



# Monthly Performance Pack

## July 2011

Dan Maynard, Publicist, BBC iPlayer  
BBC Communications  
T. 020 8008 5294 | M. 07912 583654 | E. [Daniel.Maynard@bbc.co.uk](mailto:Daniel.Maynard@bbc.co.uk)

# Monthly summary – July 2011

- July 2011 saw BBC iPlayer receive **153 million** requests for TV and radio programmes in total, with continuation of new devices growing in usage. Mobile devices, tablets and games consoles delivering more requests than in June, and IPTV requests specifically rose from 1.8m in June to 3.2m in July.
- *Top Gear*, *The Apprentice* and *Torchwood: Miracle Day* were the top TV titles this month, with a range of genres delivering the rest of the top 20 – drama, comedy, factual, films and sport.
- For radio, Stephen Nolan's coverage of the *Haye V Klitchsko* boxing was the most requested radio programme. *The Test Match Special* and *I'm Sorry I Haven't A Clue* also performed especially well, as well as the *Wimbledon 2011 Ladies Singles Final*.

## Consistent with previous months:

- The profile of BBC iPlayer users is evening out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile.
- BBC iPlayer is used for TV at roughly the same time of day as linear TV viewing, although there is proportionally more daytime and late-peak use. For radio, BBC iPlayer is used far more in daytime than traditional radio listening, which peaks at breakfast-time.

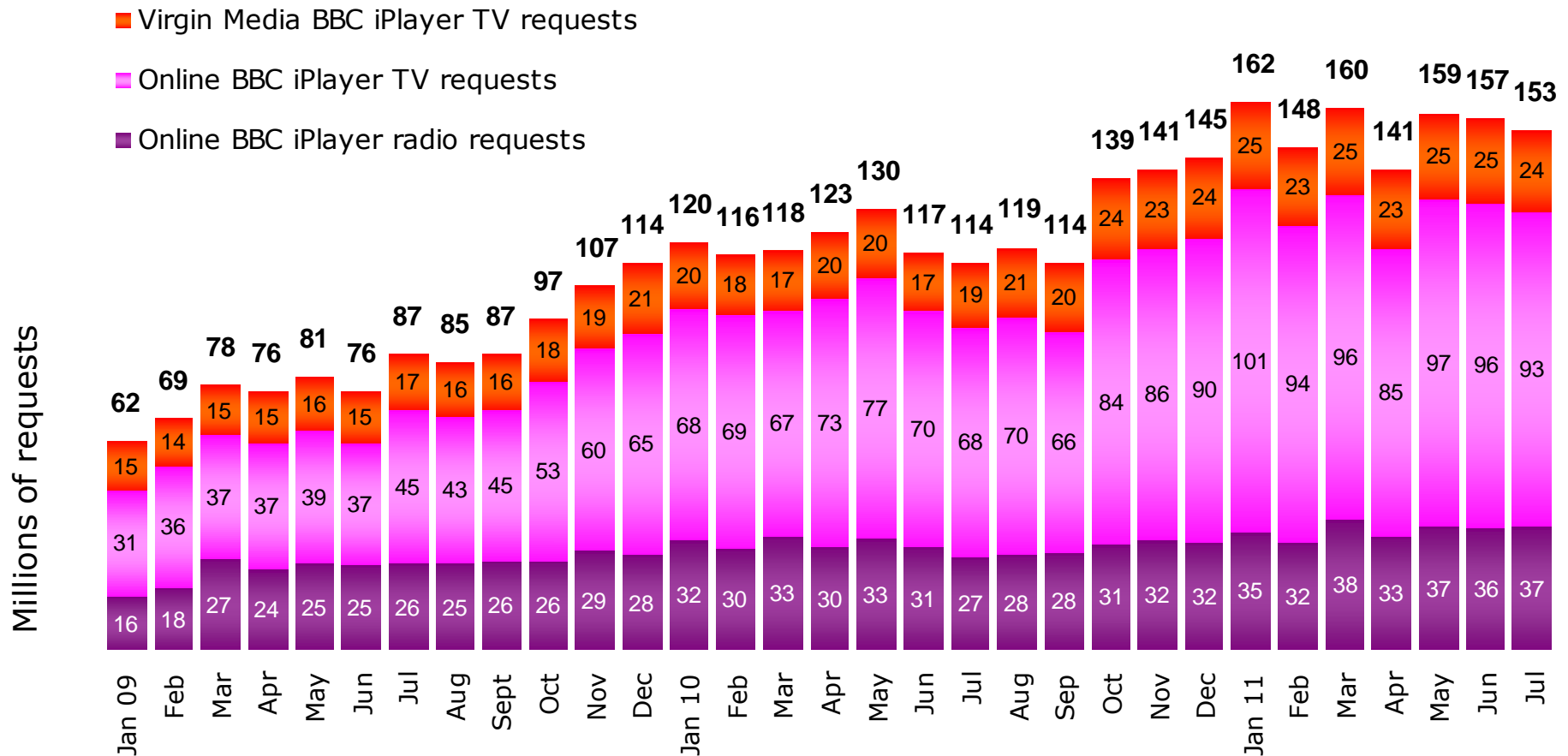
# Index

	<u>Page</u>
Overview for BBC iPlayer across all platforms	4
Monthly requests	7
Average daily requests	8
Average daily users	9
Weekly requests	10
Weekly users	11
Minutes per user per week	12
Top TV programmes	13
Top radio programmes	14
Live vs on-demand	15
Use of BBC iPlayer for TV by time of day	16
Use of BBC iPlayer for radio by time of day	17
Profile of BBC iPlayer users	18
Glossary	19

# Total monthly BBC iPlayer requests across **all** platforms

## Includes Virgin Media

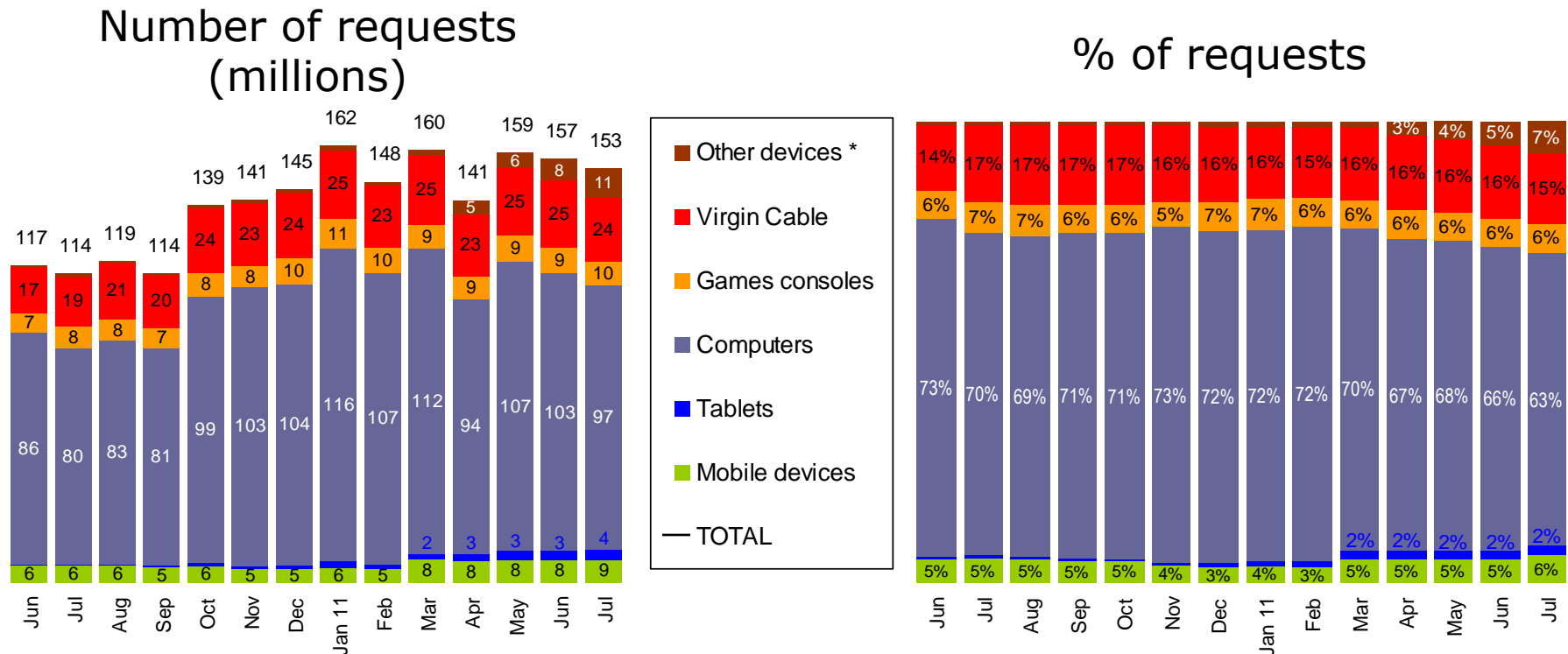
BBC iPlayer received **153 million requests** for TV and radio programmes across all platforms in July 2011.



# Requests for programmes by device type

## Includes Virgin Media

The largest platforms for BBC iPlayer – computers and Virgin Media cable – were affected by the Summer holidays in July and saw slight decreases month-on-month; however mobile devices, tablets and games consoles delivered more requests than in June.



Virgin Media cable data arrives later than online stats, therefore **the remainder of this report is only for the online BBC iPlayer**, available via computer / mobile / games consoles.

\* The "Other Devices" category currently contains all **IPTV** devices, including Freesat, Freeview, BT Vision, Blu-Ray and Virgin TiVo, as well as **internet radio** services such as "TuneIn" for which we are currently unable to accurately identify device type.

*NB: the increase in mobile requests in March was due to a measurement problem fix.*

*Please refer to slide 6 for guide footnotes.*

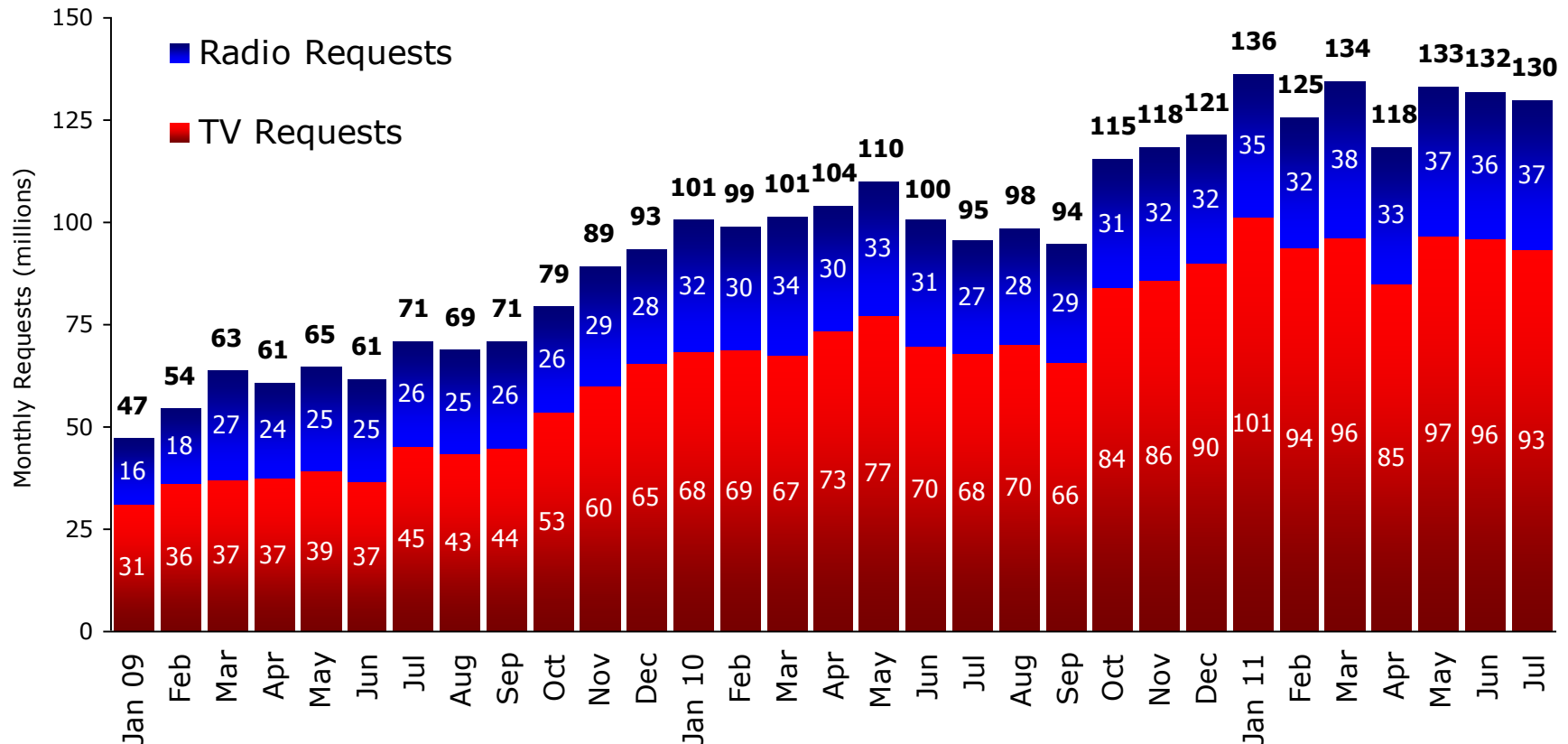
# Notes on figures in this report

These notes apply to pages 4 to 17 in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 19.

- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBs and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months
- In 2009 the BBC refined its methodology for measuring AV requests, so figures for 2007/8 are not comparable. There may be further changes in the data in future releases as we continue to refine the methodology
- Please quote the source of these figures as “BBC iStats”
- Unless specified otherwise, figures include requests for both on-demand catch-up (streams and downloads), or views of live simulcasts
- We cannot report download playback due to data privacy restrictions
- All data is for the UK only and excludes listening outside the UK
- January 09 data excludes 1-4 January 09 since changes were made to the measurement system on 5 January
- This data includes requests via BBC iPlayer on any BBC website – whether on a programme, channel or station page, via the pop-out console, or on the BBC iPlayer website itself
- **None of this data following is for the BBC iPlayer on Virgin Media’s TV service** - all is for the online BBC iPlayer, available via computer / mobile / games consoles
- This report does not include requests for web-only content (such as online news or sport coverage) – only requests for full-length programmes which have been transmitted on a TV channel or radio station

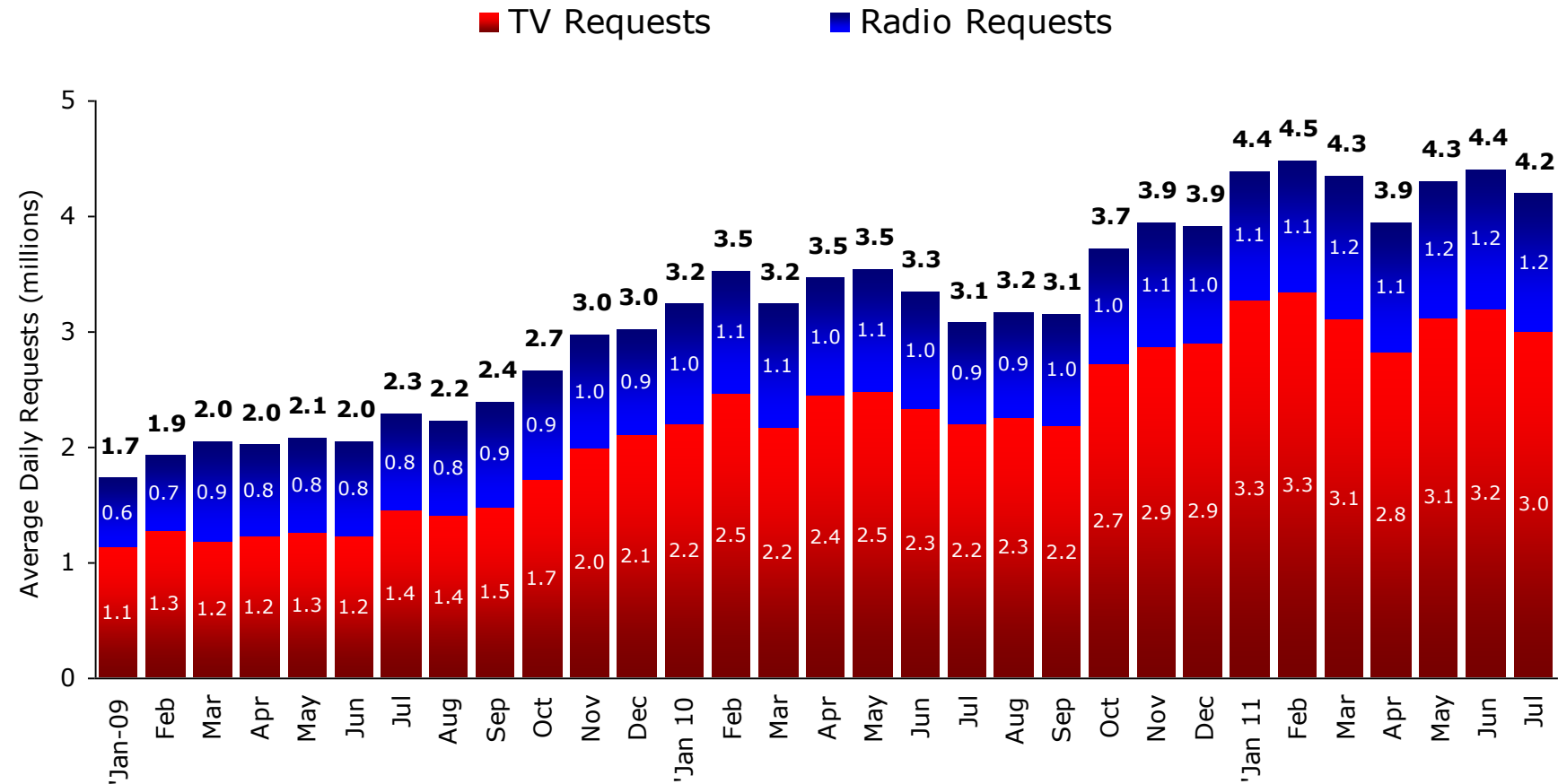
# Monthly BBC iPlayer online requests

In July 2011 BBC iPlayer received a total of 130 million online requests, 93 million TV requests and 37 million Radio requests.



# Average daily BBC iPlayer requests

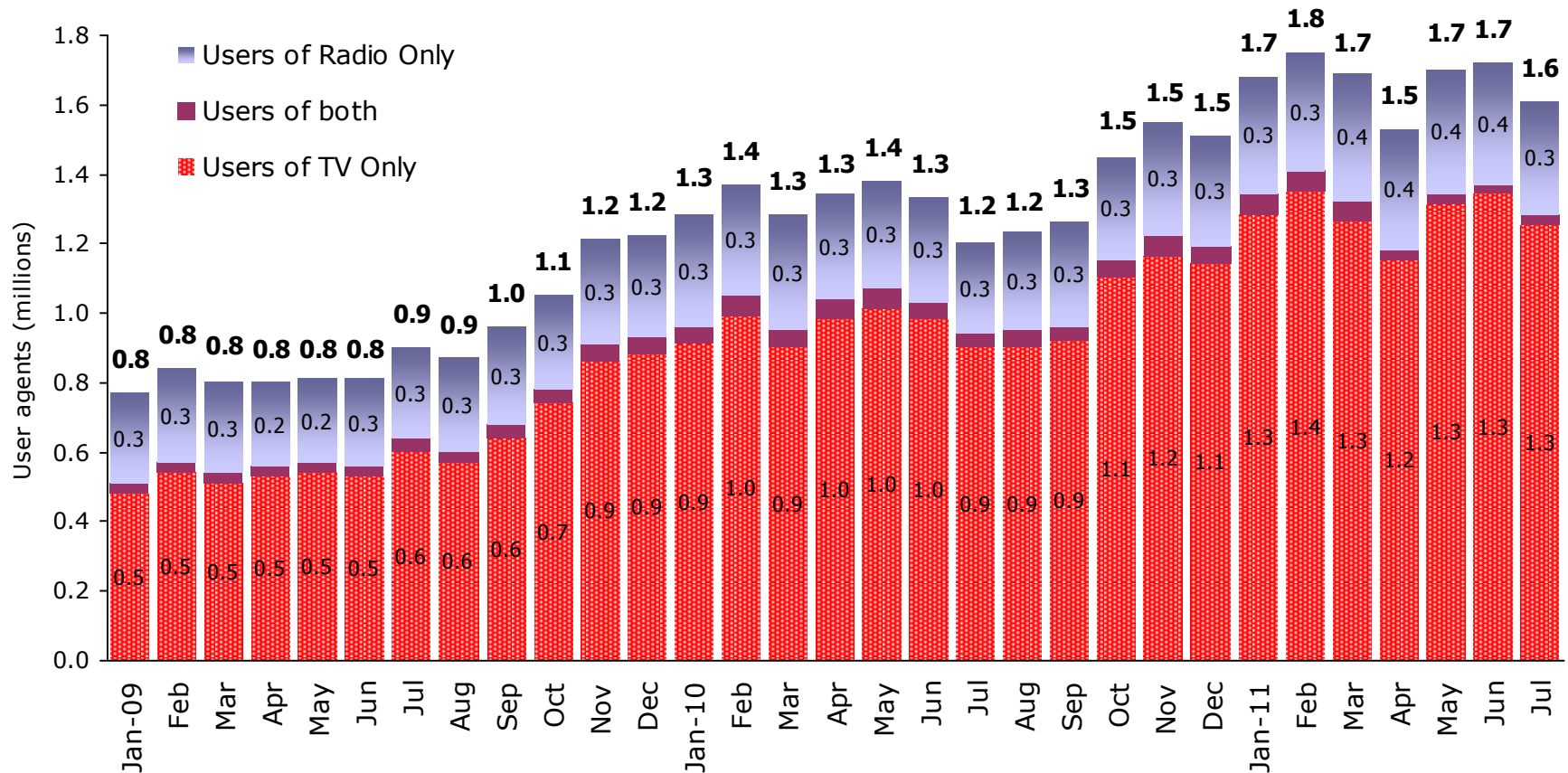
Average daily requests stood at **4.2m** in July 2011 – 1.2 million per day for radio programmes and 3.0 million for TV programmes.





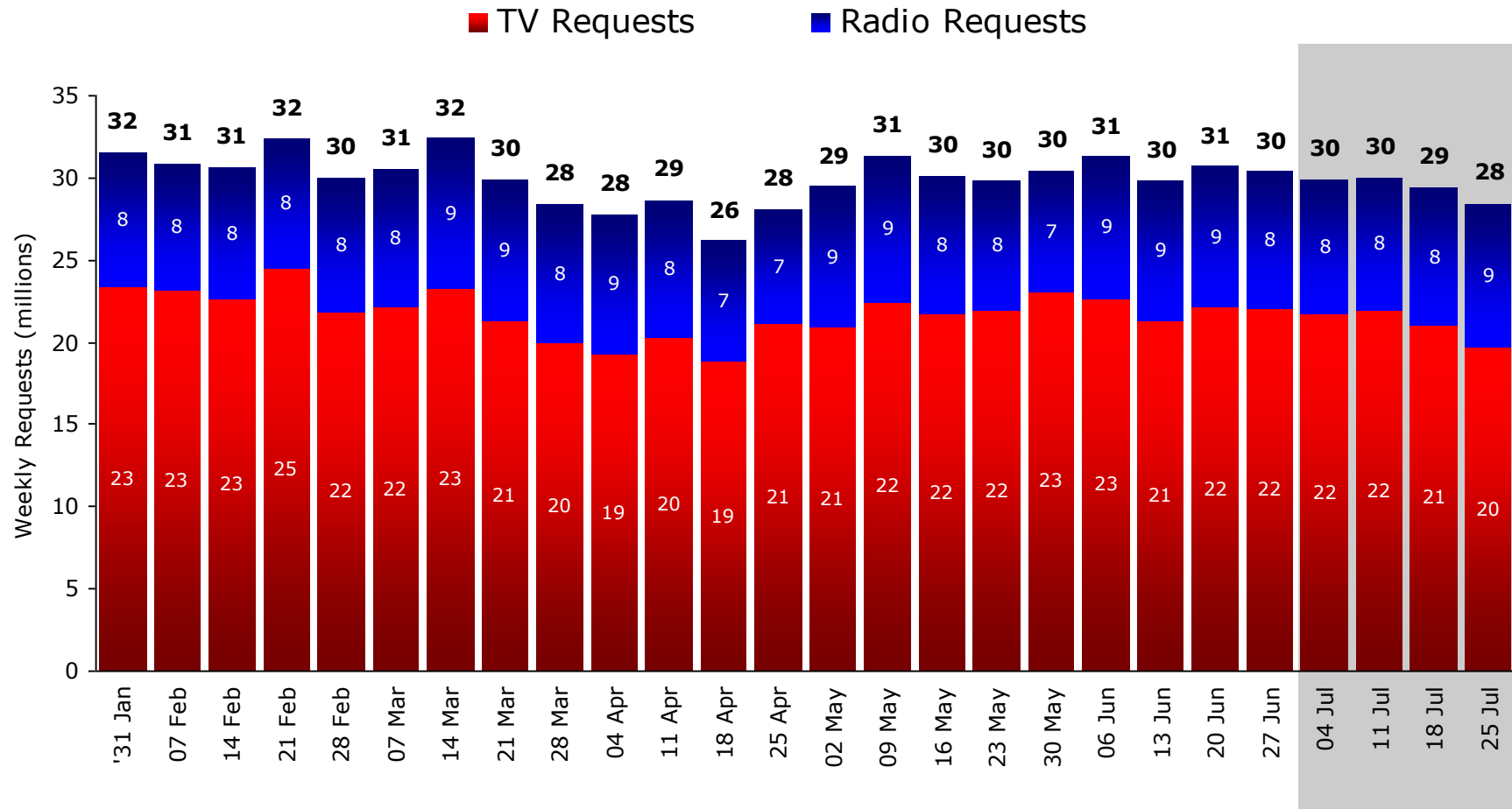
# Average daily BBC iPlayer users

July 2011 saw an average of **1.6 million users per day**, with 1.3m for TV content only, 0.3m for radio only content and 0.03m using both.



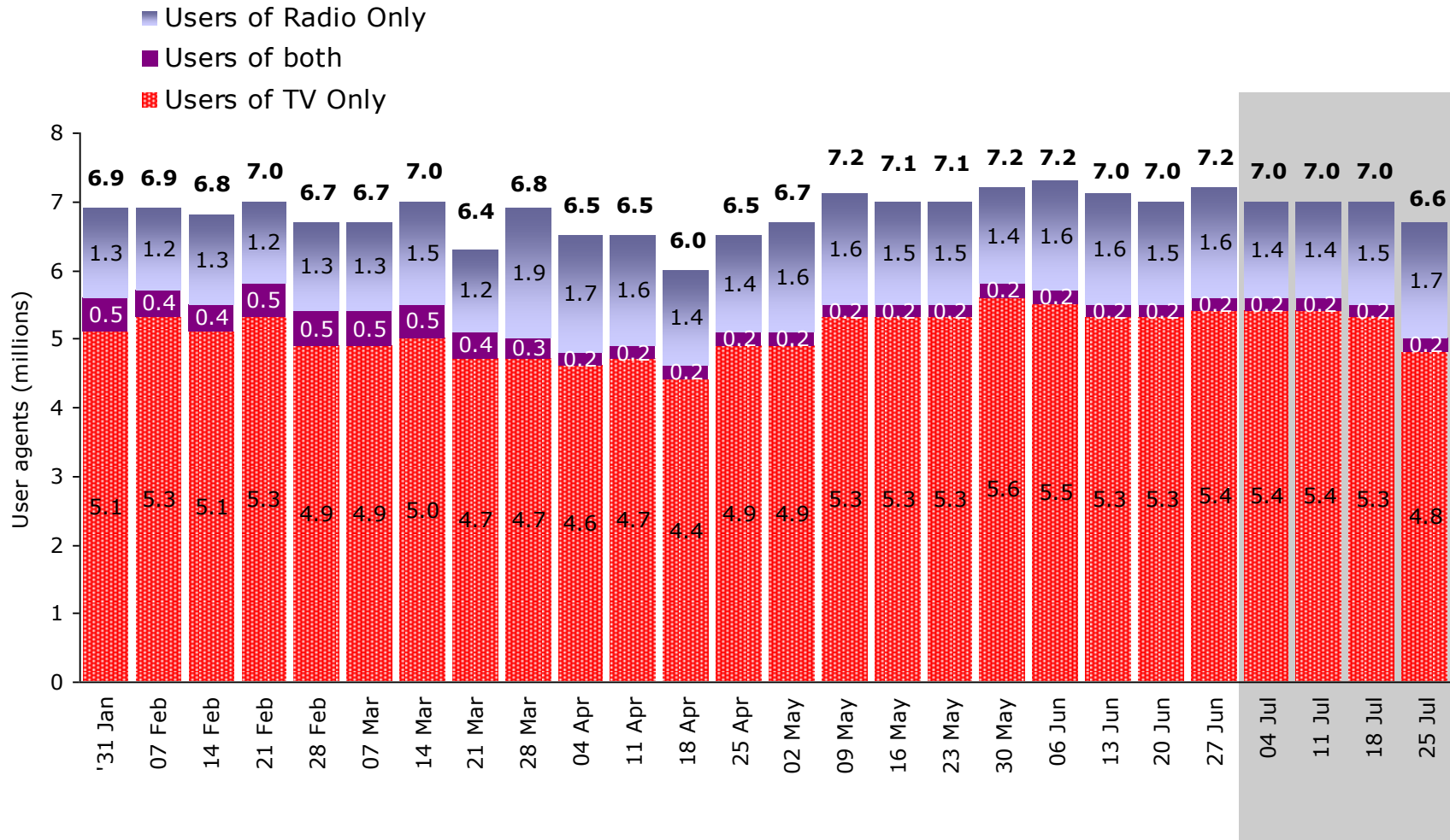
# Weekly BBC iPlayer requests - latest 6 months

Weekly requests in July declined slightly across the month, probably as a result of the Summer holidays.



# Weekly BBC iPlayer users – latest 6 months

Following the same pattern as requests, weekly users were higher at the start of July.

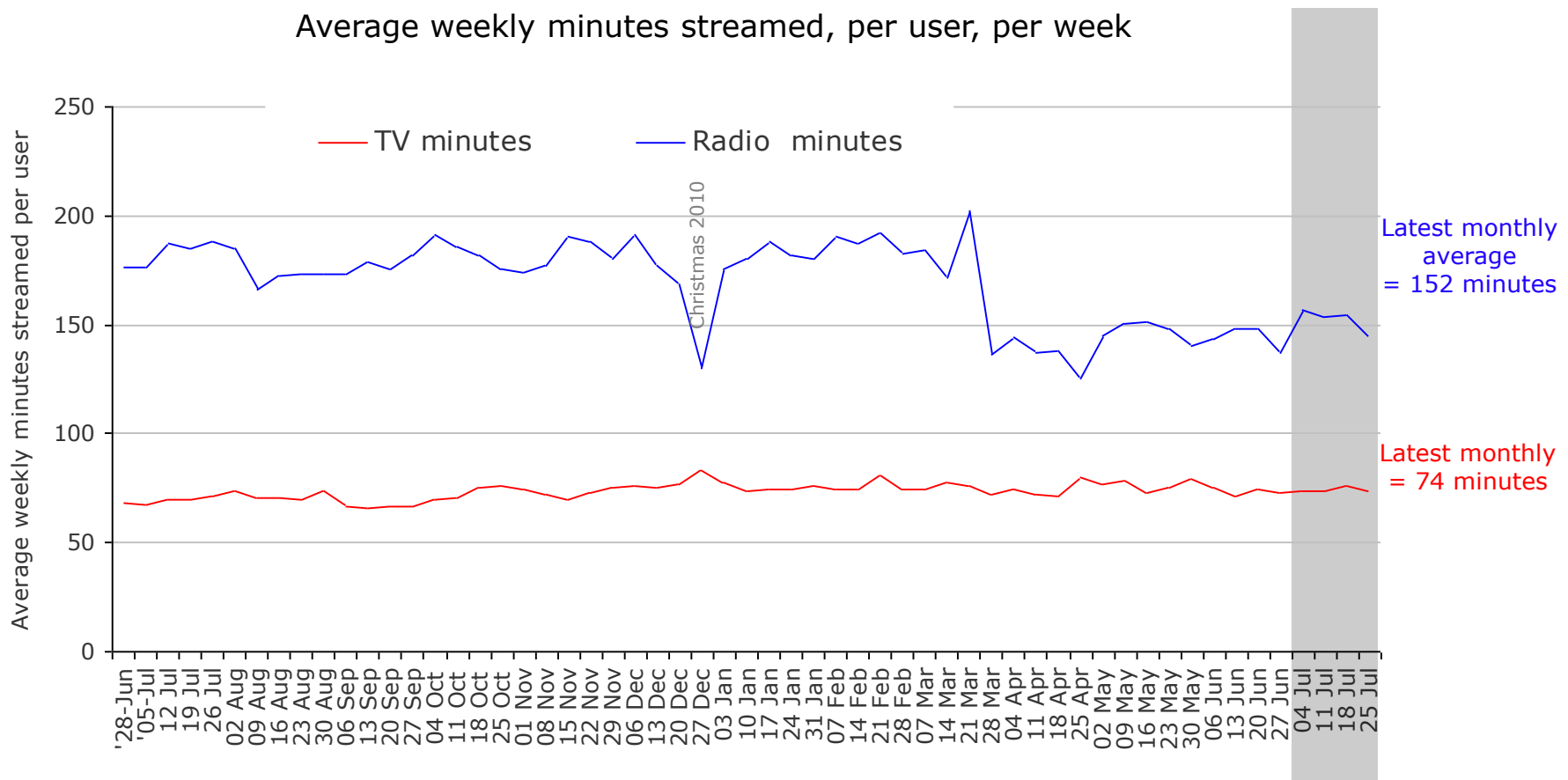


# Requests and average minutes per user per week

On a weekly basis in July, each user of TV on BBC iPlayer requested, on average, 4 programmes, and streamed over an hour of TV content. Each weekly user of radio content requested over 4 programmes, and streamed over two and a half hours of radio content.

*(We are still investigating the dip in radio durations in March, which may be due to stats measurement problems.)*

Average weekly minutes streamed, per user, per week



# BBC iPlayer - top 20 TV episodes, July 2011

*Top Gear*, *The Apprentice* and *Torchwood: Miracle Day* were the top titles this month, with a range of genres delivering the rest of the top 20 – drama, comedy, factual, films and sport.

## BBC iPLAYER TOP 20 TV EPISODES – ALL

		<u>Total requests per episode</u>
1	Top Gear Series 17 Episode 2	1,256,000
2	Top Gear Series 17 Episode 4	1,104,000
3	The Apprentice Series 7 Episode 14	1,084,000
4	Top Gear Series 17 Episode 3	1,006,000
5	The Apprentice Series 7 Episode 12	998,000
6	The Apprentice Series 7 Episode 10	940,000
7	Top Gear Series 17 Episode 5	877,000
8	Torchwood Miracle Day Episode 1	838,000
9	The Apprentice Series 7 Episode 11	798,000
10	Adulthood 20/07/11	685,000
11	Torchwood Miracle Day Episode 2	647,000
12	Kidulthood 14/06/08	630,000
13	Mock the Week Series 10 Episode 5	617,000
14	Waterloo Road Series 7 Episode 10	576,000
15	EastEnders 07/07/11	571,000
16	Mock the Week Series 10 Episode 4	554,000
17	Top Gear Series 17 Episode 1	536,000
18	Mock the Week Series 10 Episode 6	531,000
19	EastEnders 01/07/11	507,000
20	EastEnders 08/07/11	471,000

## BBC iPLAYER TOP 20 TV EPISODES

### – MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per episode</u>
1	Top Gear Series 17 Episode 2	1,256,000
2	The Apprentice Series 7 Episode 14	1,084,000
3	Torchwood Miracle Day Episode 1	838,000
4	Adulthood 20/07/11	685,000
5	Kidulthood 14/06/08	630,000
6	Mock the Week Series 10 Episode 5	617,000
7	Waterloo Road Series 7 Episode 10	576,000
8	EastEnders 07/07/11	571,000
9	Angry Boys Episode 7	461,000
10	RH's Journey To The Centre of the Planet Ep1	429,000
11	Cars 24/12/10	412,000
12	Luther Series 2 Episode 4	363,000
13	The Life of Muhammad Episode 1	354,000
14	Small Teen Bigger World Episode 1	338,000
15	Russell Howard's Good News Series 4 Episode 1	301,000
16	Jamie: Drag Queen at 16 20/07/11	281,000
17	Formula 1 The German Grand Prix 24/07/2011	277,000
18	Michael McIntyre's Comedy Roadshow S2 Ep5	273,000
19	Kids Behind Bars Episode 3	266,000
20	World's Craziest Fools Episode 5	251,000

# BBC iPlayer - top 20 radio episodes, July 2011

*Stephen Nolan* coverage of the *Haye V Klitchsko* boxing was the most requested radio programme this month. *The Test Match Special* and *I'm Sorry I Haven't A Clue* also performed well this July, as well as the *Wimbledon 2011 Ladies Singles Final*.

## BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep</u>
1	Stephen Nolan including Haye v Klitchsko	231,000
2	Test Match Special 25/07/11	191,000
3	Test Match Special 29/07/11	154,000
4	Test Match Special 31/07/11	138,000
5	Test Match Special 22/07/11	118,000
6	I'm Sorry I Haven't A Clue Series 55 Episode 3	103,000
7	Test Match Special 30/07/11	97,000
8	I'm Sorry I Haven't A Clue Series 55 Episode 4	95,000
9	I'm Sorry I Haven't A Clue Series 55 Episode 2	93,000
10	Wimbledon 2011 Ladies Singles Final 02/07/2011	85,000
11	The Chris Evans Breakfast Show 08/07/11	83,000
12	Test Match Special 24/07/11	77,000
13	I'm Sorry I Haven't A Clue Series 55 Episode 5	74,000
14	Test Match Special 23/07/11	69,000
15	The Now Show Series 34 Episode 5	69,000
16	The Now Show Series 34 Episode 4	66,000
17	The Chris Moyles Show 01/07/11	65,000
18	The Now Show Series 34 Episode 7	63,000
19	Fearne Cotton 19/07/2011	63,000
20	The Chris Moyles Show 05/07/2011	62,000

## BBC iPLAYER TOP 20 RADIO EPISODES

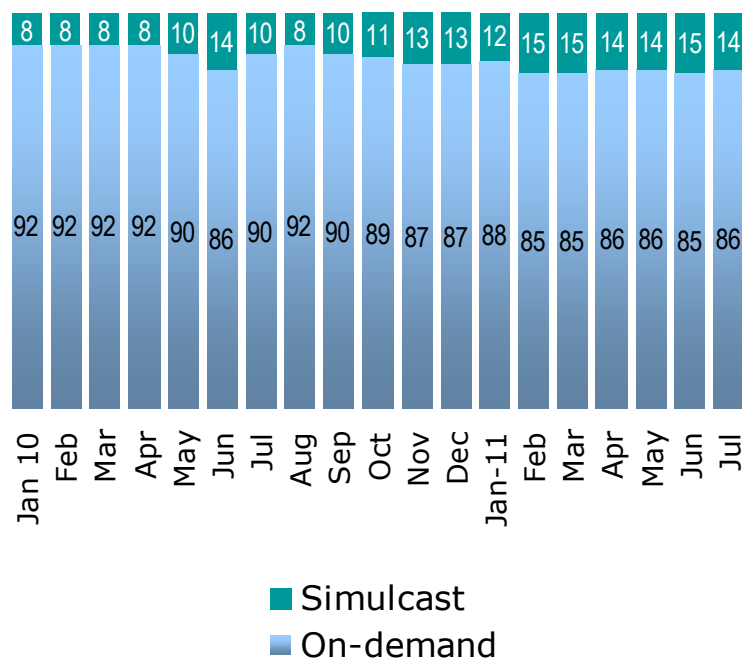
### – MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per Ep</u>
1	Stephen Nolan including Haye v Klitchsko	231,000
2	Test Match Special 25/07/11	191,000
3	I'm Sorry I Haven't A Clue Series 55 Episode 3	103,000
4	Wimbledon 2011 Ladies Singles Final	85,000
5	The Chris Evans Breakfast Show 08/07/11	83,000
6	The Now Show Series 34 Episode 5	69,000
7	The Chris Moyles Show 01/07/11	65,000
8	Fearne Cotton 19/07/2011	63,000
9	Desert Island Discs 17/07/2011	61,000
10	Ken Bruce 08/07/11	50,000
11	Greg James 26/07/11	49,000
12	That Mitchell and Webb Sound S4 Ep1	46,000
13	Fry's English Delight Series 4 1	42,000
14	The Official Chart with Reggie Yates 17/07/11	41,000
15	Cricket 09/07/11	40,000
16	Newsbeat 11/07/11	39,000
17	Steve Wright in the Afternoon 26/07/11	39,000
18	Afternoon Play Torchwood: Episode 1	39,000
19	Wimbledon Richard Bacon 01/07/11	38,000
20	Jeremy Vine 26/07/11	38,000

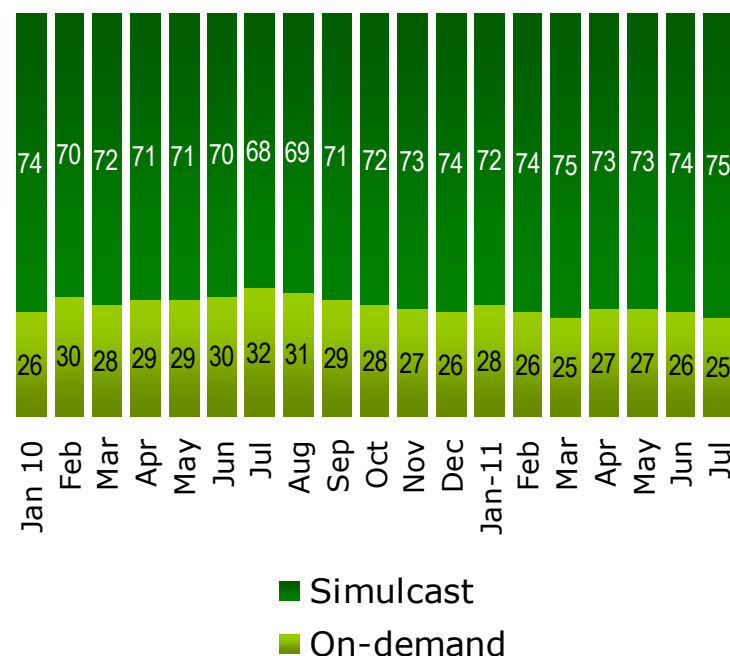
# Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer made up 14% of all TV requests (down -1pt month-on-month), while live radio listening increased slightly at 75%.

## TV Requests

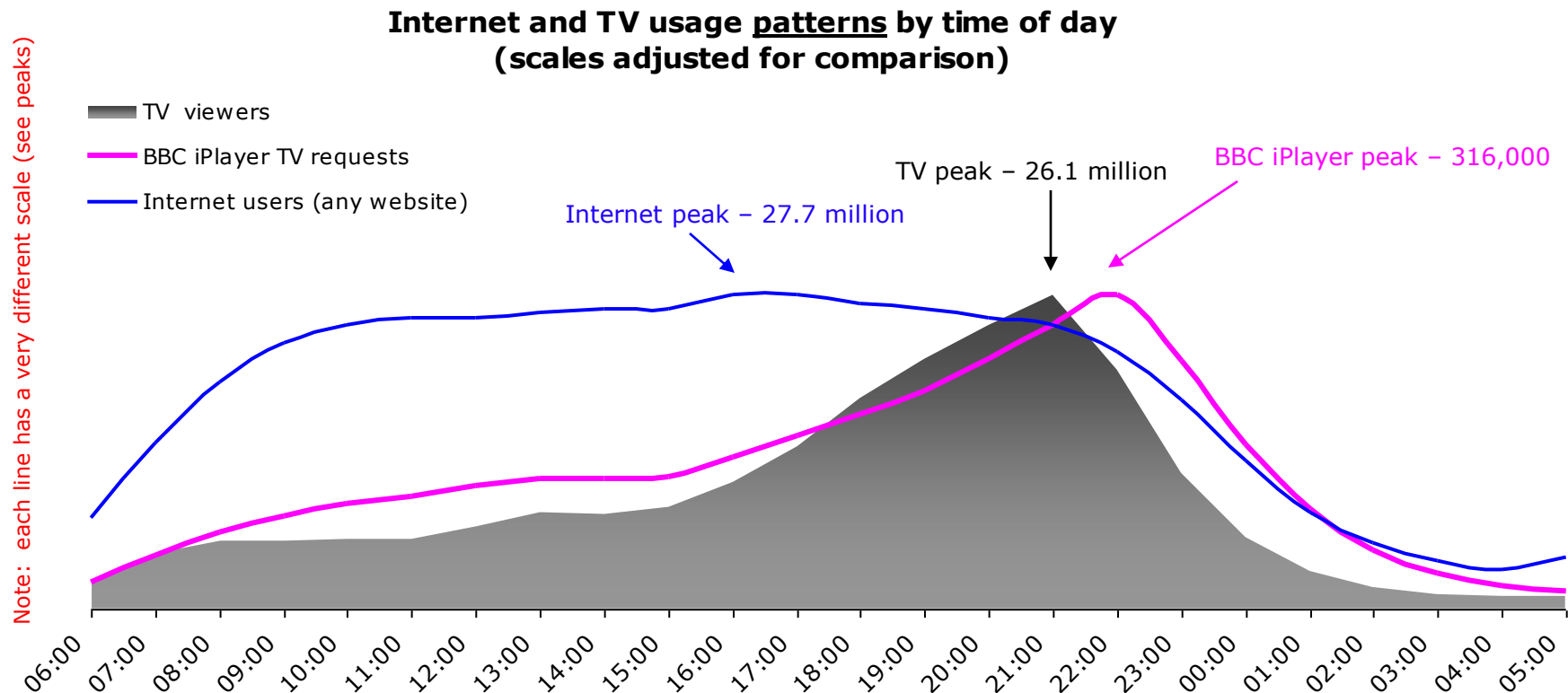


## Radio requests



# BBC iPlayer – use for TV by time of day, July 2011

The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak.



Sources – TV from BARB June 2011, internet from Nielsen June 2011,  
BBC iPlayer from BBC iStats July 2011 - see footnotes on final page for more detail

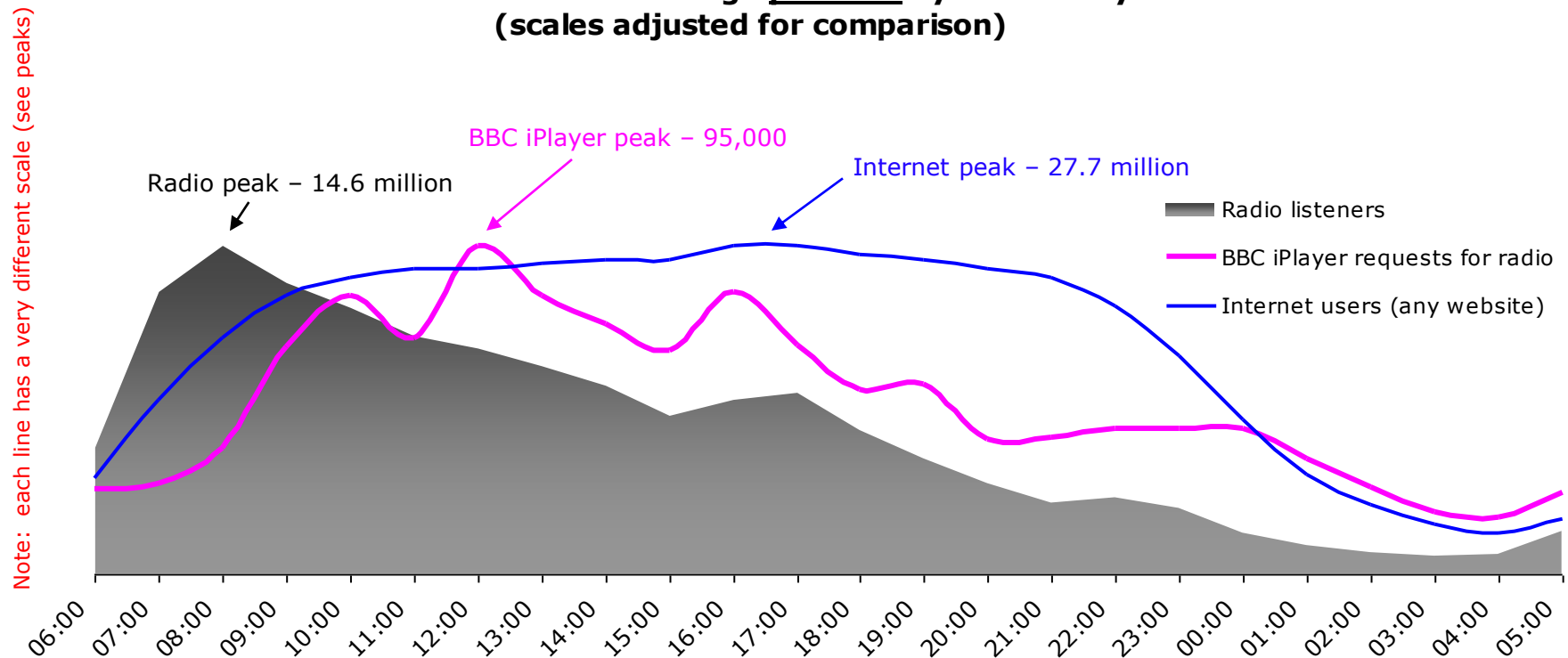
Please refer to slide 6 for guide footnotes.



# BBC iPlayer – use for radio by time of day, July 2011

The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally more listening in daytime and evening compared with the traditional linear breakfast peak.

**Internet and radio usage patterns by time of day  
(scales adjusted for comparison)**

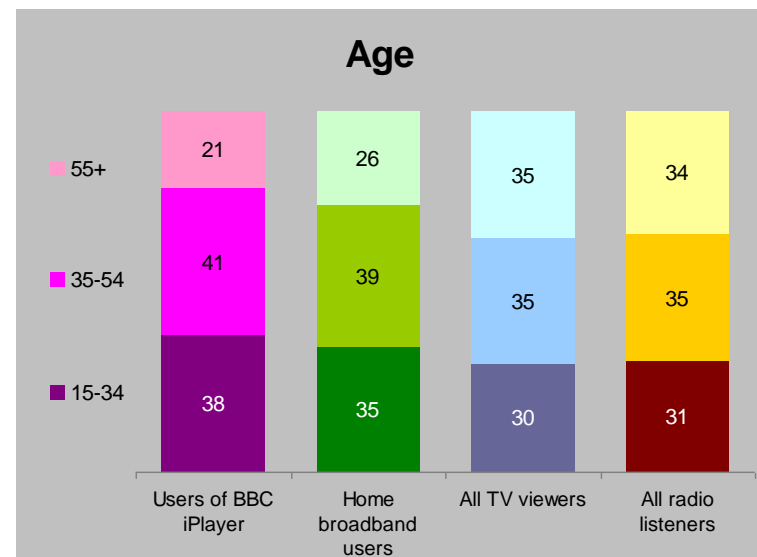
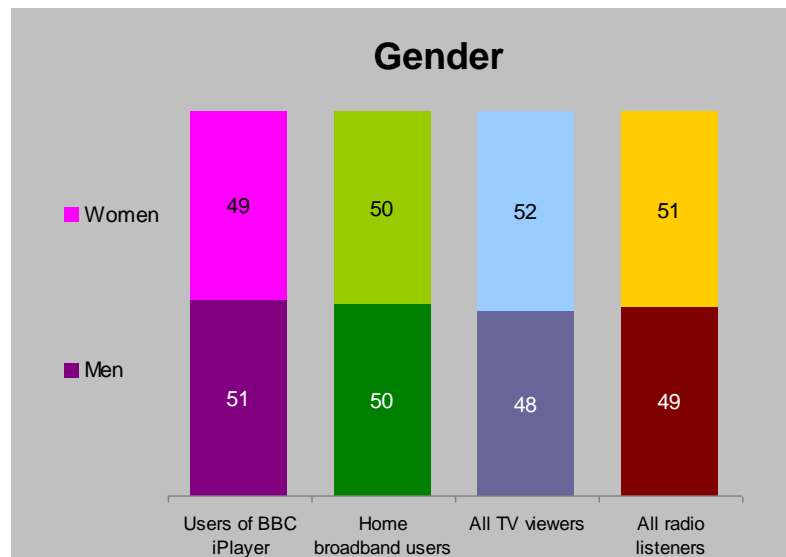
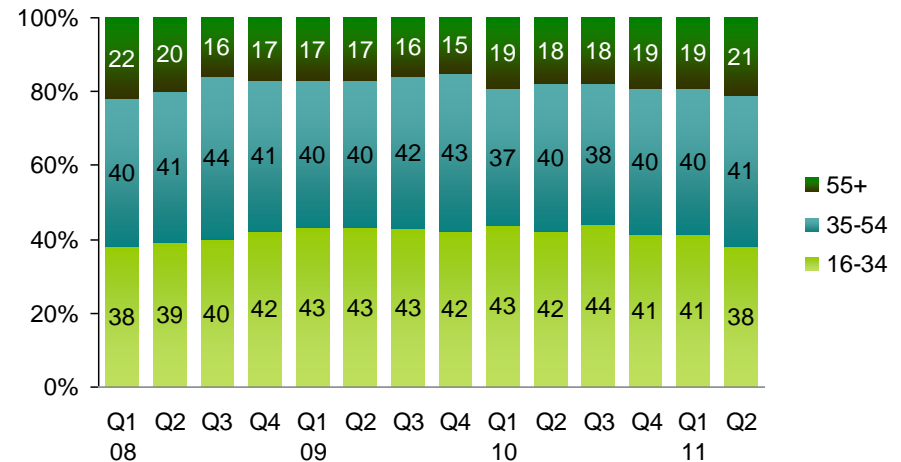
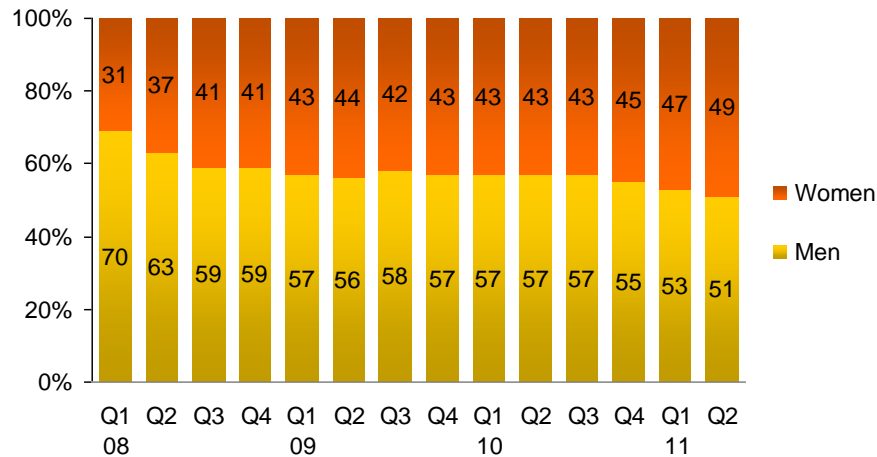


Sources – radio from RAJAR Q1 2011, internet from Nielsen June 2011,  
BBC iPlayer from BBC iStats July 2011 - see footnotes on final page for more detail

Please refer to slide 6 for guide footnotes.

# BBC iPlayer use by demographic

The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The gender profile has drifted to an even profile over time, but most users (79%) are aged under 55 years, roughly in line with home broadband use (74%).



# Glossary

**Stream** – click to play instantly

**Download** – save to your computer to play later

We cannot report on playback of downloads due to technical and data privacy restrictions

**Users** – a count of computer browsers accessing the online BBC iPlayer service

So please note: if someone has a different computer at work and at home, they are counted twice. If a family watches on a computer together, only one browser is counted. This is the industry-standard way of counting “users” or “visitors” to websites.

**Requests** – number of successful requests to stream or download a programme

We only count successful requests, where a stream or a download actually start, rather than “clicks” which can be repeated if the user does not see an immediate reaction on the website.

**Catch-up / on-demand** – programmes requested after they have gone out on “normal” TV/radio channels and are available on BBC iPlayer

**Live / simulcast** – streaming of live TV channels / radio stations on the website, at exactly the same time as broadcast on “normal” TV / radio

Special footnotes for slides showing data for time of day

**TV data** – BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV

**Radio data** - RAJAR average audience, by hour, all adults 16+, all radio stations

**BBC iPlayer** - average requests, by hour, all programmes, stream & downloading, live and on-demand, UK only

**Nielsen** – user numbers, aged 2+ based on internet population estimate of 38 million individuals