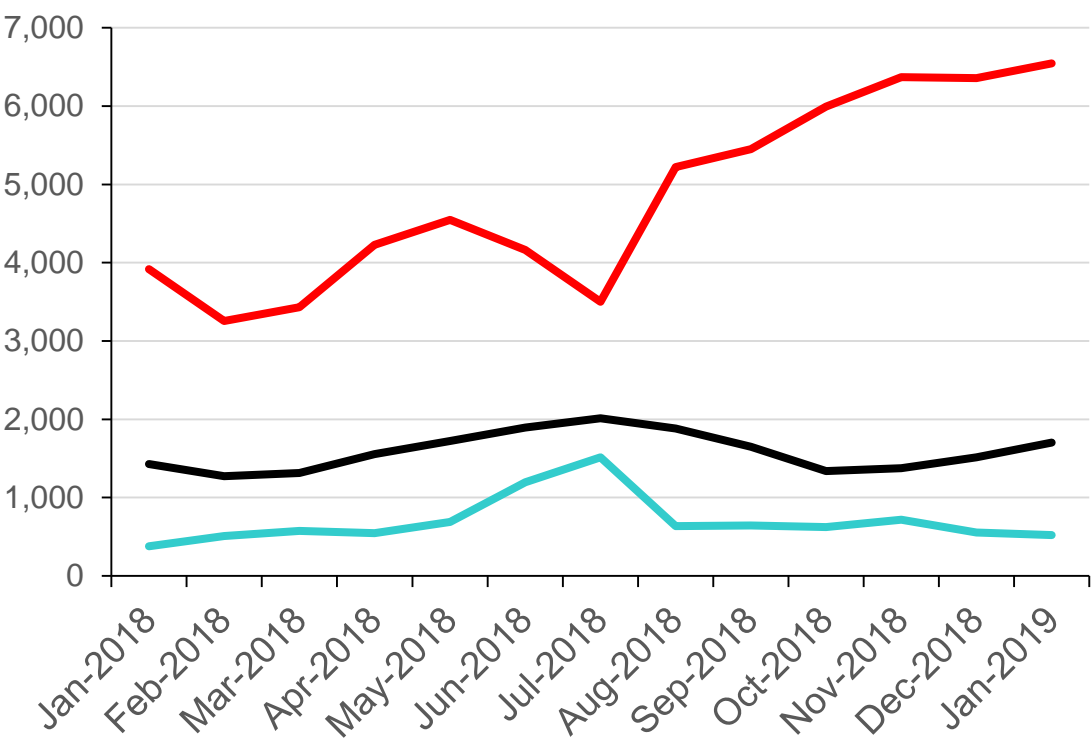
BBC iPlayer, ITV and Netflix Usage on PCs and Mobile Devices Jan-18 to Jan-19



Unique Visitors (000s)



Total Minutes (MM)



— NETFLIX

— BBC iPlayer

— itv*

Video Streaming Mobile Apps

Unique Visitors and Total Minutes: Jan-18 to Jan-19



Mobile Apps



Total Unique Visitors (000)			Total Minutes (MM)		
Jan-18	Jan-19	% Change	Jan-18	Jan-19	% Change
7,138	8,579	20	1,343	1,554	16
5,785	8,215	42	1,623	2,686	65
2,007	2,890	44	161	465	189
2,370	2,802	18	351	473	35

UKOM Insights: Video Streaming



What is Apple TV+ and what shows will be available?



Caroline Westbrook Tuesday 26 Mar 2019 10:32 am



Apple TV+ features some pretty big names on its roster (Picture: Apple)

Apple is aiming to rival the likes of Netflix and Amazon in the streaming market after it unveiled its newest service Apple TV+.

The company is set to shift from products to content when the service launches later this year, revealing its plans to make original, quality TV shows, films and documentaries.

Steven Spielberg, **Jennifer Aniston** and Reese Witherspoon are just some of the big names involved.

But just what is Apple TV+ and what will viewers be able to watch on it?

Disney+ streaming service sets November launch

By AFP

PUBLISHED: 00:32, 12 April 2019 | UPDATED: 01:47, 12 April 2019



Disney's streaming service will offer its films and TV shows, along with the library it acquired from Rupert Murdoch's 21st Century Fox

Disney's video streaming service will launch in the US in November, spotlighting its blockbuster-making studios as it takes on powerhouse Netflix.

Disney said that after launching in the US on November 12 at a starting price of \$6.99 monthly, Disney+ will gradually expand internationally with a start in Europe.

Disney's service will offer its films and TV shows, along with the library it acquired from Rupert Murdoch's 21st Century Fox. That includes the "Star Wars" and Marvel superhero franchises and ABC television content.

2. XXX Adult Sites

UKOM Insights: UK Online Porn Age Checks



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Technology

UK to introduce porn age-checks in July

By Leo Kelion
Technology desk editor

17 April 2019



GETTY IMAGES

An age-check scheme designed to stop under-18s viewing pornographic websites will come into force on 15 July.

From that date, affected sites will have to verify the age of UK visitors.

If they fail to comply they will face being blocked by internet service providers.

But critics say teens may find it relatively easy to bypass the restriction or could simply turn to porn-hosting platforms not covered by the law.

Twitter, Reddit and image-sharing community Imgur, for example, will not be required to administer the scheme because they fall under an exception **where more than a third of a site or app's content must be pornographic to qualify.**

Likewise, any platform that hosts pornography but does not do so on a commercial basis - meaning it does not charge a fee or make money from adverts or other activity - will not be affected.

- **Government in email privacy blunder**

Furthermore, it will remain legal to use virtual private networks (VPNs), which can make it seem like a UK-based computer is located elsewhere, to evade the age checks.

Top Stories

- Rape victims asked to hand phones to police**
Cases may not go ahead if police in England and Wales do not get access to messages and photographs.
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- Spain's Socialists win amid far-right breakthrough**
1 hour ago
- Misconduct probe on toilet fingertip loss**
58 minutes ago

Features

- What the European Parliament has been up to**
- 'Bullying gets you nowhere, it closes people off'**

“The introduction of age-verification to restrict access to commercial pornographic websites to adults is a ground-breaking child protection measure. Age-verification will help prevent children from accessing pornographic content online and means the UK is leading the way in internet safety”

Dave Austin, BBFC CEO

The Guardian

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Online pornography age checks to be mandatory in UK from 15 July

Sites that fail to verify users are over 18 face being blocked under controversial laws



▲ Commercial providers of online pornography will be required to carry out robust age verification checks on users. Photograph: migstock/Alamy Stock Photo/Alamy Stock Photo

The UK's age verification system for online pornography will become mandatory on 15 July, the government has confirmed.

From that date, commercial providers of online pornography will be required to carry out “robust” age verification checks on users, in order to keep children from accessing adult content.

Websites that refuse to implement the checks face being blocked by UK internet service providers or having their access to payment services withdrawn.

The digital minister, Margot James, welcomed the introduction of the rules,

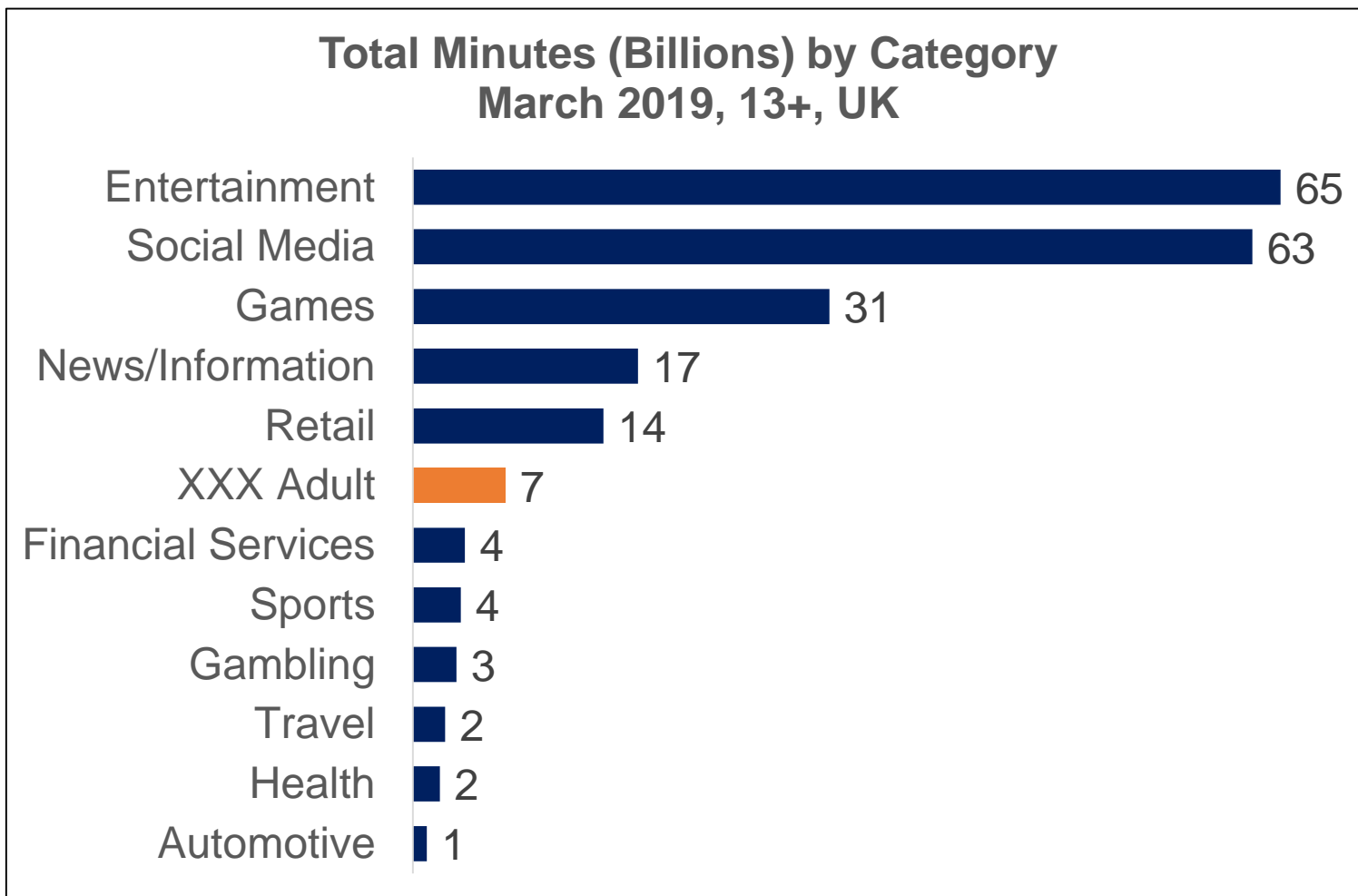
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Get your name out there.

XXX Adult Sites Key Stats: March 2019



- 26.8m monthly visitors
- 57% reach (13+ online)
- 259 ave. mins per month
- 2% of ALL Time Online
- 6.9 billion mins/month

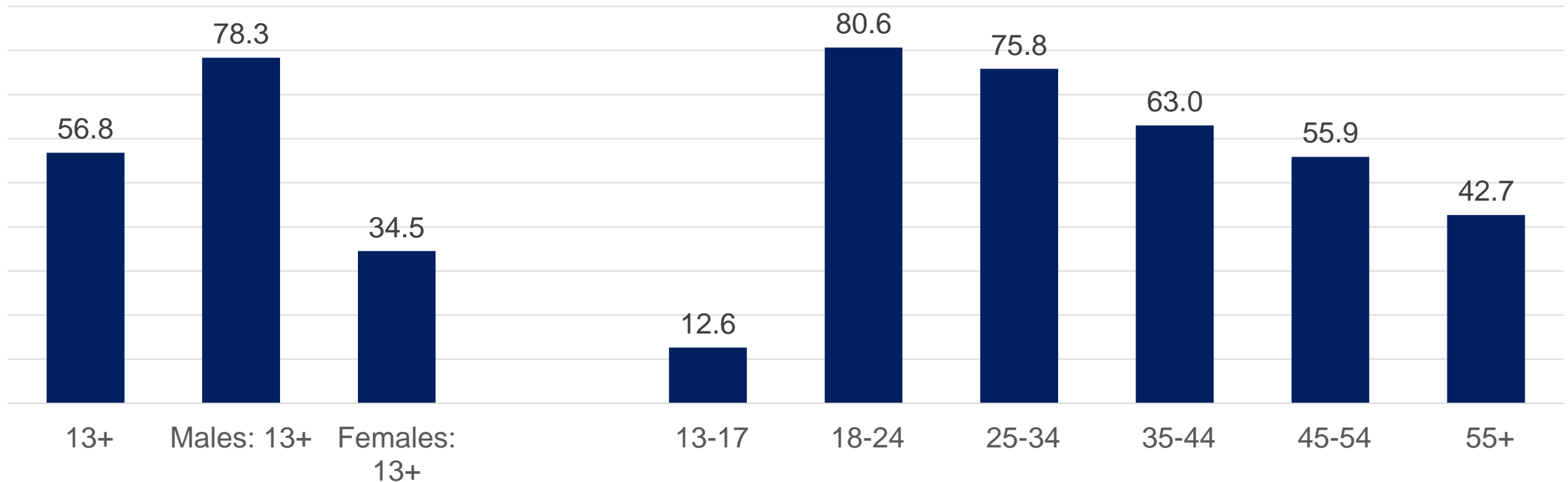


XXX Adult Sites

Reach is higher among Males and Younger Audiences



% Reach by Age and Gender

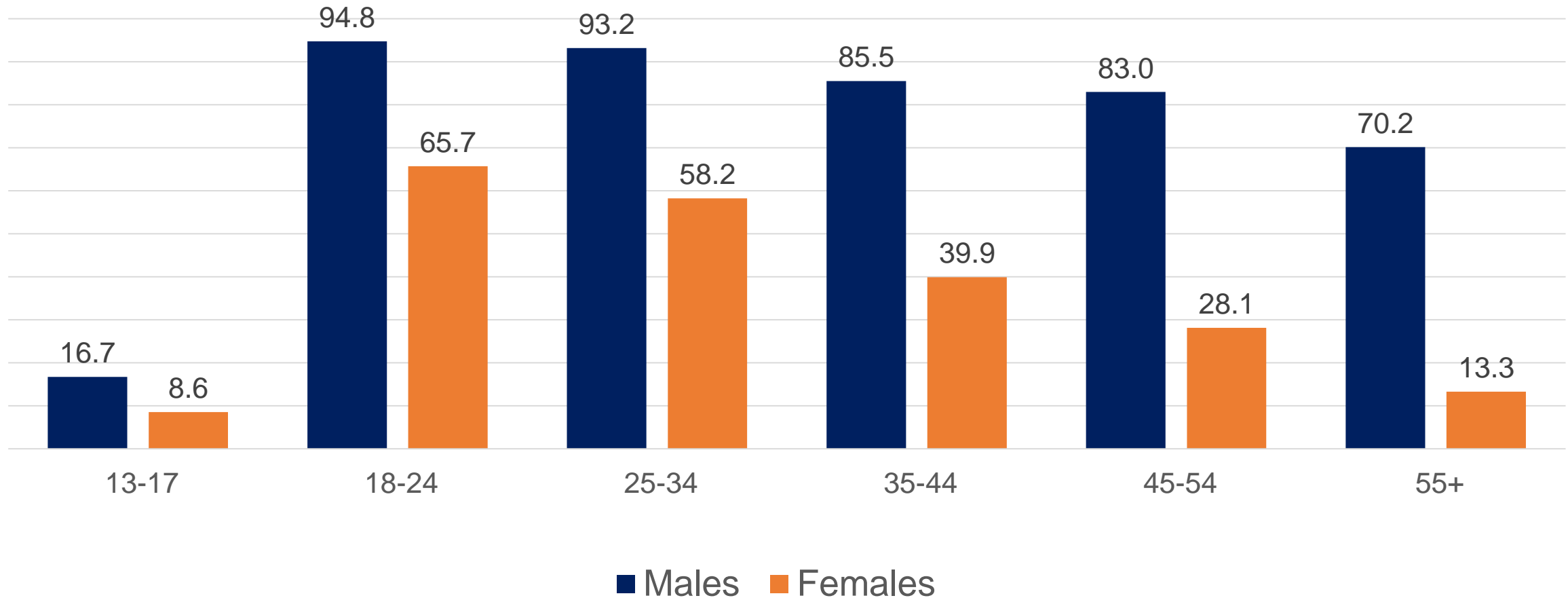


XXX Adult Sites

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% Reach by Age and Gender



UKOM Insights: Property Porn



property porn

n a genre of escapist TV programmes, magazine features, etc, showing desirable properties for sale, esp those in idyllic rural locations, or in need of renovation, or both

Collins English Dictionary.



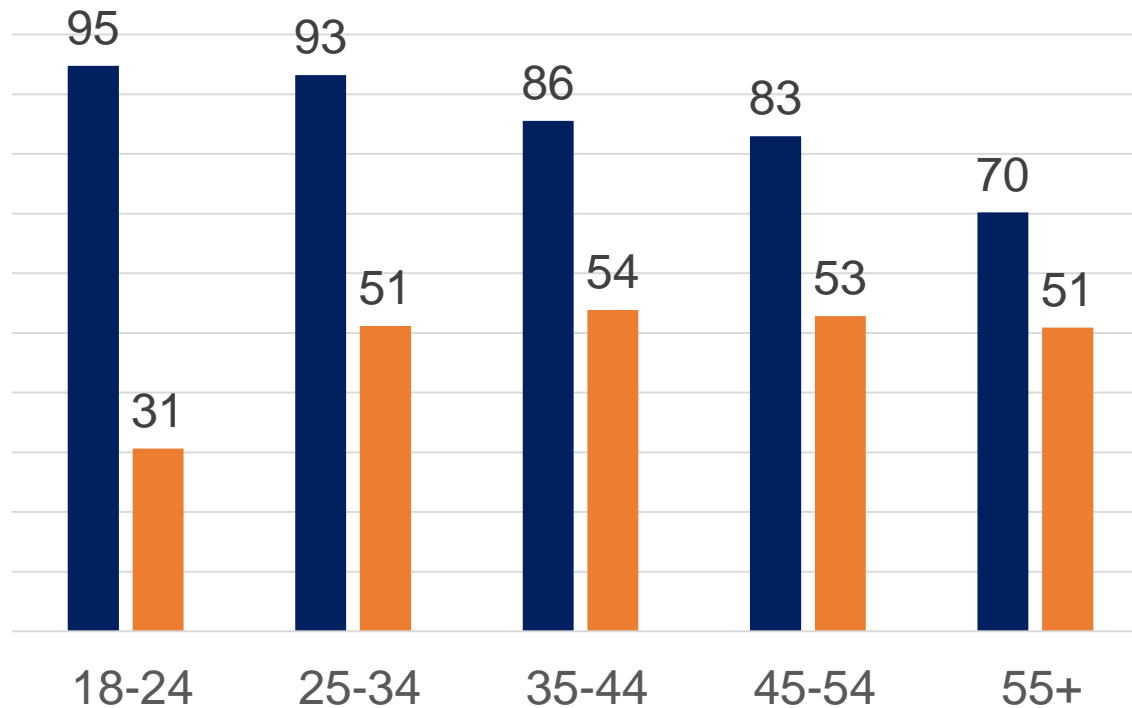
Property Porn: one in three Brits (33%) say they occasionally or often spend time looking or thinking about properties they can't afford

Porn v Property: Males and Females

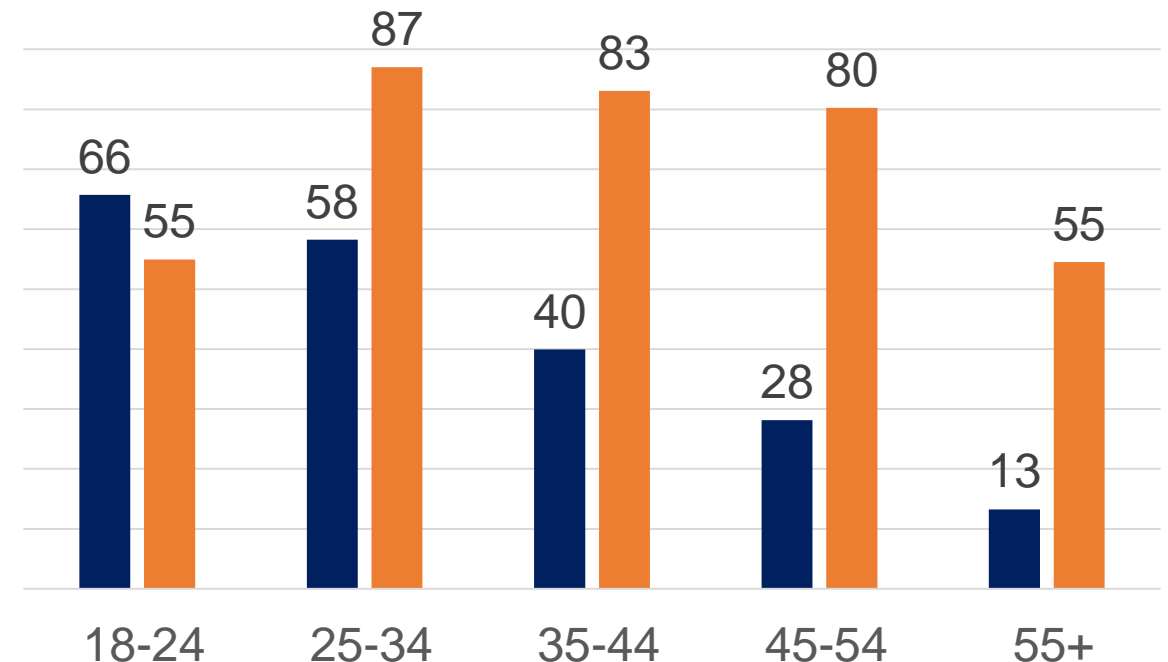
Property beats Porn for 25+ Women



Males: XXX Adult v Property Reach %



Females: XXX Adult v Property Reach %



■ XXX Adult

■ Property (Real Estate)



comscore

Source: Comscore Mobile Metrix, March 2019 , UK, 13+ Online

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Setting the industry standard for
online audience measurement



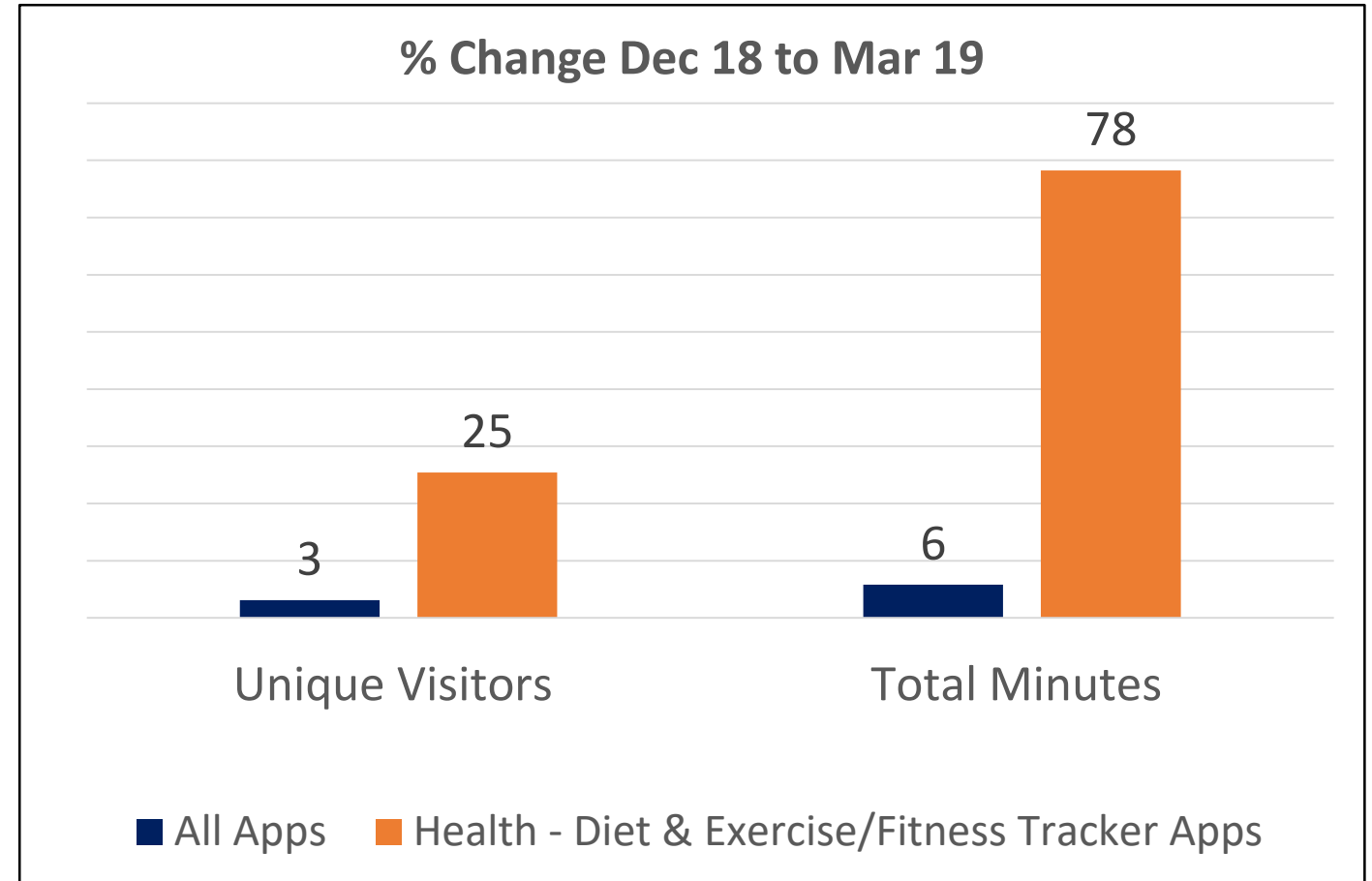
3. Diet & Exercise Tracker Apps

Diet & Exercise/Fitness Tracker Apps

Mobile App Usage: March 2019



- 5.9m monthly visitors
- 15.2% of all app users
- 143 ave. mins per month



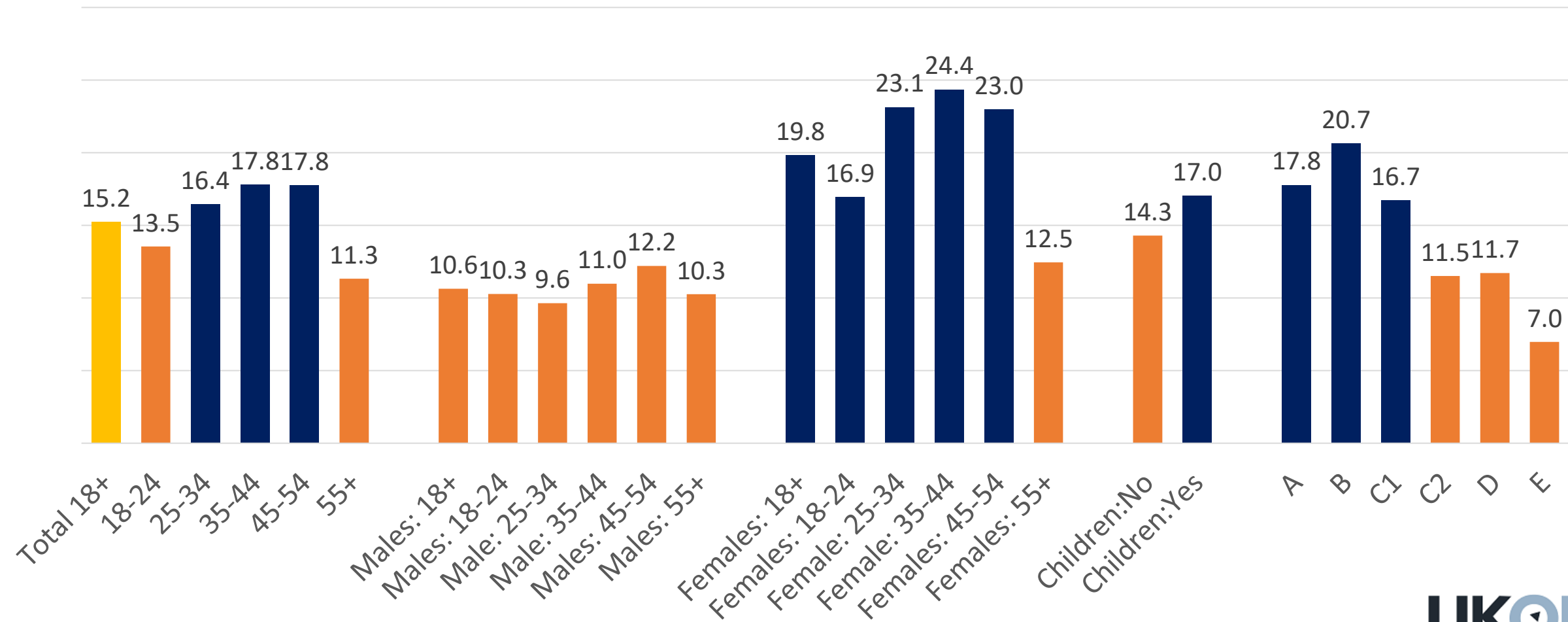
Diet & Fitness Tracker Apps: Reach by Demographics

Reach is higher among 25-54 females



%

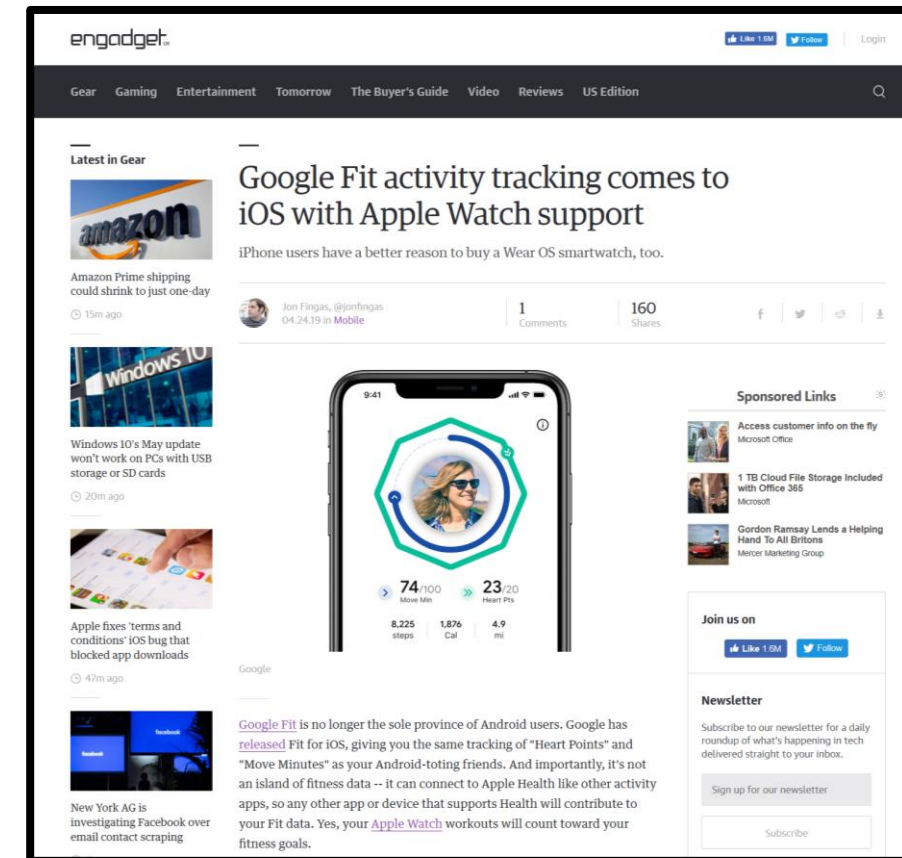
Reach by Demographics (% of All App Users): Mar 2019



Top 5 Fitness Tracker Mobile Apps by Unique Visitors



		Total Unique Visitors (000)		
		Dec-2018	Mar-2019	% Change
	Health - Diet & Exercise/Fitness Tracker	4,714	5,912	25
1	Fitbit	1,830	2,192	20
2	Calorie Counter & Diet Tracker by MyFitnessPal	866	1,401	62
3	Strava Running and Cycling	529	694	31
4	Google Fit	477	533	12
5	Garmin Connect	333	376	13



comscore

Source: Comscore Mobile Metrix, March 2019, UK, Adults 18+ Online

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online audience measurement

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DMO Q1 2019 Report due this week.

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