

Reach and Share

Television

Reach

- Total **BBC weekly reach = 93%** of population (92.5% in 2006/2007)
- Total **BBC TV weekly reach = 85%** (up from 84.4%)
- **BBC One and BBC Two reach** year-on-year
 - BBC One = 78.2% in All Homes (stable from 78.4%)
 - BBC Two = 57.6% in All Homes (up from 57%)

Share

- Total **BBC TV & Radio share of viewing/ listening = 42.2%**
- Total **BBC TV share = 34%** (last year 34.3%)

Digital TV channels all showed growth:

- **BBC Three reaches 17.3%** of individuals (up from 14%)
- **BBC Four = 7%** (up from 5.6%)
- **The CBBC Channel = 5.6%** (up from 4.4%)
- **BBC News Channel = 7.5%** of all homes (up from 5.7%)

Radio

Reach

- Total **BBC Radio weekly reach = 66.3%** (stable from 66.4%)
- **Radio reach 15 min weekly reach:**
 - **Radio 1** – 21.5% around 10.8m people (up slightly from 21.2% and 10.5m)
 - **Radio 2** – 26.2% or 13.2m (stable)
 - **Radio 3** – 3.7% 1.9m (stable)
 - **Radio 4** – 18.7% or 9.4m (stable)
 - **N&R radio** weekly reach: 18.6% or 7.5m listeners

Share

- Total **BBC Radio share = 55.5%** (last year 54.9%)

Online

- Total **bbc.co.uk weekly reach = 44%** (up from 41% m), an average of **12m** adults/week

BBCiPlayer

- Performance for May 2008: 21.8m requests to view, c 700,000 daily requests. Average number of weekly users is 1.4m
- Over 100 million requests to view since launch

Digital take up statistics

- **86.7%** of homes have access to **Digital TV** (Ofcom Q4 2007)
- **9.5m Freeview-only homes** (Ofcom Q4 2007)
- **37.4% of all primary TV sets are DTT – 32.4% pay-satellite** (Q4 2007)
- **Digital radio is growing** more than 10m people listen via DAB, DTV or internet.
- BBC Radio's **digital-only** radio networks 15minute weekly reach of **2.6 million** adults
- BBCi's average annual weekly reach was 11m, (30% of adults with digital TV)