



Monthly Performance Pack December 2010

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Monthly summary – December 2010

- In total BBC iPlayer received **145 million requests** for TV and radio programmes in December, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a month-on-month increase of +3%, with requests up +27% year-on-year, setting another new monthly record for the service.
- The *Top Gear Specials (Middle East and USA specials)* topped the most popular TV list this month, with *The Apprentice* in third place. Comedy and drama continued to perform well, in particular the new series *Come Fly with Me* and *Doctor Who - A Christmas Carol*.
- The most requested radio programme was coverage of *The Ashes (Second Test, Day 5- final day)*. Other popular sport included *Premier League Football*, and the *World Cup 2010 Decision*. Non-sporting titles included *The Chris Moyles Show*, *The Now Show* and *Just A Minute*.
- Month-on-month, requests for TV content increased notably on the games consoles and IPTV devices, in particular PS3 up 31% month-on-month increase to a record 7m 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.

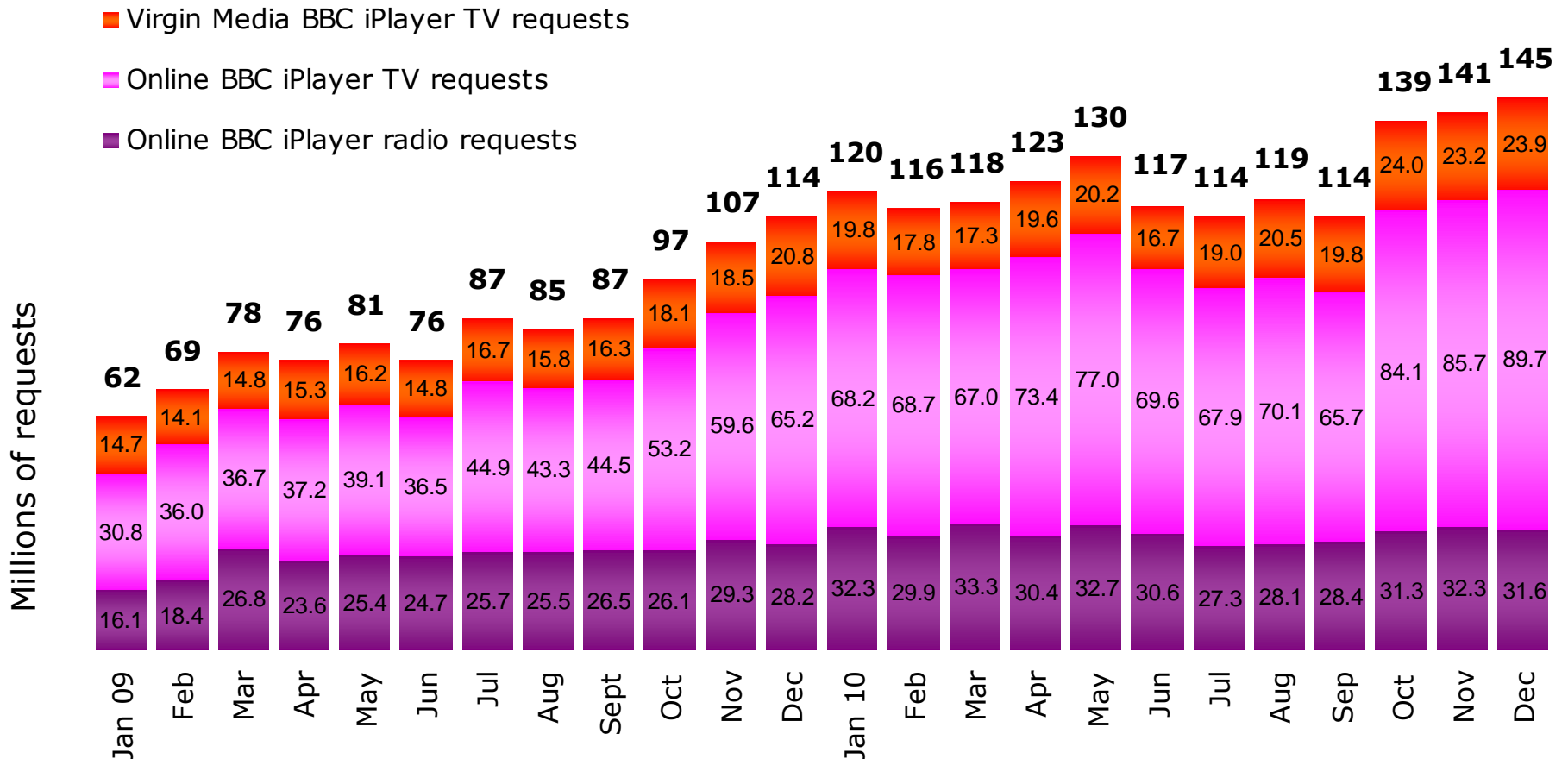
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media

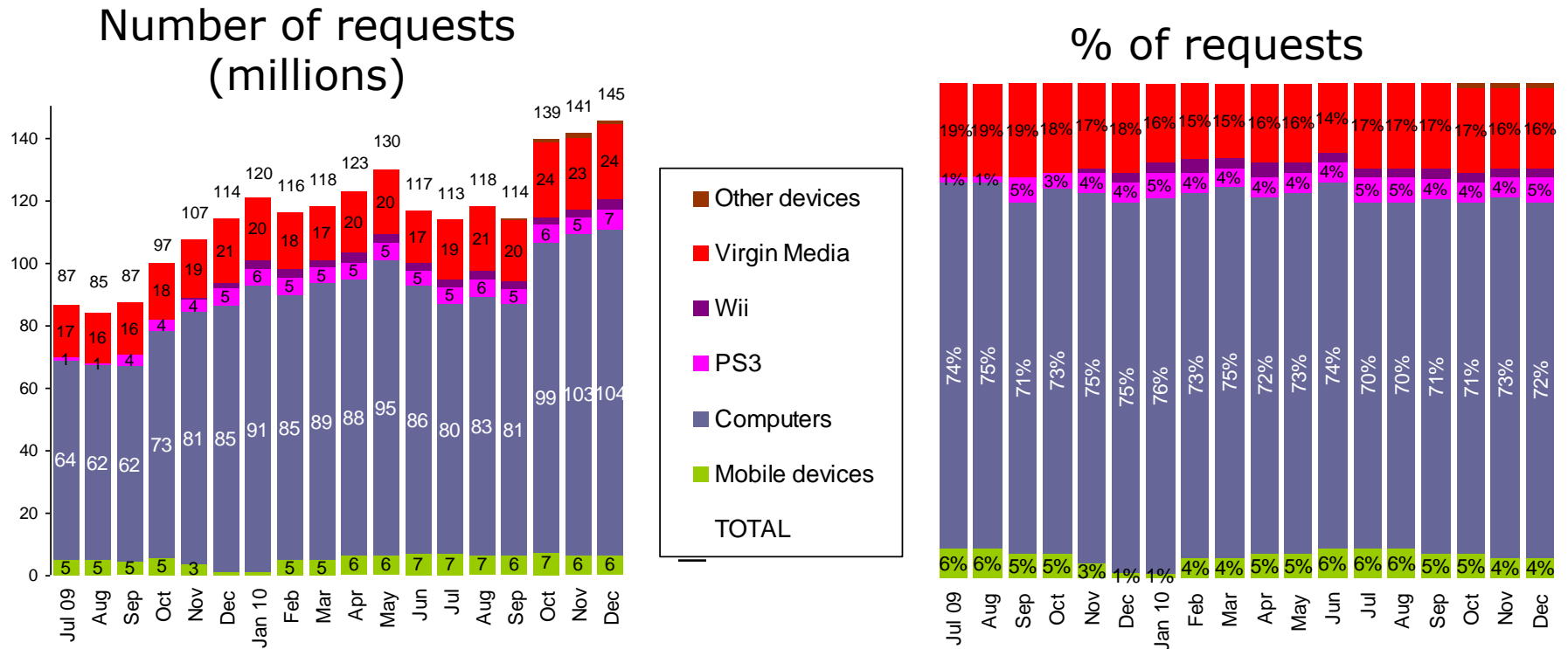
BBC iPlayer broke last month's record with a new high of 145 million requests for programmes across all platforms in December 2010, driven by an all-time-high figure for TV requests on online platforms.



Requests for programmes by device type

Includes Virgin Media

December saw increases in BBC iPlayer requests on computers to a record 104m. PS3 also saw a 31% month-on-month increase to a record 7m.



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.

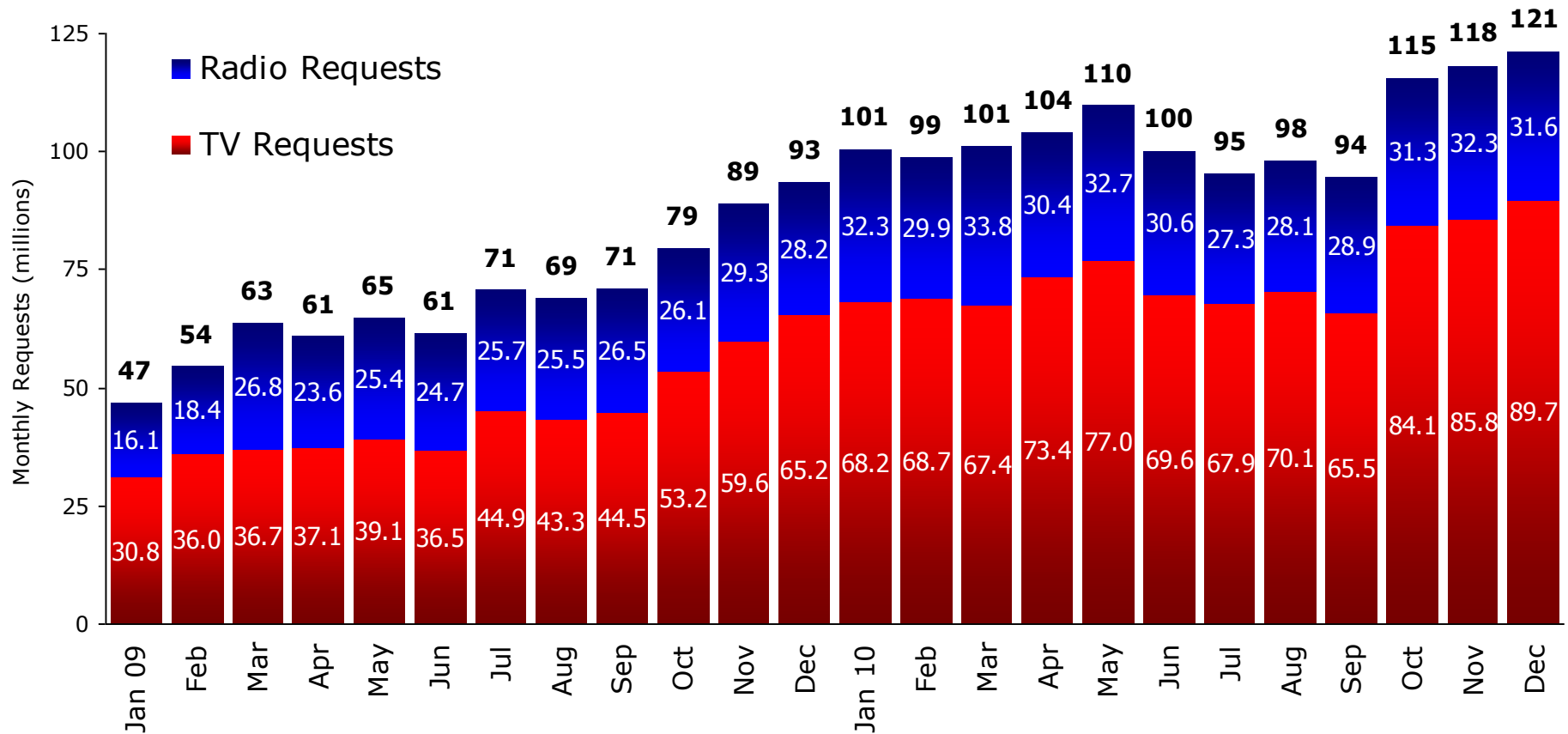
Notes on figures in this report

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 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

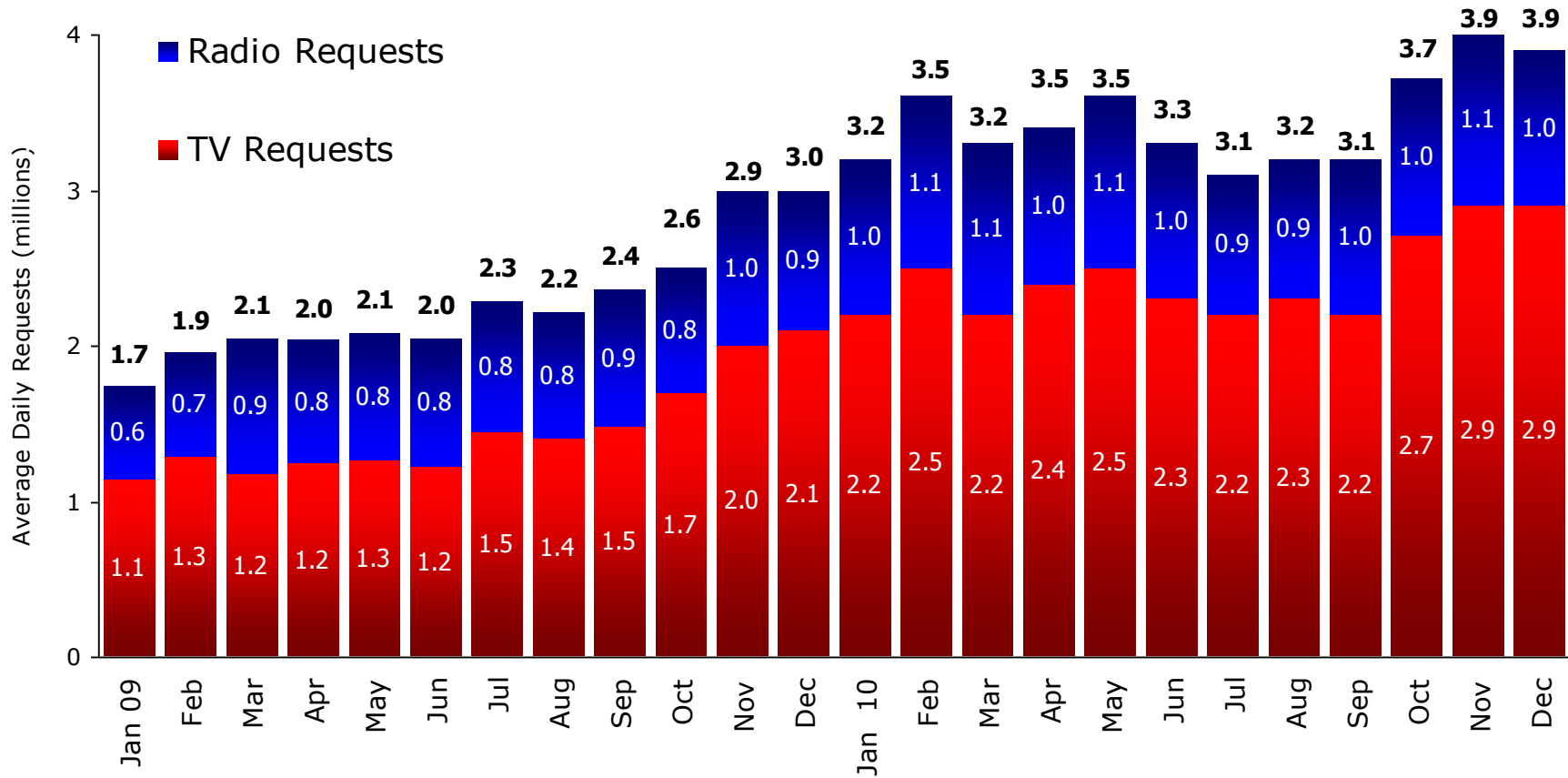
Monthly BBC iPlayer online requests

December 2010 produced another new a record of **121m** requests to the online BBC iPlayer, boosted by a new benchmark of **89.7m** TV content requests, with requests for radio content staying high at **31.6m**.



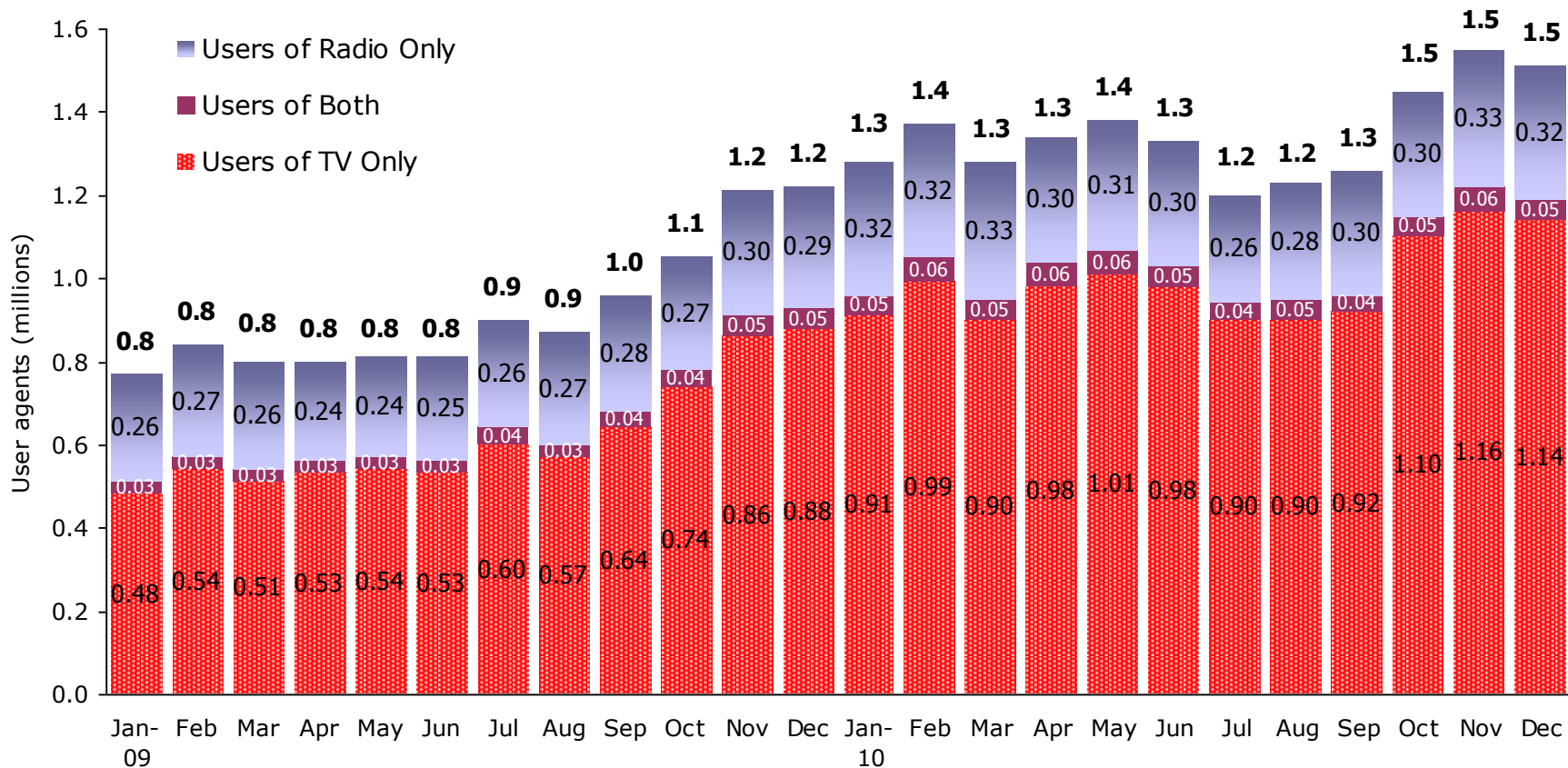
Average daily BBC iPlayer requests

December 2010 equalled November's record **3.9m** requests per day on average – 1.0 million per day for radio programmes and 2.9 million for TV programmes.



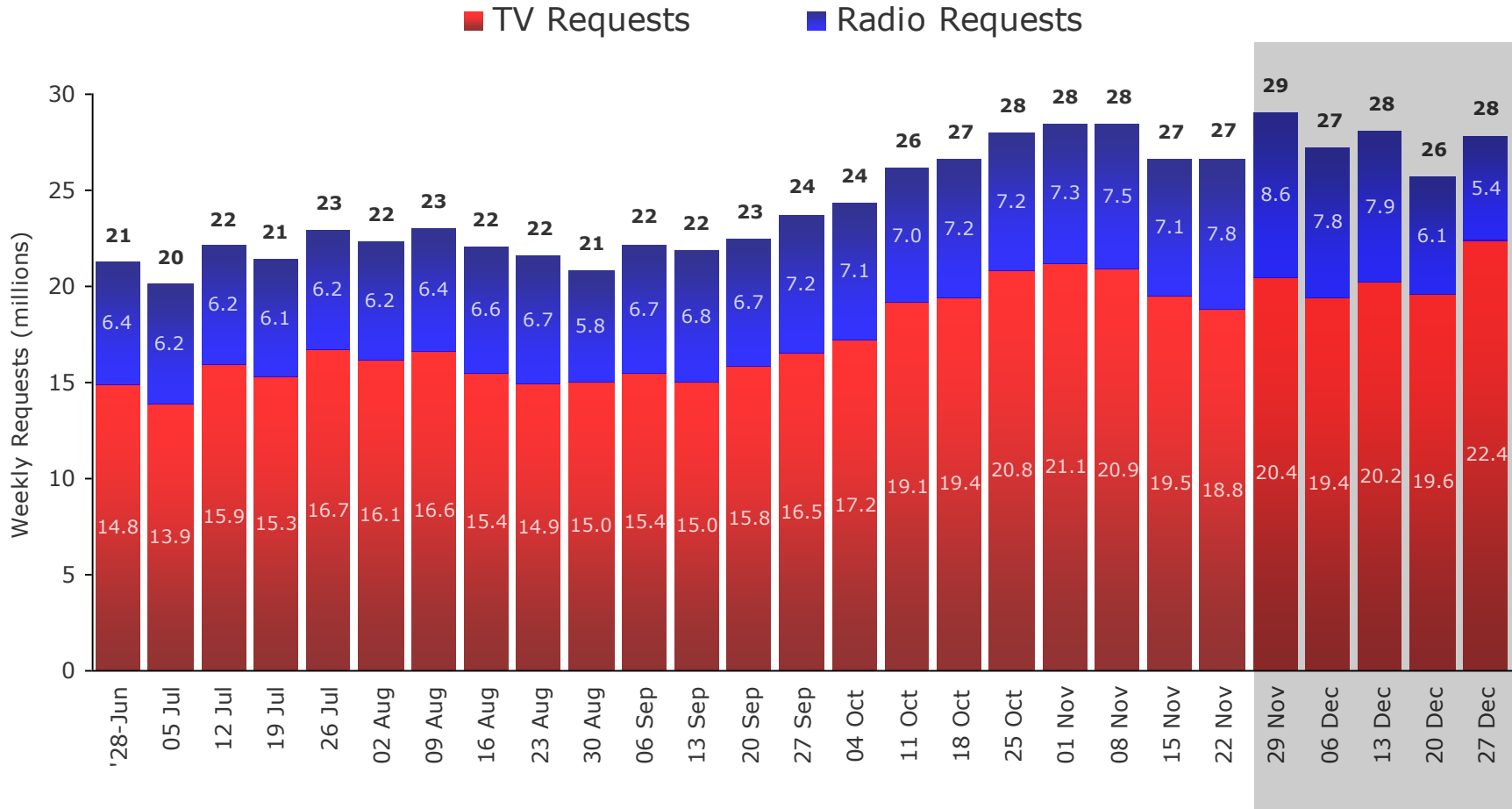
Average daily BBC iPlayer users

December 2010 saw an average of **1.5 million users per day**, with 1.1m for TV content, 0.32m for radio content and 0.05m using both.



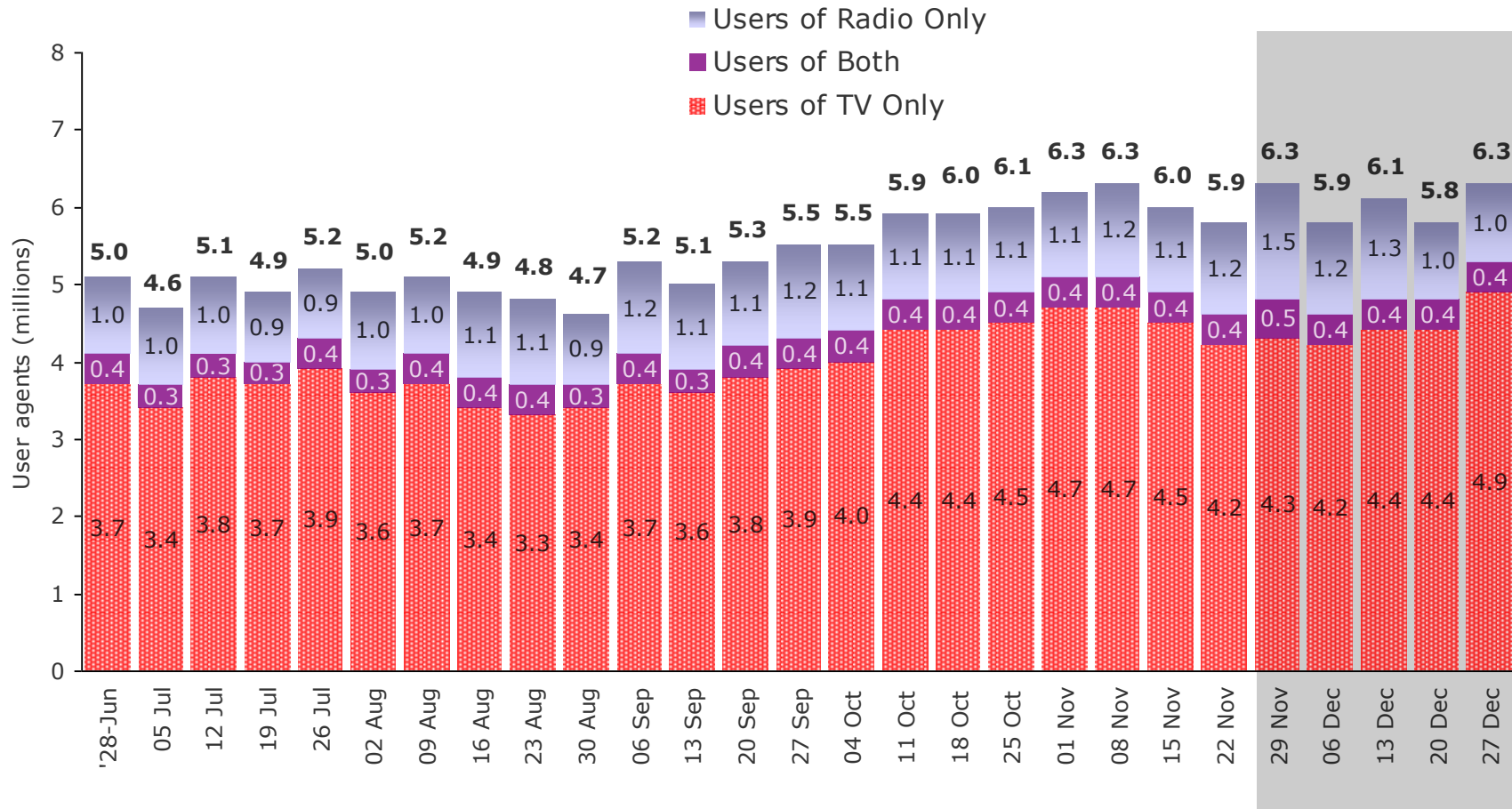
Weekly BBC iPlayer requests - latest 6 months

Weekly requests to BBC iPlayer were at their highest ever in the first week of December, at 29m. The week of the 27th December saw a record high of 22.4m TV requests.



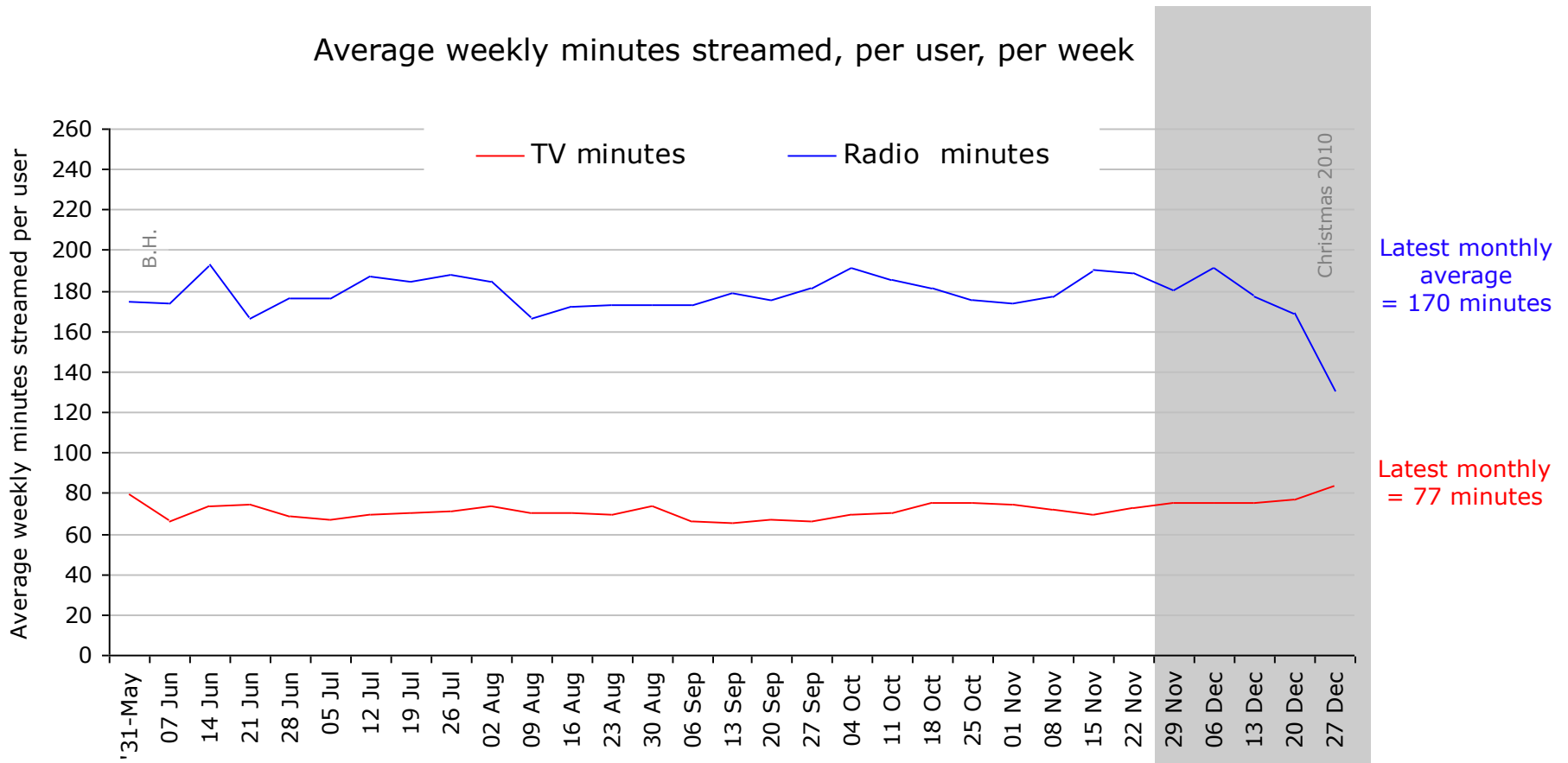
Weekly BBC iPlayer users – latest 6 months

As seen with requests, weekly user numbers in December were highest at the beginning and end of the month.



Requests and average minutes per user per week

On a weekly basis in December, 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 just over 4 programmes, and streamed around three hours of radio content. In the last week of the month, the Christmas holidays clearly had a marked effect on behaviour.



BBC iPlayer - top 20 TV episodes, December 2010

The *Top Gear* specials were the most popular TV programmes this month attracting over 1m requests each, followed by *The Apprentice* in third place. Comedy and drama continued to perform well, in particular the new series *Come Fly with Me* and *Doctor Who - A Christmas Carol*.

BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>
1	Top Gear USA Road Trip 1,294,000
2	Top Gear Middle East Special 1,260,000
3	The Apprentice Series 6 Episode 12 892,000
4	The Apprentice Series 6 Episode 9 849,000
5	Come Fly With Me Episode 1 783,000
6	The Apprentice Series 6 Episode 10 718,000
7	The Apprentice Series 6 Episode 11 718,000
8	Doctor Who A Christmas Carol 25/12/2010 716,000
9	The Apprentice Series 6 The Final Episode 14 624,000
10	EastEnders 25/12/10 610,000
11	The Royal Variety Performance 2010 595,000
12	Michael McIntyre: Hello Wembley! 03/12/10 590,000
13	Russell Howard's Good News Series 3 Ep 8 583,000
14	EastEnders 27/12/10 525,000
15	EastEnders 28/12/10 520,000
16	EastEnders 26/12/10 510,000
17	EastEnders 21/12/10 495,000
18	EastEnders 14/12/10 493,000
19	EastEnders 17/12/10 490,000
20	EastEnders 13/12/10 481,000

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>
1	Top Gear Series 15 Episode 7 1,294,000
2	The Apprentice Series 6 Episode 12 892,000
3	Come Fly With Me Episode 1 783,000
4	Doctor Who A Christmas Carol 25/12/2010 716,000
5	EastEnders 25/12/10 610,000
6	The Royal Variety Performance 2010 595,000
7	Michael McIntyre: Hello Wembley! 03/12/10 590,000
8	Russell Howard's Good News Series 3 Ep 8 583,000
9	Mock the Week Series 9 Christmas Compilation 462,000
10	Merlin Series 3 Episode 13 451,000
11	Miranda Series 2 A New Low Episode 4 389,000
12	Never Mind the Buzzcocks Series 24 Episode 7 356,000
13	CBeebies Panto 17/12/10 331,000
14	The Royle Family Joe's Crackers 25/12/2010 324,000
15	QI Series 8 Highs and Lows Episode 11 319,000
16	Dara O Briain Live at the Theatre Royal 314,000
17	Live at the Apollo Series 6 Episode 4 310,000
18	The World's Strictest Parents Series 3 Ep 10 298,000
19	Panorama Addicted to Games? 06/12/2010 291,000
20	The Chronicles of Narnia: Prince Caspian 291,000

NB- Includes content available for less than 7 days in the calendar month

Please refer to slide 6 for guide footnotes.

BBC iPlayer - top 20 radio episodes, December 2010

The Ashes Test Match Day 5 (final day) was the most requested episode in December, with a range of Ashes coverage making up the top 20. Sport remained popular including *Premier League Football* and *Richard Bacon FIFA World Cup 2018 Decision*. The remainder of popular content consisted of programmes from across Radio 1, 2 and 4.

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

	<u>Total requests per Ep</u>	
1	The Ashes Second Test, Day 5	159,000
2	The Ashes Second Test, Day 4	156,000
3	The Ashes Third Test, Day 1	143,000
4	5 live Prem Leag Man Utd v Asnl 13/12/10	119,000
5	The Ashes Third Test, Day 2	109,000
6	Ashes Highlights Fourth Test, Day 1	93,000
7	The Ashes Fourth Test, Day 3	93,000
8	Richard Bacon FIFA World Cup 2018 Decision	84,000
9	Ashes Highlights Third Test, Day 1 16/12/2010	81,000
10	The Chris Moyles Show 10/12/2010	77,000
11	The Ashes Fourth Test, Day 2	76,000
12	The Ashes Fourth Test, Day 4	75,000
13	The Now Show Series 32 Episode 5	73,000
14	The Official Chart with Reggie Yates 19/12/10	73,000
15	Ashes Highlights Fourth Test, Day 3 28/12/2010	73,000
16	The Ashes Second Test, Day 1	72,000
17	The Chris Moyles Show 14/12/2010	71,000
18	The Ashes Second Test, Day 3	69,000
19	The Ashes Second Test, Day 2	67,000
20	The Now Show Series 32 Episode 3	66,000

BBC iPLAYER TOP 20 RADIO EPISODES

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per Ep</u>	
1	The Ashes Second Test, Day 5	159,000
2	5 live Prem Leag Man Utd v Asnl 13/12/10	119,000
3	Ashes Highlights Fourth Test, Day 1	93,000
4	Richard Bacon FIFA World Cup 2018 Decision	84,000
5	The Chris Moyles Show 10/12/2010	77,000
6	The Now Show Series 32 Episode 5	73,000
7	The Official Chart with Reggie Yates 19/12/10	73,000
8	Just a Minute Series 58 Episode 6	65,000
9	Fearne Cotton 10/12/10	60,000
10	I'm Sorry I Haven't A Clue Series 54 Episode 1	59,000
11	The Chris Evans Breakfast Show 10/12/10	57,000
12	Greg James 16/12/10	52,000
13	Dubstep Takeover 11/12/2010	51,000
14	Steve Wright in the Afternoon 13/12/10	47,000
15	Huw Stephens 02/12/10	47,000
16	Ken Bruce 02/12/10	45,000
17	Annie Mac 10/12/10	43,000
18	Jeremy Vine 13/12/10	42,000
19	Old Harry's Game Christmas Spirit 23/12/2010	40,000
20	5 live Champ Nott For v Derby 29/12/2010	39,000

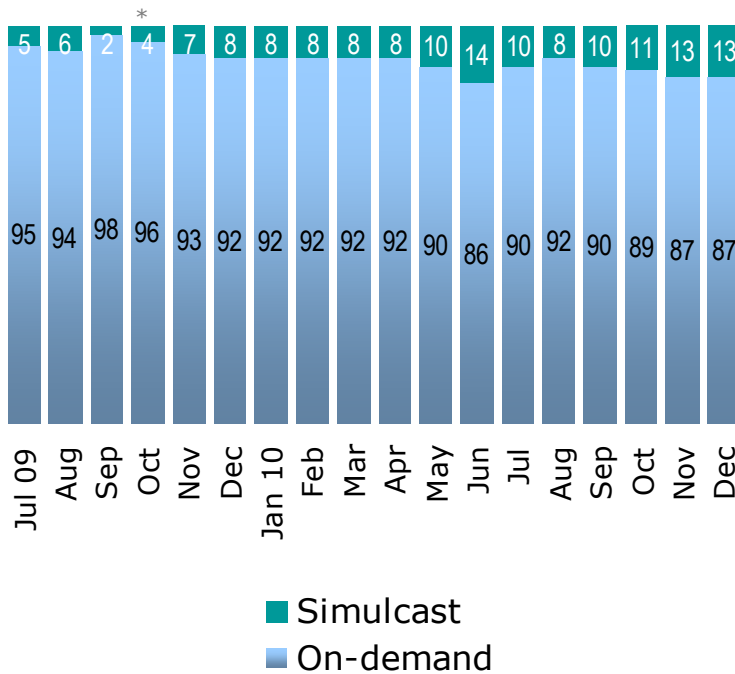
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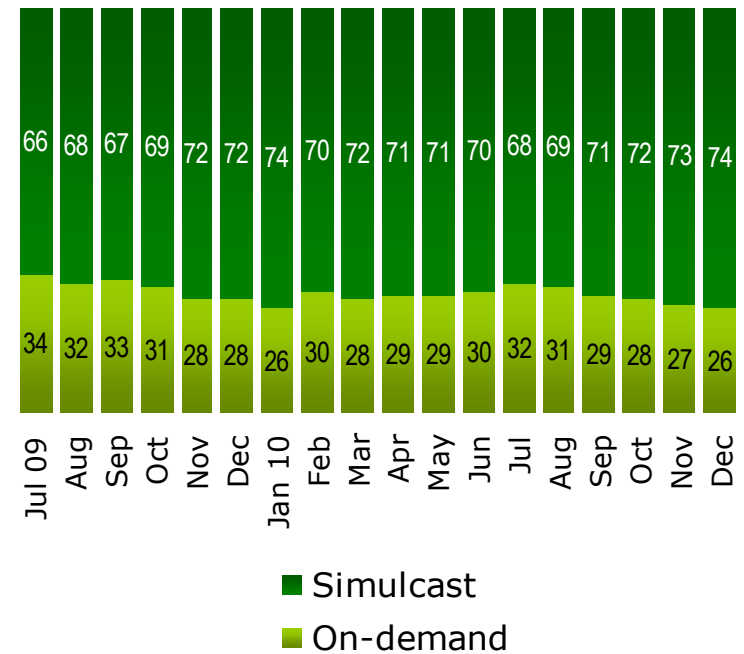
Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer remained stable in December to make up 13% of all requests, while live radio listening saw an increase in share, up to 74%.

TV Requests

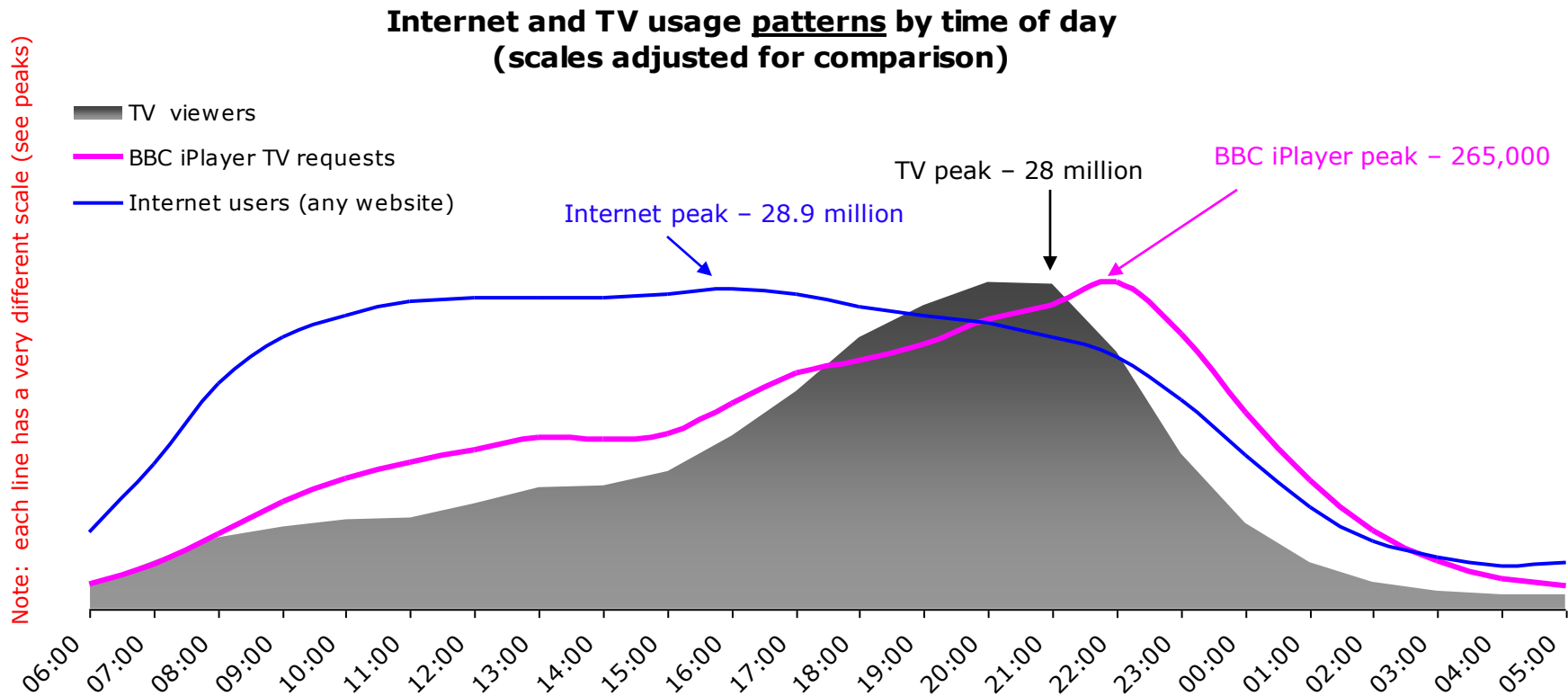


Radio requests



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

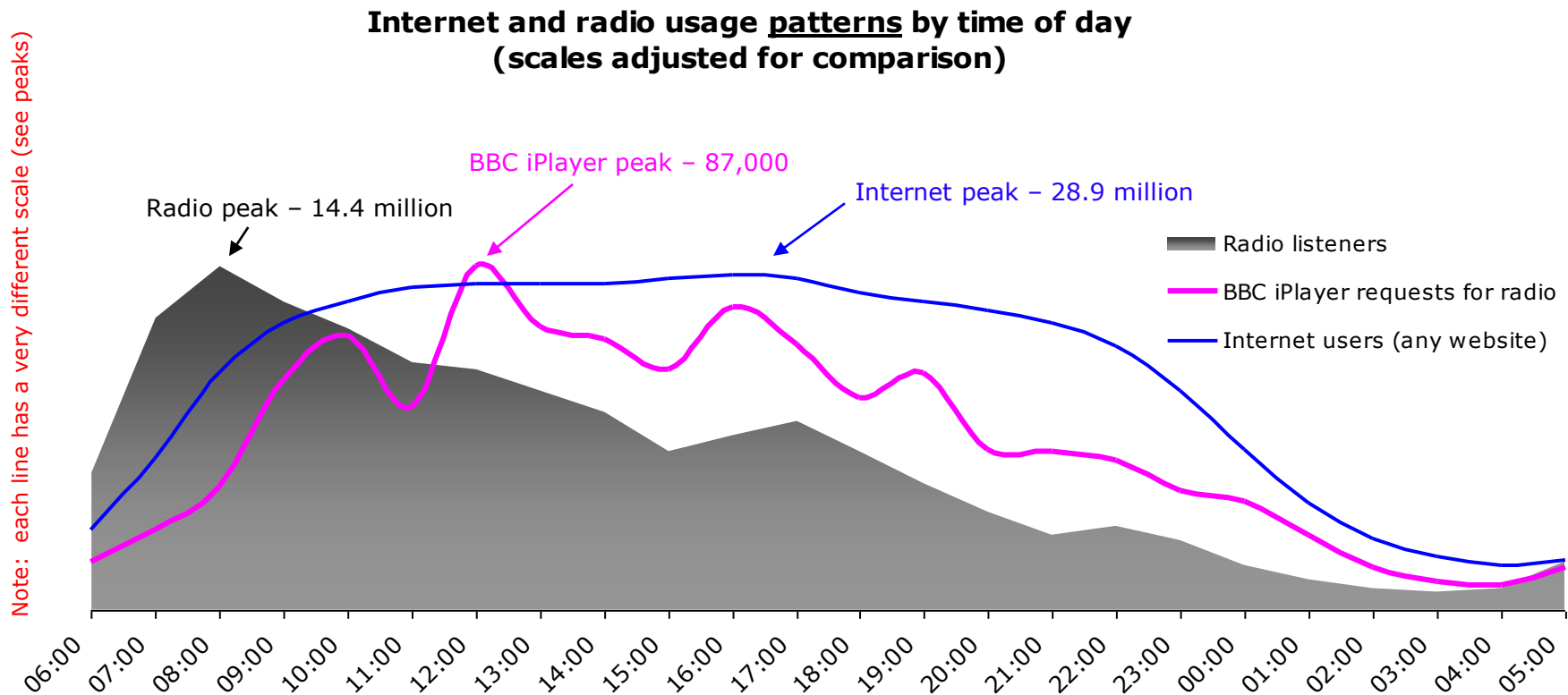
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

BBC iPlayer – use for radio by time of day, December 2010

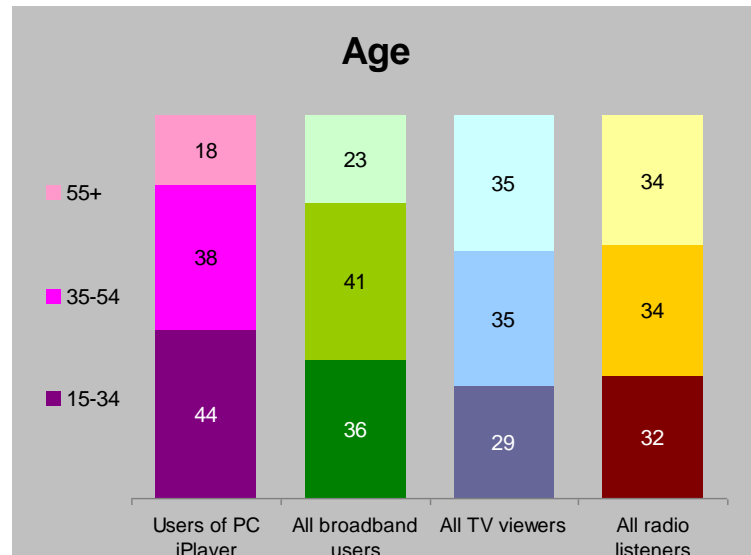
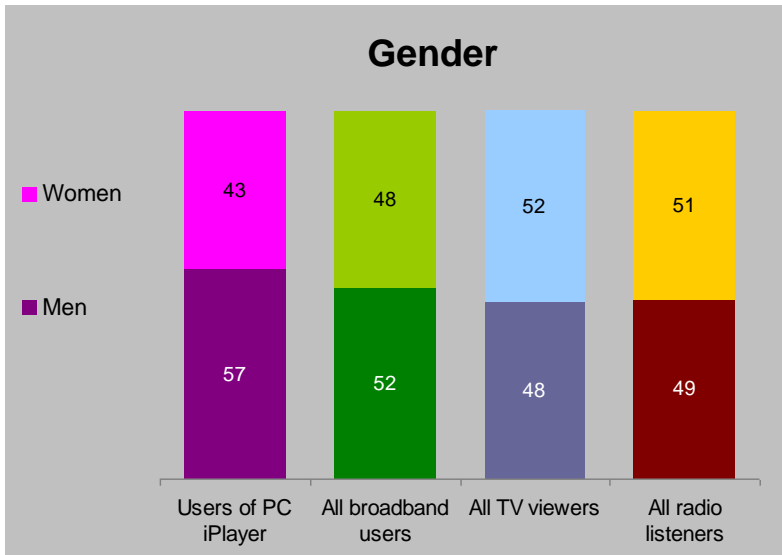
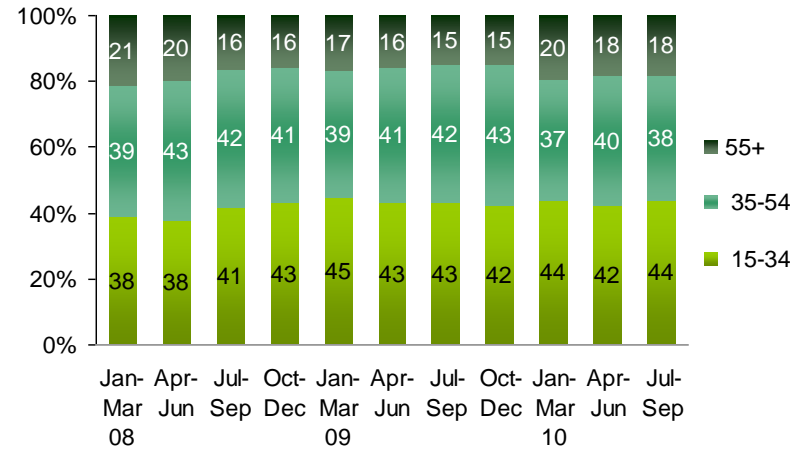
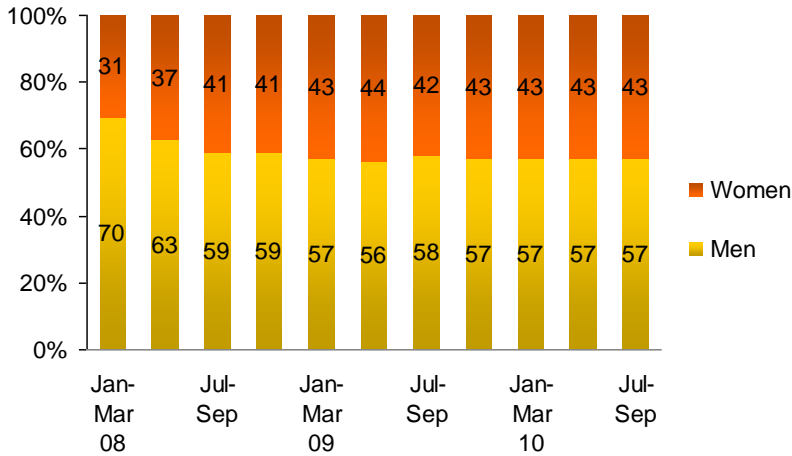
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q3 2010, internet from Nielsen November 2010, BBC iPlayer from BBC iStats December 2010 - 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 (Q3 10), radio from RAJAR (Q3 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