

# Monthly Performance Pack

## May 2010

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



## Monthly summary – May 2010

- May was another strong month for BBC iPlayer, with the highest number of requests for TV and radio programmes to date, boosted by the new series of *Doctor Who* and General Election coverage.
- In total there were **130 million requests across all platforms** (both online platforms and devices and BBC iPlayer on Virgin Media TV combined) – 97 million for TV programmes and 33 million for radio programmes.
- For TV content, this month *Junior Apprentice* was in the top 20 along with more usual titles *Doctor Who*, *Outnumbered* and *EastEnders*; whilst for audio requests the Twenty20 World Cup Cricket and Radio 1's Big Weekend broadcasts were popular.

### 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 May, 10% 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.

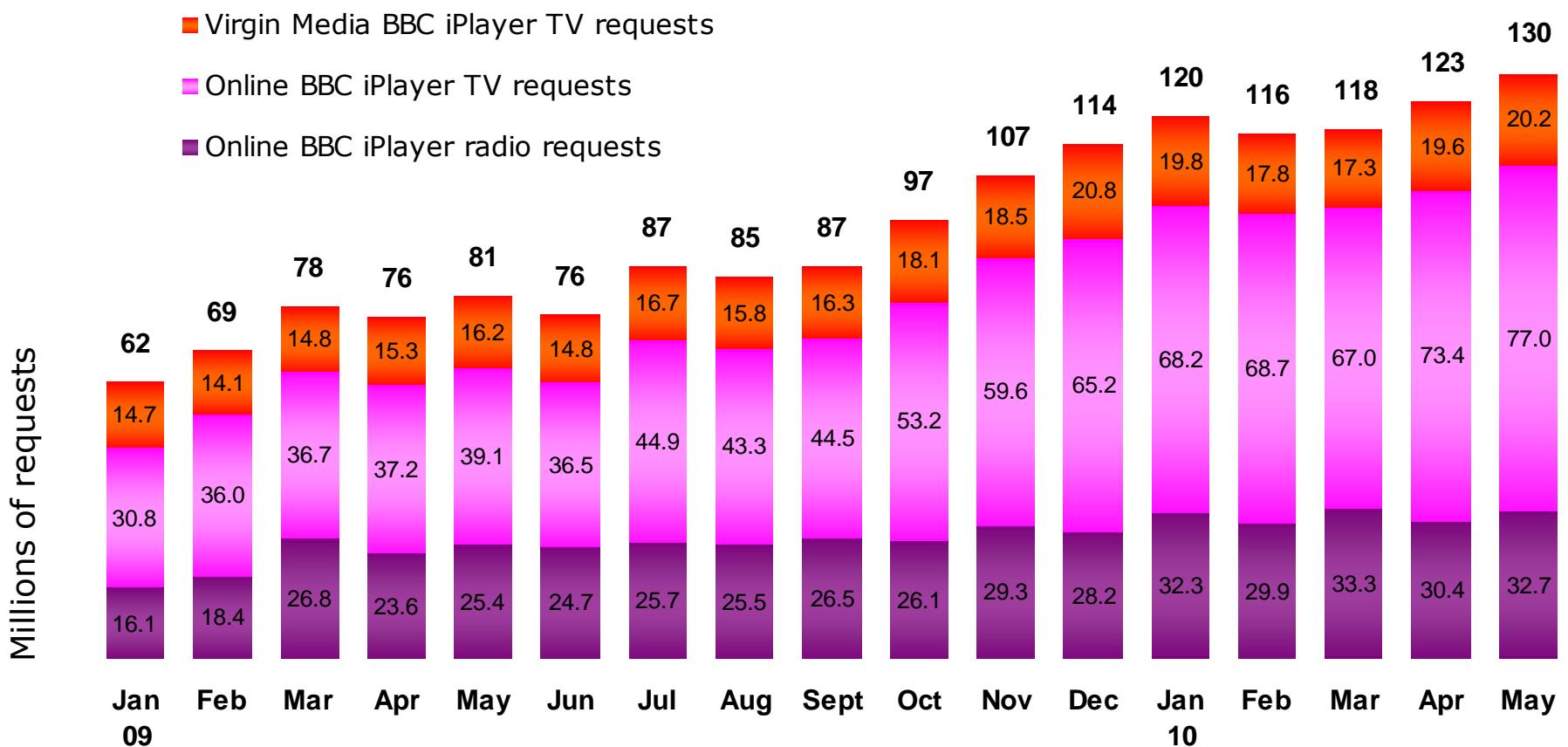
# Index

	<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, BBC iPlayer received 130 million requests for programmes across all platforms in May 10, including both online platforms and devices, and BBC iPlayer on Virgin Media TV. This is again the best month to date.

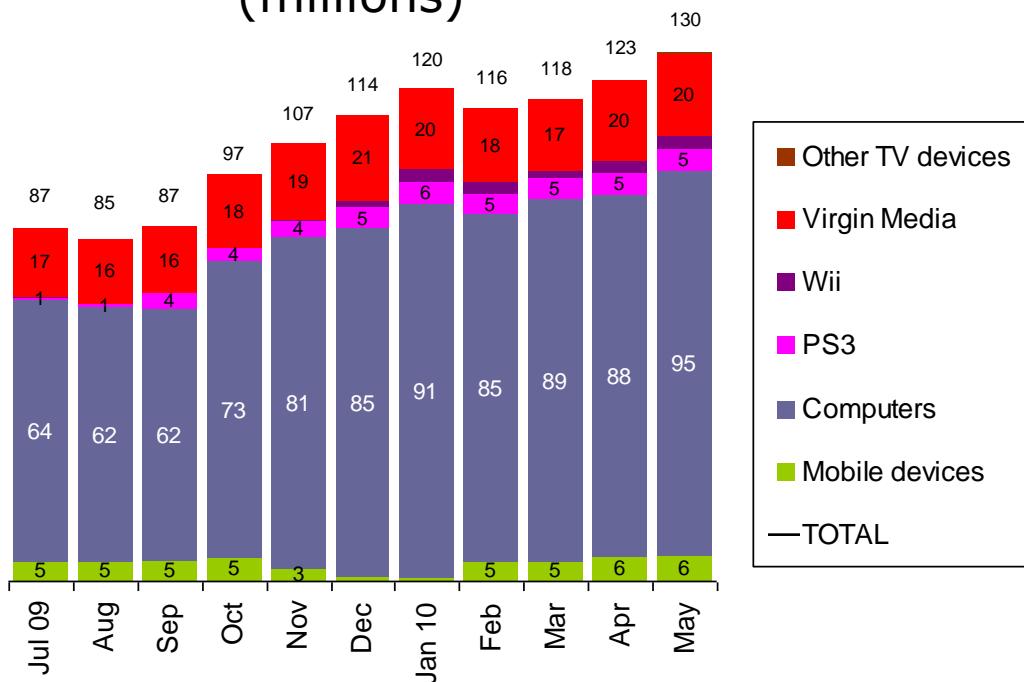


# Requests for programmes by device type

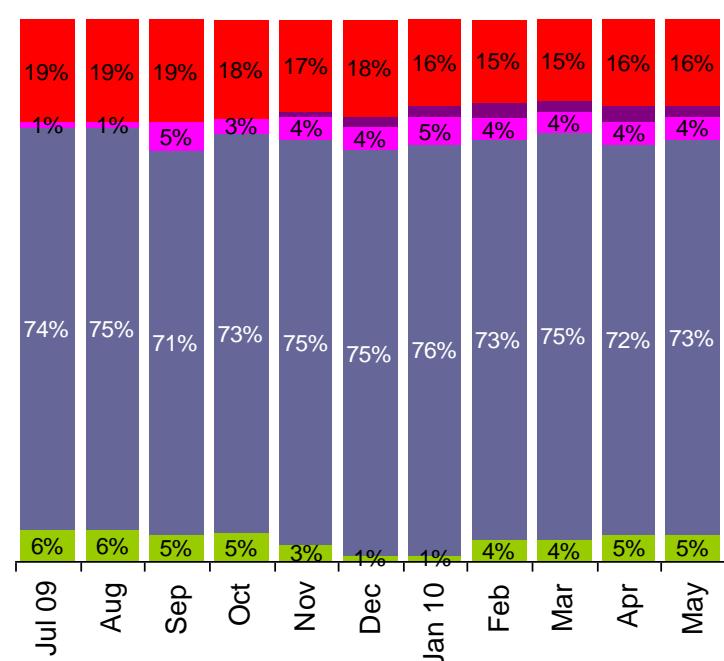
## Includes Virgin Media

In May, the number of BBC iPlayer requests for programmes by platform/device only grew significantly on computers – other devices were fairly stable.

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.

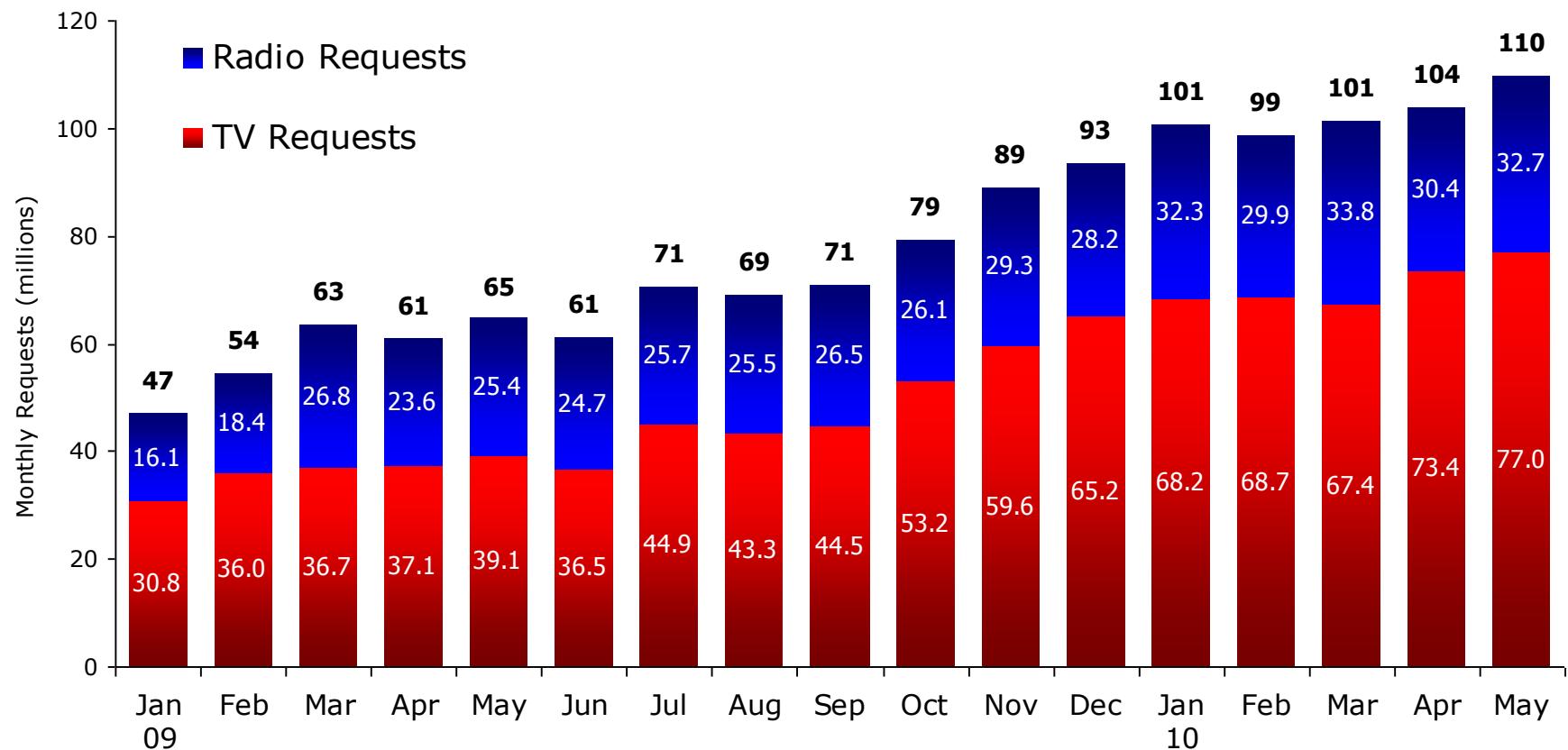
# Notes on figures in this report

These notes apply to pages 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<sup>st</sup> - 4<sup>th</sup> January 09 since changes were made to the measurement system on 5<sup>th</sup> January 2009
- 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 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

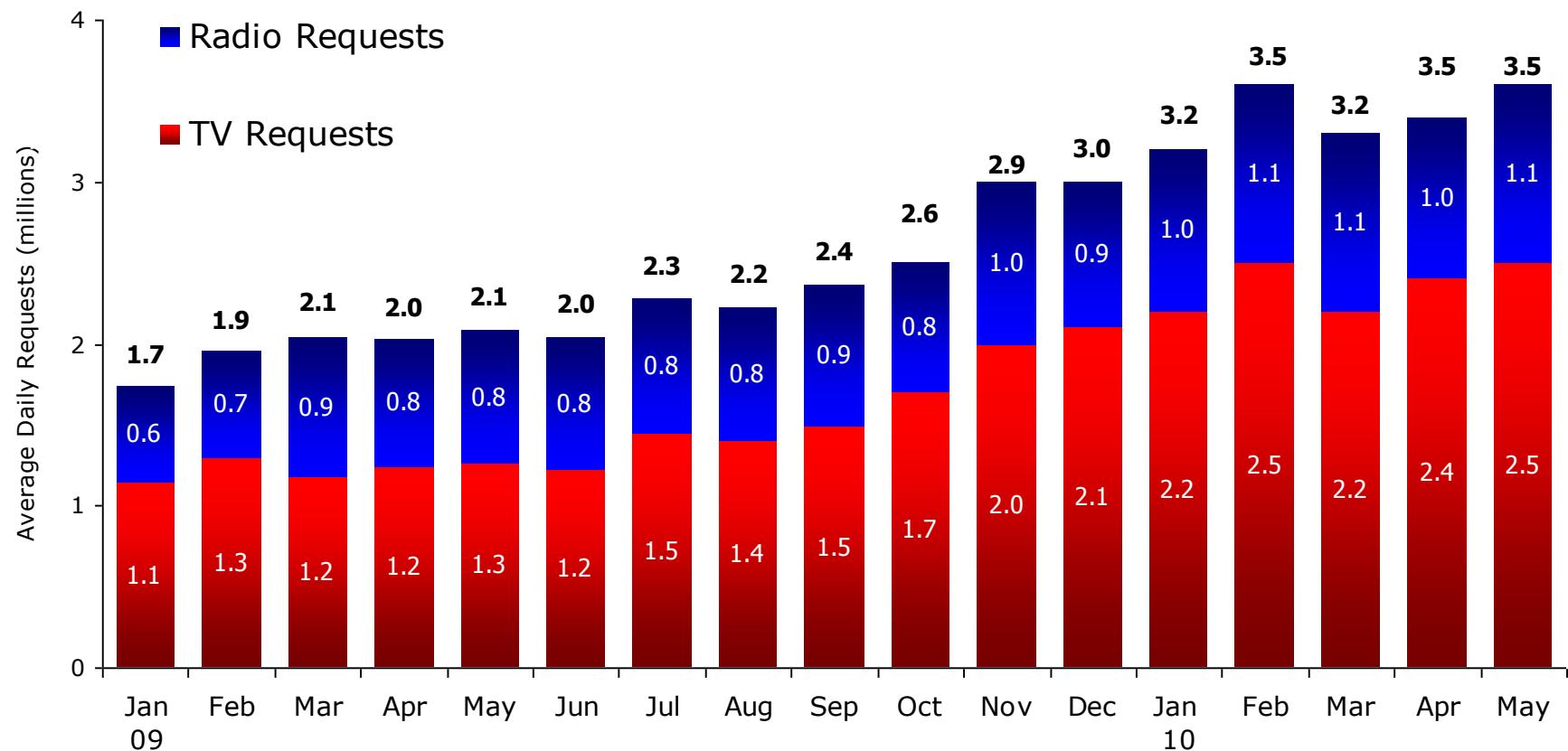
# Monthly BBC iPlayer Online Requests

May 2010 saw a total of **110m** requests to the online BBC iPlayer for TV and radio programmes – a new record of **77m** for TV and **33m** requests for radio content.



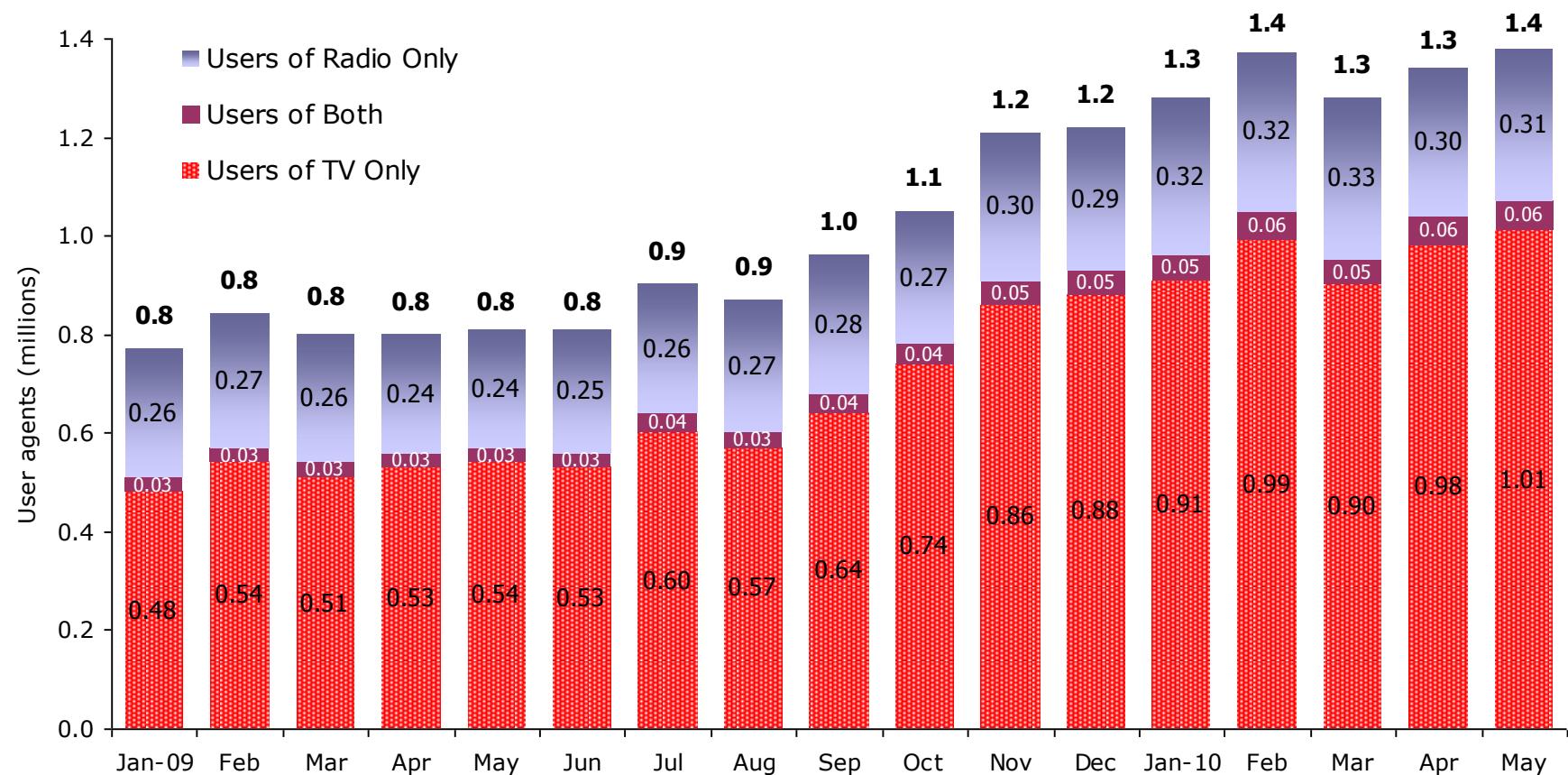
# Average Daily BBC iPlayer Requests

Across May 2010 there were **3.5m** requests per day on average – 1.05 million per day for radio programmes and 2.48 million for TV programmes.



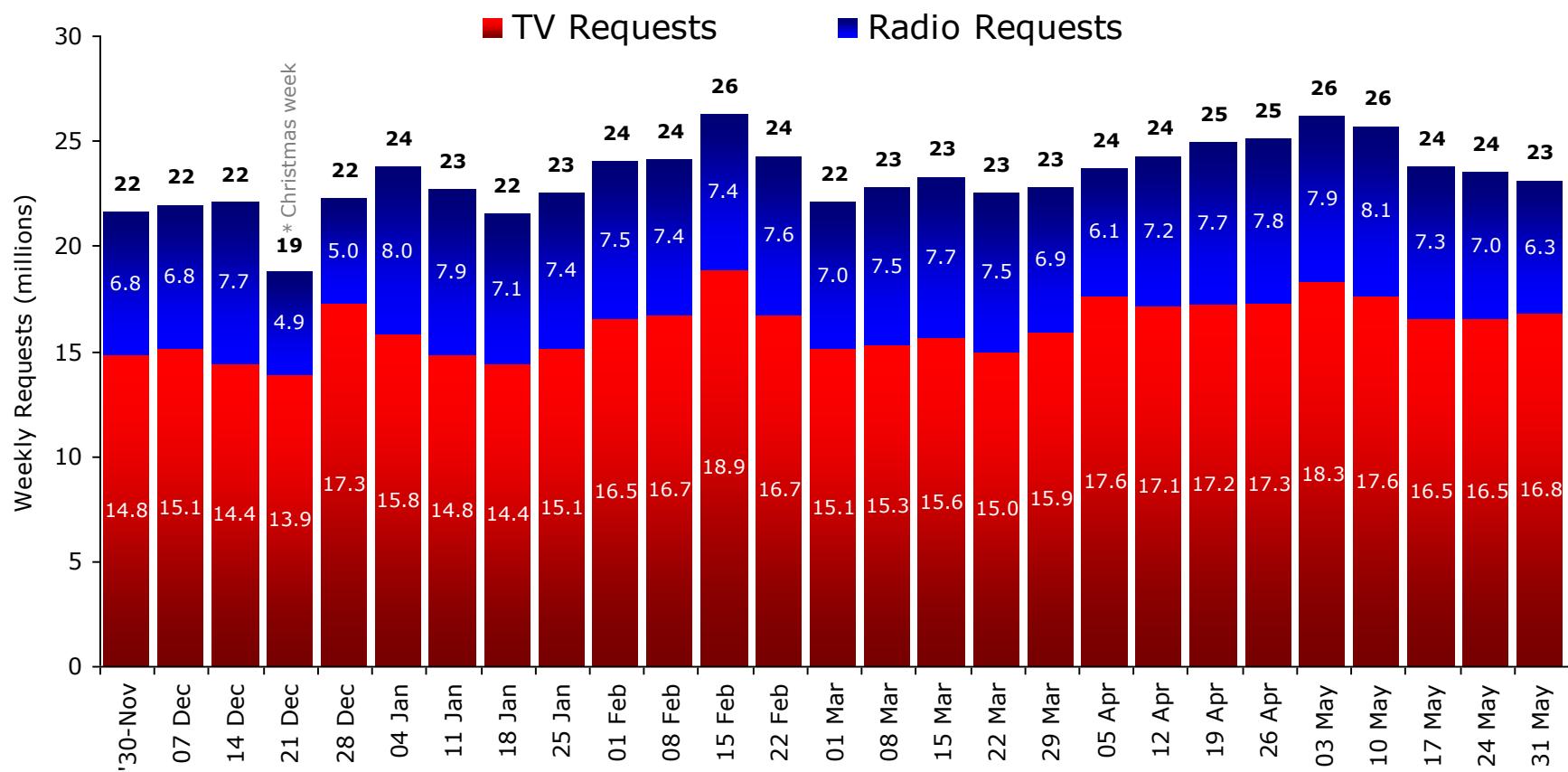
# Average Daily BBC iPlayer Users

May 2010 saw an average of **1.4 million users per day**, equalling February's record – 1.01m users only of TV content, 0.3m for only radio content, and 60k users of both media.



# Weekly BBC iPlayer Requests - latest 6 months

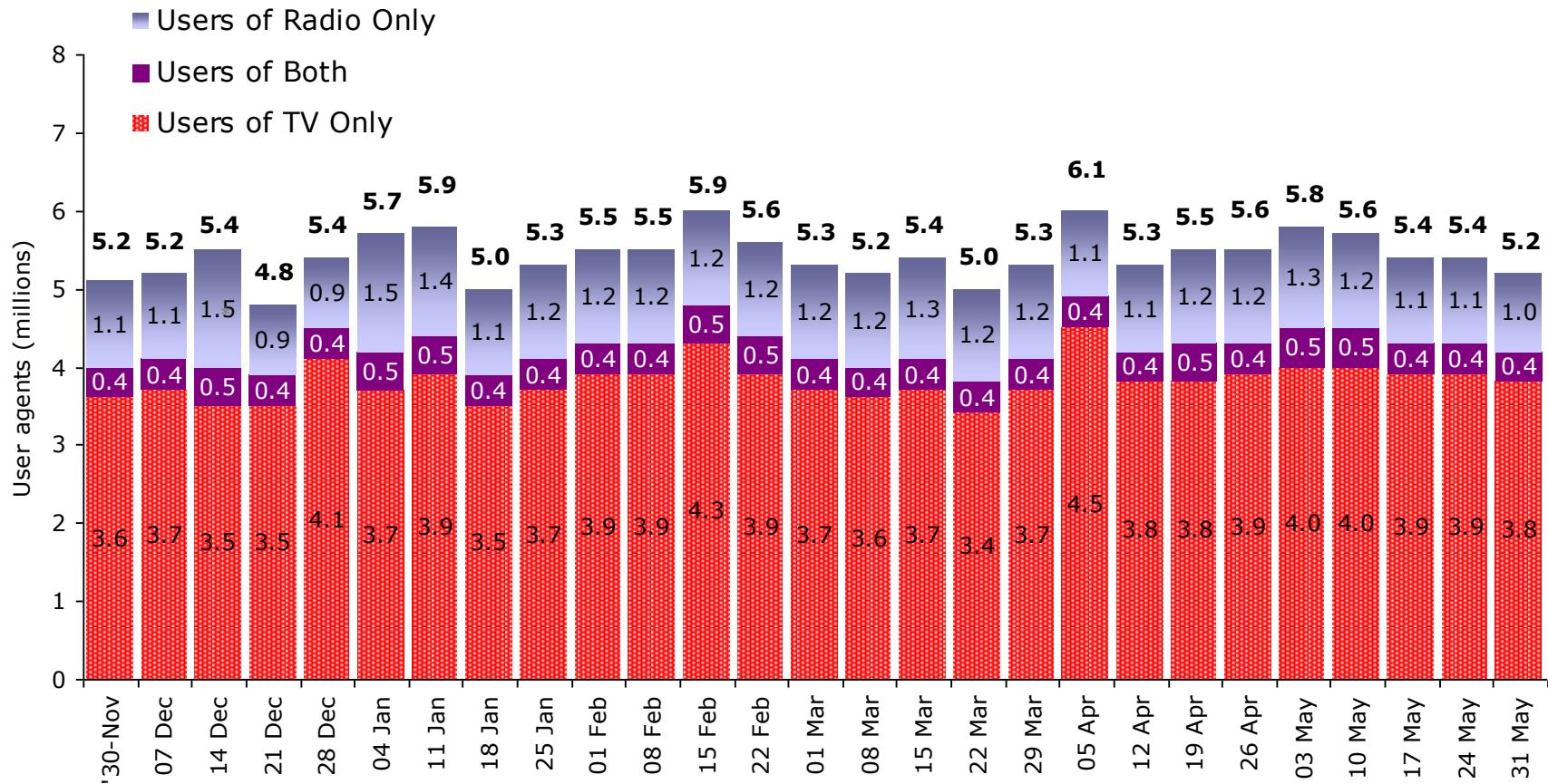
Weekly requests in May 2010 fell across the month after the end of the Election coverage.



\* 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

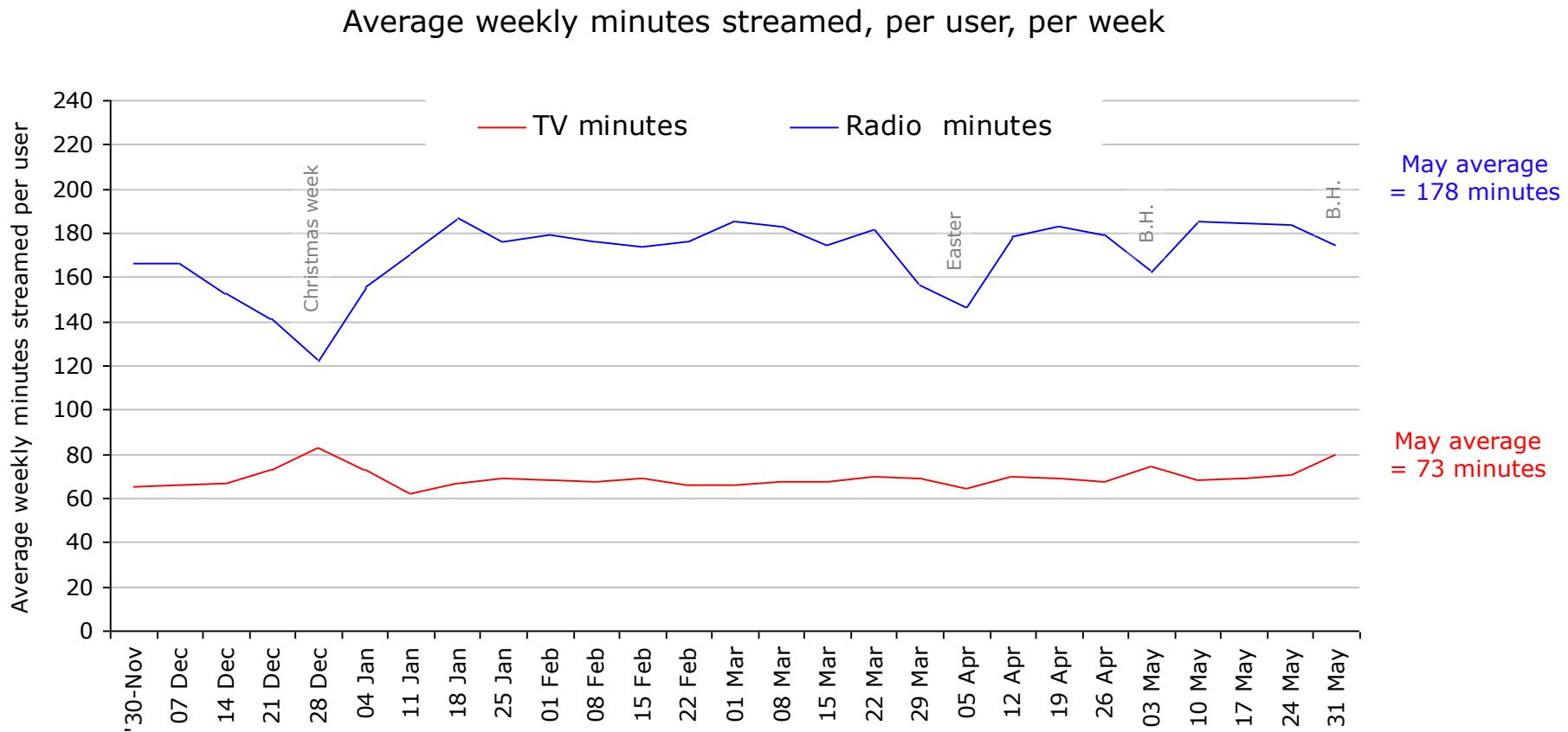
Weekly user numbers fell across the month of May after the end of the Election coverage.



# 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.



# BBC iPlayer - Top 20 TV Episodes May 2010

In the most-requested list for BBC iPlayer, *Doctor Who*, *Outnumbered* and *EastEnders* made up 14 of the top 20 episodes for April, with *Junior Apprentice* also featuring twice.

## BBC iPLAYER TOP 20 TV EPISODE – ALL

Total requests per Episode

1	Doctor Who Series 5 Episode 7	1,372,000
2	Doctor Who Series 5 Episode 5	1,267,000
3	Doctor Who Series 5 Episode 6	1,199,000
4	Doctor Who Series 5 Episode 8	1,074,000
5	Outnumbered Series 3 Episode 4	832,000
6	Russell Howard's Good News S.2 Ep 7	737,000
7	Junior Apprentice Episode 1	733,000
8	Outnumbered Series 3 Episode 5	687,000
9	Outnumbered Series 3 Episode 6	641,000
10	Junior Apprentice Episode 2	596,000
11	Russell Howard's Good News S.2 Ep 6	566,000
12	EastEnders 21/05/10	546,000
13	EastEnders 11/05/10	537,000
14	Waterloo Road Series 5 Episode 15	528,000
15	EastEnders 20/05/10	510,000
16	EastEnders 10/05/10	497,000
17	Ashes to Ashes Series 3 Episode 8	483,000
18	EastEnders 13/05/10	479,000
19	EastEnders 06/05/10	478,000
20	EastEnders 24/05/10	477,000

## BBC iPLAYER TOP 20 TV EPISODE

### – MOST-REQUESTED EPISODE PER SERIES

Total requests per Episode

1	Doctor Who Series 5 Episode 7	1,372,000
2	Outnumbered Series 3 Episode 4	832,000
3	Russell Howard's Good News S.2 Ep7	737,000
4	Junior Apprentice Episode 1	733,000
5	EastEnders 21/05/10	546,000
6	Waterloo Road Series 5 Ep15	528,000
7	Ashes to Ashes Series 3 Episode 8	483,000
8	Live at the Apollo Series 5 Episode 1	442,000
9	Pirates of the Caribbean: Dead Man's Chest	425,000
10	Have I Got News for You Series 39 Ep 5	352,000
11	Luther Episode 1	340,000
12	The Scheme Episode 1	309,000
13	Friday Night with Jonathan Ross S.18 Ep14	271,000
14	Q.I. Series 6 Episode 9	242,000
15	Have I Got a Bit More News for You S.39 Ep7	231,000
16	The Terminator 21/05/02	227,000
17	Top Gear Series 10 Ep9	227,000
18	Over the Rainbow Show 10: Results Ep18	208,000
19	I'm in a Rock 'n' Roll Band! Episode 1	206,000
20	Young, British and Angry 19/05/10	184,000

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

# BBC iPlayer - Top 20 Radio Episodes May 2010

The Twenty20 World Cup Cricket Final was the most popular radio programme in May, with *Radio 1's Big Weekend*-related programmes also highly-requested.

## BBC iPLAYER TOP 20 RADIO EPISODE – ALL

### Total requests per Ep

1	5 live World Twenty20 Cricket Final 16/05/10	174,000
2	The News Quiz Series 71 Episode 4	106,000
3	5 live Prem Lg Man City v Tot 05/05/10	101,000
4	The Unbelievable Truth Series 5 Episode 6	101,000
5	The News Quiz Series 71 Episode 5	100,000
6	The News Quiz Series 71 Episode 6	96,000
7	5 live Prem Lg Liv v Chel 02/05/10	88,000
8	The Chris Moyles Show 07/05/10	84,000
9	Chris Moyles Kylie Minogue 14/05/10	83,000
10	Chris Moyles Day 1/Big Bangor House 17/05/10	79,000
11	Chris Moyles Dr Who in the Studio 12/05/10	76,000
12	5 live Sport Premier League 2009-10 09/05/10	75,000
13	The Official Chart with Reggie Yates 16/05/10	73,000
14	The News Quiz Series 71 Episode 3	71,000
15	Chris Moyles Day 5/Big Bangor House 21/05/10	69,000
16	5 live Sport Championship 2009-10 22/05/10	67,000
17	Chris Moyles Day 2/Big Bangor House 18/05/10	66,000
18	World Twenty20 Cricket 06/05/10	66,000
19	The Official Chart with Reggie Yates 09/05/10	66,000
20	The Official Chart with Reggie Yates 02/05/10	65,000

## BBC iPLAYER TOP 20 RADIO EPISODE

### – MOST-REQUESTED EPISODE PER SERIES

### Total requests per Ep

1	5 live World Twenty20 Cricket Final 16/05/10	174,000
2	The News Quiz Series 71 Episode 4	106,000
3	5 live Prem Lg Man City v Tott 05/05/10	101,000
4	The Unbelievable Truth Series 5 Episode 6	101,000
5	The Chris Moyles Show 07/05/10	84,000
6	The Official Chart with Reggie Yates 16/05/10	73,000
7	5 live Sport Championship 2009-10 22/05/10	67,000
8	Election 10 07/05/10	62,000
9	Fearne Cotton 21/05/10	61,000
10	So Wrong It's Right Episode 1	60,000
11	Greg James 11/05/10	58,000
12	5 live Europa League 12/05/10	53,000
13	Radio 1's Big Wknd Vernon Kay 22/05/10	48,000
14	Steve Wright in the Afternoon 11/05/10	46,000
15	Annie Mac Live Bangor University 21/05/10	44,000
16	The Museum of Curiosity Series 3 Episode 1	43,000
17	Desert Island Discs Rob Brydon 16/05/10	42,000
18	The Archers 10/05/10	41,000
19	Ken Bruce 14/05/10	40,000
20	Jeremy Vine 11/05/10	39,000

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

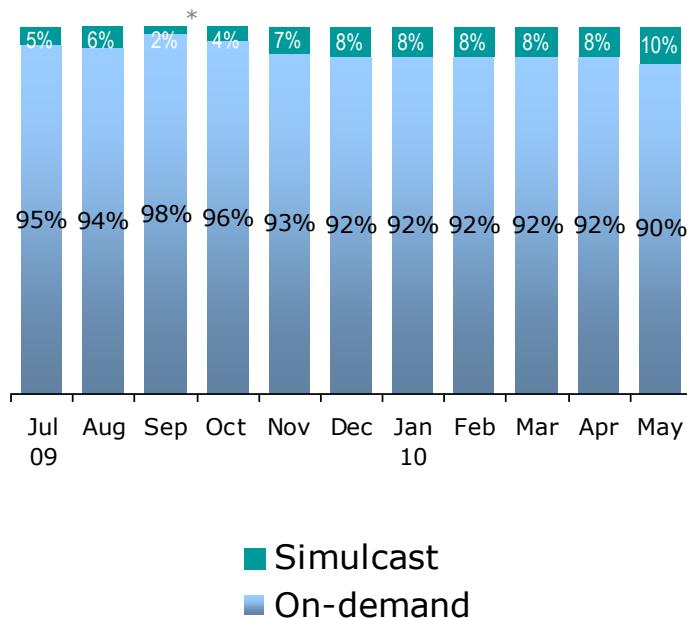
Please refer to slide 6 for guide footnotes



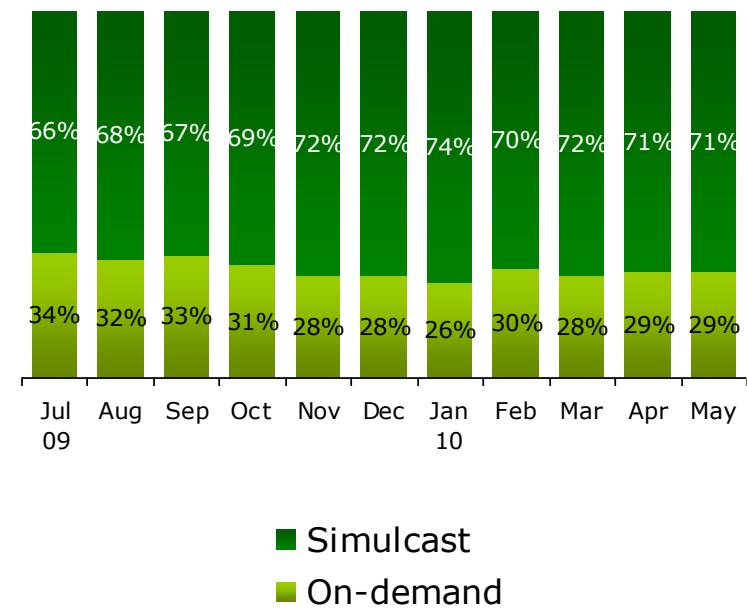
# Requests by on-demand catch-up vs live simulcast

Live TV viewing increased by +2ppts this May, up to 10% of all TV BBC iPlayer viewing, whilst the split between live and on-demand for Radio remained stable.

## TV Requests



## Radio requests

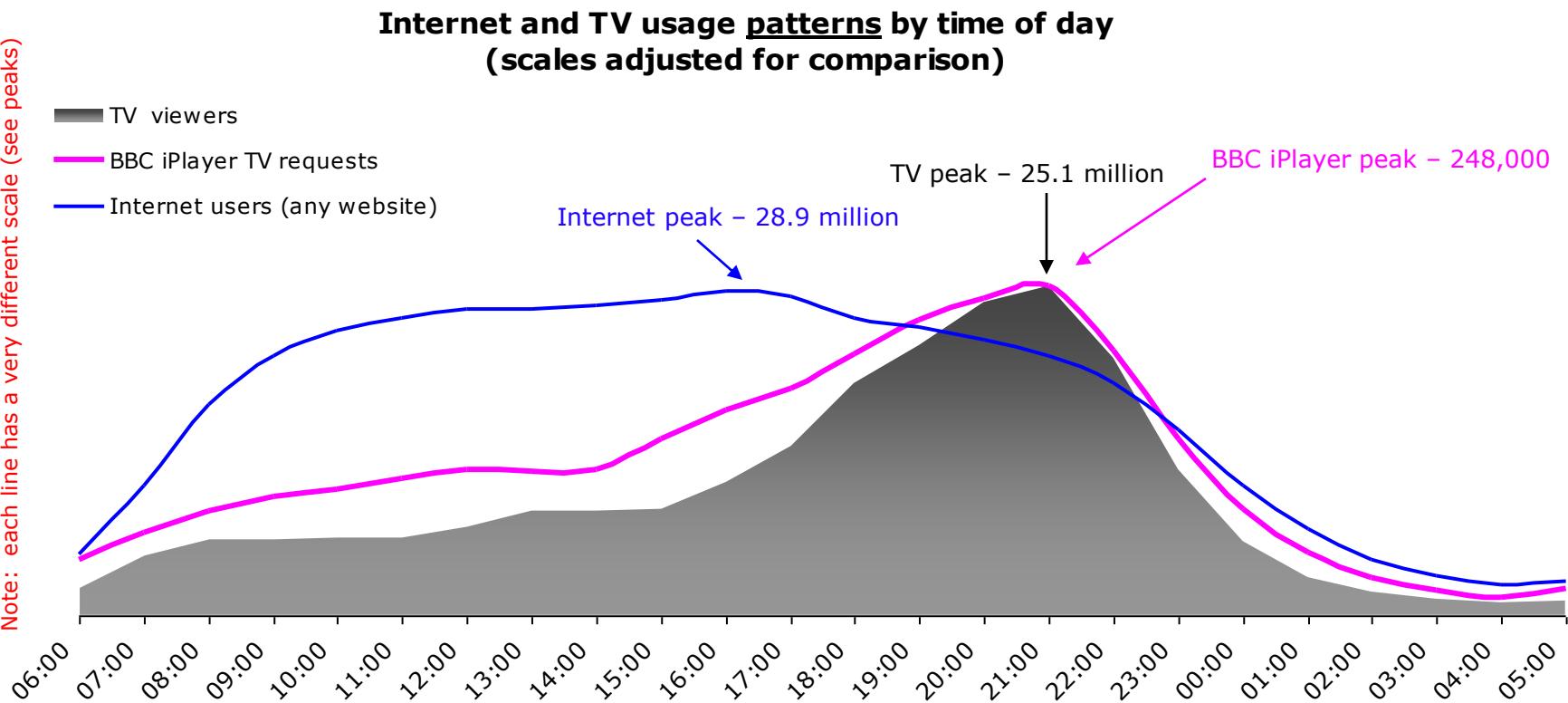


\* There were technical problems measuring some simulcast streams in September and October

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

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



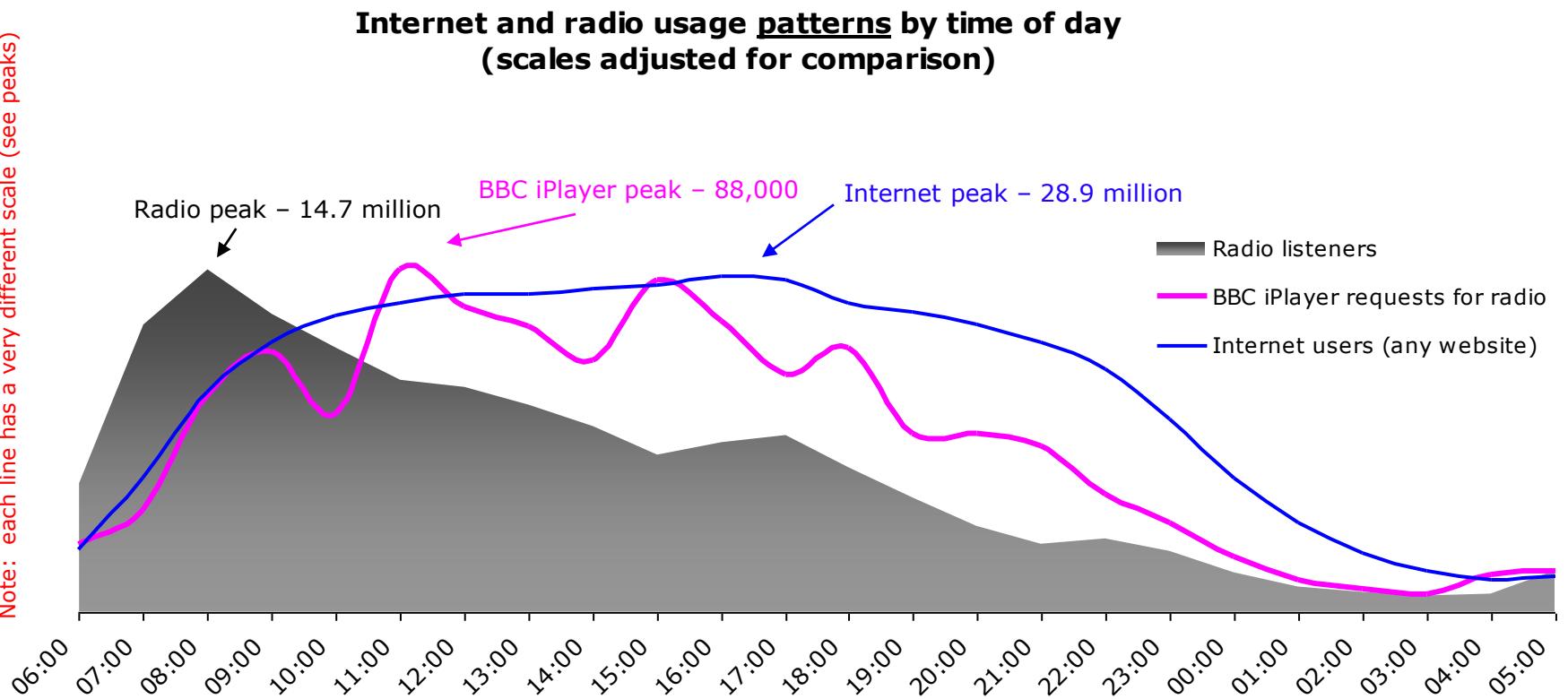
Sources – TV (aged 4+) from BARB May 10, internet (aged 2+) from Nielsen May 10, iPlayer May 2010 iStats

See footnotes on final page for more detail

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

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

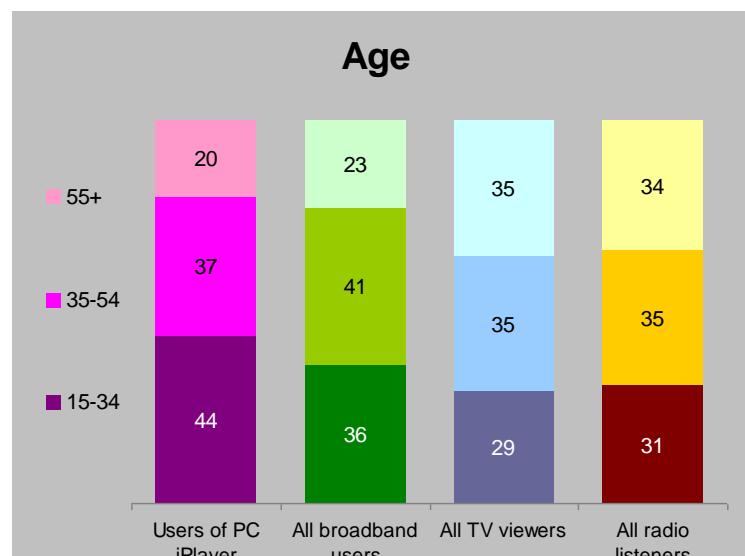
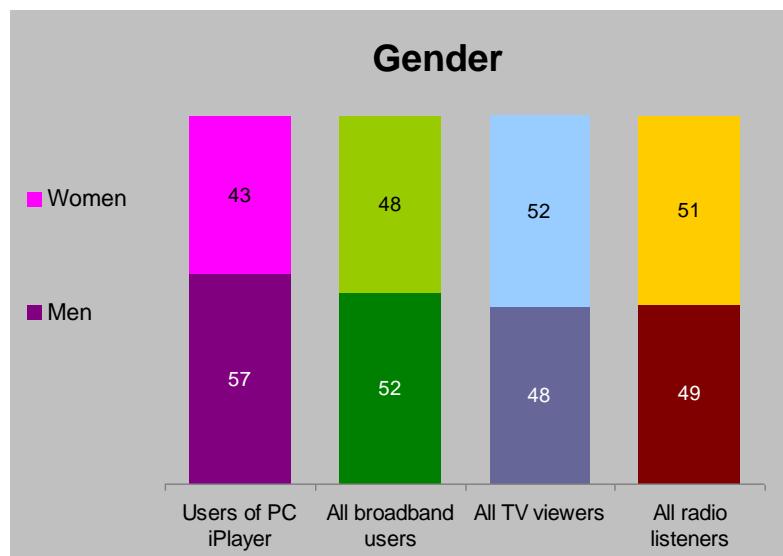
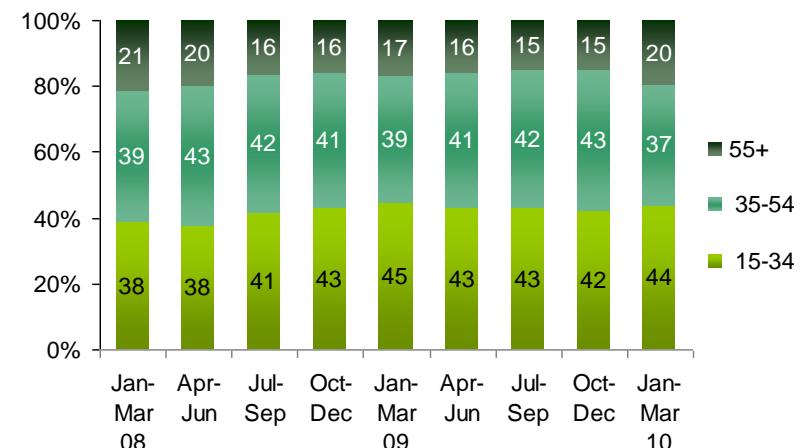
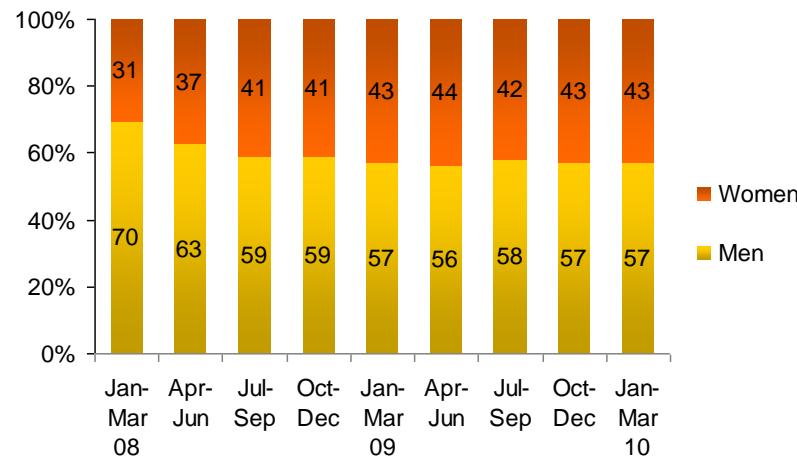


Sources - radio (aged 16+) from RAJAR Q1 10, internet (aged 2+) from Nielsen May 10, iPlayer May 10 BBC iStats

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 demographic profile of iPlayer has stabilised for gender, but during Q1 10 the number of users aged 55+ increased to make up 20%.



# 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