



# Monthly Performance Pack October 2010

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## Monthly summary – October 2010

- In total the BBC iPlayer received **139 million requests** for TV and radio programmes in October, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a month-on-month increase of +22%, with requests up +43% year-on-year, and set a new monthly record for the service.
- Returning Autumn titles boosted TV performance, including *The Apprentice* and *Waterloo Road*, as well as new drama series *Single Father* and *Lip Service*. Comedy also delivered strongly as usual, including *Mock the Week* and *Michael McIntyre's Comedy Roadshow*.
- *The Ryder Cup* was the most requested radio programme, with a range of programmes from across Radio 1, 2, 4 and 5Live making up the remainder of the top 20 including *The Unbelievable Truth*, *The News Quiz*, and special Radio 1 programmes ...*Presents Mumford & Sons Live* and *Fearne with Robbie and Gary*, performing well.
- Live TV viewing via the BBC iPlayer increased again this month, to make up 11% of all TV programme requests, as also did live radio listening (making up 72%) – influenced primarily by the Ryder Cup.

### 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.

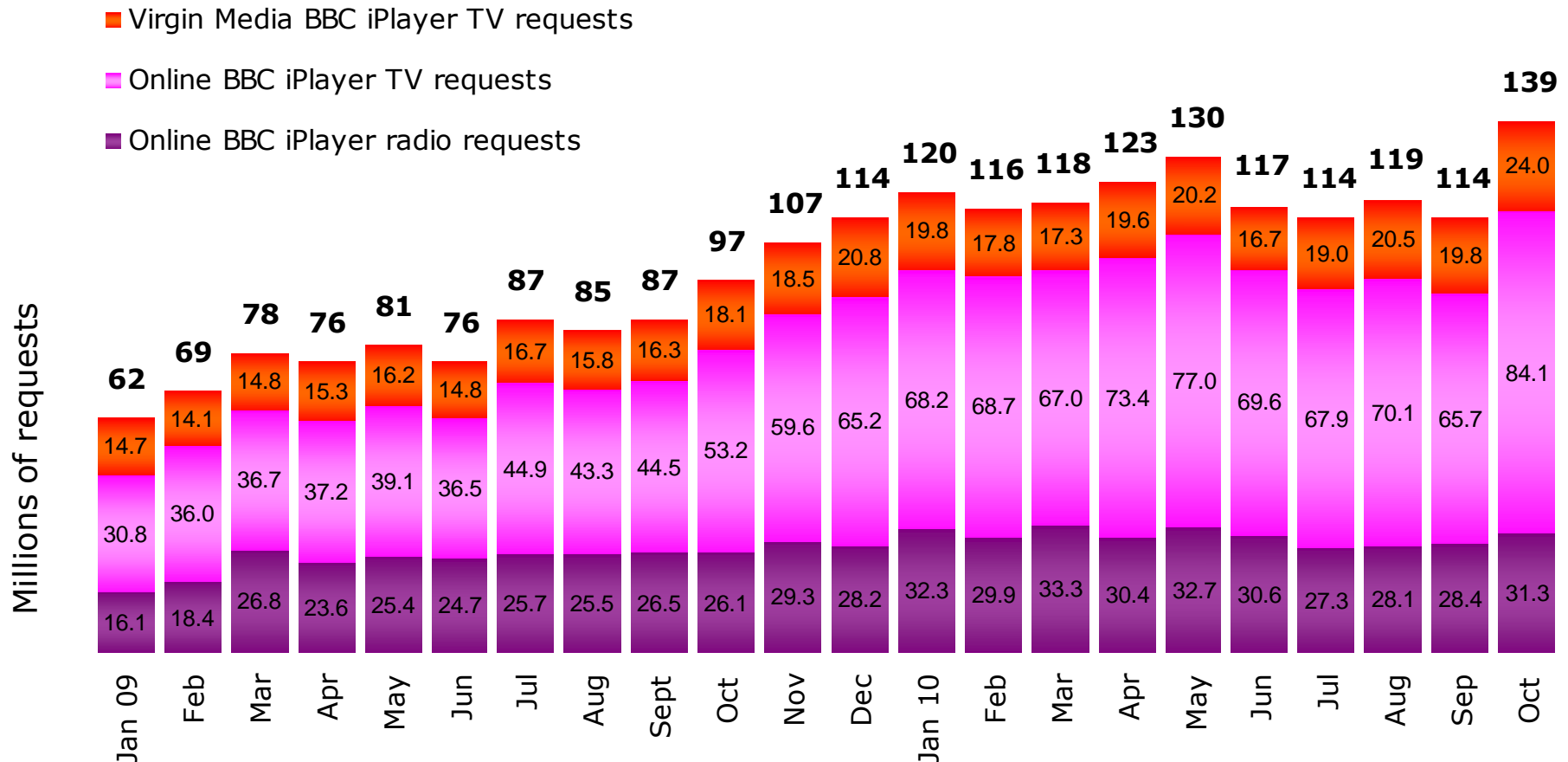
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# Total monthly BBC iPlayer requests across **all** platforms

## Includes Virgin Media

In total the BBC iPlayer saw a record-breaking 139 million requests for programmes across all platforms in October 2010, driven by all-time-high figures for TV requests on online platforms and Virgin Media iPlayer.

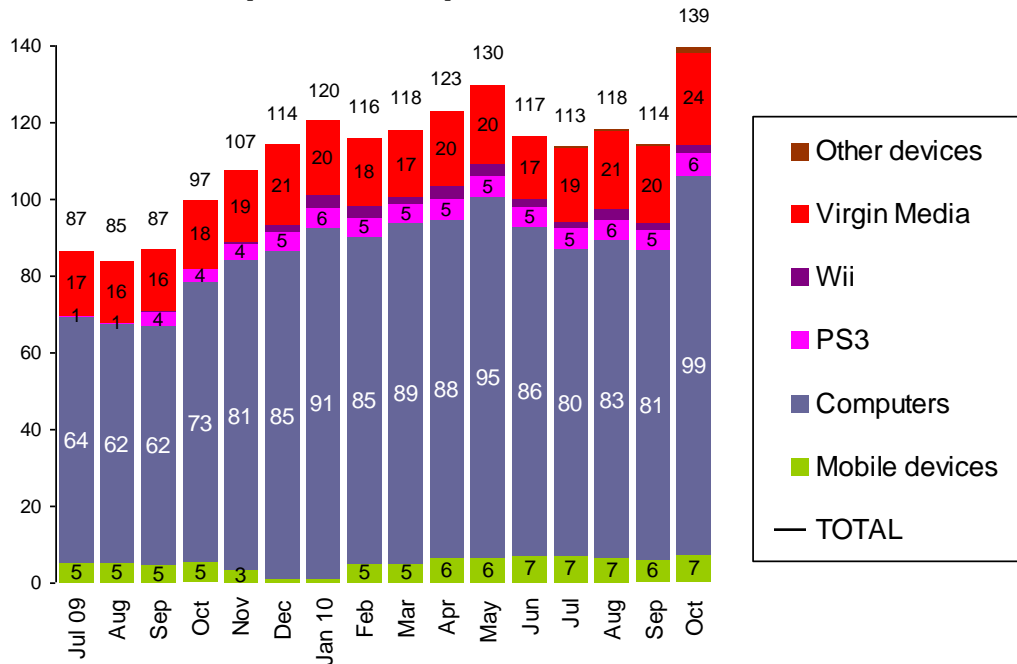


# Requests for programmes by device type

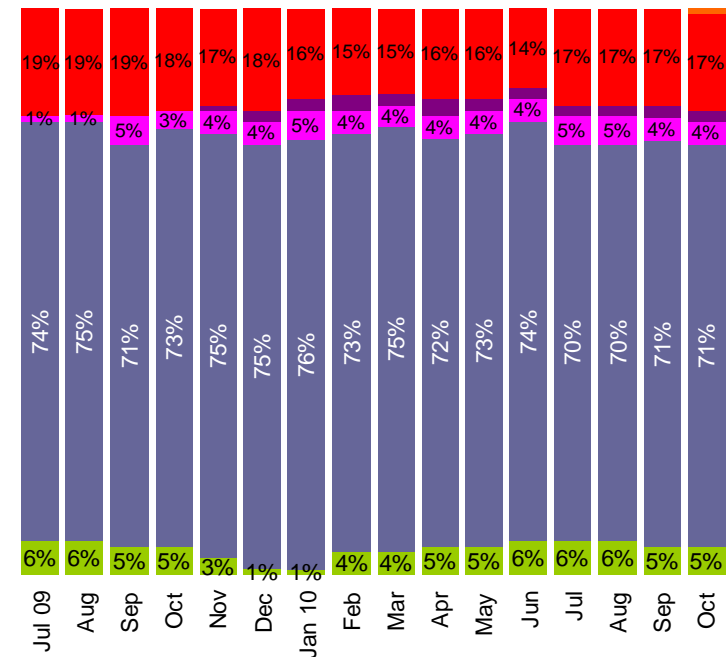
## Includes Virgin Media

October saw increases in BBC iPlayer requests across all platforms.

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.

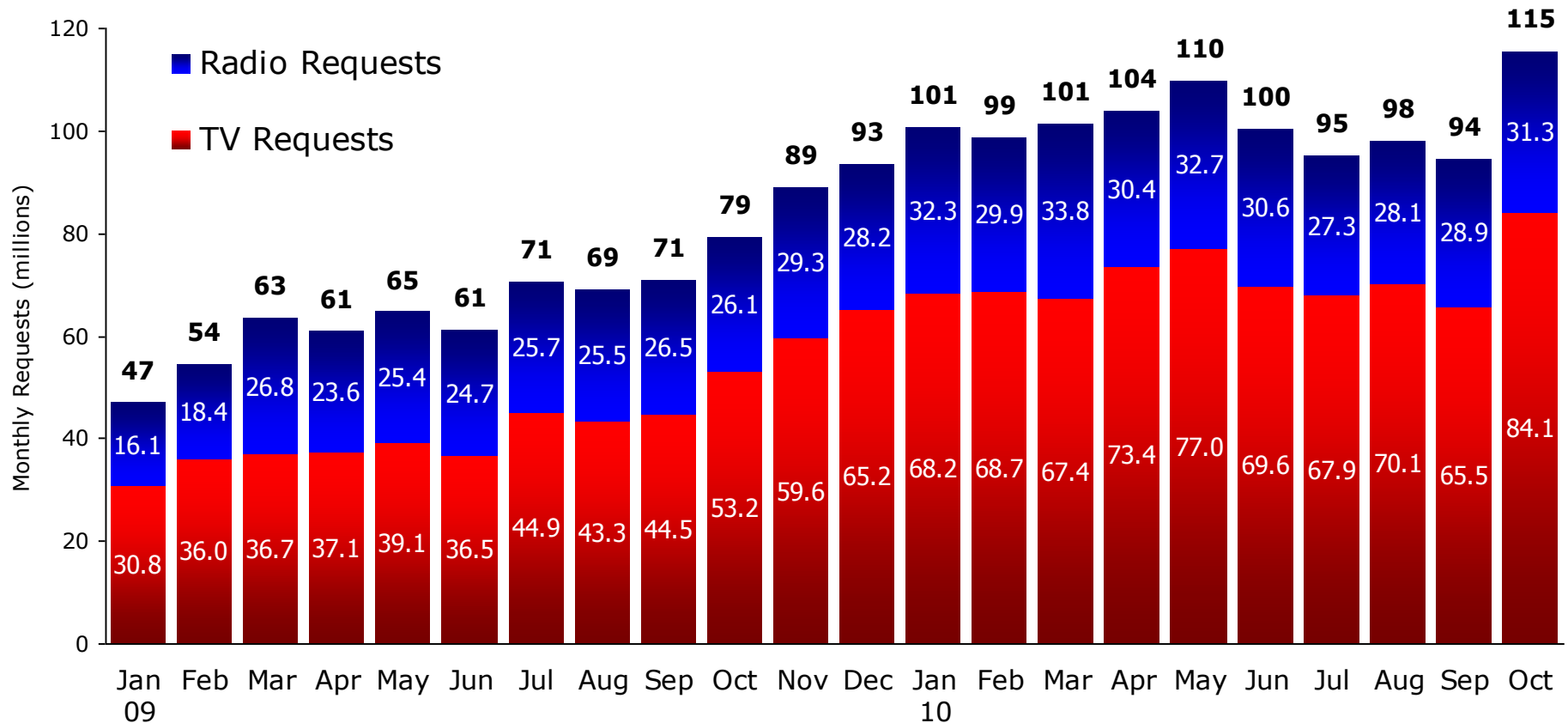
# Notes on figures in this report

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

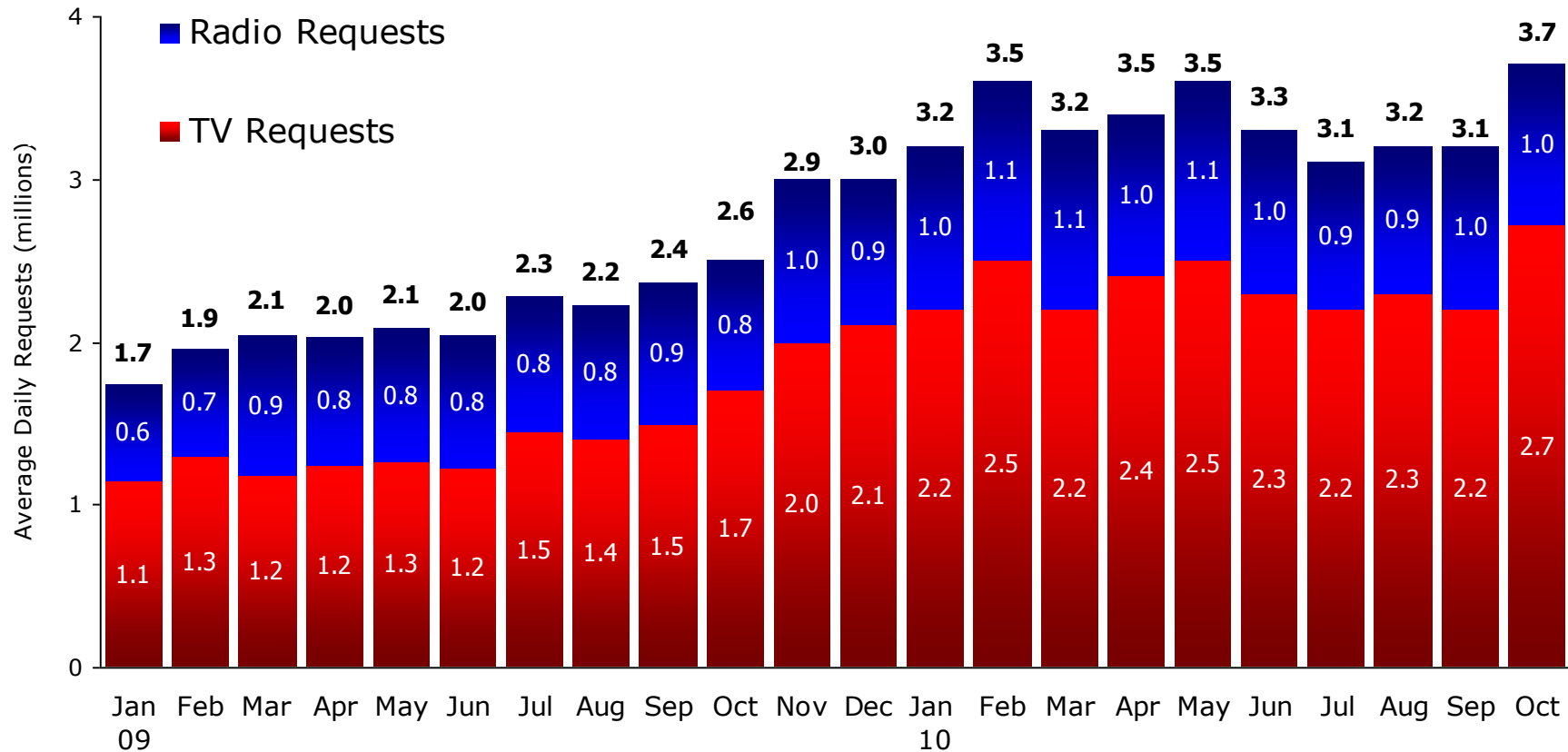
# Monthly BBC iPlayer online requests

There were a record **115m** requests to the online BBC iPlayer in October 2010, boosted by a new benchmark of **84.1m** TV content requests, while requests for radio content also increased month-on-month to **31.3m**.



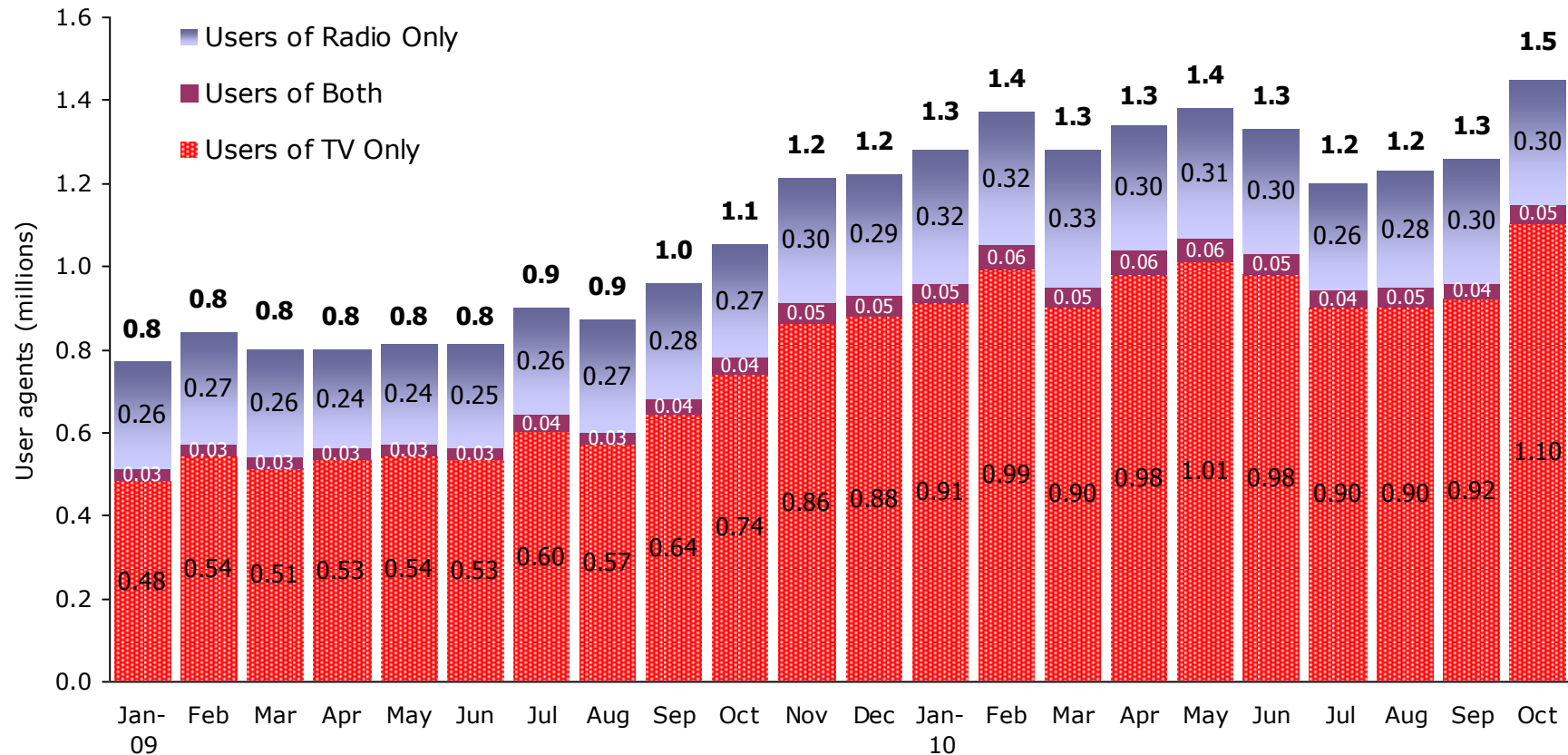
# Average daily BBC iPlayer requests

During October 2010 there were a record **3.7m** requests per day on average – 1.0 million per day for radio programmes and 2.7 million for TV programmes.



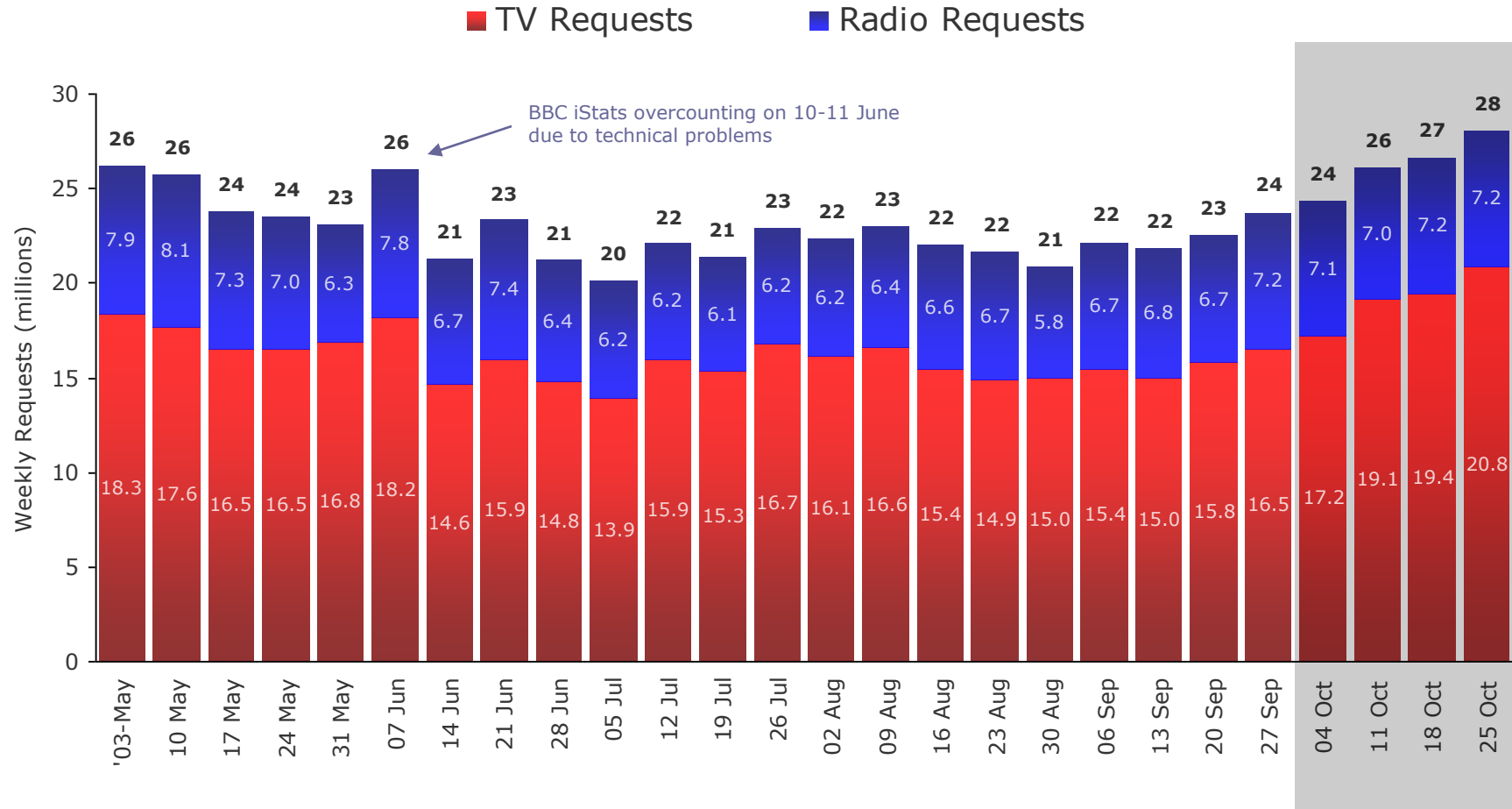
# Average daily BBC iPlayer users

October 2010 saw an average of **1.5 million users per day**, with 1.1m for TV content, 0.3m for radio content and 0.05m using both.



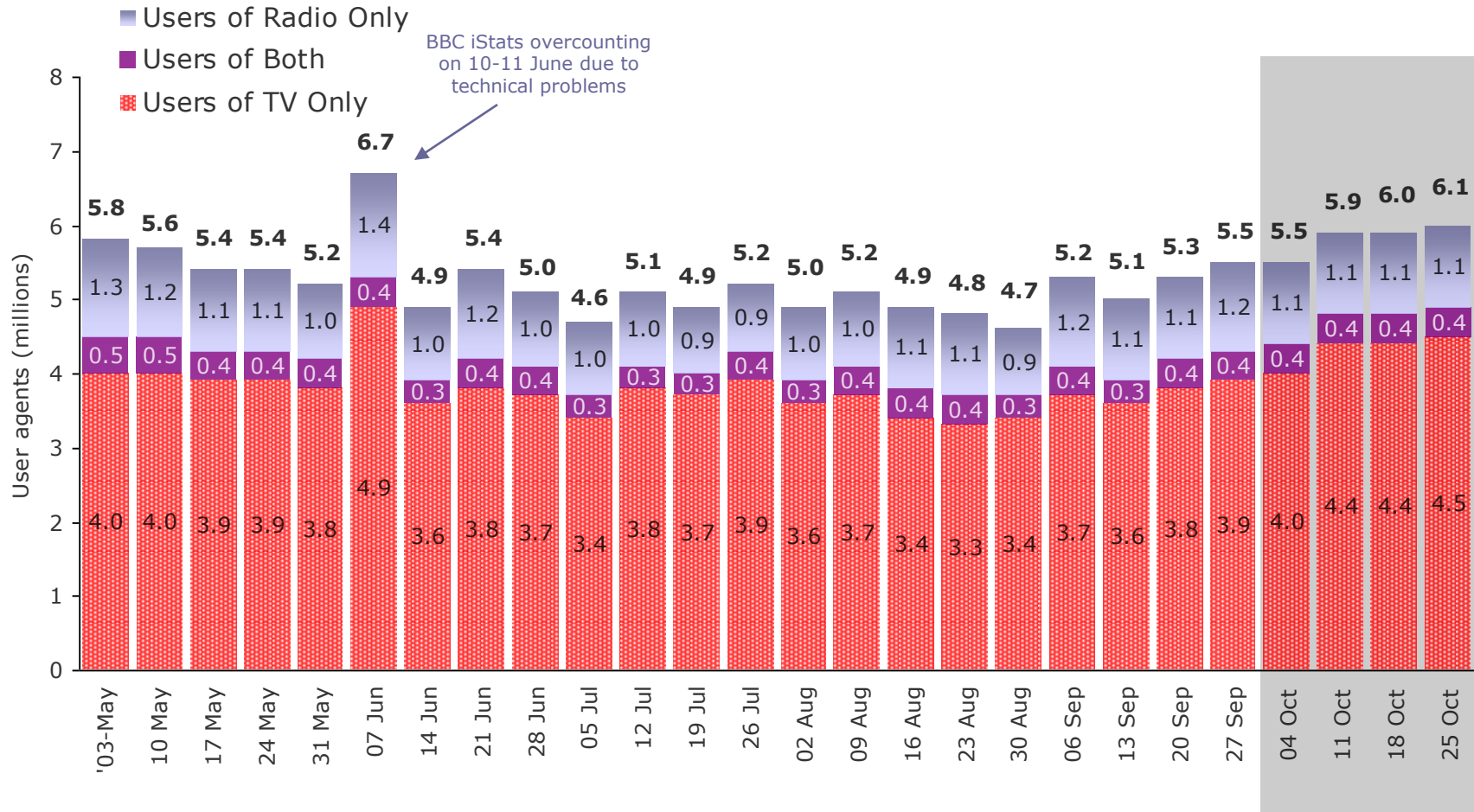
# Weekly BBC iPlayer requests - latest 6 months

Requests to BBC iPlayer continued to increase across October, corresponding with the strengthening Autumn schedule.



# Weekly BBC iPlayer users – latest 6 months

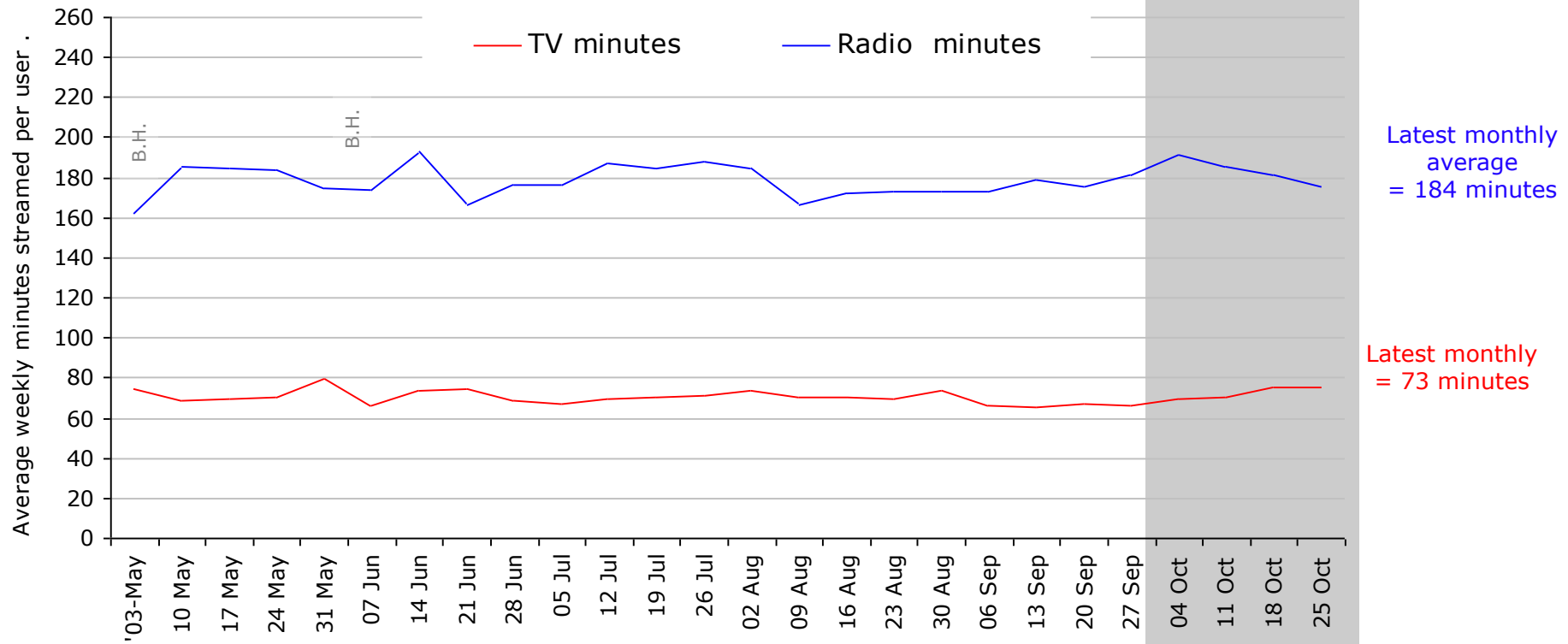
As seen with requests, weekly user numbers in October increased across the month.



# Requests and average minutes per user per week

On a weekly basis, each user of TV on BBC iPlayer is requesting around 4 programmes, and streaming over an hour of content. Each weekly user of radio content is requesting just over 6 programmes, and is streaming around three hours of radio content.

Average weekly minutes streamed, per user, per week



# BBC iPlayer - top 20 TV episodes, October 2010

The first three episodes of returning series *The Apprentice* topped the TV iPlayer list this month. Drama also continued to perform well, in particular *Waterloo Road*, *Single Father* and *Lip Service*, while *Mock the Week*, *Michael McIntyre's Comedy Roadshow* and *Russell Howard's Good News* delivered well for comedy.

## BBC iPLAYER TOP 20 TV EPISODES – ALL

		<u>Total requests per episode</u>
1	The Apprentice Series 6 Episode 3	953,000
2	The Apprentice Series 6 Episode 1	916,000
3	The Apprentice Series 6 Episode 2	864,000
4	Michael McIntyre Comedy Roadshow S 2 Ep 3	615,000
5	EastEnders 11/10/10	560,000
6	Lip Service Episode 1	557,000
7	Mock the Week Series 9 Episode 10	552,000
8	Mock the Week Series 9 Episode 12	541,000
9	Russell Howard's Good News Series 3 Ep 1	523,000
10	Mock the Week Series 9 Episode 11	510,000
11	Waterloo Road Series 6 Episode 7	505,000
12	Michael McIntyre Comedy Roadshow S 2 Ep 6	500,000
13	Michael McIntyre Comedy Roadshow S 2 Ep 5	491,000
14	Waterloo Road Series 6 Episode 9	480,000
15	EastEnders 08/10/10	475,000
16	EastEnders 12/10/10	471,000
17	Waterloo Road Series 6 Episode 8	465,000
18	Michael McIntyre Comedy Roadshow S 2 Ep 4	455,000
19	Merlin Series 3 Gwaine Episode 4	448,000
20	EastEnders 01/10/10	448,000

## BBC iPLAYER TOP 20 TV EPISODES

### – MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per episode</u>
1	The Apprentice Series 6 Episode 3	953,000
2	Michael McIntyre Comedy Roadshow S 2 Ep 3	615,000
3	EastEnders 11/10/10	560,000
4	Lip Service Episode 1	557,000
5	Mock the Week Series 9 Episode 10	552,000
6	Russell Howard's Good News Series 3 Ep 1	523,000
7	Waterloo Road Series 6 Episode 7	505,000
8	Merlin Series 3 Gwaine Episode 4	448,000
9	Spooks Series 9 Episode 3	432,000
10	Single Father Episode 1	397,000
11	Never Mind the Buzzcocks Series 24 Episode 1	327,000
12	Have I Got News for You Series 40 Episode 1	327,000
13	Strictly Come Dancing Series 8 Episode 3	325,000
14	Louis Theroux Law and Disorder in Lagos	301,000
15	Harry & Paul Series 2 Episode 1	267,000
16	The Sarah Jane Adventures Series 4 Part 2	250,000
17	The World's Strictest Parents Series 3 Episode 1	248,000
18	QI Series 8 Humans Episode 4	219,000
19	Him & Her The Argument Episode 6	217,000
20	Horizon The Death of the Oceans? Episode 2	212,000

*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, October 2010

*The Ryder Cup* was the most requested radio programme, with a range of programmes from across Radio 1, 2, 4 and 5Live making up the remainder of the top 20 including *The Unbelievable Truth*, *The News Quiz*, and special Radio 1 programmes ...*Presents Mumford & Sons Live* and *Fearne with Robbie and Gary*, performing well.

## BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep</u>
1	The Ryder Cup 2010 04/10/10	157,000
2	The Unbelievable Truth Series 6 Episode 4	97,000
3	The Unbelievable Truth Series 6 Episode 3	94,000
4	The Chris Moyles Show Friday 15/10/2010	84,000
5	The News Quiz Series 72 Episode 3	82,000
6	The News Quiz Series 72 Episode 5	79,000
7	BBC Radio 1 Presents... Mumford & Sons Live	77,000
8	The News Quiz Series 72 Episode 2	76,000
9	The Unbelievable Truth Series 6 Episode 2	75,000
10	The Chris Moyles Show 08/10/10	75,000
11	The News Quiz 01/10/10	71,000
12	The Ryder Cup 2010 03/10/10	70,000
13	The Chris Moyles Show Friday 01/10/2010	69,000
14	Fearne Cotton Robbie & Gary 07/10/2010	63,000
15	The Chris Moyles Show Tuesday 05/10/2010	63,000
16	The Chris Moyles Show Thursday 14/10/2010	63,000
17	The Chris Moyles Show Thursday 21/10/2010	60,000
18	Fearne Cotton 01/10/2010	60,000
19	The Chris Moyles Show Wednesday 06/10/2010	59,000
20	5live Prem L'pool v B'burn 24/10/2010	57,000

## BBC iPLAYER TOP 20 RADIO EPISODES

### – MOST-REQUESTED EPISODE PER SERIES

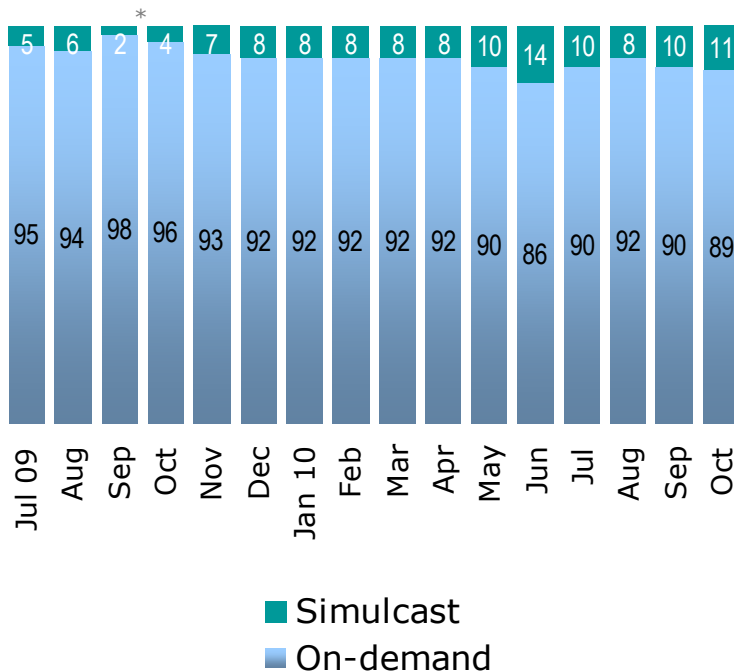
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5	BBC Radio 1 Presents... Mumford & Sons Live	77,000
6	Fearne Cotton Robbie & Gary 07/10/2010	63,000
7	5live Prem L'pool v B'burn 24/10/2010	57,000
8	The Archers 07/10/10	57,000
9	The Official Chart with Reggie Yates 17/10/10	54,000
10	Football 03/10/10	54,000
11	Desert Island Discs Johnny Vegas 03/10/2010	54,000
12	Greg James 07/10/10	48,000
13	Annie Mac Andy C & Sh/Robot 22/10/2010	45,000
14	Dev takes over the afternoon 21/10/2010	44,000
15	Steve Wright in the Afternoon 04/10/10	39,000
16	Ken Bruce 22/10/10	38,000
17	Jeremy Vine 22/10/10	36,000
18	Scott Mills 30/10/10	35,000
19	Sports Report 20/10/10	34,000
20	That Mitchell and Webb Sound, Series 4	34,000

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

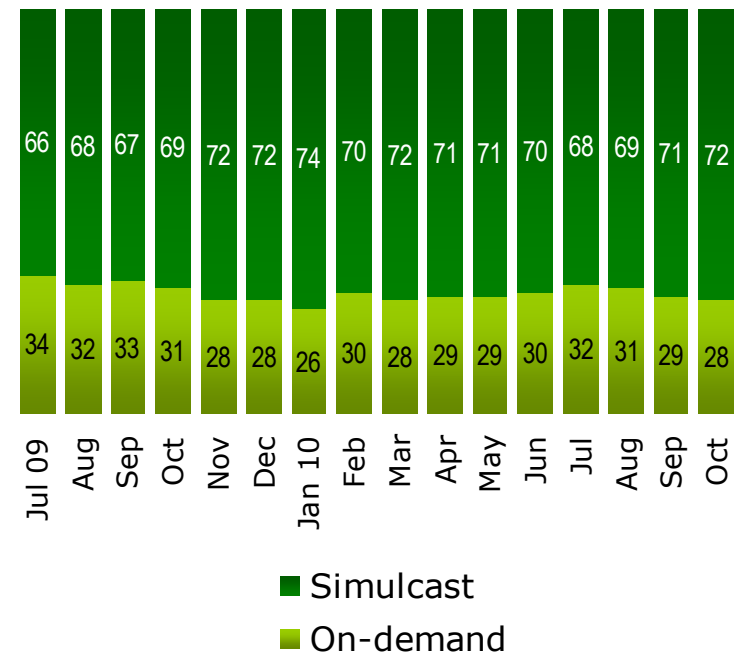
# Requests by on-demand catch-up vs live simulcast

Live TV viewing via the BBC iPlayer increased +1 point in October to make up 11% of all requests, and live radio listening also saw another increase, up to 72% - boosted by the Ryder Cup.

## TV Requests

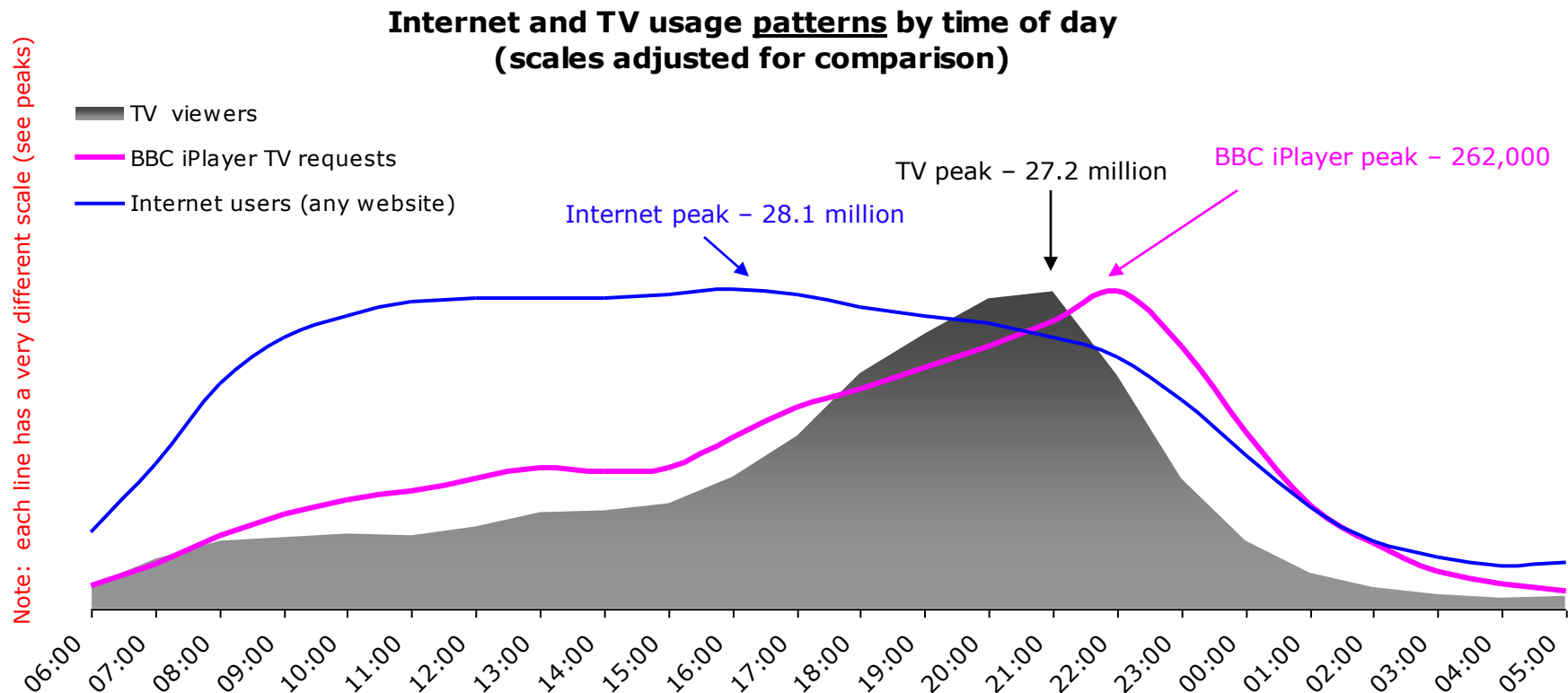


## Radio requests



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

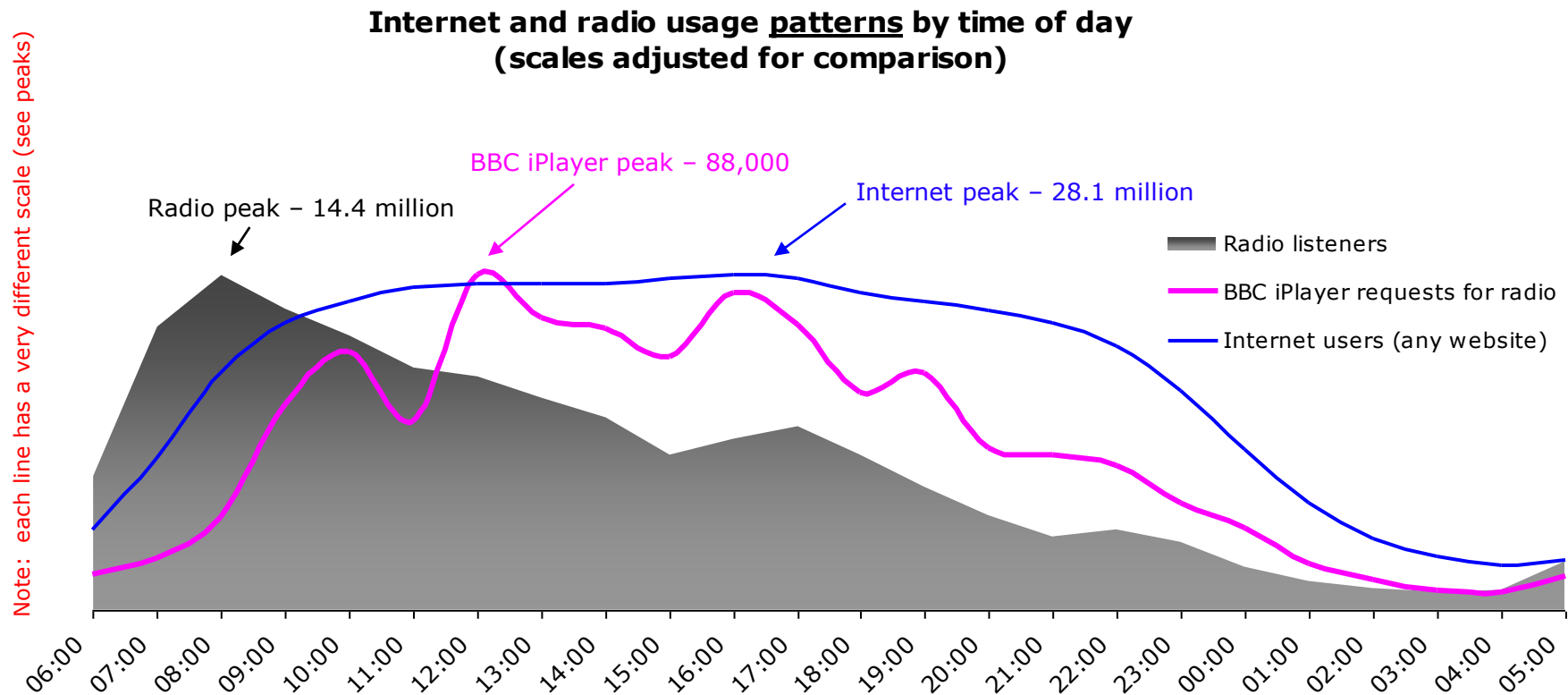


Sources – TV from BARB October 2010, internet from Nielsen September 2010, BBC iPlayer from BBC iStats October 2010 - see footnotes on final page for more detail

Please refer to slide 6 for guide footnotes.

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

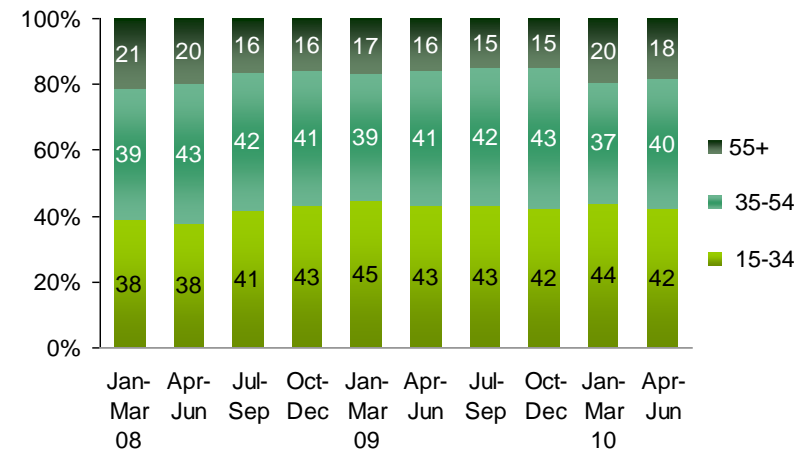
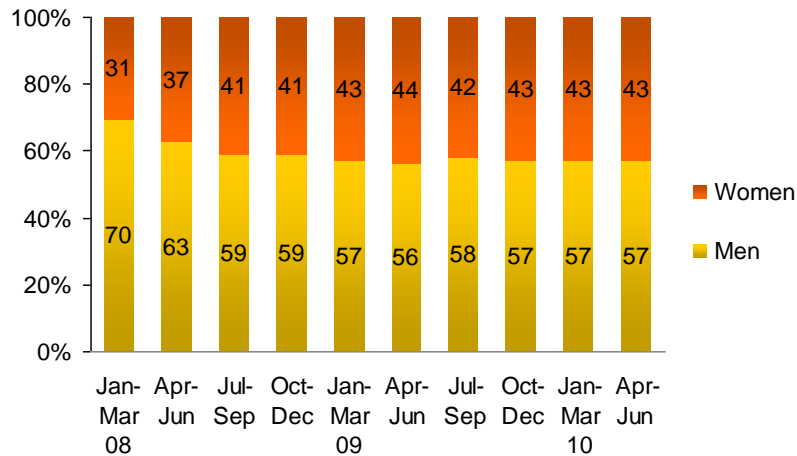


Sources – radio from RAJAR Q3 2010, internet from Nielsen September 2010, BBC iPlayer from BBC iStats October 2010 - see footnotes on final page for more detail

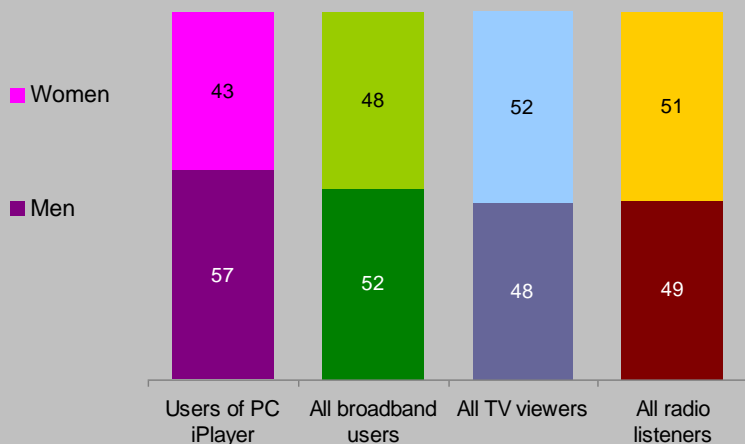
Please refer to slide 6 for guide footnotes.

# BBC iPlayer use by demographic

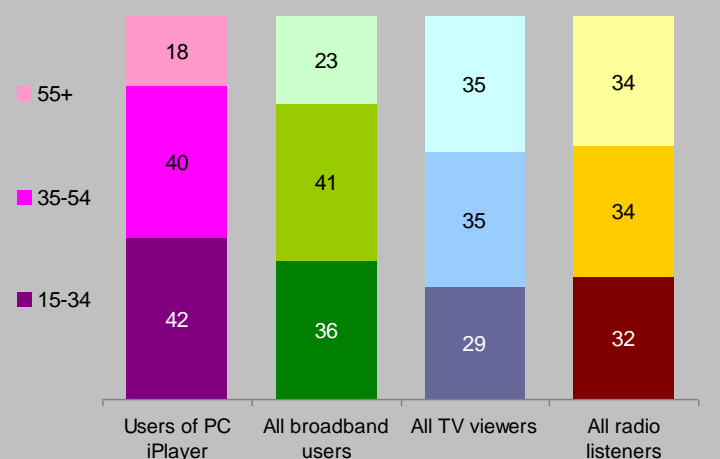
The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The gender profile is stable with a slightly male skew, and most users are aged under 55 years.



## 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