



Monthly Performance Pack July 2010

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Monthly summary – July 2010

- In total the BBC iPlayer received 114 million requests for programmes across all platforms in July 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. Requests still remain significantly higher than July 2009 with 68 million requests for TV programmes and 27 million were for radio programmes, whilst requests on Virgin Media were up to 19 million.
- BBC iPlayer's most-requested TV title for July was Top Gear, with some episodes attracting over 1 million requests each. New BBC one drama titles also performed well, as did comedy, as usual and the start of the BBC Three Adult Season.
- Live TV viewing via the BBC iPlayer fell back to relatively normal levels in July as the World Cup came to a close.

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.
- On-demand makes up the great majority of TV programme requests (in July, 10% of requests were for live simulcast streams), however about 68% of requests for radio streams are for live programmes, as opposed to on-demand catch-up listening.
- 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.

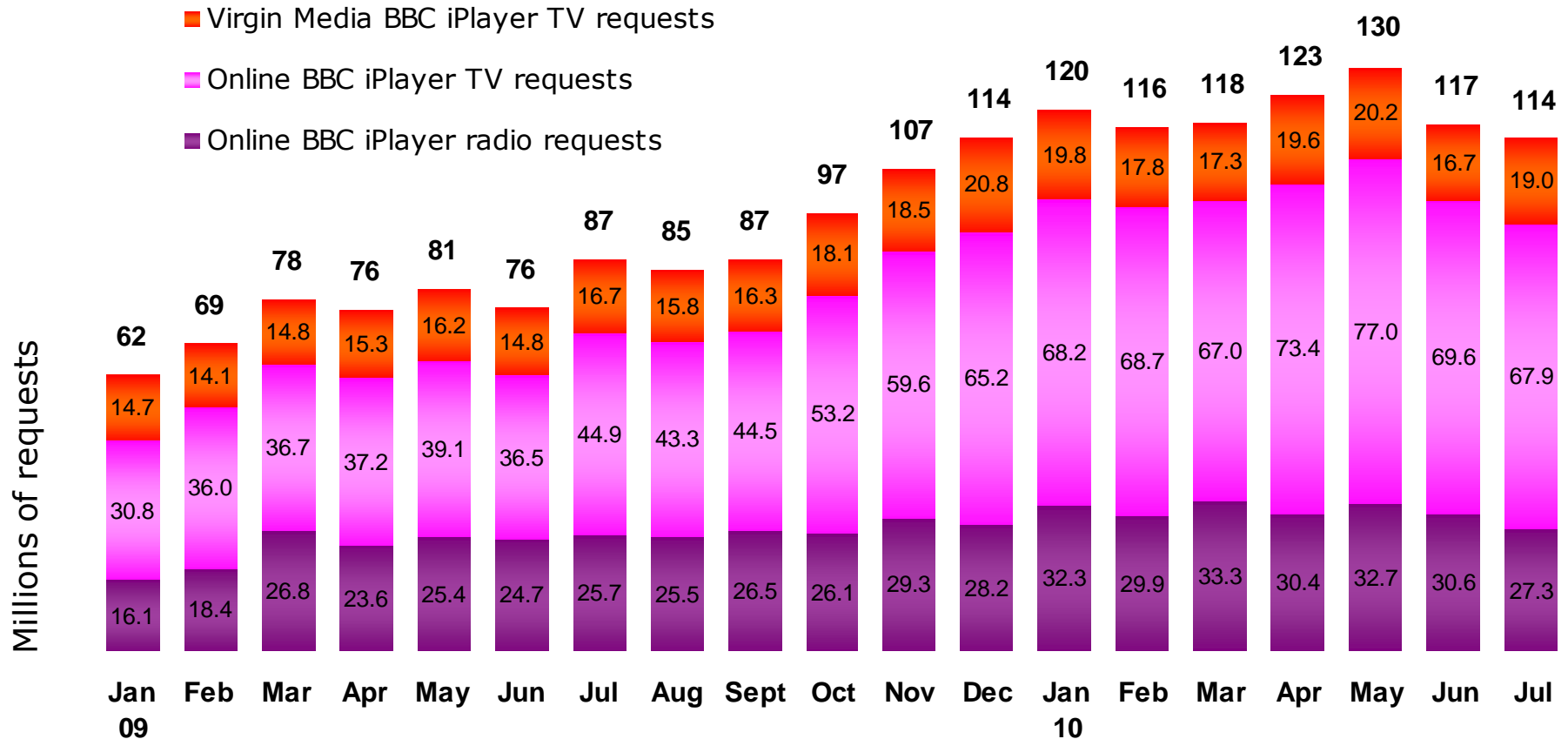
Index

	<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

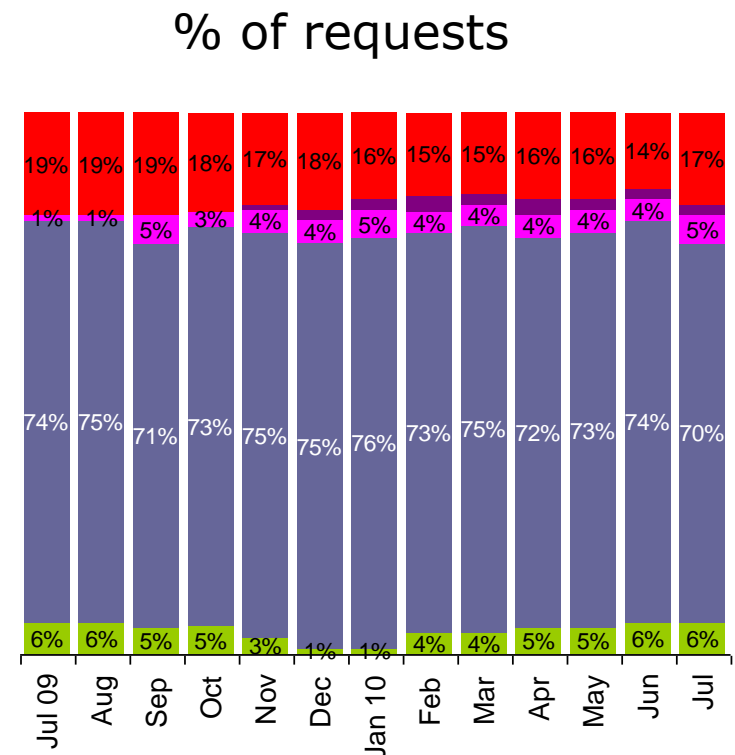
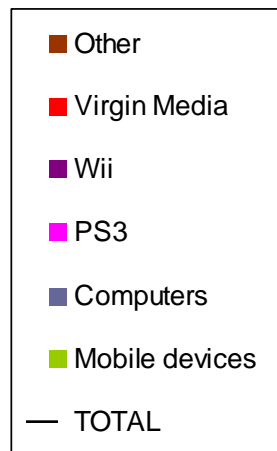
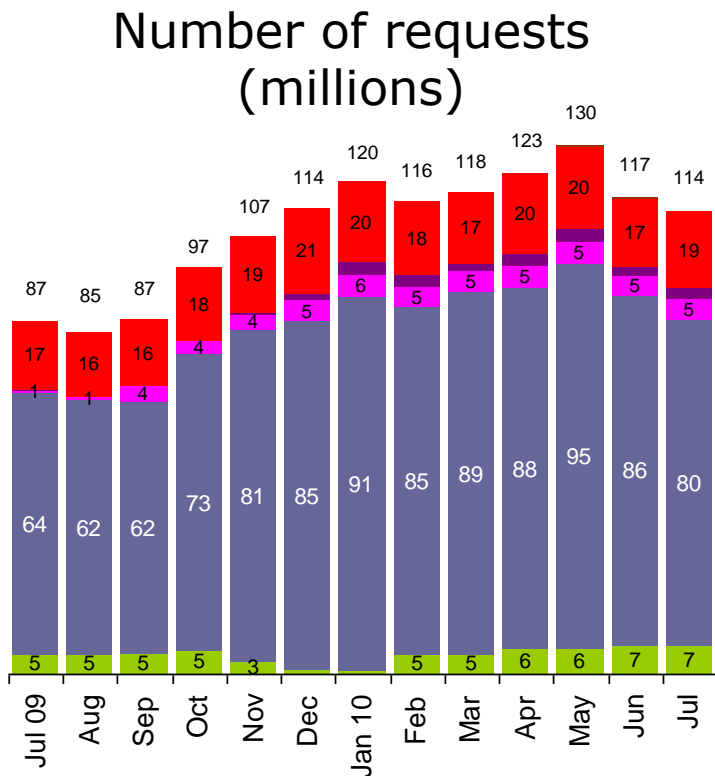
In total the BBC iPlayer received 114 million requests for programmes across all platforms in July 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a month-on-month drop, despite an increase on Virgin Media.



Requests for programmes by device type

Includes Virgin Media

In July, the number of BBC iPlayer requests for programmes by platform/device grew on Virgin Media; the remainder of delivery types remained stable or saw decreases.



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.

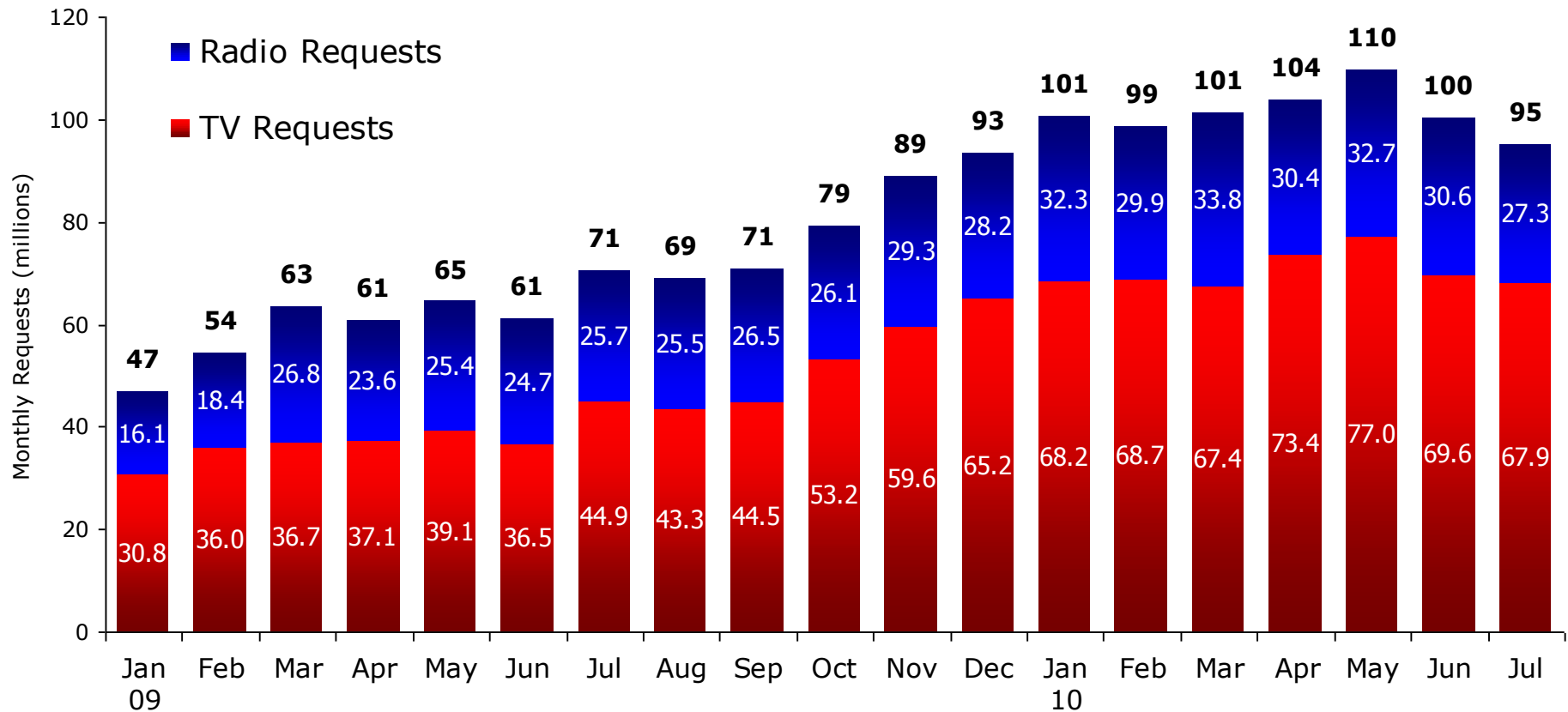
Notes on figures in this report

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 the 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

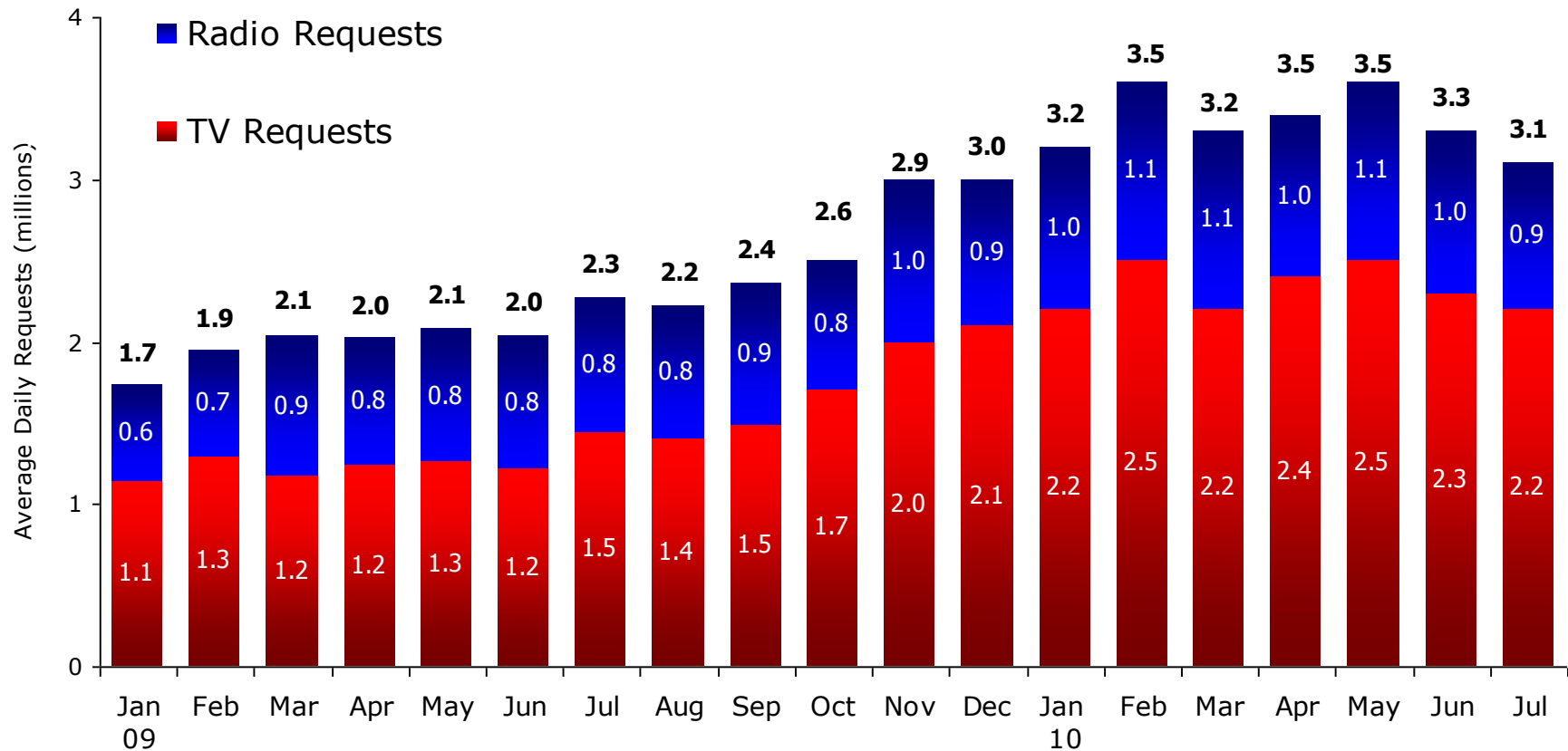
Monthly BBC iPlayer online requests

There were a total of **95.2m** requests to the online BBC iPlayer in July 2010; **67.9m** for TV programmes, and **27.3m** for Radio content.



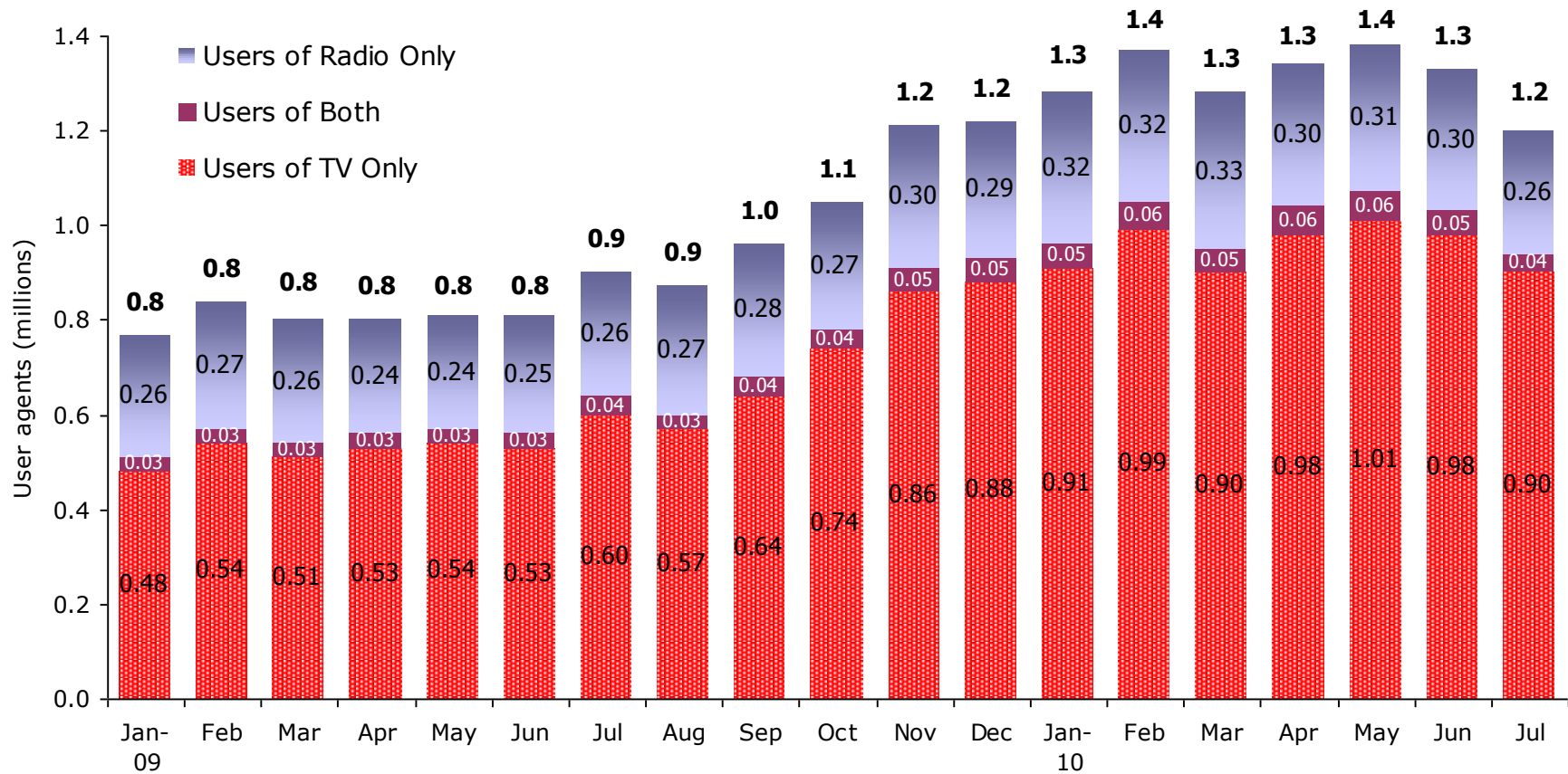
Average daily BBC iPlayer requests

During July 2010 there were **3.1m** requests per day on average – 0.9 million per day for radio programmes and 2.2 million for TV programmes.



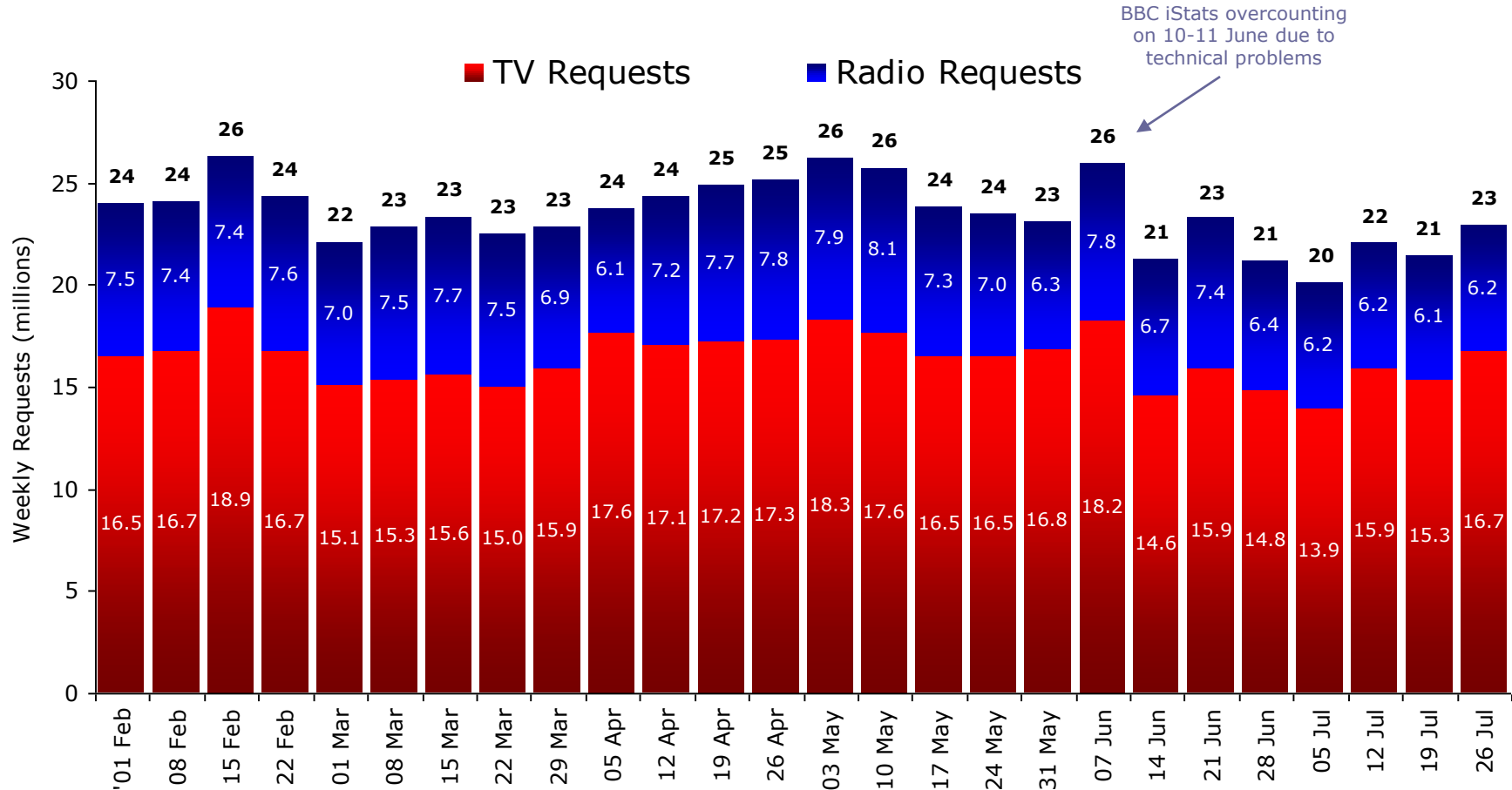
Average daily BBC iPlayer users

July 2010 saw an average of **1.2 million users per day**, with 0.9m for TV content, 0.26m for radio content and 0.04m using both.



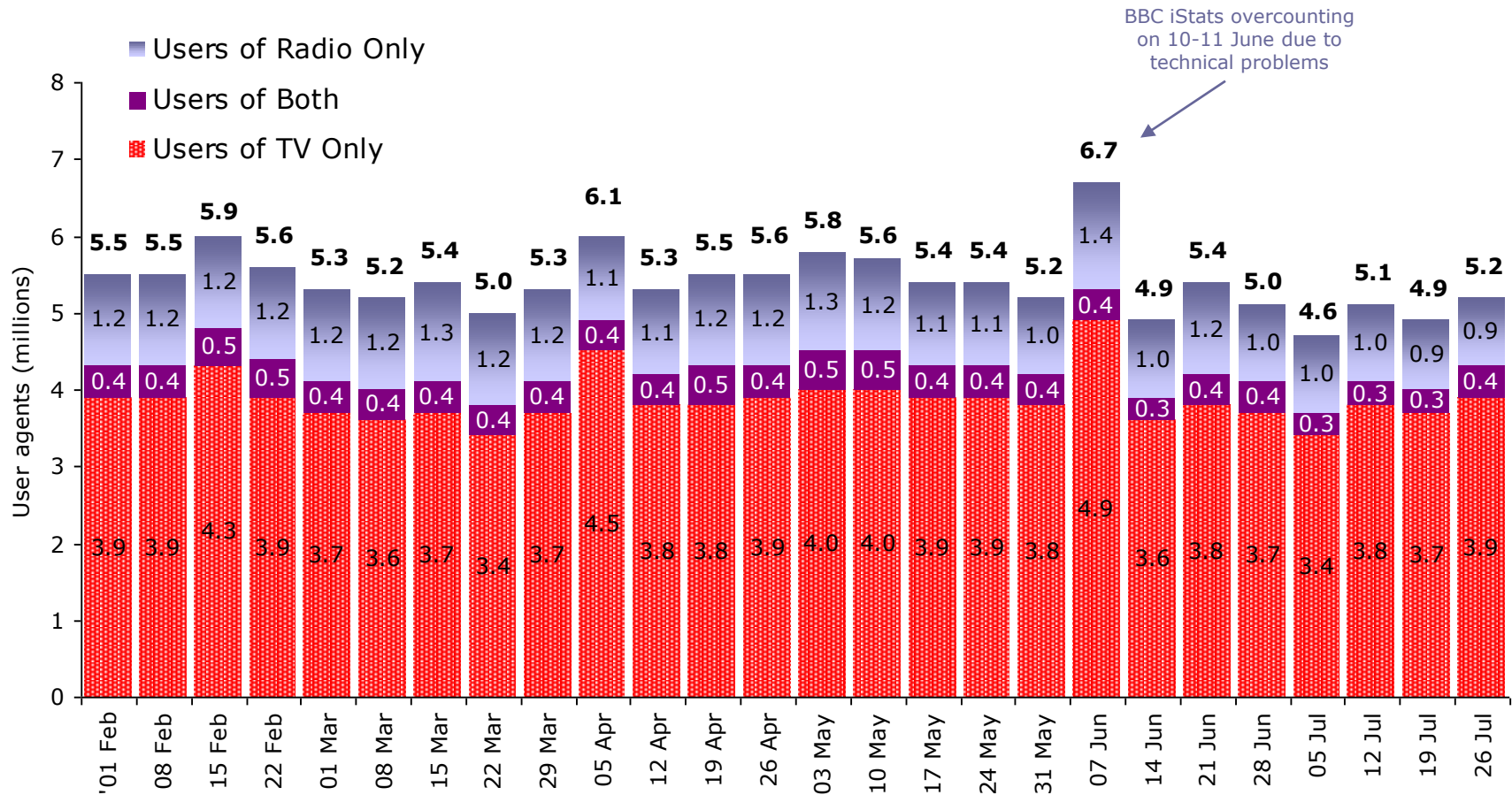
Weekly BBC iPlayer requests - latest 6 months

Weekly requests to BBC iPlayer in July started at 20 million requests but increased as the month continued, to receive 23 million requests by the last week. Radio requests remained relatively stable throughout July while TV requests fluctuated.



Weekly BBC iPlayer users – latest 6 months

A similar pattern is shown for users as is seen in requests for July. Radio users and users of both TV & Radio remain stable with a noticeable low in TV users at the start of the month.

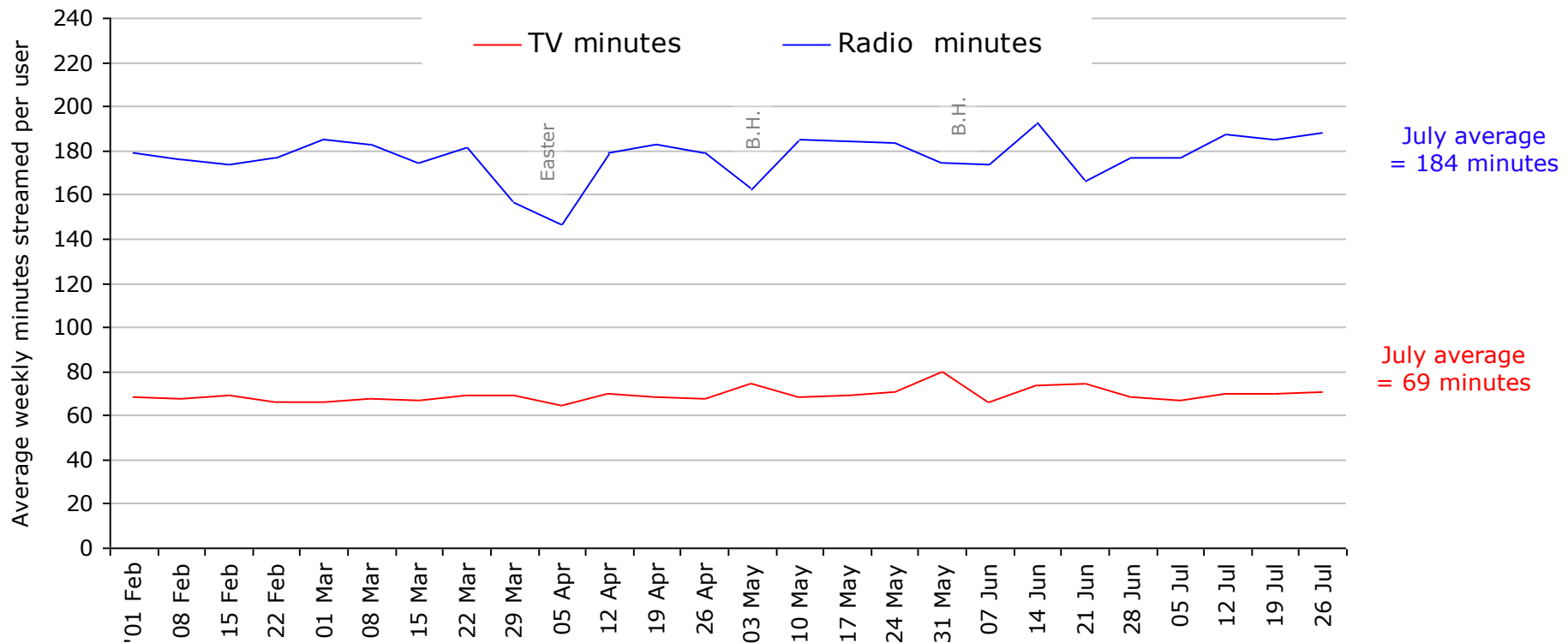


Requests and average minutes per user per week

On a weekly basis, each user of TV on BBC iPlayer is requesting just under 4 programmes, and streaming just over an hour of content. Each weekly user of radio content is requesting just under 5 programmes, and is streaming around three hours of radio content.

Holidays show an increase in TV stream durations and a corresponding dip for audio.

Average weekly minutes streamed, per user, per week



BBC iPlayer - top 20 TV episodes July 2010

BBC iPlayer's most-requested title in July was clearly *Top Gear*, with some episodes attracting over 1 million requests each. New BBC One drama titles also performed well, as did comedy, as usual, and the start of BBC Three's Adult Season.

BBC iPLAYER TOP 20 TV EPISODE – ALL

	<u>Total requests per episode</u>
1 Top Gear Series 15 Episode 3	1,273,000
2 Top Gear Series 15 Episode 2	1,273,000
3 Top Gear Series 15 Episode 5	1,208,000
4 Top Gear Series 15 Episode 4	1,136,000
5 Mock the Week Series 9 Episode 3	946,000
6 Sherlock Episode 1	718,000
7 Top Gear Series 15 Episode 1	707,000
8 EastEnders 23/07/10	639,000
9 EastEnders 01/07/10	604,000
10 EastEnders 08/07/10	579,000
11 Mock the Week Series 9 Episode 4	573,000
12 Mock the Week Series 9 Episode 5	548,000
13 Friday Night Jonathan Ross S18 Episode 25	545,000
14 EastEnders 09/07/10	520,000
15 The Incredibles 25/12/09	486,000
16 EastEnders 20/07/10	484,000
17 EastEnders 05/07/10	474,000
18 EastEnders 16/07/10	446,000
19 EastEnders 13/07/10	440,000
20 EastEnders 30/06/10	426,000

BBC iPLAYER TOP 20 TV EPISODE – MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>
1 Top Gear Series 15 Episode 3	1,273,000
2 Mock the Week Series 9 Episode 3	946,000
3 Sherlock Episode 1	718,000
4 EastEnders 23/07/10	639,000
5 Friday Night Jonathan Ross S18 Episode 25	545,000
6 The Incredibles 25/12/09	486,000
7 Underage and Pregnant Series 2 Episode 1	401,000
8 Dragons' Den Series 8 Episode 1	361,000
9 Waterloo Road Series 5 Episode 20	341,000
10 That Mitchell and Webb Look S4 Episode 1	329,000
11 Have I Got a Bit More News for You S39 Ep 2	310,000
12 Doctor Who Series 5 Episode 13	301,000
13 Dive Episode 1	291,000
14 Young, Dumb and Living Off Mum S2 Ep 1	277,000
15 The Silence Episode 1	268,000
16 My Family Series 10 Episode 1	265,000
17 The Damned United 18/07/10	260,000
18 Outnumbered Series 1 Episode 2	258,000
19 Lee Nelson's Well Good Show Episode 4	254,000
20 It's a Boy Girl Thing 29/04/09	242,000

Note: excludes episodes which had been available for fewer than seven days at the end of the month.

Please refer to slide 6 for guide footnotes.

BBC iPlayer - top 20 radio episodes July 2010

The Radio 4 series *I'm Sorry I Haven't A Clue* topped listening requests in July 10, Radio 1's *Chris Moyles Show* also performed well with 10 out of the 20 top episodes. The World Cup quarter final *Netherlands vs. Brazil* attracted the most requests for the July World Cup matches, performing better than the *Germany vs. Spain* final (with 25k requests).

BBC iPLAYER TOP 20 RADIO EPISODE – ALL

		<u>Total requests per Ep</u>
1	I'm Sorry I Haven't A Clue S53 Episode 5	100,000
2	I'm Sorry I Haven't A Clue S53 Episode 4	99,000
3	I'm Sorry I Haven't A Clue S53 Episode 3	98,000
4	The Chris Moyles Show 15/07/2010	81,000
5	The Chris Moyles Show 05/07/2010	80,000
6	World Cup 2010 N'lands v Brazil 02/07/2010	69,000
7	The Chris Moyles Show 14/07/2010	64,000
8	The Chris Moyles Show 09/07/2010	63,000
9	The Chris Moyles Show 16/07/2010	61,000
10	The Now Show Series 31 Episode 4	60,000
11	The Chris Moyles Show 02/07/2010	58,000
12	The Now Show Series 31 Episode 5	58,000
13	The Now Show Series 31 Episode 3	58,000
14	The Chris Moyles Show 01/07/2010	58,000
15	The Chris Moyles Show 23/07/2010	58,000
16	The Now Show Series 31 Episode 6	57,000
17	Greg James 05/07/2010	55,000
18	The Chris Moyles Show 06/07/2010	55,000
19	The Chris Evans Breakfast Show 01/07/2010	54,000
20	The Chris Moyles Show 13/07/2010	54,000

BBC iPLAYER TOP 20 RADIO EPISODE

– MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per Ep</u>
1	I'm Sorry I Haven't A Clue S53 Episode 5	100,000
2	The Chris Moyles Show 15/07/2010	81,000
3	World Cup 2010 N'lands v Brazil 02/07/2010	69,000
4	The Now Show Series 31 Episode 4	60,000
5	Greg James 05/07/10	55,000
6	The Chris Evans Breakfast Show 01/07/10	54,000
7	The Archers 06/07/10	50,000
8	Fearne Cotton 14/07/10	50,000
9	The Official Chart Show 11/07/2010	47,000
10	Steve Wright in the Afternoon 05/07/2010	45,000
11	Jonathan Ross 17/07/10	40,000
12	Jeremy Hardy Speaks to the Nation S8 Ep2	40,000
13	Annie Mac 23/07/10	39,000
14	Proms 2010 Prom 10 Doctor Who - Part 1	39,000
15	Cricket 21/07/10	34,000
16	Ken Bruce 06/07/10	34,000
17	Today 06/07/10	33,000
18	Desert Island Discs Tim Robbins 18/07/2010	32,000
19	Jeremy Vine 19/07/10	32,000
20	Clare in the Community Series 6 Episode 6	32,000

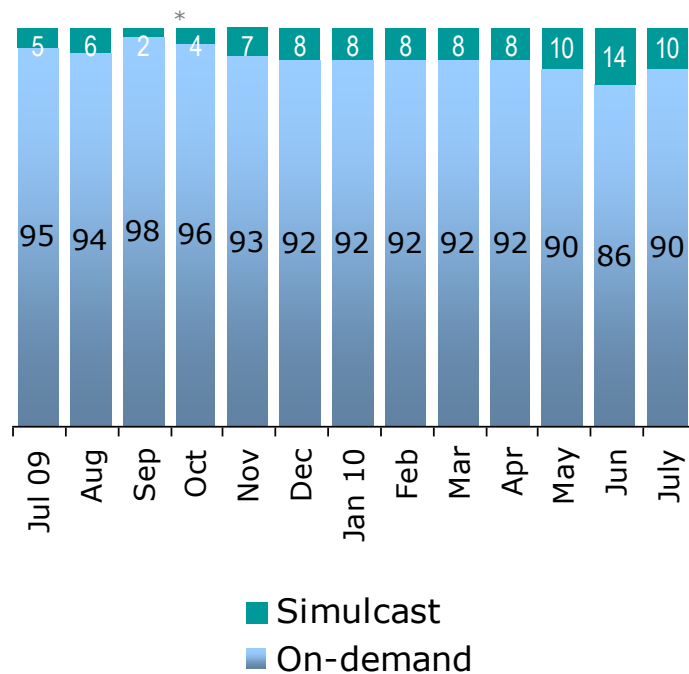
Note: excludes episodes which had been available for fewer than seven days at the end of the month.

Please refer to slide 6 for guide footnotes.

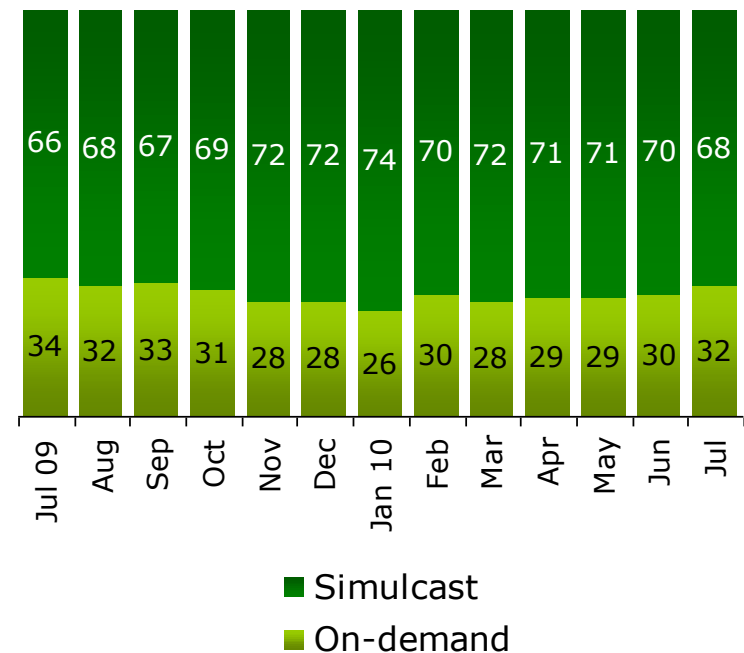
Requests by on-demand catch-up vs live simulcast

Live TV viewing via the BBC iPlayer fell back -4 points to relatively normal levels in July as the World Cup came to a close. The balance of radio listening remained fairly stable in July with the majority being for live programmes at 68%, however on-demand did increase +2 points month-on-month.

TV Requests

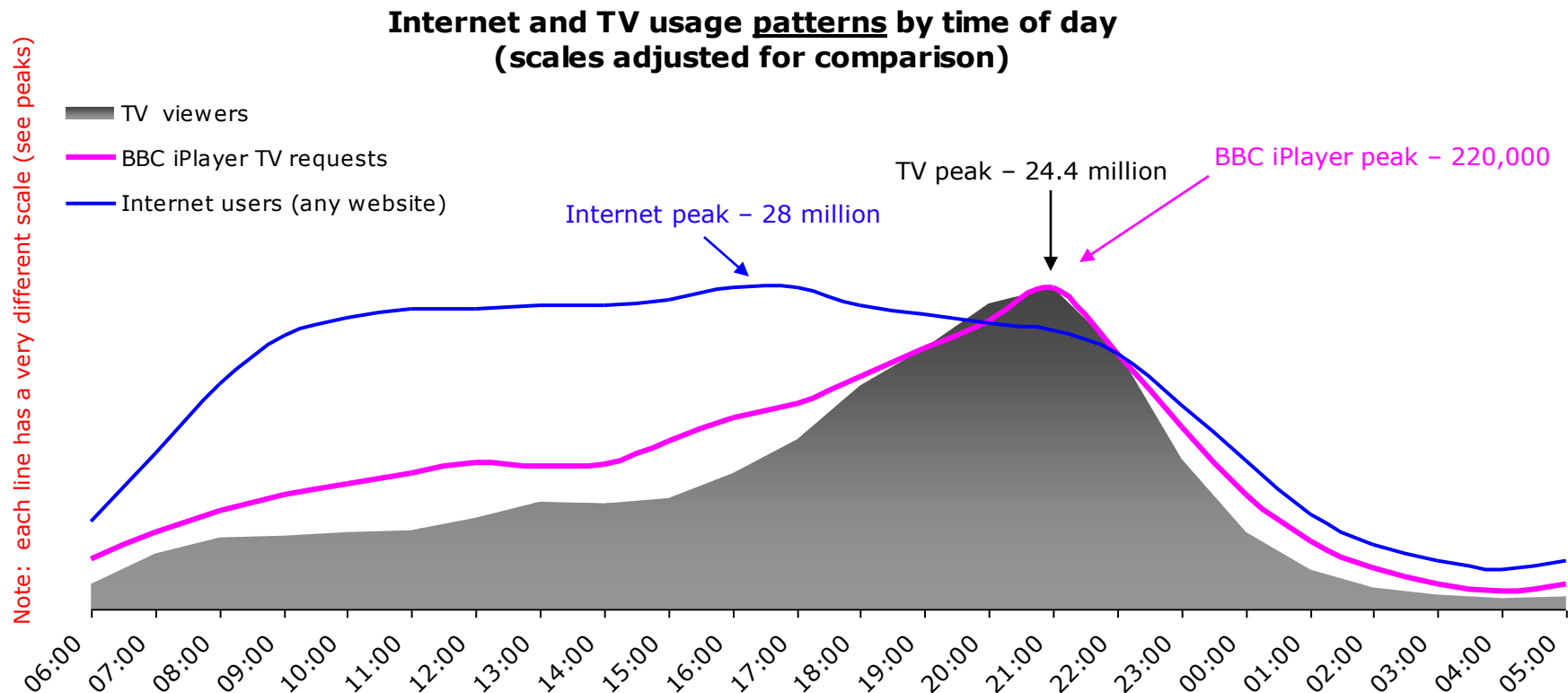


Radio requests



BBC iPlayer – use for TV by time of day, July 2010

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.

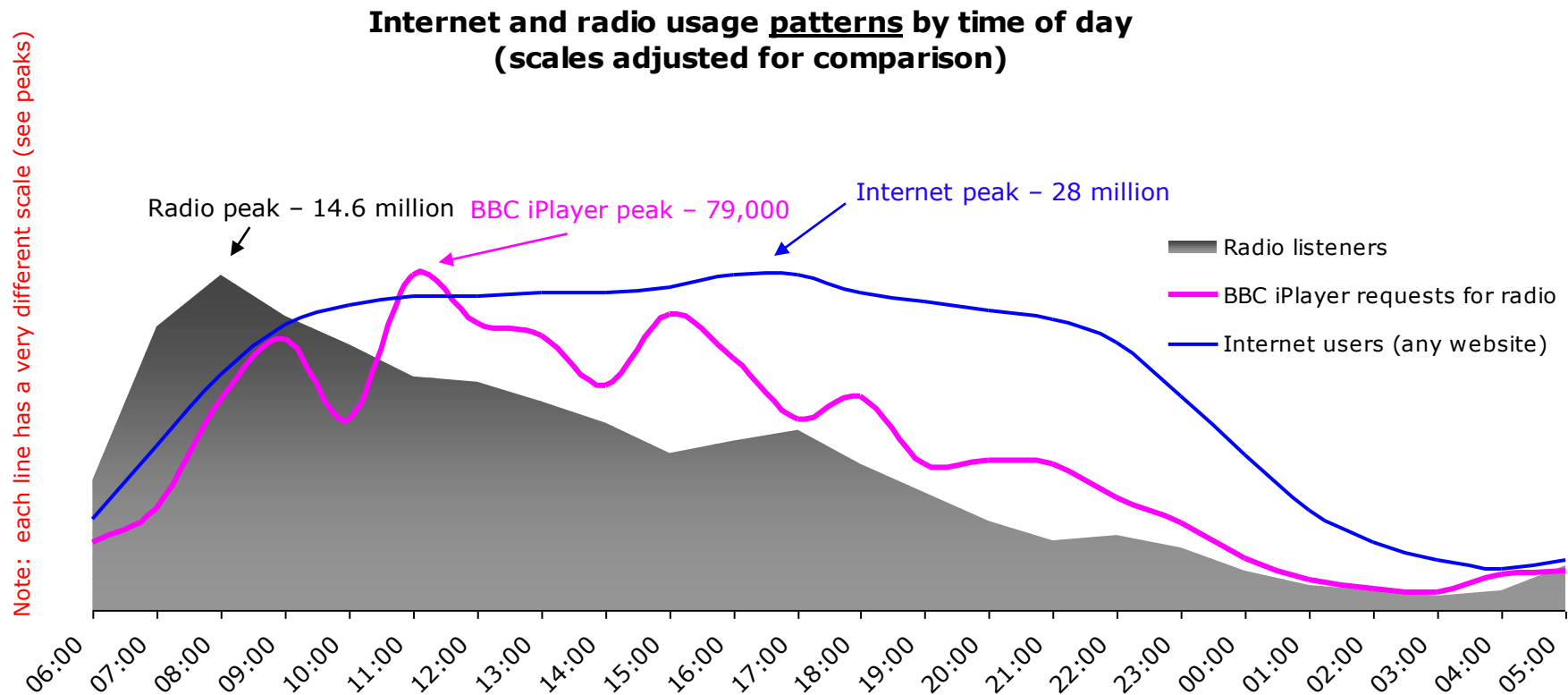


Sources – TV from BARB July 2010, internet from Nielsen July 2010, BBC iPlayer from BBC iStats July 2010 - see footnotes on final page for more detail

Please refer to slide 6 for guide footnotes.

BBC iPlayer – use for radio by time of day, July 2010

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.

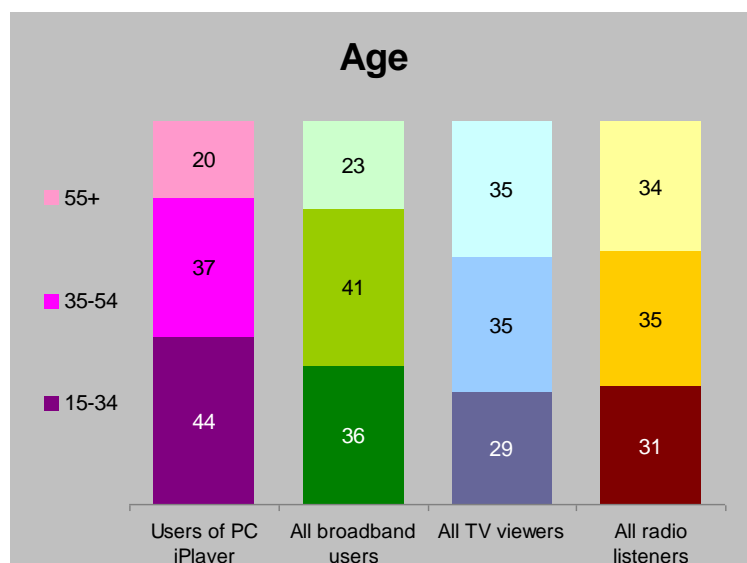
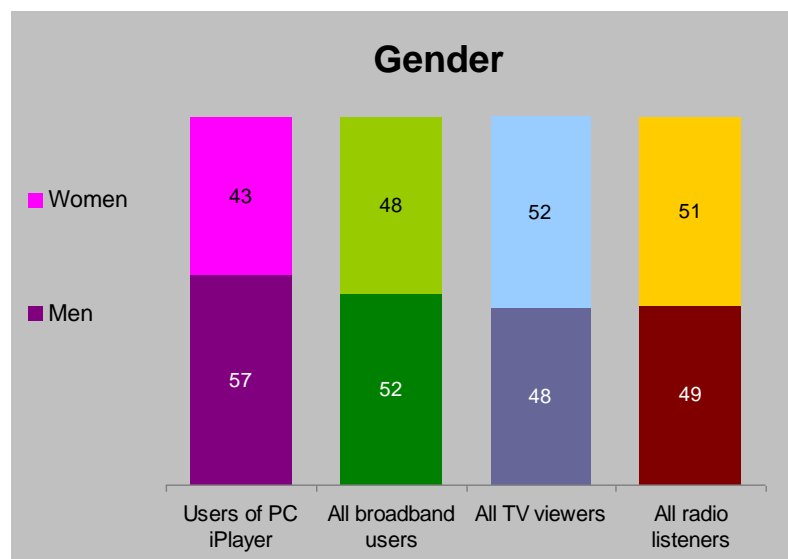
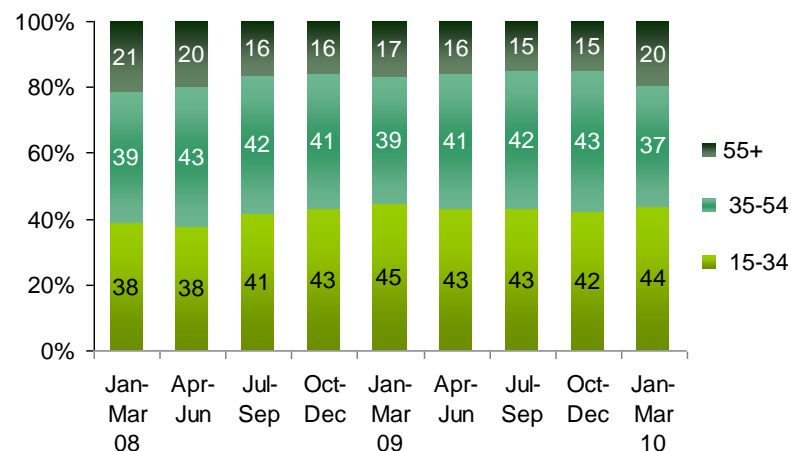
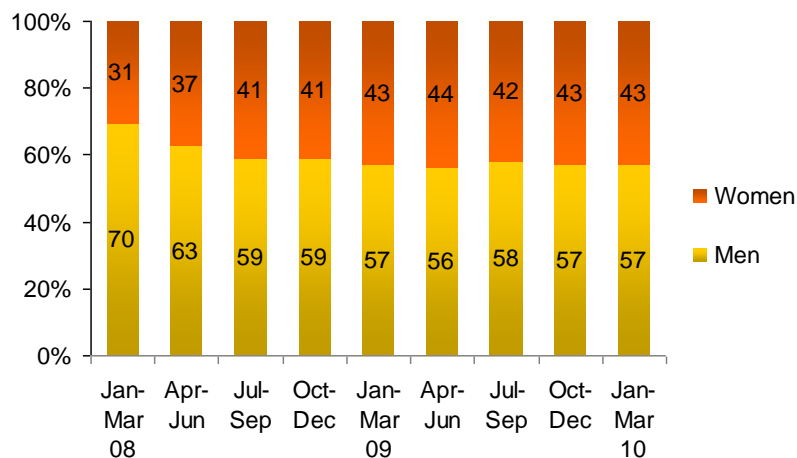


Sources – radio from RAJAR Q2 2010, internet from Nielsen July 2010, BBC iPlayer from BBC iStats July 2010 - see footnotes on final page for more detail

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.



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