

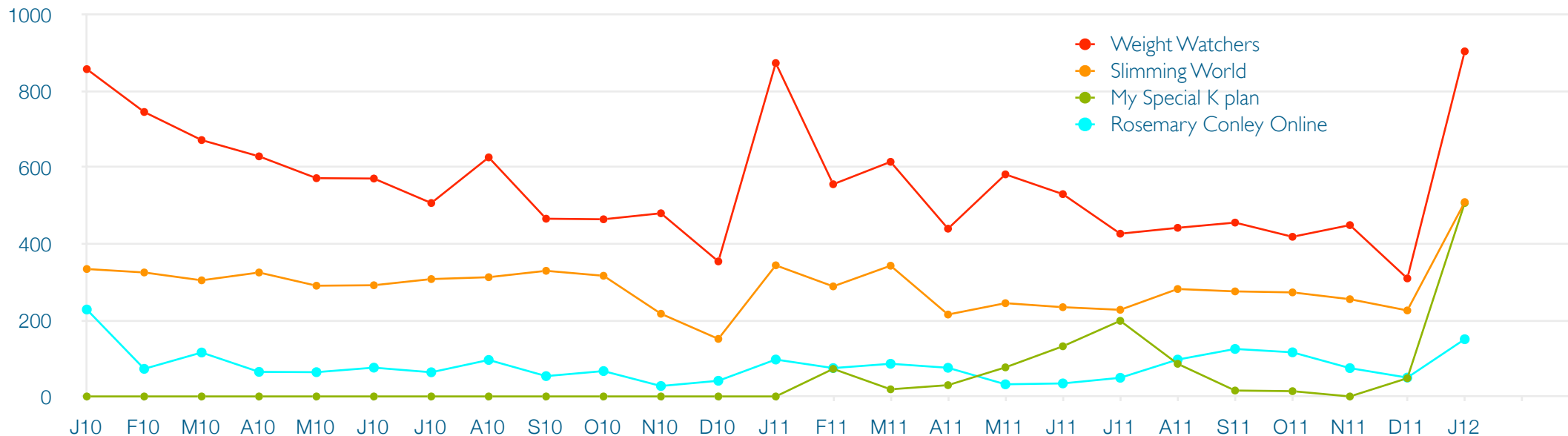
The UKOM Audience Planning System is powered by Nielsen using its global NetView product. Nielsen's methodologies and systems are accredited by UKOM on behalf of its shareholders (IAB and AOP) and the wider advertising industry. The audience data below relate to the period 1st-31st January 2012, covering Internet use on PCs and laptops at home and at work. For more details on UKOM and the Nielsen methodology, please visit [www.ukom.uk.net](http://www.ukom.uk.net)

## Log on, weight off

January is traditional a time for new year's resolutions, many involving getting fit and losing weight. The slimming industry has recently put a great deal of marketing spend into its online offerings, moving away from the traditional customer contact of weekly weigh-ins in village halls. Sites such as Weight Watchers, Slimming World and Lighterlife.com allow its subscribers to keep track of their calories (or points) intake online.

In January, all of these sites achieved their highest number of monthly visitors ever – with Weight Watchers breaking the 900,000 mark for the very first time. A special mention to the Special K diet site, which leapt from just below 50,000 visitors in December 2011 to over 500,000 last month.

## Monthly audience trends for Diet and Slimming sites



Parent / media owner rank	Name	Unique Audience (000)	Population Reach (%)	Time Per Person (hh:mm)	Share of time online	Total Page Views (000)	Share of Page Views
<b>N/A</b>	<b>TOTAL</b>	<b>39,654</b>	<b>65.1%</b>	<b>24:36</b>		<b>100,957,718</b>	
	<b>1 Google</b>	<b>35,425</b>	<b>58.2%</b>	<b>02:32</b>	<b>9.2%</b>	<b>10,298,439</b>	<b>10.2%</b>
--	Google	34,835	57.2%	01:38	5.8%	7,473,152	7.4%
--	Google Search	32,618	53.6%	00:50	2.8%	3,931,704	3.9%
--	Google Maps	18,116	29.8%	00:12	0.4%	610,554	0.6%
--	Google Image Search	11,902	19.6%	00:06	0.1%	190,637	0.2%
--	Google Account	10,024	16.5%	00:06	0.1%	146,281	0.1%
--	Google Gmail	5,966	9.8%	01:41	1.0%	837,322	0.8%
--	Google Product Search	3,872	6.4%	00:02	0.0%	20,597	0.0%
--	iGoogle	3,097	5.1%	00:19	0.1%	123,814	0.1%
--	Google+	2,365	3.9%	00:03	0.0%	12,664	0.0%
--	Google Docs	2,082	3.4%	00:12	0.0%	22,208	0.0%
--	Google Chrome	1,904	3.1%	00:02	0.0%	5,370	0.0%
--	Google Translation	1,818	3.0%	00:06	0.0%	24,050	0.0%
--	Google Earth	1,687	2.8%	00:30	0.1%	98	0.0%
--	Google News	1,468	2.4%	00:06	0.0%	12,717	0.0%
--	Google Book Search	1,133	1.9%	00:06	0.0%	7,893	0.0%
--	YouTube	19,954	32.8%	01:30	3.1%	2,636,826	2.6%
--	YouTube Homepage	12,155	20.0%	00:06	0.1%	206,392	0.2%
--	Machinima on YouTube	1,937	3.2%	00:17	0.1%	42,884	0.0%
--	Blogger	9,271	15.2%	00:11	0.2%	162,778	0.2%
--	Picasa	1,934	3.2%	00:22	0.1%	10,902	0.0%
	<b>2 Microsoft</b>	<b>29,770</b>	<b>48.9%</b>	<b>01:47</b>	<b>5.5%</b>	<b>3,323,703</b>	<b>3.3%</b>
--	MSN/WindowsLive/Bing	25,696	42.2%	01:31	4.0%	3,246,286	3.2%
--	Windows Live Hotmail	13,078	21.5%	01:18	1.7%	2,377,315	2.4%
--	Windows Live Messenger	11,956	19.6%	01:02	1.3%	4,487	0.0%
--	MSN Homepage	7,662	12.6%	00:10	0.1%	153,221	0.2%
--	Bing Web	5,098	8.4%	00:09	0.1%	128,196	0.1%
--	Windows Live Profile	2,589	4.3%	00:03	0.0%	20,842	0.0%
--	Bing Maps & Local	2,514	4.1%	00:04	0.0%	11,797	0.0%
--	Windows Live SkyDrive	2,191	3.6%	00:03	0.0%	12,103	0.0%
--	MSN News Network	1,929	3.2%	00:12	0.0%	18,554	0.0%
--	MSN TV	1,170	1.9%	00:05	0.0%	15,401	0.0%
--	Bing Ciao	1,123	1.8%	00:02	0.0%	4,126	0.0%
--	Microsoft	18,183	29.9%	00:46	1.5%	75,399	0.1%
--	Windows Media Player	13,323	21.9%	00:59	1.4%	1	0.0%
--	Microsoft Windows	3,689	6.1%	00:02	0.0%	13,181	0.0%
--	Microsoft Office	3,026	5.0%	00:03	0.0%	11,557	0.0%
	<b>3 Facebook</b>	<b>25,937</b>	<b>42.6%</b>	<b>06:42</b>	<b>17.8%</b>	<b>20,521,521</b>	<b>20.3%</b>
	<b>4 Amazon</b>	<b>21,212</b>	<b>34.9%</b>	<b>00:36</b>	<b>1.3%</b>	<b>1,447,337</b>	<b>1.4%</b>
--	Amazon	19,971	32.8%	00:33	1.1%	1,235,822	1.2%

Parent / media owner rank	Name	Unique Audience (000)	Population Reach (%)	Time Per Person (hh:mm)	Share of time online	Total Page Views (000)	Share of Page Views
--	IMDb - Internet Movie Database	4,878	8.0%	00:14	0.1%	135,039	0.1%
--	LOVEFiLM.com	2,299	3.8%	00:16	0.1%	59,032	0.1%
<b>5</b>	<b>BBC</b>	<b>20,479</b>	<b>33.6%</b>	<b>00:50</b>	<b>1.8%</b>	<b>1,563,548</b>	<b>1.5%</b>
--	BBC	20,015	32.9%	00:50	1.7%	1,535,686	1.5%
--	BBC News	10,145	16.7%	00:38	0.7%	556,443	0.6%
--	BBC iPlayer	6,902	11.3%	00:13	0.2%	170,748	0.2%
--	BBC Sport	6,294	10.3%	00:27	0.3%	289,250	0.3%
--	BBC Homepage	5,033	8.3%	00:08	0.1%	84,990	0.1%
--	BBC Weather	4,252	7.0%	00:09	0.1%	74,034	0.1%
--	BBC Future Media & Technology	3,713	6.1%	00:03	0.0%	21,849	0.0%
--	BBC Knowledge - Docs & Features	2,586	4.3%	00:05	0.0%	21,892	0.0%
--	BBC Scotland	2,568	4.2%	00:06	0.0%	26,828	0.0%
--	BBC Radio	2,300	3.8%	00:04	0.0%	23,065	0.0%
--	BBC Search	2,151	3.5%	00:01	0.0%	6,944	0.0%
--	BBC TV	1,665	2.7%	00:02	0.0%	10,004	0.0%
--	BBC Communities	1,506	2.5%	00:09	0.0%	14,710	0.0%
--	BBC CBeebies	1,397	2.3%	00:47	0.1%	74,816	0.1%
--	BBC Learning 5-19	1,377	2.3%	00:13	0.0%	22,764	0.0%
--	BBC Knowledge - Specialist Factual	1,291	2.1%	00:03	0.0%	4,430	0.0%
--	BBC CBBC	1,271	2.1%	00:21	0.0%	27,976	0.0%
--	BBC Worldwide	2,802	4.6%	00:06	0.0%	27,861	0.0%
--	BBC Good Food	1,817	3.0%	00:07	0.0%	19,656	0.0%
<b>6</b>	<b>Yahoo!</b>	<b>20,374</b>	<b>33.5%</b>	<b>01:22</b>	<b>2.9%</b>	<b>3,000,754</b>	<b>3.0%</b>
--	Yahoo!	20,373	33.5%	01:22	2.9%	3,000,279	3.0%
--	Yahoo! Answers	9,149	15.0%	00:06	0.1%	95,226	0.1%
--	Yahoo! Mail	8,699	14.3%	01:35	1.4%	1,743,998	1.7%
--	Yahoo! Search	6,108	10.0%	00:13	0.1%	229,633	0.2%
--	Yahoo! Homepage	5,923	9.7%	00:17	0.2%	194,711	0.2%
--	Yahoo! News Websites	4,119	6.8%	00:10	0.1%	48,304	0.0%
--	Flickr	3,338	5.5%	00:11	0.1%	122,728	0.1%
--	Yahoo! BT Yahoo! Internet	3,188	5.2%	00:28	0.2%	186,941	0.2%
--	Yahoo! Sports Websites	2,824	4.6%	00:12	0.1%	40,022	0.0%
--	omg! Websites	1,876	3.1%	00:06	0.0%	19,946	0.0%
--	Yahoo! Finance Websites	1,841	3.0%	00:07	0.0%	17,277	0.0%
--	Yahoo! Lifestyle	1,832	3.0%	00:07	0.0%	23,082	0.0%
--	Yahoo! TV	1,450	2.4%	00:03	0.0%	6,547	0.0%
--	Yahoo! Movies	1,233	2.0%	00:03	0.0%	5,262	0.0%
--	Yahoo! Messenger	1,162	1.9%	02:34	0.3%	2,368	0.0%
--	Yahoo! Toolbar	1,137	1.9%	00:05	0.0%	11,209	0.0%
<b>7</b>	<b>eBay</b>	<b>18,606</b>	<b>30.6%</b>	<b>01:53</b>	<b>3.6%</b>	<b>4,274,225</b>	<b>4.2%</b>
--	eBay	16,520	27.1%	01:57	3.3%	3,926,039	3.9%

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--	PayPal	7,768	12.8%	00:10	0.1%	166,949	0.2%
--	Gumtree	3,812	6.3%	00:21	0.1%	161,122	0.2%
--	eBay Motors	1,514	2.5%	00:05	0.0%	16,067	0.0%
<b>8</b>	<b>Wikimedia Foundation</b>	<b>16,356</b>	<b>26.9%</b>	<b>00:16</b>	<b>0.5%</b>	<b>309,928</b>	<b>0.3%</b>
--	Wikipedia	16,286	26.8%	00:16	0.5%	306,799	0.3%
<b>9</b>	<b>InterActiveCorp</b>	<b>13,998</b>	<b>23.0%</b>	<b>00:09</b>	<b>0.2%</b>	<b>216,381</b>	<b>0.2%</b>
--	Ask Search Network	13,341	21.9%	00:09	0.2%	209,175	0.2%
--	Ask.com	10,862	17.8%	00:03	0.1%	93,358	0.1%
--	My Web Search	2,375	3.9%	00:14	0.1%	65,854	0.1%
--	Dictionary.com	1,337	2.2%	00:03	0.0%	5,621	0.0%
<b>10</b>	<b>COI - The Central Office of Information</b>	<b>13,363</b>	<b>22.0%</b>	<b>00:25</b>	<b>0.6%</b>	<b>692,136</b>	<b>0.7%</b>
--	Directgov	6,900	11.3%	00:08	0.1%	101,121	0.1%
--	HM Revenue & Customs	3,612	5.9%	00:32	0.2%	239,042	0.2%
--	HM Dept. for Work & Pensions	2,420	4.0%	00:28	0.1%	182,974	0.2%
--	Jobcentre Plus	2,048	3.4%	00:32	0.1%	179,282	0.2%
--	Met Office	1,861	3.1%	00:09	0.0%	27,753	0.0%
--	HM Dept. for Transport	1,257	2.1%	00:05	0.0%	10,697	0.0%
<b>11</b>	<b>Apple Computer</b>	<b>13,326</b>	<b>21.9%</b>	<b>01:08</b>	<b>1.6%</b>	<b>142,889</b>	<b>0.1%</b>
--	Apple	13,326	21.9%	01:08	1.6%	142,889	0.1%
--	iTunes	9,984	16.4%	01:20	1.4%	6,536	0.0%
--	Apple Product Info & Support	6,784	11.1%	00:13	0.2%	121,928	0.1%
--	QuickTime	2,606	4.3%	00:04	0.0%	786	0.0%
--	Apple Store	1,156	1.9%	00:06	0.0%	11,918	0.0%
<b>12</b>	<b>DMGT</b>	<b>11,553</b>	<b>19.0%</b>	<b>00:30</b>	<b>0.6%</b>	<b>383,741</b>	<b>0.4%</b>
--	Associated Newspapers	9,605	15.8%	00:30	0.5%	288,453	0.3%
--	MailOnline	7,189	11.8%	00:35	0.4%	229,105	0.2%
--	METRO.co.uk	1,665	2.7%	00:04	0.0%	12,182	0.0%
--	Jobsite Network	1,128	1.9%	00:06	0.0%	11,449	0.0%
--	The Digital Property Group	2,431	4.0%	00:15	0.1%	67,173	0.1%
--	FindaProperty	1,910	3.1%	00:13	0.0%	44,842	0.0%
--	Northcliffe Newspapers Group	1,807	3.0%	00:09	0.0%	25,806	0.0%
--	This is Network	1,728	2.8%	00:10	0.0%	25,192	0.0%
<b>13</b>	<b>Home Retail Group</b>	<b>8,917</b>	<b>14.7%</b>	<b>00:16</b>	<b>0.3%</b>	<b>281,513</b>	<b>0.3%</b>
--	Argos	8,115	13.3%	00:14	0.2%	231,117	0.2%
--	Homebase	2,097	3.5%	00:12	0.0%	49,920	0.0%
<b>14</b>	<b>Tesco Stores</b>	<b>8,311</b>	<b>13.7%</b>	<b>00:25</b>	<b>0.4%</b>	<b>459,972</b>	<b>0.5%</b>
--	Tesco	7,689	12.6%	00:25	0.3%	422,866	0.4%
--	Tesco Direct	2,764	4.5%	00:07	0.0%	45,695	0.0%
--	Tesco Clubcard	1,218	2.0%	00:07	0.0%	23,188	0.0%
--	Tesco Bank	1,539	2.5%	00:11	0.0%	37,106	0.0%
<b>15</b>	<b>Guardian Media Group</b>	<b>7,961</b>	<b>13.1%</b>	<b>00:24</b>	<b>0.3%</b>	<b>274,209</b>	<b>0.3%</b>

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--	The Guardian	5,642	9.3%	00:20	0.2%	118,587	0.1%
--	The Guardian News	2,418	4.0%	00:16	0.1%	46,274	0.0%
--	The Guardian Sport	1,039	1.7%	00:10	0.0%	13,918	0.0%
--	The Guardian Life&Style	1,000	1.6%	00:04	0.0%	6,039	0.0%
--	Trader Media Group	2,563	4.2%	00:28	0.1%	145,394	0.1%
--	Auto Trader	2,417	4.0%	00:29	0.1%	142,607	0.1%
<b>16</b>	<b>Sky (British Sky Broadcasting Group)</b>	<b>7,886</b>	<b>13.0%</b>	<b>00:47</b>	<b>0.6%</b>	<b>630,197</b>	<b>0.6%</b>
--	Sky Portal	7,337	12.1%	00:43	0.5%	534,218	0.5%
--	Sky Sports	2,544	4.2%	00:20	0.1%	66,846	0.1%
--	Sky Homepage	2,443	4.0%	00:08	0.0%	47,104	0.0%
--	Sky Email	2,382	3.9%	00:45	0.2%	258,343	0.3%
--	Sky News	1,541	2.5%	00:14	0.0%	25,905	0.0%
--	Sky Search	1,003	1.7%	00:07	0.0%	23,111	0.0%
<b>17</b>	<b>Lloyds Banking Group</b>	<b>7,640</b>	<b>12.6%</b>	<b>00:27</b>	<b>0.4%</b>	<b>478,610</b>	<b>0.5%</b>
--	Lloyds TSB	4,359	7.2%	00:25	0.2%	247,892	0.2%
--	Lloyds TSB Internet Banking	3,576	5.9%	00:03	0.0%	36,085	0.0%
--	Halifax	3,261	5.4%	00:25	0.1%	186,371	0.2%
<b>18</b>	<b>AOL Inc.</b>	<b>7,634</b>	<b>12.5%</b>	<b>02:22</b>	<b>1.9%</b>	<b>596,440</b>	<b>0.6%</b>
--	AOL Media Network	7,634	12.5%	02:22	1.9%	596,440	0.6%
--	AOL Email	2,980	4.9%	03:16	1.0%	291,693	0.3%
--	HuffingtonPost	2,412	4.0%	00:08	0.0%	24,238	0.0%
--	AOL Homepage	2,052	3.4%	01:11	0.3%	48,312	0.0%
--	AOL Search	1,608	2.6%	00:32	0.1%	75,678	0.1%
--	AOL Music	1,467	2.4%	00:20	0.1%	12,207	0.0%
--	AOL Lifestyle Websites	1,380	2.3%	00:06	0.0%	12,953	0.0%
--	HPMG News Websites	1,182	1.9%	00:05	0.0%	8,830	0.0%
<b>19</b>	<b>Skype</b>	<b>7,438</b>	<b>12.2%</b>	<b>01:42</b>	<b>1.3%</b>	<b>13,261</b>	<b>0.0%</b>
--	Skype	7,438	12.2%	01:42	1.3%	13,261	0.0%
--	Skype Messenger	7,174	11.8%	01:45	1.3%	-	0.0%
<b>20</b>	<b>Virgin Group</b>	<b>7,167</b>	<b>11.8%</b>	<b>00:33</b>	<b>0.4%</b>	<b>465,611</b>	<b>0.5%</b>
--	Virgin Media	5,062	8.3%	00:40	0.4%	414,296	0.4%
--	Virgin Travel & Tourism	1,315	2.2%	00:13	0.0%	26,521	0.0%
<b>21</b>	<b>New York Times Company</b>	<b>6,549</b>	<b>10.8%</b>	<b>00:03</b>	<b>0.0%</b>	<b>36,933</b>	<b>0.0%</b>
<b>22</b>	<b>Twitter</b>	<b>6,308</b>	<b>10.4%</b>	<b>00:43</b>	<b>0.5%</b>	<b>281,500</b>	<b>0.3%</b>
<b>23</b>	<b>Glam Media</b>	<b>6,288</b>	<b>10.3%</b>	<b>00:09</b>	<b>0.1%</b>	<b>106,308</b>	<b>0.1%</b>
<b>24</b>	<b>British Telecom</b>	<b>5,880</b>	<b>9.7%</b>	<b>00:12</b>	<b>0.1%</b>	<b>112,192</b>	<b>0.1%</b>
<b>25</b>	<b>News Corp. Online</b>	<b>5,751</b>	<b>9.5%</b>	<b>00:18</b>	<b>0.2%</b>	<b>225,436</b>	<b>0.2%</b>
<b>26</b>	<b>Expedia</b>	<b>5,522</b>	<b>9.1%</b>	<b>00:17</b>	<b>0.2%</b>	<b>141,256</b>	<b>0.1%</b>
<b>27</b>	<b>Royal Bank of Scotland</b>	<b>5,311</b>	<b>8.7%</b>	<b>00:24</b>	<b>0.2%</b>	<b>282,333</b>	<b>0.3%</b>
<b>28</b>	<b>National Health Service UK</b>	<b>5,261</b>	<b>8.6%</b>	<b>00:21</b>	<b>0.2%</b>	<b>131,064</b>	<b>0.1%</b>
<b>29</b>	<b>Camelot Group</b>	<b>5,222</b>	<b>8.6%</b>	<b>00:13</b>	<b>0.1%</b>	<b>161,362</b>	<b>0.2%</b>

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30	Money Saving Expert	5,220	8.6%	00:19	0.2%	145,859	0.1%
31	CBS Corporation	5,014	8.2%	00:06	0.1%	54,439	0.1%
32	Barclays Bank	4,923	8.1%	00:21	0.2%	229,214	0.2%
33	NetShelter	4,822	7.9%	00:09	0.1%	92,320	0.1%
34	ITV Network Centre	4,803	7.9%	00:11	0.1%	86,483	0.1%
35	Telegraph Media Group	4,747	7.8%	00:13	0.1%	79,771	0.1%
36	Walmart Stores	4,641	7.6%	00:20	0.2%	207,956	0.2%
37	Universities of Great Britain	4,620	7.6%	00:46	0.4%	451,504	0.4%
38	WordPress.com	4,548	7.5%	00:04	0.0%	31,098	0.0%
39	Demand Media	4,539	7.5%	00:04	0.0%	20,150	0.0%
40	Marks & Spencer	4,521	7.4%	00:15	0.1%	160,585	0.2%
41	Trinity Mirror	4,491	7.4%	00:15	0.1%	131,632	0.1%
42	SupaPrice.co.uk	4,455	7.3%	00:02	0.0%	13,719	0.0%
43	Groupon Inc.	4,442	7.3%	00:08	0.1%	47,783	0.0%
44	Answers	4,425	7.3%	00:02	0.0%	15,438	0.0%
45	Adobe	4,374	7.2%	00:03	0.0%	20,307	0.0%
46	Royal Mail Group	4,343	7.1%	00:07	0.1%	63,012	0.1%
47	VEVO	4,302	7.1%	00:09	0.1%	63,217	0.1%
48	TUI	4,291	7.1%	00:18	0.1%	113,972	0.1%
49	John Lewis Partnership	4,214	6.9%	00:18	0.1%	134,845	0.1%
50	Yell Group	4,001	6.6%	00:05	0.0%	26,365	0.0%
51	LinkedIn	3,995	6.6%	00:23	0.2%	204,798	0.2%
52	The Hearst Corporation	3,953	6.5%	00:12	0.1%	87,830	0.1%
53	DSG Retail Limited	3,933	6.5%	00:09	0.1%	66,328	0.1%
54	Moneysupermarket Financial Group	3,775	6.2%	00:08	0.1%	39,237	0.0%
55	Channel Four Television Corporation	3,759	6.2%	00:15	0.1%	78,387	0.1%
56	France Telecom	3,703	6.1%	01:00	0.4%	498,624	0.5%
57	Shop Direct Home Shopping Limited	3,664	6.0%	00:23	0.1%	189,376	0.2%
58	Shopzilla.com	3,651	6.0%	00:02	0.0%	16,763	0.0%
59	Rightmove Group	3,604	5.9%	00:33	0.2%	281,621	0.3%
60	Hutchison-Priceline	3,599	5.9%	00:09	0.1%	46,524	0.0%
61	Walt Disney Internet Group	3,566	5.9%	00:21	0.1%	94,330	0.1%
62	Kingfisher	3,470	5.7%	00:11	0.1%	80,174	0.1%
63	Reed Elsevier	3,436	5.7%	00:11	0.1%	62,968	0.1%
64	Grupo Santander	3,421	5.6%	00:18	0.1%	136,237	0.1%
65	AVG Technologies	3,420	5.6%	00:07	0.0%	64,707	0.1%
66	Time Warner (not inc. Turner Network)	3,405	5.6%	00:18	0.1%	109,266	0.1%
67	192.com Ltd	3,388	5.6%	00:03	0.0%	23,922	0.0%
68	Gannett	3,385	5.6%	00:12	0.1%	74,694	0.1%
69	Play.com	3,359	5.5%	00:09	0.1%	69,891	0.1%
70	HSBC Group	3,280	5.4%	00:25	0.1%	192,830	0.2%

Parent / media owner rank	Name	Unique Audience (000)	Population Reach (%)	Time Per Person (hh:mm)	Share of time online	Total Page Views (000)	Share of Page Views
71	Debenhams	3,279	5.4%	00:15	0.1%	86,541	0.1%
72	TalkTalk Telecom Group	3,265	5.4%	01:03	0.4%	400,510	0.4%
73	J Sainsbury	3,200	5.3%	00:15	0.1%	137,549	0.1%
74	Viacom Digital	3,171	5.2%	00:39	0.2%	170,429	0.2%
75	The Boots Company	3,116	5.1%	00:06	0.0%	42,661	0.0%
76	Next	3,070	5.0%	00:20	0.1%	217,964	0.2%
77	Gorilla Nation Media	2,976	4.9%	00:14	0.1%	77,181	0.1%
78	Davidville	2,845	4.7%	01:02	0.3%	423,154	0.4%
79	RealNetworks	2,830	4.7%	00:22	0.1%	13,851	0.0%
80	Zynga	2,797	4.6%	03:14	0.9%	1,937,225	1.9%
81	IAC Search & Media	2,741	4.5%	00:13	0.1%	99,578	0.1%
82	Telefonica/Terra	2,687	4.4%	00:12	0.1%	66,488	0.1%
83	Conduit Enterprises	2,623	4.3%	00:09	0.0%	72,696	0.1%
84	Cupid plc	2,621	4.3%	00:22	0.1%	180,383	0.2%
85	Pornhub.com	2,619	4.3%	00:35	0.2%	107,186	0.1%
86	ATOC	2,612	4.3%	00:10	0.0%	41,807	0.0%
87	Heinrich Bauer Verlag	2,559	4.2%	00:10	0.0%	56,607	0.1%
88	Hutchison Whampoa	2,548	4.2%	00:12	0.1%	50,190	0.0%
89	The Automobile Association	2,507	4.1%	00:06	0.0%	25,920	0.0%
90	Thomas Cook Group	2,484	4.1%	00:15	0.1%	71,113	0.1%
91	Wm Morrison Supermarkets	2,459	4.0%	00:07	0.0%	30,412	0.0%
92	xHamster	2,425	4.0%	00:58	0.2%	165,295	0.2%
93	General Electric	2,410	4.0%	00:08	0.0%	47,593	0.0%
94	Future	2,388	3.9%	00:10	0.0%	37,650	0.0%
95	Nationwide Building Society	2,364	3.9%	00:20	0.1%	95,693	0.1%
96	Mozilla Foundation	2,344	3.9%	00:04	0.0%	8,845	0.0%
97	BitTorrent	2,337	3.8%	00:40	0.2%	2,412	0.0%
98	Peeplo	2,311	3.8%	00:00	0.0%	4,586	0.0%
99	Vodafone	2,310	3.8%	00:16	0.1%	54,082	0.1%
100	Groupe Aeroplan	2,296	3.8%	00:09	0.0%	42,059	0.0%

<b>Key</b>	Parent: media owner	Brand: web property wholly contained within a Parent	Channel: web property wholly contained within a Brand
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This report shows the top 100 online media owners ("Parents") by their number of unique UK visitors over the past month. For the top 20 Parents, the report details those Brands and Channels (sub-brands) that have achieved at least one million UK visitors last month. Smaller online properties are not listed in this report, but are published within the UKOM audience planning system which details more than 25,000 properties. UKOM Audience Planning System data is available on a subscription basis, via analysis systems from Nielsen, Nielsen IMS, Telmar, KMR Software and MediaTel. See [www.ukom.uk.net](http://www.ukom.uk.net) for more information.