

Scale of UK news websites

Enders Analysis submission to the CMA

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Summary of evidence on top 25 “all-news” websites

ComScore data:

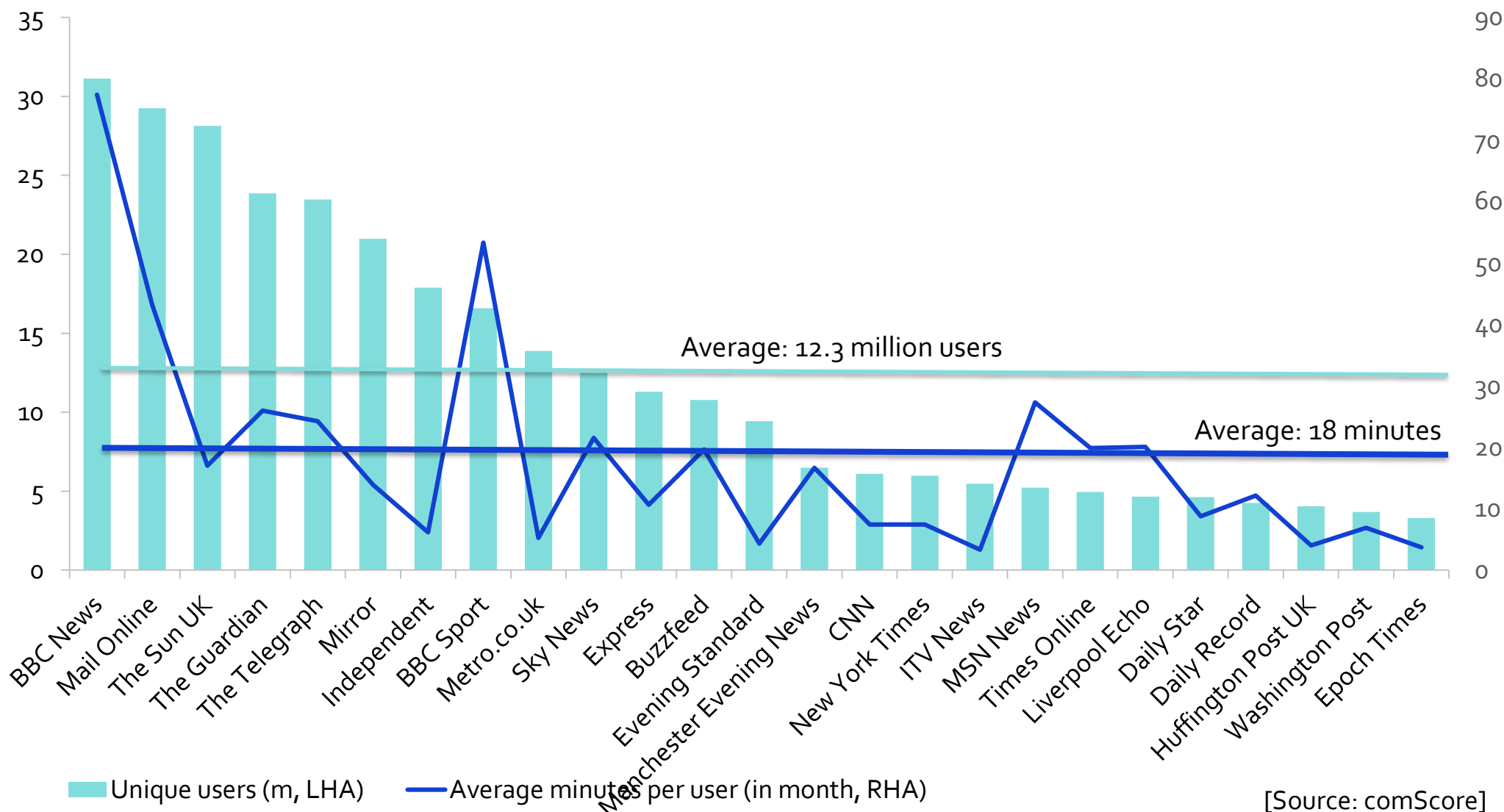
- Data on (default definition) of UK audience: unique monthly users aged 6+ (desktops, laptops) and aged 18 and over (desktops, laptops, smartphones and tablets)
- Minutes of consumption are for “all-news” websites in September 2017
- Comparisons over time can only be made for 2015 and onwards due to prior reliance on desktop/laptop data alone

High-level observations:

- Internet users consulted on average 6 sources in the month of September 2017:
 - The top 25 websites generated a combined total of just over 300 million unique users; divided by an internet user population of 50 million in the UK, that yields an average of 6 online news sources consulted
 - The average masks what is likely to be a skewed pattern: some users will consult many sources online, others just one or two
- There are clear differences in scale between websites : BBC, Mailonline, The Sun UK each had at least 25 million users (at least 50% reach of users 6+), and The Guardian was close behind
- In September 2017, time spent per average user on the top 25 websites was 18 minutes, with the exception of BBC “all-news” (77 minutes) and BBC Sport (53 minutes). Higher monthly minutes of usage may partly be explained by higher frequency of interaction with BBC news sites than other sites enjoy
- The Sun and Sky News each had high reach in September 2017, but no more than average usage (around 18 minutes)
- Traffic to the website of The Sun UK has risen sharply since the paywall was taken down as of November 2015, propelling the site into 3rd place

Digital scale – reach, time spent : September 2017

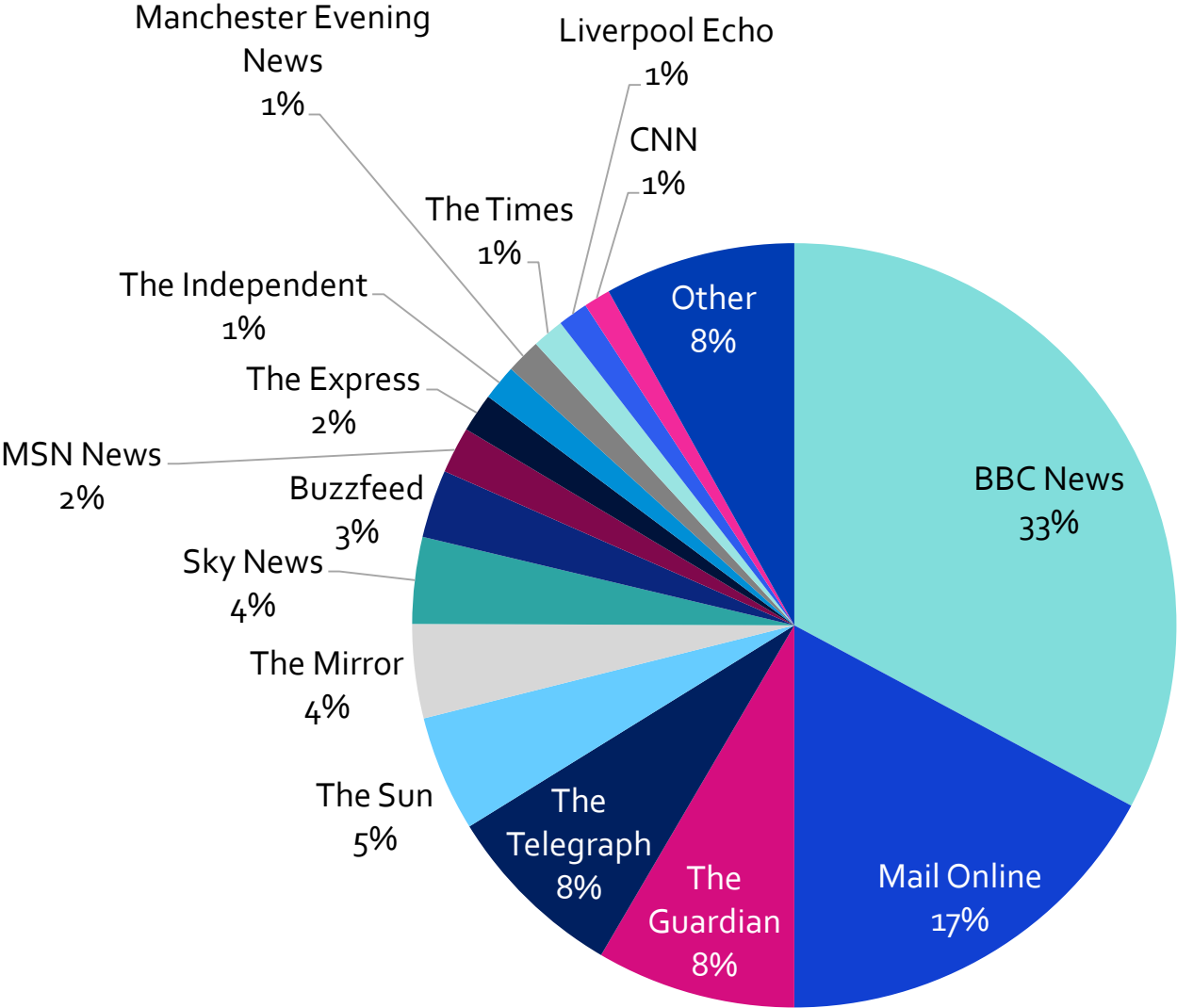
Top 25 websites for "all-news" in the UK (September 2017)



[Source: comScore]

Digital scale – market share

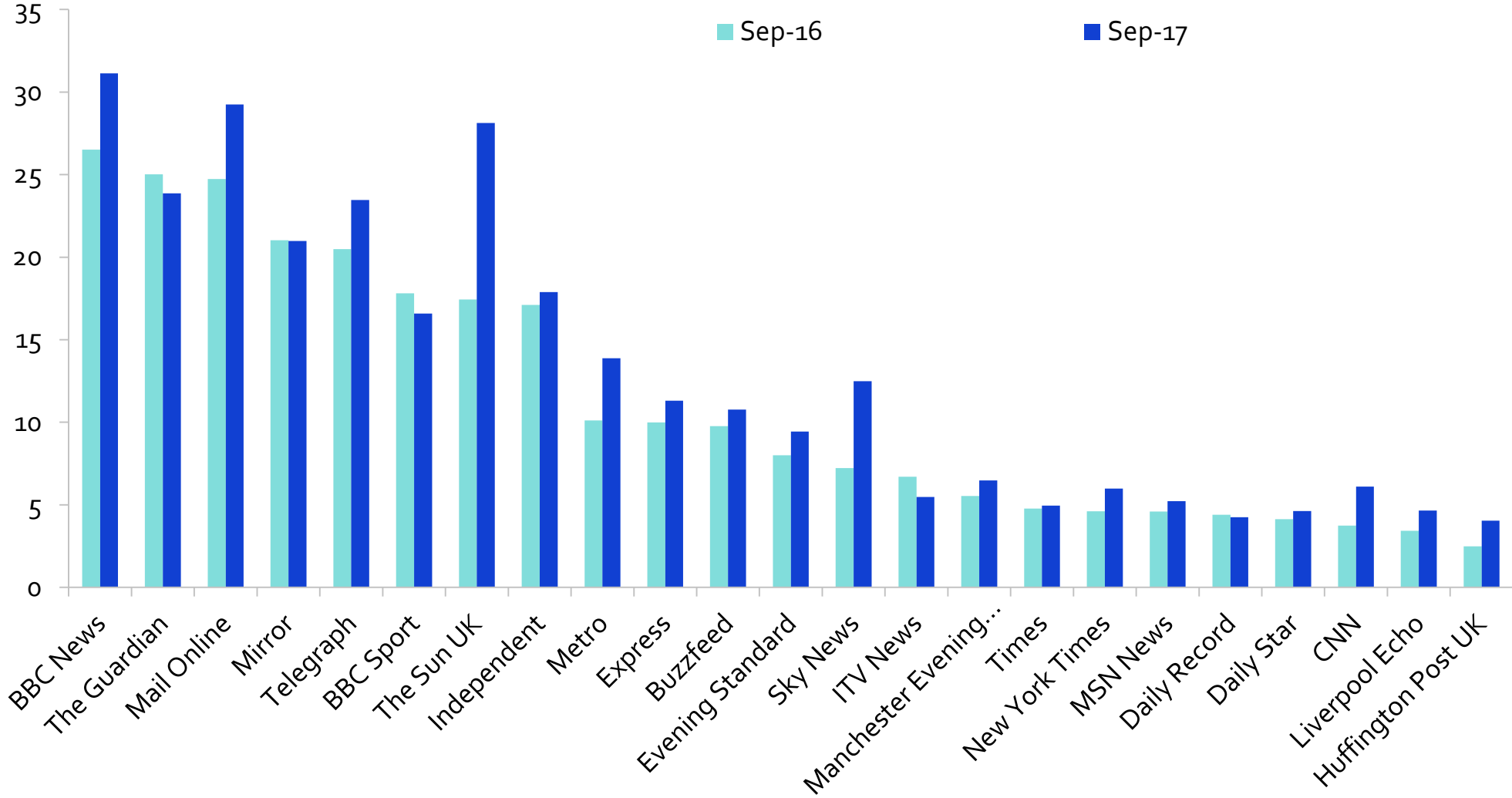
Share of total minutes between the top UK news websites (September 2017)



[Source: comScore]

Digital scale – reach, time spent

Top websites for news in the UK by unique users (m)



[Source: comScore]