



Monthly Performance Pack

April 2011

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Monthly summary – April 2011

- In April, BBC iPlayer received **141 million** total requests for TV and radio programmes across all platforms and devices.
- The new series of *Doctor Who* delivered the most-requested programme this month, with *Russell Howard's Good News* also returning strongly. New drama was also prominent, with *The Crimson Petal* and *Candy Cabs* alongside *Waterloo Road* and *Waking The Dead*. The main section of Royal Wedding coverage appears in the list, although in total the whole event delivered more than a million requests via BBC iPlayer.
- For radio, *World Cup Cricket* continued to attract the most requests, along with football, and Radio 1, 2 and 4 programmes on catch-up.
- Live TV viewing via BBC iPlayer made up 14% of all TV requests in April, while live radio listening dropped back slightly to 73%, following the peak in March (which was boosted by Comic Relief and cricket coverage).

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.
- 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.

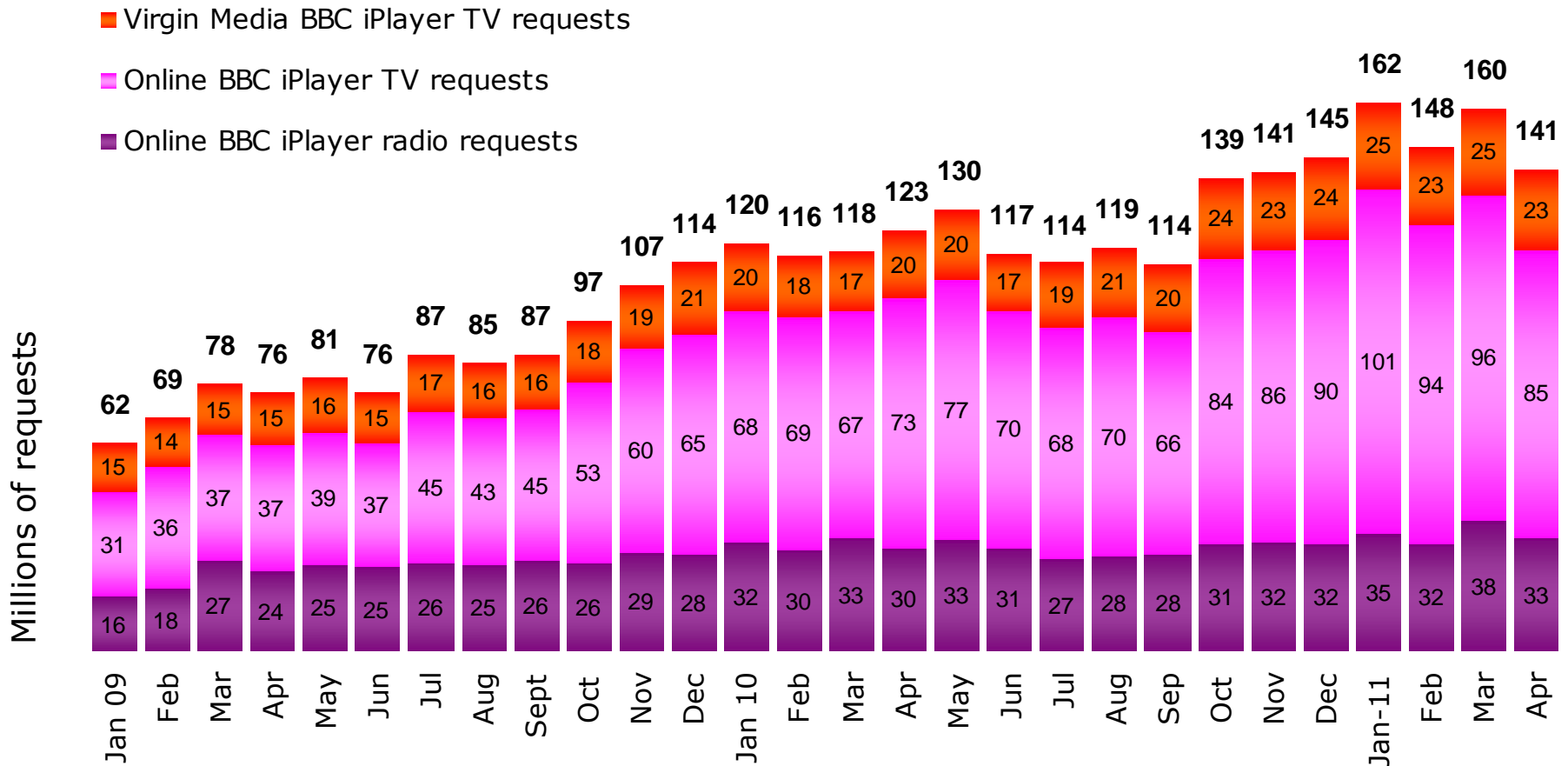
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media

BBC iPlayer received **141 million requests** for TV and radio programmes, across all platforms in April 2011.

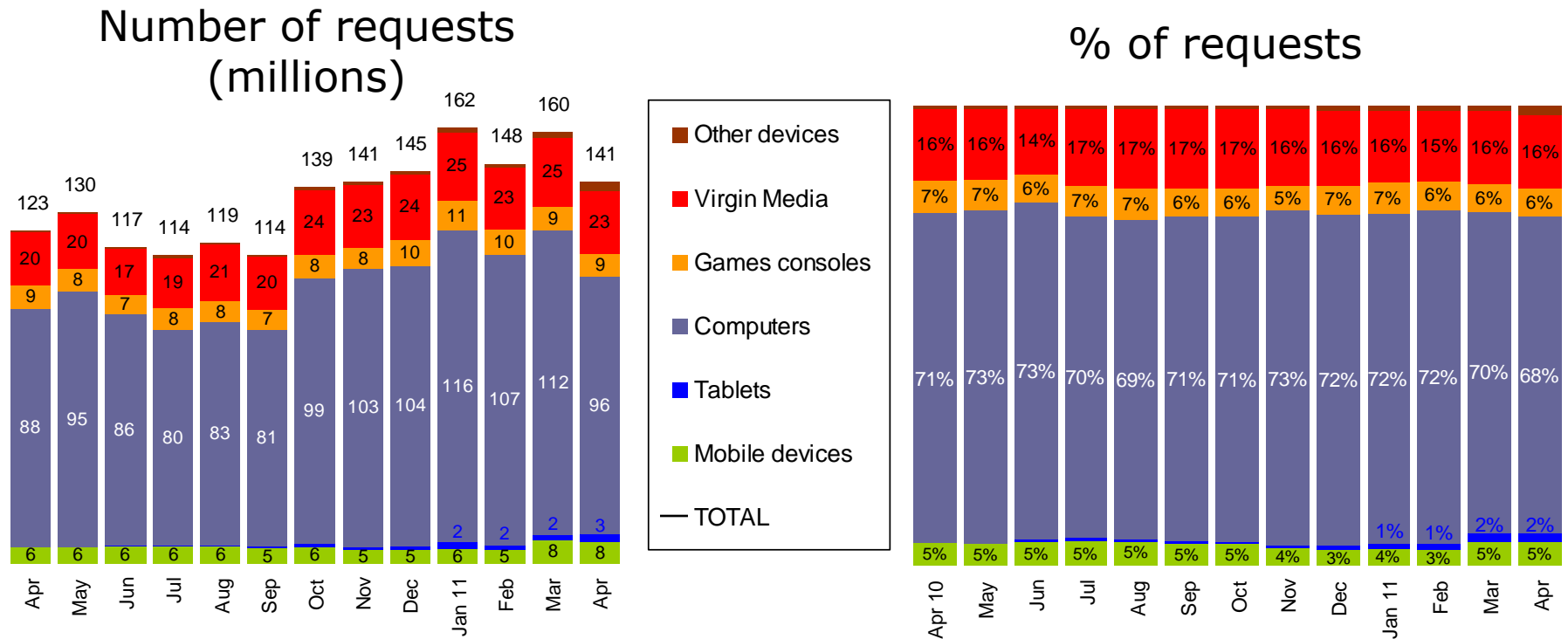


Requests for programmes by device type

Includes Virgin Media

The sunny weather and Easter holidays in April resulted in a decrease in requests received across most devices, particularly computers.

(Please note: the sudden increase in mobile requests since March is due to a measurement problem fix.)



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.

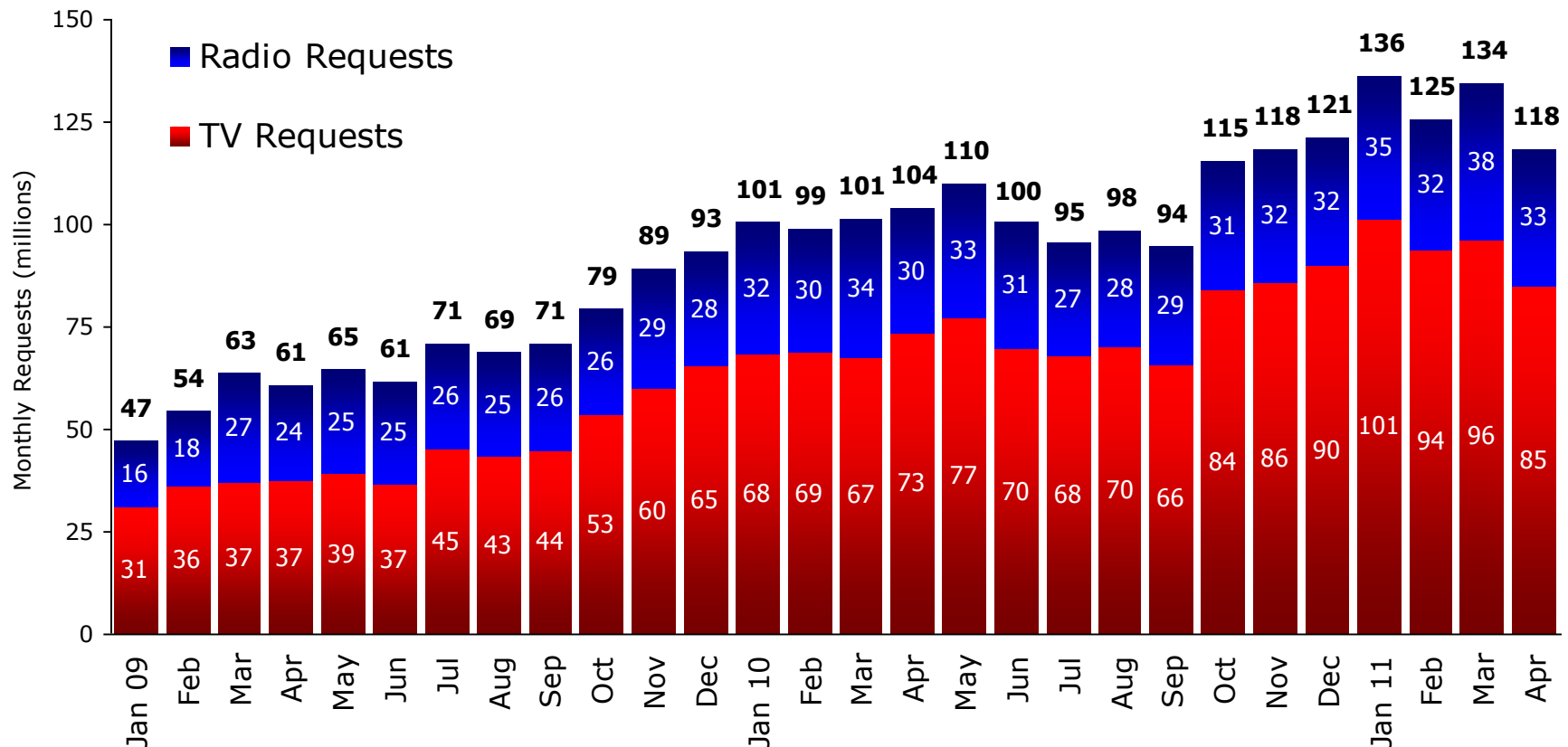
Notes on figures in this report

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 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

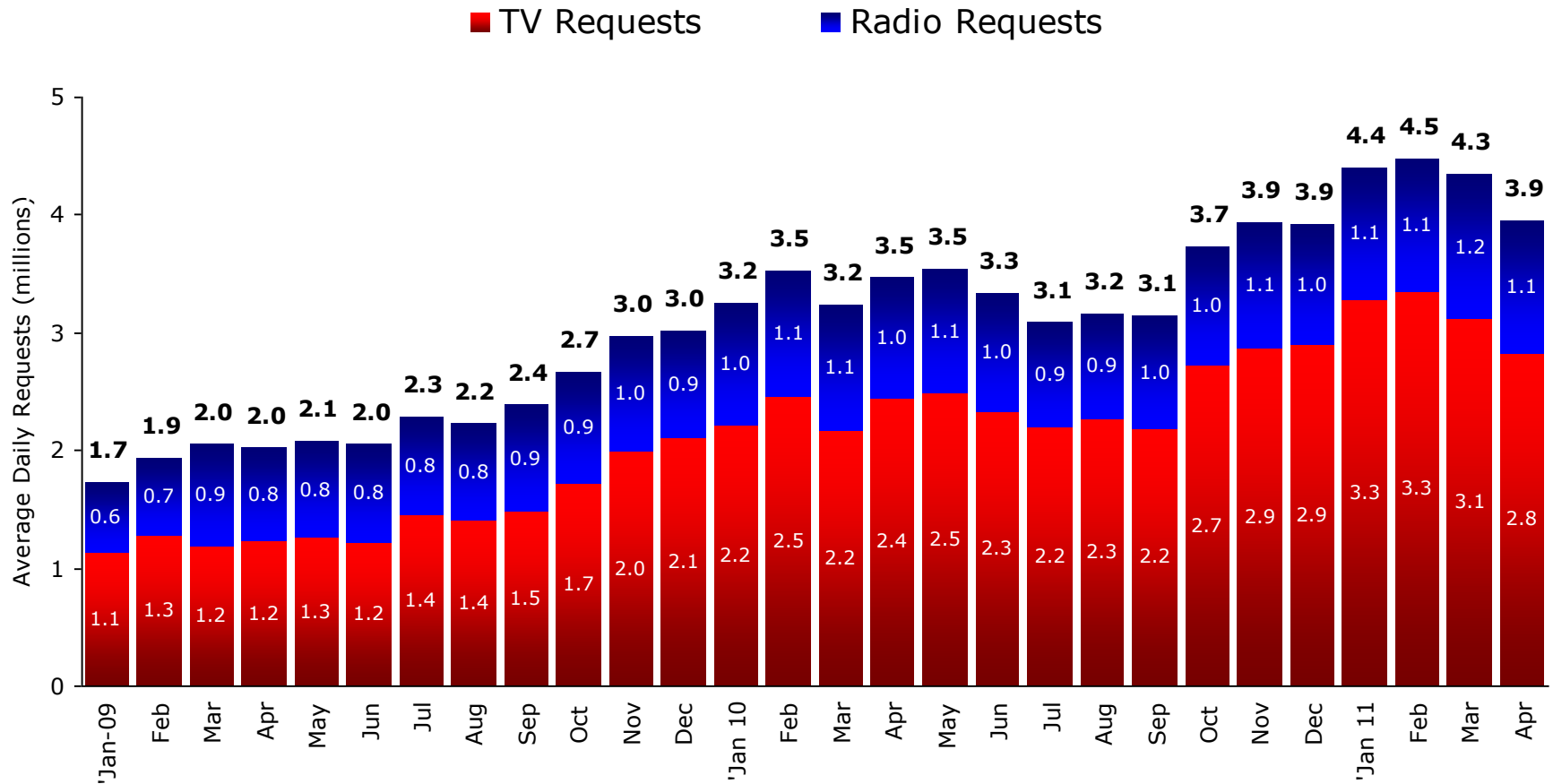
Monthly BBC iPlayer online requests

In April 2011 BBC iPlayer received a total of 118 million online requests, 85 million TV requests and 33 million radio requests.



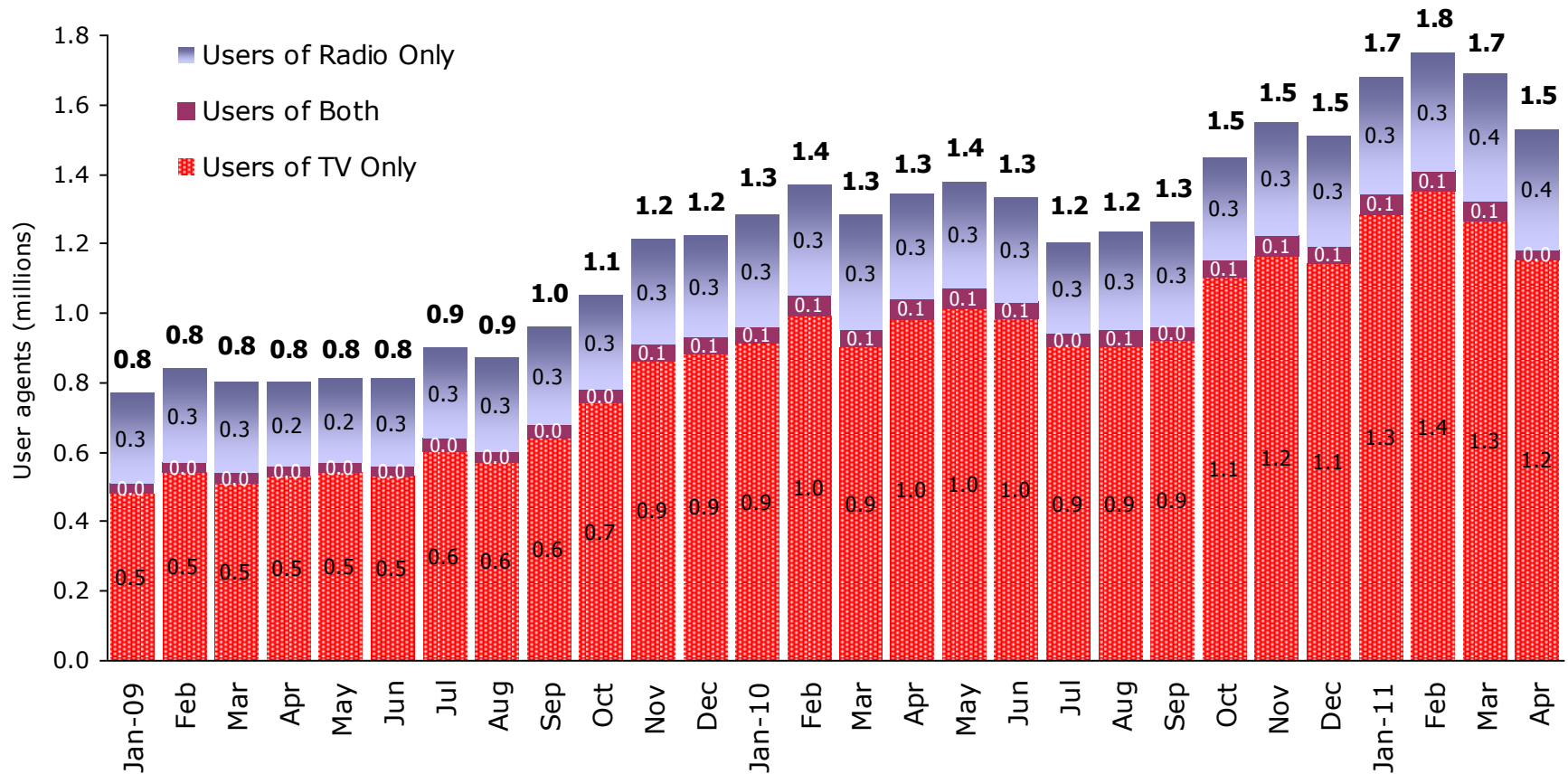
Average daily BBC iPlayer requests

Average daily requests stood at **3.9m** in April 2011 – 1.1 million per day for radio programmes and 2.8 million for TV programmes.



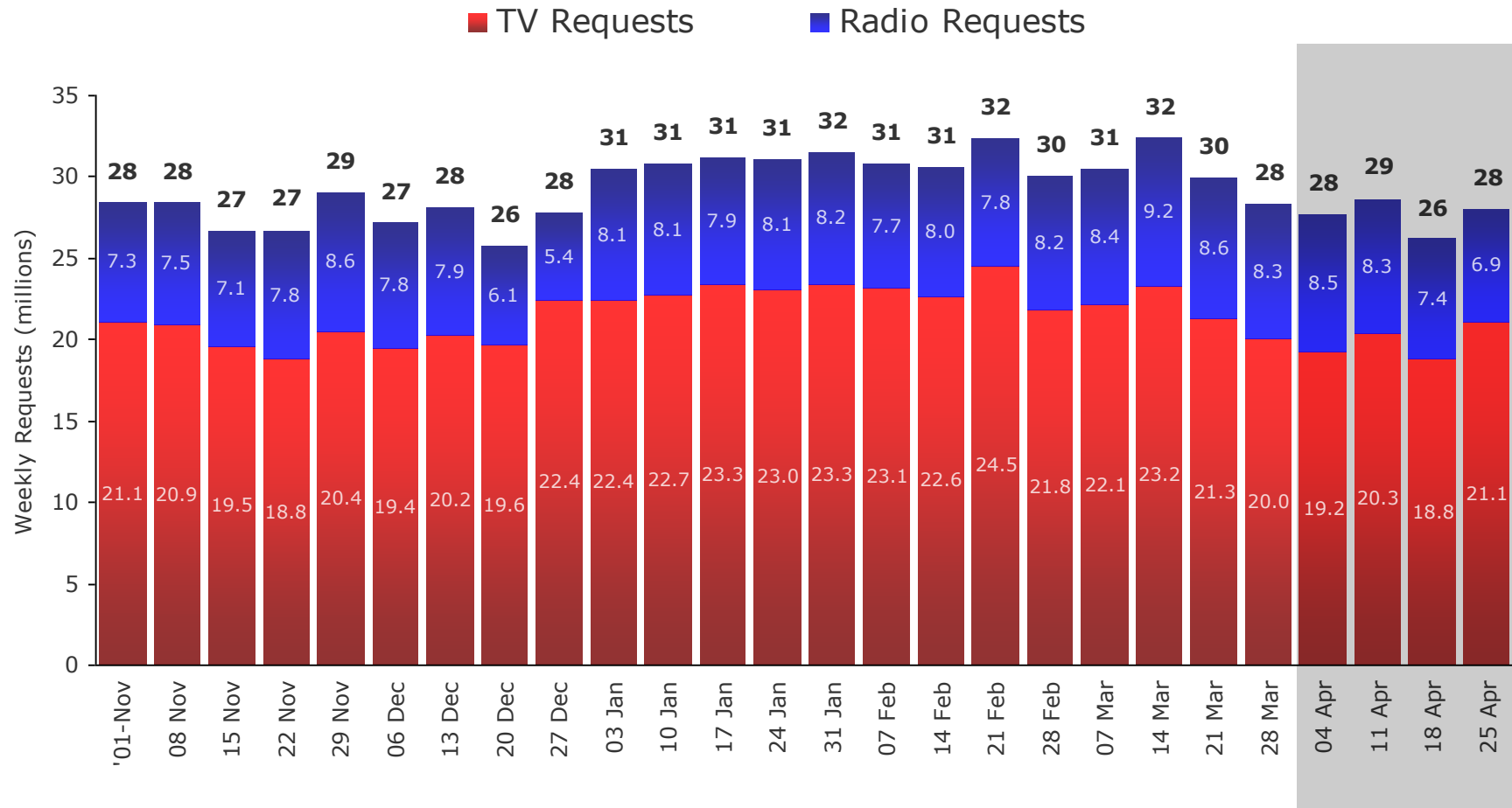
Average daily BBC iPlayer users

April 2011 saw an average of **1.5 million users per day**, with 1.2m for TV content only, 0.4m for radio only content and 0.03m using both.



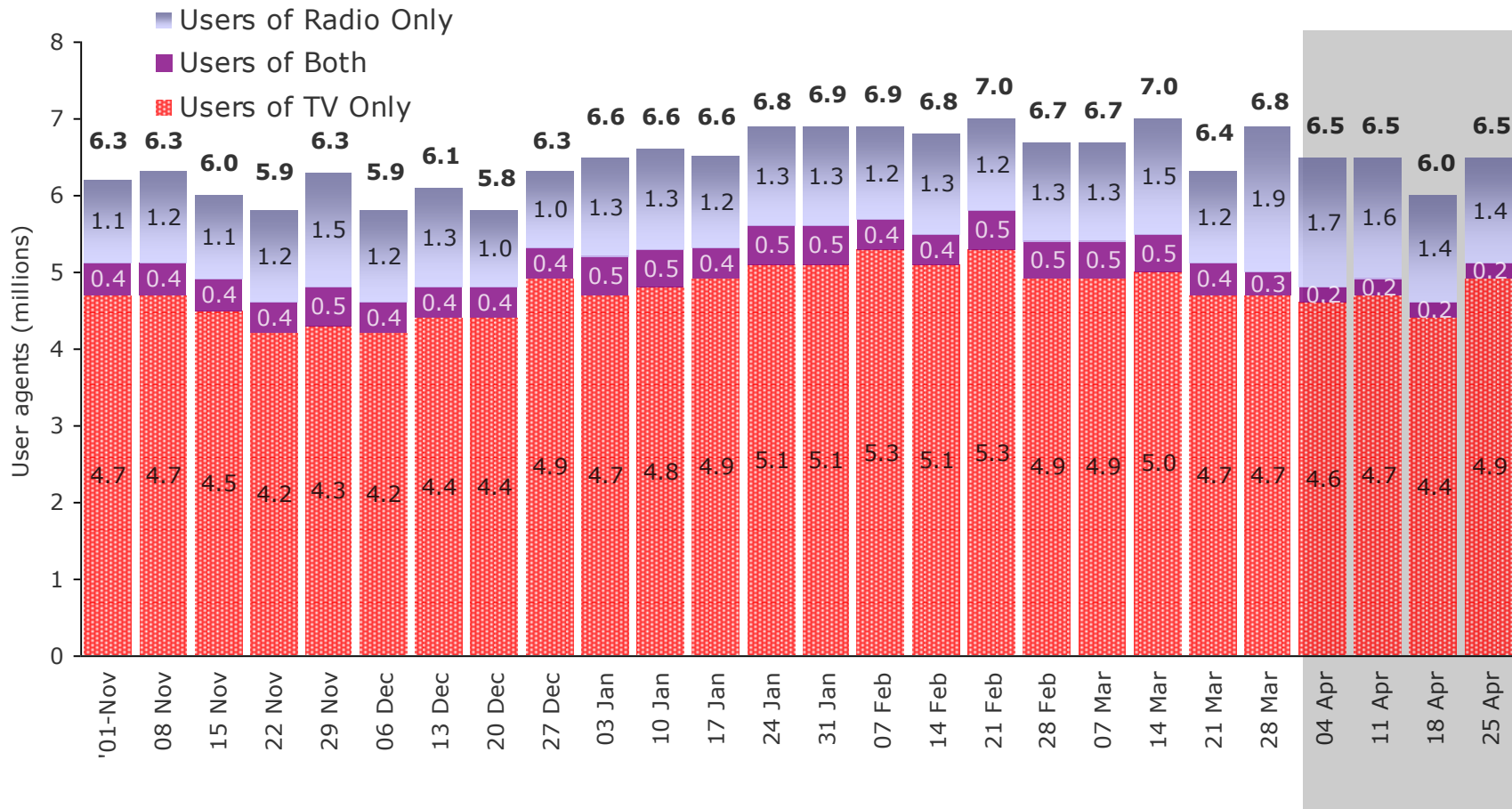
Weekly BBC iPlayer requests - latest 6 months

Weekly requests in April varied across the month, with the warm weather across the Easter week (18-24 April) resulting in the lowest request numbers since before Christmas. However the Royal Wedding in the last week of the month caused an uplift.



Weekly BBC iPlayer users – latest 6 months

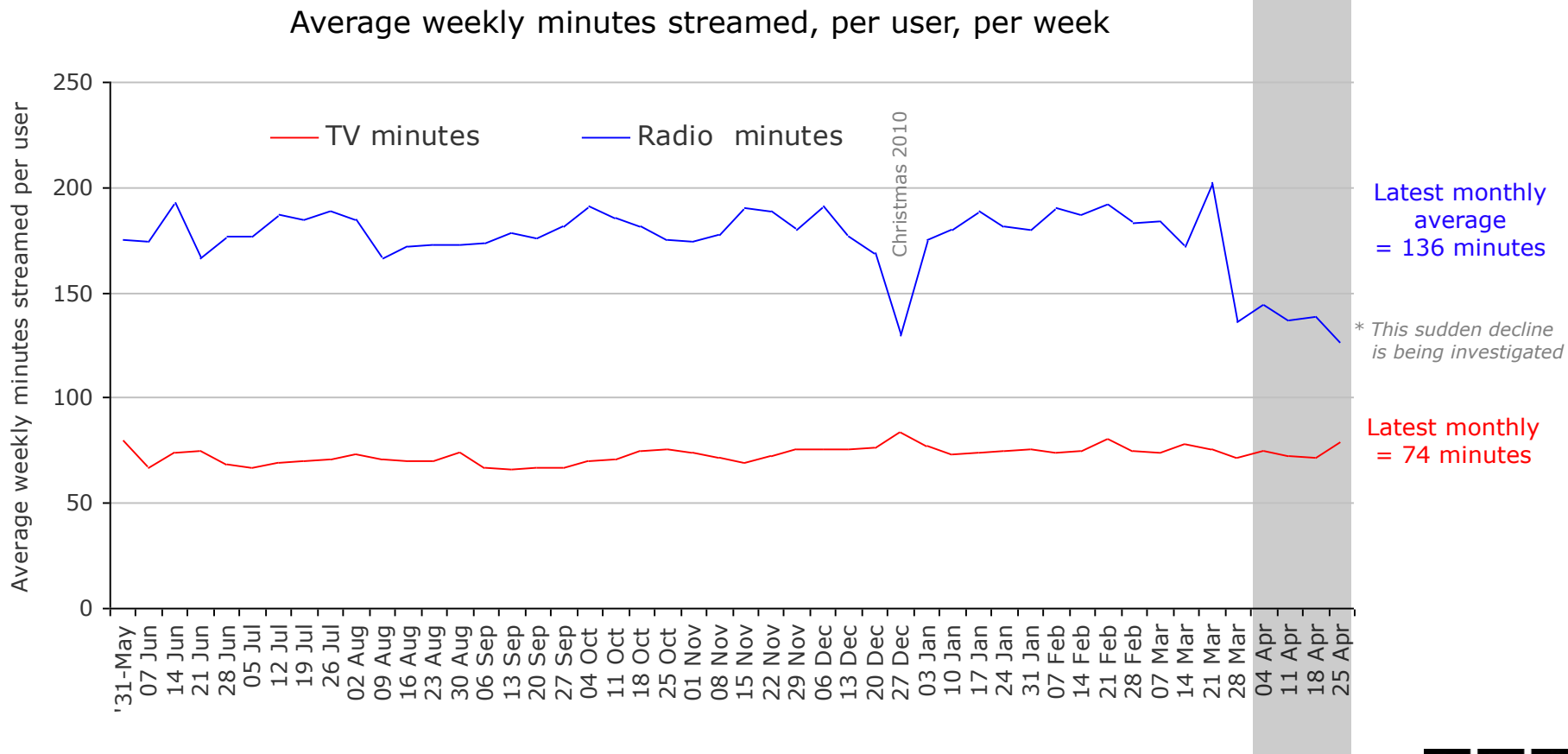
Weekly user numbers in April mirrored the trend of requests, dropping notably in the Easter holiday week to 6m.



Requests and average minutes per user per week

On a weekly basis in April, each user of TV on BBC iPlayer requested, on average, just over 4 programmes, and streamed over an hour of TV content. Each weekly user of radio content requested over 4 programmes, and streamed just over two hours of radio content. TV time per user length increase in the last week of April, boosted by the coverage of the Royal Wedding.

(We are investigating the recent dip in radio durations, which may be due to measurement problems following the launch of RadioPlayer.)



BBC iPlayer - top 20 TV episodes, April 2011

The first episode in the new series of *Doctor Who* was the most requested programme this month, with *Russell Howard's Good News* also returning strongly. New drama was also prominent, with *The Crimson Petal* and *Candy Cabs* alongside *Waterloo Road* and *Waking The Dead*. The main section of *Royal Wedding Coverage* appears once in the list, although in total the whole event delivered 1.2 million requests via BBC iPlayer.

BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>	
1	Doctor Who Series 6 Episode 1	1,379,000
2	EastEnders 15/04/11	841,000
3	Russell Howard's Good News S4 Episode 4	660,000
4	Waterloo Road Series 6 Episode 20	631,000
5	EastEnders 14/04/11	621,000
6	EastEnders 18/04/11	619,000
7	Russell Howard's Good News S 4 Episode 2	614,000
8	EastEnders 19/04/11	608,000
9	Louis Theroux America's Most Hated Family	580,000
10	The Royal Wedding Part 2: Episode 2	578,000
11	EastEnders 12/04/11	565,000
12	Russell Howard's Good News S4 Episode 5	563,000
13	EastEnders 21/04/11	522,000
14	EastEnders 22/04/11	514,000
15	EastEnders 05/04/11	501,000
16	Russell Howard's Good News S4 Episode 3	494,000
17	EastEnders 08/04/11	494,000
18	EastEnders 01/04/11	483,000
19	EastEnders 11/04/11	477,000
20	EastEnders 07/04/11	467,000

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>	
1	Doctor Who Series 6 Episode 1	1,379,000
2	EastEnders 15/04/11	841,000
3	Russell Howard's Good News S4 Episode 4	660,000
4	Waterloo Road Series 6 Episode 20	631,000
5	Louis Theroux America's Most Hated Family	580,000
6	The Royal Wedding Part 2: Episode 2	578,000
7	The Crimson Petal and the White Episode 1	465,000
8	Have I Got News for You Series 41 Episode 1	414,000
9	Michael McIntyre: Live and Laughing 22/08/09	350,000
10	Candy Cabs Episode 1	322,000
11	Waking the Dead Series 9 Waterloo Part 1	298,000
12	F1 2011 The Chinese Grand Prix 17/04/11	297,000
13	Legally Blonde 16/09/09	297,000
14	Top Gear Series 14 Episode 3	273,000
15	MasterChef Series 7 Episode 10	269,000
16	Filthy Cities Medieval London Episode 1	264,000
17	White Van Man Episode 4	264,000
18	Apocalypto 14/02/10	239,000
19	QI Series 7 Episode 16	212,000
20	Fanny Hill Episode 1	190,000

BBC iPlayer - top 20 radio episodes, April 2011

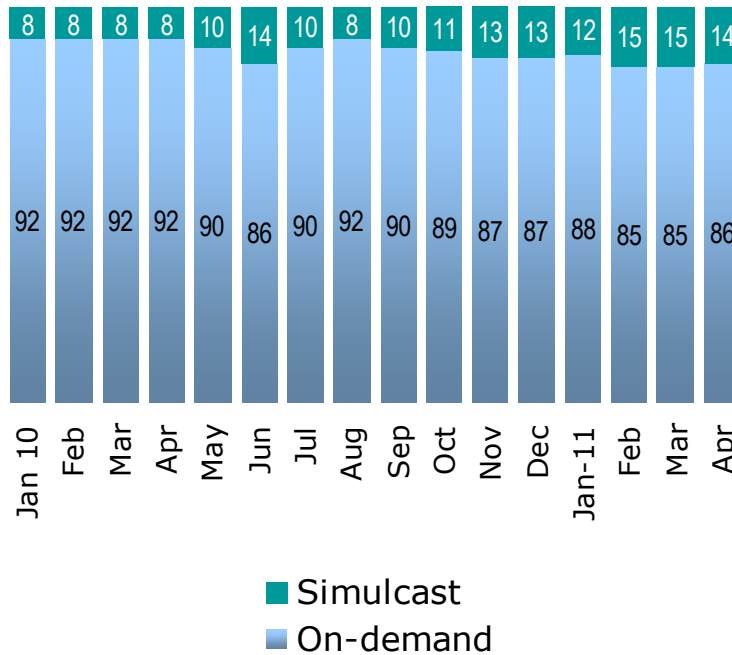
World Cup Cricket India v Sri Lanka was the most requested radio programme this month, closely followed by coverage of the Champion's League Manchester United v Chelsea match. *The News Quiz*, *The Unbelievable Truth*, *Ken Bruce* and *The Chris Moyles Show* also all performed well this month.

		<u>Total requests per Ep</u>			<u>Total requests per Ep</u>
1	World Cup Cricket India v Sri Lanka	133,000	1	World Cup Cricket India v Sri Lanka	133,000
2	5 live Champ Lge ManU v Chelsea 12/04/11	127,000	2	5 live Champ Lge ManU v Chelsea 12/04/11	127,000
3	The News Quiz Series 74 Episode 1	96,000	3	The News Quiz Series 74 Episode 1	96,000
4	5 live Champ Lge Schalke 04 v ManU 26/04/11	94,000	4	The Unbelievable Truth Series 7 Episode 1	89,000
5	The Unbelievable Truth Series 7 Episode 1	89,000	5	Ken Bruce 01/04/11	87,000
6	Ken Bruce 01/04/11	87,000	6	The Chris Moyles Show 04/04/11	83,000
7	The Chris Moyles Show 04/04/11	83,000	7	Greg James 01/04/11	76,000
8	The Chris Moyles Show 19/04/11	83,000	8	5 live Sport 20/04/11	75,000
9	The Unbelievable Truth Series 7 Episode 2	82,000	9	Fearne Cotton 13/04/11	75,000
10	The News Quiz Series 74 Episode 2	81,000	10	Desert Island Discs Martin Sheen 03/04/11	72,000
11	The Unbelievable Truth Series 7 Episode 3	79,000	11	The Now Show 08/04/11	65,000
12	Greg James 01/04/11	76,000	12	Steve Wright in the Afternoon 01/04/11	56,000
13	5 live Sport 20/04/11	75,000	13	The Official Chart with Reggie Yates 03/04/11	55,000
14	Fearne Cotton 13/04/11	75,000	14	5 live Prem Lge Newcastle v ManU 19/04/11	53,000
15	5 live Champ Lge Real Madrid v T'ham 05/04/20	75,000	15	Pete Tong R1's Celebration Episode 2	53,000
16	The Chris Moyles Show 08/04/11	73,000	16	Huw Stephens 18/04/11	50,000
17	Desert Island Discs Martin Sheen 03/04/2011	72,000	17	Scott Mills 01/04/11	49,000
18	Fearne Cotton 08/04/11	71,000	18	Adam and Joe 02/04/11	47,000
19	The Chris Moyles Show 11/04/11	66,000	19	Annie Mac 01/04/11	47,000
20	The Chris Moyles Show 07/04/11	65,000	20	Football 17/04/11	43,000

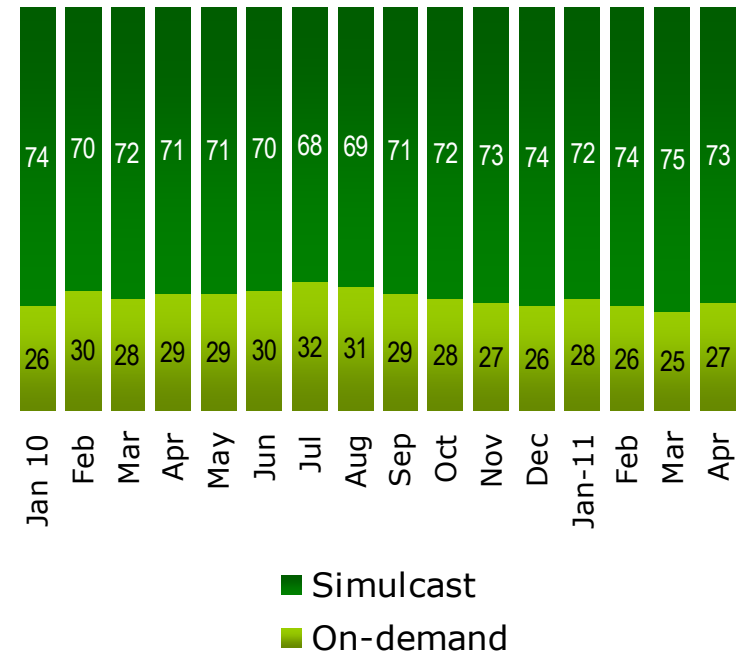
Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer made up 14% of all TV requests in April, while live radio listening dropped back slightly to 73%, following the peak in March (which was boosted by Comic Relief and cricket coverage).

TV Requests

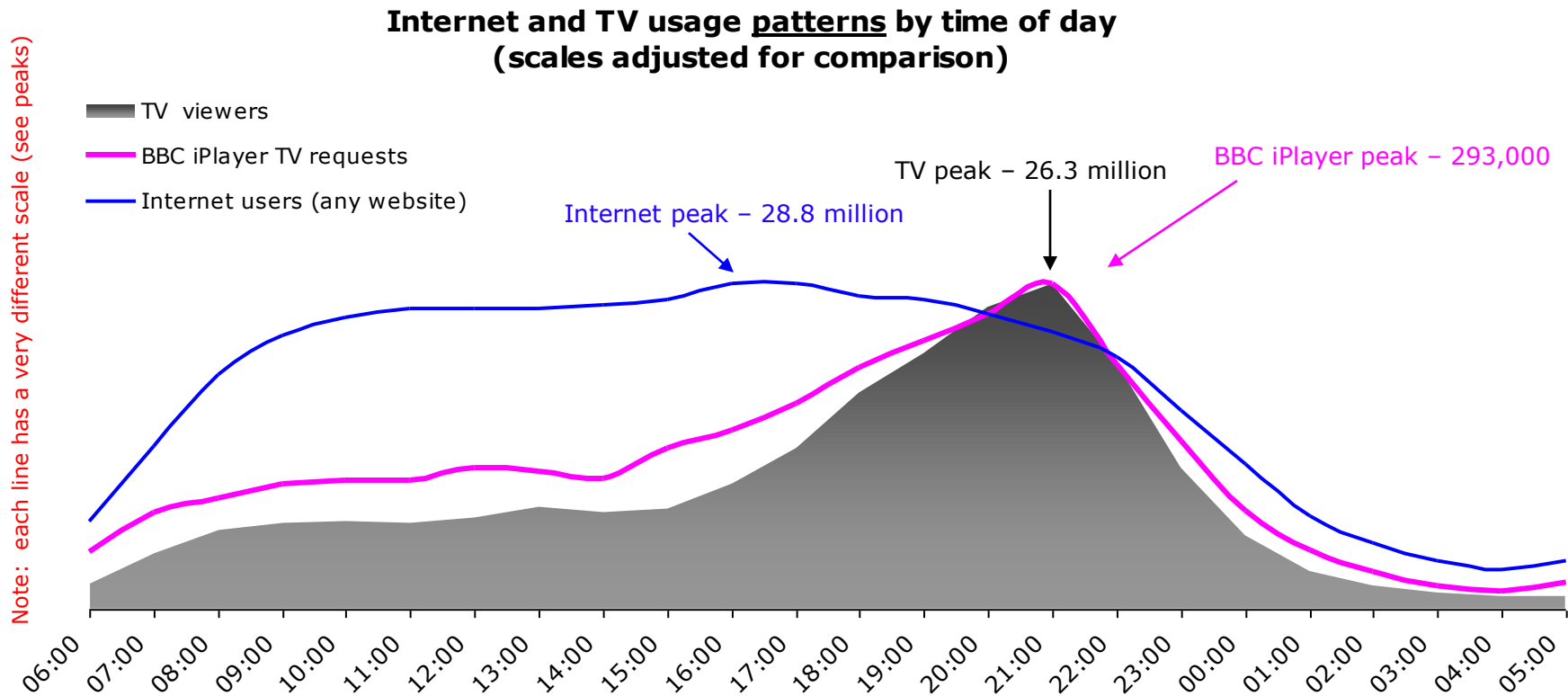


Radio requests



BBC iPlayer – use for TV by time of day, April 2011

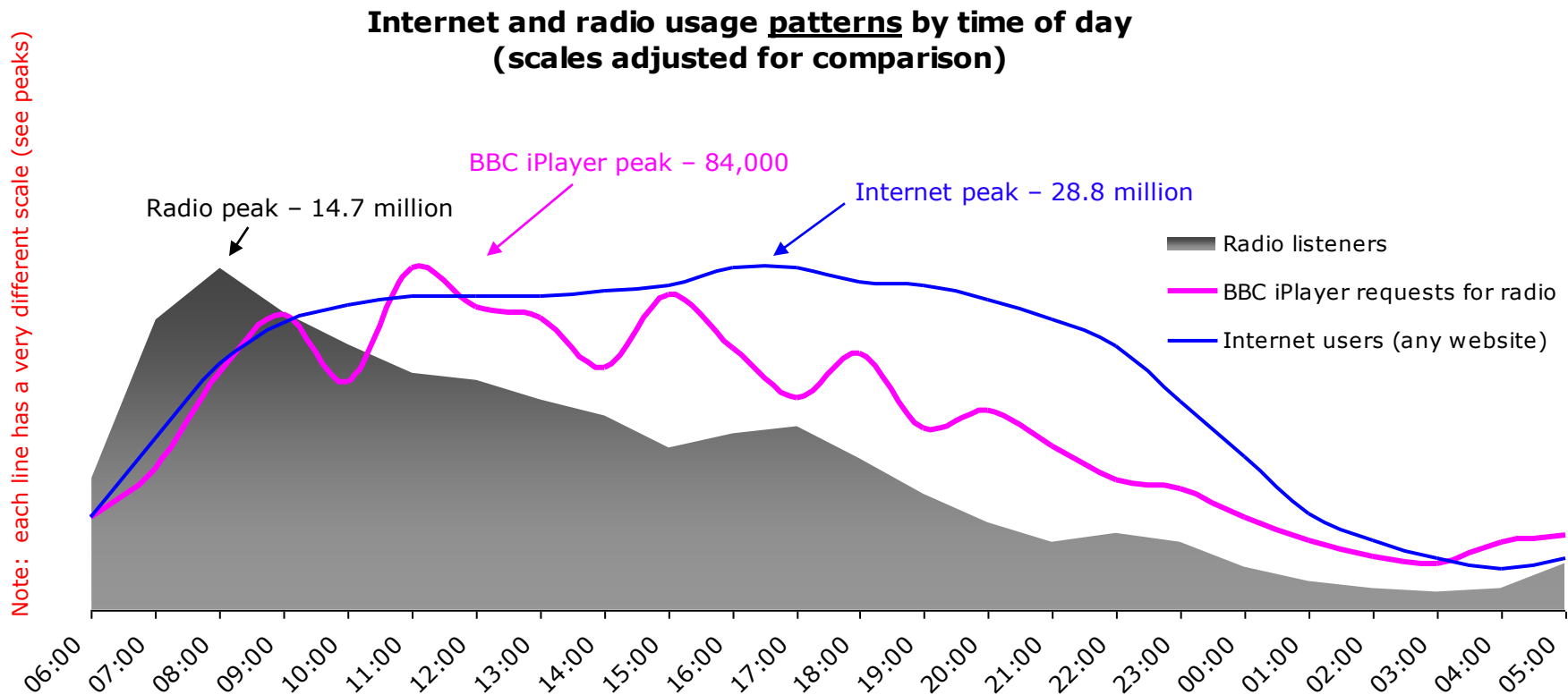
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak.



Sources – TV from BARB April 2011, internet from Nielsen March 2011, BBC iPlayer from BBC iStats April 2011 - see footnotes on final page for more detail

BBC iPlayer – use for radio by time of day, April 2011

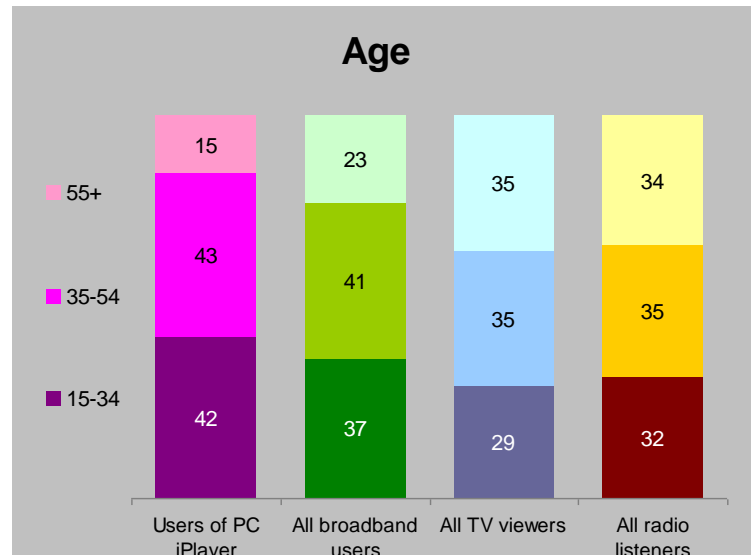
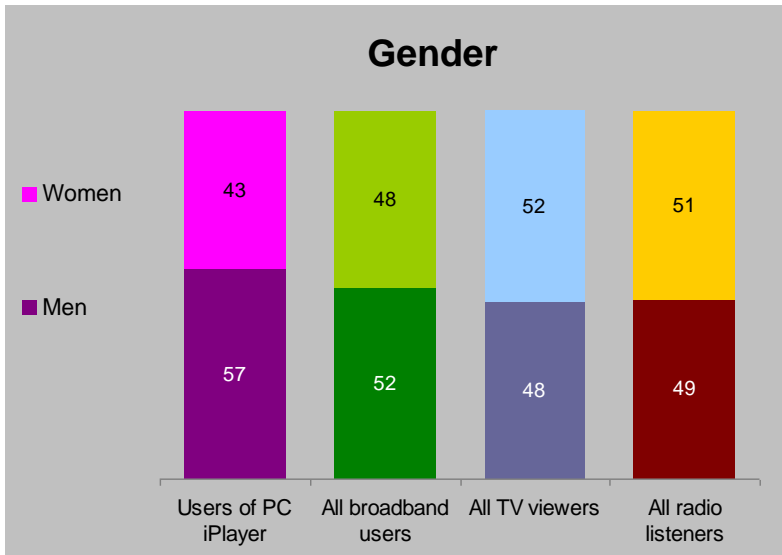
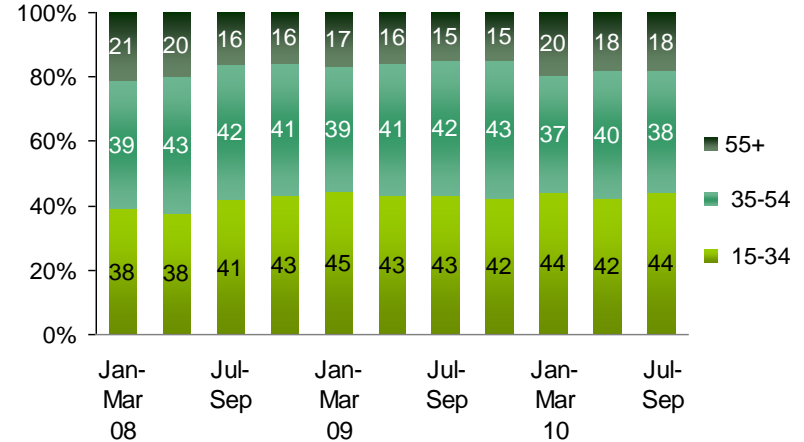
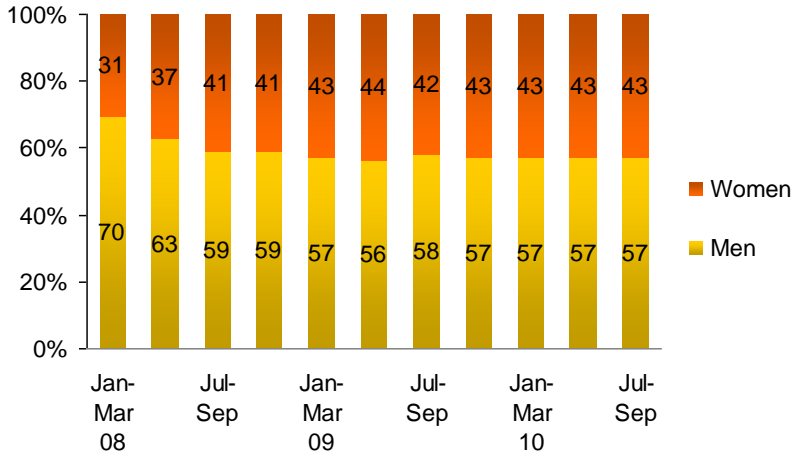
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally more listening in daytime and evening compared with the traditional linear breakfast peak.



Sources – radio from RAJAR Q4 2010, internet from Nielsen March 2011, BBC iPlayer from BBC iStats April 2011 - 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.



Please refer to slide 6 for guide footnotes. User profiles - TV from BARB (Q4 10), radio from RAJAR (Q4 10), broadband from TNS survey 2000 adults (Sep 09)

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