



Monthly Performance Pack

May 2011

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Monthly summary – May 2011

- In May 2011 the BBC iPlayer received **159 million** requests for TV and radio programmes in total.
- In particular weekly user numbers were strong this month. The week of 9th May delivered a new record of 7.2 million online users in one week (excludes Virgin Media cable).
- *The Apprentice* and *Doctor Who* dominated the top ten most-requested TV episodes this month. It was also a strong month for factual content - including *Louis Theroux: Miami Mega Jail*, new series *Inside the Human Body* and *Panorama: The Death of Bin Laden* – as well as entertainment, including *Russell Howard*, the *Eurovision Song Contest* and *Psychoville*. New dramas *The Shadow Line* and *Exile* were also in the top 20.
- For audio, Radio 4's *The Unbelievable Truth* delivered the most requested radio episode this month, and *The News Quiz* was also popular as usual. Football coverage featured highly, as well as Radio 1 programmes, including Trevor Nelson's announcement of BBC Radio 1's Hackney Weekend 2012, and coverage of the *Radio 1 Big Weekend* in Carlisle.

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 use. For radio, BBC iPlayer is used far more in daytime than traditional radio listening, which peaks at breakfast-time.

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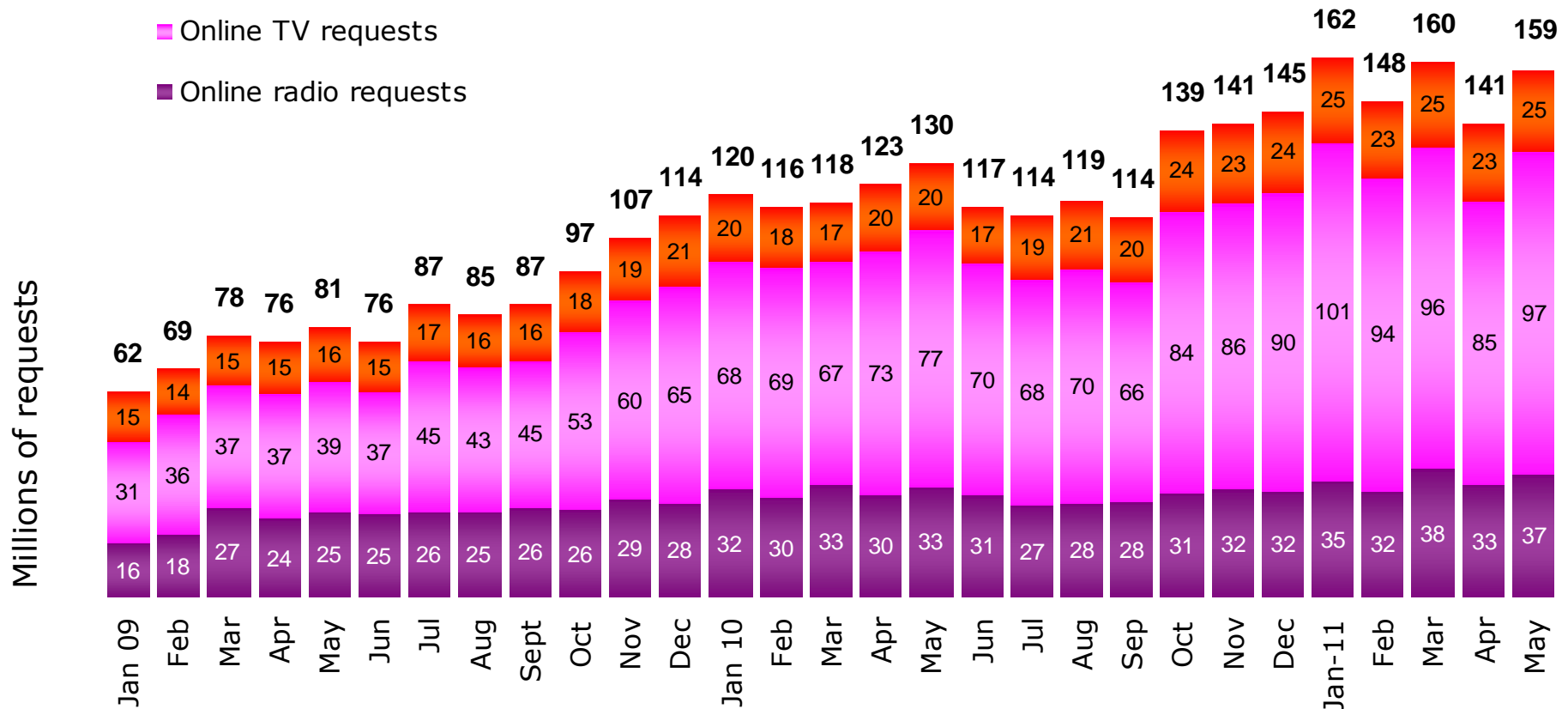
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media cable service

BBC iPlayer received **159 million requests** for TV and radio programmes across all platforms in May 2011.

- Virgin Media cable TV requests
- Online TV requests
- Online radio requests

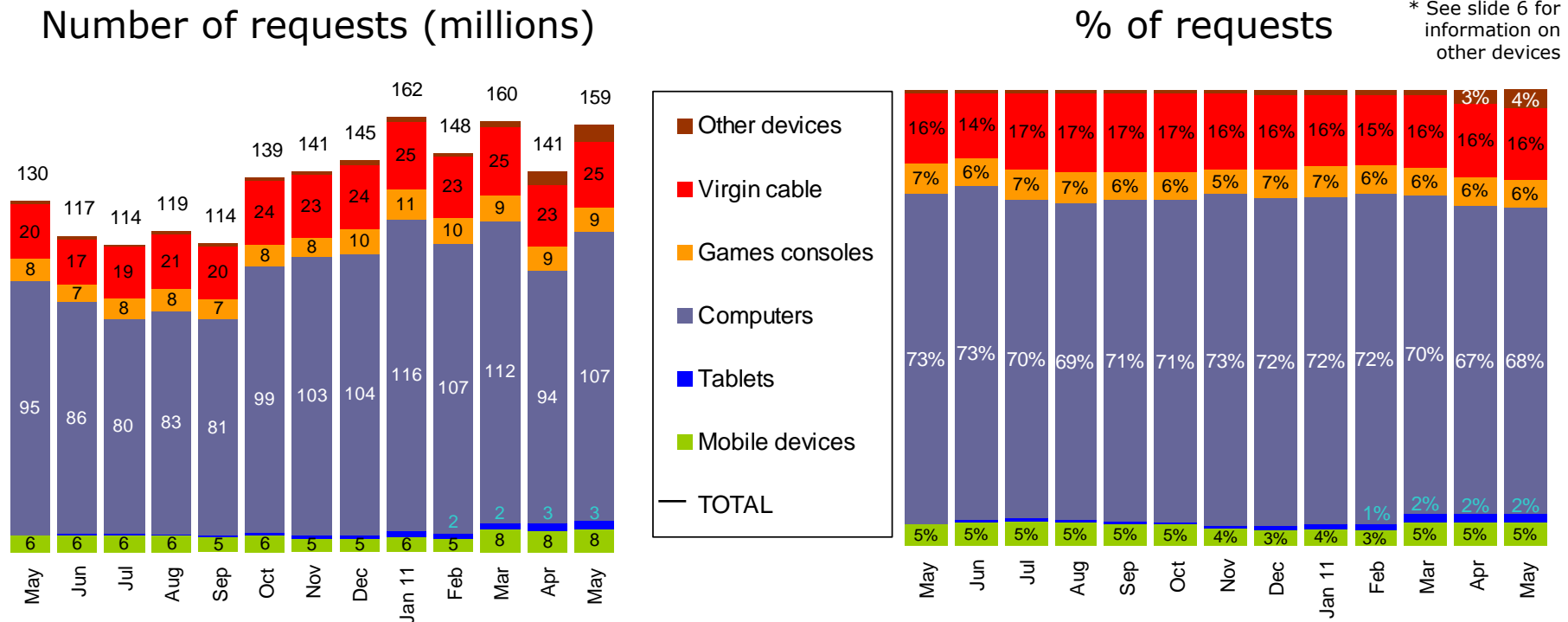


Requests for programmes by device type

Includes Virgin Media cable service

All platforms and devices saw an increase in requests month-on-month, following the dip caused by April's sunny weather and bank holidays.

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



Virgin Media cable data arrives later than online stats, so **the remainder of this report is only for the online BBC iPlayer**, available via computer / mobile / games consoles.

Other Devices = category currently contains all IPTV including Freesat, Freeview, BT Vision, iDCP, Blue Ray, Virgin TiVo as well as connected networked music players such as Sonos

NB: There were technical problems measuring iPhone/iPod Touch requests over Nov 10 to Feb 11, resulting in undercounting.

Please refer to slide 6 for guide footnotes.

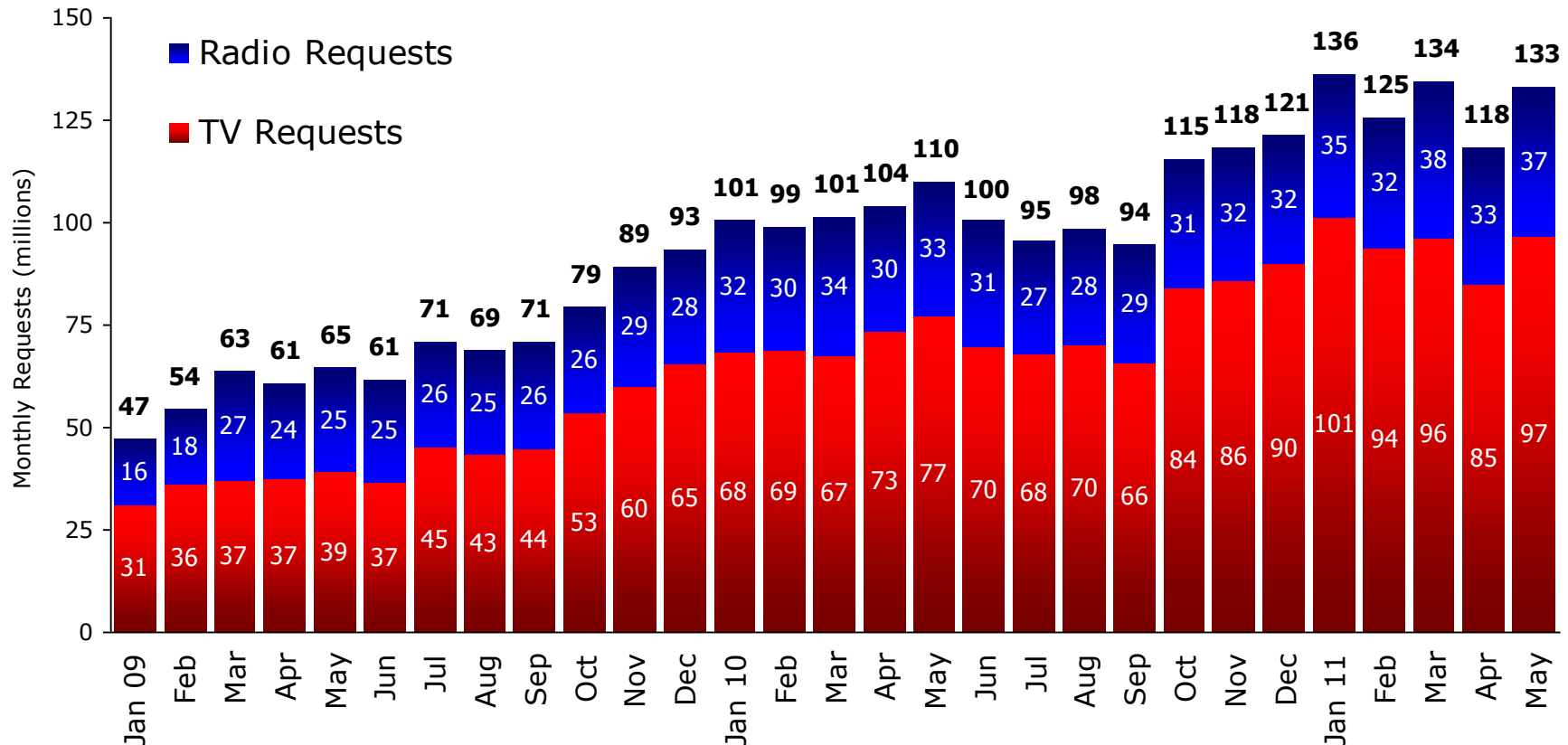
Notes on figures in this report

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 cable TV service** - all is for the online BBC iPlayer, available via computers / handheld devices / 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

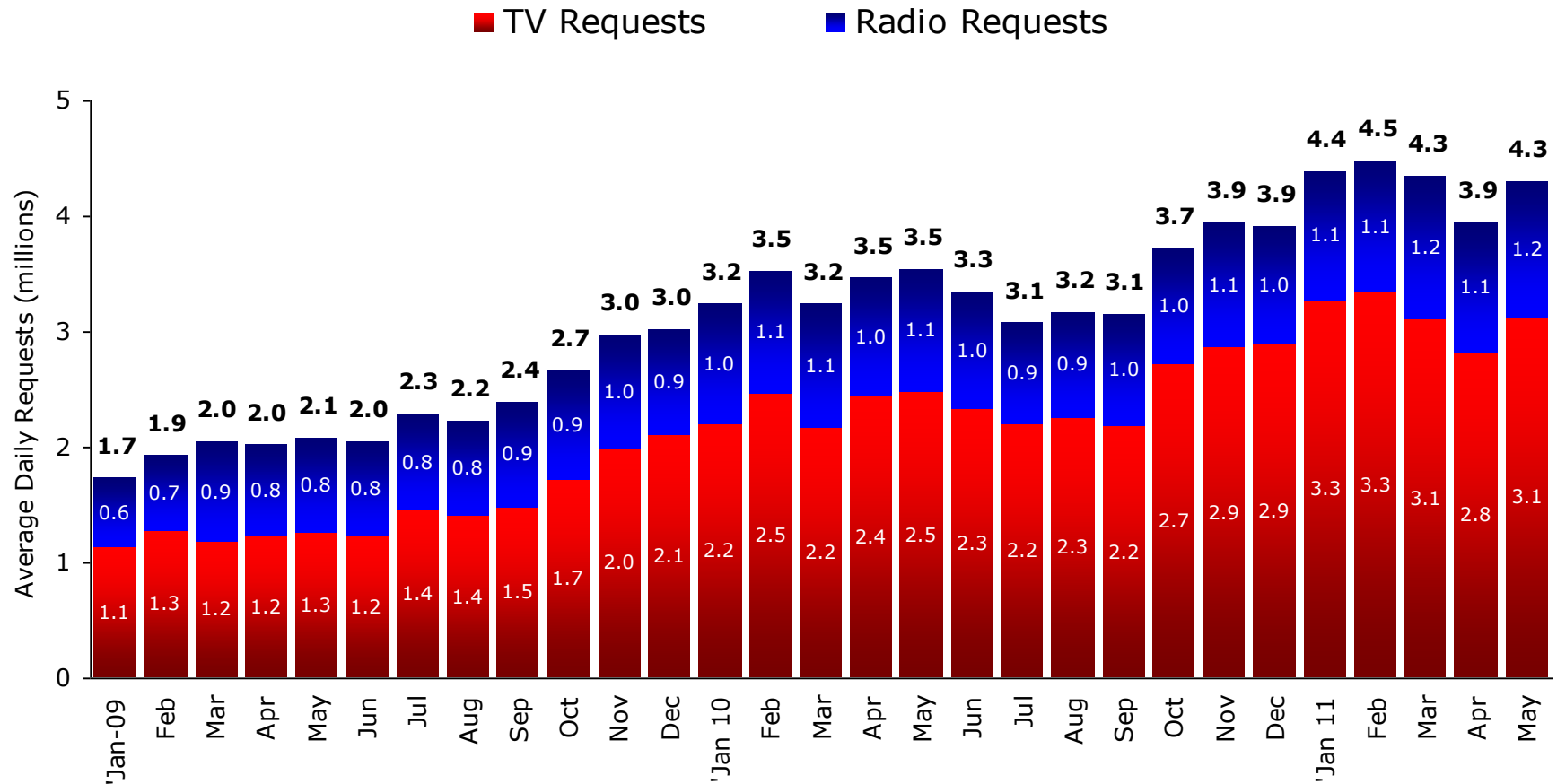
Monthly BBC iPlayer online requests

In May 2011 BBC iPlayer received a total of 133 million online requests – 97m for TV content and 37m for radio.



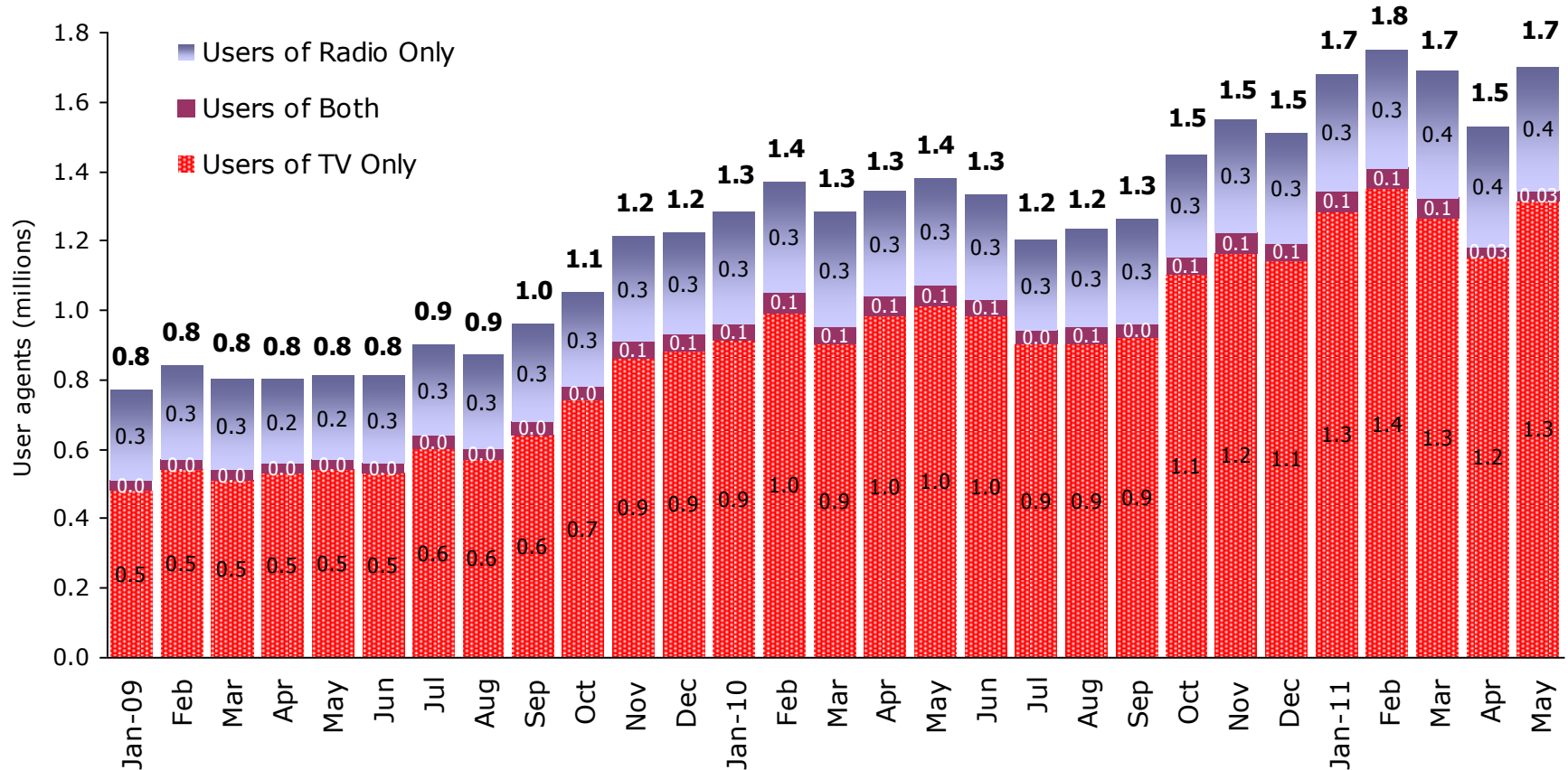
Average daily BBC iPlayer requests

The average daily request number was 4.3 million across May 2011 – 1.2 million per day for radio programmes and 3.1 million for TV programmes.



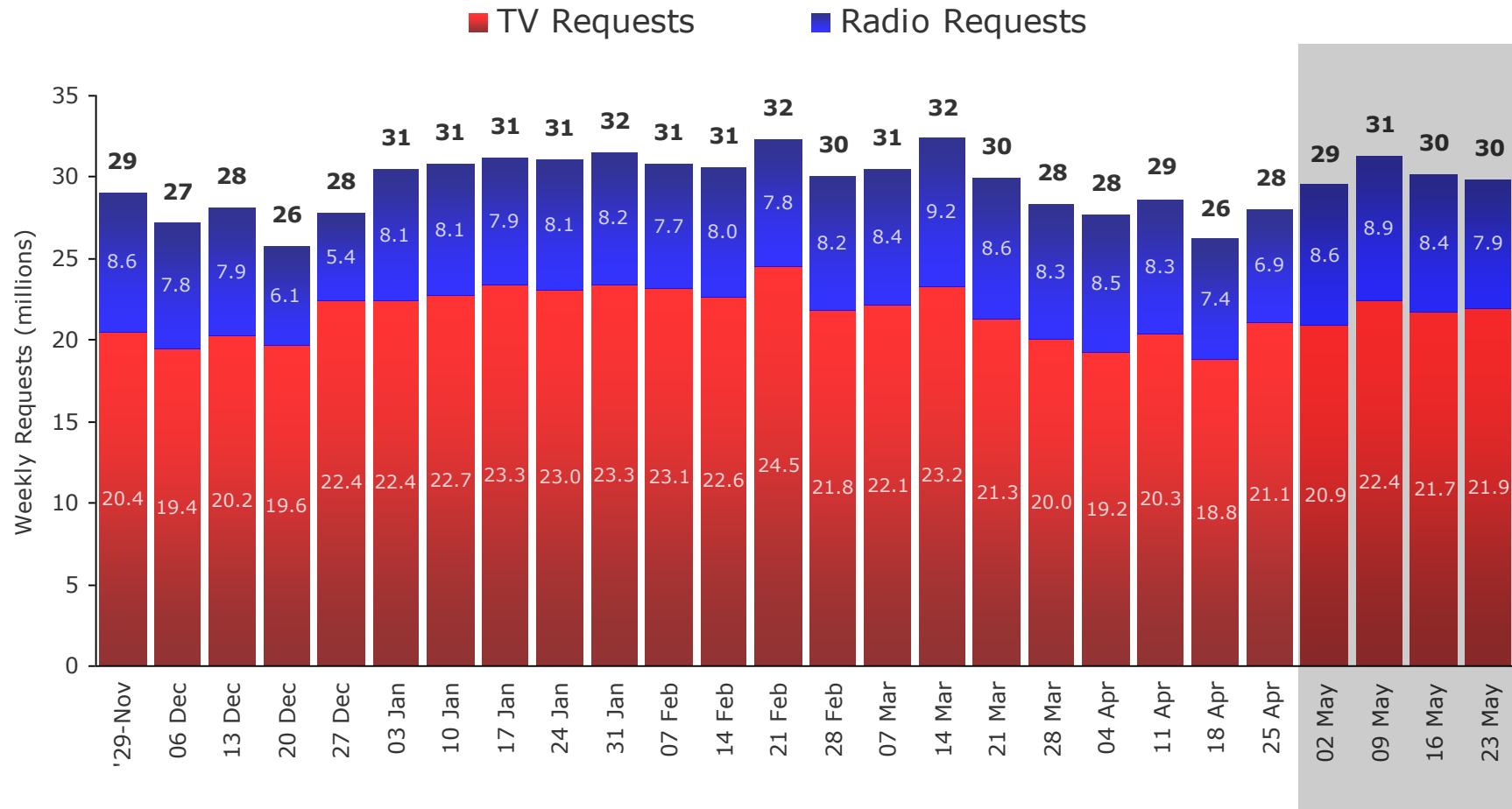
Average daily BBC iPlayer users

May 2011 saw an average of 1.7 million users per day, with 1.3m for TV content only, 0.4m for radio only content and 0.03m using both.



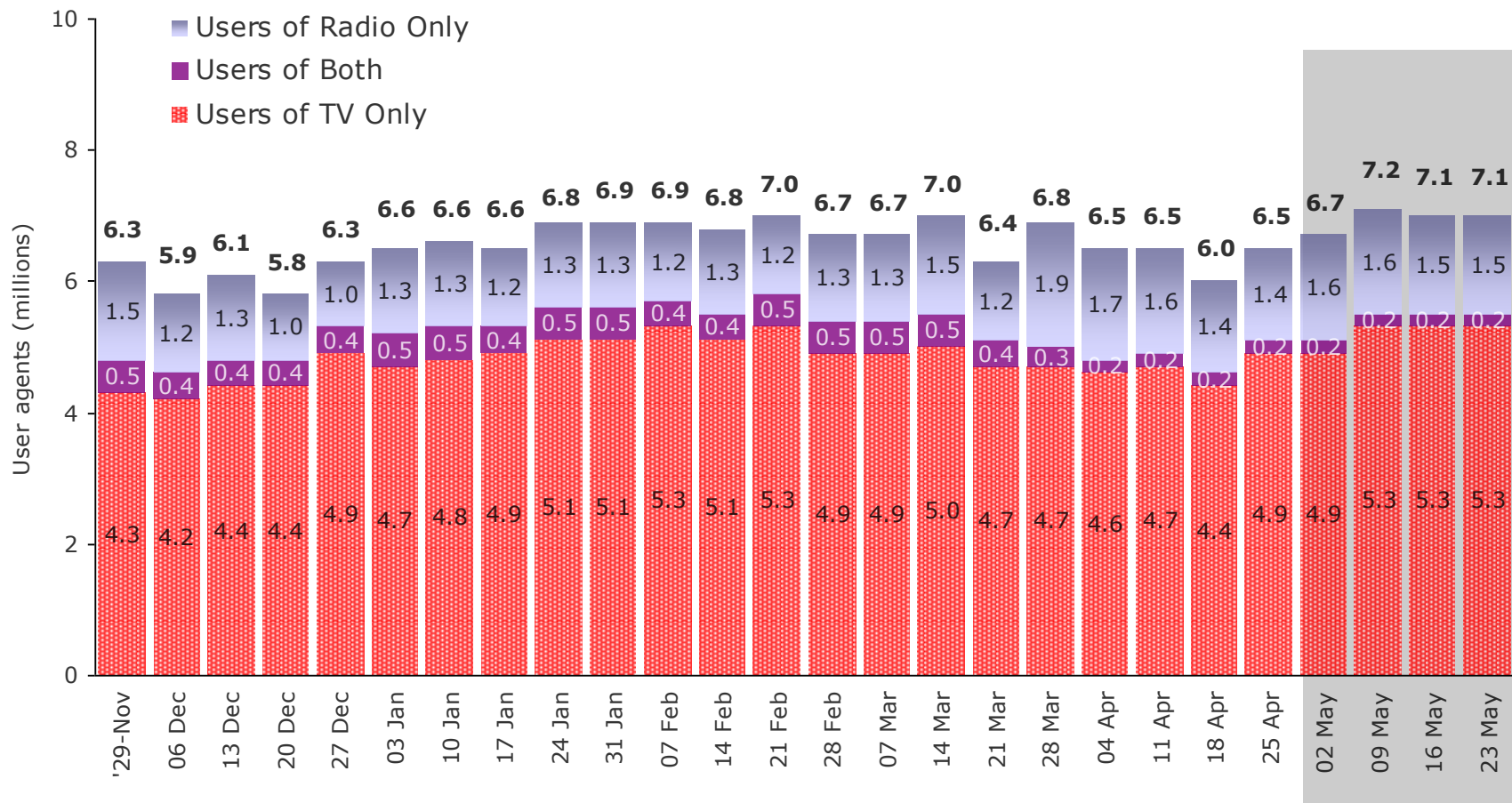
Weekly BBC iPlayer requests - latest 6 months

Weekly requests peaked at 31m this month, during the week of 9-15 May, driven by a variety of content including the new series of *The Apprentice* (see next slide for more details).



Weekly BBC iPlayer users – latest 6 months

Weekly user numbers were high this month, with the week of 9th May seeing 7.2m, a new record for the service. This was driven by a variety of content attracting different types of users, including the new series of *The Apprentice*, *The Eurovision Song Contest* and *Panorama: The Death of Bin Laden*.

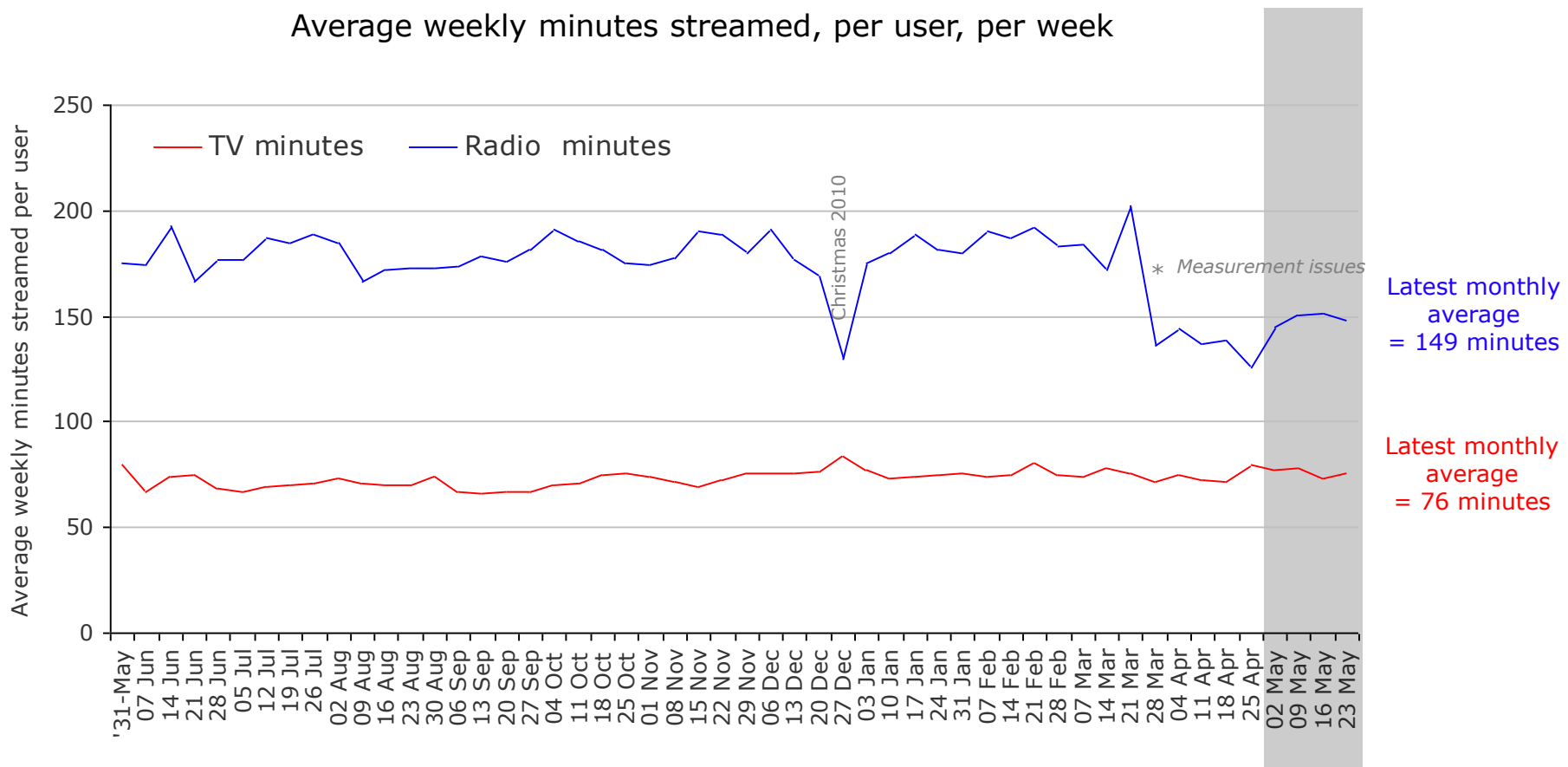


Requests and average minutes per user per week

On a weekly basis in May, each user of TV on BBC iPlayer requested, on average, 4 programmes, and streamed over an hour of TV content. Each weekly user of radio content requested over 4 programmes, and streamed around 2.5 hours of radio content.

(We are continuing to investigate the recent dip in radio durations, which is due to measurement issues following the launch of RadioPlayer.)

Average weekly minutes streamed, per user, per week



BBC iPlayer - top 20 TV episodes, May 2011

Doctor Who and *The Apprentice* dominated the top ten single episodes this May. It was a strong month for factual content - including the two-part series *Louis Theroux: Miami Mega Jail*, *Inside the Human Body*, and *Panorama: The Death of Bin Laden* – and entertainment also, with *Russell Howard*, *Eurovision* and *Psychoville*. New dramas *The Shadow Line* and *Exile* were also in the top 20.

BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>
1 Doctor Who Series 6 Episode 4	1,242,000
2 Doctor Who Series 6 Episode 3	1,239,000
3 Doctor Who Series 6 Episode 2	1,206,000
4 The Apprentice Series Episode 2	1,145,000
5 Doctor Who Series 6 Episode 5	1,104,000
6 The Apprentice Series 7 Episode 1	1,069,000
7 The Apprentice Series 7 Episode 3	1,054,000
8 The Apprentice Series 7 Episode 4	900,000
9 Waterloo Road Series 7 Episode 1	884,000
10 Doctor Who Series 6 Episode 6	848,000
11 Louis Theroux: Miami Mega Jail Part 1	811,000
12 Waterloo Road Series 7 Episode 2	756,000
13 Russell Howard's Good News Series 4 Ep7	701,000
14 Waterloo Road Series 7 Episode 3	688,000
15 Waterloo Road Series 7 Episode 4	590,000
16 Russell Howard Live: Dingleddodies 16/12/10	513,000
17 Inside the Human Body Episode 1	512,000
18 EastEnders 03/05/11	505,000
19 Louis Theroux: Miami Mega Jail Part 2	494,000
20 EastEnders 06/05/11	461,000

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>
1 Doctor Who Series 6 Episode 4	1,242,000
2 The Apprentice Series 7 Episode 2	1,145,000
3 Waterloo Road Series 7 Episode 1	884,000
4 Louis Theroux: Miami Mega Jail Part 1	811,000
5 Russell Howard's Good News Series 4 Ep7	701,000
6 Russell Howard Live: Dingleddodies 16/12/10	513,000
7 Inside the Human Body Episode 1	512,000
8 EastEnders 03/05/11	505,000
9 Eurovision Song Contest 2011 The Final	385,000
10 RH's Engineering Connections Series 3 Ep 2	380,000
11 The Pacifier 31/12/07	339,000
12 Psychoville Series 2 Episode 1	325,000
13 The Shadow Line Episode 1	320,000
14 It's a Boy Girl Thing 29/04/09	304,000
15 Pirates of the Caribbean: Dead Man's Chest	300,000
16 Have I Got News for You Series 41 Episode 5	295,000
17 Exile Episode 1	286,000
18 Panorama: The Death of Bin Laden 09/05/2011	281,000
19 Outnumbered Series 3 Episode 1	272,000
20 The Apprentice: You're Fired Series 7 Episode 1	265,000

BBC iPlayer - top 20 radio episodes, May 2011

Radio 4's *The Unbelievable Truth* was the most requested radio programme this month, and *The News Quiz* was also popular as usual. Football coverage featured highly, as well as Radio 1 programmes, including Trevor Nelson's announcement of BBC Radio 1's Hackney Weekend 2012, and *Radio 1 Big Weekend* coverage.

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep</u>
1	The Unbelievable Truth Series 7 Episode 6	128,000
2	5Live Prem Lg. ManU v Chelsea 08/05/2011	123,000
3	The News Quiz Series 74 Episode 6	116,000
4	The News Quiz Series 74 Episode 5	102,000
5	The News Quiz Series 74 Episode 4	102,000
6	The Unbelievable Truth Series 7 Episode 5	98,000
7	The News Quiz Series 74 Episode 7	89,000
8	5Live Prem Lg. ManU v Blackpool 22/05/2011	84,000
9	5Live Champ Lg B'lona v Real Madrid 03/05/11	77,000
10	Fearne Cotton 06/05/2011	69,000
11	The News Quiz Series 74 Episode 3	67,000
12	The Chris Moyles Show 06/05/11	66,000
13	Fearne Cotton 13/05/11	65,000
14	Fearne Cotton 20/05/2011	65,000
15	Trevor Nelson R1 & 1Xtra 2012 announcement!	64,000
16	The Chris Moyles Show 20/05/11	64,000
17	Fearne Cotton 12/05/11	63,000
18	606 08/05/11	63,000
19	The Chris Moyles Show 17/05/11	63,000
20	Fearne Cotton 10/05/11	63,000

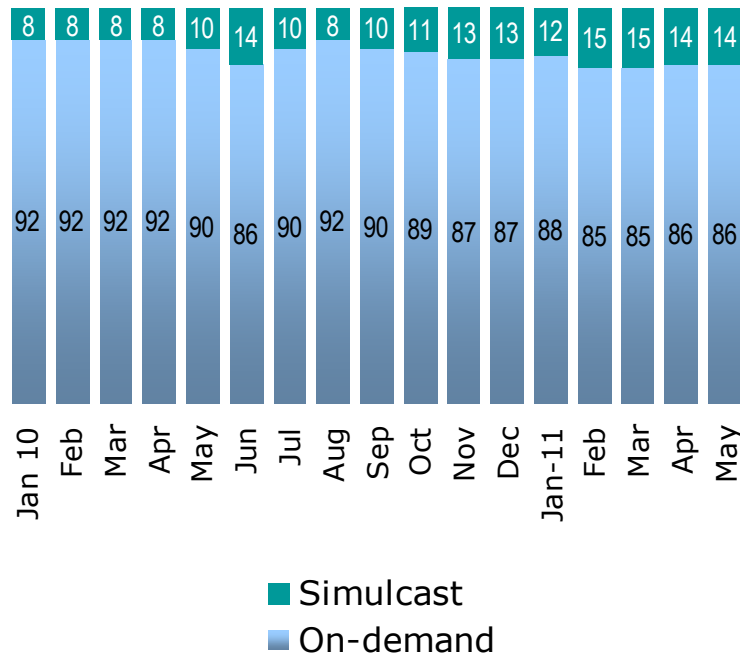
BBC iPLAYER TOP 20 RADIO EPISODES – MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per Ep</u>
1	The Unbelievable Truth Series 7 Episode 6	128000
2	5Live Prem League ManU v Chelsea 08/05/11	123000
3	The News Quiz Series 74 Episode 6	116000
4	5Live Champ Lg. B'lona v Real Madrid 03/05/11	77000
5	Fearne Cotton 06/05/2011	69000
6	The Chris Moyles Show 06/05/11	66000
7	Trevor Nelson R1 & 1Xtra 2012 announcement!	64000
8	606 08/05/11	63000
9	Just a Minute Series 60 Episode 1	61000
10	Greg James Live from Cumbria 09/05/2011	58000
11	The Official Chart with Reggie Yates 08/05/11	58000
12	R1's Big Weekend Carlisle, 2011 14/05/2011	53000
13	Test Match Special 27/05/11	52000
14	5Live Champ. Lg Reading v Swansea 30/05/11	52000
15	Desert Island Discs Debbie Harry 22/05/2011	50000
16	Football 15/05/11	44000
17	Ken Bruce 09/05/11	44000
18	5Live FA Cup Man City v Stoke City 14/05/2011	44000
19	Annie Mac 06/05/11	43000
20	The Complete Smiley 14/05/2011	42000

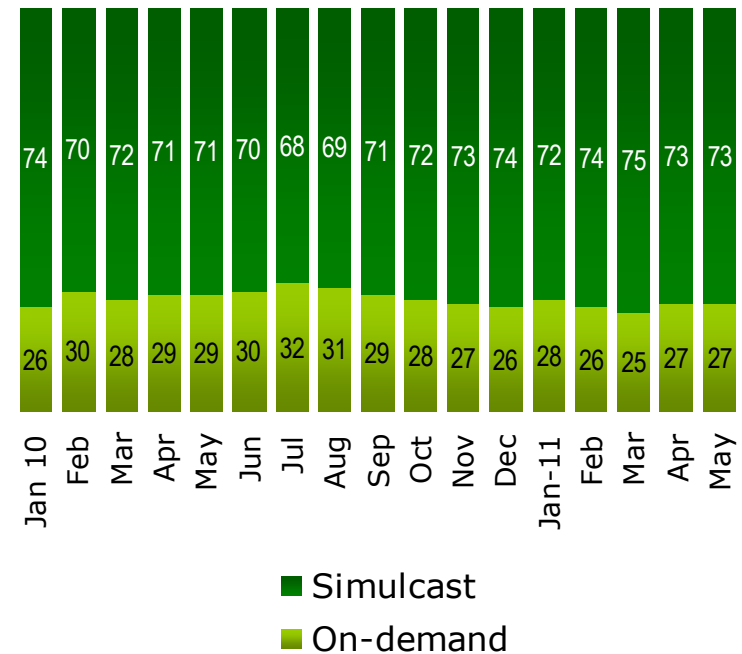
Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer made up 14% of all TV requests, and live radio listening stood at 73%, both unchanged month-on-month.

TV Requests

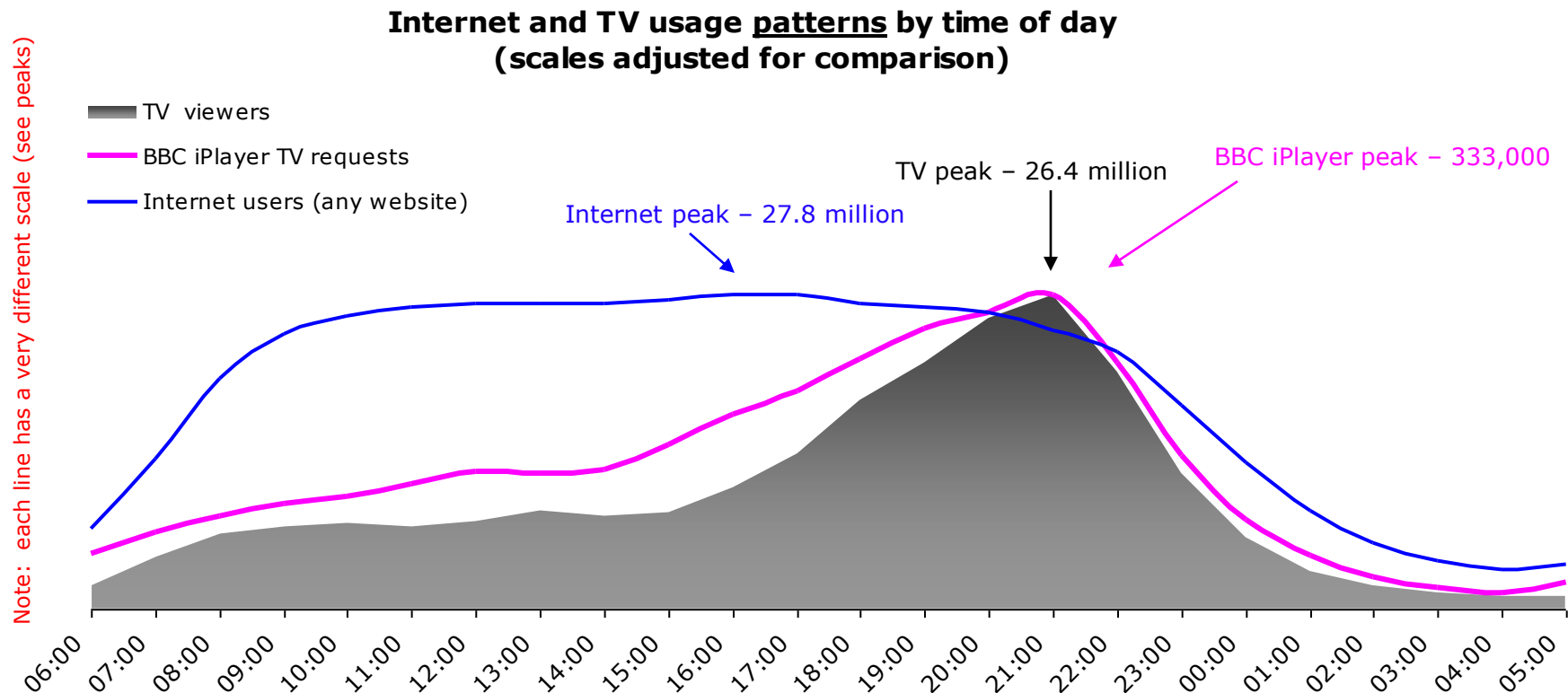


Radio requests



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



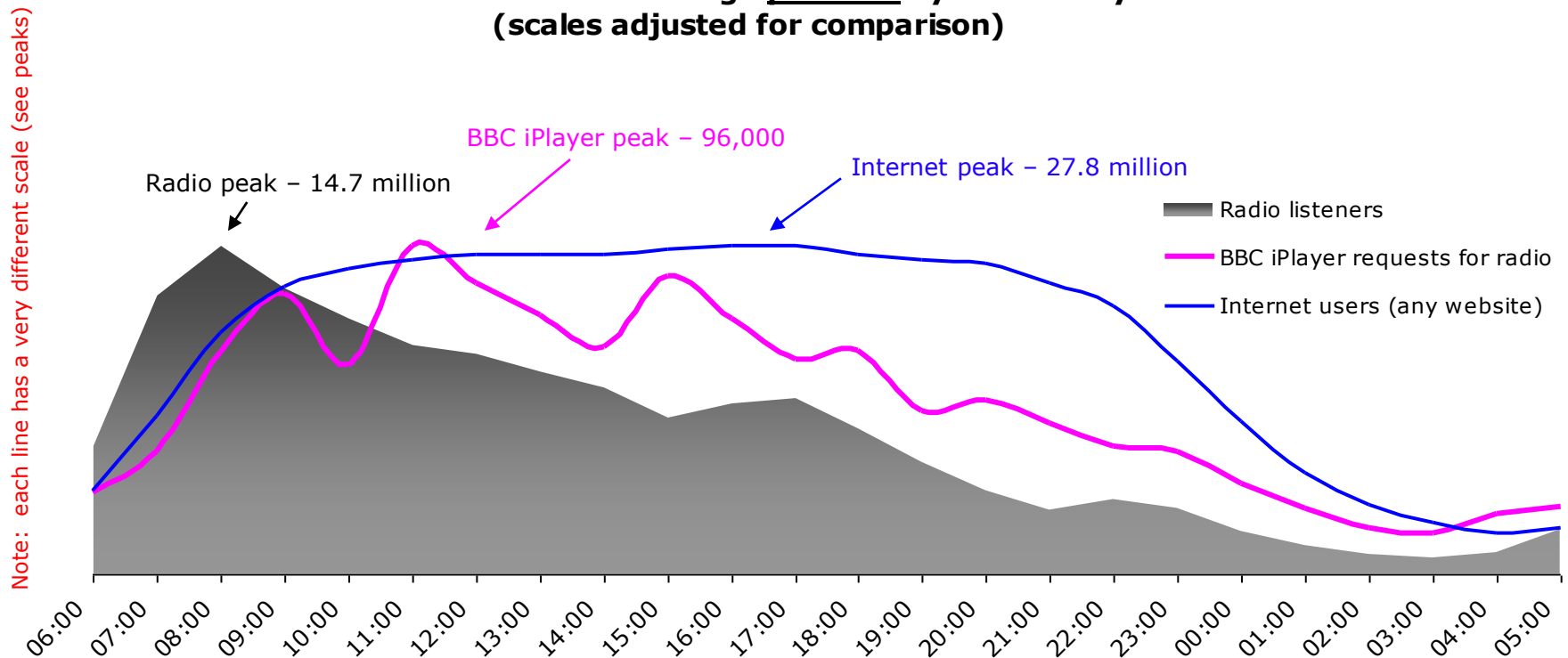
Sources – TV from BARB April 2011, internet from Nielsen April 2011,
BBC iPlayer from BBC iStats May 2011 - see footnotes on final page for more detail

Please refer to slide 6 for guide footnotes.

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

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

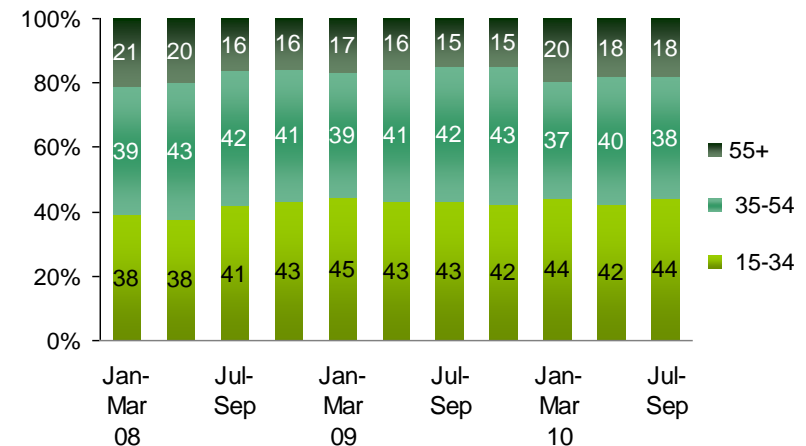
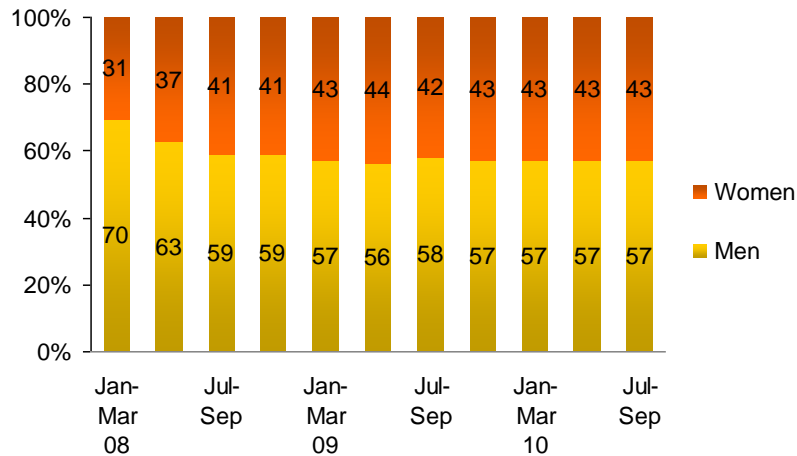


Sources – radio from RAJAR Q4 2010, internet from Nielsen April 2011, BBC iPlayer from BBC iStats May 2011 - see footnotes on final page for more detail

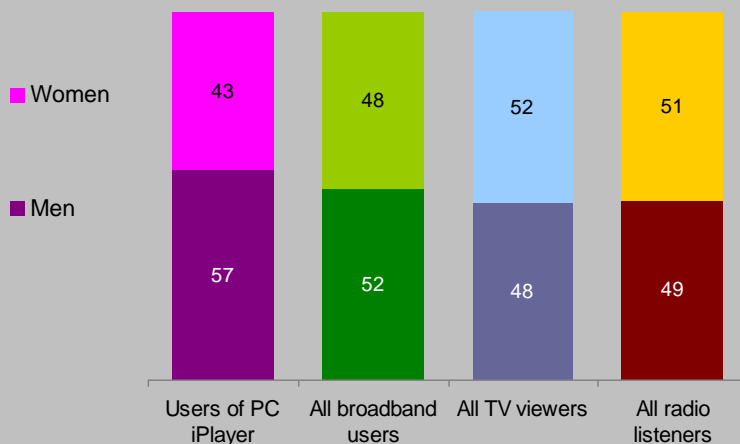
Please refer to slide 6 for guide footnotes.

BBC iPlayer use by demographic

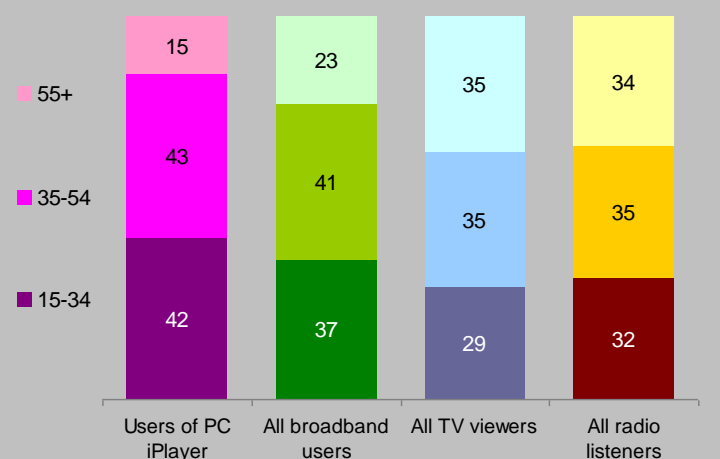
The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The gender profile is stable with a slightly male skew, and most users are aged under 55 years.



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