



Monthly Performance Pack

February 2011

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Monthly summary – February 2011

- February was another very strong month for BBC iPlayer, with average daily requests across the month setting a new record. Because the month had 28 days compared with January's 31 days, the total request number - **148 million requests** for TV and radio programmes including both online platforms and devices, and BBC iPlayer on Virgin Media TV – was correspondingly lower (January's total was 162m).
- Again, because of the short month, most platforms and devices saw a small drop in total month-on-month requests – the significant exception being iPads, which delivered 2.1 million requests for programmes this month, up +22% from January (1.8m).
- Top Gear was once again the most popular TV programme this month, but the rest of the top 20 showed a wide range of genres; factual: *Human Planet, Madagascar*; children's: *Tracy Beaker*; comedy: *Come Fly With Me, How TV Ruined Your Life, Episodes, Let's Dance for Comic Relief*; and drama of course: *Hustle, Outcasts, Being Human*.
- For radio, football was popular and included Premier League, FA Cup and Champions League. Non-sporting titles included *I'm Sorry I Haven't A Clue* and Radio 1's *Chris Moyles Show*.
- Live TV streams increased again, making up 15% of all requests this month - an all-time high, boosted by the football Premiership but also American football and Six Nations rugby.

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.

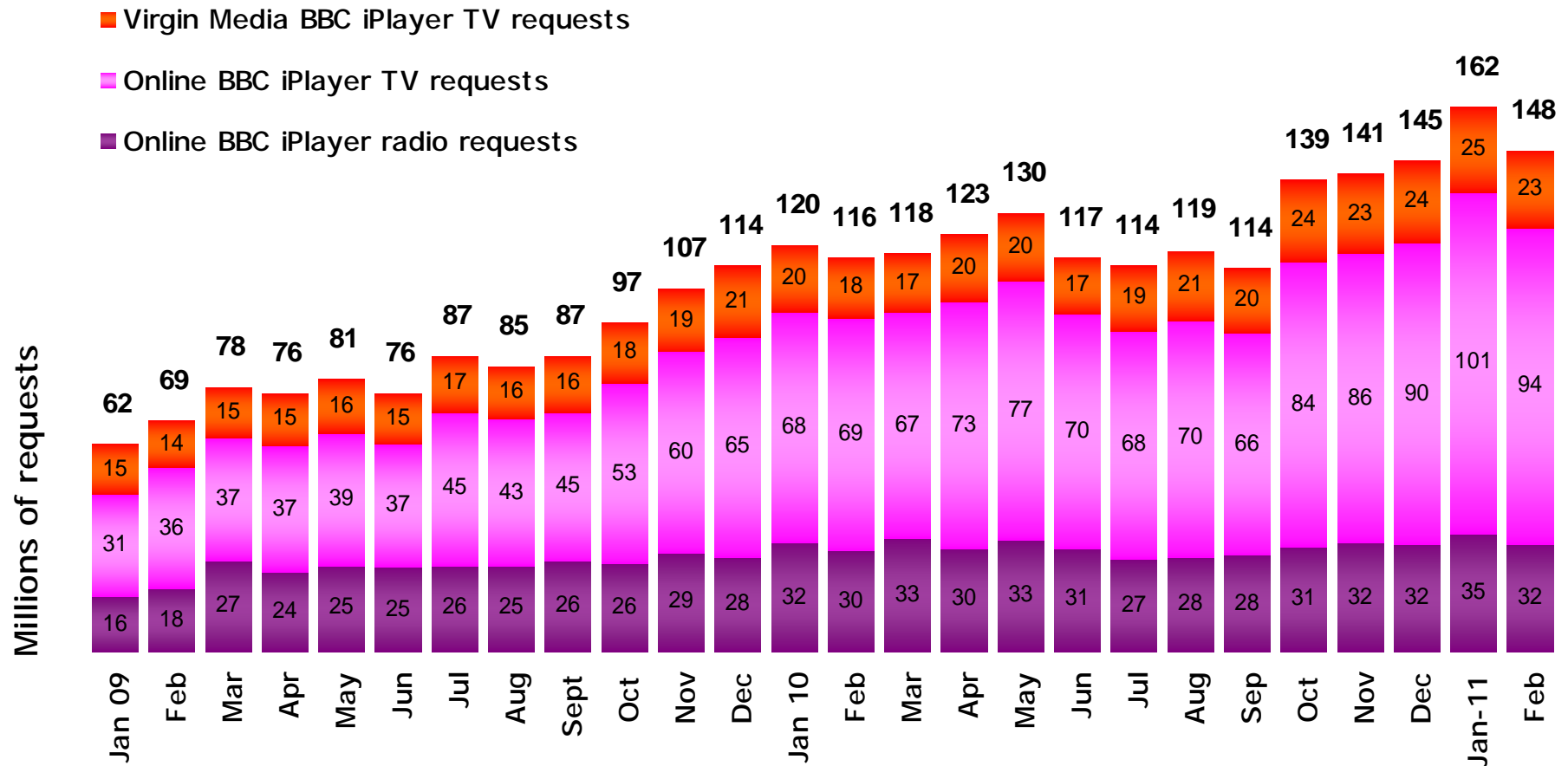
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Total monthly BBC iPlayer requests across all platforms

Includes Virgin Media

BBC iPlayer's 148 million requests for programmes across all platforms in February 2011 was a drop on January's record, purely due to the shorter 28-day month.

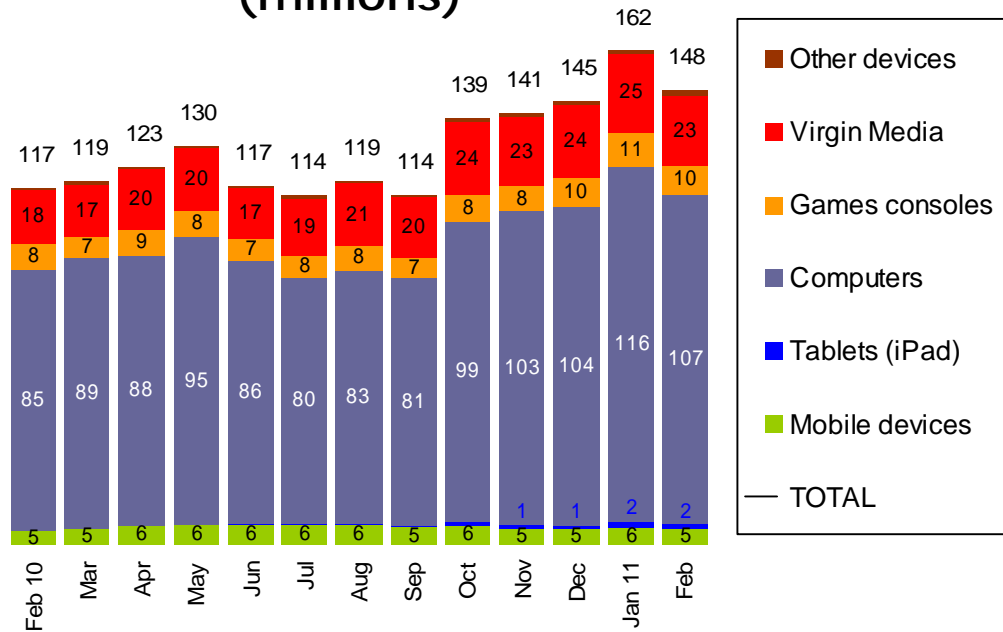


Requests for programmes by device type

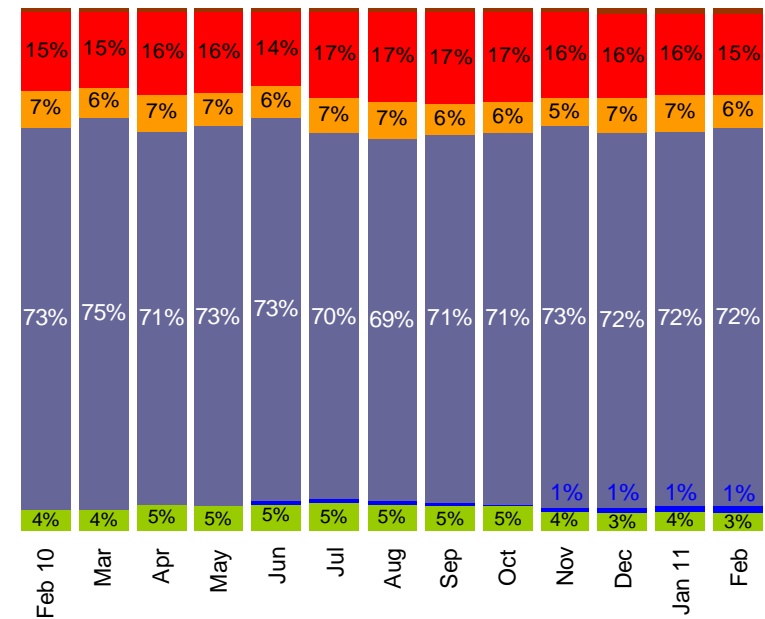
Includes Virgin Media

Because of the short month, most platforms and devices saw a small drop in total requests month-on-month – the significant exception being iPads, which delivered 2.1 million requests for programmes this month, up +22% from January (1.8m).

Number of requests (millions)



% of requests



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: There were technical problems measuring iPhone and iPod Touch use over 15th November 2010 to 28th February 2011. Please refer to slide 6 for guide footnotes.



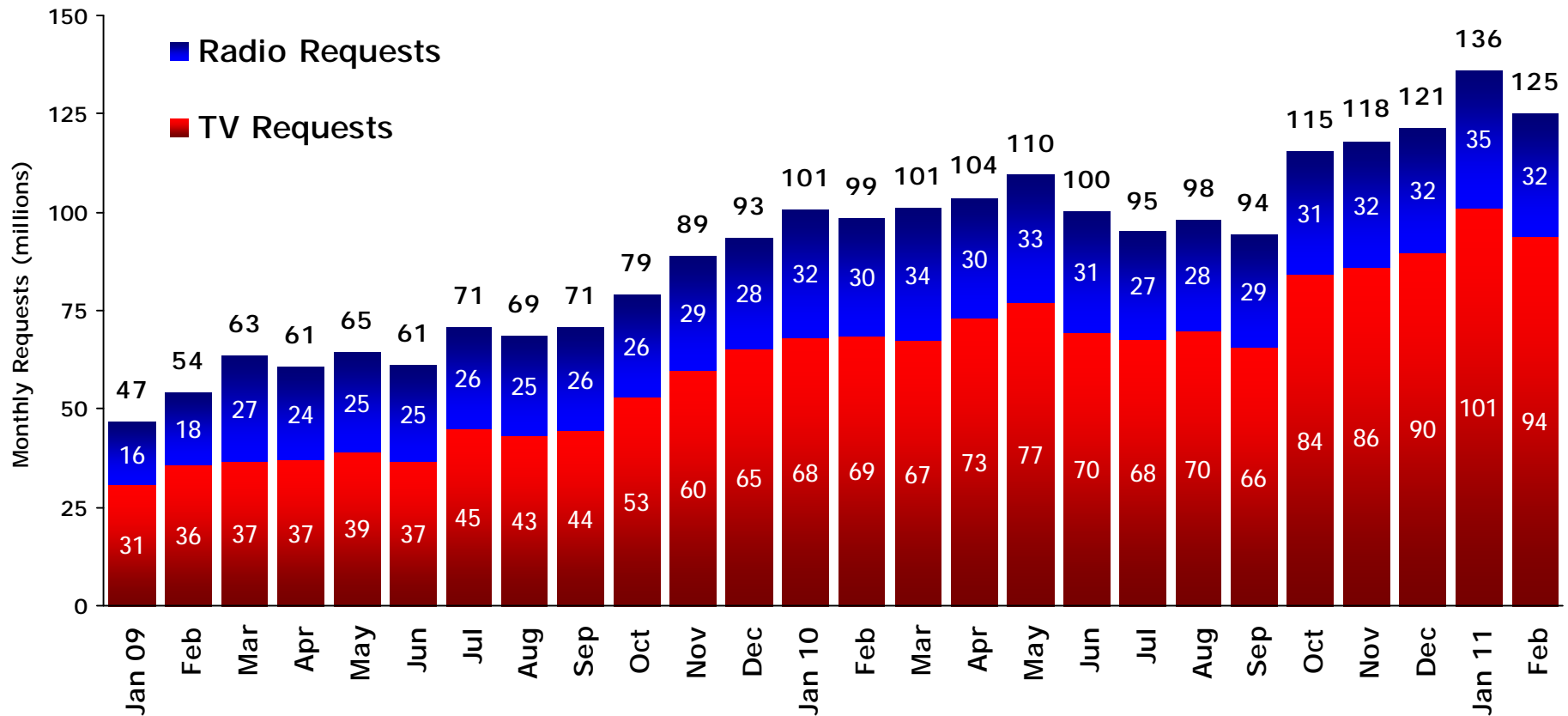
Notes on figures in this report

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

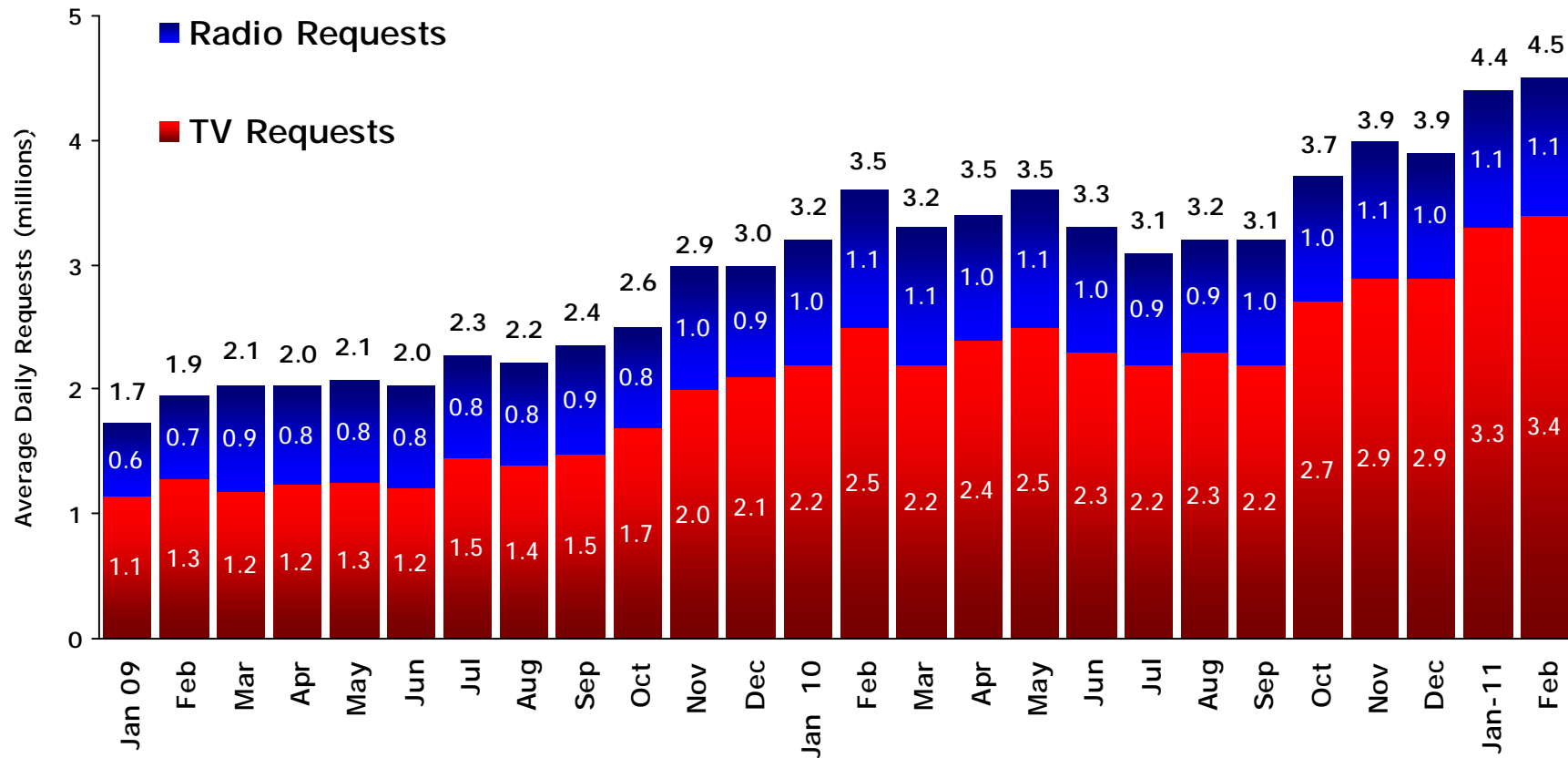
Monthly BBC iPlayer online requests

In February 2011 BBC iPlayer delivered a total of 125 million online requests.



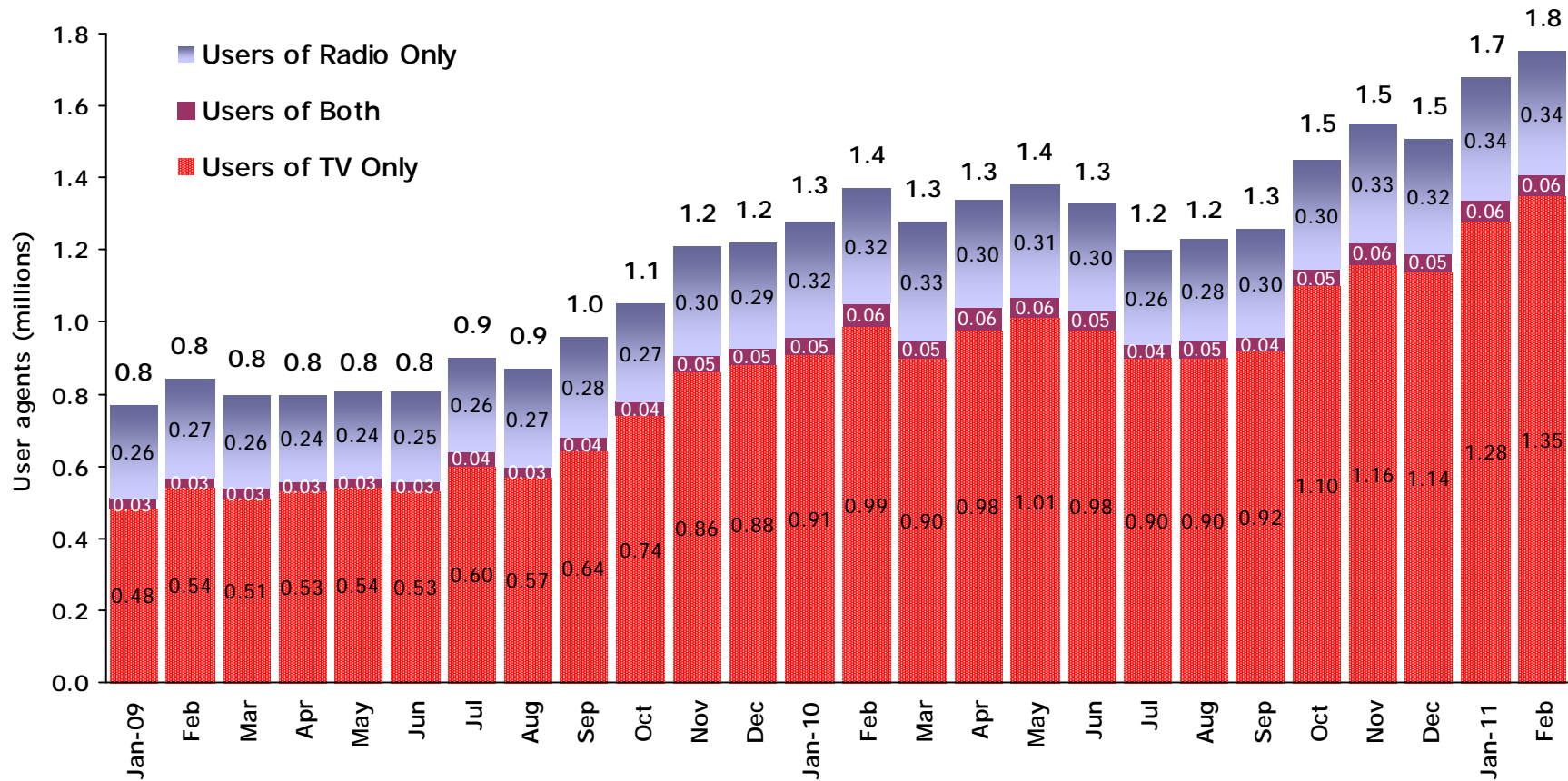
Average daily BBC iPlayer requests

February 2011 set a new record with 4.5m requests per day on average – 1.1 million per day for radio programmes and 3.4 million for TV programmes.



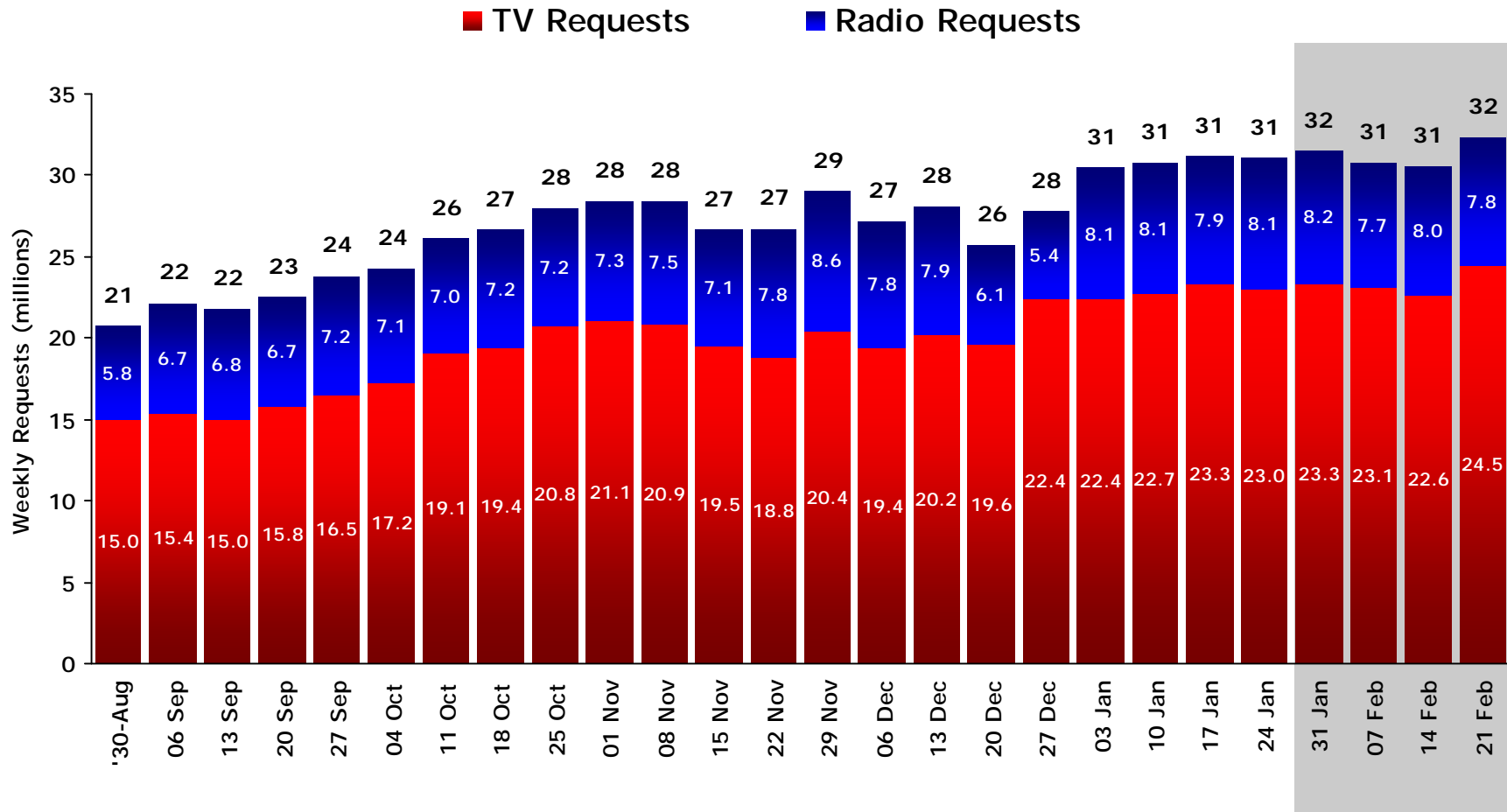
Average daily BBC iPlayer users

February 2011 also saw a record average of **1.8 million users per day**, with just over 1.3m for TV content, 0.34m for radio content and 0.06m using both.



Weekly BBC iPlayer requests - latest 6 months

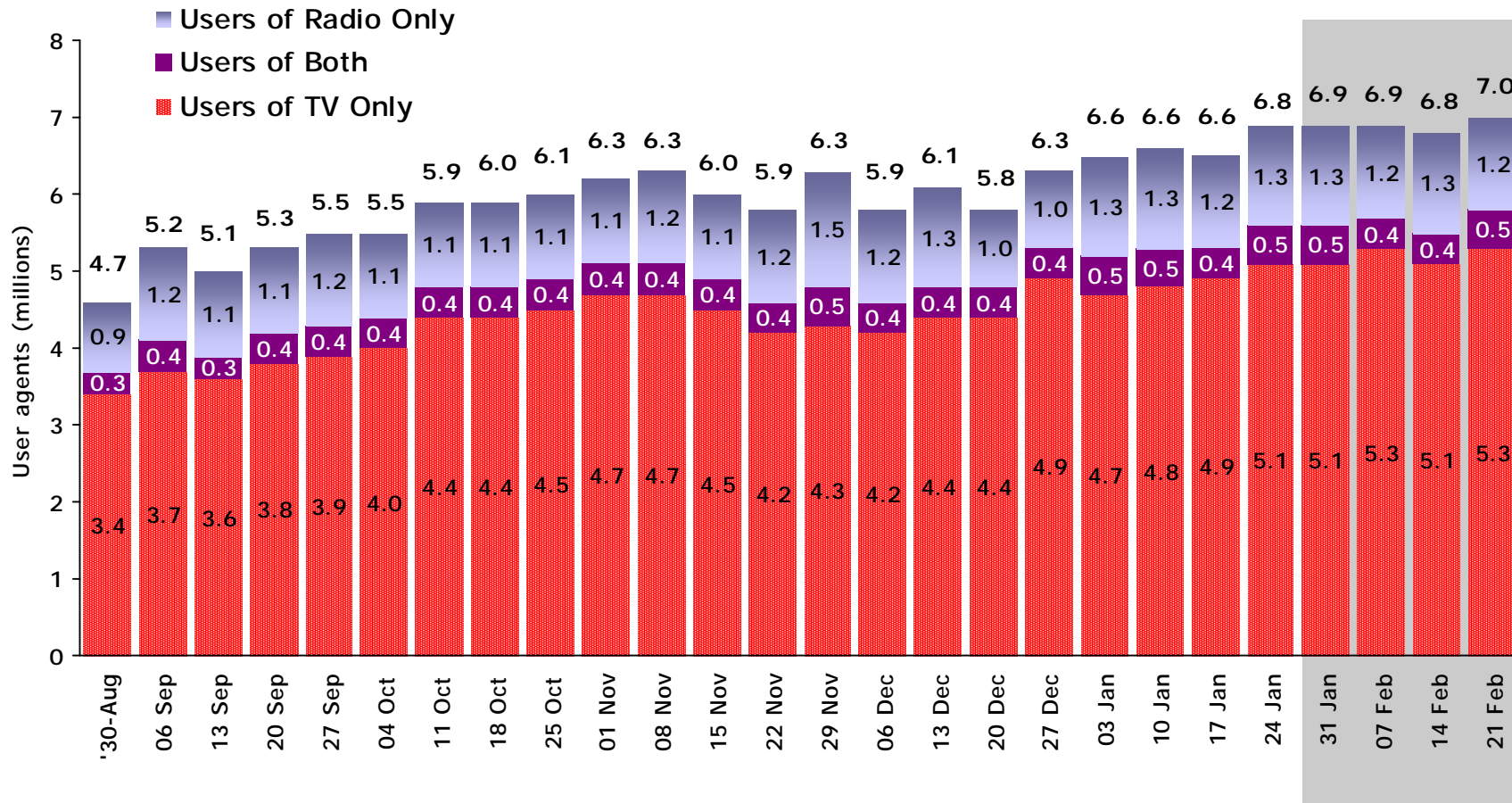
BBC iPlayer also saw a new record total for weekly requests over 21-27 February, with 32.3m programmes played. This was driven by TV, with a record 24.5m requests.



Please refer to slide 6 for guide footnotes.

Weekly BBC iPlayer users – latest 6 months

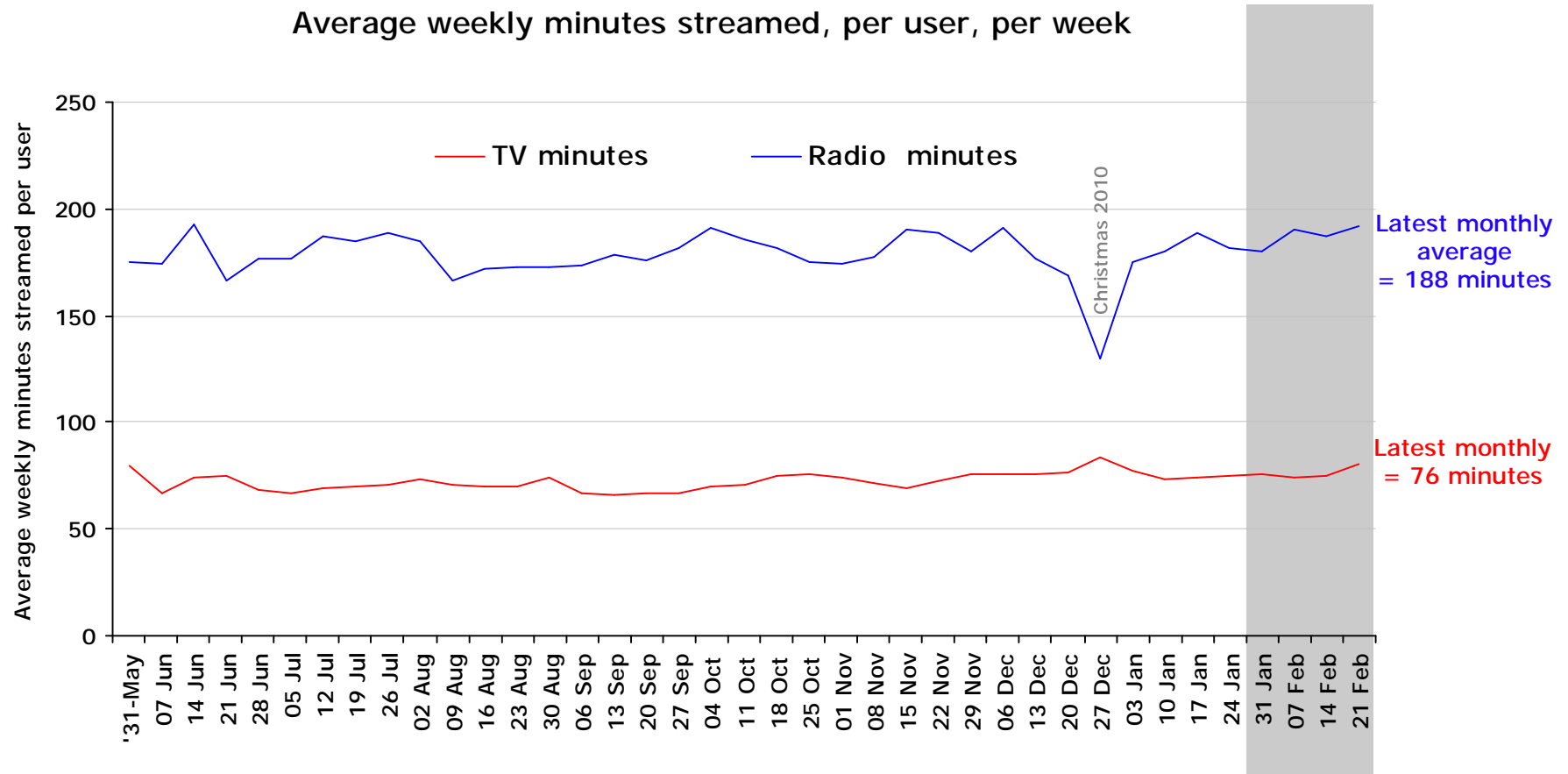
Weekly user numbers in February were high all through the month, peaking in a new record in the last week of the month, at 7.0m.



Please refer to slide 6 for guide footnotes.

Requests and average minutes per user per week

On a weekly basis in February, 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 over 4 programmes, and streamed around three hours of radio content.



BBC iPlayer - top 20 TV episodes, February 2011

Top Gear was back as the most requested programme this month, and the rest of the top 20 showed a wide range of genres: factual (*Human Planet*, *Madagascar*), children's (*Tracy Beaker Returns*), comedy (*Come Fly With Me*, *How TV Ruined Your Life*, *Episodes*, *Let's Dance for Comic Relief*), and drama of course (*Hustle*, *Outcasts*, *Being Human*).

BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>
1	Top Gear Series 16 Episode 5 1,142,000
2	Top Gear Series 16 Episode 3 1,132,000
3	Top Gear Series 16 Episode 4 1,079,000
4	Human Planet Episode 4 715,000
5	Tracy Beaker Returns Series 2 Episode 6 636,000
6	Waterloo Road Series 6 Episode 11 607,000
7	Sun, Sex and Suspicious Parents Episode 6 606,000
8	Tracy Beaker Returns Series 2 Episode 7 580,000
9	Waterloo Road Series 6 Episode 13 546,000
10	Hustle Series 7 Episode 5 536,000
11	Waterloo Road Series 6 Episode 12 534,000
12	Sun, Sex and Suspicious Parents Episode 5 529,000
13	EastEnders 03/02/11 526,000
14	Come Fly With Me Episode 6 516,000
15	Human Planet Episode 5 512,000
16	Top Gear Series 16 Episode 2 501,000
17	EastEnders 08/02/11 487,000
18	Tracy Beaker Returns Series 2 Episode 8 477,000
19	Come Fly With Me Episode 7 467,000
20	EastEnders 15/02/11 460,000

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>
1	Top Gear Series 16 Episode 5 1,142,000
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3	Tracy Beaker Returns Series 2 Episode 6 636,000
4	Waterloo Road Series 6 Episode 11 607,000
5	Sun, Sex and Suspicious Parents Episode 6 606,000
6	Hustle Series 7 Episode 5 536,000
7	EastEnders 03/02/11 526,000
8	Come Fly With Me Episode 6 516,000
9	Outcasts Episode 1 440,000
10	Louis Theroux Ultra Zionists 03/02/2011 400,000
11	Being Human Series 3 Episode 3 392,000
12	Film: Cool Runnings 25/08/08 389,000
13	Live at the Apollo Series 4 Episode 4 387,000
14	Madagascar Episode 1 345,000
15	How TV Ruined Your Life Episode 3 311,000
16	QI Series 7 Episode 11 304,000
17	Episodes Episode 5 296,000
18	Not Going Out Series 4 Episode 5 283,000
19	Let's Dance for Comic Relief 2011 Episode 1 271,000
20	MasterChef Series 7 Episode 1 271,000

BBC iPlayer - top 20 radio episodes, February 2011

The Premiership football Chelsea and Liverpool match was the most requested radio programme this month. Radio 4 programmes *I'm Sorry I Haven't A Clue* and *The News Quiz* remained popular, along with *The Chris Moyles Show* from Radio 1.

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep</u>
1	5live Prem League Chel v L'pool 06/02/11	121,000
2	I'm Sorry I Haven't A Clue Series 54 Episode 6	101,000
3	The News Quiz Series 73 Episode 6	97,000
4	The News Quiz Series 73 Episode 5	96,000
5	The News Quiz Series 73 Episode 7	96,000
6	The Chris Moyles Show 18/02/2011	92,000
7	5live Prem League Man Utd v A Villa 01/02/11	82,000
8	5live Prem League Man Utd v Man City 12/02/11	78,000
9	The Chris Moyles Show 11/02/11	76,000
10	Just a Minute Series 59 Episode 1	72,000
11	5 live Sport FA Cup 2010-11 19/02/11	71,000
12	The Chris Moyles Show 04/02/11	71,000
13	The Chris Moyles Show 09/02/11	68,000
14	Just a Minute Series 59 Episode 2	68,000
15	The Chris Moyles Show 15/02/2011	67,000
16	The Chris Moyles Show 14/02/11	64,000
17	The Chris Moyles Show 17/02/11	62,000
18	Saturday Play The Big Sleep Episode 1	62,000
19	5live Champ League AC Milan v Spurs 15/02/11	61,000
20	Fearne Cotton 18/02/11	61,000

BBC iPLAYER TOP 20 RADIO EPISODES

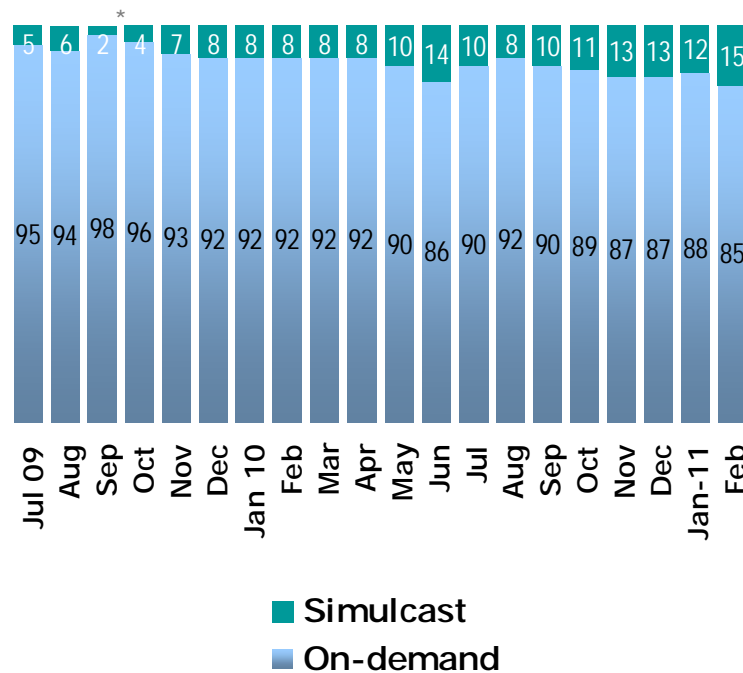
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7	Saturday Play The Big Sleep Episode 1	62,000
8	5live Champ League AC Milan v Spurs 15/02/11	61,000
9	Fearne Cotton 18/02/2011	61,000
10	The Official Chart 06/02/11	56,000
11	Greg James 18/02/11	52,000
12	Newsbeat 07/02/11	51,000
13	5 live Arsenal v Wolves 12/02/2011	46,000
14	Annie Mac 11/02/11	45,000
15	The Archers 16/02/11	44,000
16	Steve Wright in the Afternoon 07/02/11	43,000
17	Cricket Australia 6th One Day Int'l 02/02/11	43,000
18	Ken Bruce 18/02/11	42,000
19	Jeremy Vine 07/02/11	41,000
20	606 06/02/11	40,000

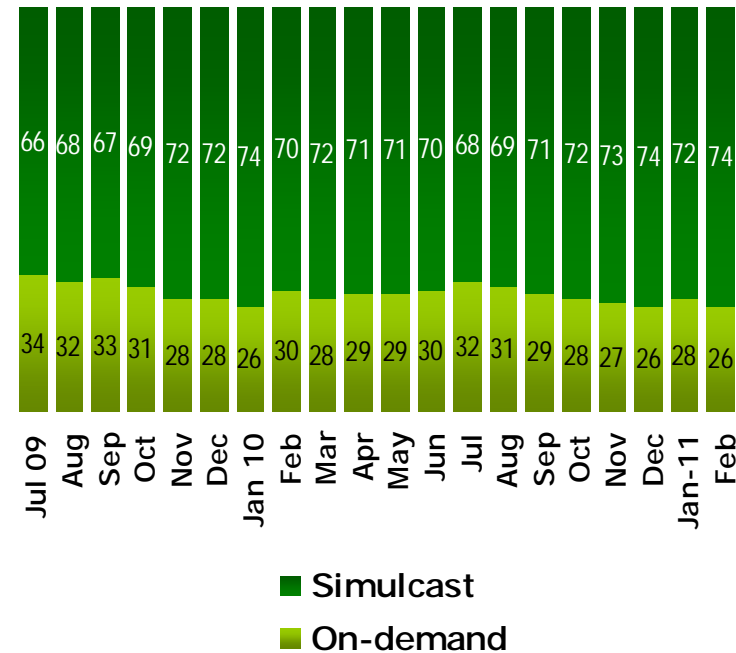
Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer increased in February to make up 15% of all TV requests, boosted by the football Premiership but also American football and Six Nations rugby. Live radio listening also saw a rise in share, up to 74%.

TV Requests



Radio requests



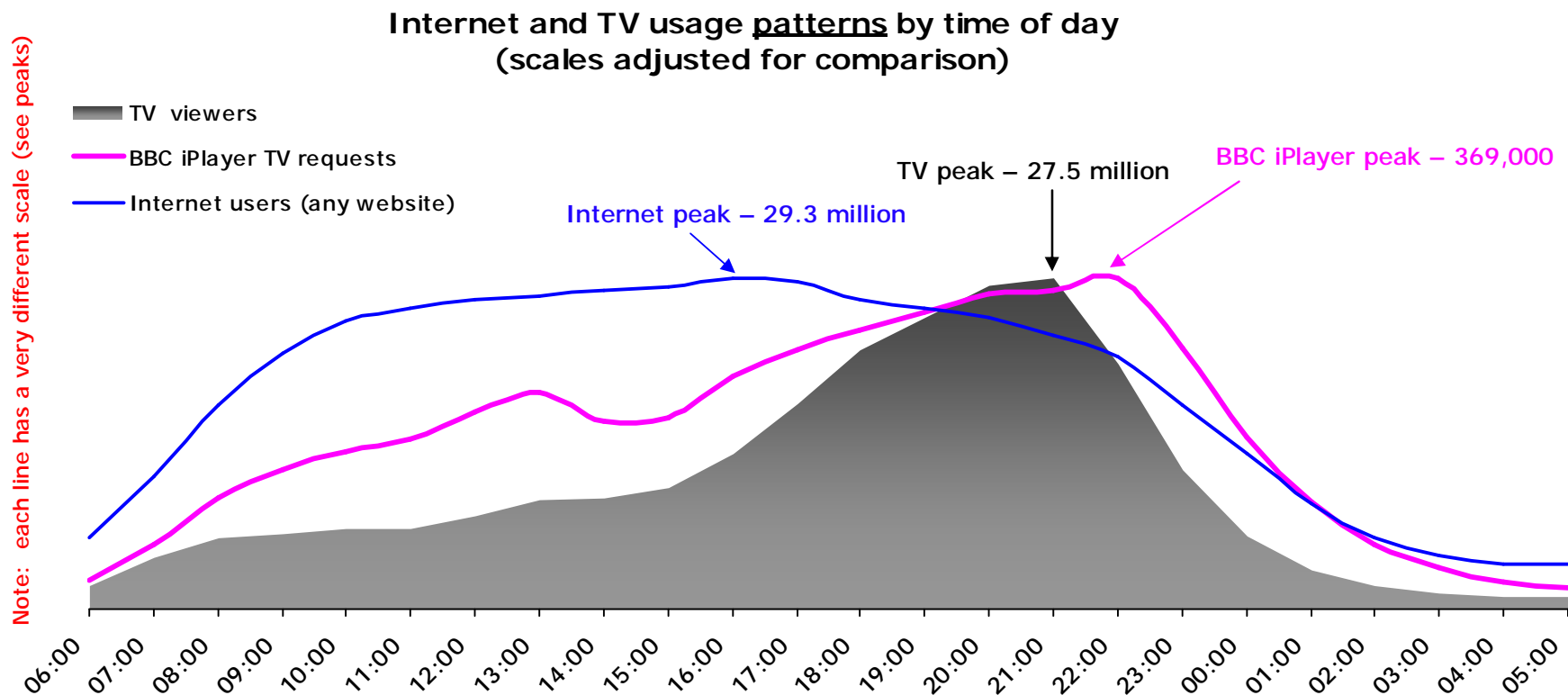
Please refer to slide 6 for guide footnotes.

* There were technical problems measuring some simulcast TV streams in September and October



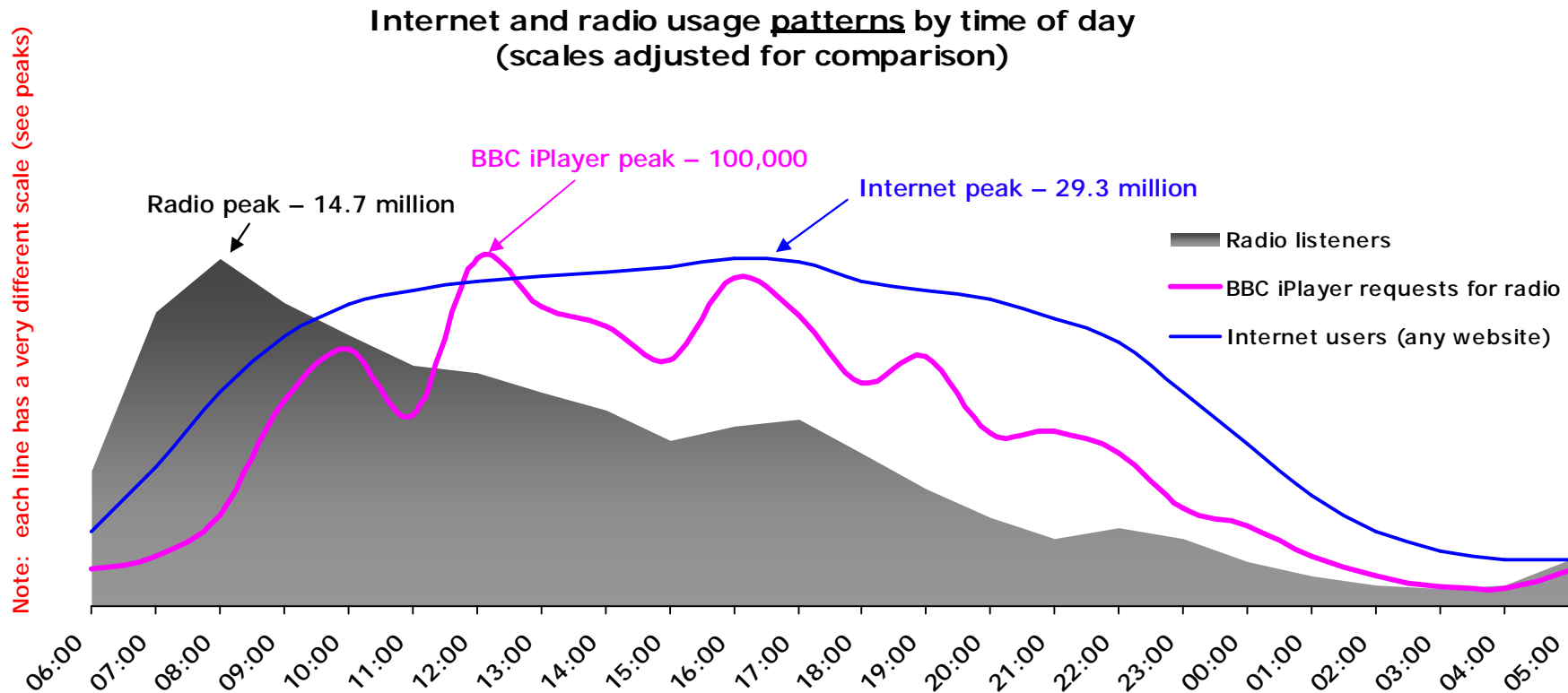
BBC iPlayer – use for TV by time of day, February 2011

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.



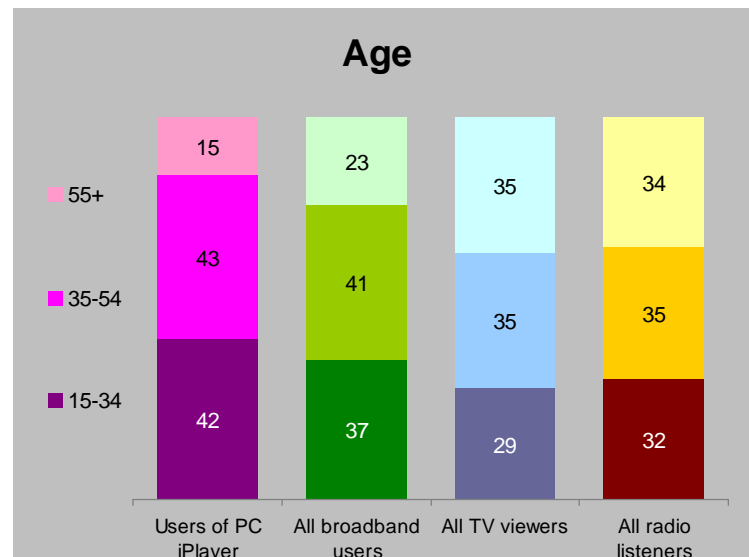
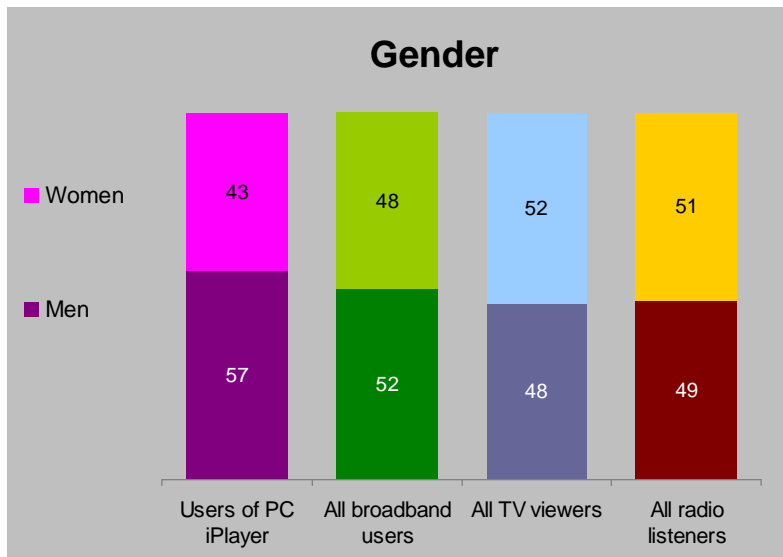
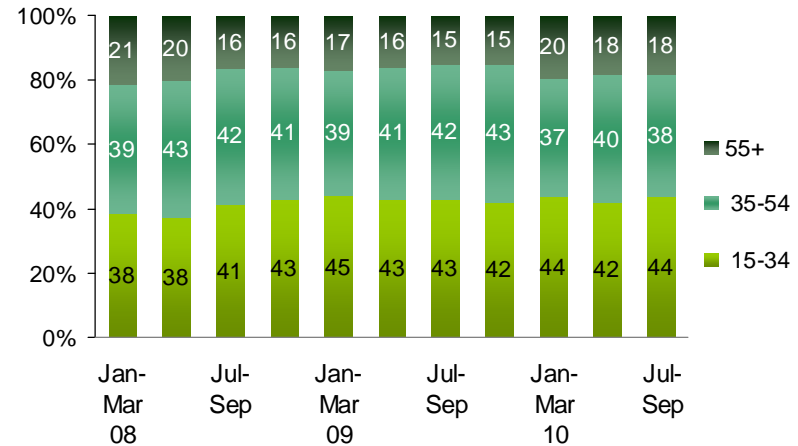
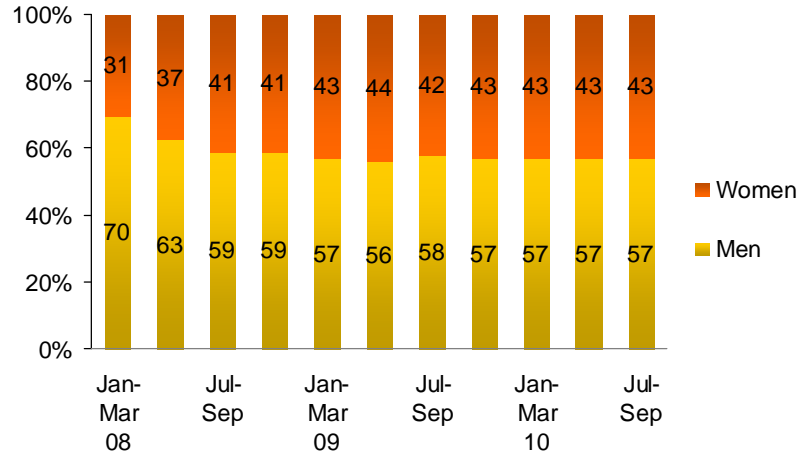
BBC iPlayer – use for radio by time of day, February 2011

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.



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