

Monthly Performance Pack

August 2010

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Monthly summary – August 2010

- In total the BBC iPlayer received 119 million requests for programmes across all platforms in August 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. Requests are much higher than August 2009 with 70 million requests for TV programmes and 28 million for radio programmes, whilst requests on Virgin Media were up to 21 million.
- BBC iPlayer's most-requested title in August was *Top Gear*, with episode 6 attracting over 1 million requests. *Sherlock* and documentary *Madness In The Fast Lane* also delivered strongly, as did the BBC Three Adult Season. For radio, *Fry's English Delight* attracted the most requests, followed by sport coverage.
- Live TV viewing via the BBC iPlayer dropped back again this month to the level seen before the start of the World 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.
- On-demand makes up the great majority of TV programme requests (in August, 8% of requests were for live simulcast streams), however about 69% 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.

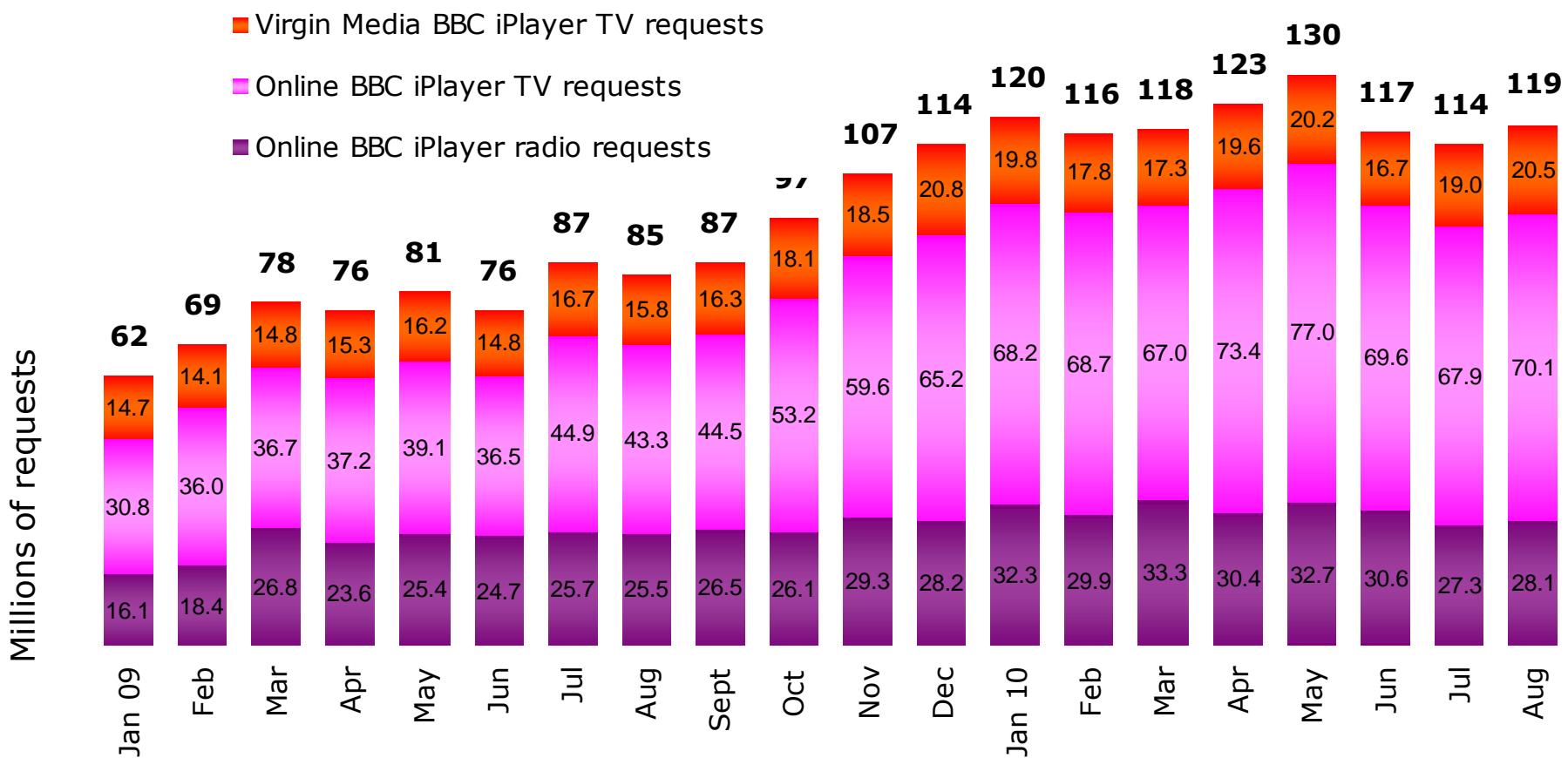
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media

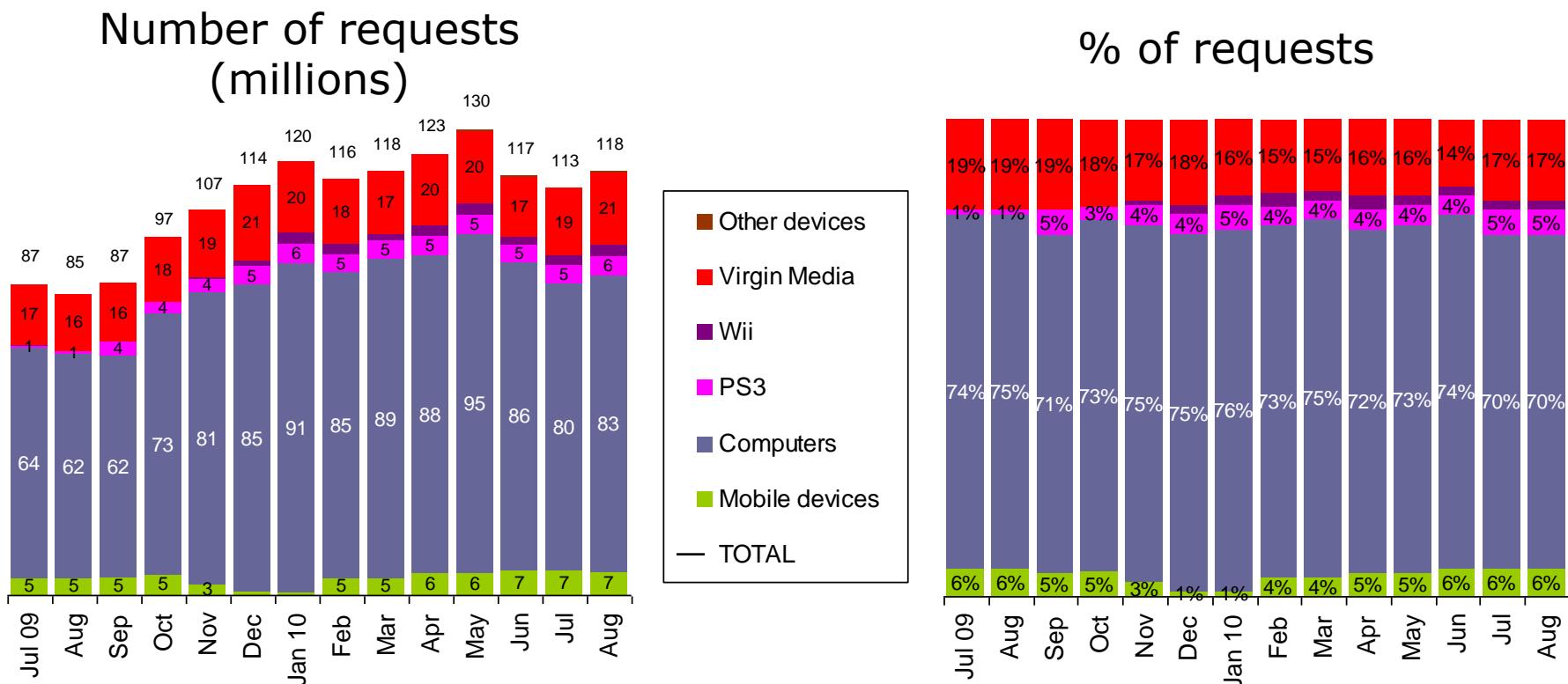
In total the BBC iPlayer increased to 119 million requests for programmes across all platforms in August 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV.



Requests for programmes by device type

Includes Virgin Media

August saw the number of BBC iPlayer requests for programmes by platform/device grow on platforms except mobile devices, which were stable.



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.

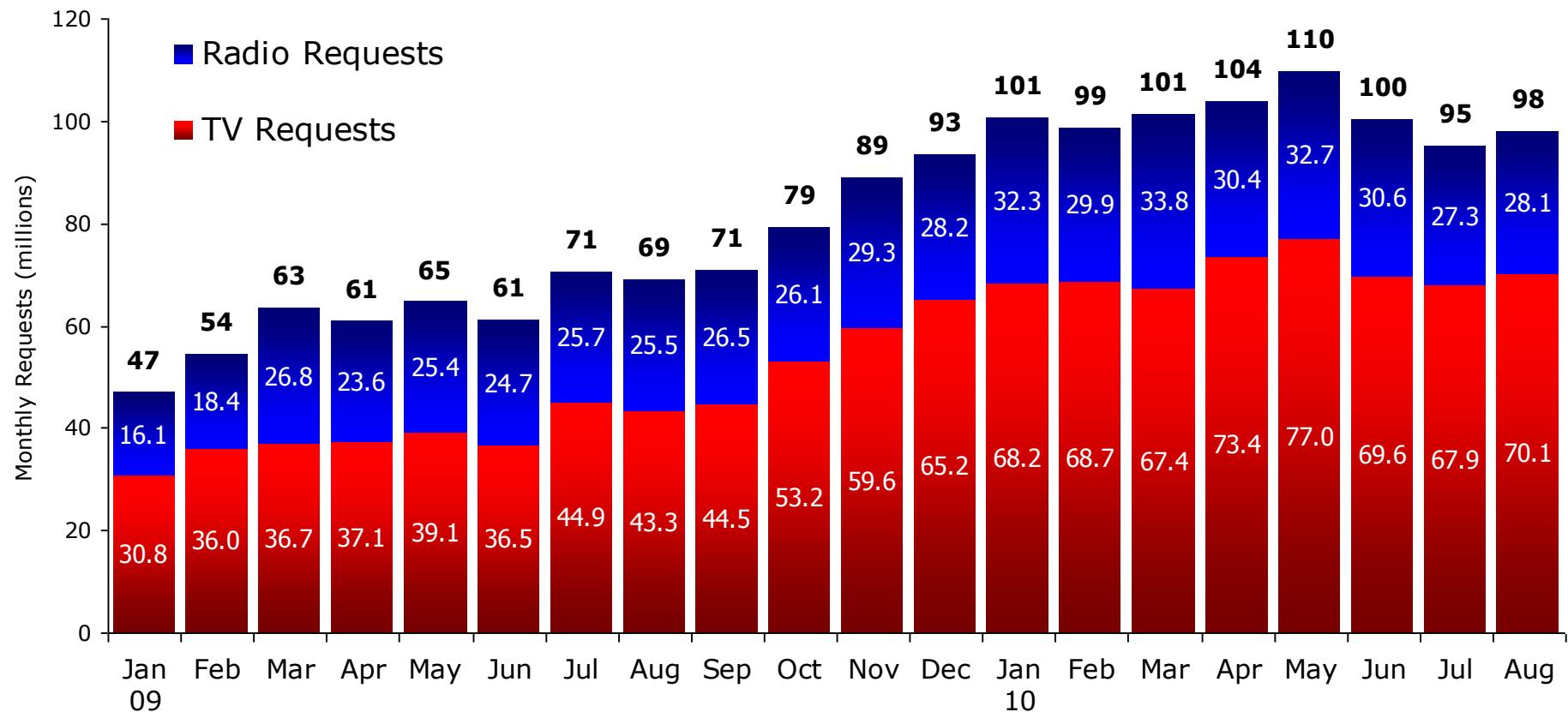
Notes on figures in this report

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

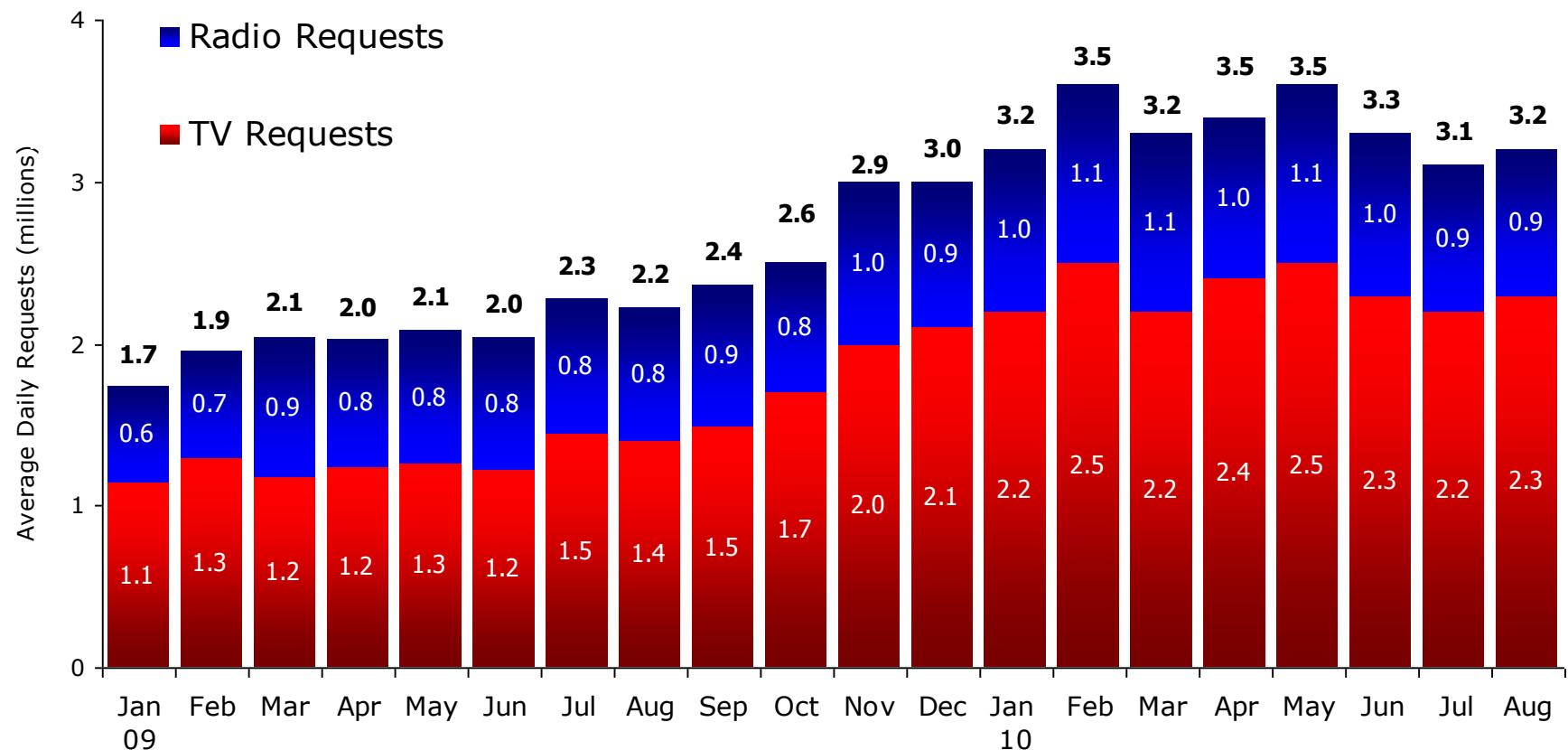
Monthly BBC iPlayer online requests

There were a total of **98.1m** requests to the online BBC iPlayer in August 2010; **70.1m** for TV programmes, and **28.1m** for Radio content.



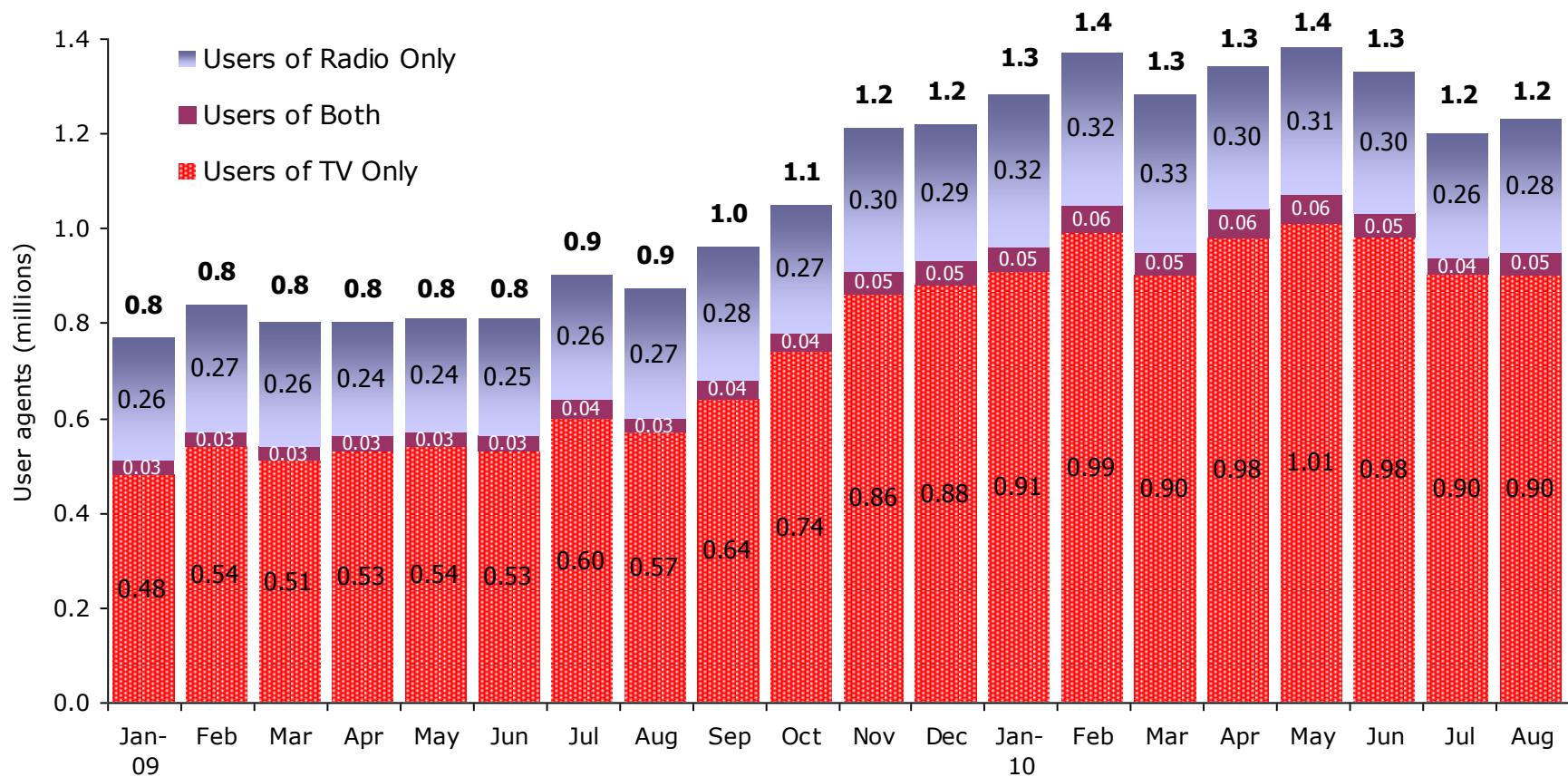
Average daily BBC iPlayer requests

During August 2010 there were **3.2m** requests per day on average – 0.9 million per day for radio programmes and 2.3 million for TV programmes.



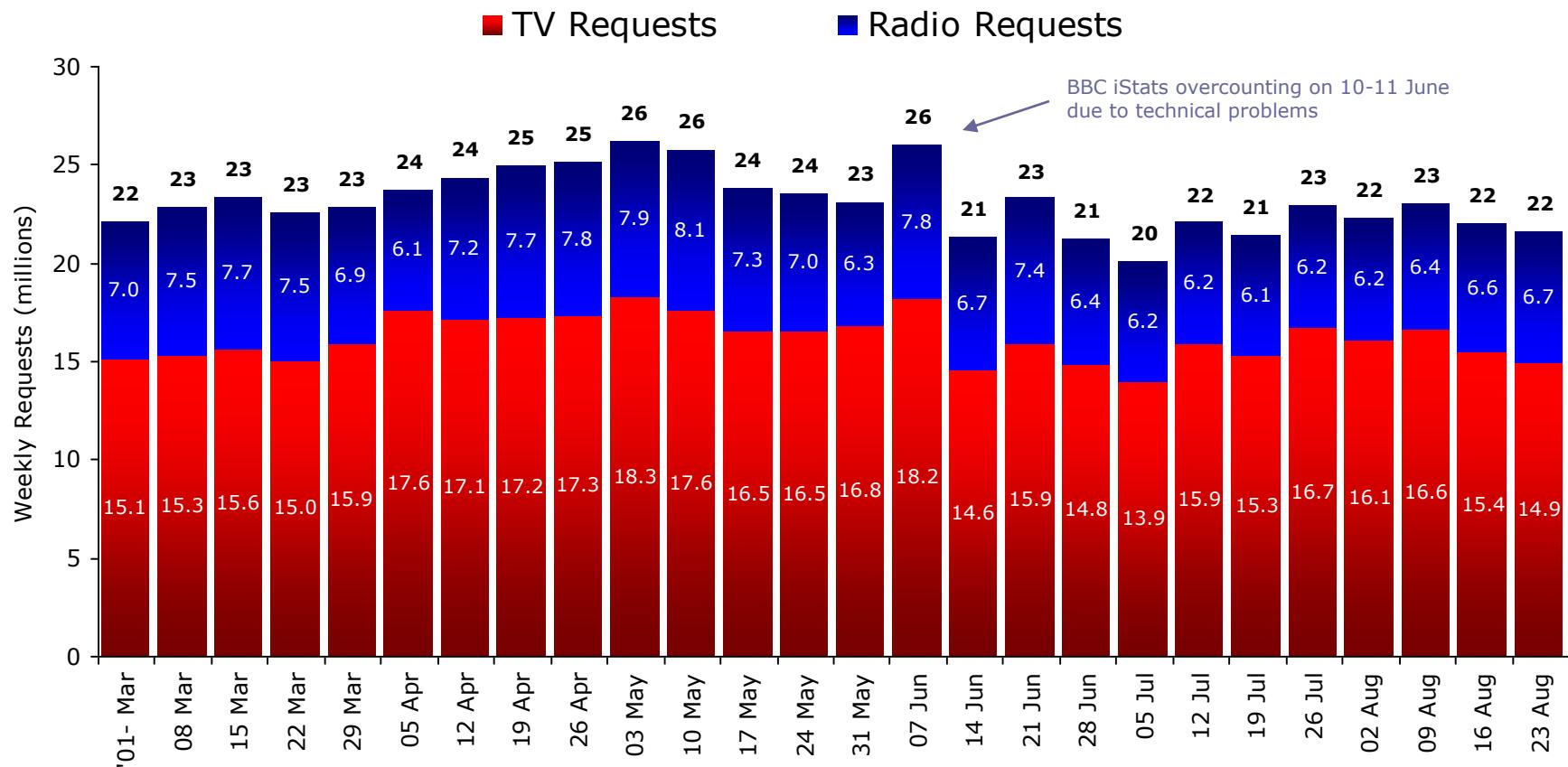
Average daily BBC iPlayer users

August 2010 saw an average of **1.2 million users per day**, with 0.9m for TV content, 0.28m for radio content and 0.05m using both.



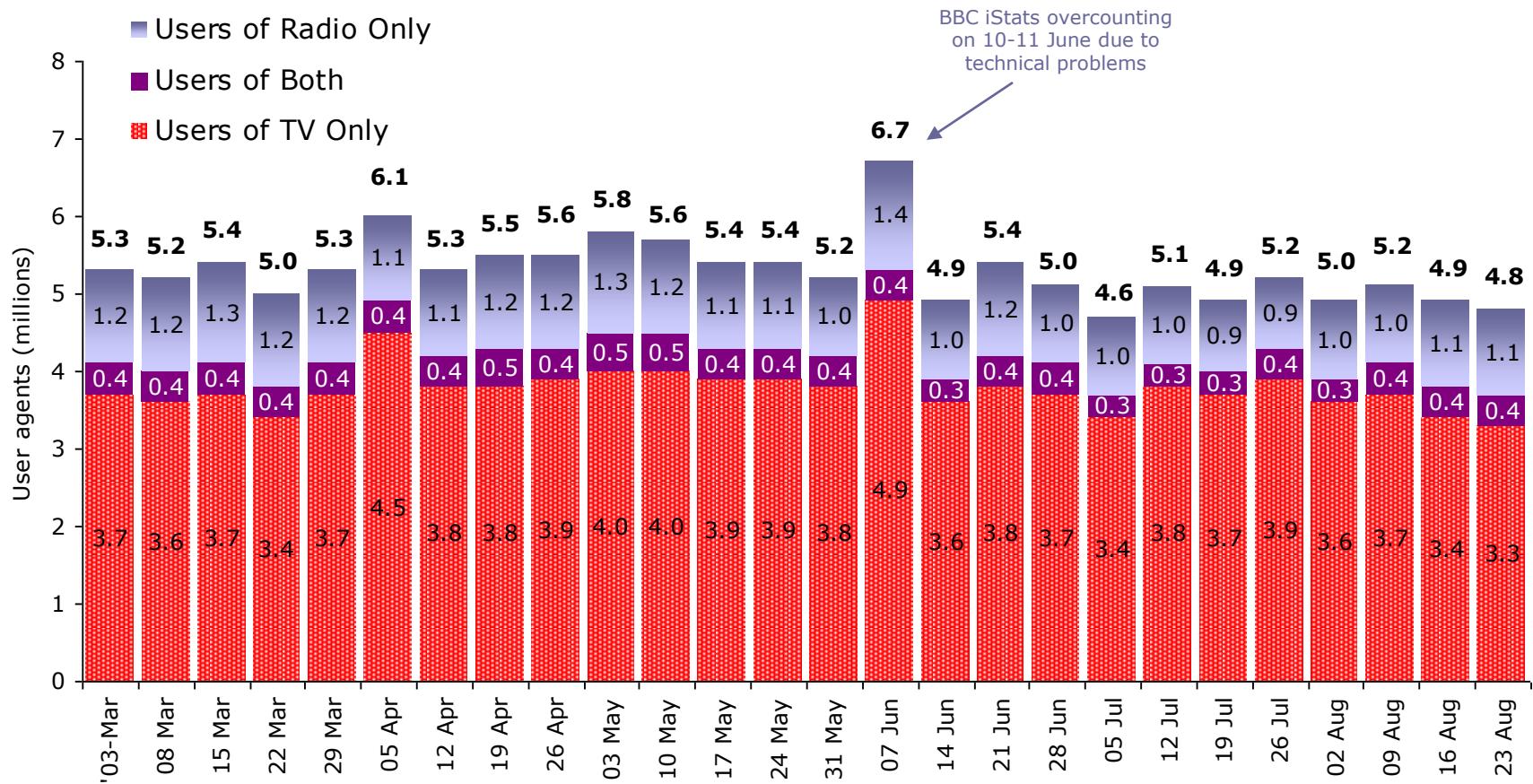
Weekly BBC iPlayer requests - latest 6 months

Requests to BBC iPlayer across August were fairly stable overall week-on-week.



Weekly BBC iPlayer users – latest 6 months

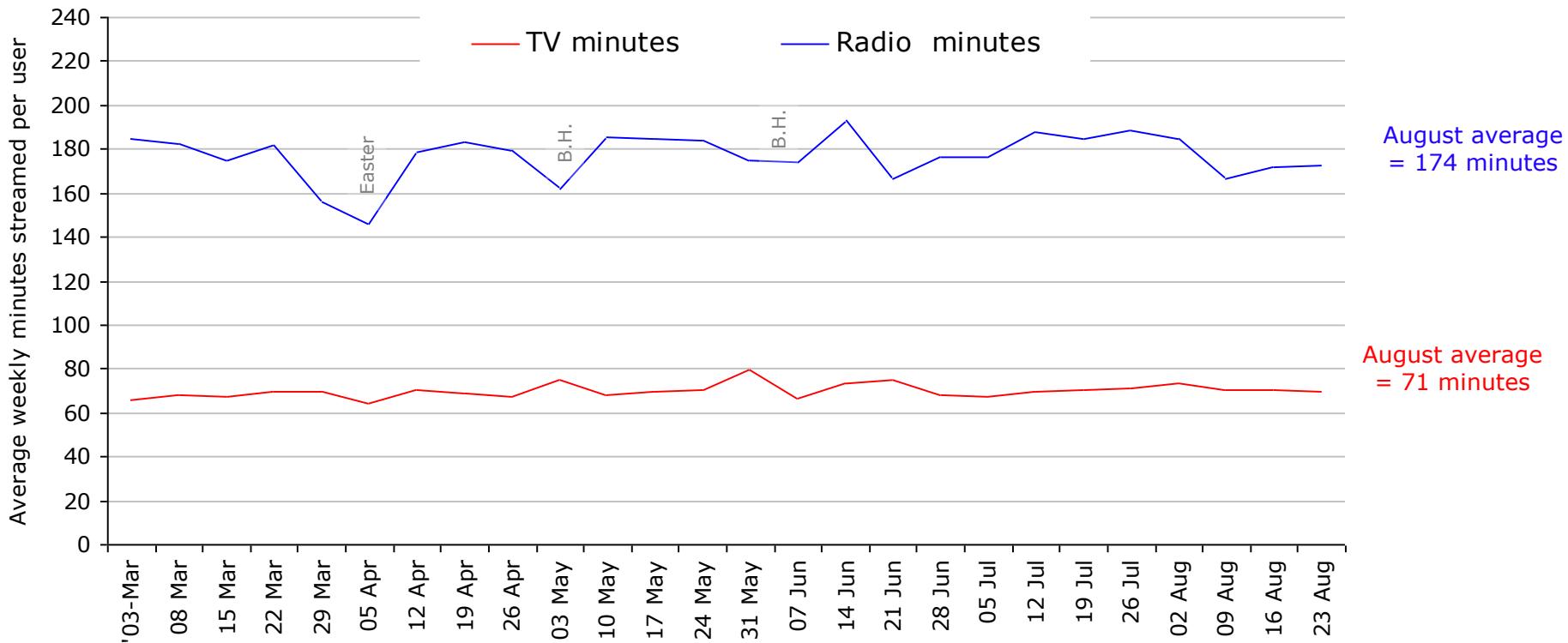
As seen with requests, user numbers across August were fairly stable overall week-on-week.



Requests and average minutes per user per week

On a weekly basis, each user of TV on BBC iPlayer is requesting 4 programmes, and streaming 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.

Average weekly minutes streamed, per user, per week



BBC iPlayer - top 20 TV episodes August 2010

BBC iPlayer's most-requested title in August was *Top Gear*, with episode 6 attracting over 1 million requests. *Sherlock* and *Madness In The Fast Lane* also delivered strongly, as did the BBC Three Adult Season.

BBC iPLAYER TOP 20 TV EPISODE – ALL

		<u>Total requests per episode</u>
1	Top Gear Series 15 Episode 6	1,036,000
2	Sherlock Episode 2	989,000
3	Sherlock Episode 3	718,000
4	Madness in the Fast Lane 10/08/10	714,000
5	Sherlock Episode 1	589,000
6	Glamour Models, Mum and Me 03/08/10	540,000
7	Mistresses Series 3 Episode 1	525,000
8	EastEnders 24/08/10	454,000
9	EastEnders 17/08/10	439,000
10	EastEnders 03/08/10	437,000
11	EastEnders 20/08/10	429,000
12	EastEnders 06/08/10	414,000
13	EastEnders 02/08/10	409,000
14	EastEnders 05/08/10	409,000
15	EastEnders 19/08/10	406,000
16	EastEnders 10/08/10	405,000
17	EastEnders 16/08/10	405,000
18	EastEnders 13/08/10	403,000
19	EastEnders 23/08/10	402,000
20	EastEnders 12/08/10	391,000

BBC iPLAYER TOP 20 TV EPISODE – MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per episode</u>
1	Top Gear Series 15 Episode 6	1,036,000
2	Sherlock Episode 2	989,000
3	Madness in the Fast Lane 10/08/10	714,000
4	Glamour Models, Mum and Me 03/08/10	540,000
5	Mistresses Series 3 Episode 1	525,000
6	EastEnders 24/08/10	454,000
7	Underage and Pregnant Series 2 Episode 3	374,000
8	The Deep Episode 1	362,000
9	Young, Dumb and Living Off Mum Series 2 Ep 3	348,000
10	Beckii: Schoolgirl Superstar at 14 12/08/10	323,000
11	Mock the Week Series 9 Episode 6	322,000
12	Tulisa: My Mum and Me 10/08/10	308,000
13	Dragons' Den Series 8 Episode 7	295,000
14	Would I Lie To You? Series 4 Episode 3	276,000
15	That Mitchell and Webb Look Series 4 Ep 6	256,000
16	My Family Series 10 Episode 5	248,000
17	Grandma's House Episode 1	238,000
18	Shooting Stars Series 7 Episode 6	228,000
19	Russell Howard's Good News Series 2 Episode 2	223,000
20	The 13th Warrior 16/08/10	219,000

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 August 2010

Radio 4 series *Fry's English Delight* topped listening requests in August, Radio 5 Live Sports Extra *Test Match Special* also performed well along with coverage of *Premier League* football. Radio 1 programmes from Ibiza including *Annie Mac* and *Pete Tong* also appeared in the top 20.

BBC iPLAYER TOP 20 RADIO EPISODE – ALL

			<u>Total requests per Ep</u>
1	Fry's English Delight Series 3 Episode 1	87,000	1
2	5 live Sport Prem League L'pool v Arsenal	84,000	2
3	Test Match Special 20/08/10	77,000	3
4	Annie Mac Radio 1 Live in Ibiza 06/08/2010	72,000	4
5	Test Match Special 18/08/10	71,000	5
6	Fry's English Delight Series 3 Episode 2	70,000	6
7	5 live Sport Prem League Man Utd v Newcastle	68,000	7
8	Test Match Special 06/08/10	66,000	8
9	Test Match Special 19/08/10	66,000	9
10	5 live Sport Prem League Man City v L'pool	64,000	10
11	The Now Show Series 31 Episode 8	63,000	11
12	Desert Island Discs Kathy Burke 15/08/2010	61,000	12
13	Ken Bruce 05/08/10	59,000	13
14	The Chris Moyles Show 18/08/10	58,000	14
15	Just a Minute Series 57 Episode 3	57,000	15
16	Just a Minute Series 57 Episode 1	57,000	16
17	Just a Minute Series 57 Episode 4	55,000	17
18	The Chris Moyles Show 20/08/10	54,000	18
19	I'm Sorry I Haven't A Clue Series 53 Episode 6	53,000	19
20	Just a Minute Series 57 Episode 2	53,000	20

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

			<u>Total requests per Ep</u>
1	Fry's English Delight Series 3 Episode 1	87,000	1
2	5 live Sport Prem League L'pool v Arsenal	84,000	2
3	Test Match Special 20/08/10	77,000	3
4	Annie Mac Radio 1 Live in Ibiza 06/08/2010	72,000	4
5	5 live Sport Prem League Man Utd v Newcastle	68,000	5
6	5 live Sport Prem League Man City v Liverpool	64,000	6
7	The Now Show Series 31 Episode 8	63,000	7
8	Desert Island Discs Kathy Burke 15/08/2010	61,000	8
9	Ken Bruce 05/08/10	59,000	9
10	The Chris Moyles Show 18/08/10	58,000	10
11	Just a Minute Series 57 Episode 3	57,000	11
12	I'm Sorry I Haven't A Clue Series 53 Episode 6	53,000	12
13	Pete Tong Radio 1 Live in Ibiza 06/08/2010	52,000	13
14	5 live Community Shield Chelsea v Man Utd	51,000	14
15	5 live Sport Prem League Fulham v Man Utd	50,000	15
16	The Chris Evans Breakfast Show 27/08/10	49,000	16
17	5 live Sport Prem League Tottenham v Man City	48,000	17
18	Huw Stephens 06/08/10	44,000	18
19	Sara Cox sits in for Fearne Cotton 25/08/2010	43,000	19
20	The Archers 09/08/10	42,000	20

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

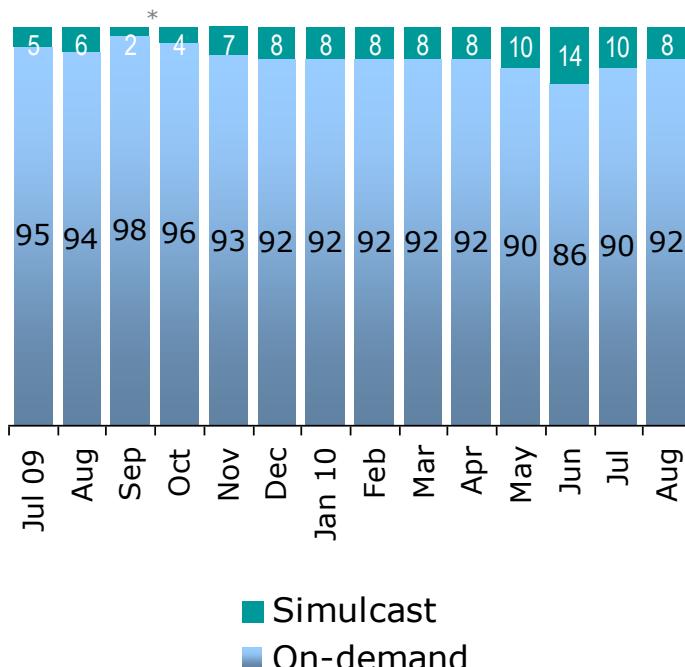
Please refer to slide 6 for guide footnotes.



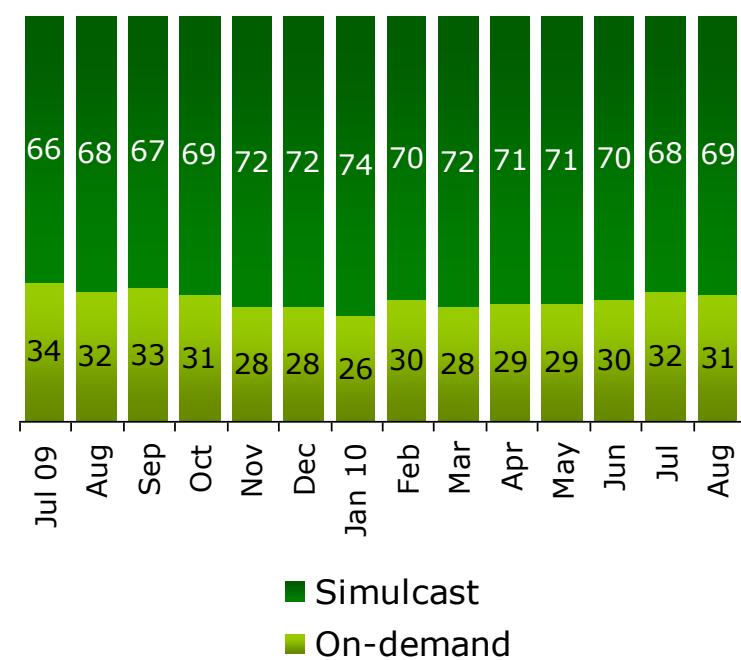
Requests by on-demand catch-up vs live simulcast

Live TV viewing via the BBC iPlayer decreased a further -2 points in August back to pre World Cup levels. The balance of radio listening remained fairly stable in August with the majority being for live programmes at 69%.

TV Requests

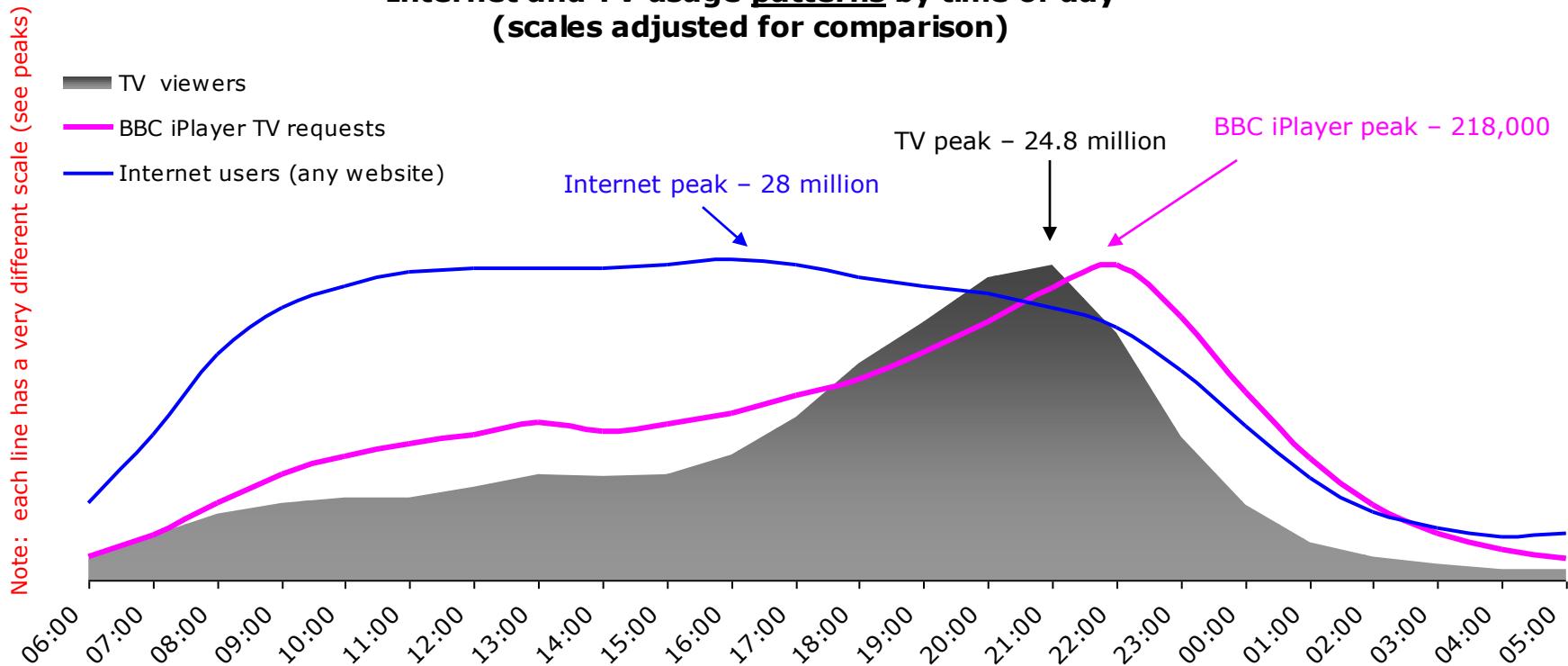


Radio requests



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

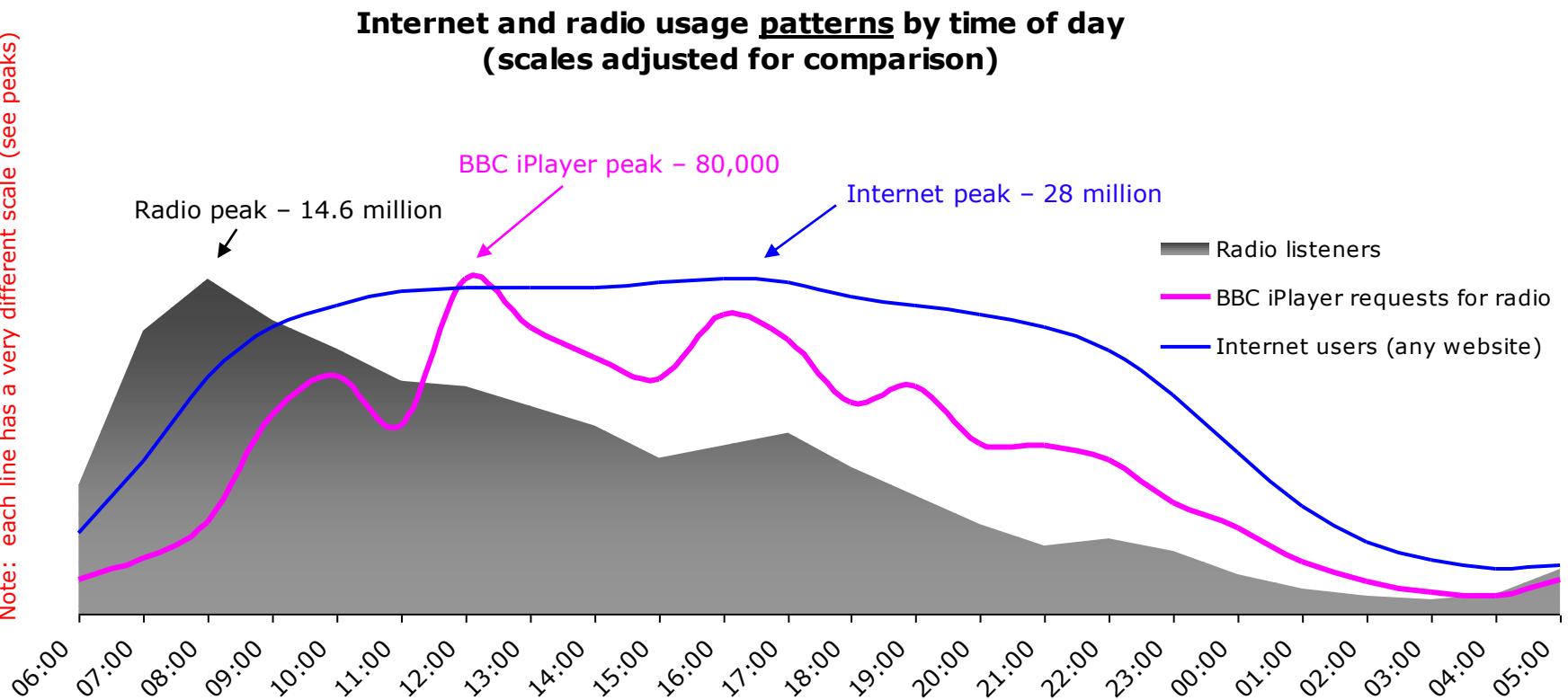


Sources – TV from BARB July 2010, internet from Nielsen July 2010,
BBC iPlayer from BBC iStats July 2010 - see footnotes on final page for more detail

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

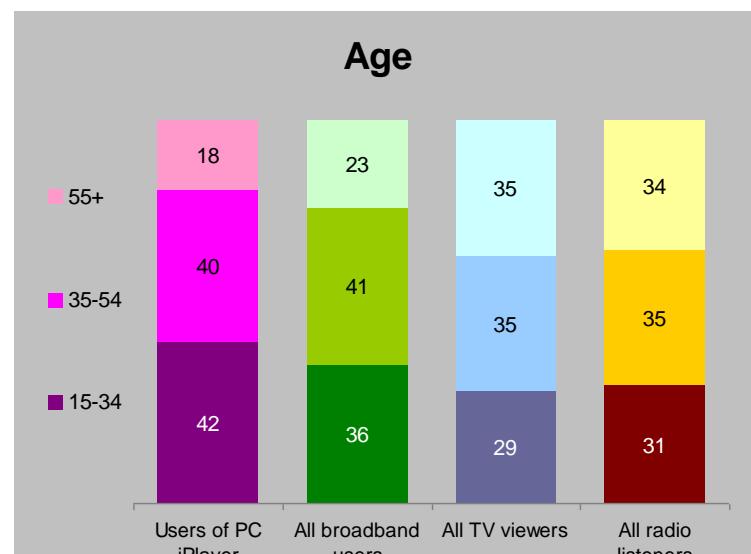
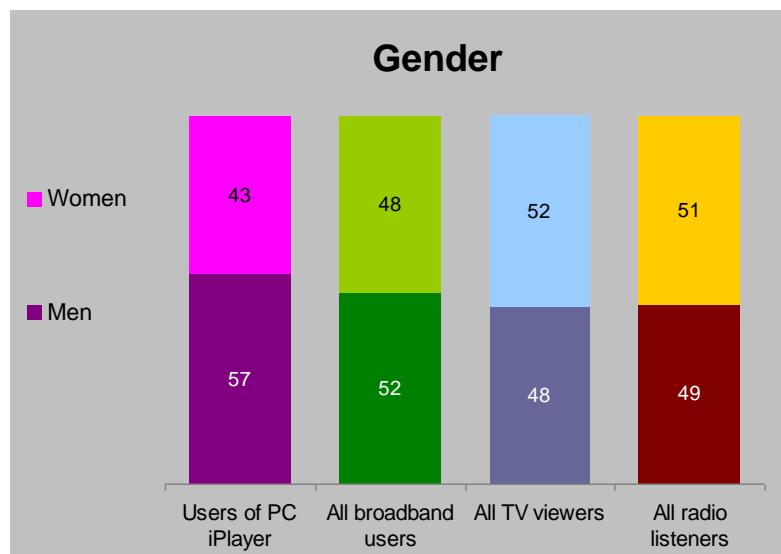
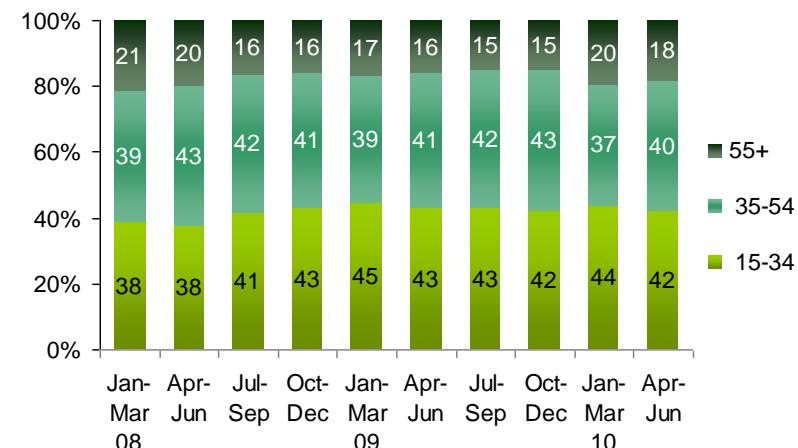
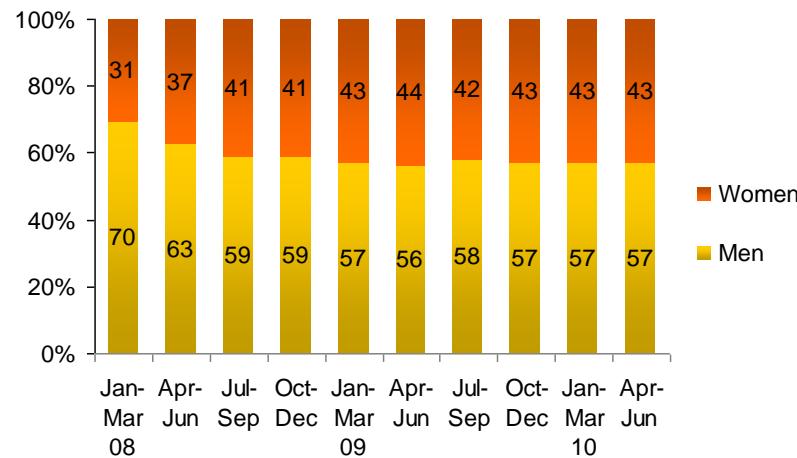
Note: each line has a very different scale (see peaks)



Sources – radio from RAJAR Q2 2010, internet from Nielsen July 2010,
BBC iPlayer from BBC iStats July 2010 - 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 gender profile is stable with a slightly male skew, and most users are aged under 55 years. There has been an increase of 35-54 year olds for BBC iPlayer.



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