



# Monthly Performance Pack June 2011

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# Monthly summary – June 2011

- June 2011 saw BBC iPlayer receive **157 million** requests for TV and radio programmes in total. All platforms and devices received a similar number of requests to those seen in May.
- Weekly user numbers were very strong in June, with three weeks peaking at 7.2 million (excludes Virgin Media cable – data is not available).
- *Doctor Who* and *The Apprentice* were the most popular TV titles June, with *Waterloo Road* and the new series of *Top Gear* also featuring. The first episode of the new series of *Luther* also featured in the top 20, as did *Angry Boys*, and *Glastonbury* coverage of Beyonce's set.
- For radio, the most requested programme this month was *MistaJam and Nero with the BBC Philharmonic*, a Radio 1 special. As usual *Test Match Special* coverage was also popular, and *US Open Golf* and *Wimbledon* were also present.
- Live TV viewing via BBC iPlayer made up 15% of all TV requests, a slightly higher proportion than the previous month, while live radio listening was also up a touch to 74% of all requests.

## 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.

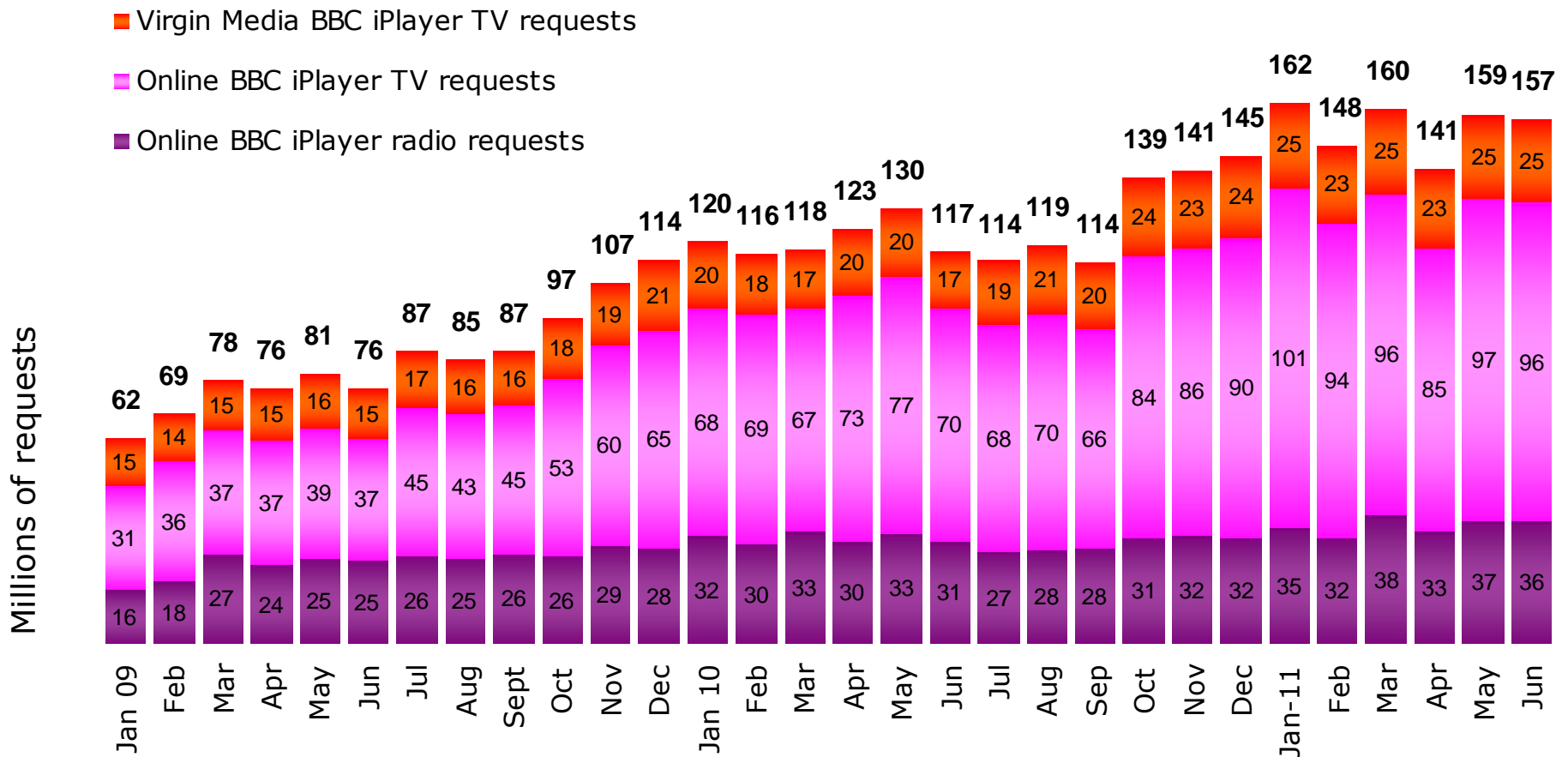
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# Total monthly BBC iPlayer requests across **all** platforms

## Includes Virgin Media

BBC iPlayer received **157 million requests** for TV and radio programmes across all platforms in June 2011.



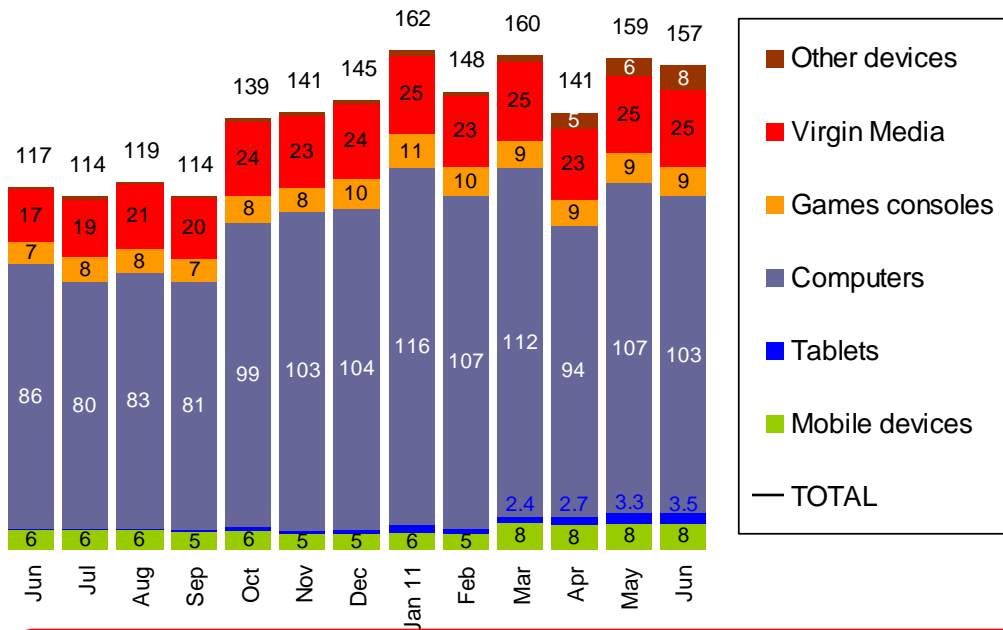
# Requests for programmes by device type

## Includes Virgin Media

Most platforms and devices remained stable in terms of requests month-on-month, with only computers seeing a decrease, down -4%.

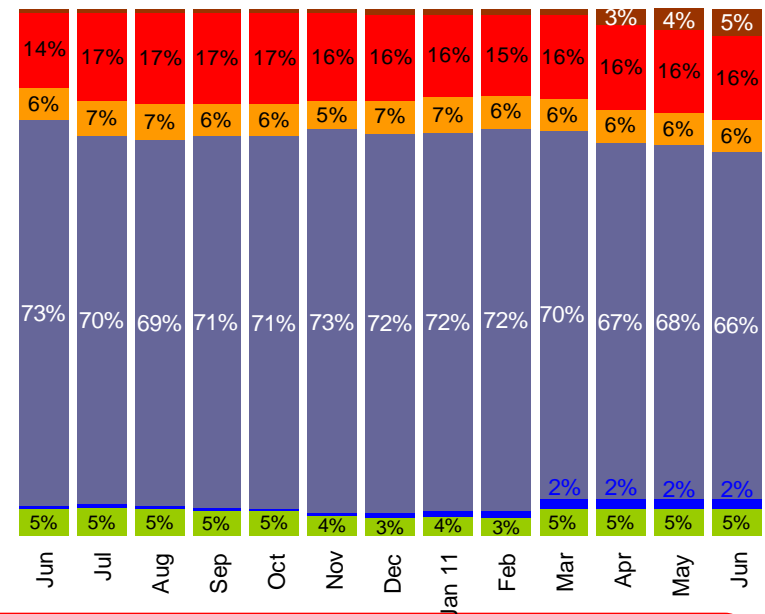
(Please note: the increase in mobile requests is due to a measurement problem fix.)

Number of requests (millions)



% of requests

\* For information on other devices see below



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.

\*Other Devices = category currently contains all IPTV including Freesat, Freeview, BT Vision, Blue Ray, Virgin TiVo as well as internet radio devices that were not previously measured.

NB: There were technical problems measuring iPhone and iPod Touch use over 15 Nov 2010 to 28 Feb 2011.

Please refer to slide 6 for guide footnotes.

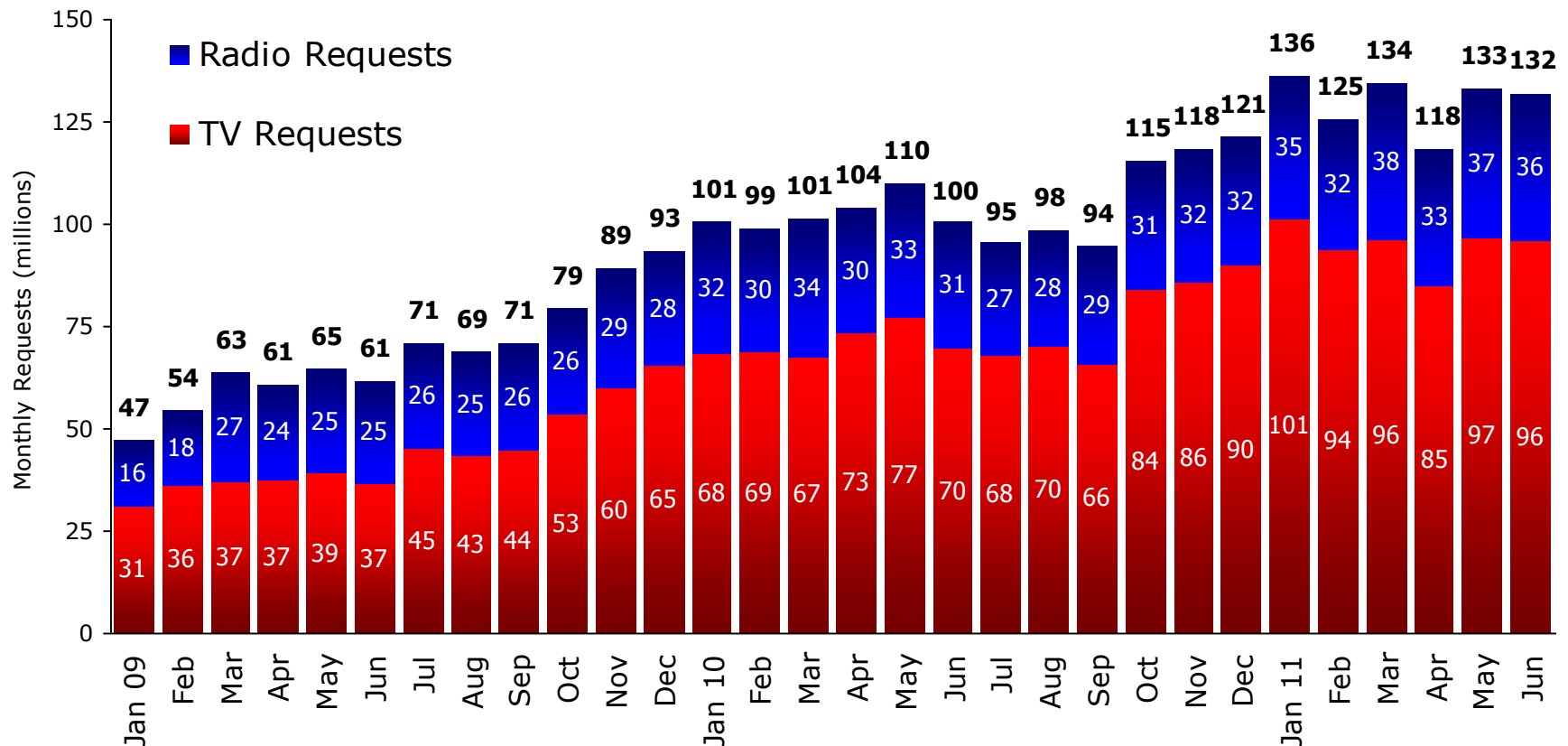
# Notes on figures in this report

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 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

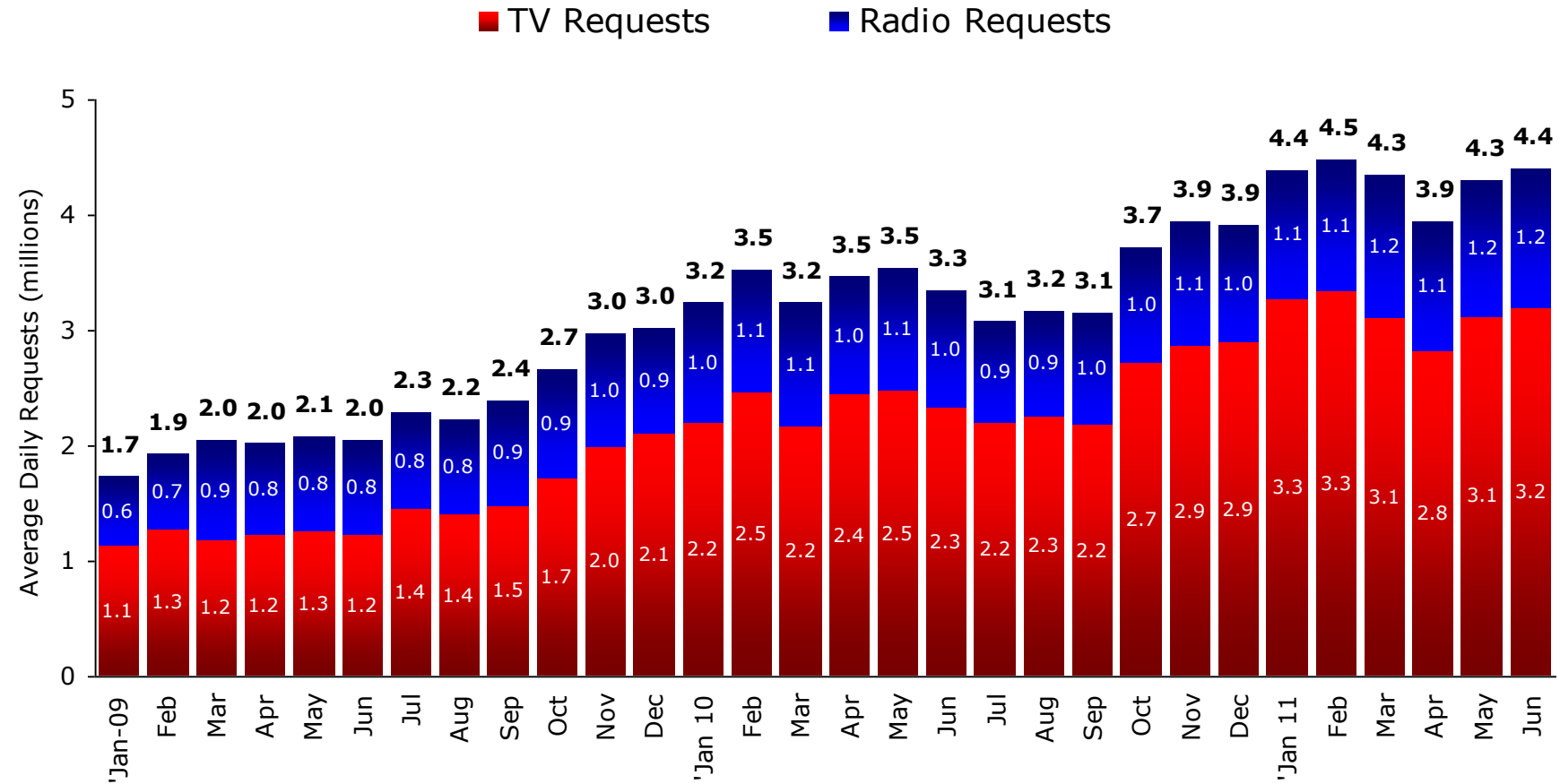
# Monthly BBC iPlayer online requests

In June 2011 BBC iPlayer received a total of 132 million online requests, 96 million TV requests and 36 million Radio requests.



# Average daily BBC iPlayer requests

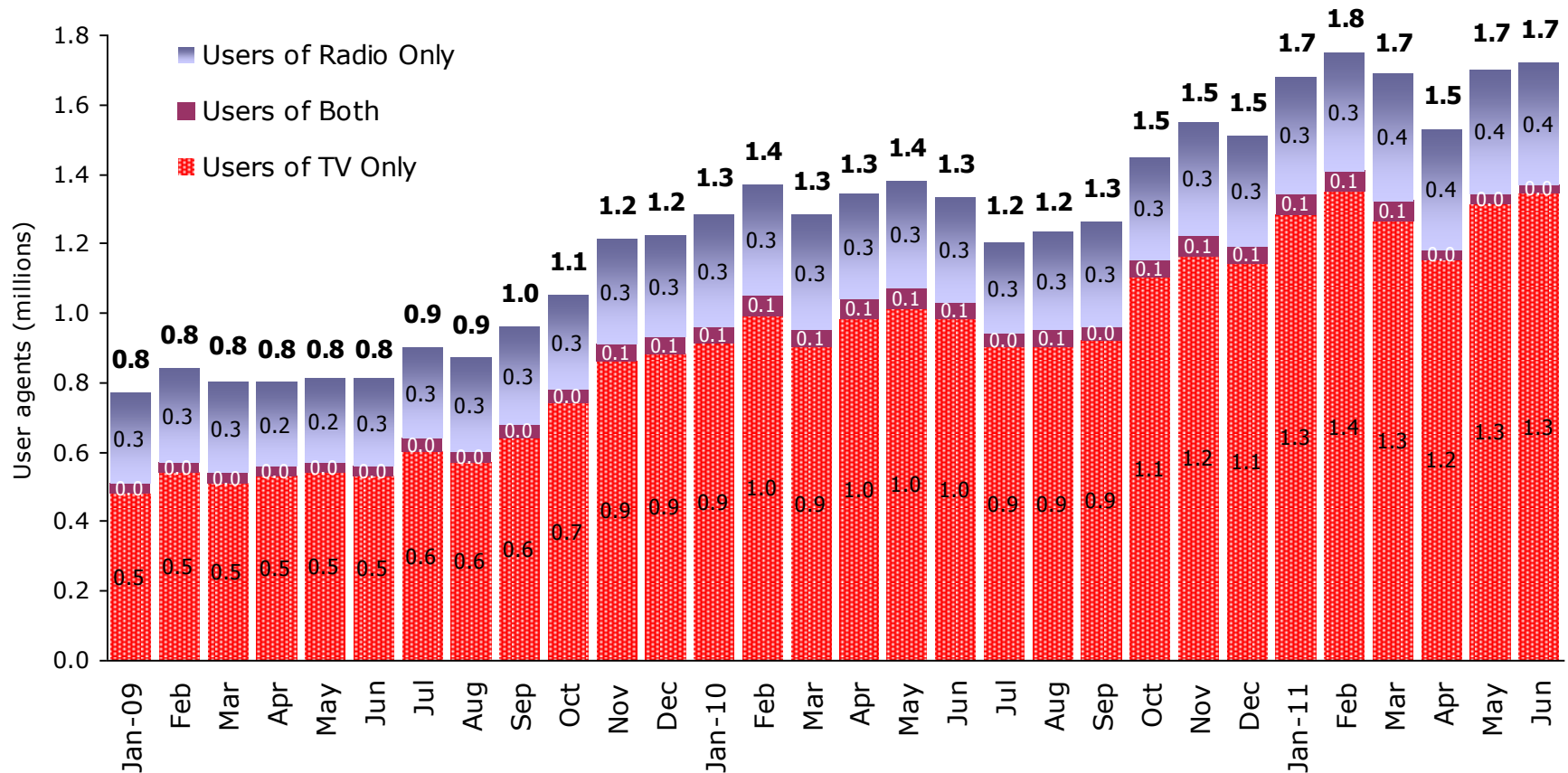
Average daily requests stood at **4.4m** in June 2011 – 1.2 million per day for radio programmes and 3.2 million for TV programmes.





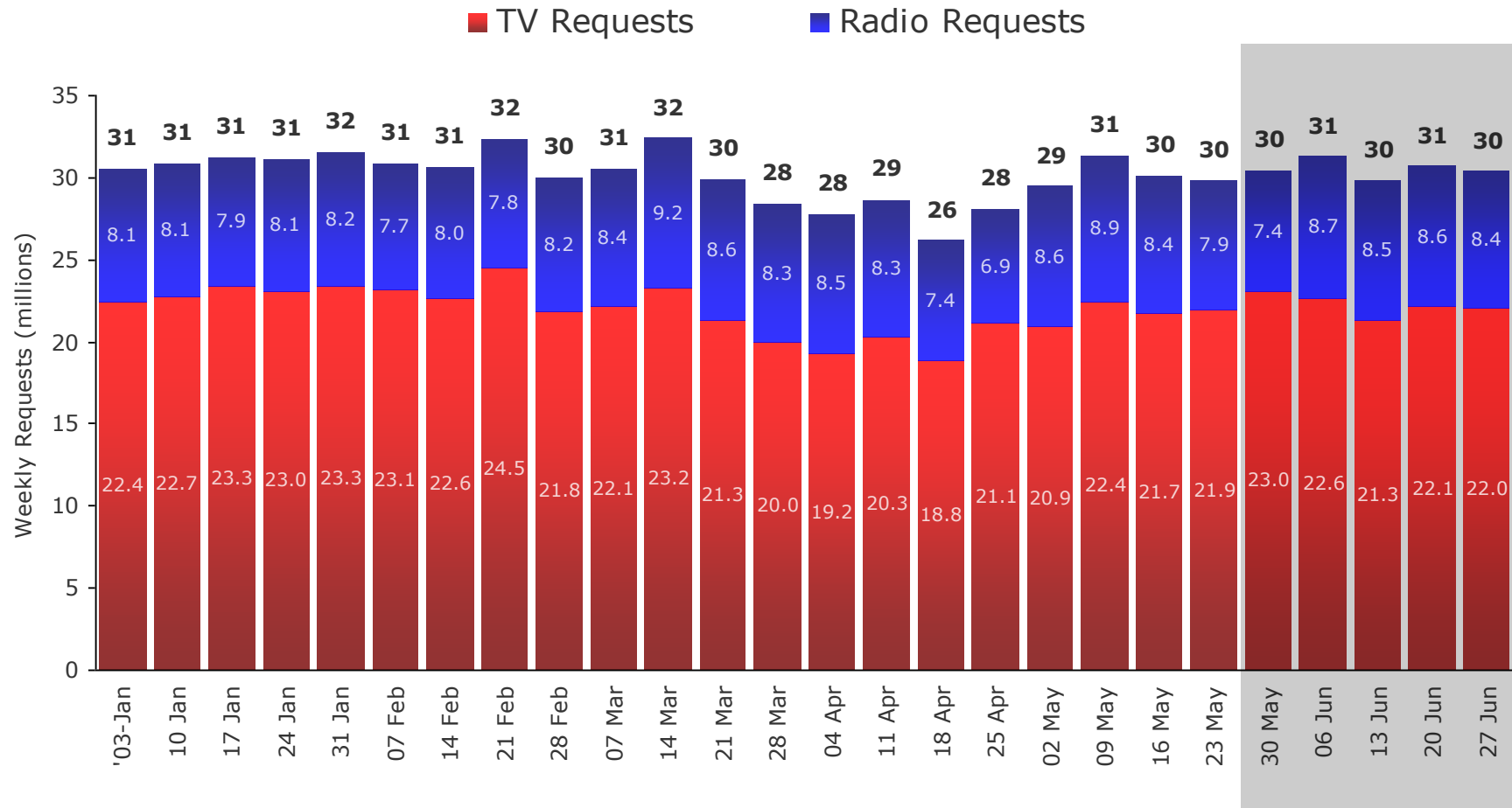
# Average daily BBC iPlayer users

June 2011 saw an average of **1.7 million users per day**, with 1.3m for TV content only, 0.4m for radio only content and 0.03m using both.



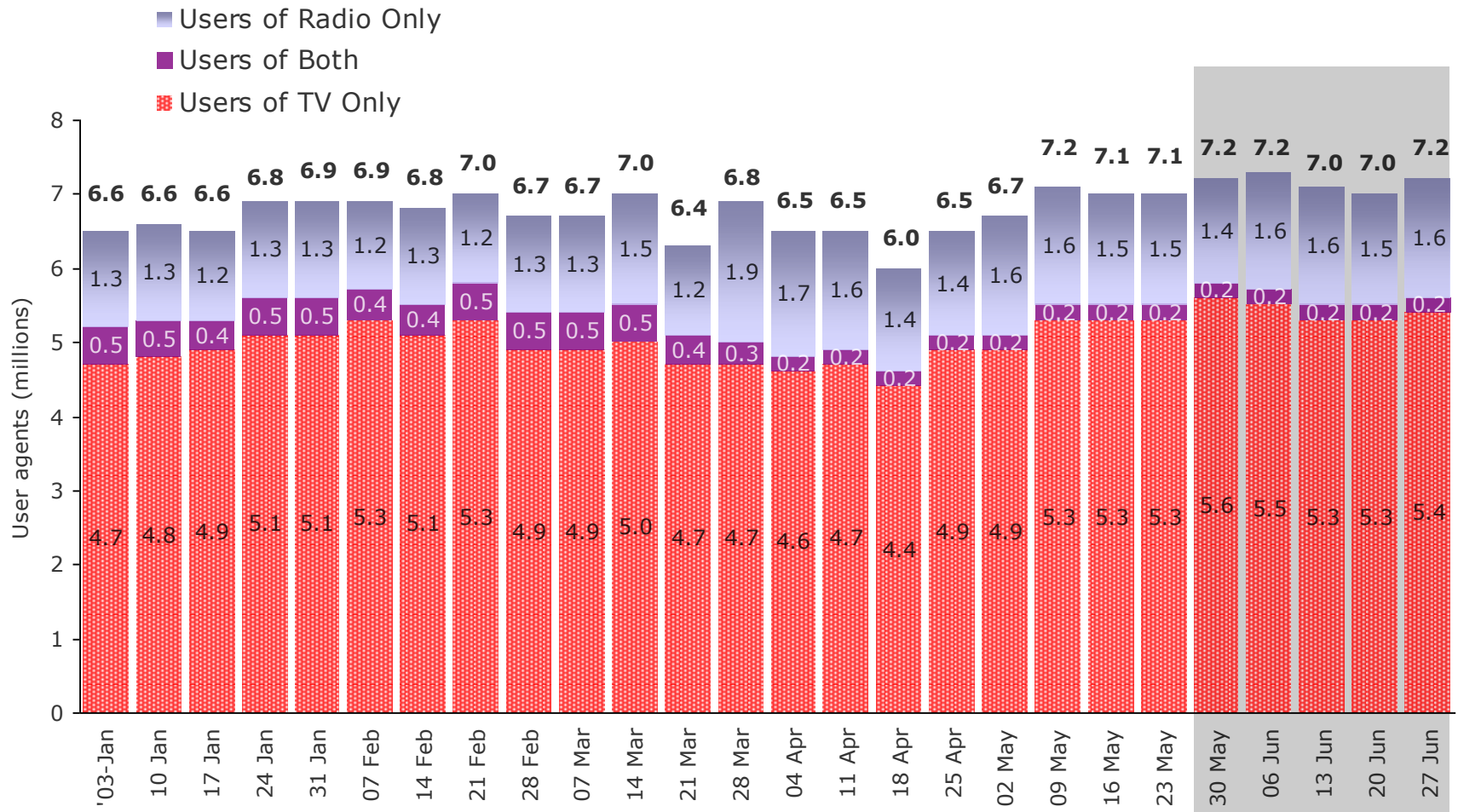
# Weekly BBC iPlayer requests - latest 6 months

Weekly requests in June peaked at 31.2m during the week of 6-12 June.



# Weekly BBC iPlayer users – latest 6 months

Weekly user numbers were very strong in June, peaking at 7.2 million

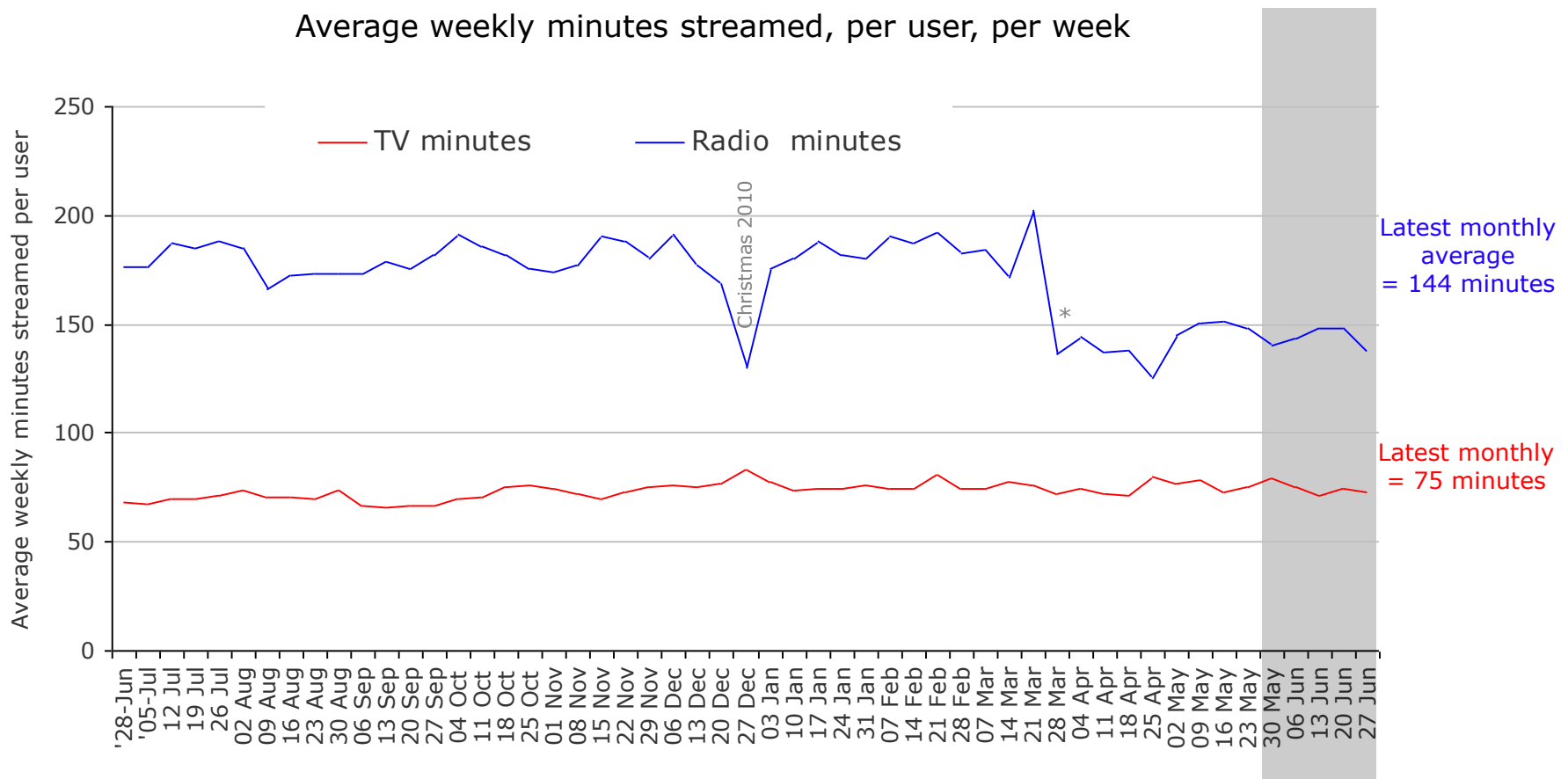


# Requests and average minutes per user per week

On a weekly basis in June, each user of TV on BBC iPlayer requested, on average, 4 programmes, and streamed over an hour of TV content. Each weekly user of radio content requested over 4 programmes, and streamed over two hours of radio content.

*(We are continuing to investigate the recent dip in radio durations, which is due to measurement issues following the launch of RadioPlayer.)*

Average weekly minutes streamed, per user, per week



# BBC iPlayer - top 20 TV episodes, June 2011

*Doctor Who* and *The Apprentice* were the most popular TV titles in June, with *Waterloo Road* and the new series of *Top Gear* also strong. The first episode of the new series of *Luther* also featured in the top 20, as did *Angry Boys*, and *Glastonbury* coverage of Beyonce's Sunday night headline performance.

		<b>- MOST-REQUESTED EPISODE PER SERIES</b>		
		<u>Total requests per episode</u>	<u>Total requests per episode</u>	
1	Doctor Who Series 6 Episode 7	1,258,000	1 Doctor Who Series Episode 7	1,258,000
2	The Apprentice Series 7 Episode 5	1,132,000	2 The Apprentice Series 7 Episode 5	1,132,000
3	The Apprentice Series 7 Episode 6	1,014,000	3 Top Gear Series 17 Episode 1	922,000
4	The Apprentice Series 7 Episode 7	997,000	4 Waterloo Road Series 7 Episode 6	845,000
5	The Apprentice Series 7 Episode 8	928,000	5 Mock the Week Series 10 Episode 1	667,000
6	Top Gear Series 17 Episode 1	922,000	6 EastEnders 24/06/11	594,000
7	Waterloo Road Series 7 Episode 6	845,000	7 Angry Boys Episode 1	589,000
8	Waterloo Road Series 7 Episode 5	842,000	8 Glastonbury 2011 Beyonce 26/06/2011	575,000
9	Waterloo Road Series 7 Episode 7	692,000	9 Luther Series 2 Episode 1	524,000
10	Mock the Week Series 10 Episode 1	667,000	10 Panorama Undercover Care:The Abuse Exposed	493,000
11	The Apprentice Series 7 Episode 9	628,000	11 World's Craziest Fools Episode 1	436,000
12	Waterloo Road Series 7 Episode 8	627,000	12 Kids Behind Bars Episode 1	368,000
13	EastEnders 24/06/11	594,000	13 Michael McIntyre's Comedy Roadshow S2 Ep1	332,000
14	Angry Boys Episode 1	589,000	14 Kill Bill: Vol 2 01/07/07	330,000
15	Mock the Week Series 10 Episode 2	576,000	15 F1 2011 The Canadian Grand Prix 12/06/2011	286,000
16	Glastonbury 2011 Beyonce 26/06/2011	575,000	16 Our War The Invisible Enemy Episode 2	279,000
17	Mock the Week Series 10 Episode 3	530,000	17 Poor Kids 07/06/11	277,000
18	Luther Series 2 Episode 1	524,000	18 A Lot like Love 02/01/08	272,000
19	EastEnders 03/06/11	501,000	19 Horrible Histories Series 3 Episode 5	260,000
20	EastEnders 21/06/11	494,000	20 R' Hammond's Engineering Connections S3 Ep5	255,000

# BBC iPlayer - top 20 radio episodes, June 2011

*MistaJam with Nero and the BBC Philharmonic*, a Radio 1 special, was the most requested radio programme this month, with *Test Match Special* also popular as usual. Other sport also featured highly, including *US Open Golf* and *Wimbledon*, as well as the usual popular titles from Radio 1, 2 and 4.

## BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep</u>
1	MistaJam BBC Philharmonic-Nero's Symphony	125,000
2	Test Match Special 07/06/11	115,000
3	The News Quiz Series 74 Episode 8	111,000
4	The Chris Evans Breakfast Show 09/06/11	87,000
5	The Chris Moyles Show 02/06/11	84,000
6	The Now Show Series 34 Episode 1	82,000
7	Greg James Dev sits in for Greg 28/06/2011	81,000
8	The Now Show Series 34 Episode 2	77,000
9	US Open Golf 19/06/11	75,000
10	Test Match Special 03/06/11	74,000
11	Test Match Special 16/06/11	72,000
12	Ken Bruce 09/06/11	70,000
13	Fearne Cotton 09/06/11	69,000
14	Fearne Cotton With Cameron Diaz 16/06/2011	67,000
15	The Chris Moyles Show 09/06/11	67,000
16	The Now Show Series 34 Episode 3	67,000
17	Fearne Cotton Coldplay crazy... 03/06/2011	66,000
18	The Chris Moyles Show 17/06/11	65,000
19	Test Match Special 06/06/11	64,000
20	The Chris Moyles Show 10/06/11	64,000

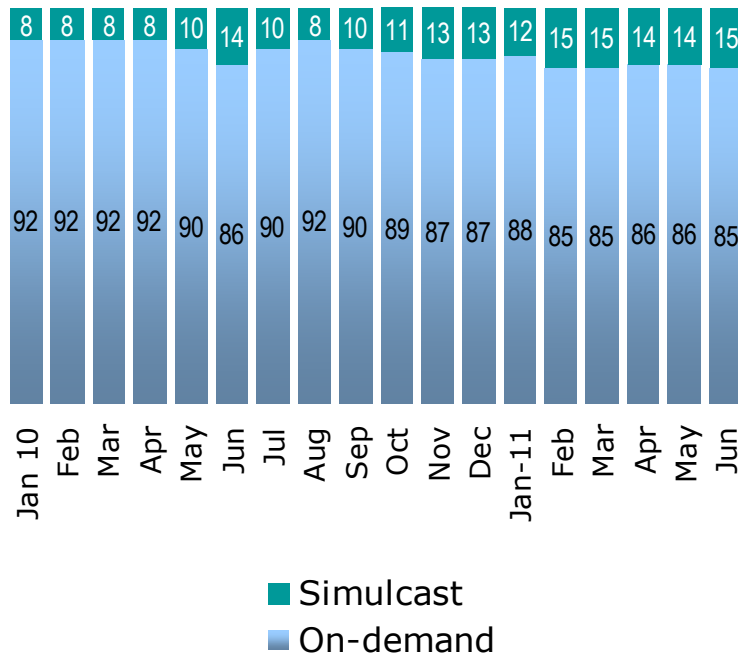
## BBC iPLAYER TOP 20 RADIO EPISODES – MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per Ep</u>
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8	US Open Golf 19/06/11	75,000
9	Ken Bruce 09/06/11	70,000
10	Fearne Cotton 09/06/11	69,000
11	Just a Minute Series 60 Episode 5	64,000
12	I'm Sorry I Haven't A Clue Series 55 Episode 1	58,000
13	Jeremy Vine 07/06/11	50,000
14	The Official Chart with Reggie Yates 19/06/11	46,000
15	Wimbledon Richard Bacon 27/06/11	45,000
16	Your Desert Island Discs 11/06/11	41,000
17	2DAY Chris Evans and Zoe Ball 22/06/2011	40,000
18	5 live Baseball 19/06/11	40,000
19	5 live Sport Depression in Cricket 07/06/2011	39,000
20	Cricket 28/06/11	39,000

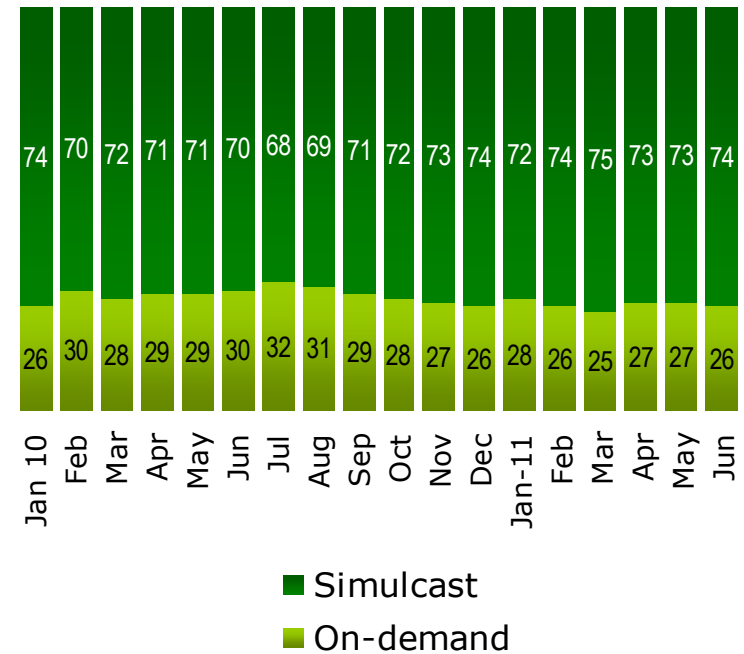
# Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer made up 15% of all TV requests, a slightly higher proportion than the previous month, while live radio listening was also up a touch to 74% of all requests.

## TV Requests

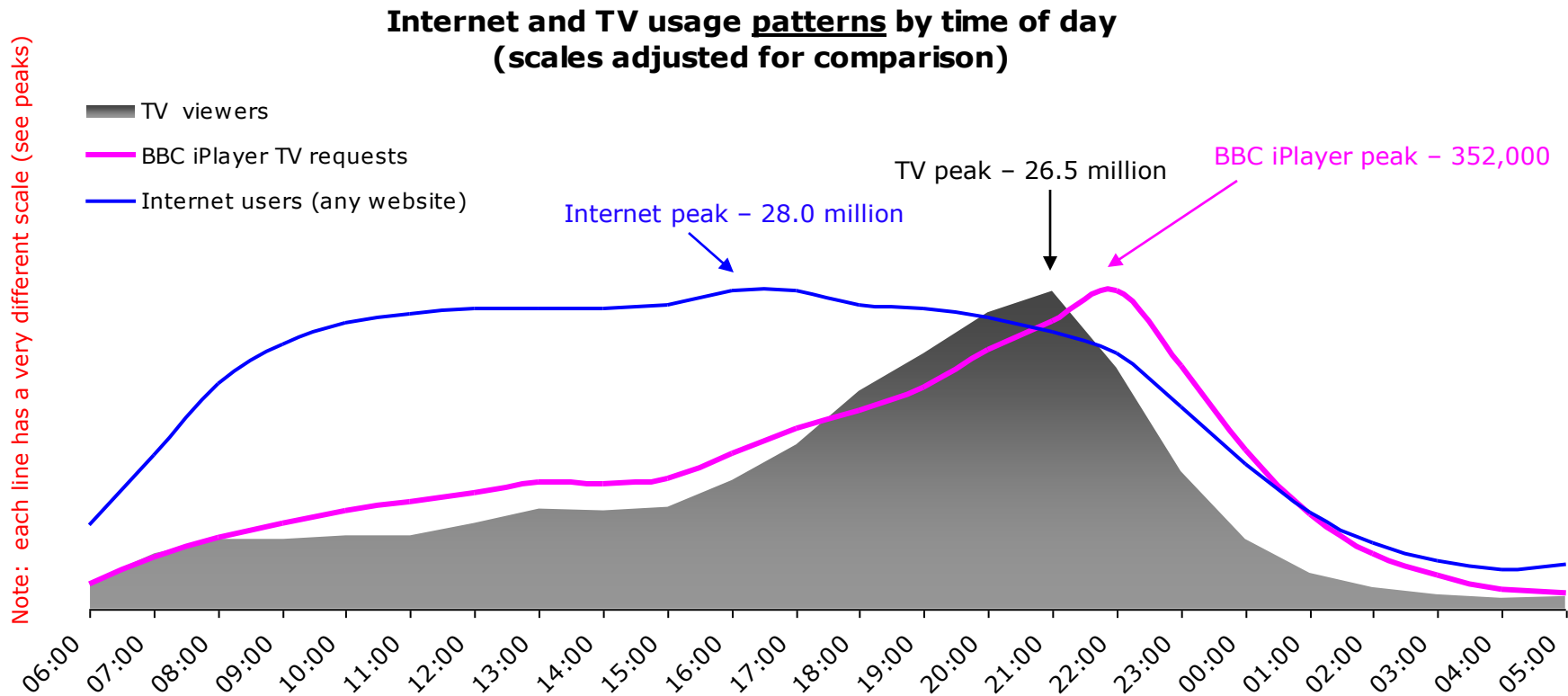


## Radio requests



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



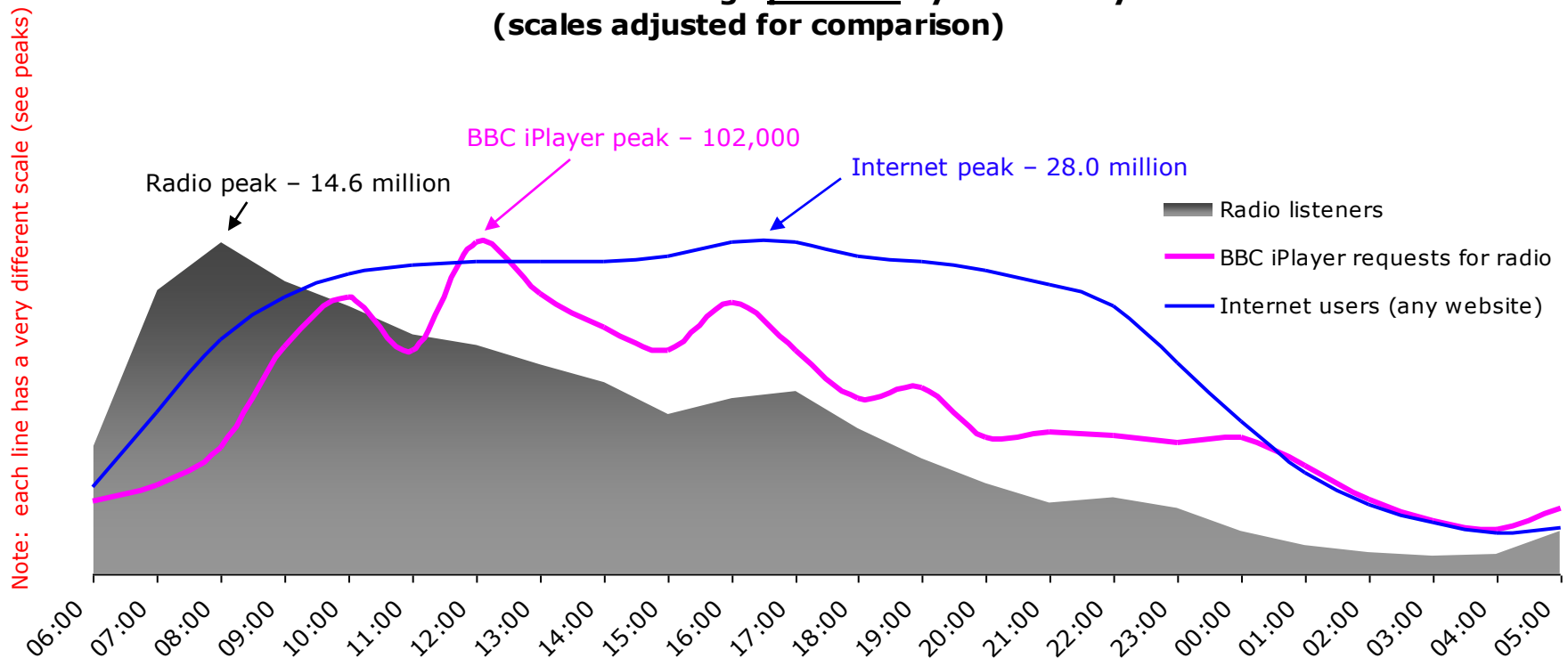
Sources – TV from BARB May 2011, internet from Nielsen May 2011,  
BBC iPlayer from BBC iStats June 2011 - see footnotes on final page for more detail



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

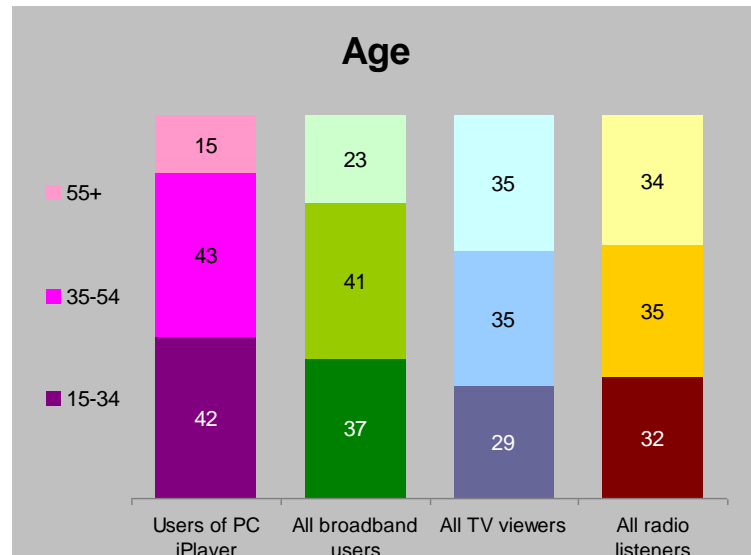
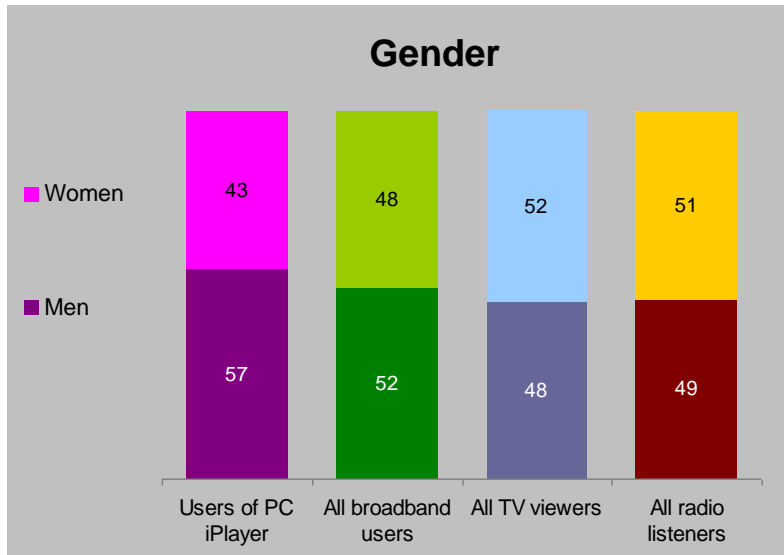
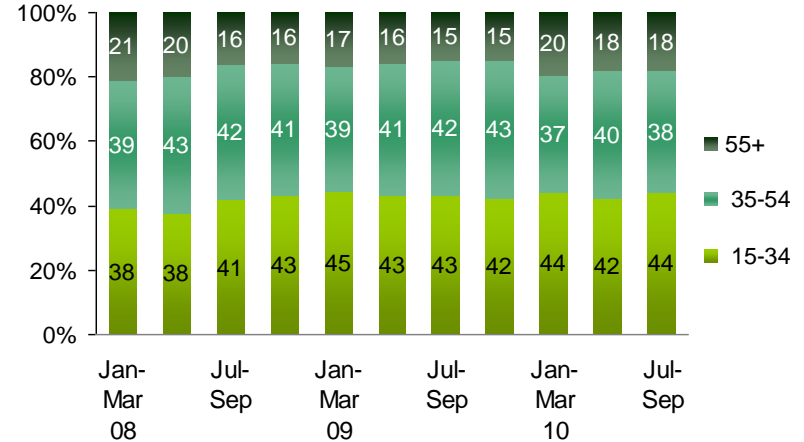
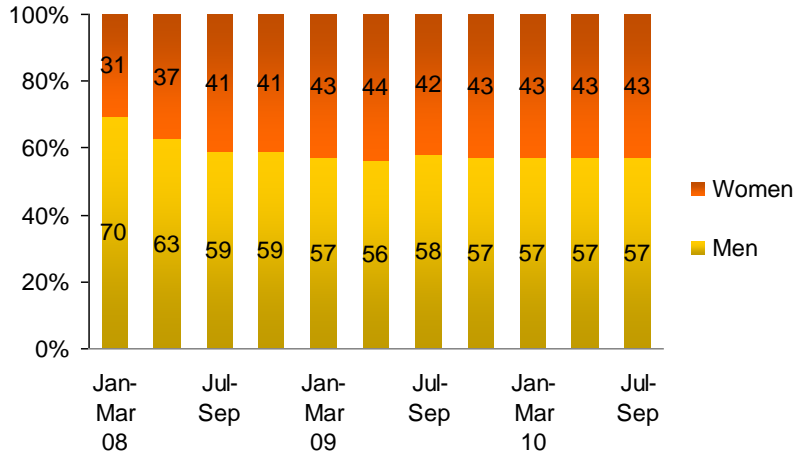
**Internet and radio usage patterns by time of day  
(scales adjusted for comparison)**



Sources – radio from RAJAR Q4 2010, internet from Nielsen April 2011,  
BBC iPlayer from BBC iStats May 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