



Monthly Performance Pack

March 2011

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Monthly summary – March 2011

- March was another strong month for BBC iPlayer, with **160 million** total amount of requests for TV and radio programmes across all platforms.
- This included a record **38 million requests for radio programmes**, boosted significantly by *World Cup Cricket 2011* coverage and *Chris Moyles' Longest Show Ever* for Comic Relief.
- For TV, *Wonders of the Universe* was the most requested programme, with *Comic Relief* in second place. The rest of the top 20 included children's (*Tracy Beaker Returns*), and new titles from comedy (*How TV Ruined Your Life*, *Mrs Brown's Boys*), drama (*Silk*) and factual (*Attenborough and the Giant Egg*).
- Live streaming on BBC iPlayer was at the highest levels seen to date for both TV and radio – for TV making up 15% of all requests, and for radio, up to 75%.

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.

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

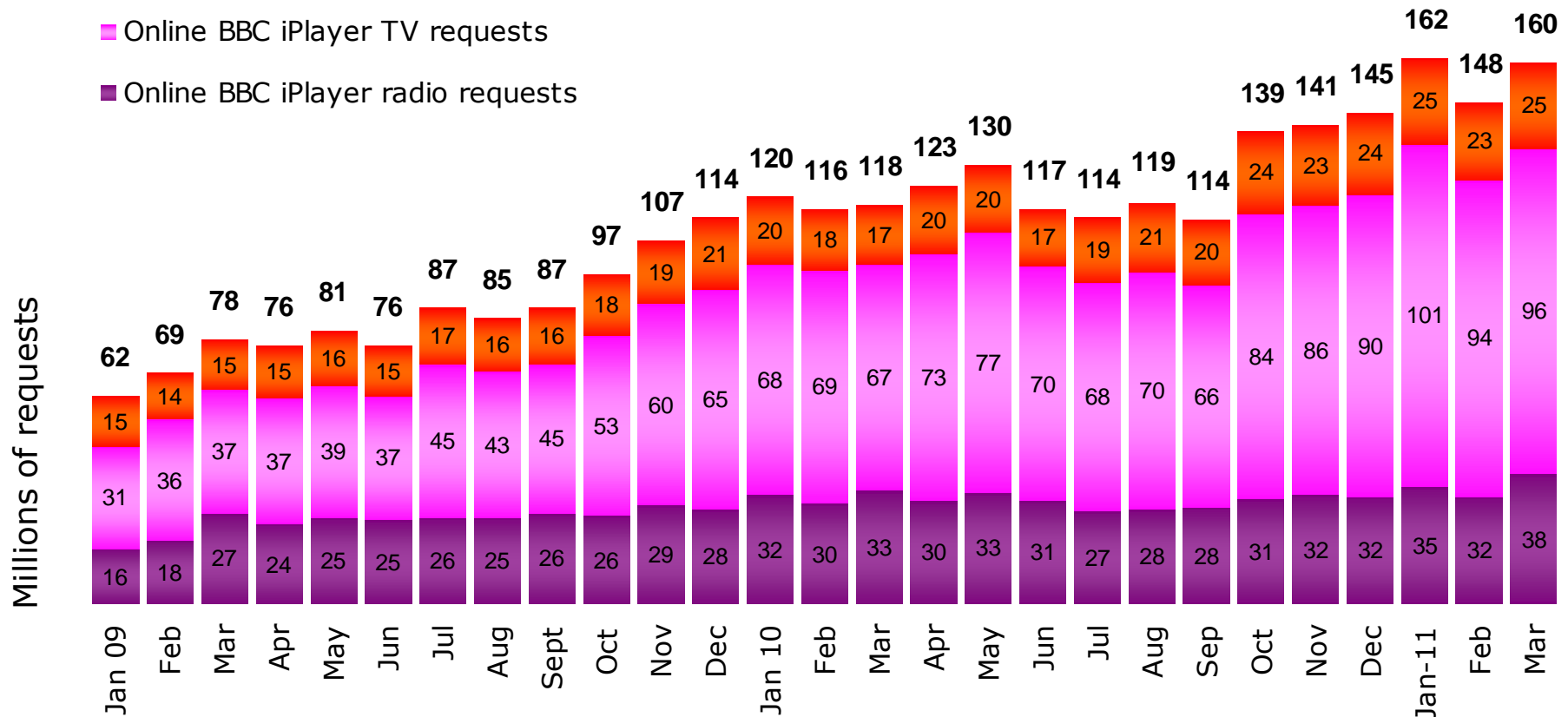
Includes Virgin Media

BBC iPlayer received **160 million requests** for TV and radio programmes, across all platforms, in March 2011. This included a record **38 million for radio**, boosted by *World Cup Cricket* and *Chris Moyles' Longest Show Ever* for Comic Relief.

■ Virgin Media BBC iPlayer TV requests

■ Online BBC iPlayer TV requests

■ Online BBC iPlayer radio requests

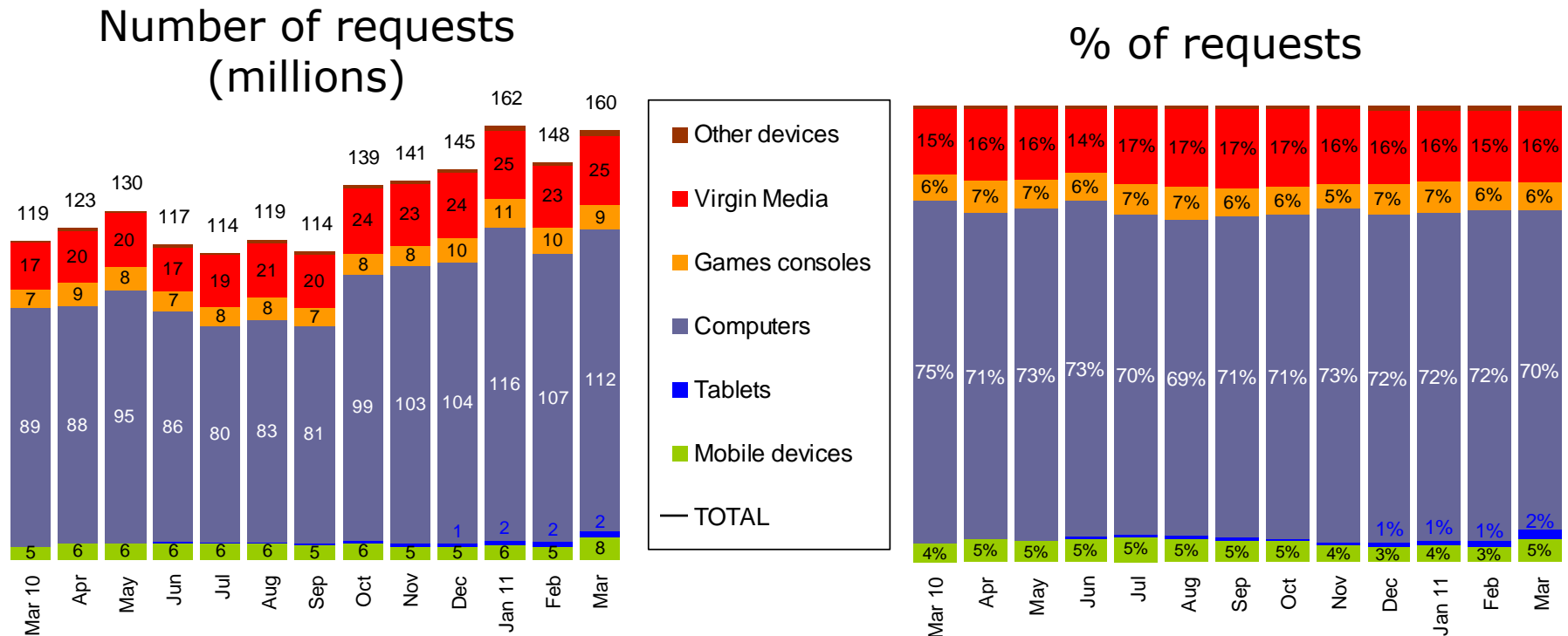


Requests for programmes by device type

Includes Virgin Media

After a dip in total requests due to the shorter month of February, most platforms and devices saw an increase month-on-month.

(Please note: the increase in mobile requests is due to a measurement problem fix.)



Virgin Media 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.

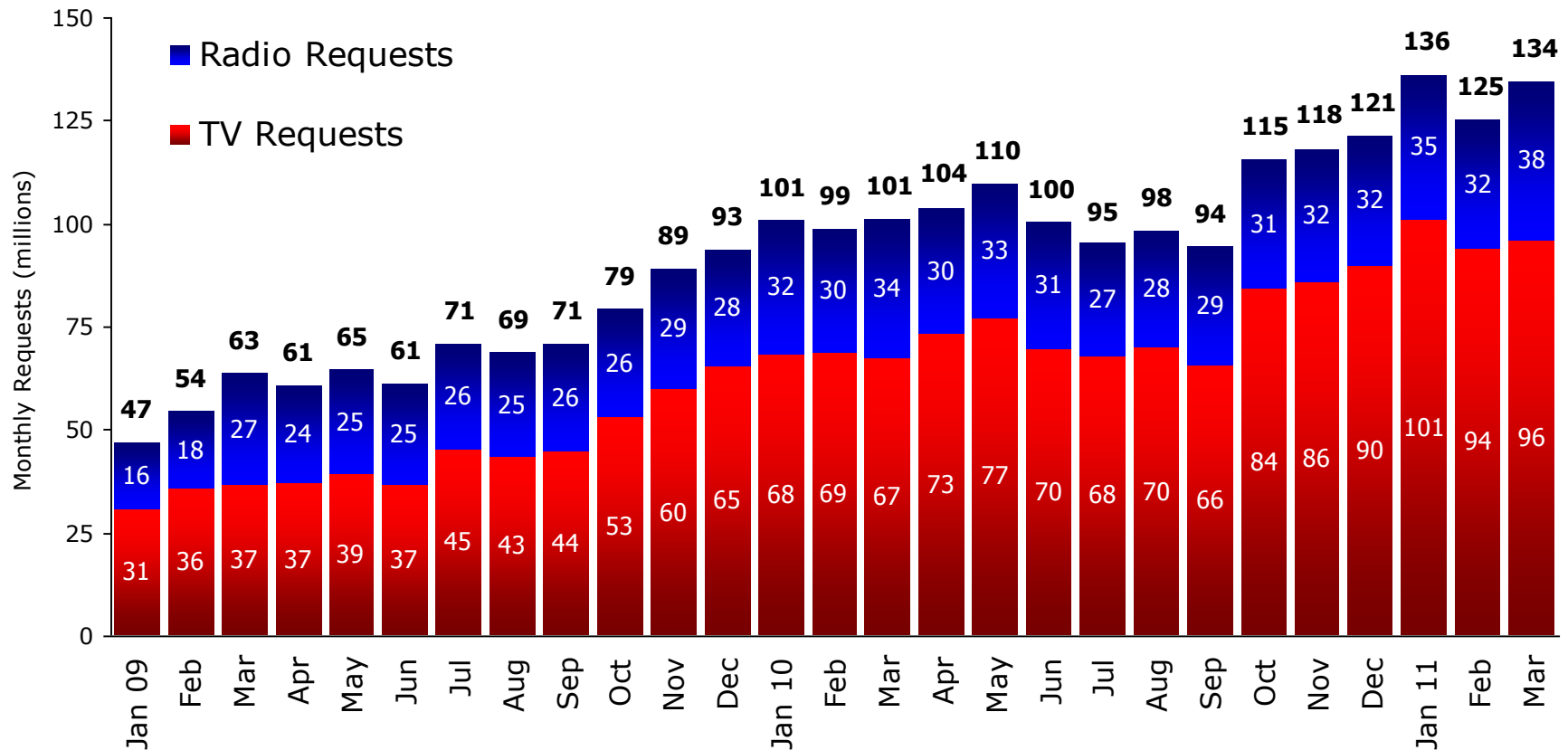
Notes on figures in this report

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

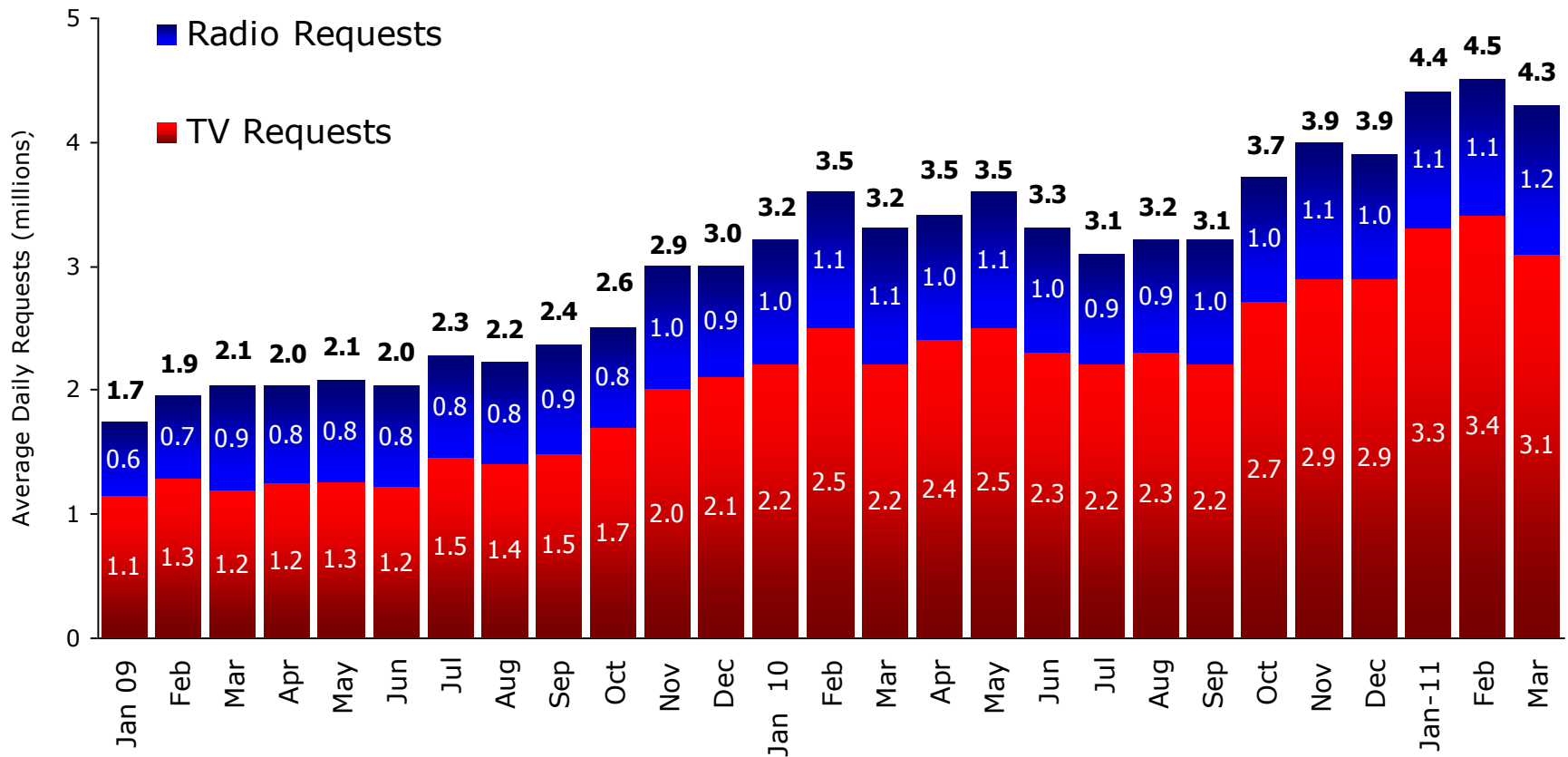
Monthly BBC iPlayer online requests

In March 2011 BBC iPlayer received a total of 134 million online requests, including a record 38 million for radio, boosted by *World Cup Cricket* and *Chris Moyles' Longest Show Ever* for Comic Relief.



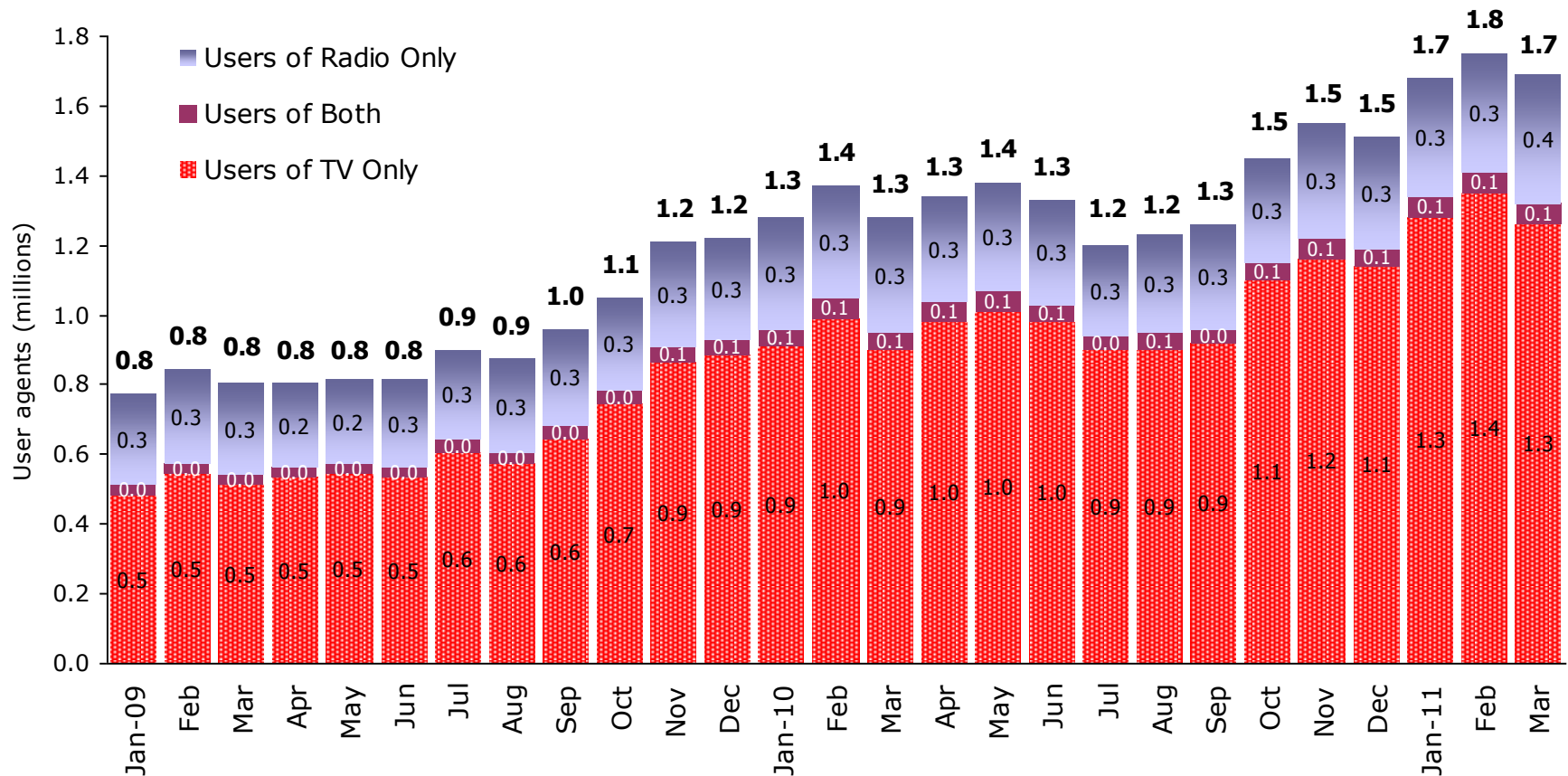
Average daily BBC iPlayer requests

Average daily requests stood at **4.3m** in March 2011 – a record 1.2 million per day for radio programmes and 3.1 million for TV programmes.



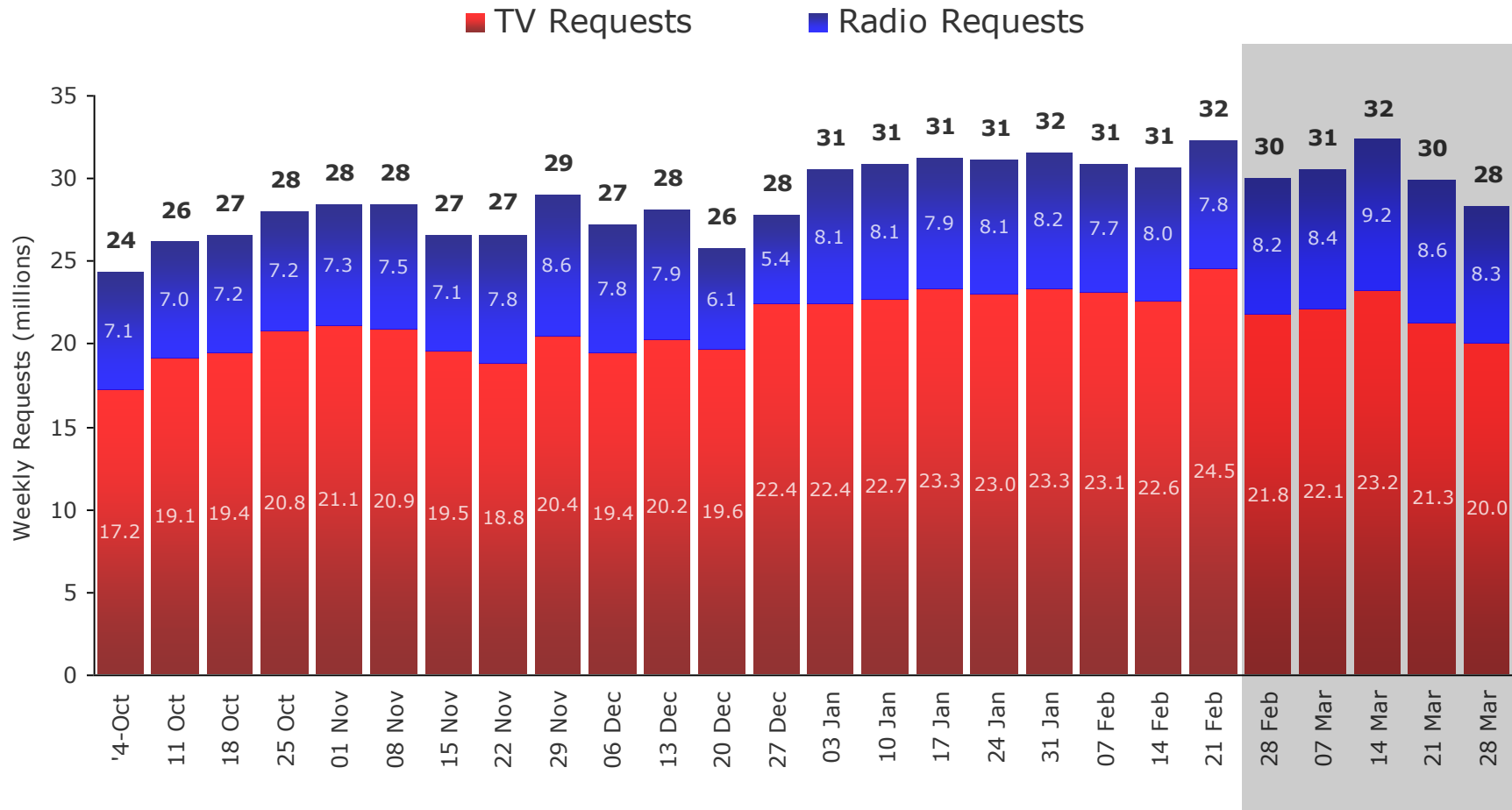
Average daily BBC iPlayer users

March 2011 saw an average of **1.7 million users per day**, with just over 1.2m only for TV content, a record 0.4m only for radio content and 0.1m using both.



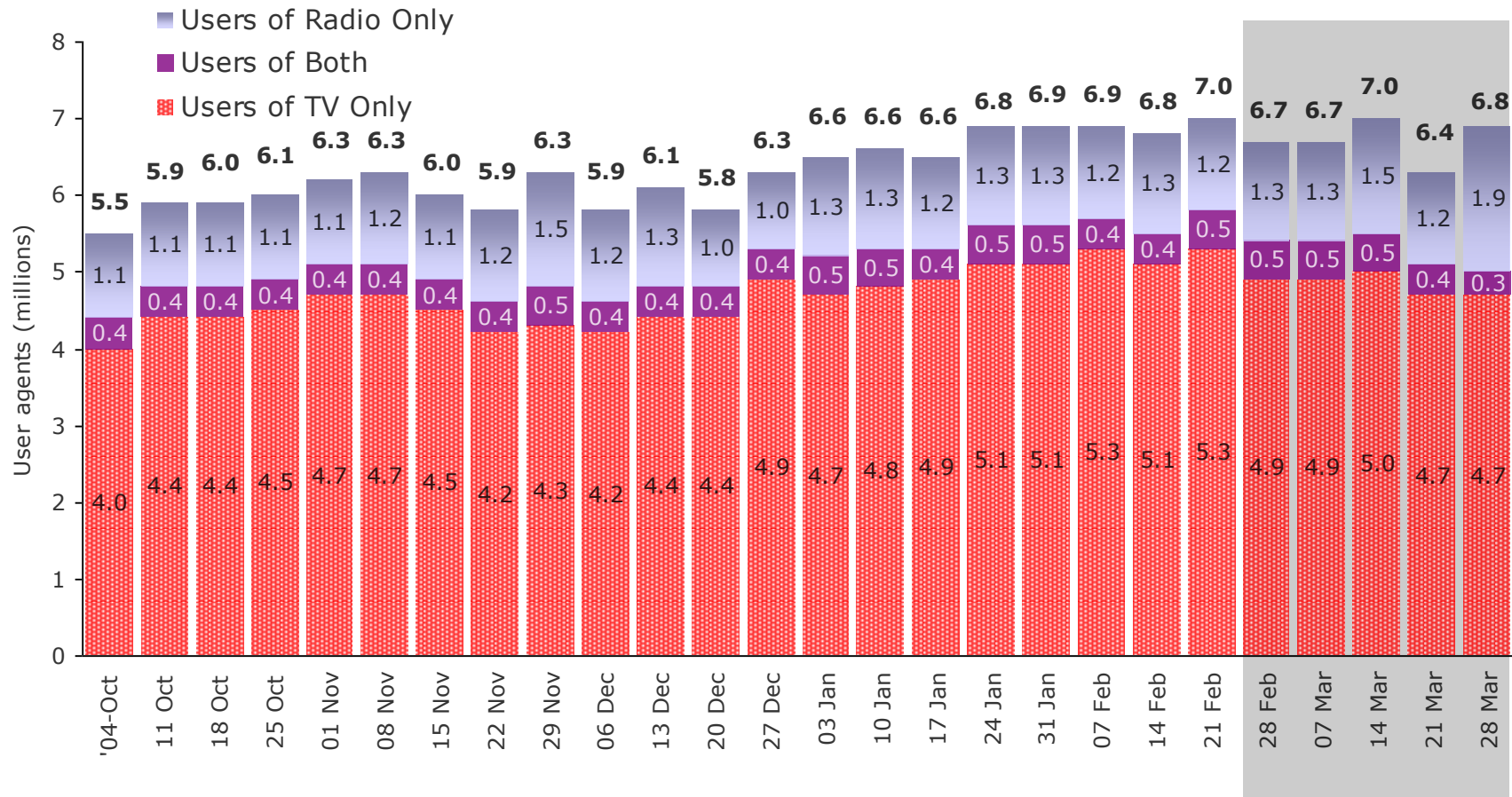
Weekly BBC iPlayer requests - latest 6 months

Requests over 14-20 March equalled the previous all-time record week, with 32.3m programmes played. This was driven by radio, which delivered a record 9.2m requests, thanks to *World Cup Cricket* and *Chris Moyles' Longest Show Ever* for Comic Relief.



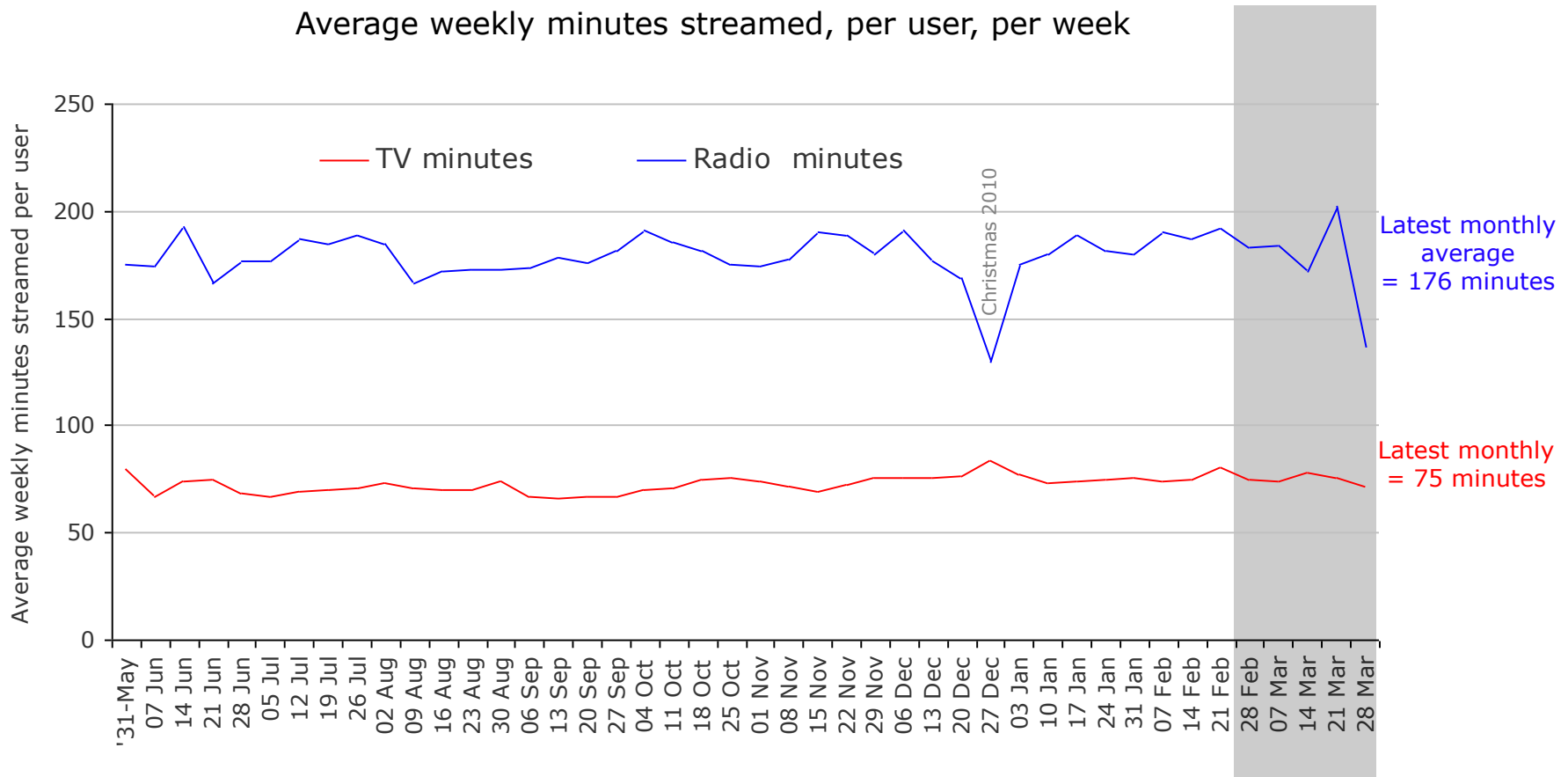
Weekly BBC iPlayer users – latest 6 months

Weekly user numbers in March peaked for 14-20 March at 7.0m, equalling the previous record in February.



Requests and average minutes per user per week

On a weekly basis in March, each user of TV on BBC iPlayer requested, on average, just over 4 programmes, and streamed over an hour of TV content. Each weekly user of radio content requested over 4 programmes, and streamed around three hours of radio content. The popularity of *World Cup Cricket* semi/final coverage is probably the reason for shorter average stream lengths in the latest week.



BBC iPlayer - top 20 TV episodes, March 2011

Wonders of the Universe was the most requested programme this month, with *Comic Relief* in second place. The rest of the top 20 included more new comedy (*How TV Ruined Your Life*, *Mrs Brown's Boys*), as well as children's (*Tracy Beaker Returns*), drama and factual series.

BBC iPLAYER TOP 20 TV EPISODES – ALL

| | | <u>Total requests per episode</u> |
|----|---|-----------------------------------|
| 1 | Wonders of the Universe Episode 1 | 964,000 |
| 2 | Comic Relief 2011 Part 1 18/03/2011 | 879,000 |
| 3 | Wonders of the Universe Episode 2 | 658,000 |
| 4 | Tracy Beaker Returns Series 2 Episode 11 | 625,000 |
| 5 | EastEnders 17/03/11 | 603,000 |
| 6 | Waterloo Road Series 6 Episode 16 | 602,000 |
| 7 | Waterloo Road Series 6 Episode 17 | 575,000 |
| 8 | Waterloo Road Series 6 Episode 15 | 575,000 |
| 9 | Top Gear Series 16 Episode 6 | 560,000 |
| 10 | Tracy Beaker Returns Series 2 Episode 10 | 556,000 |
| 11 | Mrs Brown's Boys Episode 1 | 539,000 |
| 12 | EastEnders 08/03/11 | 530,000 |
| 13 | Russell Howard's Good News Series 4 Episode 1 | 526,000 |
| 14 | EastEnders 22/03/11 | 519,000 |
| 15 | Waterloo Road Series 6 Episode 18 | 517,000 |
| 16 | Wonders of the Universe Episode 3 | 497,000 |
| 17 | Mrs Brown's Boys Episode 3 | 497,000 |
| 18 | Mrs Brown's Boys Episode 2 | 495,000 |
| 19 | EastEnders 11/03/11 | 493,000 |
| 20 | EastEnders 15/03/11 | 479,000 |

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

| | | <u>Total requests per episode</u> |
|----|---|-----------------------------------|
| 1 | Wonders of the Universe Episode 1 | 964,000 |
| 2 | Comic Relief 2011 Part 1 18/03/2011 | 879,000 |
| 3 | Tracy Beaker Returns Series 2 Episode 11 | 625,000 |
| 4 | EastEnders 17/03/11 | 603,000 |
| 5 | Waterloo Road Series 6 Episode 16 | 602,000 |
| 6 | Top Gear Series 16 Episode 6 | 560,000 |
| 7 | Mrs Brown's Boys Episode 1 | 539,000 |
| 8 | Russell Howard's Good News Series 4 Episode 1 | 526,000 |
| 9 | Human Planet Episode 8 | 377,000 |
| 10 | Being Human Series 3 Episode 7 | 362,000 |
| 11 | Waking the Dead Series 9 Harbinger Part 1 | 284,000 |
| 12 | Silk Episode 2 | 276,000 |
| 13 | Attenborough and the Giant Egg 02/03/11 | 274,000 |
| 14 | MasterChef Series 7 Episode 6 | 272,000 |
| 15 | Mock the Week... Again Episode 3 | 265,000 |
| 16 | QI Series 7 Episode 14 | 263,000 |
| 17 | Formula 1 Australian Grand Prix 27/03/2011 | 254,000 |
| 18 | Coming of Age Series 3 Episode 7 | 241,000 |
| 19 | How TV Ruined Your Life Episode 6 | 240,000 |
| 20 | Outcasts Episode 7 | 230,000 |

BBC iPlayer - top 20 radio episodes, March 2011

The World Cup Cricket England v West Indies was the most requested radio programme this month, and is in the top 10 highest radio programmes of all time on BBC iPlayer, as was *Fearne Cotton* on 18th March - part of the *The Chris Moyles Show: Longest Show Ever* for Comic Relief.

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

| | | <u>Total requests per Ep</u> |
|----|--|------------------------------|
| 1 | World Cup Cricket Eng v W' Indies 17/03/11 | 202,000 |
| 2 | Fearne Cotton 18/03/11 | 200,000 |
| 3 | The Chris Moyles Longest Show Episode 22 | 166,000 |
| 4 | World Cup Cricket Eng v Bangladesh 11/03/11 | 143,000 |
| 5 | Slive Champ League B'lona v Ars'l 08/03/11 | 135,000 |
| 6 | World Cup Cricket Eng v Ireland 02/03/11 | 130,000 |
| 7 | World Cup Cricket Quarter-final 26/03/11 | 122,000 |
| 8 | The Chris Moyles Longest Show Episode 13 | 105,000 |
| 9 | The Chris Moyles Longest Show Episode 3 | 102,000 |
| 10 | The Chris Moyles Longest Show Episode 12 | 102,000 |
| 11 | Scott Mills 21/03/11 | 97,000 |
| 12 | 5 live Prem League Chel v ManU 01/03/2011 | 95,000 |
| 13 | The Chris Moyles Longest Show Episode 11 | 94,000 |
| 14 | The Chris Moyles Longest Show Episode 2 | 92,000 |
| 15 | Slive Champ League ManU v Marseille 15/03/11 | 85,000 |
| 16 | The Chris Moyles Longest Show Episode 1 | 81,000 |
| 17 | 5 live Sport Final Whistle 08/03/11 | 81,000 |
| 18 | The Now Show Series 33 Episode 2 | 77,000 |
| 19 | The Chris Moyles Show 11/03/11 | 77,000 |
| 20 | Greg James 18/03/11 | 77,000 |

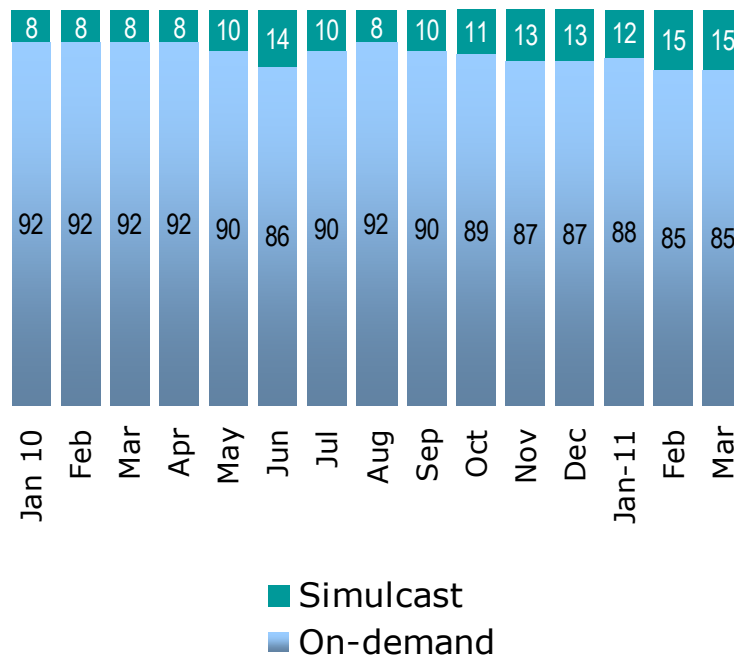
BBC iPLAYER TOP 20 RADIO EPISODES – MOST-REQUESTED EPISODE PER SERIES

| | | <u>Total requests per Ep</u> |
|----|---|------------------------------|
| 1 | World Cup Cricket Eng v W' Indies 17/03/11 | 202,000 |
| 2 | Fearne Cotton 18/03/11 | 200,000 |
| 3 | The Chris Moyles Longest Show Episode 22 | 166,000 |
| 4 | Slive Champ League B'lona v Ars'l 08/03/11 | 135,000 |
| 5 | Scott Mills 21/03/11 | 97,000 |
| 6 | 5 live Prem League Chel v ManU 01/03/11 | 95,000 |
| 7 | 5 live Sport Final Whistle 08/03/11 | 81,000 |
| 8 | The Now Show Series 33 Episode 2 | 77,000 |
| 9 | Greg James 18/03/11 | 77,000 |
| 10 | Just a Minute Series 59 Episode 6 | 71,000 |
| 11 | 5 live Int'l Football Wales v Eng 26/03/11 | 69,000 |
| 12 | The Official Chart with Reggie Yates 20/03/11 | 63,000 |
| 13 | Greg James 04/03/11 | 52,000 |
| 14 | So Wrong It's Right Series 2 Episode 1 | 51,000 |
| 15 | The Archers 13/03/11 | 48,000 |
| 16 | 5 live Murray Meets Graeme Obree 06/03/11 | 47,000 |
| 17 | Newsbeat 18/03/11 | 43,000 |
| 18 | The News Quiz 06/03/11 | 43,000 |
| 19 | Ken Bruce 29/03/11 | 43,000 |
| 20 | Down the Line Series 4 Episode 1 | 42,000 |

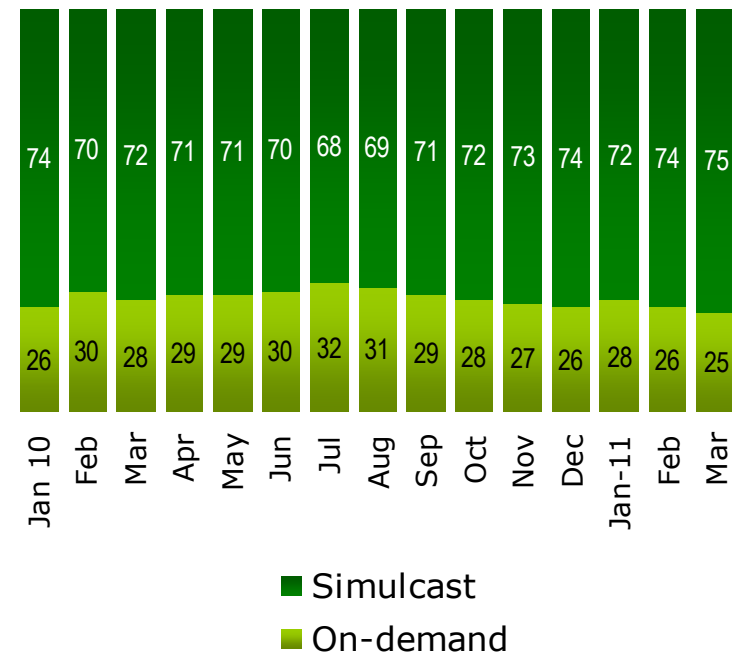
Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer continued to make up 15% of all TV requests, while live radio listening saw a rise in share, up to 75%, the highest proportion seen to date, thanks to *World Cup Cricket* and *Chris Moyles' Longest Show Ever* for Comic Relief.

TV Requests

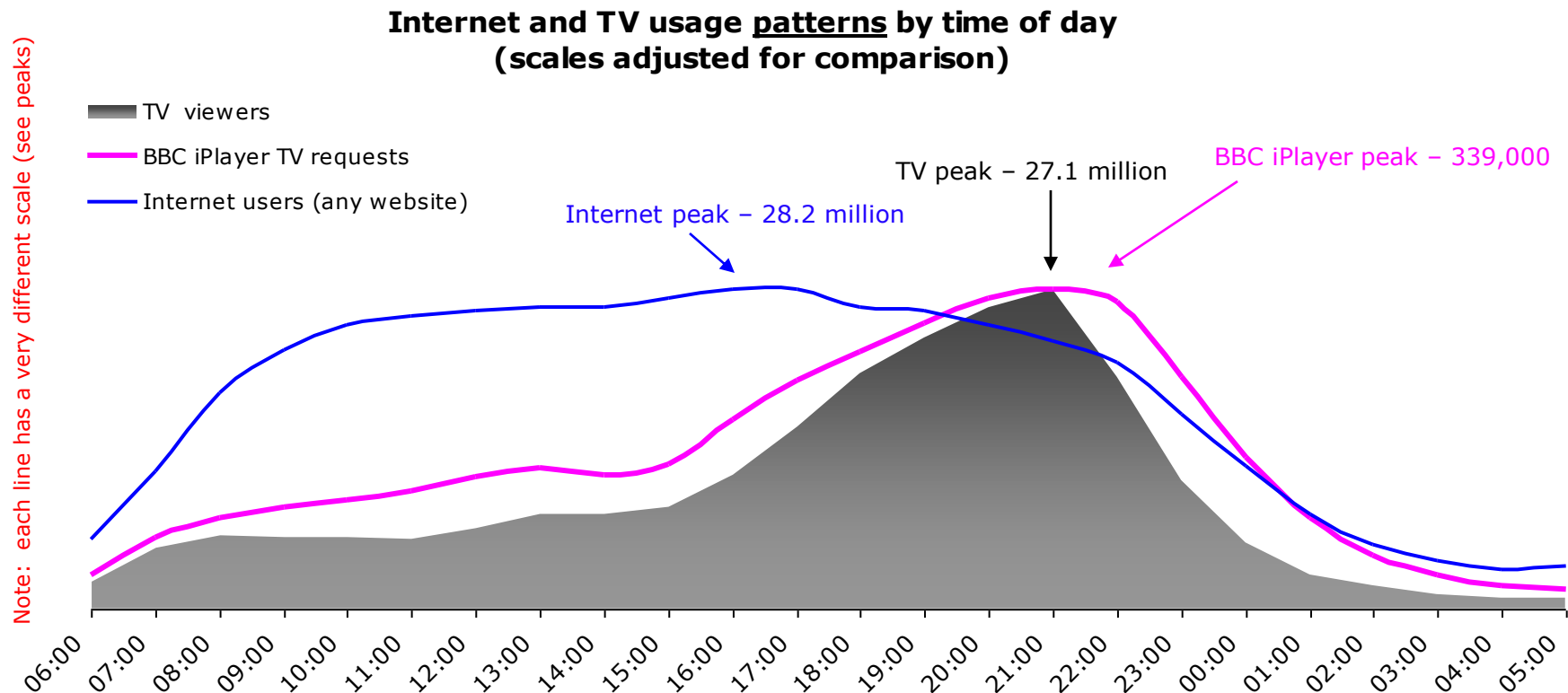


Radio requests



BBC iPlayer – use for TV by time of day, March 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.

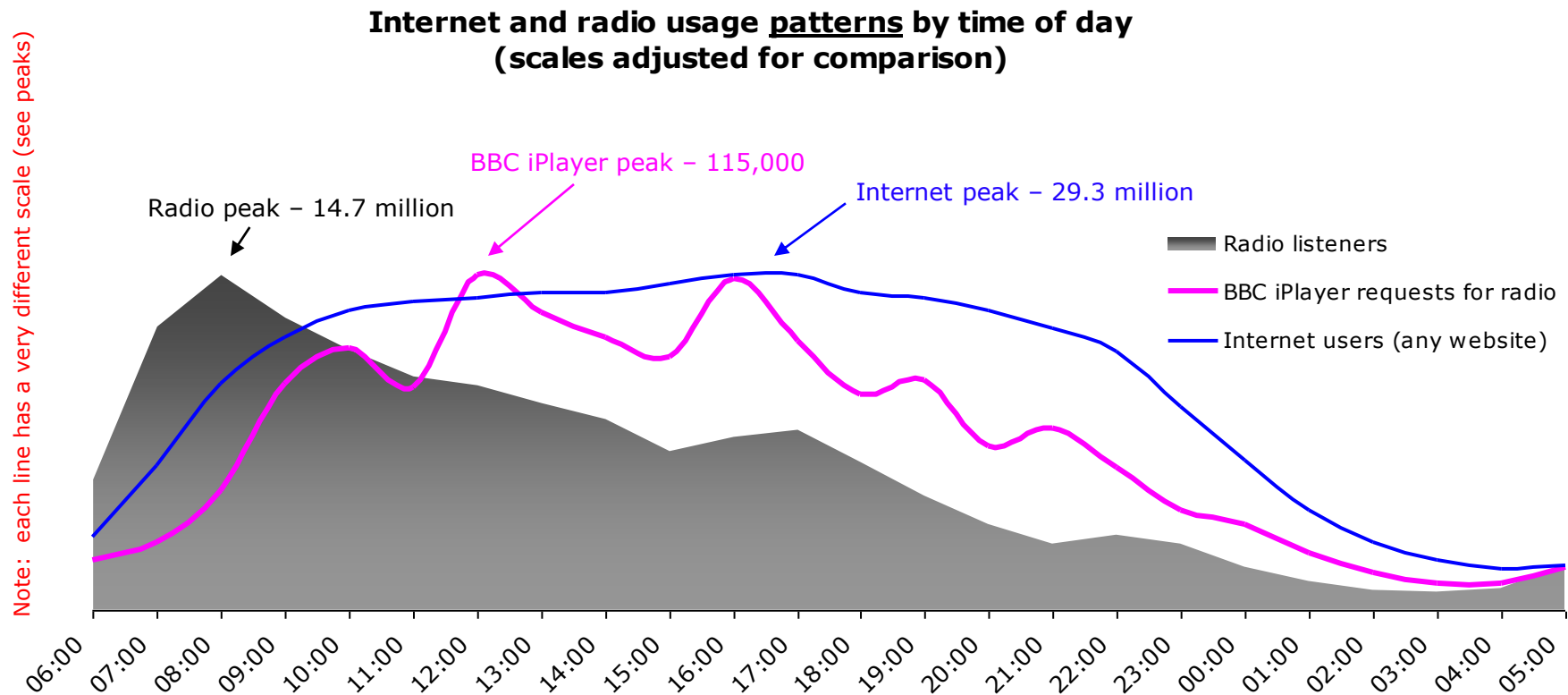


Sources – TV from BARB March 2011, internet from Nielsen February 2011, BBC iPlayer from BBC iStats March 2011 - see footnotes on final page for more detail

Please refer to slide 6 for guide footnotes.

BBC iPlayer – use for radio by time of day, March 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.

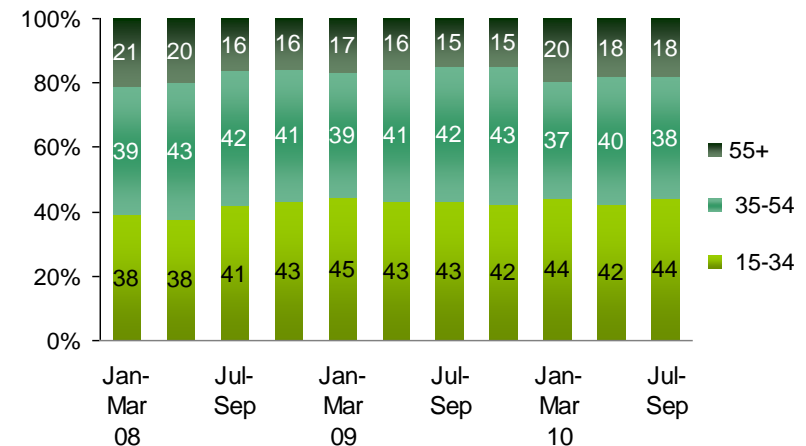
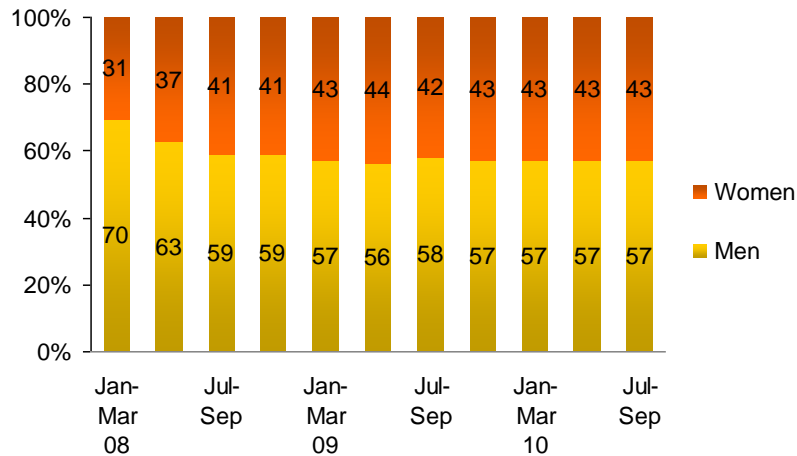


Sources – radio from RAJAR Q4 2010, internet from Nielsen February 2011, BBC iPlayer from BBC iStats March 2011 - see footnotes on final page for more detail

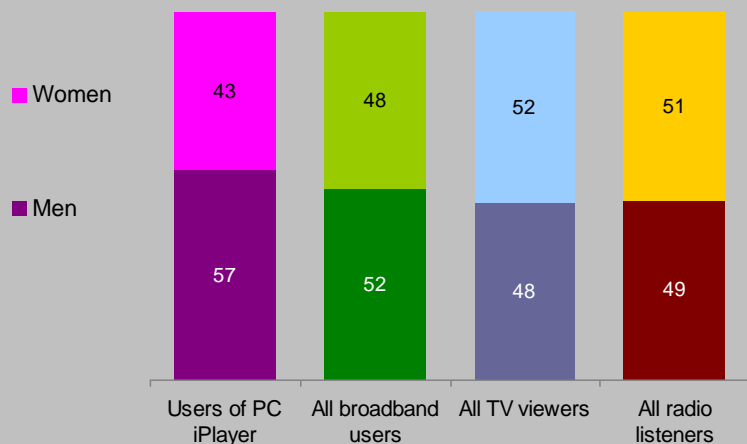
Please refer to slide 6 for guide footnotes.

BBC iPlayer use by demographic

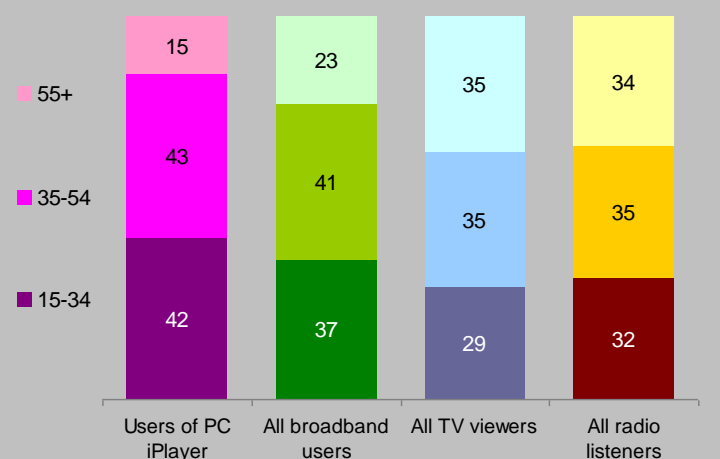
The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The gender profile is stable with a slightly male skew, and most users are aged under 55 years.



Gender



Age



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