

The UK Online Audience

Julie Forey
IAB Research Breakfast
January 2020

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Digital Market Overview

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Q4 | 2019

Q4 2019 UK Digital Market Overview report

Welcome to UKOM's Digital Market Overview for December 2019. Using UKOM approved Comscore data, the DMO shares insights into what the UK Population is doing online by providing a top-line snapshot of audience behaviour each

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Digital Market Overview for September 2019. Key insights include: mobile's share of time online continues to grow, up from 78% in June to 81% in September – driven by smartphones (up from 67% to 71%). Online adults spent on average 3hrs 34mins per

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News & Views

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WhatsApp's UK Audience

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29.01.2020



Fashion Retailers

In July 2019, 27 million UK adults visited clothing retailers online and every month Comscore reports on over 300 properties which are classified under the category 'Retail – Apparel'. To coincide with London Fashion week, UKOM explores usage of the category and identifies winners and losers over the last year.

16.09.2019



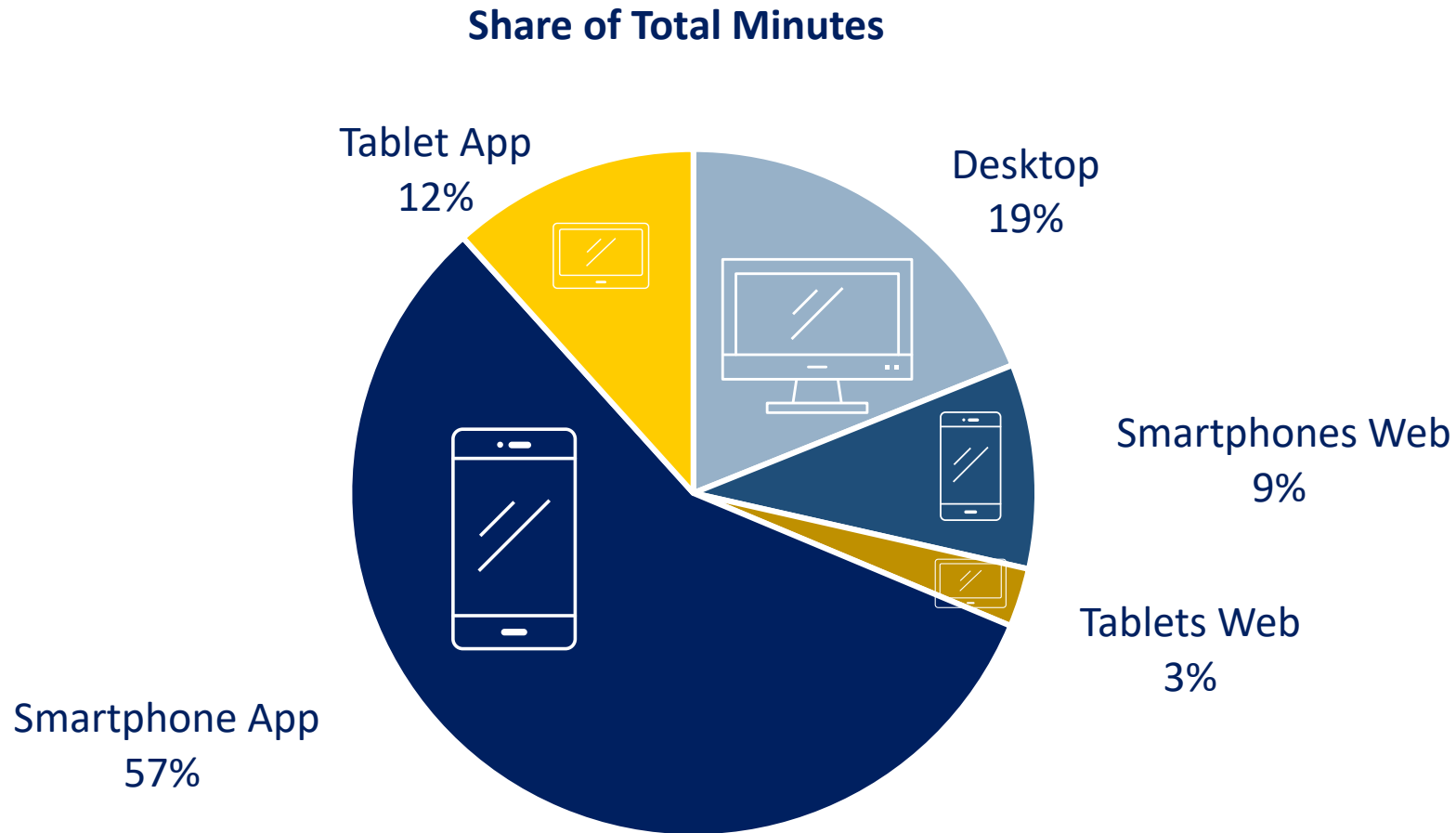
New Mobile Finance Apps

Each month, UKOM's partner, Comscore, reports usage data for nearly 2800 mobile apps, over 50 of which are in the financial services category.

25.06.2019

Minutes by Platform & Mobile Access

Smartphone apps account for 57% of all Minutes



Source: Comscore MMX Multi-Platform, Age 18+, December 2019, UK
MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps
Desktop refers to 'Desktop, laptop and notebook. Total mobile refers to smartphone and tablet usage combined

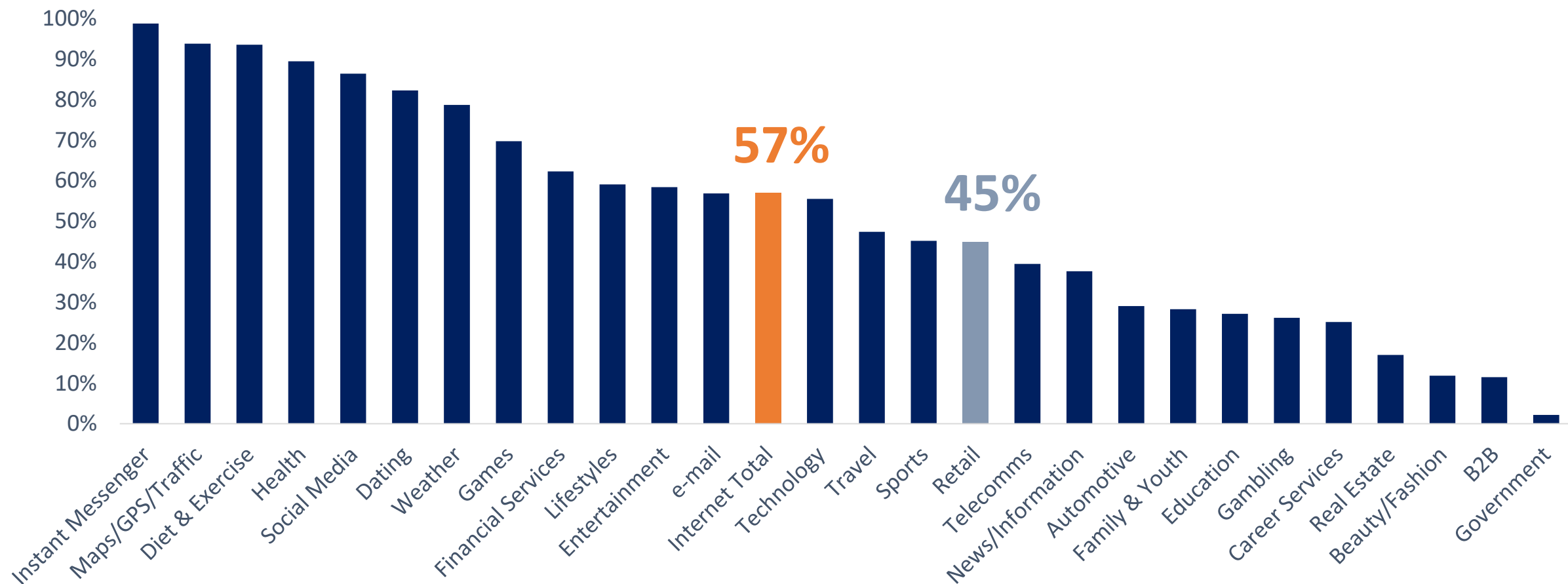


comscore

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Smartphone Apps Share of Time Online by Category: Dec 2019

App usage is influenced heavily by content and service



Top Smartphone Apps by Unique Visitors: Dec 19

Only 6 apps reach half of all smartphone users

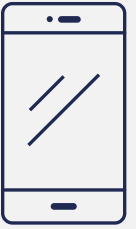


	Unique Visitors (Million)	% Reach of Smartphone Users
1 YouTube	26.2	67.6
2 WhatsApp Messenger	26.1	67.3
3 Facebook	24.8	64.1
4 Facebook Messenger	20.6	53.3
5 Google Search	20.5	53.0
6 Google Maps	20.2	52.2
7 Gmail	17.8	46.0
8 Amazon Mobile	17.5	45.3
9 Google Play	17.3	44.6
10 Instagram	16.6	42.9



Top Smartphone Apps by Unique Visitors: Dec 19

Google and Facebook own 9 of the top 10 Apps

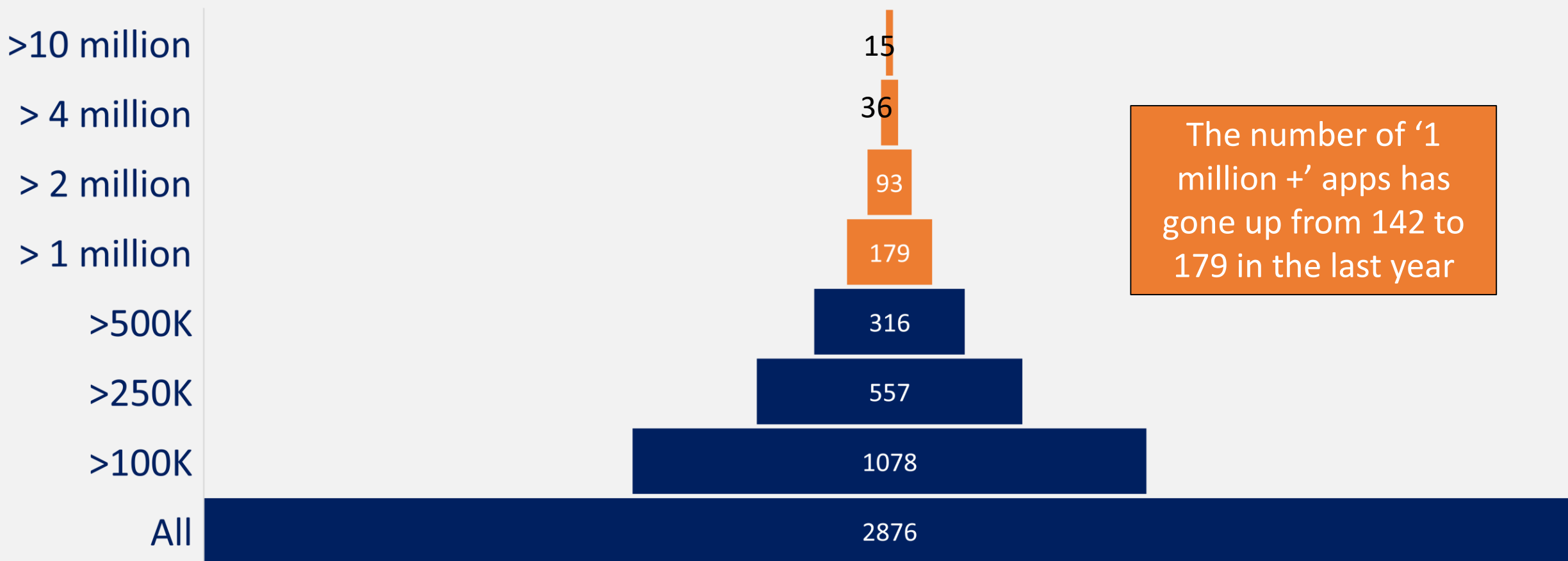


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7 Gmail	17.8	46.0
8 Amazon Mobile	17.5	45.3
9 Google Play	17.3	44.6
10 Instagram	16.6	42.9



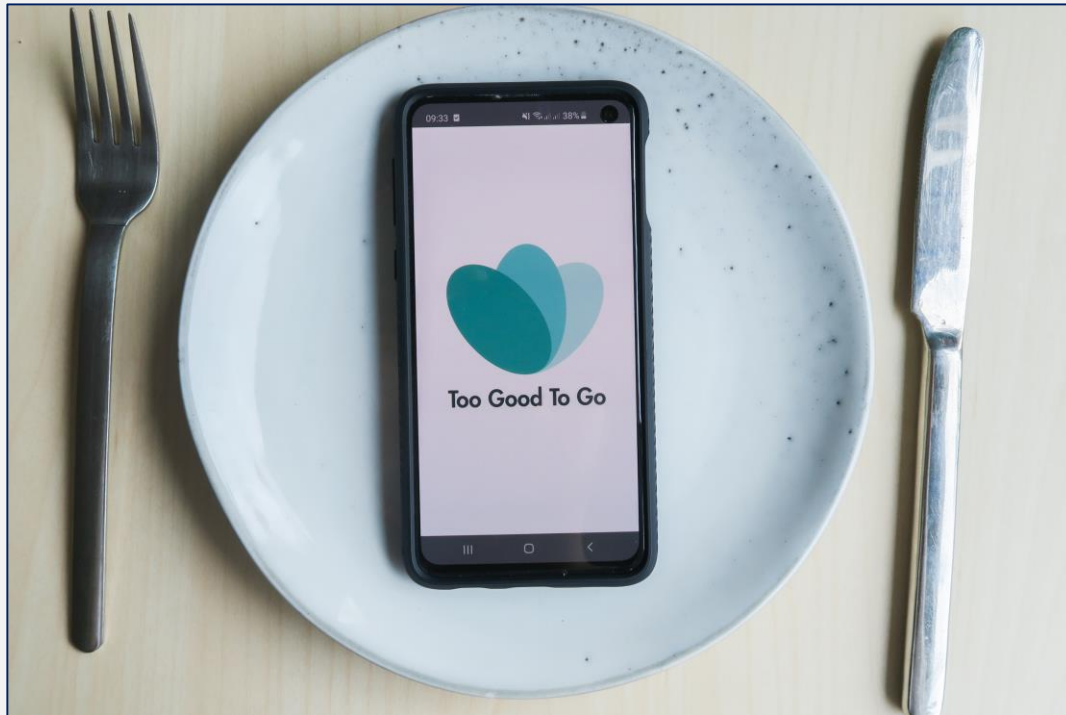
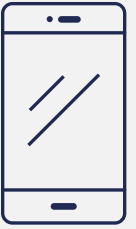
Number of Smartphone Apps by Audience Size: Dec 19

Nearly 200 Apps have an audience of over 1 million



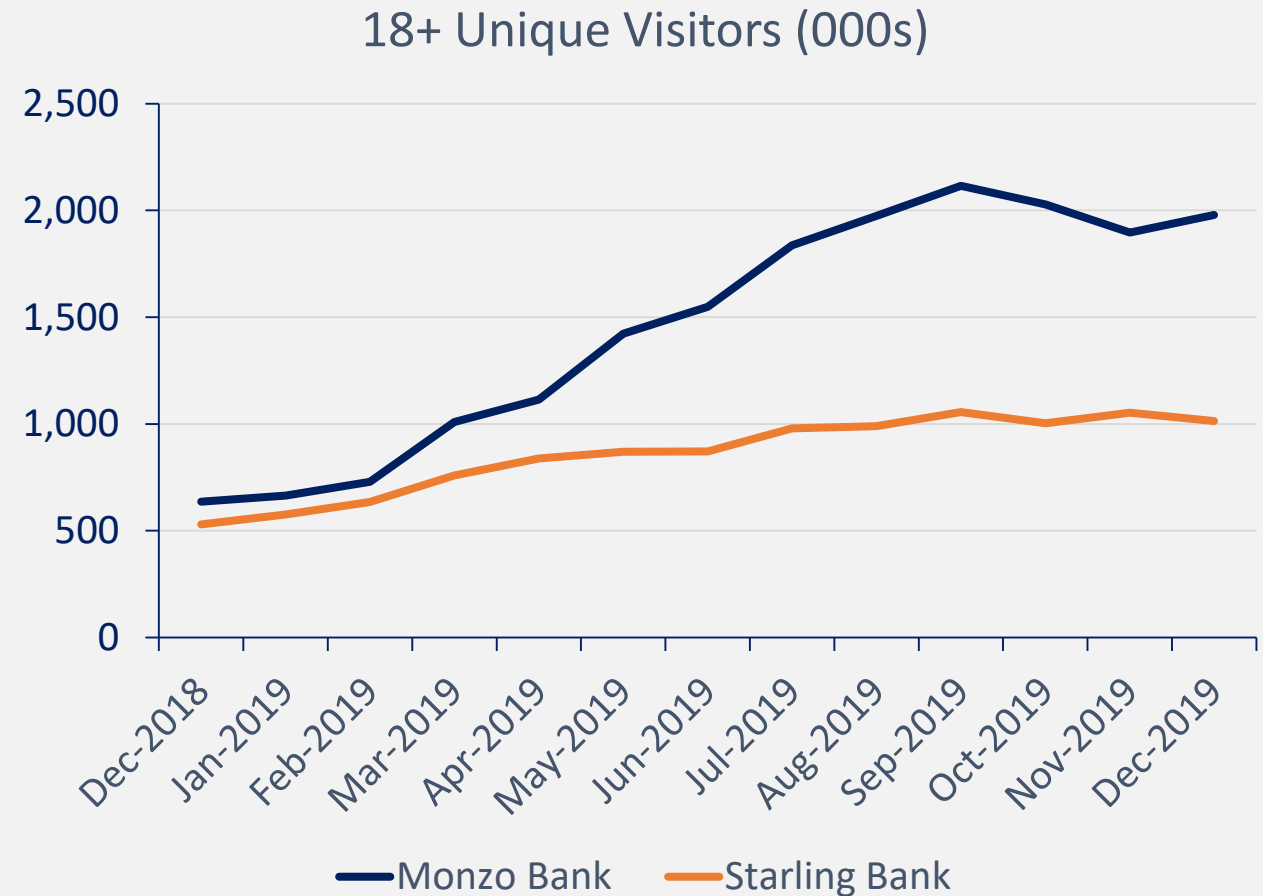
Smartphone Apps which hit 1 million UVs in 2019

Too Good To Go: Fighting Food Waste



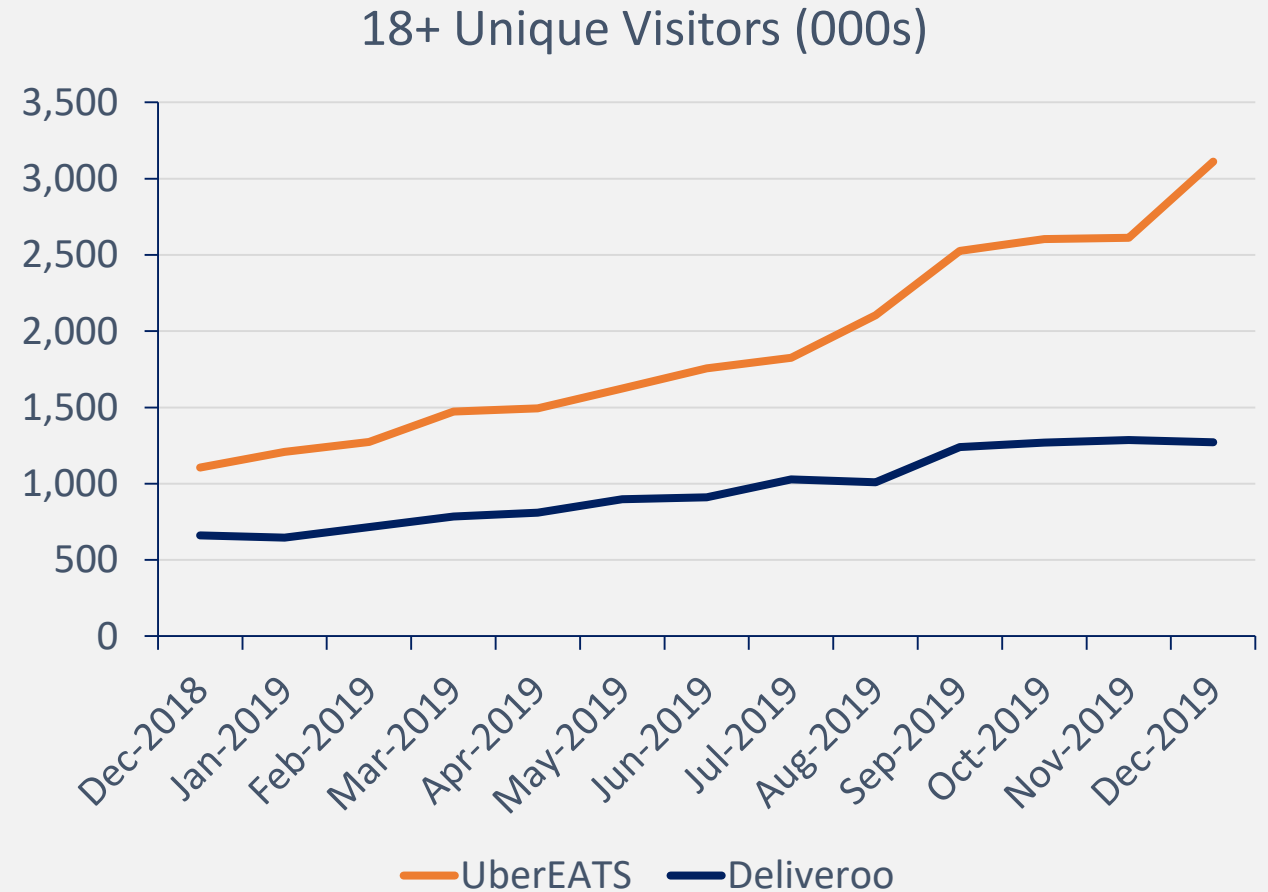
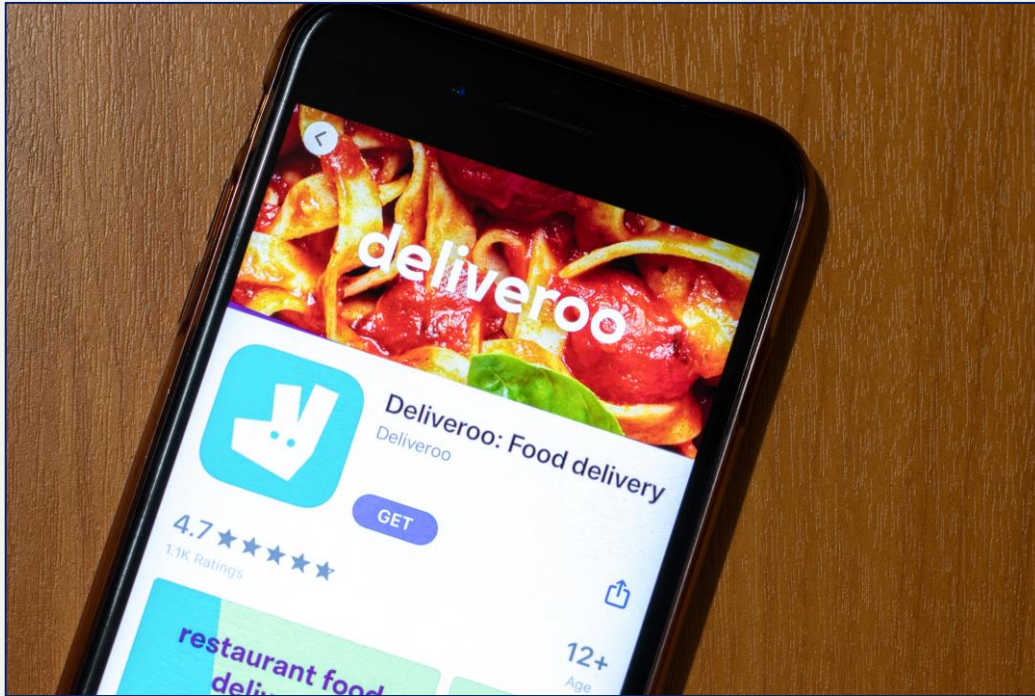
Smartphone Apps which hit 1 million UVs in 2019

Monzo and Starling: Challenger Banks



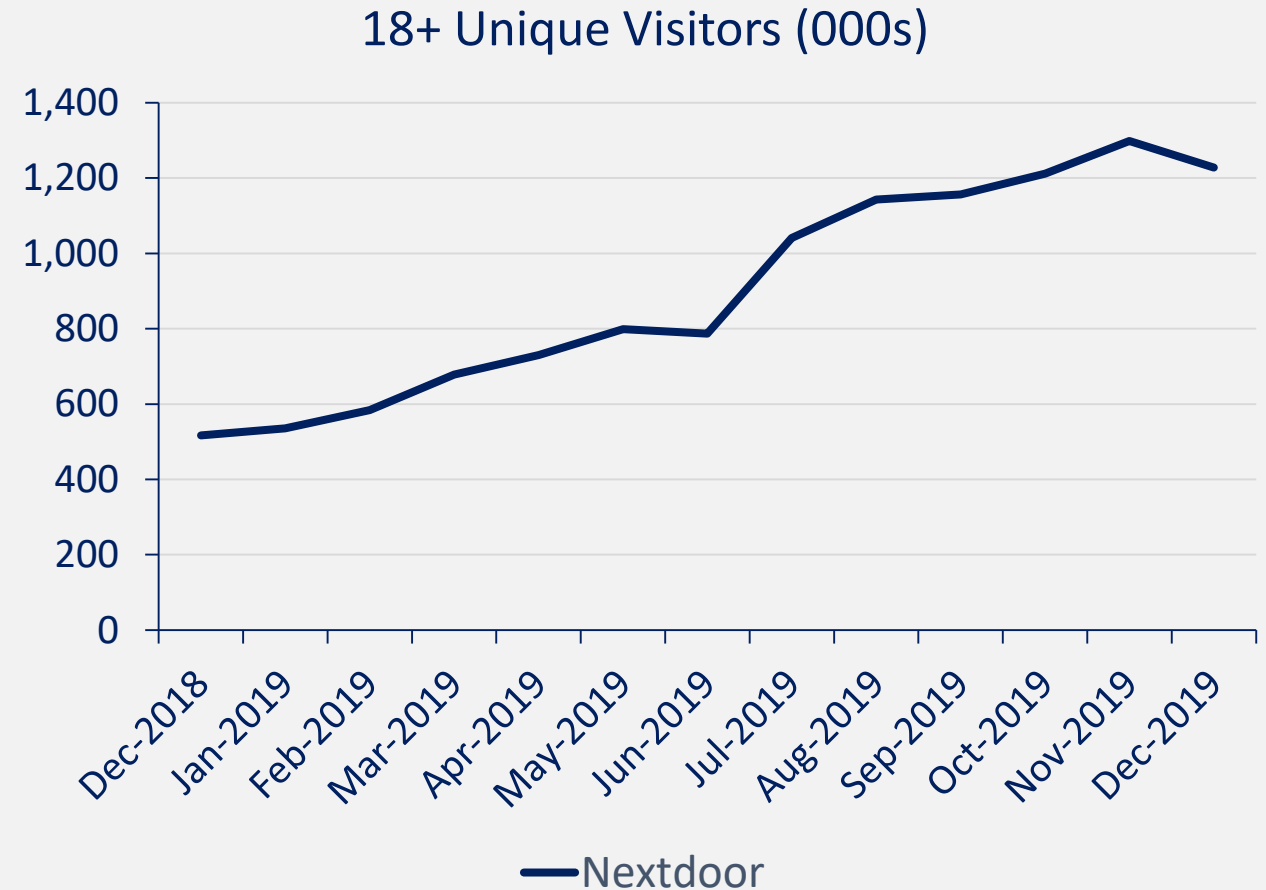
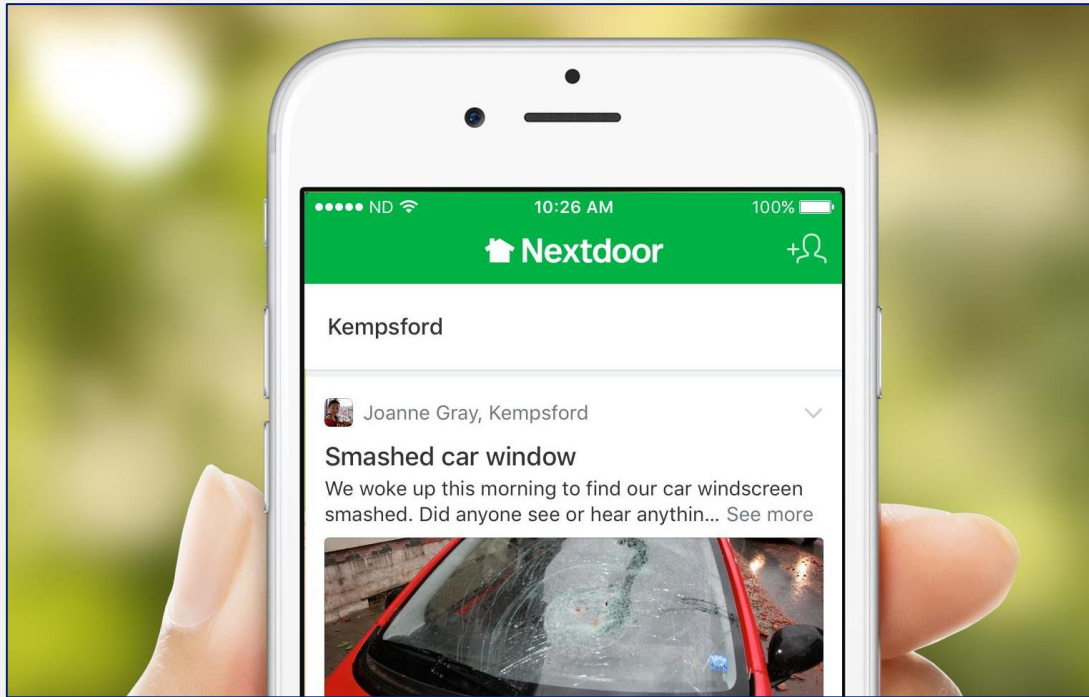
Smartphone Apps which hit 1 million UVs in 2019

Deliveroo: Food Delivery



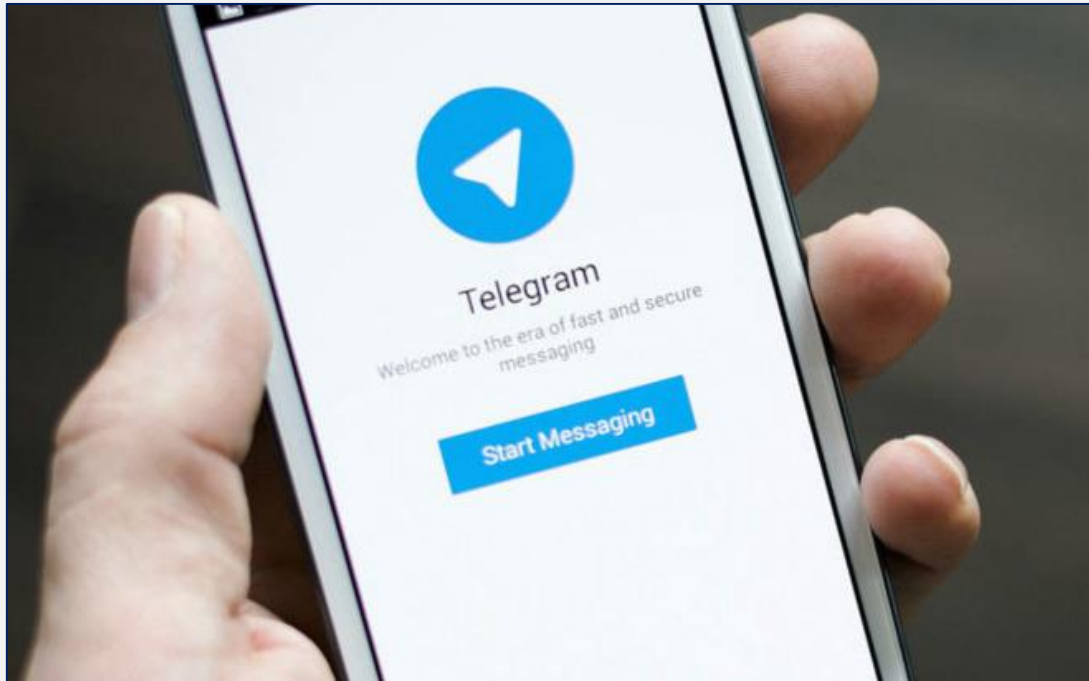
Smartphone Apps which hit 1 million UVs in 2019

Nextdoor: Local Social Network

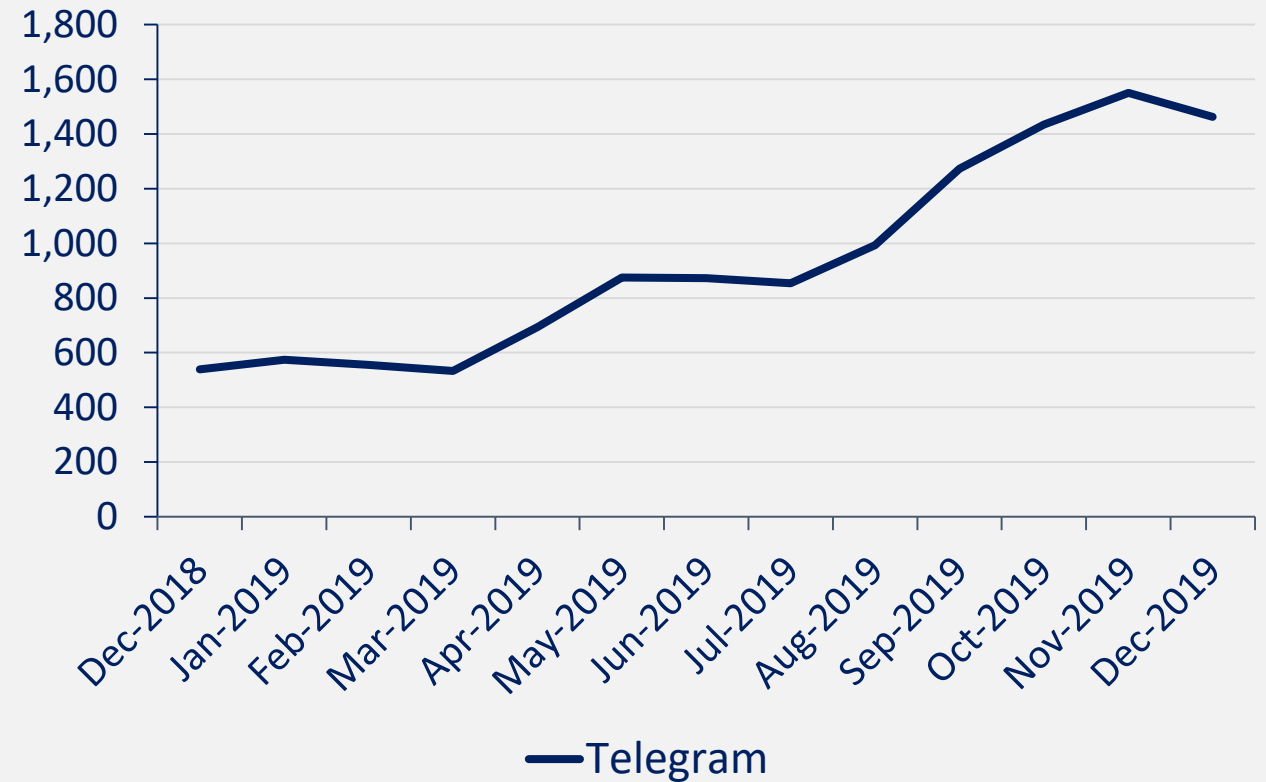


Smartphone Apps which hit 1 million UVs in 2019

Telegram: Messenger & VOIP



18+ Unique Visitors (000s)



UKOM Insights: WhatsApp



WhatsApp's UK Audience

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NOT 'APPY WhatsApp showing you ads threatening to

Harry Pettit, Senior Digital Technology
3 Jan 2020, 14:16 | Updated: 3 Jan 2020

15 Comments

WHATSAPP has confirmed it
users – and fans are not happy

Ads will start popping up in "S
Snapchat Stories, later this year

Matt Navarra @MattNavarra
Coming Soon to @WhatsApp

- WhatsApp Status (Stories
- WhatsApp for Businesses
- WhatsApp product catalog
- Business Manager catalog

h/t + @Olivier_Ptv
at #FMS19

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WhatsApp to stop working on millions of phones

31 January 2020

WhatsApp will no longer work on millions of smartphones from 1 February.

Android and iPhone devices which only support outdated operating systems will no longer be able to run the Facebook-owned app.

WhatsApp said the move was necessary in order to protect the security of its users.

Smartphones using Android 2.3.7 and older, and iPhone iOS 8 or older, are those affected by the update.

The operating systems that WhatsApp is dropping support for are legacy operating systems, which are no longer updated or installed on new devices.

Most users will simply be able to update their operating systems in order to continue using the messaging service.

MailOnline

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Science

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Overseas plan to

ust two years
er the proposal

to install ads on the chat app
WhatsApp has been deleted
es with customers on the app
ter's founders both left after

January 2020

29
View comments

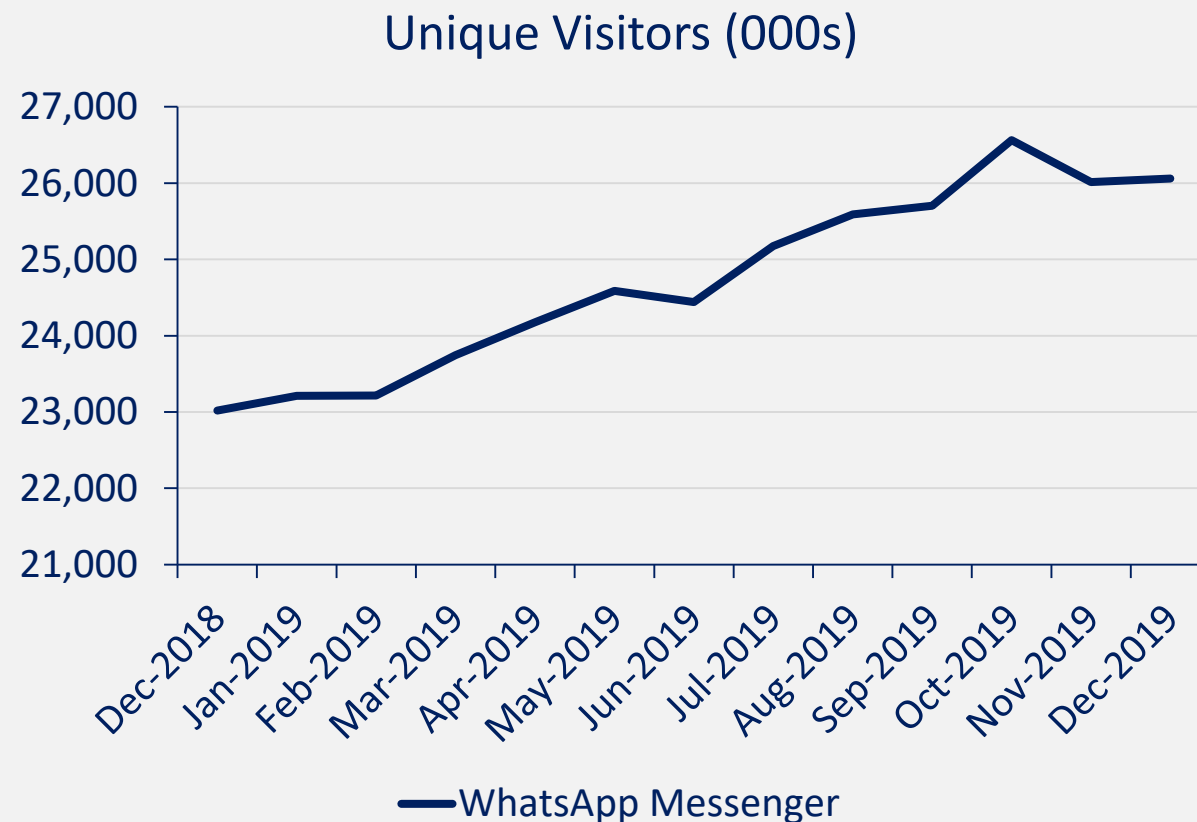
to introduce adverts to
quit over the proposal.

to begin the process of
the Wall Street Journal.

into the messaging platform

WhatsApp Unique Visitor Growth: Dec 18-Dec 19

WhatsApp is now the no.2 smartphone app among 18+



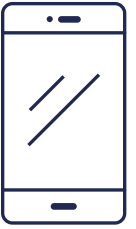
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Source: Comscore Mobile Metrix, Dec 2019, UK, Age 18+

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WhatsApp's Audience Reach & Average Minutes by Age

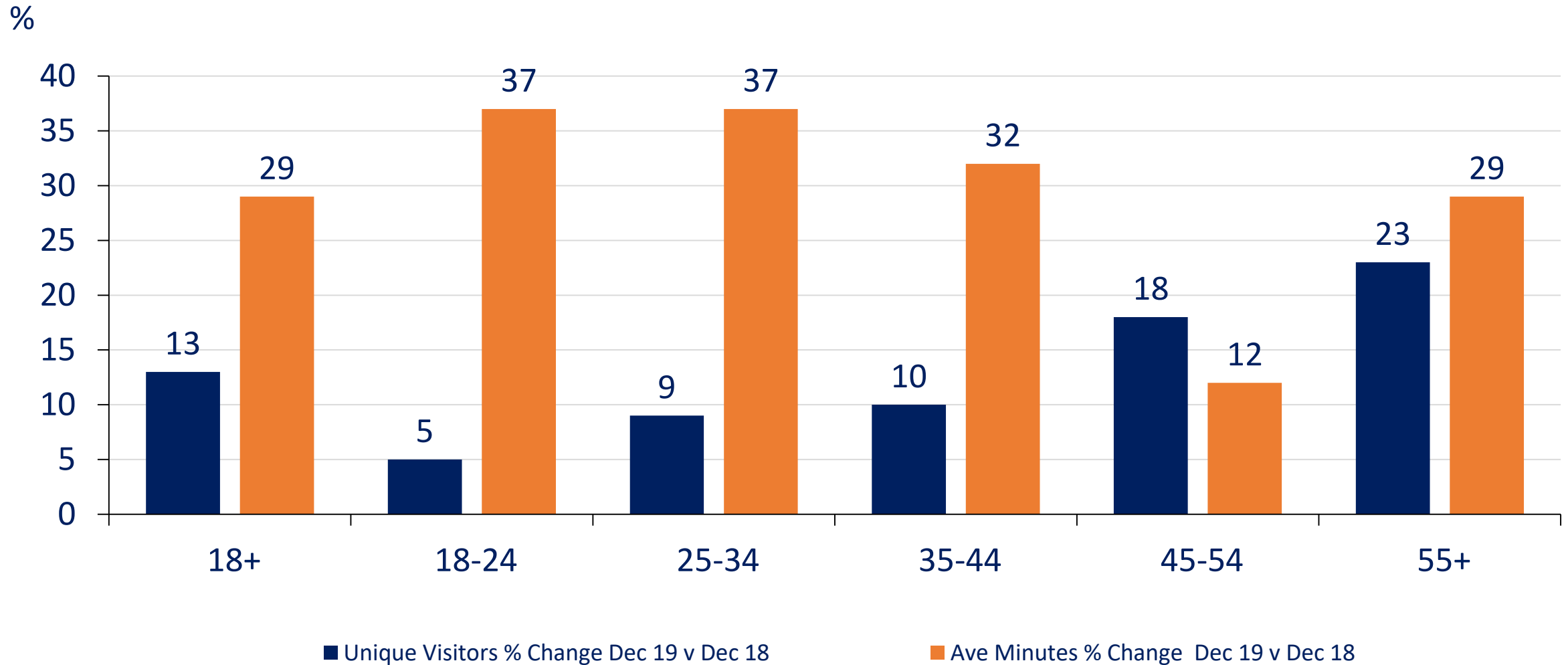
Reach and Average Time spent is highest among 25-34s



	% Reach of Smartphone Users Dec 2019	Average Minutes/ Visitor/Month Dec 2019
18+	67	3hrs 45mins
18-24	66	3hrs 22 mins
25-34	73	4hrs 27mins
35-44	69	4 hrs 6 mins
45-54	66	3hrs 32 mins
55+	63	3hrs 7 mins

WhatsApp Year-on-Year Change by Age: Visitors & Ave Minutes/visitor

Older audiences fuel visitor growth but younger audiences driving up minutes



comscore

Source: Comscore Mobile Metrix, Age 18+. December 2019, UK. Platform = Smartphones.

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Top 5 Smartphone Apps by Age: Unique Visitors Dec 2019

WhatsApp is the no.1 app for older audiences



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Source: Comscore Mobile Metrix, Age 18+. December 2019, UK. Platform = Smartphones.

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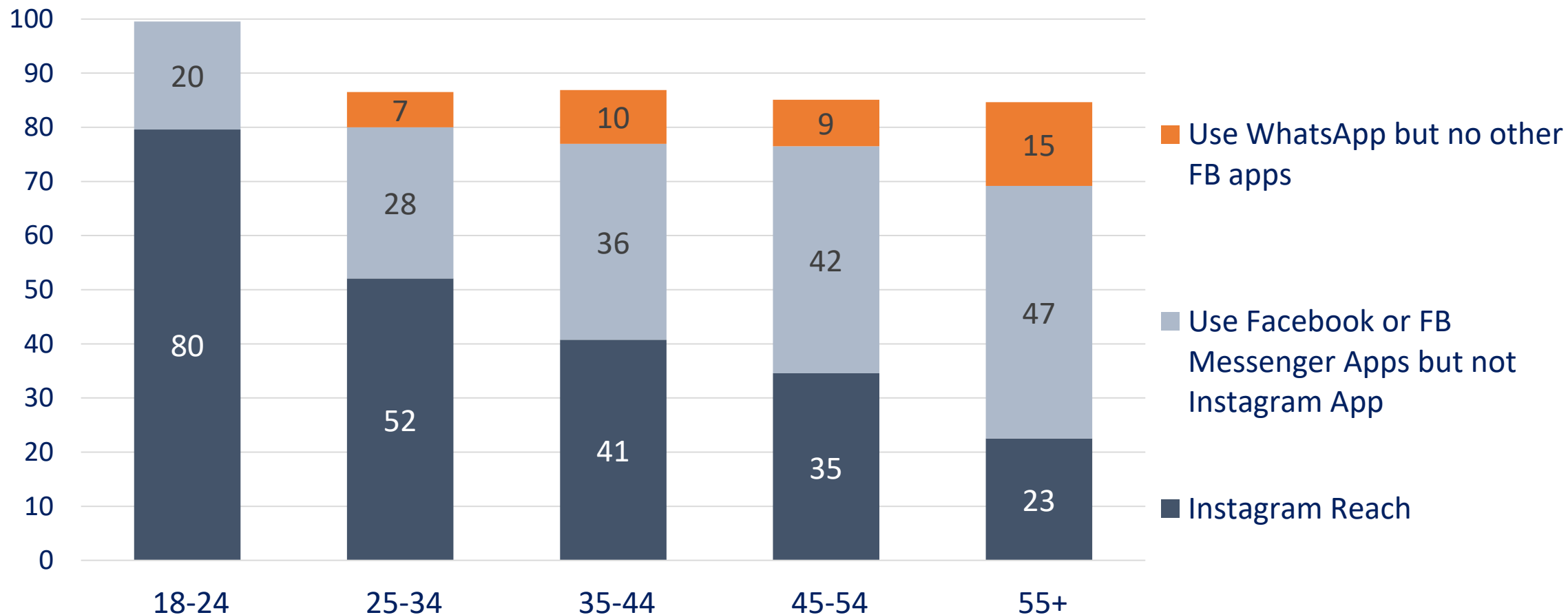
Deduplicated Cumulative Reach for Facebook's Smartphone Apps

WhatsApp adds more incremental reach among Older Audiences



%

App Reach Among Smartphone Users 18+ Dec 2019



comscore

Source: Comscore Mobile Metrix, Age 18+. December 2019, UK. Platform = Smartphones.

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Premier League > Scores & Fixtures Table Top Scorers All Scores & Fixtures All Teams Leagues & Cup

Premier League streaming on Amazon Prime - was broadcaster's debut a success?

6 December 2019 Premier League

Share



Amazon Prime streamed a whole round of Premier League fixtures over three nights

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Premier League brings record number of sign-ups to Amazon Prime

Streaming of 10 top-flight matches increases prospects of firm entering rights auction

Mark Sweney
@marksweney Email
Fri 6 Dec 2019 11.29 GMT

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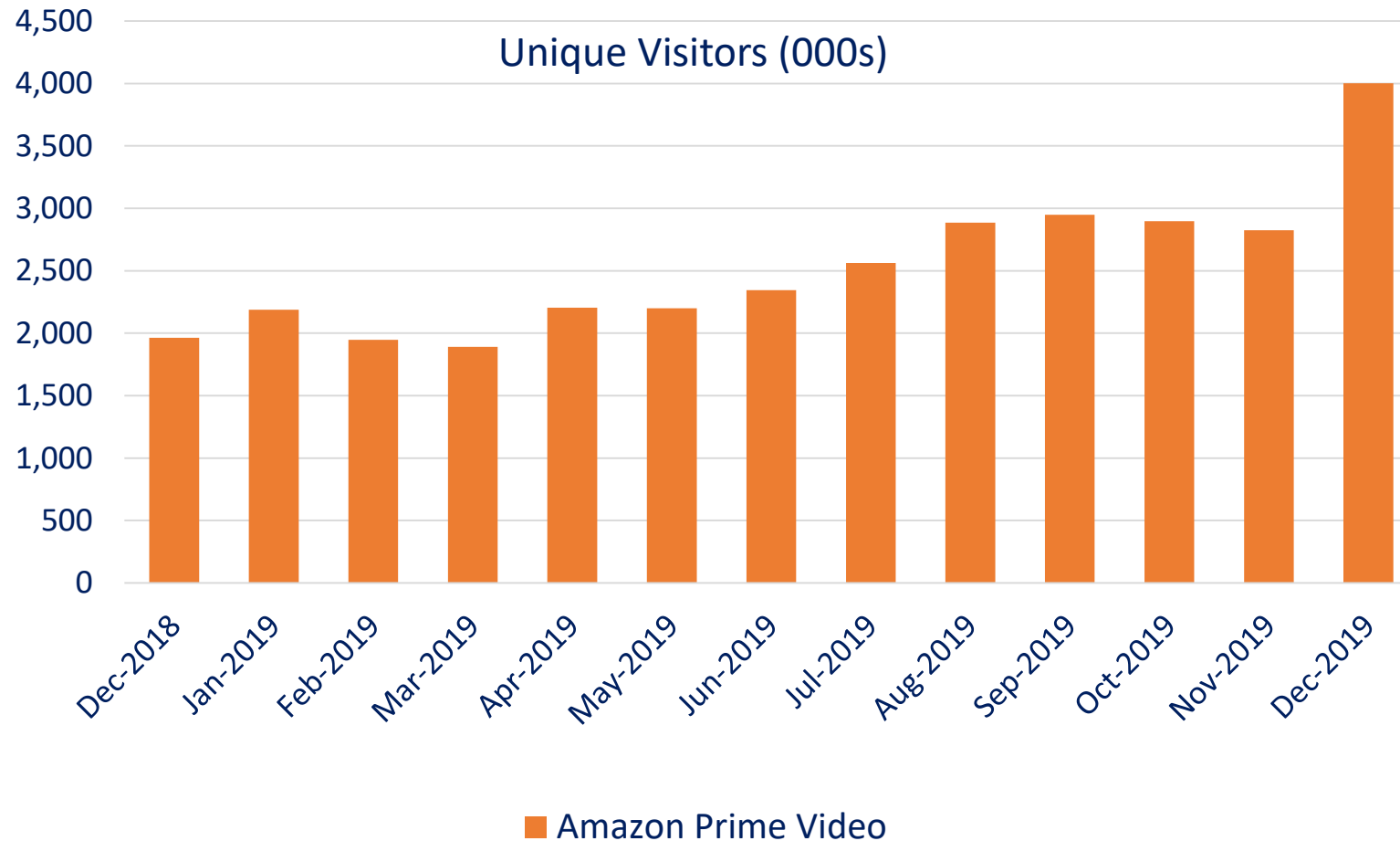
▲ Amazon Prime is testing whether Premier League matches bring in enough new subscribers to justify further investment. Photograph: Marc Atkins/Getty Images

The prospect of Amazon mounting a major challenge to Sky and BT at the next multibillion pound Premier League rights auction has increased, after the **streaming of 10 top-flight English matches** attracted a record number of sign-ups to the retailer's Prime service.

Amazon said millions of football fans watched the 10 matches livestreamed through its Prime Video platform on Tuesday and Wednesday night. The

Amazon Prime Video Smartphone App: Unique Visitors Dec 18-Dec 19

Uplift in December likely to be attributable to Premier League Fixtures



“An Amazon spokeswoman said Dec. 3 and Dec. 4 ended up being the “two biggest Prime sign-up days in U.K. history” — beating its tallies for previous Prime Days, Black Fridays and the launch day for the “The Grand Tour” series.”

Digiday 10th Jan 2020



comscore

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