Digital is everywhere
Digital offers scale to ensure you reach your audience

- 91% of adults were recent internet users in 2019
- 7 in 10 are dependent on online services
- 3.5 hours spent online per day by the average UK adult
- 9.4 million tune into podcasts every week
Lockdown means we are spending more time online than ever before
The opportunity to view digital has never been greater

Time online % change by demographics:
Jan – March 2020

Total minutes increased by 8% - higher among 18-24’s and 55+

Source: Comscore MMX Multi-Platform, Adults 18+, Jan & March 2020, UK
MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps
Online is the go-to for education and tech during lockdown

Major Category Unique Visitor Change: Jan-April 2020 (%)
Government, Education & Social Networking all witnessed uplifts

Source: Comscore MMX Multi-Platform, Adults 18+, Jan & April 2020, UK
MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps