

Monthly Performance Pack January 2011

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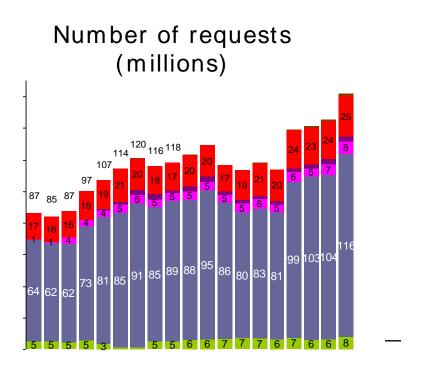


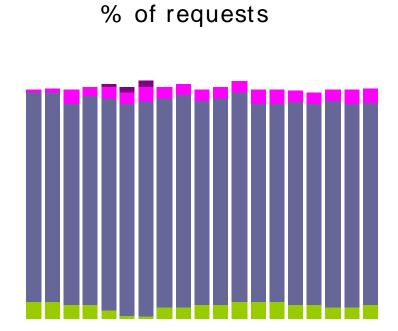
Total monthly BBC iPlayer requests across platforms Includes Virgin Media

across all platforms in January 2011. This was driven by an all-time-high figures for all platforms including online TV and Radio requests as well as Virgin Media.

Requests for programmes by device type Includes Virgin Media

January 2011 saw increases in BBC iPlayer requests on all major devices, all to the highest recorded figures to date.





Virgin Media data arrives later than online stats, therefore
, available via computer / mobile / games consoles.



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 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

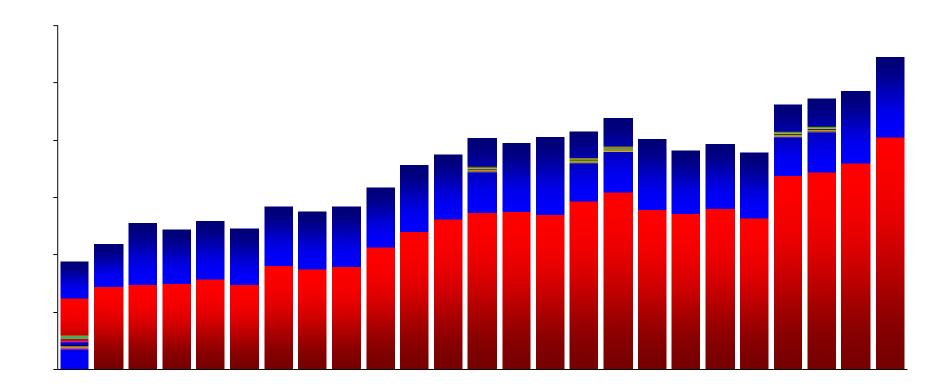
Unless specified otherwise, figures include requests for both



Monthly BBC iPlayer online requests

produced yet another new a record of iPlayer, boosted by new all-time high figures of radio content requests.

requests to online BBC TV content requests, and

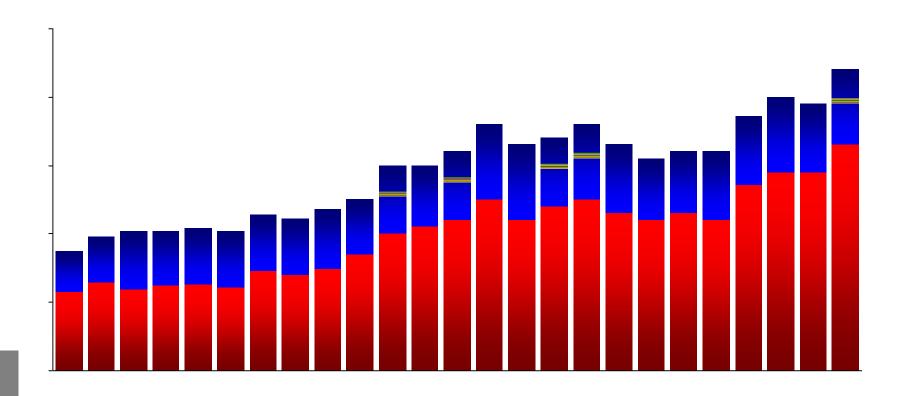




Average daily BBC iPlayer requests

requests per day

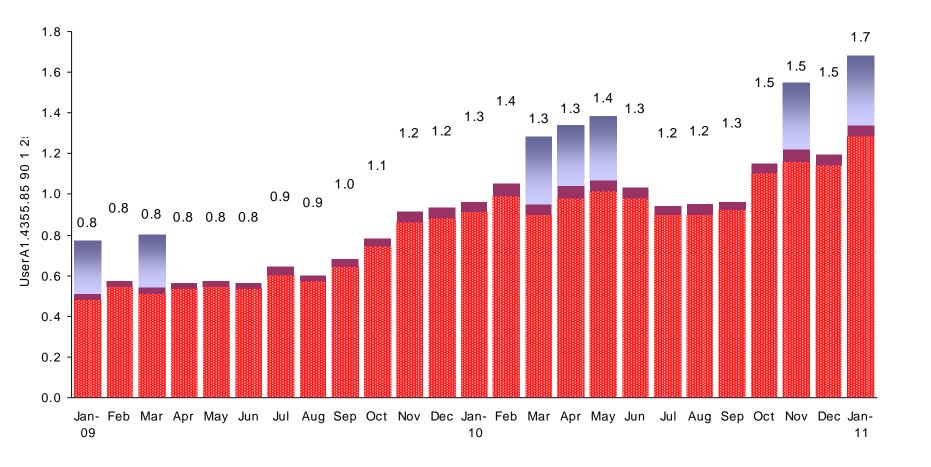
on average 1.1 million per day for radio programmes and 3.3 million for TV programmes.





Average daily BBC iPlayer users

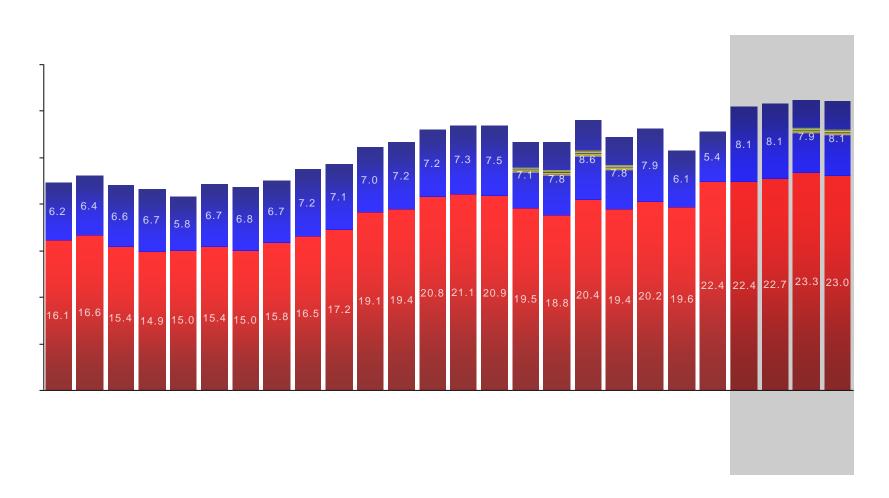
January 2011 also saw a record average of with just under 1.3m for TV content, 0.34m for radio content and 0.06m using both.





Weekly BBC iPlayer requests - latest 6 months

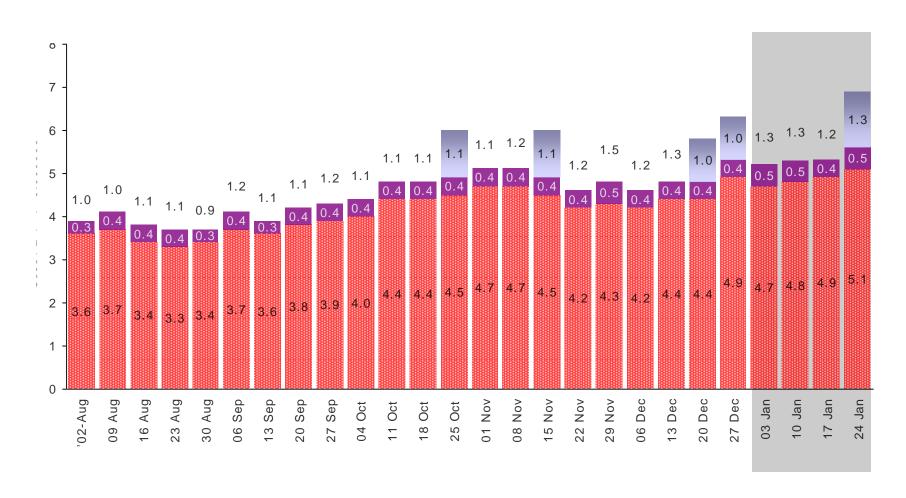
Weekly requests to BBC iPlayer saw a new highest week in week commencing 17th January 2011, at 31.2m. This week also saw a record high of 23.3m TV requests.





Weekly BBC iPlayer users latest 6 months

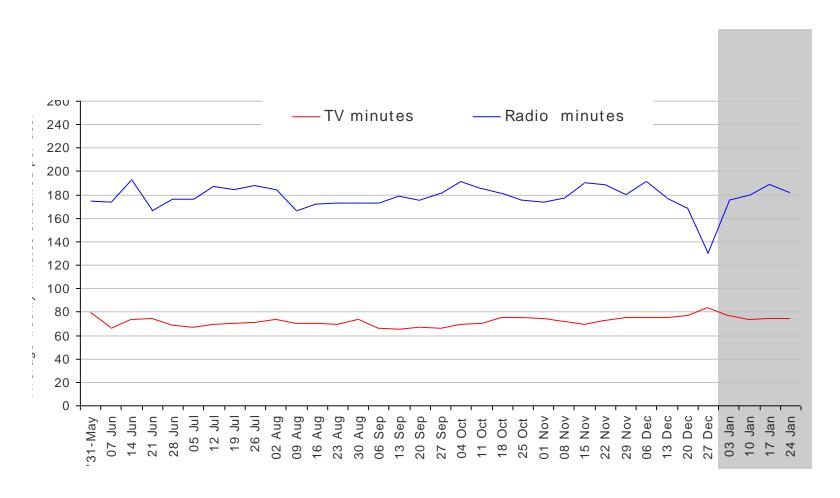
Weekly user numbers in January 2011 were high all through the month, peaking in the last week of the month at 6.8m.





Requests and average minutes per user per week

On a weekly basis in January 2011, 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.





Requests by on-demand catch-up vs live simulcast

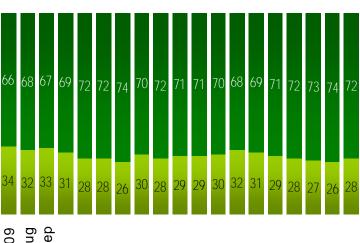
Live TV viewing via BBC iPlayer decreased slightly in January 2011 to make up 12% of all requests, and live radio listening also saw a fall in share, down to 72%.

TV Requests



Simulcast On-demand

Radio requests

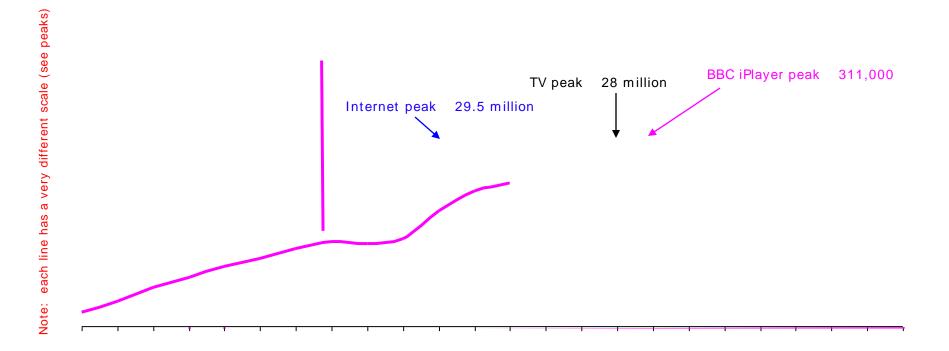


Jul 09 Aug Sep



BBC iPlayer use for TV by time of day, January 2011

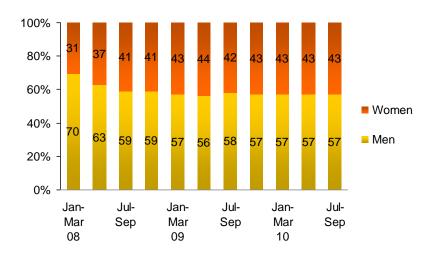
The scale for each line on this graph is different—traditional TV viewing is far higher than BBC iPlayer use. However it shows the by time of day—with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak.

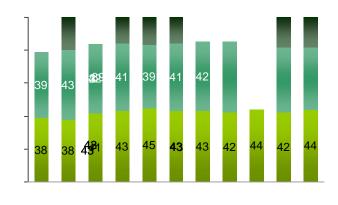


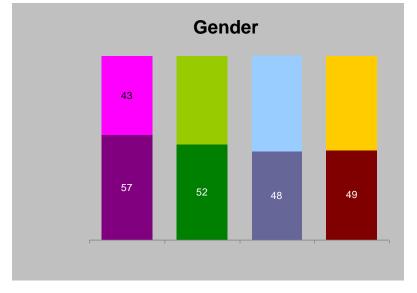


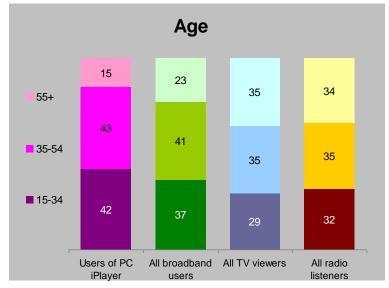
BBC iPlayer use by demographic

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.











Glossary

click to play instantly

save to your computer to play later

We cannot report on playback of downloads due to technical and data privacy restrictions

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-websites.

number of successful requests to stream or download a programme

if the user does not see an immediate reaction on the website.

