



# Online Monthly press pack December 2009

## Monthly summary – December 2009

- December 09 again saw records broken for requests for TV and radio programmes on the BBC iPlayer. In total there were **115 million requests across all platforms** (both online platforms and devices and Virgin Media TV combined).
- The week of 14 December set a new record for radio requests (7.7m), boosted by Terry Wogan's final weekday show and the Radio 1 Christmas Chart Show. For television viewing, the week of 28 December was the strongest since launch, thanks to Christmas specials such as *Doctor Who: The End Of Time* on Christmas Day.
- Requests from PC/Macs continued to dominate in December for both TV and radio content. However PlayStation®3 requests increased +2 points to make up 8% of all TV requests in December, and - in its first full month since the relaunch – requests via the Nintendo Wii contributed another 3%.

### Consistent with previous months:

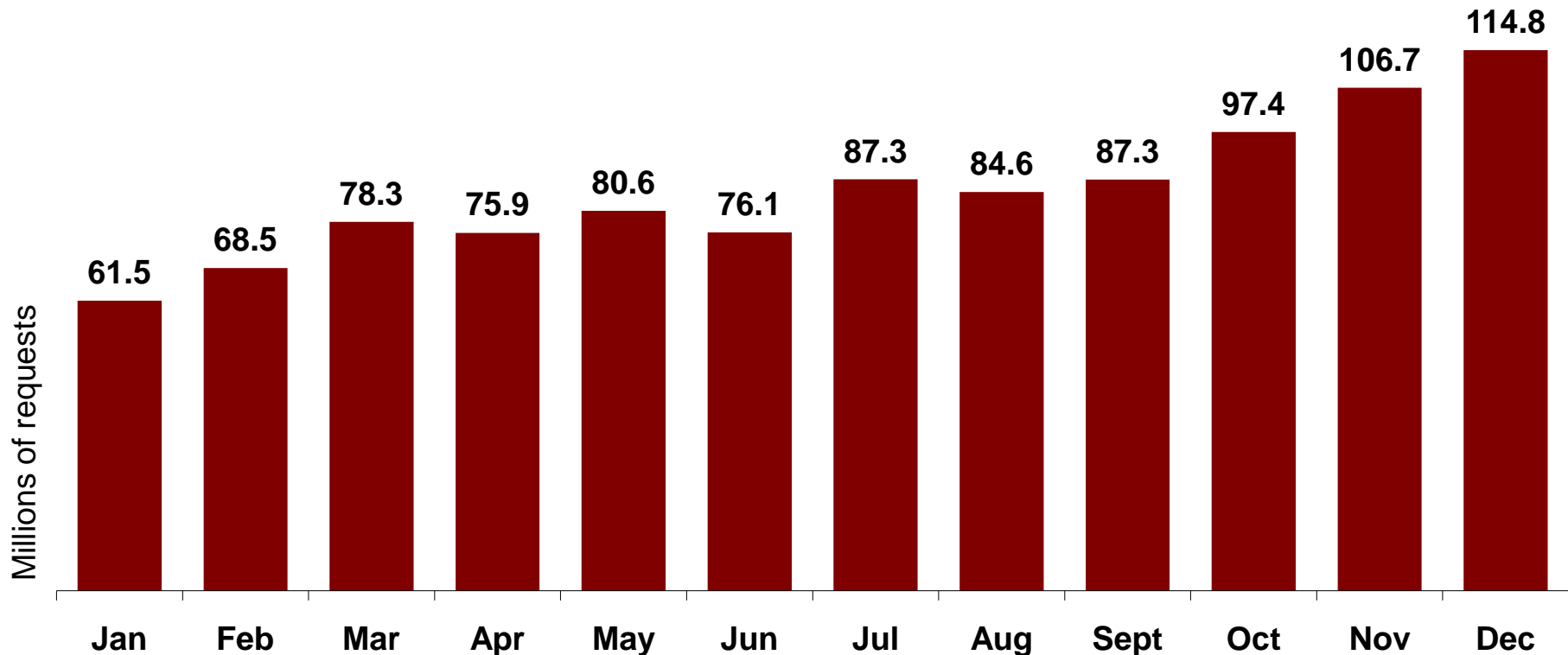
- The profile of BBC iPlayer users is evening out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile.
- On-demand makes up the great majority of TV programme requests (in December only 8% of requests were for live simulcast streams), however two-thirds of requests for radio streams are for live programmes, as opposed to on-demand catch-up listening.
- 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



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.

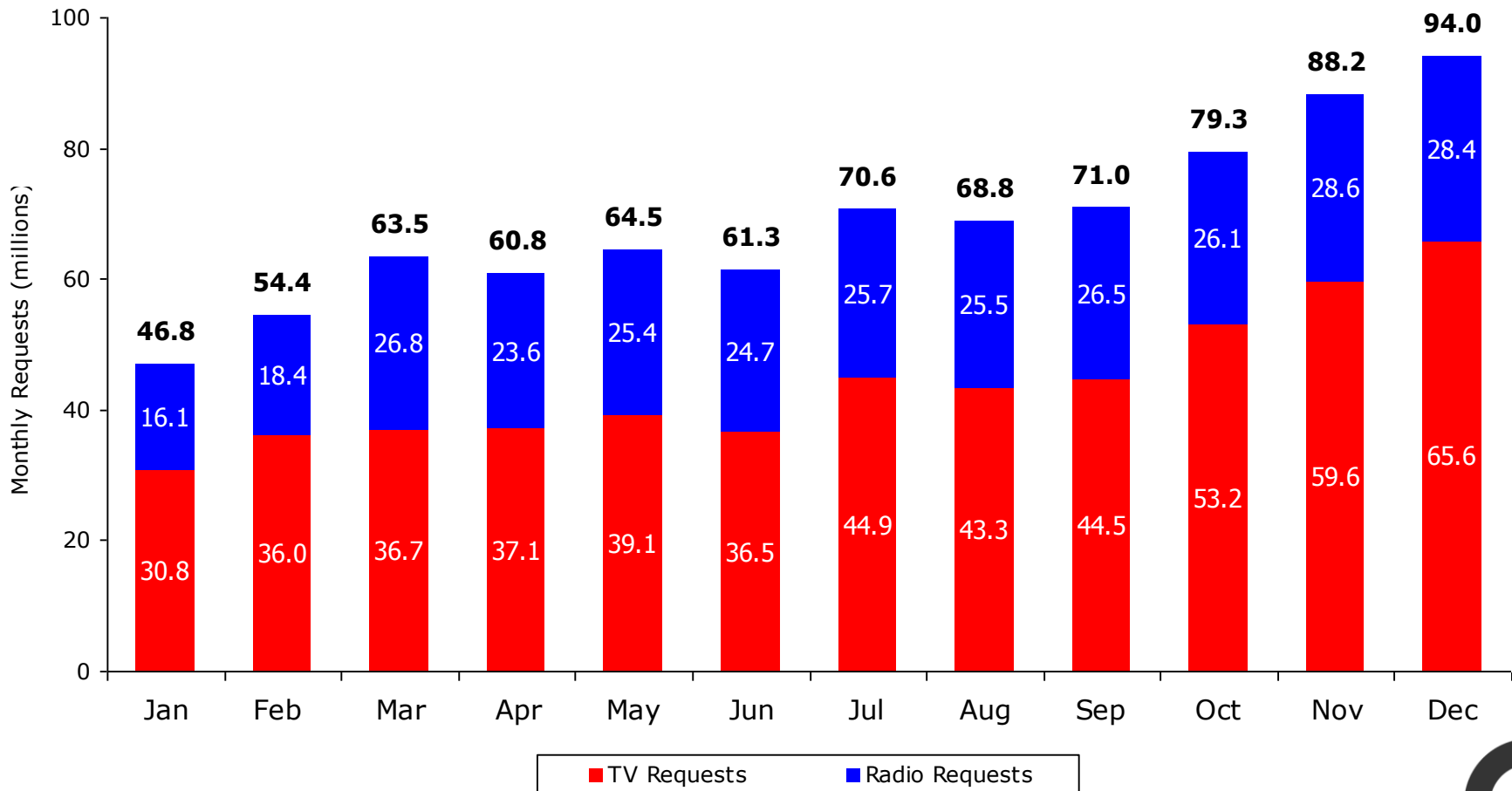
# Notes on figures in this report

These notes apply to pages 5 to 17 in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- 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 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

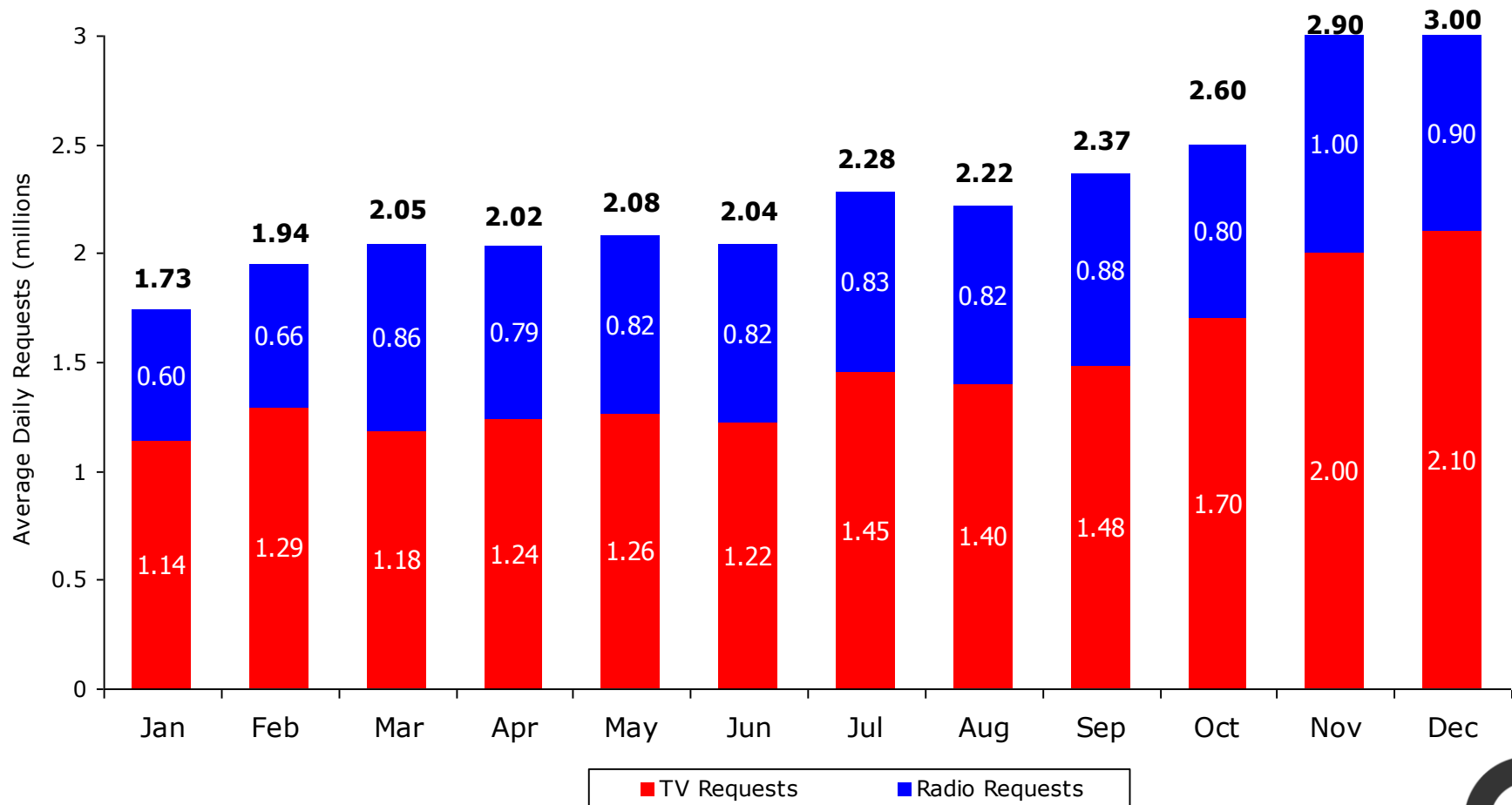
# Monthly BBC iPlayer Online Requests

Across December 09 the BBC iPlayer received a total of **94.0m requests, the best month since launch in 2007** – driven by a record 65.6m requests for TV programmes, and 28.4m requests for radio programmes.



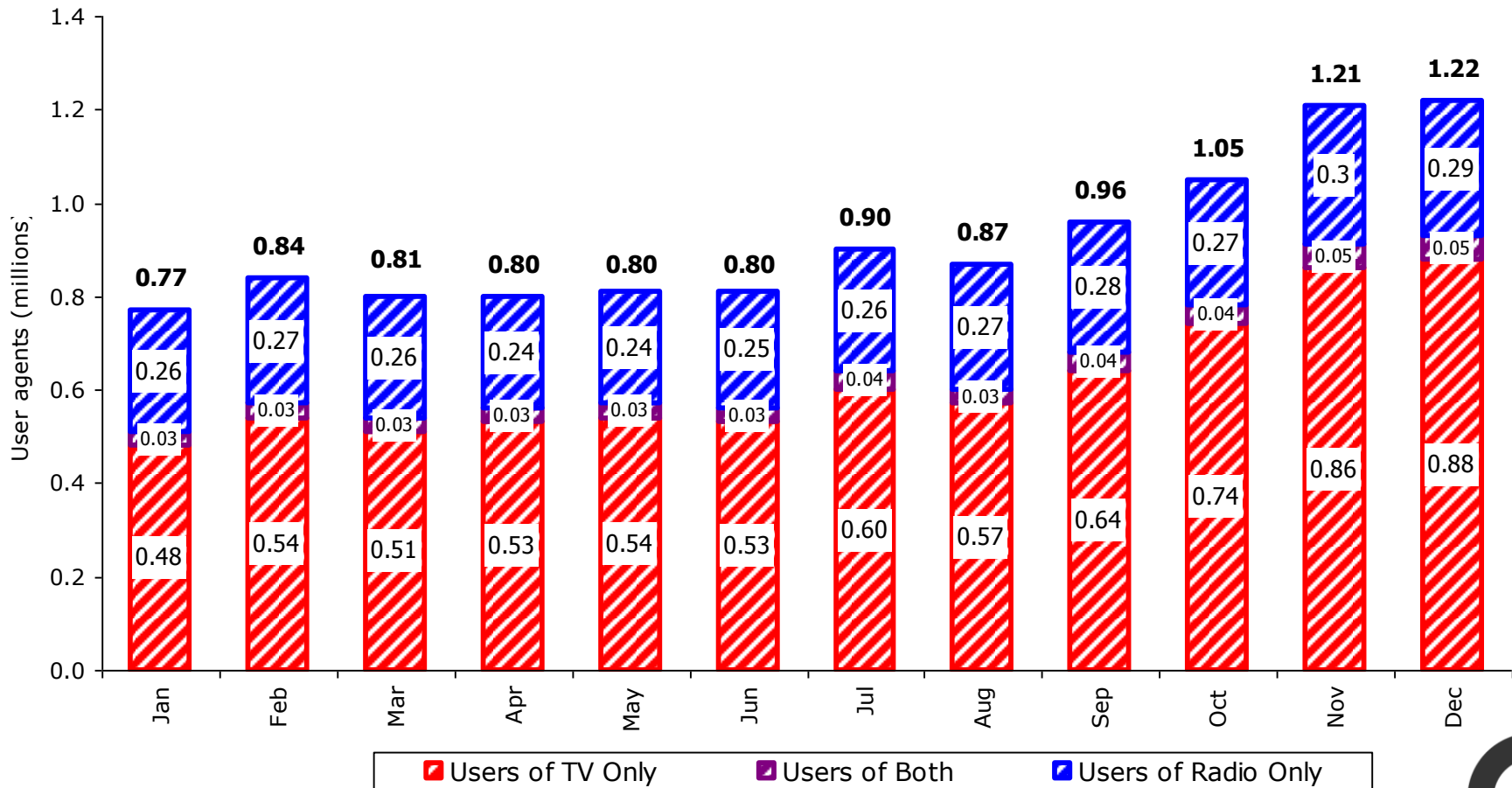
# Average Daily BBC iPlayer Requests

In December 09 the BBC iPlayer attracted an average of **3 million requests** for programmes each day, the highest figure on record – 2.1m daily for TV programmes and an average of 0.9m for radio programmes.



# Average Daily BBC iPlayer Users

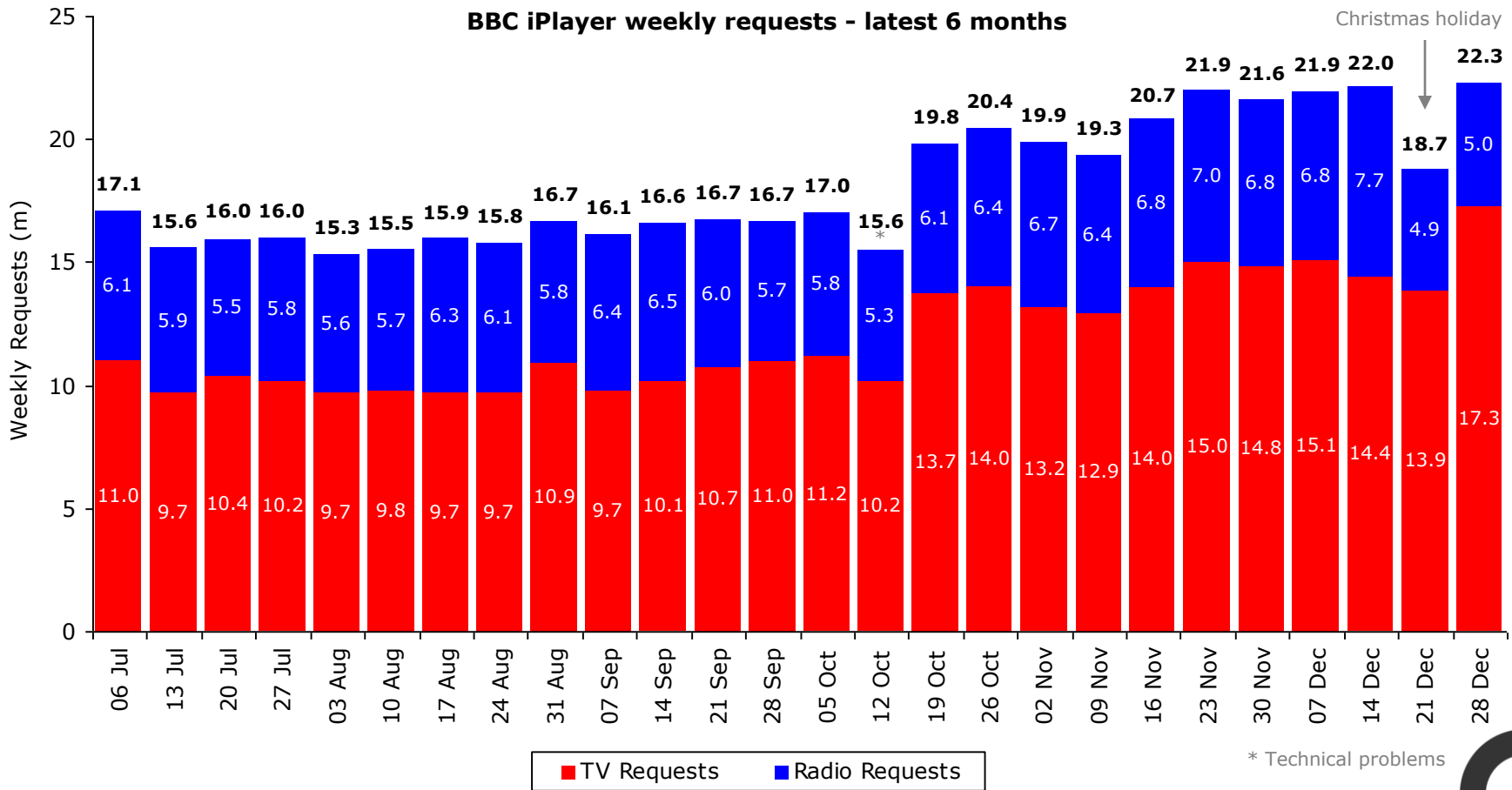
In December 09 the BBC iPlayer attracted an average of **1.2 million users** each day, the highest figure on record by a small margin over November – 0.9m requesting TV content only, 0.3m requesting radio content only, and 50k requesting both types of media.





# Weekly BBC iPlayer Requests

The last week of December was the highest on record, overall (**22.3m**) and for TV programme requests (**17.3m**) thanks to high usage early in the New Year. However the week of 14 December set the latest record for radio requests (**7.7m**) boosted by Terry Wogan’s final weekday show and the Radio 1 Christmas Chart Show.



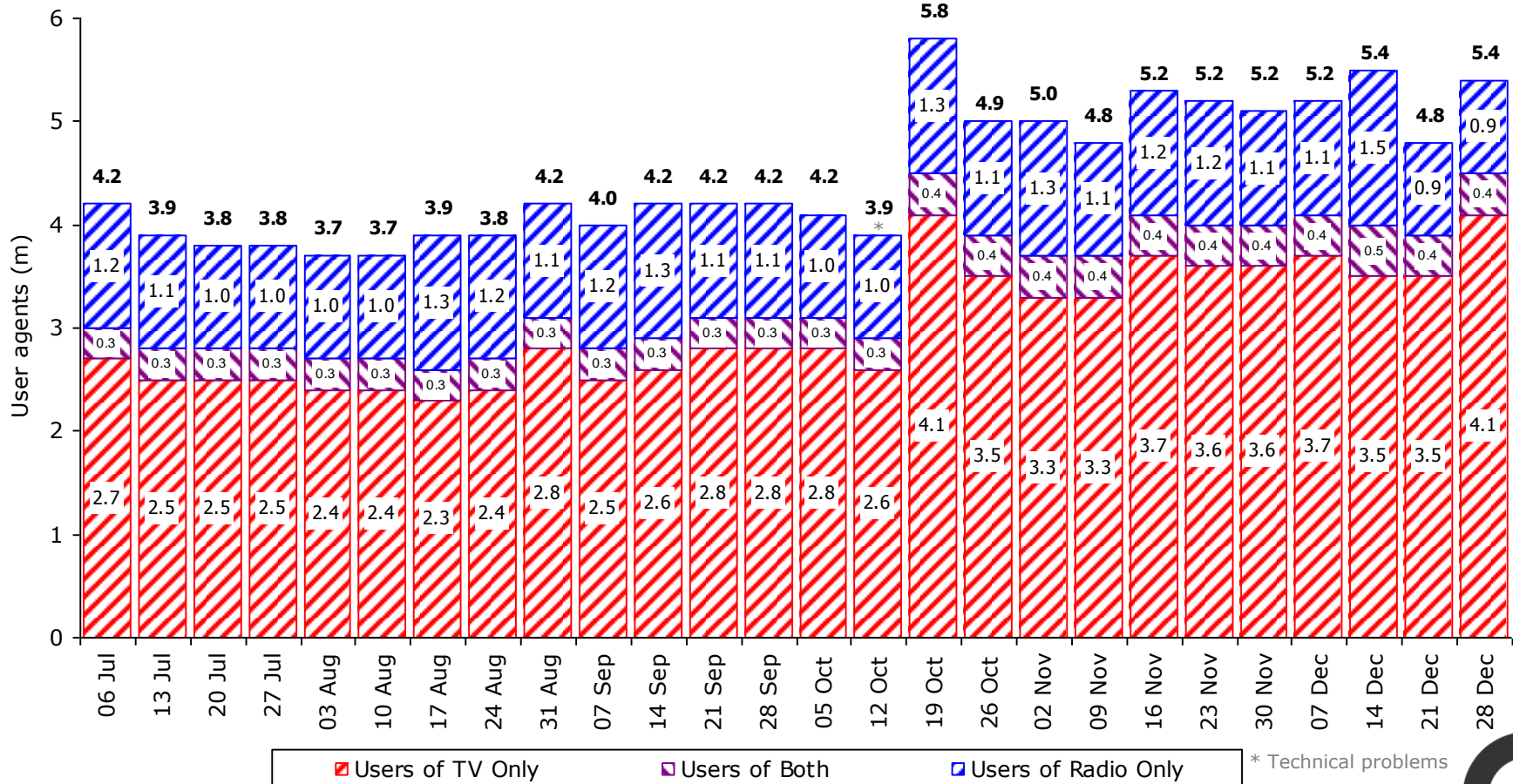
\* The data measurement systems failed over 10:00-20:00 on Sunday October 18th, so while users successfully received programmes, we did not record their usage of iPlayer.



# Weekly BBC iPlayer Users

Weekly user numbers in December continued the recent high level set since October, at 5.4m overall, though were lower in the week of 21<sup>st</sup> December when people have less free time.

**BBC iPlayer weekly requests - latest 6 months**



# BBC iPlayer - Top 20 TV Eps December 2009

Please note: these calendar-month stats do not show all the Christmas season highlights since many of them attracted more requests after 31 December (eg. *Doctor Who Special Part 2*). Please see separate list for complete festive season highlights.

## BBC iPLAYER TOP 20 TV Eps – ALL

|    |  | <u>Total requests per Ep</u> |
|----|--|------------------------------|
| 1  | Top Gear Series 14 Episode 4             | 1,091,000                    |
| 2  | Gavin and Stacey Series 3 Episode 2      | 994,000                      |
| 3  | Gavin and Stacey Series 3 Episode 3      | 839,000                      |
| 4  | Top Gear Series 14 Episode 5             | 735,000                      |
| 5  | Doctor Who: The End Of Time Part 1       | 687,000                      |
| 6  | Gavin and Stacey Series 3 Episode 4      | 684,000                      |
| 7  | Top Gear Series 14 Episode 3             | 622,000                      |
| 8  | Never Mind the Buzzcocks S.23 Ep.11      | 521,000                      |
| 9  | Live at the Apollo Series 4 Episode 1    | 515,000                      |
| 10 | Gavin and Stacey Series 3 Episode 1      | 511,000                      |
| 11 | Never Mind/Buzzcocks S.23 Dr Who Ep.12   | 492,000                      |
| 12 | Gavin and Stacey Series 3 Episode 5      | 453,000                      |
| 13 | EastEnders 25/12/09                      | 447,000                      |
| 14 | Russell Howard's Good News Series 1 Ep.7 | 437,000                      |
| 15 | Waterloo Road Series 5 Episode 6         | 414,000                      |
| 16 | Mock the Week Series 7 Christmas Ep.13   | 407,000                      |
| 17 | Never Mind the Buzzcocks Series 23 Ep.10 | 407,000                      |
| 18 | Waterloo Road Series 5 Episode 7         | 399,000                      |
| 19 | Live at the Apollo Series 5 Episode 2    | 392,000                      |
| 20 | Russell Howard's Good News Xmas Special  | 380,000                      |

## BBC iPLAYER TOP 20 TV Eps – MOST-REQUESTED Ep PER Ser

|    |   | <u>Total requests per Ep</u> |
|----|---|------------------------------|
| 1  | Top Gear Series 14 Episode 4                  | 1,091,000                    |
| 2  | Gavin and Stacey Series 3 Episode 2           | 994,000                      |
| 3  | Doctor Who: The End Of Time Part 1            | 687,000                      |
| 4  | Never Mind the Buzzcocks Series 23 Ep.11      | 521,000                      |
| 5  | Live at the Apollo Series 4 Episode 1         | 515,000                      |
| 6  | EastEnders 25/12/09                           | 447,000                      |
| 7  | Russell Howard's Good News Series 1 Ep.7      | 437,000                      |
| 8  | Waterloo Road Series 5 Episode 6              | 414,000                      |
| 9  | Mock the Week Series 7 Christmas Ep.13        | 407,000                      |
| 10 | Life Episode 8                                | 374,000                      |
| 11 | Merlin Series 2 Episode 12                    | 330,000                      |
| 12 | The Incredibles 25/12/09                      | 315,000                      |
| 13 | Have I Got News for You Series 38 Ep.8        | 312,000                      |
| 14 | Spooks Series 8 Ep 5                          | 308,000                      |
| 15 | Friday Night/Jonathan Ross Series 17 Ep.13    | 303,000                      |
| 16 | QI Series 7 Episode 2                         | 297,000                      |
| 17 | Strictly Come Dancing S.7 Final Results Ep.19 | 268,000                      |
| 18 | The Royle Family The Golden Egg Cup 25/12/09  | 264,000                      |
| 19 | Catherine Tate Nan's Xmas Carol 25/12/09      | 236,000                      |
| 20 | James May's Toy Stories: Lego Episode 5       | 233,000                      |

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

*Please refer to slide 4 for guide footnotes*



# BBC iPlayer - Top 20 Radio Episodes December 2009

The final episode of *Wake Up With Wogan* and the Radio 1 Christmas Chart Show, both in mid-December, both set new records for requests for radio programmes on the BBC iPlayer.

## BBC iPLAYER TOP 20 RADIO EPISODES – ALL

|    |                                       | <u>Total requests per episode</u> |
|----|---------------------------------------|-----------------------------------|
| 1  | Wake Up to Wogan 18/12/09             | 246,000                           |
| 2  | Radio 1's Chart Show Christmas        | 242,000                           |
| 3  | Ken Bruce 18/12/09                    | 98,000                            |
| 4  | Radio 1's Chart Show 13/12/09         | 87,000                            |
| 5  | I'm Sorry I Haven't A Clue S52 Ep 4   | 84,000                            |
| 6  | Test Match Special 18/12/09           | 82,000                            |
| 7  | I'm Sorry I Haven't A Clue S52 Ep 5   | 80,000                            |
| 8  | BBC Switch Christmas Special 20/12/09 | 78,000                            |
| 9  | Test Match Special 16/12/09           | 77,000                            |
| 10 | 5live Liverpool v Arsenal 13/12/09    | 72,000                            |
| 11 | I'm Sorry I Haven't A Clue S52 Ep 3   | 72,000                            |
| 12 | Test Match Special 17/12/09           | 70,000                            |
| 13 | The Chris Moyles Show w/Pink 11/12/09 | 66,000                            |
| 14 | 5live Man Utd v Aston Villa 12/12/09  | 65,000                            |
| 15 | I'm Sorry I Haven't A Clue S52 Ep 6   | 64,000                            |
| 16 | The Chris Moyles Show 18/12/09        | 63,000                            |
| 17 | Radio 1's Chart Show 06/12/09         | 63,000                            |
| 18 | Tinker, Tailor, Soldier, Spy Part 2   | 63,000                            |
| 19 | The Chris Moyles Show 16/12/09        | 60,000                            |
| 20 | Wake Up to Wogan 17/12/09             | 60,000                            |

## BBC iPLAYER TOP 20 RADIO EPISODES

### – MOST-REQUESTED EPISODE PER SERIES

|    |  | <u>Total requests per episode</u> |
|----|--|-----------------------------------|
| 1  | Wake Up to Wogan 18/12/09                | 246,000                           |
| 2  | Radio 1's Chart Show Christmas Edition   | 242,000                           |
| 3  | Ken Bruce 18/12/09                       | 98,000                            |
| 4  | I'm Sorry I Haven't A Clue S52 Ep 4      | 84,000                            |
| 5  | Test Match Special 18/12/09              | 82,000                            |
| 6  | BBC Switch Christmas Special 20/12/09    | 78,000                            |
| 7  | 5live Liverpool v Arsenal 13/12/09       | 72,000                            |
| 8  | The Chris Moyles Show with Pink 11/12/09 | 66,000                            |
| 9  | Tinker, Tailor, Soldier, Spy Part 2      | 63,000                            |
| 10 | The Now Show Series 29 Ep 2              | 59,000                            |
| 11 | Greg James 11/12/09                      | 53,000                            |
| 12 | Greatest Live Lounge Covers 21/12/09     | 52,000                            |
| 13 | Steve Wright in the Afternoon 11/12/09   | 42,000                            |
| 14 | 606 12/12/09                             | 39,000                            |
| 15 | Jeremy Vine 18/12/09                     | 38,000                            |
| 16 | Scott Mills 10/12/09                     | 38,000                            |
| 17 | The Archers 07/12/09                     | 37,000                            |
| 18 | Annie Mac 04/12/09                       | 36,000                            |
| 19 | Red Dwarf Infinity Ep 1                  | 33,000                            |
| 20 | Eddie Izzard - Dress to Kill Ep 1        | 32,000                            |

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

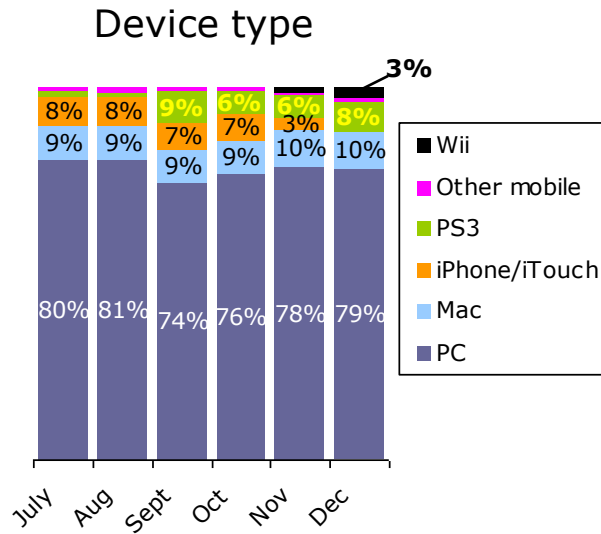
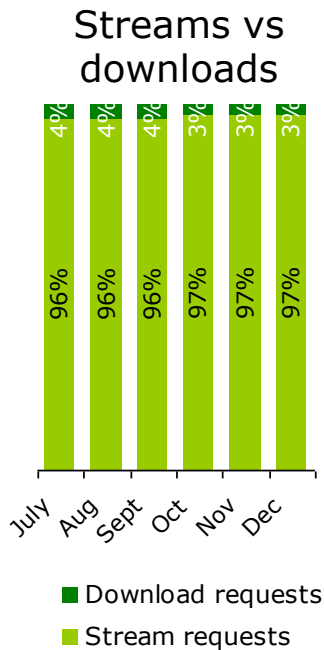
Please refer to slide 4 for guide footnotes



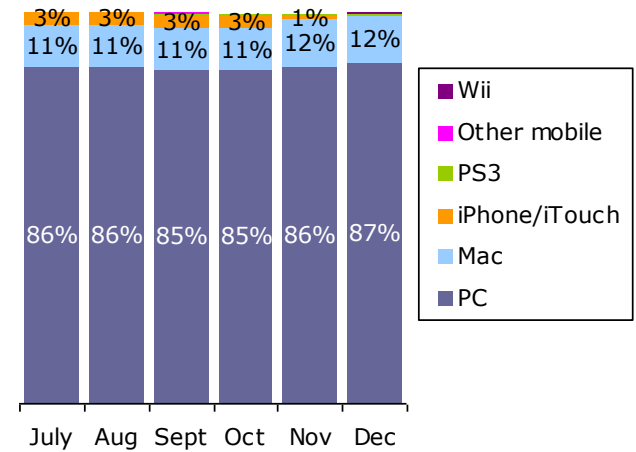
# Requests by platform type – December 2009

Requests from PC/Macs continued to dominate in December across both TV and radio programmes. However PlayStation®3 requests increased +2 points to make up 8% of all TV requests in December, and - in its first full month since the relaunch – requests via the Nintendo Wii contributed another 3%.

## TV Requests



## Radio requests (all streams)



NB: There are currently issues with measuring iPhone iPlayer data

Audio podcast requests are not included here since they are not available until after the publishing date for this pack.

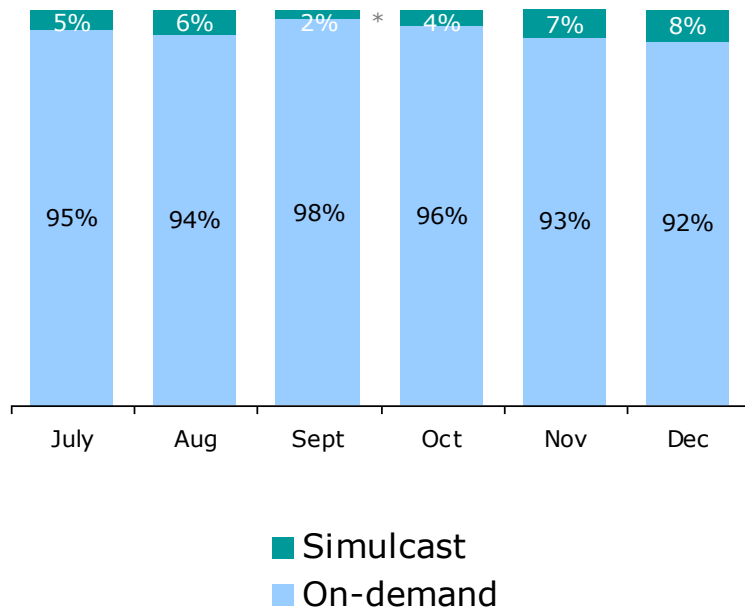
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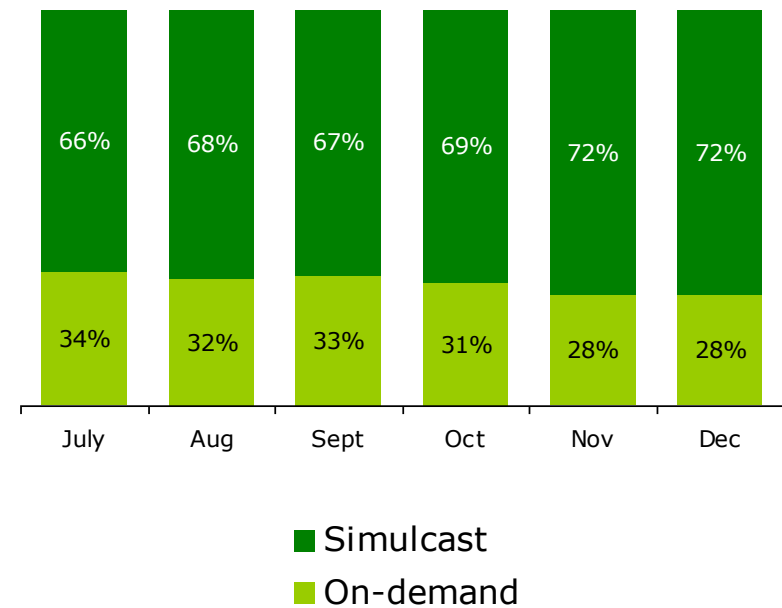
# Requests by on-demand catch-up vs live simulcast – Dec 09

On-demand (catch-up) requests for programmes continue to dominate TV viewing via BBC iPlayer, although viewing to online simulcast channels increased again this month by +1 point to 8%. For radio the proportions were stable.

## TV Requests



## Radio requests



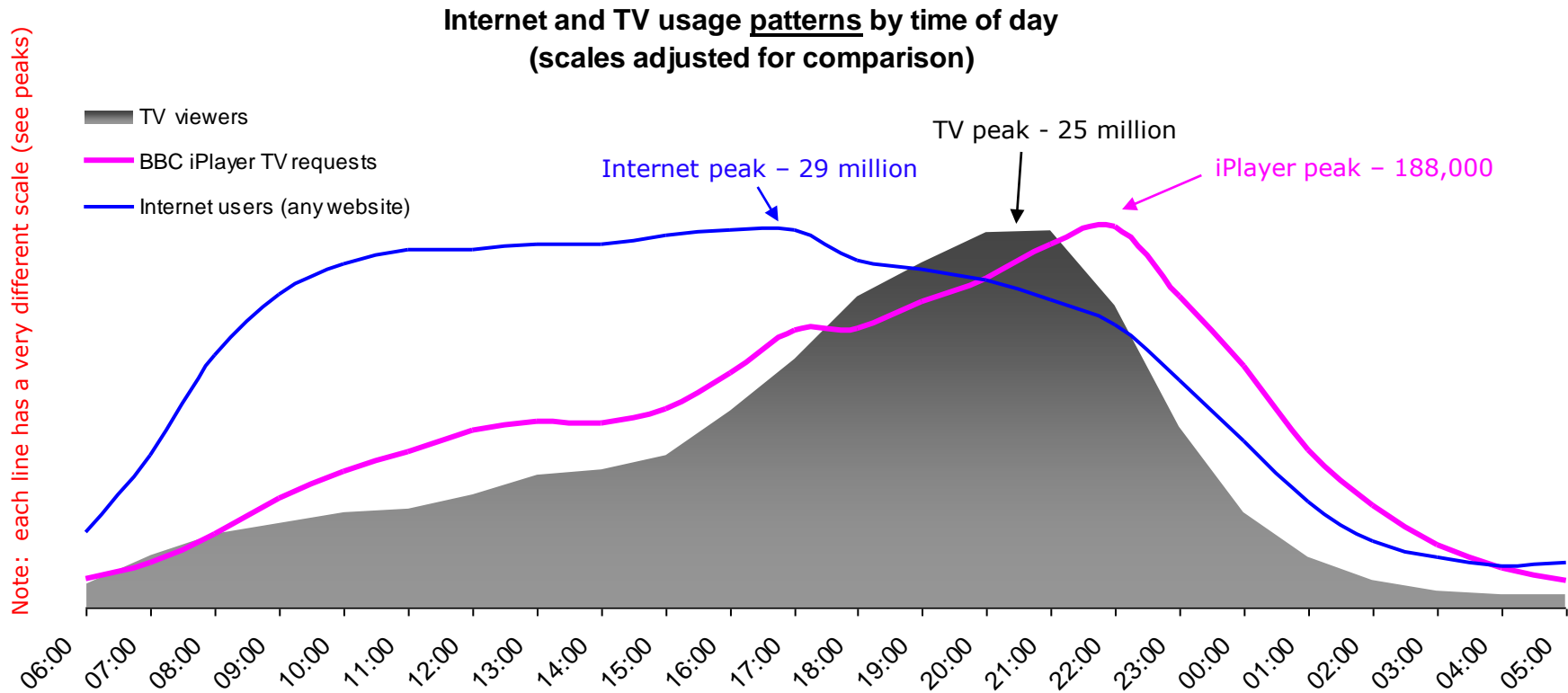
\* There were technical problems measuring some simulcast streams in September and October

Please refer to slide 4 for guide footnotes



# BBC iPlayer – use for TV by time of day, December 09

The scale for each line on this graph is different – 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 far closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak.



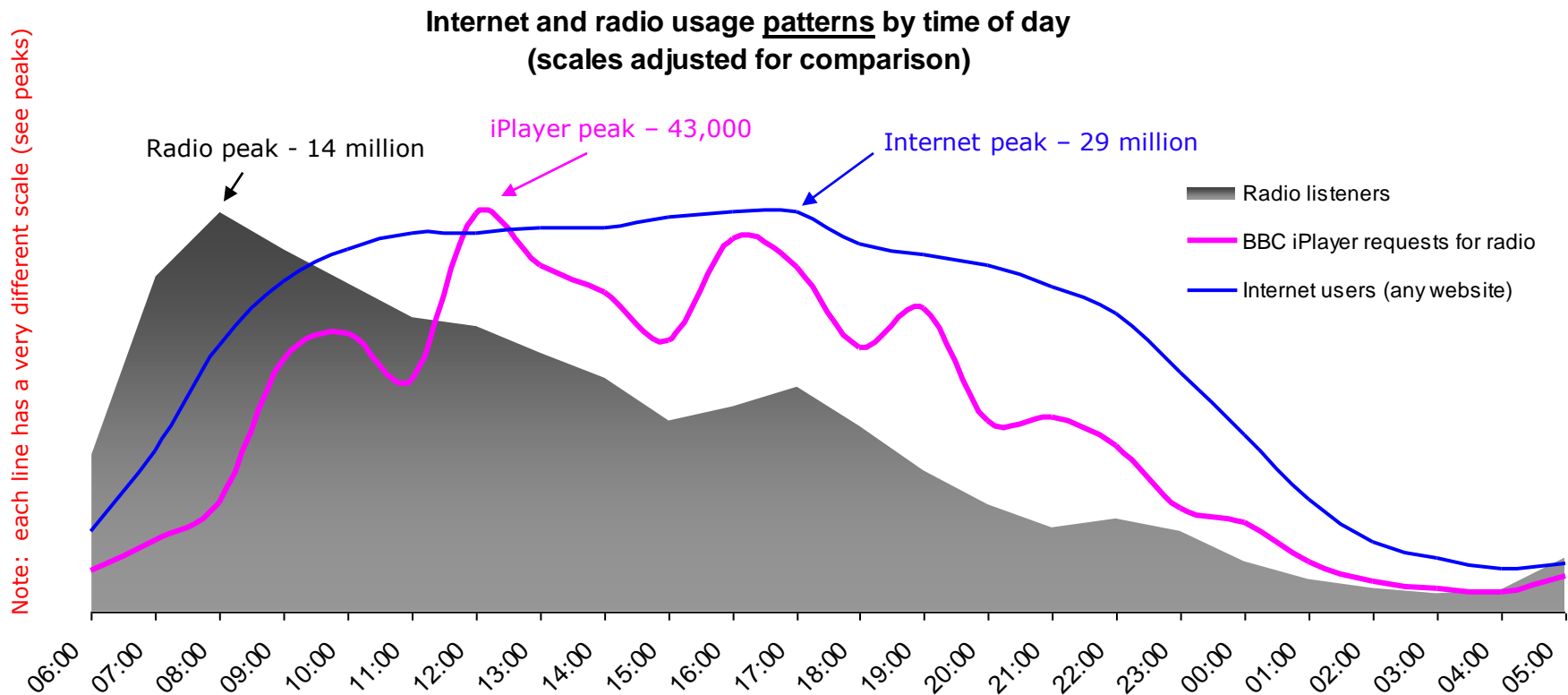
Sources– TV (aged 4+) from BARB Dec 09, internet (aged 2+) from Nielsen Dec 09, iPlayer Dec 09 iStats

See footnotes on slide 17 for more detail



# BBC iPlayer – use for radio by time of day, December 09

The scale for each line on this graph is different – 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 (aged 16+) from RAJAR Q3 09, internet (aged 2+) from Nielsen Dec 09, iPlayer Dec 09 BBC iStats

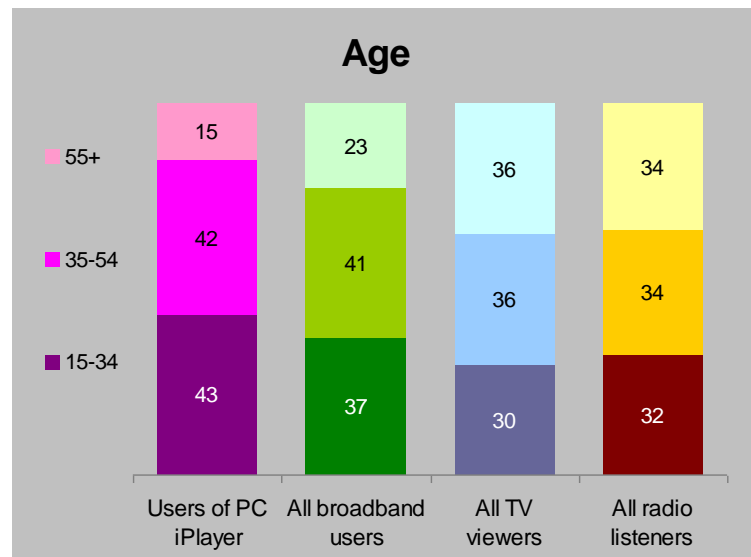
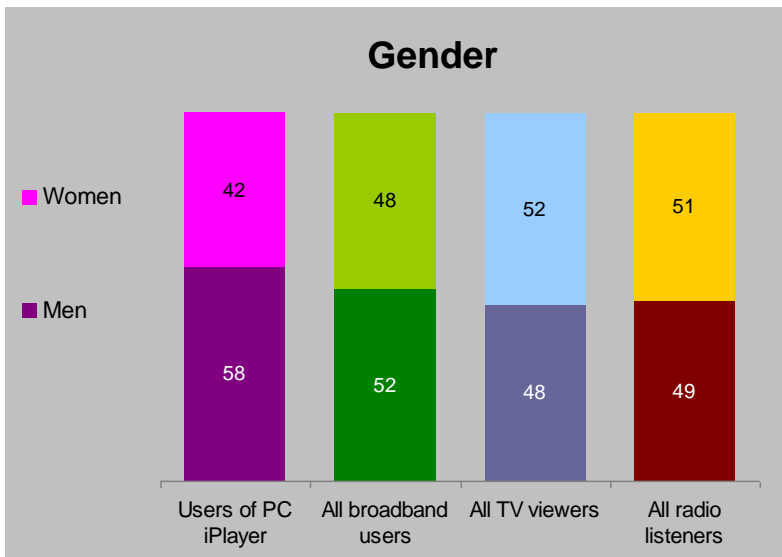
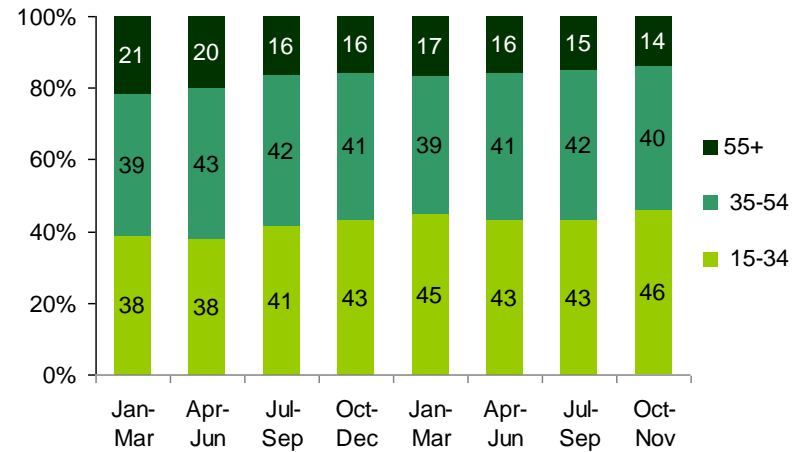
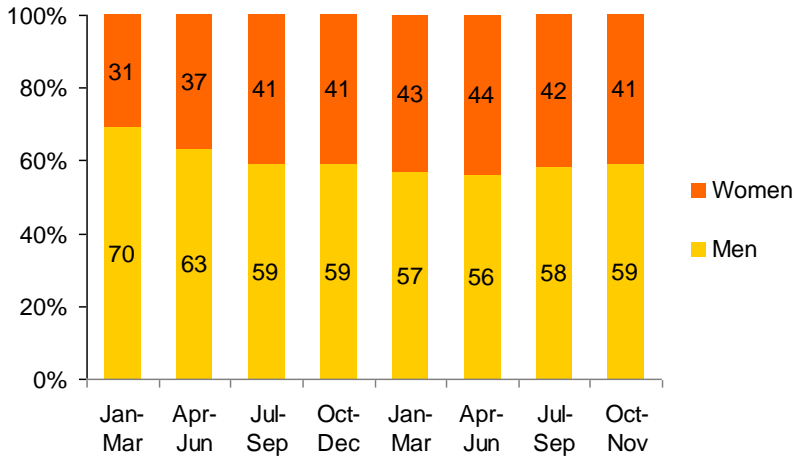
See footnotes on slide 17 for more detail





# BBC iPlayer use by demographic

Use of the BBC iPlayer is measured on a BBC monthly survey of 700 UK adults. The demographic profile of iPlayer is slowly evening out in gender terms, but remaining strongly under-55.



# 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 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 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 14-15

**TV data** – BARB average audience, live overnights, by hour, 01-31 Dec 09, all individuals aged 4+, Total TV

**Radio data** - RAJAR average audience, Q3 09, by hour, all adults 16+, all radio stations

**iPlayer** - average requests over 01-31 December 09, by hour, all programmes, stream & downloading, live & on-demand, UK only

**Nielsen** – December 09, user numbers (aged 2+ based on internet population estimate of 39 million individuals)

