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

Average: 12.3 million users
Average: 18 minutes

[Source: comScore]
Digital scale – market share

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

- BBC News: 33%
- Mail Online: 17%
- The Guardian: 8%
- The Telegraph: 8%
- The Sun: 5%
- Buzzfeed: 3%
- Sky News: 4%
- The Mirror: 4%
- Manchester Evening News: 1%
- The Independent: 1%
- The Times: 1%
- CNN: 1%
- MSN News: 2%
- The Express: 2%
- Other: 8%

[Source: comScore]
Digital scale – reach, time spent

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

[Source: comScore]