

UKOM

Setting the industry standard for
online audience measurement

The UK Online Audience

Ian Dowds. IAB Research Breakfast October 2018

UKCOM

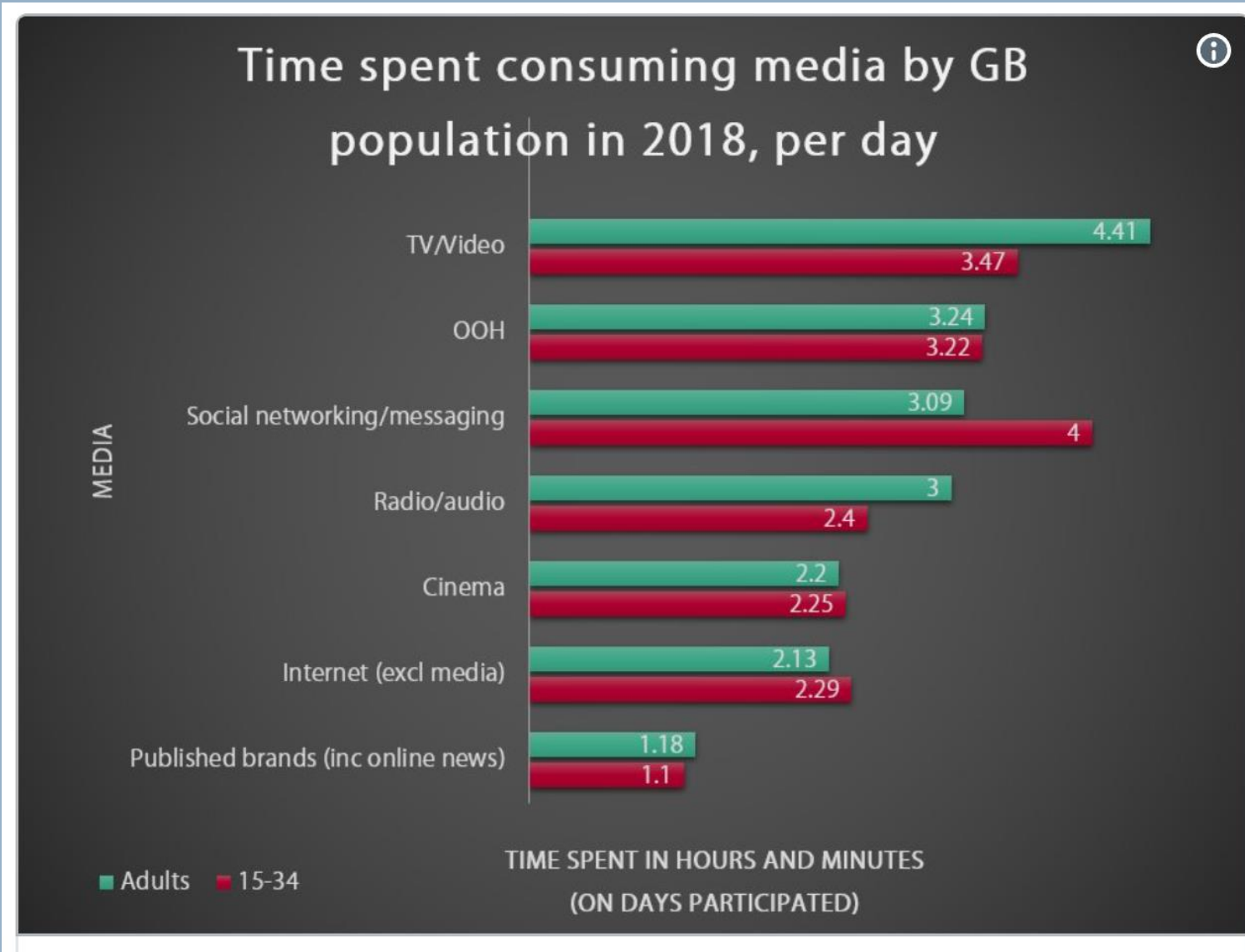


IPA

aop

iab^{UK}

 comSCORE[®]



Touchpoints:
hard to see
total time
online...

...led to some confusion

The image is a collage of three overlapping elements on a light blue background. The top-right element is a news article from 'The Drum' with the headline 'Is cinema bigger than Netflix?' by Matt Hill, dated 13 September 2018. The middle-left element is a bar chart titled 'Time spent consuming media by population in 2018, p' with categories like TV/Video, OOH, Social networking/messaging, Radio/audio, and Cinema. The bottom-left element is a photograph of a large audience in a movie theater.

The Drum
News Creative Works Awards The Drum Recommends Jobs DataBass Drum Network

NEWS IN DEPTH OPINION INTERVIEWS CASE STUDIES WHITEPAPERS

Is cinema bigger than Netflix?

By *Matt Hill* - 13 September 2018 10:01am

Twitter LinkedIn Email Facebook Messenger Reddit Flipboard Google+

Twitter Facebook Pinterest

Time spent consuming media by population in 2018, p

MEDIA

- TV/Video
- OOH
- Social networking/messaging
- Radio/audio
- Cinema
- Internet (excl m
- Published brands (inc on

■ Adults ■ 15-34

Movie theater audience

UKOM Insights: Average Time Spent online



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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?' There are two ways of looking at 'average time spent online' – average time spent among those who use the internet and average time spent among the total UK population.

- The average time the **UK adult digital population** spends per day online according to UKOM approved comScore data for July 2018 is **3 hours and 8 minutes**, but this varies considerably by age from 4 hours 5 minutes for 18-24s to only 2 hrs 23 minutes for those aged 55+
- Data for the **UK adult population** is slightly lower: **2 hours and 37 minutes online** each day on average – reflecting the fact not everyone uses the internet. Lower online penetration for over 55s means their average time spent per day online drops by a third to 1 hr 35 minutes when based on the total adult population. The data for all 18-24s is very similar at 3 hours 55 minutes as over 95% of this age group are online.

Average Time Spent (Hrs:Mins) Online Per Day by Age & Gender: July 2018

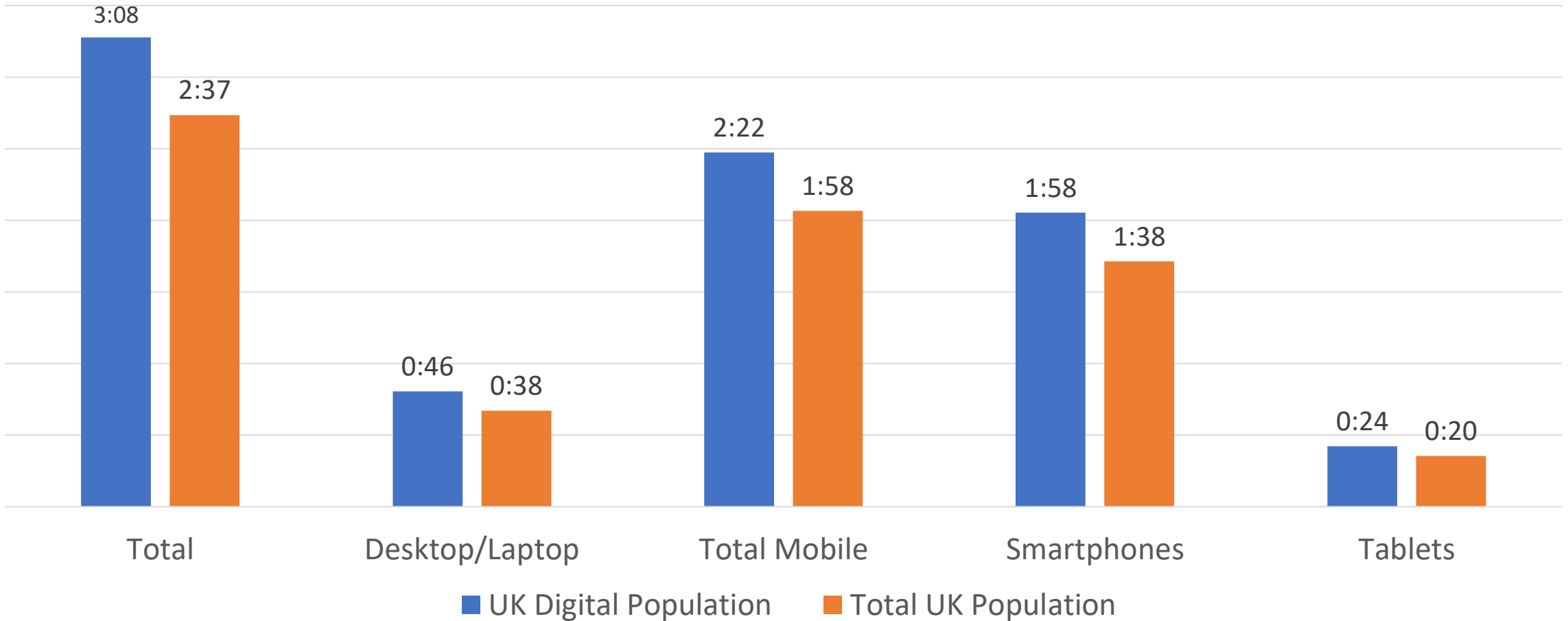
Age Group	Average Time Spent (Hrs:Mins)
18-24s	04:05
25-34s	03:55
35-44s	03:29
45-54s	03:20
55-64s	03:14
65-74s	03:06
75-84s	03:02
85+	03:15

How much time do people spend online each day?

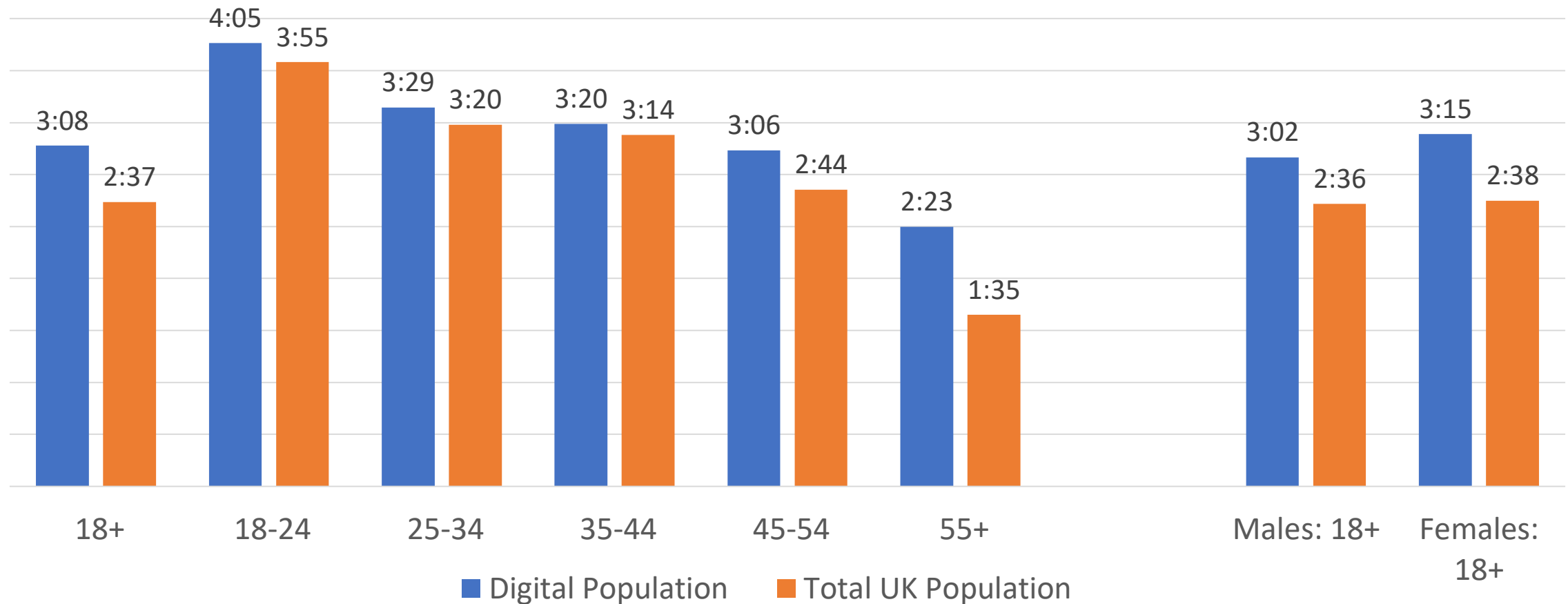
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04.10.2018

Average Time Spent (Hrs:Mins) Per Day by Platform: July 2018



Average Time Spent (Hrs:Mins) Online Per Day by Age & Gender: July 2018



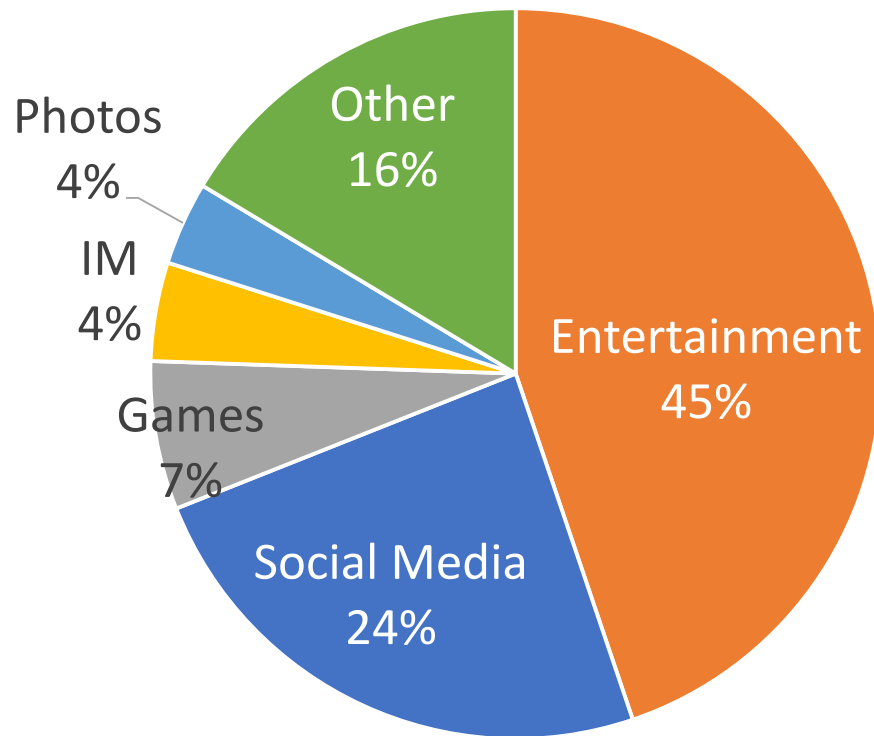
Average Time Online Per Day: UK Digital Population

Average Time Online Per Day (Hr:Mins) - UK Digital Population					
	Total	Desktop	Total Mobile	Smartphones	Tablets
18+	03:08	00:46	02:22	01:58	00:24
18-24	04:05	00:39	03:26	03:02	00:24
25-34	03:29	00:47	02:42	02:23	00:19
35-44	03:20	00:50	02:30	02:05	00:25
45-54	03:06	00:46	02:20	01:54	00:25
55+	02:23	00:45	01:37	01:11	00:26
Males: 18+	03:02	00:56	02:06	01:44	00:22
Females: 18+	03:15	00:36	02:39	02:12	00:26

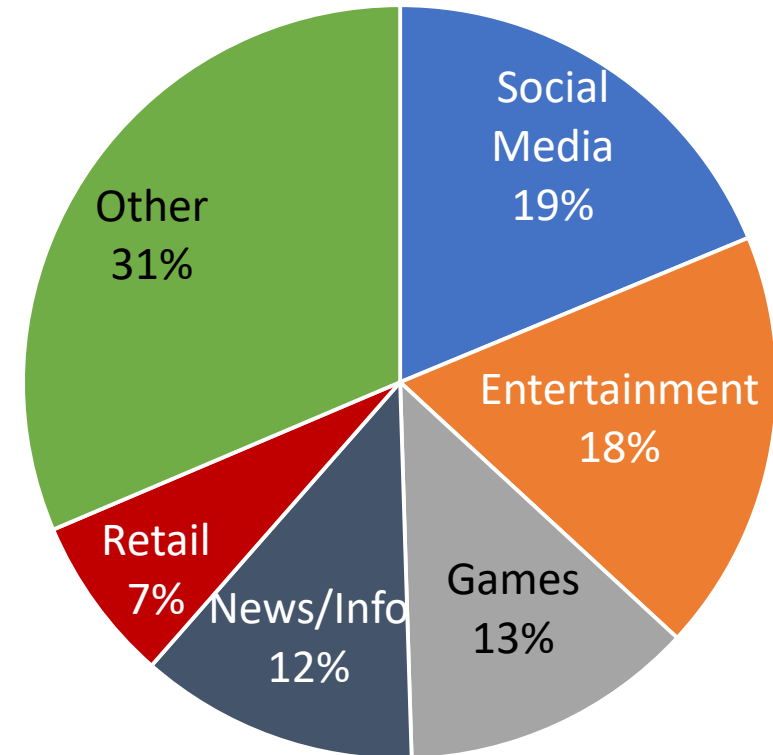
Top 5 'Time Spent' Categories Differ by Age Group

Ents & Social Media accounts for 69% of 18-24s' time online

Category Share of Time Spent: 18-24



Category Share of Time Spent: 55+



**But demographics are
dead, aren't they?**

Jun 2015

campaign

My Account

My Bulletins



campaign

Latest ▾ Top Brands ▾



“It’s the bluntest of blunt instruments... Yet we continue to use demographic segmentation in planning and strategy.

The resultant oversimplification has turned much marketing and advertising into a lie. And no one trusts a liar.”

Dead in the water - why demographic targeting kills brands

Oversimplified targeting has made marketing "a lie" argues Rapp London's planning partner.



Jen Musgreave
April 12, 2018
How long?
3-4 minutes

Data is NOT a zero sum game

MW Marketing Week

LATEST

DISCIPLINES

CAREER DEVELOPMENT

STRATEGY

REPORTS



Mark Ritson: Those who say demographic targeting is dead are wrong, it's still a valuable activity

Using demographics as part of a broader approach to behavioural segmentation and targeting remains a valuable activity for many marketers and brands.

By [Mark Ritson](#) 22 Jul 2015 10:31 am

“Brute demographics without other data were always stupid. But using demographics as part of a broader approach to behavioural segmentation and targeting remains a valuable activity for many marketers and brands.”

Demos still matter to marketers



THE NEW STANDARD FOR AUDIENCE DATA ACCURACY

Lotame Data Quality
JULY 2018

Audience Data Marketing Spend

Where are marketers investing their spend when it comes to audience data buys?

- ▶ Data Types Marketers Invest In:
 1. Demographic (Age, Gender)
 2. Geographic
 3. Advanced Demographic
 4. Interest
 5. 3rd-party data
 6. Behavioral

▶ Nearly half (42%) of marketers

▶ When running an ad campaign, marketers target by the following:

76%
Age

61%
Gender



32%
Children in Household



Looking Ahead: What's Next For Improving Data Quality?

- ▶ The top three actions marketers would like to see implemented to improve data quality
(Respondents selected these above changes or disclosure to refresh rate and consumer opt-out of data sharing):

1. Transparency on data source
2. Consistent data labeling across providers
3. Universal industry standards created

Still care about

“Data is not a zero sum game...I recognise the ever-improving capability to apply real-time data driven insight to make programmatic campaign delivery more efficient in reducing waste and driving effective activation....I am genuinely fascinated to see how the industry will make best use of such capability, because it surely will.”



OPINION

Still care about demographic targeting? You're alone

Ian Dowds: "What is it with the Grim Reaper industry?"

13.09.2018

...this ideological struggle was arguably Bob Gilbreath's piece in the June 2015 edition of Brand Quarterly on 'Demographics as a Targeting Tool'. "Military historians say that nations often err by fighting the last generation's war. The professor changes the game," it began. And yes it soon becomes apparent that he has a paradigm shift up his sleeve. "We are in new times... the first step of modern targeting should be an appeal to prospects' interests," he reveals.

Ian Dowds: "Demographics are a workable proxy. Get on with it."



are a
y. Get



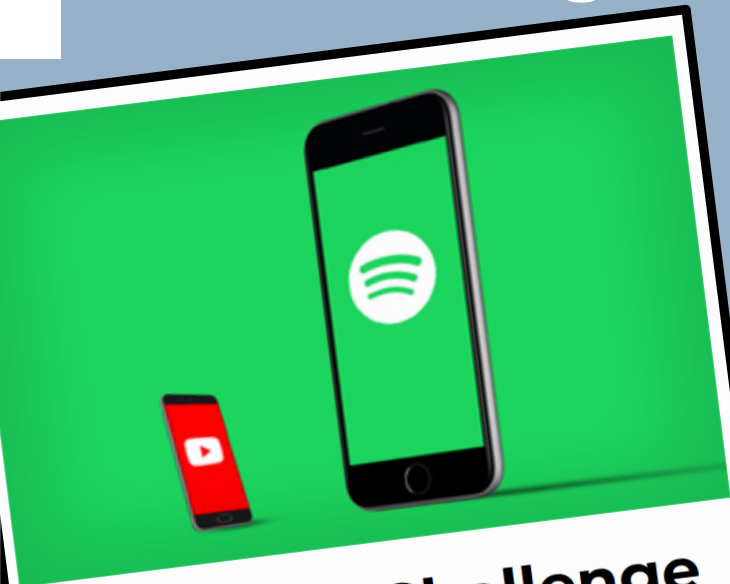
Setting the industry standard for online audience measurement

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 Insights:



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?



'Reach' drives reach



A Game of 'Snap'

In a new report from The... suggested that Snap is about its own gaming platform. Snap's reasons and strategy, it's... test UKOM approved comScore... mobile gaming apps are big... online...



Budget time. How the UK tightens its belt online

October 20th is the date that the Treasury

UKOM Wins For Time Spent on Mobile Apps

UKOM endorsed comScore data... tablets and smartphones... significant volume of time spent

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Digital Market Overview

DMO DIGITAL MARKET OVERVIEW Q2 | 2018

Q2 2018 UK Digital Market Overview report

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...

DMO DIGITAL MARKET OVERVIEW Q1 | 2018

Q1 2018 UK Digital Market Overview report

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. ...

DMO DIGITAL MARKET OVERVIEW 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%). ...

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Insights

How much time do people spend online each day?

04.10.2018

'Reach' drives reach for the Ozone Project

27.09.2018

YouTube's Challenge to Spotify

19.07.2018

Contact Us

Find out more at: <http://www.ukom.uk.net/>
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