

UKOM

Online Market Overview

June 2024



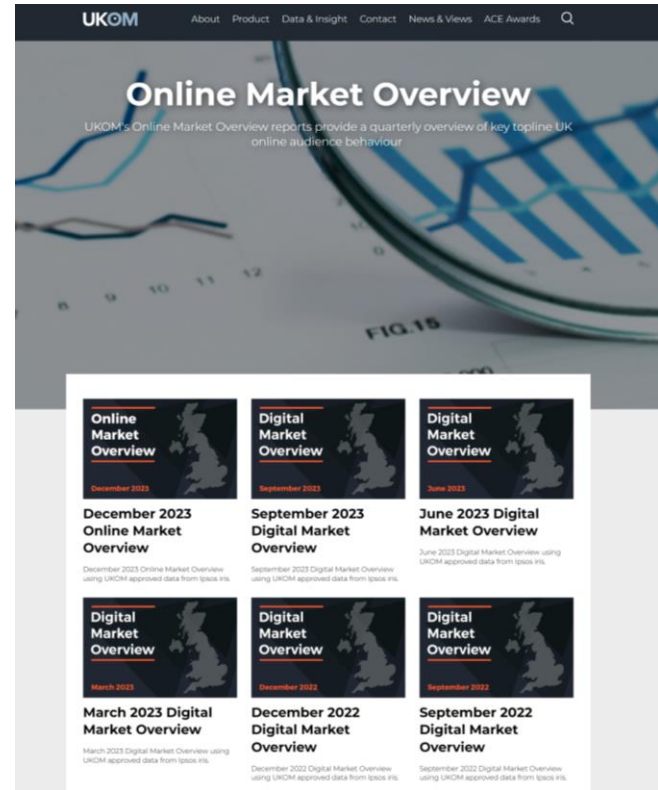
The UK Online Market Overview June 2024



This Online Market Overview focuses on UK online audience on PC, tablet and smartphone in June 2024.

Ipsos iris launched in 2021 as the new UKOM endorsed industry standard for the measurement of UK online audience behaviour.

Consolidated in one PDF, this is a starting point to learn more about the online audiences of companies in the headlines as well as a deep dive into the top online companies and brands in the UK



Contents

The UKOM logo is a white circle containing the text 'UKOM' in a blue, sans-serif font. The background of the slide features a dark grey, high-angle view of several electronic devices: a laptop on the right, a tablet in the bottom center, and a smartphone in the bottom right corner. The devices are arranged in a way that suggests a digital or online environment.

UKOM

- In the news
- Key changes: Mar 24 – Jun 24
- The UK online audience
- Time online
- Top organisations and brands
- Top mobile apps



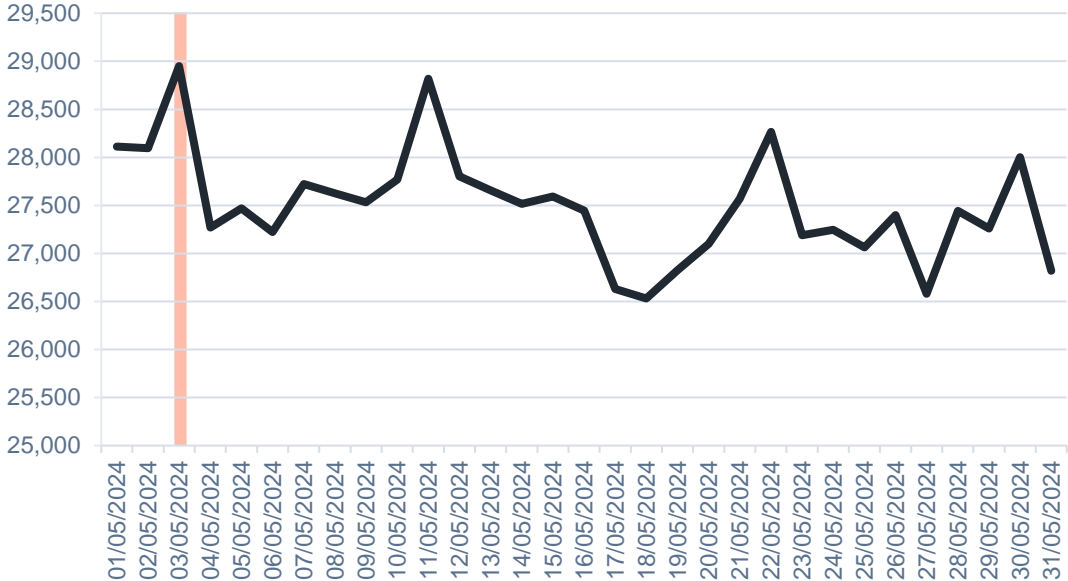
In the news



In May, the general news category had its biggest audience on the day of the Local & Mayoral elections



General News Category Audience (000s)



	Daily Audience (000s)	Daily Reach (%)	Ave Mins PP
03/05/2024	28,950	58.2	14.0
May Average	27,501	55.3	12.4

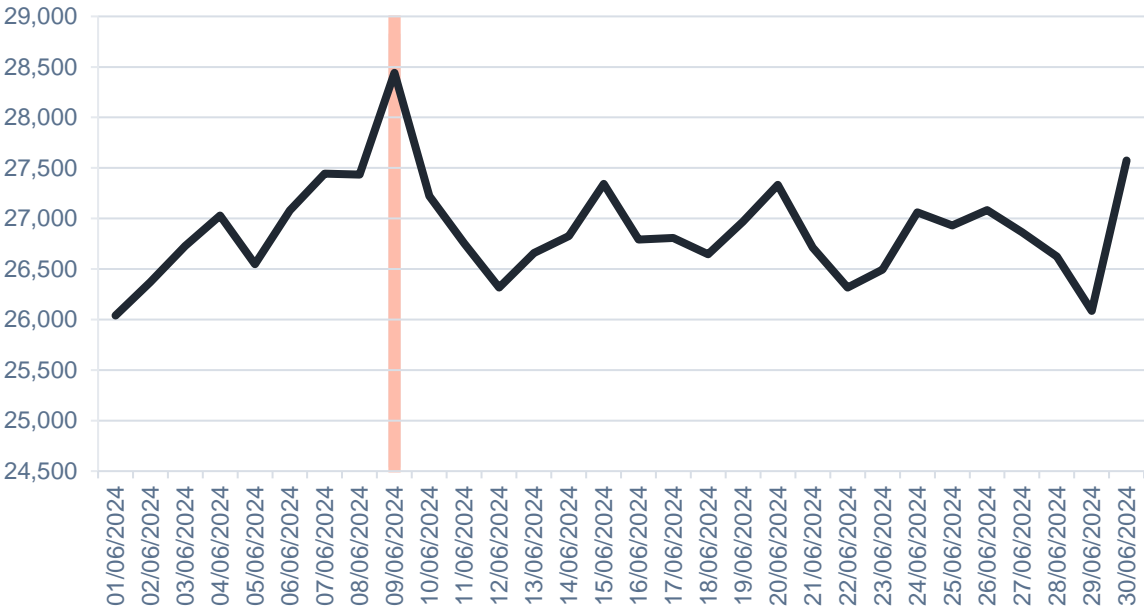


Source: UKOM Ipsos iris Online Audience Measurement Service, May 2024
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.
 NB: The Y axis starts from 25,000 rather than 0 to better illustrate the uplift

In June, the general news audience peaked on Sunday the 9th - the day Michael Mosley's death was revealed



General News Category Audience (000s)



	Daily Audience (000s)	Daily Reach (%)	Ave Mins PP
09/06/2024	28,442	57.2	13.5
June Average	26,885	54.1	12.3



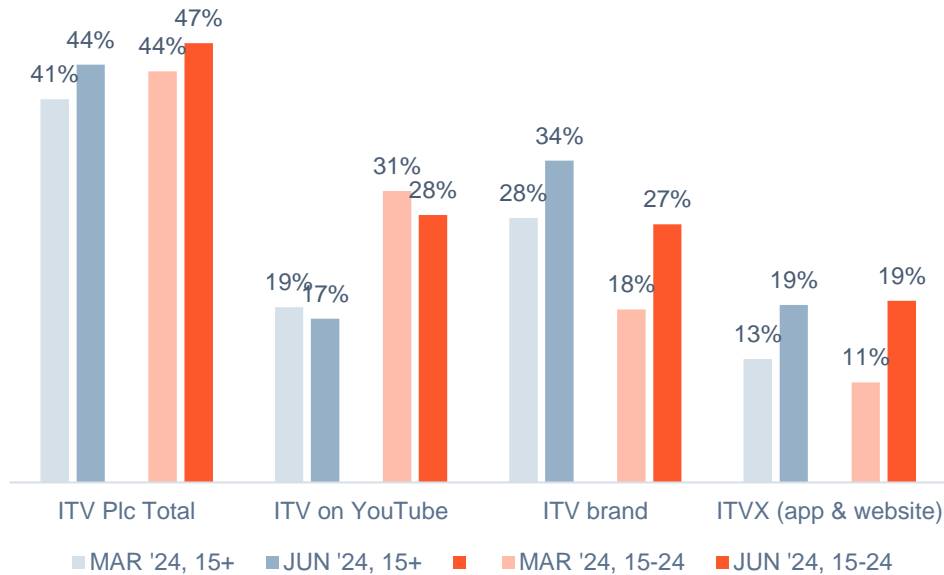
Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.
 NB: The Y axis starts from 24,500 rather than 0 to better illustrate the uplift

The Euros and Love Island drove audiences to ITV online



Reach to ITV's online brands grew by 9 pts among 15-24s as Love Island and Euros attracted young audiences. Conversely, reach for its YouTube content declined slightly.

ITV Online Reach Mar-Jun 24 by age



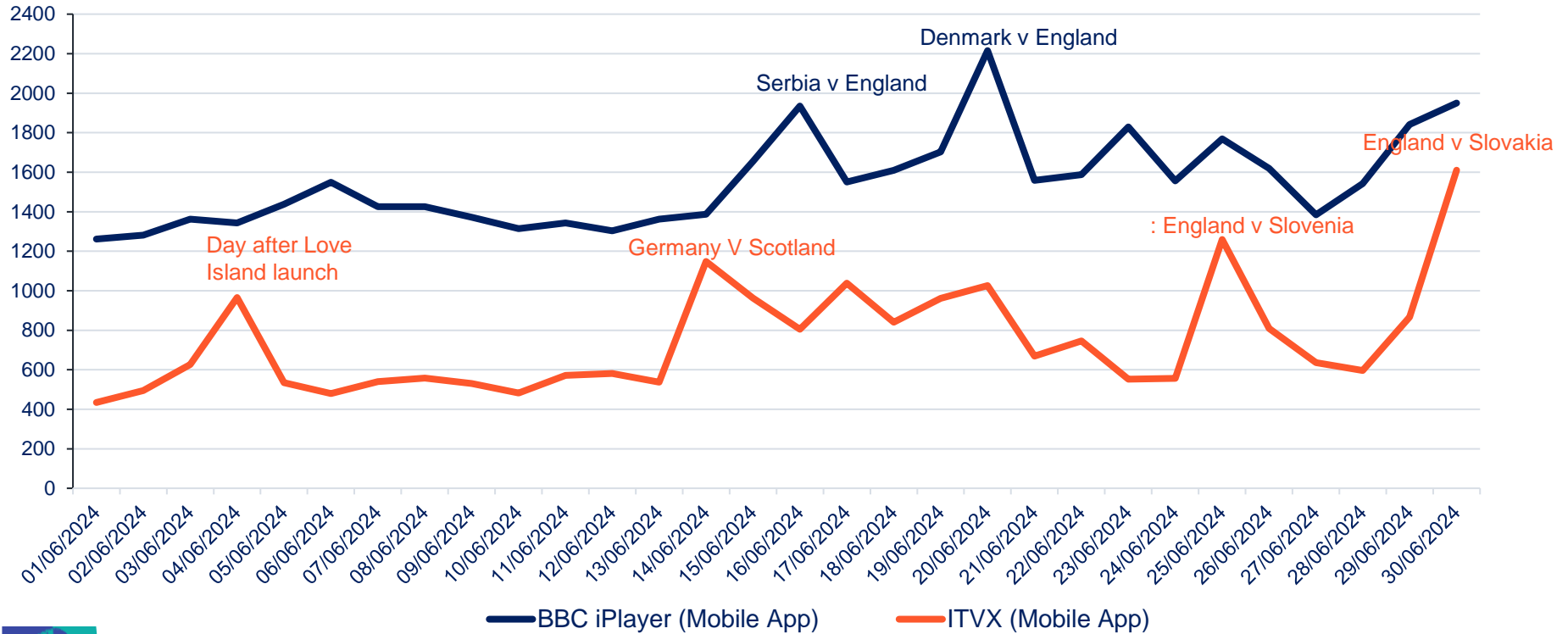
		AUDIENCE (000S)		
		MAR '24	JUN '24	Change (%)
ITV brand	Total 15+	14,034	17,030	21%
	15-24s	1,404	2,092	49%
ITVX app	Total 15+	4,449	6,537	47%
	15-24s	579	959	66%

Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month



The Euros had a big impact on audiences to both ITVX and BBC iPlayer apps in June



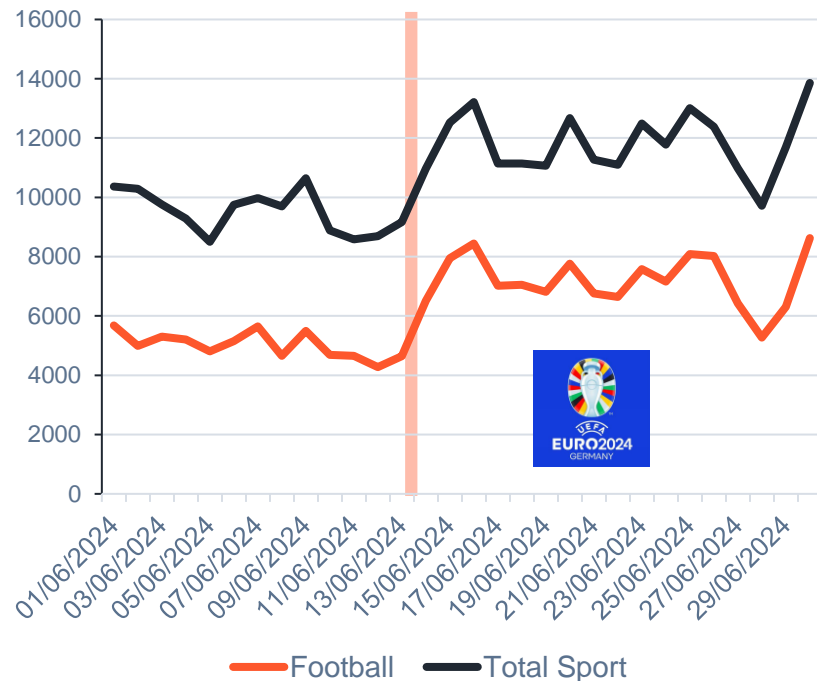
Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

The sports category grew by 8% in June – fuelled by the Euros which started on 14th



MEDIA	AUDIENCE (000S)			
	MAR '24	JUN '24	Change (%)	Change (abs)
TOTAL SPORT CATEGORY	30,494	32,813	7.6%	2,319
UEFA	1,135	5,282	365.3%	4,147
BBC	13,831	16,985	22.8%	3,154
Mirror	3,572	5,857	64.0%	2,285
The Sun	5,932	7,263	22.4%	1,331
Mail Online	4,151	5,371	29.4%	1,220

	TOTAL FOOTBALL CATEGORY			
	MAR '24	JUN '24	Change (%)	Change (abs)
Audience (000s)	20,228	23,925	18.3%	3,696
Audience Reach	40.6	48.1	18.5%	7.5

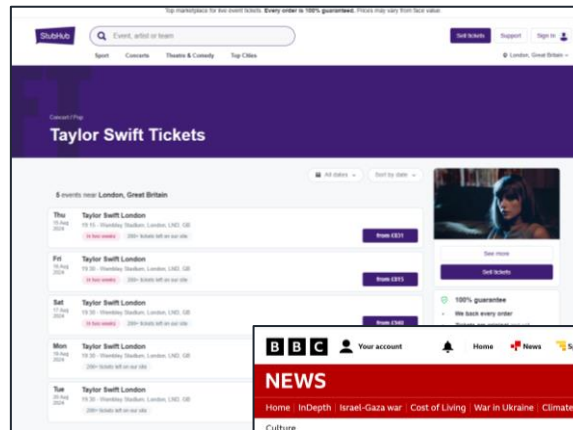


Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Festivals & music concerts drove people to ticketing and events websites in June

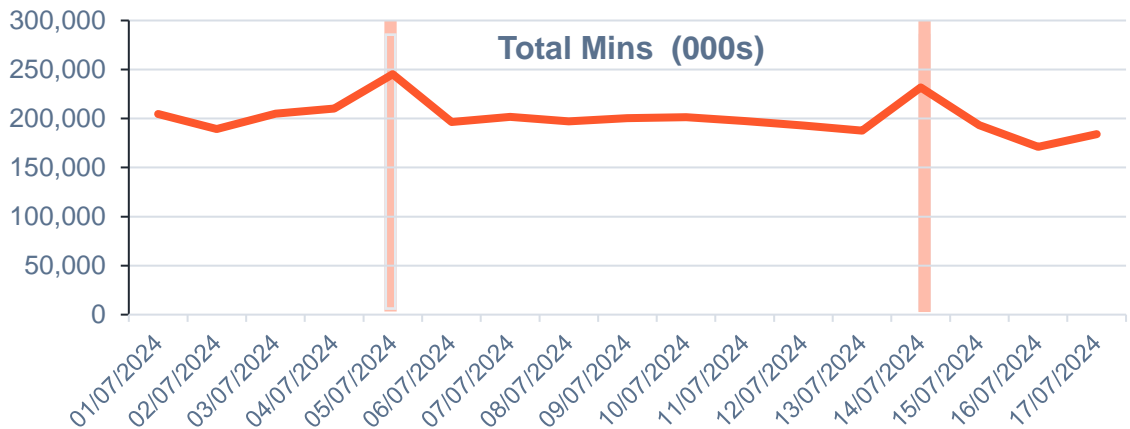


	AUDIENCE (000S)			
	MAR '24	JUN '24	Change (%)	Change (abs)
TOTAL Ticketing	26,546	27,078	2%	532
Ticketmaster	4,446	6,124	38%	1,678
Glastonbury Festival	363	1,553	328%	1,190
Viagogo	1,058	1,625	54%	567
Axs	1,503	1,977	32%	475
Stubhub	149	509	241%	360
Total Music Events	5,589	7,612	36%	2,023
Bandsintown	996	1,505	51%	509
Setlist	638	1,079	69%	441
Livenation	676	928	37%	252
Bst-Hydepark	250	437	75%	187



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.
 NB: Glastonbury festival is included under both Ticketing and Music Events Category totals

July topline - Time spent on X app increased on the day of the Election results and the Euros Final



Date	Audience (000s)	Audience Reach (%)	Total Mins (000s)	Minutes Trend v day and same day the Week before
05/07/2024	8,288	16.59%	245,235	17% ↑ 38% ↑
14/07/2024	8,329	16.67%	231,855	24% ↑ 15% ↑

The Labour Party reposted

Keir Starmer @Keir_Starmer

Live from Downing Street: Watch my first speech as Prime Minister

REPLAY 591.9K views

Keir Starmer @Keir_Starmer

Live from Downing Street: Watc...

12:39 · 05/07/2024 · 1.4M Views

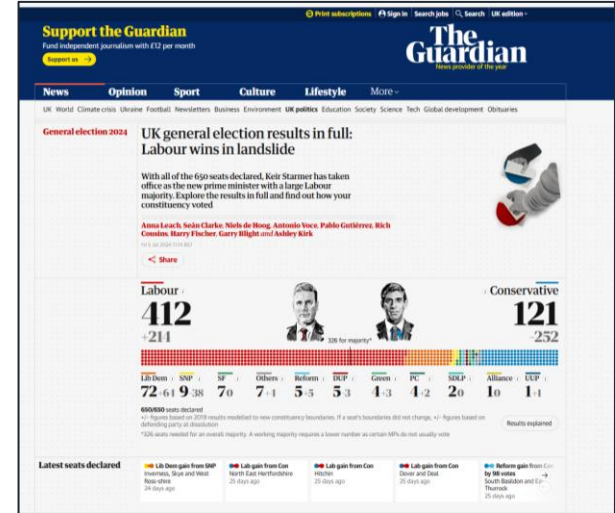


Source: UKOM Ipsos iris Online Audience Measurement Service, **Daily Dashboard - July 2024**
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

July topline – The Guardian’s online audience doubled during the General Election



The Guardian website audience (000s)



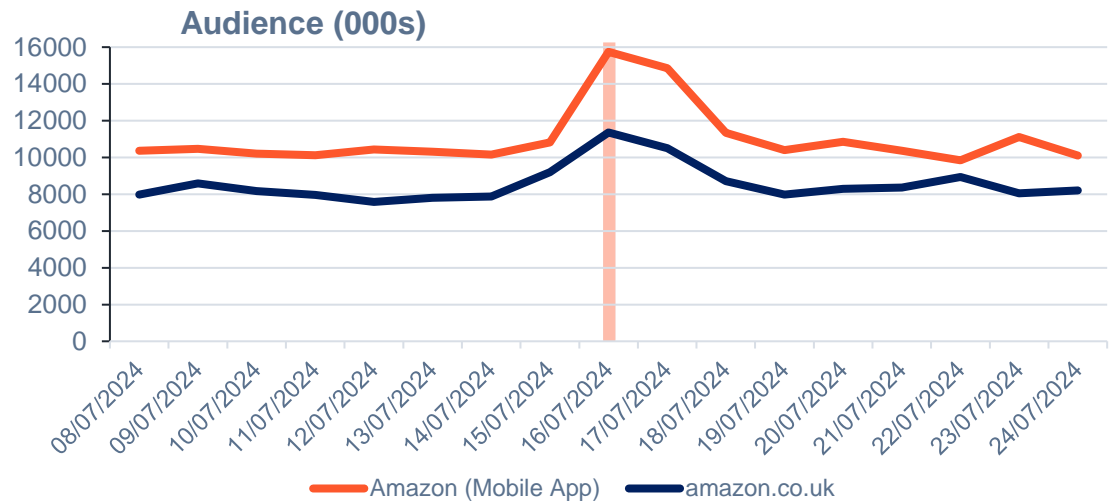
Date	Audience (000s)	Audience Reach (%)	Total Mins (000s)
05/07/2024	3,171	6.35%	22,844

Of the newspaper brands, top-line daily data shows The Guardian website attracted the biggest audience on 5th July (GE results day) with 3.2m - more than double the Friday before.



Source: UKOM Ipsos iris Online Audience Measurement Service, **Daily Dashboard - July 2024**
 Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

July topline - Prime day drives audiences to Amazon on 16th and 17th July



Date	Media	Audience (000s)	Audience Reach (%)		Total Mins (000s)	
16/07	Amazon (App)	15,746	31.5%	50% ↑	252,038	202% ↑
16/07	amazon.co.uk	11,359	22.7%	32% ↑	138,213	150% ↑

Mirror amazon

Amazon Prime Day 2024 - live updates and money saving hacks (Image: Amazon)

LIVE Amazon Prime Day 2024 LIVE: Final chance for bargains from Apple, Samsung, Nespresso and more

As we hit the final few hours of Amazon Prime Day 2024, our team of shopping experts handpick the top products from Shark, Apple, Crocs, Samsung and more with huge savings worth bagging tonight



Key changes: Mar 24 – Jun 24

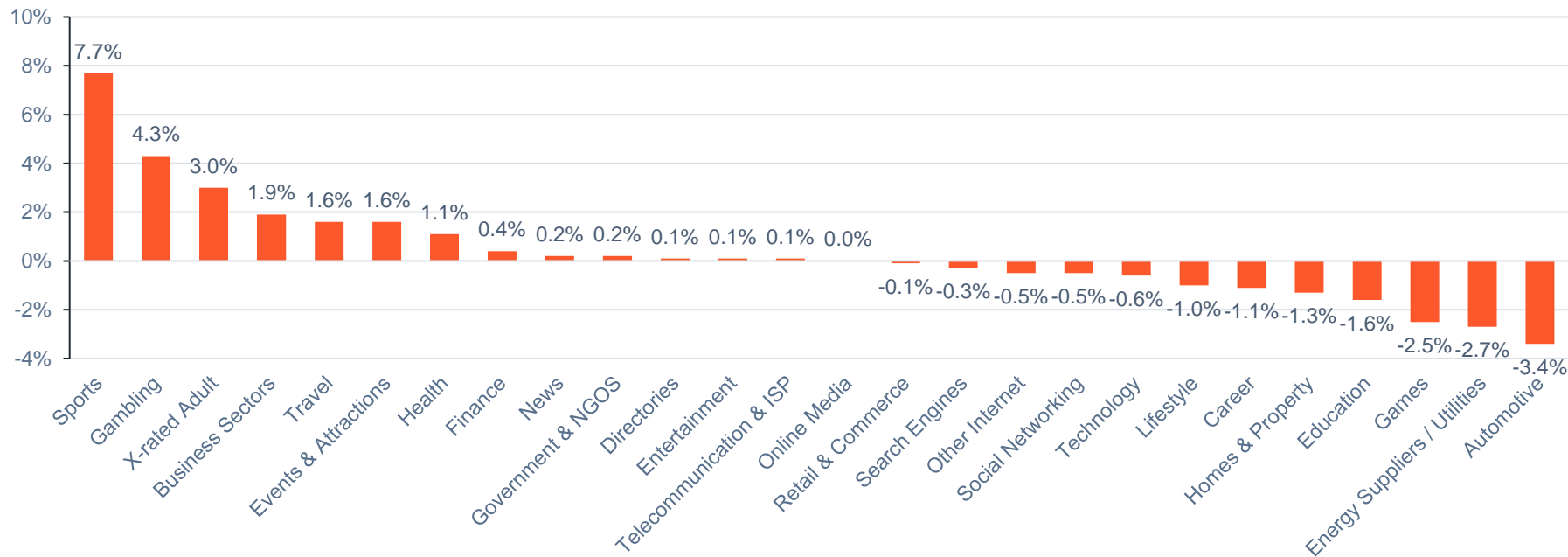


Tier 1 Category audience change (%): Mar 24 – Jun 24



Sport and Gambling were the key winners in June.

Audience % Change – Dec 23 to Mar 24



Source: UKOM Ipsos iris Online Audience Measurement Service, Mar 24 and Jun 24

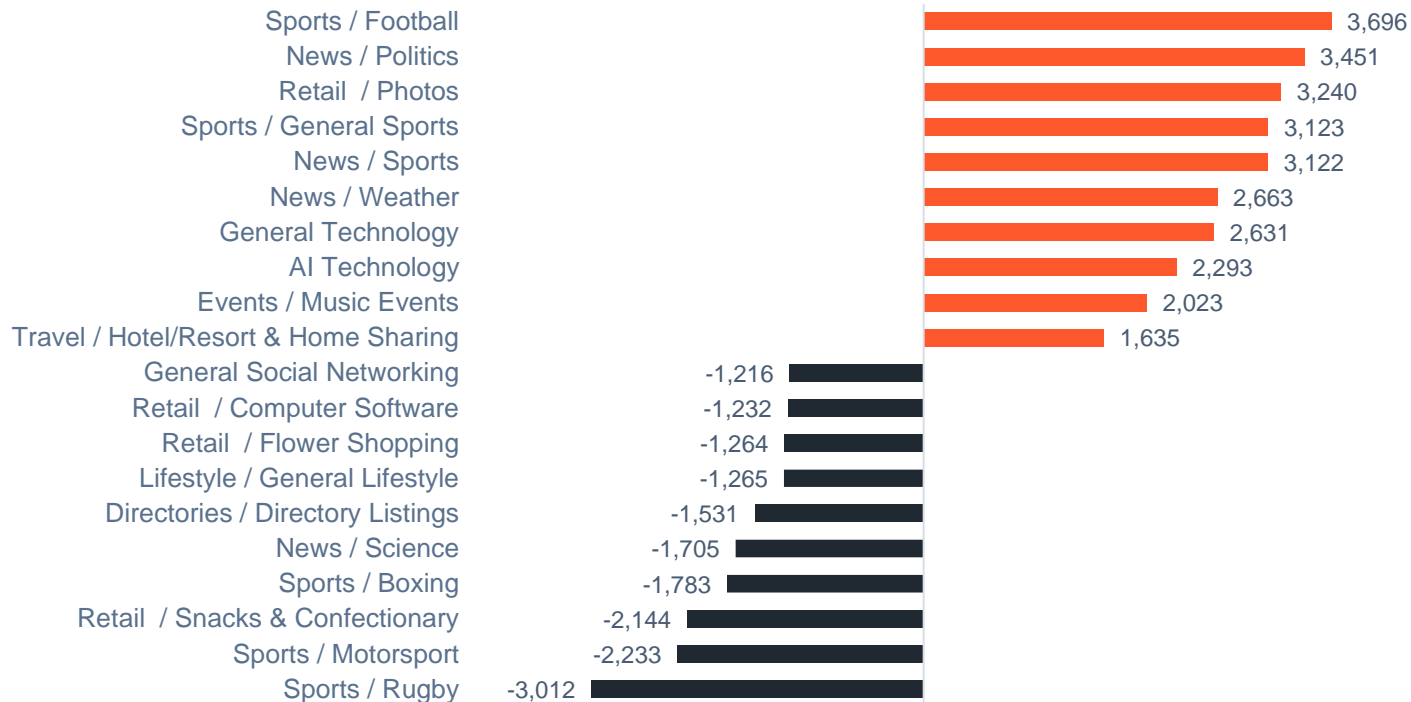
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

Tier 2 Category changes: winners and losers

The Football and Politics categories were the biggest winners in June – both grew by > 3 million



Audience change: Mar 24 – Jun 24



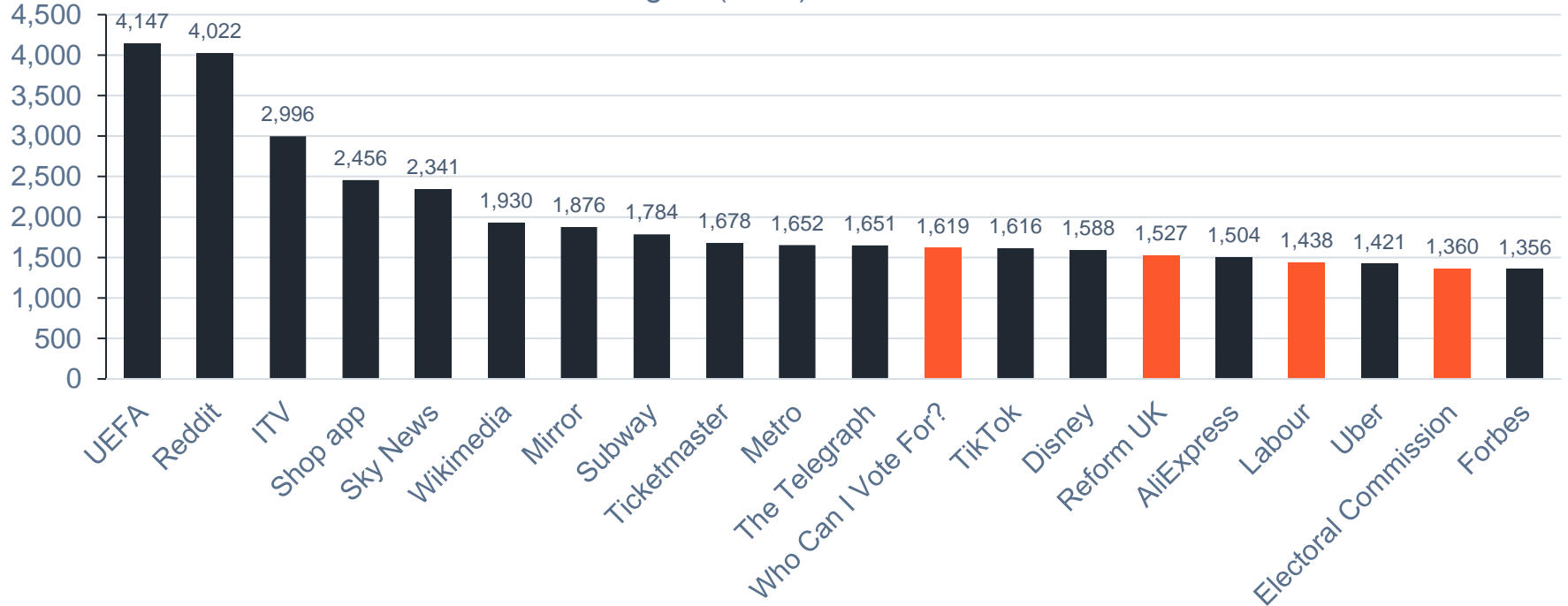
Source: Ipsos iris Online Audience Measurement Service, Mar 24 – Jun 24
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Brands adding most audience : Mar 24 – Jun 24

The Euros and the General Election drove up audiences for UEFA, news brands and politics sites



Audience gain (000s): Mar 24 – Jun 24



Source: Ipsos iris Online Audience Measurement Service, Mar 24 – Jun 24
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

Social Networking Audience Growth – Mar-Jun 24



Reddit had 4 million more visitors in June than March.

	AUDIENCE (000S)			
	MAR '24	JUN '24	Change (%)	Change (abs)
TOTAL Social Networking	49,430	49,188	-0.5%	-242
YouTube	45,951	45,997	0.1%	47
Facebook & Messenger	45,437	45,269	-0.4%	-168
WhatsApp	43,186	43,532	0.8%	346
Instagram	37,620	38,167	1.5%	547
Google	31,923	32,541	1.9%	618
Microsoft	28,441	27,289	-4.0%	-1,152
TikTok	25,287	26,903	6.4%	1,616
Reddit	22,270	26,292	18.1%	4,022
X	23,036	23,798	3.3%	761
LinkedIn	19,078	18,795	-1.5%	-283

54% of the UK internet population now uses TikTok each month, up 1.6m from 51% in March. Growth is highest among 45-54s (+15% since March)

Reddit has been the fastest growing social networking site since March. It has added audience in 4 consecutive months – 26.3m visited in June, an increase of over 4m in 3 months.

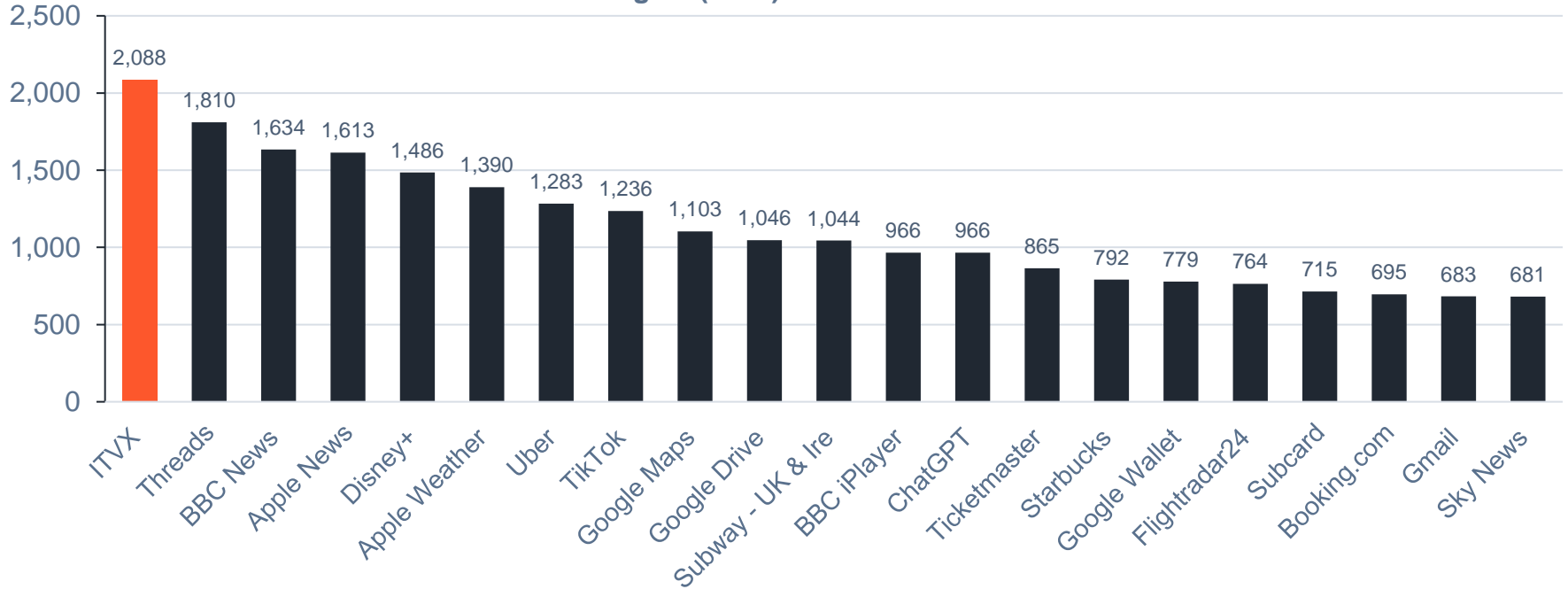


Mobile apps adding most audience : Mar 24 – Jun 24

ITVX was the star mobile app performer, adding over 2 million visitors



Audience gain (000s): Mar 24 – Jun 24



Source: Ipsos iris Online Audience Measurement Service, Mar 24 – Jun 24
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

The UK online audience

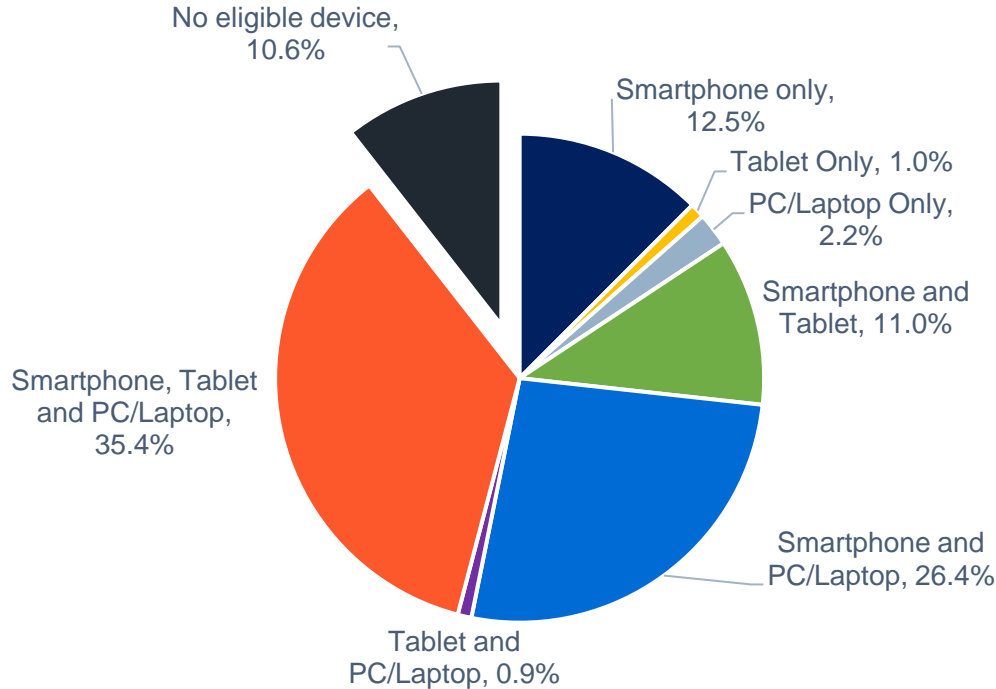
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Device usage by UK population – Q3 2024



89.4% of the UK population use a smartphone, tablet or PC/laptop. 10.6% do not use any – that is 5.9m people



74% of the UK population are multi-device users, with over a third using all 3 types of device



Source: UKOM Ipsos iris Online Audience Measurement Service, Establishment survey Apr 2024 - Sep 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s)

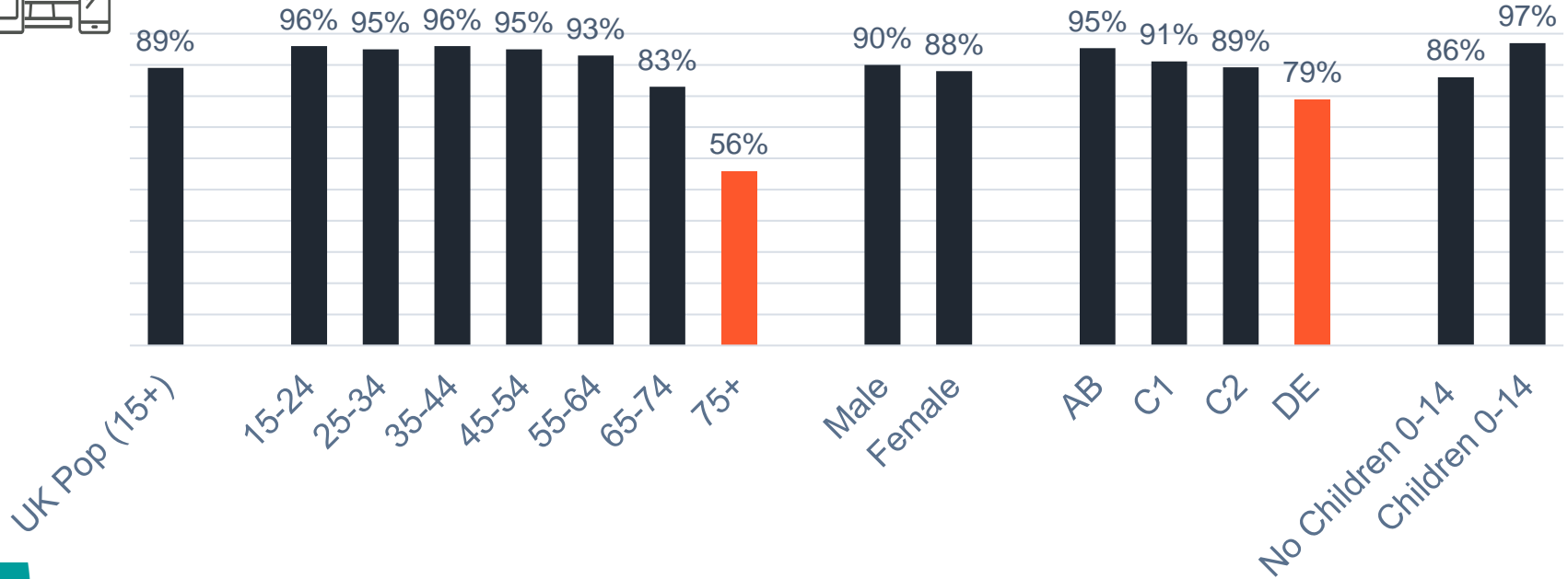
Internet penetration by demographics – Q3 2024



Internet penetration is lower among those aged 75+, social grades DE and among people without children in the household



% of UK population who use the internet



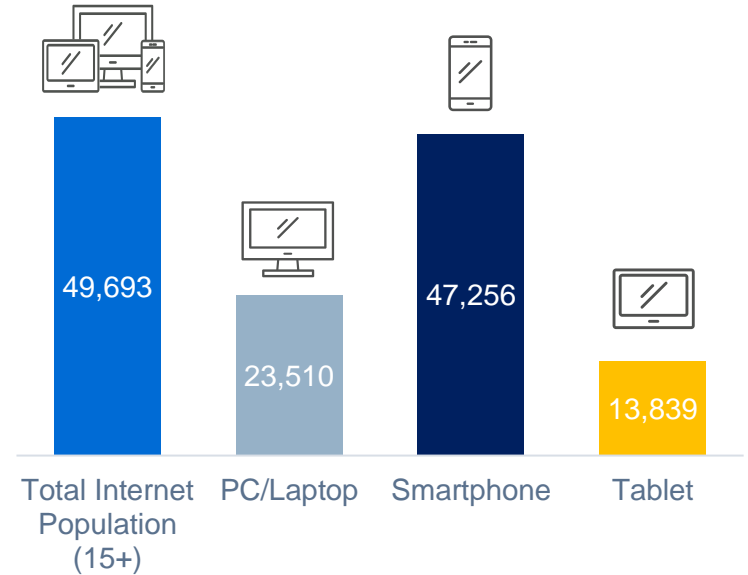
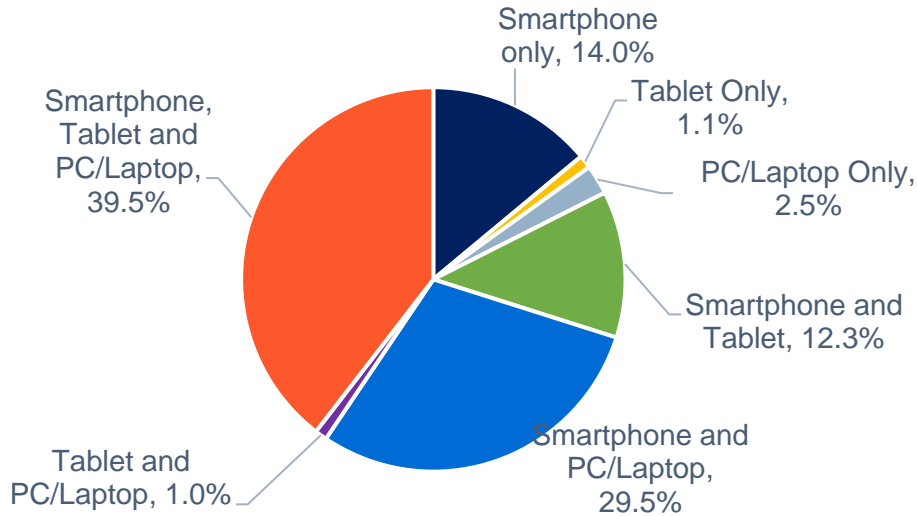
Source: UKOM Ipsos iris Online Audience Measurement Service, Establishment survey Apr 2024 - Sep 2024

Base – Total UK Population (15+)

Device usage by UK internet population



95% use a smartphone. More than twice as many people use smartphones than PCs.



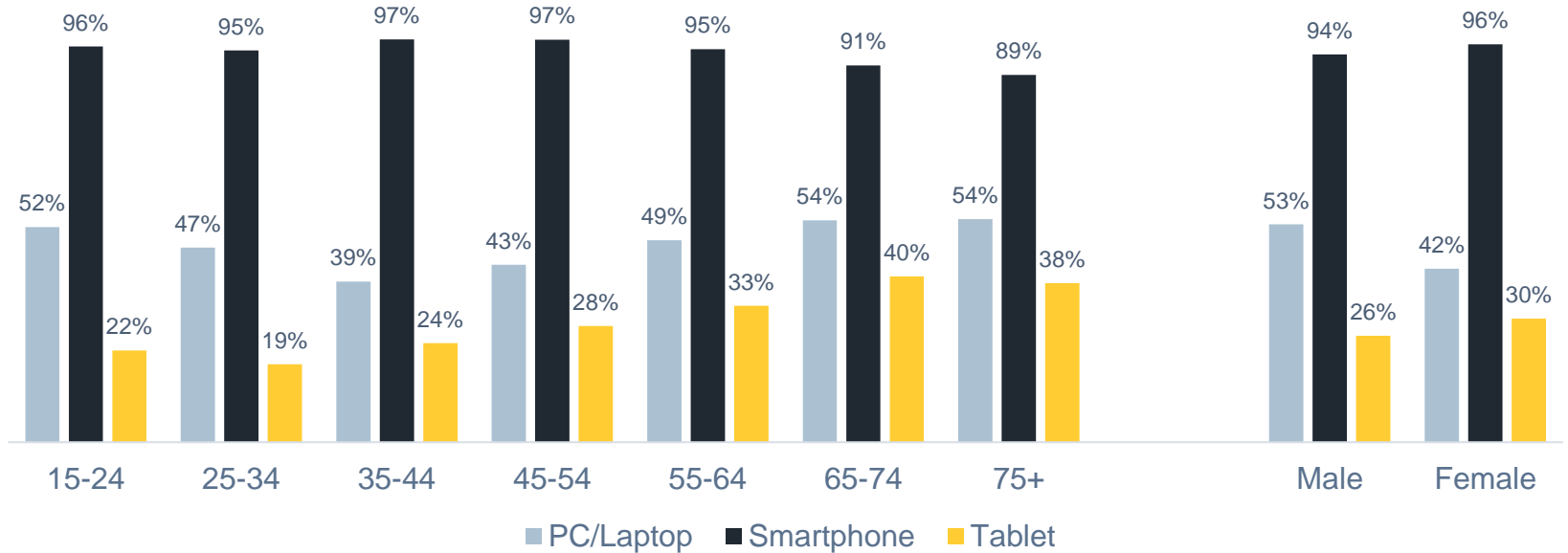
Source: UKOM Ipsos iris Online Audience Measurement Service. Pie chart data is from Establishment survey for Apr 2024 - Sep 2024. Bar chart is based on Ipsos Iris Jun 24 data

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s)

Devices used to go online by age and gender (%)



Older audiences are more likely to use a tablet. Males are more likely than females to use a PC



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

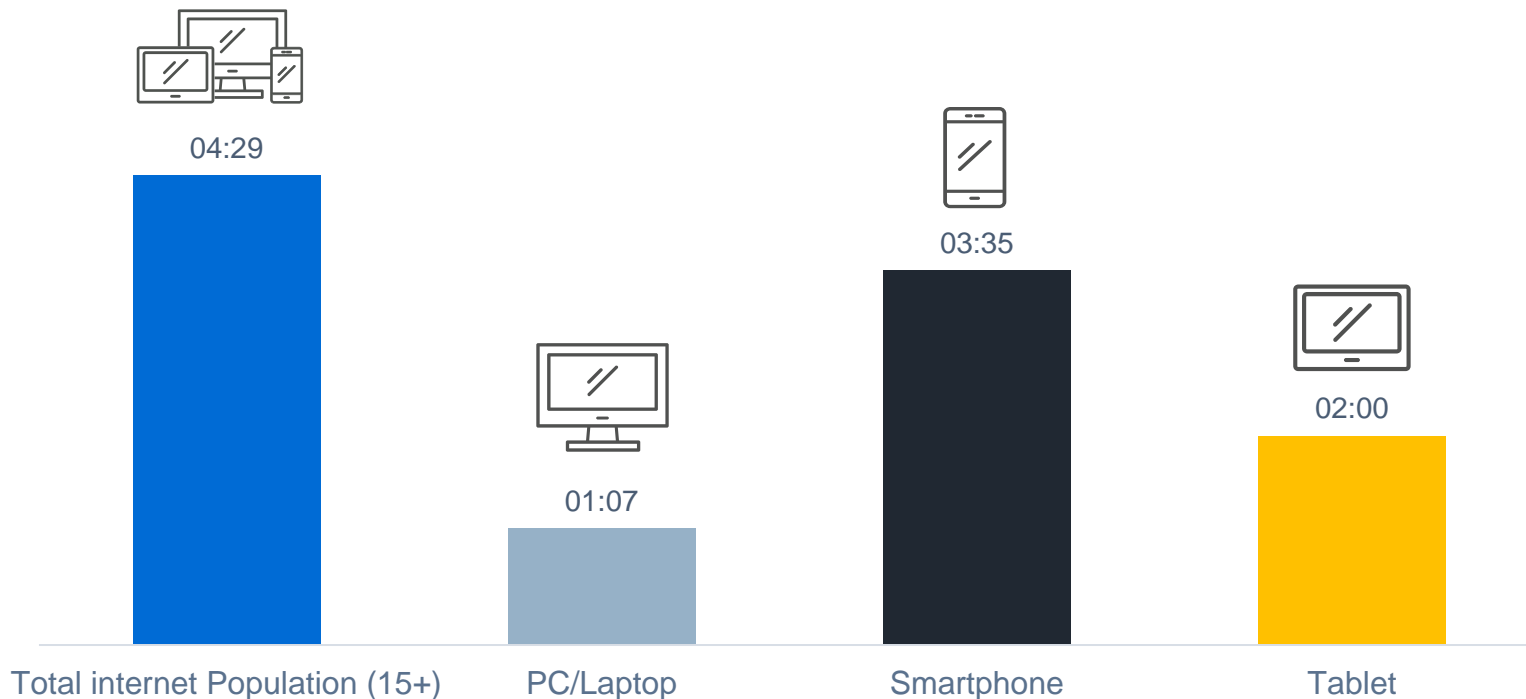
Time online



Average time spent online per day by device (hh:mm)



The UK internet population spends on average 4hrs 29 minutes online each day



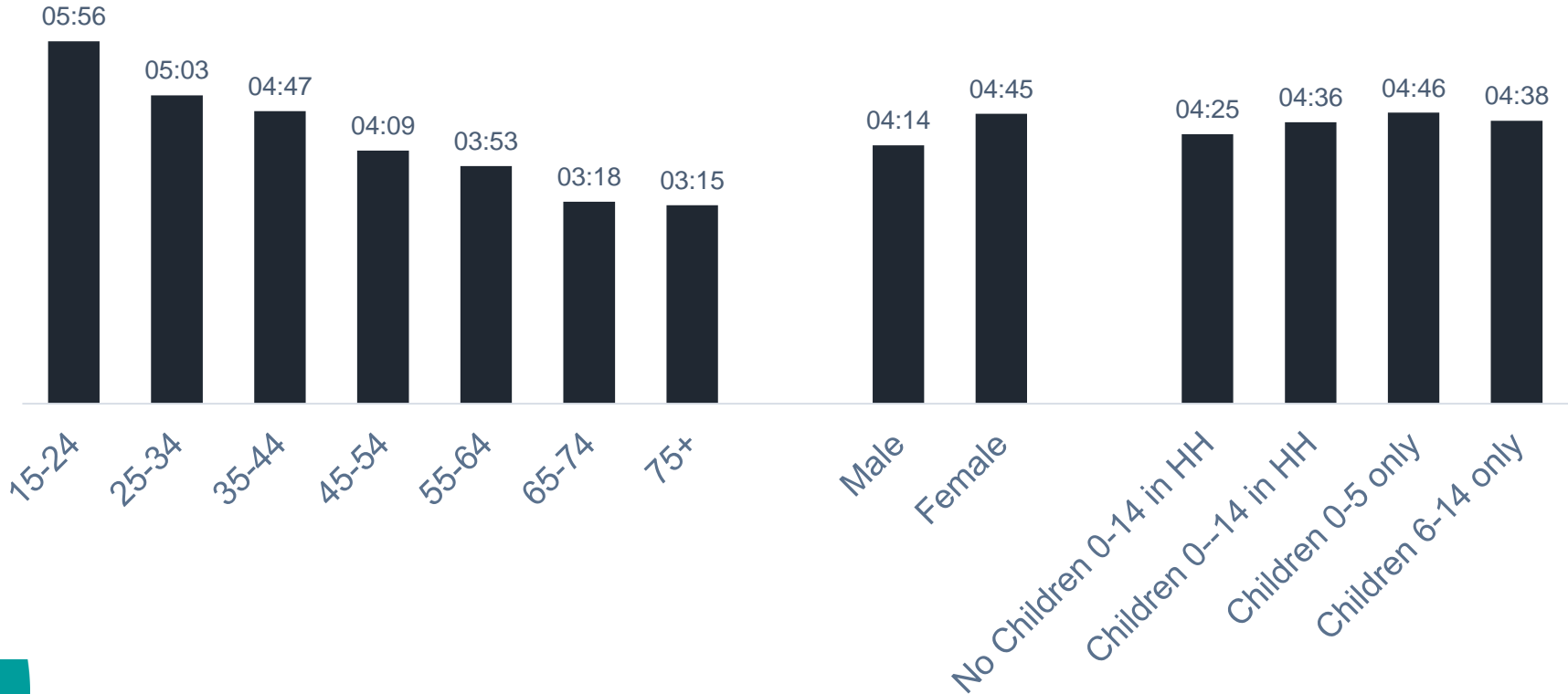
Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. Averages are based on users of each device.

Average time spent online per day by demographics



Younger audiences, females and parents with young children spend more time online

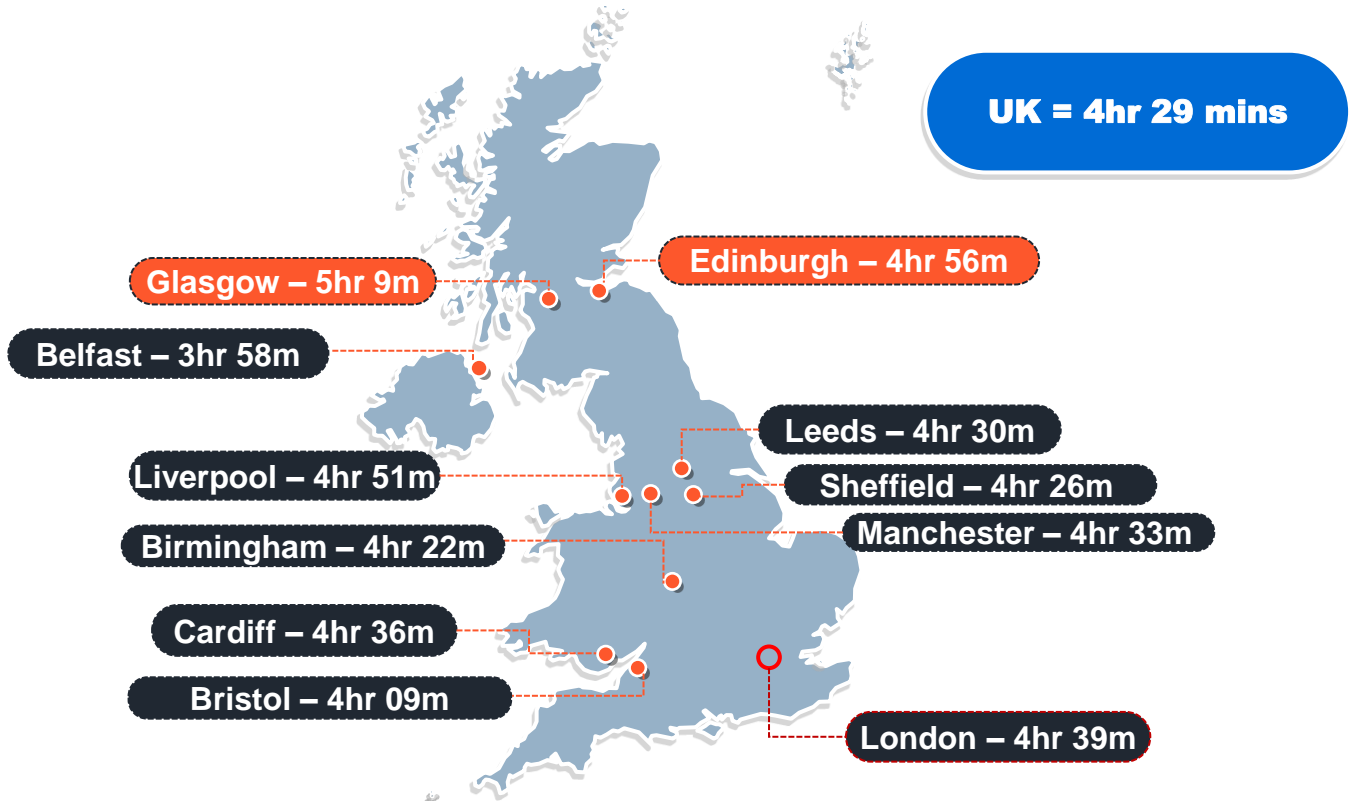


Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

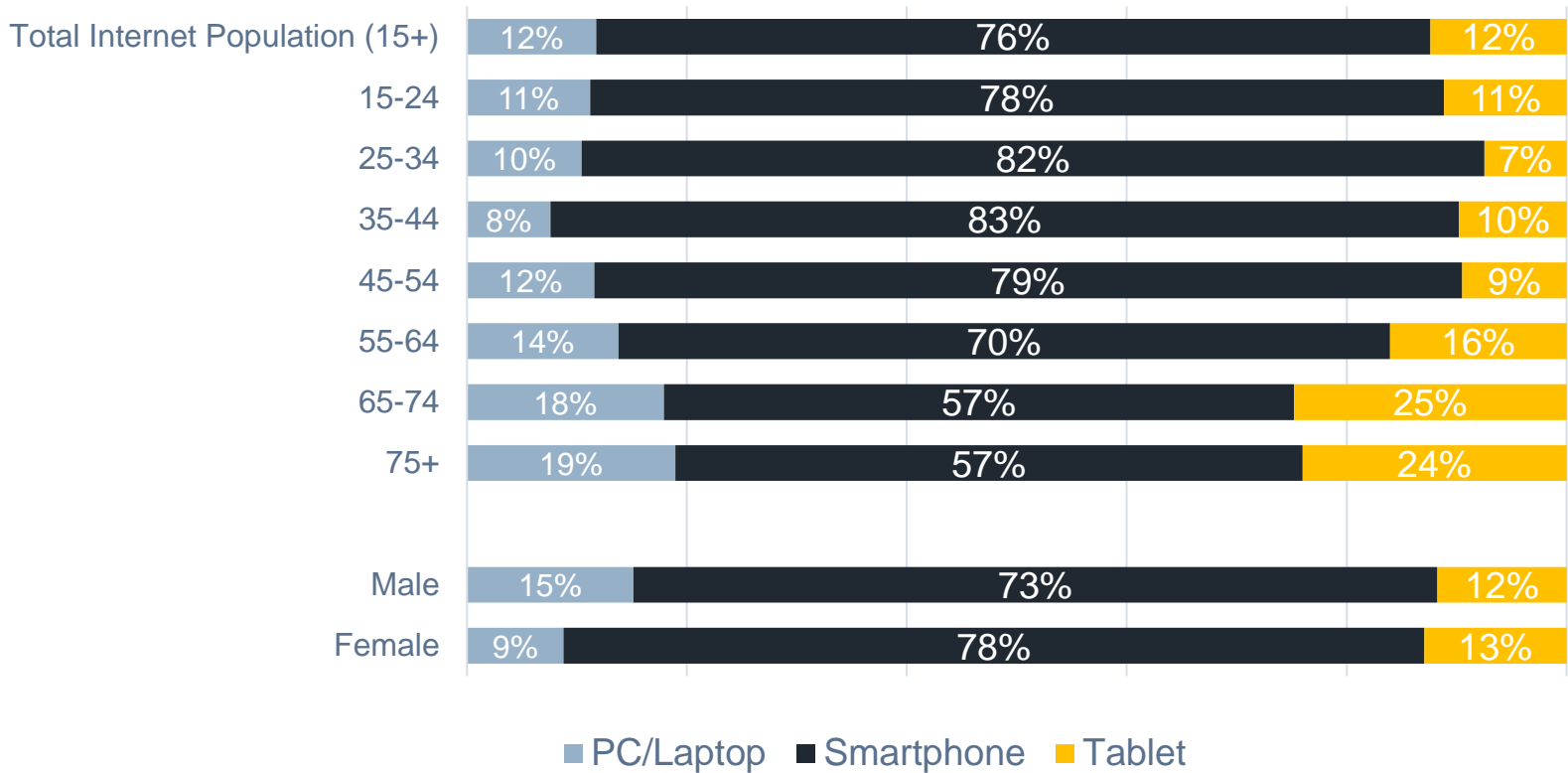
Average time online per day by city (hh:mm)

Of the major UK cities, residents of Edinburgh & Glasgow spent most time online per day in June



Device share of minutes by age and gender

Three-quarters of minutes are spent on smartphones. Tablet share is higher among older people



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

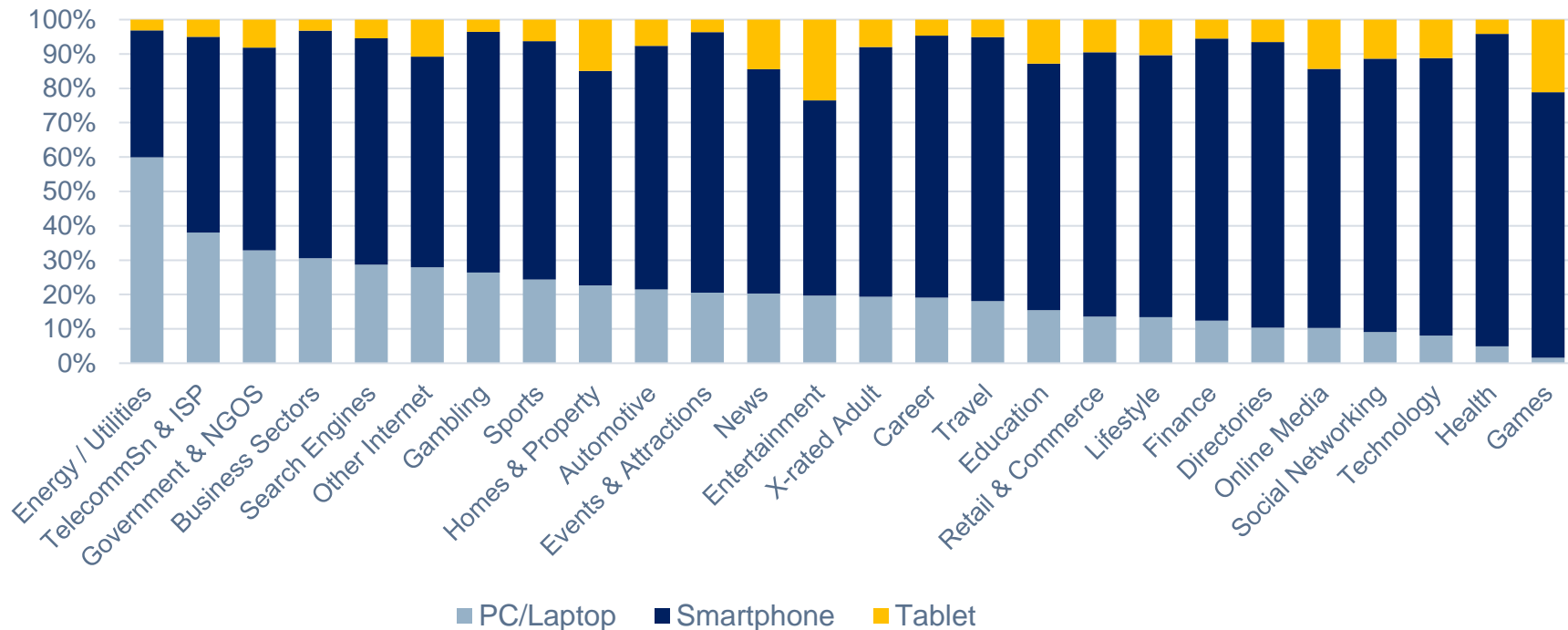
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month



Share of minutes (%) by device by category



Energy and Utilities is now the only category where PC/Laptops account for the most minutes



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

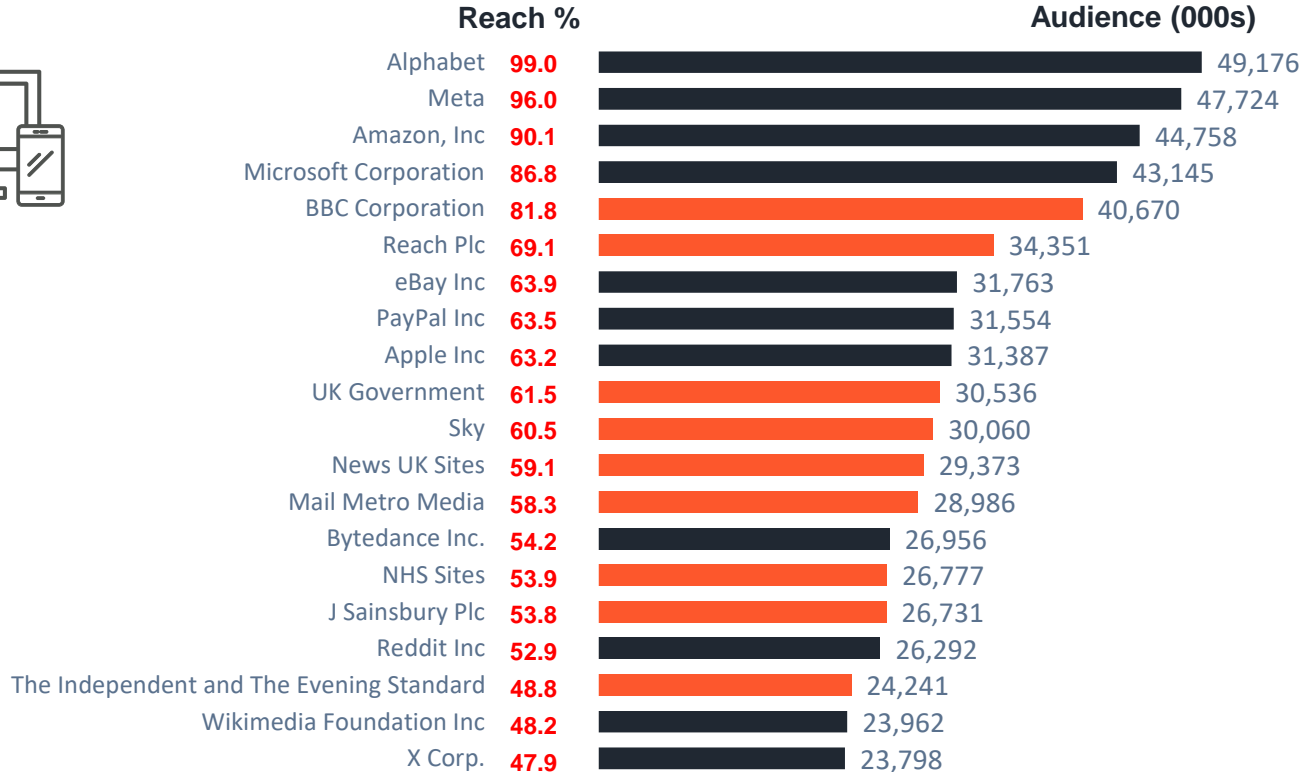
NB Duration (Total Mins (MM) & Avg. Mins Per Person) not measured for sites or apps running in device background/'out of focus'

Top organisations and brands



Top 20 organisations by audience

Nearly half of the top 20 organisations with the largest UK online audiences are British companies



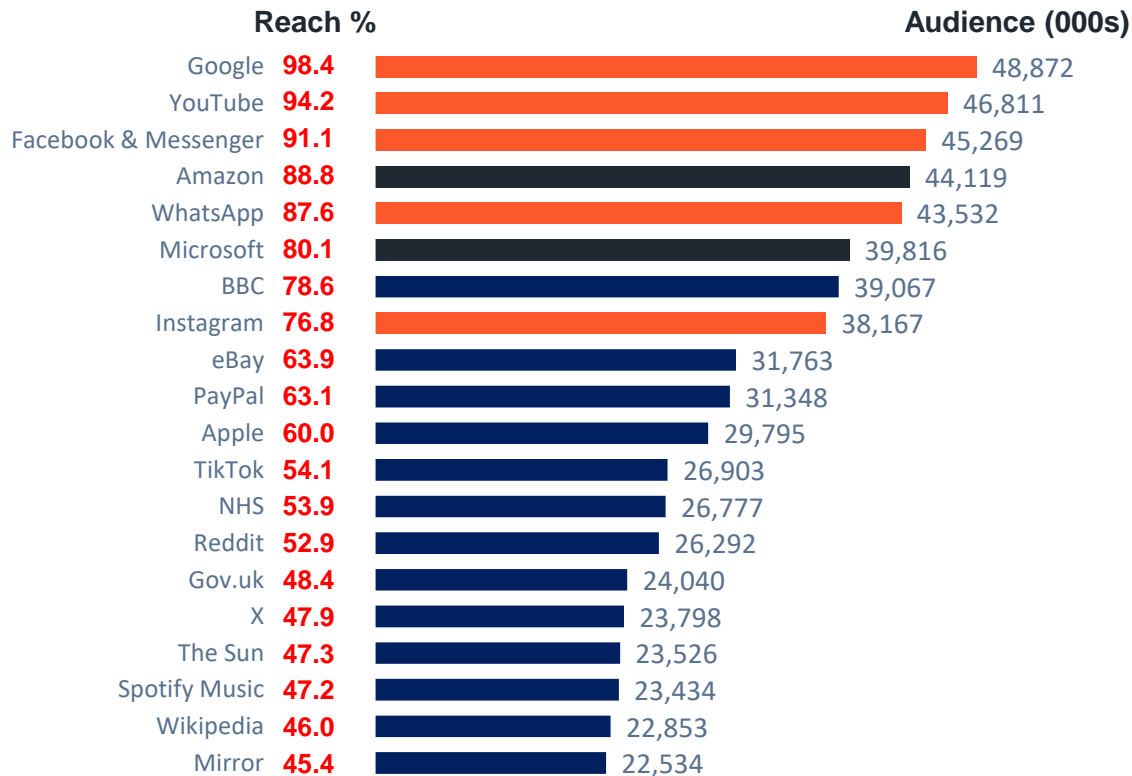
Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.



Top 20 online brands by audience

Global brands dominate the top 20 with Alphabet and Meta having 5 of the top 10



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

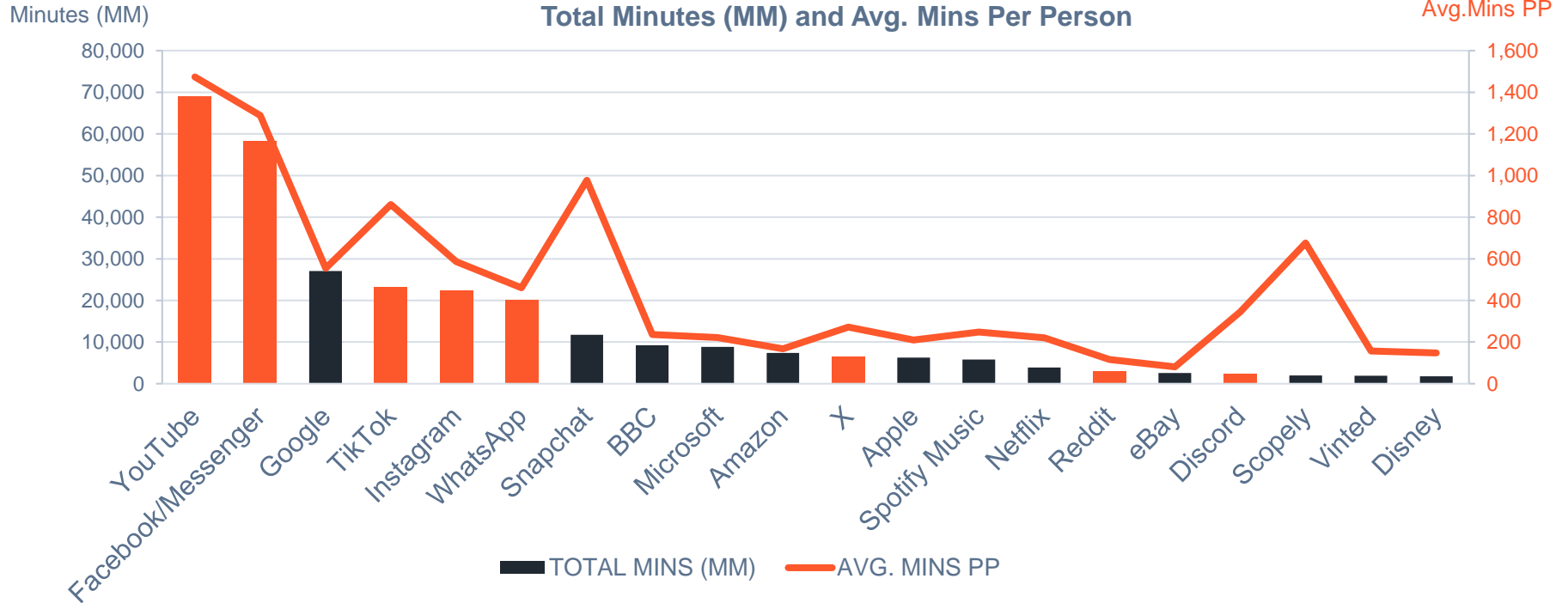
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.



Top 20 brands by time spent



Social media brands dominate the top 10 for time online, driven by high average minutes per person.



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 2024

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

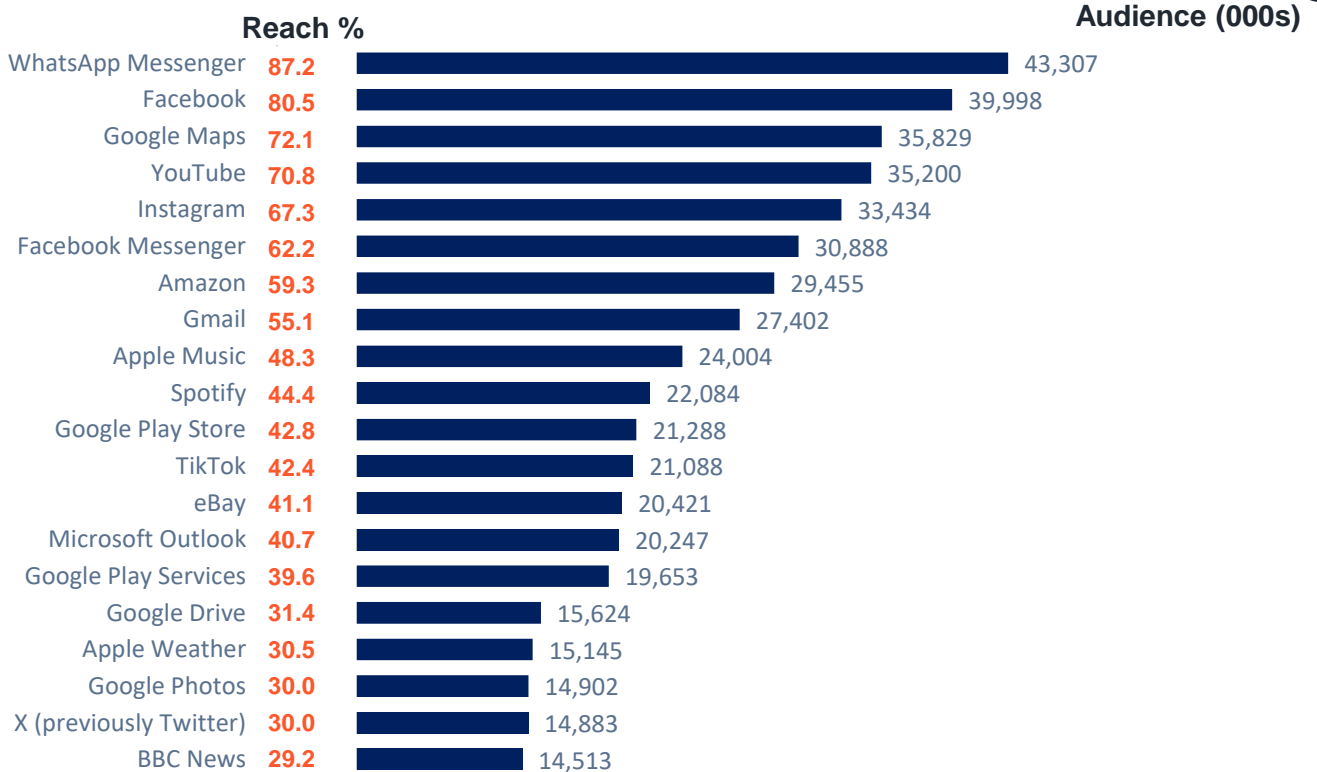
NB Duration (Total Mins (MM) & Avg. Mins PP) not measured for sites or apps running in device background/'out of focus'.

Top mobile apps



Top 20 mobile apps by audience

BBC News replaces Temu in the top 20 in June but the top 5 apps are all owned by Meta or Alphabet



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 24

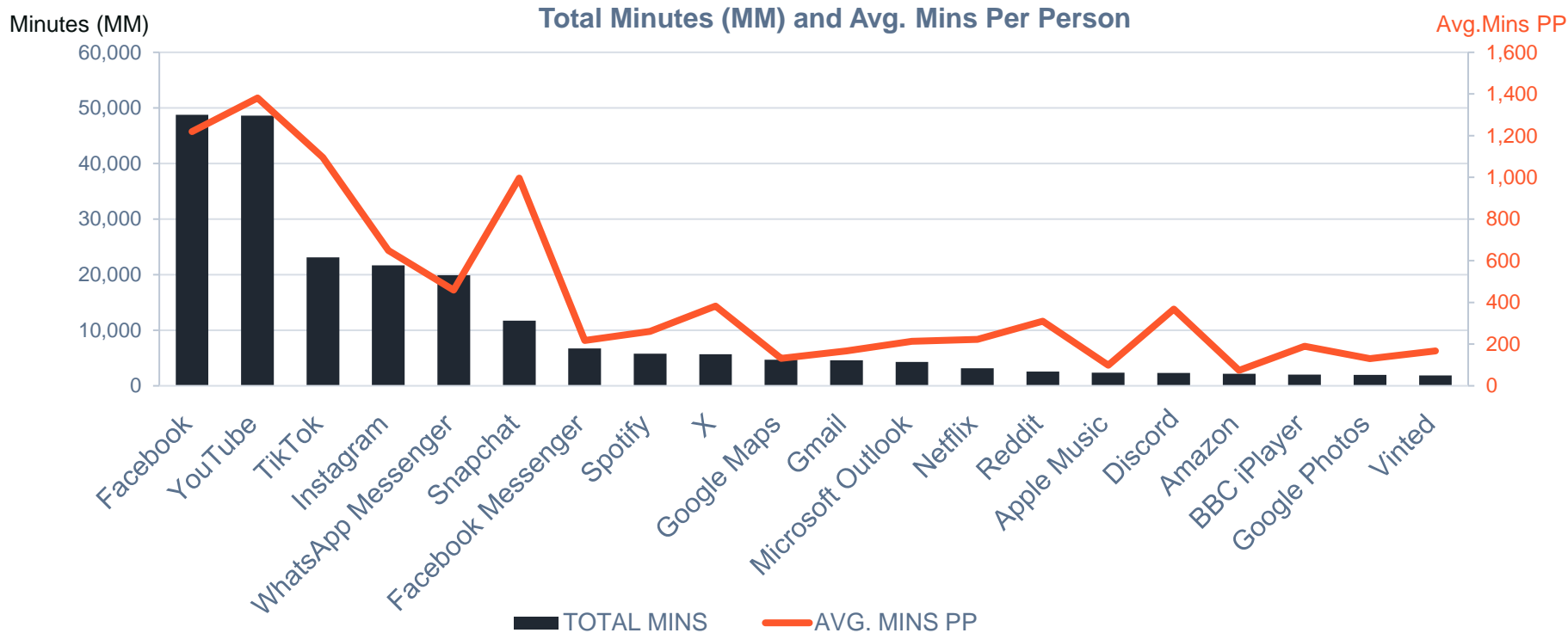
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.



Top 20 mobile apps by time spent



Video, social media and music dominate time spent on mobile apps



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

NB Duration (Total Mins (MM) & Avg. Mins PP) not measured for sites or apps running in device background/'out of focus'.

Top 10 apps by minutes by mobile device



Video viewing apps rank high on tablets for time spent.



Smartphone Top 10

	MEDIA	TOTAL MINS (MM)	AVG. MINS PP
1	Facebook	44,236	1133:34
2	YouTube	32,991	983:42
3	TikTok	22,384	1098:02
4	Instagram	20,930	646:04
5	WhatsApp Messenger	19,769	459:34
6	Snapchat	11,656	997:27
7	Facebook Messenger	5,915	197:53
8	Spotify	5,268	247:28
9	X (previously Twitter)	5,061	347:06
10	Google Maps	4,490	127:35



Tablet Top 10

	MEDIA	TOTAL MINS (MM)	AVG. MINS PP
1	YouTube	15,622	2581:15
2	Facebook	4,526	693:36
3	Netflix	1,407	430:59
4	BBC iPlayer	1,115	379:08
5	Facebook Messenger	790	194:13
6	Instagram	767	226:06
7	Gmail	767	212:06
8	YouTube Kids	738	1457:12
9	TikTok	714	449:58
10	Disney+	677	524:50



Source: Ipsos, Ipsos iris Online Audience Measurement Service, Jun 24

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

NB Duration (Total Mins (MM) & Avg. Mins PP) not measured for sites or apps running in device background/'out of focus'.



Questions?

Find out more at:

<http://www.ukom.uk.net/>

Email us at:

insights@ukom.uk.net

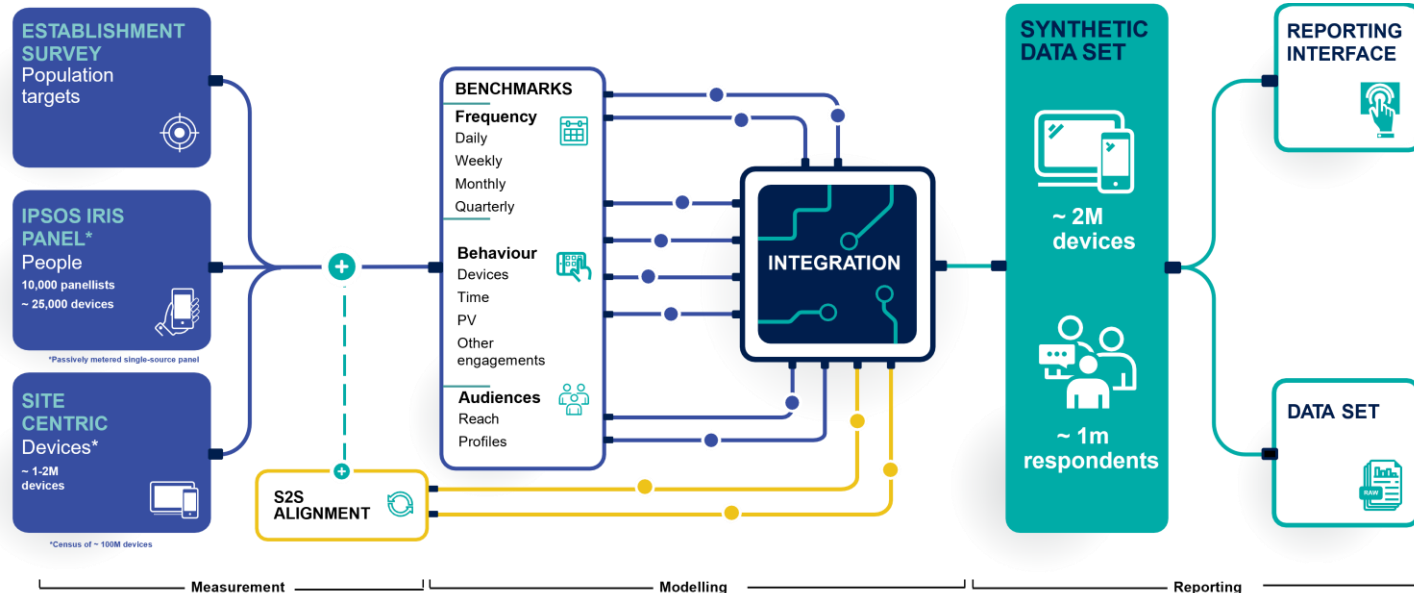
Methodology



A hybrid measurement solution combining a single-source panel with site-centric measurement

Ipsos iris is the new UKOM-endorsed service for the measurement of audiences of online content. It uses a hybrid methodology combining metered data from a core 10,000 single-source panel with census site-centric measurement. The diagram below summarises the inputs and processes involved in the production of Ipsos iris audience data.

More detail on the methodology can be found at: ukom.uk.net/ipsos-iris-overview.php



About UKOM

UKOM's objective is to set and oversee the delivery of a credible industry standard for digital audience measurement. That means quantifying audiences in terms of people, not browsers or machines.

UKOM's governance structure involves all sides of the industry, to ensure that Ipsos iris services meet our collective needs fully and fairly.

The whole UK media industry is involved in setting and overseeing UKOM standards through its Technical and Commercial Committees, and the UKOM Board.

UKOM and Ipsos work to an agreed process for product approval, from agreeing concepts, to approved data publication, and continuous assessment.



Find out more at:

www.ukom.uk.net/

About Ipsos



Ipsos measure audiences of media content in more than 70 countries, and the company is at the forefront of the latest techniques and methodologies required to measure more platforms, more quickly.

In the UK, Ipsos have developed the world's first large scale, single source, multi-platform, passive measurement panel and work across the industry with partners such as: BARB, RAJAR, PAMCo, IPA Touchpoints, and Route.

In 2021, Ipsos iris became UKOM's endorsed solution for online audience measurement data. The solution is built for the needs of the industry and allows clients to: reassert their value proposition, have greater differentiation, enable ROI for clients, and give you a trusted independent foundation to make evidence-based decisions for their digital growth.

Find out more at:

<https://iris.ipsos.com>