



Monthly Performance Pack

April 2010

Monthly summary – April 2010

- April was another strong month for BBC iPlayer, with the highest number of requests for TV and radio programmes to date, boosted by the Easter Bank Holiday and the new series of *Doctor Who*.
- In total there were **123 million requests across all platforms** (both online platforms and devices and BBC iPlayer on Virgin Media TV combined) – 93 million for TV programmes and 30 million for radio programmes.
- For TV, this month *Doctor Who*, *Outnumbered* and *Russell Howard's Good News* stood out, whilst for audio requests football coverage and Radio 4 entertainment were in the lead.
- 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 March only 8% of requests were for live simulcast streams), however about two-thirds 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.

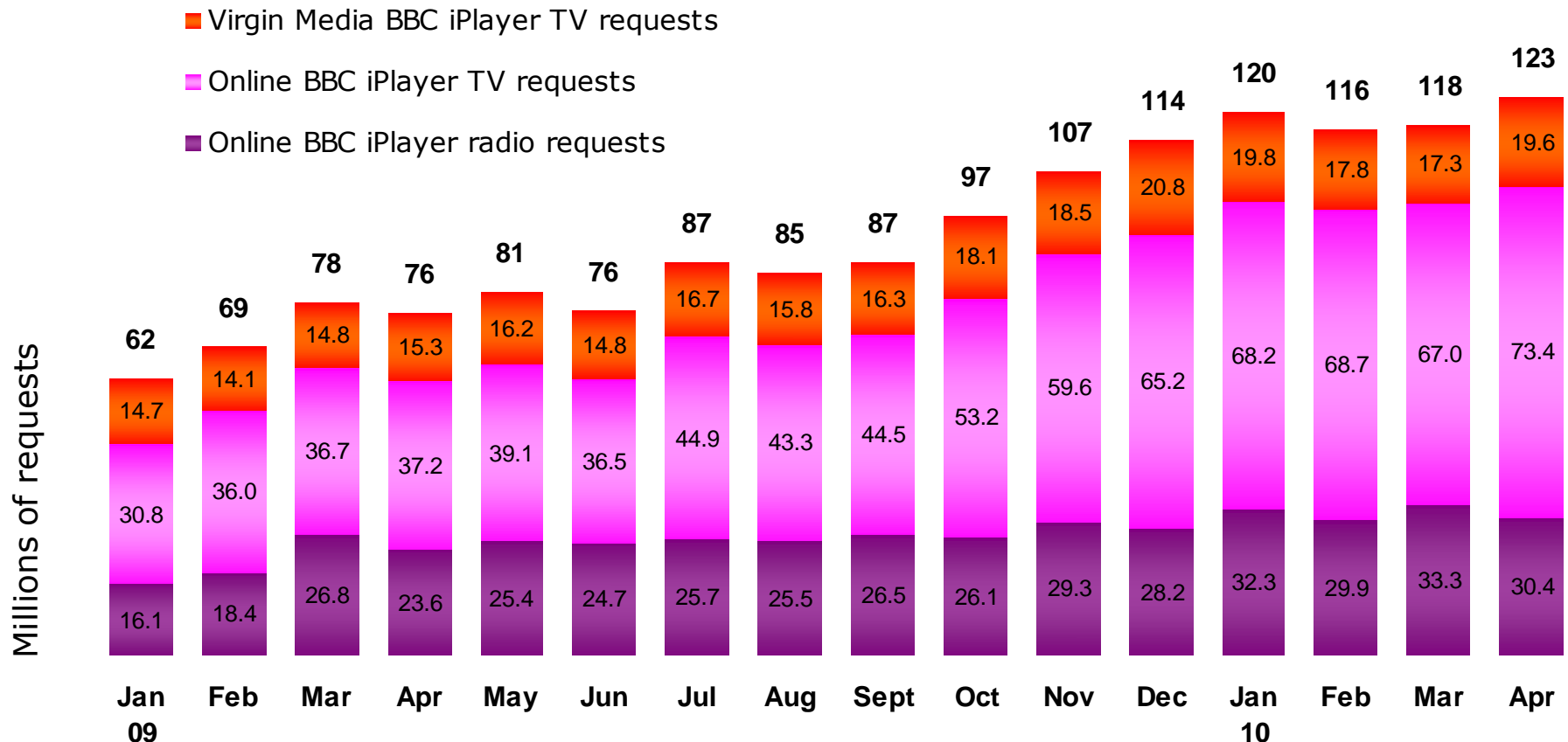
Index

	<u>Page</u>
Overview for BBC iPlayer across all platforms	4
Monthly requests	7
Average daily requests	8
Average daily users	9
Weekly requests	10
Weekly users	11
Minutes per user per week	12
Top TV programmes	13
Top radio programmes	14
Live vs on-demand	15
Use of BBC iPlayer for TV by time of day	16
Use of BBC iPlayer for radio by time of day	17
Profile of BBC iPlayer users	18
Glossary	19

Total Monthly BBC iPlayer Requests across **all** platforms

Includes Virgin Media

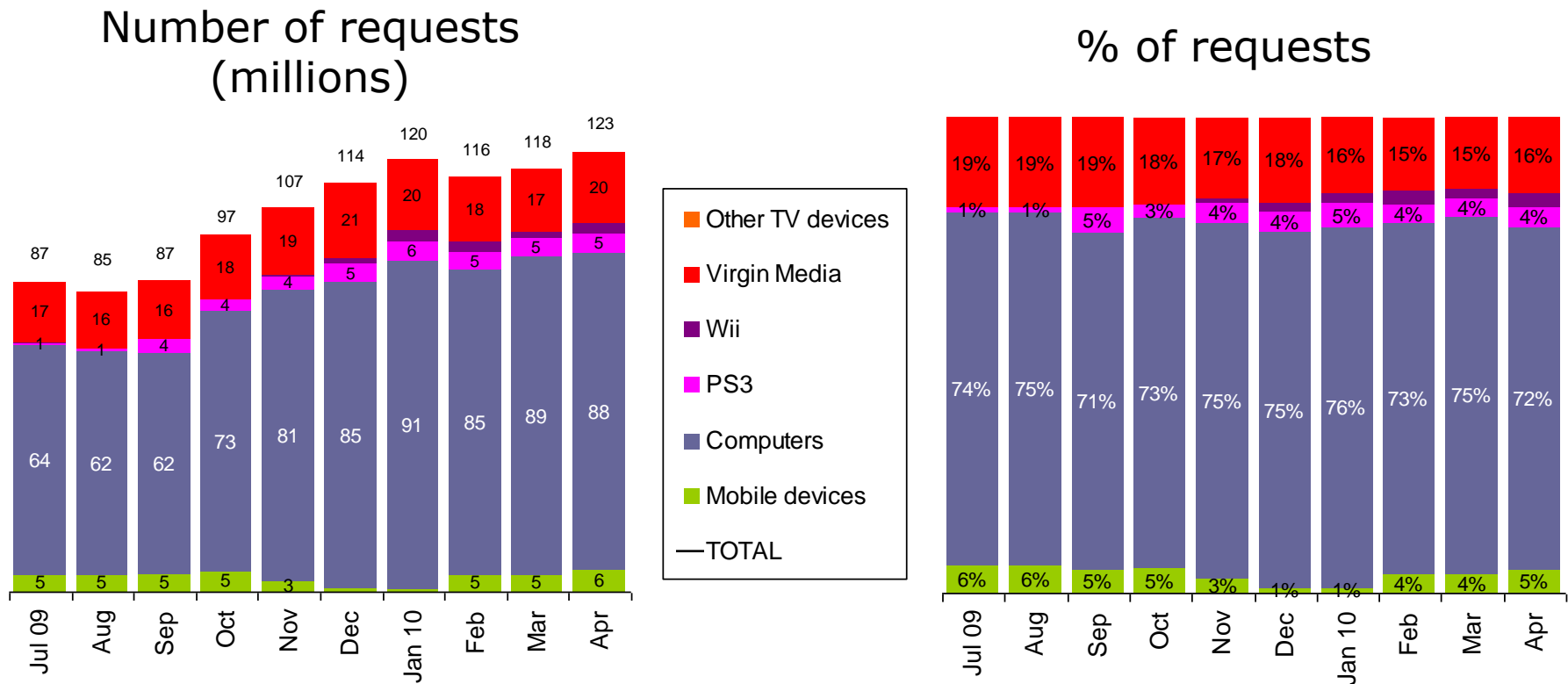
In total the BBC iPlayer received 123 million requests for programmes across all platforms in April, including both online platforms and devices, and BBC iPlayer on Virgin Media TV. This is the best month to date.



Requests for programmes by device type

Includes Virgin Media

In April, the number of BBC iPlayer requests for programmes by platform/device grew on each of the minor platforms, while computer requests were fractionally lower overall (computer requests for TV programmes were also up month-on-month, but down for radio).



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.

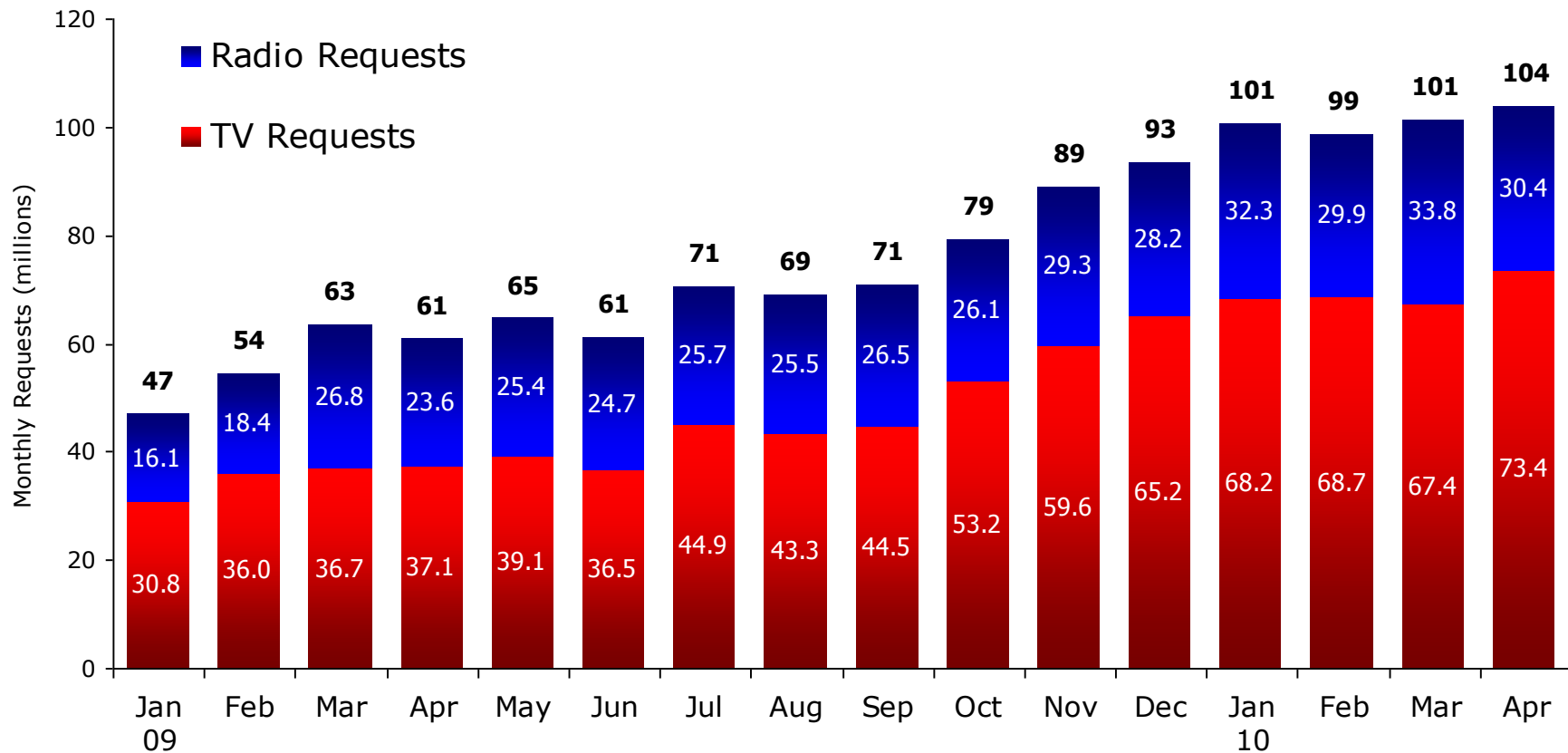
Notes on figures in this report

These notes apply to pages 5 to 17 in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- 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

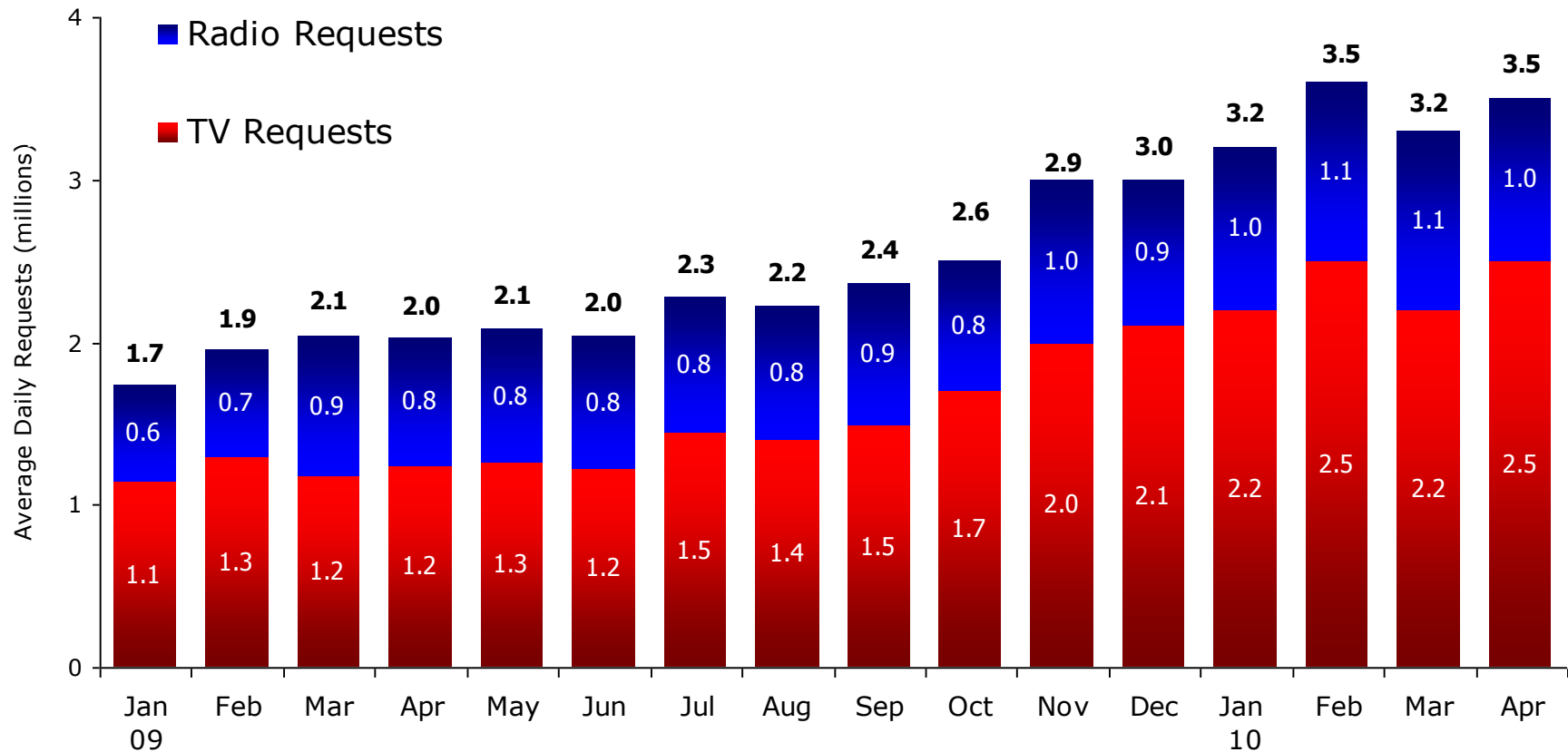
Monthly BBC iPlayer Online Requests

April 2010 saw a total of **103.9m** requests to the BBC iPlayer for TV and radio programmes – a new record of **73.4m** for TV and **30.4m** requests for radio content.



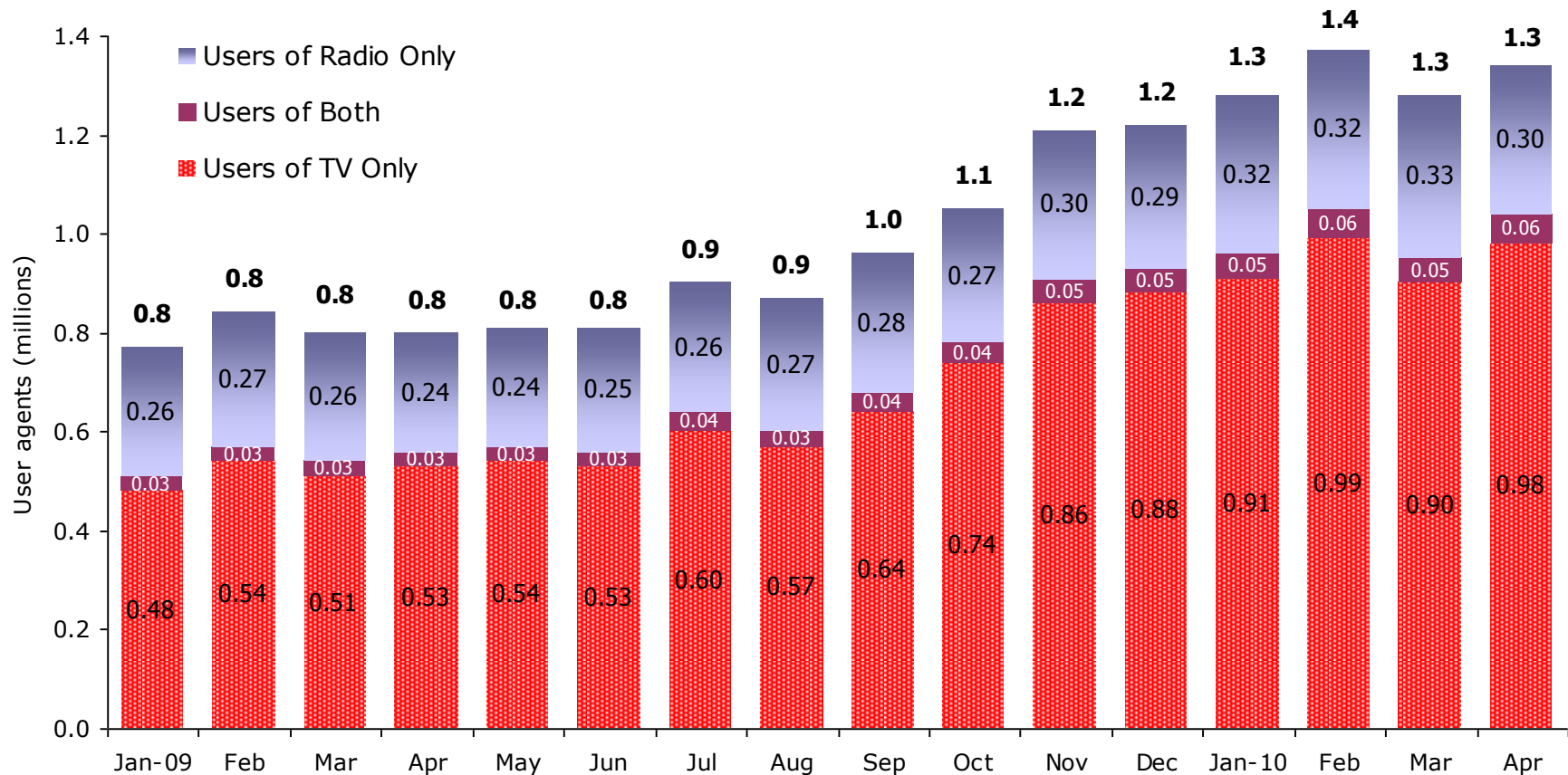
Average Daily BBC iPlayer Requests

Across April 2010 there were **3.5m** requests per day on average – 1 million per day for radio programmes and 2.4 million for TV programmes.



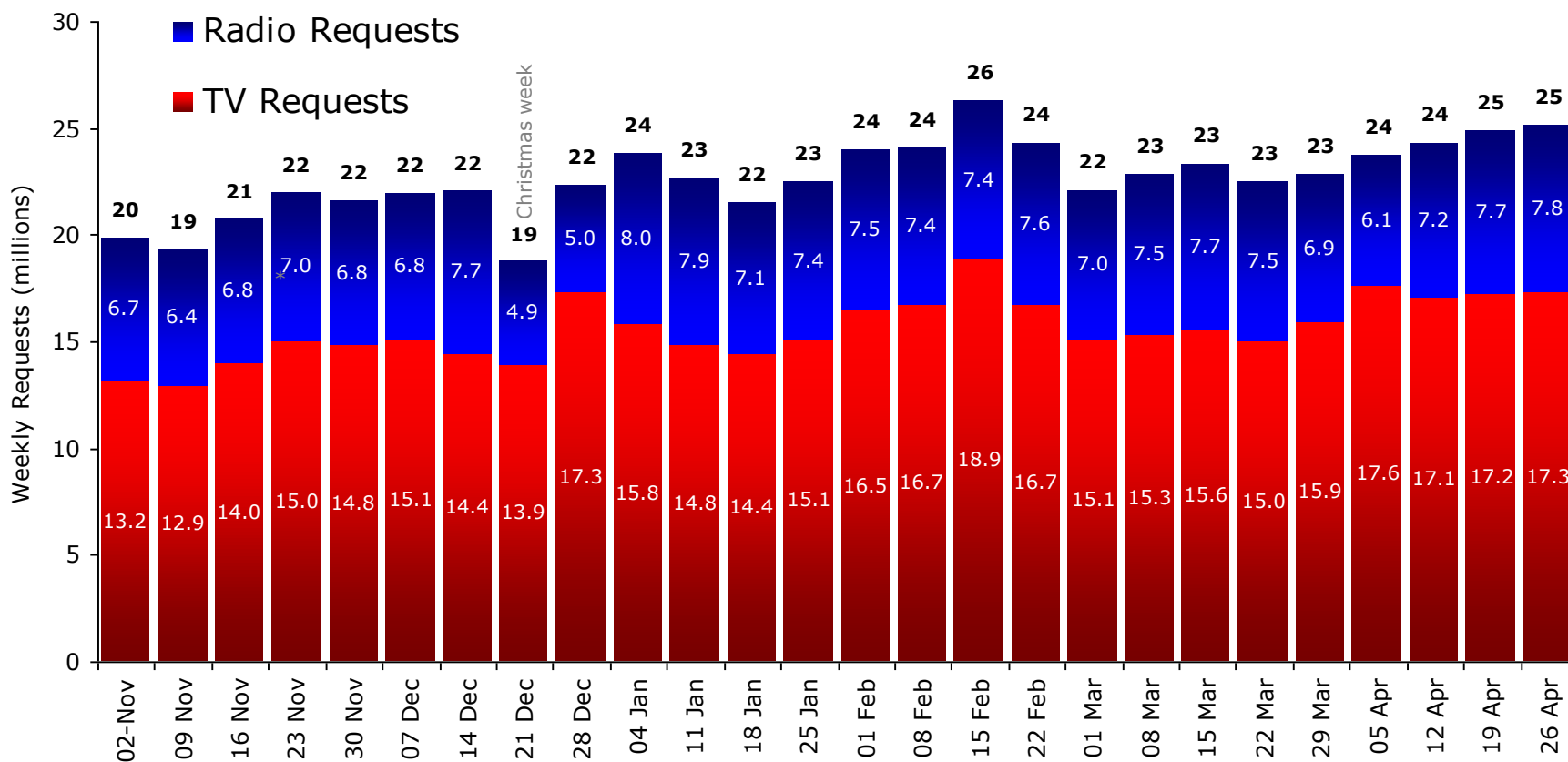
Average Daily BBC iPlayer Users

April 2010 saw an average of **1.33 million users per day** – 0.98m users only of TV content, 0.3m for only radio content, and 50k users of both media.



Weekly BBC iPlayer Requests - latest 6 months

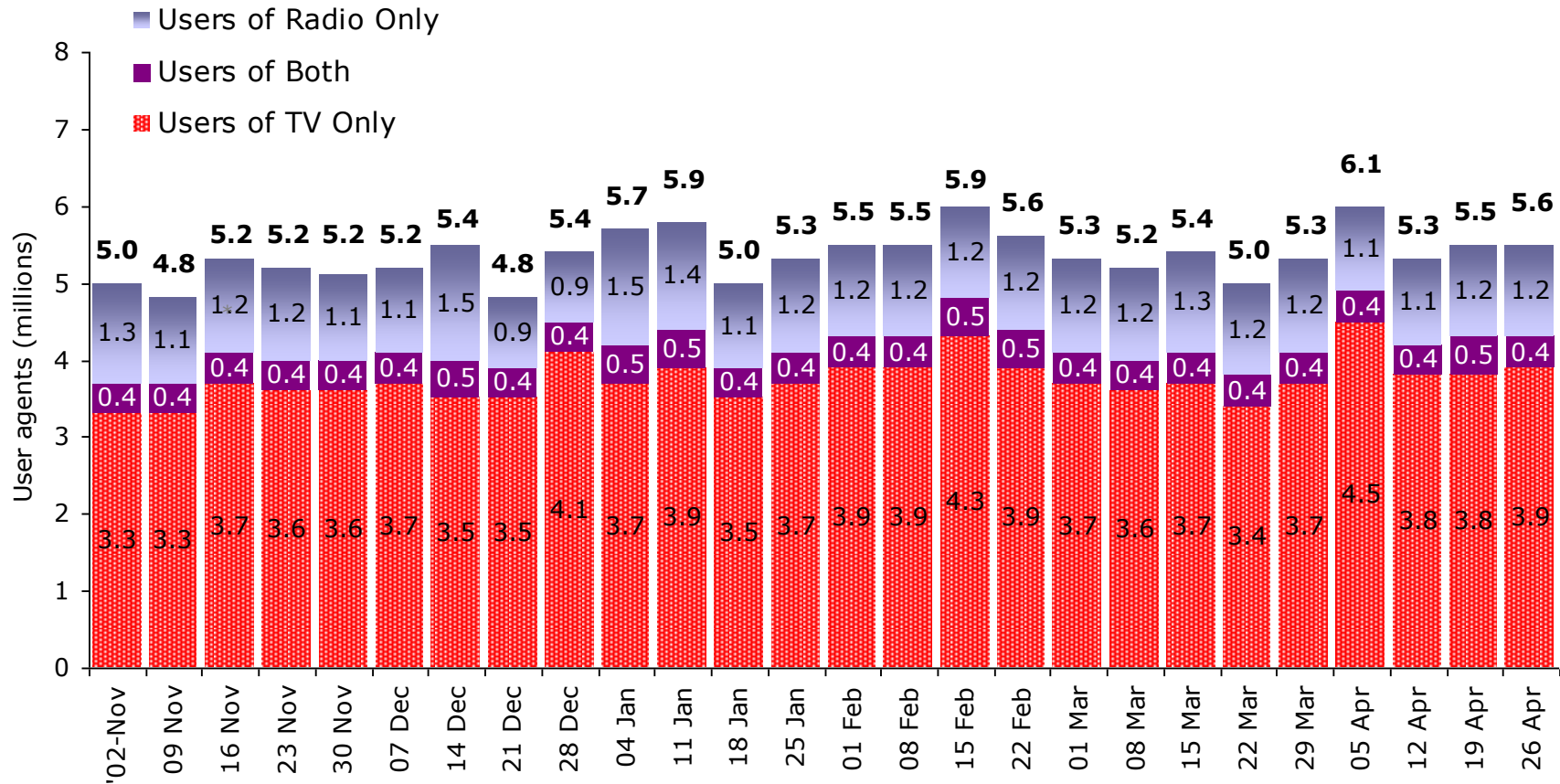
Weekly requests in April 2010 grew slightly across the month, for both TV and Radio, with around 17 million TV requests per week and about 7 million radio requests per week.



* Technical problems - the data measurement systems failed over 10:00-20:00 on Sunday October 18th, so while users successfully received programmes, we did not record their usage of iPlayer.

Weekly BBC iPlayer Users – latest 6 months

Weekly user numbers in April 2010 peaked in w/c 5th April, with the Easter Bank Holiday.

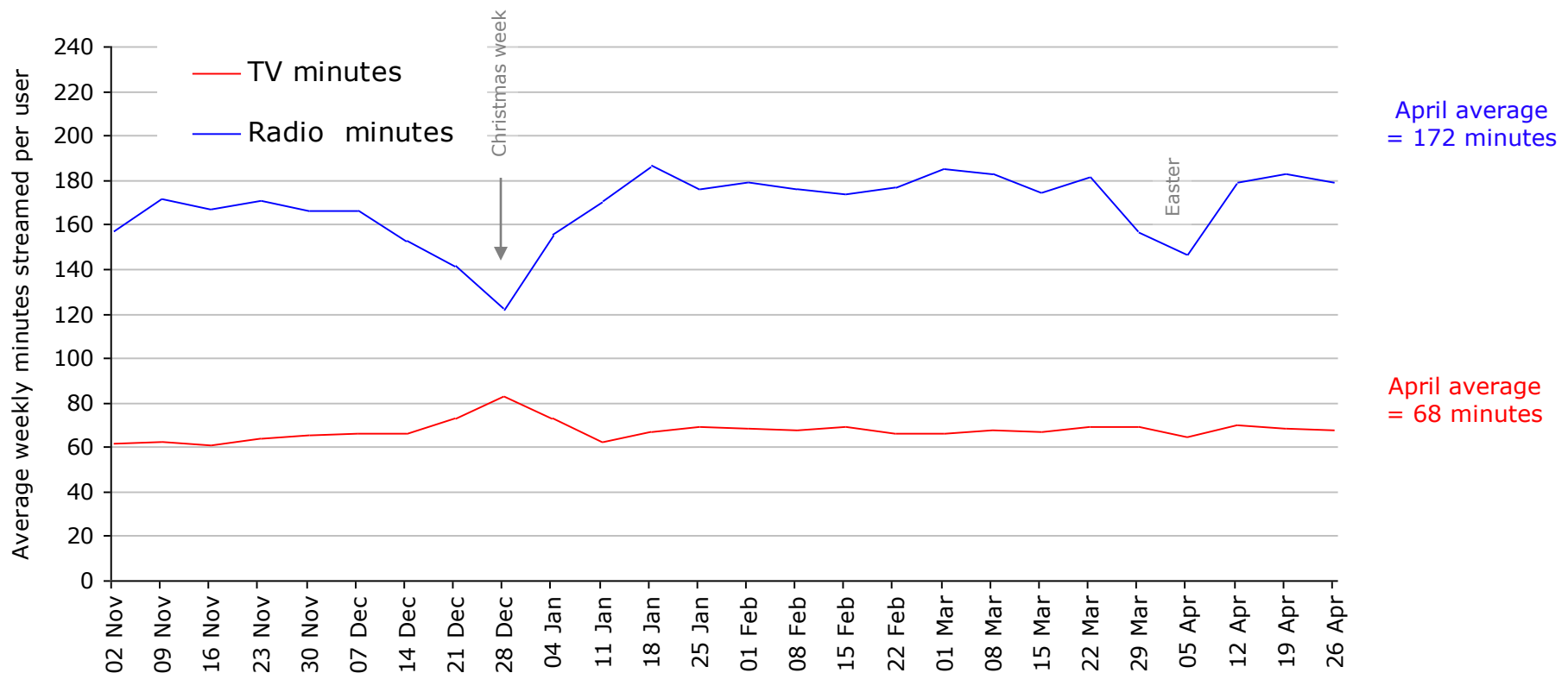


Requests and average minutes per user per week

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 over 4 programmes, and is streaming nearly three hours of radio content.

On the Easter Bank Holiday weekend user numbers were higher, but this brought down the average stream duration per user – ie. there were more light users of BBC iPlayer on these days.

Average weekly minutes streamed, per user, per week



BBC iPlayer - Top 20 TV Episodes April 2010

In the most-requested list for BBC iPlayer, *Doctor Who*, *Outnumbered* and *Russell Howard's Good News* make up 11 of the top 20 episodes for April.

BBC iPLAYER TOP 20 TV EPISODE – ALL			BBC iPLAYER TOP 20 TV EPISODE – MOST-REQUESTED EPISODE PER SERIES		
		<u>Total requests per Episode</u>			<u>Total requests per Episode</u>
1	Doctor Who Series 5 Episode 1	1,649,000	1	Doctor Who Series 5 Episode 1	1,649,000
2	Doctor Who Series 5 Episode 2	1,354,000	2	Outnumbered Series 3 Episode 1	908,000
3	Doctor Who Series 5 Episode 3	1,124,000	3	Russell Howard's Good News Series 2 Ep 4	725,000
4	Doctor Who Series 5 Episode 4	1,082,000	4	Waterloo Road Series 5 Episode 11	548,000
5	Outnumbered Series 3 Episode 1	908,000	5	EastEnders 01/04/10	511,000
6	Outnumbered Series 3 Episode 2	786,000	6	Ashes to Ashes Series 3 Episode 1	464,000
7	Russell Howard's Good News S.2 Ep 4	725,000	7	Have I Got News for You Series 39 Ep 2	447,000
8	Russell Howard's Good News S.2 Ep 5	715,000	8	Have I Got a Bit More News/You S.39 Ep 4	433,000
9	Russell Howard's Good News S.2 Ep 3	713,000	9	Great Movie Mistakes Part 1 Ep 1	409,000
10	Outnumbered Series 3 Episode 3	652,000	10	Friday Night with Jonathan Ross S.18 Ep 13	380,000
11	Russell Howard's Good News S.2 Ep 2	610,000	11	Michael McIntyre: Live and Laughing	380,000
12	Waterloo Road Series 5 Episode 11	548,000	12	Wonders of the Solar System Episode 5	342,000
13	EastEnders 01/04/10	511,000	13	A Passionate Woman Episode 1	340,000
14	EastEnders 23/04/10	494,000	14	Jonathan Creek The Judas Tree 04/04/2010	337,000
15	Ashes to Ashes Series 3 Episode 1	464,000	15	Snog Marry Avoid? Series 3 Episode 12	335,000
16	EastEnders 16/04/10	457,000	16	Top Gear Series 12 Episode 8	335,000
17	EastEnders 22/04/10	447,000	17	Louis Theroux: America's Medicated Kids	321,000
18	Have I Got News for You Series 39 Ep 2	447,000	18	Q.I. Series 7 Episode 16	282,000
19	EastEnders 13/04/10	446,000	19	MasterChef Series 6 Episode 23	242,000
20	Have I Got a Bit More ... You S.39 Ep 4	433,000	20	Formula 1 2010 The Chinese Grand Prix	236,000

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

BBC iPlayer - Top 20 Radio Episodes April 2010

Football, Radio 1 and Radio 4 content was strong on BBC iPlayer in April, similar to previous months.

BBC iPLAYER TOP 20 RADIO EPISODE – ALL

		<u>Total requests per Ep</u>
1	5 Live Champ/Lg Barc v Arsenal 06/04/10	102,000
2	5 Live Prem/Lg Man U v Chelsea 03/04/10	92,000
3	5 Live Prem/Lg Tott v Chelsea 17/04/10	90,000
4	The News Quiz Series 71 Ep 1	87,000
5	The Unbelievable Truth Series 5 Ep 3	81,000
6	The Unbelievable Truth Series 5 Ep 4	80,000
7	The News Quiz Series 71 Ep 2	80,000
8	The Unbelievable Truth Series 5 Ep 2	78,000
9	5 Live Prem/Lg Man City v Man U 17/04/10	77,000
10	5 Live Prem/Lg Man U v Tott 24/04/10	73,000
11	5 Live Prem/Lg Tott v Asnl 14/04/10	71,000
12	The Chris Moyles Show 20/04/10	68,000
13	The Chris Moyles Show 01/04/10	65,000
14	The Chris Moyles Show 23/04/10	65,000
15	Official Chart with Reggie Yates 18/04/10	64,000
16	Fearne Cotton 23/04/10	59,000
17	Fearne Cotton 22/04/2010	58,000
18	The Chris Moyles Show 22/04/10	57,000
19	The Chris Moyles Show 21/04/10	57,000
20	The Chris Moyles Show 19/04/10	57,000

BBC iPLAYER TOP 20 RADIO EPISODE

– MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per Ep</u>
1	5 Live Champ/Lg Barc v Arsenal 06/04/10	102,000
2	5 Live Prem/Lg Man U v Chelsea 03/04/10	92,000
3	The News Quiz Series 71 Ep 1	87,000
4	The Unbelievable Truth Series 5 Ep 3	81,000
5	The Chris Moyles Show 20/04/10	68,000
6	Official Chart with Reggie Yates 18/04/10	64,000
7	Fearne Cotton 23/04/10	59,000
8	606 17/04/10	57,000
9	The Now Show Series 30 Ep 6	55,000
10	Greg James 01/04/10	54,000
11	The Vote Now Show Ep 6	49,000
12	Complete Smiley: Smiley's People Part 1	48,000
13	Stephen Nolan 03/04/10	45,000
14	Steve Wright in the Afternoon 01/04/10	42,000
15	Annie Mac 23/04/10	41,000
16	The Archers 20/04/10	39,000
17	Chris Moyles Show with Scott Mills 12/04/10	38,000
18	Ken Bruce 19/04/10	38,000
19	Saturday Play Goldfinger 03/04/10	37,000
20	R1's Essential Mix 500th DJ 24/04/10	36,000

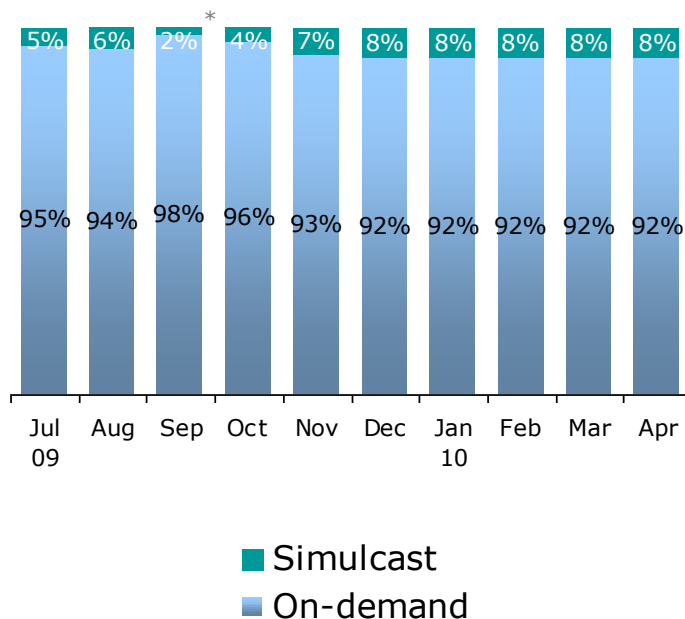
Note: excludes episodes which had been available for fewer than seven days at the end of the month.

Please refer to slide 6 for guide footnotes

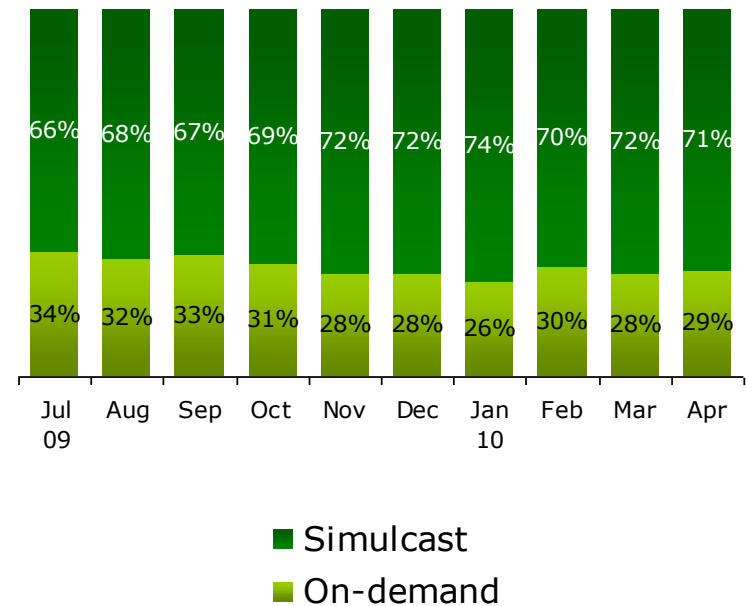
Requests by on-demand catch-up vs live simulcast

On-demand (catch-up) requests for programmes continued to dominate TV viewing via BBC iPlayer in April, whilst for radio programmes, live listening requests continued to make up just under three-quarters of the total.

TV Requests



Radio requests

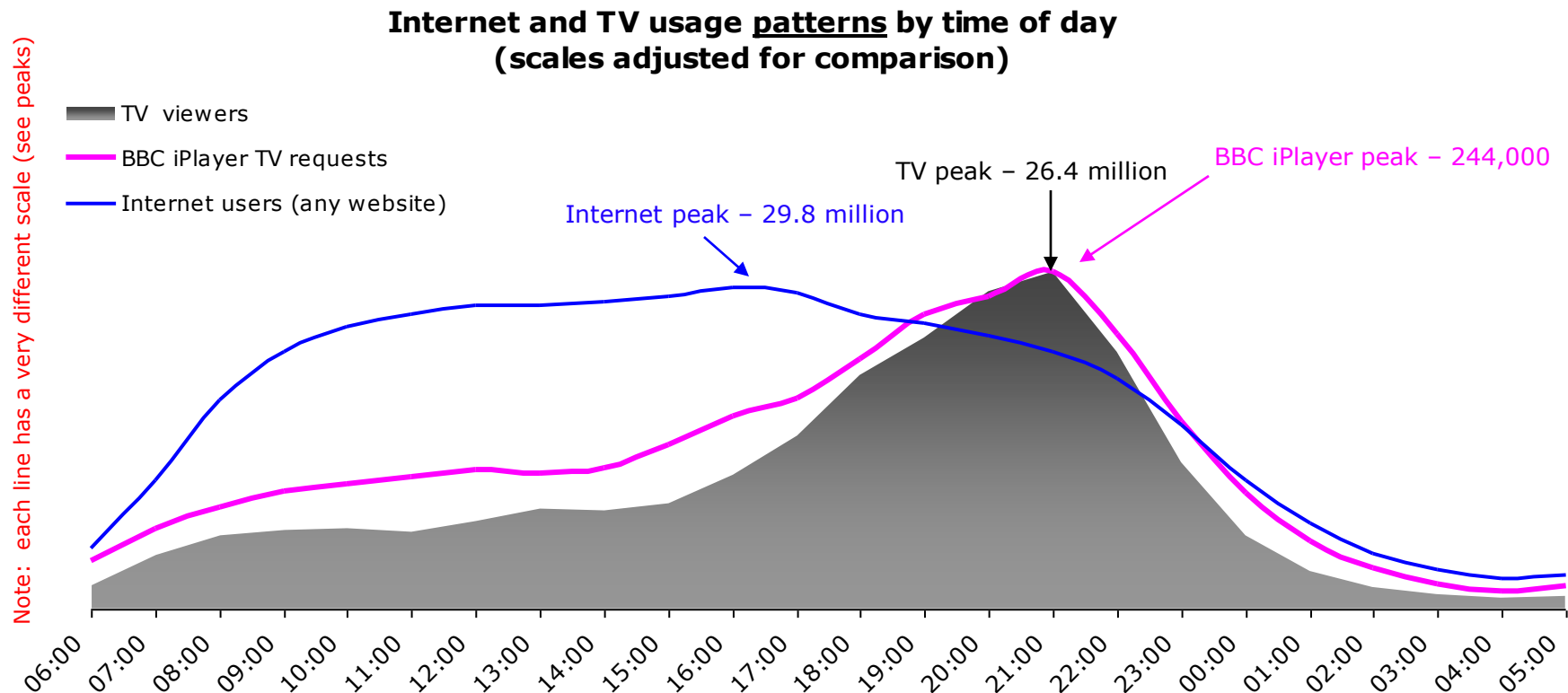


* There were technical problems measuring some simulcast streams in September and October

Please refer to slide 6 for guide footnotes

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

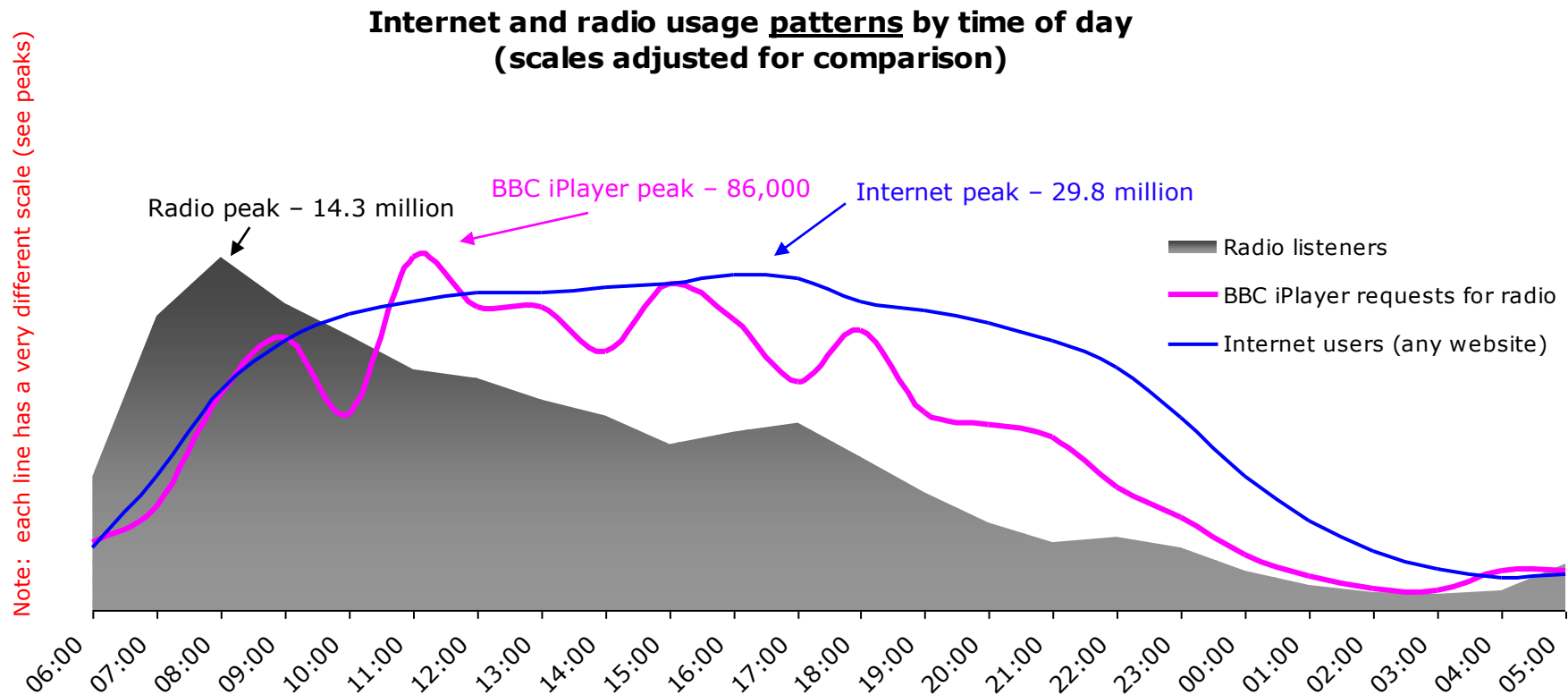


Sources– TV (aged 4+) from BARB April 10, internet (aged 2+) from Nielsen Mar 10, iPlayer April 2010 iStats

See footnotes on final page for more detail

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

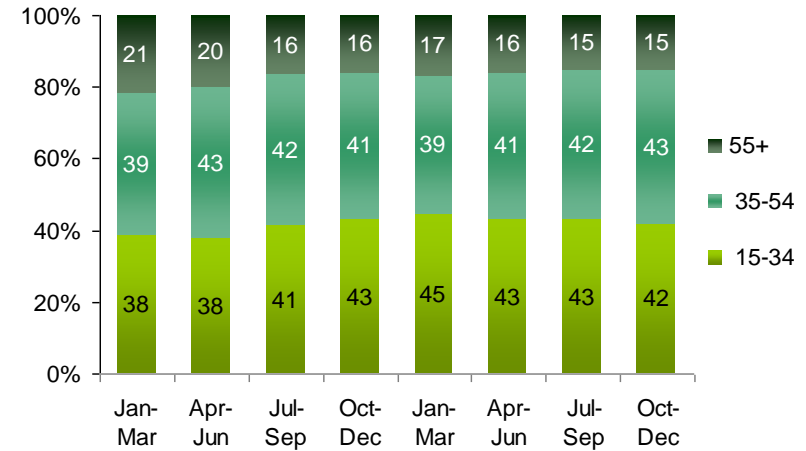
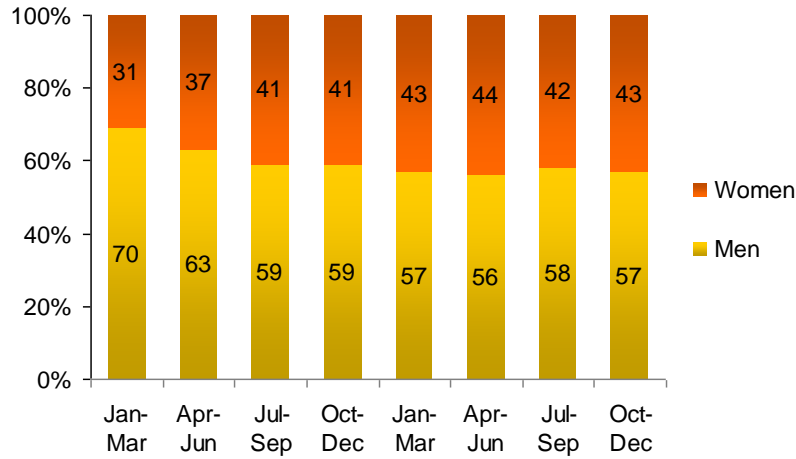


Sources - radio (aged 16+) from RAJAR Q4 09, internet (aged 2+) from Nielsen Mar 10, iPlayer April 10 BBC iStats

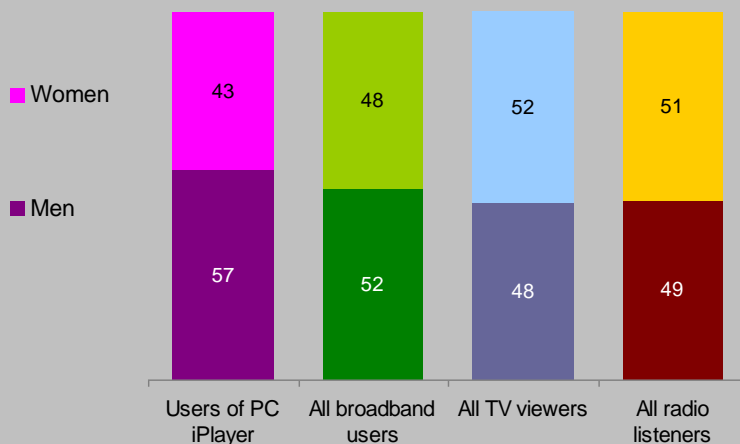
See footnotes on final page for more detail

BBC iPlayer use by demographic

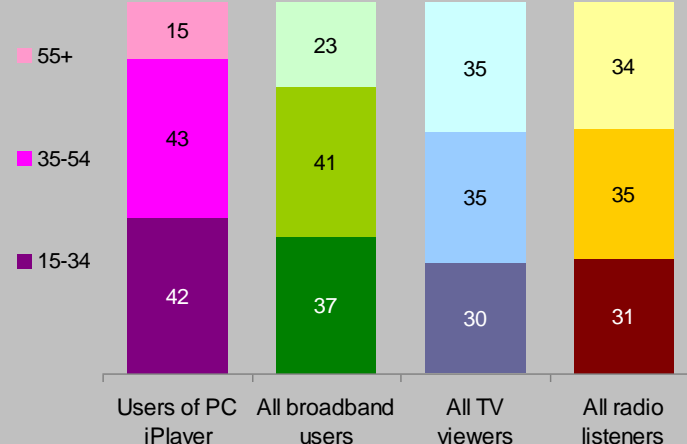
Use of the BBC iPlayer is measured on a BBC monthly survey of 700 UK adults. The demographic profile of iPlayer has stabilised for gender, and remains strongly under-55.



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

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