



Monthly Performance Pack November 2010

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Monthly summary – November 2010

- In total BBC iPlayer received **141 million requests** for TV and radio programmes in November, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a month-on-month increase of 1%, with requests up 32% year-on-year, setting another new monthly record for the service.
- Continuing autumn titles contributed to another record-breaking month for TV requests, with three episodes of *The Apprentice* topping the list. Comedy continued to perform well, in particular *Russell Howard's Good News* and *The Trip*, while *Merlin*, *Spooks* and *Lip Service* contributed to a strong month for drama.
- *The Unbelievable Truth* was the most requested radio programme, with *The News Quiz* and *The Chris Moyles Show* also popular. It was also a strong month for sport coverage on 5 Live with the football *Premier League*, and the *Haye v Harrison* boxing match.
- Live TV viewing via the BBC iPlayer increased in November to make up 13% of all requests, boosted by *Children In Need* and sport coverage. Live radio also grew slightly.

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.

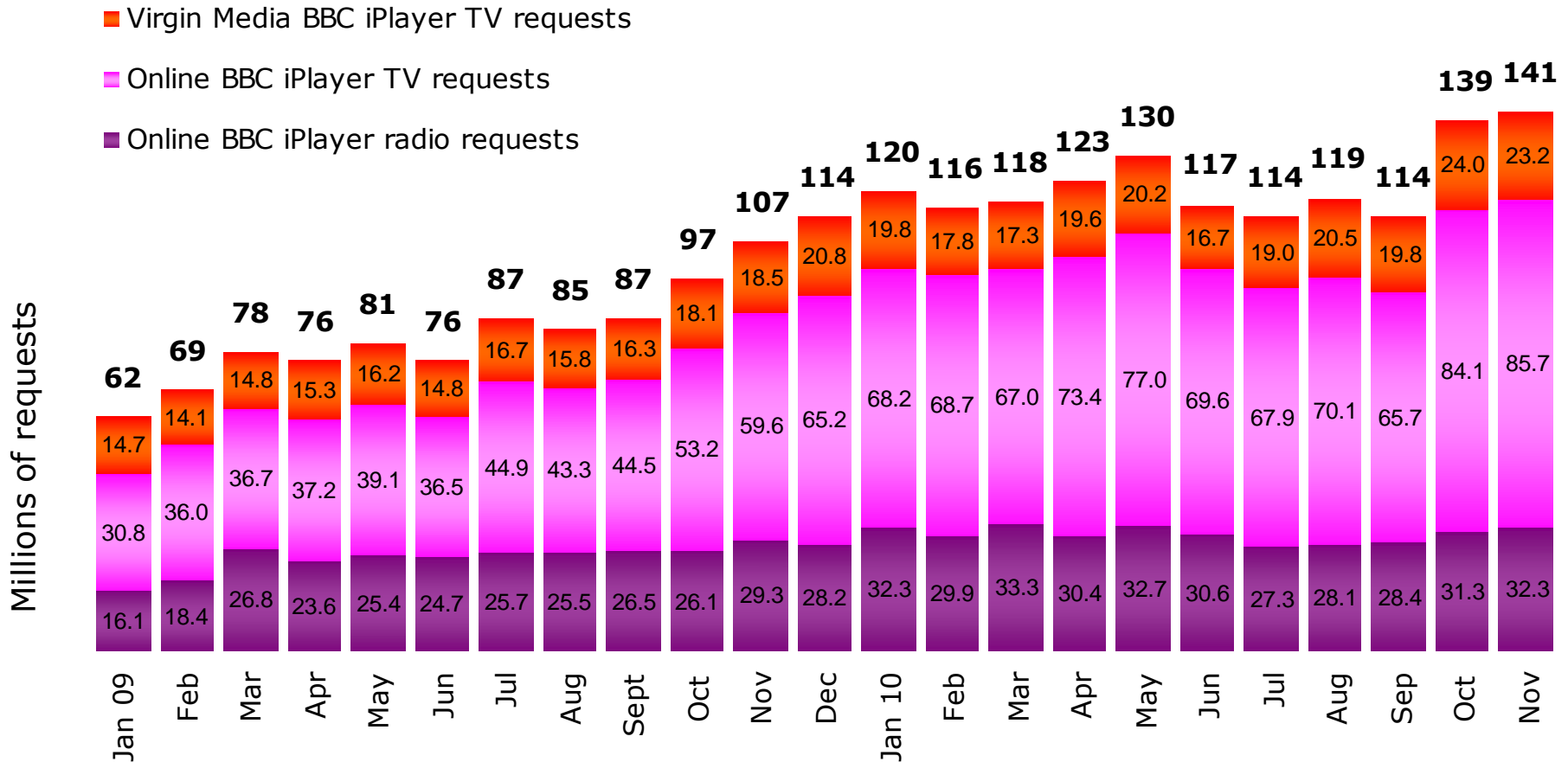
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media

The BBC iPlayer broke last month's record with a new high of **141 million** requests for programmes across all platforms in November, driven by an all-time-high figure for TV requests on online platforms.



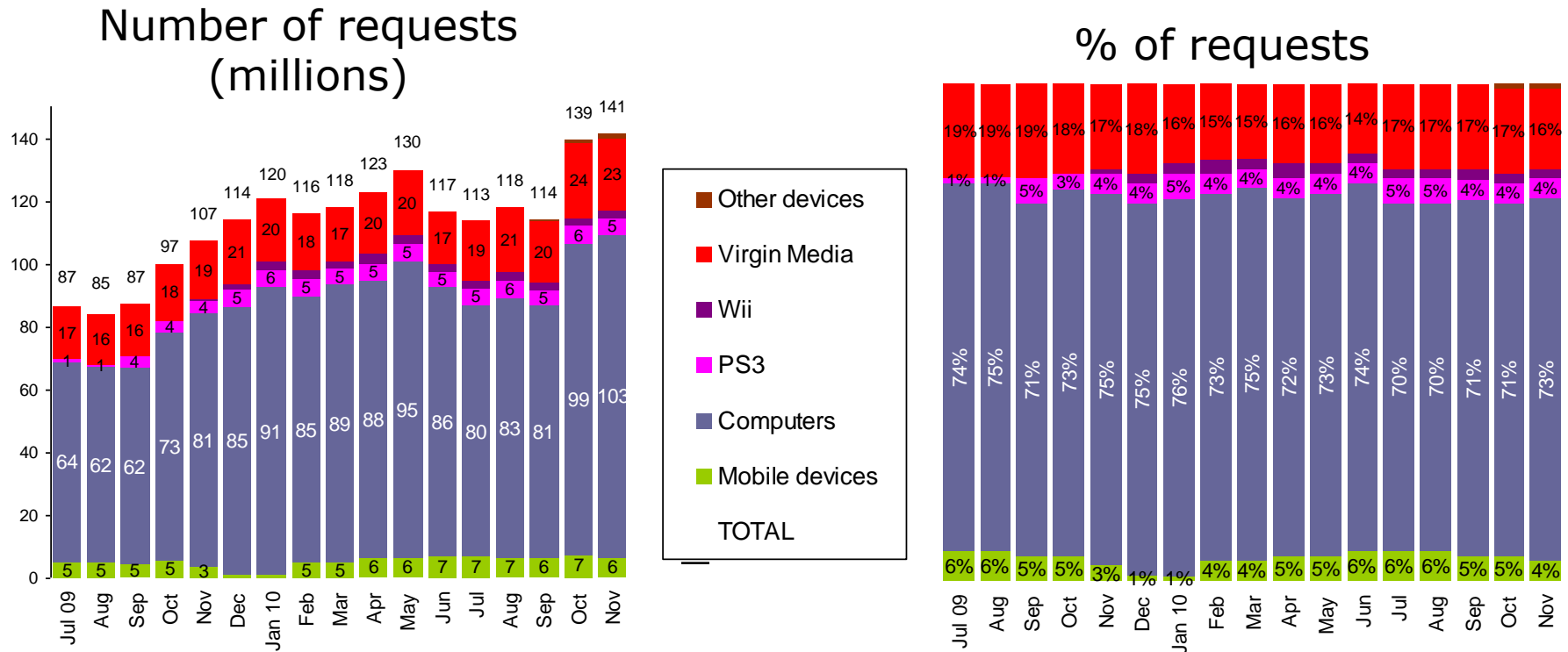
Please refer to slide 6 for guide footnotes.

There were measurement problems on 10-11 June which resulted in overcounting on these days.

Requests for programmes by device type

Includes Virgin Media

November saw increases in BBC iPlayer requests on computers to a record 103m.



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.

NB: iPhone data missing over 10 Nov 09–02 Feb 10, and Wii stats missing over 22–31 March 10, due to technical problems, PS3 stats were effected by technical issues the week commencing the 8th Nov 10 and Apple device stats have been effected since the 15th of Nov 10 and are currently being investigated.

Please refer to slide 6 for guide footnotes.

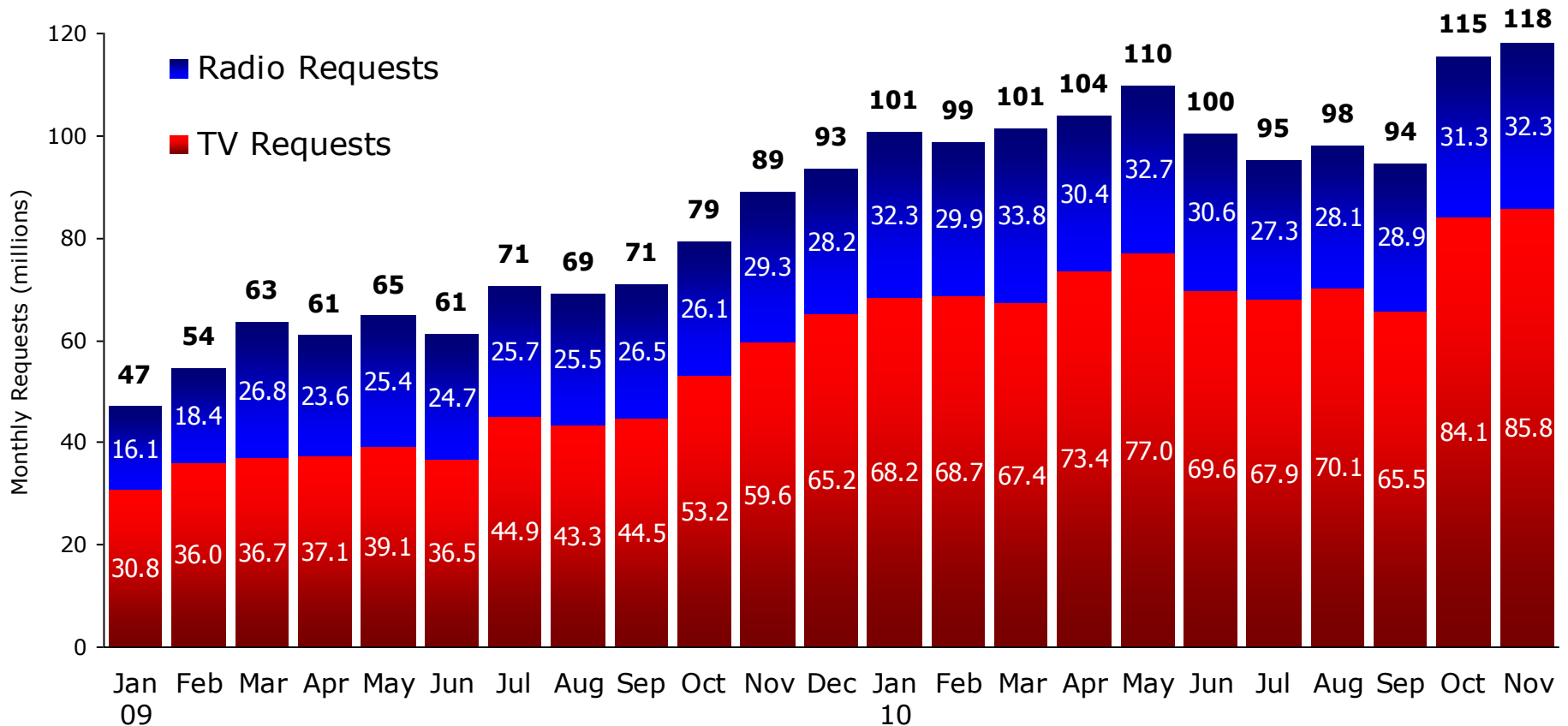
Notes on figures in this report

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 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

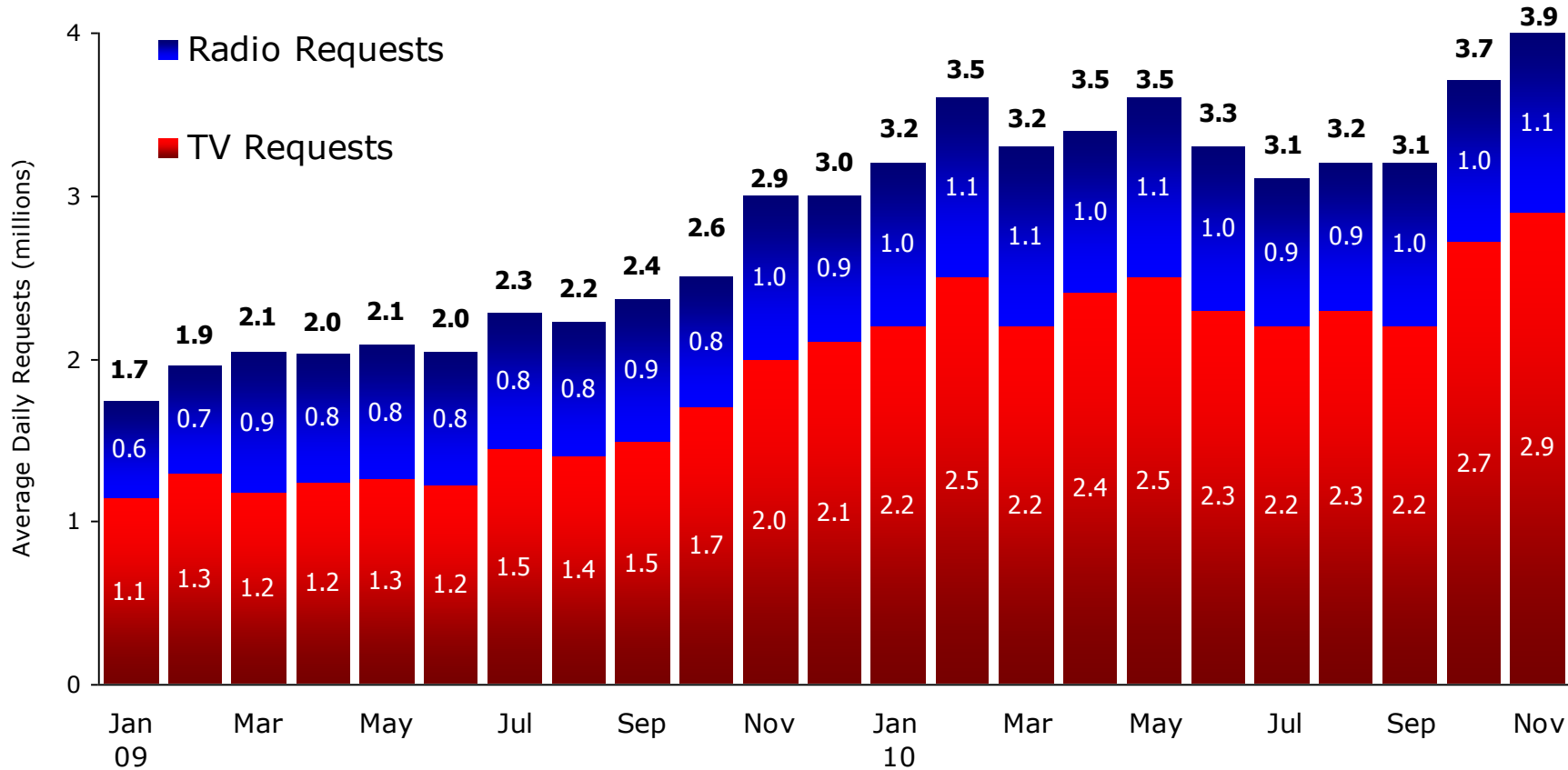
Monthly BBC iPlayer online requests

There were a record **118m** requests to the online BBC iPlayer in November, boosted by a new benchmark of **85.8m** TV programme requests, while requests for radio programmes also increased month-on-month to **32.3m**.



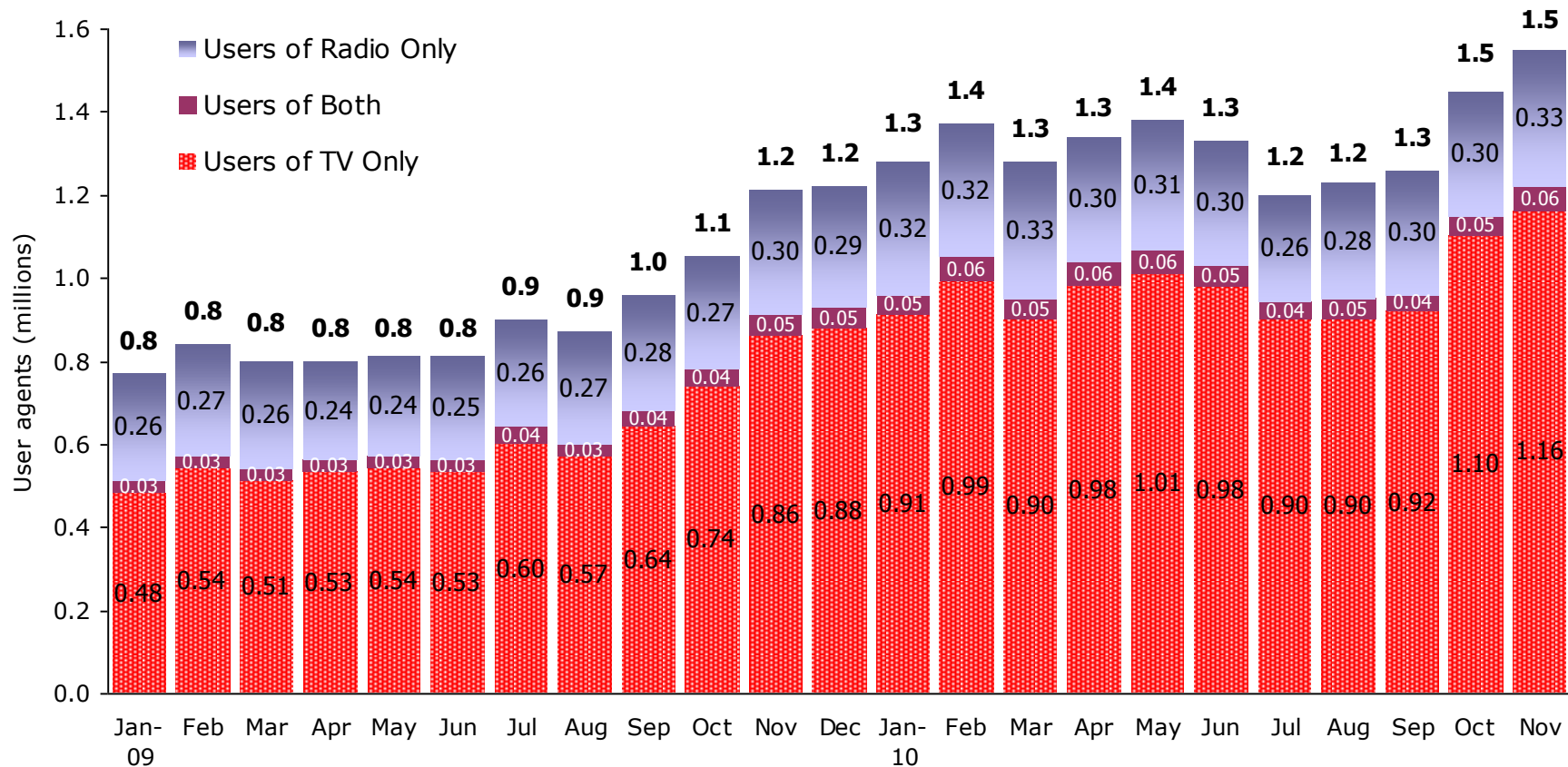
Average daily BBC iPlayer requests

During November there were a record **3.9m** requests per day on average – 1.1 million per day for radio programmes and 2.9 million for TV programmes.



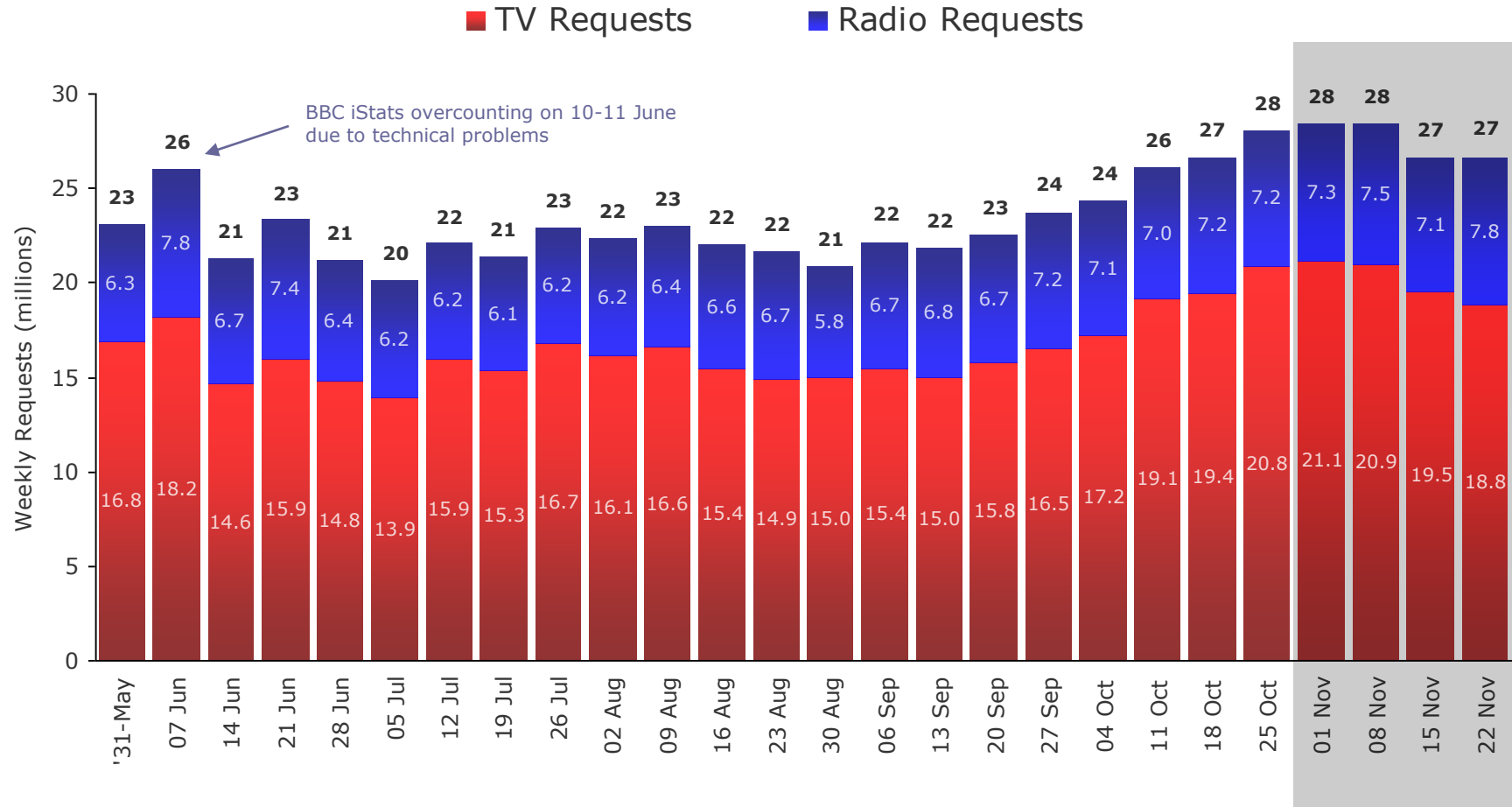
Average daily BBC iPlayer users

November saw an average of **1.5 million users per day**, with 1.2m for TV programmes, 0.33m for radio programmes and 0.06m using both.



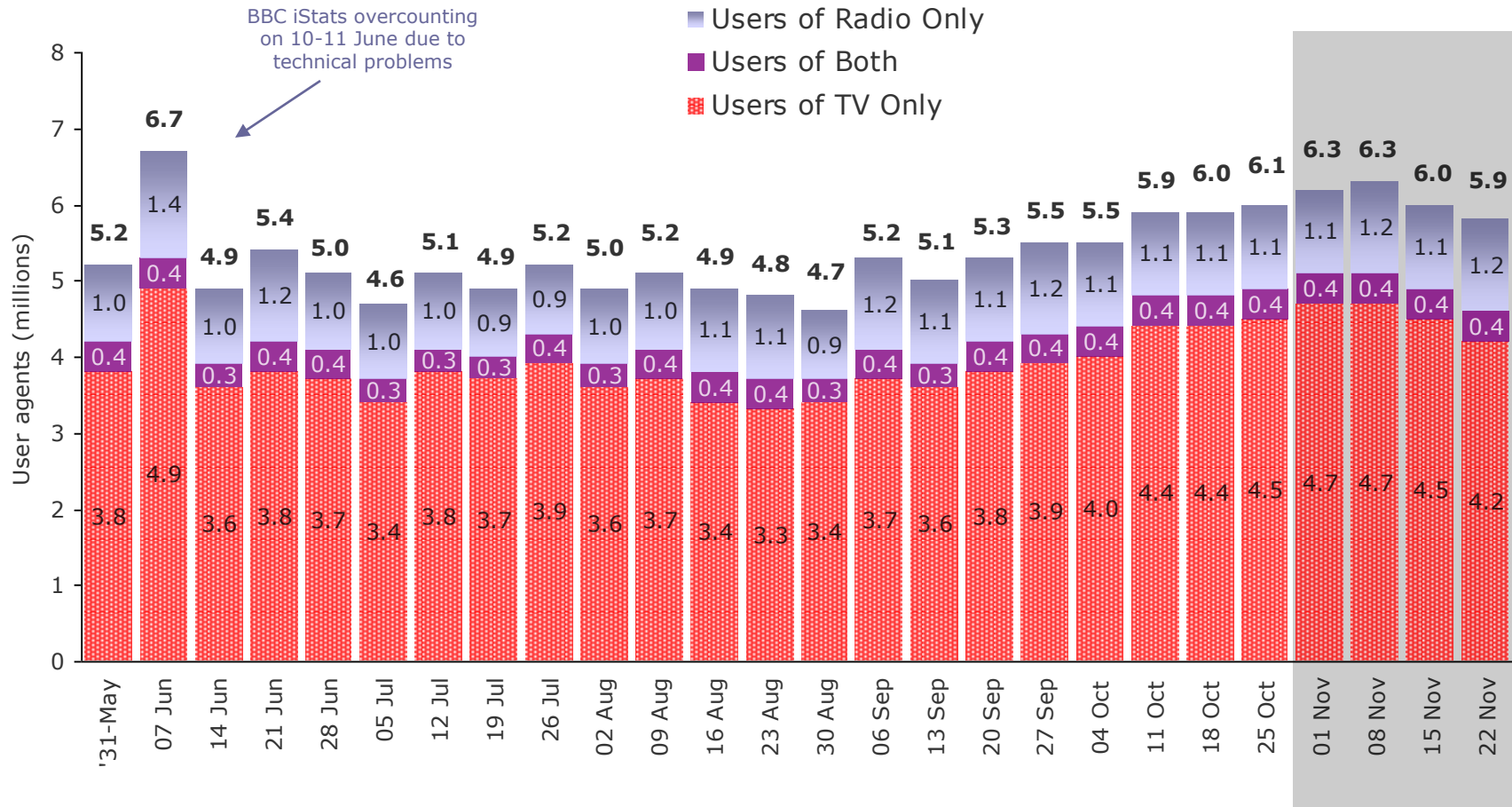
Weekly BBC iPlayer requests - latest 6 months

Weekly requests to BBC iPlayer were slightly higher in the first half of November.



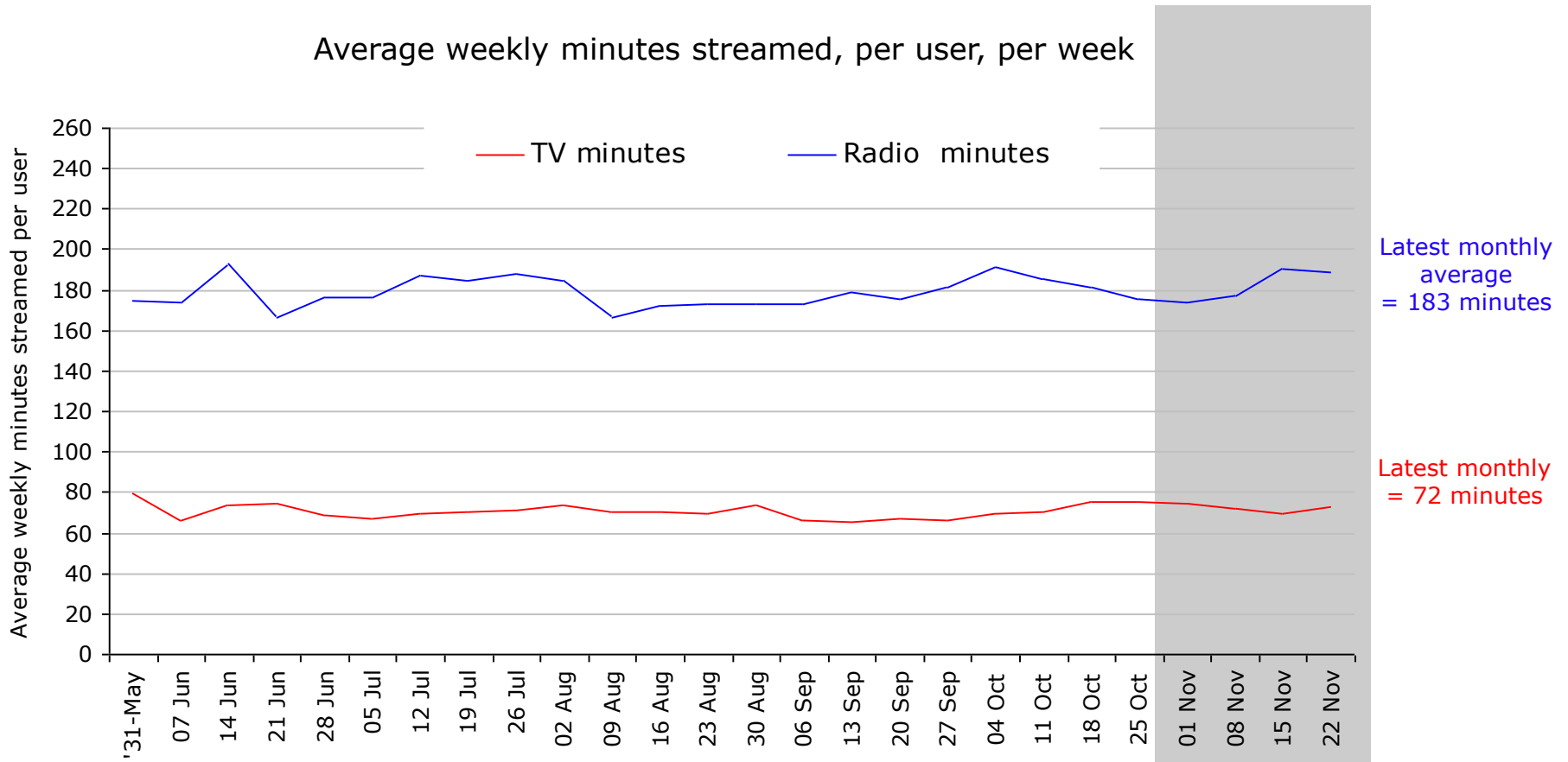
Weekly BBC iPlayer users – latest 6 months

As seen with weekly requests, weekly user numbers in November were marginally lower towards the end of the month.



Requests and average minutes per user per week

On a weekly basis, each user of TV on BBC iPlayer is requesting just over 4 programmes, and streaming over an hour of content. Each weekly user of radio is requesting just under 5 programmes, and is streaming around three hours of radio content.



BBC iPlayer - top 20 TV episodes, November 2010

The Apprentice once more topped the TV list by a considerable margin this month. Comedy also continued to perform well, in particular *Russell Howard's Good News*, and new series' *The Trip*. *Merlin*, *Spooks* and *Lip Service* contributed to a strong month for drama.

BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>	
1	The Apprentice Series 6 Episode 6	899,000
2	The Apprentice Series 6 Episode 5	867,000
3	The Apprentice Series 6 Episode 7	843,000
4	Russell Howard's Good News S 3 Ep 4	583,000
5	EastEnders 02/11/10	494,000
6	Russell Howard's Good News S 3 Ep 5	484,000
7	EastEnders 12/11/10	480,000
8	EastEnders 18/11/10	467,000
9	EastEnders 05/11/10	449,000
10	Merlin Series 3 Episode 10	447,000
11	EastEnders 01/11/10	444,000
12	The Trip Episode 1	442,000
13	QI Series 8 Episode 9	442,000
14	Spooks Series 9 Episode 7	435,000
15	EastEnders 09/11/10	434,000
16	EastEnders 11/11/10	432,000
17	Russell Howard's Good News S 3 Ep 3	430,000
18	EastEnders 16/11/10	429,000
19	Never Mind the Buzzcocks S 24 Ep 3	428,000
20	Merlin Series 3 Episode 9	424,000

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>	
1	The Apprentice Series 6 Episode 6	899,000
2	Russell Howard's Good News S 3 Ep 4	583,000
3	EastEnders 02/11/10	494,000
4	Merlin Series 3 Episode 10	447,000
5	The Trip Episode 1	442,000
6	QI Series 8 Episode 9	442,000
7	Spooks Series 9 Episode 7	435,000
8	Never Mind the Buzzcocks S 24 Ep 3	428,000
9	Blade Runner 19/12/09	397,000
10	Miranda Series 2 Episode 1	372,000
11	Lip Service Episode 4	351,000
12	Top Gear Series 12 Episode 1	348,000
13	The World's Strictest Parents S 3 Ep 4	338,000
14	Children in Need 2010 Part 1 19/11/2010	337,000
15	Strictly Come Dancing Series 8 Ep 12	323,000
16	The Impressions Show Series 2 Episode 1	292,000
17	How Not To Live Your Life Series 3 Episode 3	290,000
18	Have I Got News for You Series 40 Episode 6	289,000
19	Freak Like Me Episode 2	263,000
20	David Attenborough's First Life Episode 1	248,000

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

Please refer to slide 6 for guide footnotes.

BBC iPlayer - top 20 radio episodes, November 2010

The Unbelievable Truth was the most requested radio episode in November, with a range of programmes from across Radio 1, 2, 4 and 5Live making up the remainder of the top 20 including *The News Quiz*, *The Chris Moyles Show* and 5 Live coverage of the *Premier League* and the *Haye v Harrison* boxing match.

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep</u>
1	The Unbelievable Truth Series 6 Episode 6	95,000
2	The News Quiz Series 72 Episode 8	93,000
3	5 live Prem Lgue L'pool v Chel 07/11/10	83,000
4	The News Quiz Series 72 Episode 7	82,000
5	5 live Sport Premier League 2010-11 10/11/10	81,000
6	The Chris Moyles Show 08/11/10	70,000
7	The Now Show Series 31 Episode 1	67,000
8	Fearne Cotton Take That Live Lounge 22/11/10	63,000
9	The Chris Moyles Show 12/11/10	62,000
10	The Official Chart with Reggie Yates 14/11/10	61,000
11	The Chris Moyles Show 17/11/10	61,000
12	Just a Minute Series 58 Episode 1	59,000
13	The Chris Moyles Show 19/11/10	59,000
14	The Official Chart with Reggie Yates 21/11/10	58,000
15	The Chris Moyles Show 23/11/10	58,000
16	Just a Minute Series 58 Episode 2	58,000
17	The Chris Moyles Show Portsmouth 01/11/2010	57,000
18	The Official Chart with Reggie Yates 07/11/10	56,000
19	The Chris Moyles Show Newport 02/11/2010	55,000
20	5 live Prem Lgue 2010-11 Asnl v Tott 20/11/10	55,000

BBC iPLAYER TOP 20 RADIO EPISODES

– MOST-REQUESTED EPISODE PER SERIES

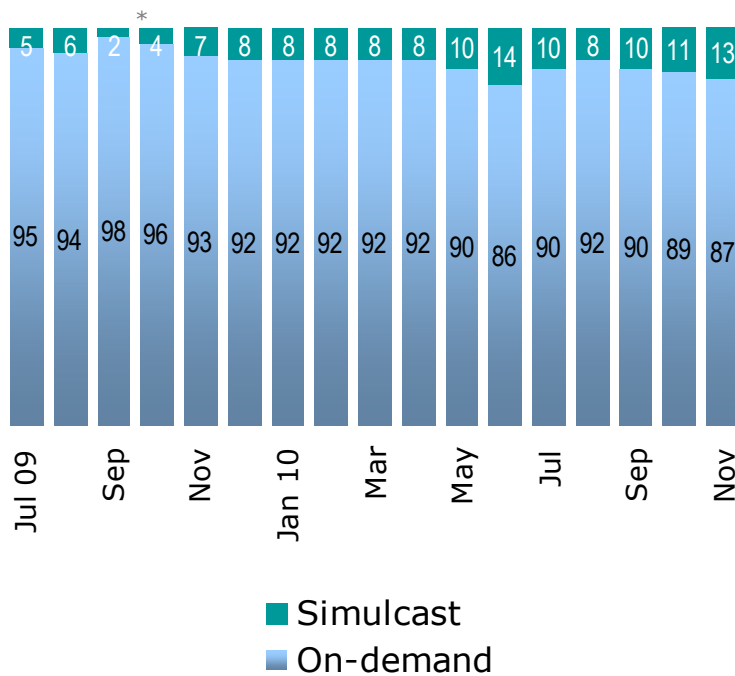
		<u>Total requests per Ep</u>
1	The Unbelievable Truth Series 6 Episode 6	95,000
2	The News Quiz Series 72 Episode 8	93,000
3	5 live Prem Lgue L'pool v Chel 07/11/10	83,000
4	The Chris Moyles Show 08/11/10	70,000
5	The Now Show Series 31 Episode 1	67,000
6	Fearne Cotton Take That Live Lounge 22/11/10	63,000
7	The Official Chart with Reggie Yates 14/11/10	61,000
8	Just a Minute Series 58 Episode 1	59,000
9	Annie Mac 05/11/10	54,000
10	5 live Champ Lgue Tott v Int Mil 02/11/10	50,000
11	Greg James 05/11/10	48,000
12	Ken Bruce 11/11/10	47,000
13	Jeremy Vine 09/11/10	43,000
14	Steve Wright in the Afternoon 09/11/10	42,000
15	Scott Mills 22/11/10	37,000
16	Stephen Nolan Including Boxing: 13/11/10	37,000
17	Desert Island Discs Alice Cooper 21/11/10	37,000
18	The Archers 08/11/10	36,000
19	Zane Lowe Masterpieces 2010 Jay-Z	36,000
20	The Chris Evans Breakfast Show 17/11/10	35,000

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

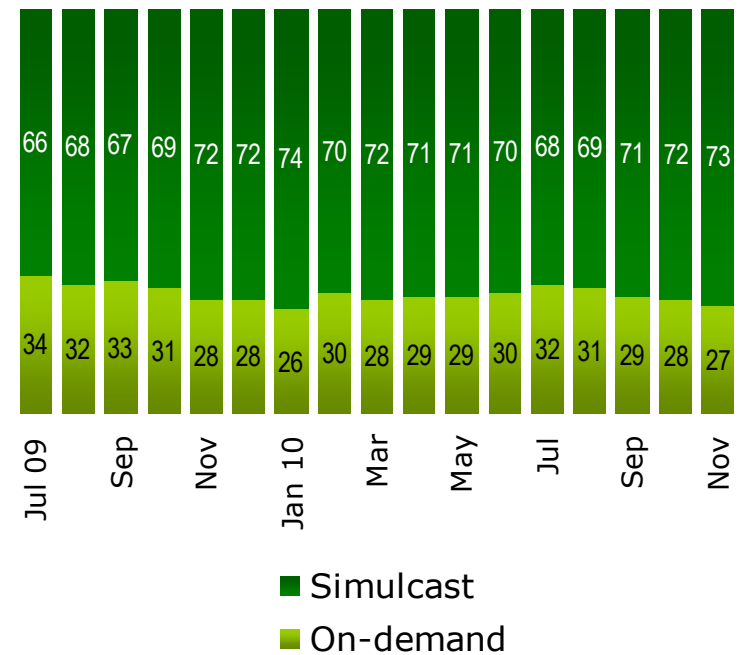
Requests by on-demand catch-up vs live simulcast

Live TV viewing via the BBC iPlayer increased +2 points in November to make up 13% of all requests, boosted by *Children In Need* which delivered 2% of all live stream requests. Sport coverage also contributed to the growth, as it did also to live radio listening, which itself increased to 73%. (Increases were seen in absolute terms as well as percentages.)

TV Requests

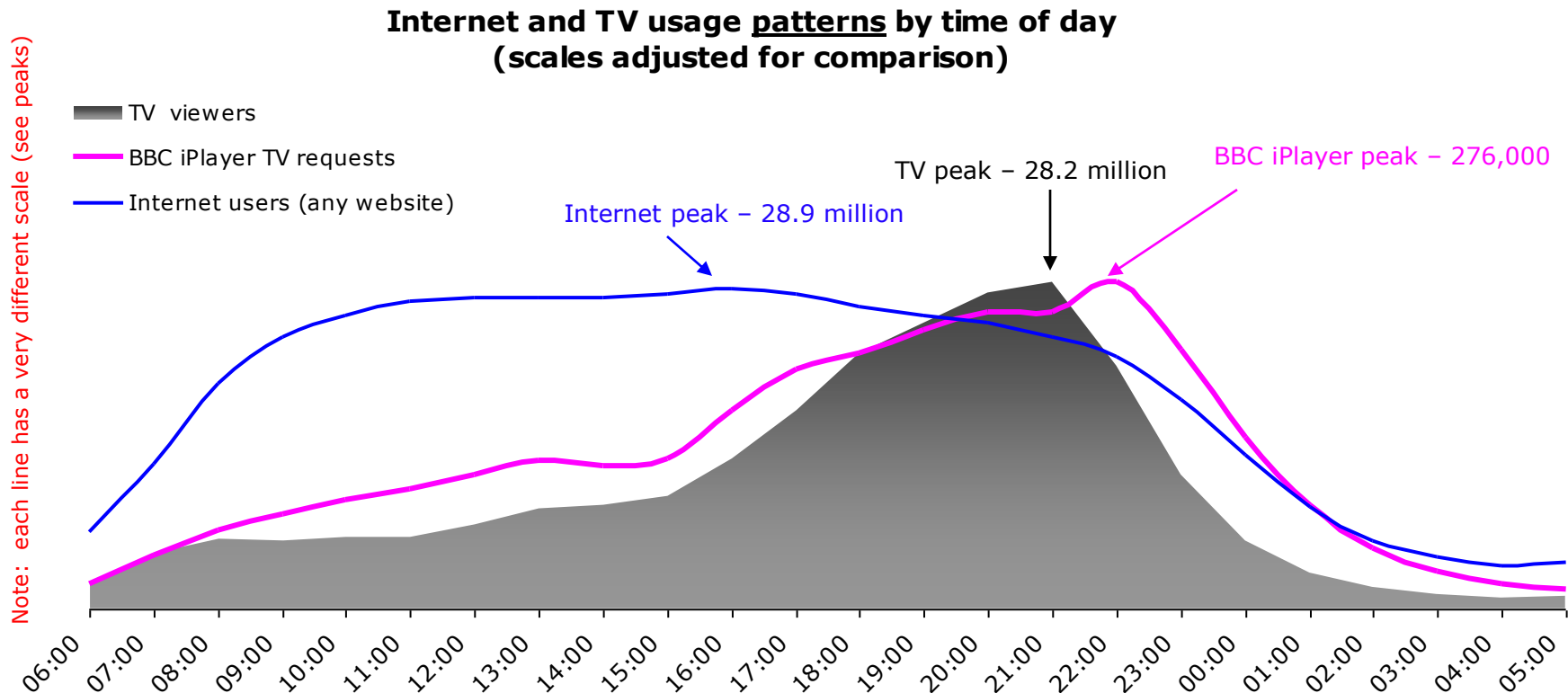


Radio requests



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

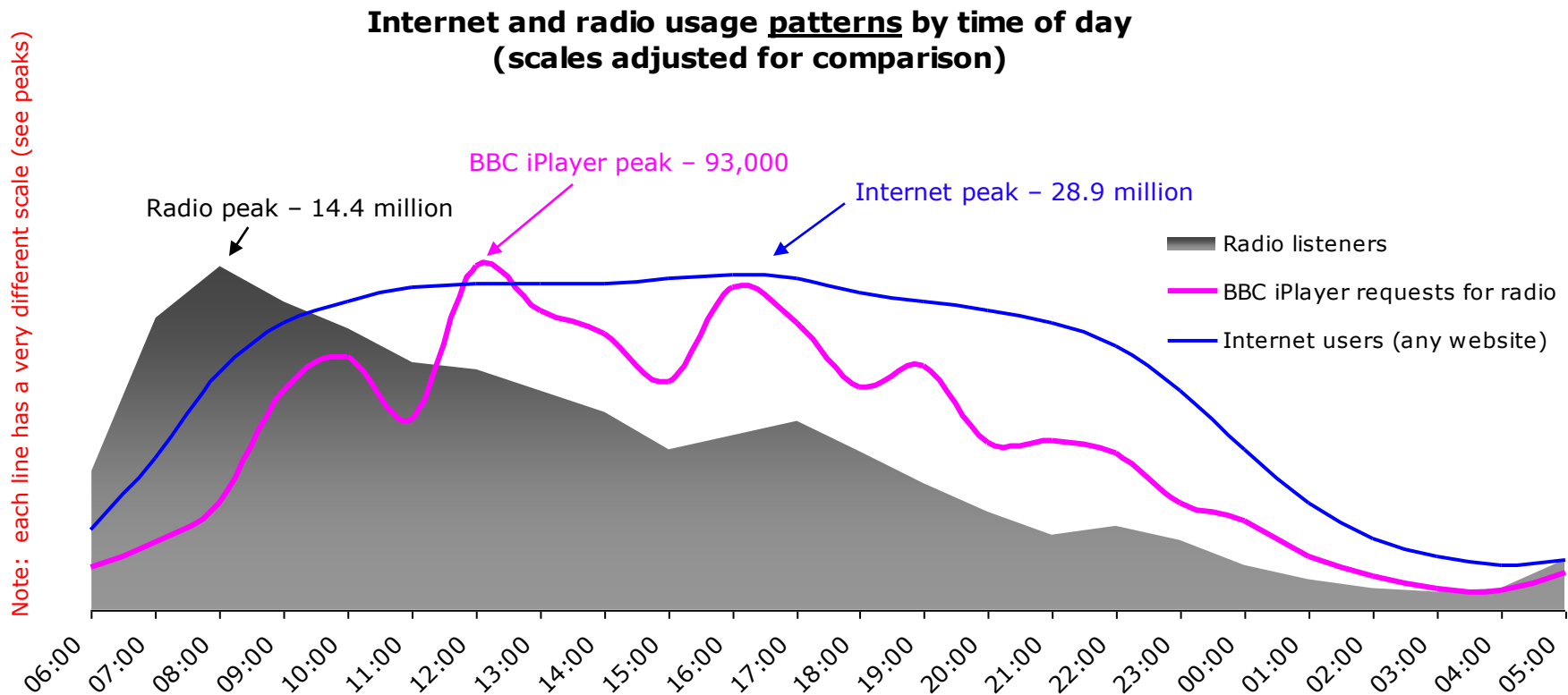
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB November 2010, internet from Nielsen October 2010, BBC iPlayer from BBC iStats November 2010 - see footnotes on final page for more detail

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

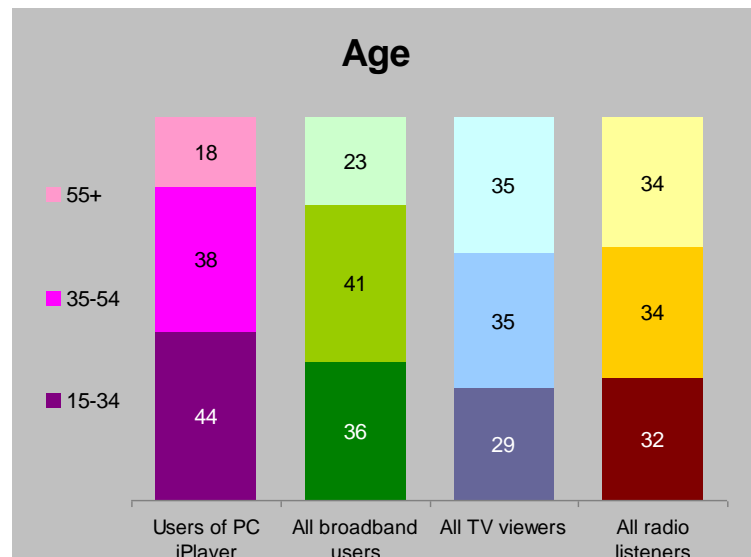
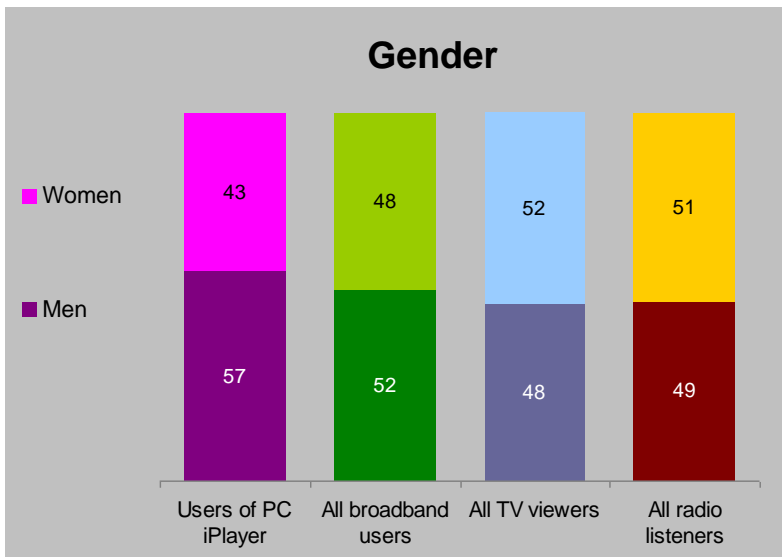
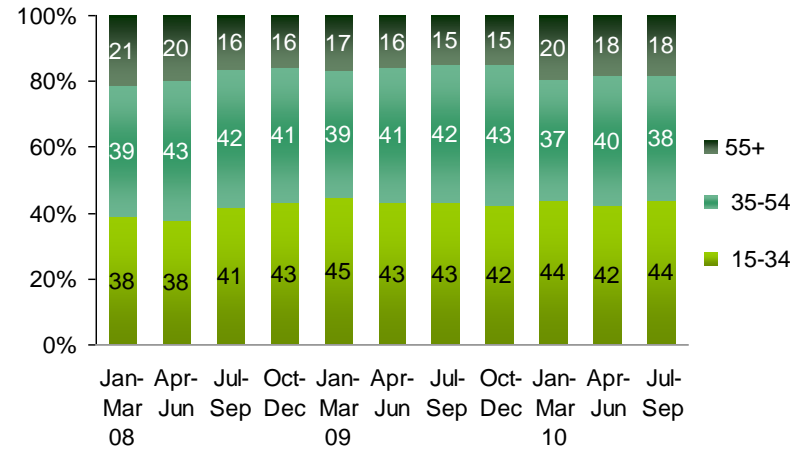
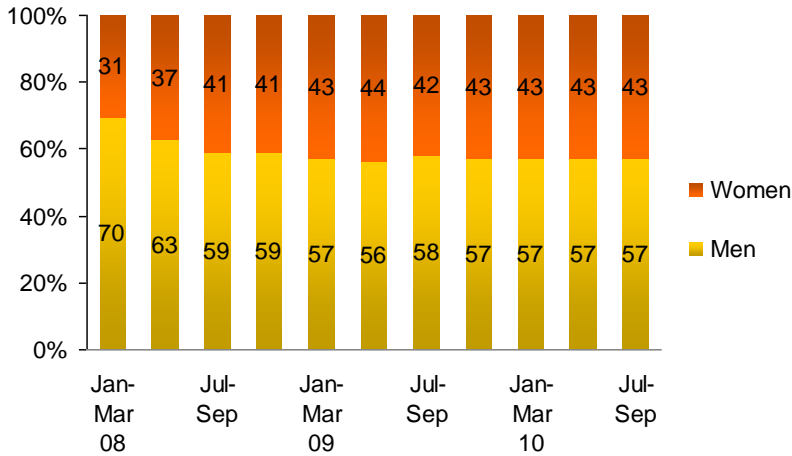


Sources – radio from RAJAR Q3 2010, internet from Nielsen October 2010, BBC iPlayer from BBC iStats November 2010 - see footnotes on final page for more detail

Please refer to slide 6 for guide footnotes.

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.



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