

A top-down view of a wooden desk. In the top left is a silver laptop. To its right is a white computer mouse. In the top center is a muffin in a paper liner. To the right of the muffin is a white cup of black coffee. In the top right corner is a small vase with yellow flowers. In the bottom left is a small green plant. In the bottom center is an open blue notebook. To the right of the open notebook is a closed spiral notebook with a pen resting on it. A semi-transparent grey rectangle is overlaid on the desk, containing the title text.

# comScore Digital Platform Performance

October 2017 Data

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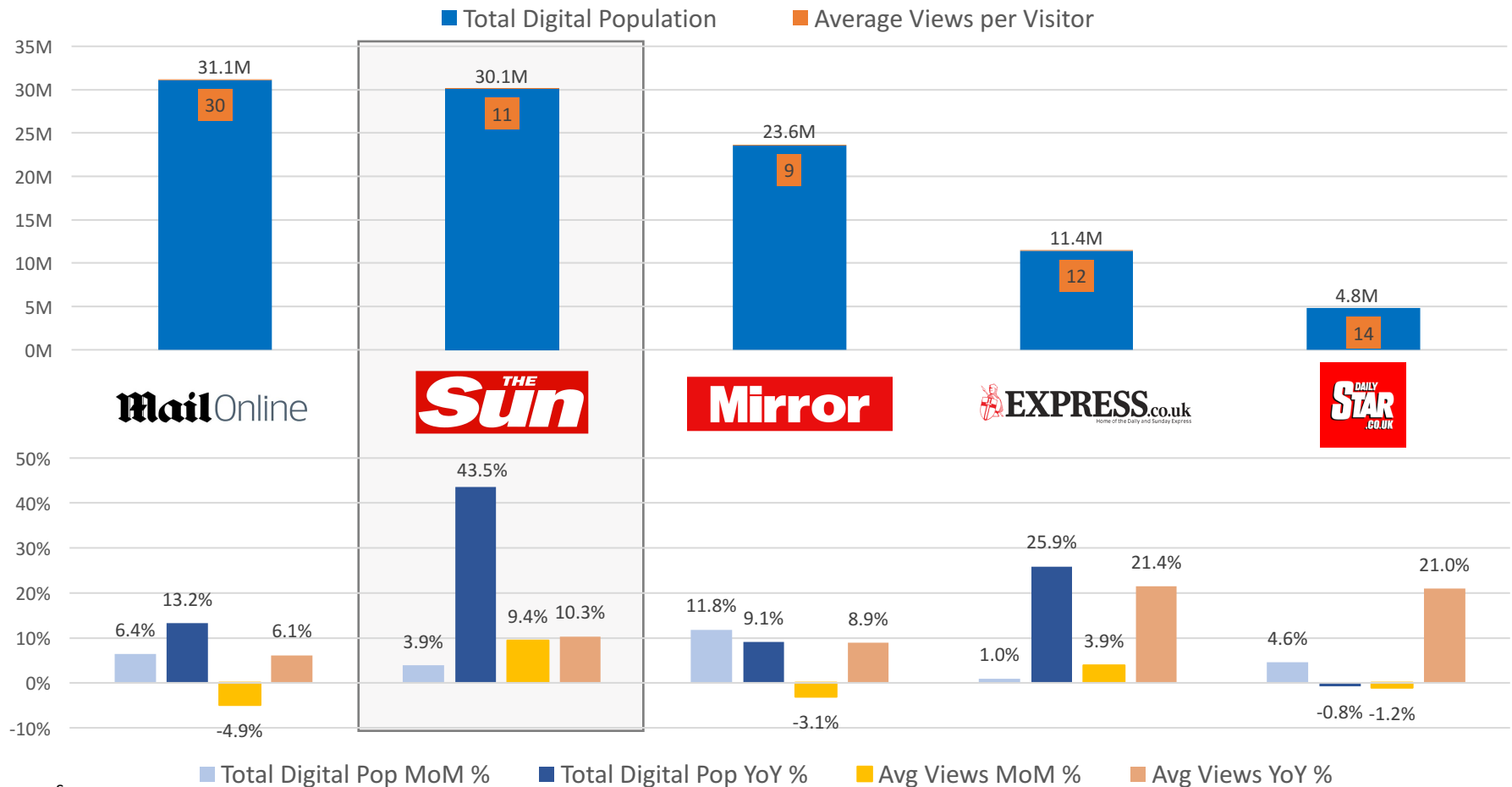


# The Sun Online leads year-on-year Total Digital growth

Total Digital Population and Average Views per Visitor | October 2017

The Sun's Total Digital Population is 30.1 million for October 2017, up 1.1M, 3.9% MoM & 9.1M, 43.5% YoY

Avg Views per visitor: The Sun has 11 average views per visitor for October 2017, up 1 view, 9.4% MoM & 1 view, 10.3% YoY



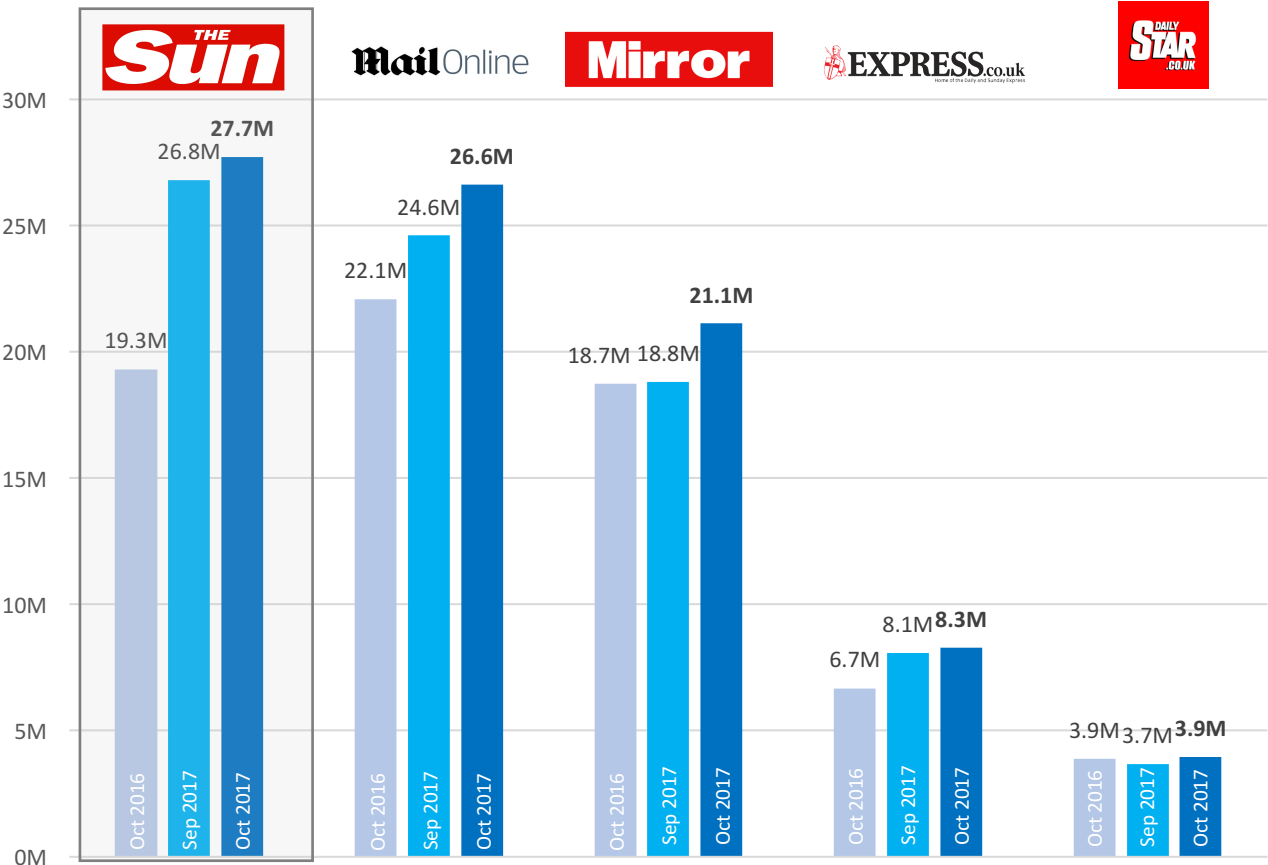
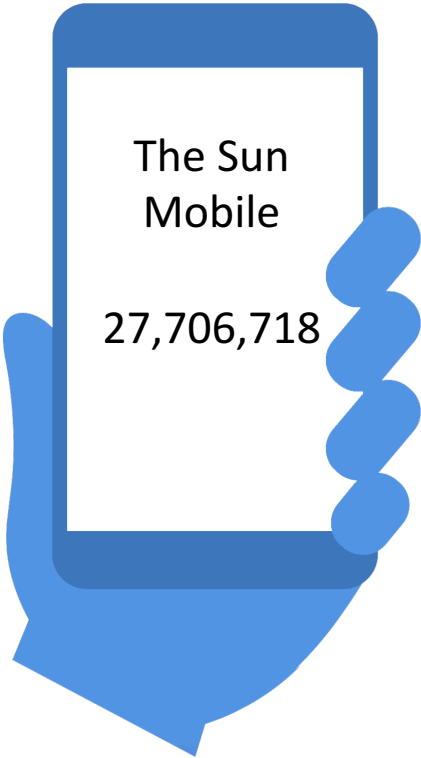
Source: comScore

# The Sun leads Mobile Performance versus its Competitive Set

Mobile Performance | October 2017

The Sun Mobile is 27.7 million for October 2017, up 0.9M, 3.4% MoM & up 8.4M, 43.5% YoY

Versus MailOnline The Sun is ahead by 1.1M for October 2017, an improvement swing on the gap by 3.8M YoY



Source: comScore

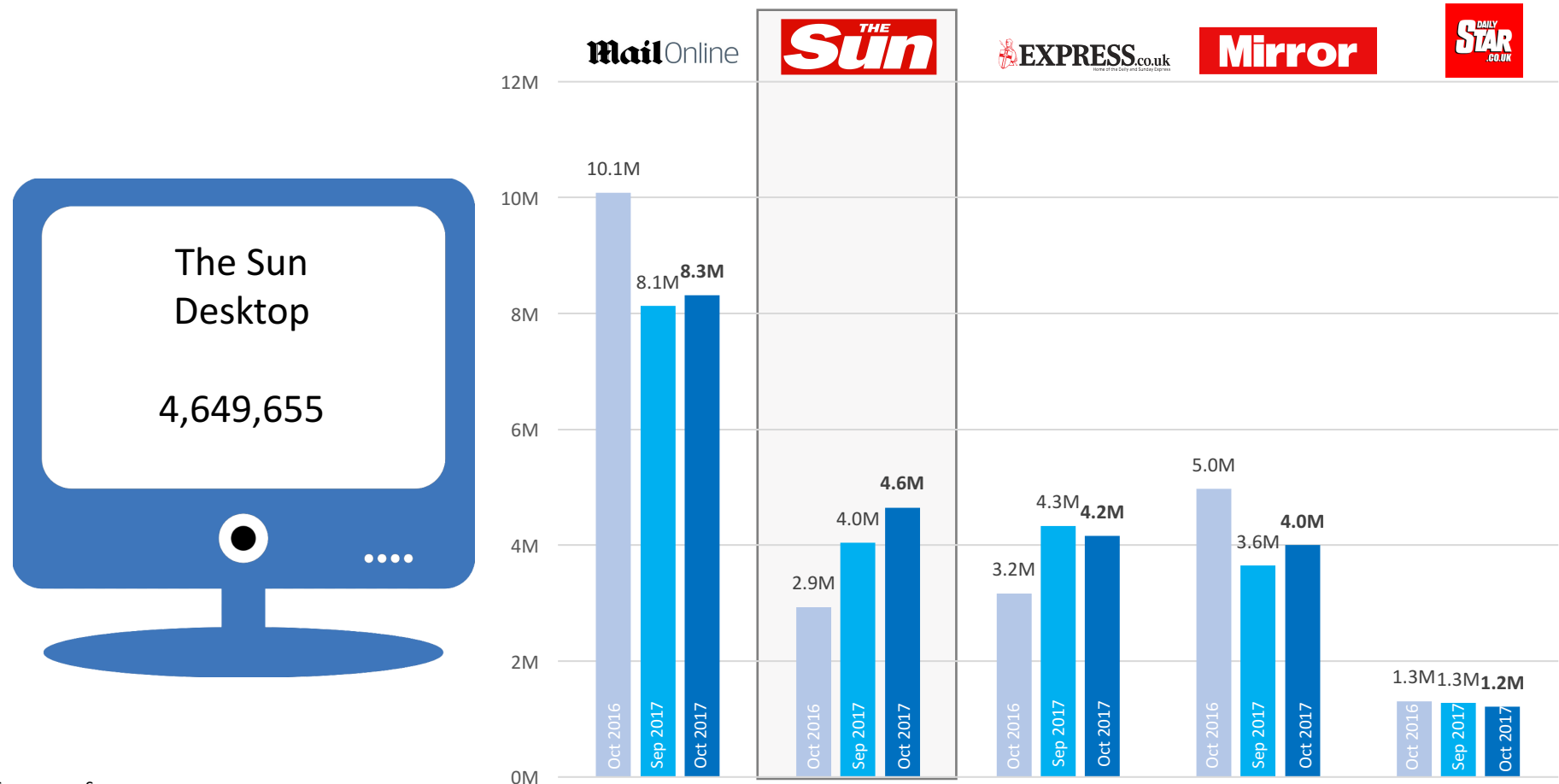


# The Sun leads month-on-month and year-on-year growth

Desktop Performance | October 2017

The Sun Desktop performance is 4.6 million for October 2017, up 0.6M, 15% MoM & up 1.7M, 58.7% YoY

Versus MailOnline, The Sun improves the gap for October 2017, an improvement swing of 3.5M YoY



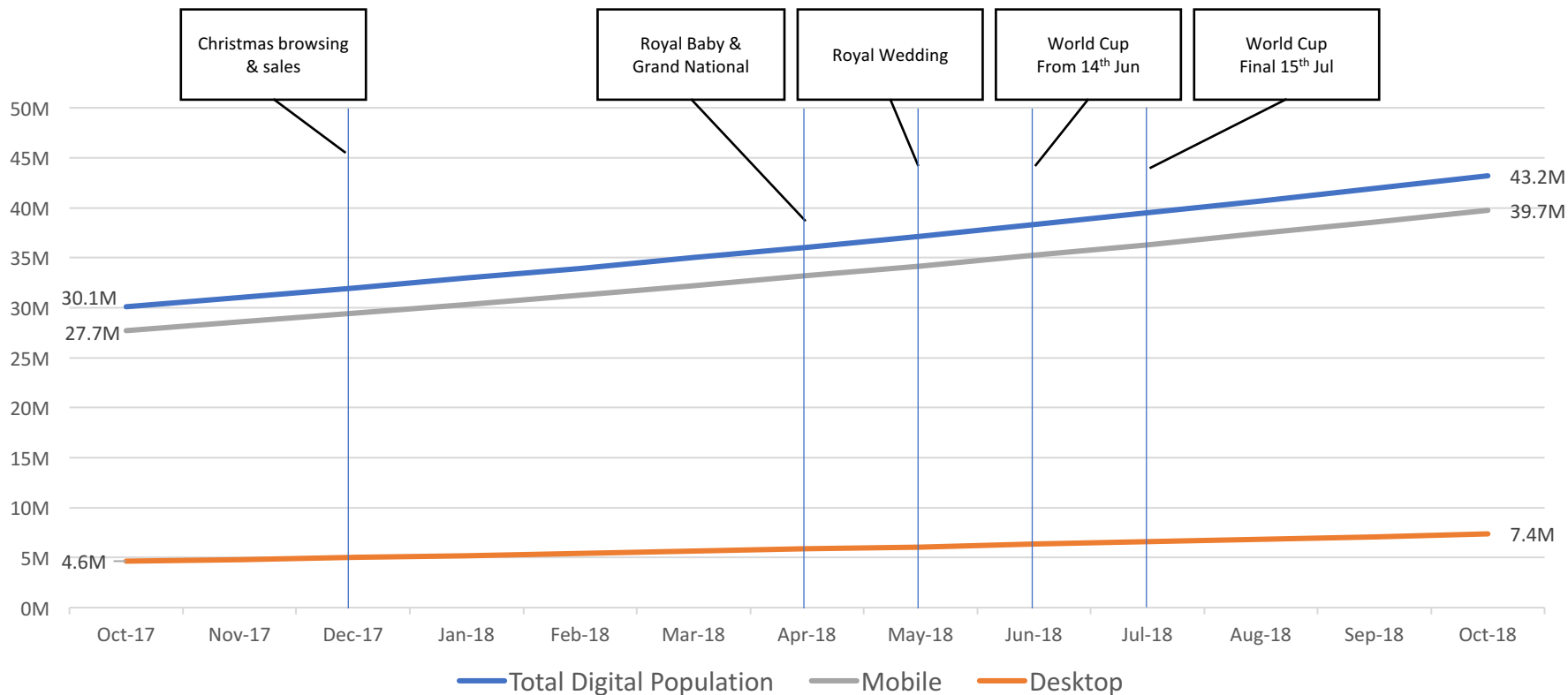
# The Sun's Online growth continues into 2018

Compound Growth Forecast | October 2017

The Total Digital Population and Mobile performance will increase 3.1% MoM & Desktop 3.9% in the 12 months to Oct 2018

Possible spikes in the coming year will boost performance for all the digital mediums

Compound growth next 12 months



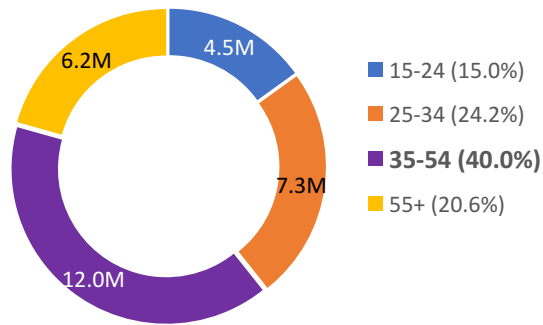
Compound Growth based on 12 months forecast from October 2017 YoY Performance, CAGR: Total Digital Population: 3.1%, Mobile: 3.1%, Desktop 3.9%

# The Sun's Online Audience grows in reach to 35-54 year old females

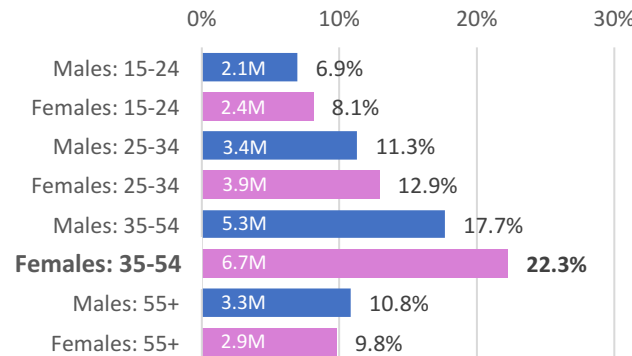
Demographics | October 2017

**Audience Snapshot: Aged 35-54 (40%), Female 53.1% (55.7% of 35-54 age), lives in the UK, BC1 Middle & Lower Middle Class (56.8%), childless (62.1%)**

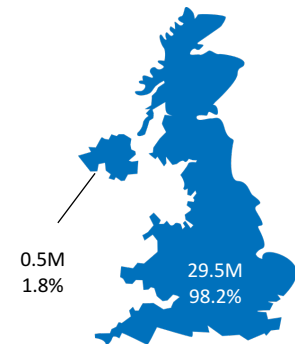
Age



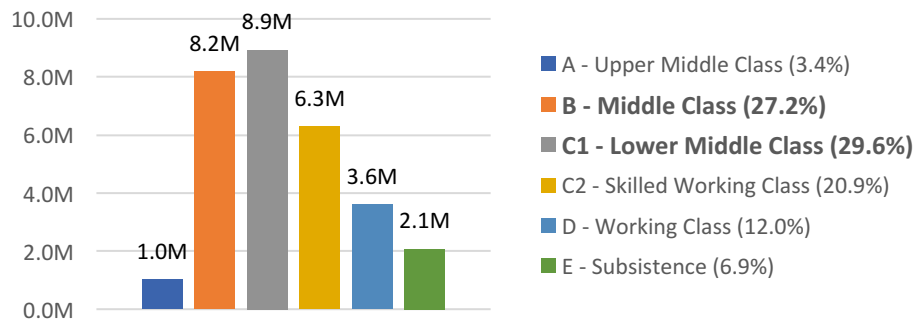
Gender



Geographics



Social Grade (UK)



Summary

- Age range of 35-54 saw an increase of 238k, 2.0% MoM & 3.5M, 41% YoY
- Female audience of the 35-54 age range has increased by 0.5M, 8.5% MoM & 2.2M, 51.3% YoY
- The B & C1 Social Grades continue to lead the audience figures, however month-on-month the C2 grade saw the largest increase of 0.5M, 8.4%

Source: comScore, of Total Audience 30,097,490

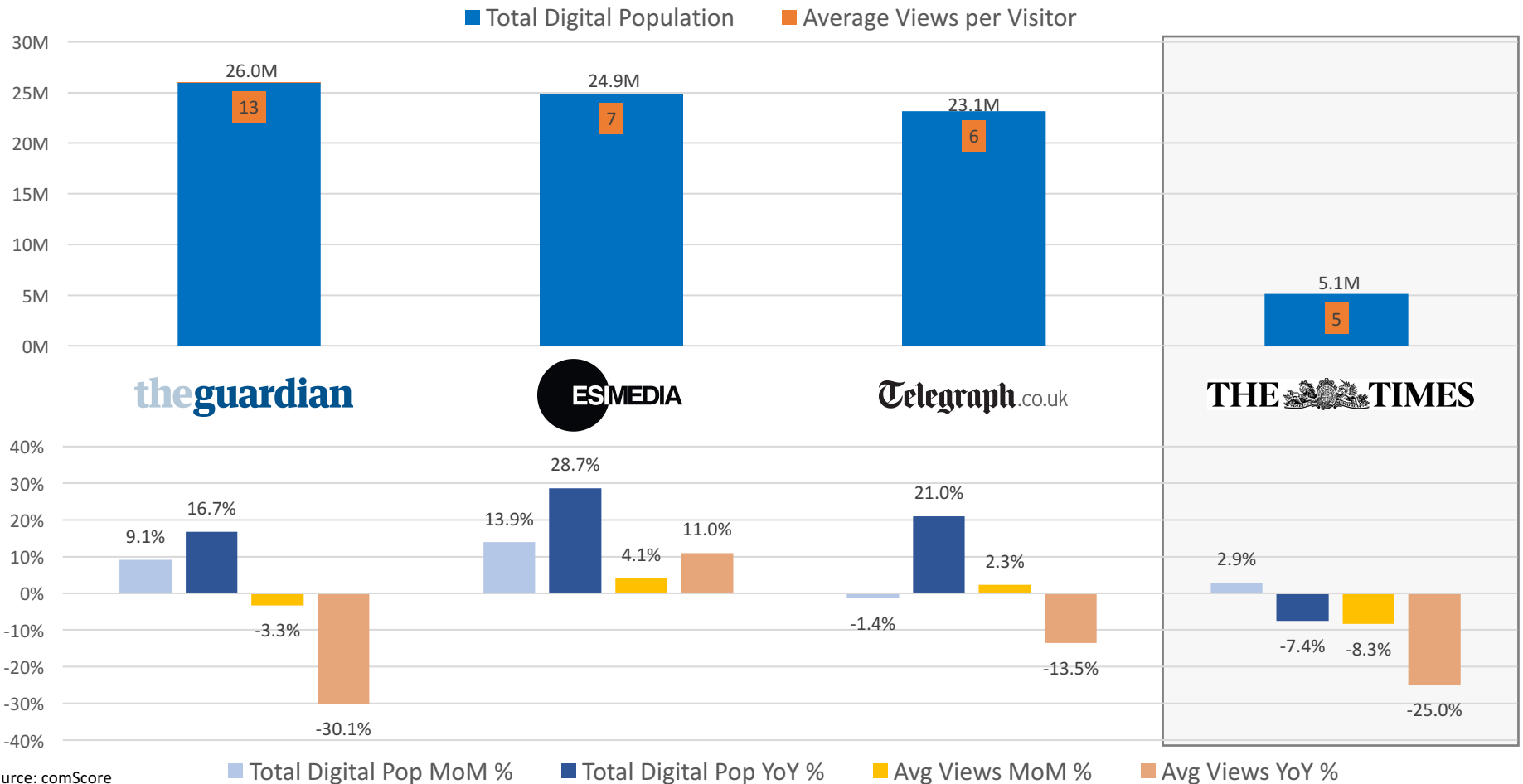


# The Times Online increases Total Digital performance MoM

Total Digital Population and Average Views per Visitor | October 2017

Total Digital Population: The Times is 5.1 million for October 2017, up 0.1M, 2.9% MoM but down 0.4M, -7.4% YoY

Average Views per visitor: 5 for The Times for October 2017, a decline of 8.3% MoM (0.5 views) & -25% YoY, 2 views

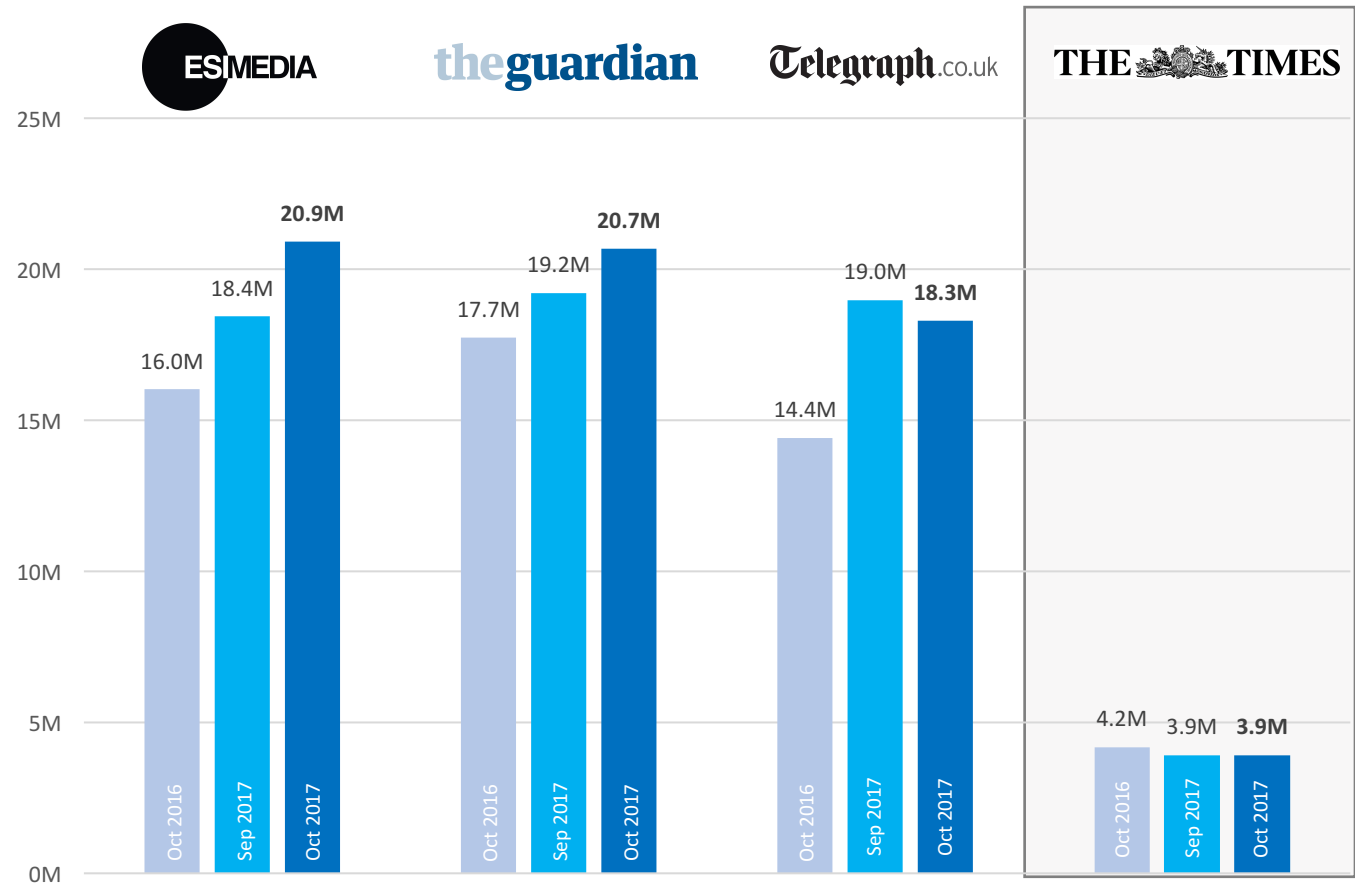
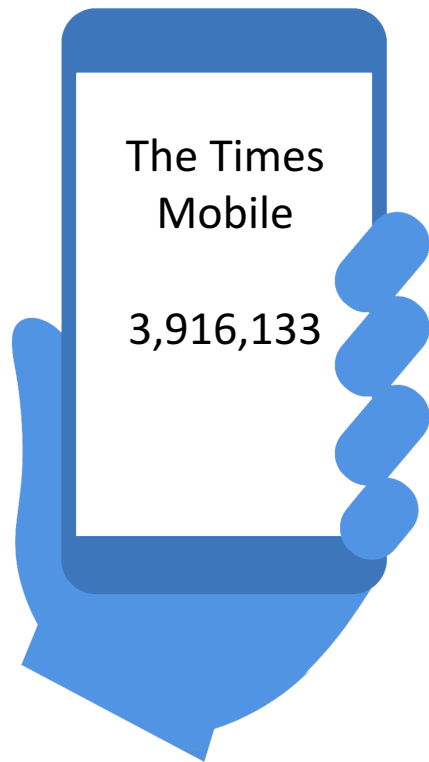


# The Times Online holds Mobile month-on-month performance

Mobile Performance | October 2017

The Times Mobile is 3.9 million for October 2017, flat MoM but down by 300k copies or -6.3% YoY

Rest of the set: The Independent & Guardian continue to grow, the Telegraph falls by 700k MoM



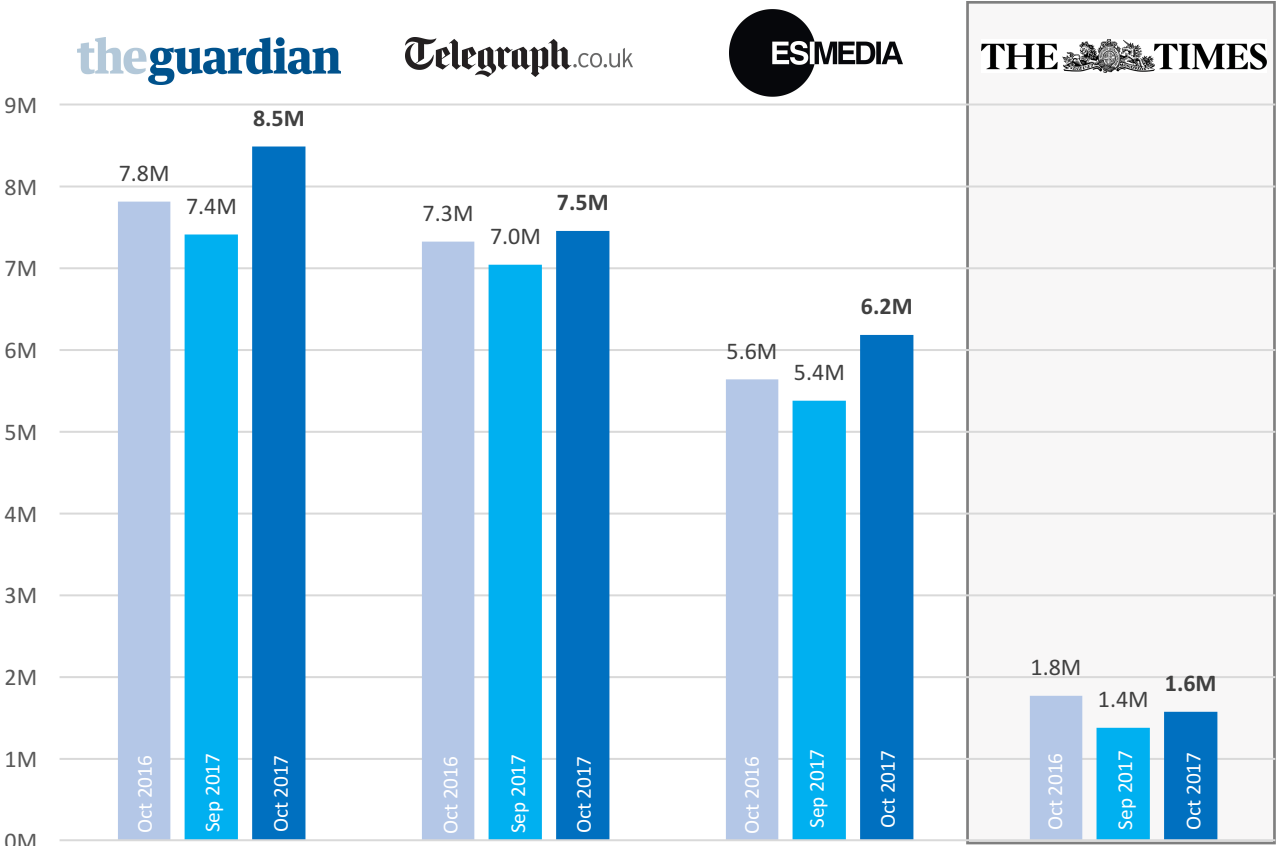
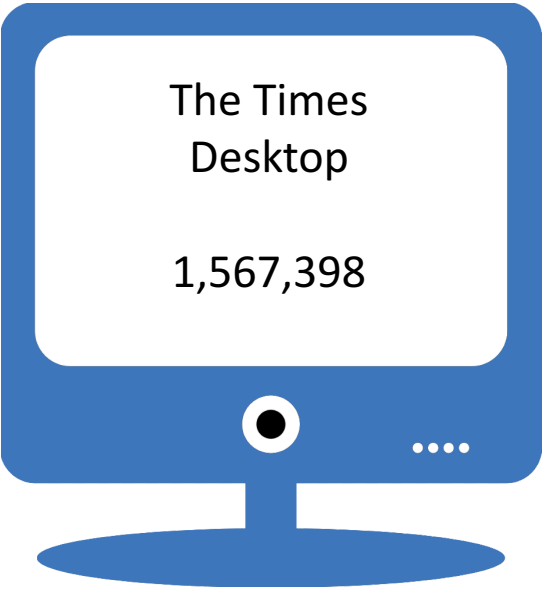
Source: comScore

# The Times Online increases Desktop performance MoM

Desktop Performance | October 2017

The Times Desktop is 1.6M for October 2017, up 0.2M copies, 14.3% MoM but down 0.2M copies, -11.4% YoY

Rest of the set: The Guardian, Telegraph and Independent continue to grow MoM & YoY



Source: comScore

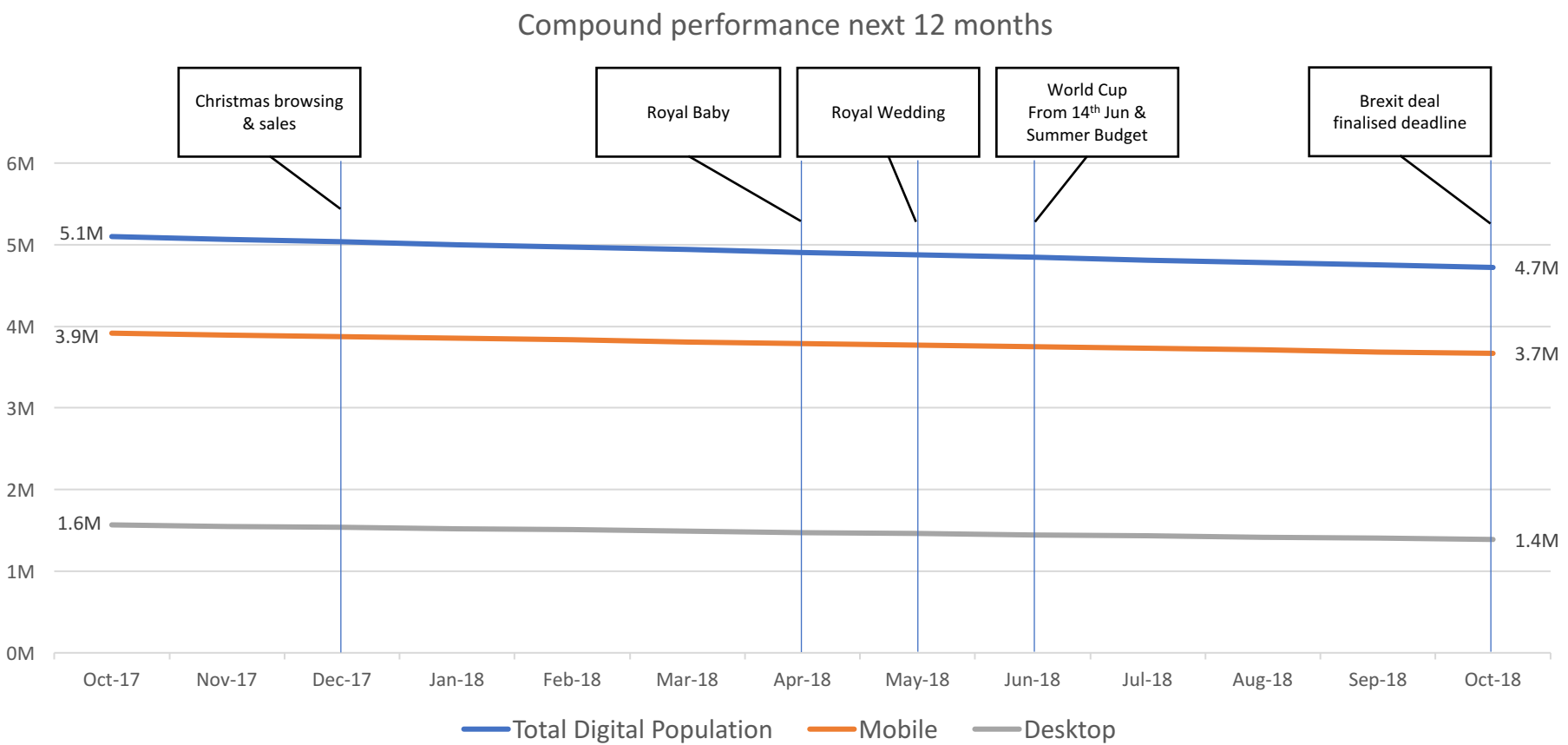


# The Times Online sees a small decline into Autumn 2018

Compound Forecast | October 2017

The Total Digital Population and Mobile performance will decline by -0.6% & -0.5% MoM respectively & Desktop performance will decline by -1.0% MoM in the 12 months to Oct 2018

Possible spikes in the coming year will support & could increase performance for all the digital mediums



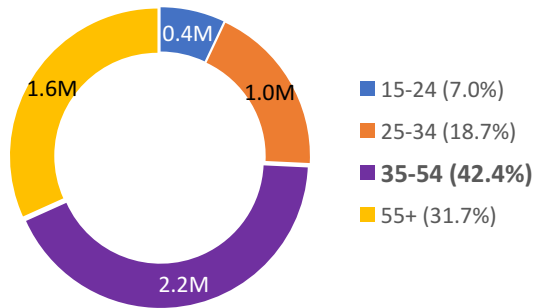
Compound performance based on 12 months forecast from October 2017 YoY Performance, CAGR: Total Digital Population: -0.6%, Mobile: -0.5%, Desktop -1.0%

# The Times Online Audience grows in reach to 35-54 year old females YoY

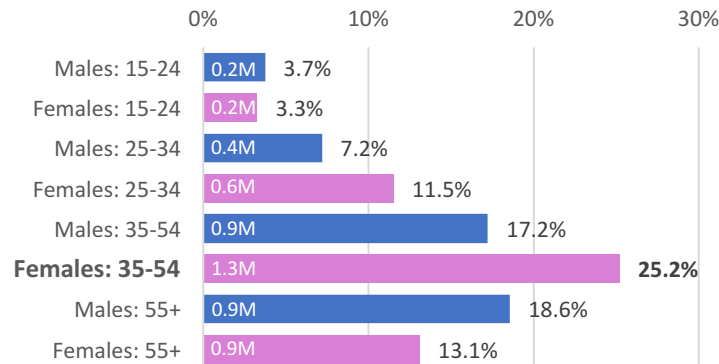
Demographics | October 2017

**Audience Snapshot: Aged 35-54 (42.4%), Female 53.1% (59.4% of 35-54 age), lives in the UK, B Middle class (36.8%), childless (67.4%)**

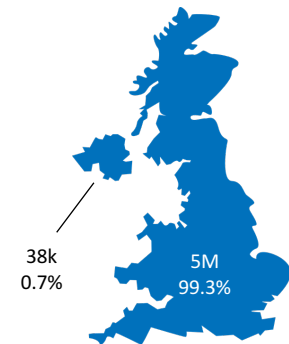
Age



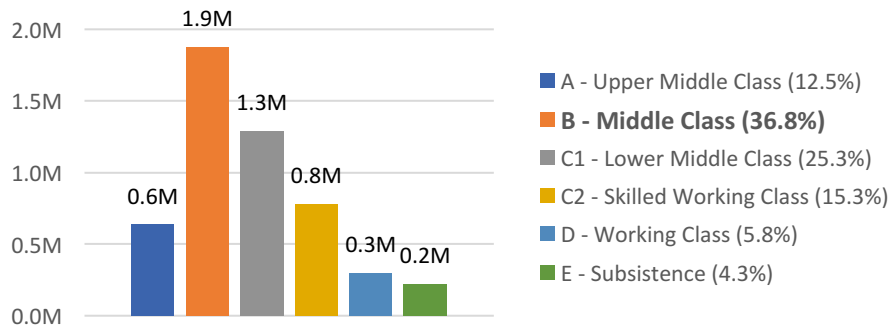
Gender



Geographics



Social Grade (UK)



Summary

- Total age range of 35-54 saw a decline of 26k, -2.4% MoM & 70k, -3.1% YoY but is still the largest share
- Female audience of the 35-54 age saw a shift of -59k, -4.4% MoM but is up 124k, 10.7% YoY
- The B Social Grade continues to lead the total share figures, however MoM & YoY the A Social grade saw an increase of 206k, 48% & 245k, 62.4% respectively

Source: comScore, of Total Audience 5,099,791

# Summary | The Sun Online

October 2017



Total Digital Population: 30.1M  
Average Views per Visitor: 11

- Total Digital Population figure of 30.1M leads year-on-year growth versus its competitive set
- Mobile performance of 27.7M grew 0.9M month-on-month and 8.4M year-on-year
- Versus MailOnline the Mobile performance is ahead by 1.1M, a YoY swing of 3.8M
- Desktop performance of 4.6M grew by 0.7M, 15% MoM and 1.7M, 58.7% YoY
- Digital Audience saw a growth in reach to 35-54 year old females by 0.5M, 8.5% MoM & 2.2M, 51.3% YoY



# Summary | The Times Online

October 2017



Total Digital Population: 5.1M  
Average Views per Visitor: 5

- Total Digital Population figure of 5.1M saw a growth of 0.1M, 2.9% month-on-month
- Mobile performance has held at 3.9M month-on-month
- Desktop Performance of 1.6M is up 0.2M, 14.3% versus September 2017
- Digital Audience saw a growth in reach to 35-54 year old females by 124k, 10.7% YoY
- The B Social Grade continues to lead the total share figures, however month-on-month & year-on-year the A Social grade saw an increase of 206k, 48% & 245k, 62.4% respectively

# Appendix Tables

October 2017

## Total Digital Population

Media	Oct 17	Sep 17	MoM	MoM %	Oct 16	YoY	YoY %
The Sun Online	30.1M	29.0M	1.1M	3.9%	21.0M	9.1M	43.5%
Times Online	5.1M	5.0M	0.1M	2.9%	5.5M	-0.4M	-7.4%
MailOnline	31.1M	29.2M	1.9M	6.4%	27.5M	3.6M	13.2%
The Guardian	26.0M	23.9M	2.2M	9.1%	22.3M	3.7M	16.7%
Mirror Online	23.6M	21.1M	2.5M	11.8%	21.6M	2.0M	9.1%
ESI Media*	24.9M	21.8M	3.0M	13.9%	19.3M	5.5M	28.7%
Telegraph	23.1M	23.5M	-0.3M	-1.4%	19.1M	4.0M	21.0%
Express.co.uk	11.4M	11.3M	0.1M	1.0%	9.1M	2.3M	25.9%
DailyStar.co.uk	4.8M	4.6M	0.2M	4.6%	4.9M	0.0M	-0.8%

## Average Views per Visitor

Media	Oct 17	Sep 17	MoM	MoM %	Oct 16	YoY	YoY %
The Sun Online	11	10	1	9.4%	10	1	10.3%
Times Online	5	6	0.5	-8.3%	7	-2	-25.0%
MailOnline	30	31	-2	-4.9%	28	2	6.1%
The Guardian	13	13	0	-3.3%	18	-5	-30.1%
Mirror Online	9	9	0	-3.1%	8	1	8.9%
ESI Media*	7	7	0	4.1%	7	1	11.0%
Telegraph	6	6	0	2.3%	7	-1	-13.5%
Express.co.uk	12	11	0	3.9%	9	2	21.4%
DailyStar.co.uk	14	14	0	-1.2%	12	2	21.0%

Source: comScore | \*ESI Media: Independent Brands: Evening Standard, Independent, Indy 100

# Appendix Tables

October 2017

## Mobile

Media	Oct 17	Sep 17	MoM	MoM %	Oct 16	YoY	YoY %
The Sun Online	27.7M	26.8M	0.9M	3.4%	19.3M	8.4M	43.5%
Times Online	3.9M	3.9M	0.0M	0.0%	4.2M	-0.3M	-6.3%
MailOnline	26.6M	24.6M	2.0M	8.2%	22.1M	4.5M	20.6%
The Guardian	20.7M	19.2M	1.5M	7.6%	17.7M	2.9M	16.5%
Mirror Online	21.1M	18.8M	2.3M	12.2%	18.7M	2.4M	12.7%
ESI Media*	20.9M	18.4M	2.5M	13.4%	16.0M	4.9M	30.5%
Telegraph	18.3M	19.0M	-0.7M	-3.6%	14.4M	3.9M	26.9%
Express.co.uk	8.3M	8.1M	0.2M	2.6%	6.7M	1.6M	24.2%
DailyStar.co.uk	3.9M	3.7M	0.3M	7.3%	3.9M	0.0M	1.2%

## Desktop

Media	Oct 17	Sep 17	MoM	MoM %	Oct 16	YoY	YoY %
The Sun Online	4.6M	4.0M	0.6M	15.0%	2.9M	1.7M	58.7%
Times Online	1.6M	1.4M	0.2M	14.3%	1.8M	-0.2M	-11.4%
MailOnline	8.3M	8.1M	0.2M	2.4%	10.1M	-1.8M	-17.4%
The Guardian	8.5M	7.4M	1.1M	14.5%	7.8M	0.7M	8.6%
Mirror Online	4.0M	3.6M	0.4M	9.7%	5.0M	-1.0M	-19.5%
ESI Media*	6.2M	5.4M	0.8M	15.0%	5.6M	0.5M	9.7%
Telegraph	7.5M	7.0M	0.4M	5.8%	7.3M	0.1M	1.7%
Express.co.uk	4.2M	4.3M	-0.2M	-3.9%	3.2M	1.0M	31.6%
DailyStar.co.uk	1.2M	1.3M	-0.1M	-5.0%	1.3M	-0.1M	-7.4%

Source: comScore | \*ESI Media: Independent Brands: Evening Standard, Independent, Indy 100