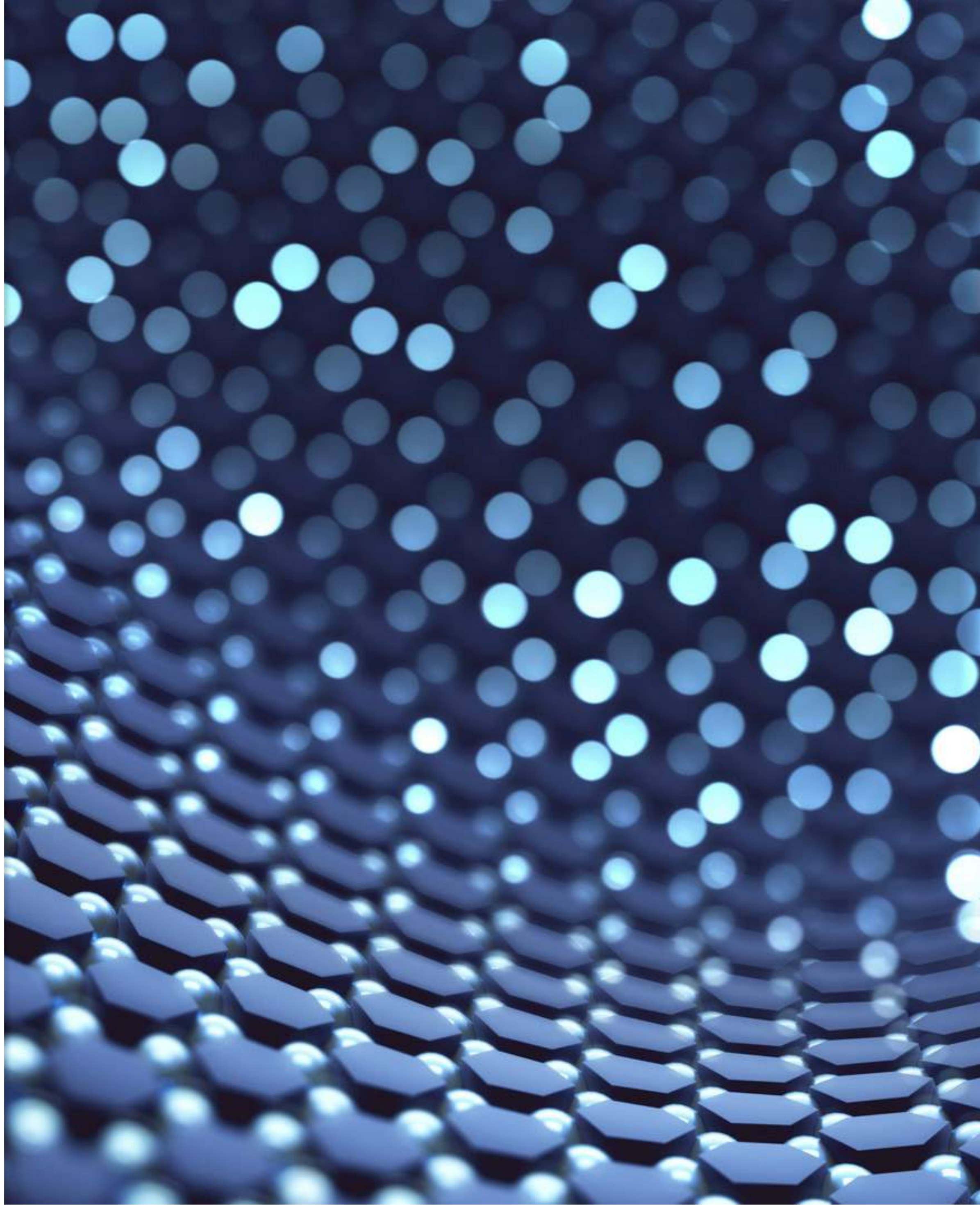
comScore

2016 | FIRST EDITION

# GLOBAL DIGITAL FUTURE IN FOCUS



# ABOUT THIS REPORT

Reporting on over 40 markets worldwide, comScore has a unique perspective on the evolution of digital audiences, behaviours and advertising

40+ GLOBAL MARKETS

UNIQUE PERSPECTIVE

DIGITAL AUDIENCES

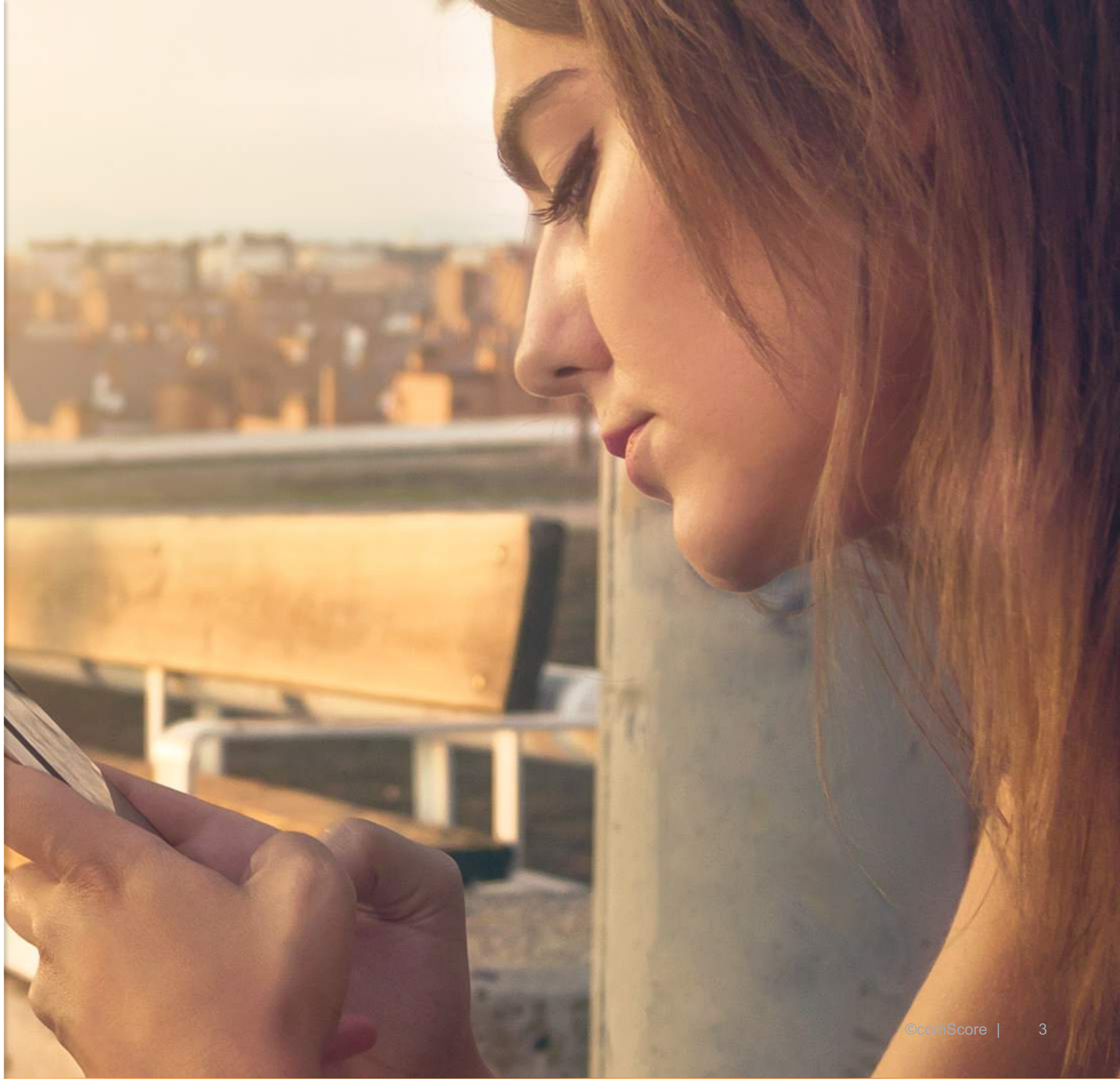
DIGITAL BEHAVIOURS

DIGITAL ADVERTISING

This report highlights key trends that have emerged globally, citing local examples to demonstrate the impact of changes to the online ecosystem.

Whilst broad in scope, it is not intended to be exhaustive, and we'd encourage you to speak to local representatives as well as explore the insights section of our website for more detailed and country-specific data.

# THE DIGITAL LANDSCAPE IS MORE GLOBAL THAN EVER

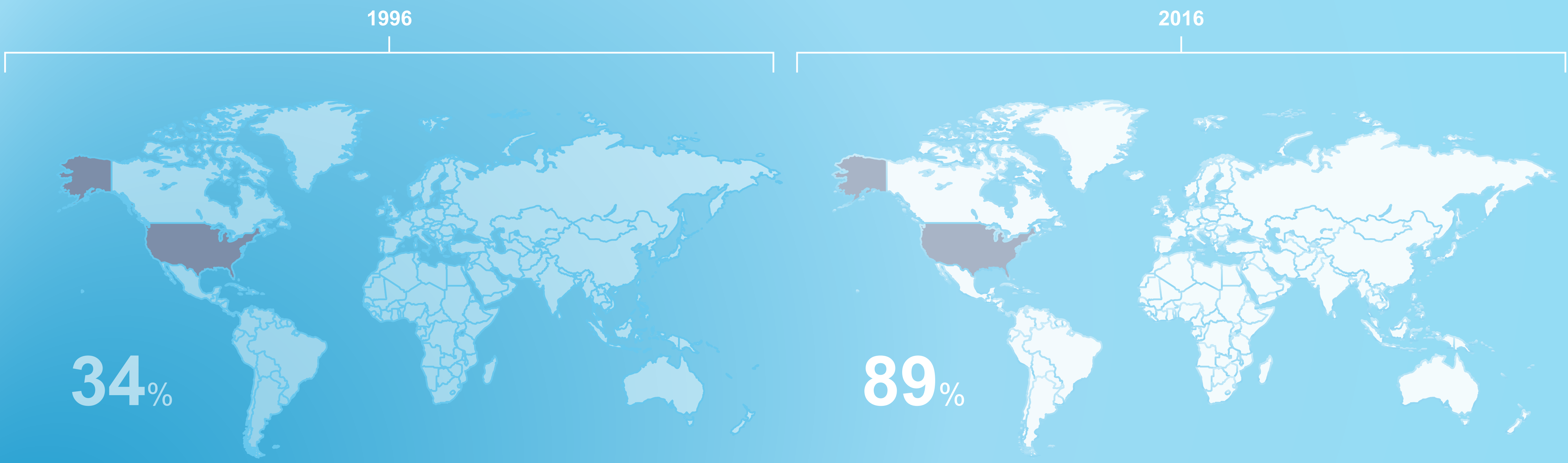


# ‘NON-US’ HAS SOARED IN SIGNIFICANCE

In the 20 years since 1996, the proportion of non-US internet users measured by comComScore has increased from 34% of the global desktop population to 89%

GLOBAL

**Global non-US internet users**



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In the 20 years since 1996, the proportion of non-US internet users measured by comScore has increased from 34% of the global desktop population to 89%

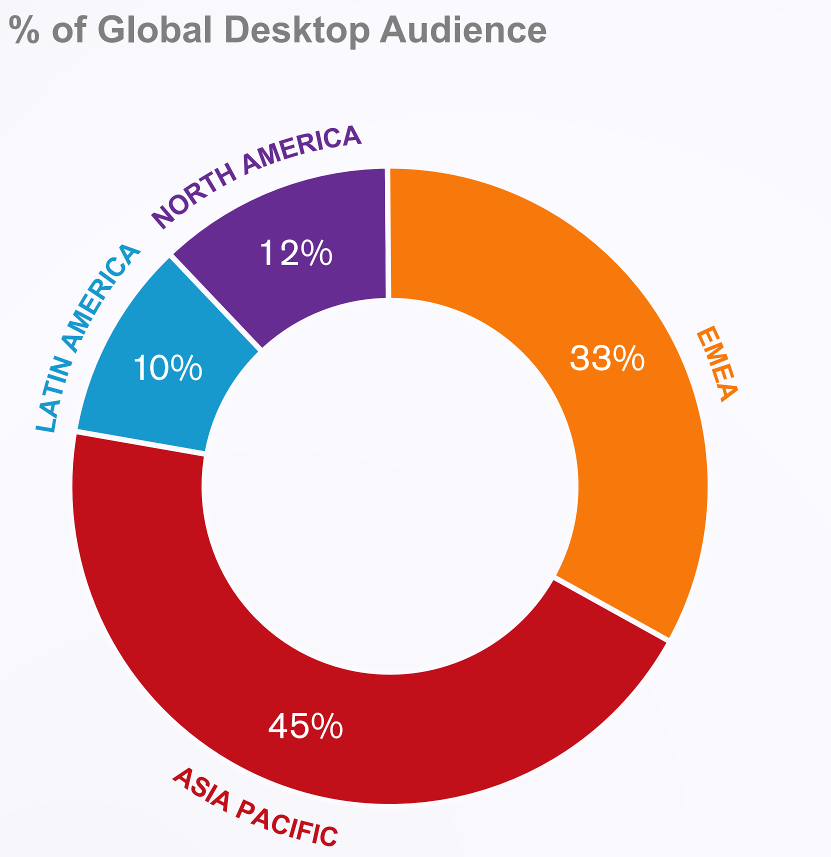
GLOBAL

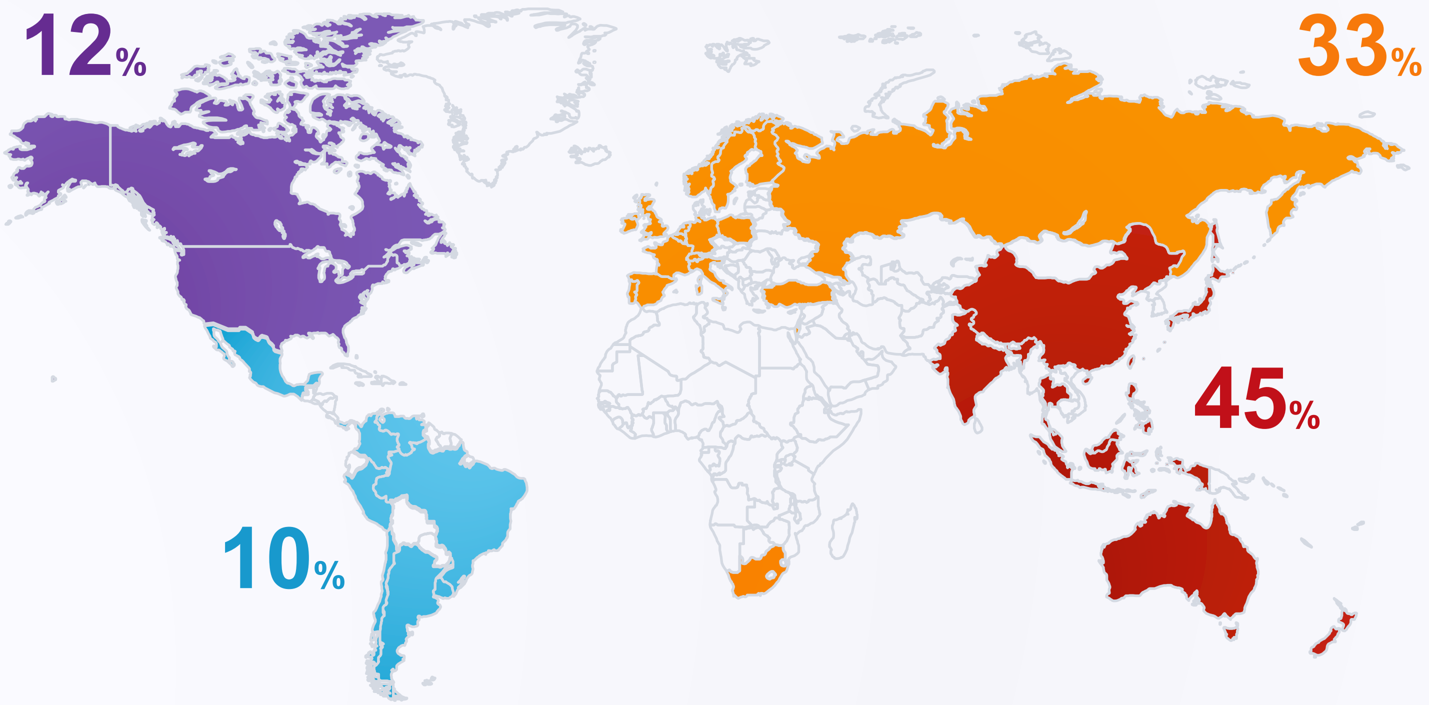
**Global non-US internet users**

# 89%

# APAC & EMEA DELIVER THE MAJORITY OF GLOBAL DESKTOP USERS

Over three quarters of desktop internet users are located in the two largest regions, with North America and Latin America almost reaching parity with one another



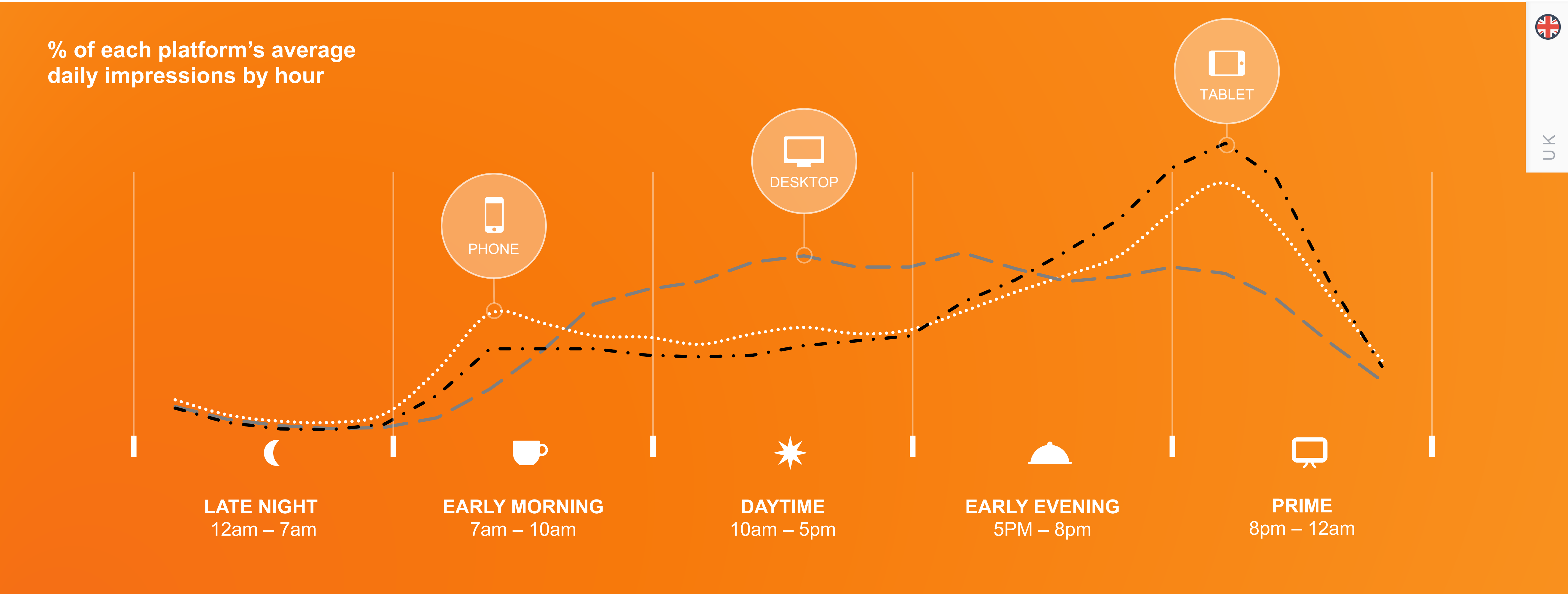




GLOBAL

# A MULTI-PLATFORM WORLD HAS CHANGED HOW WE USE DIGITAL THROUGHOUT OUR DAY

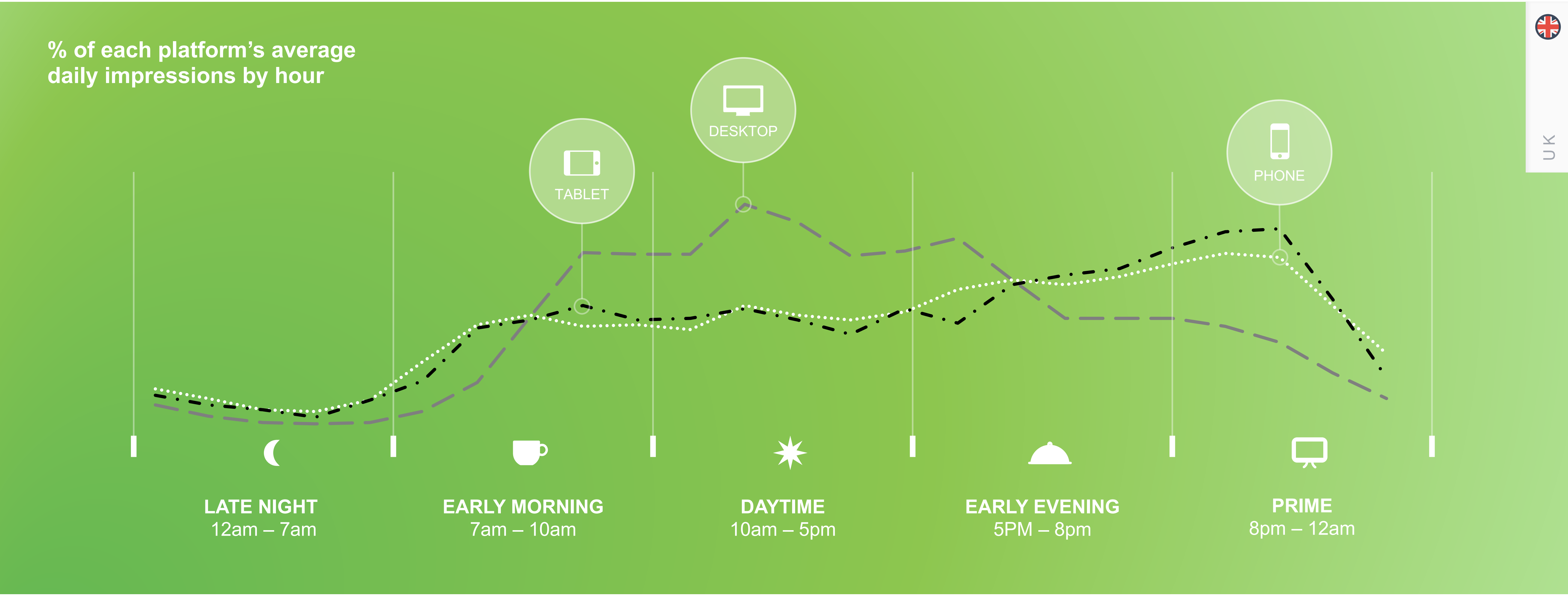
# EACH PLATFORM ENJOYS 'PEAK' DAYPARTS

When looking at the percentage of each platform's daily impressions by hour, desktop is more evenly distributed, while smartphones and tablets generate more distinct morning and evening peaks



# MOBILE DEVICES ARE ‘ALWAYS ON’ FOR NEWS CONSUMPTION

News consumption shows a flatter, more ‘always-on’ usage profile on mobile devices, although smartphone and tablet consumption still peak in the evening



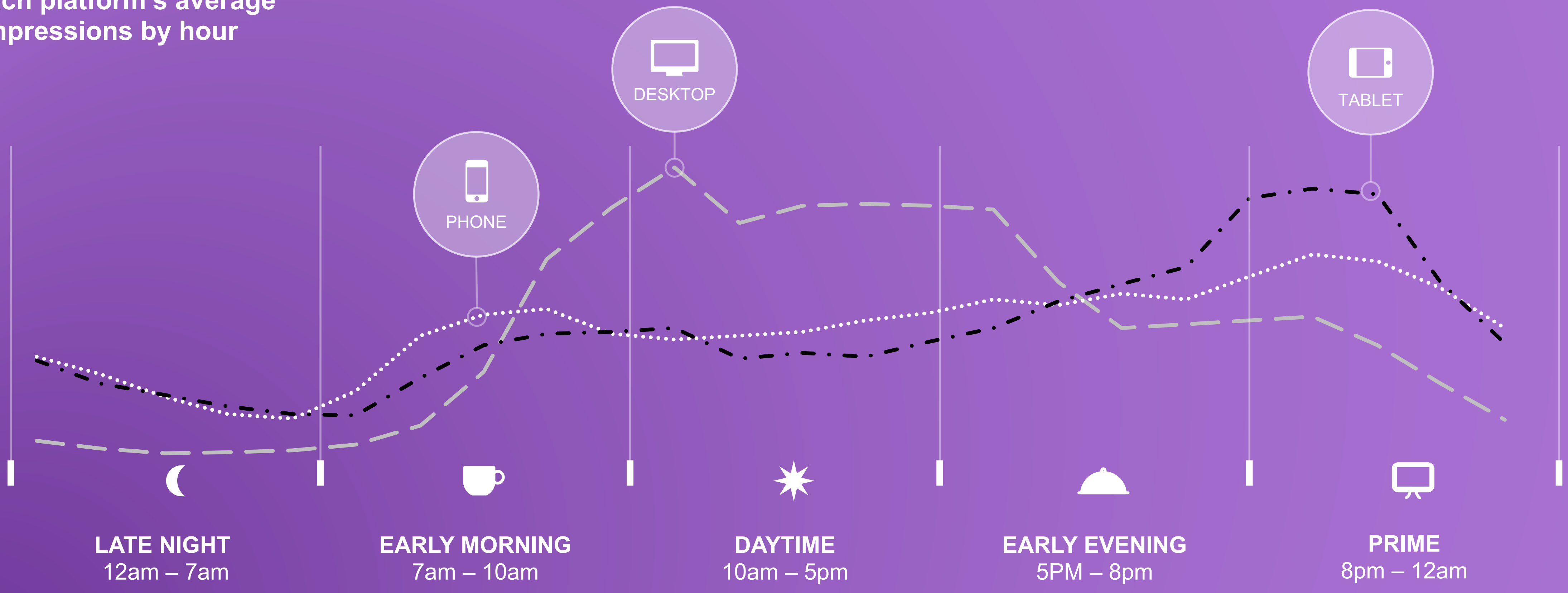

comScore

# RETAIL IS DEFINED BY MORE PROMINENT PEAKS ON LARGER SCREENS

Tablet devices show one of their largest and longest evening peaks for the retail category, but very limited usage through the rest of the day. Interestingly, desktop retail consumption peaks during the mid-morning period

UK

**% of each platform's average daily impressions by hour**





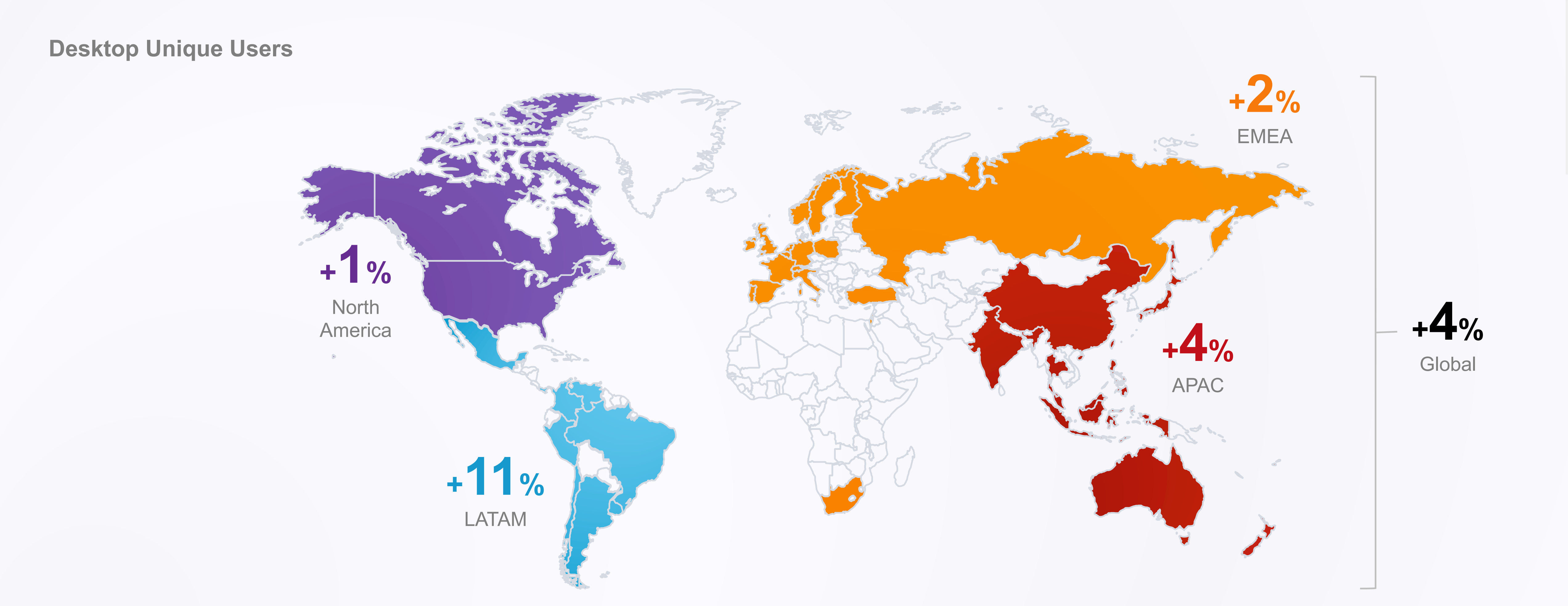

 | Source: comScore custom data, October 2016 | 

# EVEN IN A MULTI-PLATFORM WORLD, DESKTOP IS GROWING AND EVOLVING ITS ROLE

# GLOBAL DESKTOP AUDIENCES ARE STILL GROWING

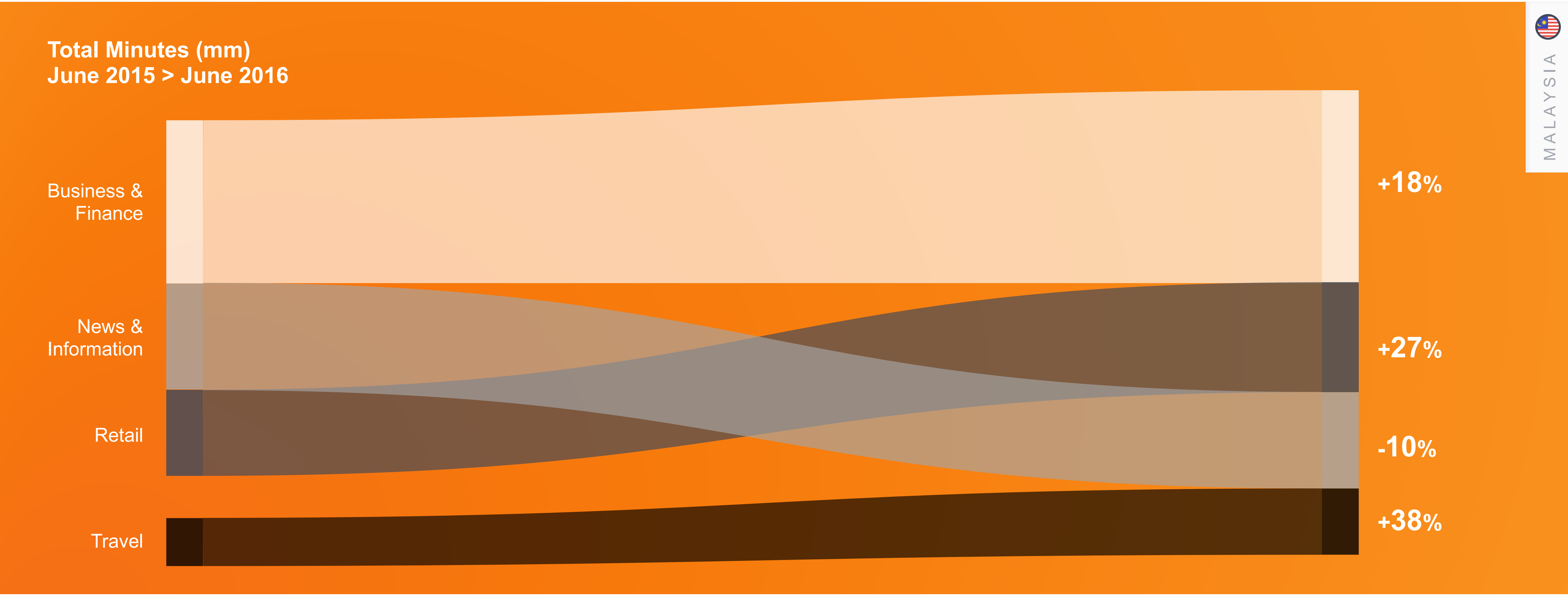
Despite the explosive growth of smartphone and tablet platforms, desktop audiences remain better than stable, showing incremental growth in all regions

GLOBAL



# FUNCTION / CONTENT DICTATE CONSUMPTION CHANGES

Taking data from Malaysia as an example, it's clear that less 'instant' categories such as travel and retail have continued to thrive and grow overall time on desktop, despite growing mobile ubiquity that has taken desktop minutes away from categories such as news



# DESKTOP OFFERS FOCUSED POCKETS OF VALUABLE AUDIENCES

The shift to mobile and multi-platform usage has been uneven by demographics and categories. The result is strong over- and under-indexes that present challenges and opportunities for publishers and advertisers when recruiting or targeting

UK

## Index of unique users

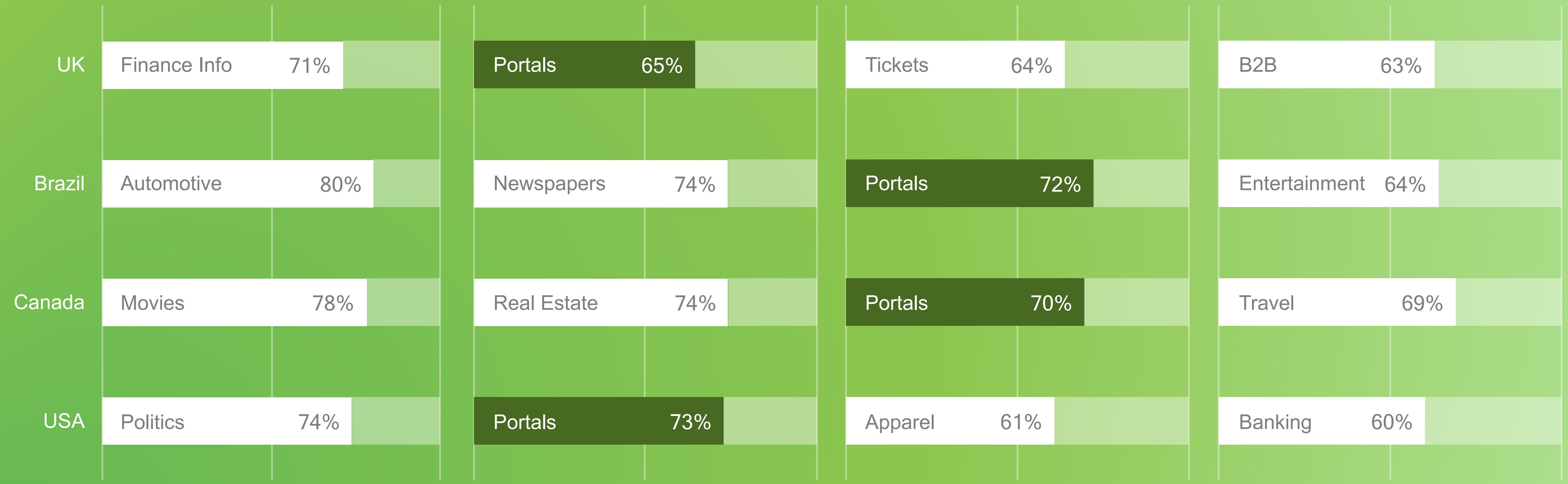
| | | Business/Finance | Entertainment | Games | Lifestyles | News/Information | Portals | Retail | Social Media | Sports | Technology | Travel |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Male & Female | Persons: 15-24 | 80 | 102 | 116 | 90 | 90 | 96 | 96 | 101 | 85 | 98 | 79 |
| | Persons: 25-34 | 97 | 100 | 95 | 95 | 97 | 99 | 100 | 97 | 95 | 99 | 96 |
| | Persons: 35-44 | 105 | 100 | 101 | 101 | 102 | 102 | 102 | 98 | 101 | 99 | 103 |
| | Persons: 45-54 | 113 | 99 | 93 | 109 | 108 | 103 | 102 | 102 | 113 | 101 | 114 |
| | Persons: 55+ | 125 | 96 | 85 | 120 | 114 | 104 | 101 | 106 | 124 | 106 | 131 |
| Males | Males: 15-24 | 82 | 103 | 129 | 88 | 92 | 96 | 97 | 100 | 103 | 102 | 78 |
| | Males: 25-34 | 100 | 102 | 104 | 94 | 99 | 99 | 102 | 96 | 116 | 103 | 95 |
| | Males: 35-44 | 108 | 101 | 104 | 100 | 104 | 102 | 104 | 96 | 119 | 103 | 102 |
| | Males: 45-54 | 115 | 101 | 95 | 106 | 110 | 103 | 105 | 99 | 128 | 106 | 113 |
| | Males: 55+ | 130 | 98 | 81 | 120 | 119 | 105 | 103 | 106 | 146 | 114 | 136 |
| Females | Females: 15-24 | 76 | 101 | 102 | 91 | 89 | 96 | 94 | 101 | 64 | 94 | 81 |
| | Females: 25-34 | 94 | 99 | 85 | 96 | 95 | 99 | 99 | 98 | 71 | 94 | 96 |
| | Females: 35-44 | 102 | 99 | 97 | 102 | 99 | 103 | 101 | 100 | 81 | 94 | 103 |
| | Females: 45-54 | 110 | 98 | 91 | 111 | 105 | 102 | 99 | 105 | 96 | 95 | 115 |
| | Females: 55+ | 120 | 94 | 89 | 120 | 109 | 103 | 99 | 107 | 102 | 98 | 125 |


 | Source: comScore MMX, June 2016 | 

# DESKTOP STILL DOMINATES TIME FOR CERTAIN CATEGORIES

Mobile has overtaken desktop minutes in many regions, but desktop devices still lead for some content types. Portals feature prominently in all of the regions shown, as an example of a category still heavily weighted towards desktop consumption

**Desktop % Total Minutes**



# GULF OPENING BETWEEN HEAVY AND LIGHT DESKTOP USERS

Another side effect of a more fragmented media mix is the increasing behavioural differences between heavy and light desktop users, even on broad-appeal categories such as social media and travel

FRANCE



 | Source: comScore Segment Metrix, June 2016 | 

# MOBILE DOESN'T CANNIBALISE DESKTOP, ADDS INCREMENTAL TIME AND AUDIENCES

# MOBILE BOOSTS DIGITAL MINUTES, DOESN'T CANNIBALISE DESKTOP

Total minutes on desktop have remained largely flat in the past 12 months, but the impact of mobile is dramatic, adding incremental digital time and opportunity

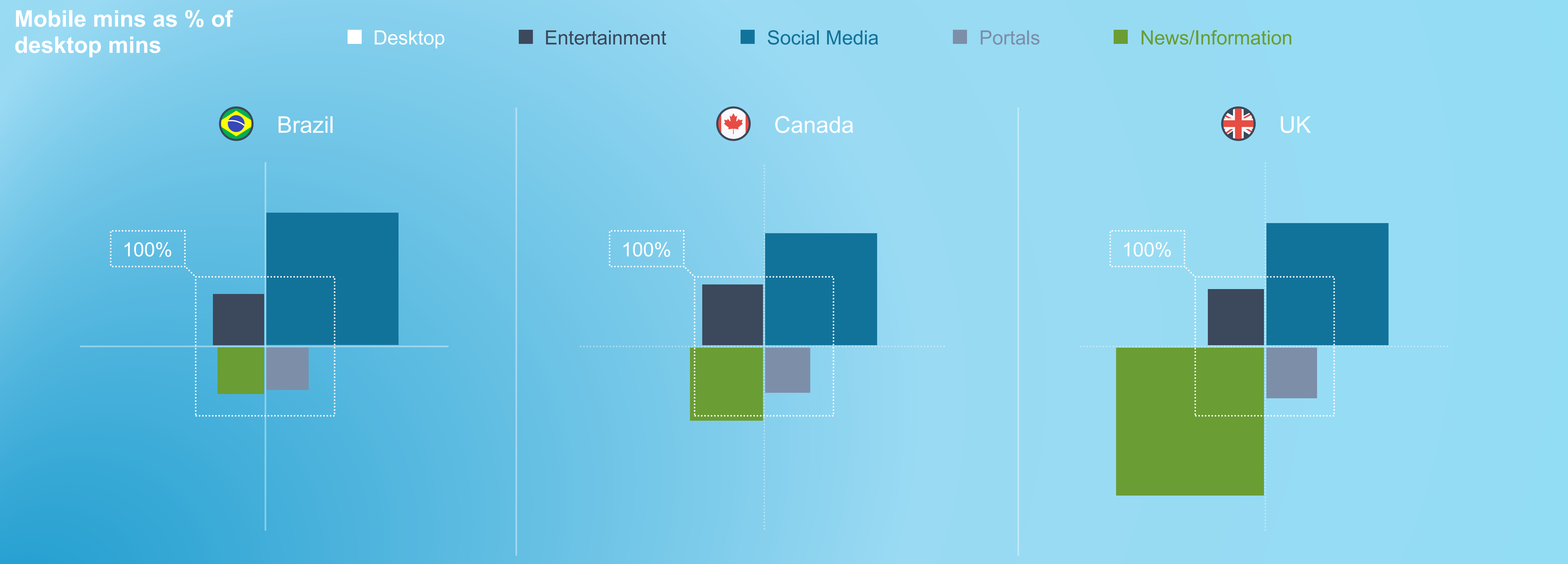
**Total minutes**




 | Source: comScore MMX Multi-Platform, June 2016 |

# MOBILE IMPACT ON CATEGORIES PROVIDES VARYING OPPORTUNITY

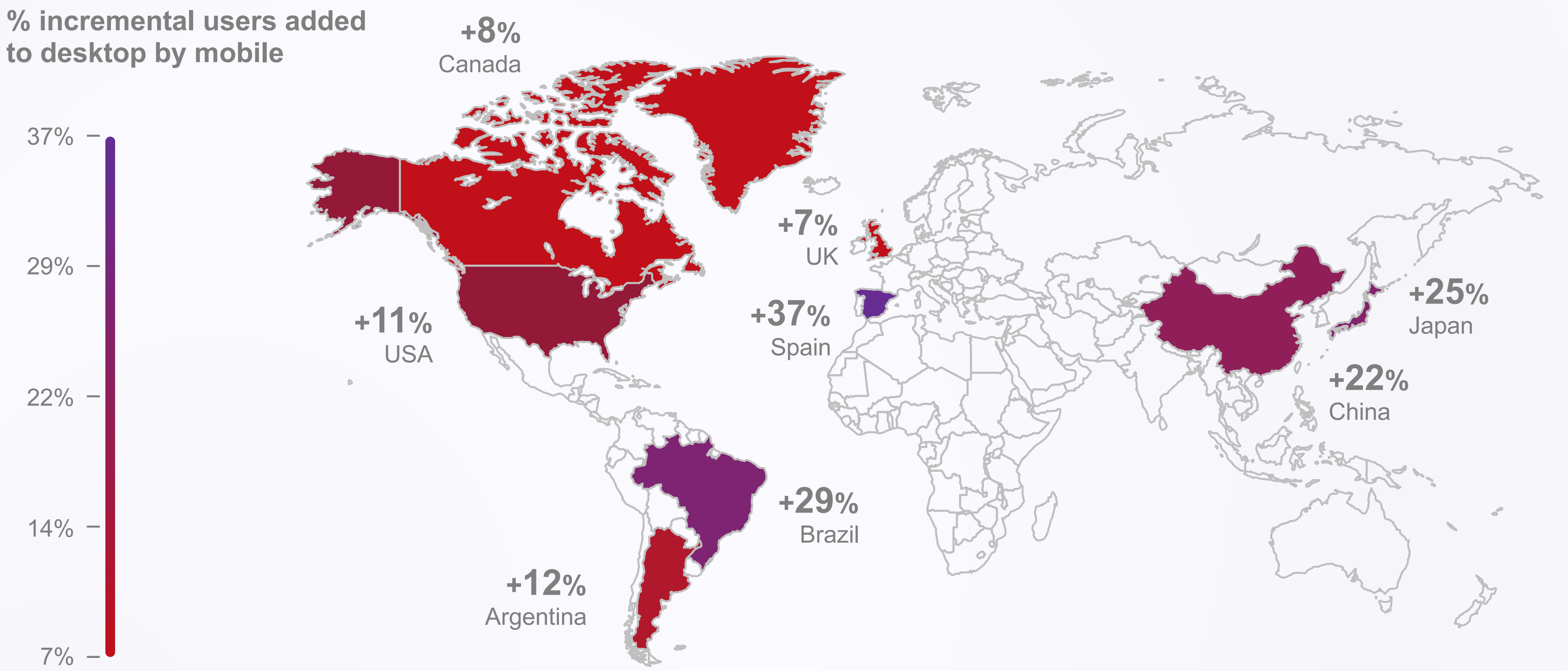
The relative impact of mobile on different content categories has major implications for both publishing and advertising. Social media is heavily dominated by mobile usage in the majority of regions, whereas news appears to vary by location



# MOBILE HAS ADDED USERS WHO ARE NOT ACTIVE ON DESKTOP

The majority of consumers use mobile to complement desktop usage, but mobile adds incremental audiences that are not active on desktop. Of the selected markets featured, Spain and Brazil especially demonstrate that this is already a significant factor

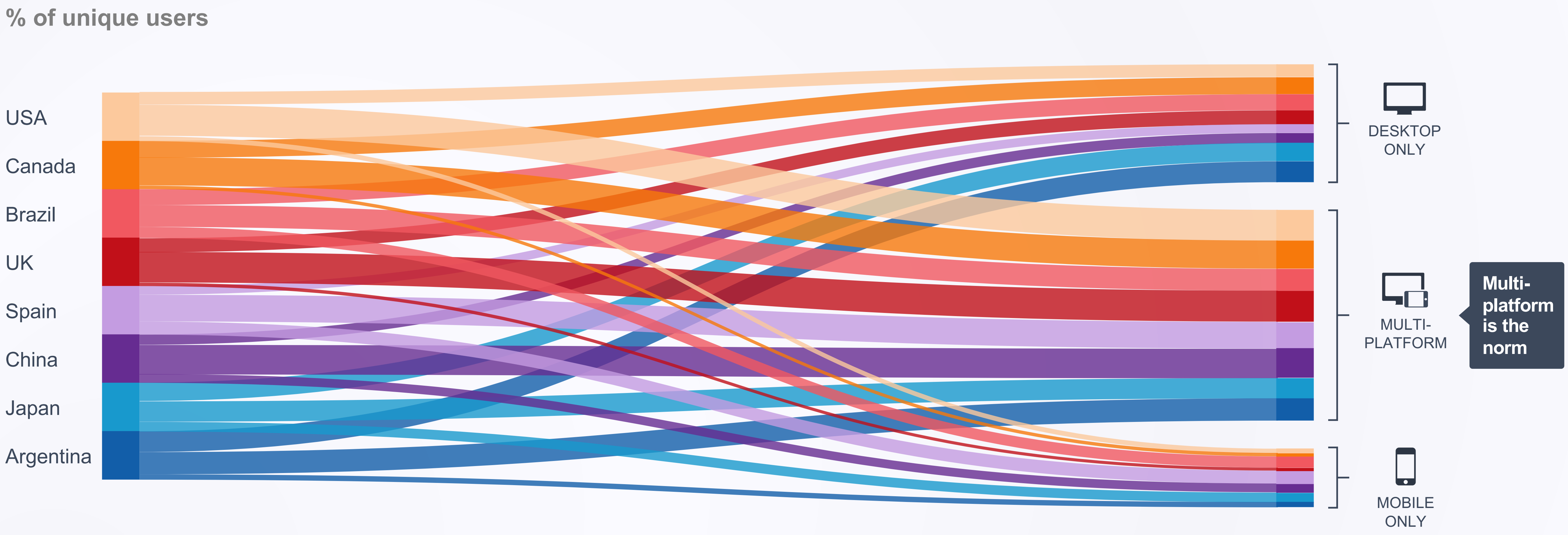
GLOBAL



# DOMINANCE OF MULTI-PLATFORM MAJORITIES

Between the polar extremes of ‘desktop only’ and ‘mobile only’ usage, the overwhelming majority of users now use several platforms within a month

GLOBAL



# PLATFORM SELECTIVITY HAS POLARISED SOME DIGITAL BEHAVIOURS / AUDIENCES

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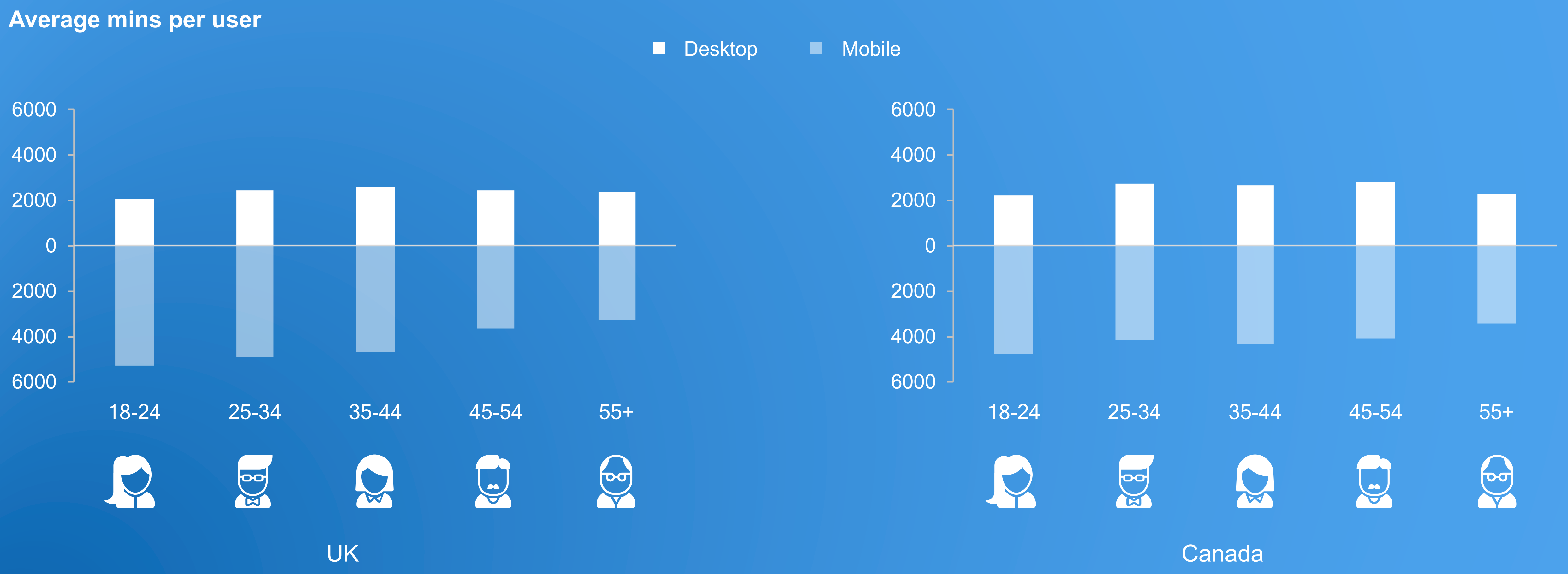
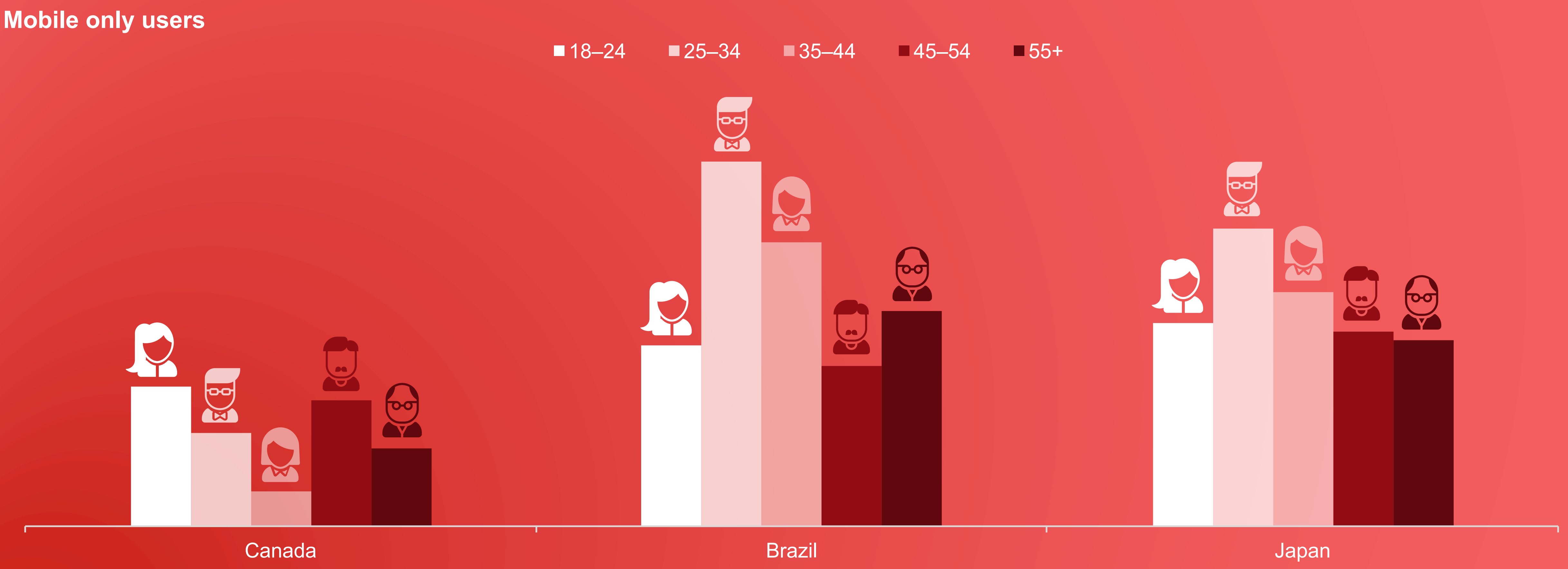
# AVERAGE MINUTES BY PLATFORM ARE POLARISED BY AGE GROUP

Average minutes per user on desktop and mobile platforms are almost mirrored through age brackets, with older users leaning proportionally more heavily on desktop



# YOUNGER USERS MORE LIKELY TO GO 'MOBILE ONLY'

In line with spending more minutes on average on mobile devices, younger users across the globe are more likely to abandon desktop altogether – 18 – 34 year olds lead the way in all regions when it comes to mobile only internet usage



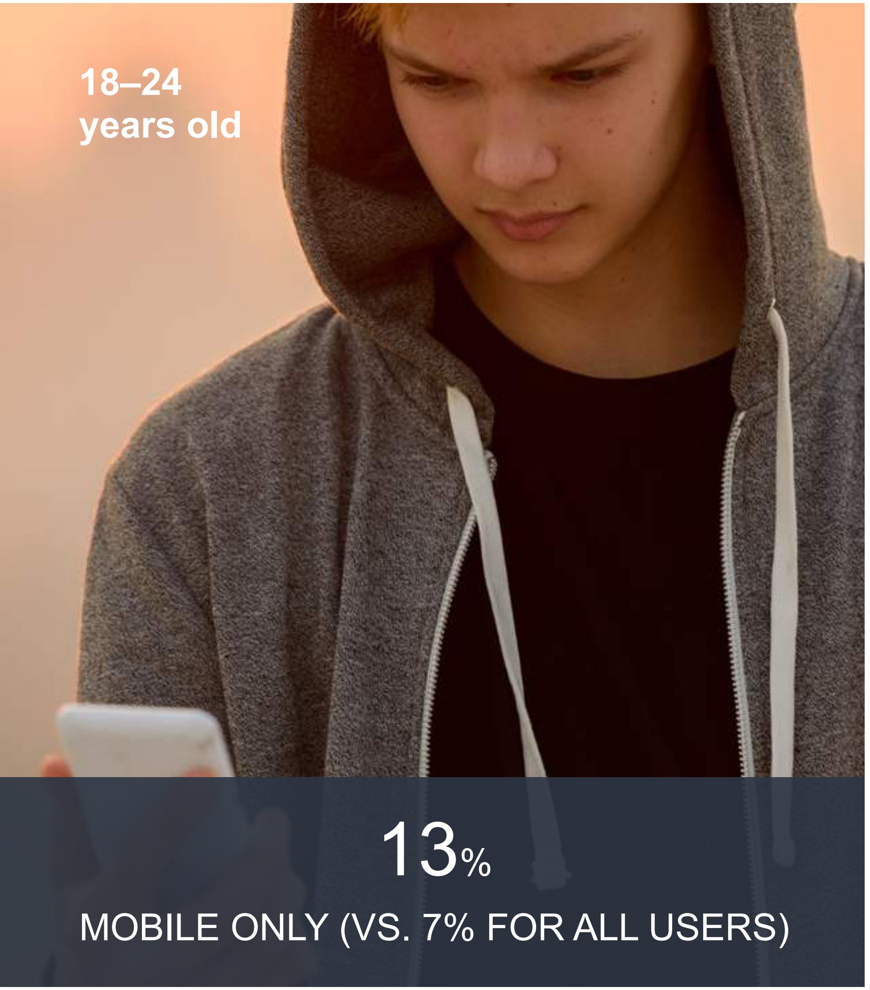


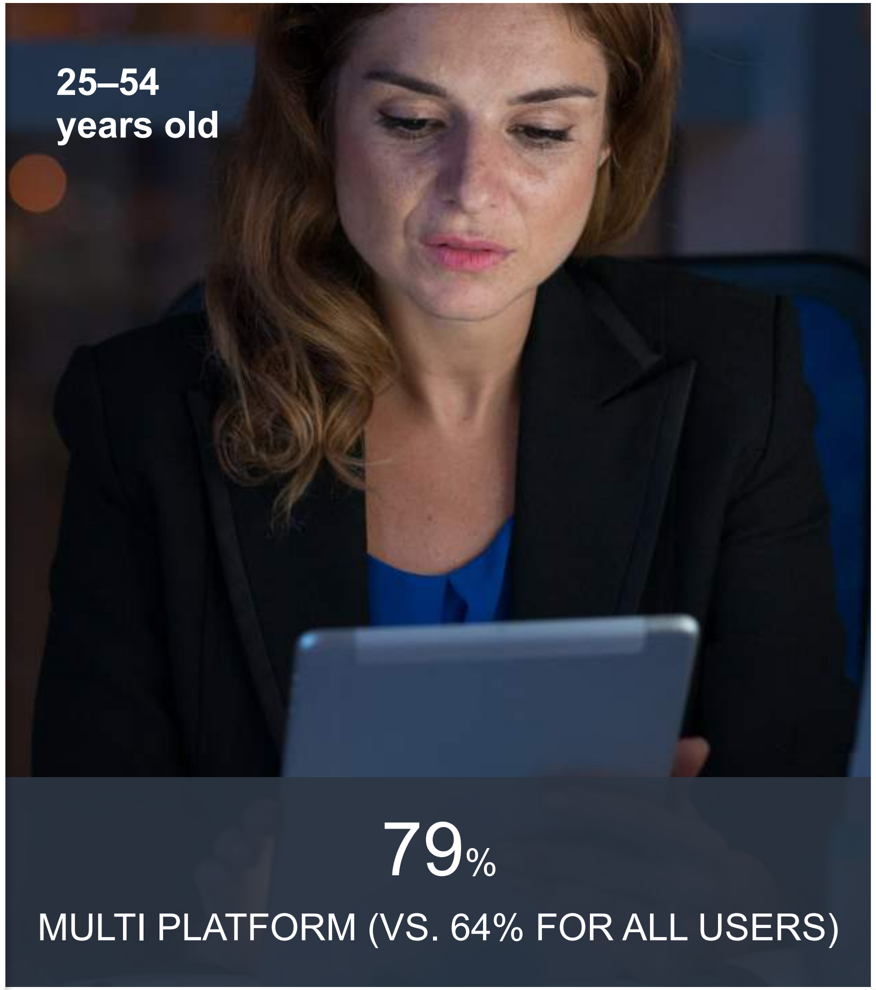

 | Source: comScore MMX Multi-Platform, June 2016 *Japan uses a census-based methodology for mobile measurement | 

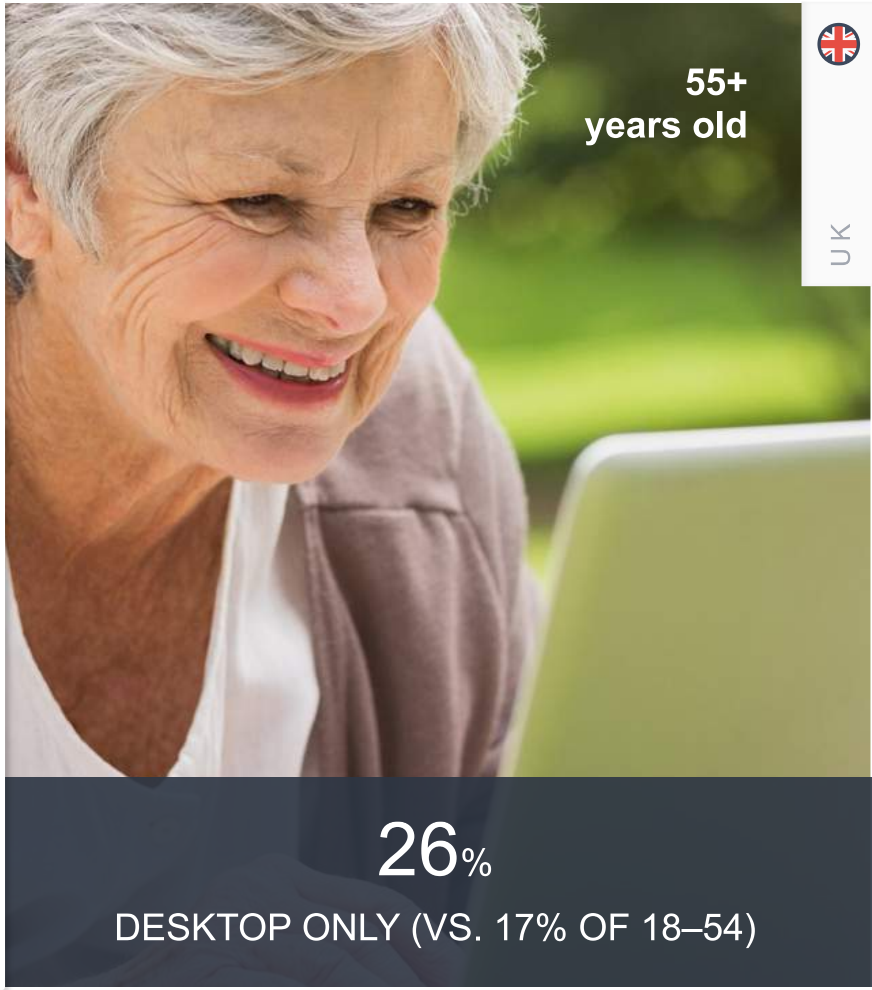
# PLATFORM ADOPTION HAS IMPACTED DEMOGRAPHIC PROFILES

Advertisers and publishers can now use weight of usage as a means of reaching different audiences by platform, to factor into reach & frequency considerations.

UK



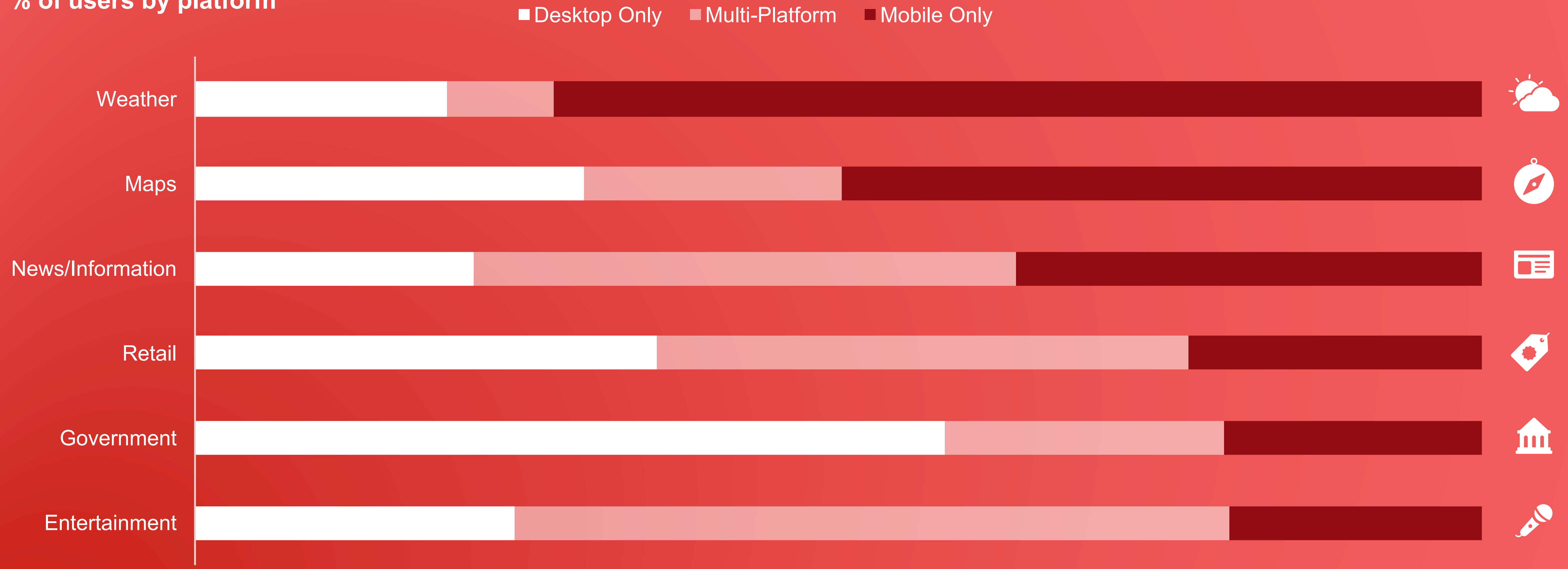



# PLATFORM CHOICE INFLUENCED HEAVILY BY CONTENT

With multiple screens available to a growing number of people, it is no surprise that consumption is increasingly following content type. More ad-hoc tasks such as weather and maps are overwhelmingly on mobile devices, but users prefer desktop for retail and official administrative tasks

BRAZIL

**% of users by platform**

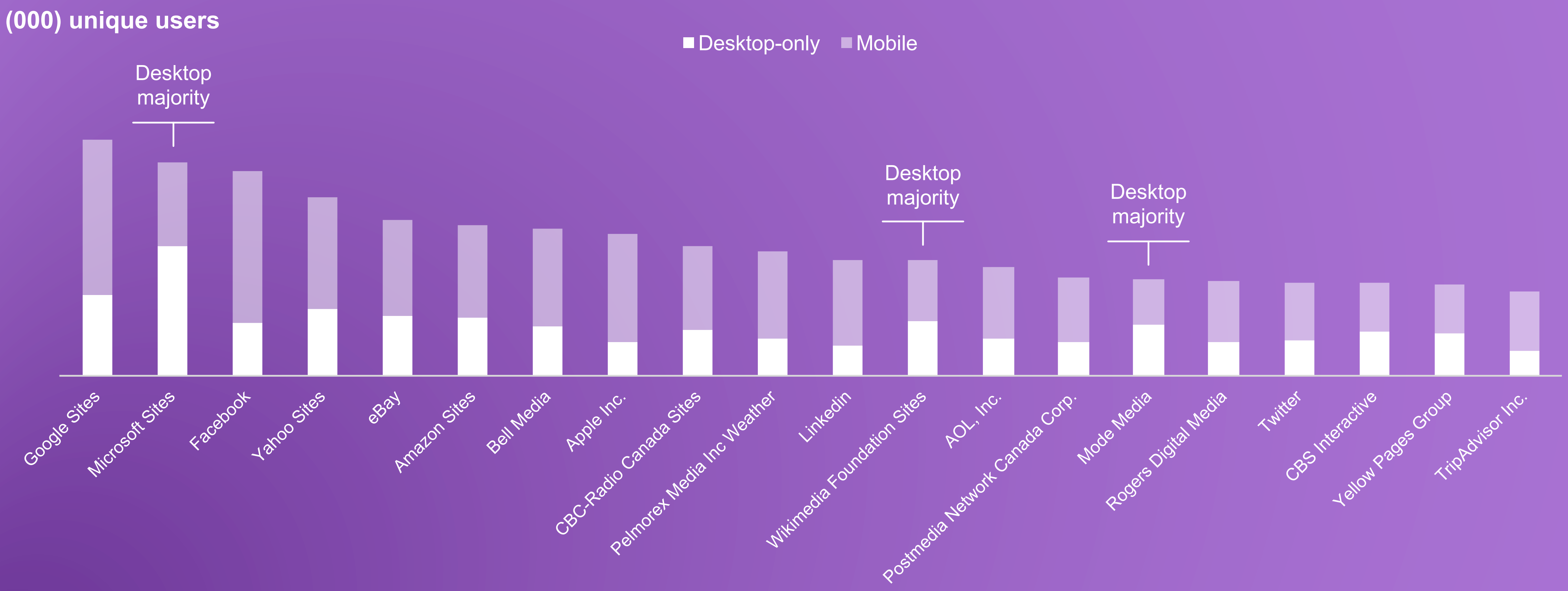





 | Source: comScore MMX Multi-Platform, June 2016 | 

# ‘MOBILE-FIRST’ MATTERS FOR DIGITAL BUSINESSES

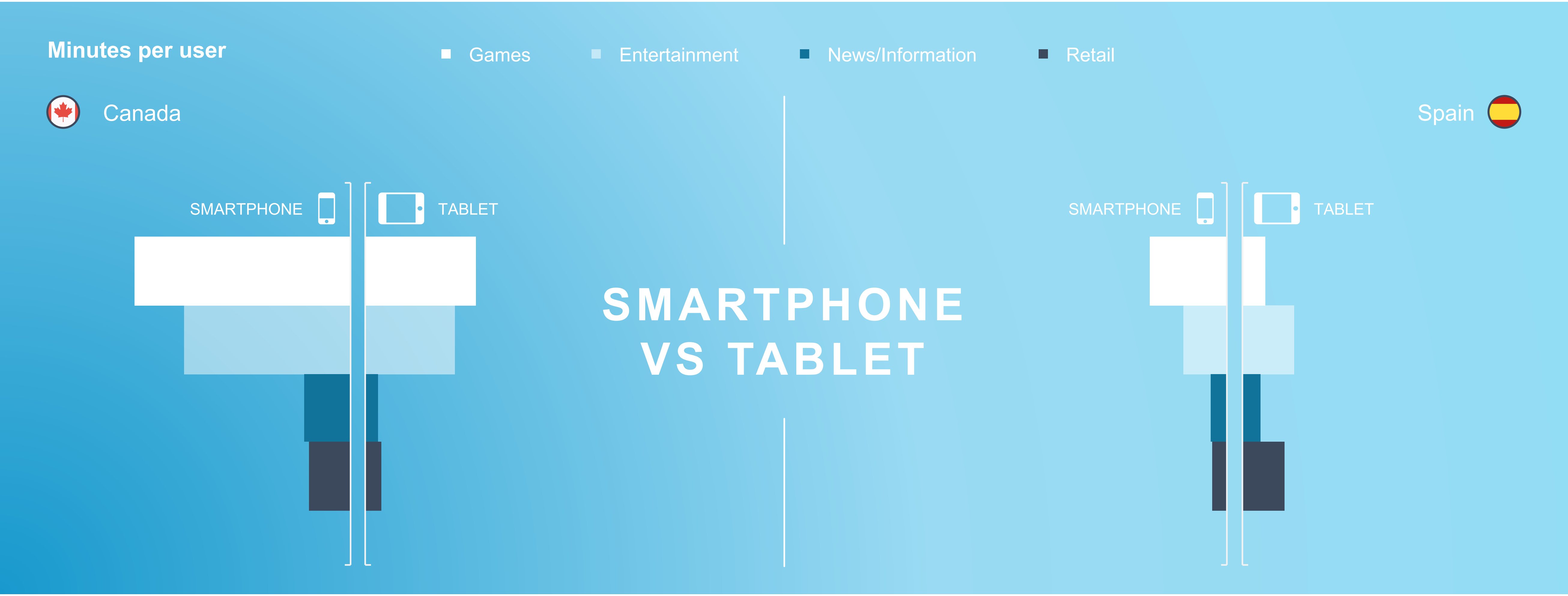
The top 20 sites by total digital audience in Canada show how engaging audiences on mobile (including in addition to desktop) has created very few ‘desktop only’ majorities




CANADA

# SMARTPHONE VS TABLET ADDS AN ADDITIONAL CONSIDERATION

Smartphones lead tablets in overall minutes, but as examples from Canada and Spain show, some categories enjoy higher per-user engagement on tablets. Even at broad category level, these trends vary dramatically between regions, highlighting the need for local understanding



# DIGITAL VIDEO HAS ALSO BECOME MORE FRAGMENTED WITH MOBILE EVOLUTION

comScore

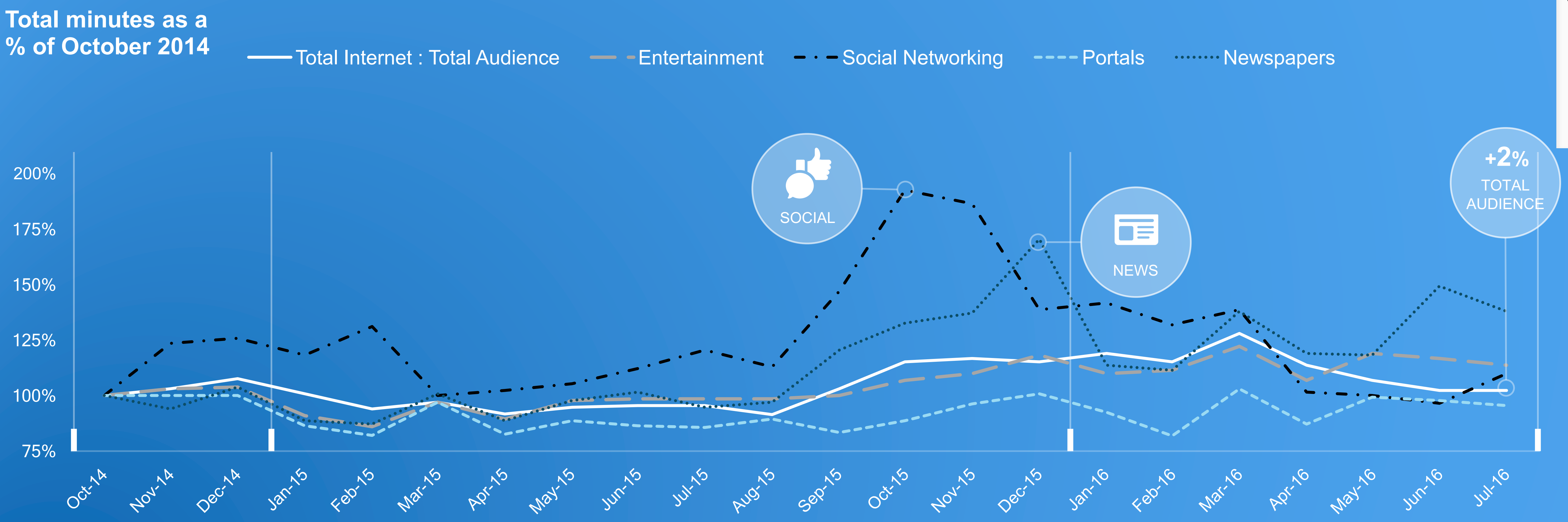
# DESKTOP SCALE AND PER-USER ENGAGEMENT ARE AGE DEPENDENT

Globally speaking, younger users account for the majority of desktop video views, but on a per-user basis, 55+ users consume more video minutes, suggesting a greater number of long-form video for this demographic

# TOTAL VIDEOS CONSUMED ON DESKTOP CONTINUE TO GROW

Global video minutes have continued to grow on desktop devices, with news, social and entertainment categories showing growth well above average

GLOBAL



# DECLINING MINUTES PER VIDEO SHOWS RISE OF SHORT-FORM / ADS

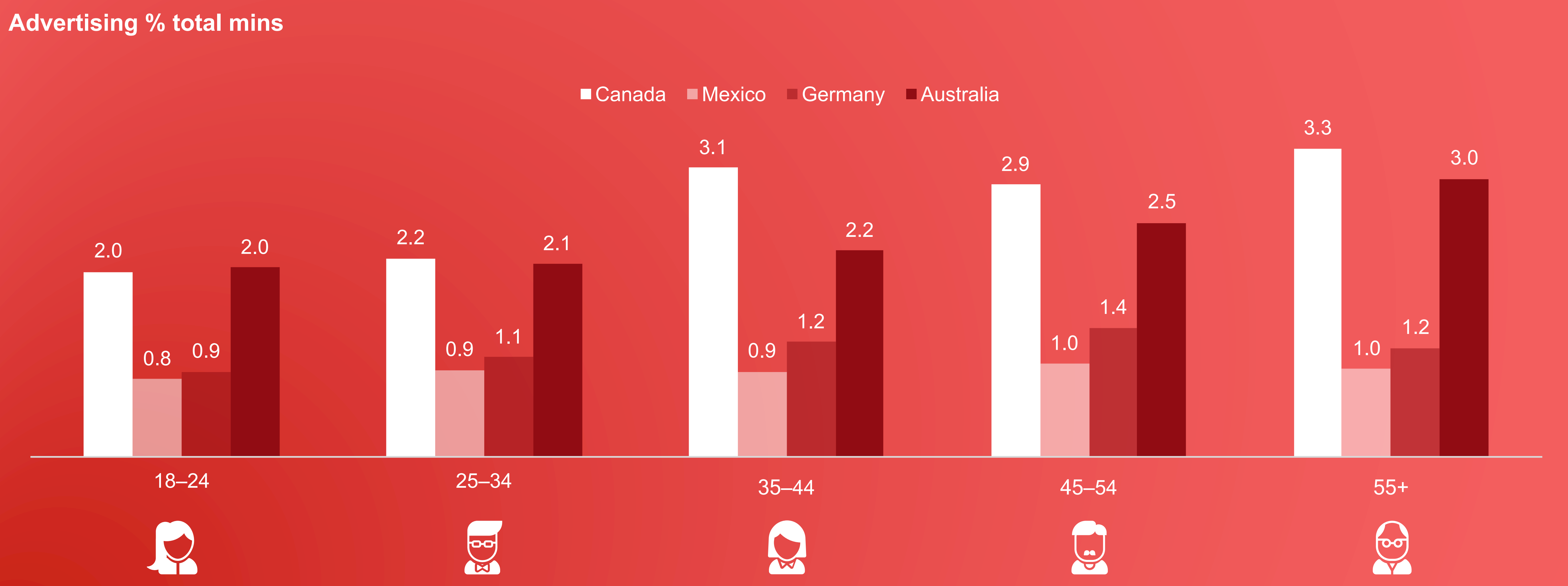
The overall rise in desktop videos consumed is offset by declining average duration, as viewers enjoy greater volumes of shorter-form content and see more video ads



 | Source: comScore Video Metrix, June 2016 | 

# YOUNGER USERS POTENTIALLY UNDER-MONETISED ON DESKTOP

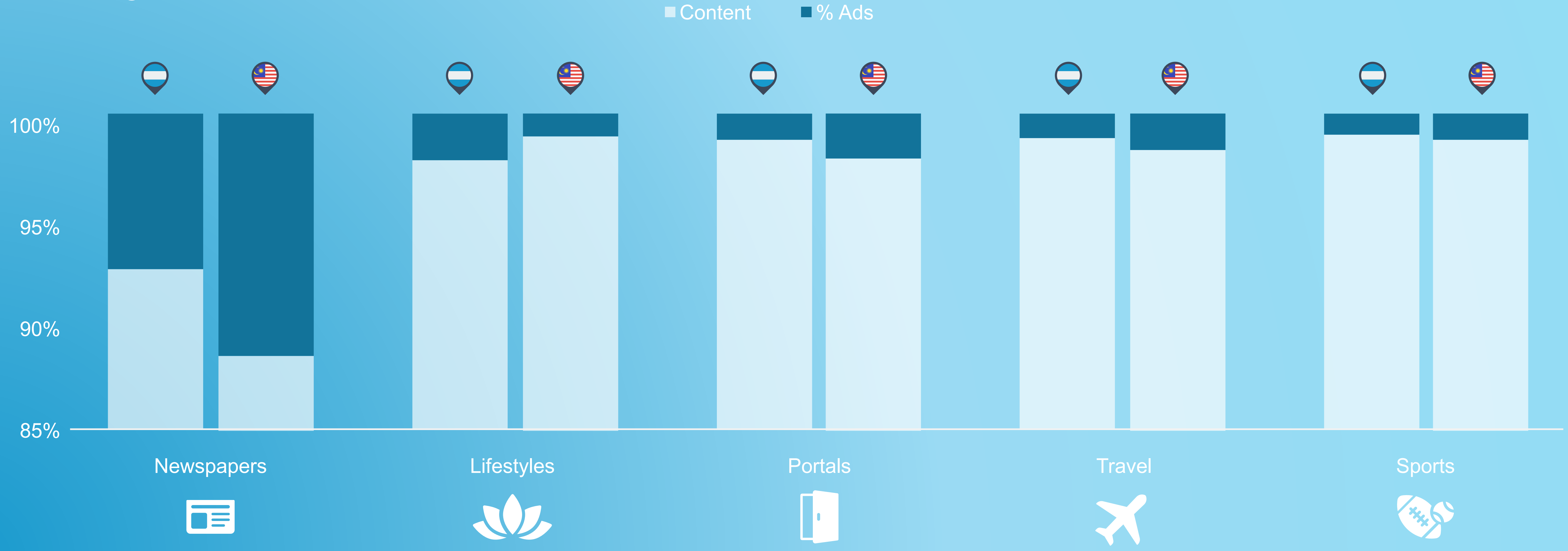
Despite consuming more videos overall, younger users consume a smaller percentage of advertising minutes on desktop than older demographics



# VIDEO CATEGORY MONETISATION VARIES DRAMATICALLY

Of the selected categories shown for Argentina and Malaysia, Newspapers are heavily monetised for video, suggesting that advertisers may find 'blue ocean' opportunities in other, often premium content categories if video inventory is available

## Advertising % total mins

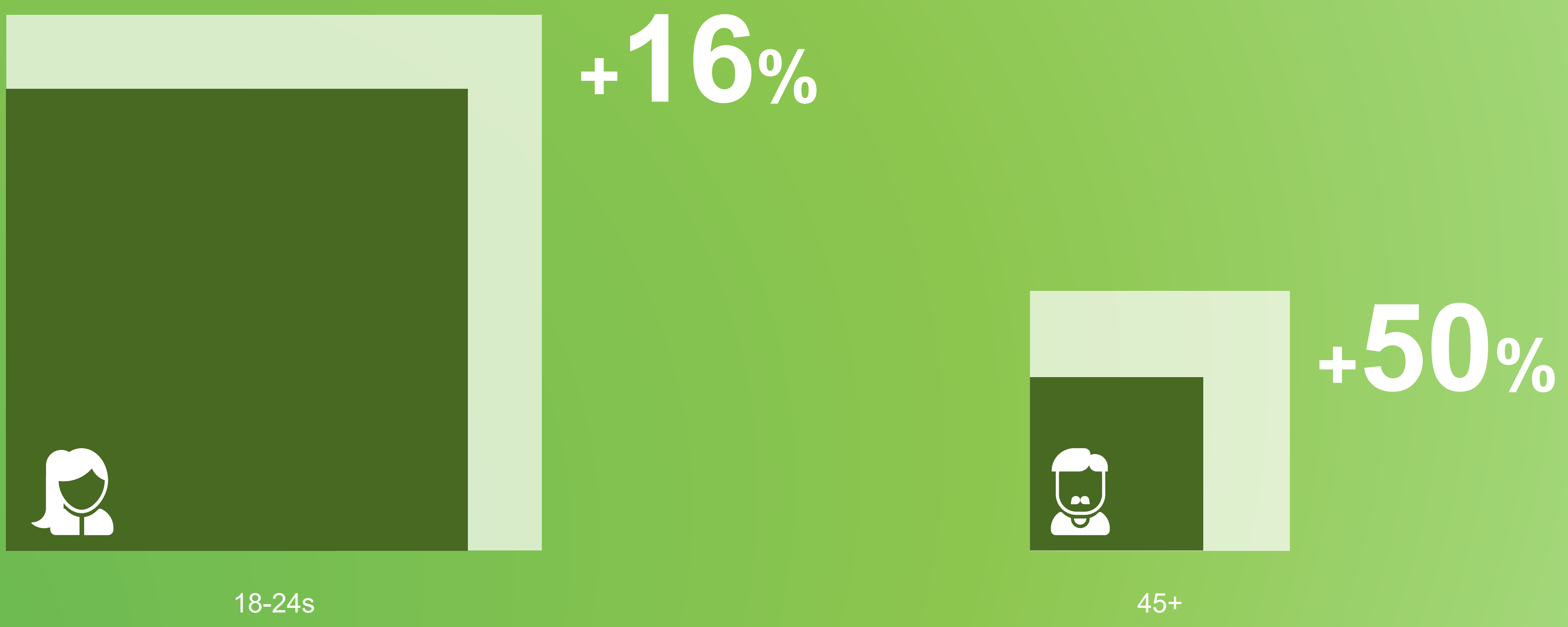


# ALL DEMOGRAPHICS INCREASING VIDEO VIEWING ON MOBILE

The % of users watching video on mobile at least once per week has grown significantly. This example from Spain shows a typical pattern that 18-24s lead the way in terms of overall share of users doing so, but growth for 45+ users was proportionally faster

SPAIN

**% Watching video on mobile at least once per week (June 2015 vs. June 2016)**

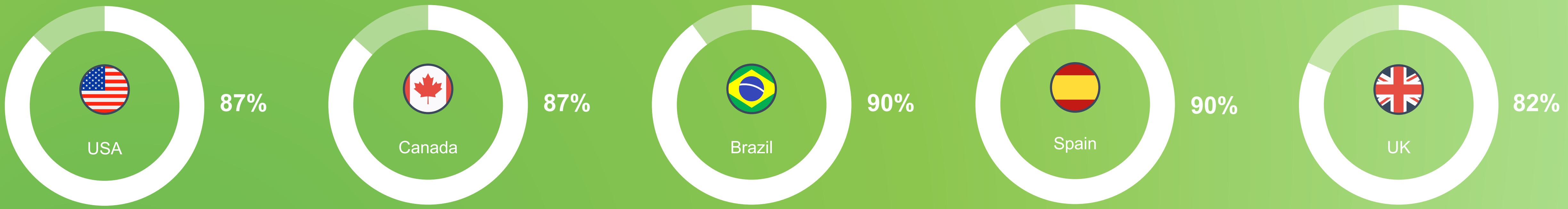


# APPS HAVE BECOME A CRUCIAL BATTLEGROUND, WITH HUGE PRIZES AT STAKE

# ONCE INSTALLED, APPS DELIVER HUGE % OF MOBILE TIME

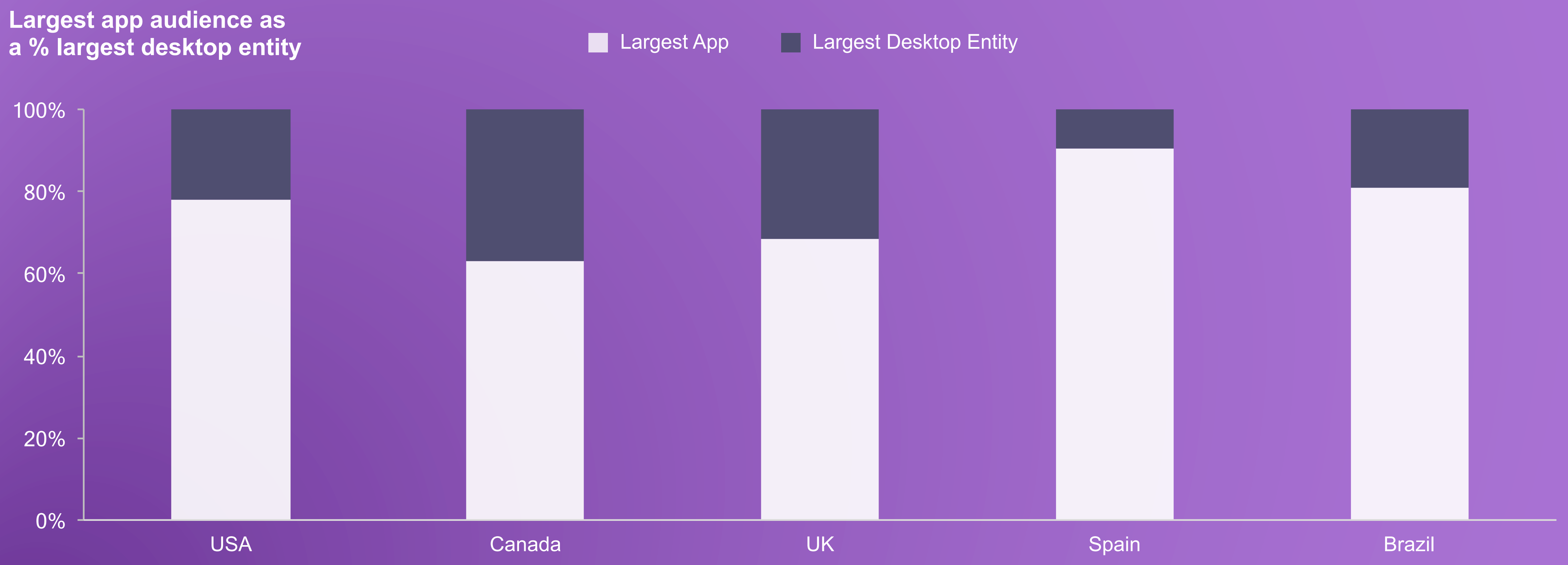
The value for brands of achieving app success are clear to see, with app usage delivering vast proportions of mobile minutes in every market

**Apps as a % of total mobile minutes**



# APP AUDIENCES APPROACH DESKTOP SCALE

When compared with the largest desktop entity in the same region, largest apps now offer unprecedented reach among consumers, especially in Spain and Brazil




 | Source: comScore MMX Multi-Platform, June 2016 | 

# TOP APPS SATURATED BY MAJOR INTERNATIONAL CORPORATIONS

Top apps are dominated by large, international players. Interestingly, some categories such as messaging show increased prominence outside the US.

| USA | % Reach |
|---|---|
| Facebook | 79 |
| Facebook Messenger | 69 |
| YouTube | 61 |
| Google Maps | 54 |
| Google Play | 52 |
| Google Search | 51 |
| Gmail | 44 |
| Instagram | 41 |
| Pandora Radio | 41 |
| Amazon Mobile | 36 |

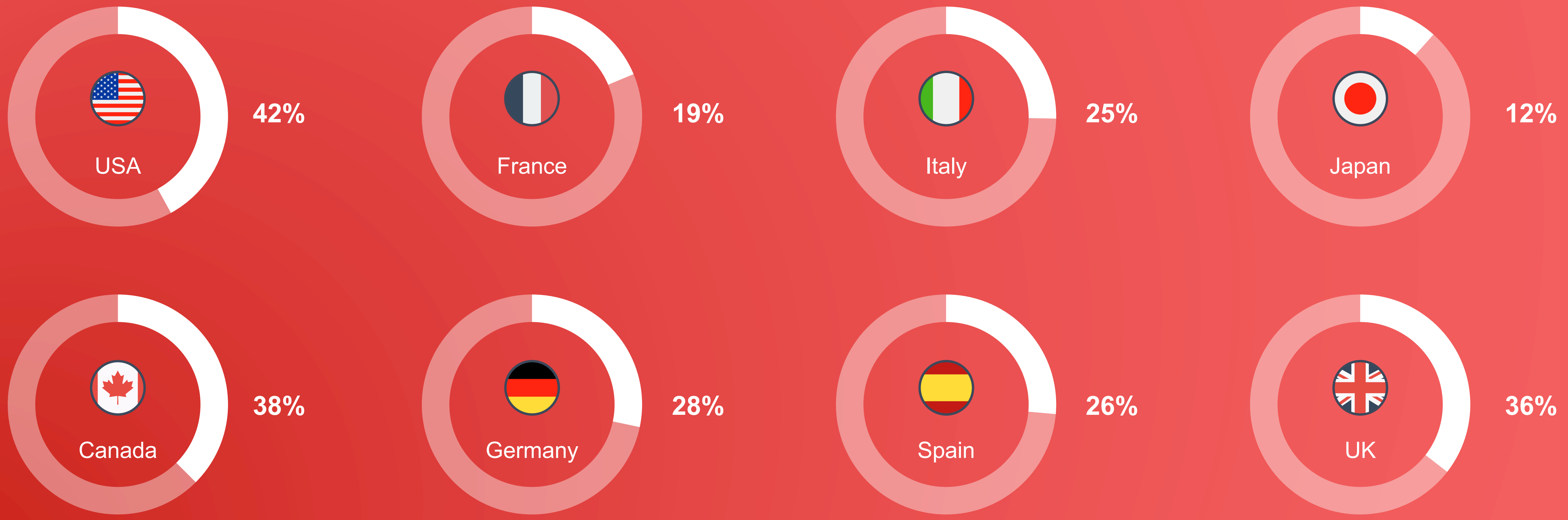
| UK | % Reach |
|---|---|
| Facebook | 74 |
| Facebook Messenger | 67 |
| YouTube | 59 |
| WhatsApp Messenger | 57 |
| Google Play | 52 |
| Google Search | 50 |
| Google Maps | 44 |
| Gmail | 37 |
| eBay | 35 |
| Amazon Mobile | 34 |

| Brazil | % Reach |
|---|---|
| WhatsApp Messenger | 85 |
| Google Play | 83 |
| YouTube | 75 |
| Google Search | 67 |
| Facebook | 59 |
| Facebook Messenger | 54 |
| Gmail | 50 |
| Google Maps | 36 |
| Instagram | 35 |
| Google Drive | 32 |

# THE BARRIER TO ENTRY IS VERY HIGH FOR ANY NEW APP DOWNLOADS

Despite the ubiquity and usage time of mobile devices, a surprisingly small number of users downloads any new apps in a month, meaning that new apps must work very hard to build momentum

**% Downloading any number of apps in a month**

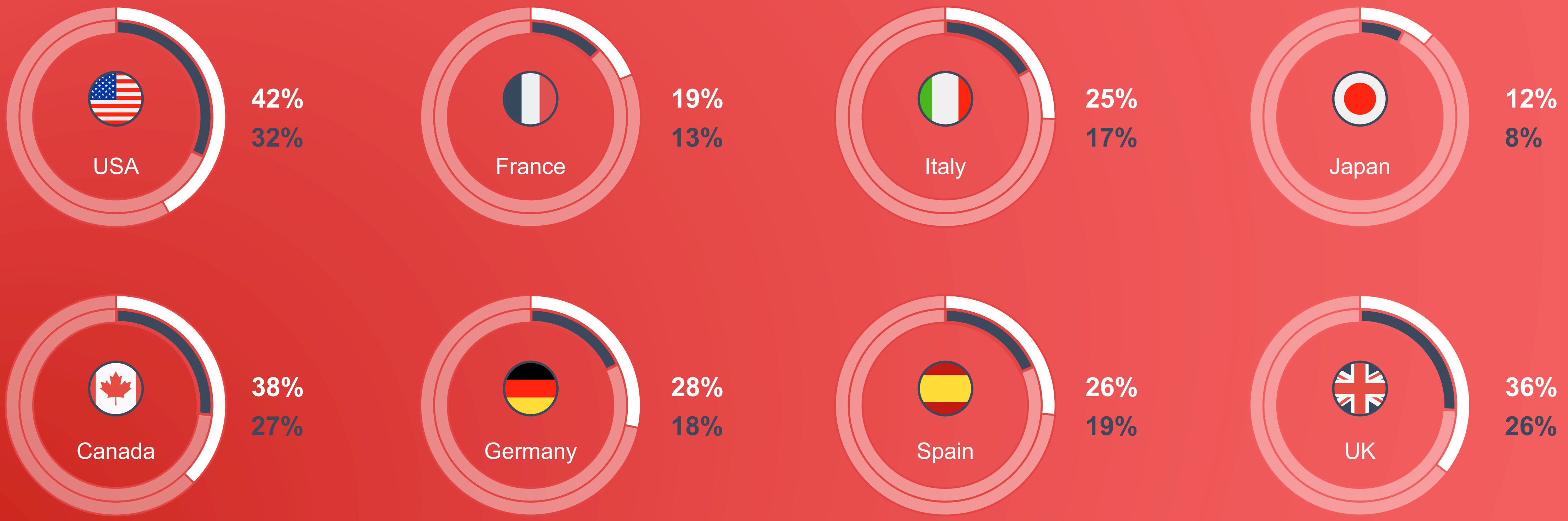


# …SPECTACULARLY HIGH BEYOND 1ST DOWNLOADED APP IN MONTH

If a brand's app is not the first downloaded in a month, chances of an install drop dramatically, with significantly fewer users going on to download more than one app

% Downloading any number of apps in a month

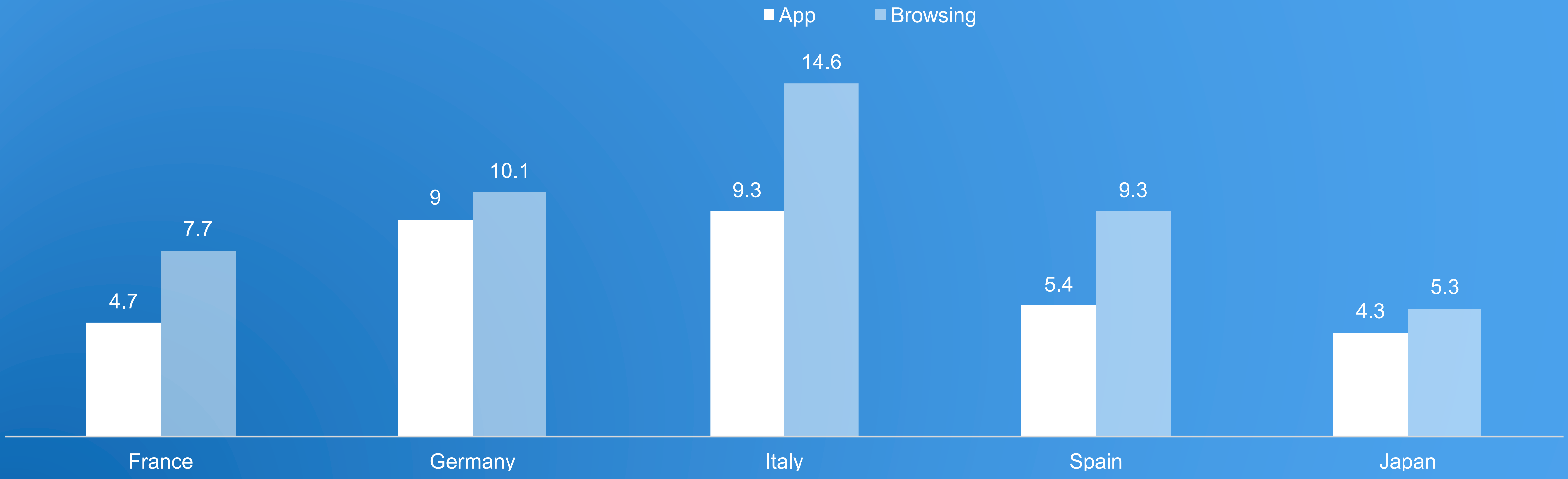
% Downloading more than one app in a month



# PURCHASING VIA APP APPROACHING MOBILE BROWSING LEVELS

Consumers are increasingly turning to apps to make mobile purchases, although brands are yet to translate overwhelming time into greater share of sales vs. mobile browser

**% of consumers making purchases on mobile devices via web / app**





 | Source: comScore MobiLens / MobiLens Plus June 2016 3 Month Average | 

# TRENDS AND TAKEAWAYS

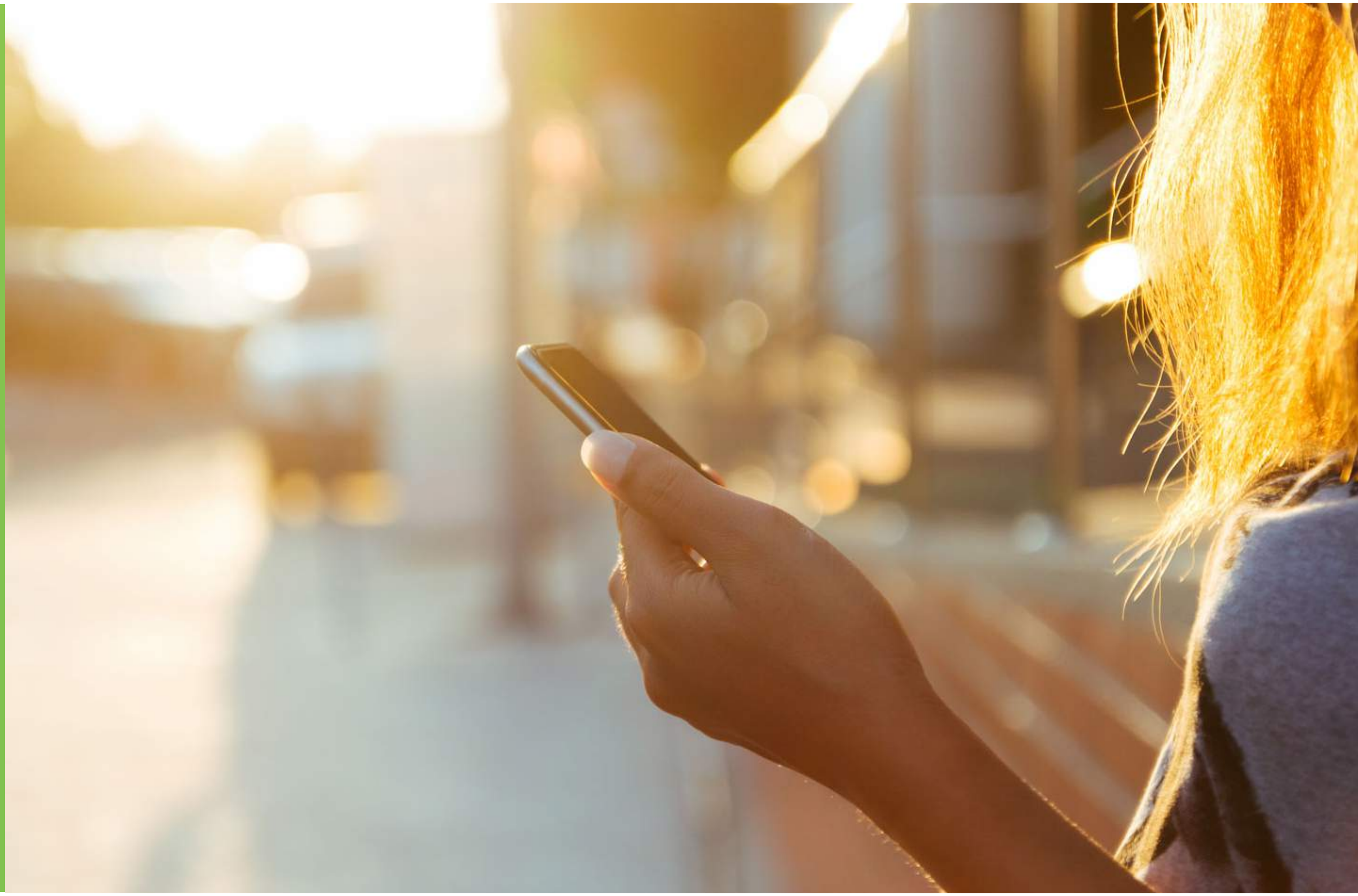
Desktop evolution has created polarised audiences and behaviours

Desktop audiences and time have been complemented, rather than replaced by mobile devices. Desktop still offers large (albeit more focused) demographics and for particular types of content, it is still the platform for scale. Reach and frequency management for advertisers needs to account for multi-platform usage.

# TRENDS AND TAKEAWAYS

The uneven move to mobile creates audience and content opportunities

Understanding how different user demographics and content categories have adjusted to a multi-platform world allows bespoke approaches to recruiting audiences or delivering advertising. Mobile-only usage is growing, particularly amongst younger users, but multi-platform usage is the norm.



# TRENDS AND TAKEAWAYS

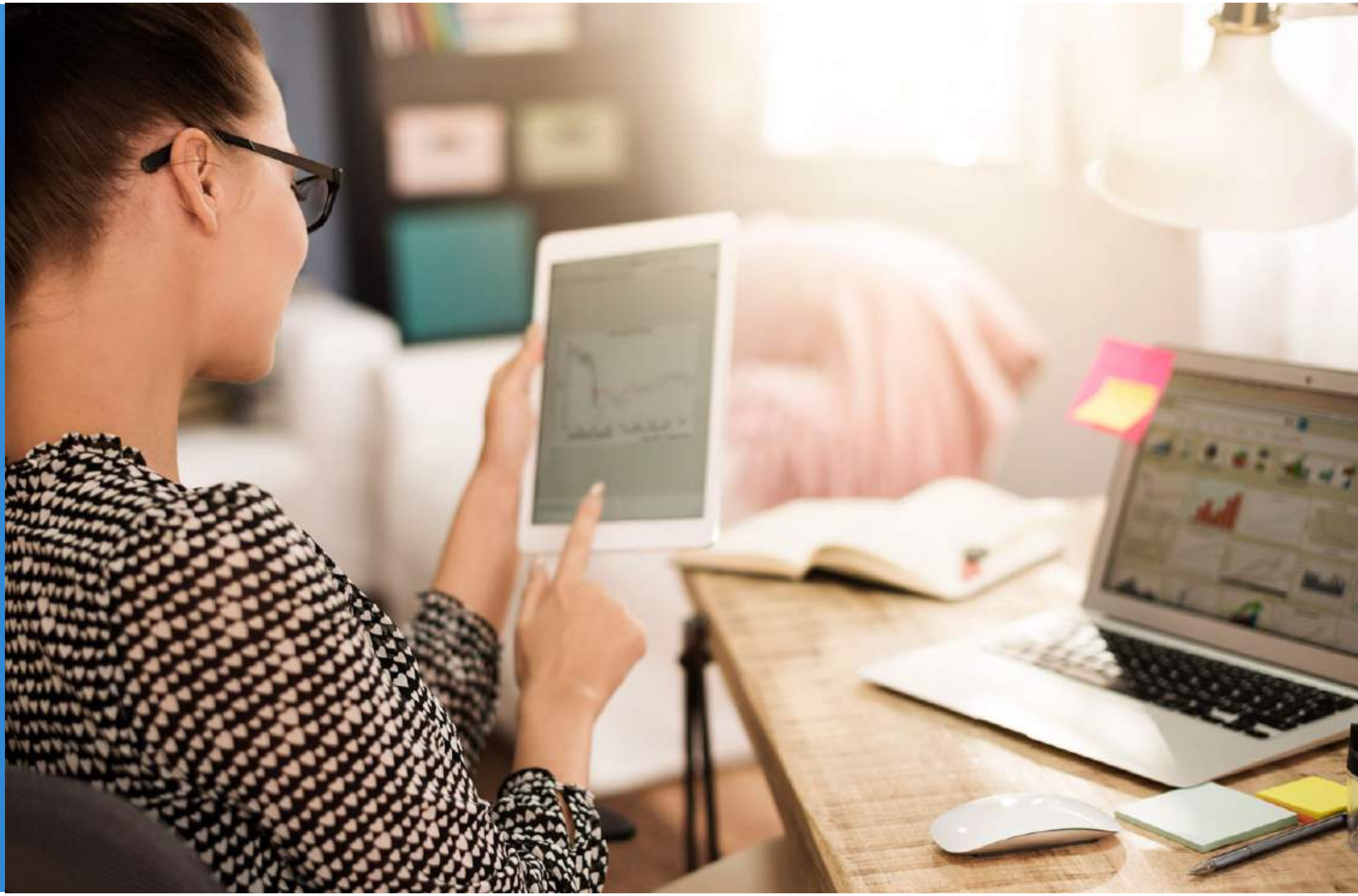
Digital video is growing but fragmenting further. Monetisation is not uniform

Younger audiences consume more videos on desktop devices, but are proportionally under-represented in terms of advertising video, leaving relatively uncluttered opportunities. All demographics are increasing mobile consumption, but at varying rates.

# TRENDS AND TAKEAWAYS

Platform choice is increasingly proactive, but not always mobile-first

New platforms have already added complexity to user journeys. Widespread availability of devices means platform choice is increasingly proactive, based on function, location and time of day. Understanding these nuances allows for sophisticated multi-platform access to consumers almost 24 hours a day.



# TRENDS AND TAKEAWAYS

Mobile apps are a highly-competitive but incredibly lucrative battleground

Mobile apps dominate mobile time and are already approaching even the largest desktop sites in terms of reach. They can provide huge benefit to brands, but the challenge remains getting users to install new apps in a market dominated by large, established brands.