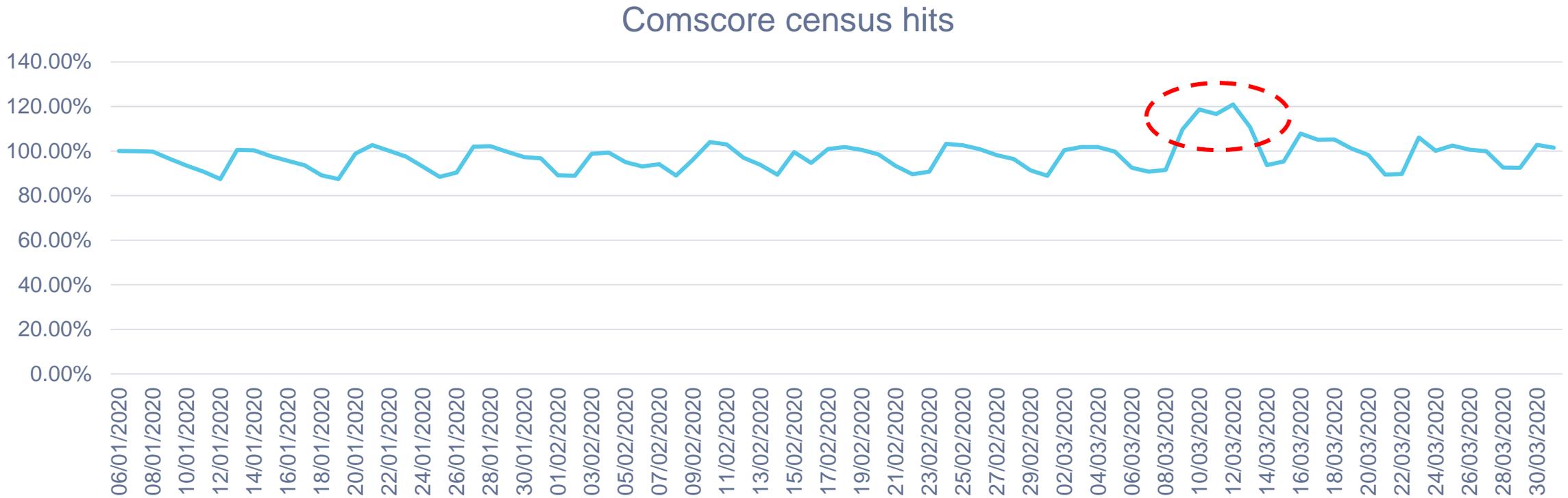
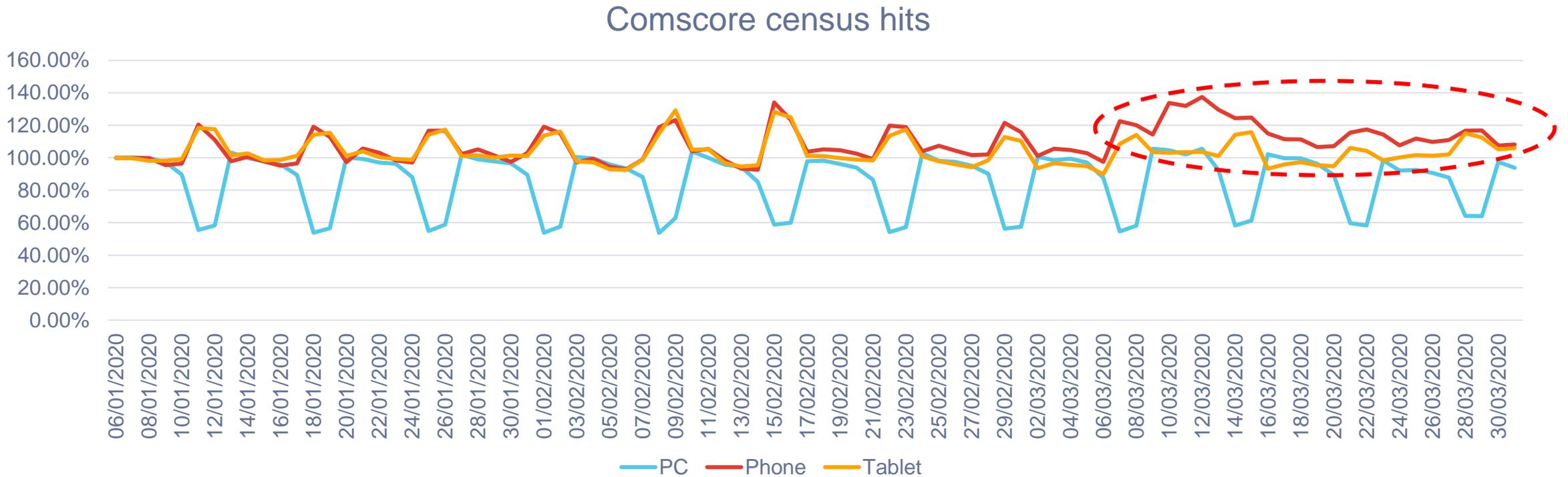


Coronavirus pandemic and online behavioural shifts

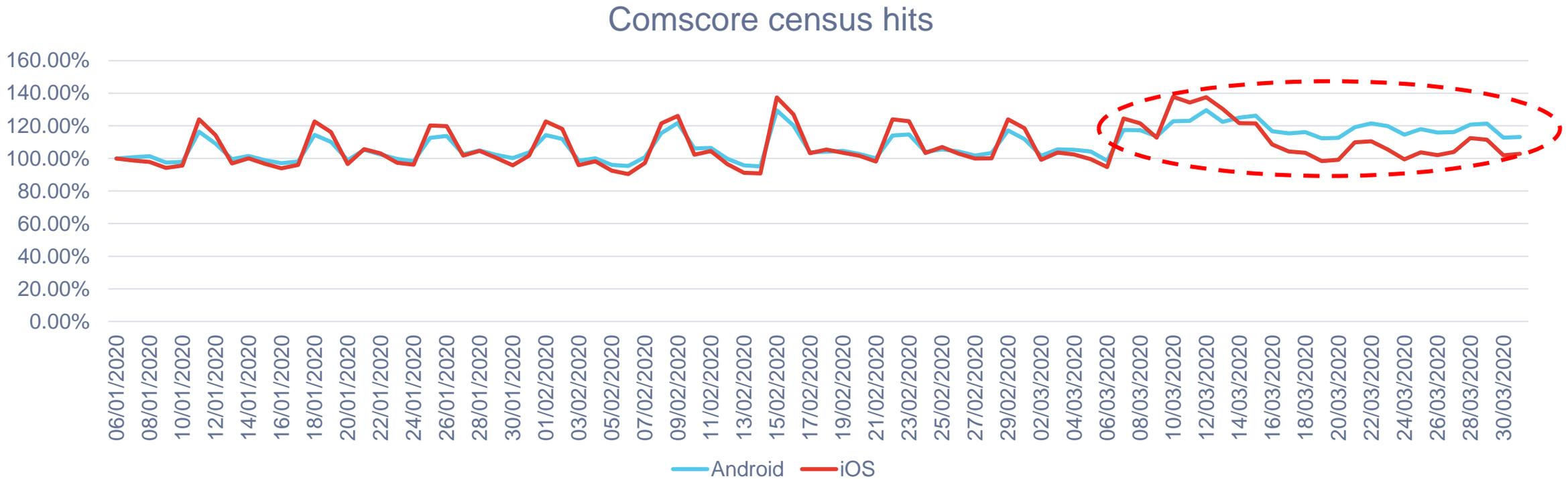
Huge spike in traffic in the UK as coronavirus announcements are made



Working from home has flattened activity on mobile and tablet devices in the United Kingdom



Android and Apple users have reacted differently to the virus



United Kingdom: Top consumer categories*, by visits

RANKING	WEEK OF JAN 13 - JAN 19, 2020	WEEK OF MAR 23 - MAR 29, 2020	INCREASE IN VISITS
1	SOCIAL MEDIA	SOCIAL MEDIA	+39%
2	NEWS / INFORMATION	NEWS / INFORMATION	+54%
3	RETAIL	RETAIL	+14%
4	ENTERTAINMENT	ENTERTAINMENT	+14%
5	GAMES	GAMES	+12%

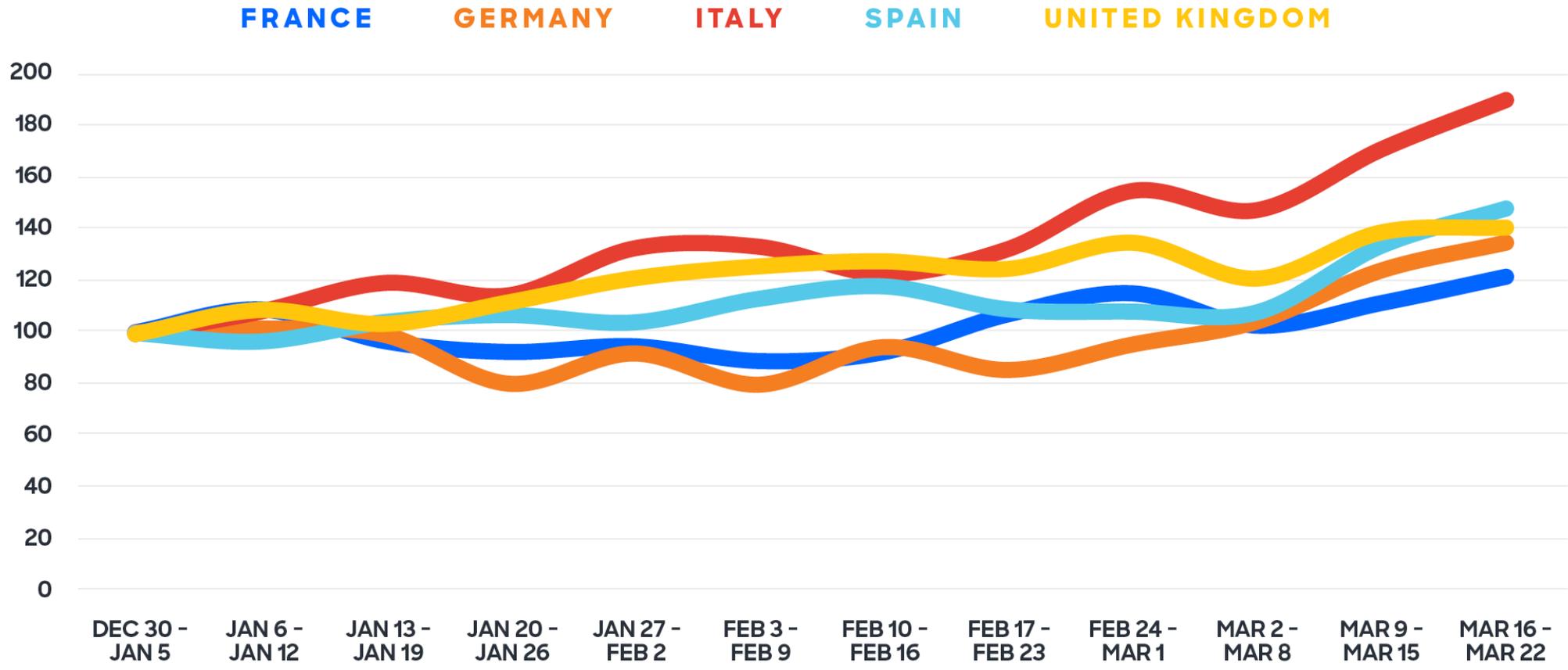


Source: Comscore MMX Custom Reporting, United Kingdom, Jan - Mar 2020

News Consumption

Business/Finance News Sites/Apps: Visit Indices

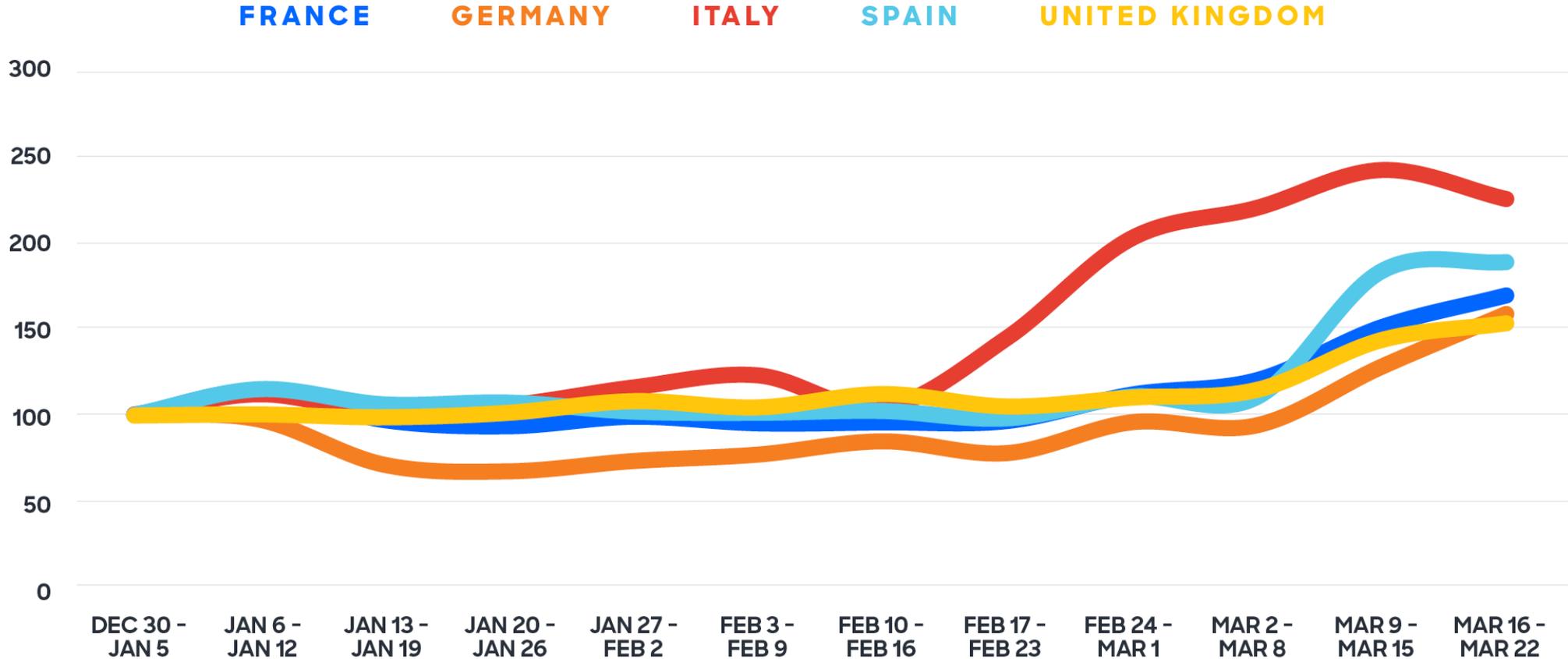
WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

General News Sites/Apps: Visit Indices

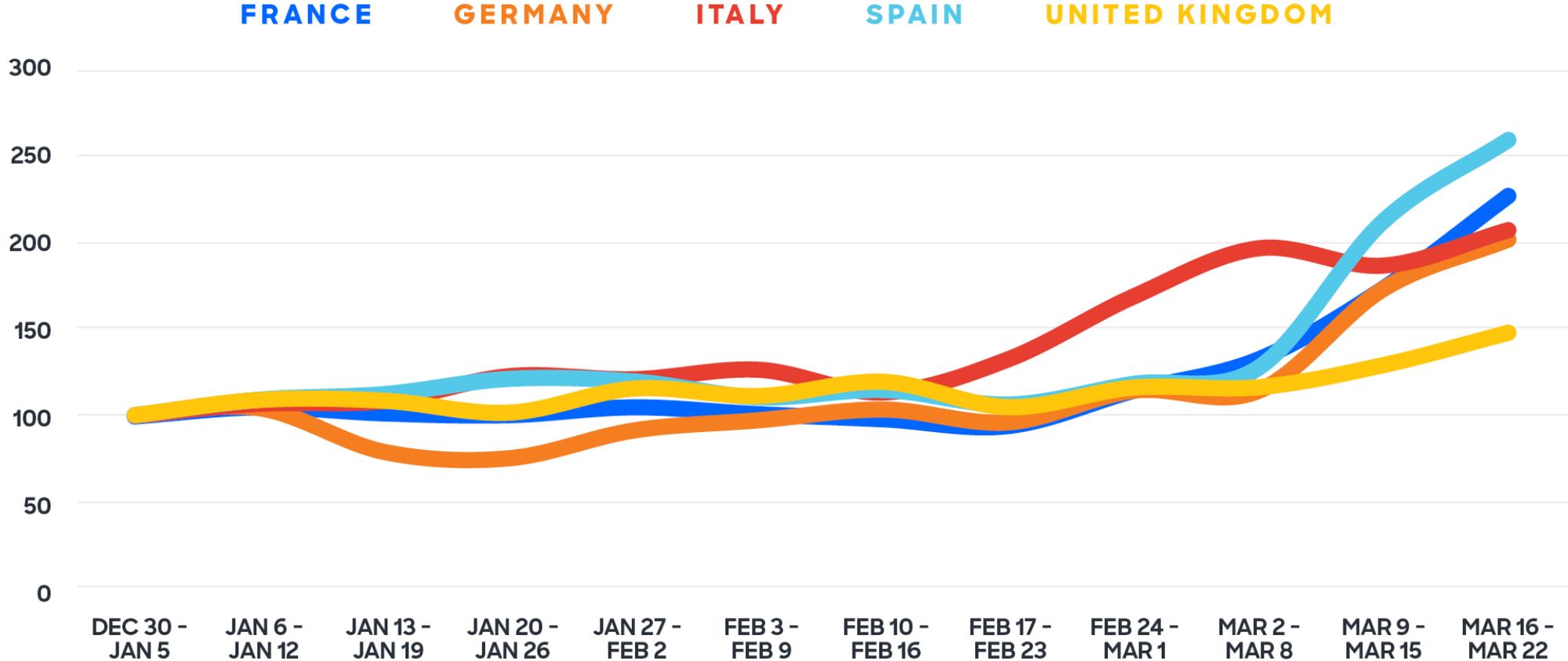
WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Local News Sites/Apps: Visit Indices

WEEK OF DEC 30 - JAN 5 = 100

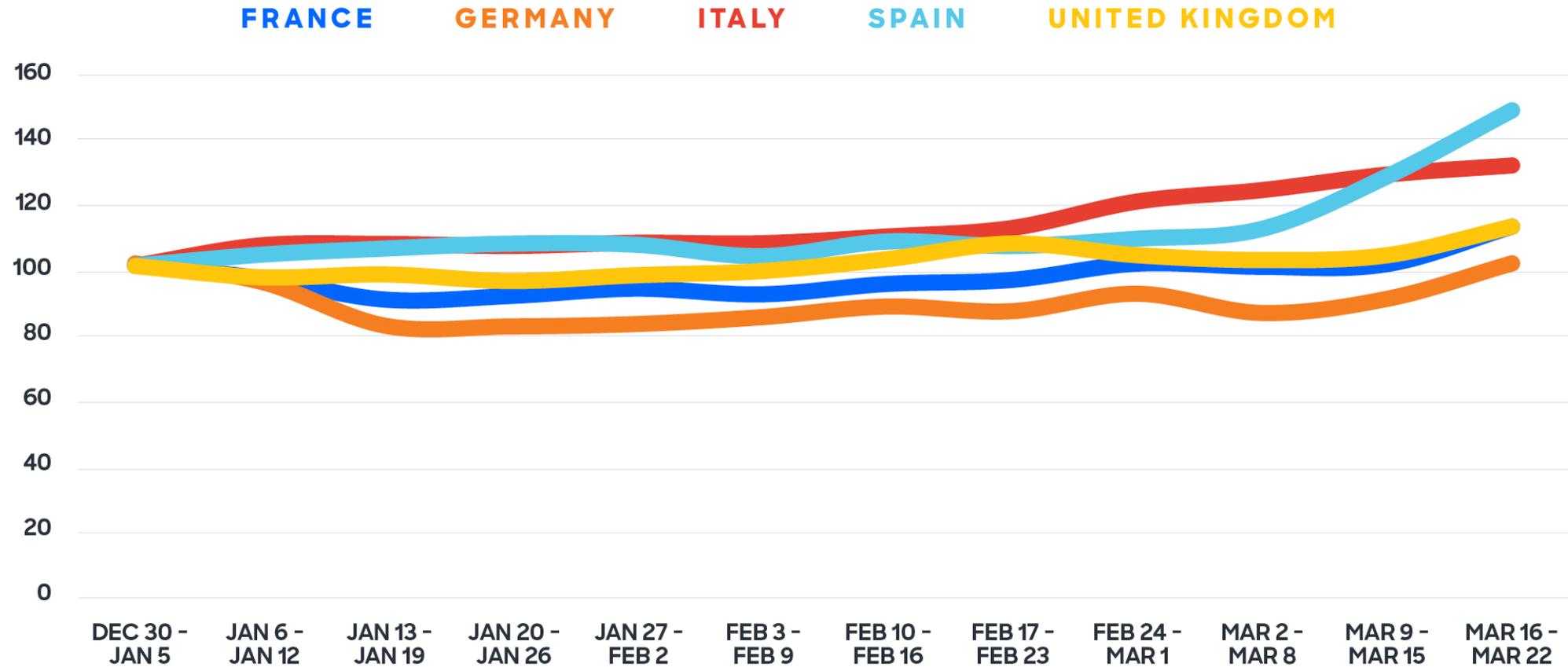


Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Social Media

Social Networking Sites/Apps: Visit Indices

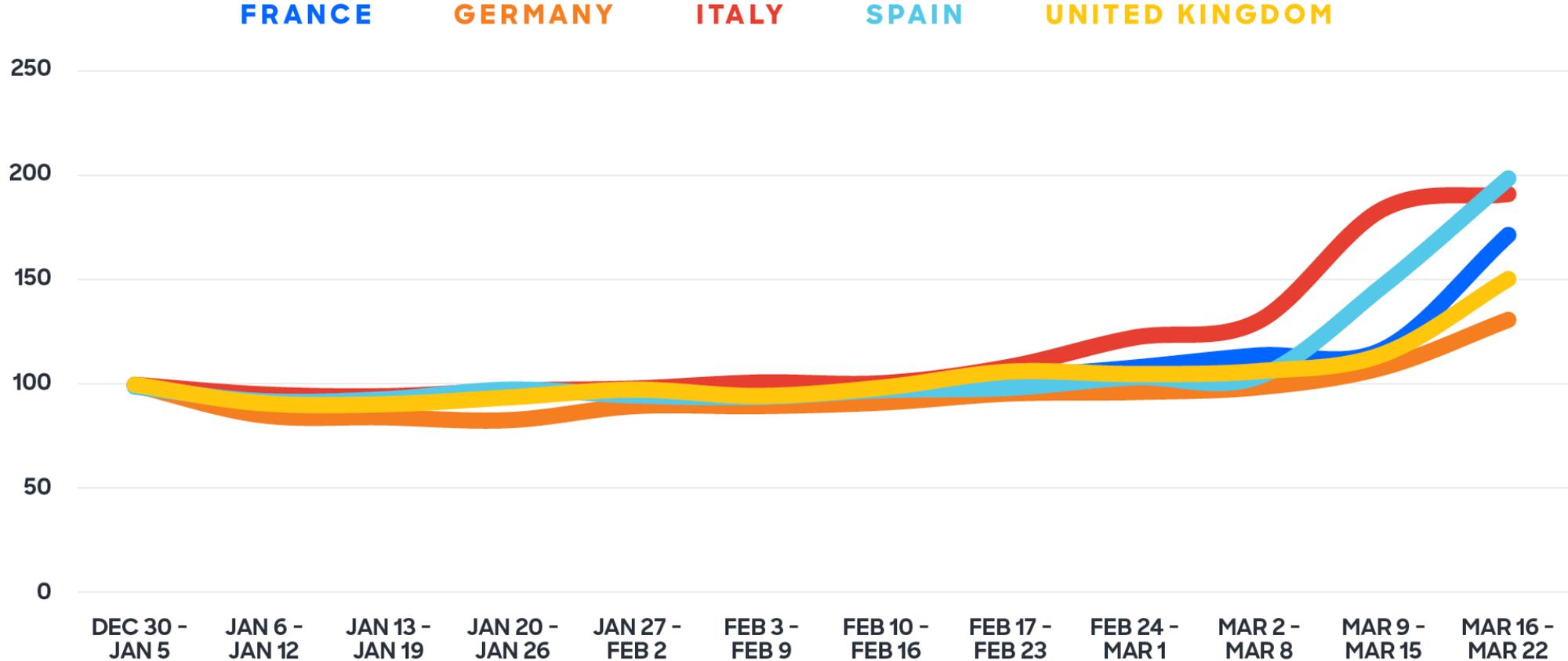
WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Instant Messaging Sites/Apps: Visit Indices

WEEK OF DEC 30 - JAN 5 = 100

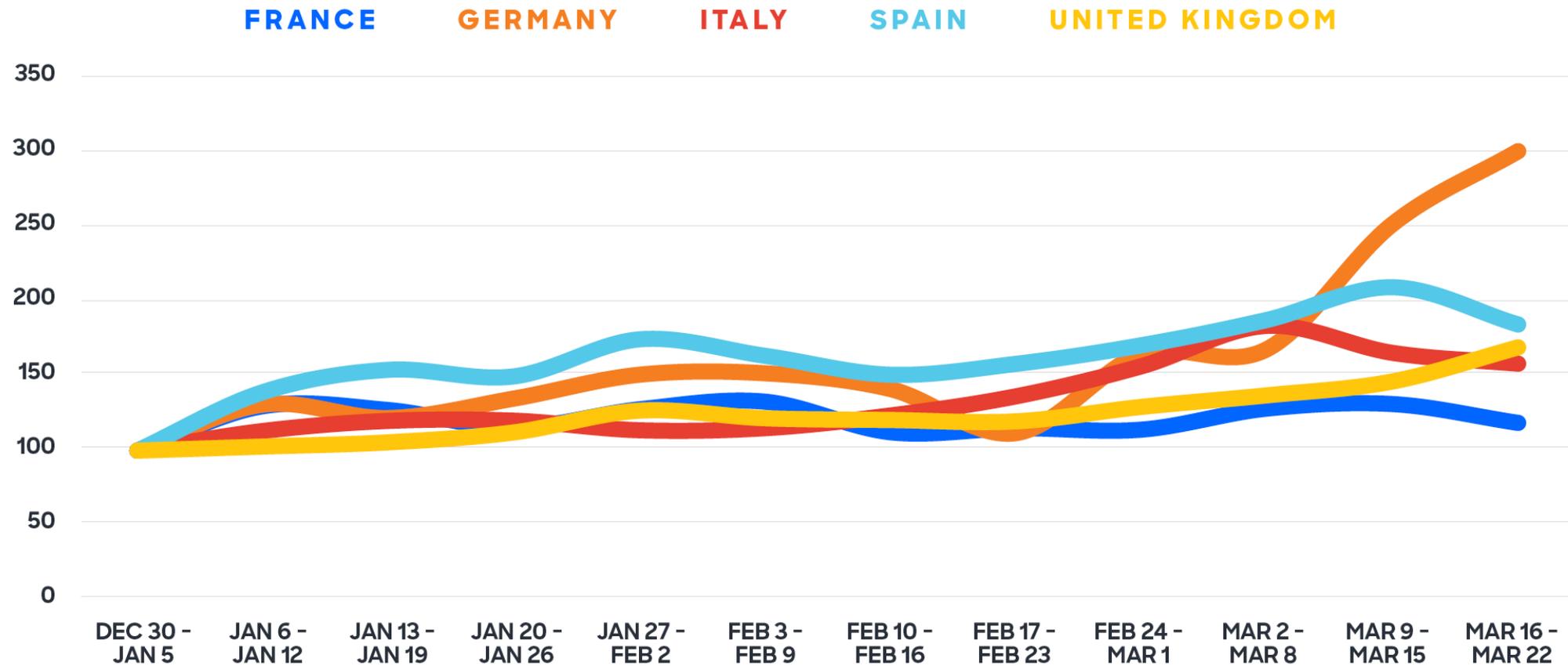


Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Preparing for the Lockdown

Health Information Sites/Apps: Visit Indices

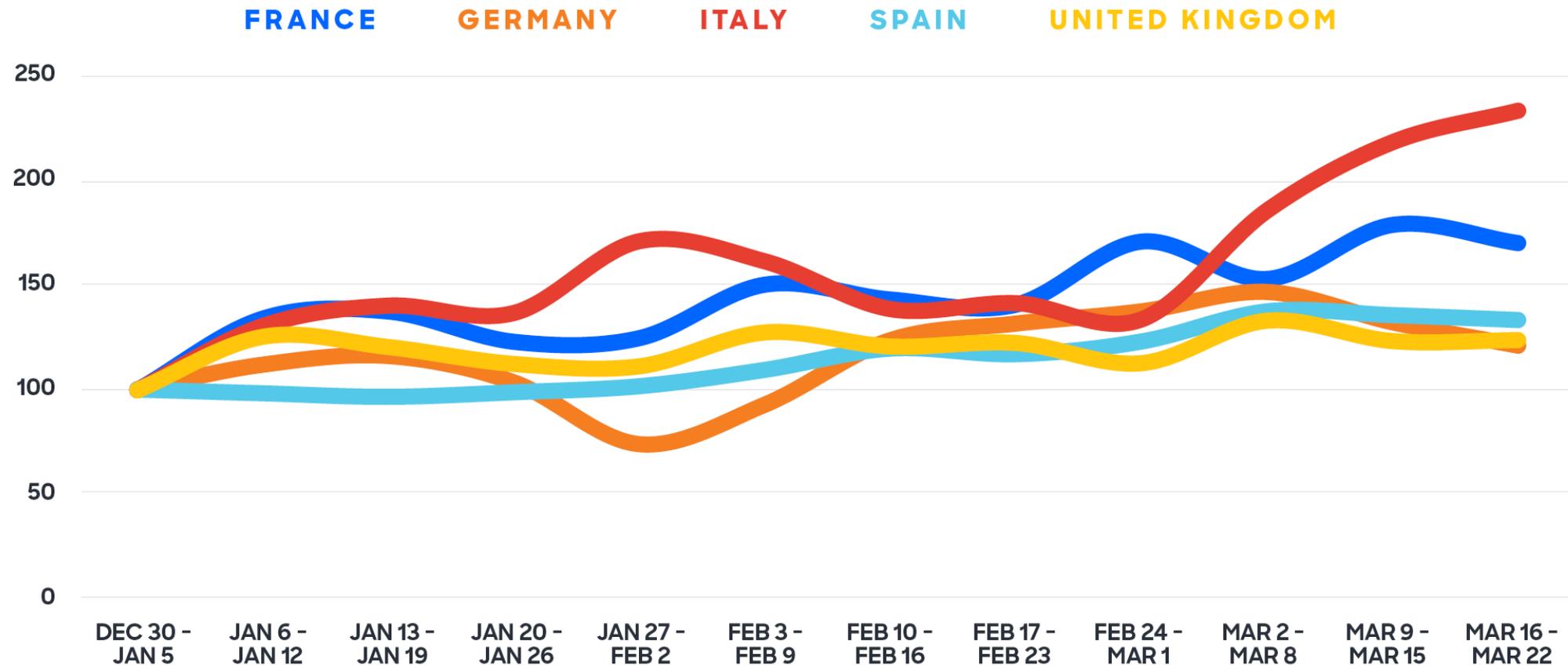
WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Diet & Exercise/Fitness Sites/Apps: Visit Indices

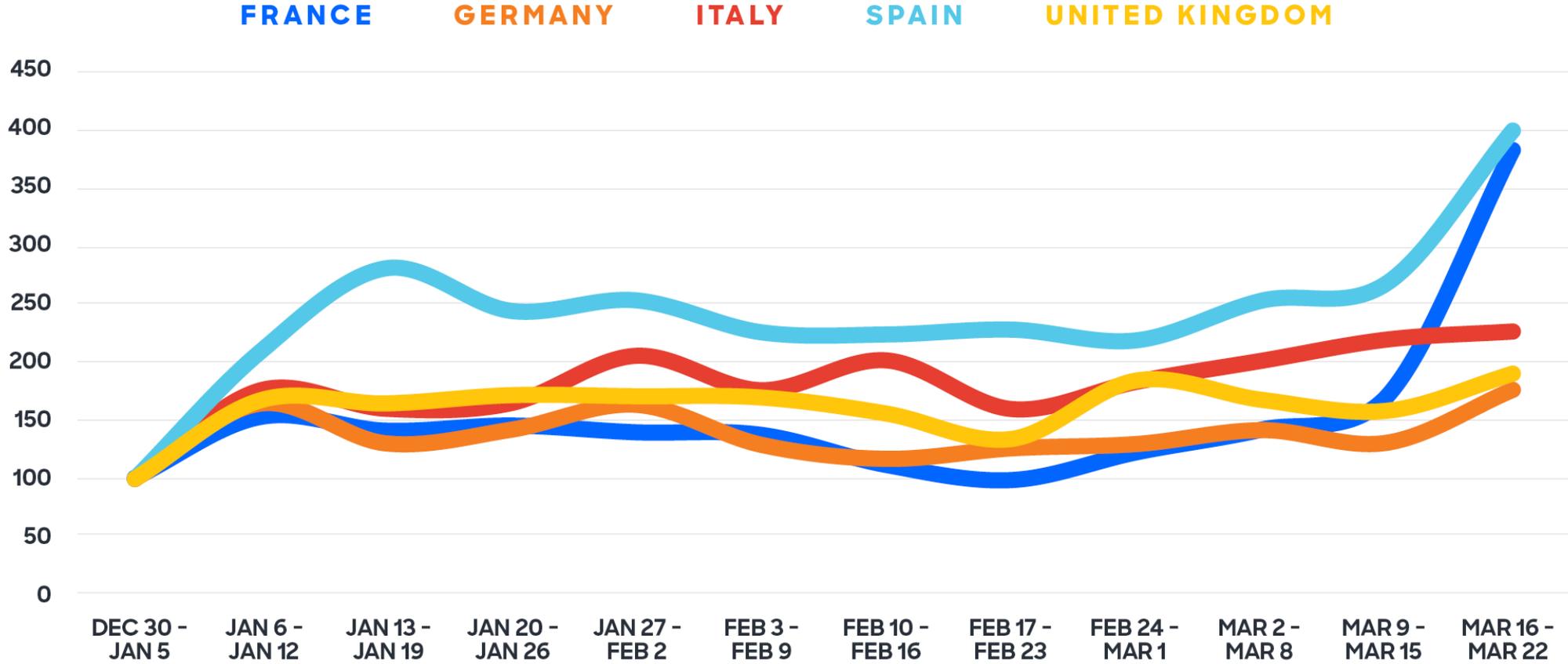
WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Education Information Sites/Apps: Visit Indices

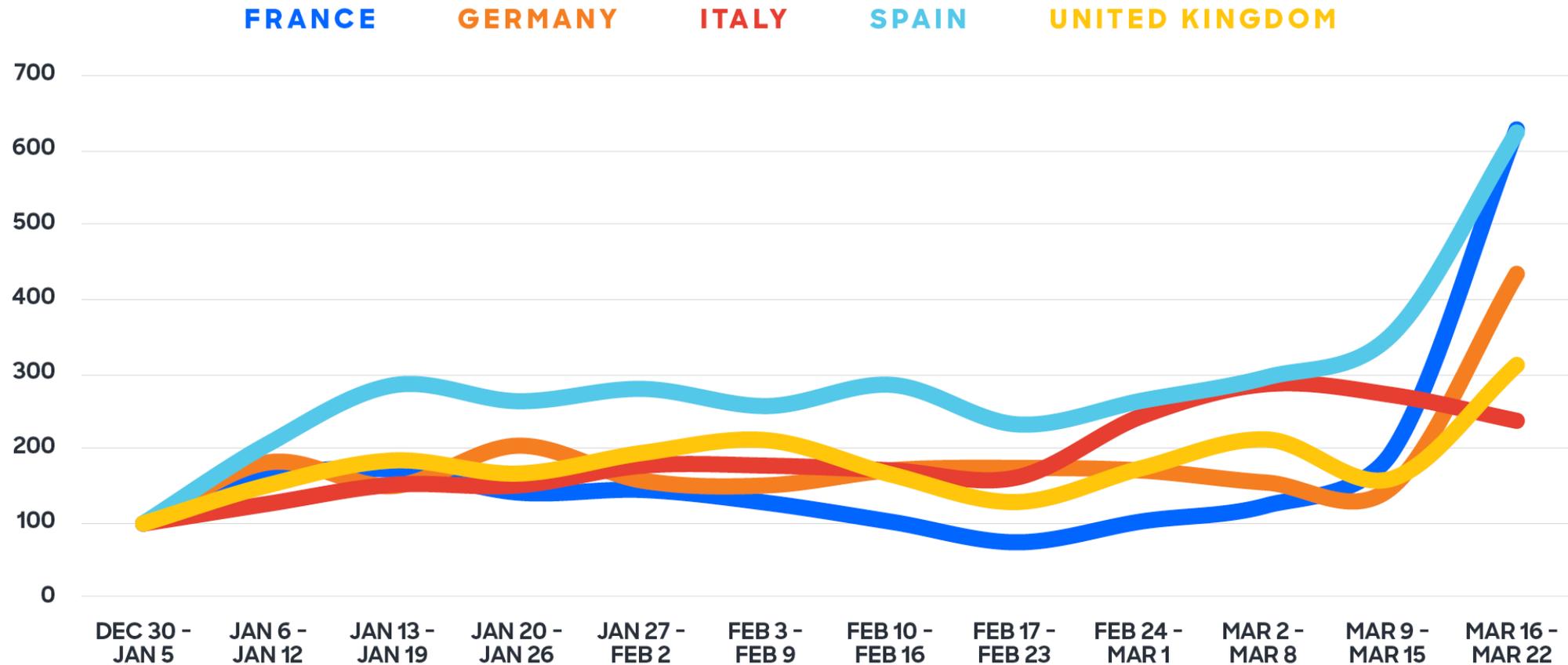
WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Family & Youth Sites/Apps: Visit Indices

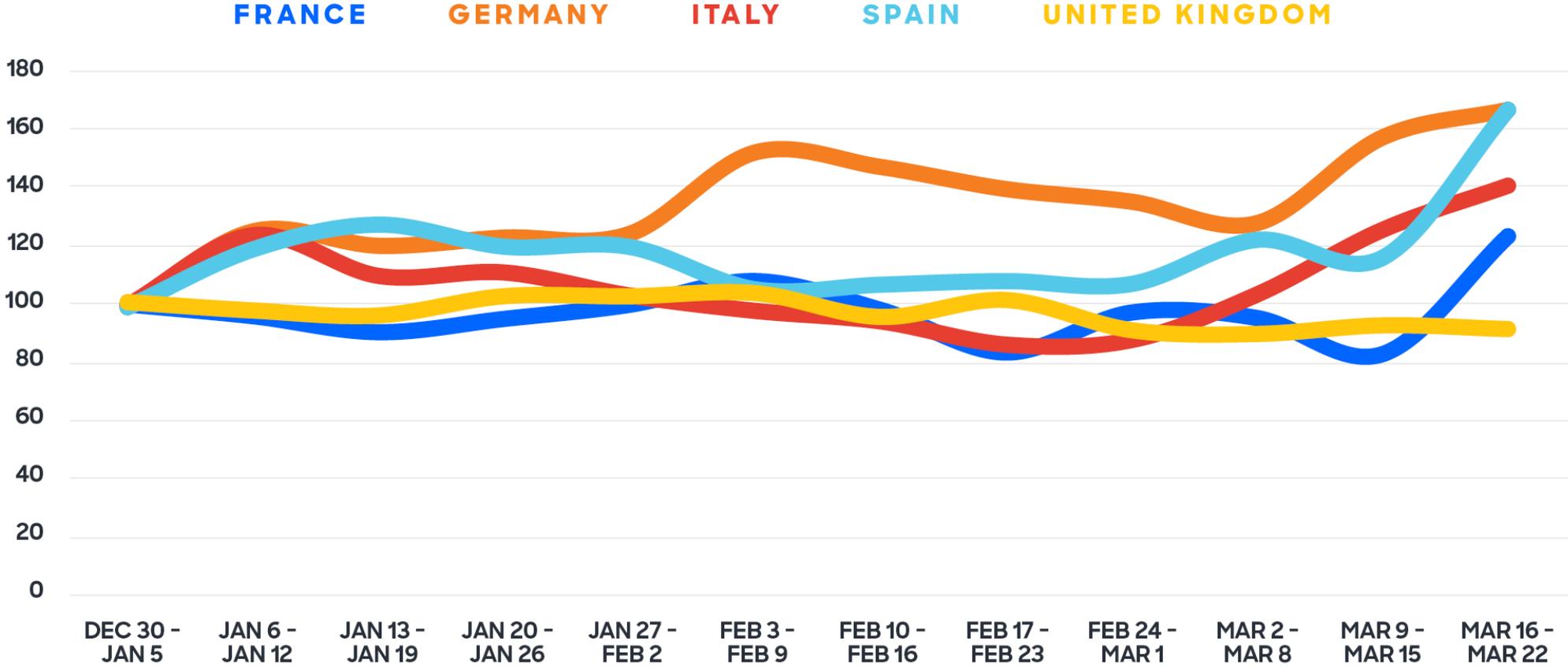
WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Book Retail Sites/Apps: Visit Indices

WEEK OF DEC 30 - JAN 5 = 100



Comscore MMX Custom Reporting, Dec 2019 - Mar 2020

Thank you!