

News Release

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UKOM REVEALS THE CHANGING WAY IN WHICH BRITONS SPEND THEIR TIME ONLINE

***One in every four and a half UK minutes online accounted for by Social Networks & Blogs.
Email and Online Games have also leapfrogged Instant Messaging in last three years.***

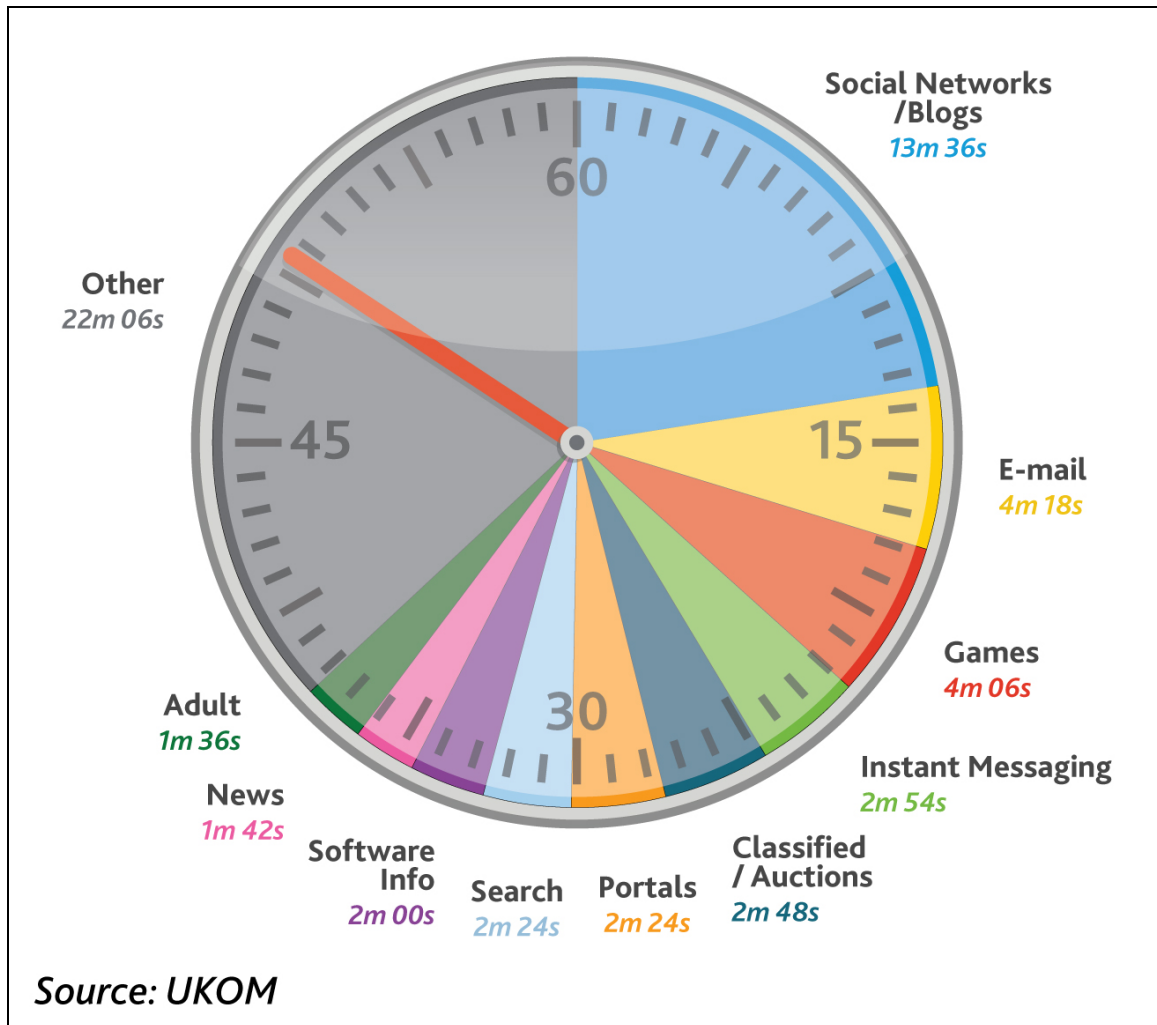
London, 19th May 2010: UKOM (The UK Online Measurement Company) today revealed how the way Britons spend their time online has changed over the last three years. Although Britons spent 65 percent more time online in April 2010 (884 million hours) than they did in April 2007 (536 million hours), the way in which this time has been allocated across different sectors has changed dramatically.

In April 2007, Social Networks & Blogs accounted for less than 9 percent of all UK Internet time (one in every 11 minutes) but in three years the sector has grown to account for almost 23 percent of UK Internet time – the equivalent of one in every four and a half minutes. In other words, if all April 2010 UK Internet Time was condensed into one hour, 13 ½ minutes would be spent on Social Networks & Blogs (see Chart 1).

In absolute terms, the time spent on Social Networks & Blogs between April 2007 and April 2010 has increased by 340 percent, from 40 million hours to 176 million. Only the Coupons/Rewards (516 percent) and Food & Cooking (363 percent) sectors have seen larger relative growth in total time.

The most heavily used sectors, following Social Networks & Blogs, are personal (non-work) Email (7.2 percent share of time / 56 million hours) and Online Games (6.9 percent share / 53 million hours) (see Charts 2a / 2b).

Chart 1: If all April 2010 UK Internet Time was condensed into one hour, how many minutes would be spent on most heavily used sectors



Source: UKOM
 E.g. If all April 2010 UK Internet Time was condensed into one hour, 13 ½ mins would be spent on Social Network/Blog sites

The biggest casualty of the rise in social networking is Instant Messaging (IM) which, three years ago, was the most heavily used sector but has since dropped below Email and Online Games. IM's share of UK Internet time has fallen from 14 percent to 5 percent – a relative drop of 66 percent (see Chart 2a).

In contrast, personal Email, which many predicted to be another casualty of the social networking phenomenon, has actually increased its share of online time from 6.5 percent to 7.2 percent – a relative rise of 11 percent. In absolute terms, Britons now spend 88 percent more time on Email sites than they did three years ago but 42 percent less time Instant Messaging (see Chart 2b).

The online news sector has also seen strong growth with Britons now spending 212 percent more time on news sites (22 million hours in April 2010) than they did three years ago (7 million hours in April 2007). Consequently, news sites account for 2.8 percent of online time compared to 1.5 percent three years ago – a relative increase in share of 84 percent.

Like Email, the general Portals (such as Yahoo! And MSN) are another area that has prospered despite premature obituaries. Britons are spending 87 percent more time on them than three years ago – 31 million hours in April 2010 compared to 17 million three years ago. Consequently the Portals’ share of online time has increased, relatively, by 10 percent from 3.7 to 4.0 percent.

Speaking on behalf of UKOM, Alex Burmaster says, “Despite the large increase in the amount of time people spend online and the increasing proliferation of websites and online services, one thing has remained constant and that is the bulk of time accounted for by communicating, networking and playing games. These are the pillars on which the Internet as a heavily used medium are built.”

Chart 2a: Leading UK sectors by April 2010 share of total UK Internet time – and change in share since April 2007 (ranking for “share of time” and “total time” are the same)

Rank	Leading sector by total / share of UK Internet time - April 2010	Share of UK Internet time – April 2010	Share of UK Internet time – April 2007	Relative Change in Share of UK Internet Time
1	Social Networks/Blogs	22.7%	8.8%	159%
2	E-mail	7.2%	6.5%	11%
3	Games	6.9%	5.9%	15%
4	Instant Messaging	4.9%	14.2%	-66%
5	Classifieds/Auctions	4.7%	5.0%	-6%
6	Portals	4.0%	3.7%	10%
7	Search	4.0%	4.1%	-3%
8	Software Info/Products	3.4%	5.3%	-36%
9	News	2.8%	1.5%	84%
10	Adult	2.7%	2.8%	-3%
-	Other	36.8%	42.2%	-13%

Source: UKOM

E.g. in April 2010, 23% of all UK Internet time was spent on Social Network/Blog sites compared to 9% in April 2007 – a relative increase in share of time of 159%

Chart 2b: Leading UK sectors by April 2010 total UK Internet time – and change in total since April 2007 (ranking for “share of time” and “total time” are the same)

Rank	Leading sector by total / share of UK Internet time - April 2010	Total UK Internet time (millions of hours) – April 2010	Total UK Internet time (millions of hours) – April 2007	Relative Change in Total UK Internet Time
1	Social Networks/Blogs	176	40	340%
2	E-mail	56	30	88%
3	Games	53	27	96%
4	Instant Messaging	38	65	-42%
5	Classifieds/Auctions	36	23	60%
6	Portals	31	17	87%
7	Search	31	19	64%
8	Software Info/Products	26	24	9%
9	News	22	7	212%
10	Adult	21	13	65%

Source: UKOM

E.g. in April 2010, 176 million UK hours were spent on Social Network/Blog sites compared to 40 million in April 2007 – a relative increase in total time of 340%

About UKOM

The UK Online Measurement Company is a cross-industry organisation set up to specify and oversee the robust measurement of online audiences, to the standards required for the purposes of brand campaign planning by advertisers and agencies. It is run by the IAB and AOP representing media owners, with oversight by ISBA on behalf of advertisers and IPA on behalf of agencies.