

Top 30 on demand programmes – January 2007

	Programme	Station	Monthly listens
1	The Archers	Radio 4	1,004,928
2	Chris Moyles	Radio 1	545,147
3	The Afternoon Play	Radio 4	363,186
4	The News Quiz	Radio 4	218,042
5	I'm Sorry I Haven't A Clue	BBC 7	215,355
6	Zane Lowe	Radio 1	204,704
7	The Essential Mix	Radio 1	196,925
8	Just a Minute	Radio 4	186,318
9	Wake Up To Wogan	Radio 2	178,204
10	Jo Whiley	Radio 1	156,209
11	Dance Anthems	Radio 1	147,703
12	Book of the Week	Radio 4	135,072
13	Pete Tong	Radio 1	132,866
14	Steve Wright in the Afternoon	Radio 2	126,022
15	Gilles Peterson	Radio 1	122,549
16	Doctor Who	BBC 7	120,586
17	Jonathan Ross	Radio 2	116,562
18	Hancock's Half Hour	BBC 7	105,938
19	The Little Toe Show	BBC 7	99,945
20	Today	Radio 4	97,136
21	Yes Minister	BBC 7	96,734
22	Judge Jules	Radio 1	92,912
23	Radio 1's Chart Show with JK and Joel	Radio 1	92,891
24	Russell Brand	Radio 2	90,659
25	Late Junction	Radio 3	82,553
26	Annie Mac's Mash Up	Radio 1	82,413
27	The Saturday Play	Radio 4	82,011
28	Hamish and Dougal: You'll Have Had Your Tea	BBC 7	81,426
29	Book at Bedtime	Radio 4	80,631
30	Dead Ringers	BBC 7	80,280

Total – All Networks

	All BBC Radio		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	2,516,727	2,538,263	2,709,240
On demand listening requests	10,998,073	12,886,181	13,530,155
On demand listening hours	6,614,925	6,754,392	7,107,316
Live listening hours	10,537,630	11,650,567	14,583,916

* Note change from monthly unique user agents to average weekly unique user agents due to impact of cookie churn¹

Total - By Network:

	Radio 1		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	896,717	908,520	968,255
On demand listening requests	2,336,575	2,222,777	2,248,273
On demand listening hours	1,780,621	1,738,785	1,739,381
Live listening hours	3,055,778	3,322,191	4,398,425

	Radio 2		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	370,207	393,072	400,302
On demand listening requests	1,361,320	1,720,313	1,628,846
On demand listening hours	1,042,144	1,087,725	1,140,270
Live listening hours	2,410,874	2,723,564	3,556,582

	Radio 3		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	151,328	153,431	157,345
On demand listening requests	516,993	770,042	769,596
On demand listening hours	415,131	489,497	501,134
Live listening hours	414,986	431,306	505,843

	Radio 4		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	466,536	525,870	577,323
On demand listening requests	2,669,593	3,525,517	3,747,161
On demand listening hours	1,293,507	1,457,726	1,578,898
Live listening hours	1,744,986	1,699,907	2,182,498

	Radio Five Live		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	302,818	276,571	302,640
On demand listening requests	267,573	211,582	241,003
On demand listening hours	143,659	134,205	146,895
Live listening hours	1,090,873	1,434,400	1,773,239

	1Xtra		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	119,495	87,687	103,658
On demand listening requests	447,267	358,121	424,032
On demand listening hours	391,409	329,727	328,765
Live listening hours	177,000	138,247	145,986

	6 Music		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	84,056	102,921	102,532
On demand listening requests	256,354	296,170	423,727
On demand listening hours	182,417	180,379	240,632
Live listening hours	510,436	455,099	561,289

	Asian Network		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	37,942	35,483	38,081
On demand listening requests	141,136	118,272	120,508
On demand listening hours	97,116	77,591	73,611
Live listening hours	119,462	55,748	70,152

	BBC 7		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	111,252	112,469	124,040
On demand listening requests	2,031,329	2,654,916	2,801,658
On demand listening hours	1,268,921	1,258,757	1,357,730
Live listening hours	263,346	235,896	248,792

	Five Live Sports Extra		
	Jan-06	Dec-06	Jan-07
Average Weekly Unique User Agents*	33,913	49,303	40,239
On demand listening requests	N/A	N/A	N/A
On demand listening hours	N/A	N/A	N/A
Live listening hours	56,274	477,480	258,135

Download and Podcast Trial figures – January 2007

	Daily podcasts (1 or more per day)	Monthly downloads
1	BBC Radio NewsPod (News)	1,024,148
2	World News Bulletin (World Service)	471,749
3	Today 8.10 Interview (Radio 4)	450,675
4	Scott Mills Daily (Radio 1)	373,578
5	The World Today Select (World Service)	349,475
6	The Today Lead Interviews (Radio 4)	171,500
7	The Woman's Hour Choice (Radio 4)	140,591
8	The Daily Mayo (Five Live)	109,553
9	Wake Up To Money (Five Live)	106,067
10	Today in Parliament (Radio 4)	42,193
11	The Stephen Nolan Show (Radio Ulster)	33,064

	Regular podcasts (between 1 and 5 per week)	Monthly downloads
1	Documentary Archive (World Service)	414,360
2	606 (Five Live)	150,316
3	BBC Test Match Special podcast (Five Live)	44,595

	Weekly podcasts (1 per week)	Monthly downloads
1	Best of Moyles (Radio 1)	739,545
2	In Business (Radio 4)	330,055
3	Russell Brand (Radio 2)	302,577
4	From Our Own Correspondent (Radio 4)	289,704
5	In Our Time (Radio 4)	258,381
6	Mark Kermode's Film Reviews (Five Live)	215,746
7	Newsnight (News)	202,253
8	Chris Evans - The Best Bits (Radio 2)	169,951
9	Go Digital / Digital Planet (World Service)	162,411
10	Fighting Talk (Five Live)	92,356
11	Broadcasting House (Radio 4)	78,991
12	Start The Week (Radio 4)	73,852
13	Radio 4 Choice (Radio 4)	68,673
14	Wake Up To Wogan (Radio 2)	52,219
15	Radio 1's Best of Unsigned (Radio 1)	50,018
16	Front Row Interview (Radio 4)	48,378
17	Radio 1's Entertainment News (Radio 1)	47,517
18	Sportsweek (Five Live)	40,538
19	100% Homegrown Mix (1Xtra)	38,500
20	Radio 1 Documentaries (Radio 1)	31,193
21	Steve Wright (Radio 2)	21,471
22	All Things Considered (Radio Wales)	18,443
23	Studio 834 (World Service)	10,938
24	Big Toe Clippings (BBC 7)	9,523
25	Discovering Music (Radio 3)	8,210
26	Radio 3 Arts Talk (Radio 3)	7,724
27	Film Café (Asian Network)	7,327
28	File on 4 (Radio 4)	6,632
29	Letter to Gaelic Learners (Radio nan Gaidheal)	5,877
30	The Weekender (Radio Northampton)	3,879
31	Rooze Haftom (Persian)	3,666
32	Sussex Breakfast (Southern Counties)	2,877
33	Radio 1's Music Interviews (Radio 1)	2,838
34	C2 Pick of the Week (Radio Cymru)	1,564

	Occasional podcasts (less than 1 per week)	Monthly downloads
1	The Zane Love Takeover (Radio 1)	9,572
2	U2R1 Bono exclusive (Radio 1)	3,323
3	Radio ... Ha Ha (Radio 4)	760
4	The Good, The Bad & The Queen (6 Music)	553
5	The Immigration Debate with Stephen Nolan (Five Live)	342

¹ All unique user calculations for bbc.co.uk are based on a count of cookies (a small file which identifies your computer whenever you visit bbc.co.uk) and cannot be directly equated to numbers of people. One of the main reasons for this is that cookies can be, and often are, deleted. When this happens, and a new cookie is issued, the new cookie will be counted as a separate user. This is often referred to as 'cookie churn'. The main effect of cookie churn is to over inflate the number of users for longer reporting periods, hence the move away from monthly unique user agents.