

UKOM



MRG Evening Meeting

Julie Forey
June 2022

James Smythe becomes UKOM general manager

UKOM, the online measurement company, has appointed James Smythe as its general manager following the departure of Peter Bowman in January.

By Will Cooper | 18 Mar 2010

Share this article



James Smythe

Smythe has a strong research background, having previously been head of sport research at BRMB and head of market research at GCap.

He's currently co-founder of market research consultancy Culture of Insight.

Smythe's appointment comes a month after UKOM launched its long-awaited Audience Planning System (nma.co.uk 10 February 2010).

The panel-based metric has been created in partnership with The Nielsen Company to help brands plan online campaigns by delivering the same targeted reach and frequency measures as BARB (TV), Rajar (radio) and NRS (print).

UKOM is backed by industry bodies including the IAB and AOP.



“James arrived at UKOM, alongside Douglas McArthur, at the start of a groundbreaking journey. Our industry knew it wanted online audience measurement sorted, but had little idea how to sort it. James brought to the task determination, expertise, vision and liberal doses of wisely applied patience”

UKOM Commercial Board Chair, Bill Murray




bout/Buy **MarketingWeek**

Insight Reports Jobs Knowledge Bank

93 companies signed up to UKOM common currency

Almost 100 companies are already accessing UKOM data to measure online audiences, with 31 UK agencies and 31 UK publishers signed up.

By **Charlotte McEleny** | 19 May 2010 Share this article [Twitter](#) [Facebook](#) [LinkedIn](#)



According to UKOM, 93 companies are accessing the UKOM common currency data less than six months after its official launch (nma 10 February 2010), despite a delay in rolling out the final product.

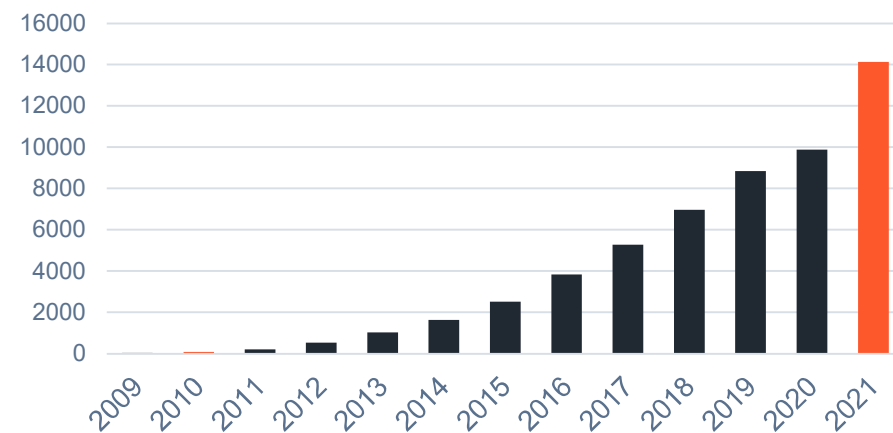
UKOM

James Smythe, UKOM general manager, said the final interface is almost ready to launch and UKOM expects all major agencies to be signed up and the product ready by the second half of the year.

“The delays are part and parcel of creating something to JIC standards,” he said. “The subscriptions are there and the proportion of spend the agencies represent is huge. The only one unsigned is Group M but we understand it’s joining imminently.”

UKOM launched in January after selecting Nielsen to provide a panel-based measure directly comparable to offline metrics such as BARB.

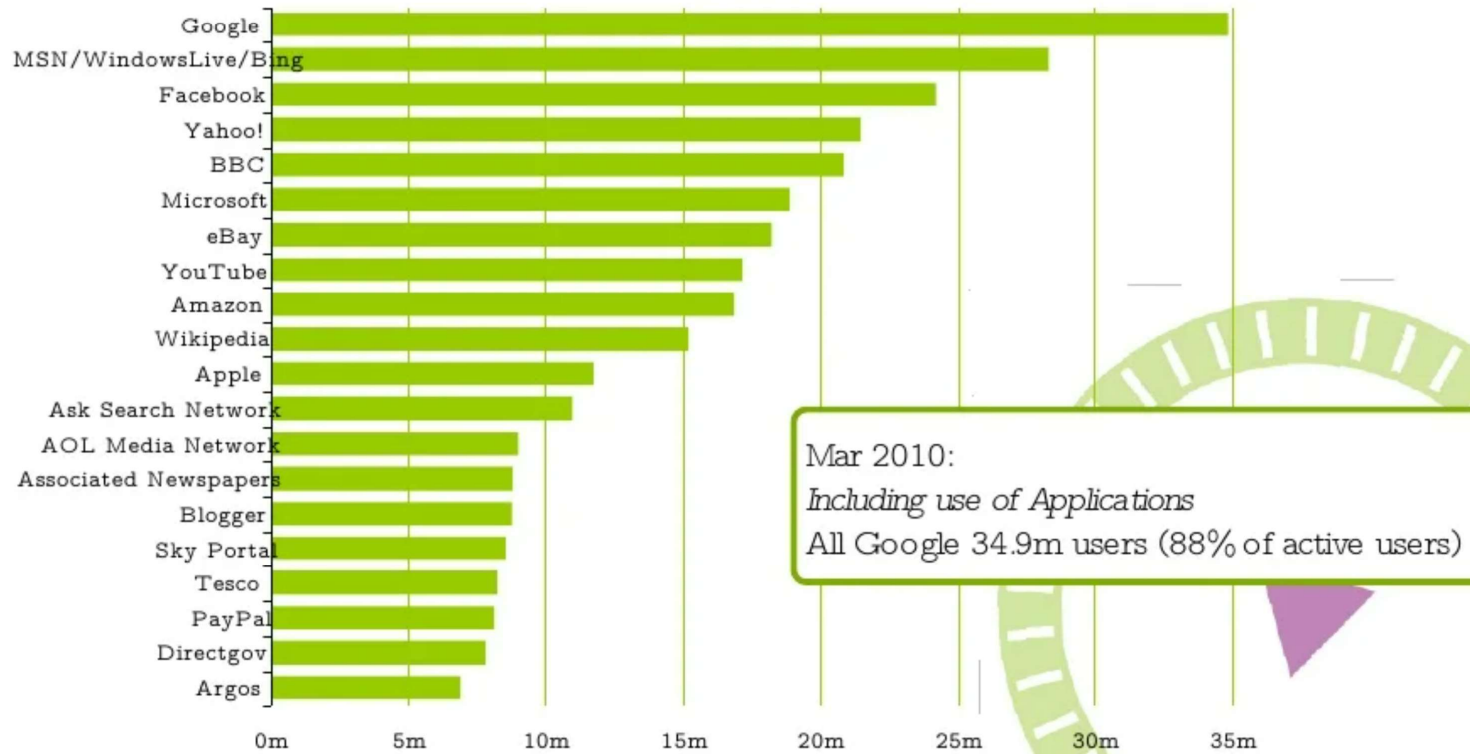
UK Mobile Advertising Spend (£m)



- Mobile adspend during **2010** was worth **£83 million**
- In 2021, mobile accounted for 60% of total spend, up 43% year-on-year to **£14.13 billion**

(Source: IAB UK adspend report)

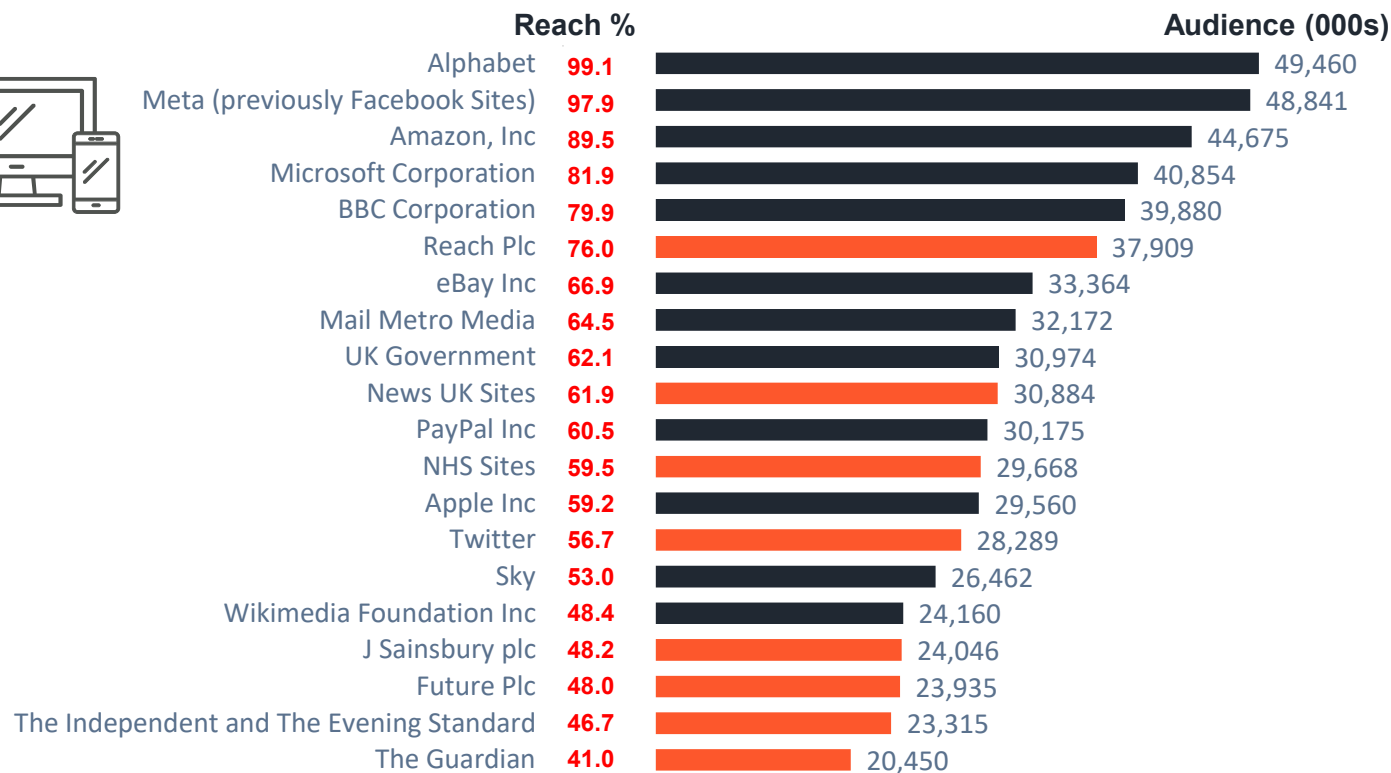
Top brands by reach





Top 20 UK organisations by audience in 2022

8 of the Top 20 organisations didn't feature in the top 20 in 2010



Source: Ipsos, Ipsos iris Online Audience Measurement Service, May 2022

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

By continuing to use The Drum, I accept the use of cookies as per The Drum

data in which tablet and mobile devices will be combined.

ComScore is calling for publishers to be more active in the tagging of their mobile apps so that it has the necessary information to develop robust data for apps.

UKOM's general manager James Smythe said no one can afford to be passive when it comes to online measurement. "The ability to measure accurately in digital these days depends on publishers tagging their content. While there are thousands tagging their websites, relatively few are tagging their apps. There won't be any visibility on apps if publishers don't do more tagging.



The Nielsen/Ukon report tracks unique UK visitors to websites every January, and was launched in 2004. As well as a change in the companies on the list, the rise of hits has been staggering. In 2004, Microsoft's MSN portal topped the list with 16.6 million recorded hits, which "would barely make the top 10 today, such has been the growth in online traffic," Nielsen said. It saw less than half the traffic that Google received last month.

James Smythe, general manager of Ukom, said: "The process of getting online has never been easier and people are much more comfortable with the process."

He picked the rise of social media among the 50 most popular sites as one of the key trends since the start of the survey, saying that over the past seven years, there has been "huge growth in the use of sites built on social content, where we mostly find contributions from people we trust".

Top Social Media Sites/Brands 2010 v 2022

No TikTok, Instagram, Snapchat, Pinterest or Nextdoor in 2010.

June 2010 Social Media Brands		
	Media	Audience (000S)
1	Facebook	24,227
2	YouTube*	16,604
3	Blogger	7,046
4	Twitter	3,721
5	BBC Communities	3,583
6	Wordpress	3,378
7	Myspace	2,762
8	Linkedin	2,135
9	Bebo	1,465
10	Friends Reunited	1,412

May 2022 Social Media Brands		
	Media	Audience (000S)
1	Facebook & Messenger	47,013
2	YouTube	46,054
3	Instagram	36,041
4	Twitter	28,289
5	LinkedIn	19,511
6	TikTok	17,980
7	Pinterest	14,782
8	Snapchat	11,253
9	Nextdoor	9,356
10	Google (Blogger)	6,087

Source: June 2010 – UKOM APS Nielsen. May 2022 – UKOM Ipsos iris Online Audience Measurement Service *YouTube was in the video category in 2010
 Base – June 2010 – All aged 2+ using a pc or smartphone. May 2022 - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month.

A career high – Giggsgate?

Privacy Policy | Feedback | Follow 21M | Wednesday, Jun 15th 2012 12:01 PM 12°C ☁ 30M 12°C ☁ 5 Day Forecast

MailOnline Science & Tech

Home | News | U.S. | Sport | TV & Showbiz | Australia | Femall | Health | Science | Money | Video | Travel | Best Deals | Discounts

Local Business | Hair Care | Books | NASA | Arts | Gossip | Tennis

COMPETENT

Stories that speak to you. Unrated listing by user. Audio, Originals, podcasts and audiobooks. **audible** Listen free for 30 days

Twitter's British audience jumps by a third as millions log on to discover details about celebrity scandals

By DAILY MAIL REPORTER
UPDATED: 06:07: 29 June 2011

Twitter's British audience jumped by a third last month as thousands of users logged on to find details of alleged celebrity scandals in defiance of gagging orders.

The social networking site saw its British users reach 6.1m in May according to a poll by UKOM/Nielsen as allegations regarding Ryan Giggs and others surfaced.

The measurement body also said that the number of female pensioners using the site doubled in the wake of the scandals.

Apamil 2 Follow On Baby Milk Formula £5.00 - £9.99

Follow @DailyMail | Follow @DailyMail | Follow @DailyMail | Follow @DailyMail

Scandal: Allegations involving celebrities including Ryan Giggs, pictured with his wife Esty, have helped Twitter's UK audience grow by a third in just a month

Northwest PRIME TIME
CELEBRATING LIFE OVER 50 IN THE PUGET SOUND REGION AND BEYOND

Local | Health & Wellness | 50+ News You Can Use | Travels Near & Far | 50+ Lifestyles | Calendar | Contact | Daily Crossword

Facebook overtakes Microsoft in UK: UKOM/Nielsen

June 27, 2011 at 12:33 a.m.

LONDON, Jun (Reuters) - Facebook overtook Microsoft websites in Britain for the first time last month, becoming the UK's second-most popular after Google as people aged over 50 flocked to social networks, online measurement body UKOM/Nielsen said.

Facebook attracted a record 26.8 million visitors in Britain in May, up 7 percent year on year, beating the 26.2 million who visited Microsoft's MSN/WindowsLive/Bing sites combined, the organization said on Monday. Google had 33.9 million.

Twitter's UK audience jumped by a third to 6.1 million, after thousands of users retweeted allegations of celebrity scandals in defiance of gagging orders, including an extramarital affair by Manchester United soccer star Ryan Giggs.

UKOM/Nielsen said the number of women pensioners visiting the site doubled after "Giggsgate." [ID:nLDE74M1KJ]

"The growth in audiences to these social networks is now primarily being driven by the 50-plus age group. Just a few years ago, this group may have found itself out of place on these sites," UKOM general manager James Smythe said.

Latest Edition

Trailblazing Seattle Filmmaker Gets Her Due

"Women weren't supposed to be interesting in these days..."

View and download this publication.

Latest Stories

Virginia Beach is full of

Key figures in UKOM history



James Smythe

In early 2010, James Smythe succeeded Peter Bowman as UKOM general manager. With a strong industry background, James had previously headed sport research at BMRB and market research at GCap. By 2013, UKOM and Comscore unveiled tablet metrics in response to the pressing commercial need to quantify multi-device media consumption.

UKOM from 2021



- Single source 10,000 person multi-device panel
- Respondent level data
- Built to UK industry specifics



Granular & flexible time periods

- Daily and weekly data
- Dayparts
- Specific date ranges

More audiences & categories

- 400 + variables for target creation
- Regional – regions and cities
- Geodemographics
- Visitation behaviour segments
- Media consumption & Lifestyle
- 318 categories



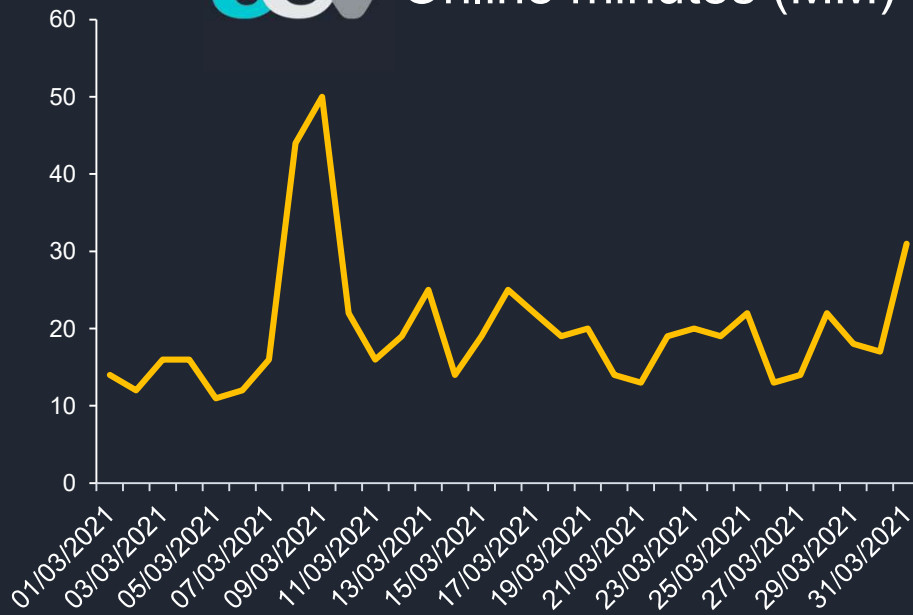
Quick Quiz





1. What happened on 8th March 2021?

itv Online minutes (MM)



A. Dancing on Ice Final

B. Love Island application open

C. Harry and Megan Interview

D. Joss Stone revealed as The Sausage

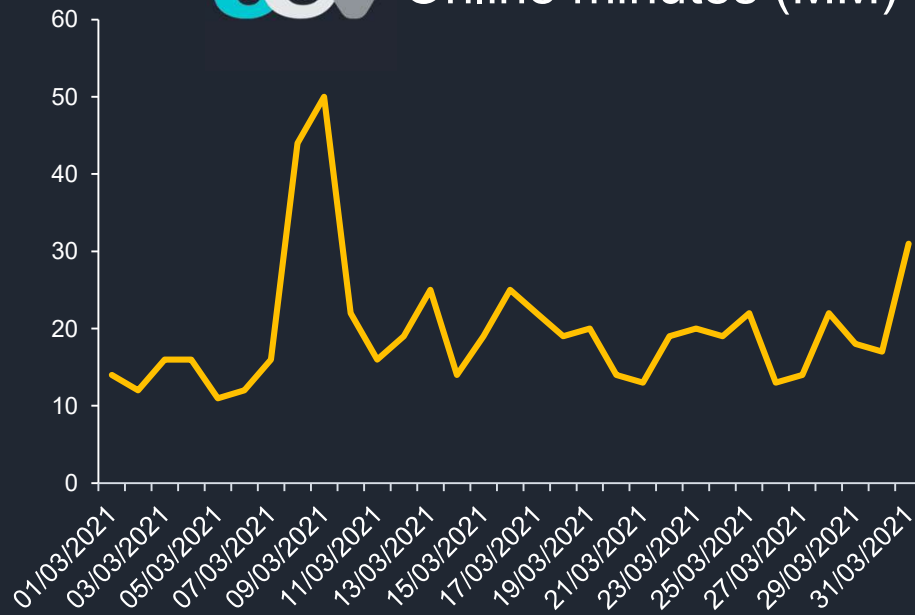


Source: UKOM Ipsos iris Online Audience Measurement Service, March 2021, 15+



1. What happened on 8th March 2021?

itv Online minutes (MM)



C. Harry and Megan Interview

itv Watch Live Full Series Shows Categories News

Here's how to watch the Meghan and Harry interview with Oprah in the UK!

Tuesday 9 March 9:50am

Meghan and Harry's tell-all interview with Oprah Winfrey has been the hot topic of conversation since airing in the US on Sunday night, but how can you watch it in the UK?

The full interview is being broadcast on ITV on Monday 8 March between 9pm and 10.50pm, and you can [watch Oprah with Meghan and Harry on the ITV Hub now.](#)

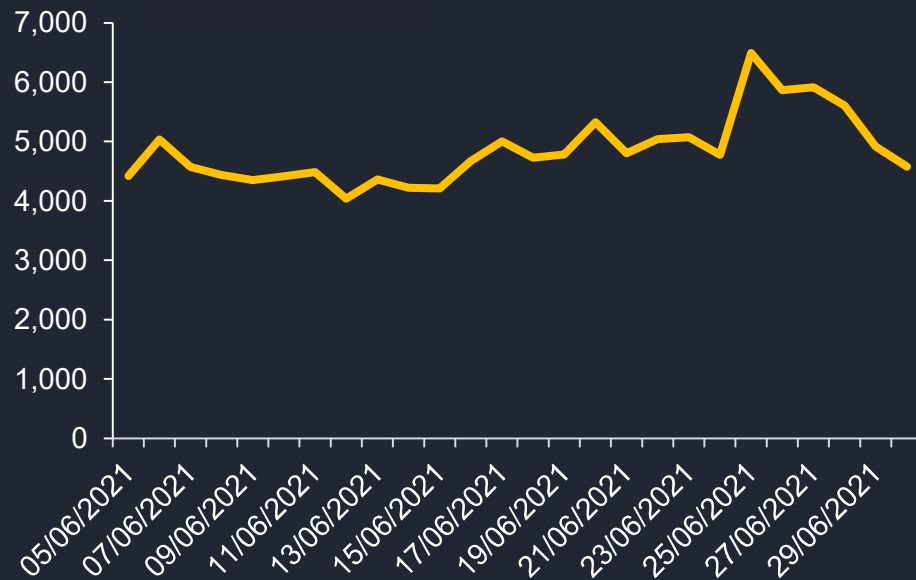


Source: UKOM Ipsos iris Online Audience Measurement Service, March 2021, 15+

2. What happened on 25th June 2021?



THE Sun Online Audience (000s)



- A. Exclusive Matt Hancock video
- B. Glastonbury ticket giveaway
- C. Premier League fixtures reveal
- D. Emma Radacanu won the US Open

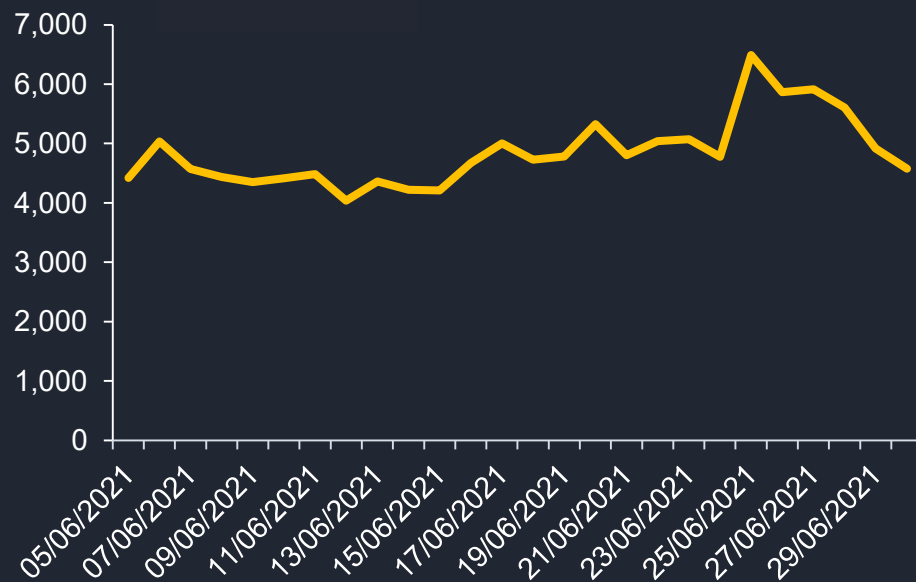


Source: UKOM Ipsos iris Online Audience Measurement Service, June 2021, 15+

2. What happened on 25th June 2021?



THE Sun Online Audience (000s)



A. Exclusive Matt Hancock video

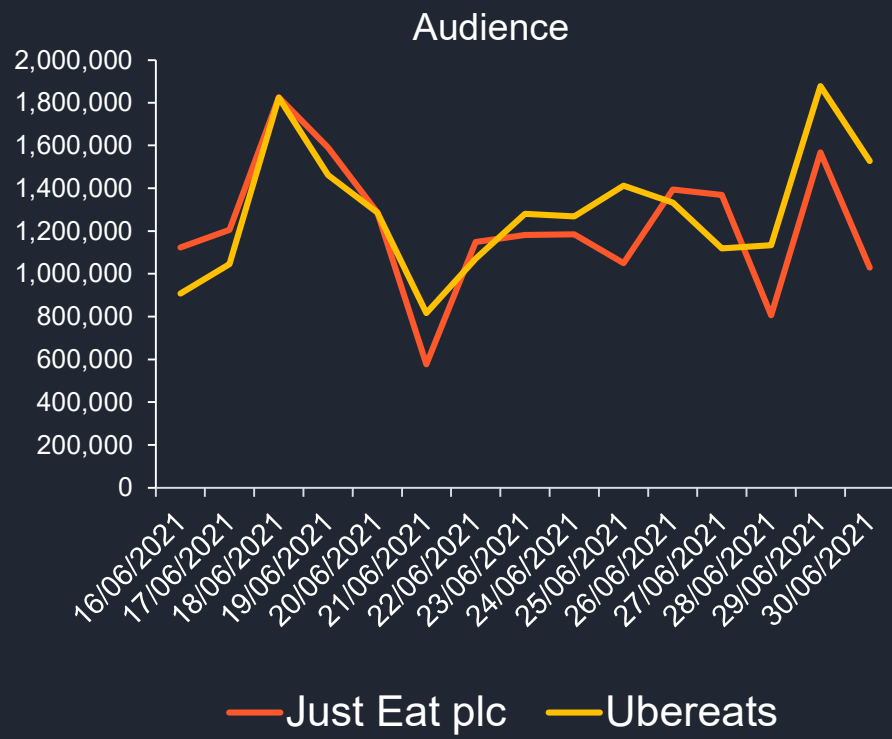
WORLD EXCLUSIVE
News > UK News
MATT'S AWKWARD! Watch Matt Hancock affair video as he kisses Gina Coladangelo in his office after checking the coast is clear
Bob Pattinson | Tom Webb
21:00, 25 Jun 2021 | Updated 01:10, 27 Jun 2021

MARRIED Matt Hancock was yesterday branded a hypocrite for canoodling with his mistress despite preaching to the nation to hug "carefully".
More on this story: [Marrried Matt Hancock](#) [Marrried Matt Hancock](#) [Marrried Matt Hancock](#) [Marrried Matt Hancock](#) [Marrried Matt Hancock](#)



Source: UKOM Ipsos iris Online Audience Measurement Service, June 2021, 15+

3. What happened on 18th & 29th June 2021?



- A. 2 for 1 KFC Promotion
- B. England at the Euros
- C. Deliveroo app crashed
- D. Both in MoneySavingExpert email

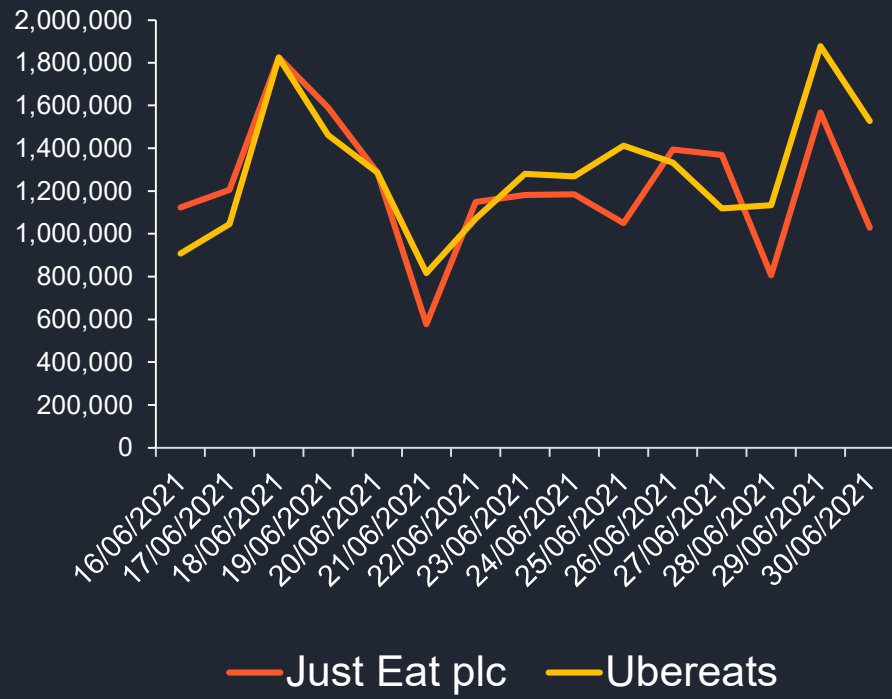


Source: UKOM Ipsos iris Online Audience Measurement Service, June 2021, 15+

3. What happened on 18th & 29th June 2021?



Audience



B. England at the Euros

UEFA EURO · Group stage · Matchday 2 of 3

England	0	FT
Scotland	0	18 Jun 21

UEFA EURO · Round of 16

England	2	FT
Germany	0	29 Jun 21

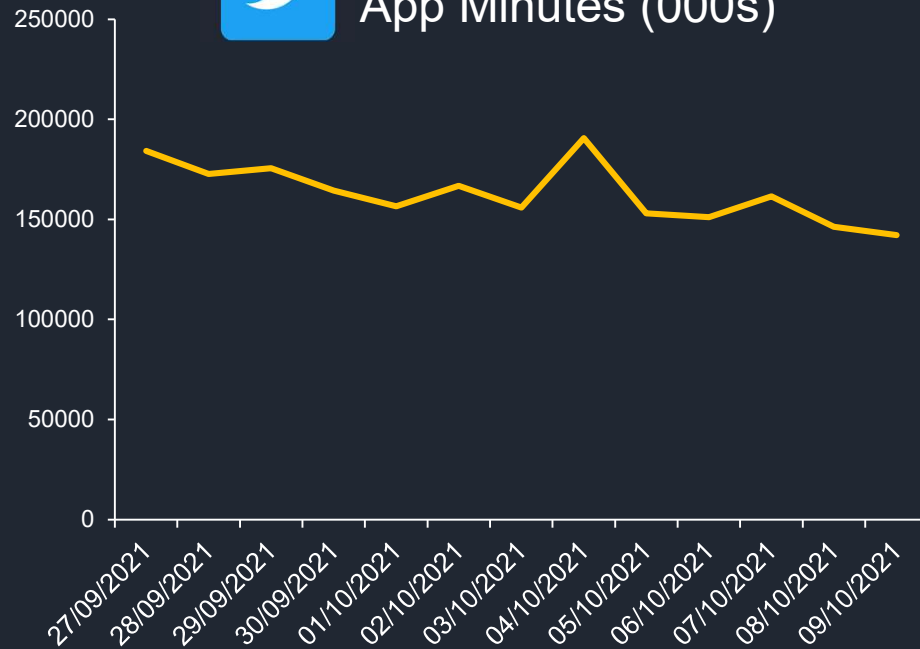


Source: © Ipsos iris Online Audience Measurement Service, June 2021, 15+

4. What happened on 4th October 2021?



App Minutes (000s)



- A. Line of Duty final show
- B. I'm a celebrity line up announced
- C. Facebook outage
- D. Harry Styles concert announced

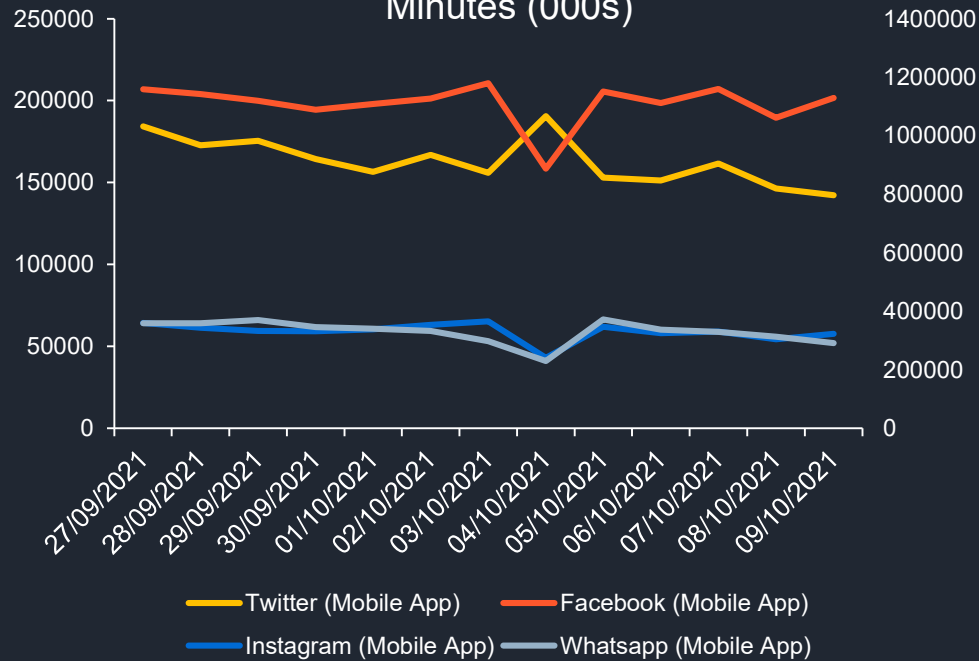


Source: UKOM Ipsos iris Online Audience Measurement Service, Sept - Oct 2021, 15+

4. What happened on 4th October 2021?



Twitter & Facebook Brands Mobile App Minutes (000s)

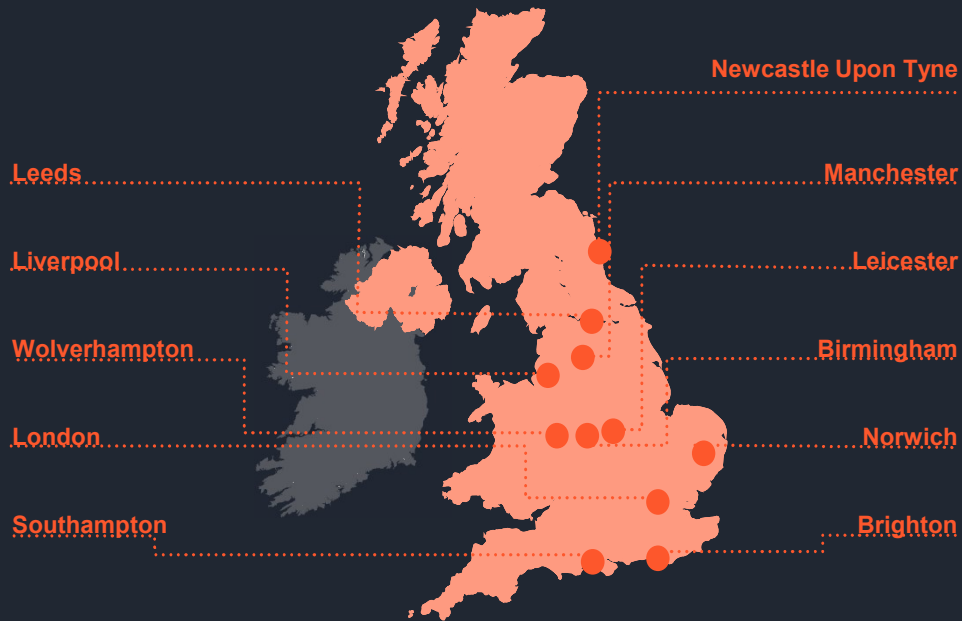


C. Facebook outage



Source: © Ipsos iris Online Audience Measurement Service, Sept - Oct 2021, 15+

5. Which of these cities had the highest reach for people reading 'football news' in April 2022?



A. Manchester

B. London

C. Liverpool

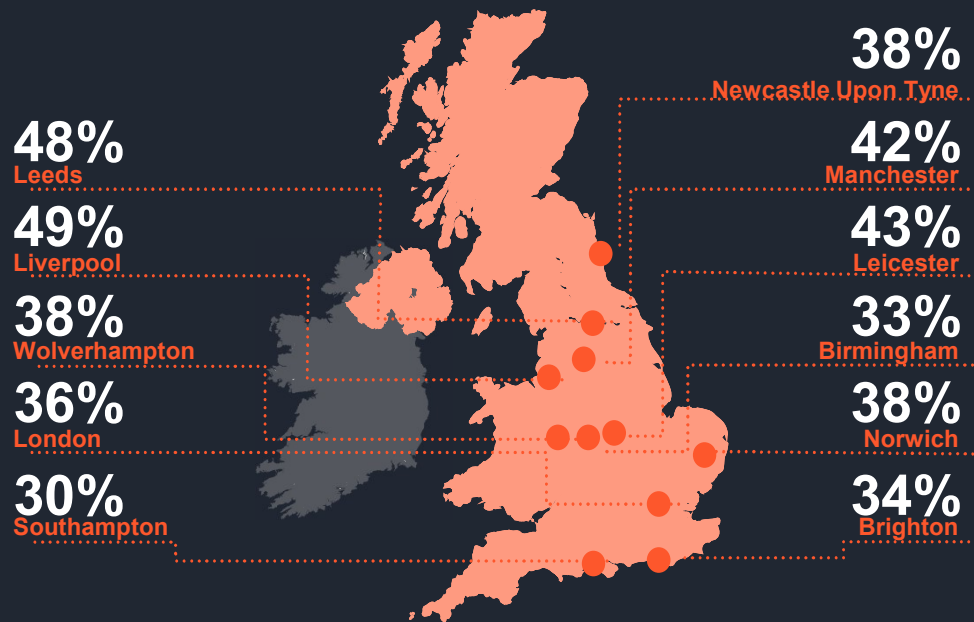
D. Newcastle



Source: UKOM Ipsos iris Online Audience Measurement Service, April 2022

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

5. Which of these cities had the highest reach for people reading 'football news' in April 2022?



49%

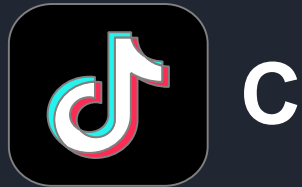
C. Liverpool



Source: Ipsos iris Online Audience Measurement Service, April 2022

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

6. Which brand has the highest % of users who agree that celebrities influence their purchases?



A. Instagram

B. Snap

C. TikTok

D. Twitter



Source: UKOM Ipsos iris Online Audience Measurement Service, April 2022

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month

6. Which brand has the highest % of users who agree that celebrities influence their purchases?



4.9%



8.2%

B. Snap



6.5%



3.9%



Source: UKOM Ipsos iris Online Audience Measurement Service, April 2022

Base - All aged 15+ years using PC/laptop, smartphone or tablet device(s) in that month



UKOM

About Product Data & Insight Contact News & Views



Thank you

<http://www.ukom.uk.net/>

Key figures in UKOM history



James Smythe

In early 2010, James Smythe succeeded Peter Bowman as UKOM general manager. With a strong industry background, James had previously headed sport research at BMRB and market research at GCap. By 2013, UKOM and Comscore unveiled tablet metrics in response to the pressing commercial need to quantify multi-device media consumption.

