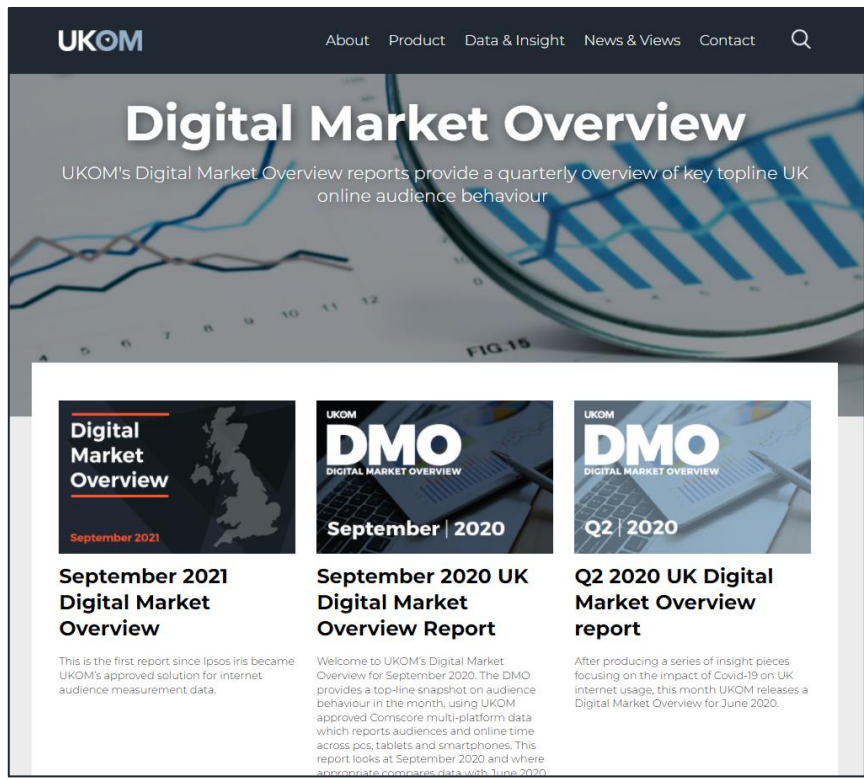# UKOM

Digital Market Overview

Sep 2023

The UK Digital Market Overview September 2023

This Digital Market Overview focuses on UK online audience on PC, tablet and smartphone in Sep 2023.

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

Ipsos iris uses a different methodology from the previous supplier and so it is recommended that no comparisons nor trends are made between the two data sets.

Contents

- In the News
- Key changes: Jun 23 – Sep 23
- Top organisations and brands
- Top mobile apps
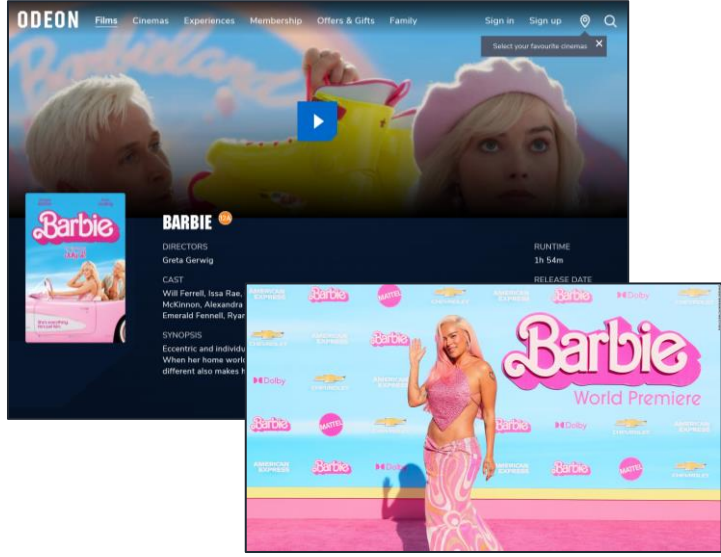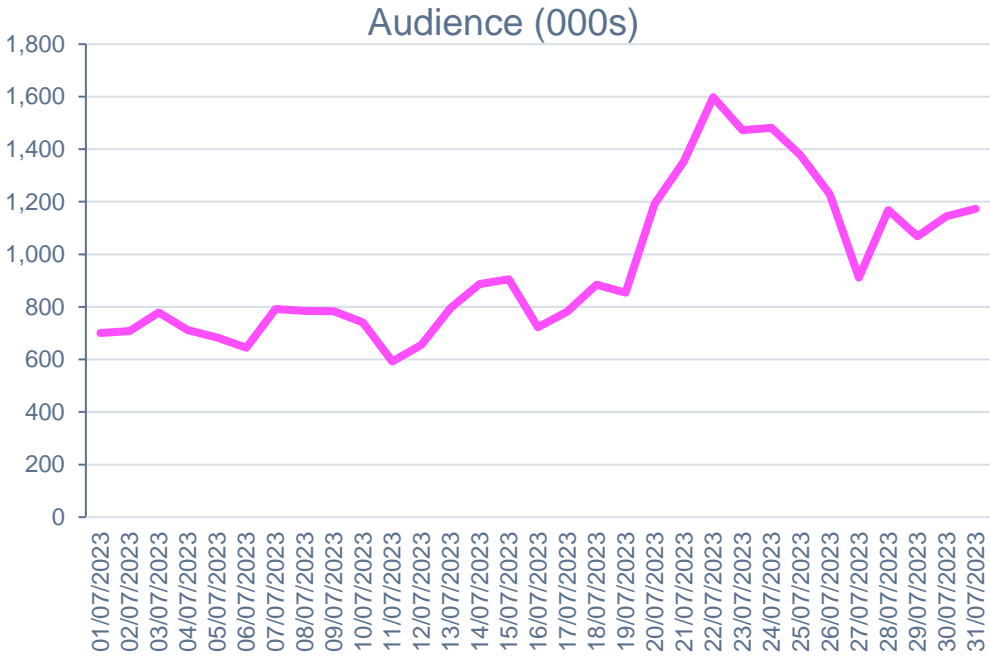- Audience by device
- Time online
- Category usage

In the News

Events: Cinema – Audience (000s)

Barbie's release on Friday 21st July drove up audiences to cinema websites and apps, which peaked on Saturday 22nd

Audience (000s)

	Daily Audience (000s)	Daily Reach (%)	Total Daily Mins (MM)
22/07/2023	1,598	3.2	7.5
July Average	954	1.9	3.1

Sky Sports' online audience (000s) – Aug 2023

The ability to measure off-platform distributed video resulted in a 16% increase in Sky Sports audience

UKOM

Sky Sports' online audience (000s)

+16%

7,726 — Sky Sports without off-platform measurement

8,983 — Sky Sports WITH off-platform measurement
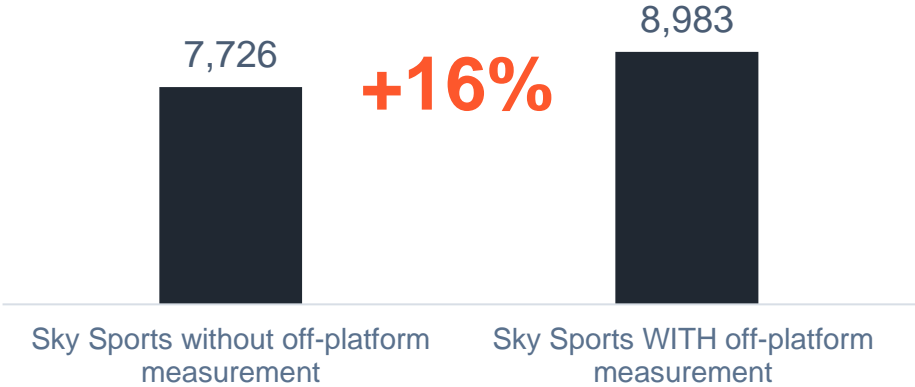
	AUDIENCE (000s)	AUDIENCE REACH (%)
Sky Sports without off-platform measurement	7,726	15.45
Sky Sports WITH off-platform measurement	**8,983**	**17.96**
Sky Sports - Video Off-platform Plugin	2,412	4.82

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Top 3 SVOD services: Audience by month

Disney+ had a bigger online audience across pcs and mobile devices than Amazon Prime Video in September - both plan to follow Netflix by introducing cheap ad subscription offerings

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Audience by month (000s)

Legend: Disney+ — Netflix — Amazon Prime Video

Amazon Prime Video to introduce adverts to UK streaming platform in 2024

People will be given the option to pay for a new 'ad-free' subscription, with the cost due to be announced at a later date.

amazon
prime video

Digital Spy — TV — MOVIES — SOAPS — TECH — NEWS — FORUMS — NEWSLETTER

TV › US TV

Disney+ to launch cheaper ad subscription plan for UK customers

The Standard with Ads package comes into effect soon.

By Emily Stedman   PUBLISHED: 10 AUGUST 2023

Only Murders In The Building Season 3 Trailer | Disney+
by Digital Spy GB

Disney+

Ipsos

Top 3 SVOD services and audience exclusivity

Over half of Netflix's audience do not visit Disney+ or Amazon Prime Video online

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Audience & Cross Audience (000s and %)

Netflix
- 8,463 (48%) — CROSS AUDIENCE
- 9,143 (52%) — EXCLUSIVE AUDIENCE

Disney+
- 7,028 (71%) — CROSS AUDIENCE
- 2,824 (29%) — EXCLUSIVE AUDIENCE

Amazon Prime Video
- 5,197 (69%) — CROSS AUDIENCE
- 2,291 (31%) — EXCLUSIVE AUDIENCE

■ EXCLUSIVE AUDIENCE (000s)   ■ CROSS AUDIENCE (000s)

23.5 million people (47% of Internet users) visited at least one of the 3 services in Sept 23 on a tablet, PC or smartphone Of those…
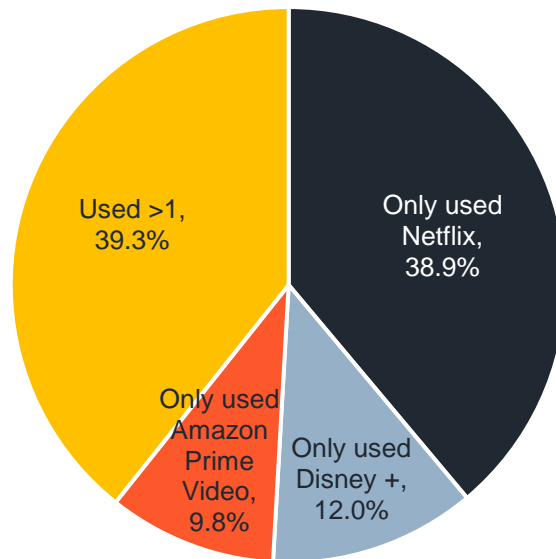
Pie chart:
- Only used Netflix, 38.9%
- Only used Disney +, 12.0%
- Only used Amazon Prime Video, 9.8%
- Used >1, 39.3%

Source: UKOM Ipsos iris Online Audience Measurement Service, Sep 2023
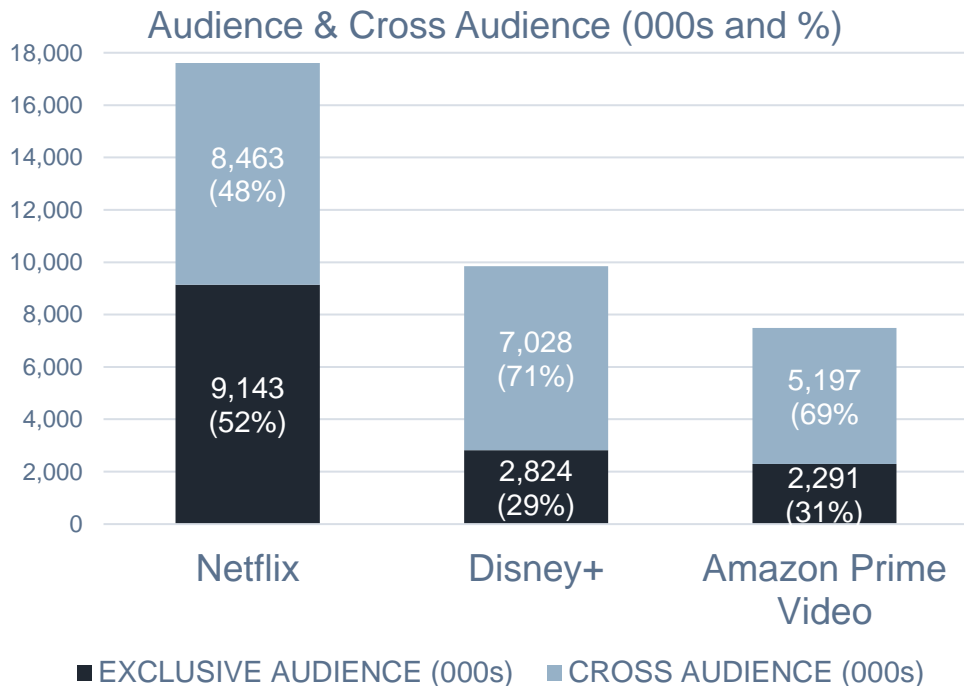
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month. Mobile app includes both smartphone and tablet apps

Exclusive Audience = Used media X but not the other two. Cross Audience = Used media X and at least one of the other two

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The Times & Sunday Times Online – Time Spent

Time spent peaks on Sundays with 17th September being the day with the highest minutes in the month – the day that the Sunday Times had the Russell Brand exclusive

Minutes (MM)

Russell Brand accused of rape, sexual assaults and abuse

Four women, including one who was just 16, make allegations after an investigation by The Sunday Times, The Times and Channel 4 Dispatches
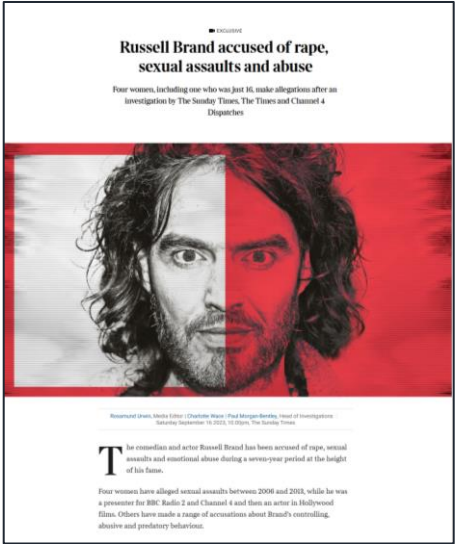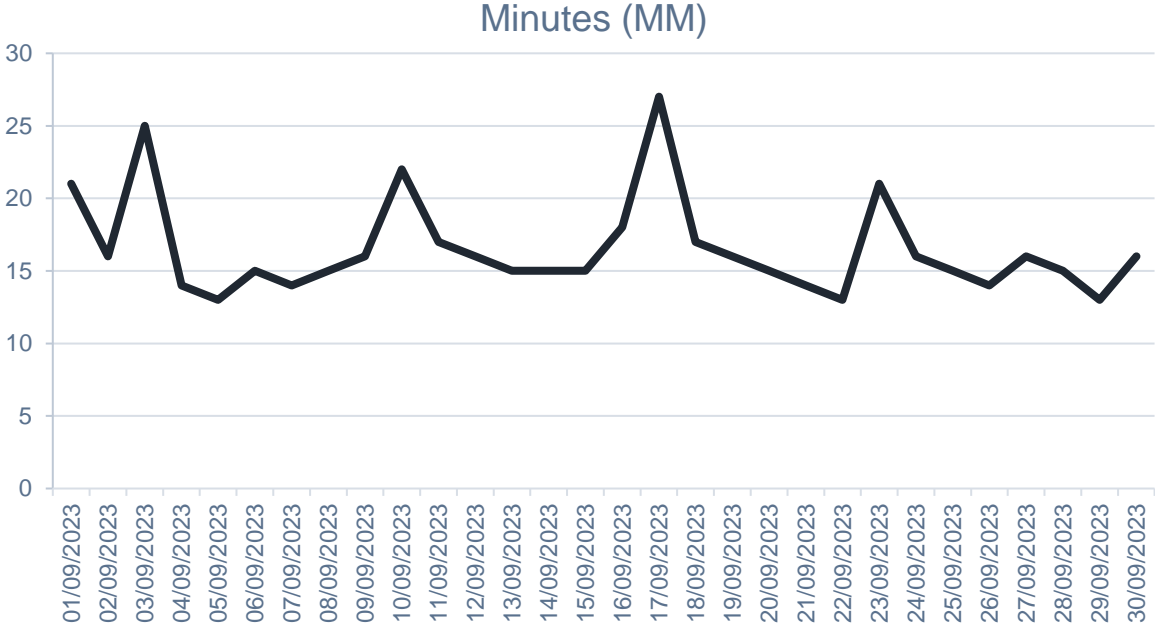
	Daily Audience (000s)	Avg Mins pp/day	Daily Mins (MM)
17/09/2023	2,070	13	27
Sept Average	1,782	9.3	17

Newspapers – Online Audience (000s) in Sept 2023

The Monday after the Russell Brand news broke was the biggest day in September for audiences to online newspapers in the UK

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Online Newspapers – Audience (000s)

The Met said they have received an allegation of sexual assault in Soho (📷 Image: Getty Images)

| NEWS | POLITICS | FOOTBALL | CELEBS | TV | CHOICE | ROYALS |

Police probing Russell Brand claims receive formal complaint of 'sex assault' in 2003

After a newspaper investigation and Dispatches documentary, Russell Brand is accused of "rape, sexual assault and emotional abuse", claims he vehemently denies

By **Harry Rutter**, Senior Showbiz Reporter
15:55, 18 Sep 2023 | UPDATED 20:32, 18 SEP 2023 | BOOKMARK

The Metropolitan Police have received a report of an alleged sexual assault following news reports about Russell Brand.
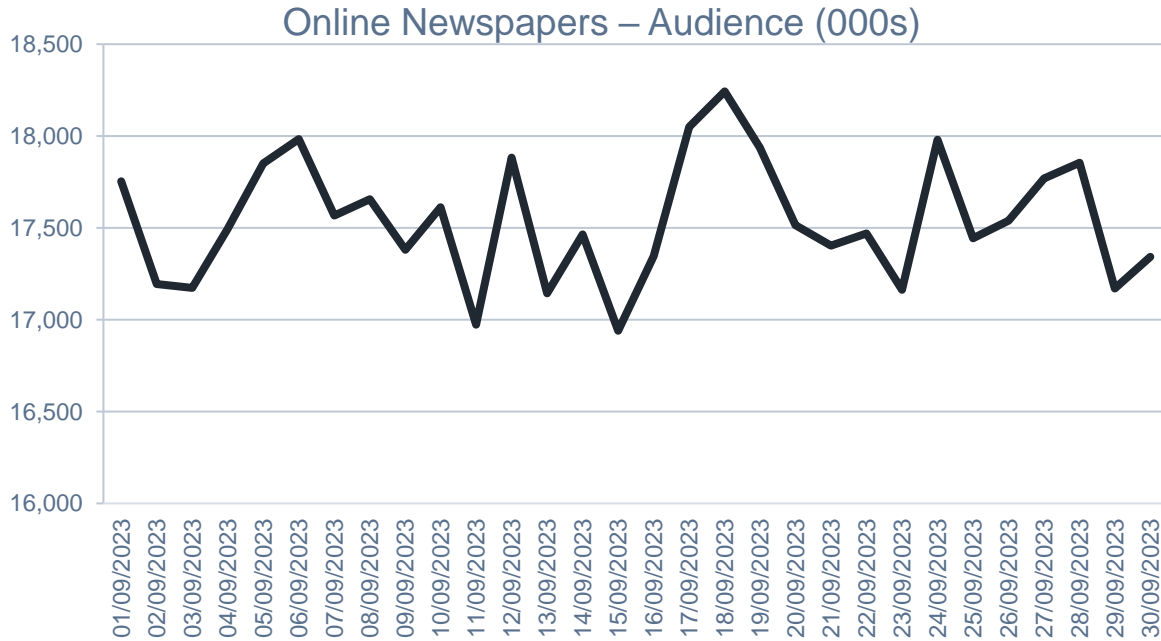
Source: UKOM Ipsos iris Online Audience Measurement Service, Sep 2023

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

NB: The Y axis starts from 16,000 rather than 0 to better illustrate the uplift

	Daily Audience (000s)	Daily Reach (%)	Daily Mins (MM)
18/09/2023	18,243	36.5	190
Sept Average	17,453	35.1	171

Time spent on Channel 4 Online

Time spent on C4 across pcs and mobile devices peaked on 26th Sept - the day a new series of The Great British Bake Off aired

Total Mins (MM)

C4 Russell Brand
Dispatches airs 16/9

The Great British
Bake Off airs 26/9

Aired Tuesday September 26, 7:00pm - 8:30pm
on Channel 4

The Great British Bake Off

Series 14 Episode 1: Cake Week

It's Cake Week, and the latest batch of bakers are challenged to produce the perfect vertical layer cake in the signature, an iconic chocolate cake for the technical, and a sponge showstopper that features a menagerie of animals.

Category   Cookery / Reality
Original air date   2023-09-26

	Daily Audience (000s)	Avg Mins pp/day	Daily Mins (MM)
26/09/2023	902	30	27
Sept Average	682	19	13

Source: UKOM Ipsos iris Online Audience Measurement Service, Sep 2023

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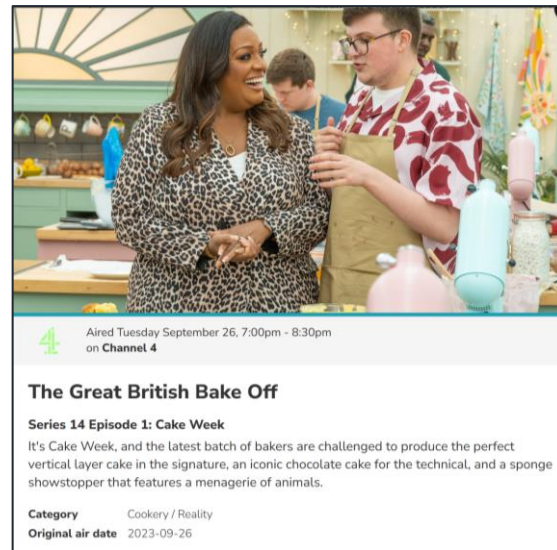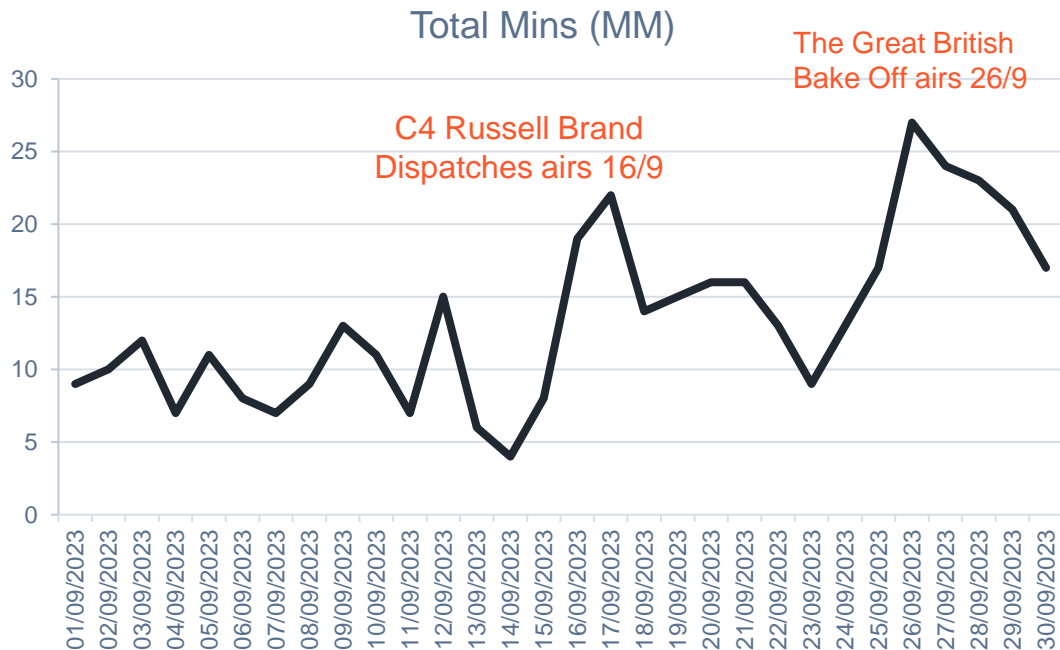
GB News online audience profile

Compared to the Total internet, GB news online viewers are more likely to be over 55, male, heterosexual and white – the same demographic as Boris Johnson who is joining the broadcaster

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Audience Affinity Index		Audience Affinity Index	
Age		**Fresco Segments**	
15-17	43	Young Dependents	49
18-24	40	Starting Out	49
25-34	51	Rising Metropolitans	55
35-44	77	Constrained Parents	60
45-54	96	Families Juggling Finances	67
55-64	159	Secure Homeowners	65
65-74	169	High Income Professionals	75
75+	164	Older Working Families	93
Gender		Mid-Life Pressed Renters	131
Male	111	Asset Rich Greys	136
Female	89	Road to Retirement	155
Ethnicity		Budgeting Elderly	169
White	102	**Sexual Orientation**	
Mixed	86	Heterosexual/Straight	105
Black	86	Gay/Lesbian	66
Asian	92	Bisexual	53
Minority Ethnic	84	Identify in another way	15

BBC — Sign in — Home — News — Sport — Weather — iPlayer
NEWS
Home | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business | Politics | Culture
Culture

Boris Johnson: Former prime minister to host GB News show

3 days ago

REUTERS

6.2 million people visited GB News Online in September 2023 – 12% of the UK online population

Ipsos

Temu's audience dips slightly in September

Temu's audience dipped slightly in September but visitors are spending much longer on the platform
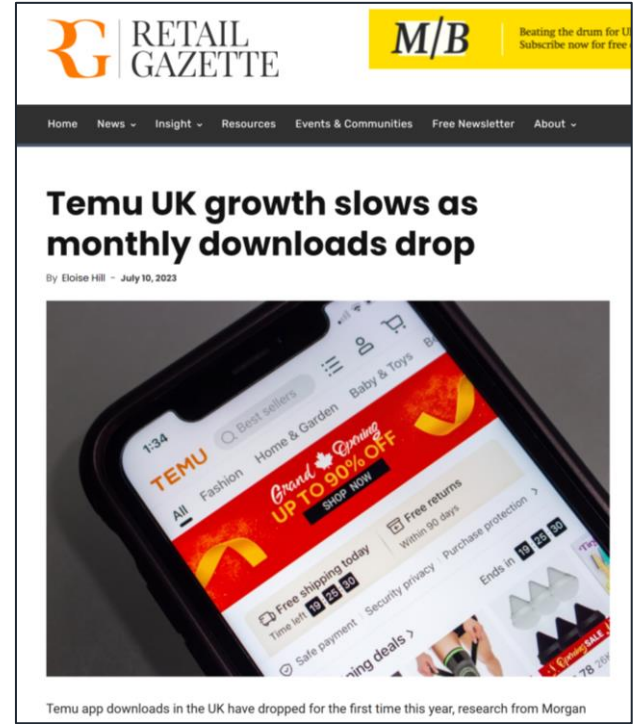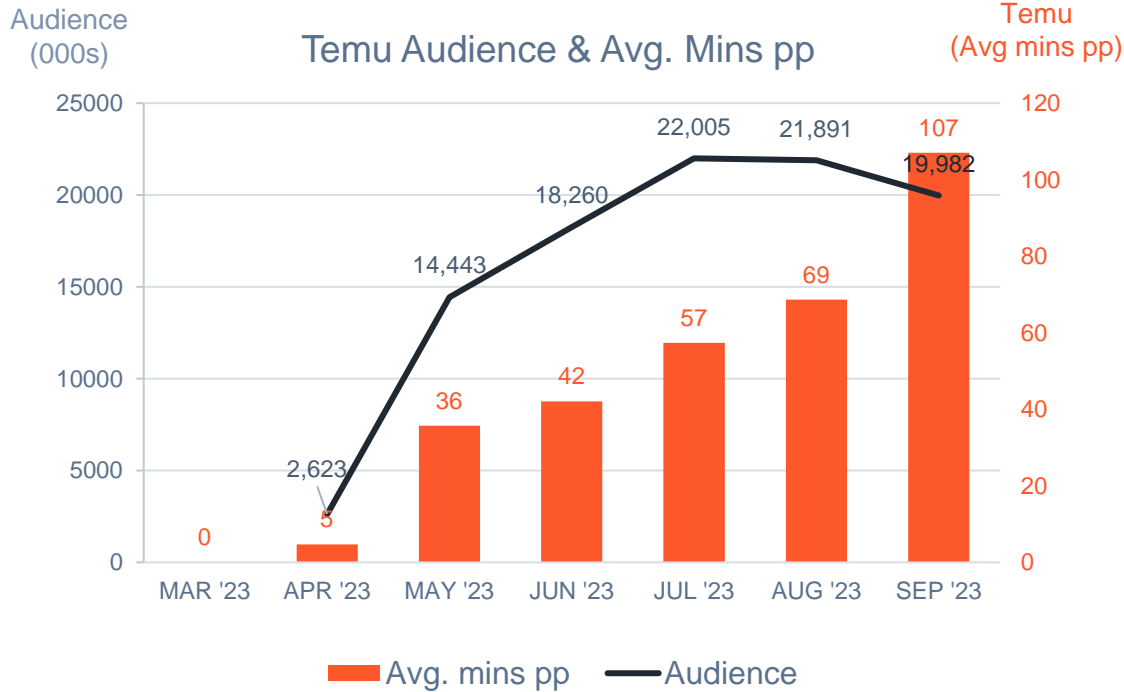
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Temu Audience & Avg. Mins pp

Audience (000s)

Temu (Avg mins pp)

Audience values (line): 2,623 · 14,443 · 18,260 · 22,005 · 21,891 · 19,982

Avg. mins pp values (bars): 0 · 5 · 36 · 42 · 57 · 69 · 107

X-axis: MAR '23 · APR '23 · MAY '23 · JUN '23 · JUL '23 · AUG '23 · SEP '23

Legend: Avg. mins pp — Audience

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Temu UK growth slows as monthly downloads drop

By Eloise Hill · July 10, 2023

Temu app downloads in the UK have dropped for the first time this year, research from Morgan

Ipsos

Fashion, Style & Beauty – Top 10 Online brands

Vinted is now no.1. ASOS & Shein witnessed the biggest declines. Missguided, recenty bought by Shein ranks only 189 within the Fashion, Style & Beauty category

Rank	MEDIA	AUDIENCE (000S)			
		JUN '23	SEP '23	Change (%)	Change (abs)
	TOTAL Fashion, Style & Beauty Retail	35,033	34,449	-1.7%	-584
1	Vinted	9,720	10,856	11.7%	1,136
2	Shein	10,562	9,010	-14.7%	-1,553
3	Next	7,445	7,696	3.4%	251
4	ASOS	6,980	5,580	-20.1%	-1,400
5	SportsDirect	4,047	4,152	2.6%	105
6	Very.co.uk	3,744	3,821	2.1%	77
7	Matalan	3,306	3,222	-2.5%	-84
8	H&M	3,623	3,104	-14.3%	-519
9	Nike	2,622	2,798	6.7%	175
10	Boohoo	3,493	2,775	-20.6%	-718
189	Missguided	112	193	71.6 %	80
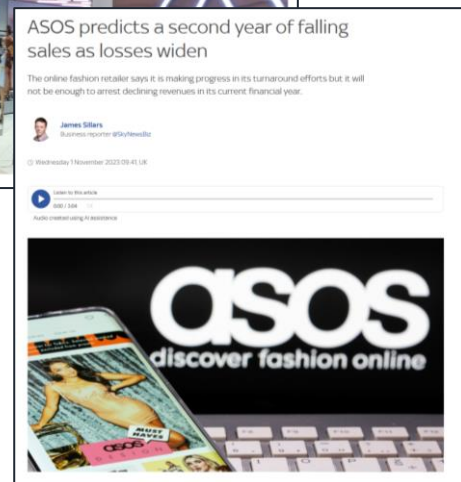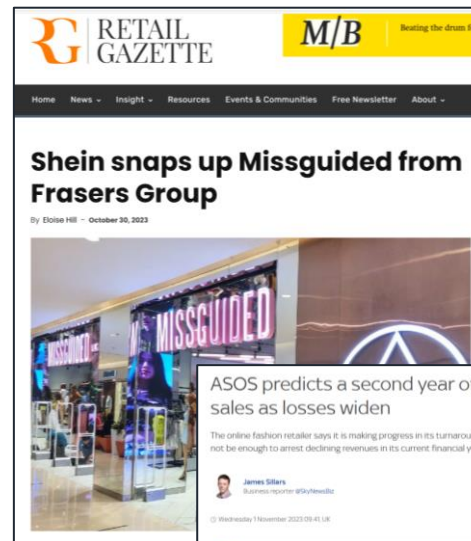
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Shein snaps up Missguided from Frasers Group

By Eloise Hill – October 30, 2023

ASOS predicts a second year of falling sales as losses widen

The online fashion retailer says it is making progress in its turnaround efforts but it will not be enough to arrest declining revenues in its current financial year.

James Sillars
Business reporter @SkyNewsBiz

Wednesday 1 November 2023 09:41 UK

asos
discover fashion online
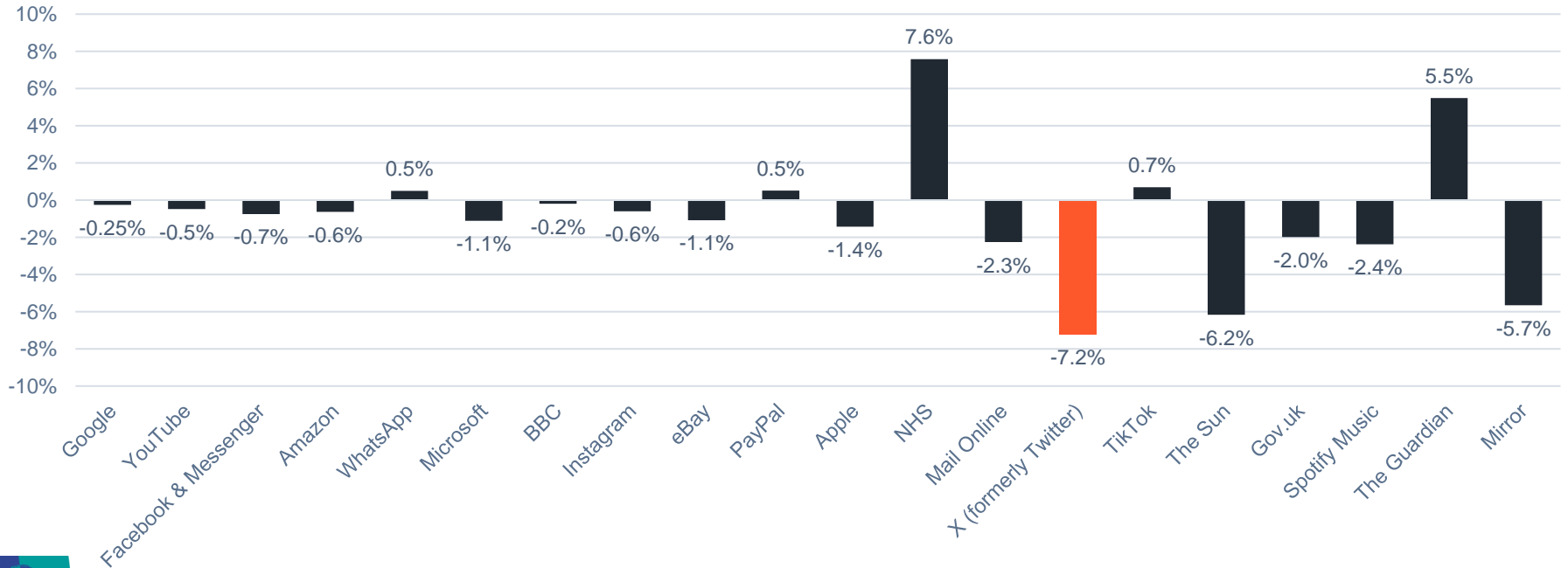
Key changes: Jun 23 – Sep 23

Top 20 **brands** audience change : Jun – Sep 2023

Of the top 20, X's audience has declined most over the last 3 months. Its audience declined by 1.8 million between June and September.

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Audience % change: Jun – Sep 2023

Brand	% change
Google	-0.25%
YouTube	-0.5%
Facebook & Messenger	-0.7%
Amazon	-0.6%
WhatsApp	0.5%
Microsoft	-1.1%
BBC	-0.2%
Instagram	-0.6%
eBay	-1.1%
PayPal	0.5%
Apple	-1.4%
NHS	7.6%
Mail Online	-2.3%
X (formerly Twitter)	-7.2%
TikTok	0.7%
The Sun	-6.2%
Gov.uk	-2.0%
Spotify Music	-2.4%
The Guardian	5.5%
Mirror	-5.7%

Ipsos

Online brands adding most audience: Jun – Sep 2023

Disney was the brand which added the largest audience over the last 3 months with the Disney+ app contributing most to the increase.

	AUDIENCE (000S)			
	JUN '23	SEP '23	Change (%)	Change (abs)
TOTAL INTERNET POPULATION (15+)	50,072	50,026	-0.1%	-45
Disney	9,307	11,534	23.9%	2,227
Sky Sports	5,752	7,847	36.4%	2,095
Costa	5,924	7,852	32.6%	1,928
NHS	24,730	26,606	7.6%	1,876
Rugby World Cup	120	1,925	1504%	1,805
Temu	18,260	19,982	9.4%	1,723
Metro	13,065	14,563	11.5%	1,498
Reddit	16,147	17,568	8.8%	1,421
Premier League	1,430	2,847	99.1%	1,417
BBC Good Food	11,235	12,650	12.6%	1,415

Mobile Apps adding most audience : Jun 23 – Sep 23

Although Temu's audience has flattened in the last 2 months, it was the app which added most audience between June and September this year. Grocery reward apps have also grown

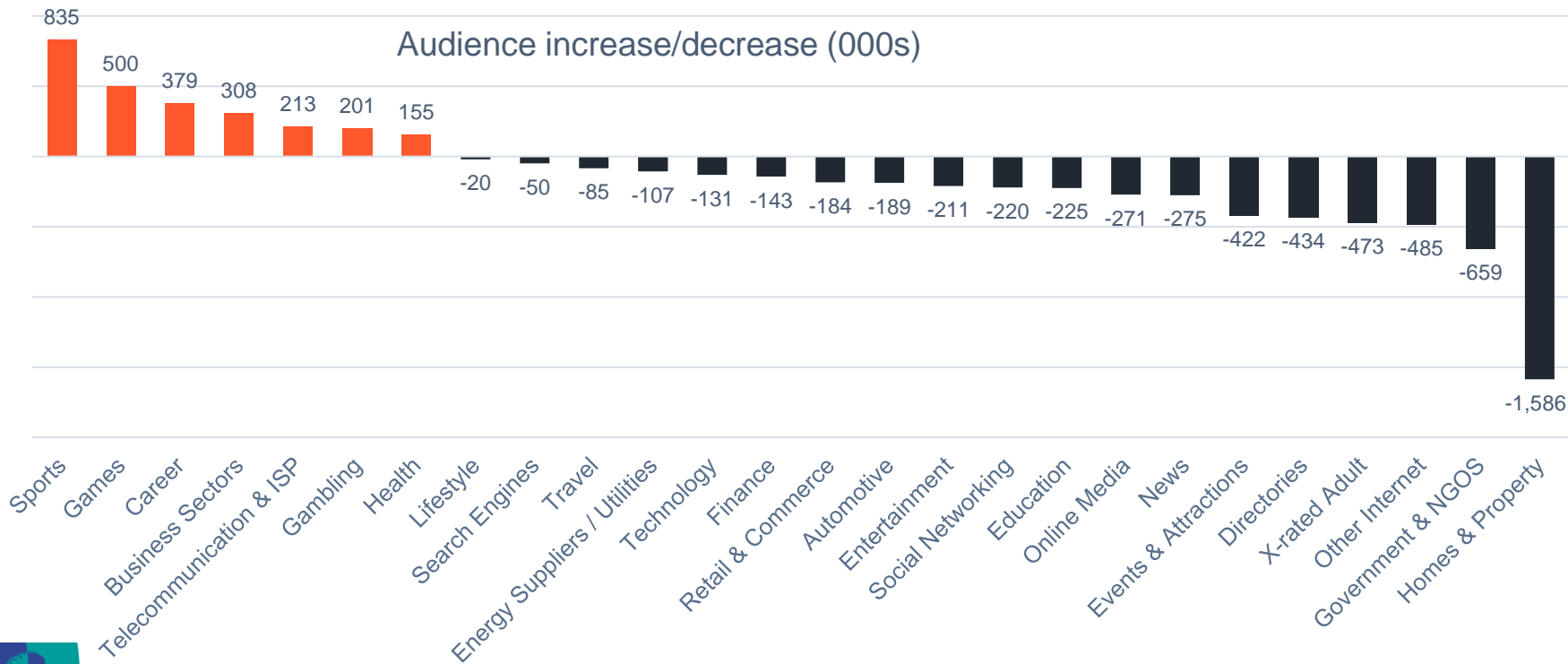|	AUDIENCE (000s)			
	JUN '23	SEP '23	Change (%)	Change (abs)
TOTAL INTERNET POPULATION (15+)	50,072	50,026	-0.1%	-45
Temu	10,783	13,658	26.7%	2,874
Costa Coffee Club	5,602	7,538	34.5%	1,935
Microsoft Authenticator	8,416	10,161	20.7%	1,745
Disney+	5,768	7,431	28.8%	1,663
Threads, an Instagram app*	-	1,579*	-	1,579
NHS App	7,425	8,809	18.6%	1,384
My Morrisons	3,932	5,206	32.4%	1,273
Premier League - Official App	822	1,917	133.1%	1,094
Vinted	8,812	9,854	11.8%	1,042
ASDA Rewards	8,118	9,087	11.9%	969

Category audience change (000s): Jun – Sep 2023

The Rugby World Cup and increases to Xbox drove up audiences to the sports and games categories

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Audience increase/decrease (000s)

Category	Value
Sports	835
Games	500
Career	379
Business Sectors	308
Telecommunication & ISP	213
Gambling	201
Health	155
Lifestyle	-20
Search Engines	-50
Travel	-85
Energy Suppliers / Utilities	-107
Technology	-131
Finance	-143
Retail & Commerce	-184
Automotive	-189
Entertainment	-211
Social Networking	-220
Education	-225
Online Media	-271
News	-275
Events & Attractions	-422
Directories	-434
X-rated Adult	-473
Other Internet	-485
Government & NGOS	-659
Homes & Property	-1,586

Ipsos

Source: UKOM Ipsos iris Online Audience Measurement Service, Jun and Sep 2023

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

Sports **brands** adding most audience: Jun – Sep 2023

UKOM

The Rugby World Cup which started on 8th September drove increases for the sports category.
The total Rugby audience went up by 5.8 million between June and September

	AUDIENCE (000S)			
	JUN '23	SEP '23	Change (%)	Change (abs)
TOTAL SPORTS CATEGORY	**29,951**	**30,786**	**2.8%**	**835**
Sky Sports*	5,752	7,847	36.4%	2,095
Rugby World Cup	120	1,925	1504%	1,805
Premier League	1,430	2,847	99.1%	1,417
Caughtoffside	297	1,602	439.1%	1,305
Wales Online	749	1,653	120.7%	904
World Rugby	-	712	-	712
Ruck	367	1,001	172.7%	634
Mirror - Sport	5,064	5,629	11.2%	565
The Football Association	508	1,052	106.9%	544
The Independent - Sport	1,625	2,162	33.0%	537

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Top organisations and brands

Top 20 organisations by audience

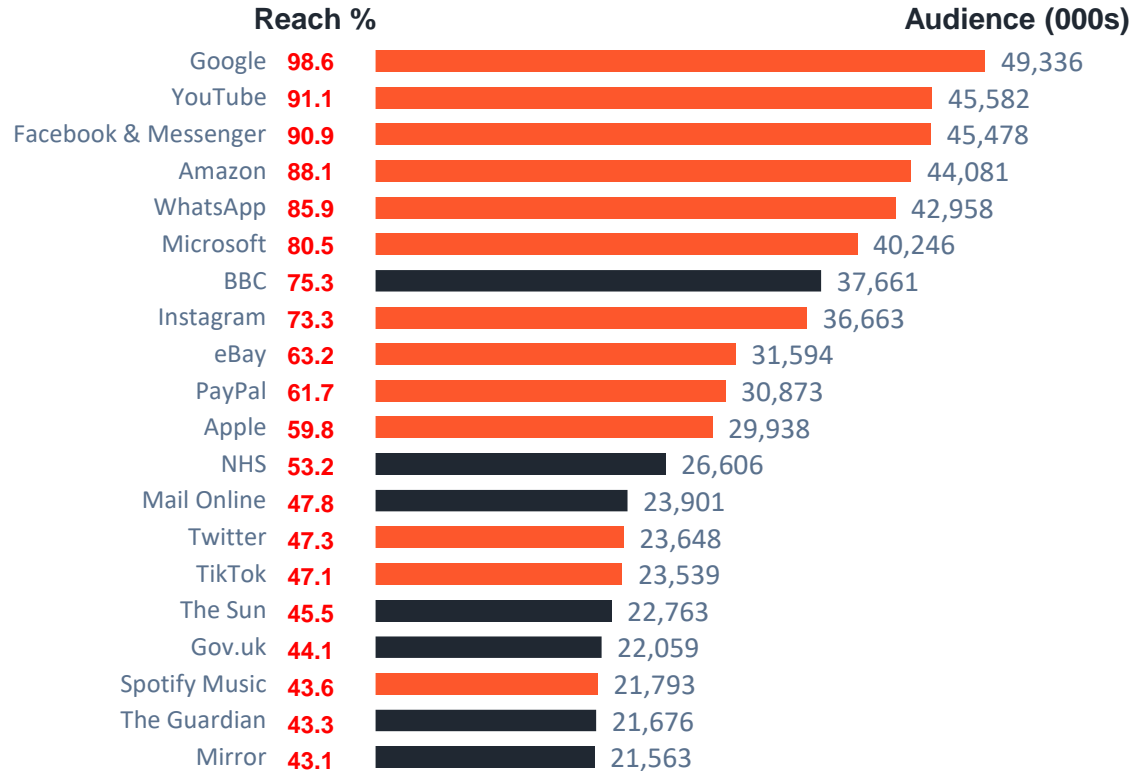Nearly half of the top 20 organisations with the largest UK online audiences are British companies
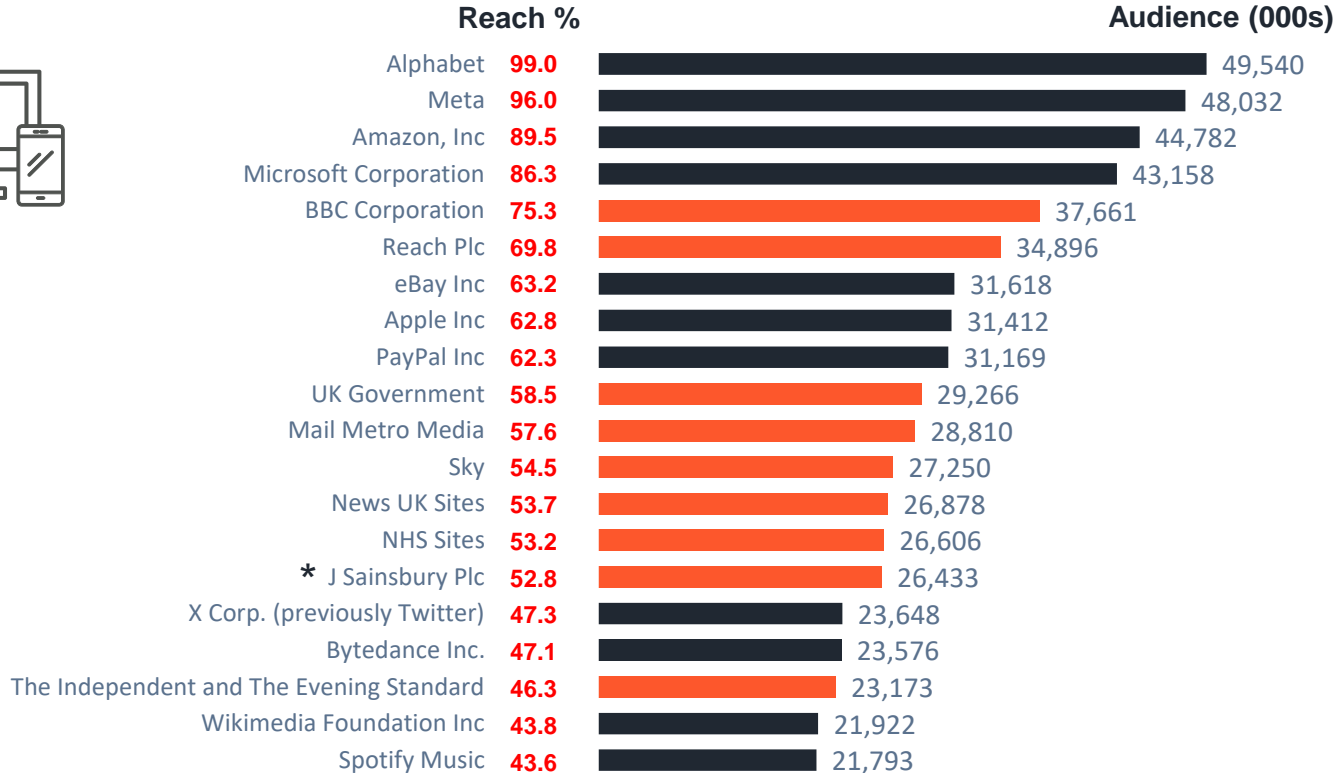
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	Reach %	Audience (000s)
Alphabet	99.0	49,540
Meta	96.0	48,032
Amazon, Inc	89.5	44,782
Microsoft Corporation	86.3	43,158
BBC Corporation	75.3	37,661
Reach Plc	69.8	34,896
eBay Inc	63.2	31,618
Apple Inc	62.8	31,412
PayPal Inc	62.3	31,169
UK Government	58.5	29,266
Mail Metro Media	57.6	28,810
Sky	54.5	27,250
News UK Sites	53.7	26,878
NHS Sites	53.2	26,606
* J Sainsbury Plc	52.8	26,433
X Corp. (previously Twitter)	47.3	23,648
Bytedance Inc.	47.1	23,576
The Independent and The Evening Standard	46.3	23,173
Wikimedia Foundation Inc	43.8	21,922
Spotify Music	43.6	21,793

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Top 20 online brands by audience

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

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Brand	Reach %	Audience (000s)
Google	98.6	49,336
YouTube	91.1	45,582
Facebook & Messenger	90.9	45,478
Amazon	88.1	44,081
WhatsApp	85.9	42,958
Microsoft	80.5	40,246
BBC	75.3	37,661
Instagram	73.3	36,663
eBay	63.2	31,594
PayPal	61.7	30,873
Apple	59.8	29,938
NHS	53.2	26,606
Mail Online	47.8	23,901
Twitter	47.3	23,648
TikTok	47.1	23,539
The Sun	45.5	22,763
Gov.uk	44.1	22,059
Spotify Music	43.6	21,793
The Guardian	43.3	21,676
Mirror	43.1	21,563

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Top 10 brands by audience & minutes

High average time for Snapchat and TikTok propel them into the top 10 for minutes

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	Media	Audience (000s)	Audience Reach (%)
1	Google	49,336	98.6
2	YouTube	45,582	91.1
3	Facebook & Messenger	45,478	90.9
4	Amazon	44,081	88.1
5	WhatsApp	42,958	85.9
6	Microsoft	40,246	80.5
7	BBC	37,661	75.3
8	Instagram	36,663	73.3
9	eBay	31,594	63.2
10	PayPal	30,873	61.7

		Total Mins (MM)	Avg. Mins PP
1	Facebook & Messenger	40,620	893:11
2	YouTube	30,795	675:37
3	Google	26,663	540:26
4	TikTok	21,345	906:46
5	WhatsApp	18,602	433:02
6	Instagram	15,983	435:56
7	Snapchat	11,499	984:07
8	Microsoft	10,418	258:52
9	BBC	9,594	254:45
10	Amazon	7,742	175:37

Ipsos

Top mobile apps

Top 20 mobile apps by audience

Temu enters the Top 20 mobile apps and has a bigger app audience than Tesco
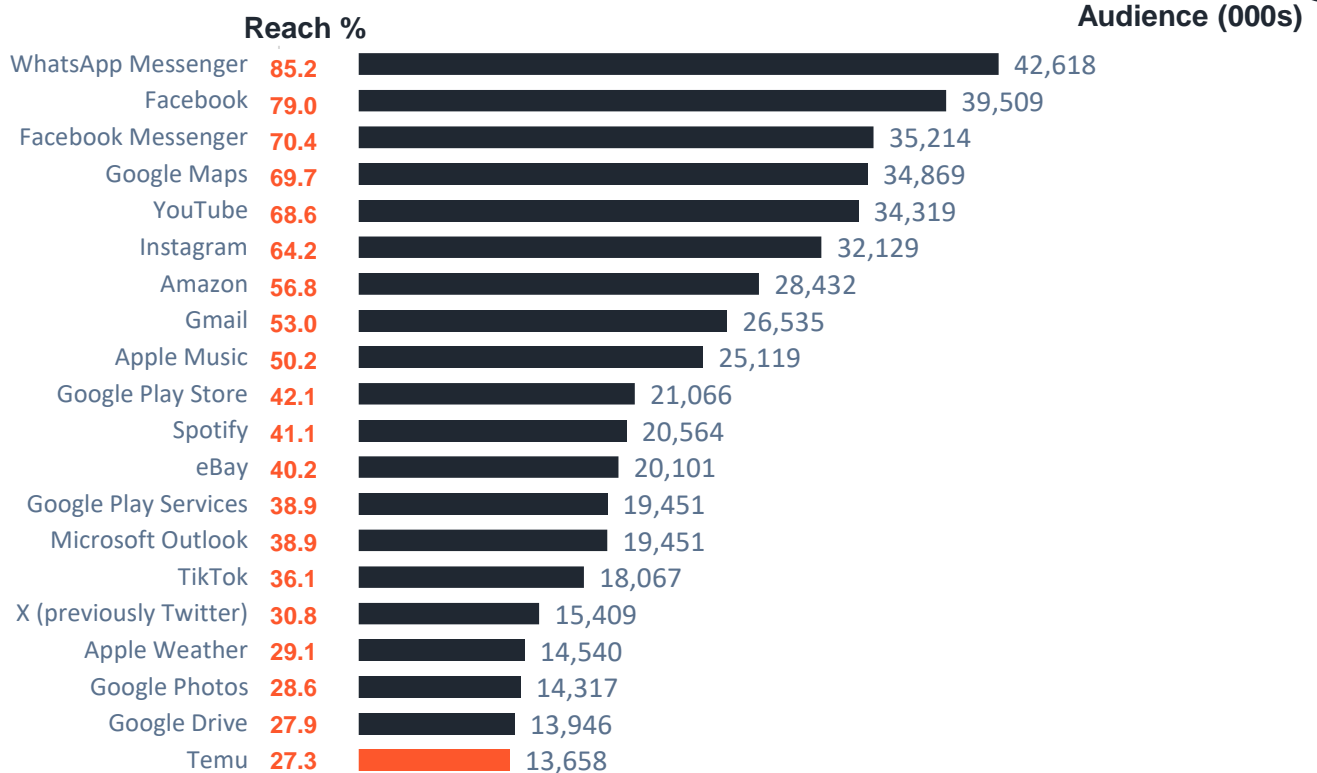
UKOM

Reach %

Audience (000s)

App	Reach %	Audience (000s)
WhatsApp Messenger	85.2	42,618
Facebook	79.0	39,509
Facebook Messenger	70.4	35,214
Google Maps	69.7	34,869
YouTube	68.6	34,319
Instagram	64.2	32,129
Amazon	56.8	28,432
Gmail	53.0	26,535
Apple Music	50.2	25,119
Google Play Store	42.1	21,066
Spotify	41.1	20,564
eBay	40.2	20,101
Google Play Services	38.9	19,451
Microsoft Outlook	38.9	19,451
TikTok	36.1	18,067
X (previously Twitter)	30.8	15,409
Apple Weather	29.1	14,540
Google Photos	28.6	14,317
Google Drive	27.9	13,946
Temu	27.3	13,658

Ipsos

Top 10 mobile apps by audience & minutes

High 'time per person' propels TikTok and Snapchat into the top 10 for total app minutes

UK**O**M

	Media	Audience (000S)	Audience Reach (%)
1	WhatsApp Messenger	42,618	85.2
2	Facebook	39,509	79.0
3	Facebook Messenger	35,214	70.4
4	Google Maps	34,869	69.7
5	YouTube	34,319	68.6
6	Instagram	32,129	64.2
7	Amazon	28,432	56.8
8	Gmail	26,535	53.0
9	Apple Music	25,119	50.2
10	Google Play Store	21,066	42.1

	Media	Total Mins (MM)	Avg. Mins PP
1	Facebook	29,898	756:44
2	YouTube	22,618	659:03
3	TikTok	21,282	1177:56
4	WhatsApp Messenger	18,424	432:18
5	Instagram	15,690	488:20
6	Snapchat	11,456	1005:59
7	Facebook Messenger	7,268	206:23
8	Microsoft Outlook	5,564	286:04
9	X (previously Twitter)	5,225	339:06
10	Google Maps	4,948	141:55

Top 10 apps by minutes by mobile device

Video viewing apps rank high on tablets for time spent. Netflix and Disney+ move into the top 5

UK**OM**

Smartphone Top 10

	MEDIA	TOTAL MINS (MM)	AVG. MINS PP
1	Facebook	27,543	720:42
2	TikTok	20,585	1193:48
3	WhatsApp Messenger	18,292	430:42
4	YouTube	16,738	513:45
5	Instagram	15,085	488:19
6	Snapchat	11,370	1006:14
7	Facebook Messenger	6,650	193:20
8	X (previously Twitter)	4,866	326:10
9	Microsoft Outlook	4,816	254:54
10	Google Maps	4,755	139:27

Tablet Top 10

	MEDIA	TOTAL MINS (MM)	AVG. MINS PP
1	**YouTube**	**5,879**	**1014:37**
2	Facebook	2,355	369:22
3	**Netflix**	**1,029**	**325:28**
4	**Disney+**	**765**	**585:19**
5	Microsoft Outlook	748	362:22
6	**BBC iPlayer**	**735**	**315:22**
7	**TikTok**	**697**	**471:49**
8	Facebook Messenger	618	146:50
9	**YouTube Kids**	**612**	**1744:03**
10	Instagram	605	175:52

Ipsos

Audience by device

Online audience by device (000s)

More than twice as many people use smartphones than computers
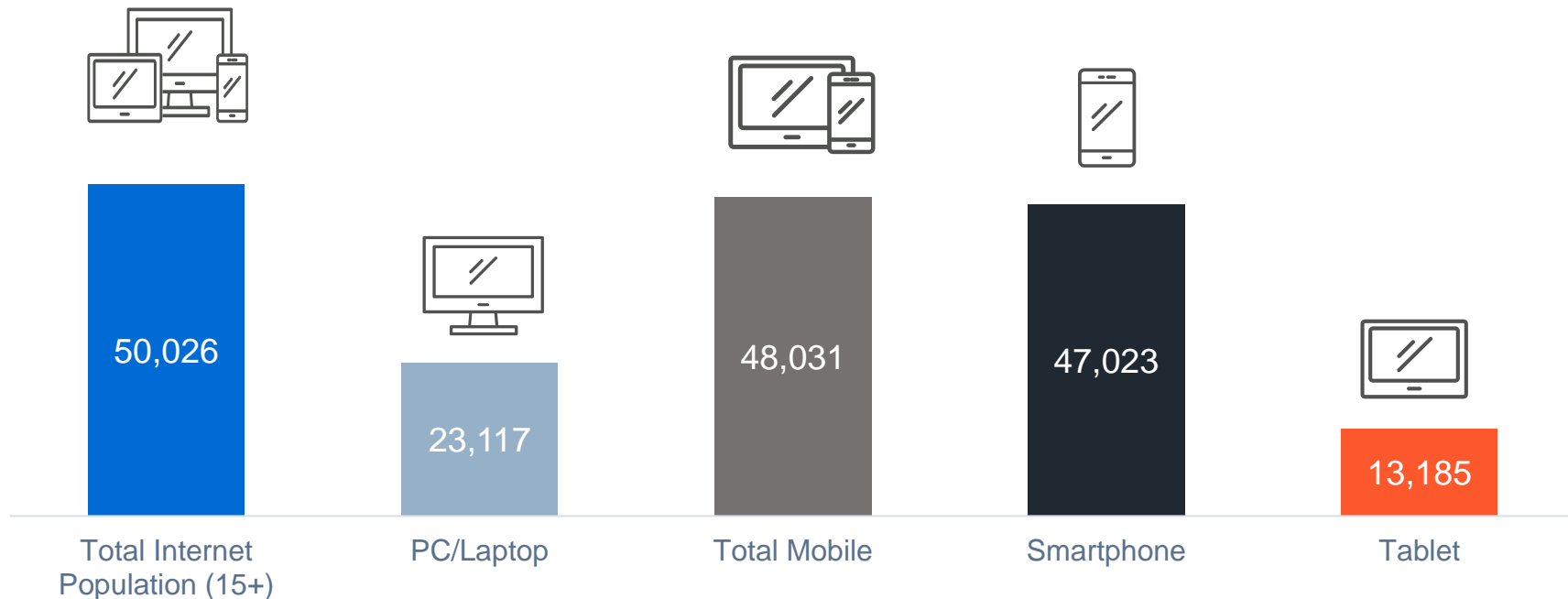
UKOM

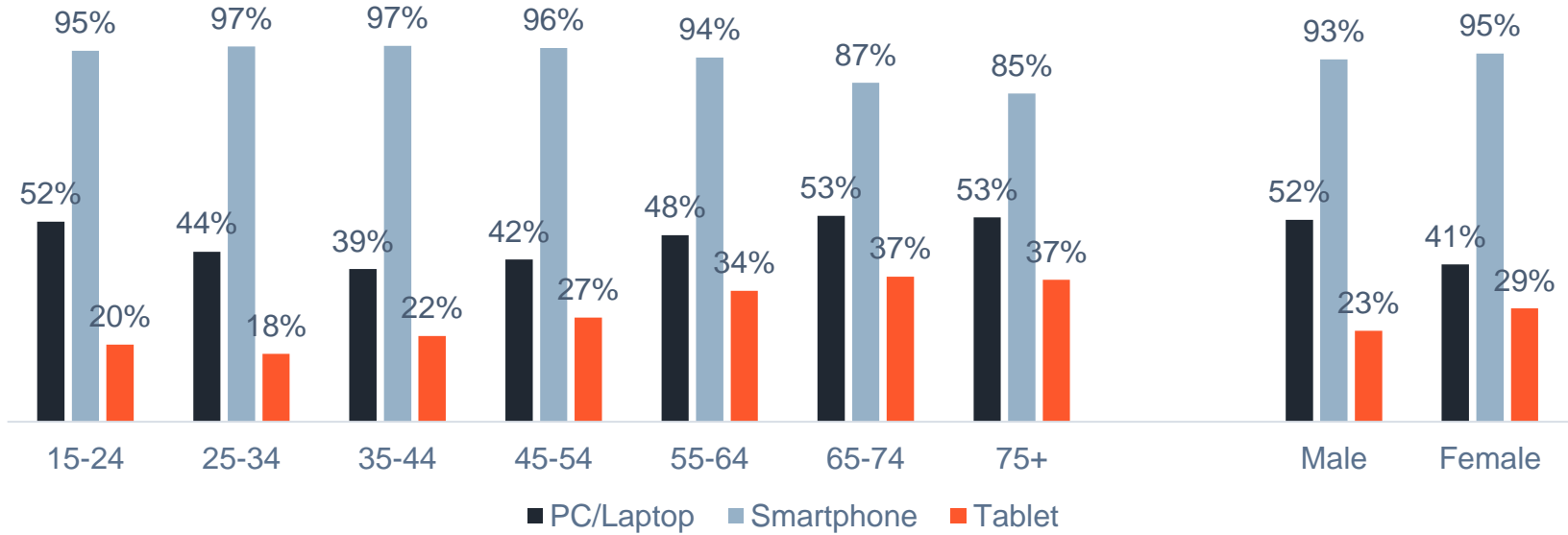| Total Internet Population (15+)	PC/Laptop	Total Mobile	Smartphone	Tablet
50,026	23,117	48,031	47,023	13,185

Ipsos

Device reach by age and gender (%)

Reach of tablets increases with increasing age. Males are more likely to use a PC than females

PC/Laptop   Smartphone   Tablet

	15-24	25-34	35-44	45-54	55-64	65-74	75+	Male	Female
PC/Laptop	52%	44%	39%	42%	48%	53%	53%	52%	41%
Smartphone	95%	97%	97%	96%	94%	87%	85%	93%	95%
Tablet	20%	18%	22%	27%	34%	37%	37%	23%	29%

Time online

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

Average time online went up 7 minutes between June and September. Smartphone users now spend over 3 hours a day on their device
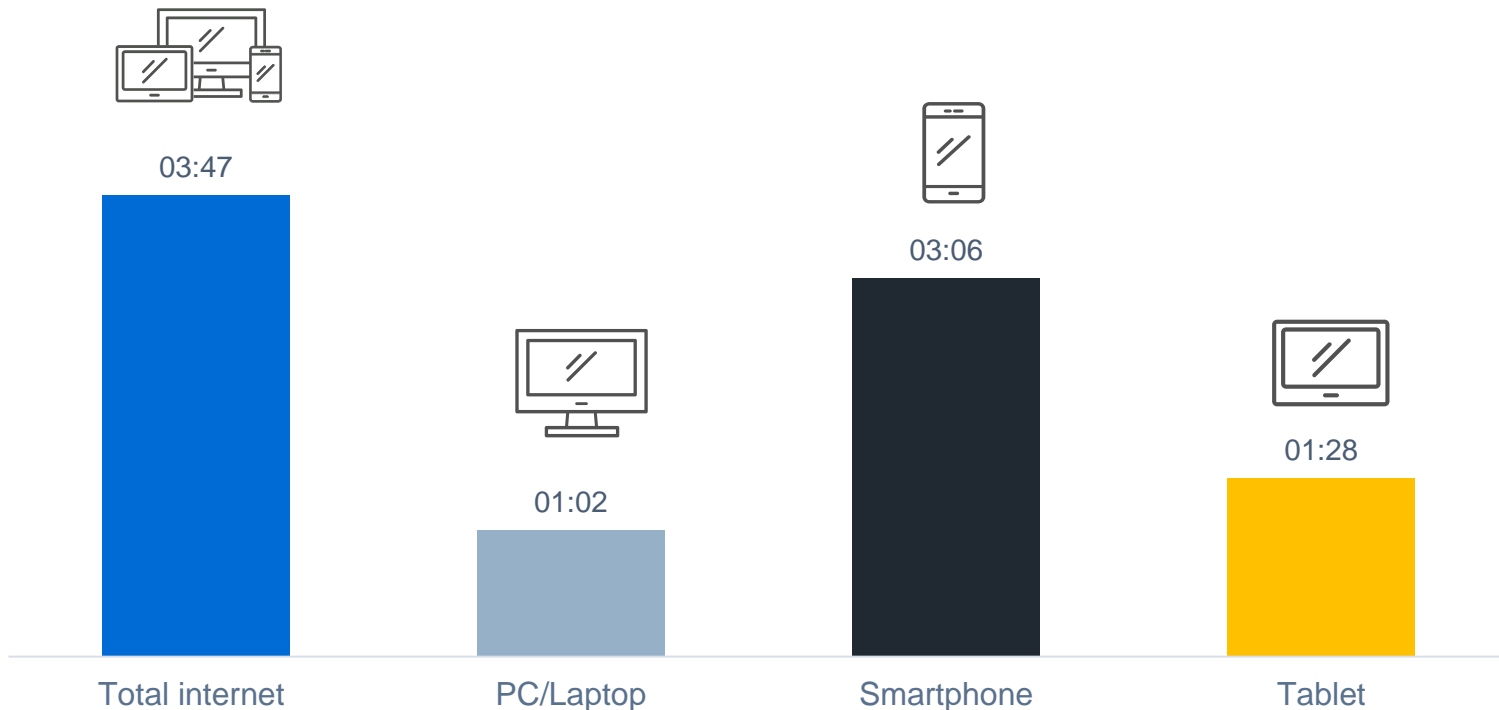
03:47 — Total internet

01:02 — PC/Laptop

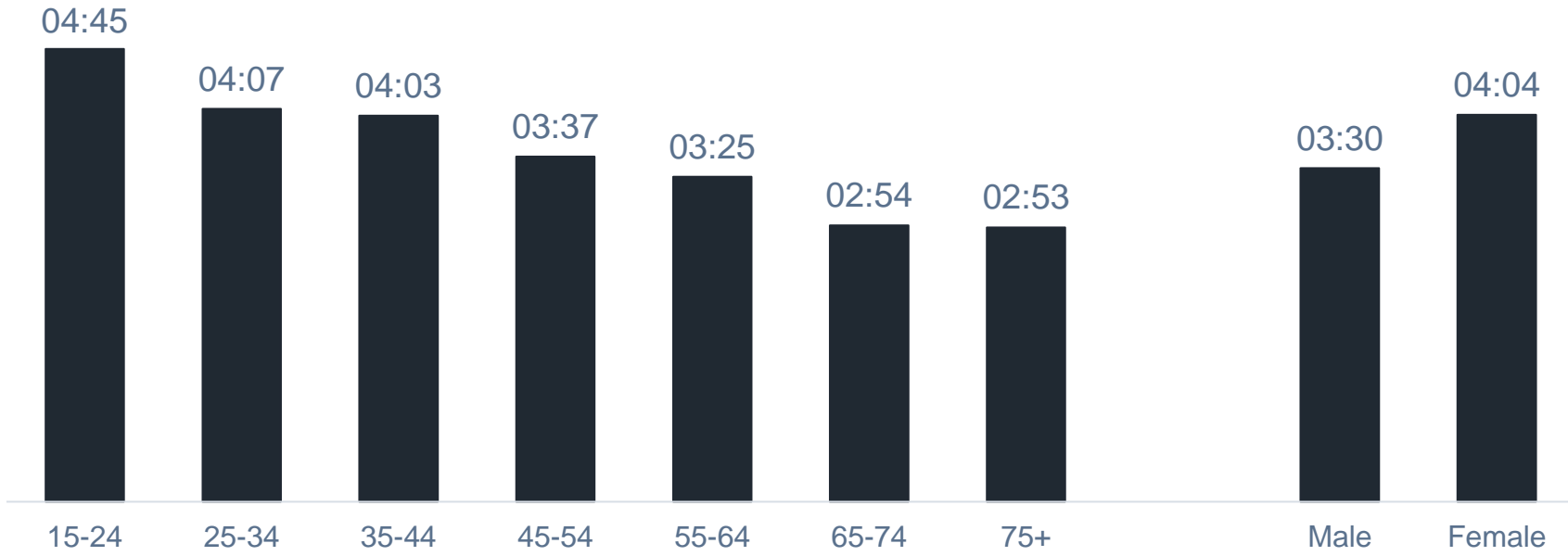**03:06** — Smartphone

01:28 — Tablet

Source: UKOM Ipsos iris Online Audience Measurement Service, Sep 2023

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

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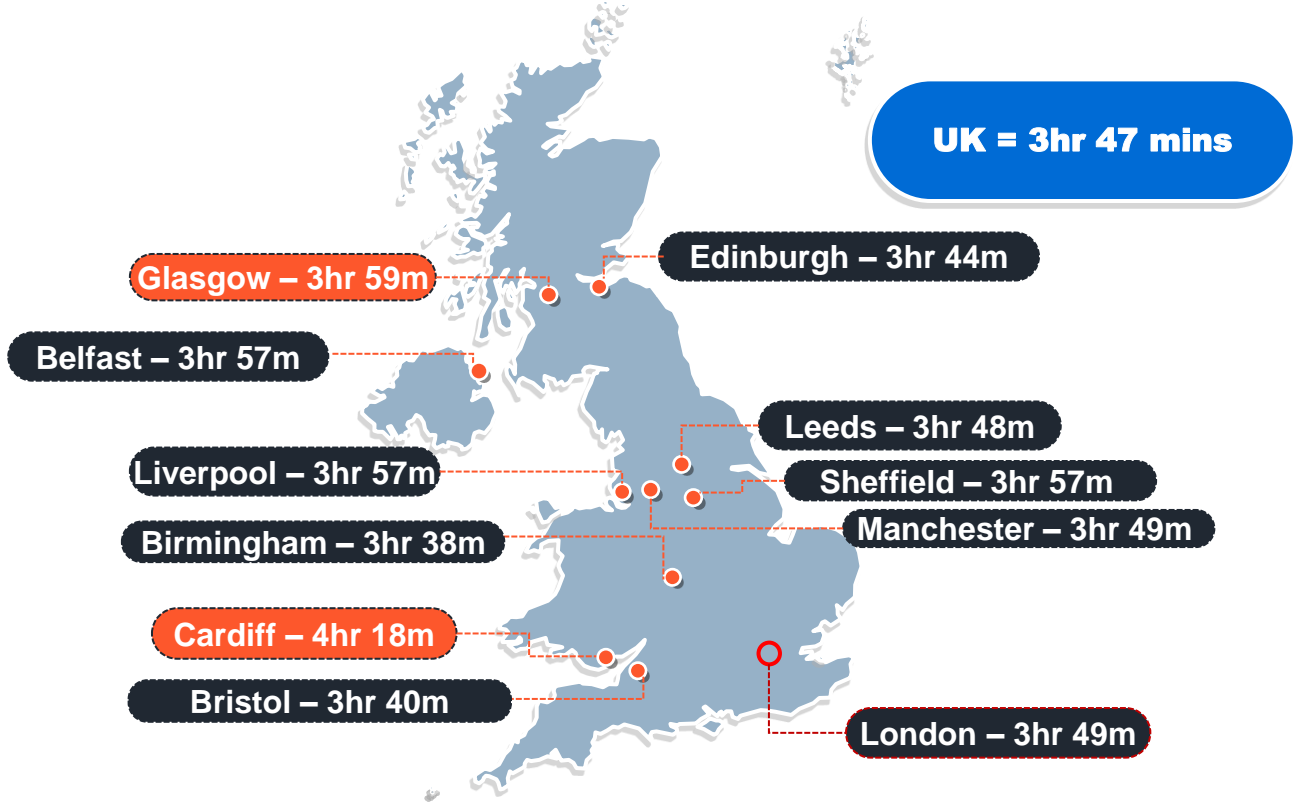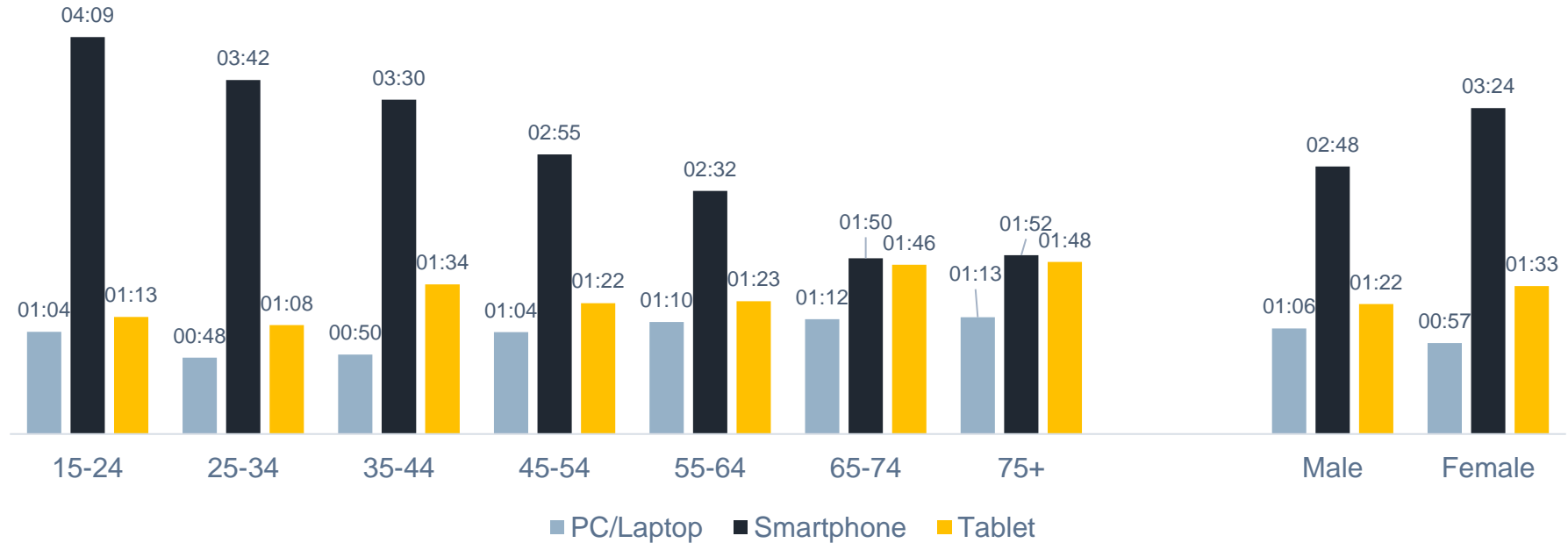# Average time online per day - age & gender (hh:mm)

Younger audiences and females spend most time online

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Age/Gender	Time
15-24	04:45
25-34	04:07
35-44	04:03
45-54	03:37
55-64	03:25
65-74	02:54
75+	02:53
Male	03:30
Female	04:04

Ipsos

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

Of the major UK cities, residents of Glasgow & Cardiff spend most minutes per day online

UKOM

UK = 3hr 47 mins

Edinburgh – 3hr 44m

Glasgow – 3hr 59m

Belfast – 3hr 57m

Leeds – 3hr 48m

Liverpool – 3hr 57m

Sheffield – 3hr 57m

Birmingham – 3hr 38m

Manchester – 3hr 49m

Cardiff – 4hr 18m

Bristol – 3hr 40m

London – 3hr 49m

Ipsos

Average time per day by device – age and gender (hh:mm)

Younger audiences spend most time on smartphones. There is little difference in average time spent between smartphones and tablets among over 65s who use each device.
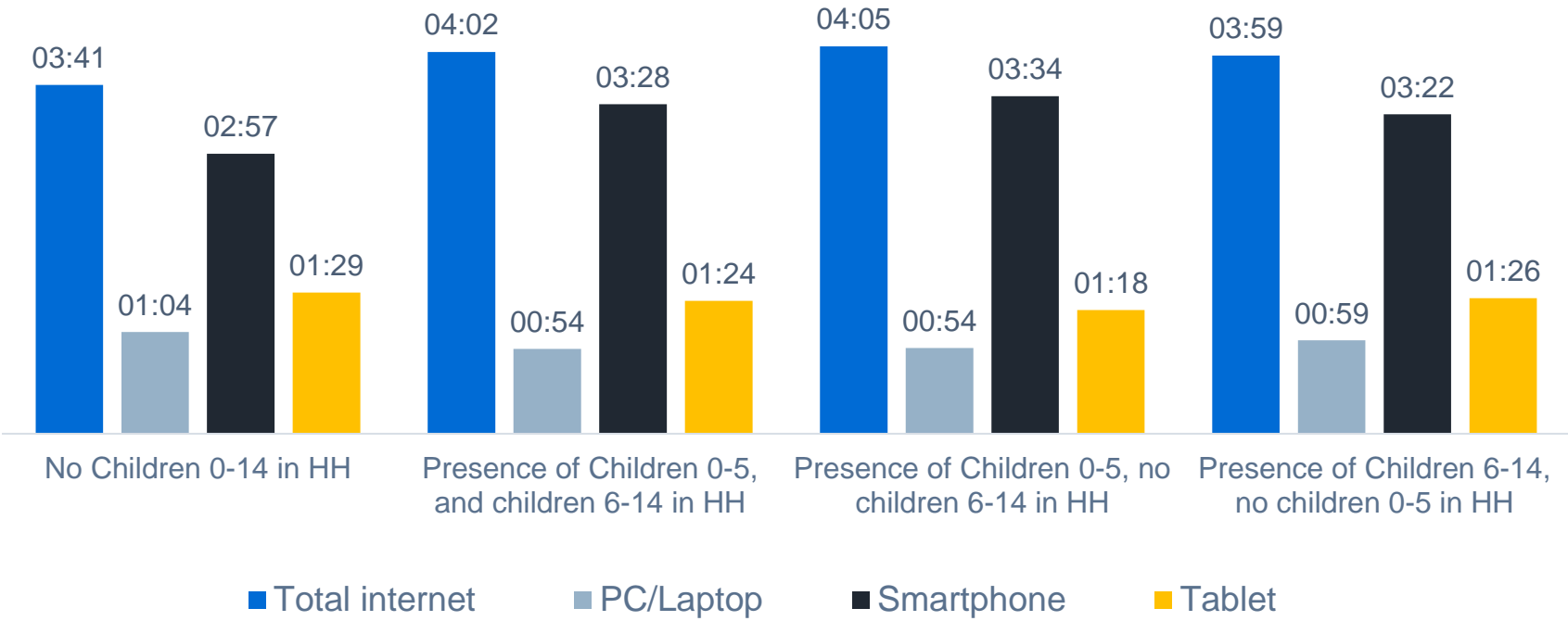
UKOM

Legend: PC/Laptop | Smartphone | Tablet

Age/Gender	PC/Laptop	Smartphone	Tablet
15-24	01:04	04:09	01:13
25-34	00:48	03:42	01:08
35-44	00:50	03:30	01:34
45-54	01:04	02:55	01:22
55-64	01:10	02:32	01:23
65-74	01:12	01:50	01:46
75+	01:13	01:52	01:48
Male	01:06	02:48	01:22
Female	00:57	03:24	01:33

Ipsos

Average time online per day – households with kids (hh:mm)

Parents with children spender longer online; those with kids aged 0-5 spend longer on smartphones
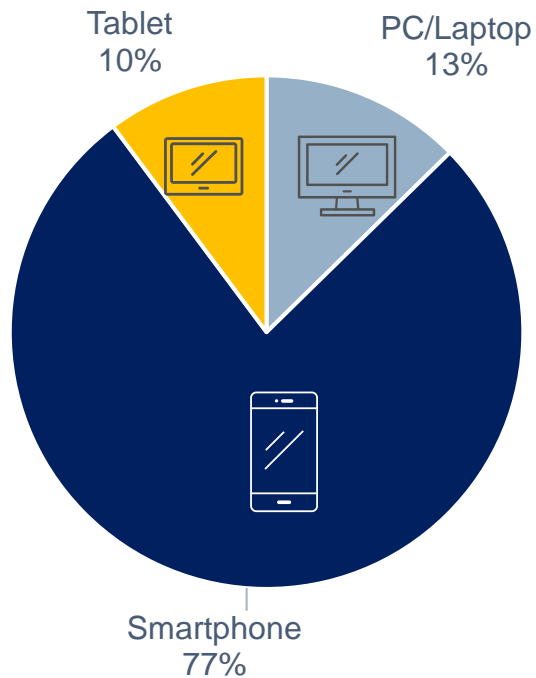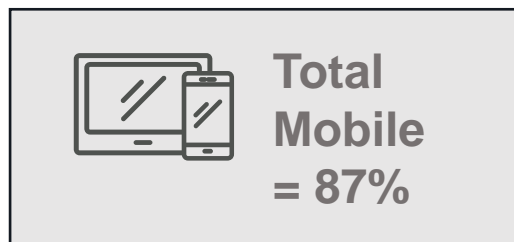
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No Children 0-14 in HH
- Total internet: 03:41
- PC/Laptop: 01:04
- Smartphone: 02:57
- Tablet: 01:29

Presence of Children 0-5, and children 6-14 in HH
- Total internet: 04:02
- PC/Laptop: 00:54
- Smartphone: 03:28
- Tablet: 01:24

Presence of Children 0-5, no children 6-14 in HH
- Total internet: 04:05
- PC/Laptop: 00:54
- Smartphone: 03:34
- Tablet: 01:18

Presence of Children 6-14, no children 0-5 in HH
- Total internet: 03:59
- PC/Laptop: 00:59
- Smartphone: 03:22
- Tablet: 01:26

Legend: ■ Total internet ■ PC/Laptop ■ Smartphone ■ Tablet

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Share of minutes by device

Smartphones account for 77% of time online

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Total Mobile = 87%

Tablet
10%

PC/Laptop
13%

Smartphone
77%

Ipsos

Device share of minutes by age and gender

Females and younger audiences spend a greater share of time on smartphones
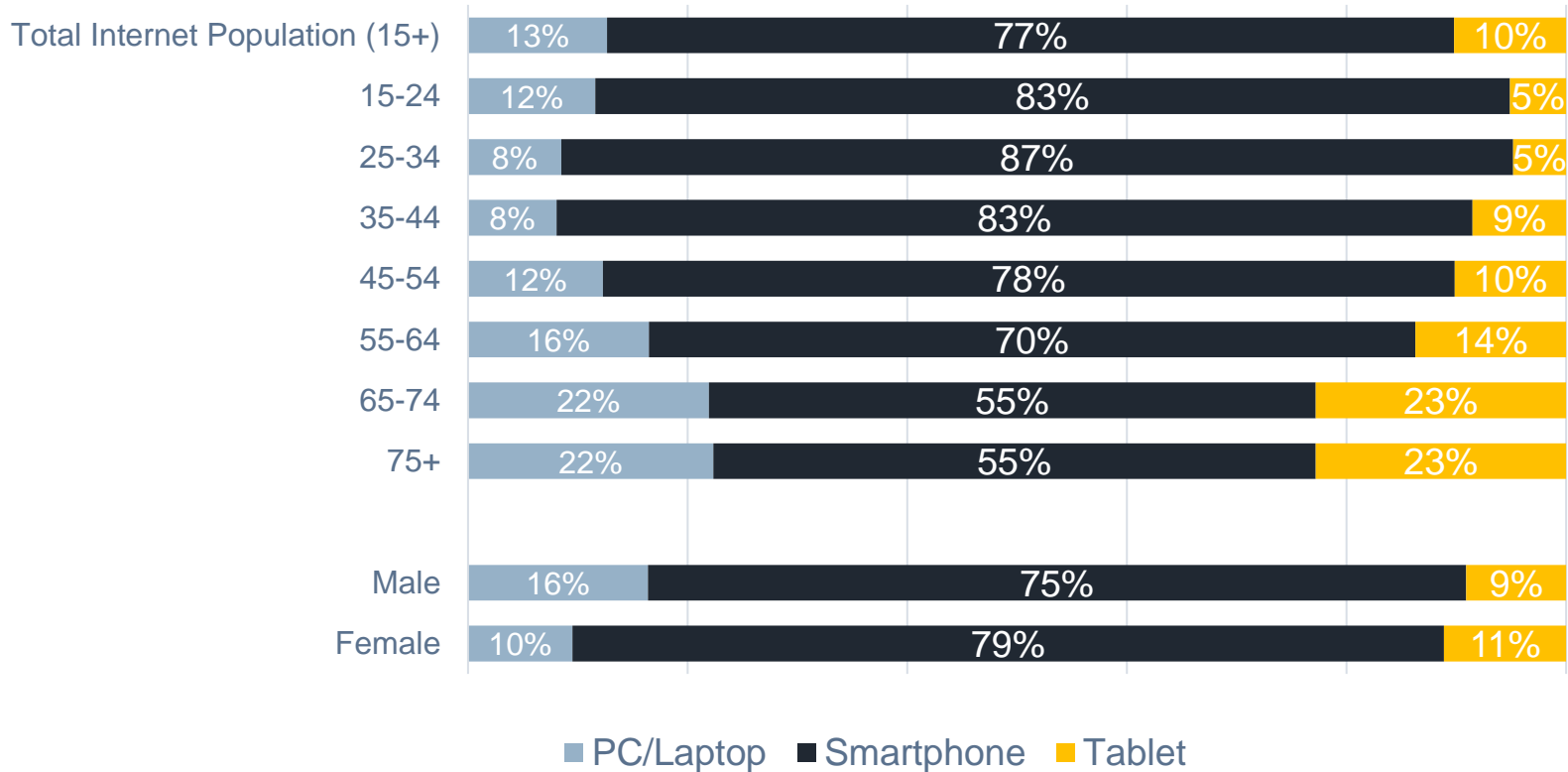
UKOM

	PC/Laptop	Smartphone	Tablet
Total Internet Population (15+)	13%	77%	10%
15-24	12%	83%	5%
25-34	8%	87%	5%
35-44	8%	83%	9%
45-54	12%	78%	10%
55-64	16%	70%	14%
65-74	22%	55%	23%
75+	22%	55%	23%
Male	16%	75%	9%
Female	10%	79%	11%

■ PC/Laptop   ■ Smartphone   ■ Tablet

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Category usage

Reach & engagement by category

Social networking = high reach & high engagement. Gaming = low reach, high engagement.
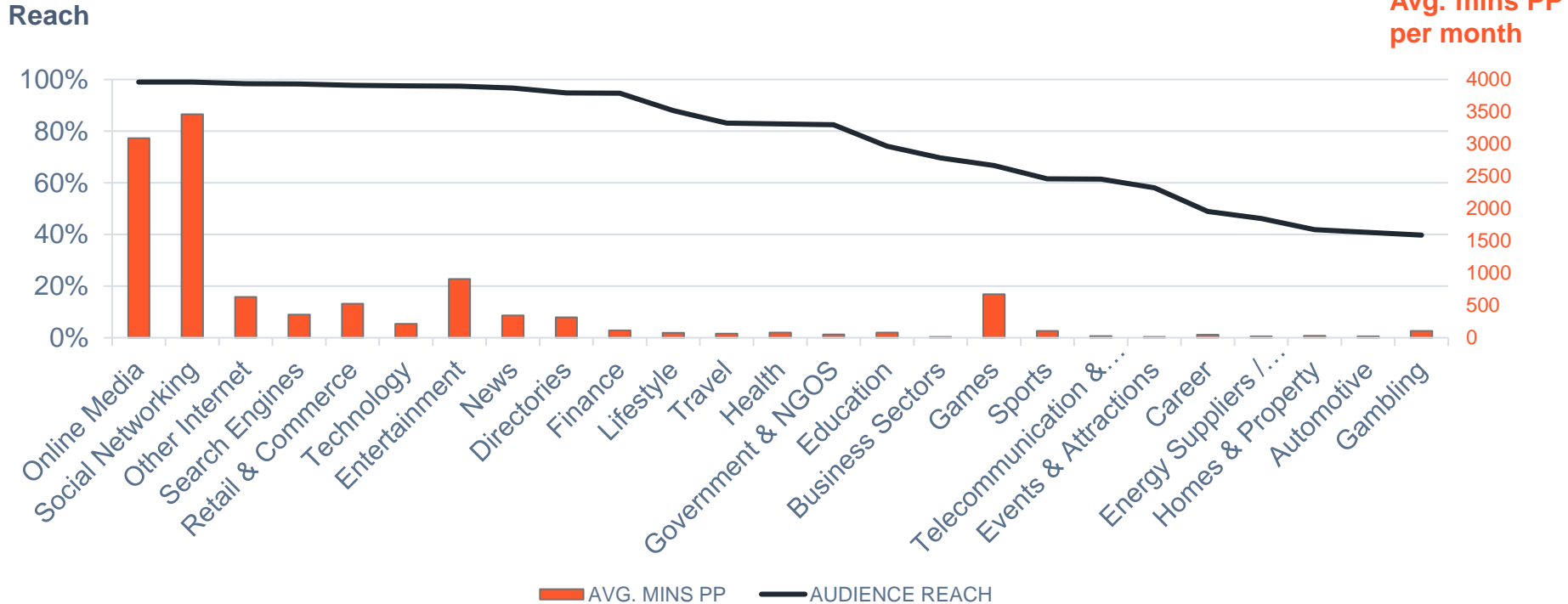
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Reach

Avg. mins PP per month

AVG. MINS PP — AUDIENCE REACH

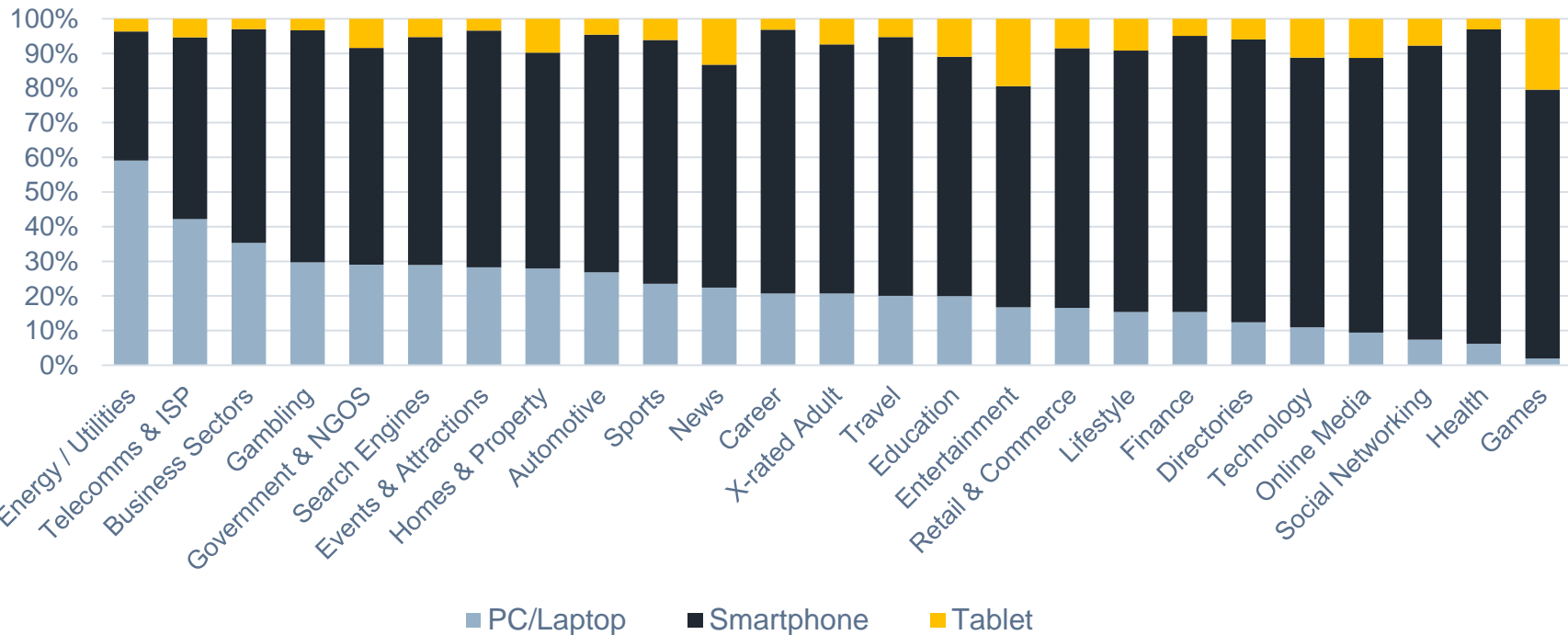Source: UKOM Ipsos iris Online Audience Measurement Service, Sep 2023
Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.
NB Duration (Total Mins (MM) & Avg. Mins Per Person) not measured for sites or apps running in device background/'out of focus'

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Share of minutes (%) by device by category

Content type influences choice of device but smartphones are now the primary device for most categories

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Legend: ■ PC/Laptop ■ Smartphone ■ Tablet

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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 find at: https://ukom.uk.net/ipsos-iris-overview.php
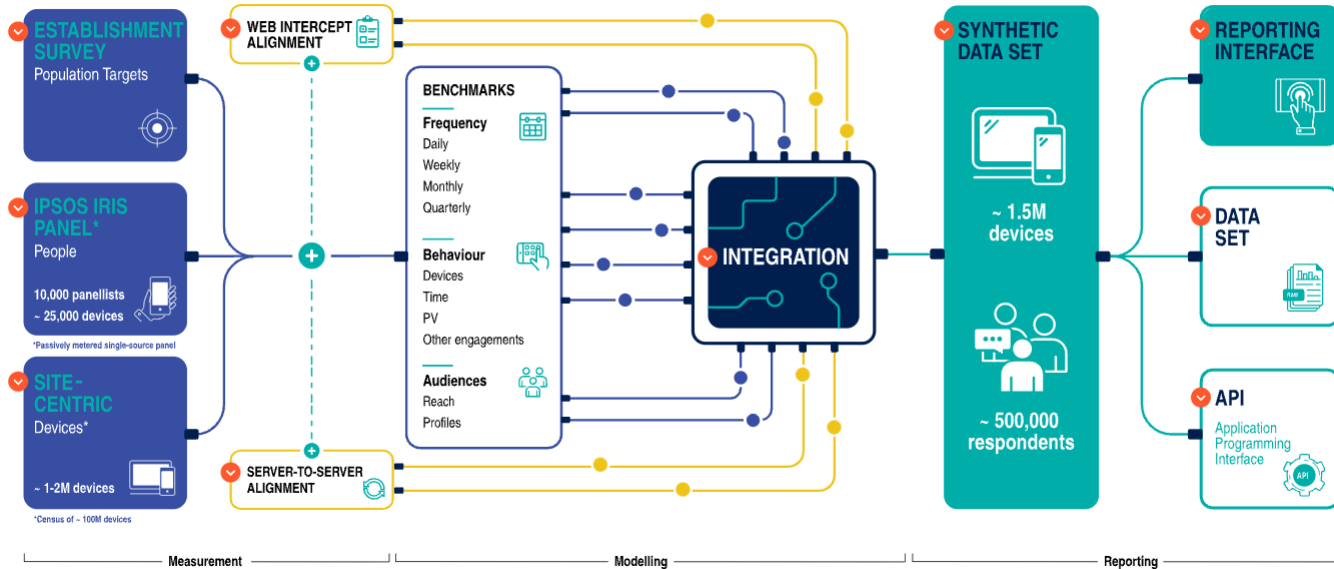
Key methodology changes since March 2023

- **New Universe (from April 2023)**

The new total internet population 15+ has been updated to bring it in line with the latest PAMCo 2022 survey estimates. The total universe size (internet users aged 15+) increased from 50,085,806 to 50,236,983 in April 2023 data. Ipsos also enhanced the fusion methodology to increase the accuracy of the audience composition for the Social Economic Grade (SEG) and App Operating System (iOS/Android) target variables.

- **App Fusion Time Enhancements (from May 2023)**

Please note that improvements have been made to the Ipsos iris UK synthetic App data to more closely align the Minutes metric with weighted panel data. This resulted in a decrease of 39% of Facebook app time spent, which consequently impacted the whole social media category time spent to decrease by 13%. Please note this is a data **fusion enhancement** rather than a behavioural change. Other major apps impacted include Twitter, Facebook Messenger and Microsoft Outlook.

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