



Online Monthly press pack November 2009

Monthly summary – November 2009

- November 2009 saw yet another another step-change upwards in requests for TV and radio programmes on the BBC iPlayer. In total there were **107 million requests across all platforms** (both online platforms and devices and Virgin Media TV combined).
- The new series of *Top Gear* received an outstanding 1.2m requests for episode one, and *Life*, the *Children in Need* coverage and *Russell Howard's Good News* also all boosted the overall figures. For radio, football coverage, *The Chris Moyles Show* and *The News Quiz* were among most popular titles.
- Computer usage still dominates BBC iPlayer use (86% of requests), but the re-launch of BBC iPlayer on the Nintendo Wii has seen a rise in requests via this device.

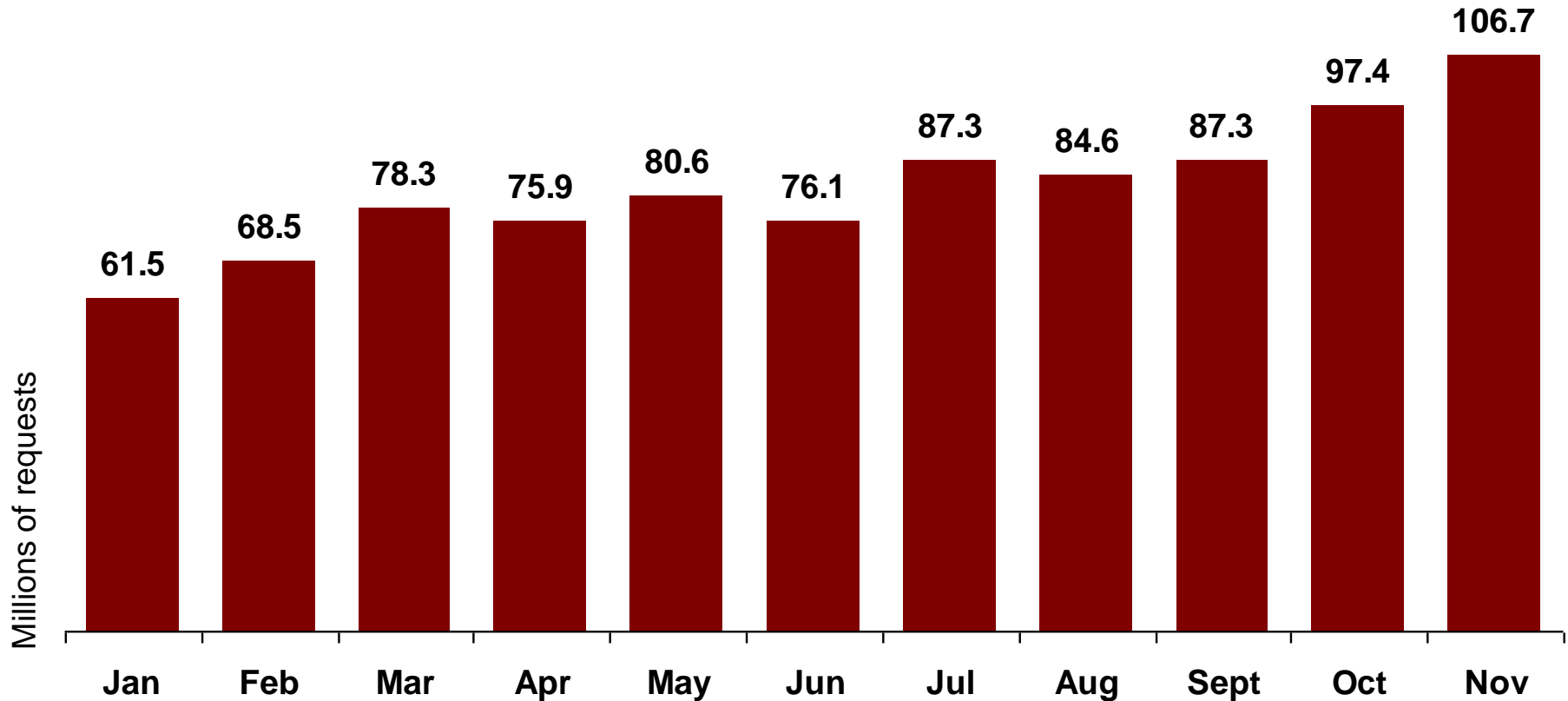
Consistent with previous months:

- 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 November only 7% of requests were for live simulcast streams), however 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.

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



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.

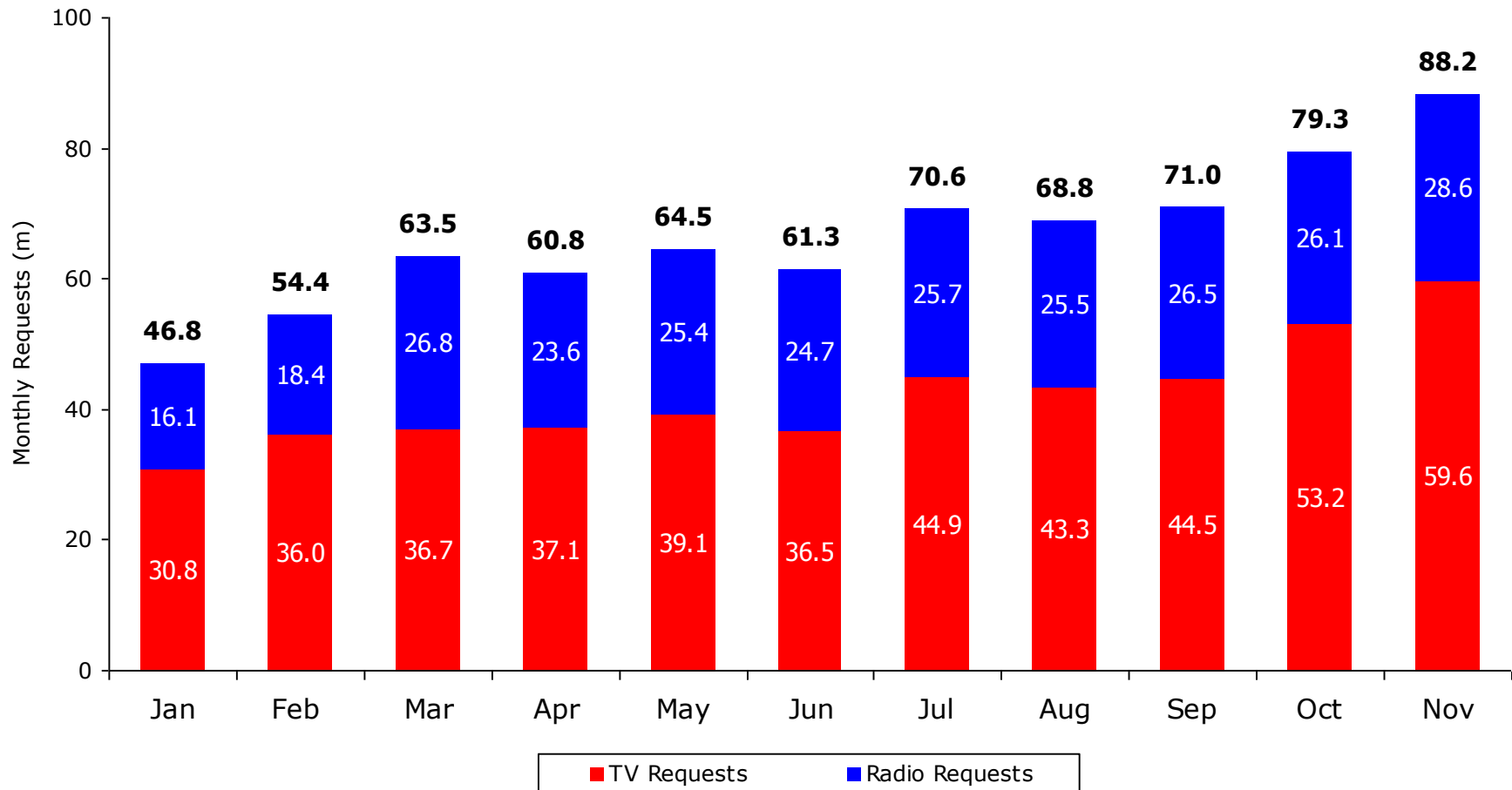
Notes on figures in this report

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 (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 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 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

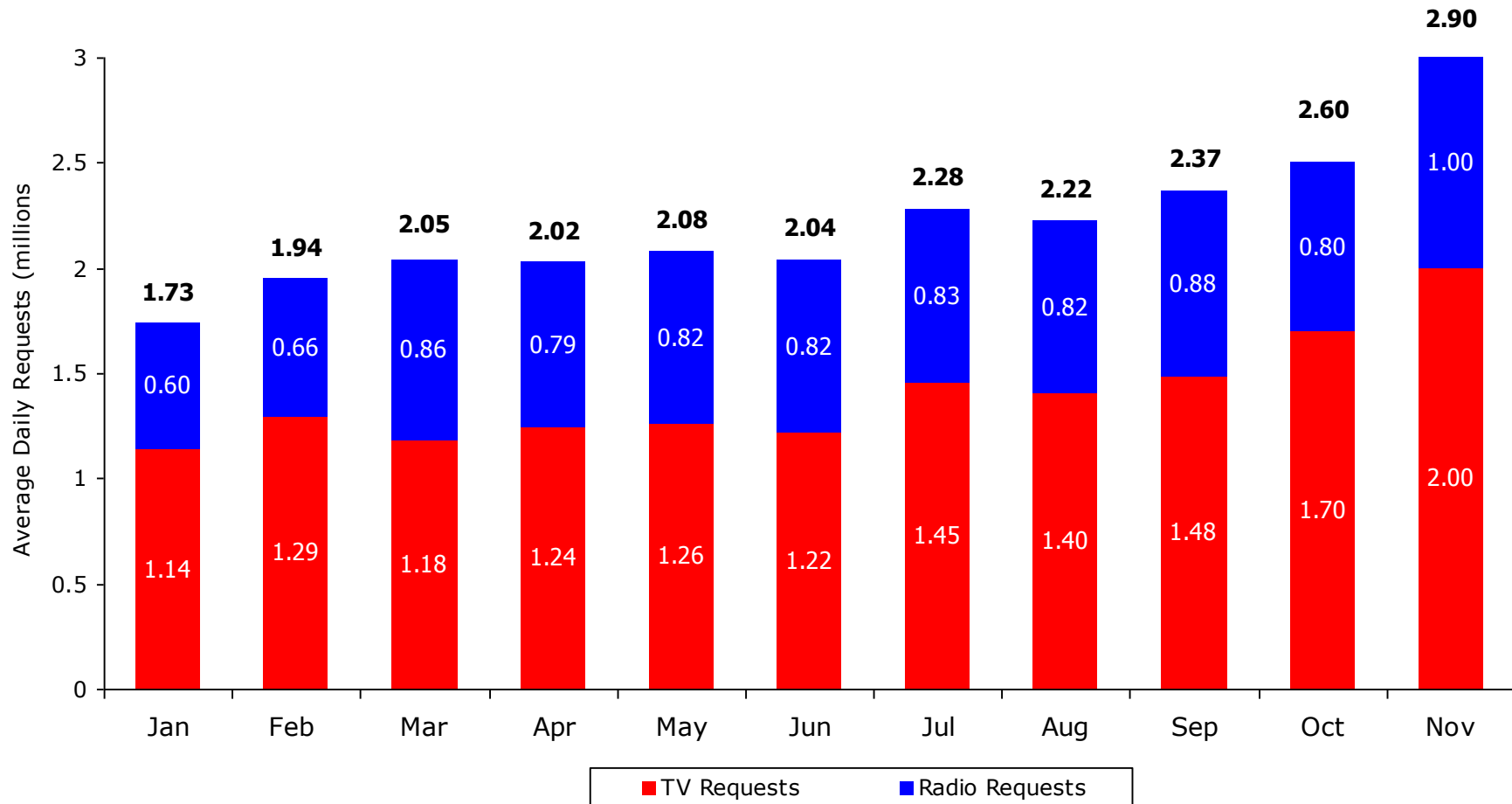
Monthly BBC iPlayer Online Requests

Across November 09 the BBC iPlayer received a total of **88.2m requests, the best month since launch in 2007** – driven by a record 59.6m requests for TV programmes, and 28.6m requests for radio programmes.



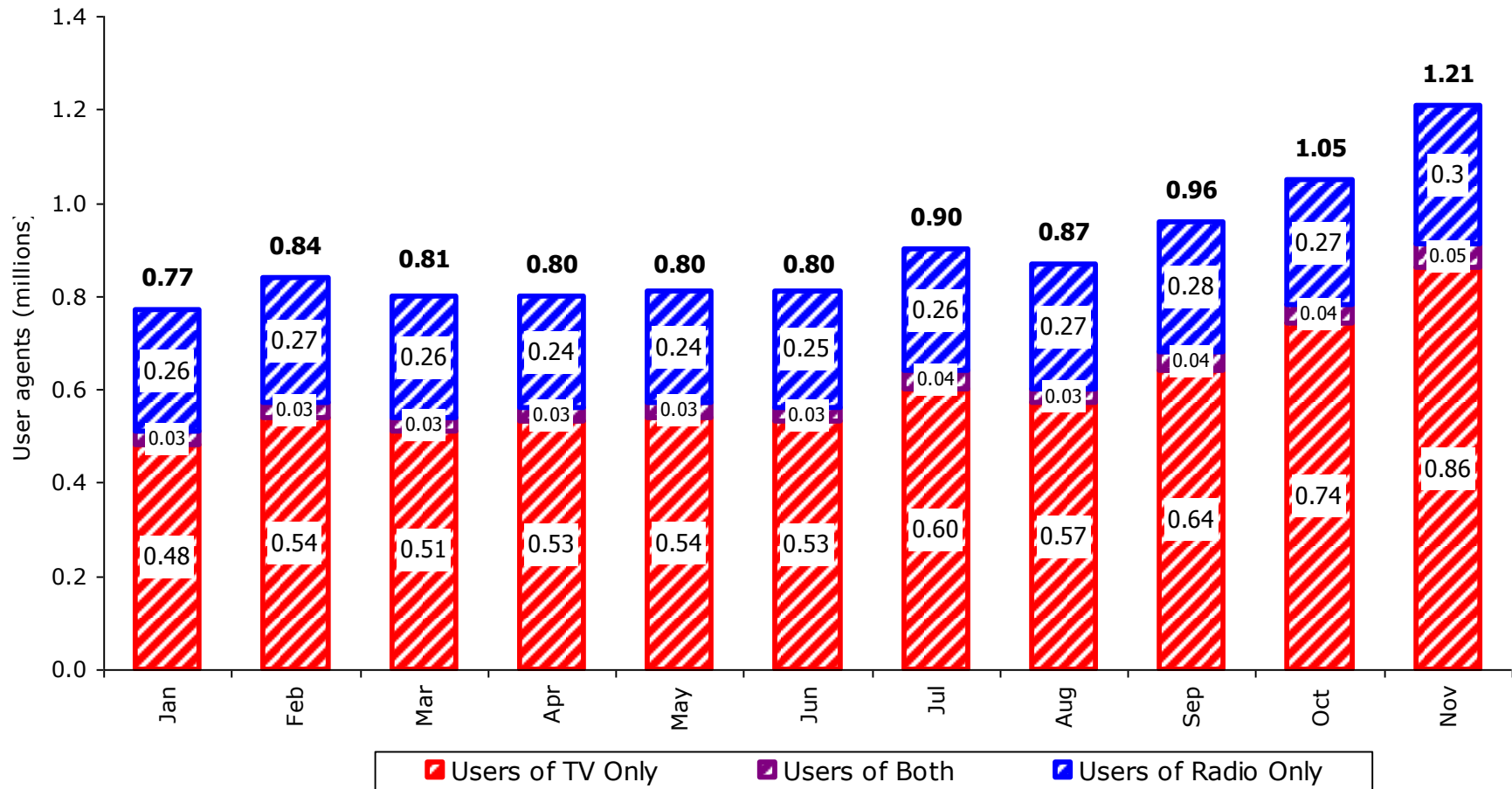
Average Daily BBC iPlayer Requests

In November 09 the BBC iPlayer attracted an average of **2.9 million requests** for programmes each day, the highest figure on record – 2m daily for TV programmes and an average of 1m for radio programmes.



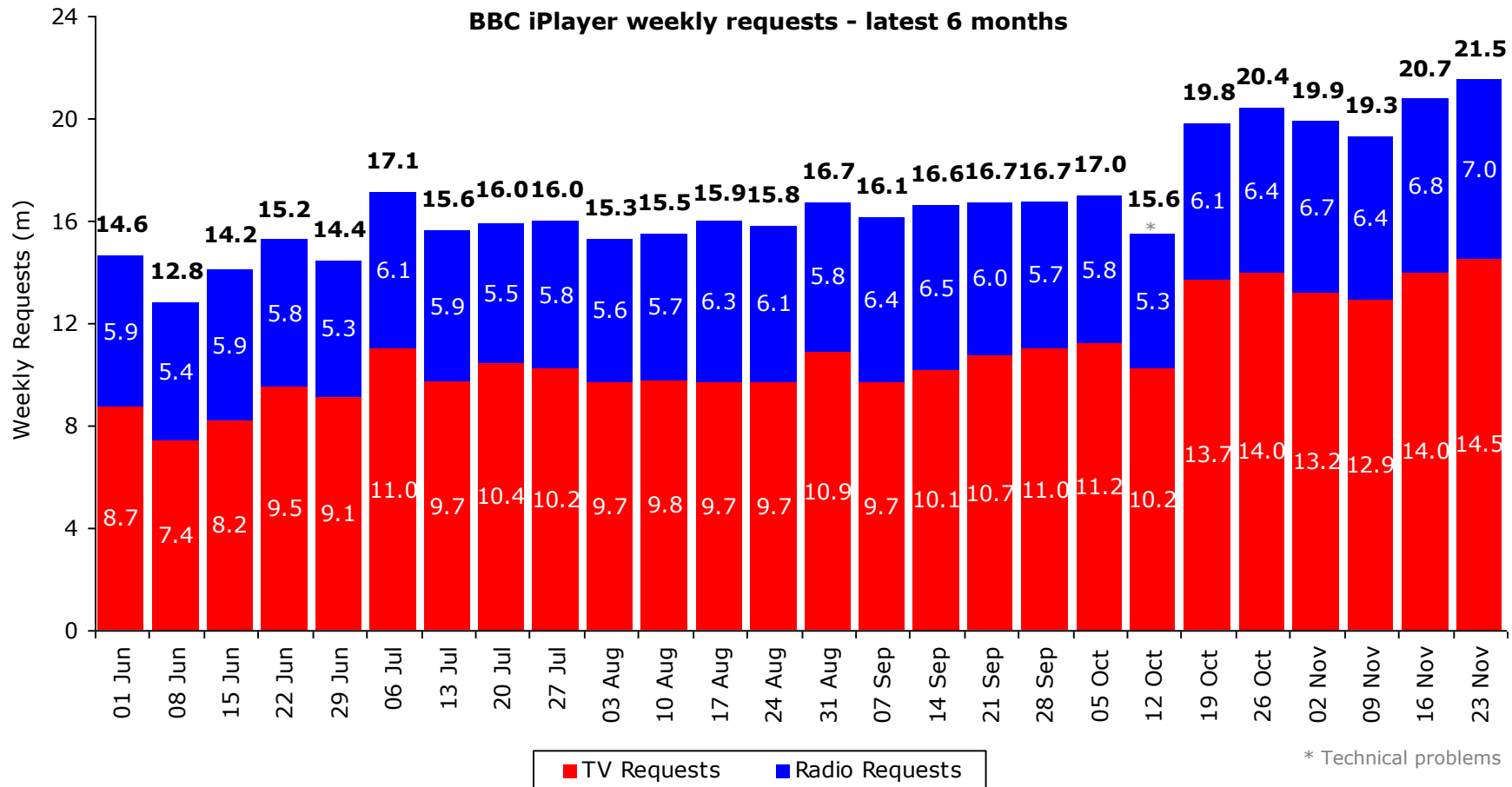
Average Daily BBC iPlayer Users

In November 09 the BBC iPlayer attracted an average of **1.2 million users** each day, the highest figure on record – 0.9m requesting TV content only, 0.3m requesting radio content only, and 50k requesting both types of media.



Weekly BBC iPlayer Requests

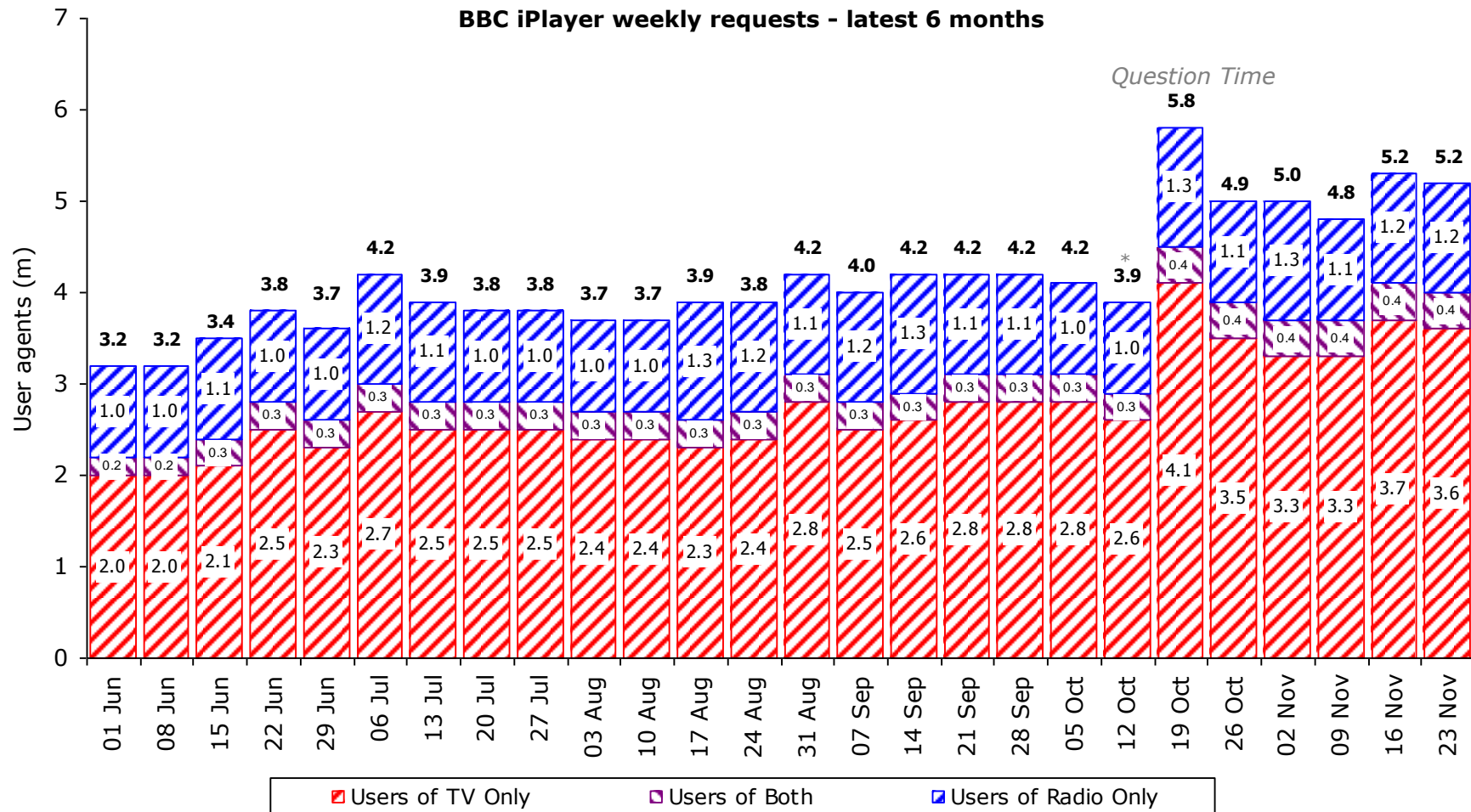
November continued to see record numbers of TV & Radio programme requests. In the last week of the month there were **14.5m** requests for TV programmes and **7.0m** for radio programmes.



* 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

Weekly users across the whole of November were higher than in previous months.



BBC iPlayer - Top 20 TV Episodes November 2009

Top Gear achieved the highest audience in November 09.

BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>
1 Top Gear Series 14 Episode 1	1,189,000
2 Top Gear Series 14 Episode 2	907,000
3 Doctor Who The Waters of Mars 15/11/09	626,000
4 Life Episode 4	471,000
5 Waterloo Road Series 5 Episode 2	418,000
6 Spooks Series 8 Episode 1	410,000
7 Russell Howard's Good News Episode 3	398,000
8 Russell Howard's Good News Episode 5	393,000
9 Russell Howard's Good News Episode 4	389,000
10 Children in Need Rocks the RAH 19/11/09	387,000
11 The Impressions Show Episode 3	384,000
12 Waterloo Road Series 5 Episode 3	362,000
13 Never Mind the Buzzcocks S23 Episode 8	361,000
14 Kidulthood 14/06/08	358,000
15 Life Episode 6	354,000
16 Spooks Series 8 Episode 2	346,000
17 Merlin Series 2 Episode 7	345,000
18 Life Episode 7	343,000
19 The Impressions Show Episode 2	339,000
20 Strictly Come Dancing Series 7 Episode 10	327,000

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

	<u>Total requests per episode</u>
1 Top Gear Series 14 Episode 1	1,189,000
2 Doctor Who The Waters of Mars 15/11/2009	626,000
3 Life Episode 4	471,000
4 Waterloo Road Series 5 Episode 2	418,000
5 Spooks Series 8 Episode 1	410,000
6 Russell Howard's Good News Episode 3	398,000
7 Children in Need 2009 Rocks the RAH 19/11/09	387,000
8 The Impressions Show Episode 3	384,000
9 Never Mind the Buzzcocks Series 23 Episode 8	361,000
10 Kidulthood 14/06/08	358,000
11 Merlin Series 2 Episode 7	345,000
12 Strictly Come Dancing Series 7 Episode 10	327,000
13 Have I Got News for You Series 38 Episode 5	305,000
14 Merlin Series 2 Episode 6	298,000
15 James May's Toy Stories Episode 4	277,000
16 EastEnders 06/11/09	270,000
17 The World's Strictest Parents Series 2 Ep4	225,000
18 QI Series 7 Episode 1	214,000
19 The Armstrong and Miller Show Series 2 Ep4	213,000
20 The Thick of It Series 3 Episode 2	211,000

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

Please refer to slide 4 for guide footnotes

BBC iPlayer - Top 20 Radio Episodes November 2009

The usual wide range of radio programmes was again present in the Top 20s in November, (with Stephen Nolan topping the list because the boxing coverage over-ran into his slot).

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per episode</u>
1	Stephen Nolan 07/11/09	116,000
2	5 live Sport Chelsea v ManU 08/11/09	108,000
3	I'm Sorry I Haven't A Clue S52 Ep1	96,000
4	The Chris Moyles Show 05/11/09	95,000
5	5 live Sport 5 live Boxing 07/11/09	93,000
6	I'm Sorry I Haven't A Clue S52 Ep 2	87,000
7	5 live Sport L'pool v B'ham 09/11/09	84,000
8	The Chris Moyles Show 20/11/2009	84,000
9	The News Quiz Series 69 Episode 7	73,000
10	The News Quiz Series 69 Episode 9	70,000
11	The Unbelievable Truth Series 4 Episode 5	70,000
12	The News Quiz Series 69 Episode 8	68,000
13	BBC Radio 1's Chart Show 22/11/09	65,000
14	The Unbelievable Truth Series 4 Episode 6	65,000
15	The Chris Moyles Show 11/11/09	63,000
16	BBC Radio 1's Chart Show 15/11/09	63,000
17	The Chris Moyles Show 04/11/09	62,000
18	The Chris Moyles Show 13/11/09	62,000
19	BBC Radio 1's Chart Show 01/11/09	61,000
20	BBC Radio 1's Chart Show 08/11/09	60,000

BBC iPLAYER TOP 20 RADIO EPISODES

– MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per episode</u>
1	Stephen Nolan 07/11/09	116,000
2	5 live Sport Chelsea v ManU 08/11/09	108,000
3	I'm Sorry I Haven't A Clue S52 Episode 1	96,000
4	The Chris Moyles Show 05/11/09	95,000
5	5 live Sport 5 live Boxing 07/11/09	93,000
6	5 live Sport L'pool v Birmingham 09/11/09	84,000
7	The News Quiz Series 69 Episode 7	73,000
8	The Unbelievable Truth Series 4 Episode 5	70,000
9	BBC Radio 1's Chart Show 22/11/09	65,000
10	Fearne Cotton 11/11/2009	60,000
11	5 live Sport France v ROI 18/11/2009	59,000
12	5 live Sport 21/11/09	54,000
13	Greg James 12/11/09	51,000
14	5 live Sport Man U v Everton 21/11/2009	44,000
15	The Now Show Series 29 Episode 1	44,000
16	5 live Sport L'Pool v Man City 21/11/2009	44,000
17	5 live Sport Portsmouth v Man U 28/11/2009	42,000
18	Steve Wright in the Afternoon 12/11/09	41,000
19	Ken Bruce 11/11/09	41,000
20	5 live Sport Debrecen v Liverpool 24/11/09	41,000

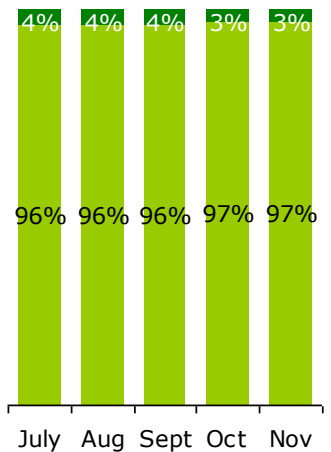
Note: excludes episodes which had been available for fewer than seven days at the end of the month.

Requests by platform type – November 2009

Streams for computers are consistently dominating the type of content requested, across both TV and radio programmes. However PlayStation®3 requests are consistently making up a noticeable proportion of TV requests (6%), and since the relaunch of the BBC iPlayer on the Nintendo Wii on 18th November, requests via this device have also seen an increase.

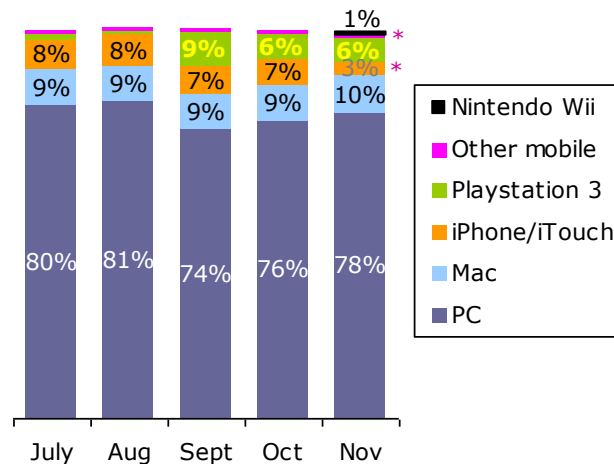
TV Requests

Streams vs downloads



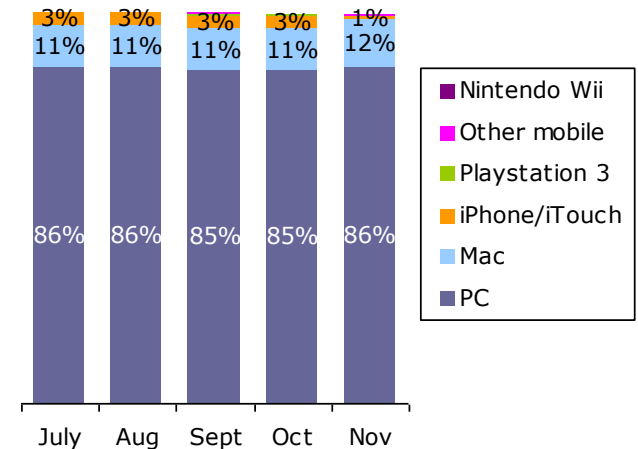
■ Download requests
■ Stream requests

Device type



* PLEASE NOTE: iPhone and mobile data is **incomplete** for November due to technical problems.

Radio requests (all streams)



■ Nintendo Wii
■ Other mobile
■ Playstation 3
■ iPhone/iTouch
■ Mac
■ PC

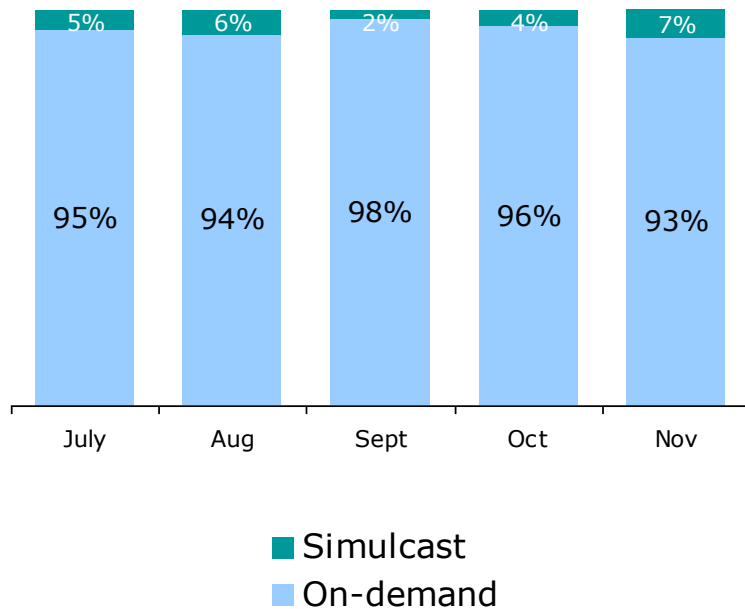
Audio podcast requests are not included here since they are not available until after the publishing date for this pack.

Please refer to slide 4 for guide footnotes

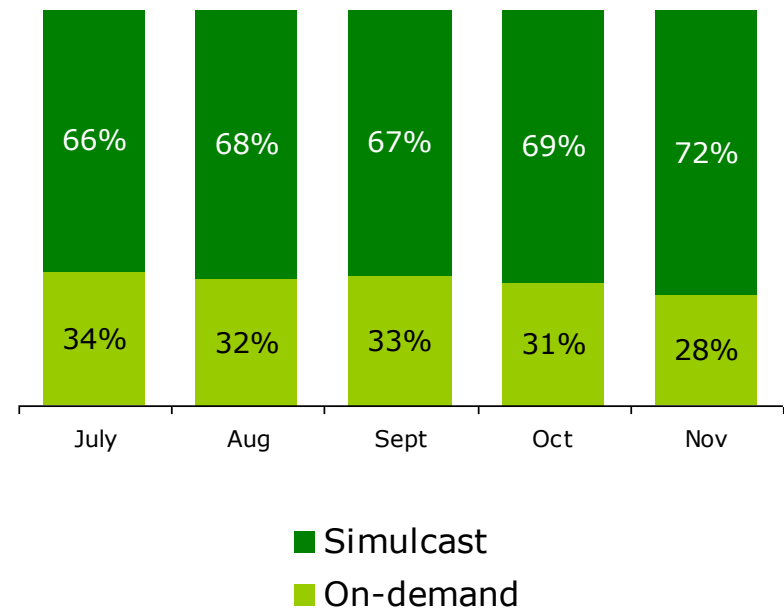
Requests by on-demand catch-up vs live simulcast – Nov 09

On-demand requests for content continue to dominate TV viewing via BBC iPlayer, with live requests making up 7% in November, whilst for radio, live listening makes up just over two-thirds of all programme requests.

TV Requests

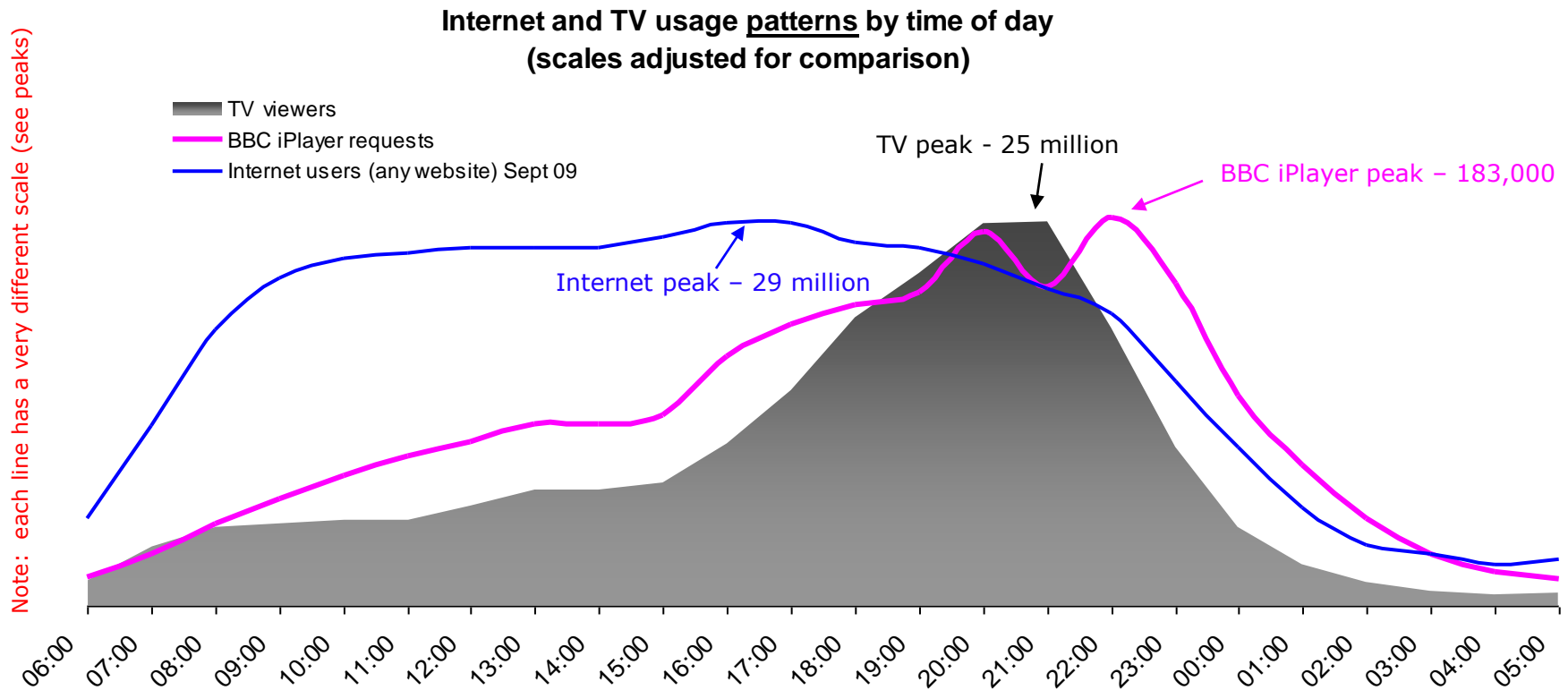


Radio requests



BBC iPlayer – use for TV by time of day, November 09

The scale for each line on this graph is different – 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 far closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak.

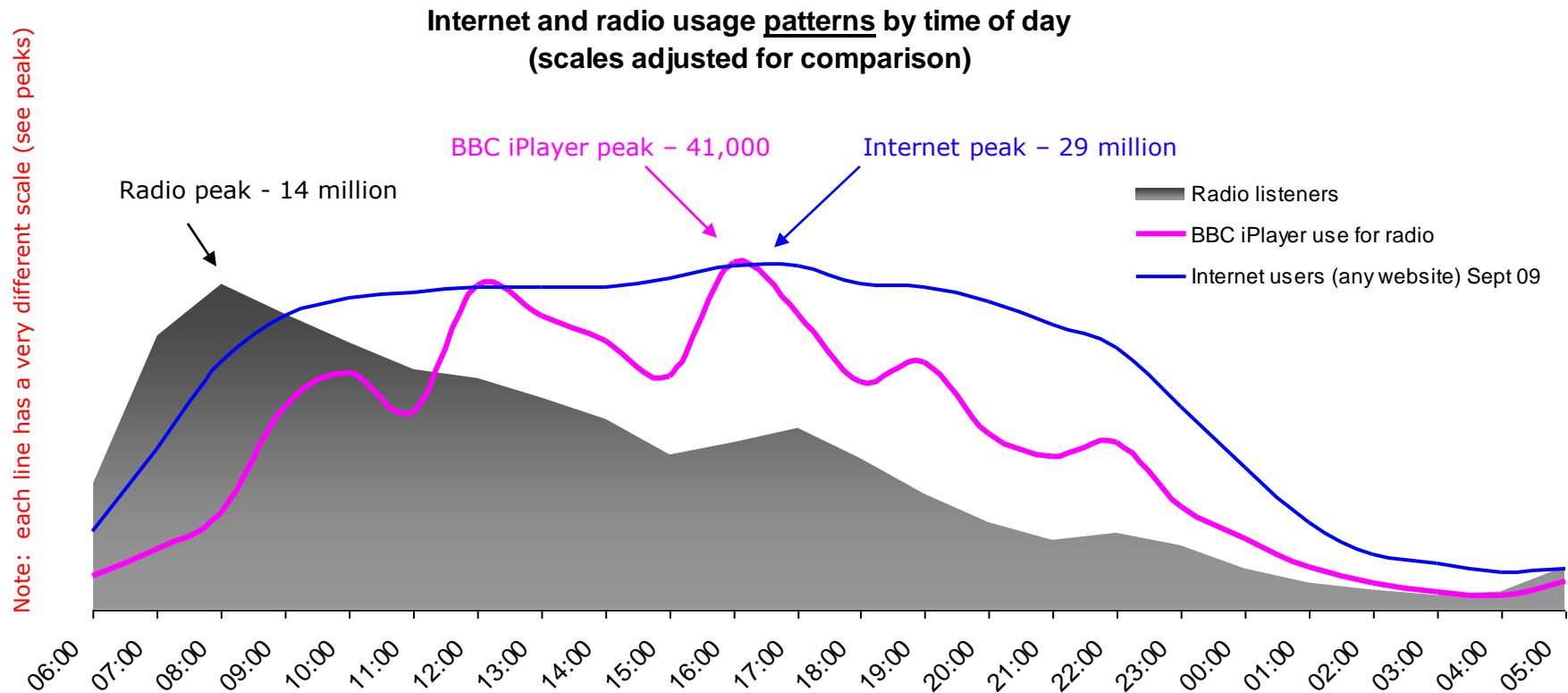


Sources– TV (aged 4+) from BARB Oct 09, internet (aged 2+) from Nielsen Sept 09, iPlayer Nov 09 iStats (line shows requests).

See footnotes on slide 17 for more detail

BBC iPlayer – use for radio by time of day, November 09

The scale for each line on this graph is different – 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.



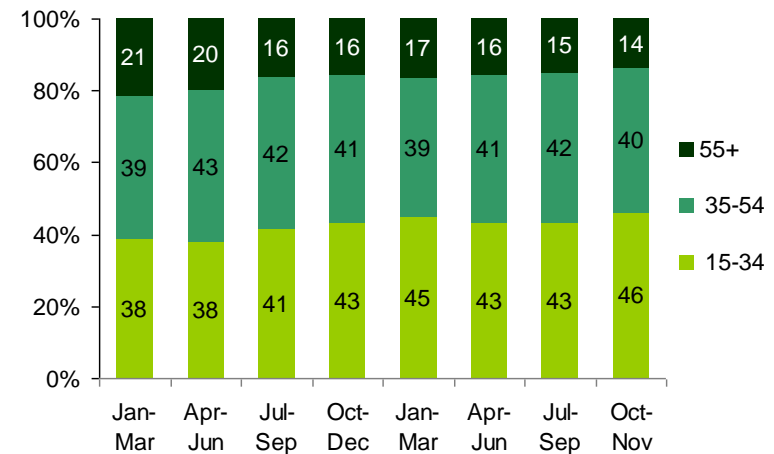
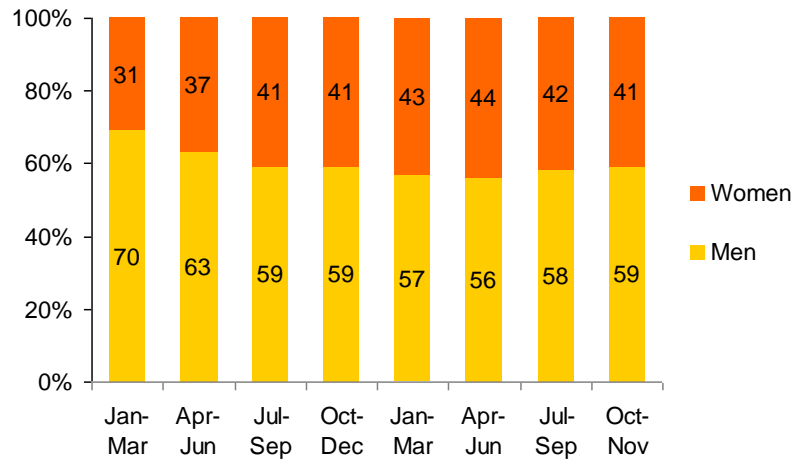
Sources - radio (aged 16+) from RAJAR Q3 09, internet (aged 2+) from Nielsen Sept 09, iPlayer November 09 iStats (line shows requests, but 41,000 is a count of users).

See footnotes on slide 17 for more detail

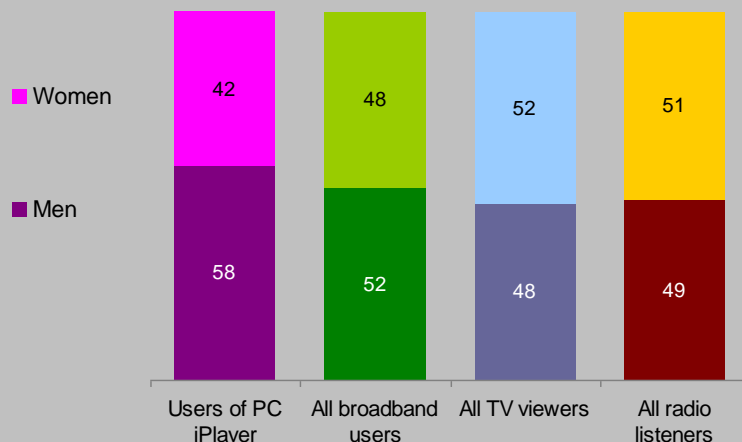
Please refer to slide 4 for guide footnotes

BBC iPlayer use by demographic type

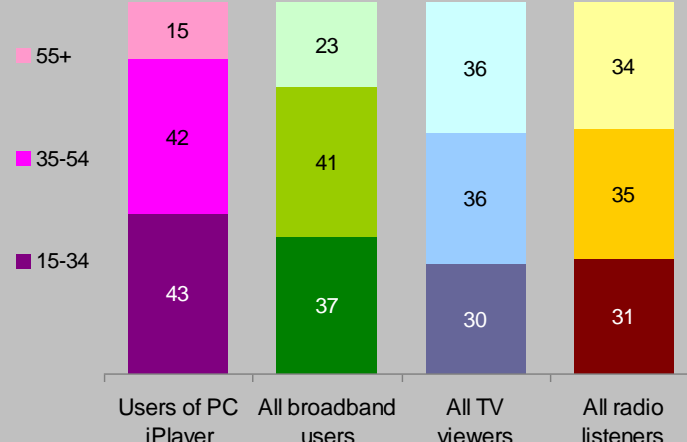
Use of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The demographic profile of BBC iPlayer is slowly evening out in gender terms, but remaining strongly under-55.



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 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 14-15

TV data – BARB average audience, live overnights, by hour, 01-30 Sept 09, all individuals aged 4+, Total TV

Radio data - RAJAR average audience, Q2 09, by hour, all adults 16+, all radio stations

iPlayer - average requests over 01-30 September 09, by hour, all programmes, stream & downloading, live & on-demand, UK only

Nielsen – September 09, user numbers (aged 2+ based on internet population estimate of 39 million individuals)