



Monthly Performance Pack

June 2010

Monthly summary – June 2010

- In total the BBC iPlayer received 117 million requests for programmes across all platforms in June 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a month-on-month drop, but still significantly higher than June 2009. 86 million requests were for TV programmes and 31 million were for radio programmes.
- BBC iPlayer's most-requested TV titles for June continued to include *Doctor Who*, *EastEnders* and *Junior Apprentice*, plus new BBC3 content *Lee Nelson*, *Peckham Finishing School* and *Mongrels*, and of course the England v Slovenia *World Cup* match.
- June also saw a significant increase in live TV viewing on the BBC iPlayer, up +4 points to 14% of all requests, driven by the *World Cup* coverage.
- The *World Cup* also delivered exceptional request numbers for both live and catch-up radio on BBC iPlayer in June, with the England v Slovenia game easily the most requested programme for the month by some margin.

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 June, 14% of requests were for live simulcast streams), however about 70% 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.

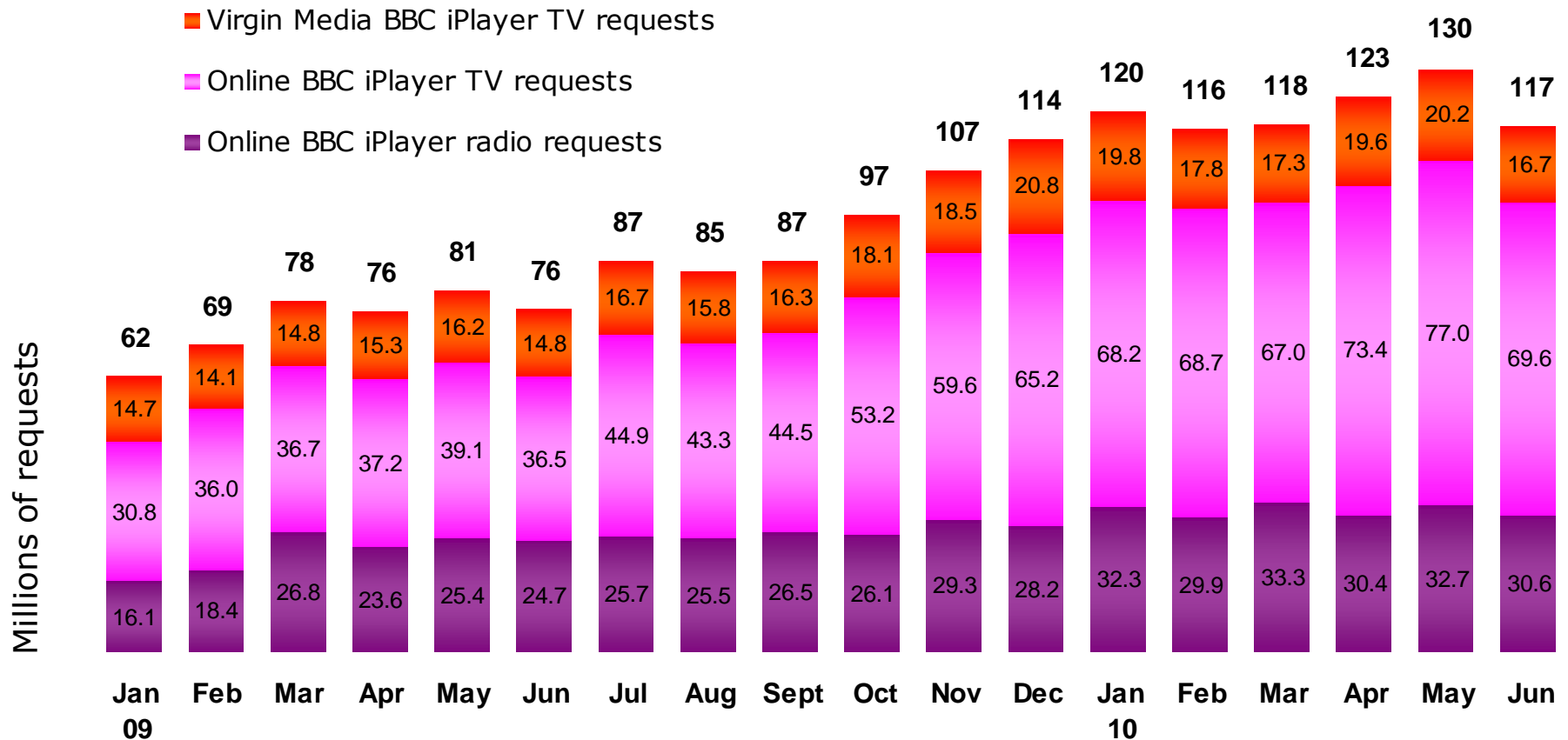
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media

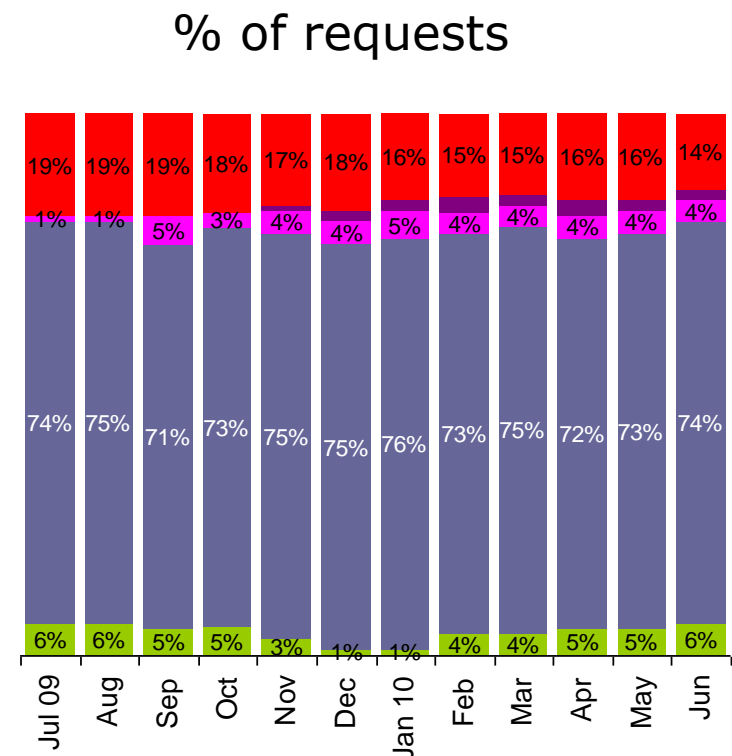
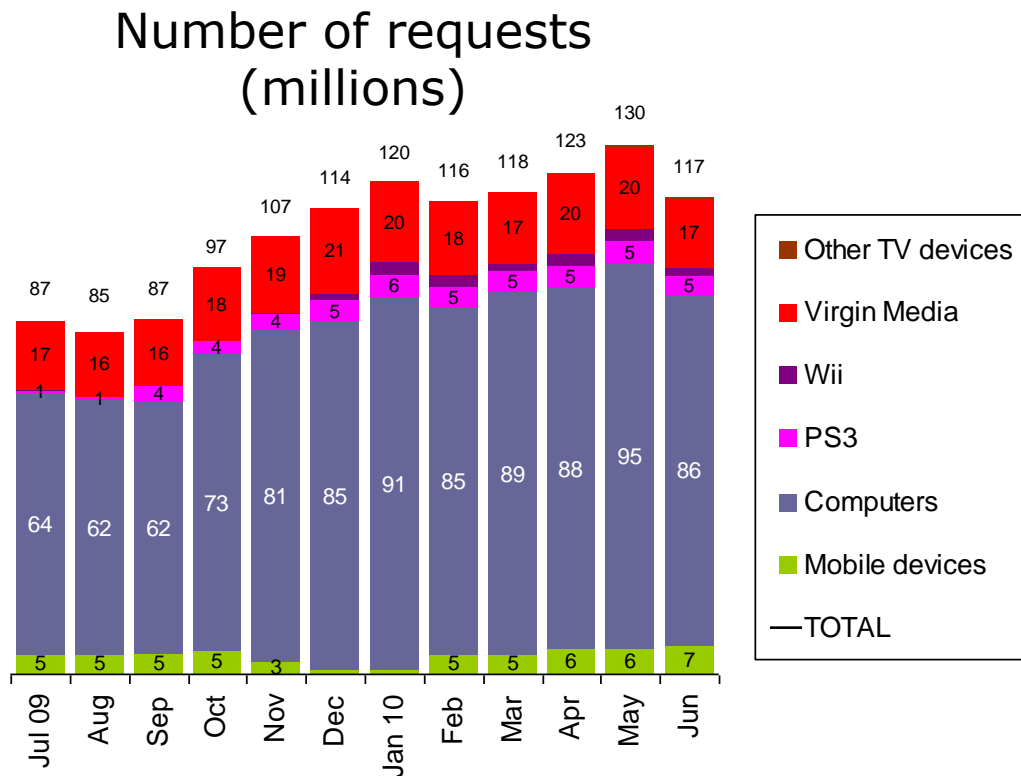
In total the BBC iPlayer received 117 million requests for programmes across all platforms in June 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a month-on-month drop, but still significantly higher than June 2009.



Requests for programmes by device type

Includes Virgin Media

In June, the number of BBC iPlayer requests for programmes by platform/device grew notably on mobile devices; the remainder of delivery types all saw decreases.



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.

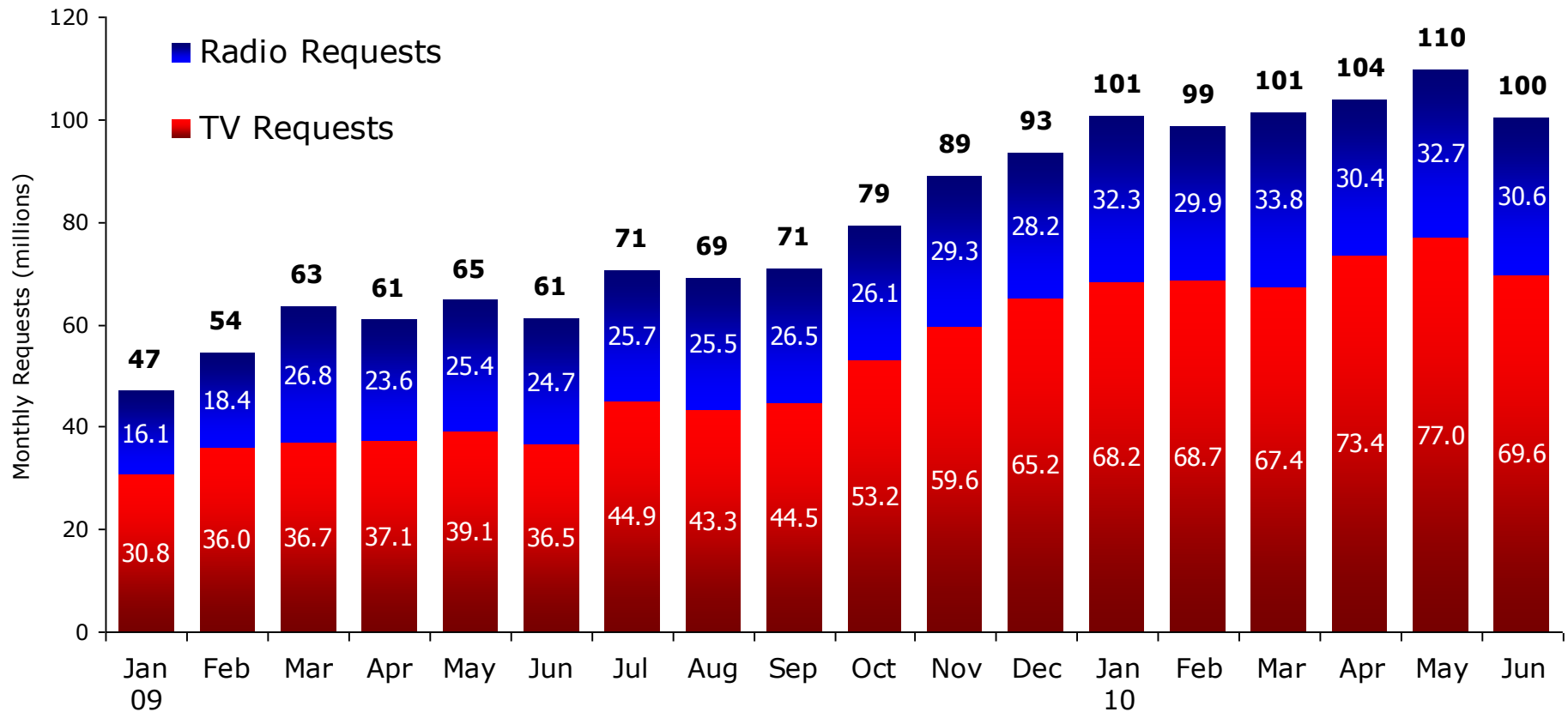
Notes on figures in this report

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

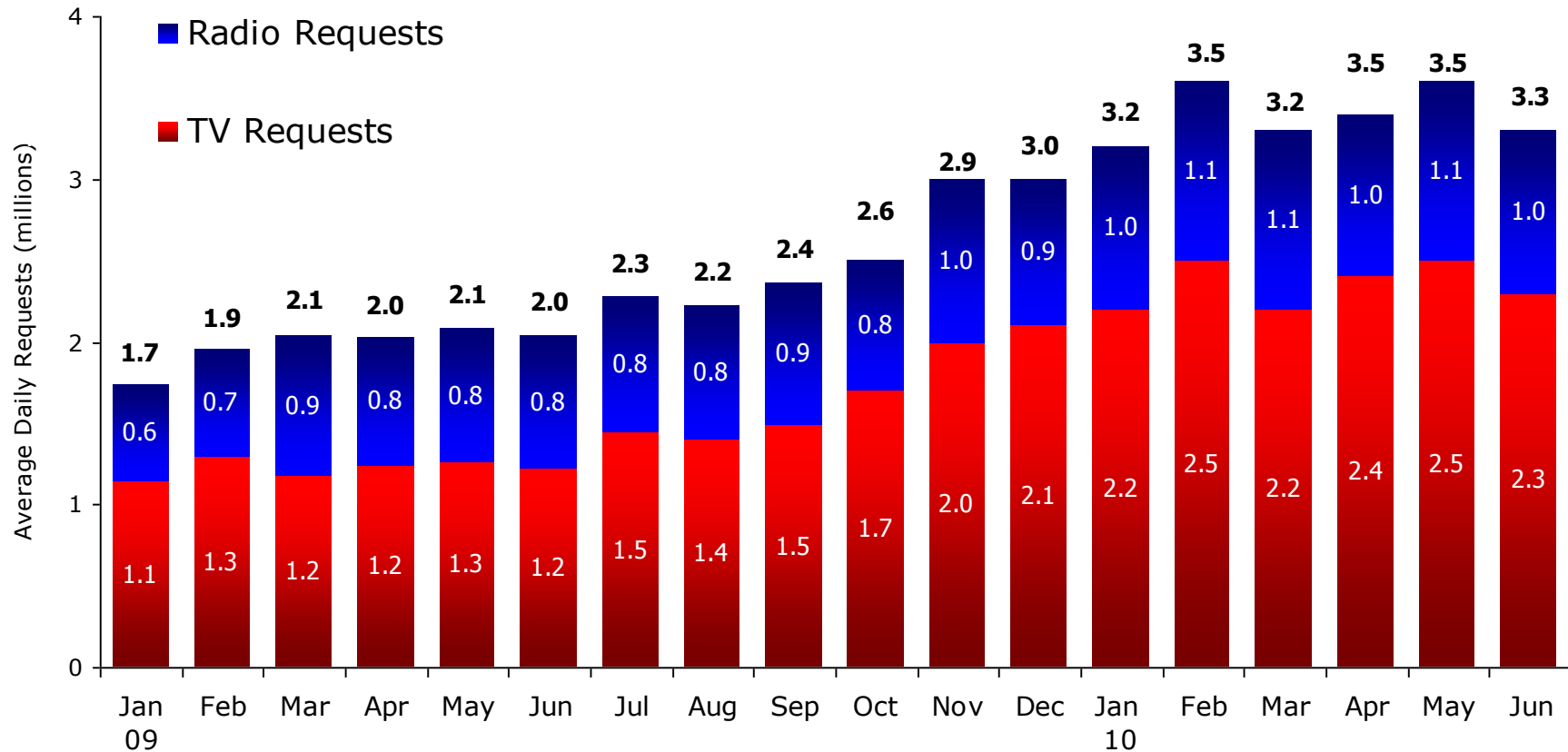
Monthly BBC iPlayer online requests

There were a total of **100.2m** requests to the online BBC iPlayer in June 2010; **69.6m** for TV programmes, and **30.6m** for Radio content.



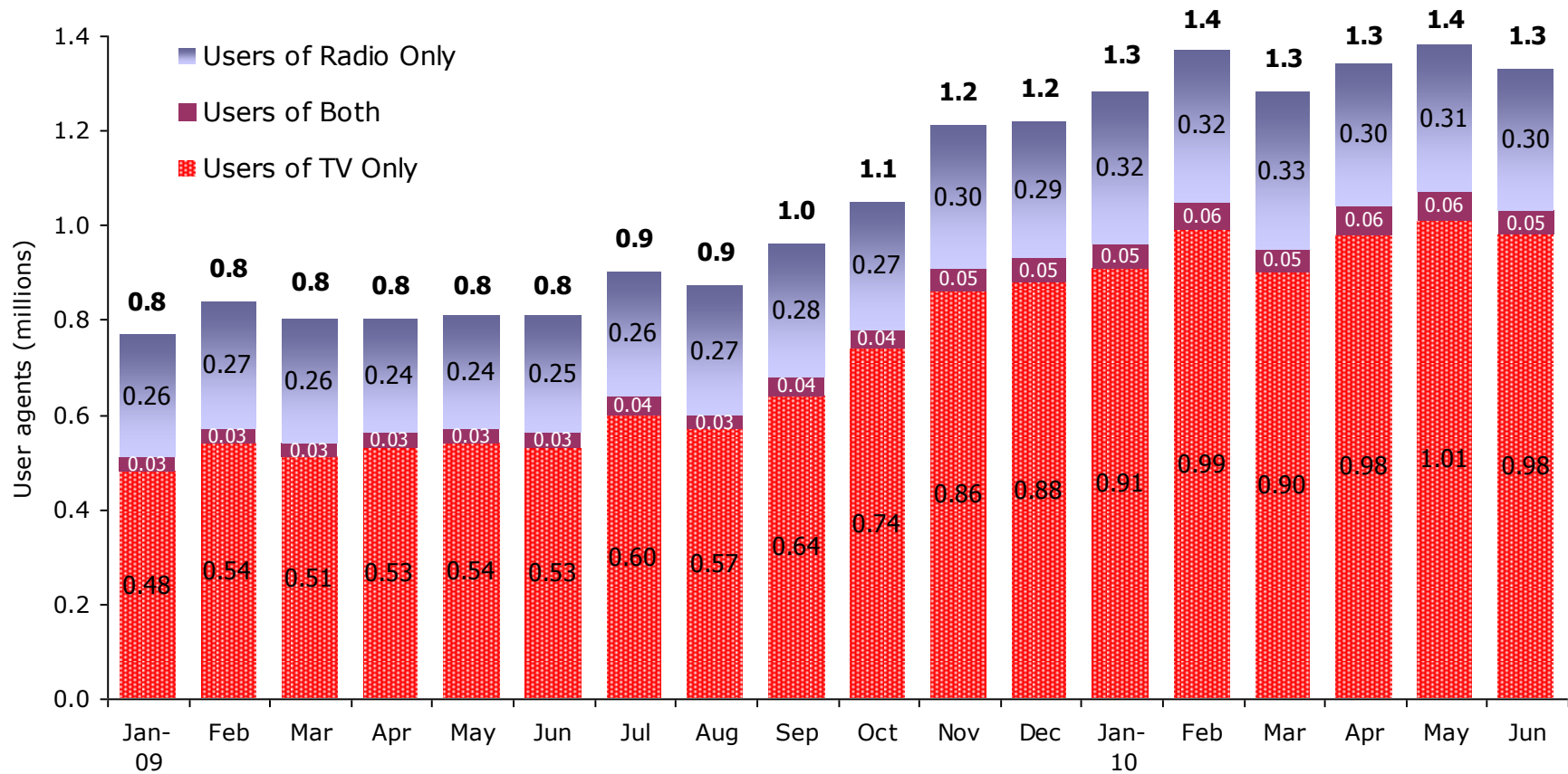
Average daily BBC iPlayer requests

During June 2010 there were **3.3m** requests per day on average – 1 million per day for radio programmes and 2.3 million for TV programmes.



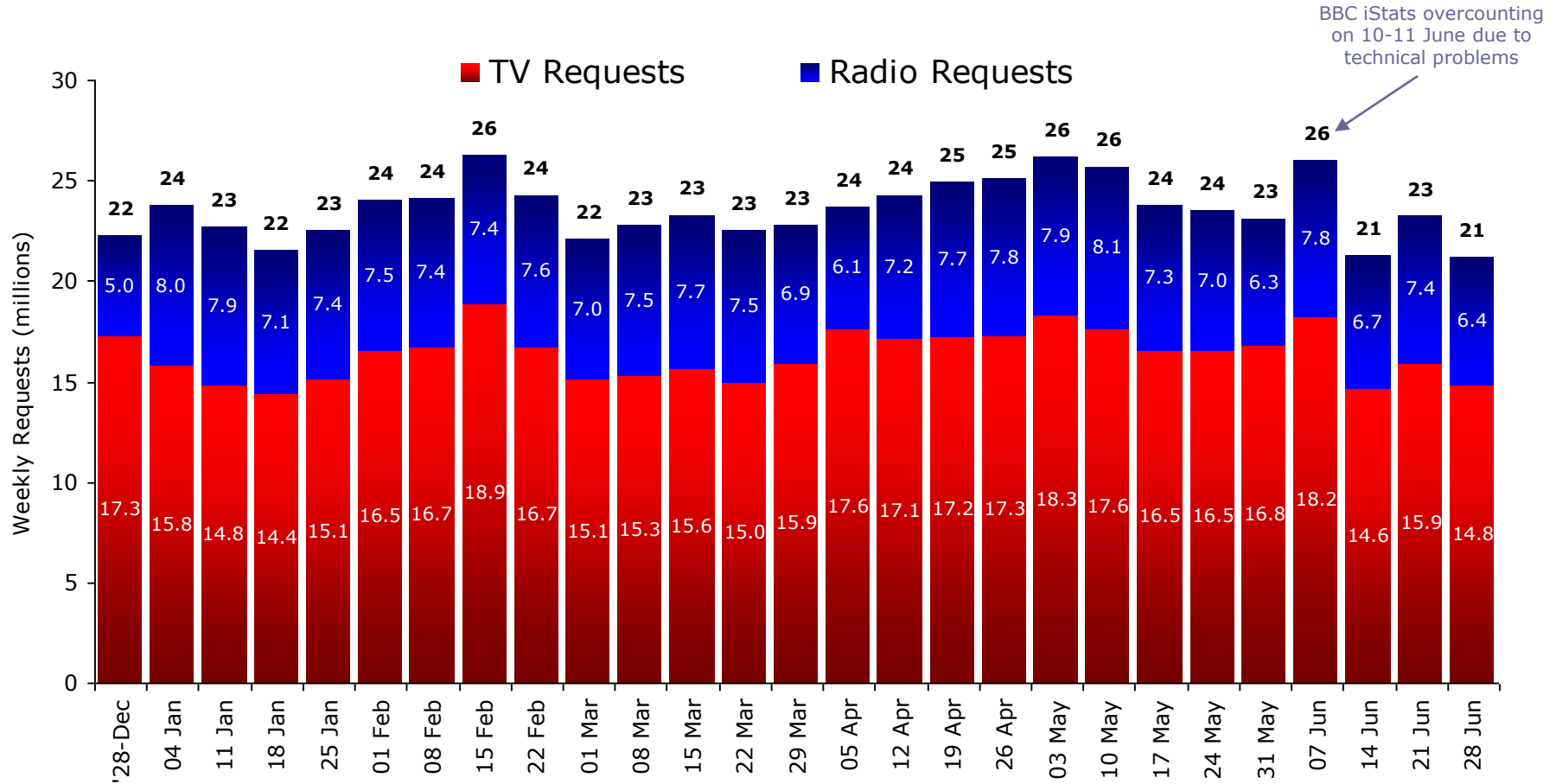
Average daily BBC iPlayer users

June 2010 saw an average of **1.3 million users per day**, with just under 1m for TV content, 0.3m for radio content and 0.05m using both.



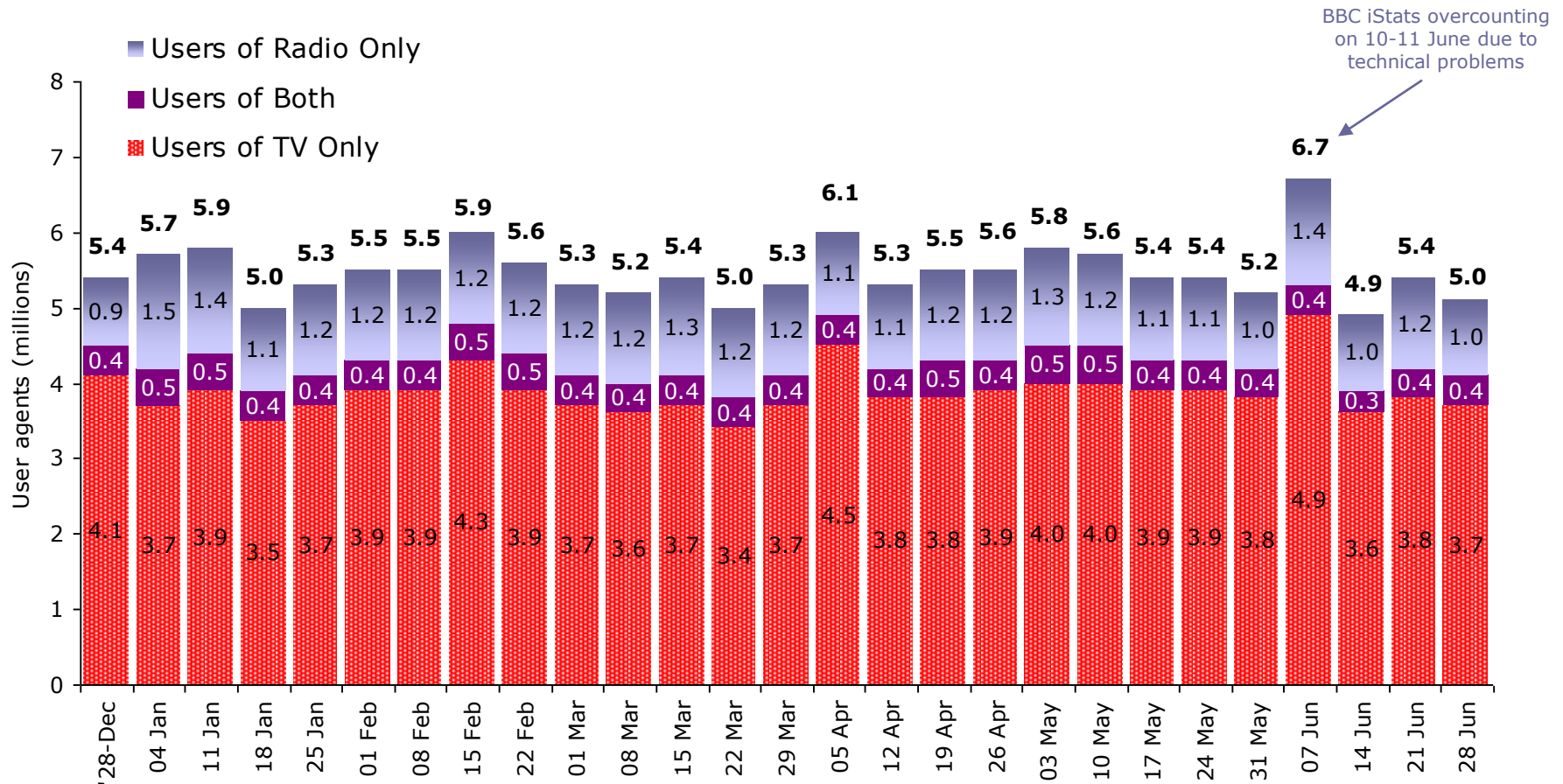
Weekly BBC iPlayer requests - latest 6 months

There were technical problems with the BBC iPlayer stats system on 10-11 June, which resulted in double-counting of some requests. The week of 7-13 June looks strong in the graph below, but this is only because of this problem.



Weekly BBC iPlayer users – latest 6 months

There were technical problems with the BBC iPlayer stats system on 10-11 June, which resulted in double-counting of some requests. The week of 7-13 June looks strong in the graph below, but this is only because of this problem.

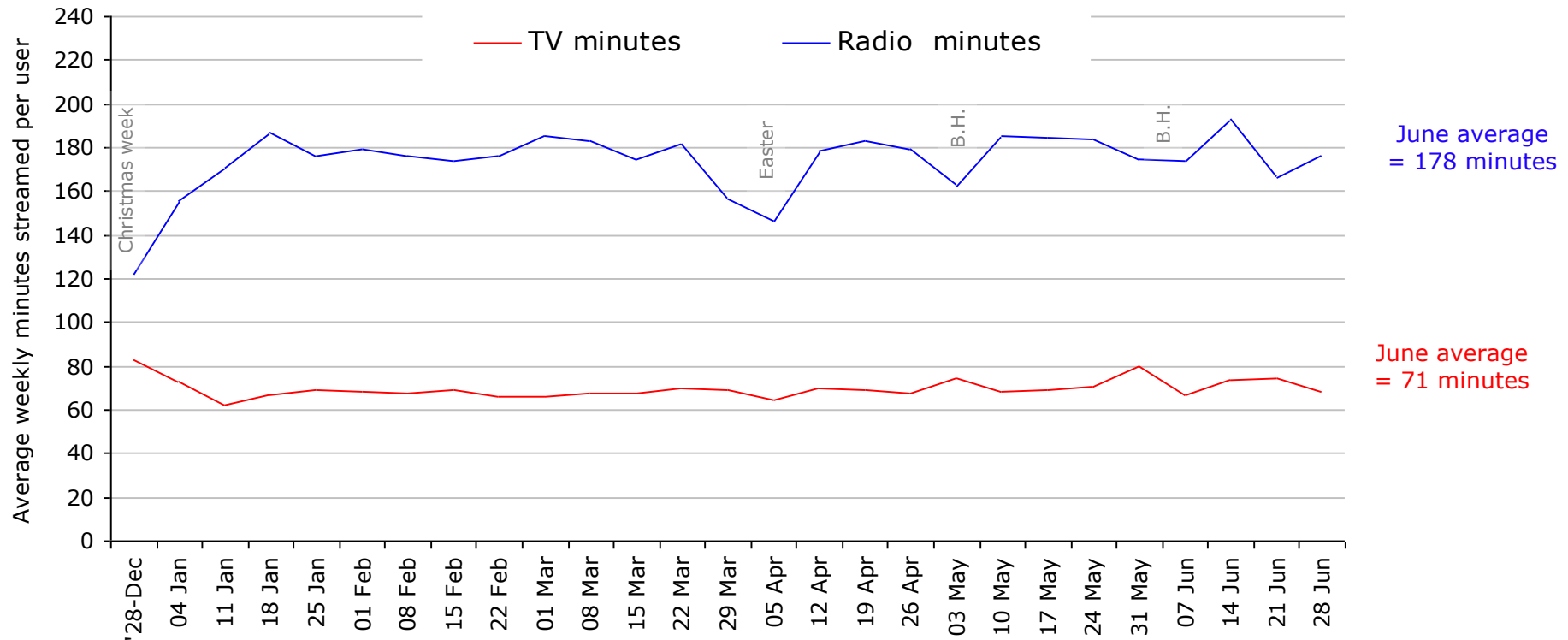


Requests and average minutes per user per week

On a weekly basis, each user of TV on BBC iPlayer is requesting just under 4 programmes, and streaming just over an hour of content. Each weekly user of radio content is requesting just under 5 programmes, and is streaming around three hours of radio content.

Holidays show an increase in TV stream durations and a corresponding dip for audio.

Average weekly minutes streamed, per user, per week



BBC iPlayer - top 20 TV episodes June 2010

BBC iPlayer's most-requested titles for June 10 continued to include *Doctor Who*, *EastEnders* and *Junior Apprentice*, plus new BBC3 content *Lee Nelson*, *Peckham Finishing School* and *Mongrels*, and of course the *England v Slovenia* World Cup match.

BBC iPLAYER TOP 20 TV EPISODE – ALL

	<u>Total requests per episode</u>
1 Doctor Who Series 5 Episode 12	1,326,000
2 Doctor Who Series 5 Episode 11	1,288,000
3 Doctor Who Series 5 Episode 10	1,134,000
4 Junior Apprentice Episode 5	680,000
5 Junior Apprentice Episode 6	679,000
6 EastEnders 15/06/10	679,000
7 Mock the Week Series 9 Episode 1	627,000
8 MOTD World Cup Slov v England 23 rd Jun	626,000
9 EastEnders 10/06/10	610,000
10 Junior Apprentice Episode 4	601,000
11 EastEnders 21/06/10	580,000
12 EastEnders 23/06/10	579,000
13 World Cup's Most Shocking Moments	516,000
14 Waterloo Road Series 5 Episode 17	515,000
15 EastEnders 18/06/10	511,000
16 EastEnders 01/06/10	506,000
17 Waterloo Road Series 5 Episode 18	506,000
18 EastEnders 04/06/10	503,000
19 EastEnders 03/06/10	501,000
20 EastEnders 31/05/10	497,000

BBC iPLAYER TOP 20 TV EPISODE

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>
1 Doctor Who Series 5 Episode 12	1,326,000
2 Junior Apprentice Episode 5	680,000
3 EastEnders 15/06/10	679,000
4 Mock the Week Series 9 Episode 1	627,000
5 MOTD World Cup Slov v England 23 rd Jun	626,000
6 World Cup's Most Shocking Moments	516,000
7 Waterloo Road Series 5 Episode 17	515,000
8 Kidulthood 14/06/08	460,000
9 Pirates of the Caribbean: At World's End	418,000
10 Outnumbered Series 1 Episode 1	353,000
11 Have I Got News for You Series 39 Episode 9	338,000
12 Legally Blonde	307,000
13 Michael McIntyre's Comedy R'show Episode 5	293,000
14 Lee Nelson's Well Good Show Episode 1	287,000
15 Luther Episode 6	282,000
16 Friday Night Jonathan Ross S 18 Episode 20	262,000
17 Peckham Finishing School for Girls Episode 1	258,000
18 QI Series 5 Engineering Episode 1	250,000
19 Mongrels Episode 1	211,000
20 National Treasure: Book of Secrets	199,000

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

BBC iPlayer - top 20 radio episodes June 2010

The World Cup delivered exceptional request numbers for both live and catch-up radio on BBC iPlayer, with the *England v Slovenia* game easily the most requested programme for the month.

BBC iPLAYER TOP 20 RADIO EPISODE – ALL

		<u>Total requests per Ep</u>
1	World Cup England v Slovenia 23/06/10	317,000
2	World Cup England Build-Up 23/06/10	115,000
3	The News Quiz Series 71 Episode 8	99,000
4	The News Quiz Series 71 Episode 9	97,000
5	The Chris Moyles Show 11/06/10	96,000
6	The Chris Moyles Show 02/06/10	96,000
7	I'm Sorry I Haven't A Clue Series 53 Episode 1	95,000
8	World Cup South Africa v Mexico 11/06/10	86,000
9	Fearne Cotton Daniel P Carter sits in 11/06/10	80,000
10	Fearne Cotton Eminem Live Lounge 04/06/10	77,000
11	Fearne Cotton Fearne meets Slash 10/06/10	75,000
12	Greg James 10/06/10	73,000
13	Fearne Cotton Miley Cyrus 02/06/10	71,000
14	Greg James 11/06/10	66,000
15	The Chris Moyles Show 18/06/10	63,000
16	The Chris Moyles Show 23/06/10	63,000
17	The Chris Moyles Show 04/06/10	63,000
18	World Cup Germany v Serbia 18/06/10	61,000
19	The Now Show Series 31 Episode 1	61,000
20	The Chris Moyles Show 09/06/10	60,000

BBC iPLAYER TOP 20 RADIO EPISODE

– MOST-REQUESTED EPISODE PER SERIES

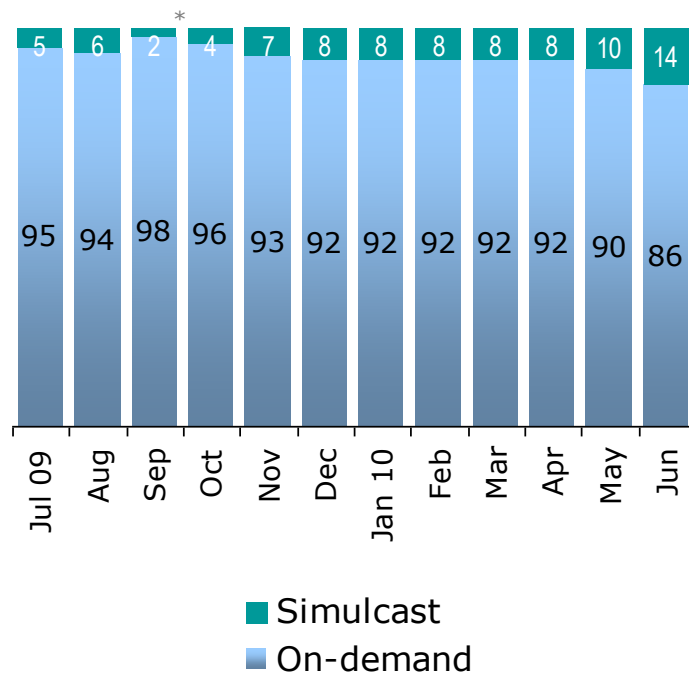
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6	World Cup South Africa v Mexico 11/06/10	86,000
7	Fearne Cotton Daniel P Carter sits in 11/06/10	80,000
8	Greg James 10/06/10	73,000
9	World Cup Germany v Serbia 18/06/10	61,000
10	The Now Show Series 31 Episode 1	61,000
11	World Cup Netherlands v Denmark 14/06/10	60,000
12	Steve Wright in the Afternoon 10/06/10	59,000
13	Ken Bruce 11/06/10	59,000
14	The Official Chart with Reggie Yates 13/06/10	58,000
15	Jeremy Vine 10/06/10	57,000
16	The Archers 09/06/10	54,000
17	World Cup Spain v Switzerland 16/06/10	54,000
18	So Wrong It's Right Episode 5	54,000
19	Jeremy Vine 11/06/10	53,000
20	Test Match Special 04/06/10	53,000

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

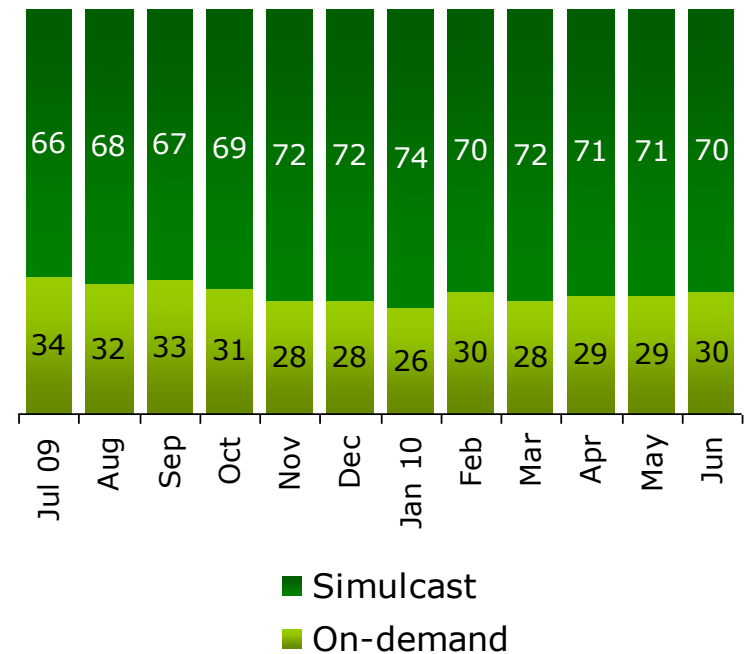
Requests by on-demand catch-up vs live simulcast

Live TV viewing via the BBC iPlayer increased by +4 points this June, to 14% of all TV BBC iPlayer requests, driven by the World Cup coverage. The balance of radio listening remained stable, with 70% of requests being for live programmes.

TV Requests

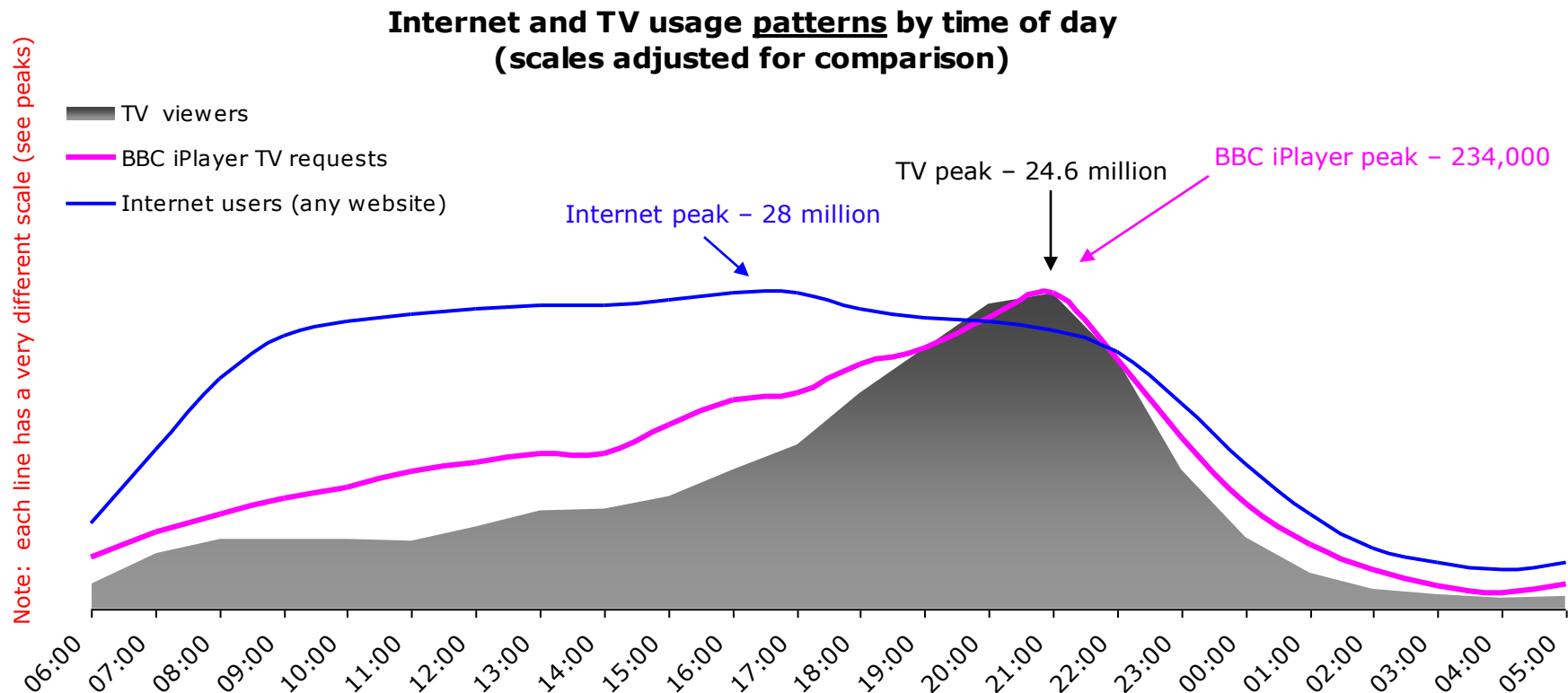


Radio requests



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



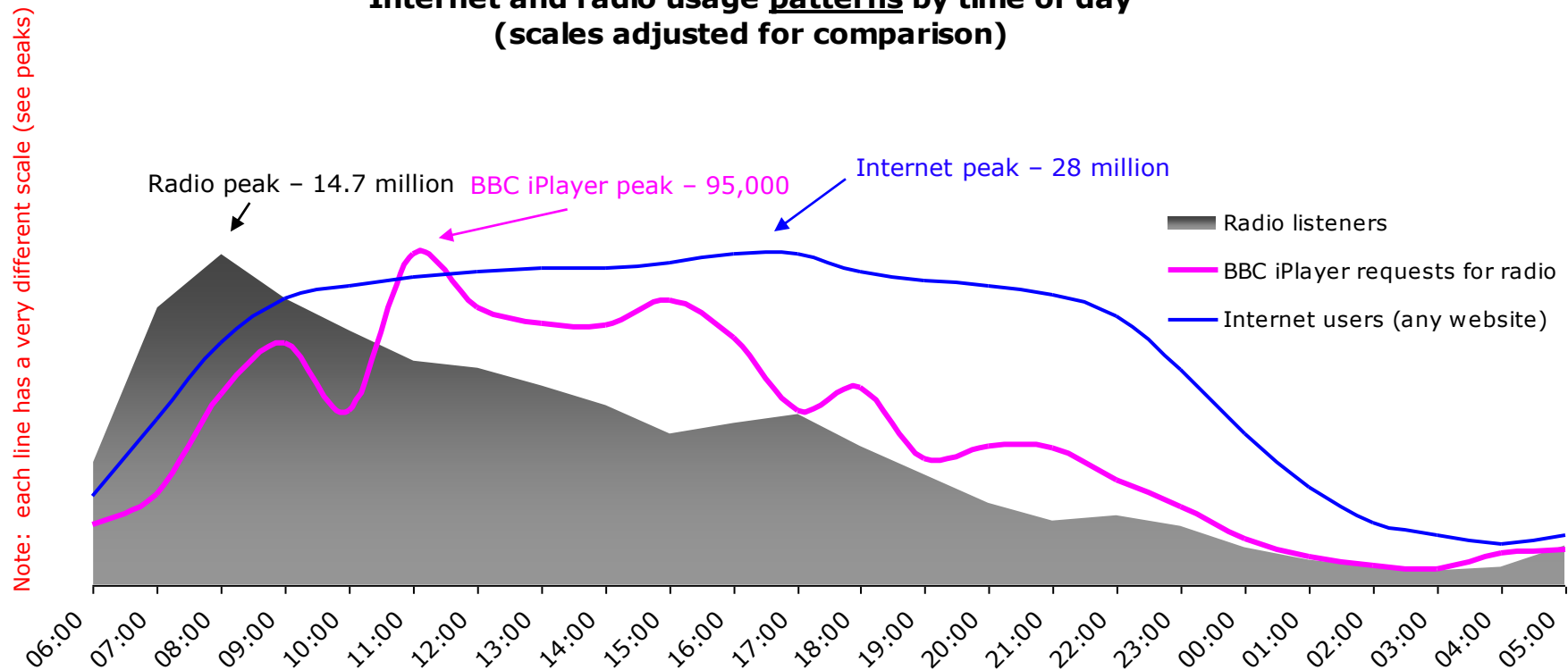
Sources – TV from BARB June 2010, internet from Nielsen June 2010,
BBC iPlayer from BBC iStats June 2010 - see footnotes on final page for more detail

Please refer to slide 6 for guide footnotes.

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

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

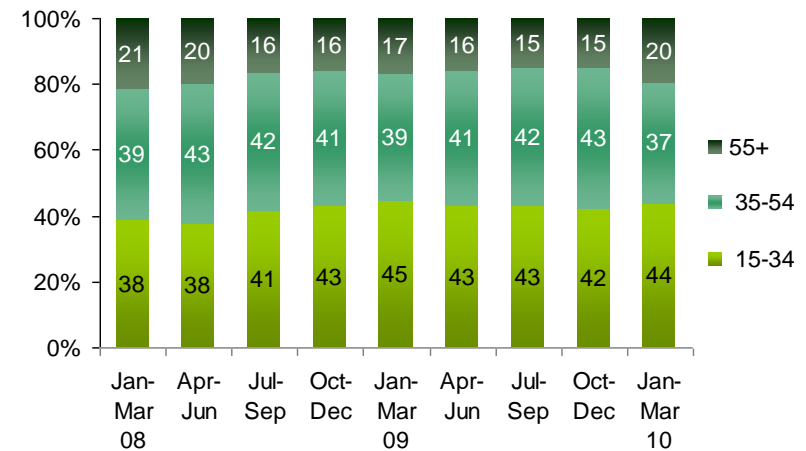
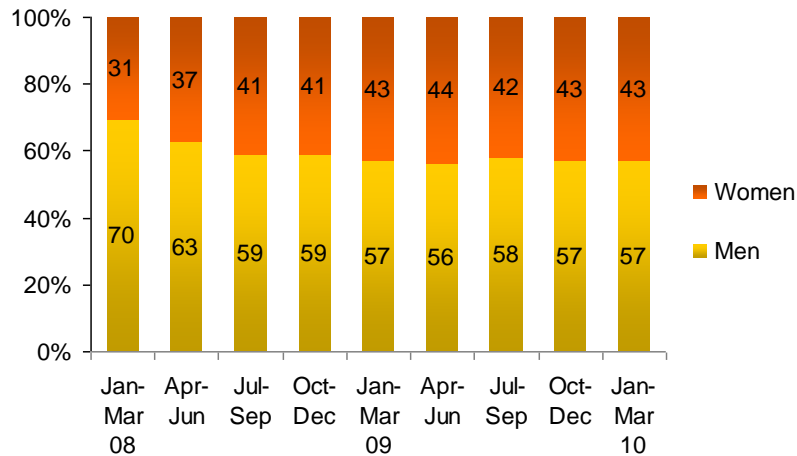


Sources – radio from RAJAR Q1 2010, internet from Nielsen June 2010,
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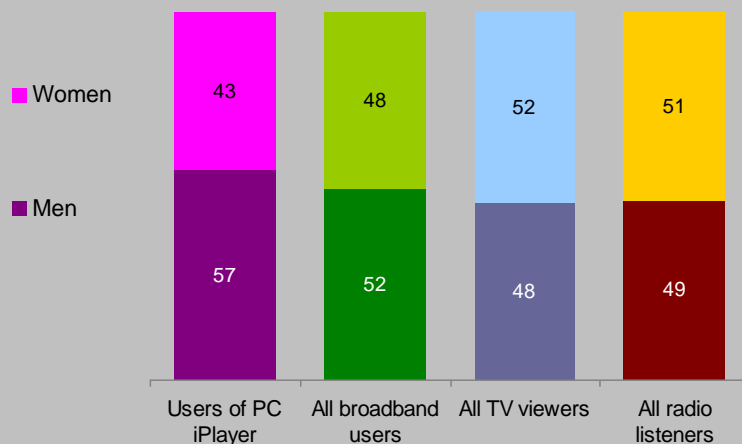
Please refer to slide 6 for guide footnotes.

BBC iPlayer use by demographic

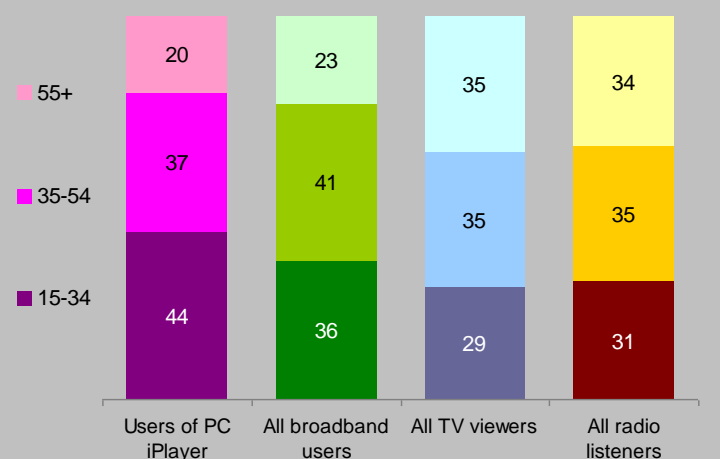
The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The gender profile has been stable for gender recently, but during Q1 2010 the number of users aged 55+ increased to make up 20%.



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 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

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