



# Monthly Performance Pack

## February 2010

## Monthly summary – February 2010

- February was another very strong month for BBC iPlayer, with new records set for average daily figures for both TV and radio – however, because it is a shorter month (28 days) this is slightly masked in some monthly total numbers.
- In total there were **116 million requests across all platforms** (both online platforms and devices and BBC iPlayer on Virgin Media TV combined), with a **record of 3.5 million requests per day**.
- The *EastEnders Live* event drove particularly high TV figures in the week of 15-21 February, making this the strongest week on record.
- Requests from Nintendo Wii consoles continue to grow (5% of TV requests), and iPhones are now also matching this.

### 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 February only 8% of requests were for live simulcast streams), however over two-thirds 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.

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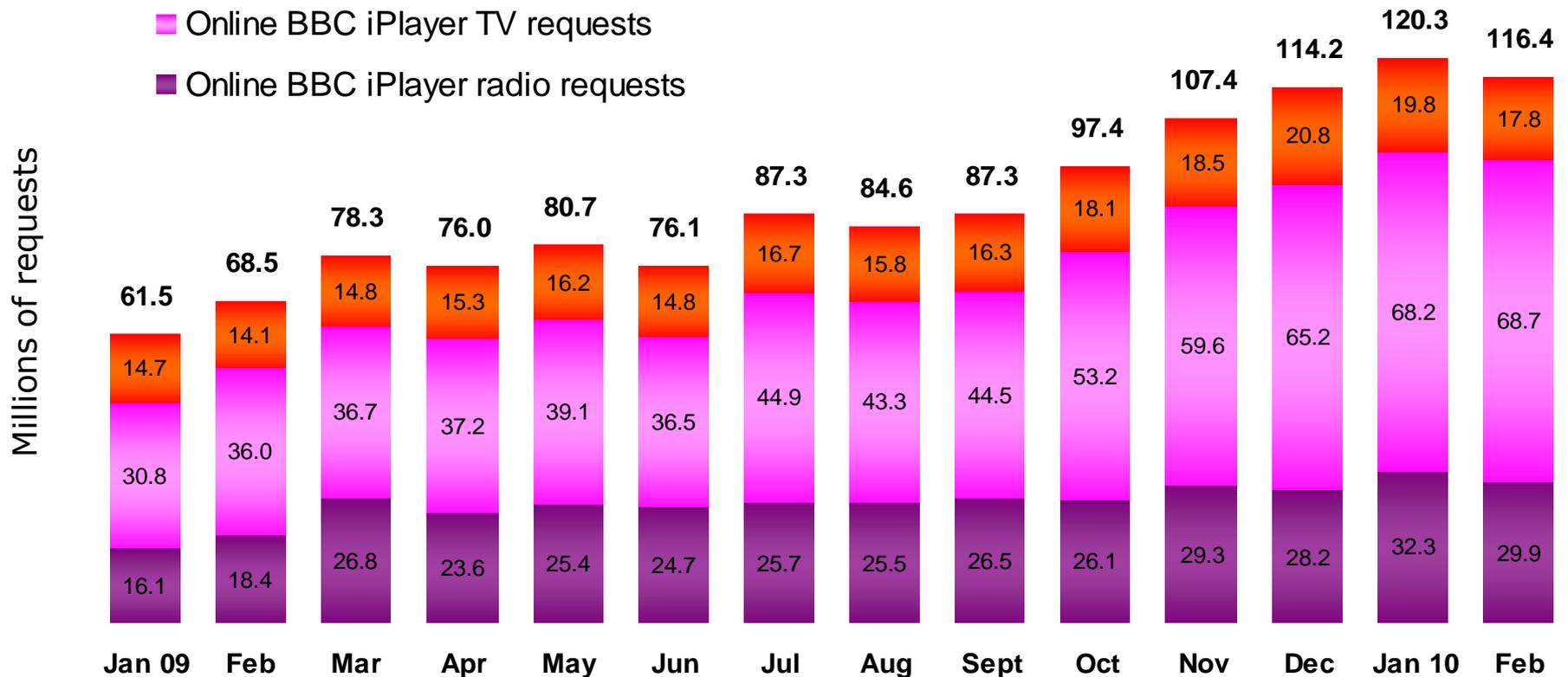
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# Total Monthly BBC iPlayer Requests across **all** platforms

## Includes Virgin Media

In total the BBC iPlayer received 116 million requests for programmes across all platforms in February, including both online platforms and devices, and BBC iPlayer on Virgin Media TV.

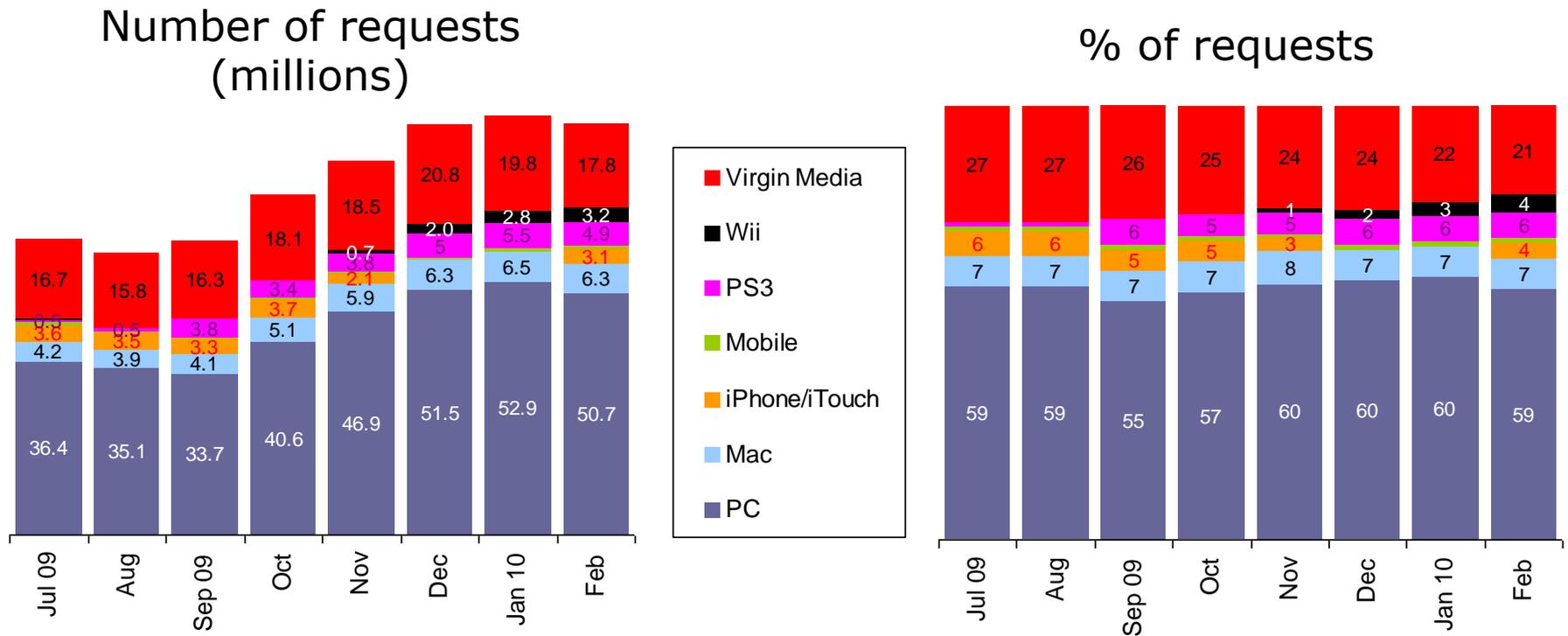
- Virgin Media BBC iPlayer TV requests
- Online BBC iPlayer TV requests
- Online BBC iPlayer radio requests



# Requests for TV programmes by device type

## Includes BBC iPlayer on Virgin Media data

BBC iPlayer requests via iPhones are now being measured again, and made up 4% of all requests for TV programmes in February. Requests via the Wii increased again in February, both in absolute terms and as a percentage, while requests on other platforms dropped slightly due to February being a short month.



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.

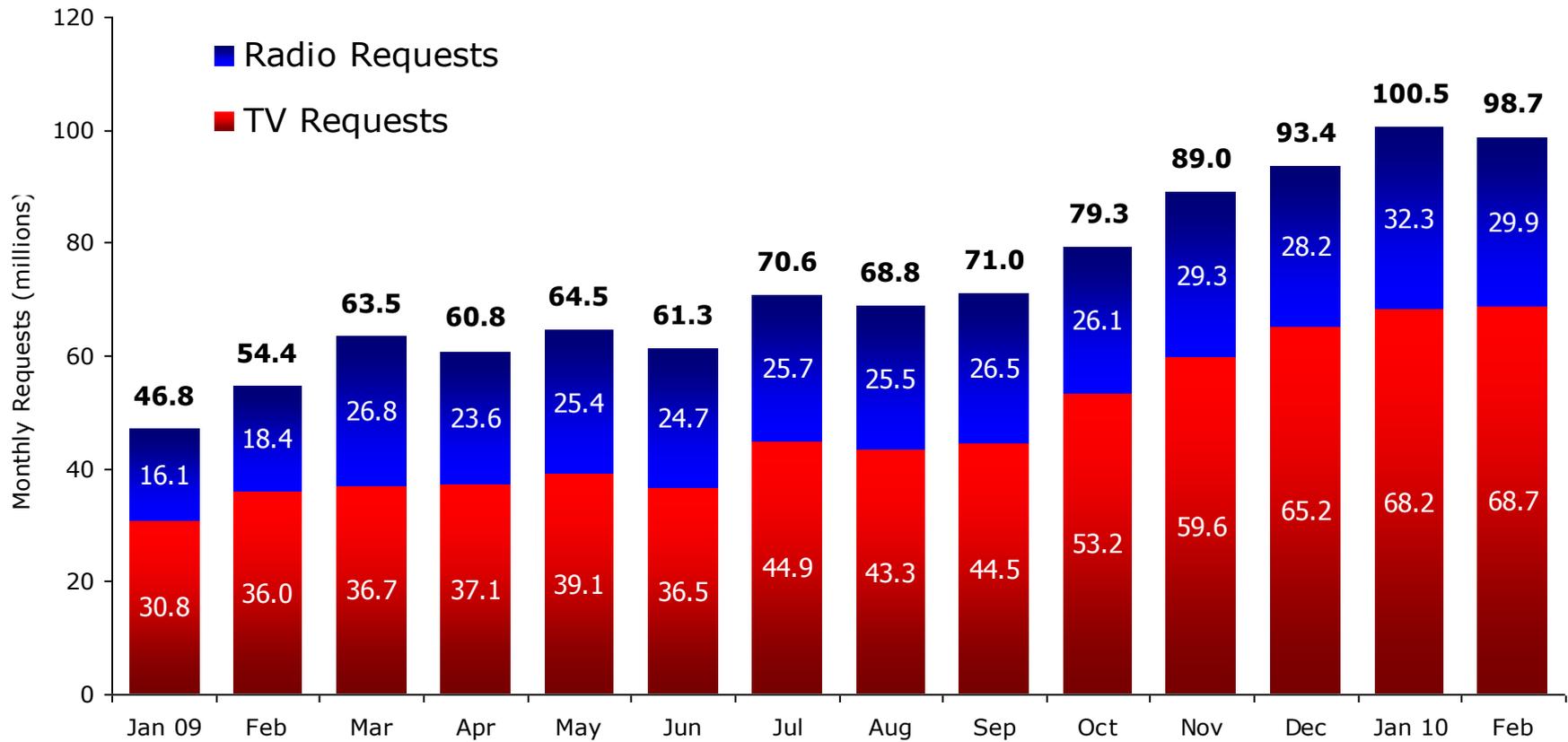
# Notes on figures in this report

These notes apply to pages 7 to 19 in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 20.

- 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
- 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 the data on following pages 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

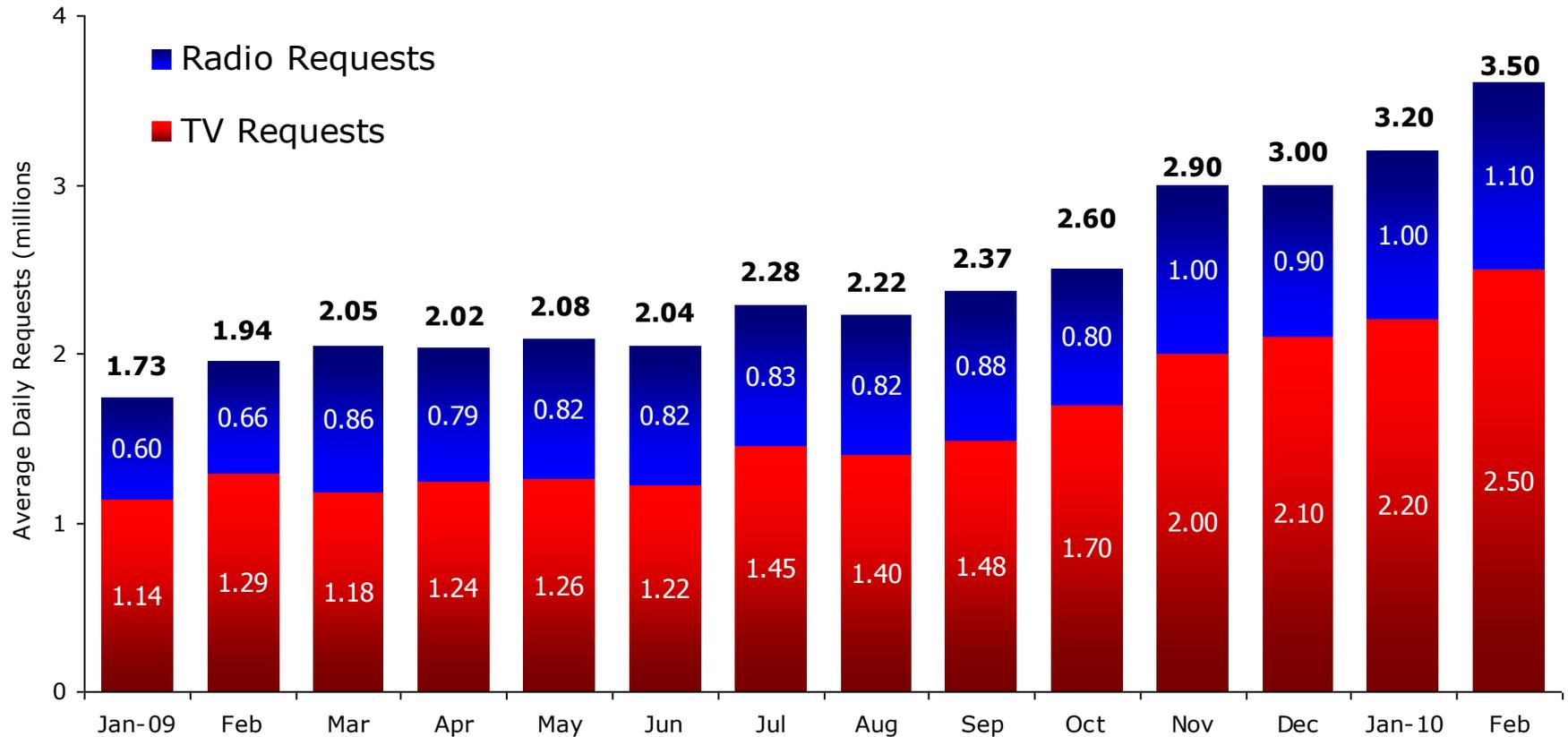
# Monthly BBC iPlayer Online Requests

The month of February 2010 saw BBC iPlayer receive a total of **98.7m** requests for TV and radio programmes - with **29.9m** requests for audio and a **record 68.7m** requests for TV content.



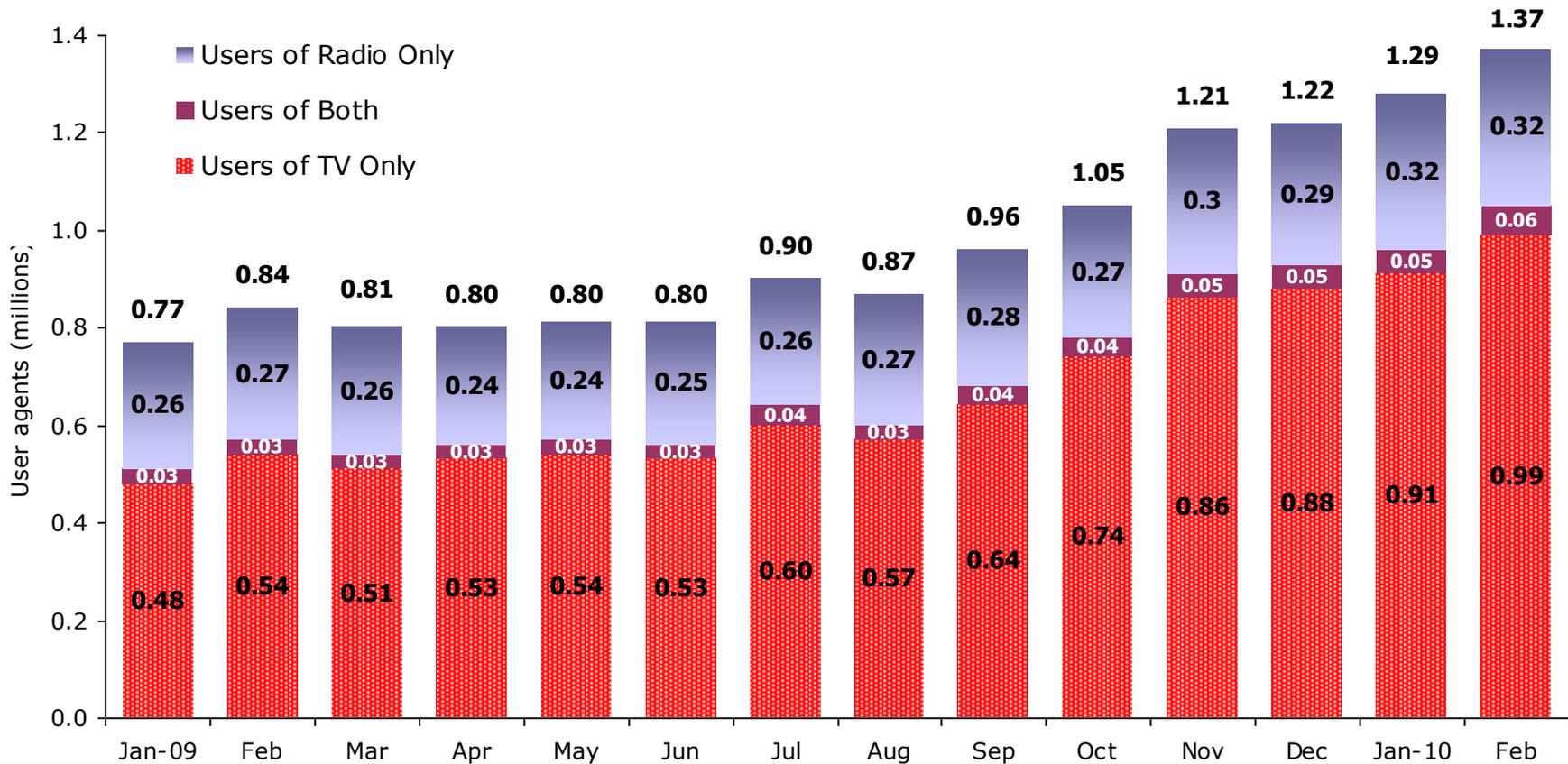
# Average Daily BBC iPlayer Requests

In February 2010, BBC iPlayer received a **record 3.5m** requests per day on average, with new benchmarks set for both TV (2.5m average) and radio (1.1m average).



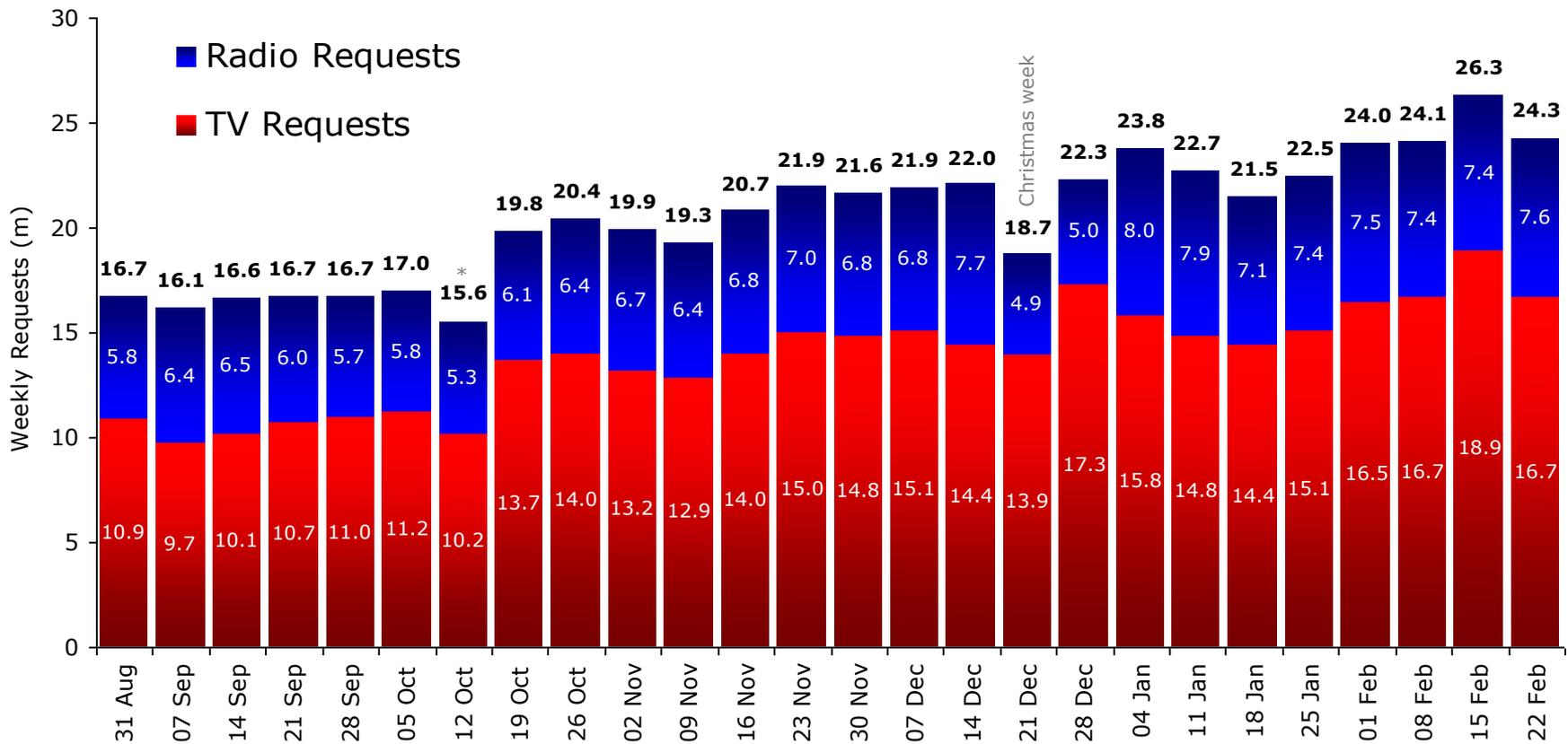
# Average Daily BBC iPlayer Users

February 2010 saw another **record-breaking average** of **1.4 million users per day** - 1m users only of TV content, 0.3m for only radio content, and 60k users of both media.



# Weekly BBC iPlayer Requests - latest 6 months

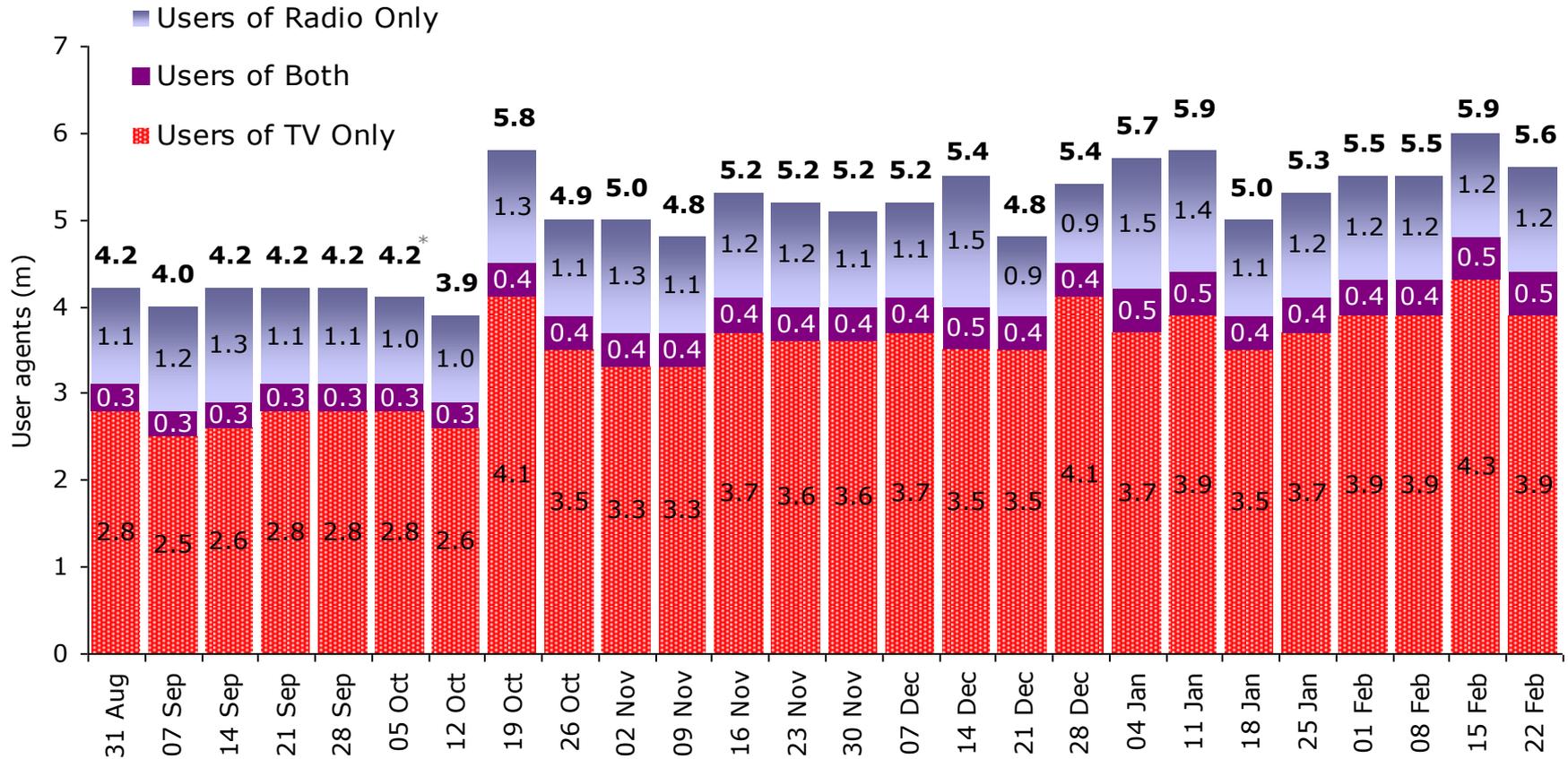
The week commencing 15<sup>th</sup> February saw the highest number of weekly requests on record (26.3m), driven by requests for TV content which were boosted by the *EastEnders Live* event.



\* Technical problems - the data measurement systems failed over 10:00-20:00 on Sunday October 18<sup>th</sup>, so while users successfully received programmes, we did not record their usage of iPlayer.

# Weekly BBC iPlayer Users – latest 6 months

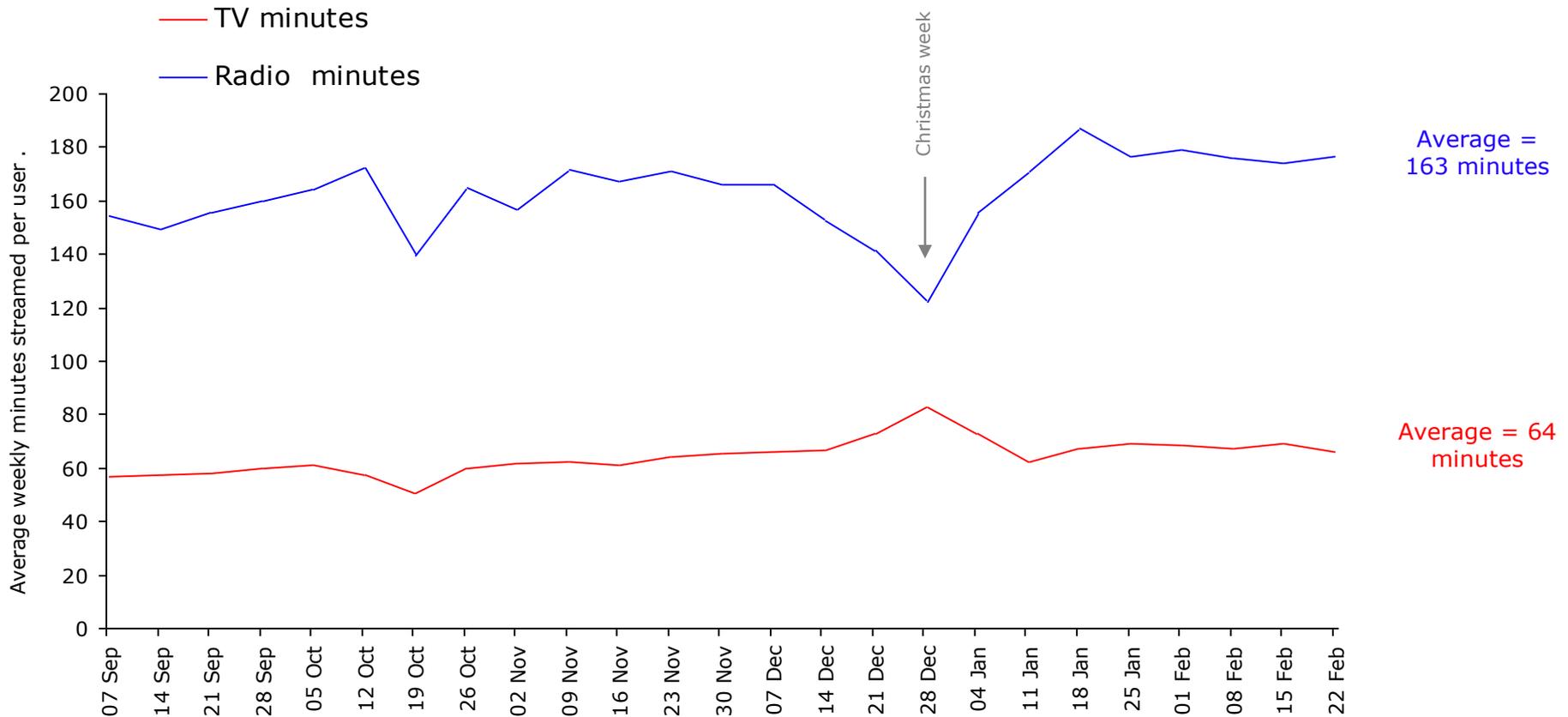
Weekly user numbers in February peaked in w/c 15<sup>th</sup> at **5.9m**, equalling the record of w/c 11<sup>th</sup> January. TV users also set a new record in the same week, of **4.3m** users.



# Requests and average minutes per user per week

On a weekly basis, each user requesting TV content on BBC iPlayer is requesting 3.5 programmes, and streaming around 60 minutes of content. Each weekly user of radio content is requesting just over 4 programmes, and is streaming around 2 hours 40 minutes of radio content.

Average weekly minutes streamed, per user, per week



# BBC iPlayer - Top 20 TV Episodes February 2010

*EastEnders Live* was easily the most popular individual programme in February, with over 1.1m requests. Comedy and entertainment also continue to feature prominently and BBC3 programmes were particularly strong this month.

## BBC iPLAYER TOP 20 TV EPS - MOST-REQUESTED EPISODE PER SERIES

### BBC iPLAYER TOP 20 TV EPS - ALL

	<u>Total requests per Ep</u>
1	EastEnders Live 19/02/2010 1,131,000
2	Mock the Week Series 8 Ep.3 698,000
3	Mock the Week Series 8 Ep.4 651,000
4	Mock the Week Series 8 Ep.5 644,000
5	EastEnders 18/02/10 564,000
6	Hotter Than My Daughter Ep.1 531,000
7	EastEnders 15/02/10 524,000
8	EastEnders Live: The Aftermath 19/02/10 486,000
9	Film: Legally Blonde 16/09/09 478,000
10	EastEnders 12/02/10 473,000
11	EastEnders 09/02/10 469,000
12	EastEnders 16/02/10 464,000
13	EastEnders 05/02/10 461,000
14	EastEnders 02/02/10 433,000
15	Hustle Series 6 Ep.5 431,000
16	EastEnders 08/02/10 424,000
17	EastEnders 04/02/10 420,000
18	Snog Marry Avoid? Series 3 Ep.2 404,000
19	EastEnders 11/02/10 403,000
20	Hustle Series 6 Ep.6 373,000

	<u>Total requests per Ep</u>
1	EastEnders Live 19/02/2010 1,131,000
2	Mock the Week Series 8 Ep.3 698,000
3	Hotter Than My Daughter Ep.1 531,000
4	Film: Legally Blonde 16/09/09 478,000
5	Hustle Series 6 Ep.5 431,000
6	Snog Marry Avoid? Series 3 Ep.2 404,000
7	The Bubble Ep.1 372,000
8	Top Gear Series 13 Ep.6 371,000
9	Live at the Apollo Series 5 Ep.6 343,000
10	Tracy Beaker Returns Ep.7 341,000
11	Being Human Series 2 Ep.5 307,000
12	Q.I. Series 7 Ep.11 287,000
13	Friday Night with Jonathan Ross S.18 Ep.6 285,000
14	Film: Apocalypto 14/02/10 283,000
15	Coming of Age Series 2 Ep.4 279,000
16	Let's Dance for Sport Relief Ep.1 254,000
17	Survivors Series 2 Ep.5 236,000
18	Never Mind the Buzzcocks Series 23 Ep.11 222,000
19	Newswipe Series 2 Ep.5 222,000
20	Last Woman Standing Ep.1 214,000

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

# BBC iPlayer - Top 20 Radio Episodes February 2010

The *Chris Moyles Birthday Show* on 22<sup>nd</sup> February was the most requested radio programme of the month, and football also featured strongly.

## BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per episode</u>
1	Chris Moyles Birthday Show 22/02/10	104,000
2	The Chris Moyles Show 12/02/10	104,000
3	5live Champ AC Mil v Man Utd 16/02/10	101,000
4	The Chris Moyles Show 09/02/10	94,000
5	5live Prem A Villa v Man Utd 10/02/10	93,000
6	The News Quiz Series 70 Episode 7	87,000
7	The News Quiz Series 70 Episode 5	86,000
8	The News Quiz Series 70 Episode 6	86,000
9	5live Prem Man City v L'pool 21/02/10	85,000
10	The Chris Moyles Show 10/02/10	77,000
11	The Chris Moyles Show 16/02/10	73,000
12	The Chris Moyles Show 03/02/10	73,000
13	BBC Radio 1's Chart Show 07/02/10	70,000
14	Fearne Cotton 18/02/10	66,000
15	5live Prem Chels v Asnl 07/02/10	66,000
16	The Chris Moyles Show 05/02/10	64,000
17	The Chris Moyles Show 19/02/10	63,000
18	The Chris Moyles Show 17/02/10	62,000
19	BBC Radio 1's Chart Show 21/02/10	62,000
20	Just a Minute Series 56 Episode 5	61,000

## BBC iPLAYER TOP 20 RADIO EPISODES

### – MOST-REQUESTED EPISODE PER SERIES

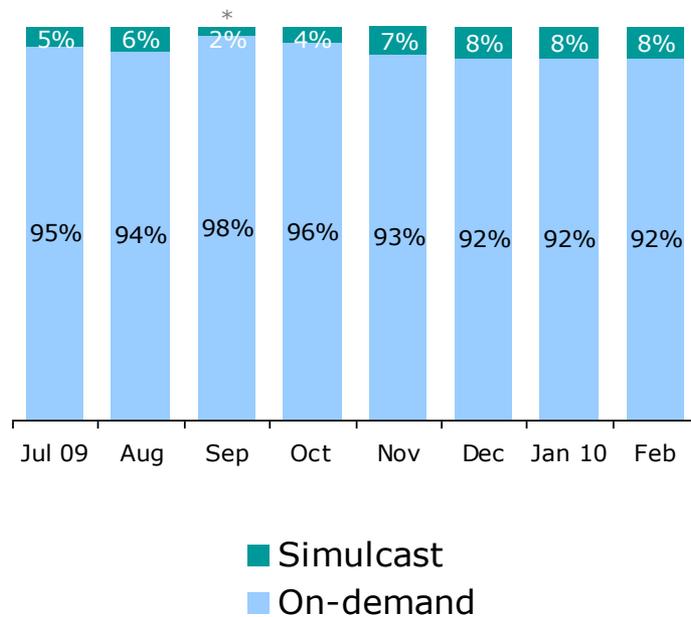
		<u>Total requests per episode</u>
1	Chris Moyles Birthday Show 22/02/10	104,000
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3	5 live Prem A Villa v Man Utd 10/02/10	93,000
4	The News Quiz Series 70 Episode 7	87,000
5	BBC Radio 1's Chart Show 07/02/10	70,000
6	Fearne Cotton 18/02/10	66,000
7	Just a Minute Series 56 Episode 5	61,000
8	Weekend Wogan 14/02/10	58,000
9	The Archers 14/02/10	57,000
10	Greg James 12/02/10	49,000
11	Ken Bruce 18/02/10	48,000
12	Desert Island Discs Gok Wan 07/02/2010	47,000
13	Steve Wright in the Afternoon 02/02/10	42,000
14	Jeremy Vine 04/02/10	39,000
15	The Honourable Schoolboy Part 2	38,000
16	Annie Mac Lil Silva Mini Mix 19/02/2010	38,000
17	5 live Sport Final Whistle 16/02/10	37,000
18	Scott Mills Live at the Brit Awards 16/02/10	37,000
19	Sat'y Play Murder in Samarkand 20/02/10	36,000
20	Chris Evans Breakfast 05/02/10	34,000

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

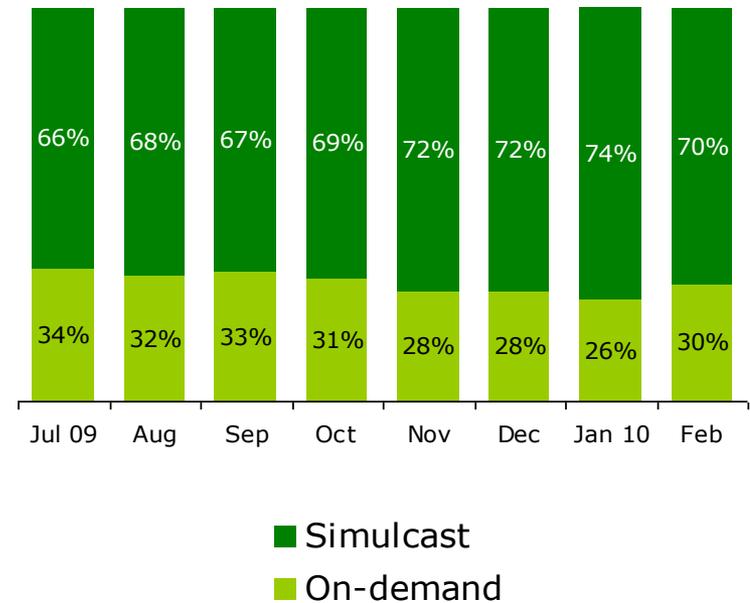
# Requests by on-demand catch-up vs live simulcast

On-demand (catch-up) requests for programmes continued to dominate TV viewing via BBC iPlayer in February. For radio programmes online, on-demand listening requests increased a little to make up 70% of the total.

## TV Requests



## Radio requests

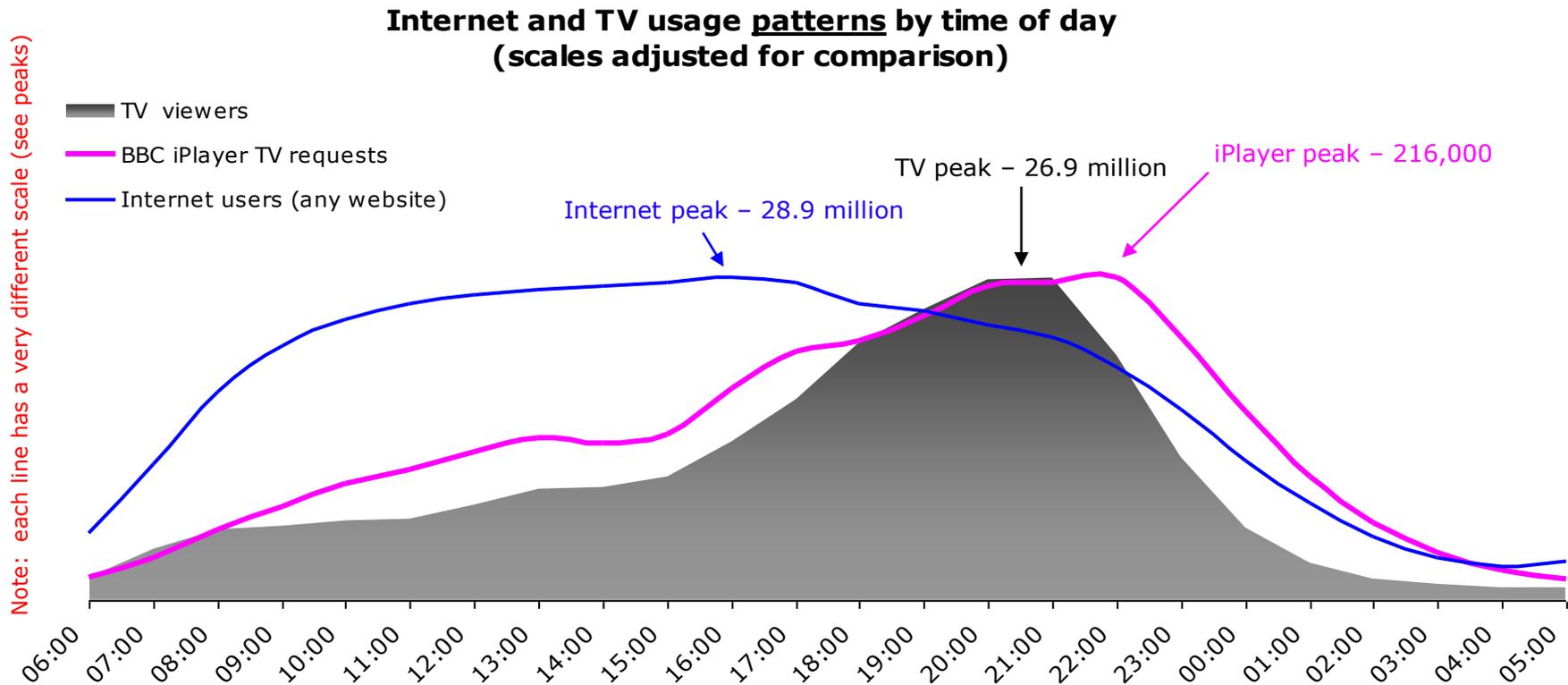


\* There were technical problems measuring some simulcast streams in September and October

Please refer to slide 6 for guide footnotes

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

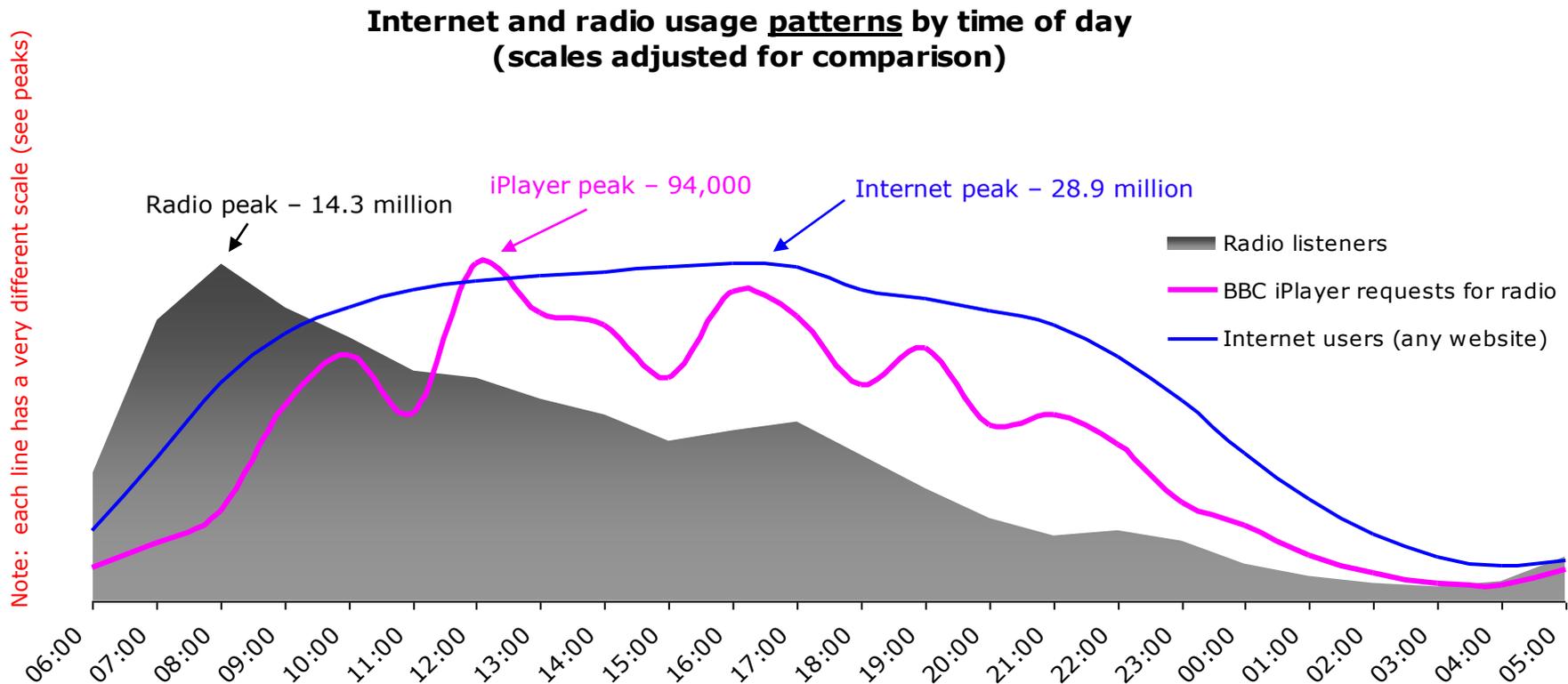


Sources– TV (aged 4+) from BARB Feb 10, internet (aged 2+) from Nielsen Jan 10, iPlayer February 2010 iStats

See footnotes on final page for more detail

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

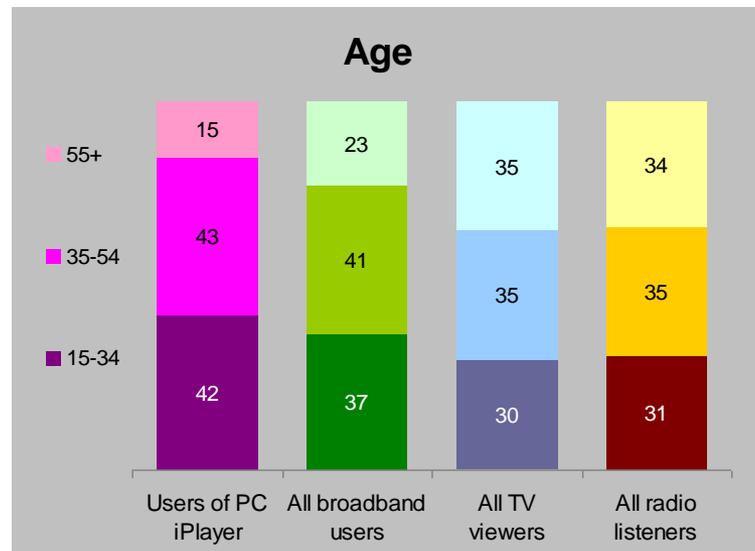
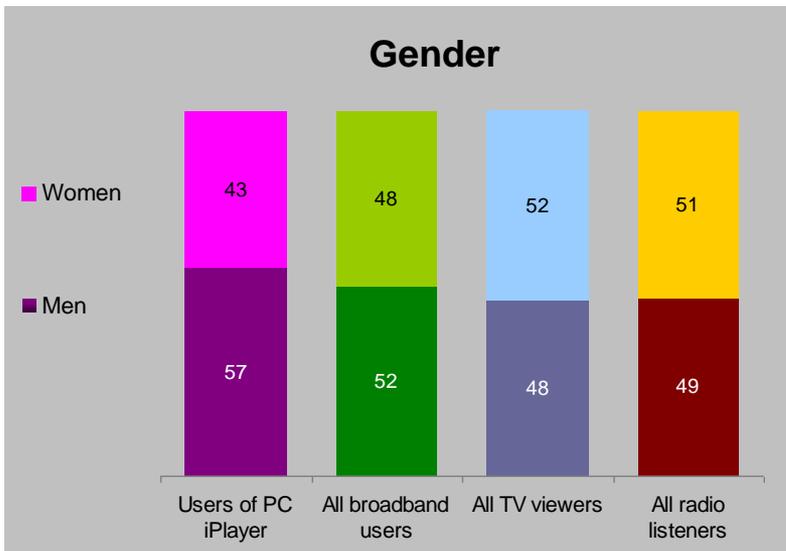
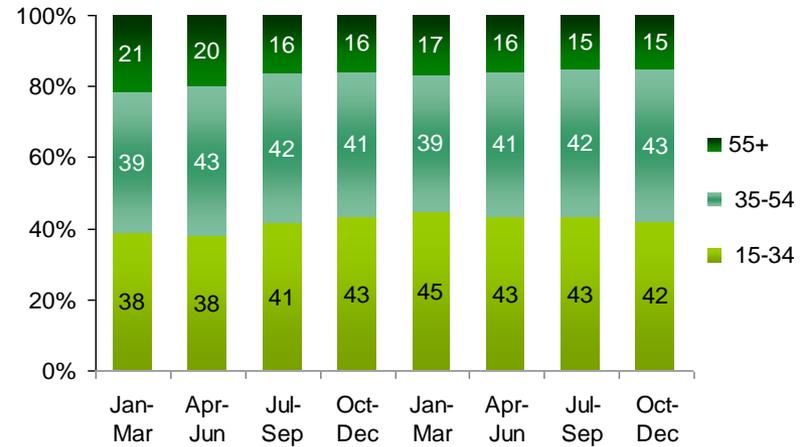
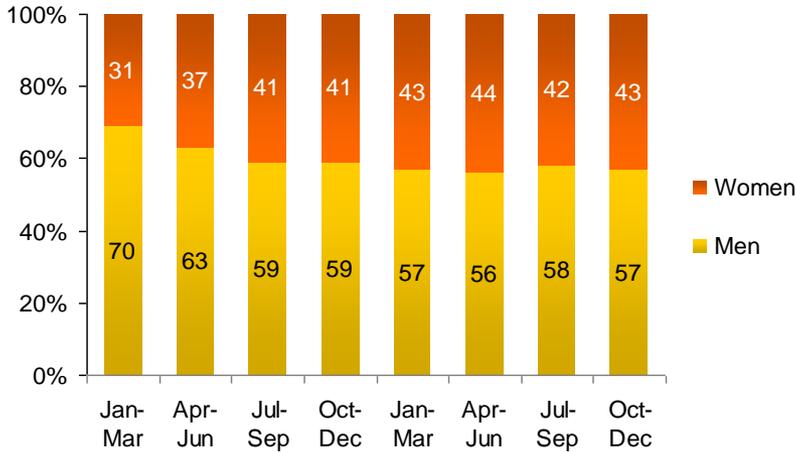


Sources - radio (aged 16+) from RAJAR Q4 09, internet (aged 2+) from Nielsen Jan 10, iPlayer Feb 10 BBC iStats

See footnotes on final page for more detail

# BBC iPlayer use by demographic

Use of the BBC iPlayer is measured on a BBC monthly survey of 700 UK adults. The demographic profile of iPlayer has stabilised for gender, and remains strongly under-55.



# 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 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 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

**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