

Top 30 on demand programmes – March 2006

	Programme	Station	Monthly listens
1	The Archers	Radio 4	651,484
2	Chris Moyles	Radio 1	552,216
3	The Afternoon Play	Radio 4	251,558
4	The Essential Selection	Radio 1	231,953
5	Essential Mix	Radio 1	225,736
6	The News Quiz	Radio 4	204,499
7	Zane Lowe	Radio 1	182,434
8	I'm Sorry I Haven't A Clue	BBC 7	171,629
9	Jo Whiley	Radio 1	169,078
10	Wake Up To Wogan	Radio 2	156,987
11	Jonathan Ross	Radio 2	147,315
12	Scott Mills	Radio 1	144,818
13	Dance Anthems	Radio 1	132,705
14	Blue Room	Radio 1	121,169
15	Steve Wright in the Afternoon	Radio 2	114,179
16	Just A Minute	Radio 4	112,241
17	Radio 1's Chart Show with JK and Joel	Radio 1	112,017
18	Gilles Peterson	Radio 1	107,264
19	Judge Jules	Radio 1	106,504
20	Annie Mac	Radio 1	99,771
21	Late Junction	Radio 3	97,273
22	David Gilmour Live & Exclusive	Radio 2	95,461
23	Agatha Christie's Mrs McGinty's Dead	Radio 4	94,744
24	Small Gods	Radio 4	85,390
25	Dad's Army	BBC 7	81,871
26	Today	Radio 4	81,845
27	Hancock's Half Hour	BBC 7	79,755
28	The Radio 1 Rap Show	Radio 1	76,511
29	Book at Bedtime	Radio 4	75,299
30	Sounds of the 60s	Radio 2	71,884

Total – All Networks

	All BBC Radio		
	Mar-05	Feb-06	Mar-06
Unique User Agents	7,499,230	8,789,144*	9,260,877
Page Impressions	206,187,211	242,438,726	290,150,318
On demand listening requests	9,460,084	11,924,024	12,003,991
On demand listening hours	5,099,783	6,283,710	7,266,027
Live listening hours	8,031,195	10,660,205	13,318,231

* NB. Unique user figures for February are estimated due to an error in third-party code which changed users' unique BBC IDs for 3 days in the middle of the month.

Total - By Network:

	Radio 1		
	Mar-05	Feb-06	Mar-06
Unique User Agents	2,850,794	3,182,939*	3,511,585
Page Impressions	72,046,793	70,834,713	87,618,986
On demand listening requests	2,155,112	2,626,032	2,650,830
On demand listening hours	1,514,782	1,807,983	2,102,973
Live listening hours	2,156,876	3,281,968	4,078,364

	Radio 2		
	Mar-05	Feb-06	Mar-06
Unique User Agents	1,230,567	1,297,362*	1,455,669
Page Impressions	23,238,164	21,905,376	29,652,248
On demand listening requests	1,171,889	1,496,864	1,566,833
On demand listening hours	736,009	994,317	1,180,562
Live listening hours	1,779,904	2,377,066	3,015,231

	Radio 3		
	Mar-05	Feb-06	Mar-06
Unique User Agents	424,918	550,194*	542,535
Page Impressions	6,743,863	8,133,291	9,770,246
On demand listening requests	450,930	533,614	600,451
On demand listening hours	305,810	387,848	469,822
Live listening hours	360,716	387,160	466,425

	Radio 4		
	Mar-05	Feb-06	Mar-06
Unique User Agents	1,329,372	1,567,746*	1,683,591
Page Impressions	32,474,755	36,284,852	43,600,787
On demand listening requests	1,902,262	2,743,677	2,807,231
On demand listening hours	902,206	1,139,202	1,321,635
Live listening hours	1,261,492	1,582,157	1,867,772

	Radio Five Live		
	Mar-05	Feb-06	Mar-06
Unique User Agents	807,633	1,148,014*	1,159,984
Page Impressions	37,911,667	61,877,562	67,878,731
On demand listening requests	276,334	257,037	290,281
On demand listening hours	122,151	126,325	146,960
Live listening hours	757,986	1,217,407	1,341,061

	1Xtra		
	Mar-05	Feb-06	Mar-06
Unique User Agents	496,450	480,269*	454,533
Page Impressions	7,561,964	7,087,999	8,203,646
On demand listening requests	513,131	467,531	440,778
On demand listening hours	365,705	370,217	417,921
Live listening hours	211,446	173,136	204,738

	6 Music		
	Mar-05	Feb-06	Mar-06
Unique User Agents	382,267	324,420*	370,452
Page Impressions	4,219,226	3,661,416	4,324,677
On demand listening requests	254,431	301,274	291,899
On demand listening hours	164,643	176,364	198,900
Live listening hours	474,364	480,279	567,087

	Asian Network		
	Mar-05	Feb-06	Mar-06
Unique User Agents	155,720	145,223*	150,242
Page Impressions	2,338,641	2,790,771	3,267,701
On demand listening requests	177,719	153,982	139,643
On demand listening hours	91,788	83,418	98,718
Live listening hours	130,071	119,788	173,486

	BBC 7		
	Mar-05	Feb-06	Mar-06
Unique User Agents	330,844	361,624*	363,424
Page Impressions	6,807,795	7,696,227	8,986,679
On demand listening requests	1,585,352	2,330,495	2,224,640
On demand listening hours	896,689	1,198,036	1,328,536
Live listening hours	302,765	264,989	321,834

	Five Live Sports Extra		
	Mar-05	Feb-06	Mar-06
Unique User Agents	104,561	217,976*	331,333
Page Impressions	575,845	939,825	1,530,511
On demand listening requests	N/A	N/A	N/A
On demand listening hours	N/A	N/A	N/A
Live listening hours	30,359	72,671	498,369

* NB. Unique user figures for February are estimated due to an error in third-party code which changed users' unique BBC IDs for 3 days in the middle of the month.

Download and Podcast Trial figures – March 2006

	Daily podcasts (1 or more per day)	Monthly downloads
1	Today 8.10 Interview (Radio 4)	474,357
2	Scott Mills Daily (Radio 1)	330,471
3	BBC Radio NewsPod (News)	147,664
4	The Daily Mayo (Five Live)	61,254
5	Chris Evans - The Best Bits (Radio 2)	53,958
6	The Today Lead Interviews (Radio 4)	33,639
7	The Woman's Hour Choice (Radio 4)	28,422
8	Wake Up To Money (Five Live)	25,810
9	The World Today Select (World Service)	14,242
10	Scottish Football (Radio Scotland)	13,628

	Regular podcasts (between 1 and 5 per week)	Monthly downloads
1	Documentary Archive (World Service)	223,699
2	606 (Five Live)	33,881

	Weekly podcasts (1 per week)	Monthly downloads
1	Best of Moyles (Radio 1)	441,832
2	In Our Time (Radio 4)	255,878
3	From Our Own Correspondent (Radio 4)	145,850
4	Mark Kermode's Film Reviews (Five Live)	143,936
5	Go Digital / Digital Planet (World Service)	81,098
6	Fighting Talk (Five Live)	48,736
7	File on 4 (Radio 4)	46,013
8	Sportsweek (Five Live)	38,202
9	Broadcasting House (Radio 4)	20,743
10	Talking 6 Music (6 Music)	20,509
11	Start The Week (Radio 4)	19,336
12	Radio 1's Best of Unsigned (Radio 1)	17,461
13	Chart Chat with JK & Joel (Radio 1)	16,795
14	Radio 1's Music Interviews (Radio 1)	9,919
15	Big Toe Clippings (BBC 7)	9,622
16	Radio 1's Entertainment News (Radio 1)	9,160
17	Radio 4 Choice (Radio 4)	7,880
18	Front Row Interview (Radio 4)	7,419
19	Newsnight (News)	6,206
20	The Weekender (Radio Northampton)	5,081
21	Film Café (Asian Network)	4,765
22	Rooze Haftom (Persian)	4,659
23	Letter to Gaelic Learners (Radio nan Gaidheal)	3,555
24	100% Homegrown Mix (1Xtra)	3,145
25	In Business (Radio 4)	2,622
26	Studio 834 (World Service)	1,913

	Occasional podcasts (less than 1 per week)	Monthly downloads
1	The Chequered Flag (Five Live)	7,720
2	TX UnLtd (1Xtra)	2,593