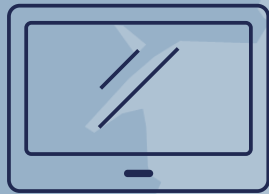


The UK Online Audience



Julie Forey
IAB Research Breakfast
July 2018

UKOM Insights: The Ozone Project



The screenshot shows the Campaign website interface. At the top, the 'campaign' logo is on the left, and navigation links for 'Sign in', 'Advertise', 'Become a member', and social media icons are on the right. Below the logo is a search bar with various filters like 'Latest', 'Top Brands & Agencies', etc. The main article is titled 'News UK, Telegraph and Guardian to offer joint digital ad sales with The Ozone Project' by Gideon Spanier, dated June 20, 2018. The article text states: 'News UK, Telegraph Media Group and Guardian News & Media are to pool some of their digital display ad inventory in a new joint advertising platform in a significant move.' To the right of the article are three promotional boxes: 'Become a member of Campaign from just £46 a quarter', 'Looking for a new job?' with a 'Create an alert now' button, and a 'campaignjobs' section for a 'Media Researcher and Analyst' position. On the left side of the article, there are social media sharing icons for Twitter, Facebook, Google+, and LinkedIn, and a large photo of three people (two men and one woman) standing together.

The Ozone Project: plugging a gap?

Last week, three of the biggest UK News Brands - News UK, The Telegraph and The Guardian announced a new joint venture, The Ozone Project. This collaboration will offer a premium publisher, quality environment with large reach which will clearly be an alternative to Facebook and other global online players.

26.06.2018

MORE +

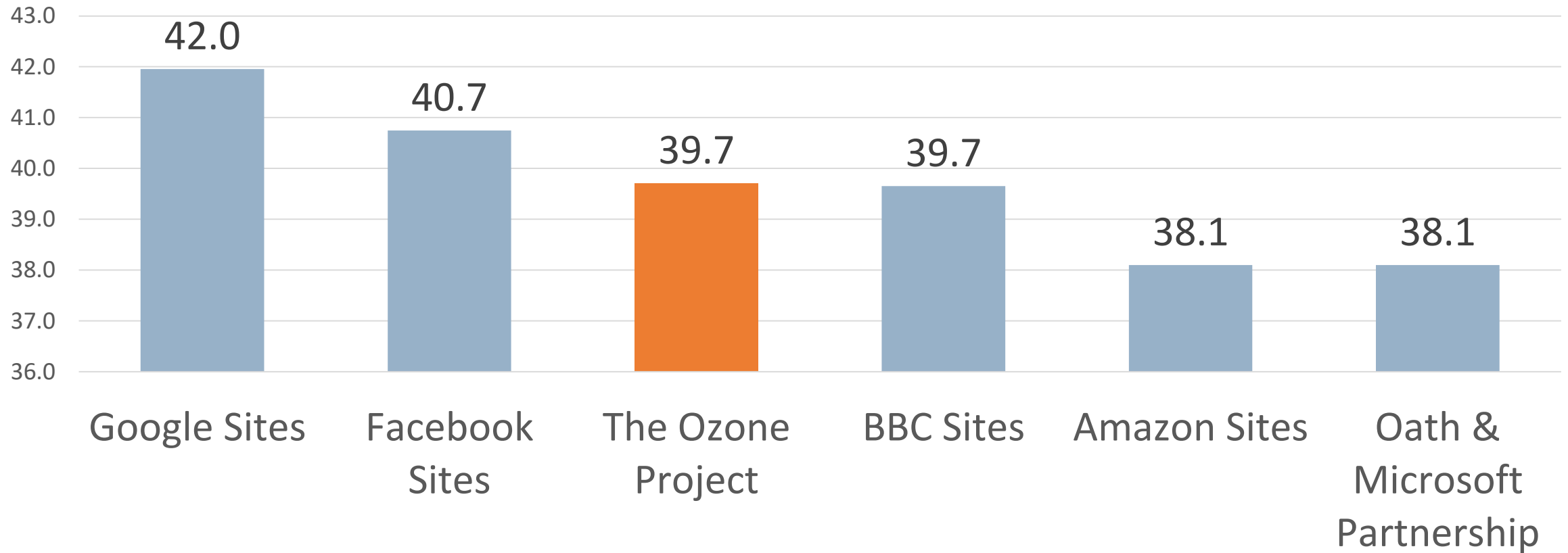
The 3 News brands have a combined audience of 39.7m

	Total Unique Visitors 18+ (000)	% Reach 18 + Digital Population
Unduplicated Audience: The Ozone Project	39,708	93.6
News UK Sites	32,227	76.0
Telegraph Media Group	23,478	55.4
The Guardian	23,303	54.9

The Ozone Project would be no.3 for audience size



Total Unique Visitors 18+ (millions)



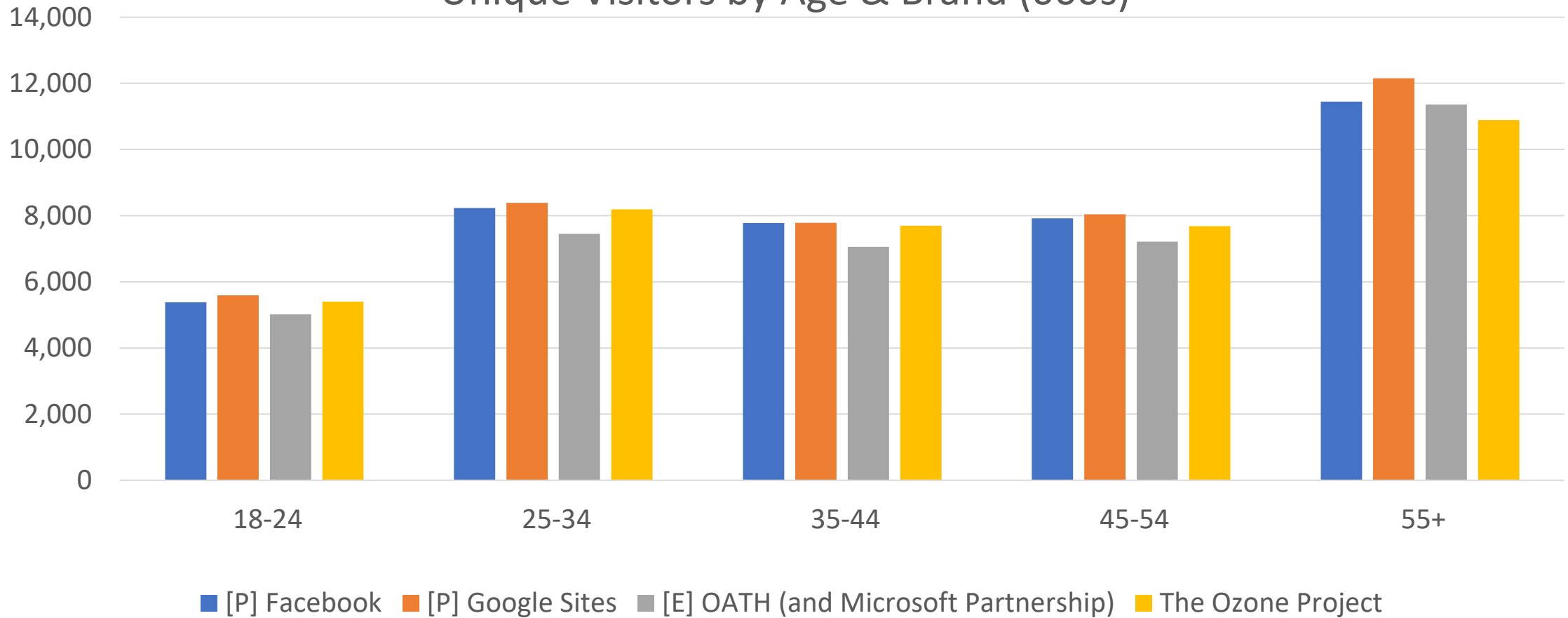
Source: comScore MMX Multi-Platform, UK, based on adults 18+, May 2018

MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps tablet browsing & apps.

Very little difference in Audience Reach across all Ages



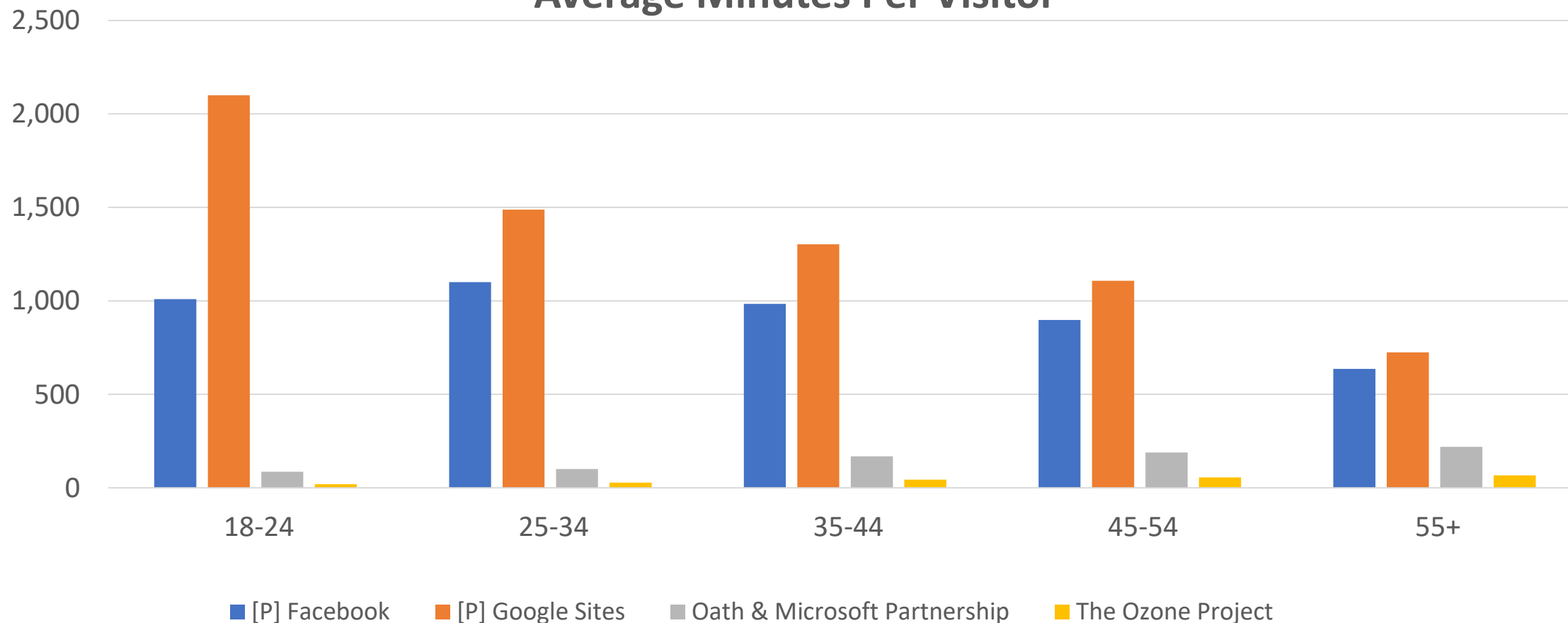
Unique Visitors by Age & Brand (000s)



However, big differences in Average Minutes per visitor



Average Minutes Per Visitor



UKOM Insights: Online Gambling



Bloomberg the Company & Its Products | Bloomberg Anywhere Remote Login | Bloomberg Terminal Demo Request

Bloomberg Opinion

Business

The Real World Cup Winner? Online Gambling.

Ubiquitous ads for betting fuel big business, but also pose costs to society.

By [Lionel Laurent](#)
06 July 2018 07:00 BST



Everyone can play. Photographer: Bloomberg

Lionel Laurent is a Bloomberg Opinion

The longer England captain Harry Kane and his team stay in the World Cup, the bigger the boost to the U.K. economy. But if there's one industry that

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Online Gambling

With the World Cup kicking off on 14th June, the next month looks set to be a bumper one for the online bookmakers. This month UKOM takes a look at the online gambling category.

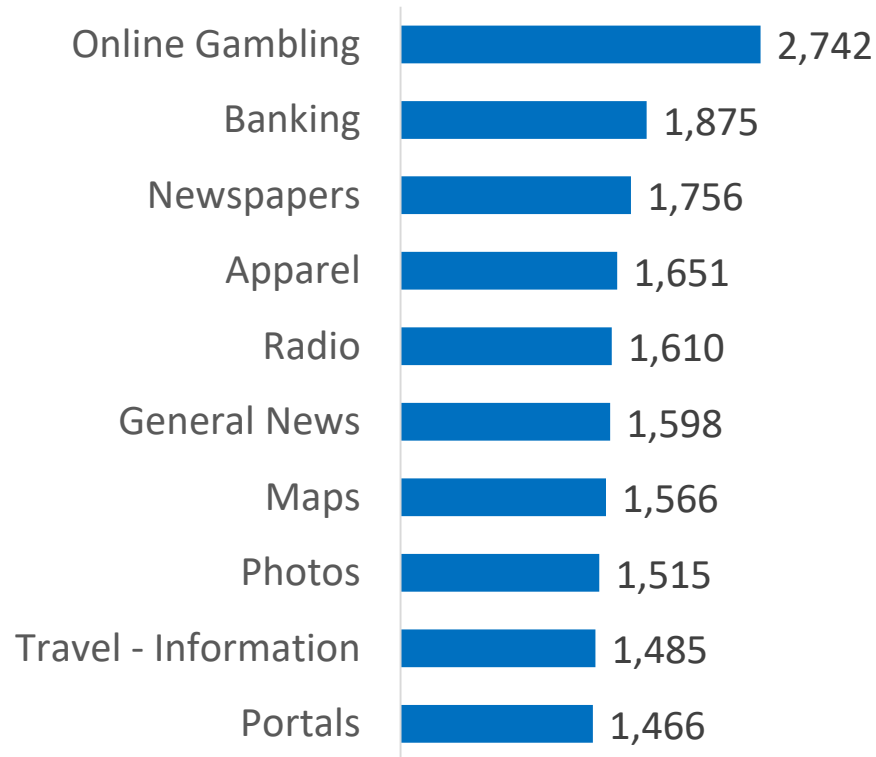
12.06.2018

Top Performing Categories based on Visitor Growth June 18 v Mar 18

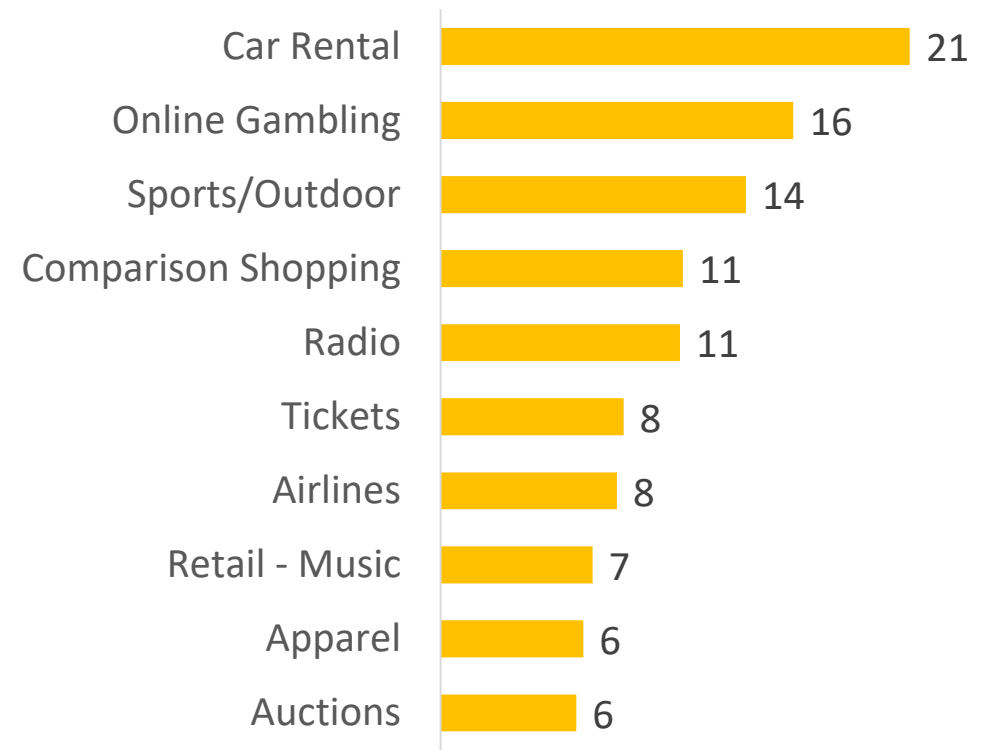
The World Cup drove up visitors to Online Gambling Websites in June

Category Growth – Jun 18 v Mar 18

Unique Visitor Increase: Jun 18 v Mar 18 (000s)



Unique Visitor % Increase: Jun 18 v Mar 18

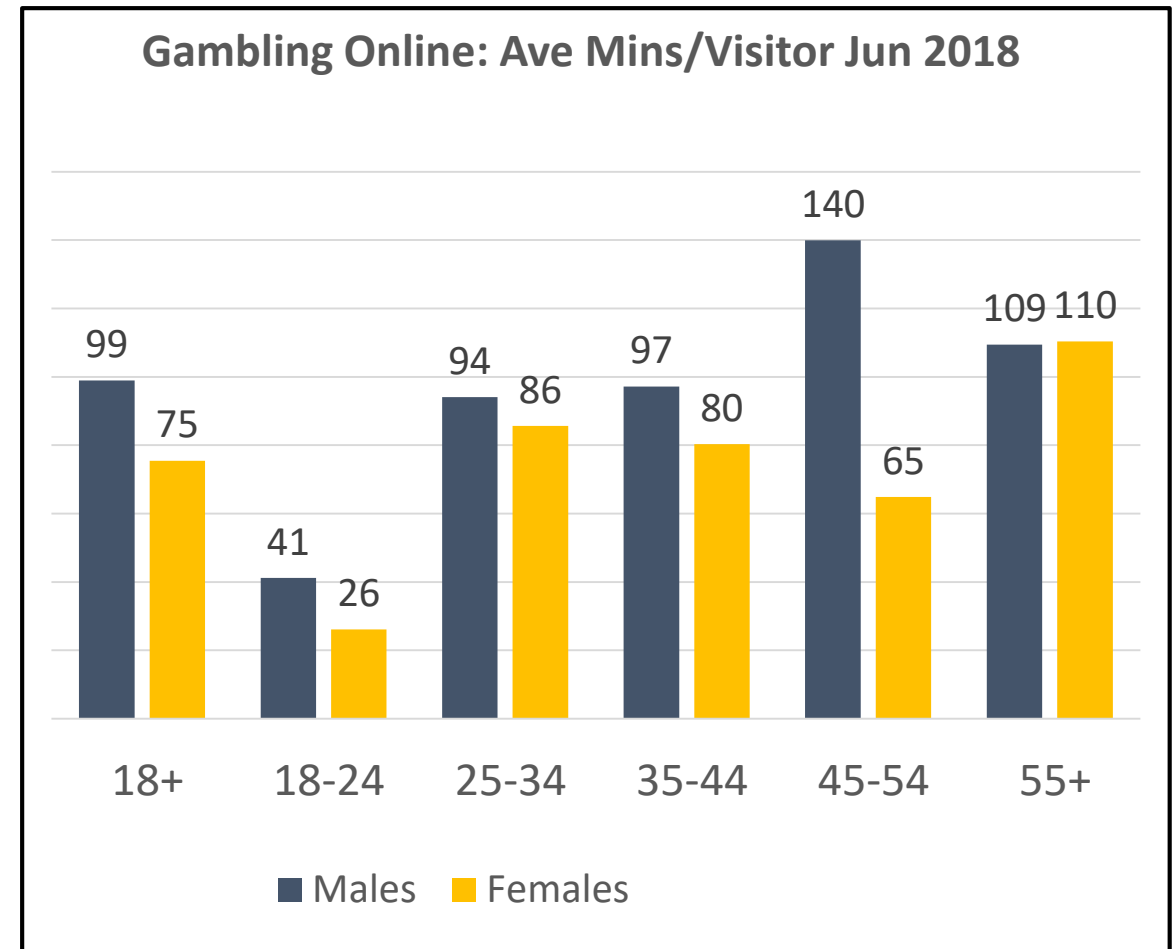
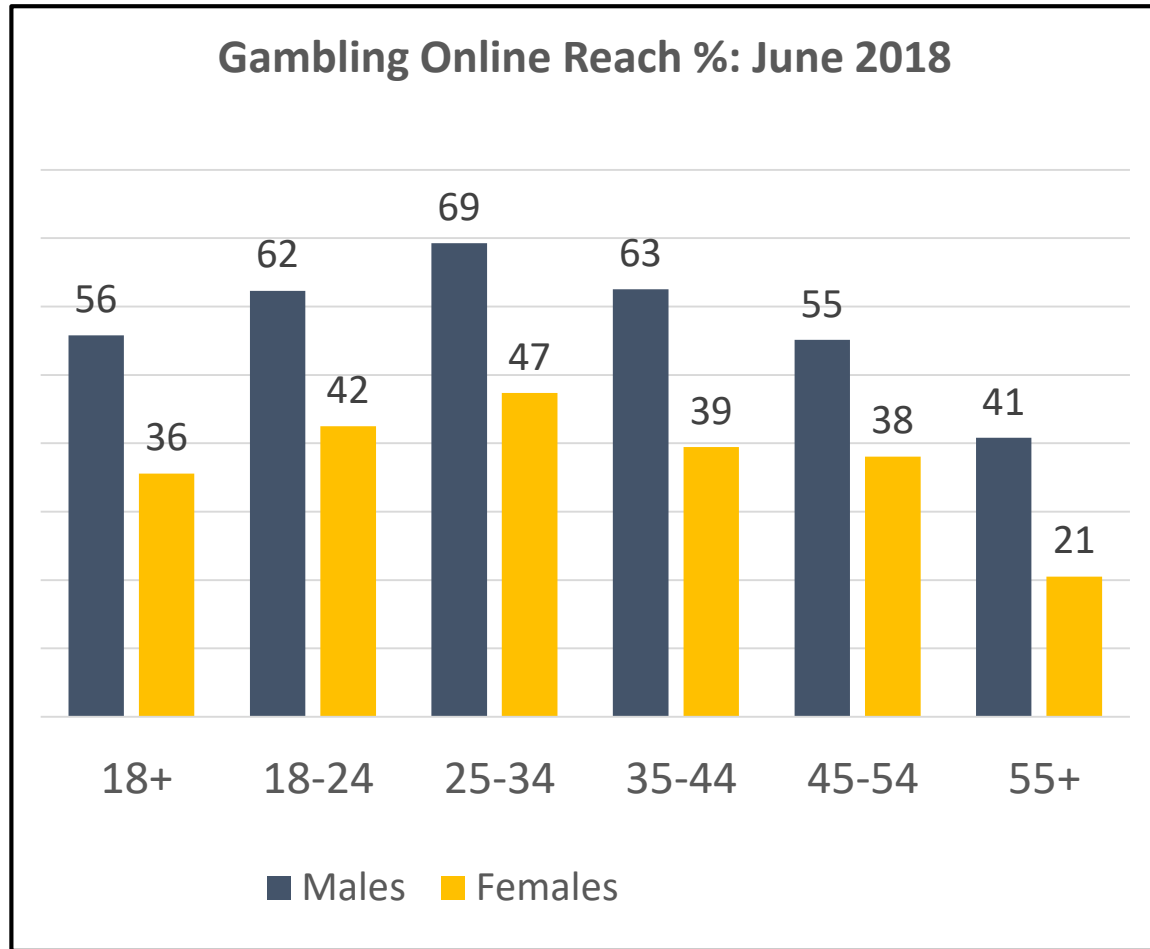


Source: comScore MMX Multi-Platform, June 2018, UK, 18+

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.

Reach & Engagement of Online Gambling Sites by Age and Gender

Reach is highest among 25-34 Males but 45-54 males spend most time



Source: comScore MMX Multi-Platform, June 2018, UK, 18 +

MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps tablet browsing & apps


UKOM Insights: A Game of 'Snap'



TC TechCrunch

Snap is reportedly about to launch its own gaming platform

Lucas Matney 5 days ago



© Chesnot/Getty Images

Snap is seeking to explore new ground as it tries to outrun Instagram's efforts to copy its features. Its newest effort may be building out a bonafide hub for gaming inside Snapchat according to a new report from *The Information*. The platform will launch later this year, the report says, and Snap is already signing game publishers on to participate in its efforts.

SIM deals, ends 19th July




Deal	Price	Offer
500MB	£8	with £13
3GB	£10	with £13
15GB	£18	with £21


Get a BT SIM

Price includes £5 monthly BT broadband discount

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A Game of 'Snap'

Last month a new report from *The Information* suggested that Snap is about to launch its own gaming platform. Whatever Snap's reasons and strategy, it's clear from latest UKOM approved comScore data that mobile gaming apps are big drivers of time online...

11.07.2018

Top* 20 Mobile Apps by 'Average Time Spent' Per Visitor

Gaming Apps have lower reach but high engagement

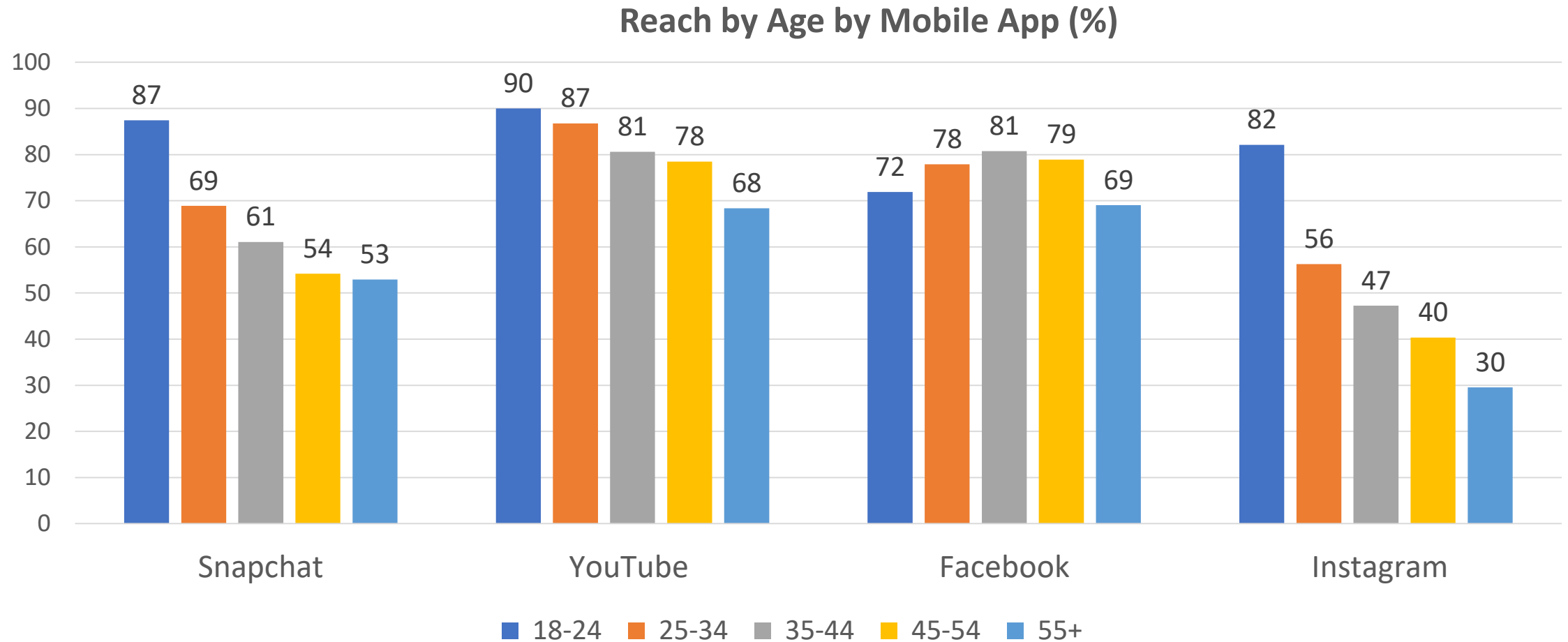
Mins Rank	UV Rank	Applications	Total Unique Visitors (000)	Average Minutes per Visitor
1	13	Spotify	12,405	1,113.2
2	169	Musical.ly	862	599.1
3	1	YouTube	28,749	580.7
4	2	Facebook	27,174	564.9
5	157	Gardenscapes - New Acres	933	549.7
6	137	Words with Friends 2	1,102	549.1
7	136	Pokémon GO	1,108	485.5
8	139	MailOnline	1,073	481.1
9	129	POF Free Online Dating Site	1,196	475.9
10	56	SoundCloud	2,687	463.5

Mins Rank	UV Rank	Applications	Total Unique Visitors (000)	Average Minutes per Visitor
11	155	Homescapes	948	451.1
12	145	Candy Crush Soda Saga	1,038	401.9
13	168	Toon Blast	871	335.1
14	5	Facebook Messenger	21,970	329.9
15	119	Antivirus Free	1,298	320.2
16	23	Netflix	6,345	319.2
17	87	Candy Crush Saga	1,766	312.0
18	146	Twitch	1,034	308.7
19	195	LifePoints	766	279.0
20	151	Solitaire by Mobilityware	996	269.9

Source: comScore MMX Multi-Platform, UK, based on adults 18+, May 2018

MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps tablet browsing & apps.

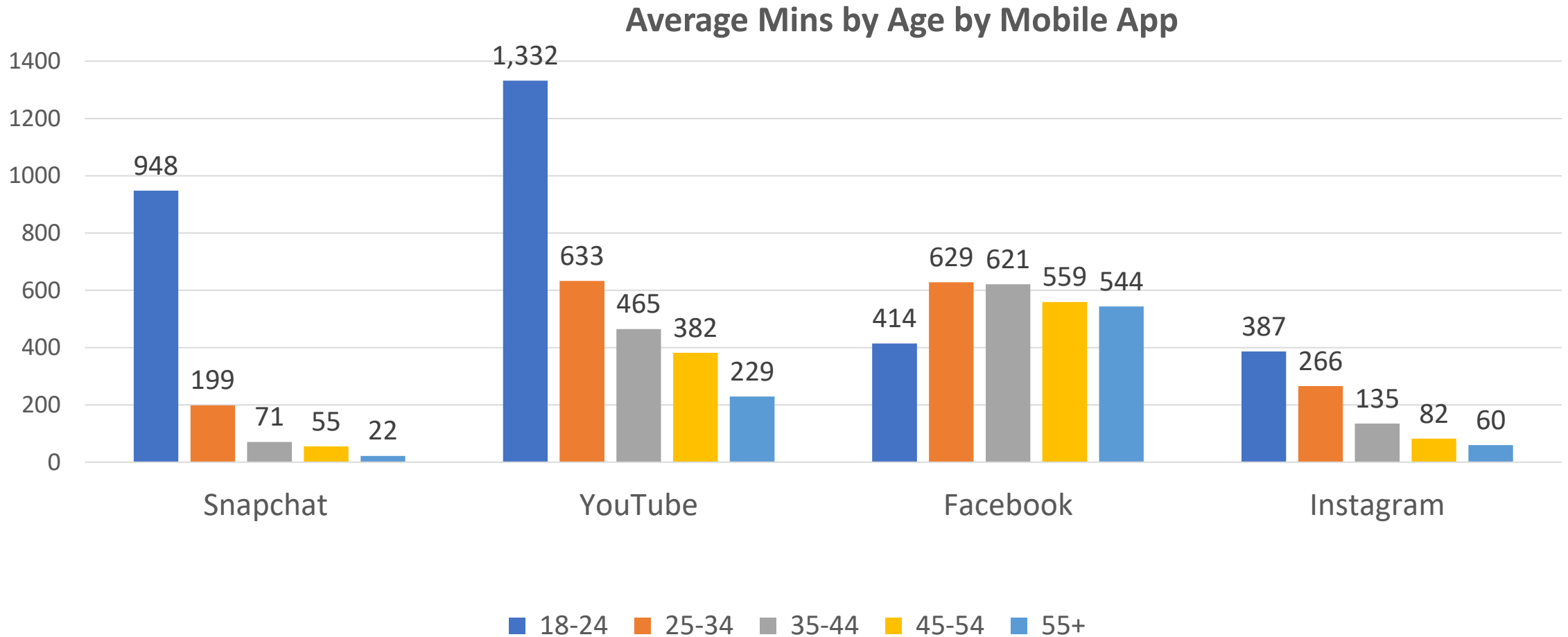
Snapchat's mobile app has high reach



Source: comScore MMX Multi-Platform, UK, based on adults 18+, May 2018

MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps tablet browsing & apps.

But unlike Facebook, engagement is primarily among 18-24s

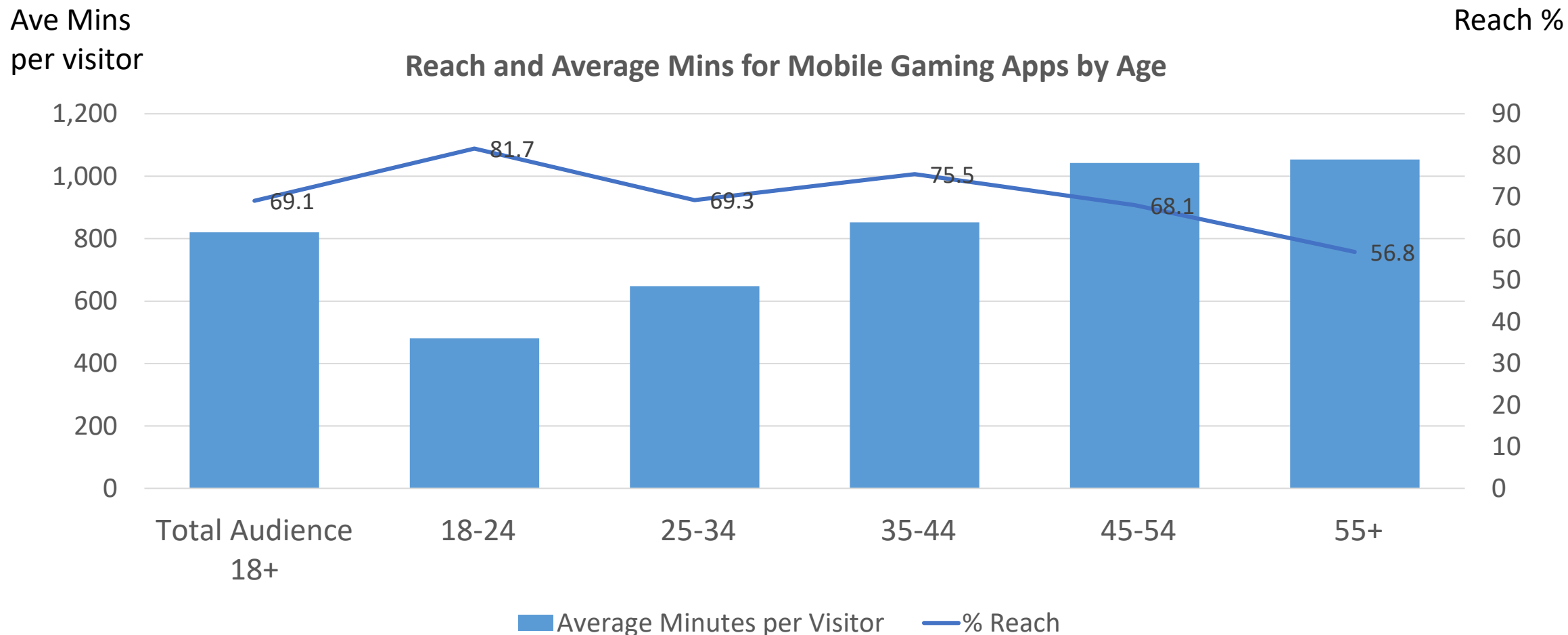


Source: comScore MMX Multi-Platform, UK, based on adults 18+, May 2018

MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps tablet browsing & apps.

Online Gaming reach by Age Group

Reach is higher among 18-24s but older audiences spend more time



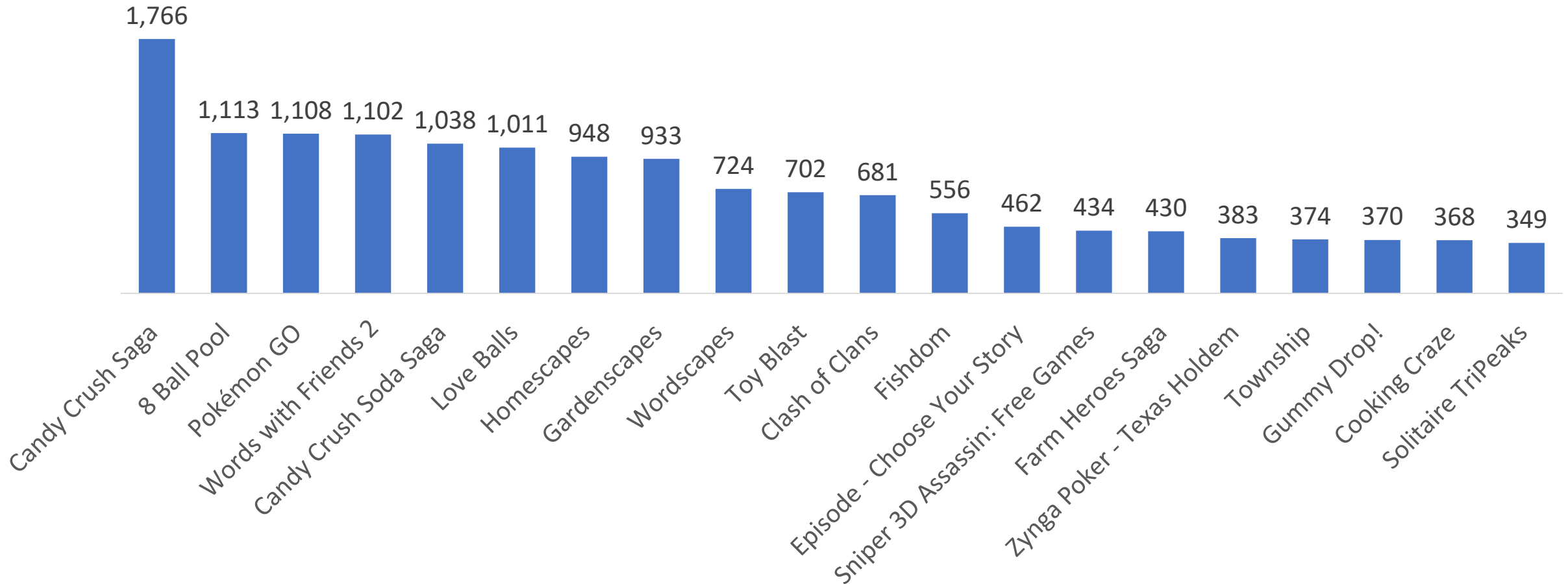
Source: comScore MMX Multi-Platform, UK, based on adults 18+, May 2018

MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps tablet browsing & apps.

Top 20 Mobile Apps by Unique Visitors: Online Games

Gaming Apps have lower reach but high engagement

Top 20 Mobile Apps by Unique Visitors (000s): Online Games Category



Source: comScore MMX Multi-Platform, UK, based on adults 18+, May 2018

MMX Multi-Platform includes Desktop browsing, Desktop video streams, smartphone browsing & apps tablet browsing & apps.

UKOM Insights: YouTube's Challenge to Spotify



THE SUN, A NEWS UK COMPANY

BBC Sign in News Sport Weather iPlayer TV Radio More Search

NEWS

Home UK World Business Politics Tech Science Health Family & Education Entertainment & Arts Stories More

Technology

YouTube's paid music and video services come to UK

By Leo Kellon
Technology desk editor

18 June 2018

Facebook Twitter Email Share

YouTube announced the expansion of its subscription services at a London press conference

YouTube is expanding its subscription-based music and video services to the UK and a further 11 countries.

The "premium" facilities strip ads from the platform's content and allow it to be downloaded rather than just streamed.

The music service is priced at the same rate as Spotify, Apple Music and Tidal's basic service.

Top Stories

Murder arrest over hospital baby deaths
A "healthcare professional" is being held over the deaths of eight babies at a Cheshire hospital.
5 minutes ago

Thai boys 'could be in cave for months'
4 hours ago

'Gay conversion therapy' to be banned
1 hour ago

Features

The Brits behind the Thai cave boys search

Flying the flag for both teams

YouTube's Challenge to Spotify

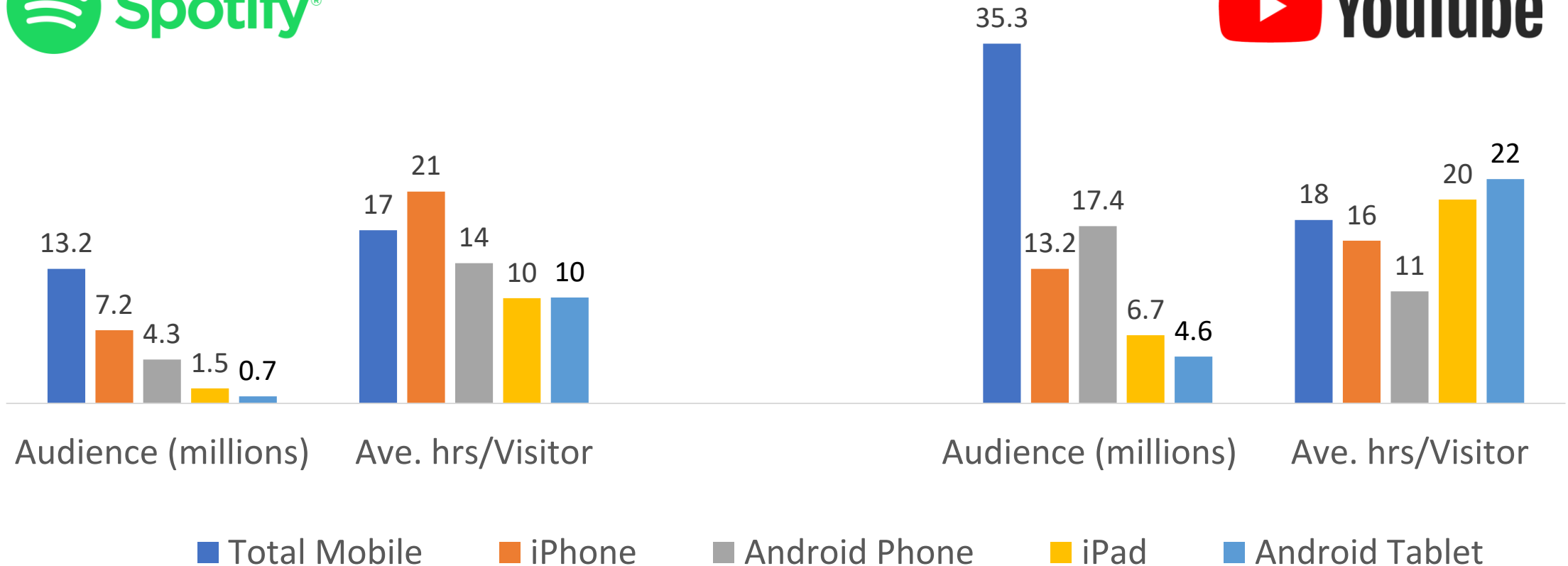
Last month Google launched its all new YouTube Music service in the UK. The offering is similar to Spotify, but Google plans to use the wealth of data it holds on customers to create a new type of personalised music service. So how big is Spotify and how does reach and platform usage compare to YouTube's current video viewing audience?

19.07.2018

Audience & Average Time Spent: Spotify and YouTube

Reach and Viewing varies by Mobile Platform & OS

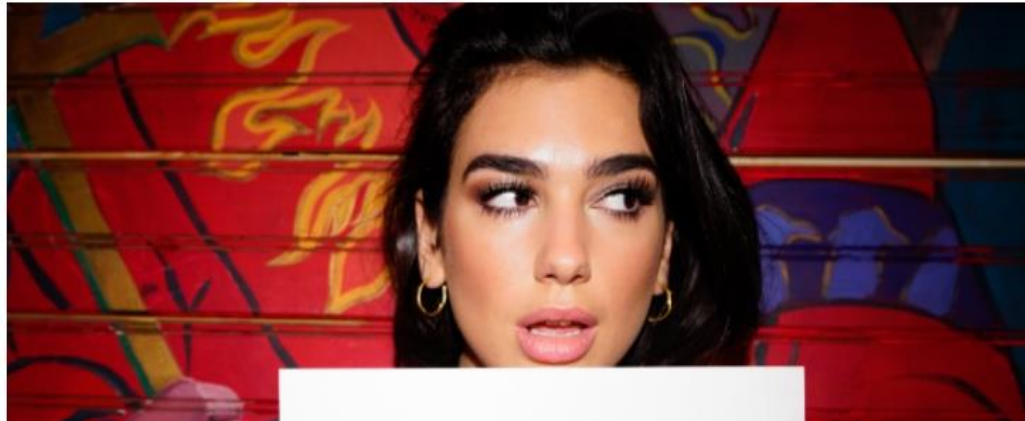
Audience & Ave. Time Spent on Spotify & YouTube*





Official Singles Chart to add video, upgrade premium streams in major revamp

by Mark Sutherland
June 24th 2018 at 8:00PM



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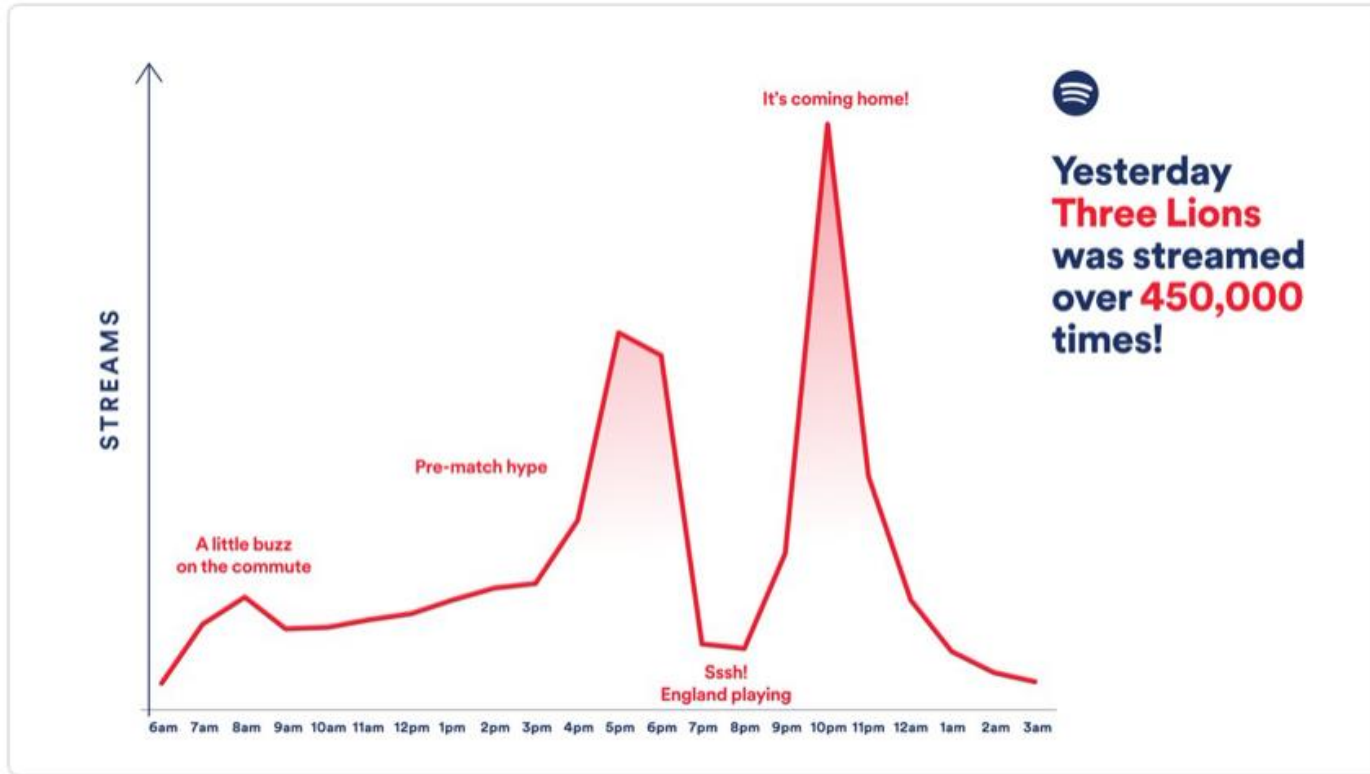
The Official Singles Chart will continue to be the only official and most comprehensive countdown in the UK market, reflecting sales of downloads, CD and vinyl, as well as streams of audio or video tracks, whether on premium subscription or ad-funded services.



Spotify UK 
@SpotifyUK

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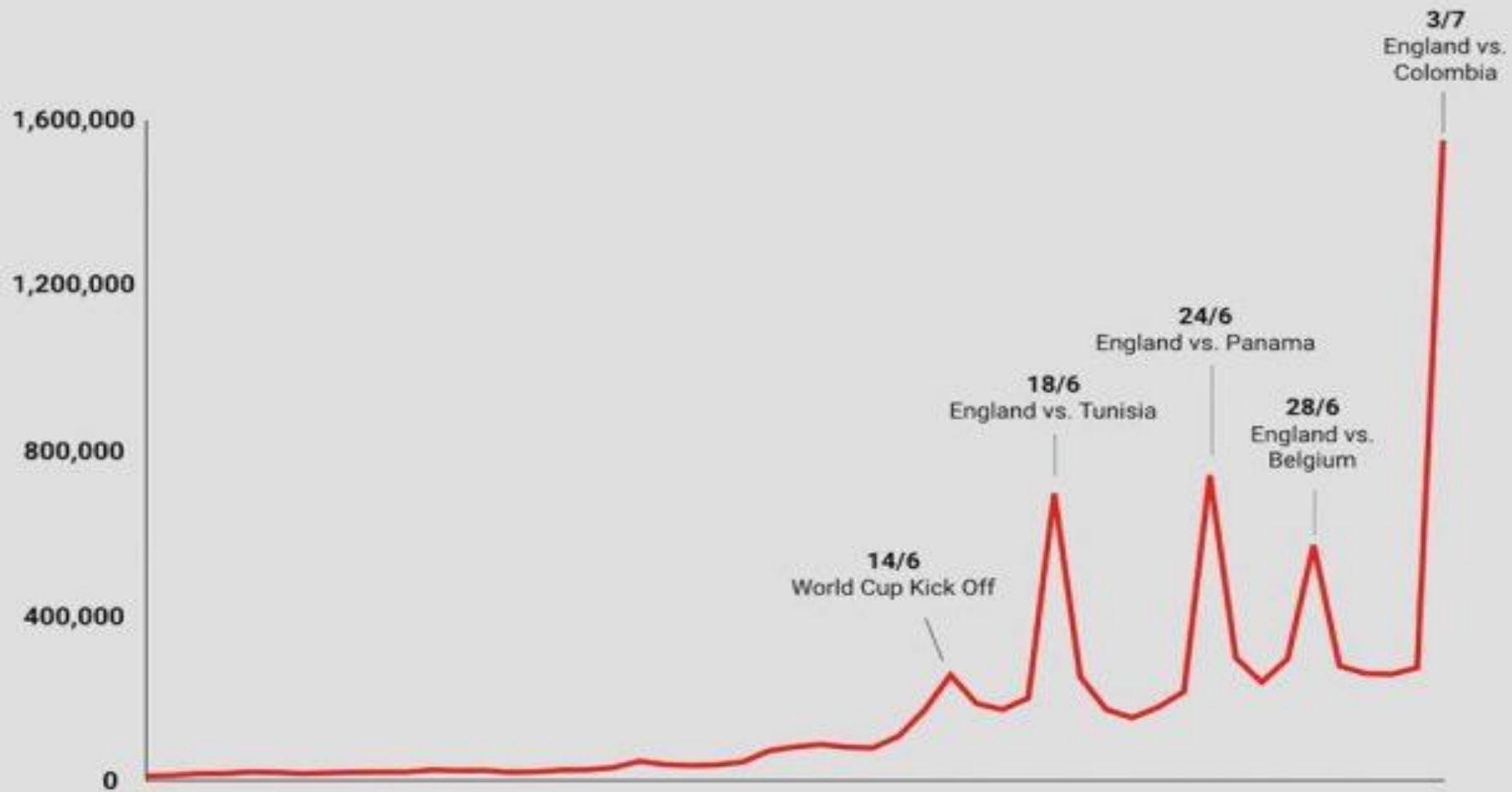
It's coming home.
Streams for [#ThreeLions](#)  reached an all-time high yesterday 



In the 24 hours after the Sweden match it was streamed 701,000 times

Daily UK views of "Baddiel, Skinner & Lightning Seeds - Three Lions (Football's Coming Home)"

World Cup: Views of "Football's Coming Home"



Film Music TV & radio Books Art & design Stage Games Classical

UK charts | Laura Snapes | Fri 13 Jul 2018 18:00 BST | 74

Three Lions breaks records to top the UK singles chart for a fourth time

Campaign to get Green Day's American Idiot in the charts to mark Donald Trump's UK visit falls short as single stalls at No 25



While the England team prepare for the match that will determine whether they finish third or fourth, the unofficial theme of this year's World Cup has come out on top: Three Lions is the UK's No 1 single.

It is the fourth time that the Lightning Seeds, Frank Skinner and David Baddiel's football anthem has topped the singles chart since its original

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The song had an "impressive 80,000 combined sales this week, made up of 43,000 sales, 6.8m audio streams and 5.2m video streams"



Setting the industry standard for online audience measurement

UKOM is where industry stakeholders come together to define and govern a UK standard for audience measurement across PC, tablet and smartphone.

We quantify audiences in terms of people, not browsers or machines – because demography still lies at the heart of what advertisers want to achieve.



UKOM Website: www.ukom.uk.net

The screenshot shows the UKOM website homepage. The navigation bar includes 'About Us', 'Data & Insight', 'News & Views', 'Products & Access', and 'Contact'. The main heading is 'Digital Market Overview'. Below this, there are three report thumbnails for Q1 2018, Q4 2017, and Q3 2017. Each thumbnail includes a brief description of key insights.

UKOM About Us Data & Insight News & Views Products & Access Contact

Digital Market Overview

Q1 | 2018
Q1 2018 UK Digital Market Overview report
Key insights include: Mobile devices now account for 75% of all adults' time online. For the first time, more 55+s use a smartphone than a tablet to access the internet. ...

Q4 | 2017
Q4 2017 UK Digital Market Overview report
Insights include: Mobile apps account for 61% of ALL minutes and 83% of MOBILE minutes. Mobile share of time is higher among females (81%) than males (65%). ...

Q3 | 2017
Q3 2017 UK Digital Market Overview report
Insights include: Smartphone's share of online minutes among 18+ is now 59% - smartphone apps alone account for 50% of all online minutes as 81% of all online adults use a mobile app each month. ...

The screenshot shows the 'Insights' section of the UKOM website. The navigation bar is the same as the homepage. The main heading is 'Insights'. Below this, there are three article thumbnails with titles and dates.

UKOM About Us Data & Insight News & Views Products & Access Contact

Insights

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Contact Us

Find out more at: <http://www.ukom.uk.net/>
Email us at: insights@ukom.uk.net