

UKOM

The UKOM logo features the letters 'UKOM' in a bold, sans-serif font. The letter 'O' is replaced by a stylized icon of a computer monitor with a small triangle pointing towards the center of the screen.

Online Market Overview

June 2025



The UK Online Market Overview June 2025

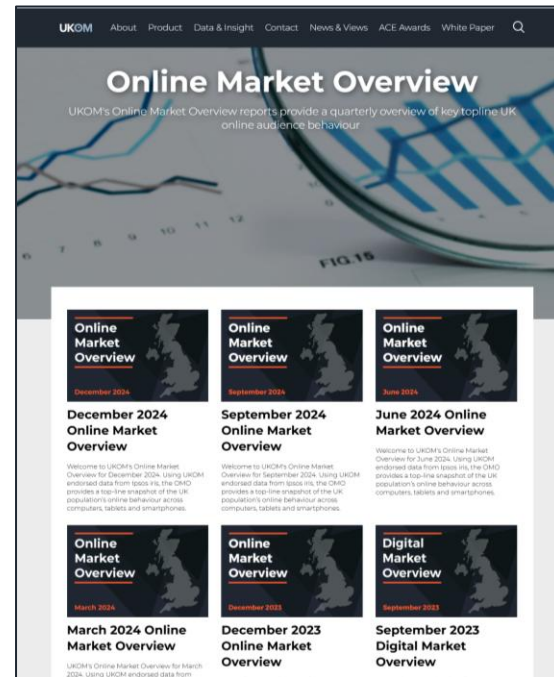


Overview

- This Online Market Overview focuses on UK online audience on PC, tablet and smartphone in June 2025. 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

Methodology Updates

- New Universe: The new total internet population 15+ was updated in April 2025 to bring it in line with the latest PAMCo survey estimates.
- Yahoo and MSN distributed content was integrated into Ipsos iris from April 2025 under Publisher Organisations.



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 gradient with stylized, overlapping images of a laptop, a tablet, and a smartphone in a lighter grey tone.

UKOM

- **MSN/Yahoo distributed content integration**
- **In the news**
- **The UK online audience**
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- **Top organisations and brands**
- **Top mobile apps**
- **Key changes: Mar 25 – June 25**

The integration of MSN and Yahoo News distributed content into Ipsos iris now enables comparisons of DC strategies



Apple News	Audience (000s)
Sky News	5,879
BBC News	4,968
The Guardian	4,964
The Times/Sun Times	4,769
The Telegraph	4,352
The Sun	3,552
The Independent	3,498
The Mirror	3,488
The i Paper	3,419
Metro	3,032
ITV News	2,760
Standard	2,508

MSN News	Audience (000s)
The Independent	3,352
The Telegraph	2,527
Standard	2,517
Daily Express	2,432
Metro	2,262
Mirror UK	1,977
The Guardian	1,833
Dailystar	1,752
GB News	1,609
Dailymail	1,567
Sky News	1,513
The i Paper	1,422

Yahoo News	Audience (000s)
Birmingham Live	777
The Independent	459
The Telegraph	431
Wales Online	340
Standard	329
People.com	289
PA Media	255
MEN	252
The Guardian	249
Sky News	222
Liverpool Echo	208
Oxfordmail	193



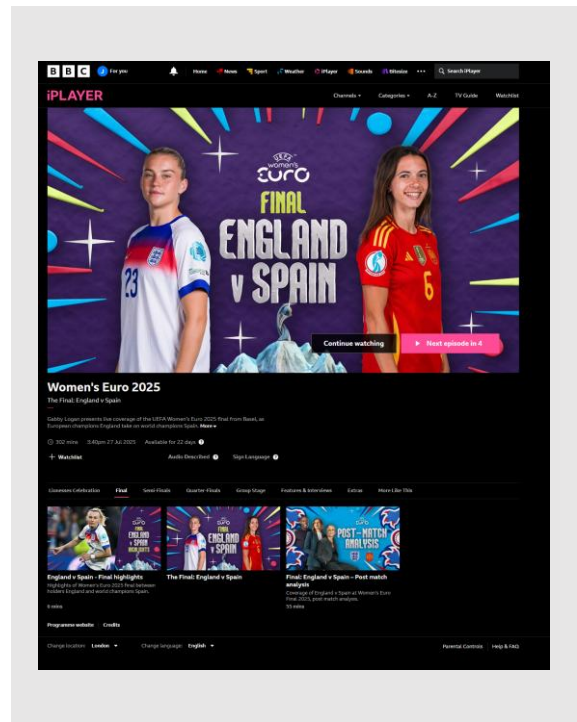
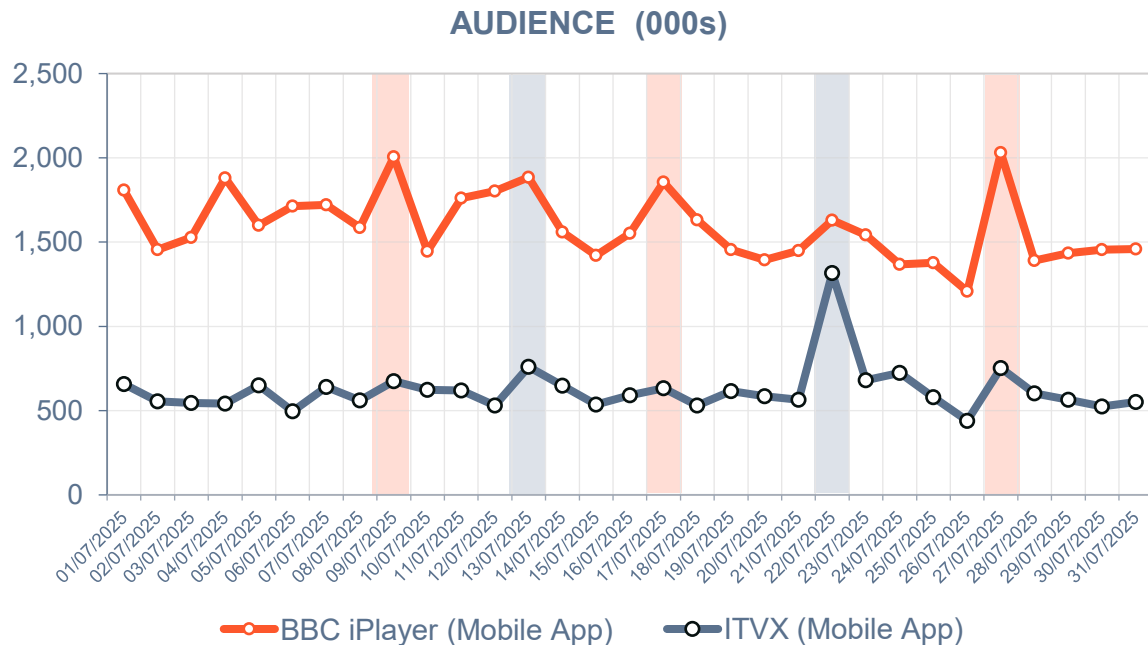
Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 25
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

In the news

UKOM



iPlayer and ITVX mobile app audiences peaked on England Euro match days in July



11.2m people viewed GB News content online in June

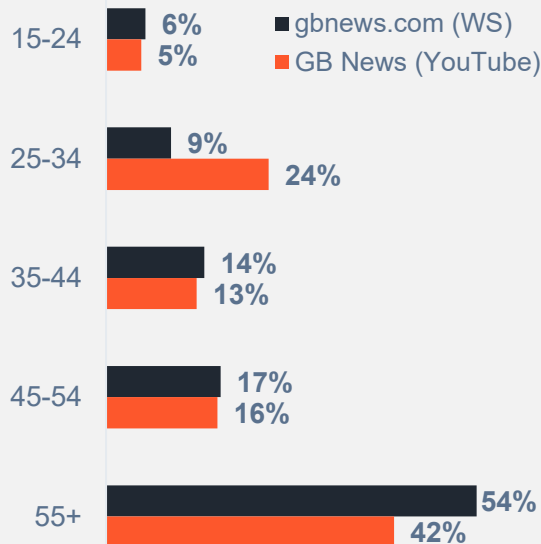


GB News content on YouTube is attracting a younger audience to the brand

Audience (000s)



GB News Audience Composition



The Telegraph

GB News overtakes BBC for the first time

James Warrington
Fri, August 1, 2025 at 11:43 AM GMT+1
3 min read



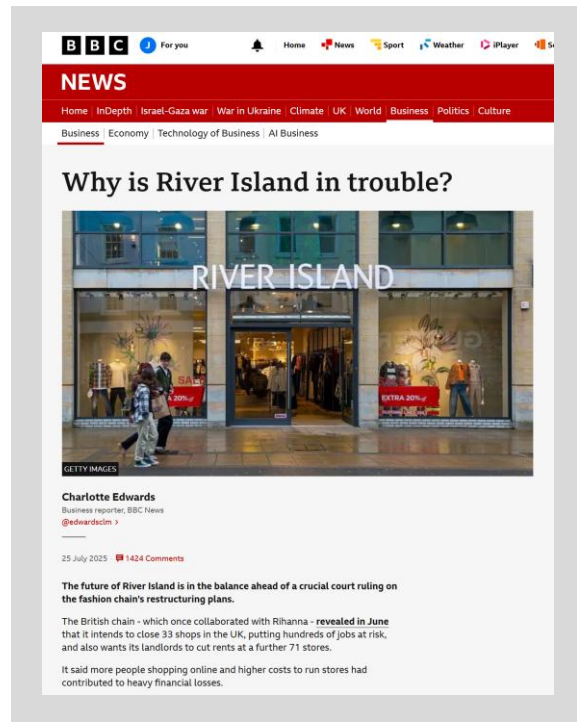
Viewing figures surge even as GB News is locked in a dispute with Ofcom over using politicians such as Nigel Farage as presenters - Youtube

GB News has overtaken the BBC as Britain's most watched news channel for the first time.

New figures from official ratings agency Barb show GB News beat both BBC News and Sky News during key time slots in July, in a major coup for the start-up broadcaster just after its fourth birthday.

The latest data show GB News pulled in an average audience of 80,600 across each day in July. That was ahead of BBC News on 78,700 and 67,000 for Sky News.

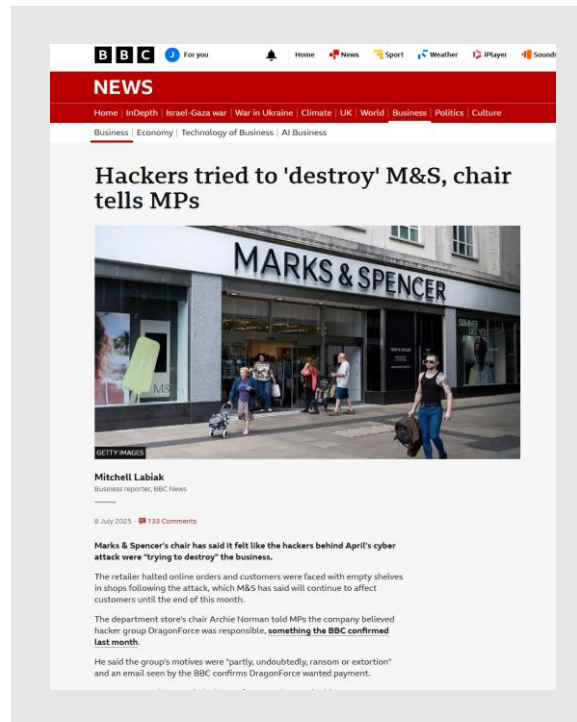
Shein & Vinted eclipse high street brands like River Island for reach and engagement



M&S's online's audience was 2m lower in June following the attack by hackers



M&S EST. 1884	Mar '25	Jun '25	Change (%)	Change (abs)
Audience (000s)	14,697	12,699	-13.6	-1,998
Avg. mins pp	16:05	11:11	-30.4	-04:54
Total Minutes (MM)	236	142	-39.9	-94

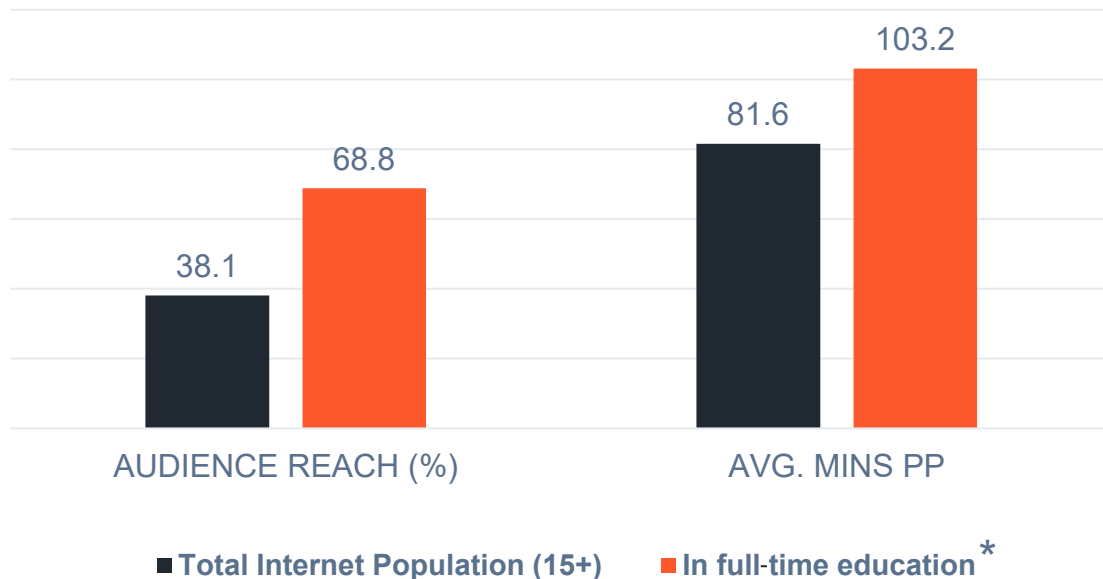


Source: UKOM Ipsos iris Online Audience Measurement Service, Mar - Jun 25
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

AI reach and usage is higher in student households



AI Category Reach % and Avg. Mins PP



Revealed: Thousands of UK university students caught cheating using AI

Guardian investigation finds almost 7,000 proven cases of cheating - and experts says these are tip of the iceberg



More than a quarter of responding universities did not yet record AI misuse as a separate category of misconduct in 2023-24. Photograph: Maurice Norbert/Alamy

Thousands of university students in the UK have been caught misusing **ChatGPT** and other artificial intelligence tools in recent years, while traditional forms of plagiarism show a marked decline, a Guardian investigation can reveal.

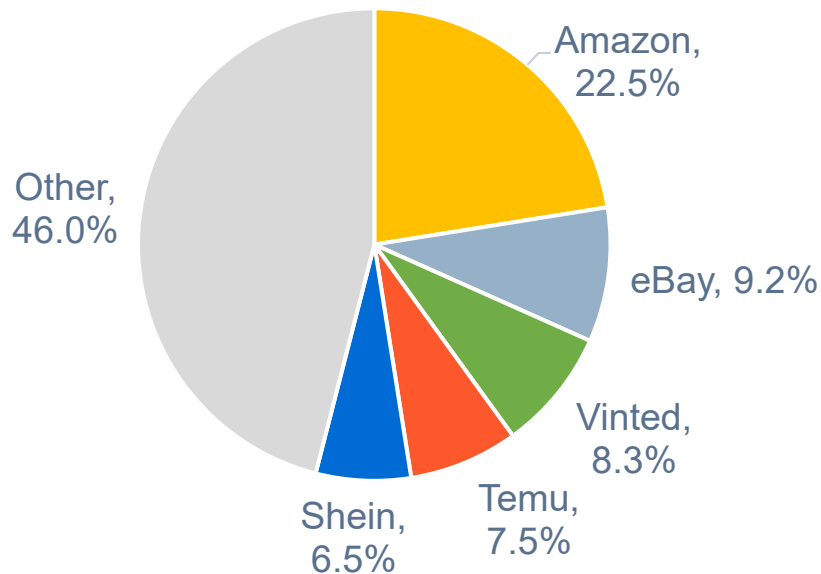
A survey of academic integrity violations found almost 7,000 proven cases of cheating using AI tools in 2023-24, equivalent to 5.1 for every 1,000 students. That was up from 1.6 cases per 1,000 in 2022-23.

Five brands account for over 1/2 all retail time online

1 in every 7 online retail minutes is spent on Temu or Shein



Share of minutes – retail category



Amazon launches new UK outlet set to rival Temu with 'crazy low prices'



Jessica Lindsay

Published May 7, 2025 12:24pm Updated May 7, 2025 12:25pm



Comments



Products on Haul are all £20 or less (Picture: Getty Images)

Shoppers can't get enough of Temu, which allows them to fill their baskets with a never-ending array of bargain products to buy 'like a billionaire'.

And now, **Amazon** UK is getting in on the action with the launch of Haul, a new section dedicated to affordable, trending items.

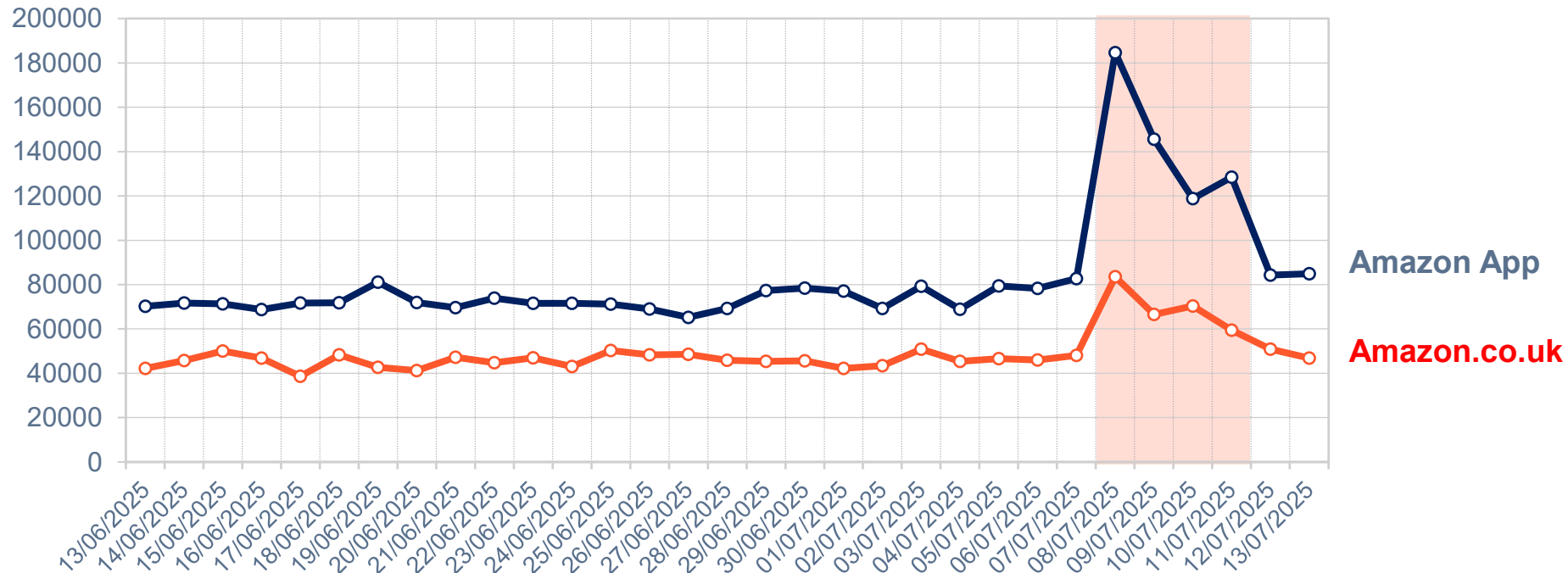
Initially released in the **US** late last year, the outlet is now being rolled out to UK customers too – so you can scroll through thousands of **products** at 'crazy low prices'.

Amazon Prime 'day' drives up time, peaking on 8th

Minutes were 80% higher (8-11 July) compared to the same days the week before (1-4 July)



Amazon Minutes by day (000s)

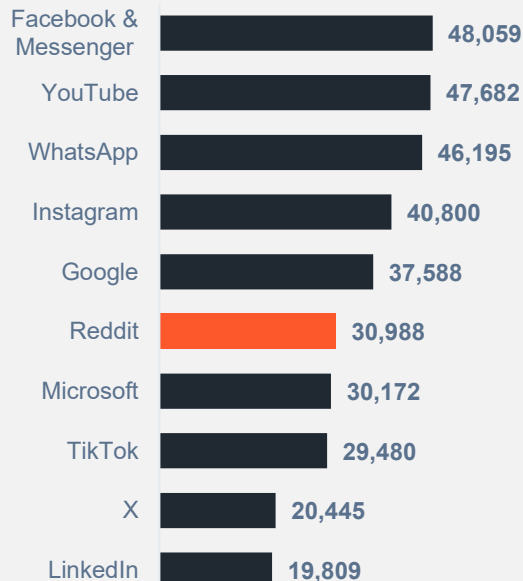


Reddit now has over 30m users in the UK

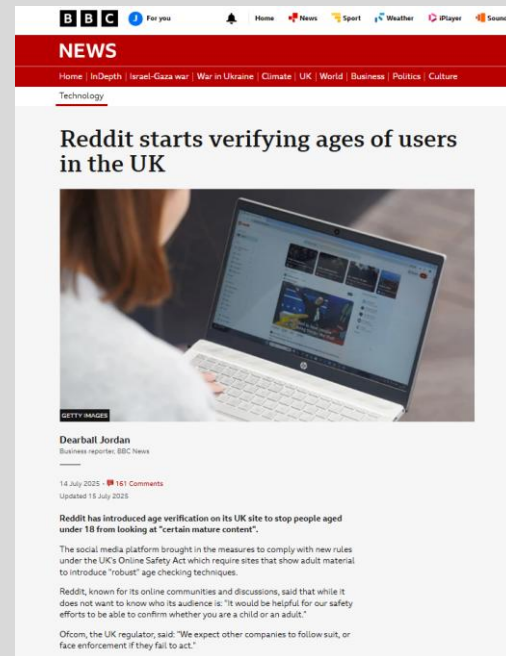
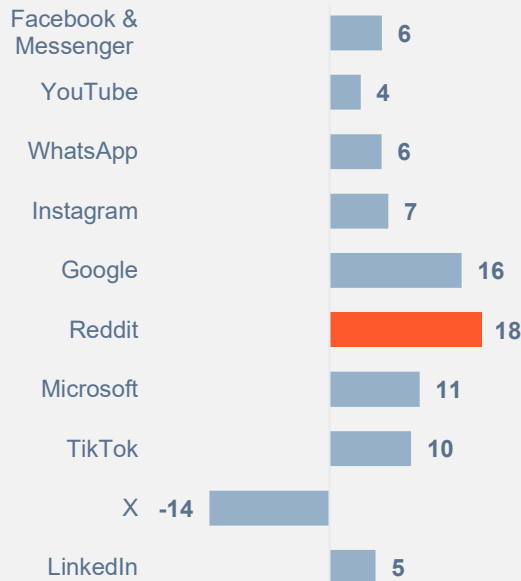
Of the top 10 social networking brands, Reddit is the fastest growing.



Audience (000s)



Jun 25 v Jun 24 % Change





The UK online audience

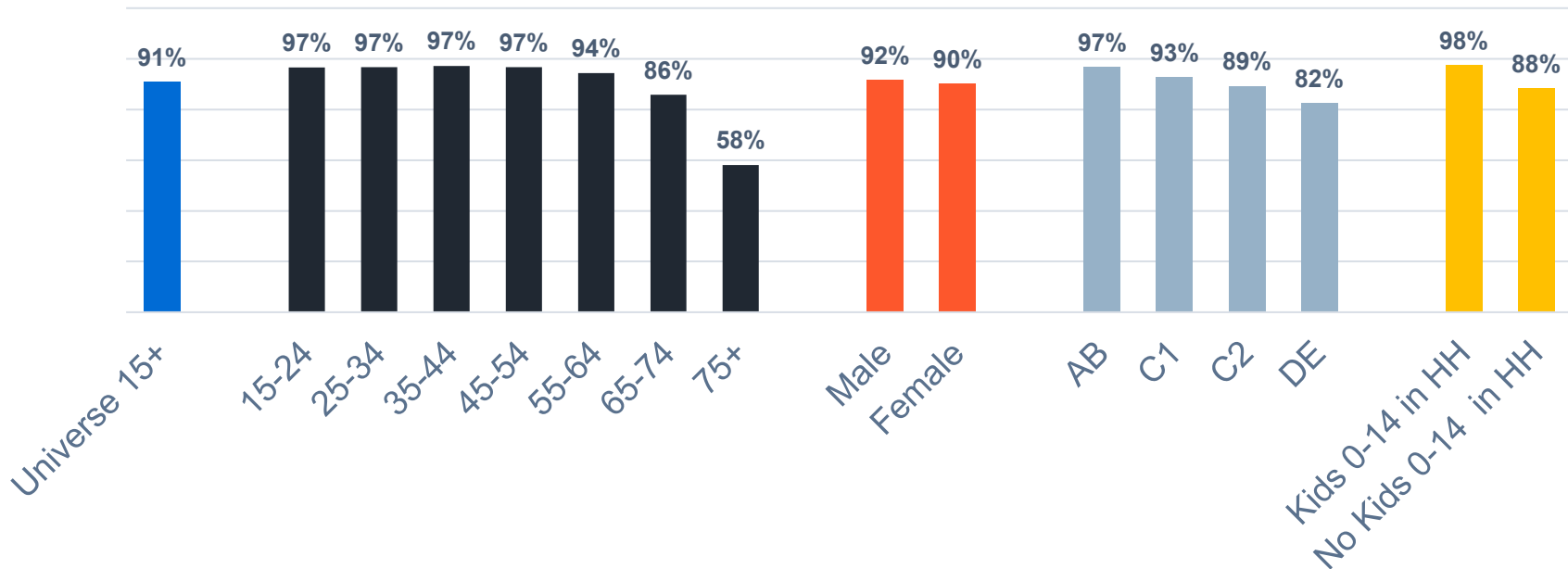


Internet penetration by demographics – Q3 25

Only 58% of those aged 75+ use the internet, compared to 97% of 15-24s



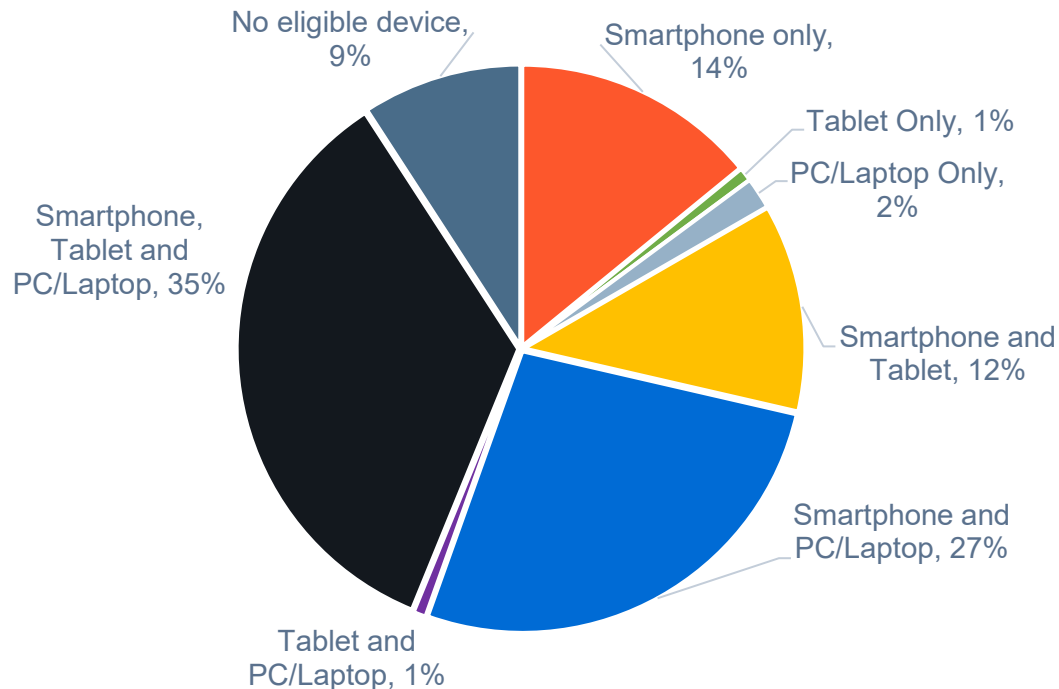
% of UK population who use the internet



Device usage by UK population – Q3 25



9% of the population do not use a smartphone, tablet or PC to go online – that is 5.2m people

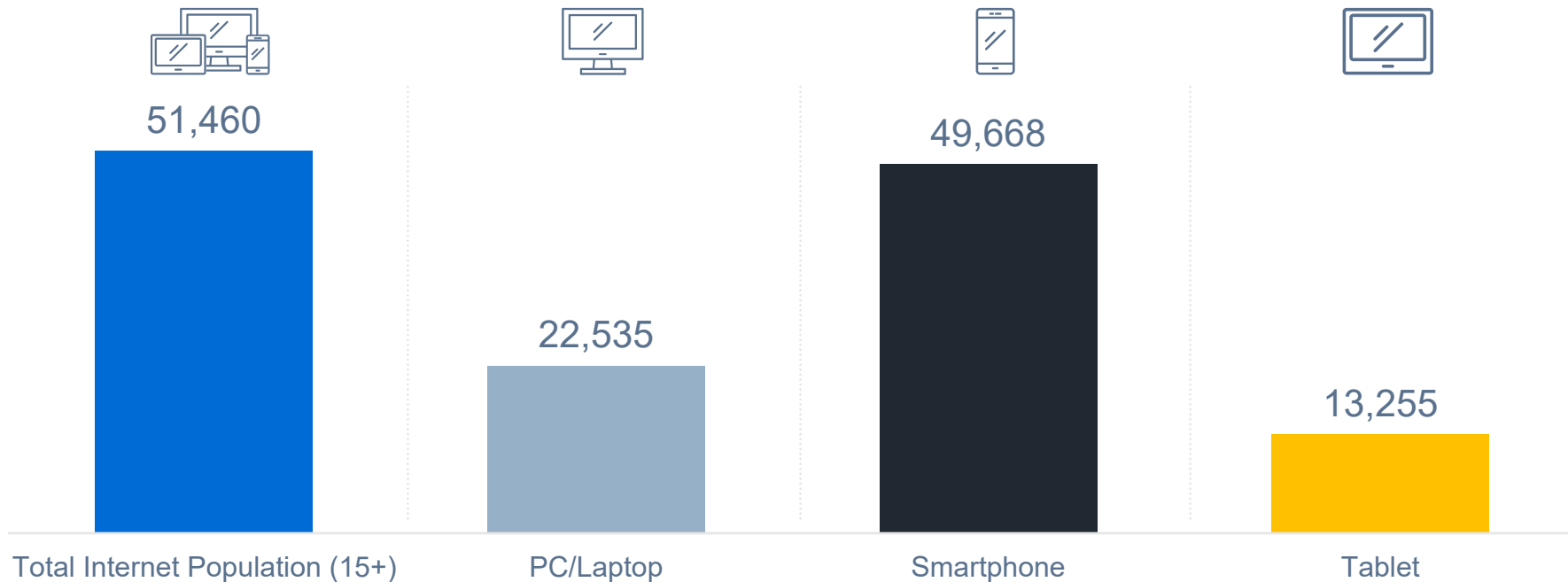


74% of the UK population are multi-device users, with over a third using all 3 types of device

88% of the UK online population use a smartphone. 14% are smartphone only

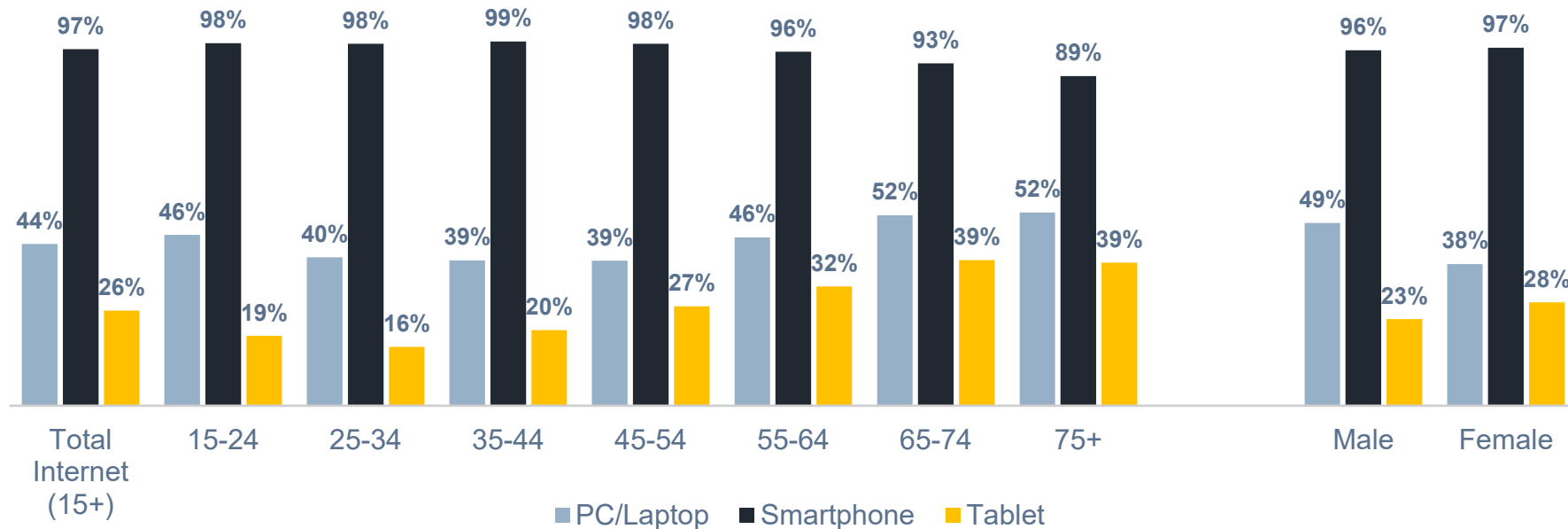
Online audience by devices used (000s)

Most people now use a smartphone to go online in the UK



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



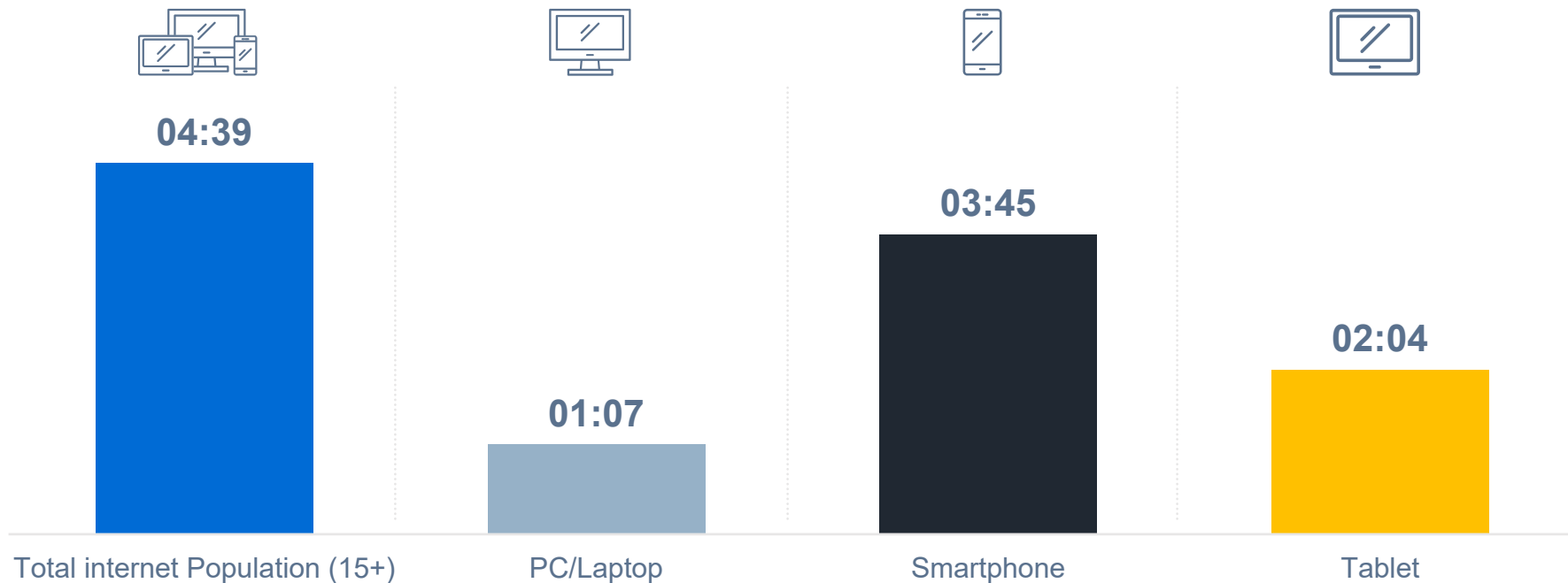
Time online



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



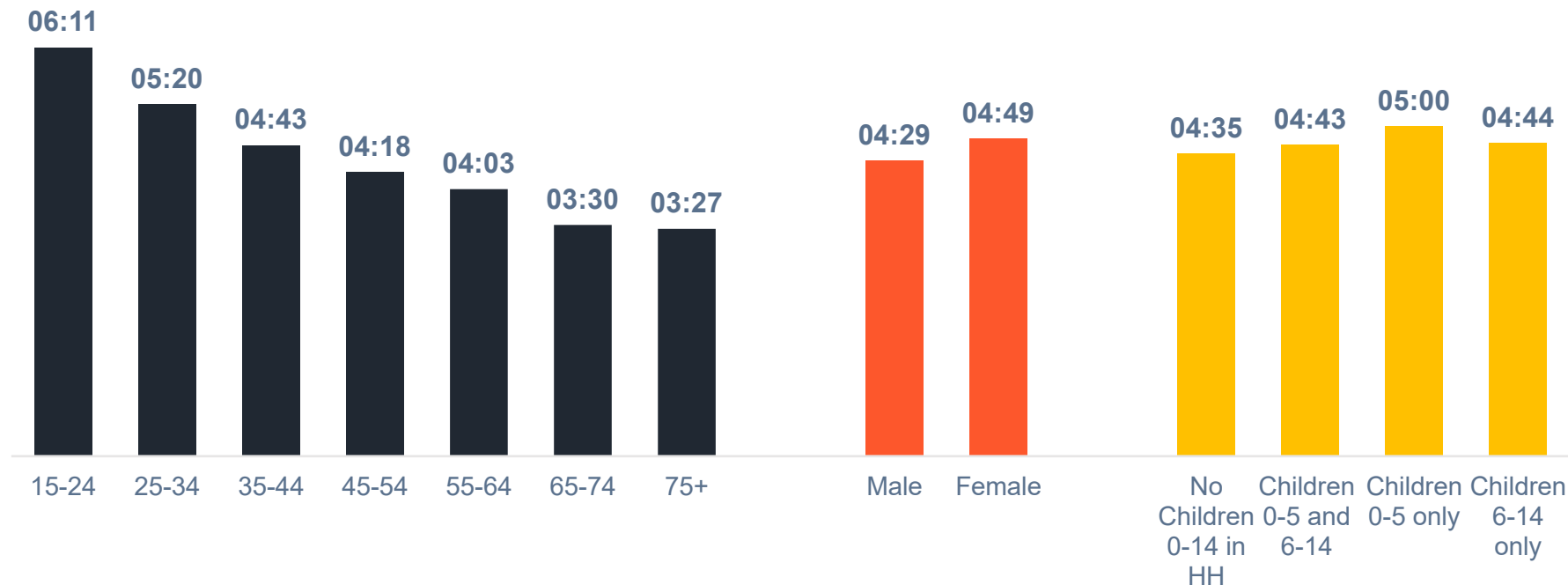
The UK internet population's average daily time online in June was 4 hrs 39 minutes



Average time spent online per day by demographics



15-24s now spend on average more than 6 hrs online each day

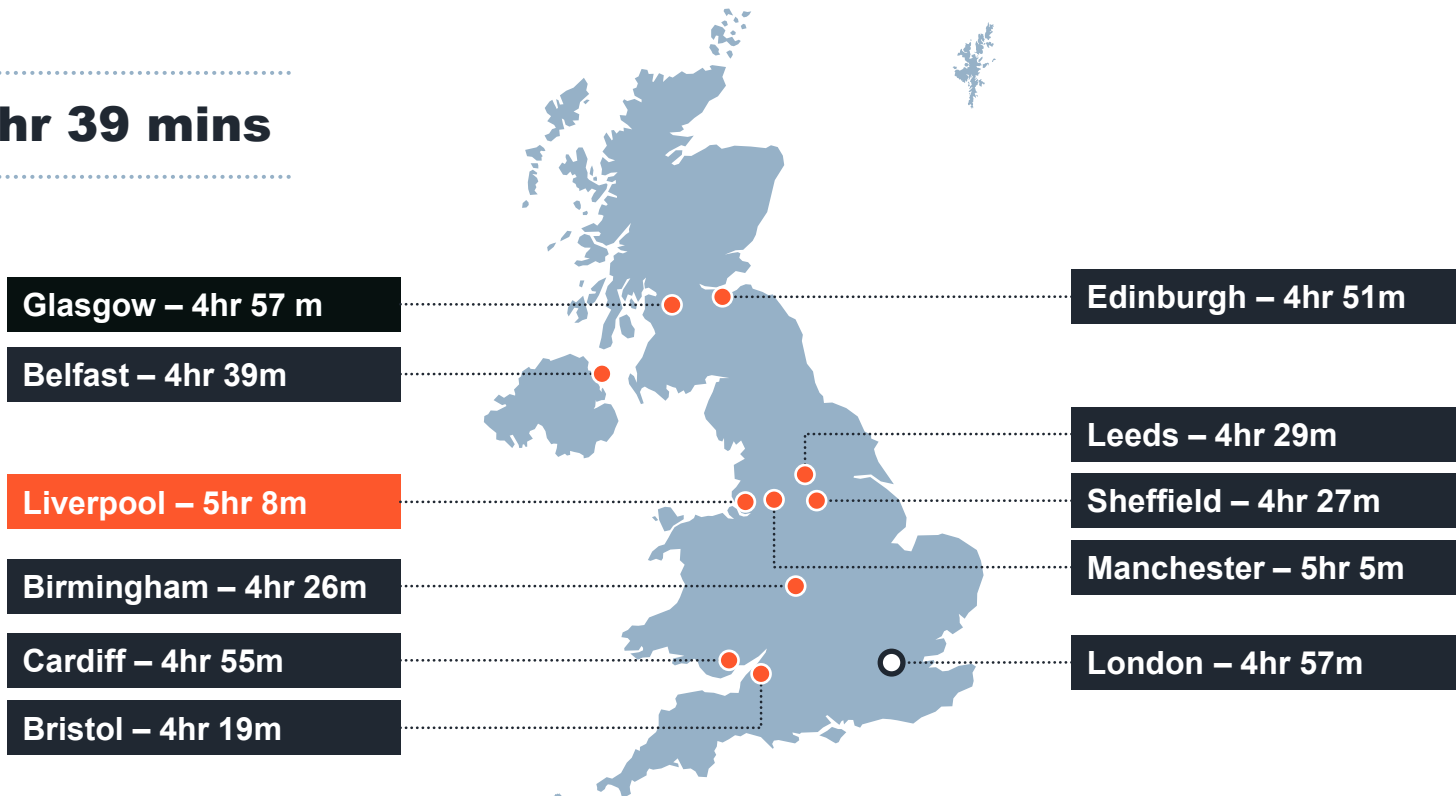


Average time online per day by city (hh:mm)

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

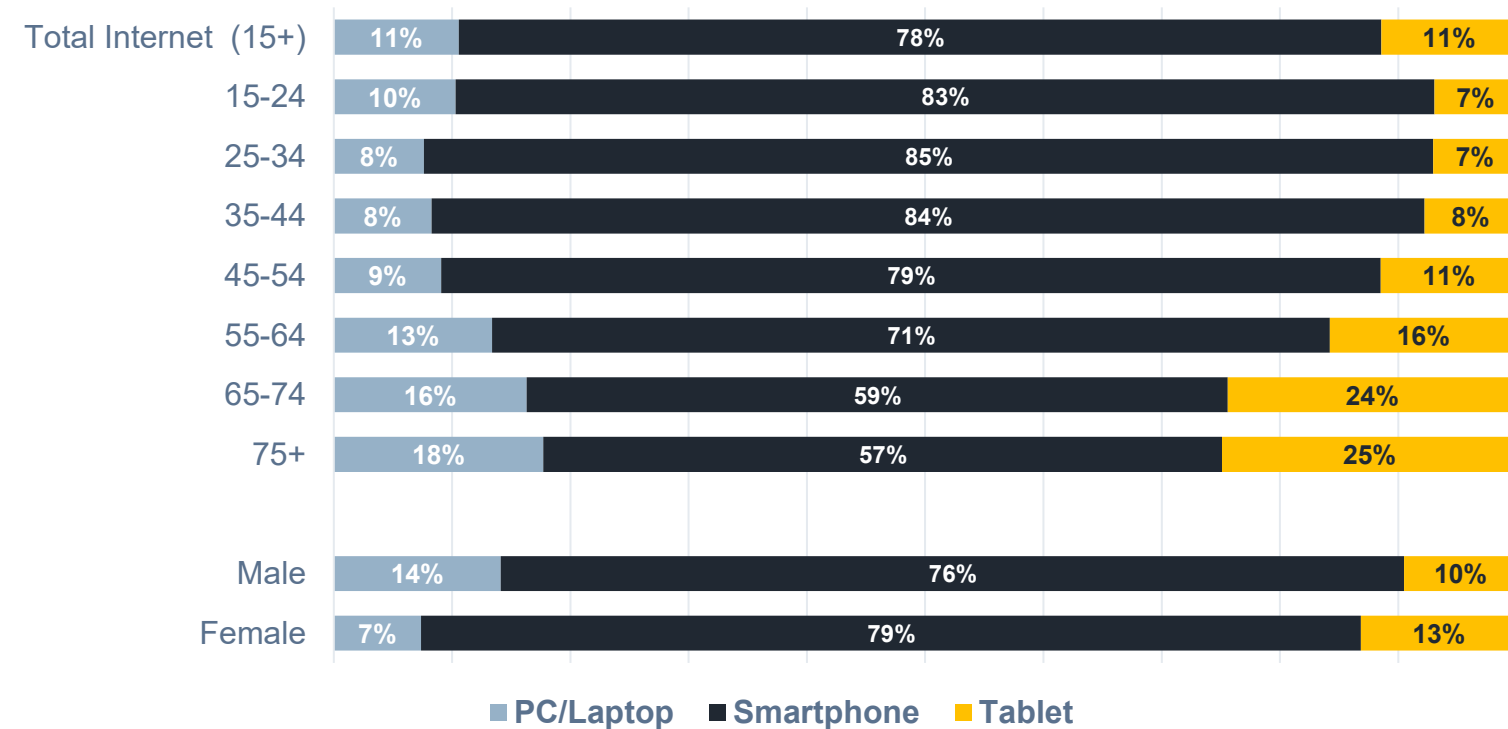


UK = 4hr 39 mins



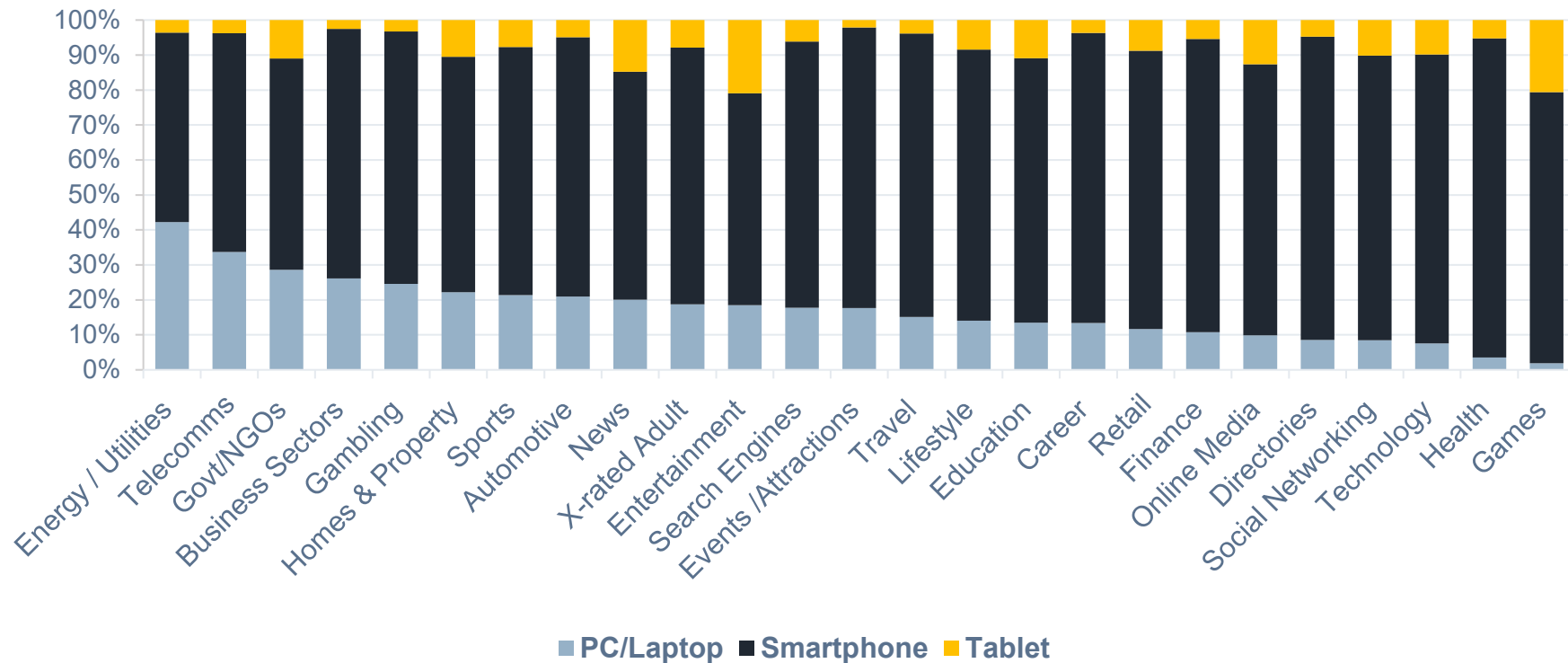
Device share of minutes by age and gender

Tablet and PC share is higher among older people.



Share of minutes (%) by device by category

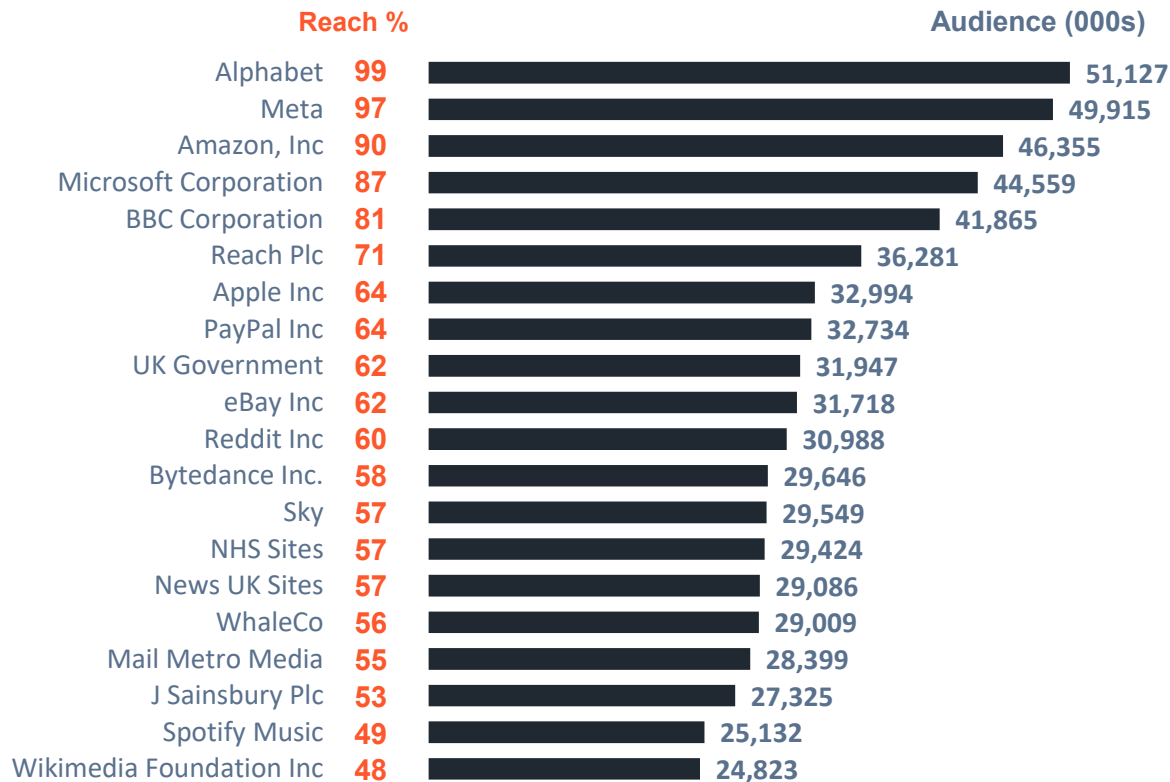
Smartphones are now the dominant device for all categories



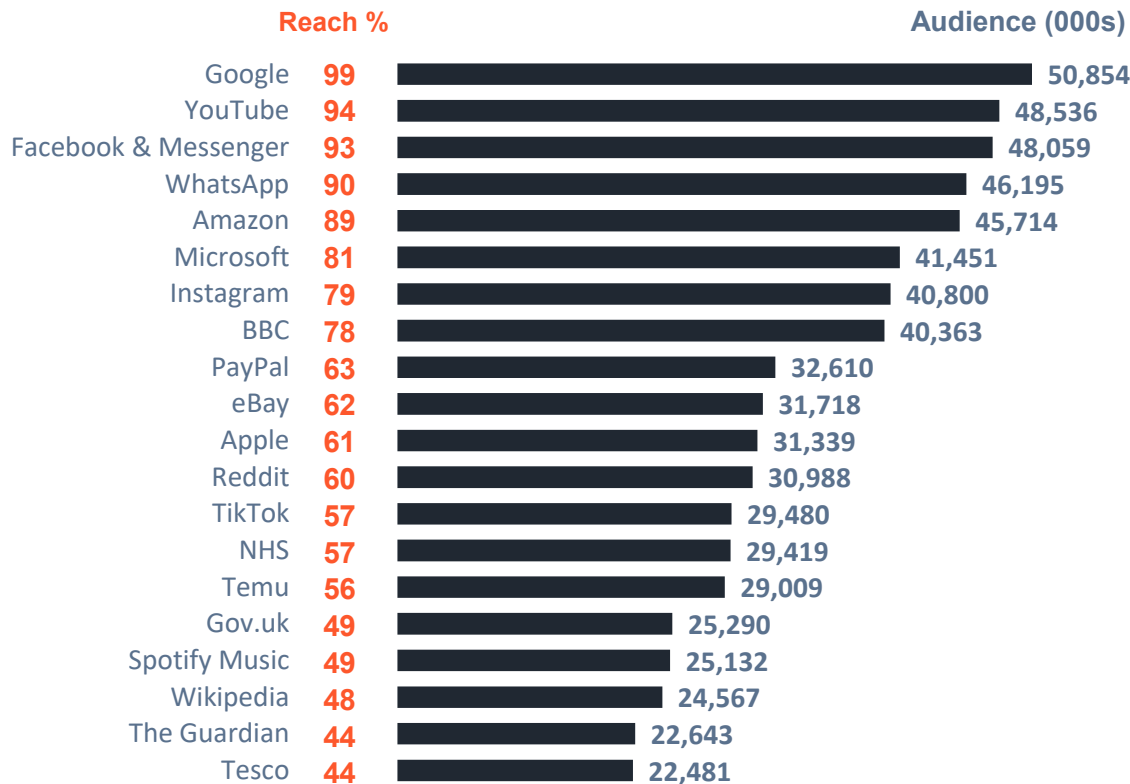
Top organisations and brands



Top 20 organisations by audience



Top 20 online brands by audience



Top 20 brands by time spent

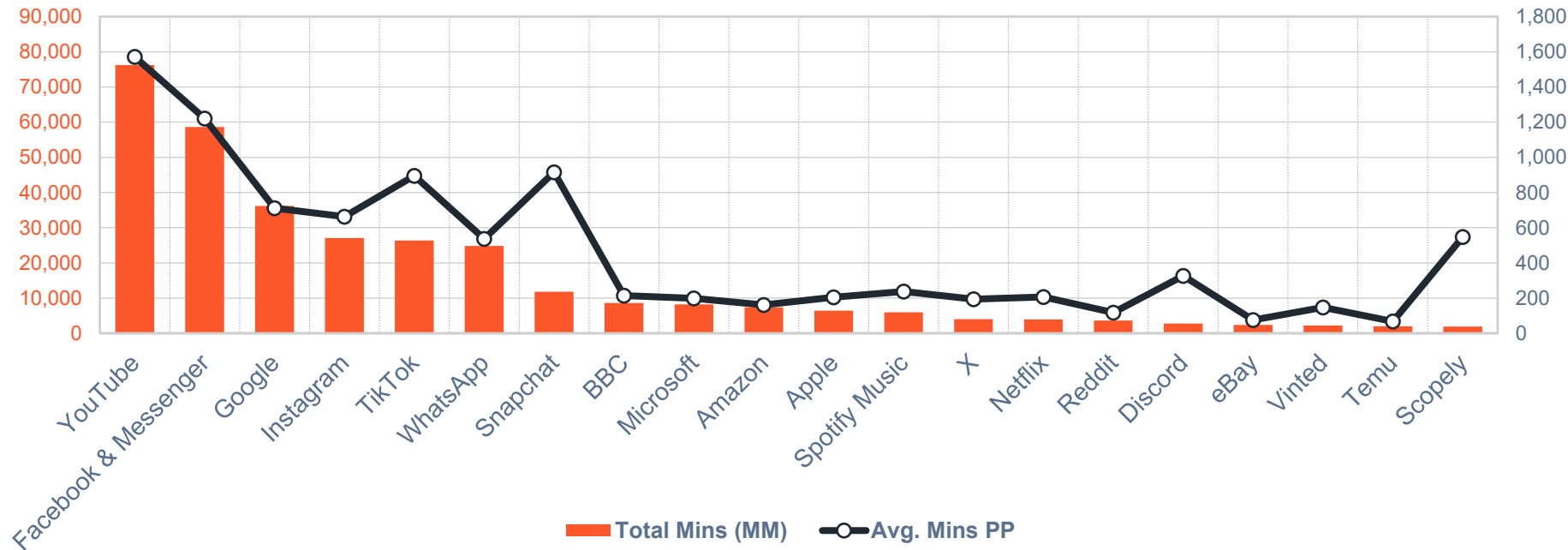


Social media brands dominate the top 10 for time online, driven by high average minutes per person.

Minutes (MM)

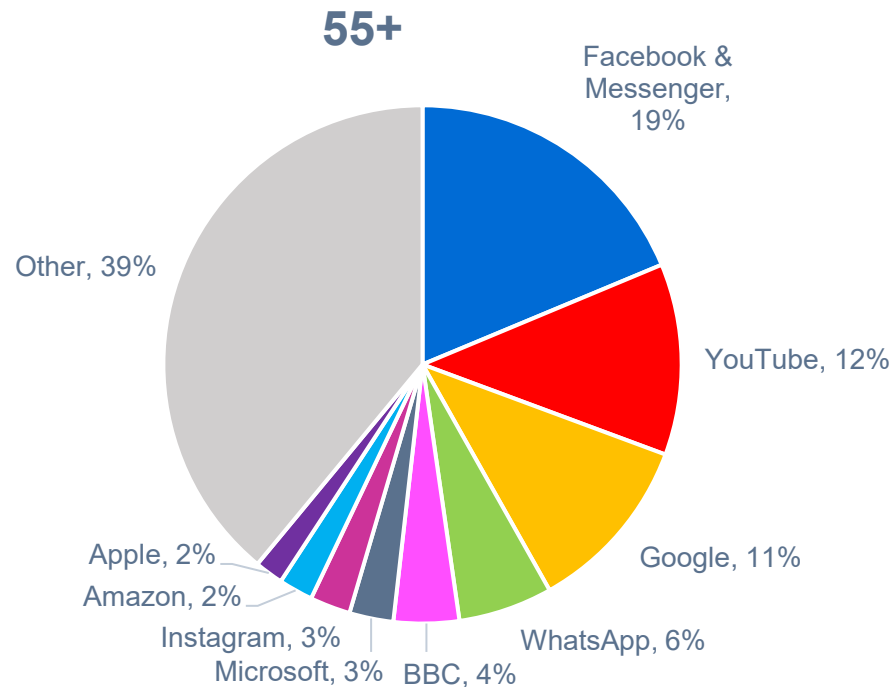
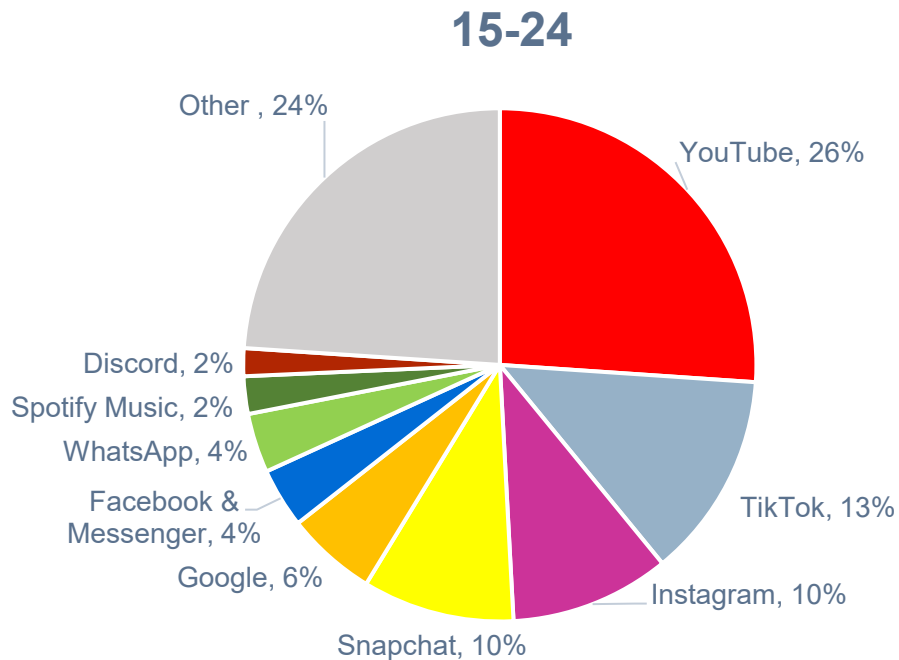
Total Minutes (MM) and Avg. Mins Per Person

Avg.Mins PP



Brand share of minutes by age group: 15-24 v 55+

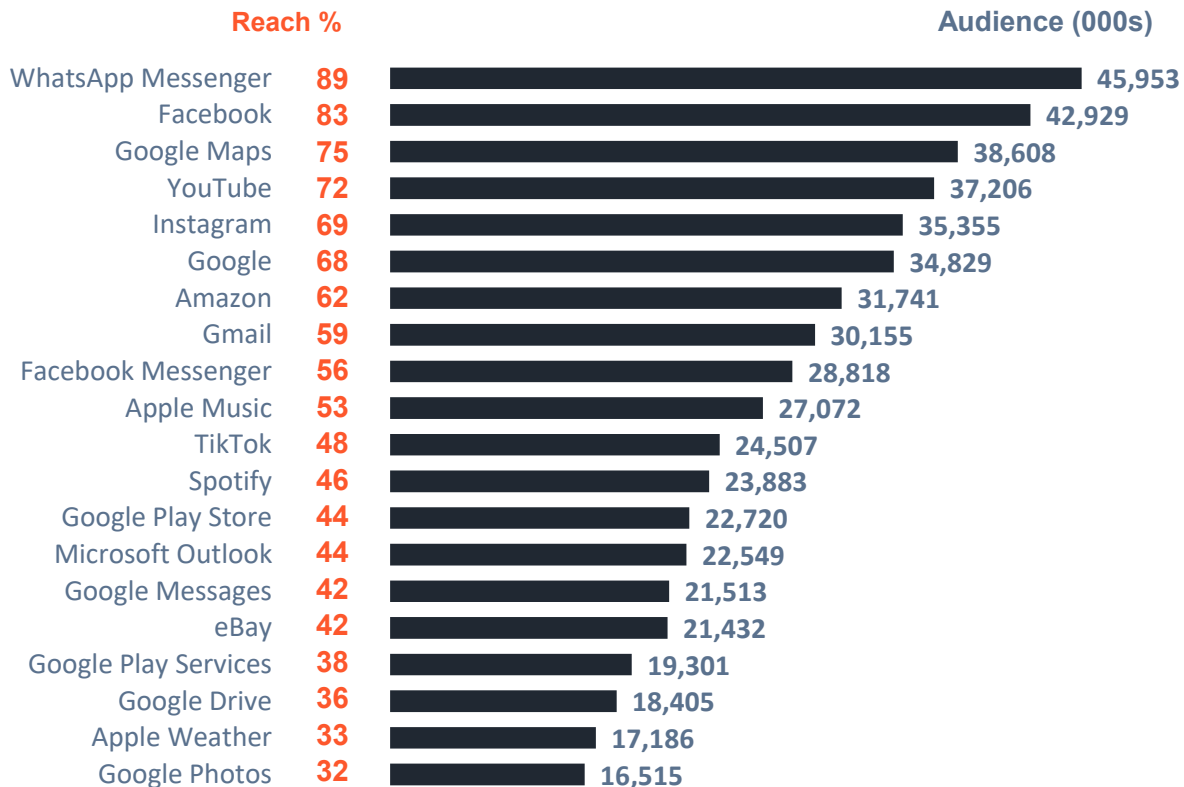
Top brands & SOM differs by age. Four brands generate over 50% of all 15-24 minutes online



Top mobile apps



Top 20 mobile apps by audience



Top 20 mobile apps by time spent

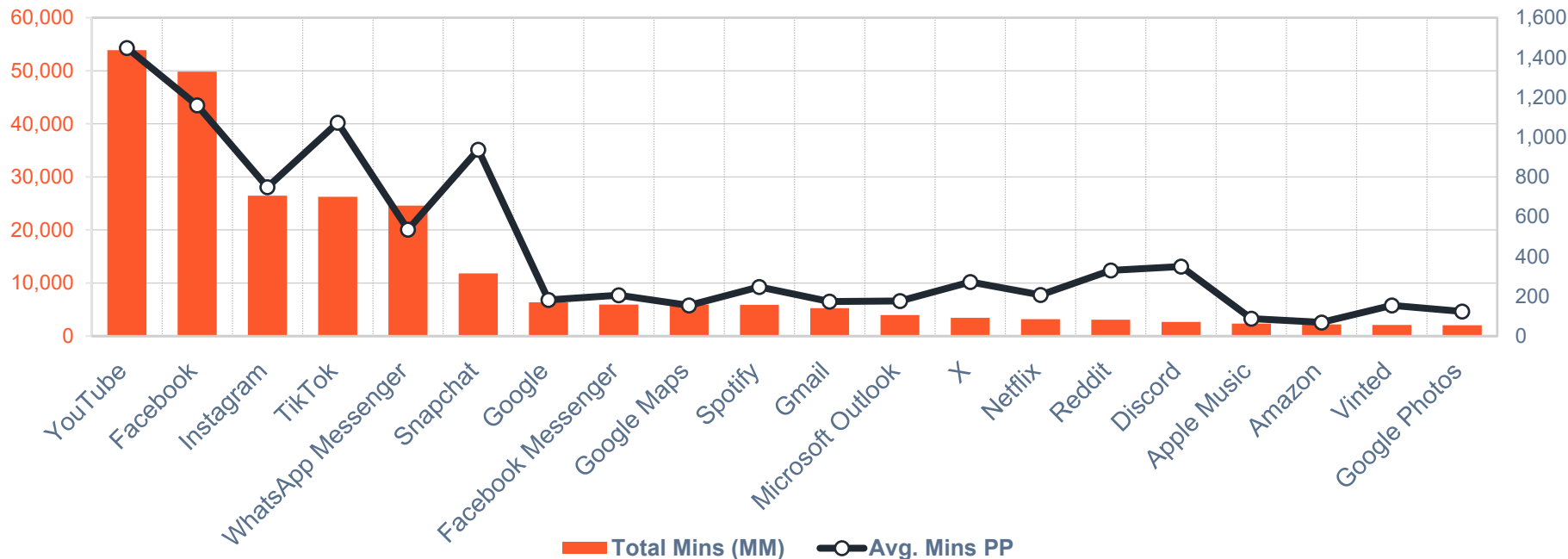
Video, social media and music dominate time spent on mobile apps



Minutes (MM)

Total Minutes (MM) and Avg. Mins Per Person

Avg.Mins PP



Top 10 apps by minutes by mobile device

High engagement propels YouTube Kids and Roblox into the top 10 for time spent on tablets.



Smartphone Top 10

	Media	Total Mins (MM)	Avg. Mins PP
1	Facebook	45,522	1081:16
2	YouTube	40,051	1117:09
3	TikTok	25,600	1077:20
4	Instagram	25,527	741:47
5	WhatsApp Messenger	24,468	534:52
6	Snapchat	11,536	920:26
7	Google Maps	5,795	152:02
8	Google	5,725	167:48
9	Spotify	5,455	232:34
10	Gmail	4,502	152:19



Tablet Top 10

	Media	Total Mins (MM)	Avg. Mins PP
1	YouTube	13,842	2445:03
2	Facebook	4,284	705:43
3	Facebook Messenger	2,176	601:41
4	Netflix	1,379	478:08
5	YouTube Kids	1,176	3347:21
6	BBC iPlayer	1,051	439:07
7	Instagram	913	286:08
8	Gmail	745	209:26
9	TikTok	669	399:43
10	Roblox	661	1039:43



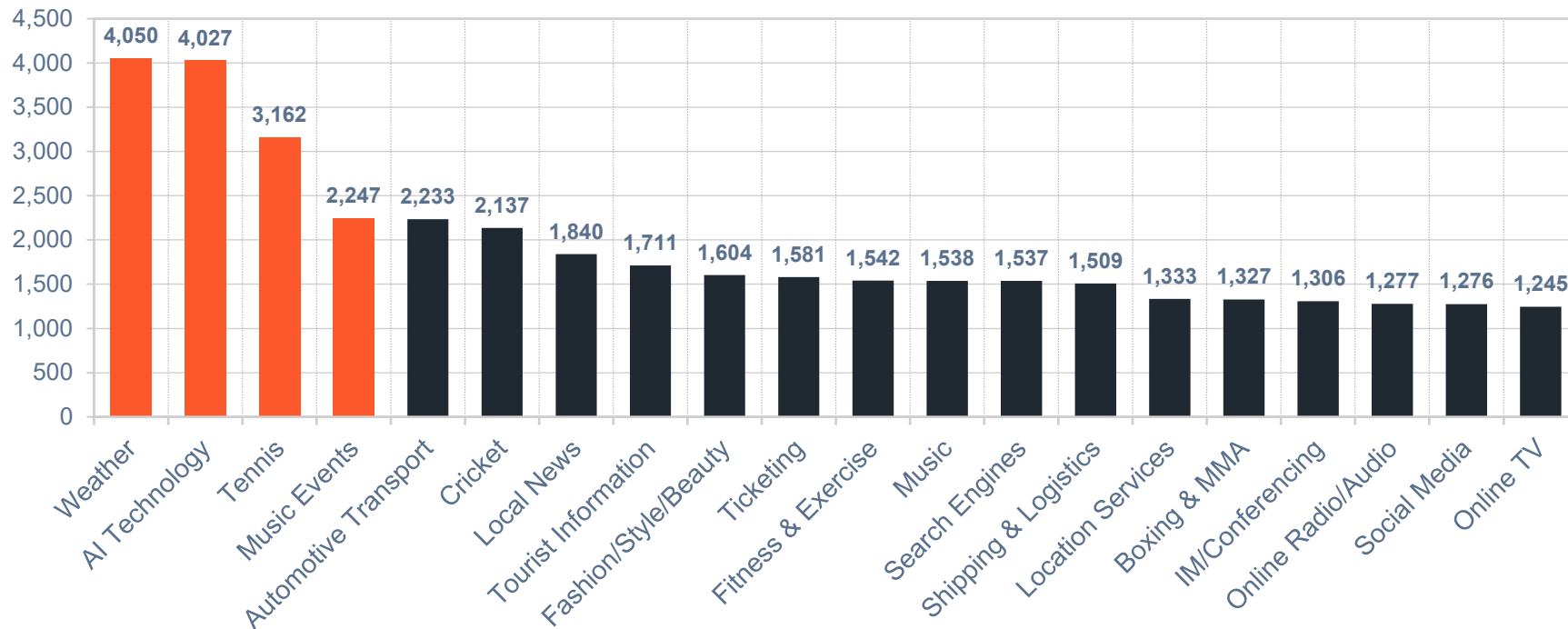
Key changes: Mar 25 – Jun 25



Tier 2 Category audience gains (000s): Mar 25 – Jun 25



The AI* category continues to grow while seasonal events in June including the heatwave, Wimbledon and Glastonbury/Music festivals have grown other categories since Mar 25.



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 25

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. *The AI category does not include AI integrated into other tools, such as Google Search or WhatsApp. It also does not currently include the Gemini and Copilot iOS apps.

AI* category growth continues

19.6m people used AI sites in June, a reach of 38%. The audience has grown by >4m Mar-Jun.



	AUDIENCE (000S)				AVG. MINS PP			
	MAR '25	JUN '25	Change (%)	Change (abs)	MAR '25	JUN '25	Change (%)	Change (abs)
Total AI*	15,585	19,612	25.8	4,027	60:54	81:36	34.0	20:42
ChatGPT	10,523	14,270	35.6	3,747	70:45	96:38	36.6	25:53
OpenAI	5,665	6,933	22.4	1,268	01:49	02:18	26.1	00:28
Google	897	1,897	111.4	999	07:23	09:27	28.0	02:04
Microsoft	2,246	2,647	17.9	401	13:57	19:20	38.7	05:24
Perplexity	375	591	57.6	216	10:18	24:43	140.1	14:26

AI usage for workers is skyrocketing – and its actually doing everything it promised

News By Craig Hale published 27 June 2025

AI is really helping workers

[f](#) [x](#) [t](#) [p](#) [r](#) [b](#) [m](#) [v](#) Comments (0)

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(Image credit: Shutterstock / vs148)



Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 25

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. *The AI category does not include AI integrated into other tools, such as Google Search or WhatsApp. It also does not currently include the Gemini and Copilot iOS apps.

Tennis, cricket and boxing attracted people to the sports category in June



	AUDIENCE (000S)				AVG. MINS PP			
	MAR '25	JUN '25	Change (%)	Change (abs)	MAR '25	JUN '25	Change (%)	Change (abs)
TOTAL Sport	30,383	31,108	2.4	726	82:55	65:09	-21.4	-17:46
Football	20,252	20,903	3.2	651	50:26	26:25	-47.6	-24:01
Motorsport	7,405	7,102	-4.1	-304	08:04	07:46	-3.8	00:18
Tennis	3,904	7,066	81.0	3,162	05:51	11:04	89.3	05:13
Cricket	3,161	5,298	67.6	2,137	12:06	29:09	140.9	17:03
Rugby	7,035	4,556	-35.2	-2,479	13:15	11:11	-15.6	-02:04
Boxing/ MMA	2,358	3,685	56.3	1,327	02:47	13:54	399.6	11:07

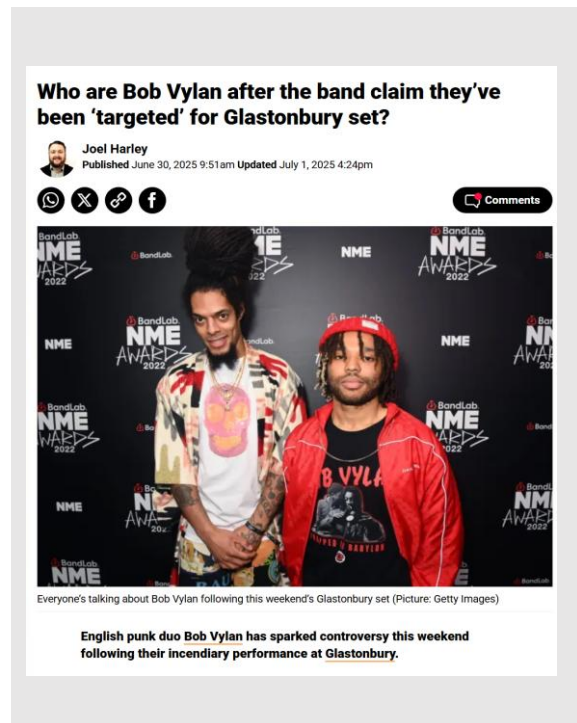


Source: UKOM Ipsos iris Online Audience Measurement Service, Jun 25
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

The Glastonbury Festival was the biggest contributor to 'Music Events' audience growth



	AUDIENCE (000S)			
	MAR '25	JUN '25	Change (%)	Change (abs)
TOTAL Music Events	5738	7985	39	2247
Glastonbury Festival	402	1721	328	1319
Setlist	762	1426	87	664
Skiddle	1269	1869	47	599
LiveNation	779	1098	41	319
Isle of Wight Festival	-	273	-	273
Download Festival	177	375	112	199
Summer Sessions	-	161	-	161
Lewis Capaldi	-	153	-	153





Questions?

Find out more at:

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

Email us at:

insights@ukom.uk.net

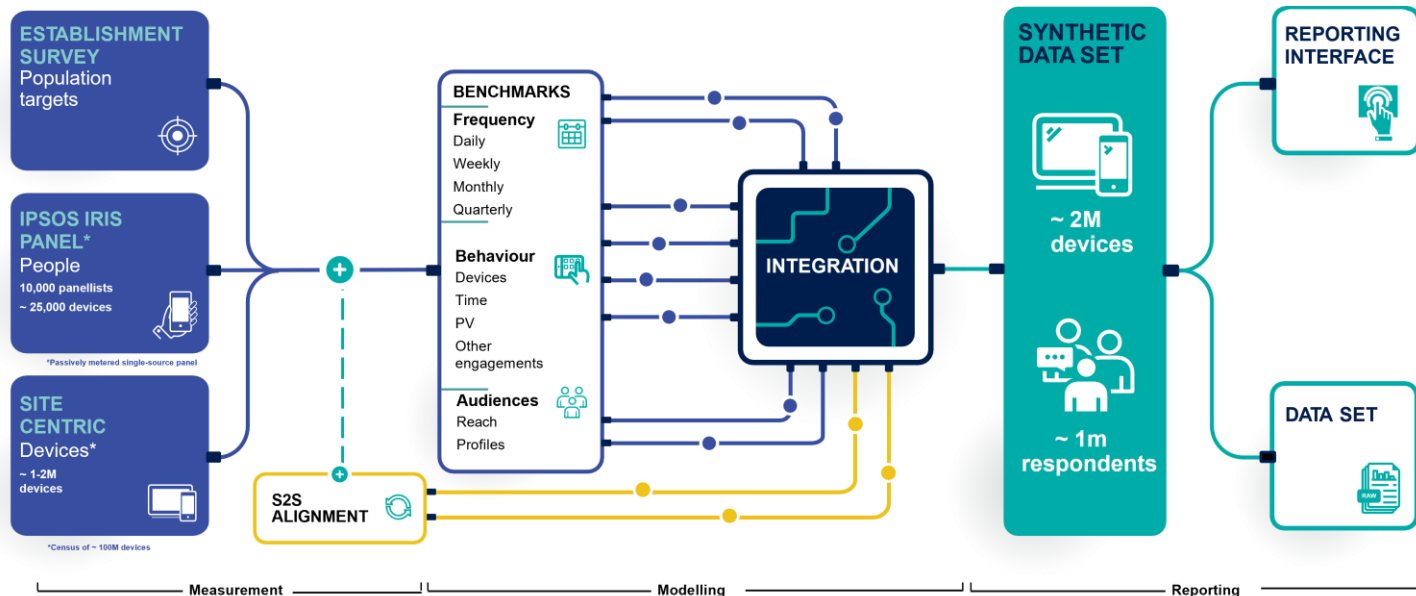
Methodology



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>