

# UKOM and Ipsos iris Online audience measurement

Market overview – May 2021

# UKOM is the industry-regulated source of online audience measurement



UKOM define and govern the UK standard for audience measurement across computers, tablets and smartphones. It offers a unified voice, representing the many diverse interests of the media and marketing industry.

UKOM exists so that technical specification and oversight come from a joint industry body, with the best supplier selected to provide and manage the data. It's the only place that combines panel and census data so you can see industry-wide figures on how many people are using online services, for how long, and who they are.



In Jan 2021, Ipsos became the new UKOM-endorsed data provider for the measurement of audiences for online content and ad campaigns.

The Ipsos iris solution has provided UKOM-endorsed monthly datasets since April 2021.

It uses a hybrid methodology combining metered data from a core 10,000 single-source panel and census data from site-centric measurement. Drawing on these two data sources, Ipsos iris provides the best available measurement and insights for the UK online market.

# May market overview

This report provides a topline summary of key audience measures, covering:

- Total internet audience (15+), split by device, age group and gender
- Share of time spent online, split by device, age group and gender
- Top 10 group brands, ranked by total audience and total time spent



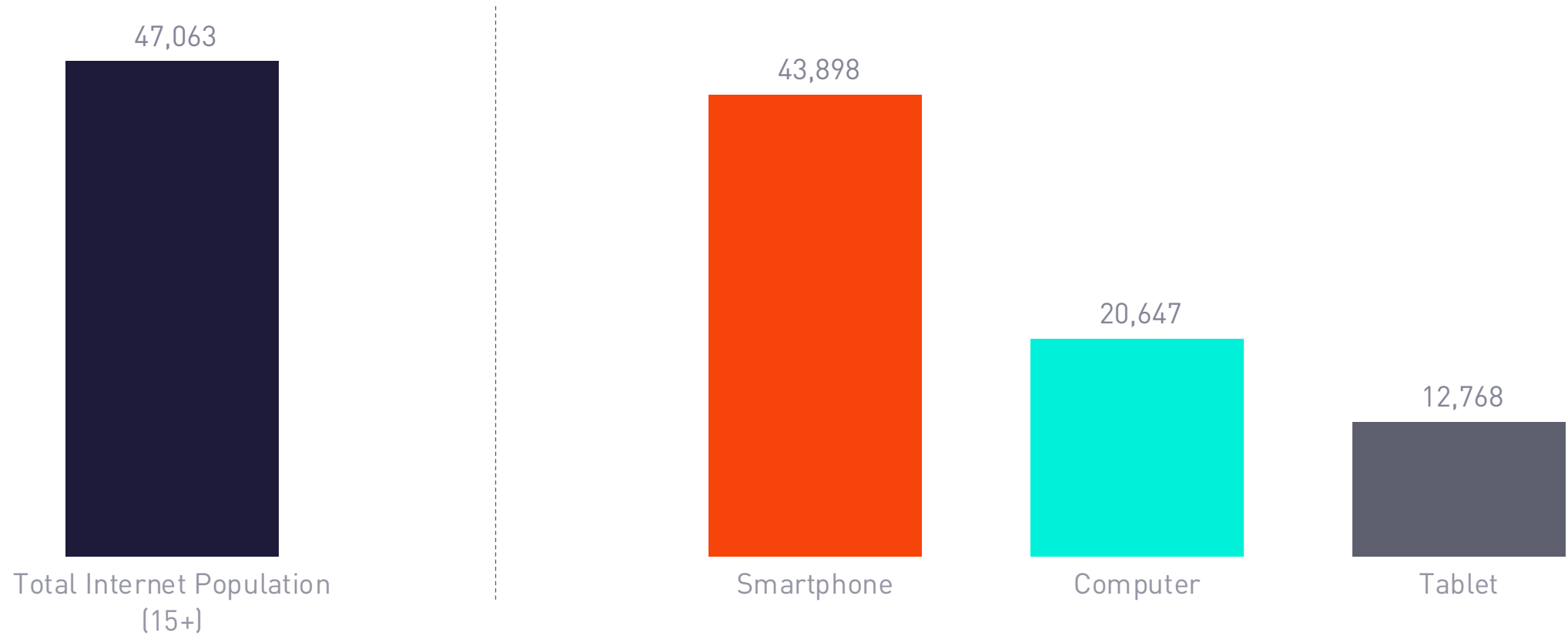
# Total internet audience

Split by device, age group and gender



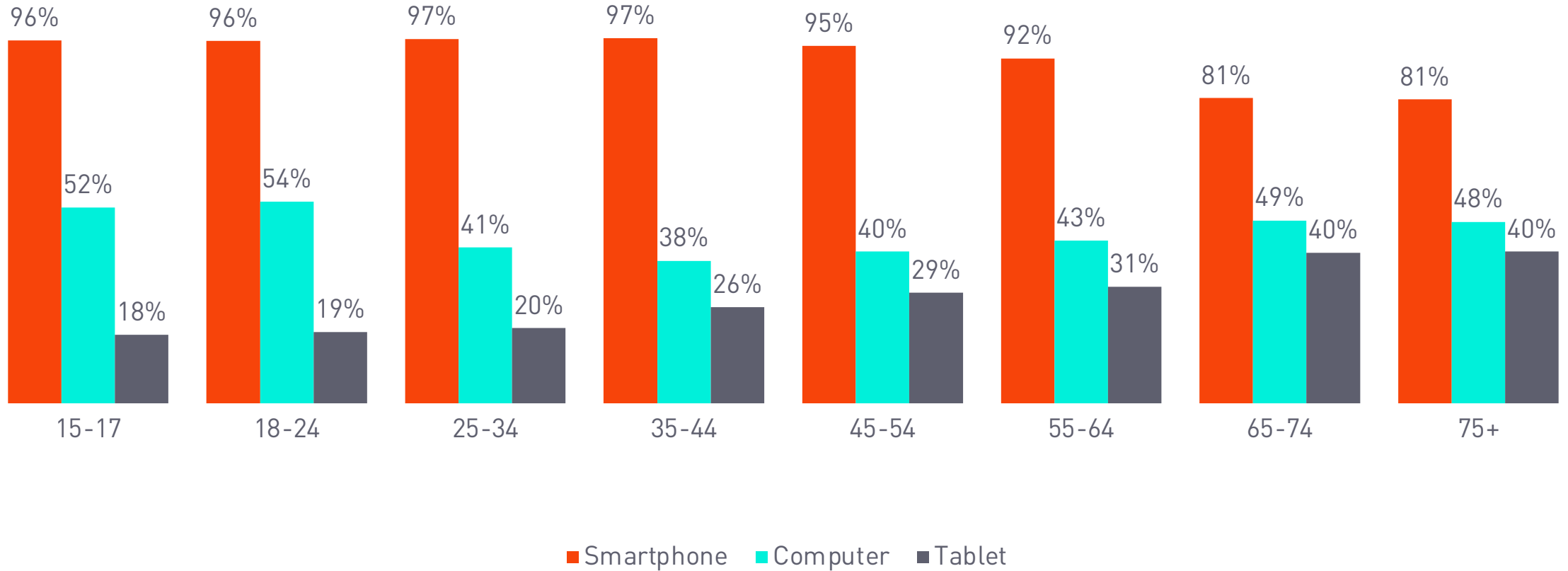
# Total audience by device (000's)

93% of the total internet population use smartphones



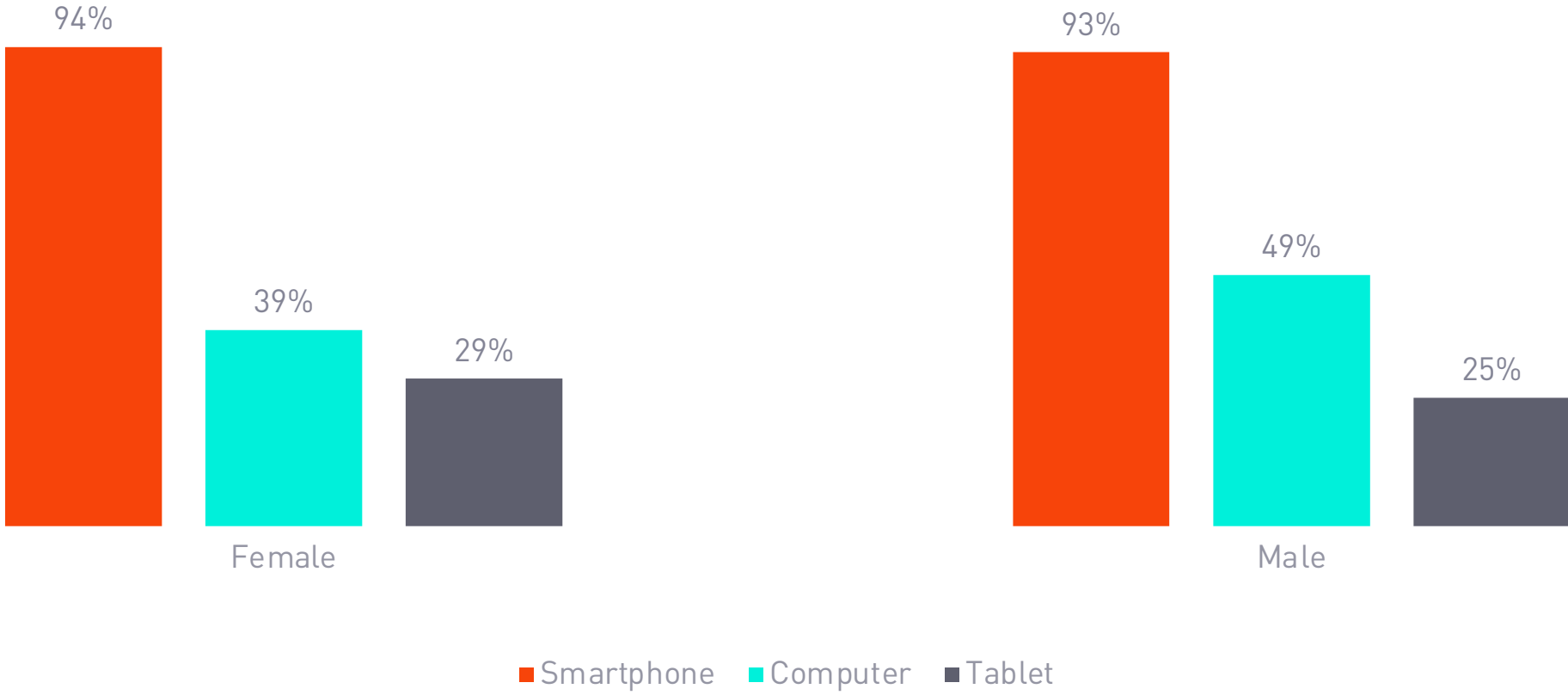
# Device audience reach (%), split by age

Smartphones are the dominant device across all age groups



# Device audience reach (%), split by gender

Tablet use is slightly higher for women. Computer use is higher for men





# Share of time online by device

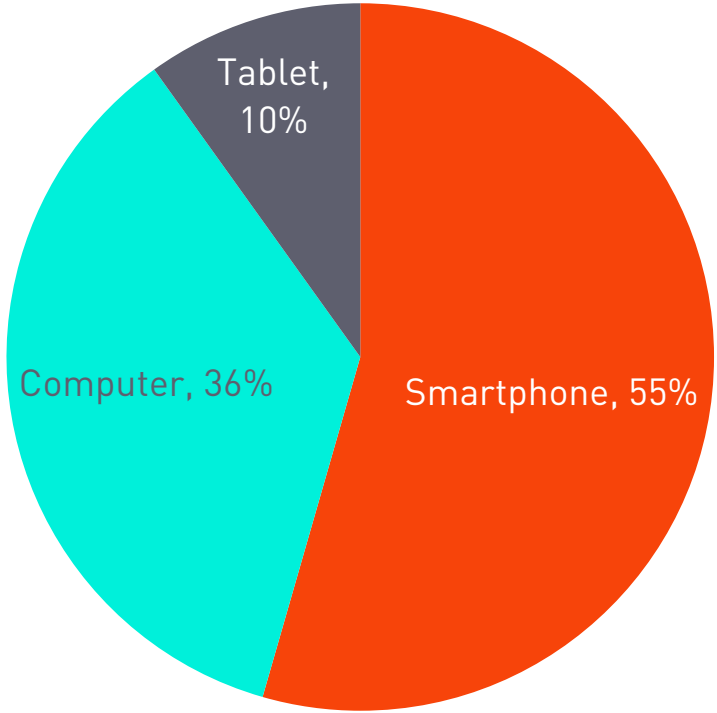
Split by age group and gender



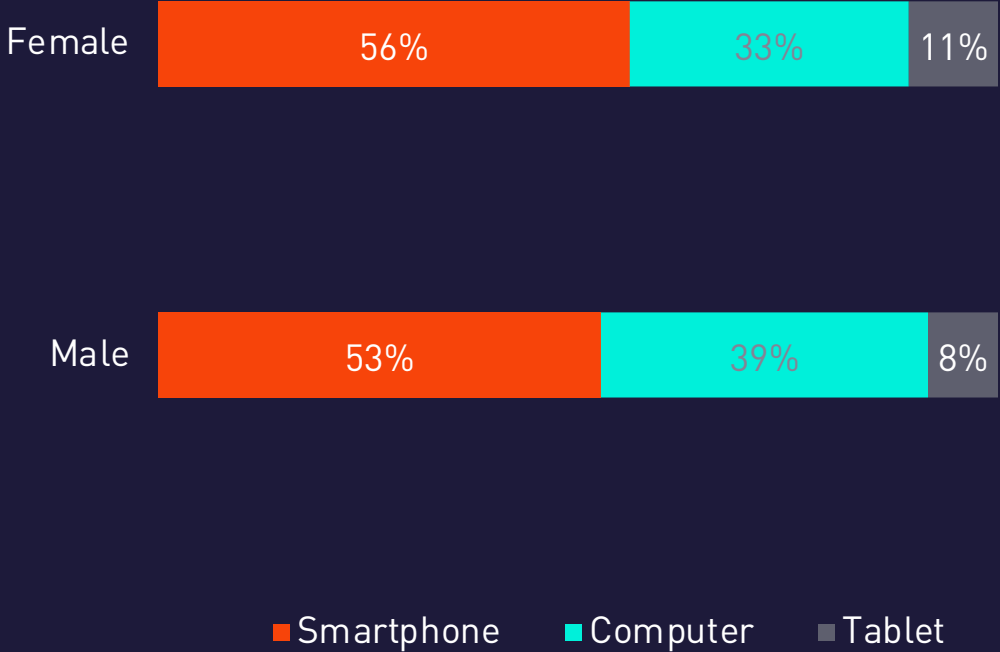


# Share of time online, by device and gender

Over half of time spent online is on smartphones

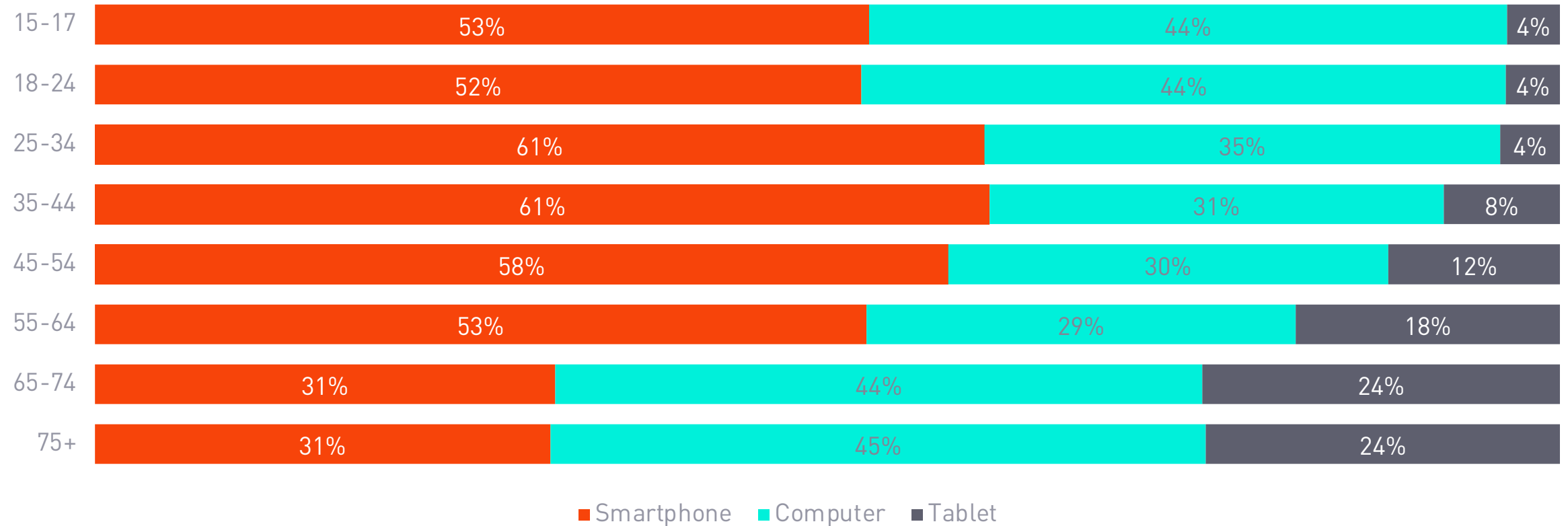


Share of time on smartphones and tablets is slightly higher for women



# Share of time online, by device and age group

Smartphones command over half of time spent online for those aged 15-64. Time spent on tablets increases for 65+





# Top 10 group brands

Ranked by total audience and total mins



# Top 10 group brands, ranked by UK audience 15+ (000s) and total mins (MM)

Google, Facebook and YouTube all reach over 90% of the total internet population (15+)

TikTok, Snapchat and Twitter enter the top 10 for total mins. TikTok commands the highest average mins per person

Group Brand	Audience (000s)	Reach (%)
1. Google	46,567	99.0
2. Facebook & Messenger	44,816	95.2
3. YouTube	43,642	92.7
4. Amazon	42,059	89.4
5. WhatsApp	39,557	84.1
6. BBC	37,167	79.0
7. Instagram	35,539	75.5
8. Microsoft	35,337	75.1
9. eBay	33,131	70.4
10. PayPal	31,015	65.9

Group Brand	Total mins (MM)	Average mins PP per day
1. Facebook & Messenger	37,753	37
2. YouTube	23,664	37
3. Google	21,658	18
4. WhatsApp	11,444	15
5. TikTok	10,593	67
6. Instagram	8,685	17
7. Snapchat	8,347	40
8. Twitter	7,924	23
9. Microsoft	7,452	14
10. BBC	7,322	14



For more information on UKOM and Ipsos Iris visit [UKOM.UK.net](http://UKOM.UK.net) or <https://iris.ipsos.com/>.

If you require training or support, please contact: [support@ipsosiris.com](mailto:support@ipsosiris.com)