



Monthly Performance Pack

March 2010

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Monthly summary – March 2010

- March was another strong month for BBC iPlayer, broadly on a par with Jan/Feb 2010.
- In total there were **118 million requests across all platforms** (both online platforms and devices and BBC iPlayer on Virgin Media TV combined) – 84 million for TV programmes and 33 million for radio programmes.
- *Sport Relief, Wonders of the Solar System* and *Richard Hammond's Invisible Worlds* stood out strongly among TV offers, whilst for audio requests the Football Premier League match between Manchester United and Liverpool was the most requested item.
- 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.

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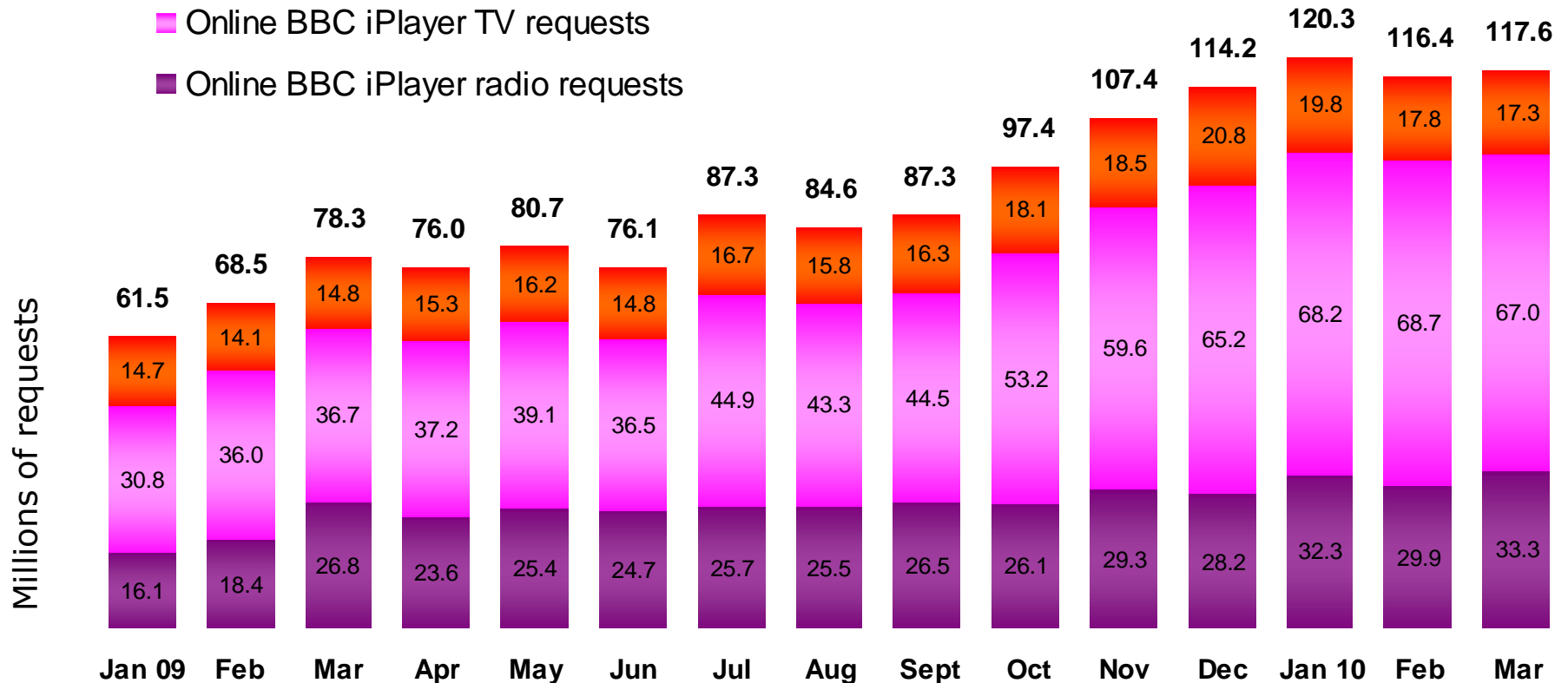
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Total Monthly BBC iPlayer Requests across **all** platforms

Includes Virgin Media

In total the BBC iPlayer received 118 million requests for programmes across all platforms in March, including both online platforms and devices, and BBC iPlayer on Virgin Media TV.

- Virgin Media BBC iPlayer TV requests
- Online BBC iPlayer TV requests
- Online BBC iPlayer radio requests

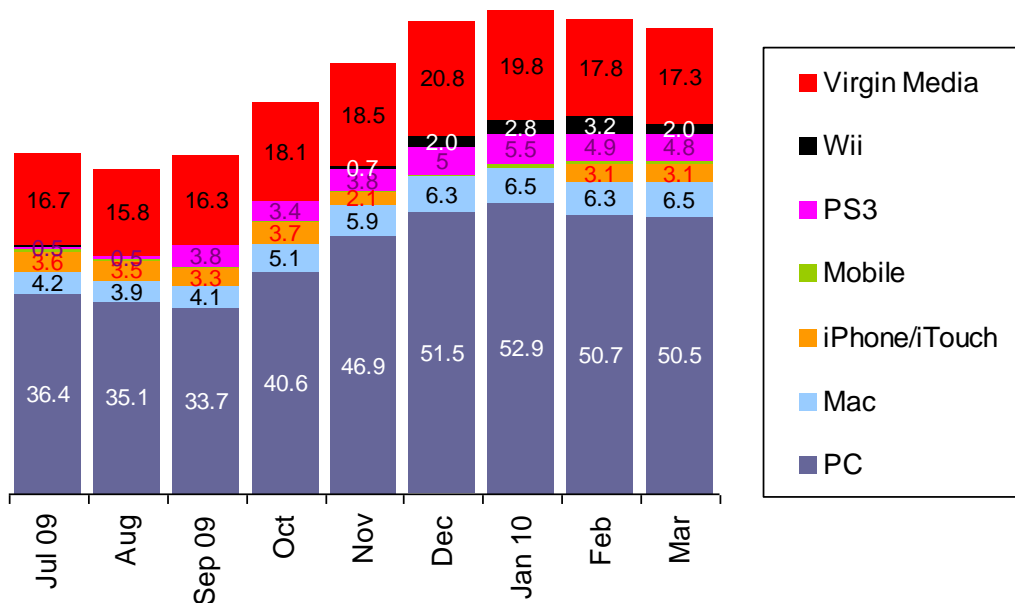


Requests for TV programmes by device type

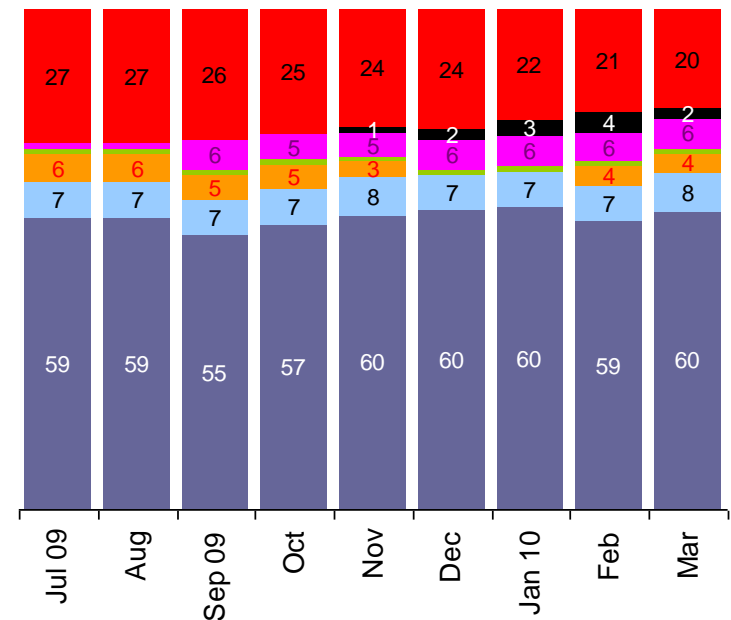
Includes Virgin Media

BBC iPlayer requests for TV programmes on individual platforms/devices were fairly consistent in March compared with February – although note that we are missing a week of Wii stats due to technical problems with measurement (the service itself was not affected).

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.

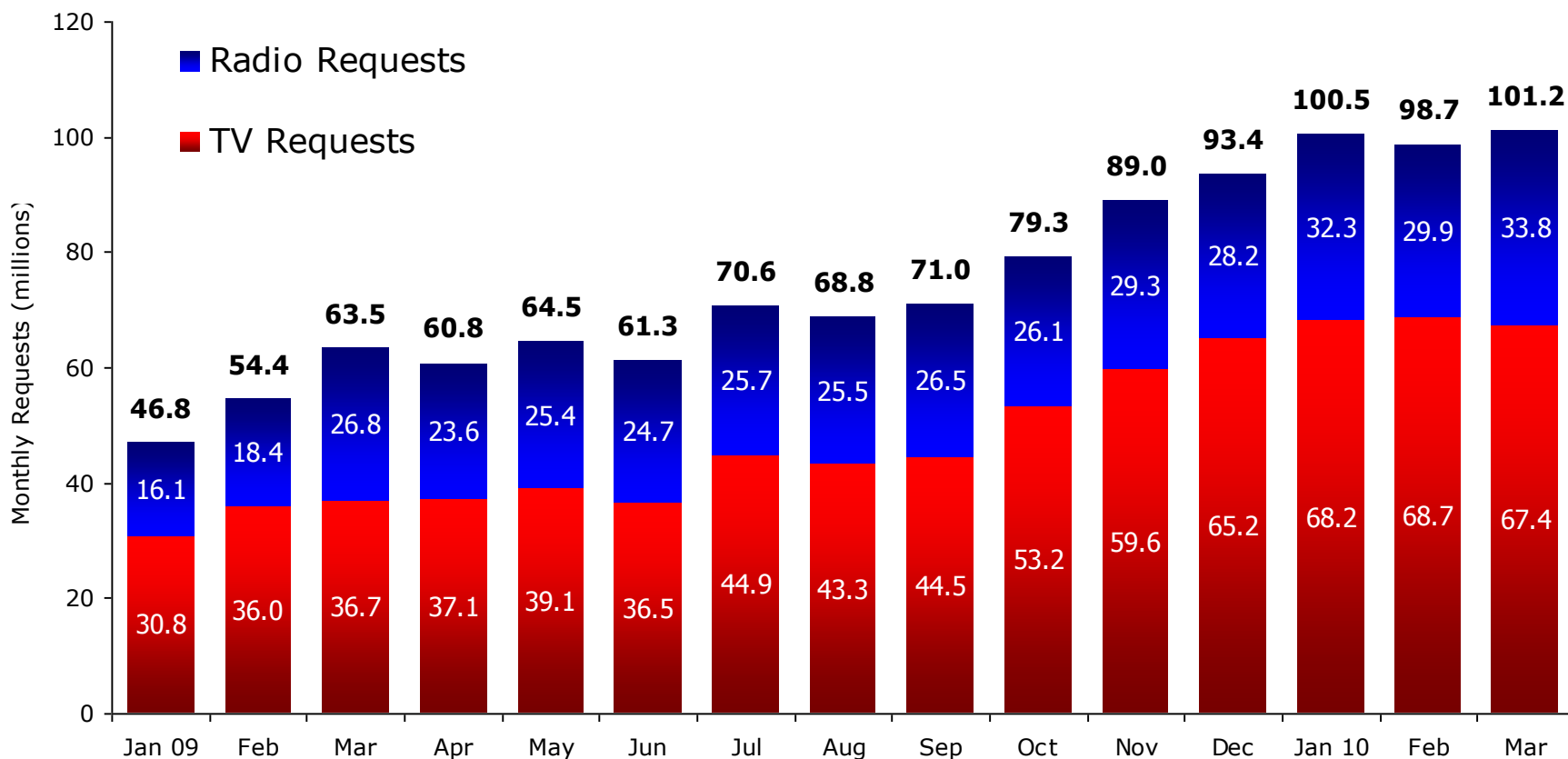
Notes on figures in this report

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 1-4 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

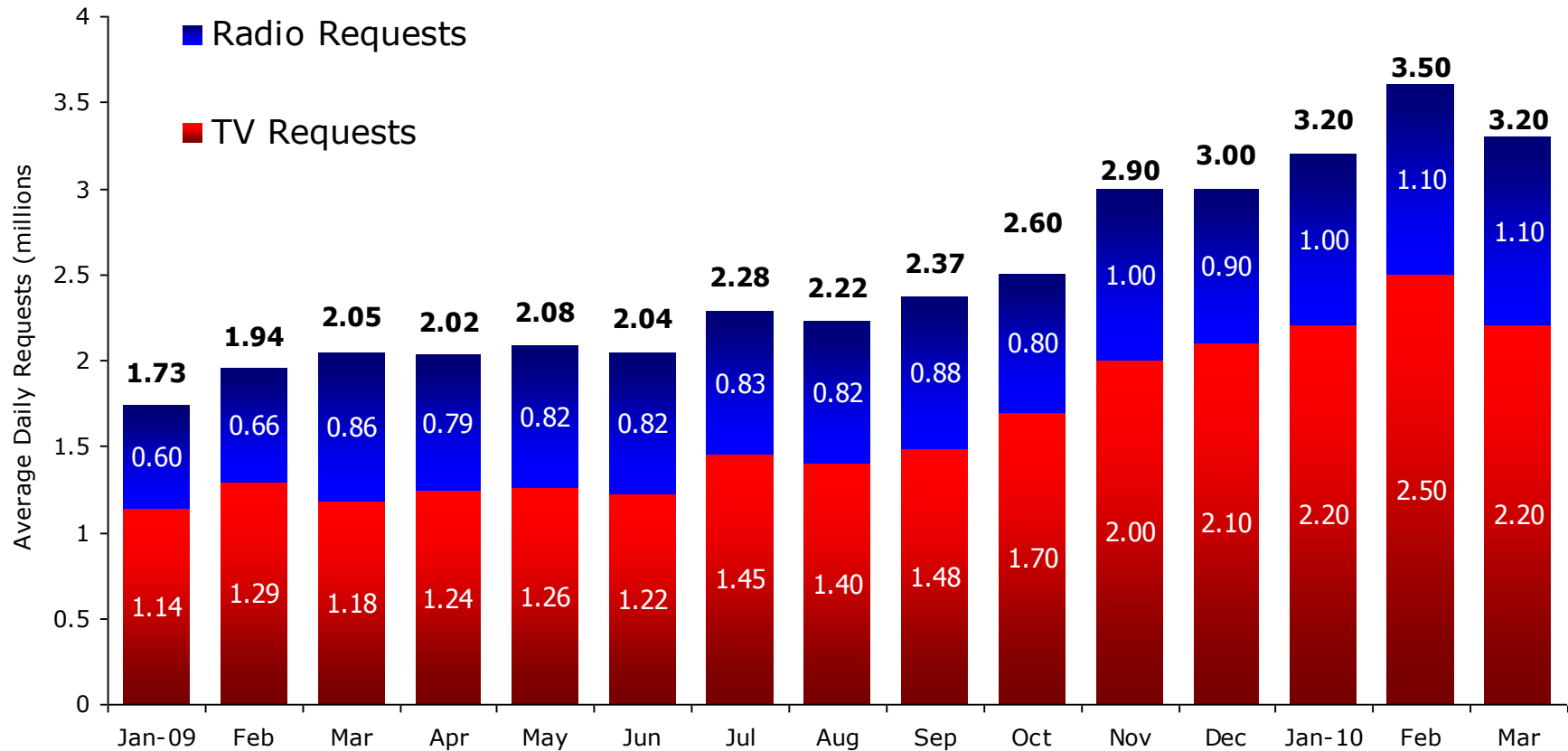
Monthly BBC iPlayer Online Requests

March 2010 saw a total of **101.2m** requests to the BBC iPlayer for TV and radio programmes - **67.4m** for TV and a new record of **33.8m** requests for Radio content.



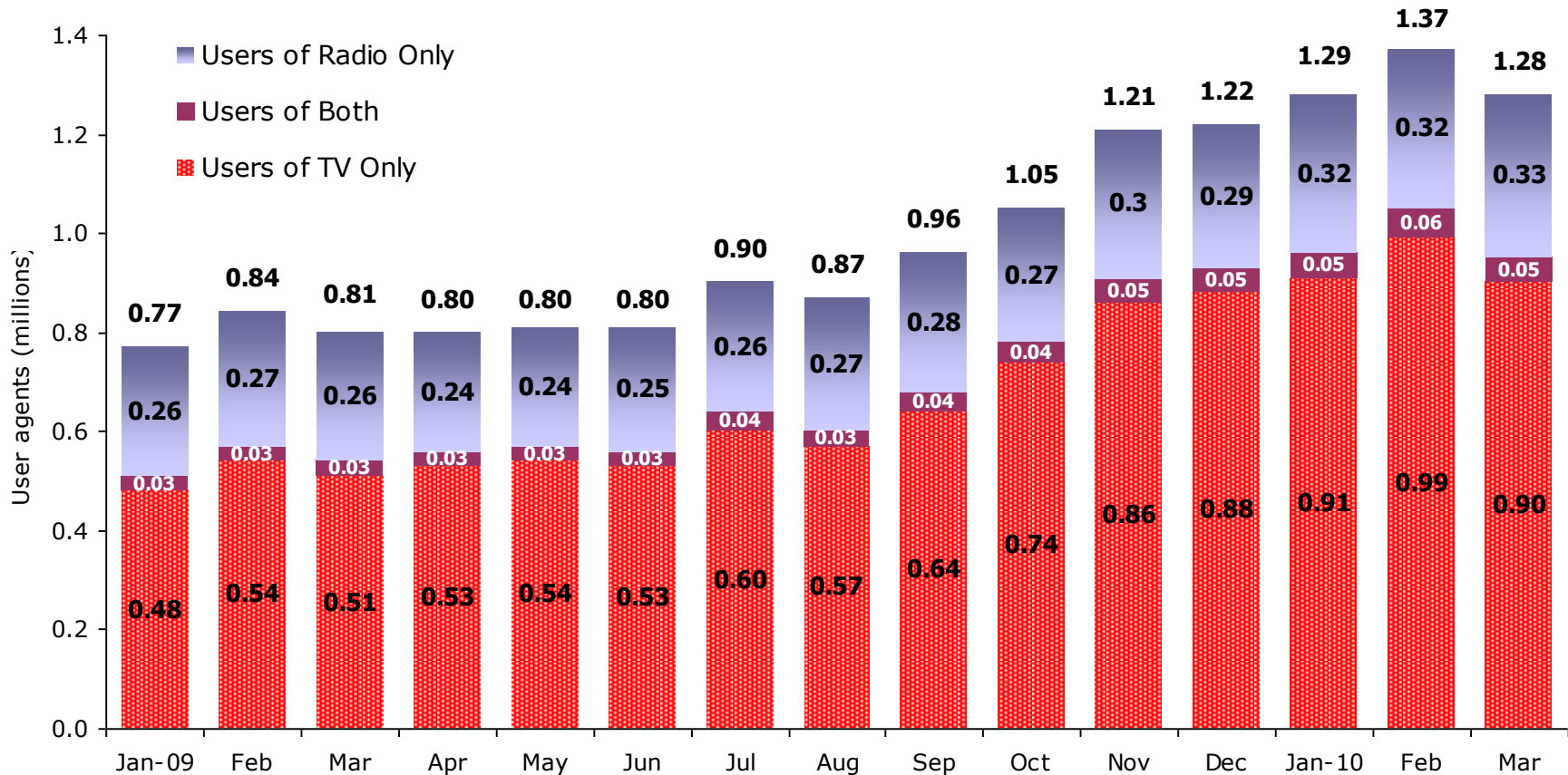
Average Daily BBC iPlayer Requests

In March 2010, there were **3.2m** requests per day on average, with the decrease due to a small drop in average TV requests back to previous levels, whilst requests for Radio remained constant.



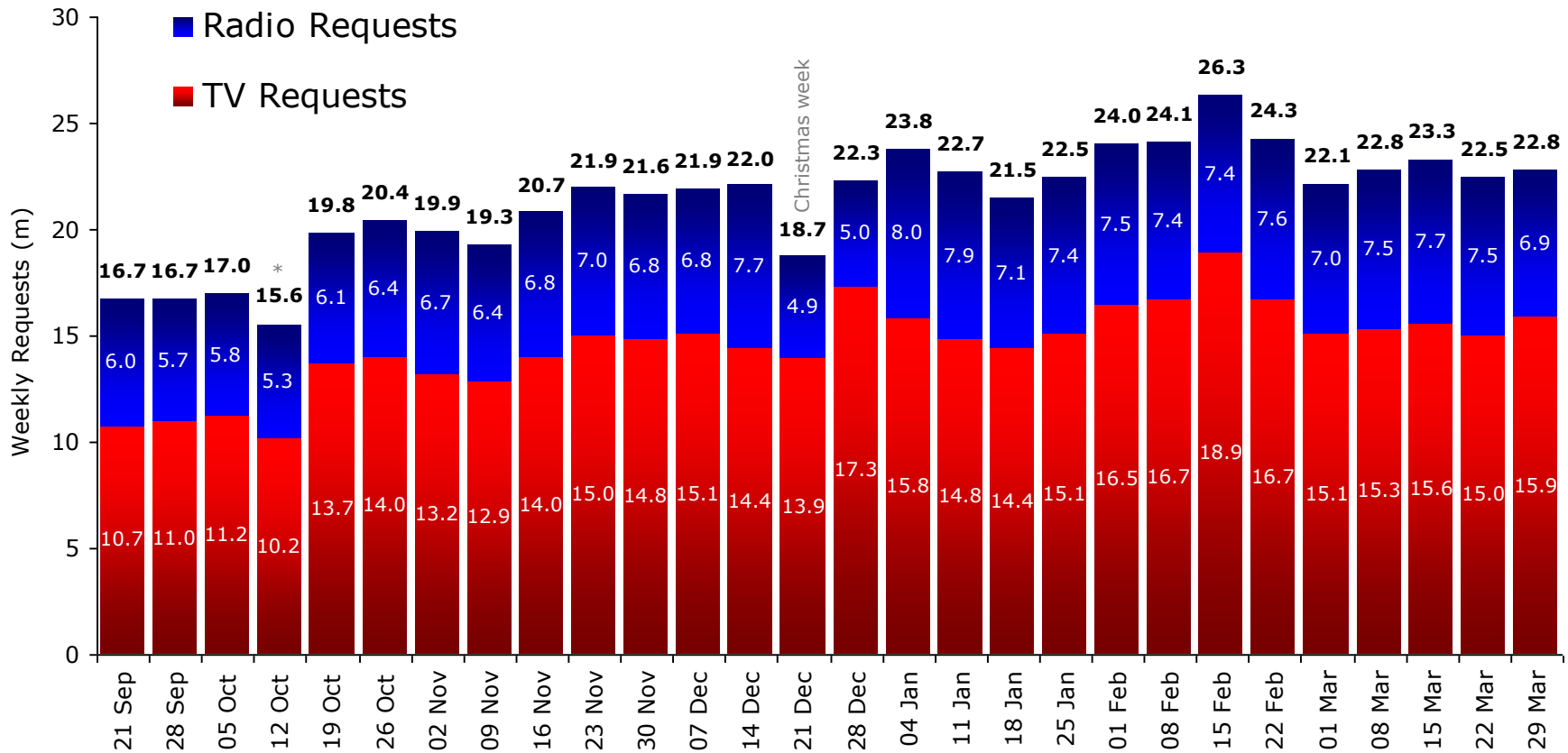
Average Daily BBC iPlayer Users

March 2010 saw an average of **1.3 million users per day** – 0.9m users only of TV content, 0.3m for only radio content, and 50k users of both media.



Weekly BBC iPlayer Requests - latest 6 months

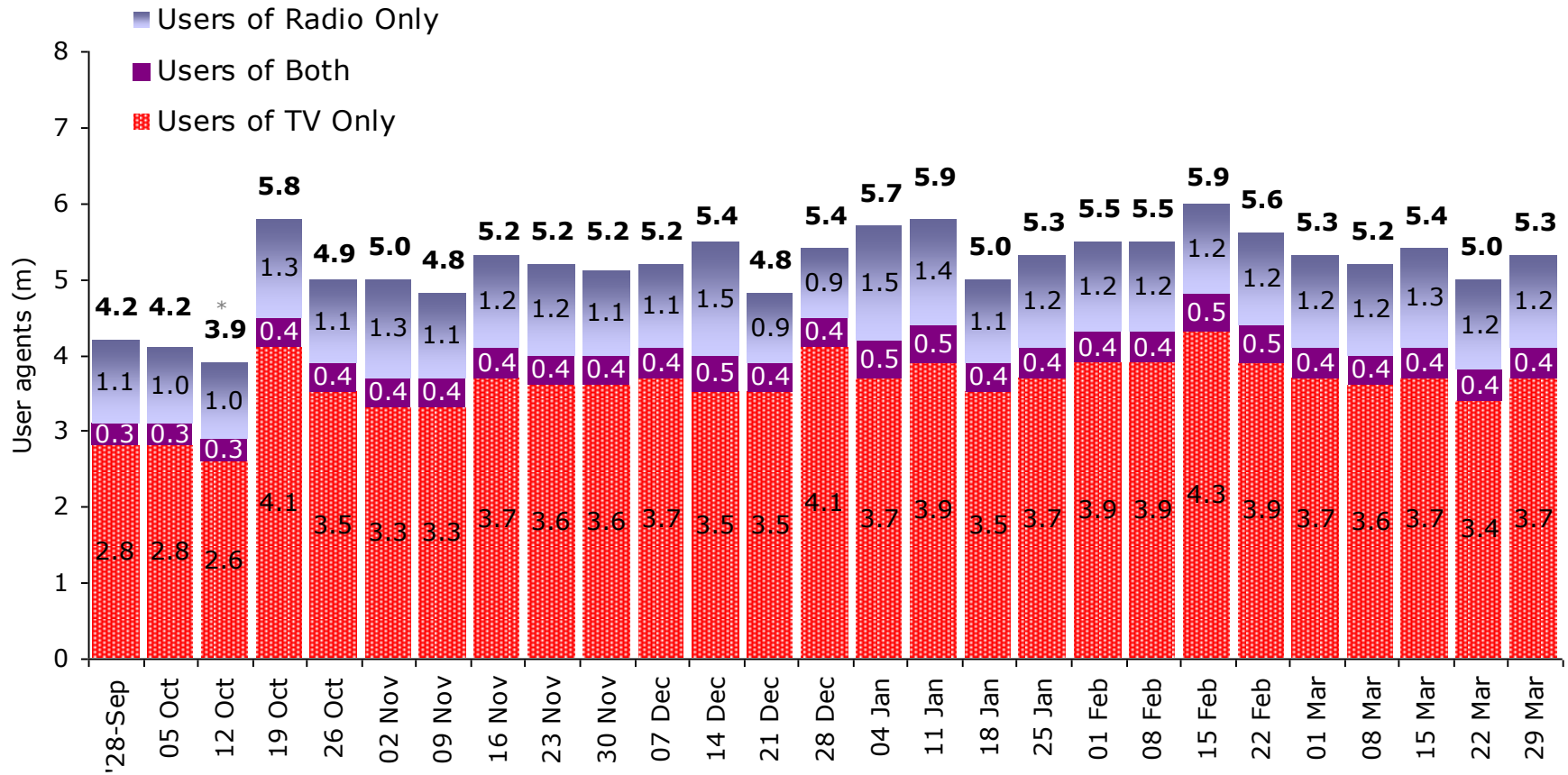
Weekly requests in March 2010 remained fairly steady throughout the month, for both TV and Radio.



* 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

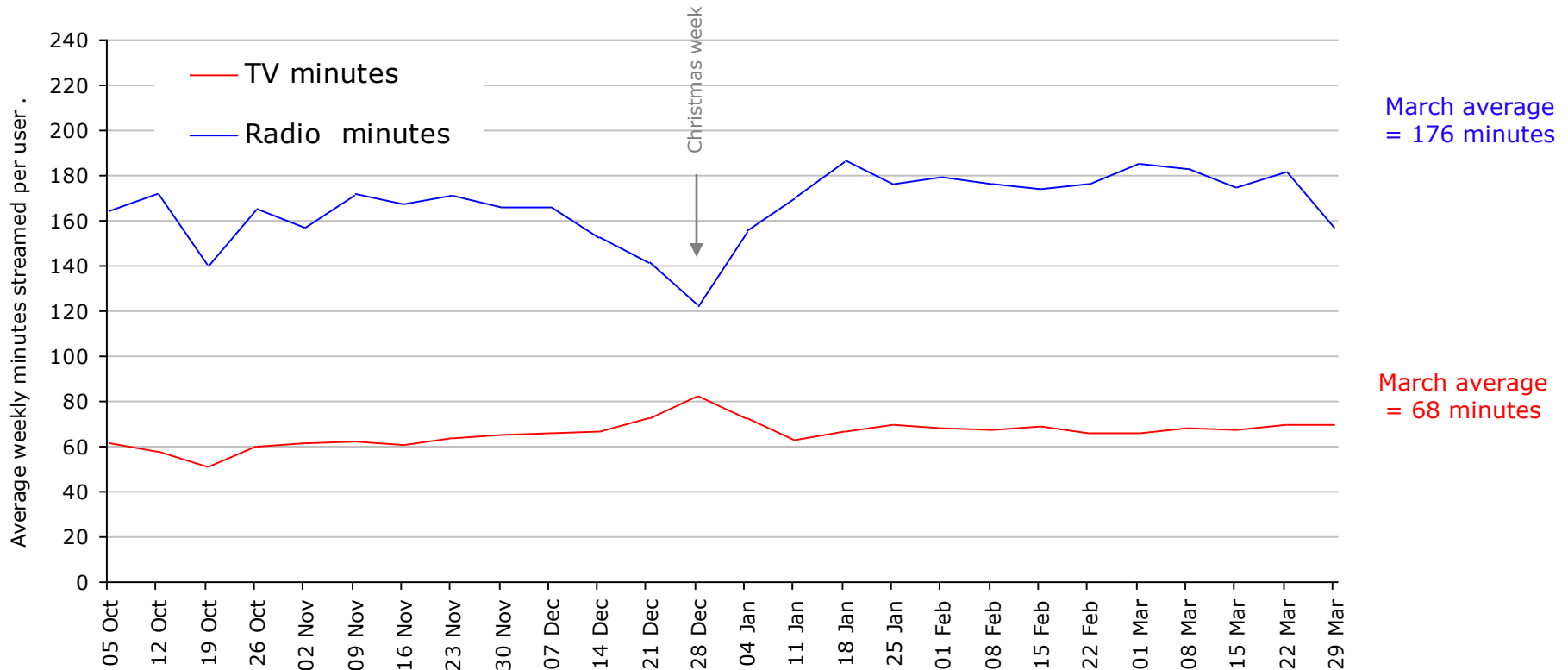
Weekly user numbers in March 2010 were also fairly stable throughout the month.



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.

Average weekly minutes streamed, per user, per week



BBC iPlayer - Top 20 TV Episodes March 2010

New entries in the most-requested list for BBC iPlayer in March were *Sport Relief*, *Wonders of the Solar System* and *Richard Hammond's Invisible Worlds*, while *EastEnders* and *Mock The Week* continued to perform very well also.

BBC iPLAYER TOP 20 TV EPISODE

BBC iPLAYER TOP 20 TV EPISODE – ALL

		<u>Total requests per Episode</u>
1	Sport Relief 2010 Part 3 19/03/10	541,000
2	Mock the Week Series 8 Ep 6	541,000
3	Wonders of the Solar System Ep 1	531,000
4	EastEnders 18/03/10	479,000
5	Richard Hammond's Invisible Worlds Ep 1	469,000
6	EastEnders 05/03/10	440,000
7	EastEnders 02/03/10	436,000
8	Sport Relief 2010 Part 1 19/03/10	429,000
9	EastEnders 16/03/10	416,000
10	EastEnders 01/03/10	412,000
11	EastEnders 12/03/10	410,000
12	Wonders of the Solar System Ep 2	407,000
13	EastEnders 09/03/10	401,000
14	EastEnders 04/03/10	399,000
15	EastEnders 08/03/10	385,000
16	EastEnders 15/03/10	379,000
17	EastEnders 23/03/10	377,000
18	EastEnders 11/03/10	367,000
19	Friday Night with Jonathan Ross S.18 Ep 9	364,000
20	EastEnders 22/03/10	352,000

– MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per Episode</u>
1	Sport Relief 2010 Part 3 19/03/10	541,000
2	Mock the Week Series 8 Ep 6	541,000
3	Wonders of the Solar System Ep 1	531,000
4	EastEnders 18/03/10	479,000
5	Richard Hammond's Invisible Worlds Ep 1	469,000
6	Friday Night with Jonathan Ross S.18 Ep 9	364,000
7	Tracy Beaker Returns Ep 10	324,000
8	Snog Marry Avoid? Series 3 Ep 6	322,000
9	Tourettes: I Swear I Can't Help It 28/05/09	320,000
10	Undercover Princesses Ep 1	302,000
11	Top Gear Series 12 Ep 1	276,000
12	Horizon 2009-2010 Ep 15	260,000
13	The Bubble Ep 3	256,000
14	Being Human Series 2 Ep 8	256,000
15	Film: Wild Hogs 16/03/10	253,000
16	Live at the Apollo Series 4 Ep 1	248,000
17	Eddie Izzard: Marathon Man Ep 1	234,000
18	Five Days Series 2 Ep 1	225,000
19	QI Series 7 Ep 14	222,000
20	Coming of Age Series 2 Ep 8	217,000

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

BBC iPlayer - Top 20 Radio Episodes March 2010

Football and Radio 1 content was strong on BBC iPlayer in March, along with Radio 4 comedy, as usual.

BBC iPLAYER TOP 20 RADIO EPISODE – ALL

		<u>Total requests per Ep</u>
1	Slive Prem 09-10 MU v L'pool 21/03/10	111,000
2	Fearne Cheryl Cole Live Lounge 23/03/10	94,000
3	The Chris Moyles Show 23/03/10	80,000
4	The Now Show Series 30 Ep 1	76,000
5	The Chris Moyles Show 22/03/10	75,000
6	Slive Champ Lg Chels v I/Milan 16/03/10	74,000
7	The Chris Moyles Show 12/03/10	74,000
8	The Chris Moyles Show 19/03/10	71,000
9	The Chris Moyles Show 05/03/10	70,000
10	The Official Chart 21/03/10	70,000
11	The Official Chart 14/03/10	68,000
12	The Chris Moyles Show 10/03/10	66,000
13	The Now Show S. 30 Ep 2	66,000
14	The Official Chart 07/03/10	65,000
15	The Chris Moyles Show 18/03/10	65,000
16	The Now Show S. 30 Ep 3	65,000
17	The Chris Moyles Show 09/03/10	63,000
18	The Chris Moyles Show 16/03/10	63,000
19	The Chris Moyles Show 24/03/10	62,000
20	The Chris Moyles Show 25/03/10	61,000

BBC iPLAYER TOP 20 RADIO EPISODE

– MOST-REQUESTED EPISODE PER SERIES

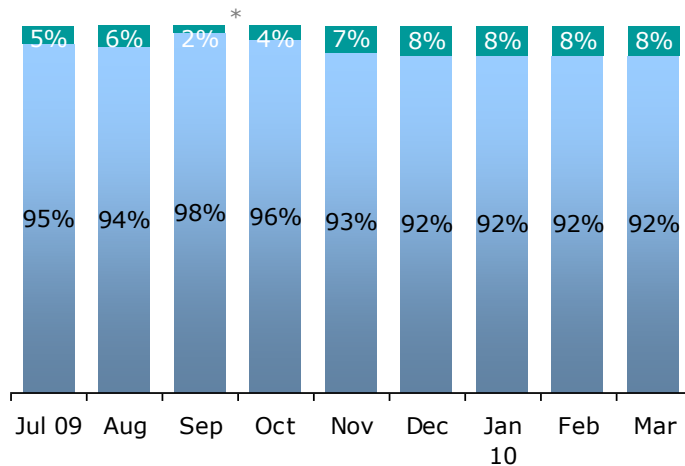
		<u>Total requests per Ep</u>
1	Slive Prem 09-10 MU v L'pool 21/03/10	111,000
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3	The Chris Moyles Show 23/03/10	80,000
4	The Now Show Series 30 Ep 1	76,000
5	Slive Champ Lg Chels v I/Milan 16/03/10	74,000
6	The Official Chart 21/03/10	70,000
7	Just a Minute Series 56 Ep 11	56,000
8	Chris Evans Breakfast 10/03/10	55,000
9	Greg James 25/03/10	51,000
10	Cricket 02/03/10	44,000
11	Scott Mills 25/03/10	44,000
12	Victoria Derbyshire 19/03/10	42,000
13	Ken Bruce 12/03/10	42,000
14	Annie Mac 12/03/10	42,000
15	Steve Wright in the Afternoon 25/03/10	41,000
16	The Cheltenham Festival 19/03/10	40,000
17	The News Quiz 07/03/10	39,000
18	Slive Int 09-10 England v Egypt 03/03/10	38,000
19	The Archers 18/03/10	38,000
20	Scott Mills Miles From Hell 17/03/2010	36,000

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

Requests by on-demand catch-up vs live simulcast

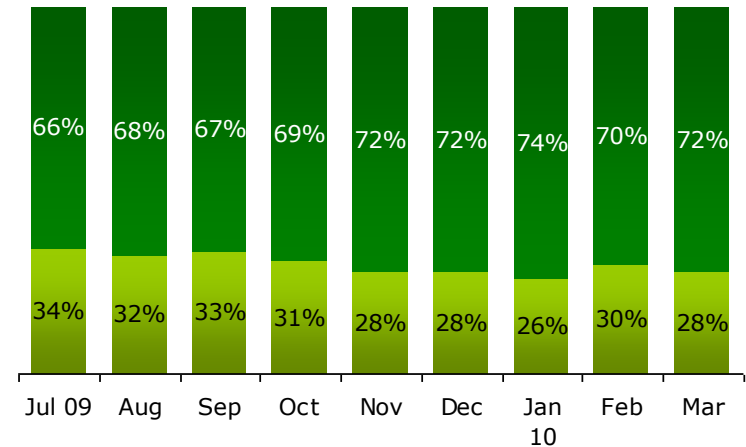
On-demand (catch-up) requests for programmes continued to dominate TV viewing via BBC iPlayer in March, whilst for radio programmes, live listening requests continued to make up just under three-quarters of the total.

TV Requests



■ Simulcast
■ On-demand

Radio requests



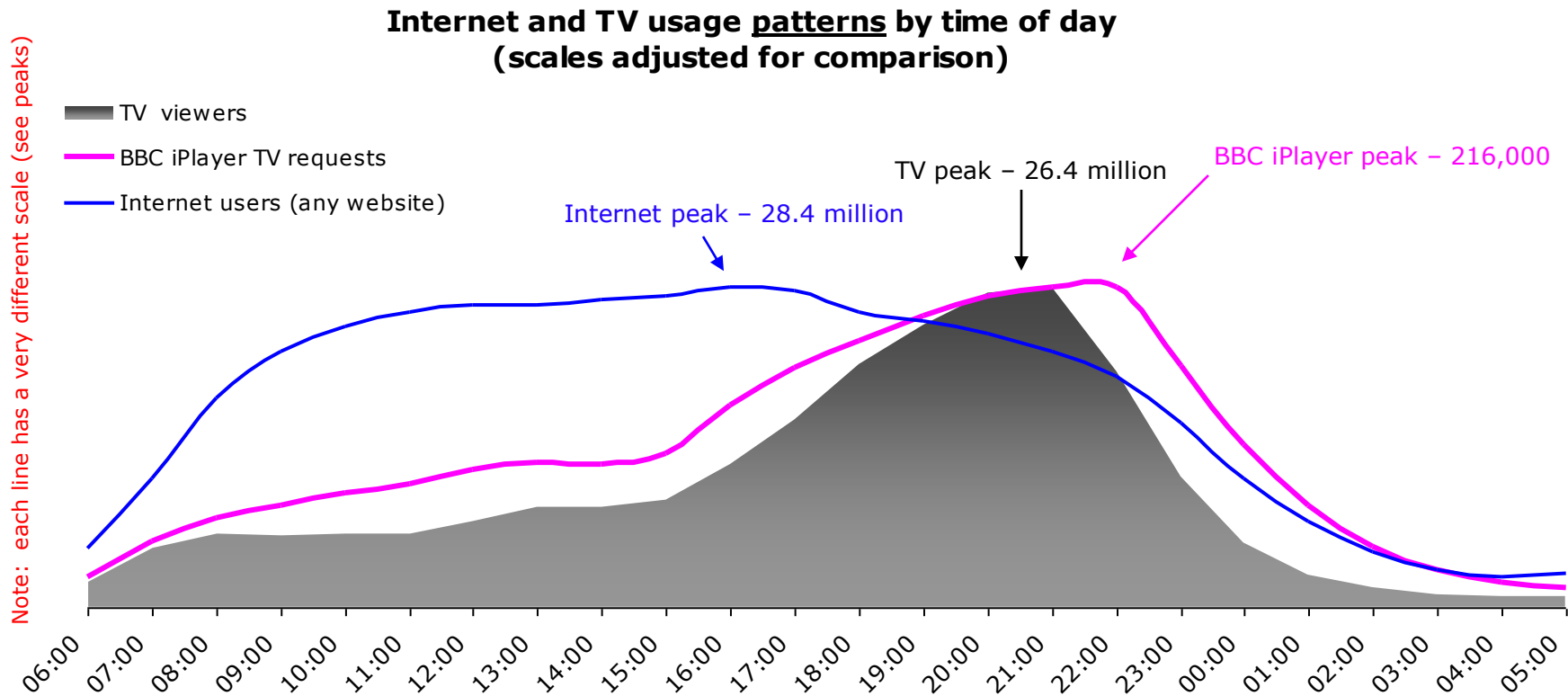
■ Simulcast
■ On-demand

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

Please refer to slide 5 for guide footnotes

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

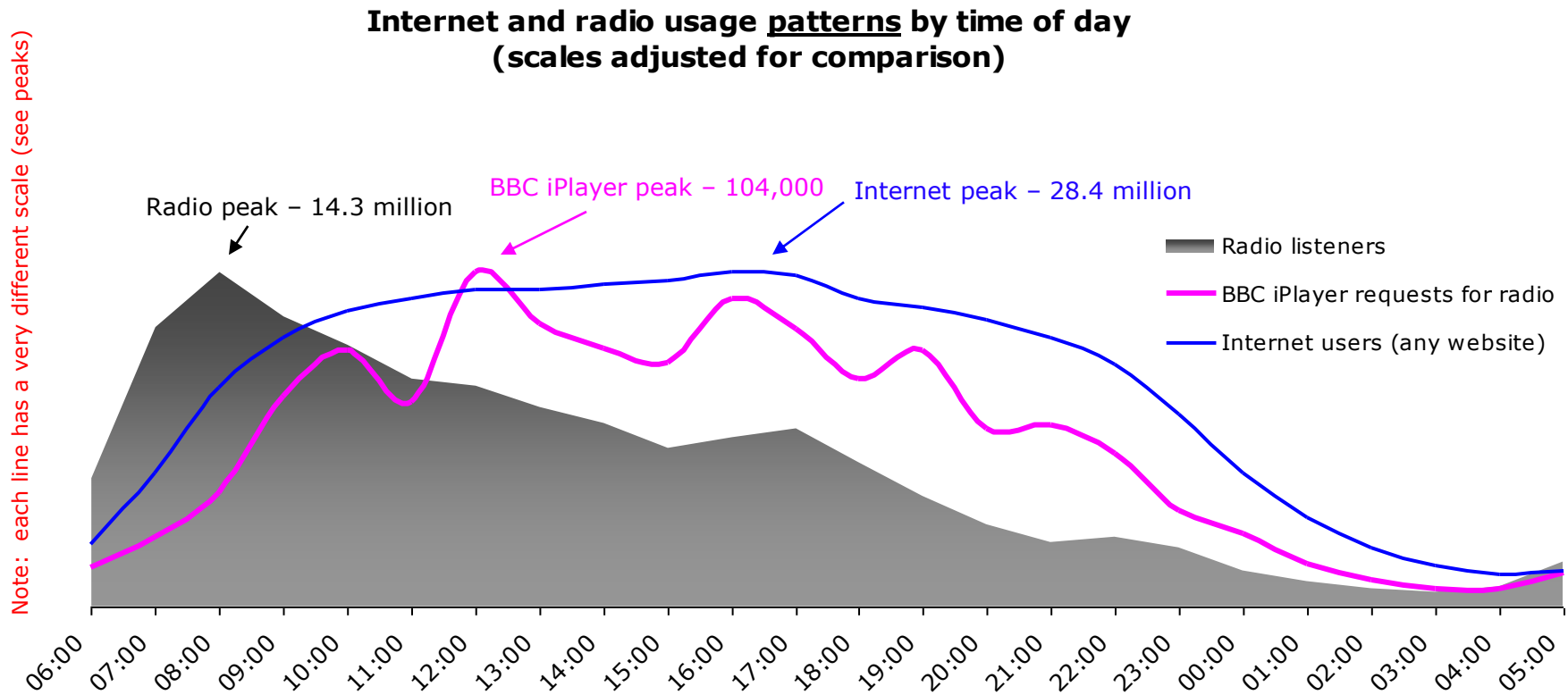


Sources– TV (aged 4+) from BARB March 10, internet (aged 2+) from Nielsen Feb 10, iPlayer March 2010 iStats

See footnotes on final page for more detail

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

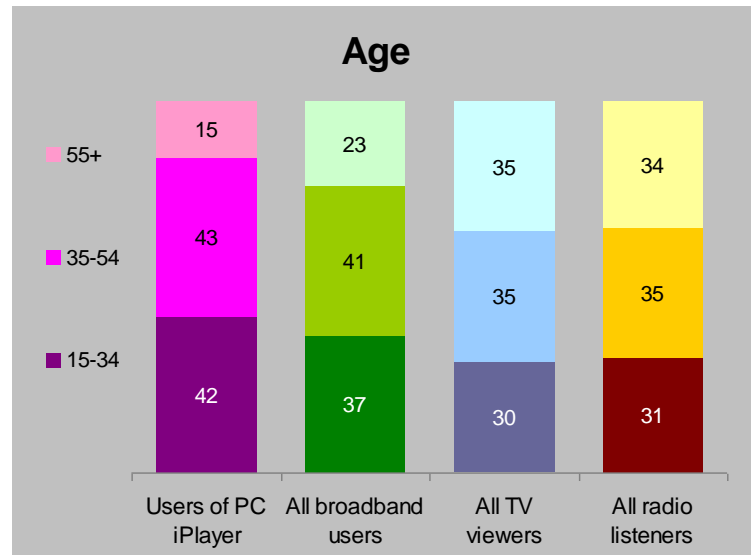
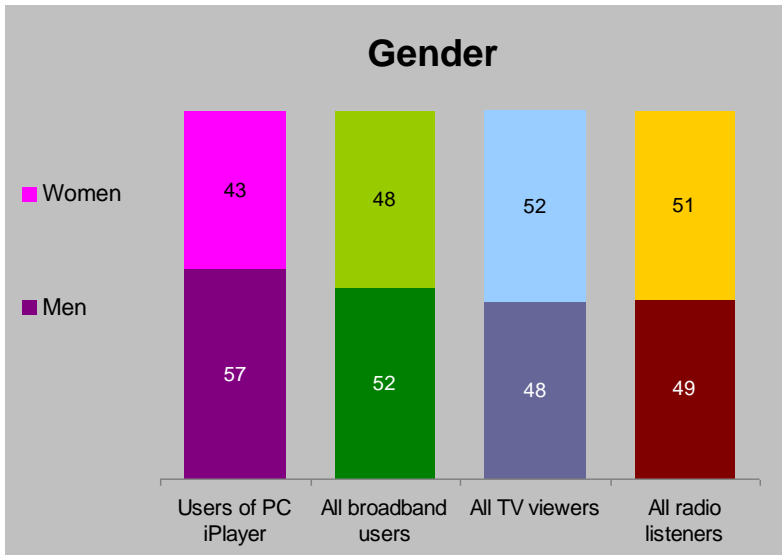
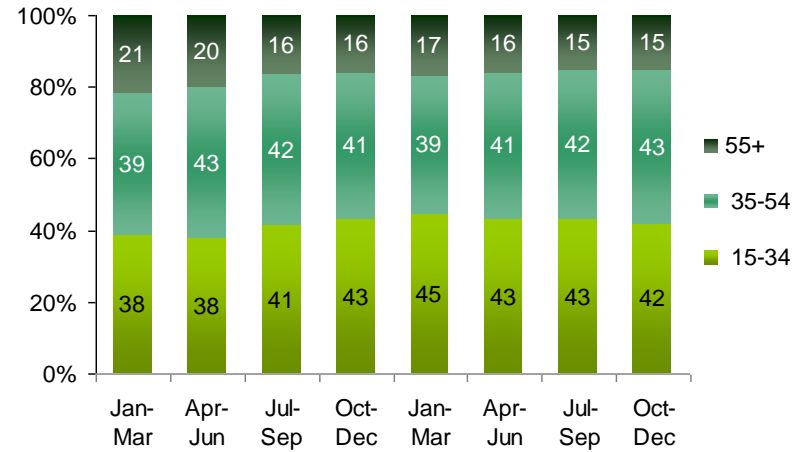
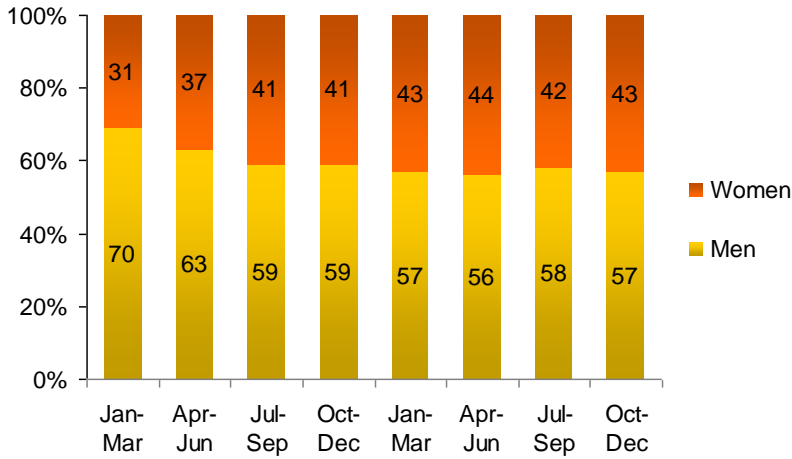


Sources - radio (aged 16+) from RAJAR Q4 09, internet (aged 2+) from Nielsen Feb 10, iPlayer March 10 BBC iStats

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.



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