



Monthly Performance Pack

January 2011

Dan Maynard, Publicist, BBC iPlayer
BBC Marketing, Communications & Audiences
T. 020 8008 5294 | M. 07912 583654 | E. Daniel.Maynard@bbc.co.uk



Monthly summary – January 2011

- In total BBC iPlayer received **162 million requests** for TV and radio programmes in January 2011, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a new all-time record for the service, up +11% month-on-month.
- *Come Fly With Me* was the most requested TV programme in January 2011, with five episodes making up all the top five positions, followed by *Top Gear* and *EastEnders*. The new series of *Hustle* and *Human Planet* were popular as well as films *Wall-E* and *Point Break*.
- The most requested radio programme was coverage of *The Ashes (Fifth Test, Day 3)*. Other popular sport included *Premier League*, *FA Cup* and *League Cup Football*, and the *Twenty20 Cricket*. Non-sporting titles included *I'm Sorry I Haven't A Clue* and *Radio 2's Gary Barlow Concert*.
- Month-on-month, requests for TV content continued to increase across all major devices, all to the highest recorded figures to date.

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.

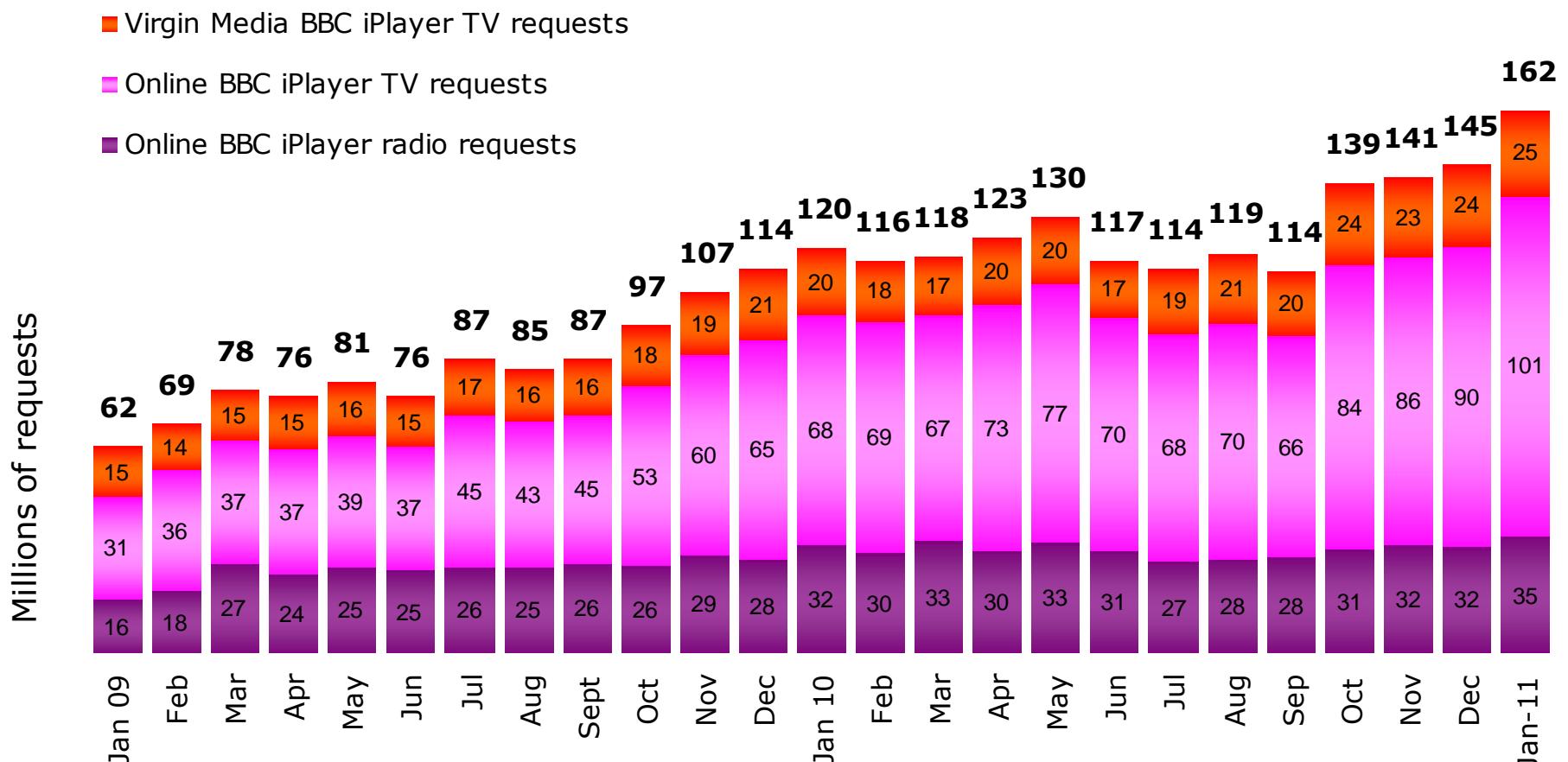
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media

BBC iPlayer broke last month's record with a new high of 162 million requests for programmes across all platforms in January 2011. This was driven by an all-time-high figures for all platforms including online TV and Radio requests as well as Virgin Media.

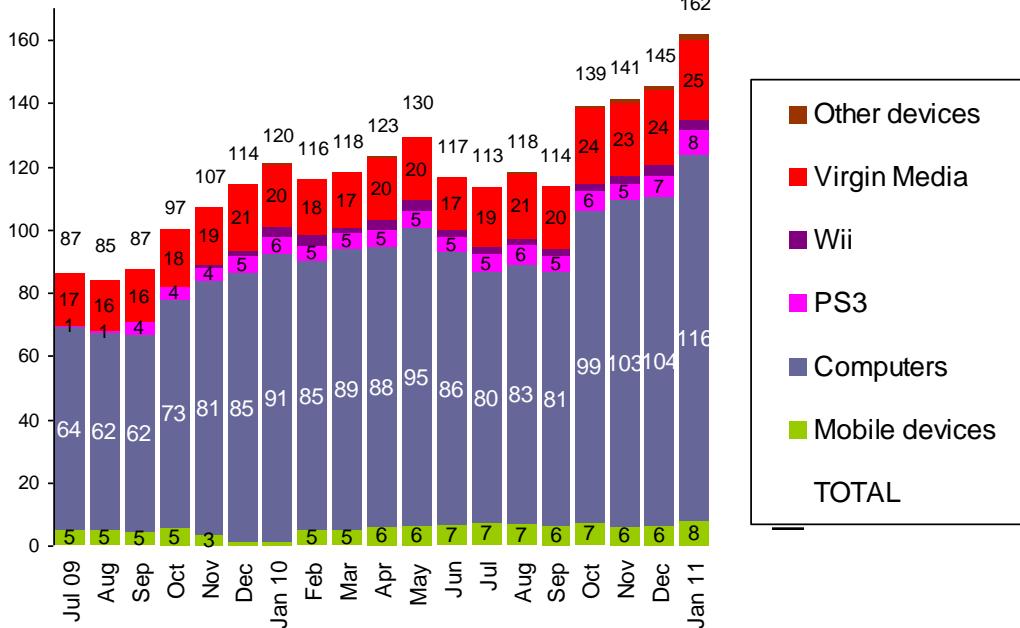


Requests for programmes by device type

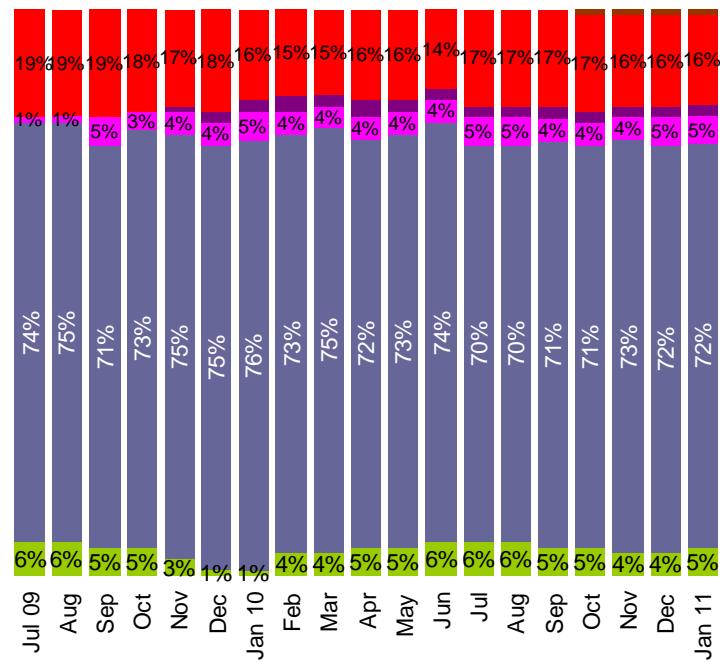
Includes Virgin Media

January 2011 saw increases in BBC iPlayer requests on all major devices, all to the highest recorded figures to date.

Number of requests
(millions)



% of requests



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.

NB: iPhone data missing over 10 Nov 09–02 Feb 10, and Wii stats missing over 22-31 March 10, due to technical problems, PS3 stats were effected by technical issues the week commencing the 8th Nov 10 and Apple device stats have been effected since the 15th of Nov 10 and are currently being investigated. Other Devices = Freesat, idcp, Bluray, Freeview and IPTV

Please refer to slide 6 for guide footnotes.

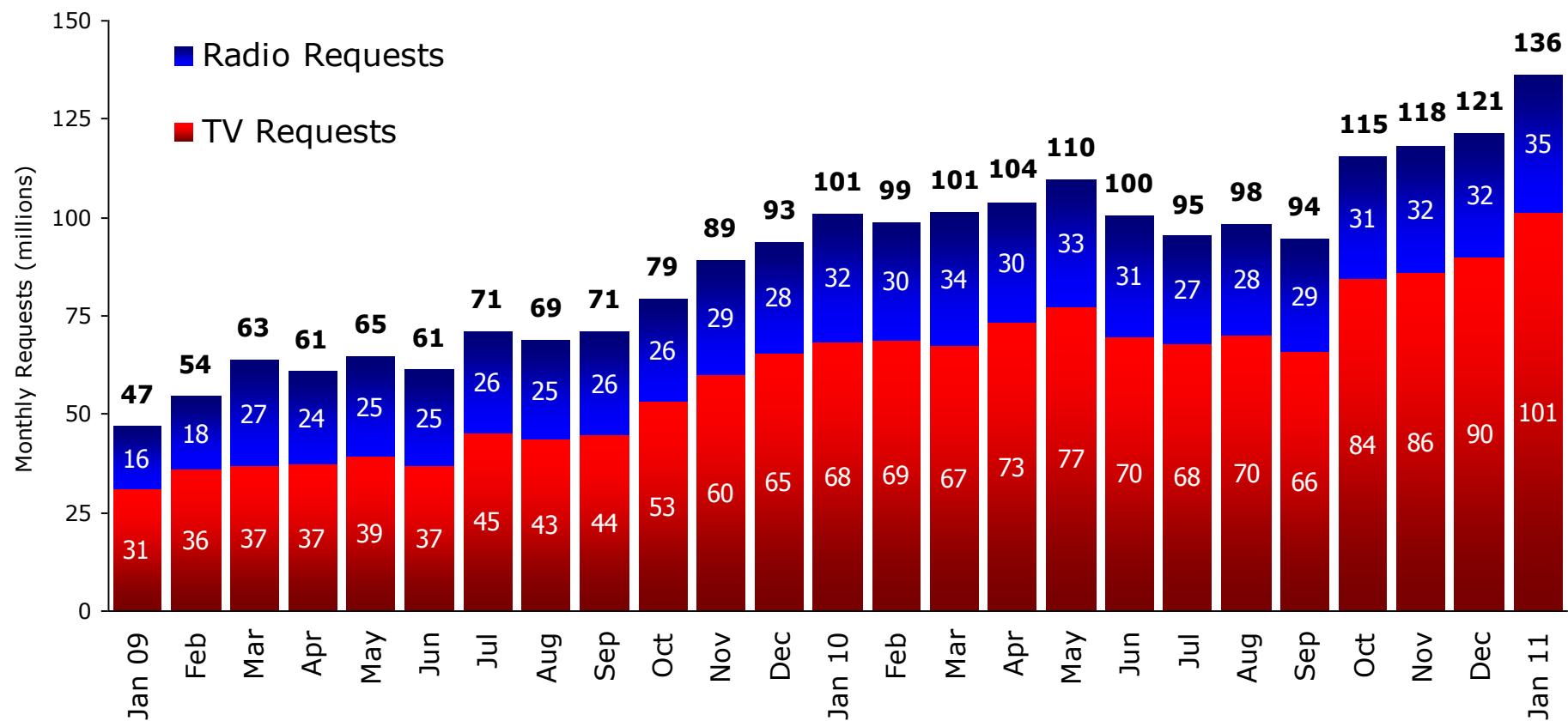
Notes on figures in this report

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

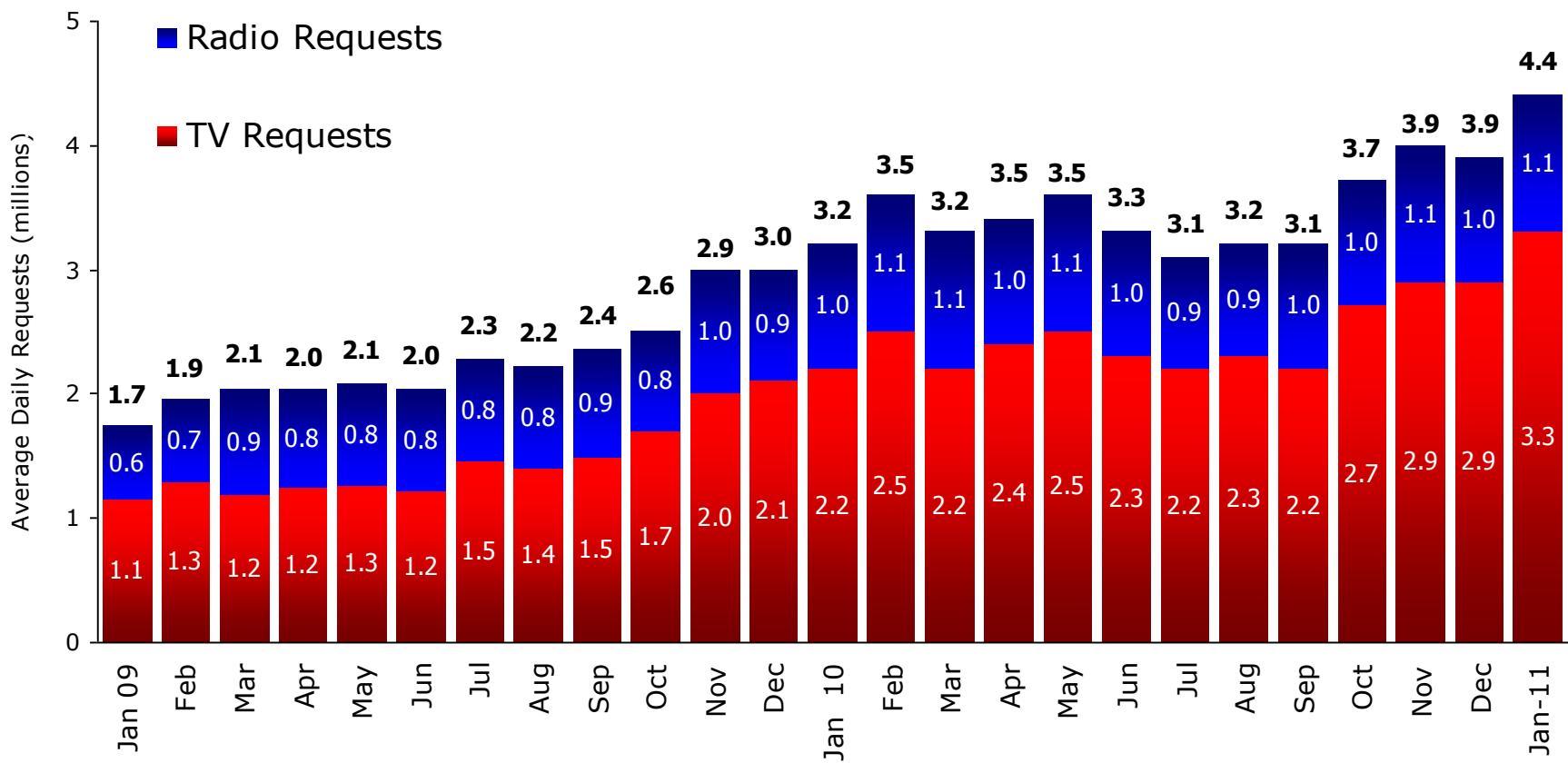
Monthly BBC iPlayer online requests

January 2011 produced yet another new record of **136m** requests to online BBC iPlayer, boosted by new all-time high figures of **101.3m** TV content requests, and **34.9m** radio content requests.



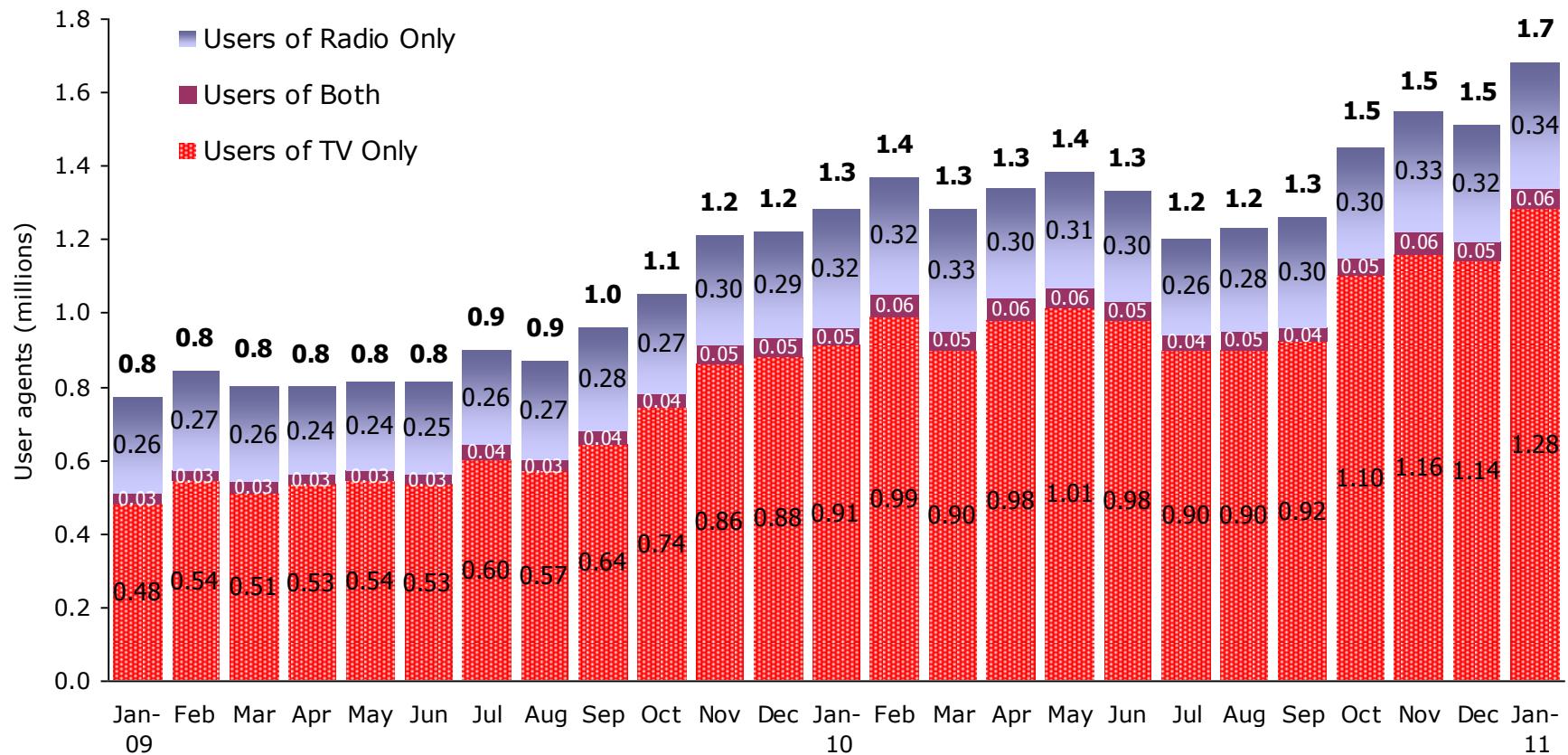
Average daily BBC iPlayer requests

January 2011 topped November and December's joint record with **4.4m** requests per day on average – 1.1 million per day for radio programmes and 3.3 million for TV programmes.



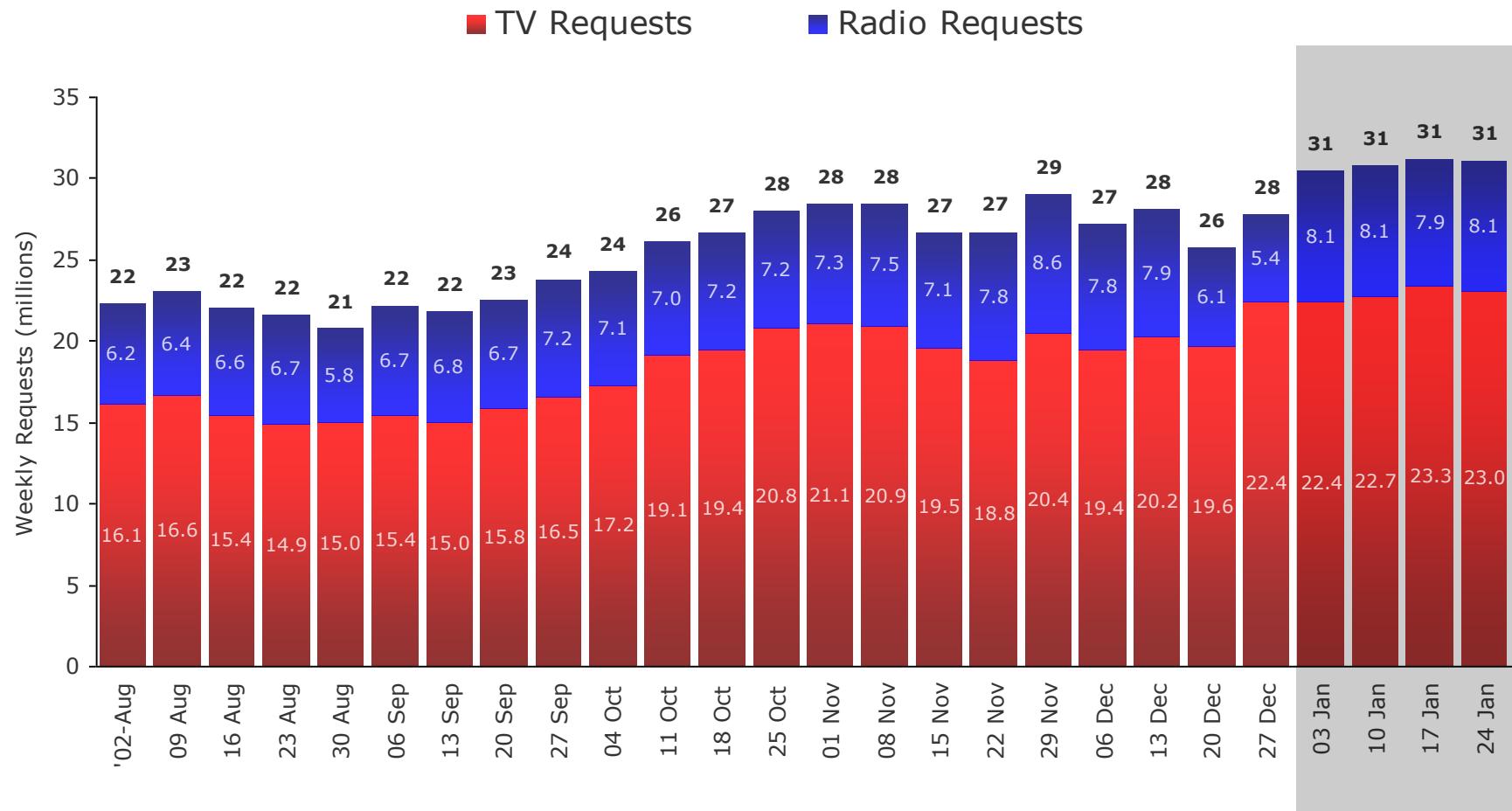
Average daily BBC iPlayer users

January 2011 also saw a record average of **1.7 million users per day**, with just under 1.3m for TV content, 0.34m for radio content and 0.06m using both.



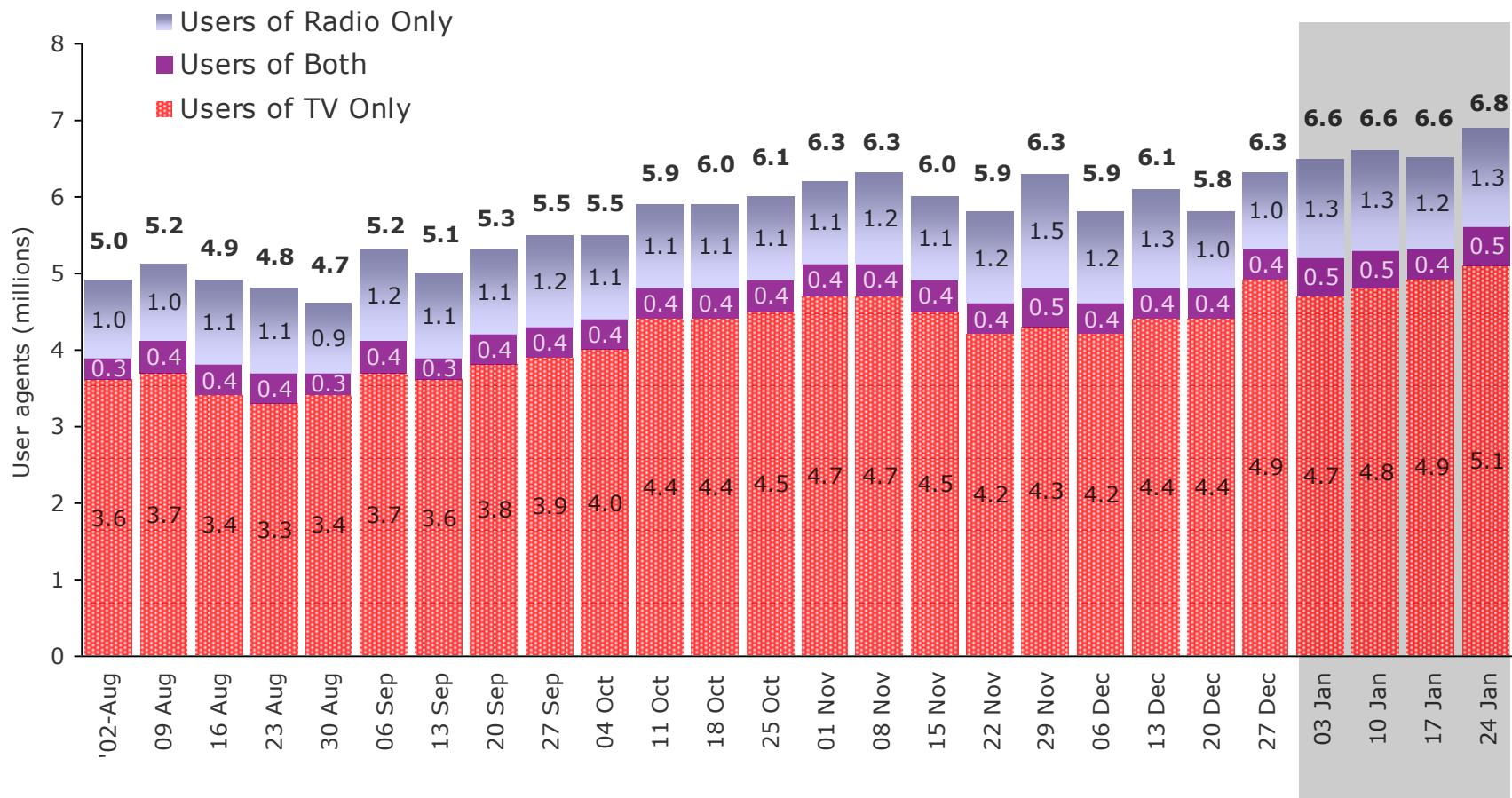
Weekly BBC iPlayer requests - latest 6 months

Weekly requests to BBC iPlayer saw a new highest week in week commencing 17th January 2011, at 31.2m. This week also saw a record high of 23.3m TV requests.



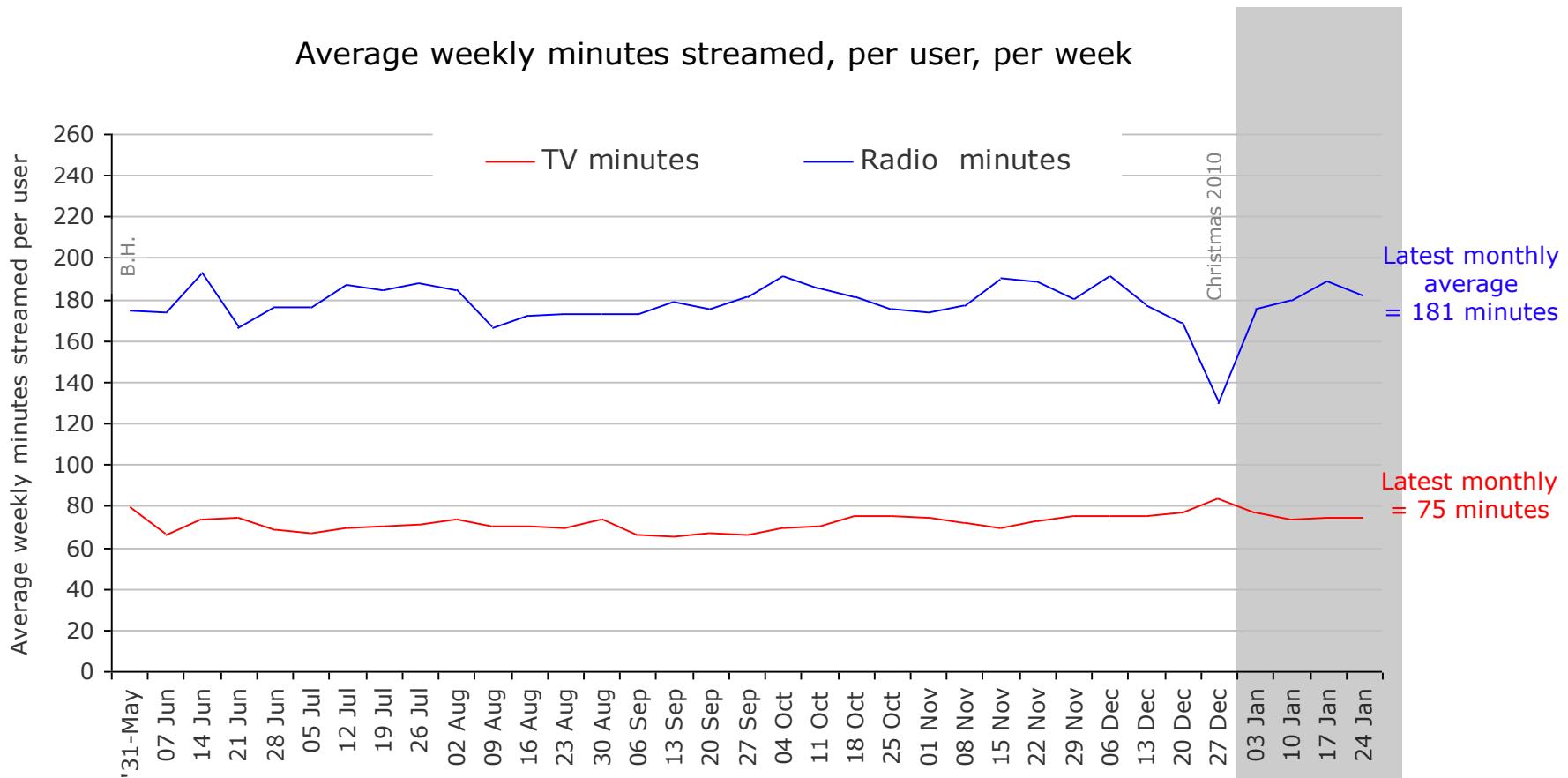
Weekly BBC iPlayer users – latest 6 months

Weekly user numbers in January 2011 were high all through the month, peaking in the last week of the month at 6.8m.



Requests and average minutes per user per week

On a weekly basis in January 2011, 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.



BBC iPlayer - top 20 TV episodes, January 2011

Come Fly With Me was by far the most requested programme in January 2011, followed by *Top Gear* and *EastEnders*. The new series of *Hustle* and *Human Planet* were popular as well as films *Wall-E* and *Point Break*. The Dangerous Pleasures season on BBC Three was also strong, with titles including *Sun, Sex and Suspicious Parents*.

BBC iPLAYER TOP 20 TV EPISODES – ALL

		<u>Total requests per episode</u>
1	Come Fly With Me Episode 2	1,804,000
2	Come Fly With Me Episode 3	1,609,000
3	Come Fly With Me Episode 4	1,488,000
4	Come Fly With Me Episode 5	1,380,000
5	Come Fly With Me Episode 1	1,231,000
6	Top Gear Series 16 Episode 1	1,095,000
7	EastEnders 11/01/11	695,000
8	EastEnders 31/12/10	666,000
9	Hustle Series 7 Episode 1	650,000
10	EastEnders 01/01/11	635,000
11	Sun, Sex and Suspicious Parents Episode 3	590,000
12	EastEnders 06/01/11	568,000
13	Is Oral Sex Safe? 10/01/11	568,000
14	Hustle Series 7 Episode 2	567,000
15	EastEnders 13/01/11	561,000
16	EastEnders 18/01/11	550,000
17	EastEnders 04/01/11	544,000
18	EastEnders 03/01/11	535,000
19	EastEnders 14/01/11	523,000
20	Hustle Series 7 Episode 3	518,000

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per episode</u>
1	Come Fly With Me Episode 2	1,804,000
2	Top Gear Series 16 Episode 1	1,095,000
3	EastEnders 11/01/11	695,000
4	Hustle Series 7 Episode 1	650,000
5	Sun, Sex and Suspicious Parents Episode 3	590,000
6	Is Oral Sex Safe?	568,000
7	Human Planet Oceans Episode 1	508,000
8	Never Mind the Buzzcocks S 24 Episode 12	485,000
9	Music, Money and Hip Hop Honey	461,000
10	Tracy Beaker Returns Series 2 Episode 2	451,000
11	How Drugs Work Episode 1	440,000
12	The Men Who Stare at Goats	421,000
13	Episodes Episode 1	399,000
14	National Treasure: Book of Secrets	395,000
15	Wall-E	381,000
16	Not Going Out Series 4 Episode 3	371,000
17	Zen Vendetta Episode 1	356,000
18	Being Human Series 3 Episode 1	355,000
19	Point Break	321,000
20	The Chronicles of Narnia: Prince Caspian	307,000

BBC iPlayer - top 20 radio episodes, January 2011

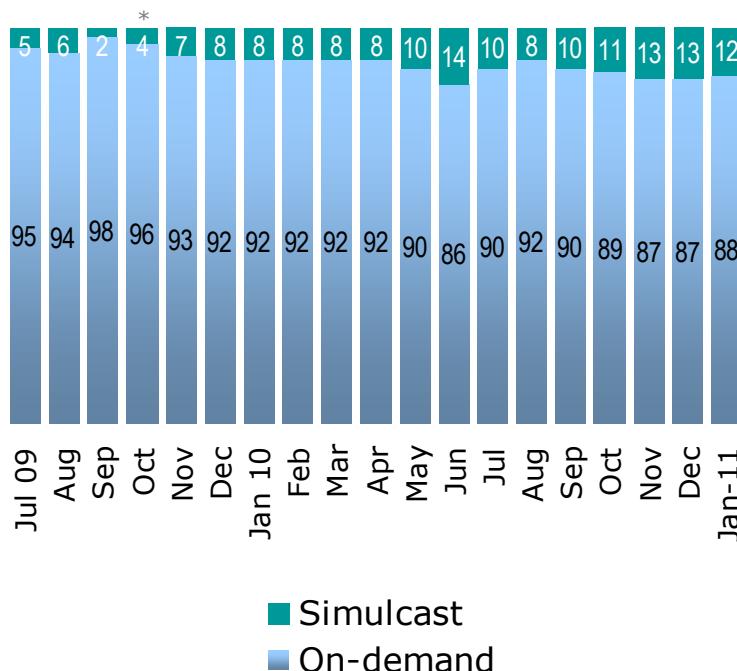
The Ashes continued to be the most requested radio programme in January 2011, followed by other *The Archers* and *I'm Sorry I Haven't A Clue*. Sport remained popular with *Premier League Football* and *Twenty20 Cricket*. The remainder of popular content consisted of programmes from across Radio 1, 2 and 4, including Radio 2 coverage of *Gary Barlow's Birthday Concert*

1	The Ashes 2010-11 Fifth Test, Day 3	157,000	1	The Ashes 2010-11 Fifth Test, Day 3	157,000
2	The Ashes 2010-11 Fifth Test, Day 2	144,000	2	The Archers 02/01/11	125,000
3	The Archers 02/01/11	125,000	3	I'm Sorry I Haven't A Clue Series 54 Episode 4	118,000
4	I'm Sorry I Haven't A Clue Series 54 Episode 4	118,000	4	The News Quiz Series 73 Episode 3	94,000
5	I'm Sorry I Haven't A Clue Series 54 Episode 3	111,000	5	5live Prem League Spurs v Man Utd 16/01/11	83,000
6	I'm Sorry I Haven't A Clue Series 54 Episode 2	105,000	6	Cricket 2nd Twenty20 International 14/01/2011	82,000
7	I'm Sorry I Haven't A Clue Series 54 Episode 5	105,000	7	The Chris Moyles Show 21/01/11	61,000
8	The Archers 03/01/11	98,000	8	The Official Chart with Reggie Yates 23/01/11	59,000
9	The Ashes 2010-11 Fifth Test, Day 5 06/01/2011	95,000	9	Fearne Cotton Live Lounge 19/01/2011	55,000
10	The Ashes 2010-11 Fifth Test, Day 4 05/01/2011	95,000	10	606 16/01/11	53,000
11	The News Quiz Series 73 Episode 3	94,000	11	5live FA Cup Man Utd v L'pool 09/01/2011	51,000
12	The News Quiz Series 73 Episode 2	89,000	12	Greg James 20/01/11	48,000
13	5live Prem League Spurs v Man Utd 16/01/11	83,000	13	Radio 2 In Concert Gary Barlow 20/01/2011	48,000
14	Cricket 2nd Twenty20 International 14/01/2011	82,000	14	5live League Cup Ips v Asnl 12/01/2011	48,000
15	The News Quiz Series 73 Episode 1	80,000	15	The Chris Evans Breakfast Show 19/01/11	48,000
16	The News Quiz 31/12/10	73,000	16	Annie Mac 07/01/11	47,000
17	Cricket 1st Twenty20 International 12/01/2011	67,000	17	Zane Lowe The BBC's Sound of 2011	46,000
18	The Archers 04/01/11	65,000	18	Jeremy Vine 06/01/11	45,000
19	Ashes Highlights Fifth Test, Day 4 06/01/2011	64,000	19	Pete Tong Deadmau5 and Magnetic Man live	42,000
20	5live Prem League Man Utd v B'ham 22/01/2011	63,000	20	Ken Bruce 19/01/11	41,000

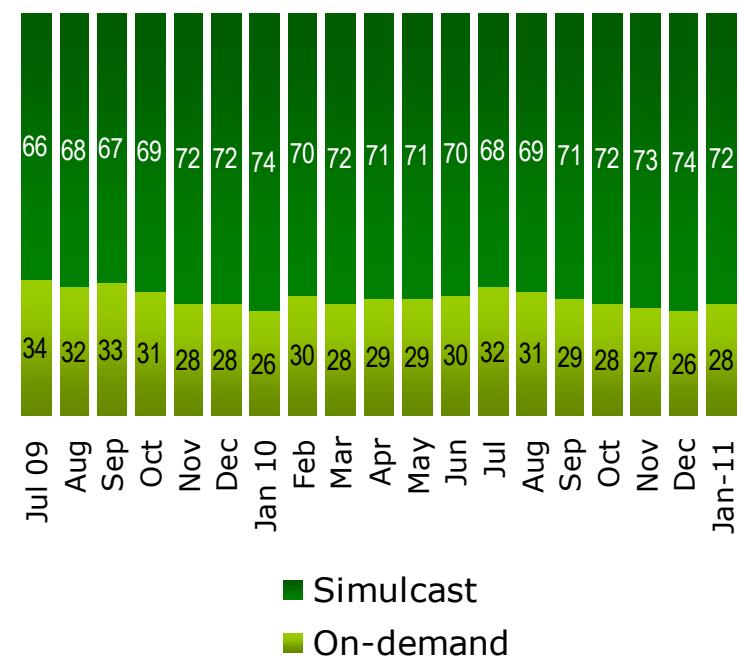
Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer decreased slightly in January 2011 to make up 12% of all requests, and live radio listening also saw a fall in share, down to 72%.

TV Requests



Radio requests



■ Simulcast
■ On-demand

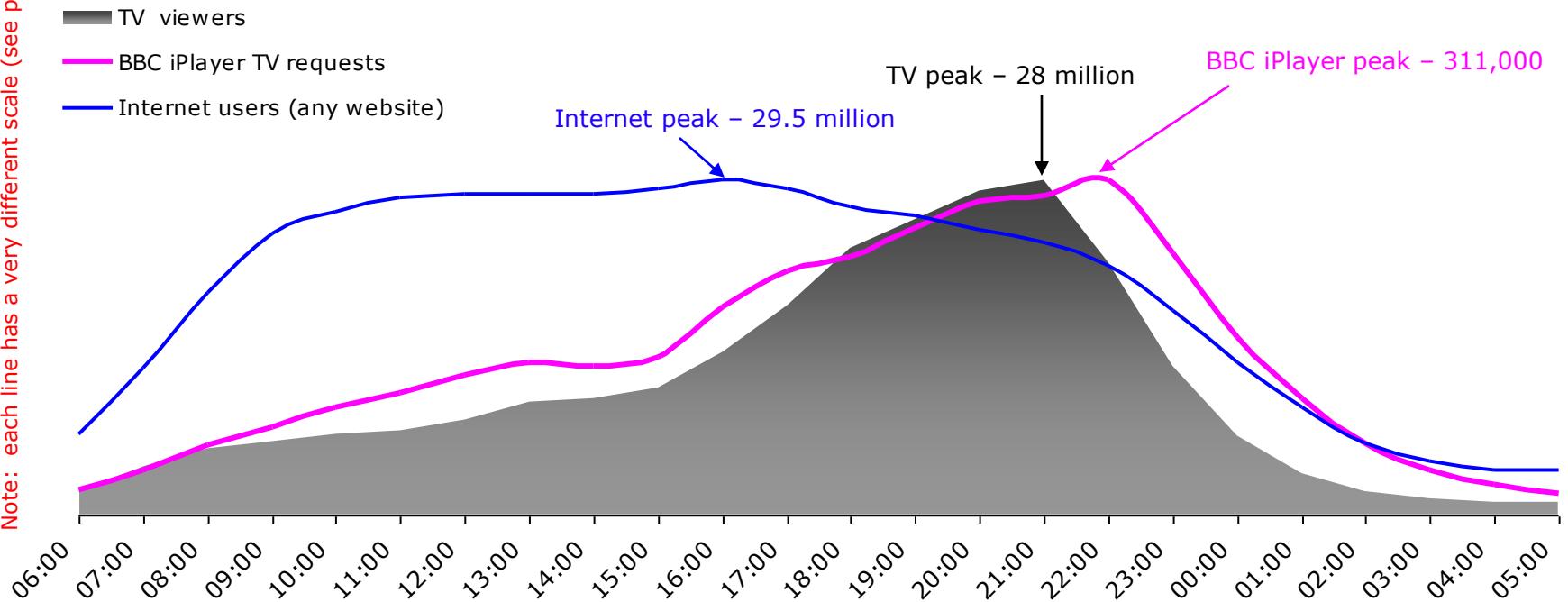
■ Simulcast
■ On-demand

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

Note: each line has a very different scale (see peaks)

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

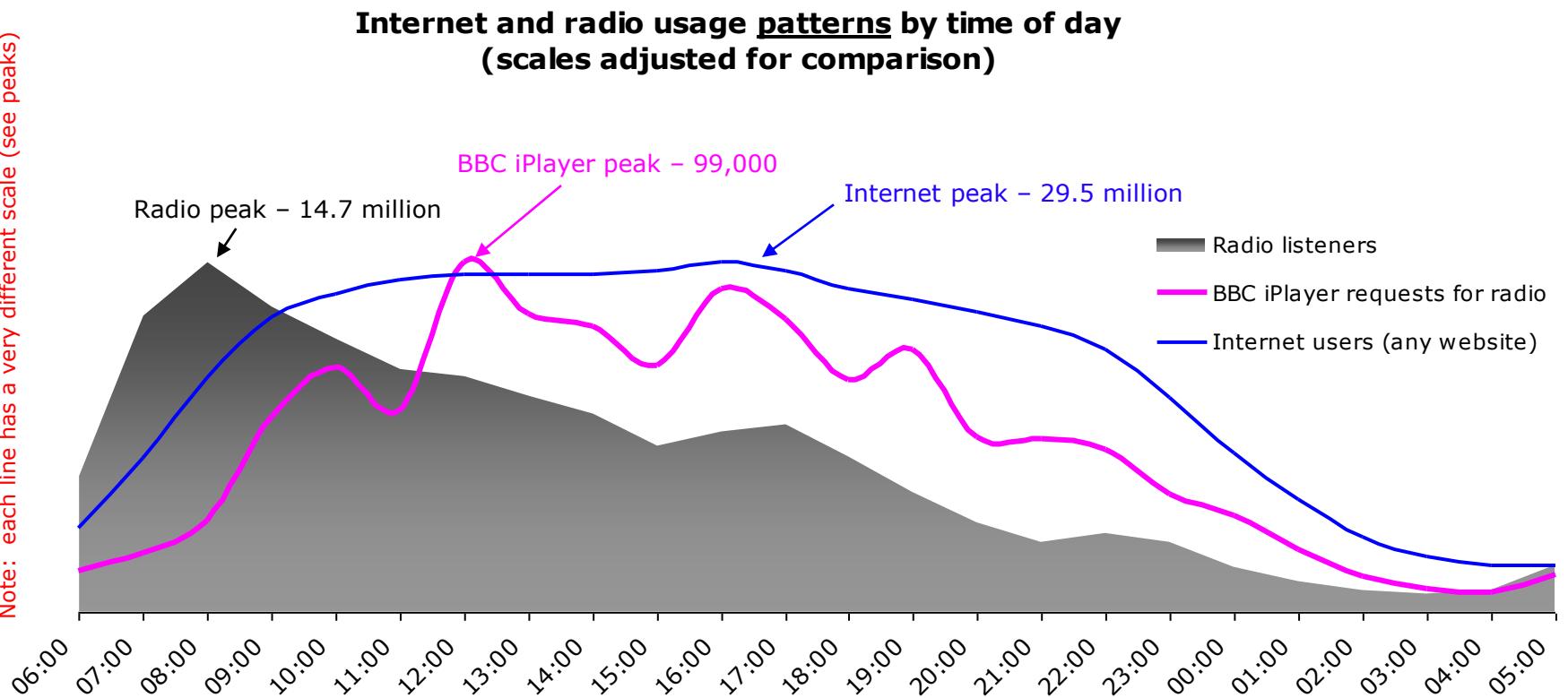


Sources – TV from BARB January 2011, internet from Nielsen December 2010, BBC iPlayer from BBC iStats January 2011 - see footnotes on final page for more detail

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

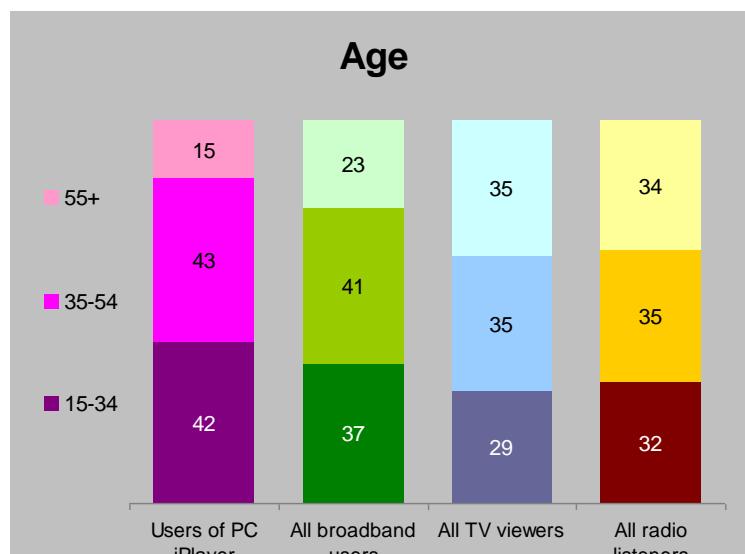
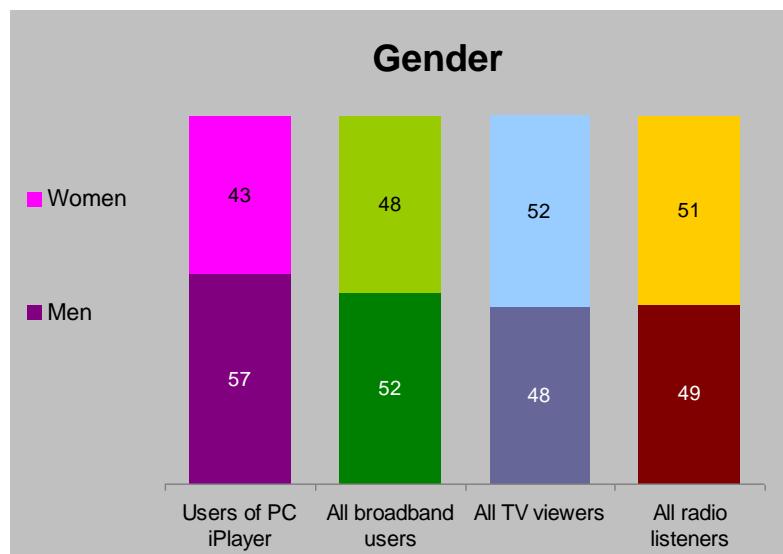
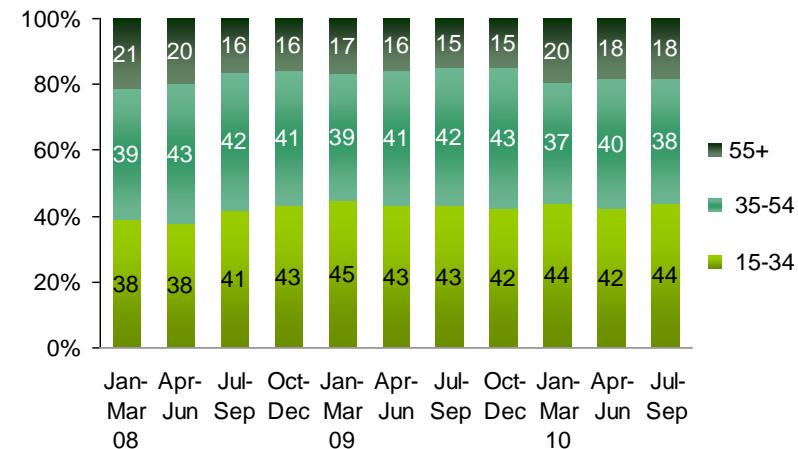
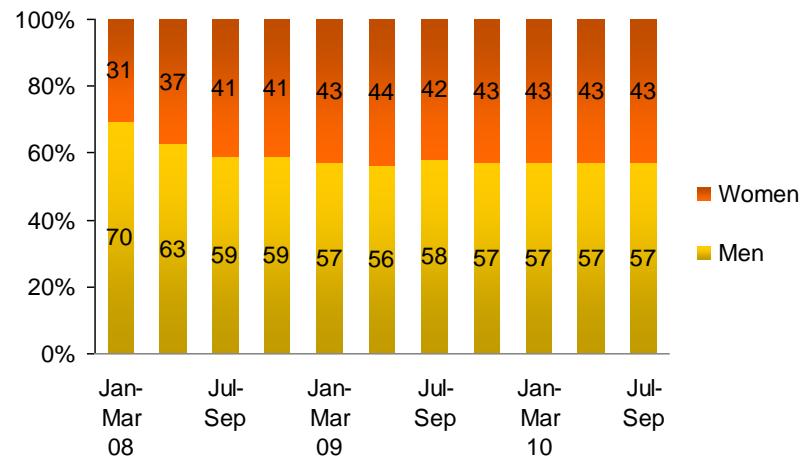
Note: each line has a very different scale (see peaks)



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

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