



Online Monthly press pack January 2010

Monthly summary – January 2010

- The month of January again saw records broken for TV and radio requests on BBC iPlayer. In total there were **120 million requests across all platforms** (both online platforms and devices and BBC iPlayer on Virgin Media TV combined).
- The week of 4-10 January set a new record for total requests (23.8m) and radio requests (8m), boosted by catch-up viewing following the Christmas holiday, such as *Doctor Who* and *Gavin and Stacey*, and audio cricket coverage. On 11th January the new Chris Evans Breakfast show also attracted high request numbers.
- Requests from PC/Macs continued to dominate in January for both TV and radio content, however requests for TV programmes via BBC iPlayer on Nintendo Wii increased +1 point to 4% of the total number, and PlayStation®3 requests again delivered a further 8%.

Consistent with previous months:

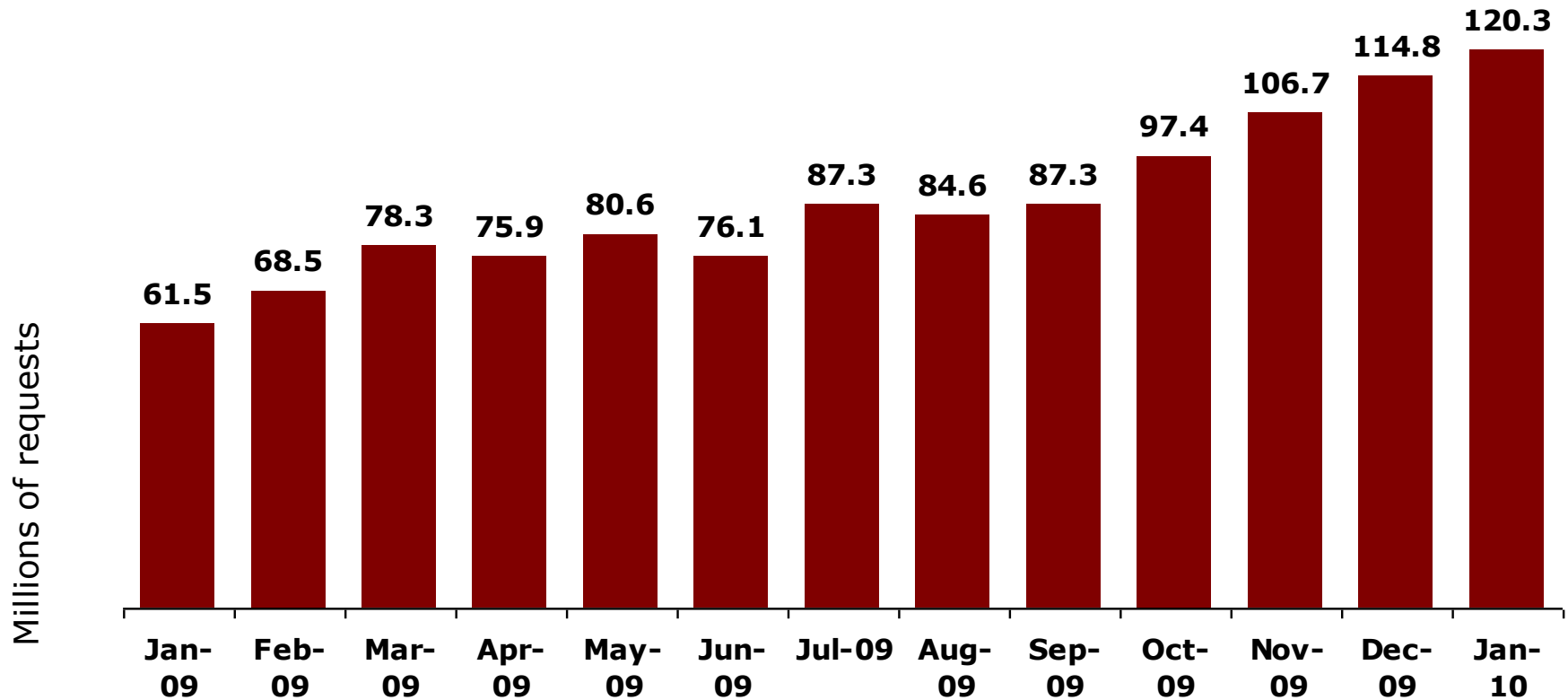
- The profile of BBC iPlayer users is fairly stable at around 60% male / 40% female, and remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile.
- On-demand makes up the great majority of TV programme requests (in January only 8% of requests 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.

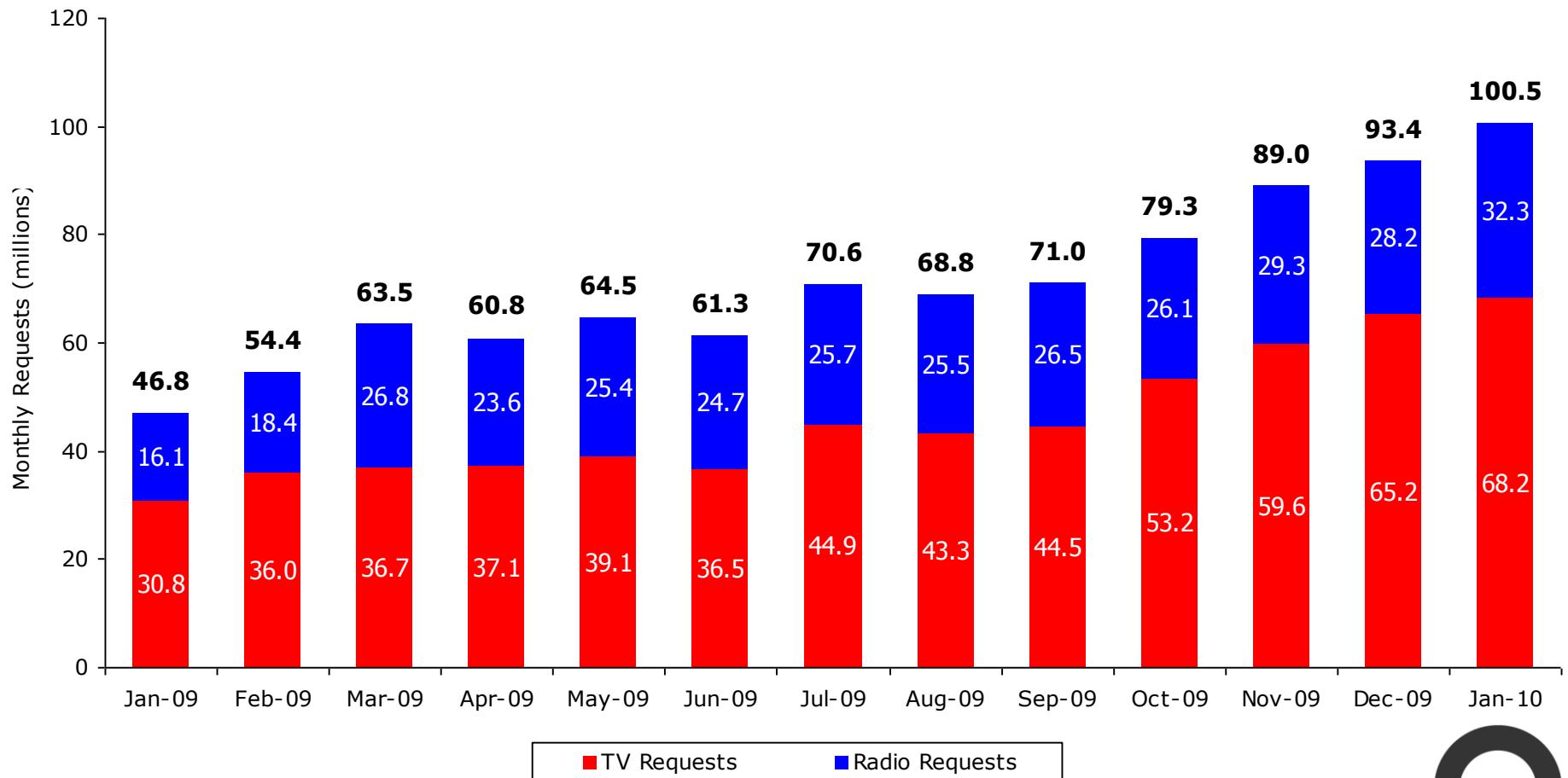
Notes on figures in this report

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 (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
- 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 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
- The data for the month of January 2009 excludes the date 1st – 4th January, since changes were made to the measurement system on 5th January 09

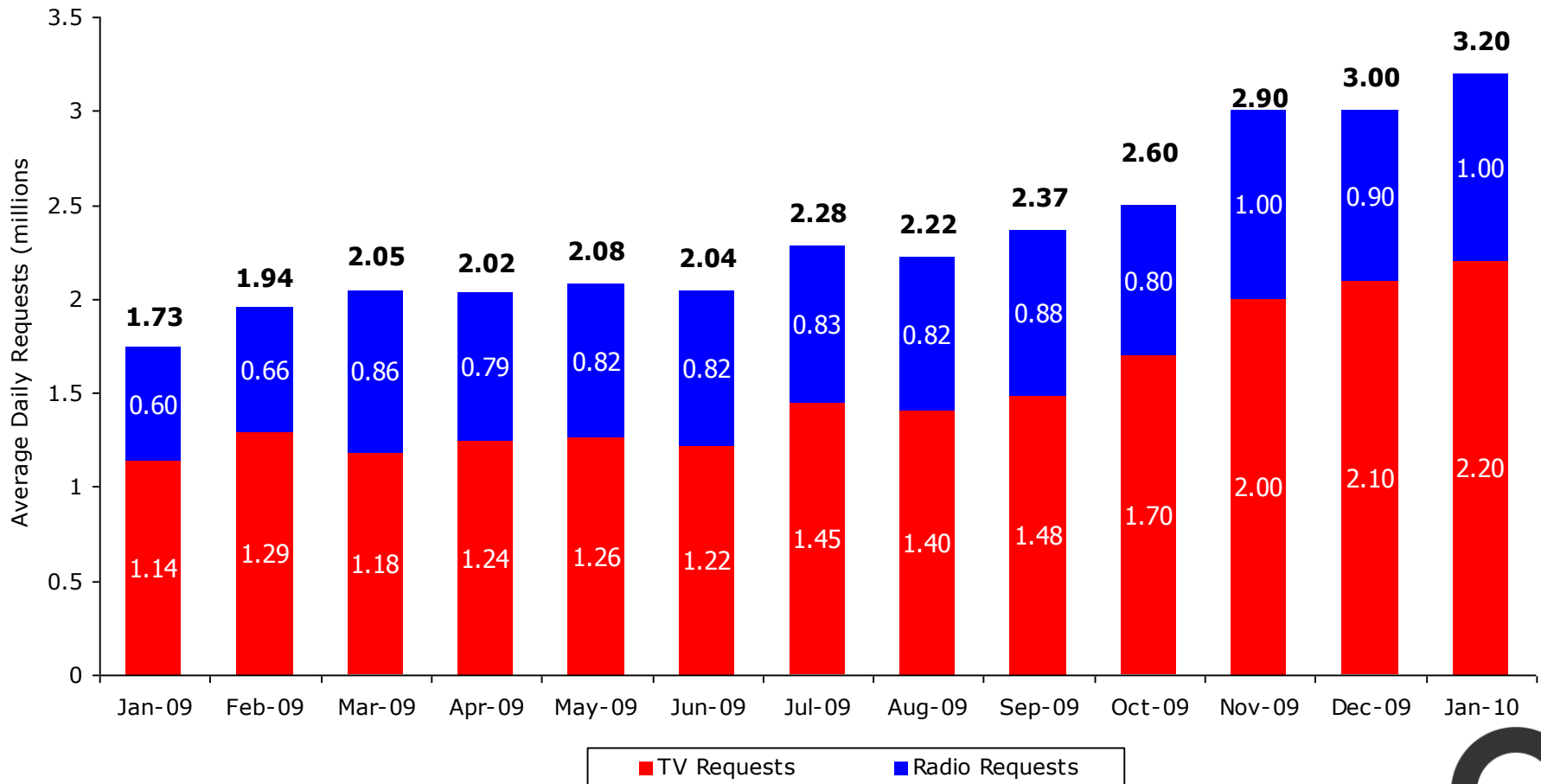
Monthly BBC iPlayer Online Requests

During January 2010, BBC iPlayer received a total of **100m requests**, the best month since launch again – driven by a record 68.2m requests for TV programmes, and also a record number of requests for radio programmes at 32.3m.



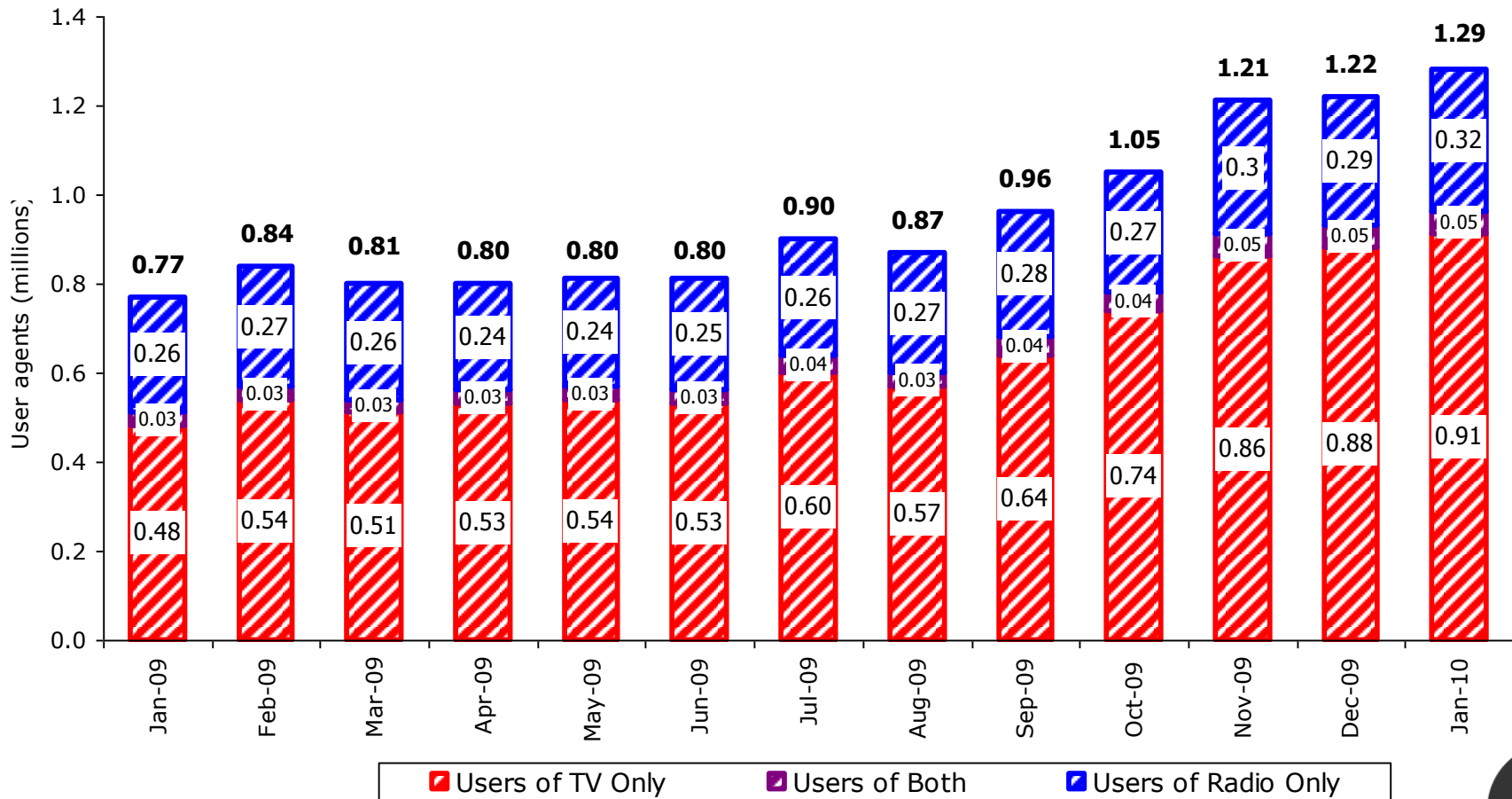
Average Daily BBC iPlayer Requests

January 2010 saw BBC iPlayer attract an average of **3.2 million requests** for programmes each day, the highest figure to date – a record 2.2m daily for TV programmes and an average of 1m for radio programmes.



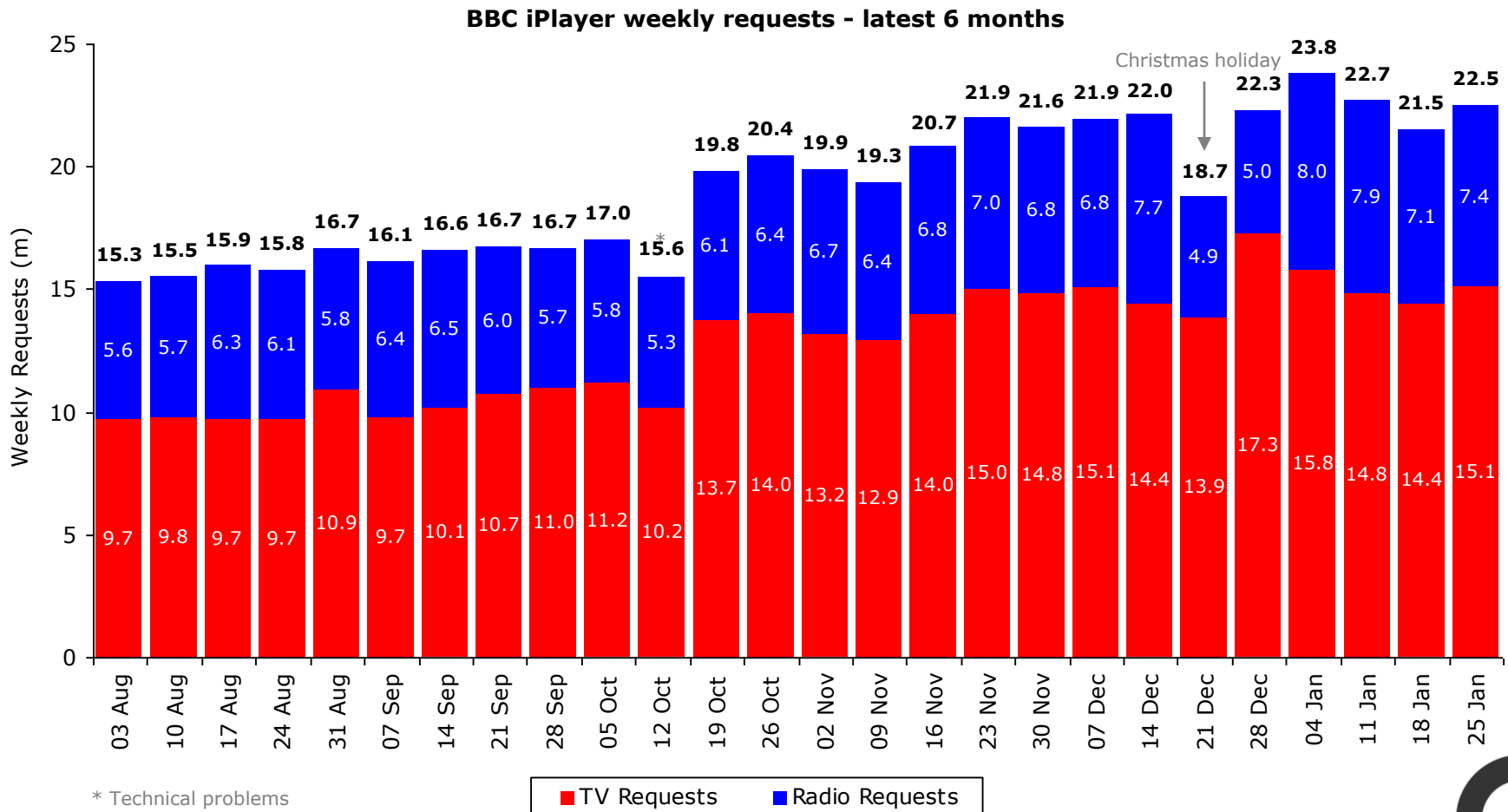
Average Daily BBC iPlayer Users

In January 2010, BBC iPlayer attracted an average of **1.3 million users** each day – 0.9m requesting TV content only, 0.3m requesting radio content only, and 50k requesting both types of media.



Weekly BBC iPlayer Requests

The first week of January topped the last week of December with the highest weekly requests on record, overall (**23.8m**) and for Radio programme requests (**8m**).

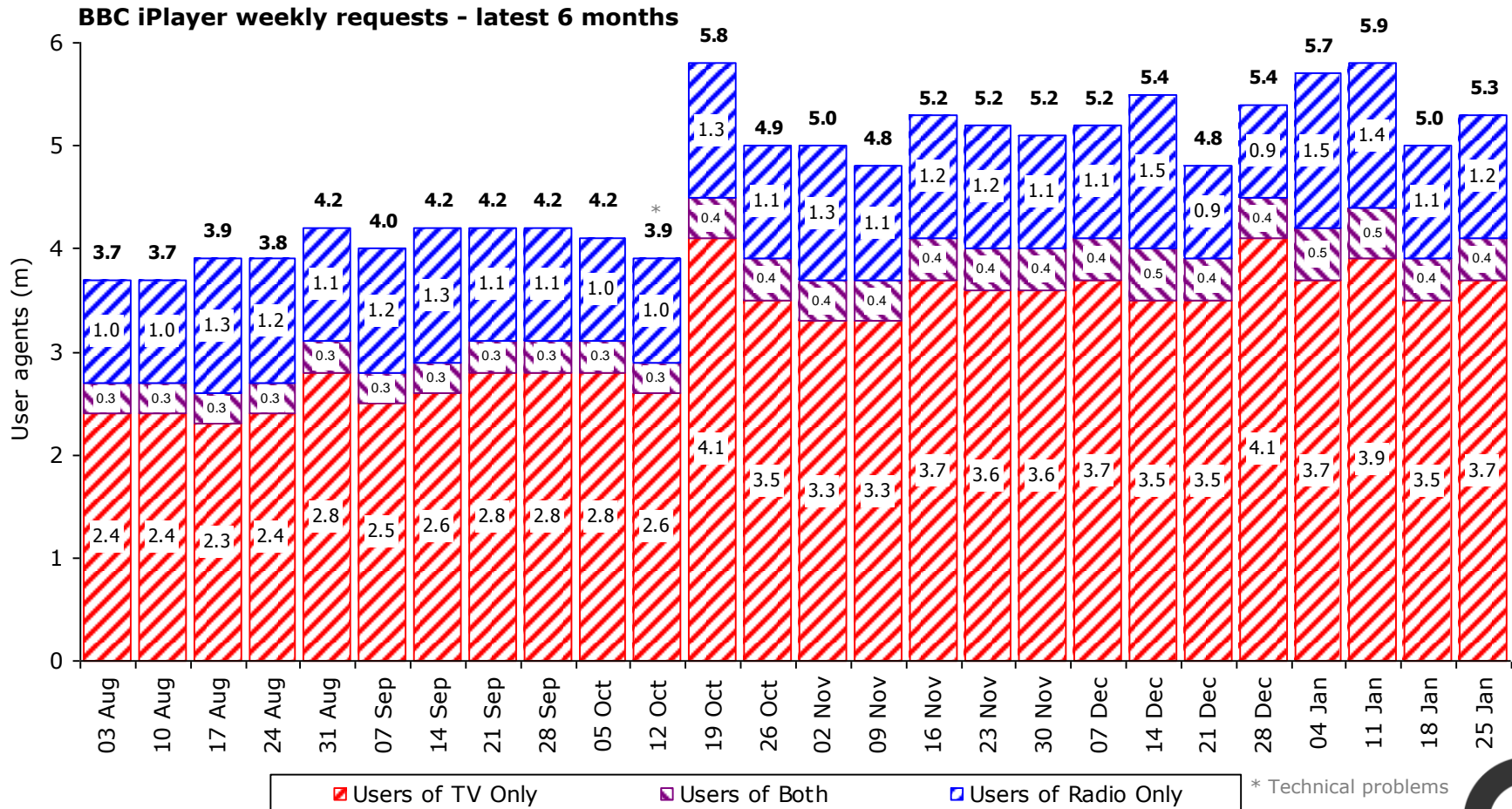


The data measurement systems failed over 10:00-20:00 on Sunday October 18th, so while users successfully received programmes, we did not record their usage of iPlayer.



Weekly BBC iPlayer Users

Total weekly user numbers in January 2010 peaked in w/c 11th January at 5.9m, the highest figure to date.



BBC iPlayer - Top 20 TV Eps January '10

Top Gear Episode 7 was the highest performing episode with 1.1m requests; Doctor Who The End of Time was second highest, and Gavin & Stacey episode 6 was 3rd.

BBC iPLAYER TOP 20 TV EPS – ALL

| | <u>Total requests per Ep</u> |
|----|------------------------------------------------|
| 1 | Top Gear Ser 14 Ep 7 1,135,000 |
| 2 | Doctor Who The End of Time Part 2 Ep 2 831,000 |
| 3 | Gavin and Stacey Ser 3 Ep 6 700,000 |
| 4 | Mock the Week Ser 8 Ep 1 658,000 |
| 5 | Tracy Beaker Returns Full Circle Ep 1 565,000 |
| 6 | Top Gear Ser 14 Bolivia Special Ep 6 525,000 |
| 7 | Hustle Ser 6 Ep 1 523,000 |
| 8 | EastEnders 15/01/10 498,000 |
| 9 | Live at the Apollo Ser 5 Ep 6 479,000 |
| 10 | EastEnders 05/01/10 463,000 |
| 11 | EastEnders 01/01/10 455,000 |
| 12 | Hustle Ser 6 Ep 2 429,000 |
| 13 | EastEnders 22/01/10 420,000 |
| 14 | The Incredibles 25/12/09 417,000 |
| 15 | Being Human Ser 2 Ep 1 415,000 |
| 16 | Hustle Ser 6 Ep 3 408,000 |
| 17 | EastEnders 08/01/10 403,000 |
| 18 | EastEnders 19/01/10 401,000 |
| 19 | EastEnders 14/01/10 393,000 |
| 20 | EastEnders 07/01/10 388,000 |

BBC iPLAYER TOP 20 TV EPS – MOST-REQUESTED EP PER SER

| | <u>Total requests per Ep</u> |
|----|--------------------------------------------------------|
| 1 | Top Gear Ser 14 Ep 7 1,135,000 |
| 2 | Doctor Who The End of Time Part 2 Ep 2 831,000 |
| 3 | Gavin and Stacey Ser 3 Ep 6 700,000 |
| 4 | Mock the Week Ser 8 Ep 1 658,000 |
| 5 | Tracy Beaker Returns Full Circle Ep 1 565,000 |
| 6 | Hustle Ser 6 Ep 1 523,000 |
| 7 | EastEnders 15/01/10 498,000 |
| 8 | Live at the Apollo Ser 5 Ep 6 479,000 |
| 9 | The Incredibles 25/12/09 417,000 |
| 10 | Being Human Series 2 Episode 1 415,000 |
| 11 | QI Ser 7 Genius Ep 6 359,000 |
| 12 | Sun, Sex and Holiday Madness 07/01/10 355,000 |
| 13 | Rock and Chips 24/01/10 314,000 |
| 14 | Coming of Age Ser 2 Rudies Ep 1 289,000 |
| 15 | Heroes Ser 4 Orientation/Jump, Push, Fall Ep 1 278,000 |
| 16 | Newswipe Ser 2 Ep 1 264,000 |
| 17 | Friday Night with Jonathan Ross Ser 18 Ep 2 241,000 |
| 18 | The Lion, the Witch and the Wardrobe 241,000 |
| 19 | Survivors Ser 2 Ep 1 240,000 |
| 20 | Pirates of the Caribbean: Dead Man's Chest 229,000 |

Note: excludes Eps 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 January 2010

Cricket coverage featured heavily in January's top radio list, while the new Radio 2 Chris Evans Breakfast show also attracted significant requests.

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

| | <u>Total requests per episode</u> |
|----|-----------------------------------------------|
| 1 | Test Match Special 07/01/10 238,000 |
| 2 | Chris Evans Breakfast 11/01/10 120,000 |
| 3 | Test Match Special 14/01/10 118,000 |
| 4 | Test Match Special 04/01/10 118,000 |
| 5 | Test Match Special 04/01/10 117,000 |
| 6 | Test Match Special 06/01/10 116,000 |
| 7 | Test Match Special 05/01/10 109,000 |
| 8 | The News Quiz Series 70 Episode 1 78,000 |
| 9 | Test Match Special 15/01/10 78,000 |
| 10 | The News Quiz Series 70 Episode 2 76,000 |
| 11 | The News Quiz Series 70 Episode 3 75,000 |
| 12 | 5 Live Prem 09-10 B'ham City v Man Utd 66,000 |
| 13 | Greg James 18/01/10 66,000 |
| 14 | Test Match Special 03/01/10 64,000 |
| 15 | Steve Wright in the Afternoon 18/01/10 62,000 |
| 16 | BBC Radio 1's Chart Show 24/01/10 60,000 |
| 17 | The Chris Moyles Show 20/01/10 60,000 |
| 18 | BBC Radio 1's Chart Show 17/01/10 59,000 |
| 19 | Test Match Special 16/01/10 59,000 |
| 20 | The Chris Moyles Show 22/01/10 58,000 |

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

| | <u>Total requests per episode</u> |
|----|-------------------------------------------------|
| 1 | Test Match Special 07/01/10 238,000 |
| 2 | Chris Evans Breakfast 11/01/10 120,000 |
| 3 | The News Quiz Series 70 Episode 1 78,000 |
| 4 | 5 Live Prem 09-10 B'ham City v Man Utd 66,000 |
| 5 | Greg James 18/01/10 66,000 |
| 6 | Steve Wright in the Afternoon 18/01/10 62,000 |
| 7 | BBC Radio 1's Chart Show 24/01/10 60,000 |
| 8 | The Chris Moyles Show 20/01/10 60,000 |
| 9 | Just a Minute Series 56 Episode 1 57,000 |
| 10 | Ken Bruce 11/01/10 52,000 |
| 11 | Fearne Cotton Lost Prophets Live Lounge 51,000 |
| 12 | Football 20/01/10 51,000 |
| 13 | History of the World In 100 Objects Ep 1 47,000 |
| 14 | The Now Show Series 29 Episode 6 44,000 |
| 15 | Jeremy Vine 11/01/10 42,000 |
| 16 | 606 09/01/10 41,000 |
| 17 | Annie Mac 22/01/10 39,000 |
| 18 | Scott Mills 15/01/10 36,000 |
| 19 | The Archers 11/01/10 35,000 |
| 20 | The Unbelievable Truth New Year Special 35,000 |

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

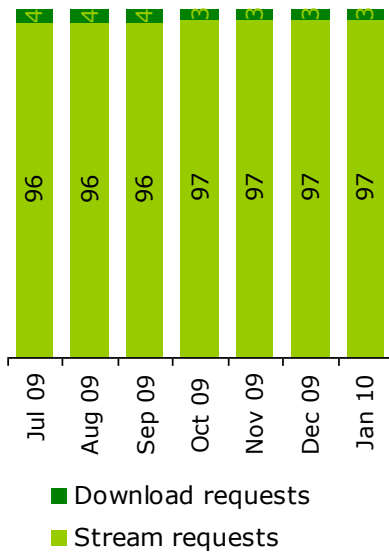


Requests by platform type – January 2010

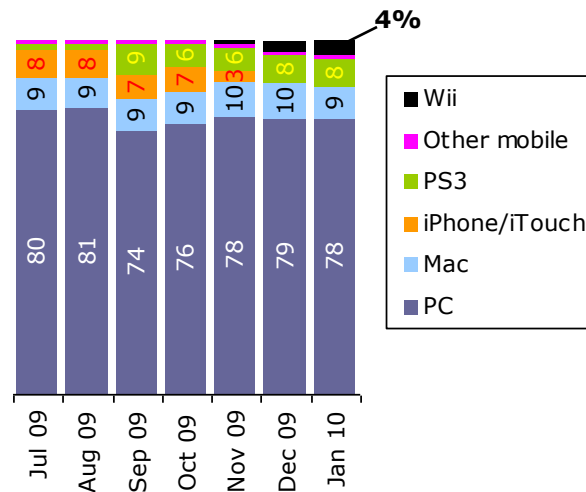
Requests from PC/Macs continued to dominate in January, however requests for TV programmes via the Nintendo Wii increased to 4%, and PlayStation®3 requests remained stable at 8%.

TV Requests

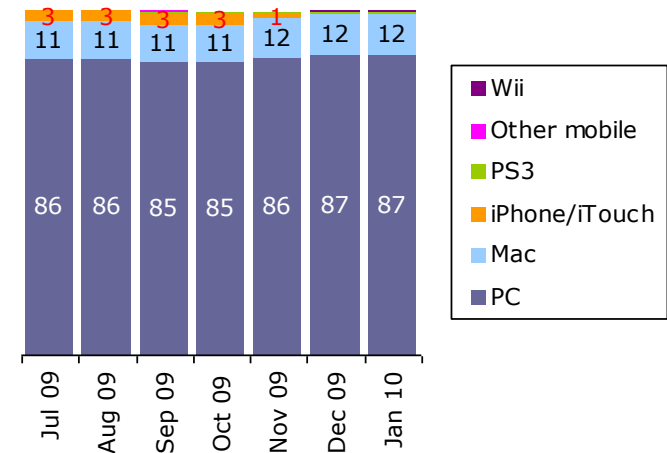
Streams vs downloads



Device type



Radio requests (all streams)



NB: There are currently issues with measuring iPhone iPlayer data

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

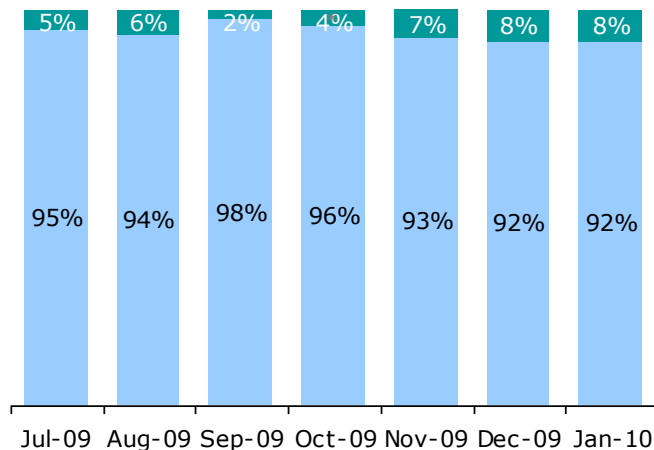
Please refer to slide 4 for guide footnotes



Requests by on-demand catch-up vs live simulcast – Jan 2010

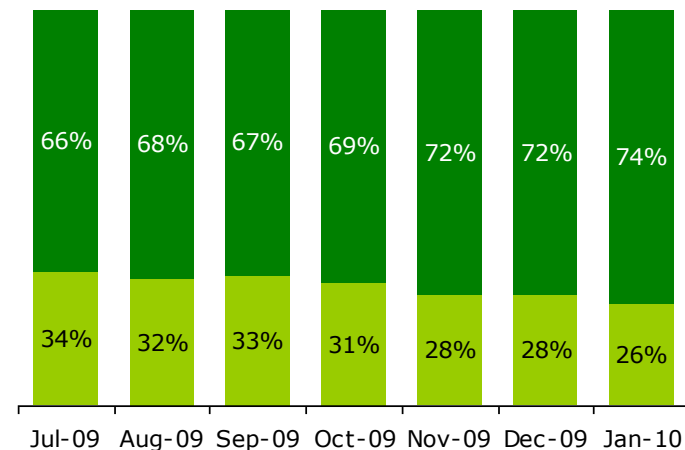
On-demand (catch-up) requests for programmes continued to dominate TV viewing via BBC iPlayer in January. For radio programmes online, live listening requests increased again by +2 points to make up 74%.

TV Requests



■ Simulcast
■ On-demand

Radio requests



■ Simulcast
■ On-demand

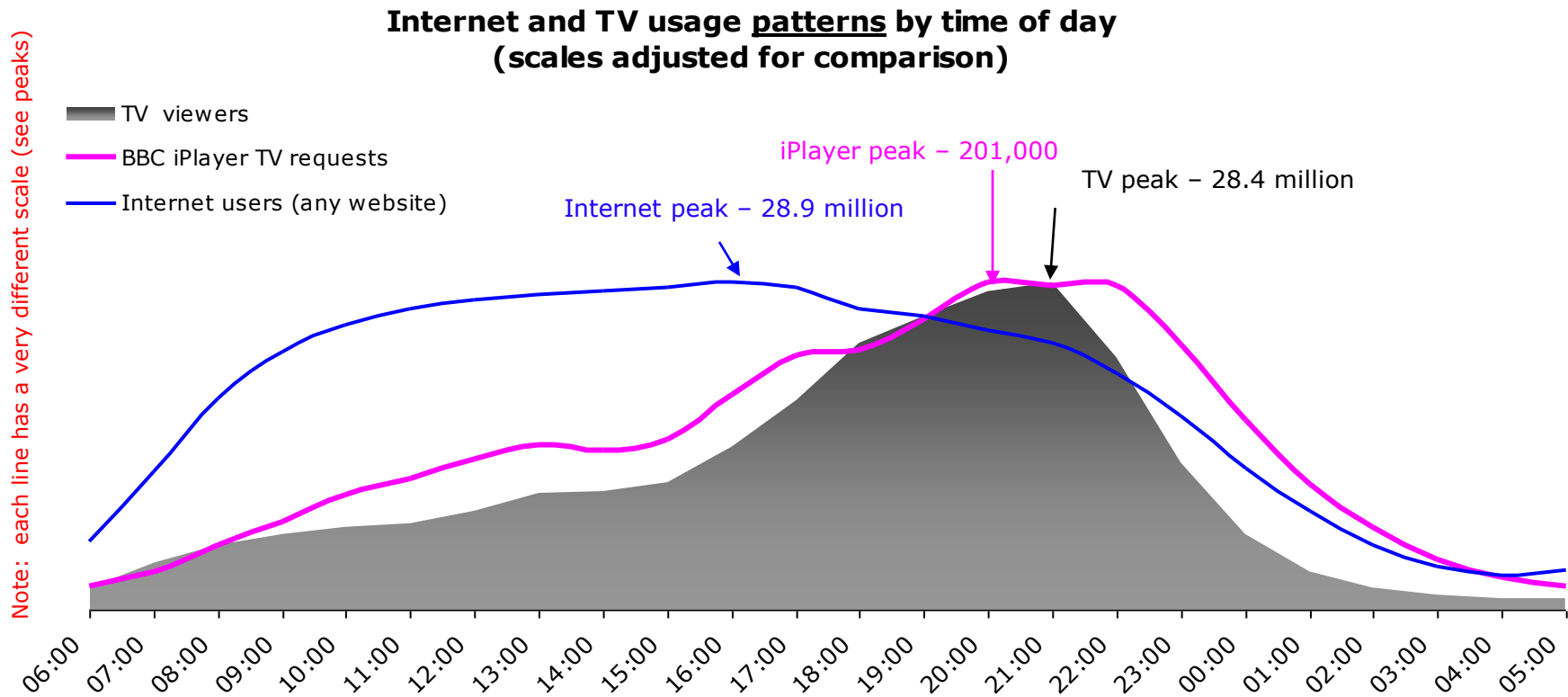
* There were technical problems measuring some simulcast streams in September and October

Please refer to slide 4 for guide footnotes



BBC iPlayer – use for TV by time of day, January 2010

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.



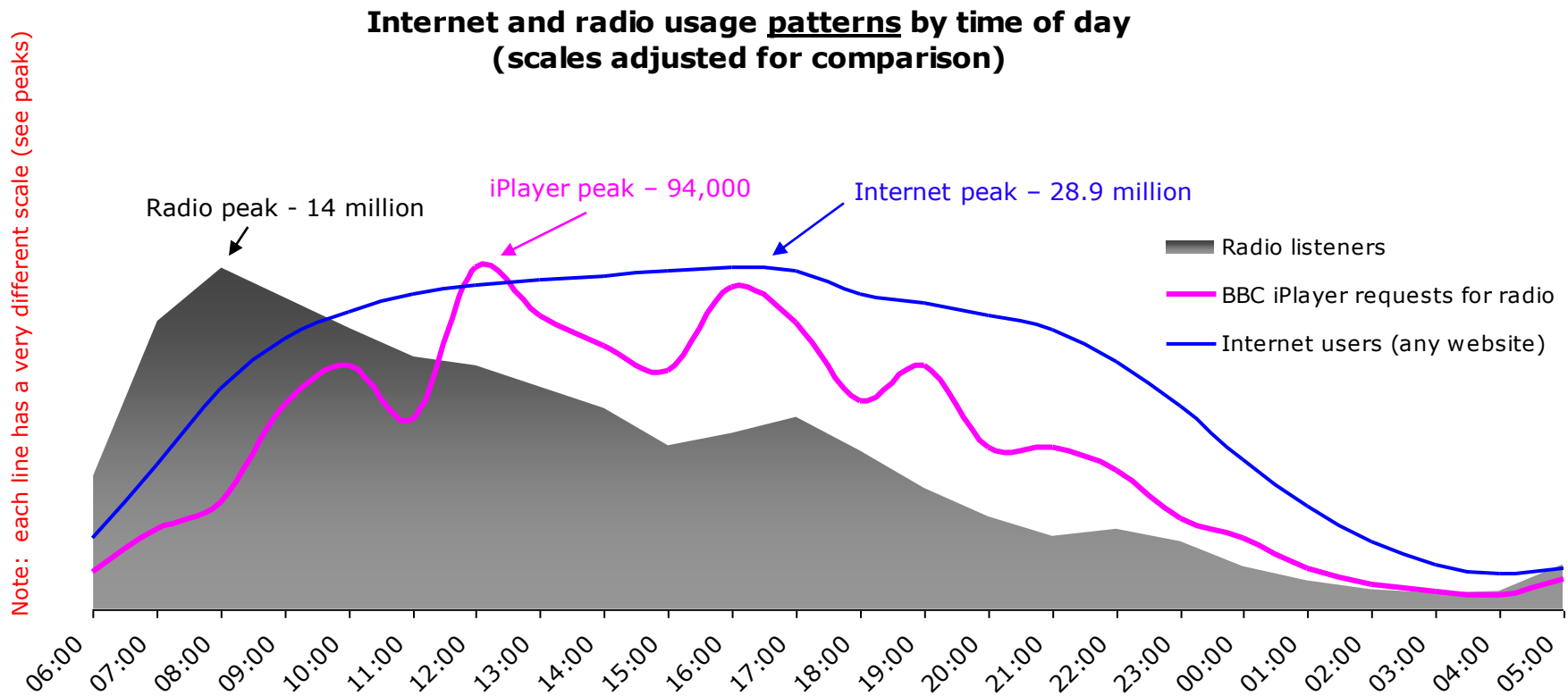
Sources– TV (aged 4+) from BARB Jan 10, internet (aged 2+) from Nielsen Jan 10, iPlayer Jan 10 iStats

See footnotes on slide 17 for more detail



BBC iPlayer – use for radio by time of day, January 2010

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.



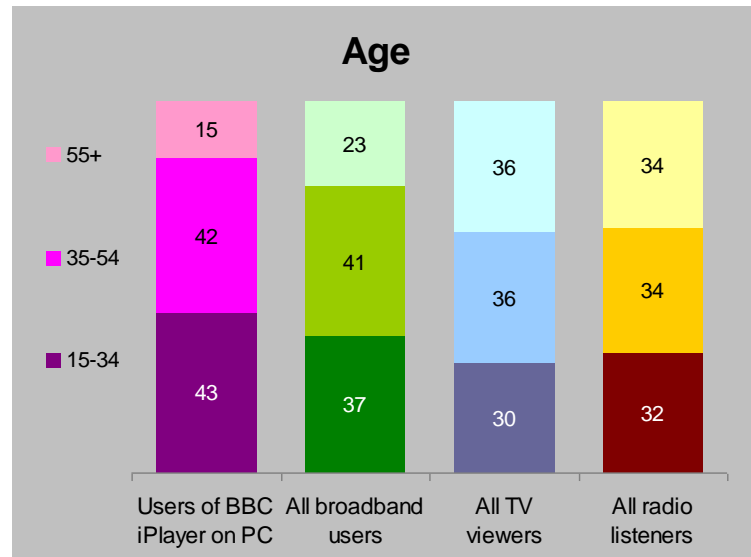
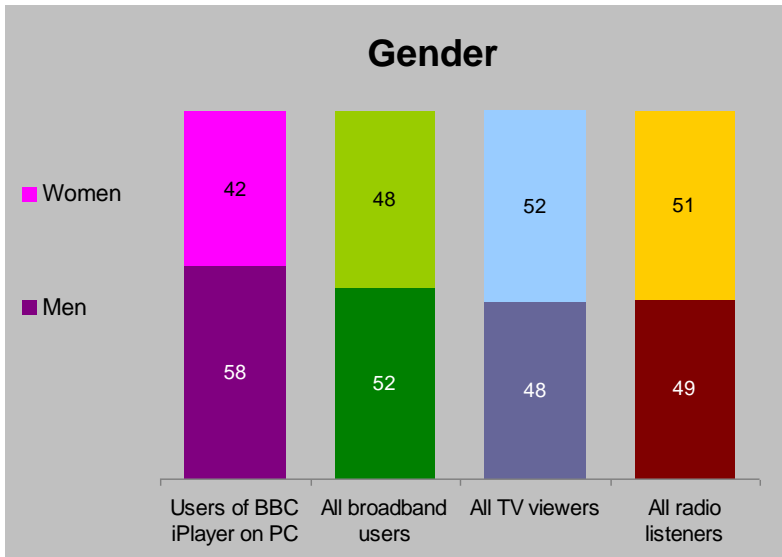
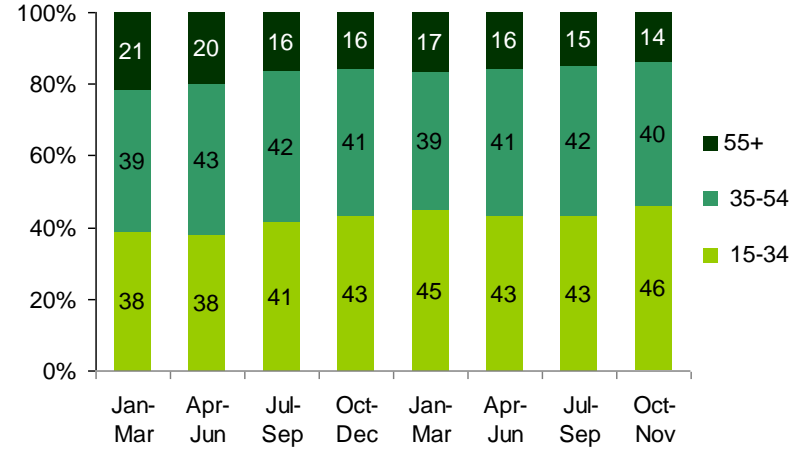
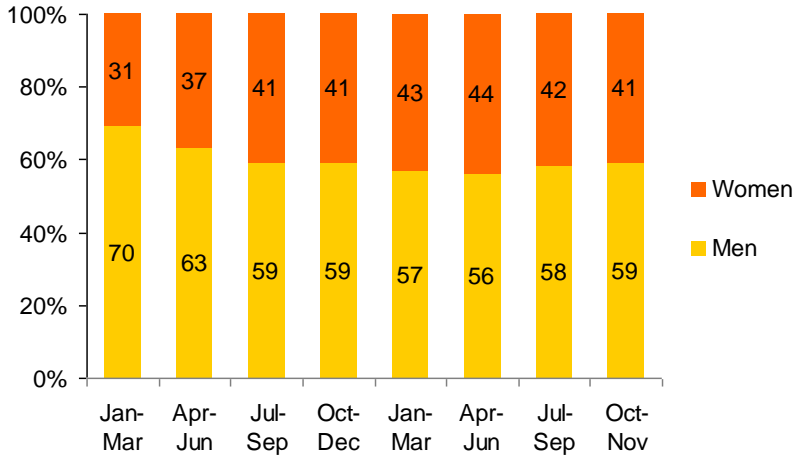
Sources - radio (aged 16+) from RAJAR Q3 09, internet (aged 2+) from Nielsen Jan 10, iPlayer Jan 10 BBC iStats

See footnotes on slide 17 for more detail



BBC iPlayer use by demographic

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



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, 01-31 Dec 09, all individuals aged 4+, Total TV

Radio data - RAJAR average audience, Q3 09, by hour, all adults 16+, all radio stations

BBC iPlayer - average requests over 01-31 December 09, by hour, all programmes, stream & downloading, live & on-demand, UK only

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

