



Monthly Performance Pack November 2010

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Monthly summary – November 2010

- In total BBC iPlayer received [redacted] for TV and radio programmes in November, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a month-on-month increase of 1%, with requests up 32% year-on-year, setting another new monthly record for the service.
- Continuing autumn titles contributed to another record-breaking month for TV requests, with three episodes of *The Apprentice* topping the list. Comedy continued to perform well, in particular [redacted] and *The Trip*, while *Merlin*, *Spooks* and *Lip Service* contributed to a strong month for drama.
- *The Unbelievable Truth* was the most requested radio programme, with *The News Quiz* and *The Chris Moyles Show* also popular. It was also a strong month for sport coverage on 5 Live with the football *Premier League*, and the *Haye v Harrison* boxing match.
- Live TV viewing via the BBC iPlayer increased in November to make up 13% of all requests, boosted by *Children In Need* and sport coverage. Live radio also grew slightly.

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.

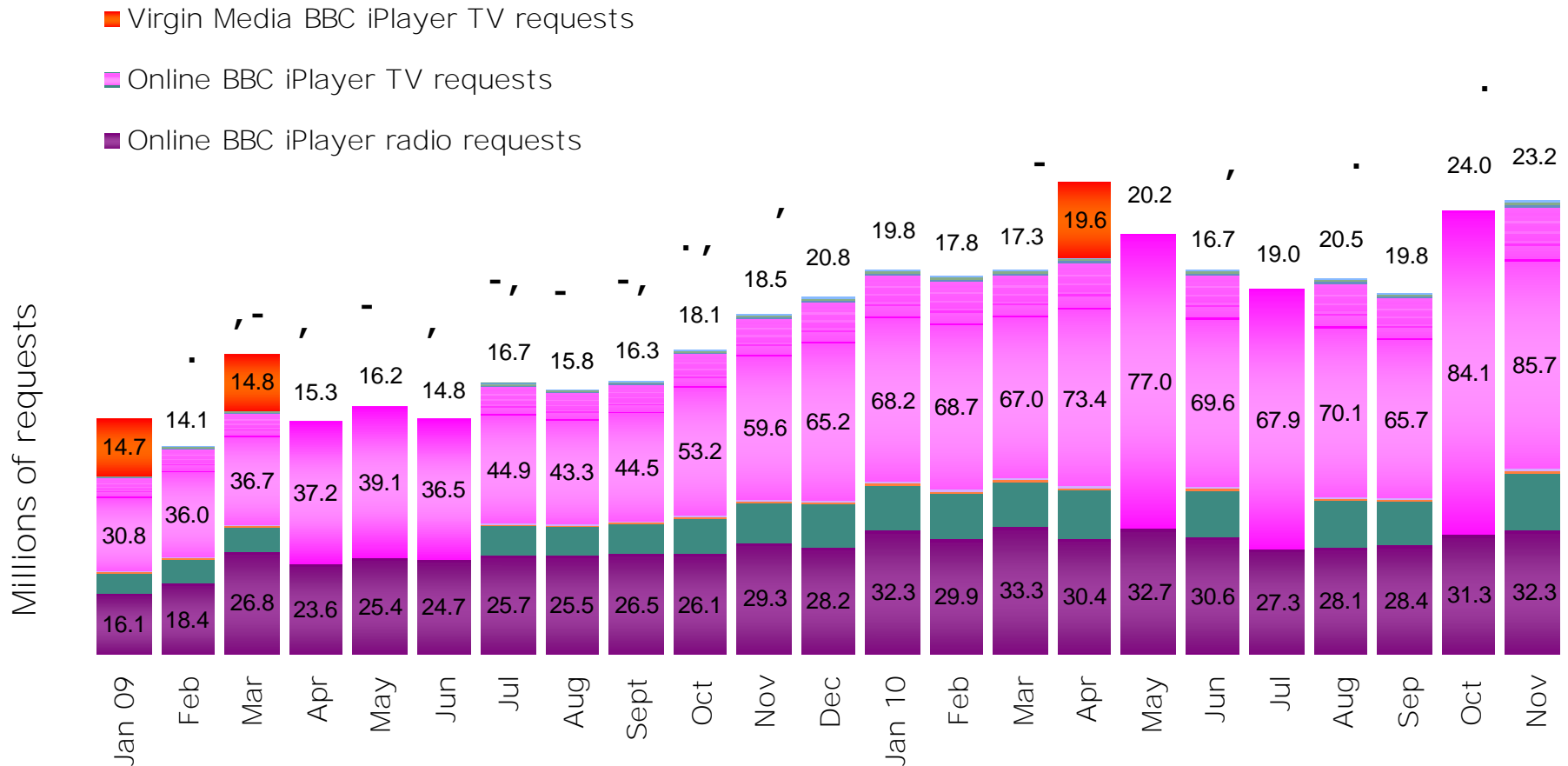
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Total monthly BBC iPlayer requests across platforms

Includes Virgin Media

The BBC iPlayer broke last month's record with a new high of 23.2 million requests for programmes across all platforms in November, driven by an all-time-high figure for TV requests on online platforms.



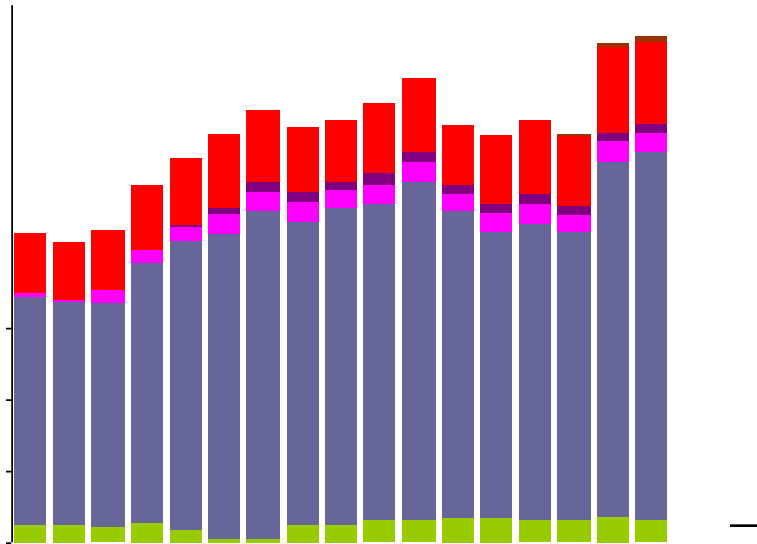
Please refer to slide 6 for guide footnotes. There were measurement problems on 10-11 June which resulted in overcounting on these days.



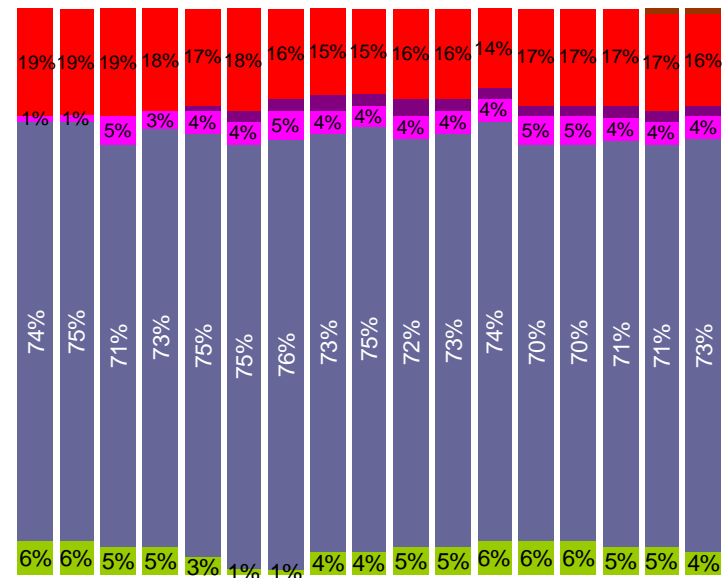
Requests for programmes by device type Includes Virgin Media

November saw increases in BBC iPlayer requests on computers to a record 103m.

Number of requests (millions)



% of requests



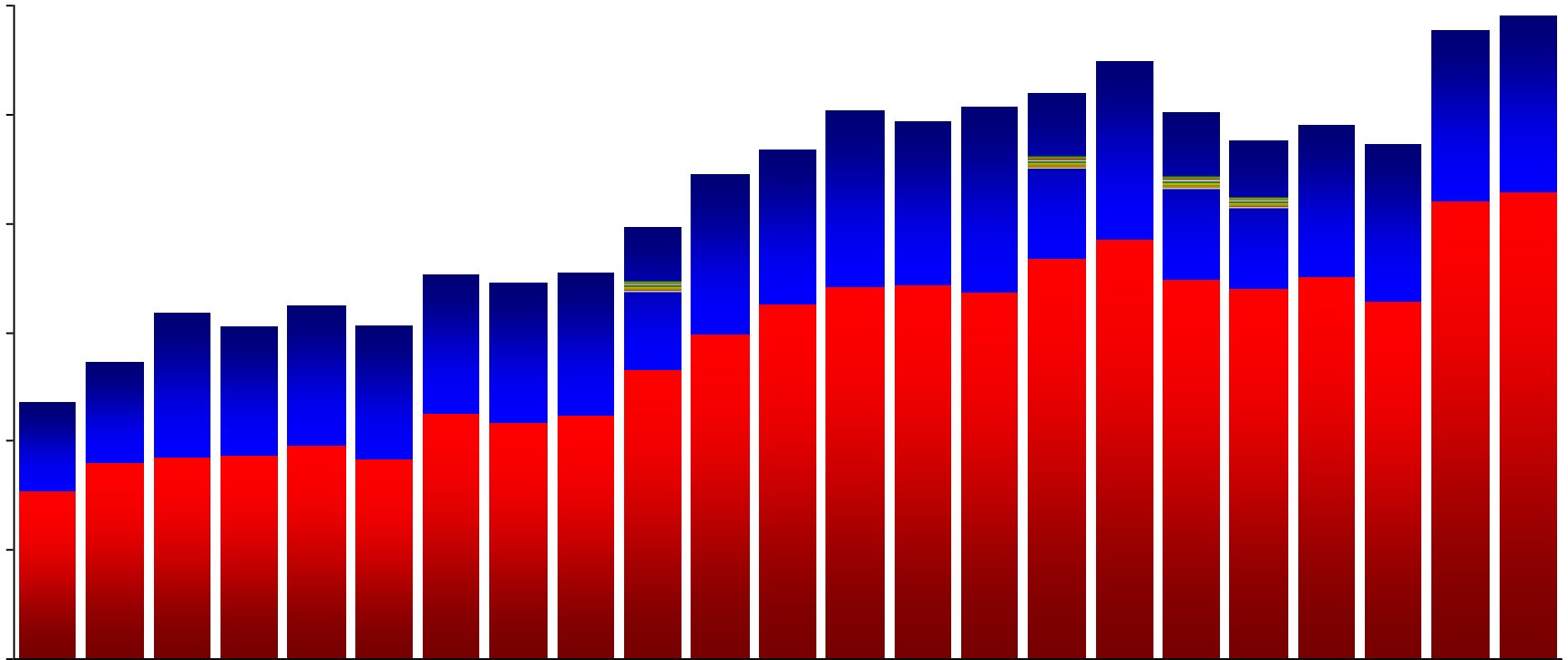
Virgin Media data arrives later than online stats, therefore **778 E**, available via computer / mobile / games consoles.

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.

Monthly BBC iPlayer online requests

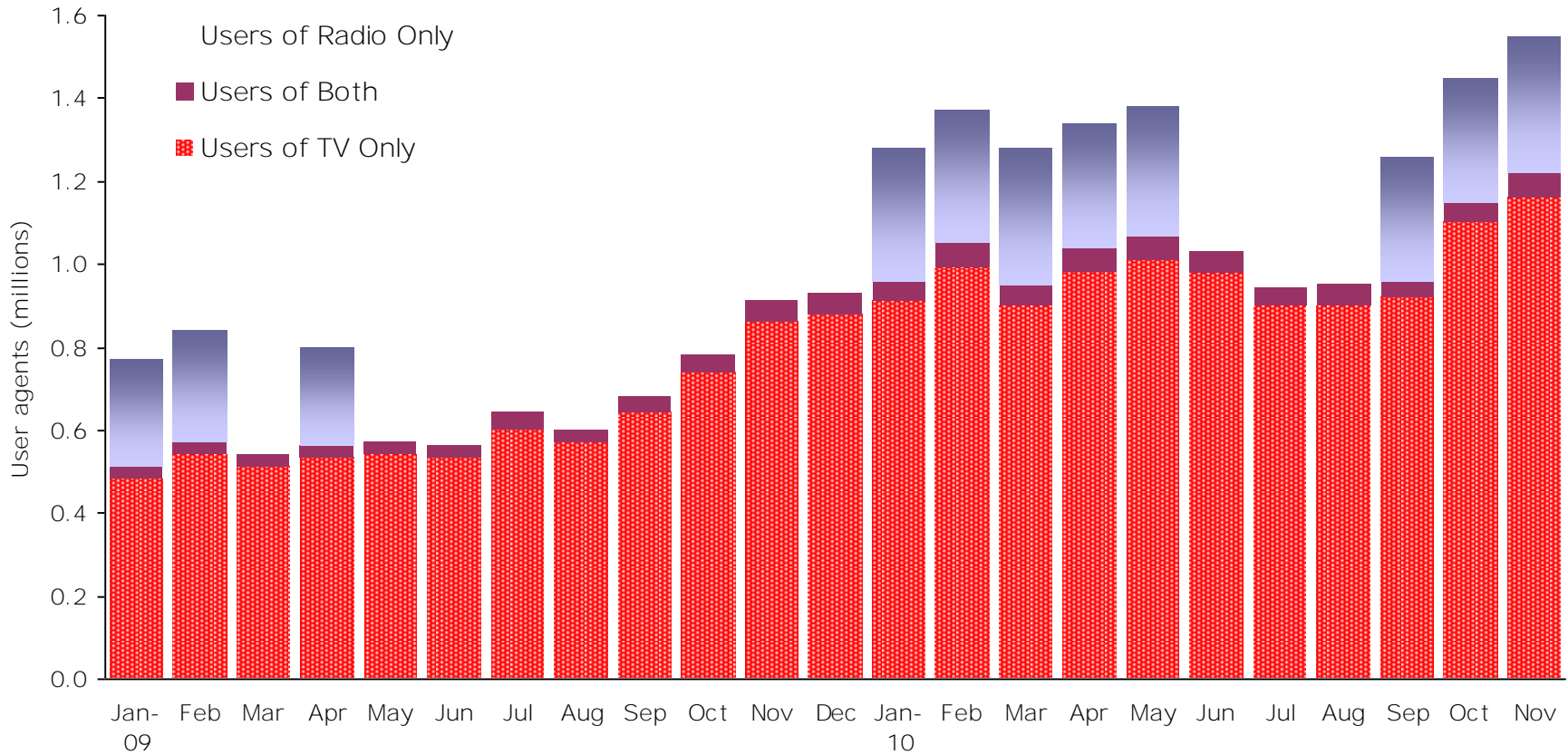
There were a record - requests to the online BBC iPlayer in November, boosted by a new benchmark of - TV programme requests, while requests for radio programmes also increased month-on-month to .



Average daily BBC iPlayer users

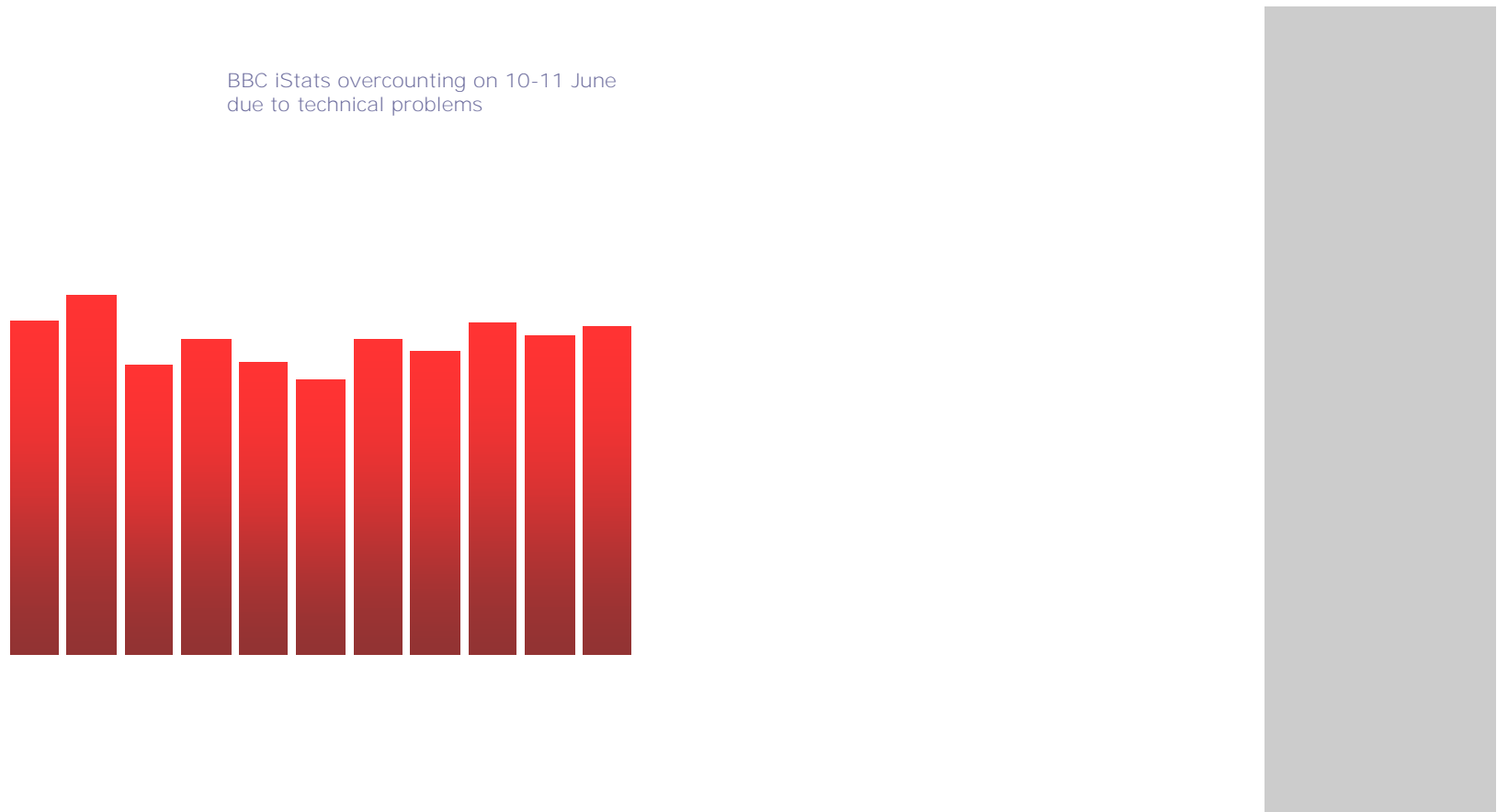
November saw an average of 0.33m for radio programmes and 0.06m using both.

with 1.2m for TV programmes,



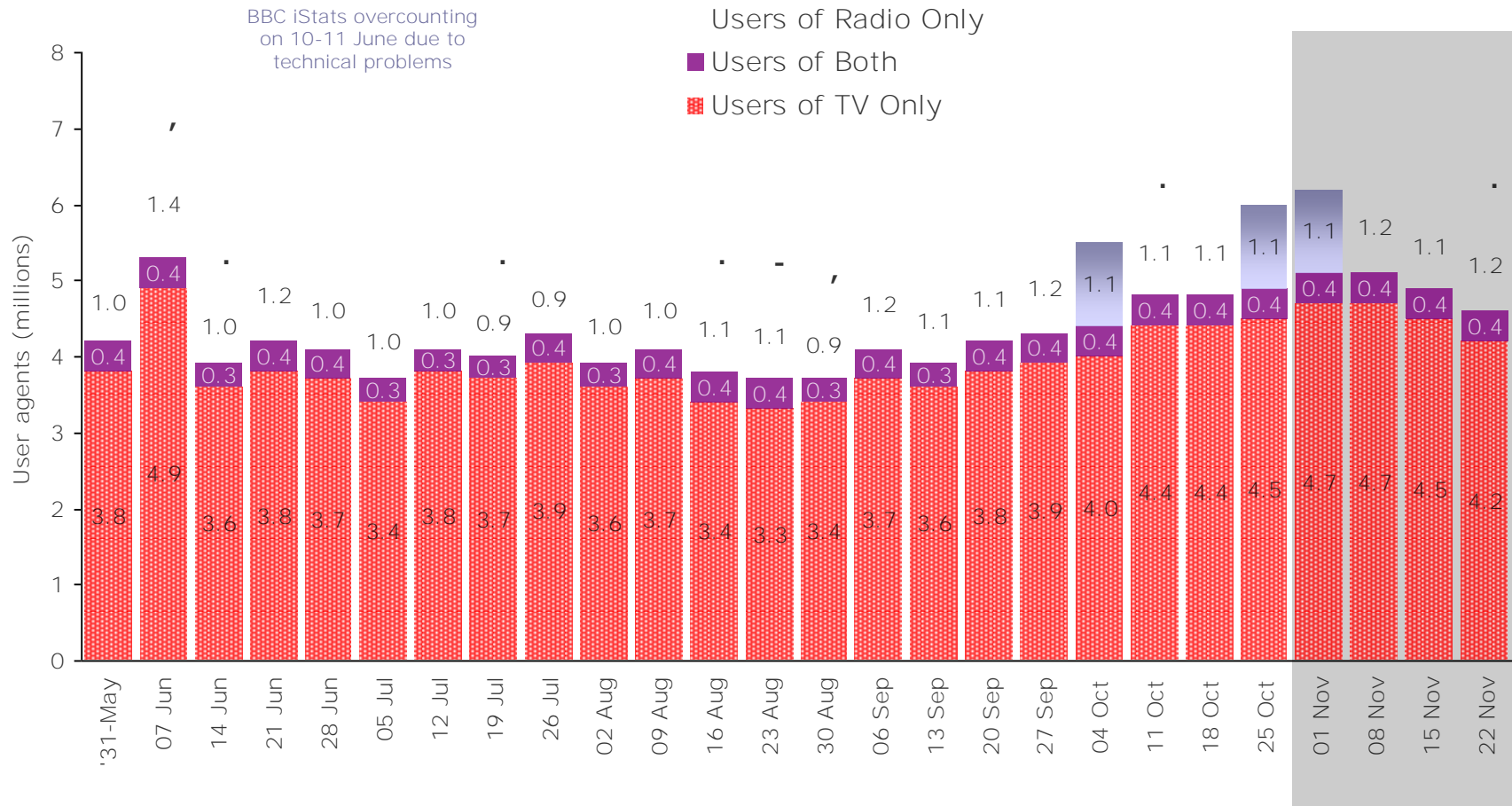
Weekly BBC iPlayer requests - latest 6 months

Weekly requests to BBC iPlayer were slightly higher in the first half of November.



Weekly BBC iPlayer users - latest 6 months

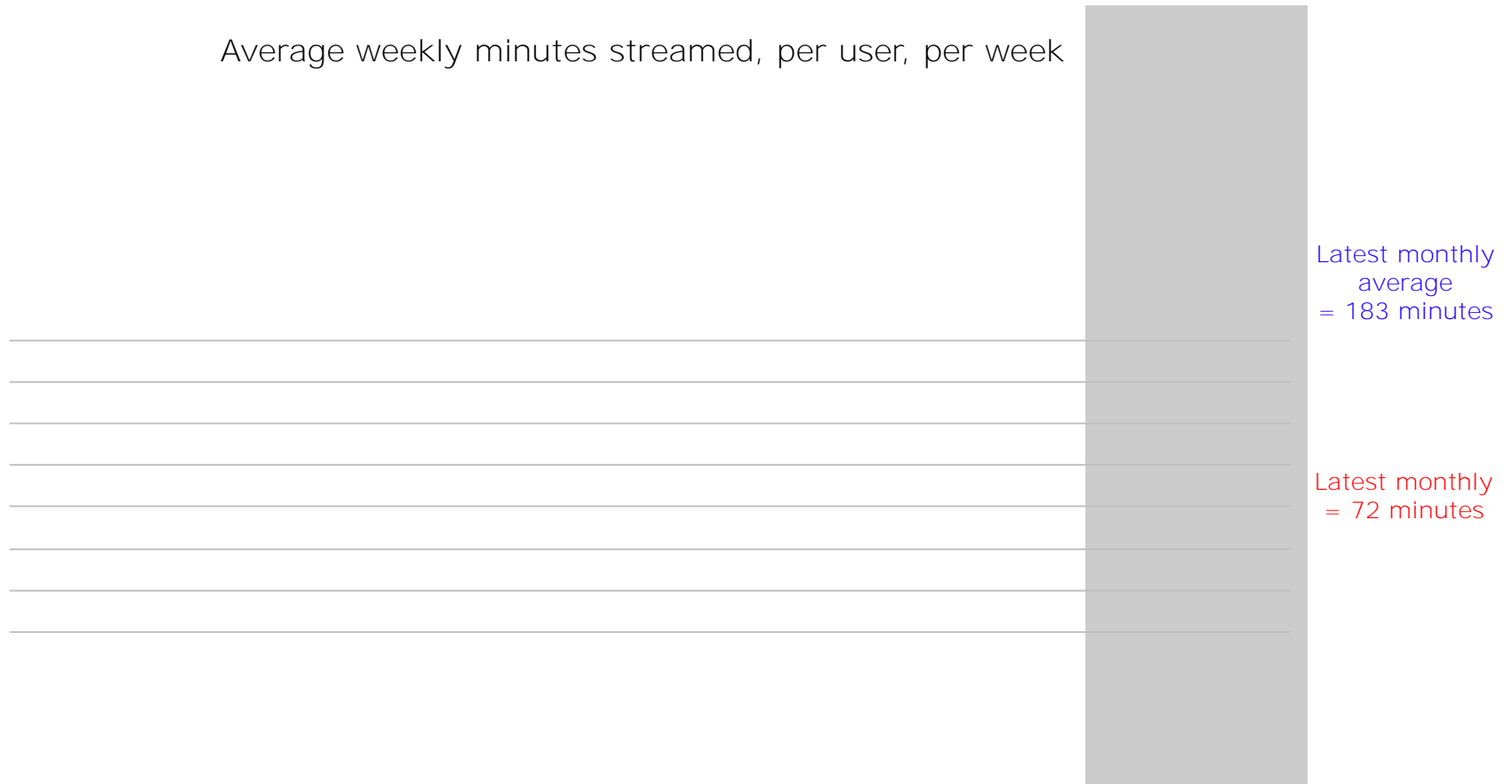
As seen with weekly requests, weekly user numbers in November were marginally lower towards the end of the month.



Requests and average minutes per user per week

On a weekly basis, each user of TV on BBC iPlayer is requesting just over 4 programmes, and streaming over an hour of content. Each weekly user of radio is requesting just under 5 programmes, and is streaming around three hours of radio content.

Average weekly minutes streamed, per user, per week



BBC iPlayer - top 20 radio episodes, November 2010

The Unbelievable Truth was the most requested radio episode

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|------------------------------|---|------------------|--------------|------------------------------|---|------------------|--|
| | | | | - BD I | I 9 | E D9 E | |
| <u>Total requests per Ep</u> | | | | <u>Total requests per Ep</u> | | | |
| 1 | The Unbelievable Truth Series 6 Episode 6 | 95,000 | | 1 | The Unbelievable Truth Series 6 Episode 6 | 95,000 | |
| 2 | The News Quiz Series 72 Episode 8 | 93,000 | | 2 | The News Quiz Series 72 Episode 8 | 93,000 | |
| 3 | 5 live Prem Lgue L'pool v Chel 07/11/10 | 83,000 | | 3 | 5 live Prem Lgue L'pool v Chel 07/11/10 | 83,000 | |
| 4 | The News Quiz Series 72 Episode 7 | 82,000 | | 4 | The Chris Moyles Show 08/11/10 | 70,000 | |
| 5 | 5 live Sport Premier League 2010-11 10/11/10 | 81,000 | | 5 | The Now Show Series 31 Episode 1 | 67,000 | |
| 6 | The Chris Moyles Show 08/11/10 | 70,000 | | 6 | Fearne Cotton Take That Live Lounge 22/11/10 | 63,000 | |
| 7 | The Now Show Series 31 Episode 1 | 67,000 | | 7 | The Official Chart with Reggie Yates 14/11/10 | 61,000 | |
| 8 | Fearne Cotton Take That Live Lounge 22/11/10 | 63,000 | | 8 | Just a Minute Series 58 Episode 1 | 59,000 | |
| 9 | The Chris Moyles Show 12/11/10 | 62,000 | | 9 | Annie Mac 05/11/10 | 54,000 | |
| 10 | The Official Chart with Reggie Yates 14/11/10 | 61,000 | | 10 | 5 live Champ Lgue Tott v Int Mil 02/11/10 | 50,000 | |
| 11 | The Chris Moyles Show 17/11/10 | 61,000 | | 11 | Greg James 05/11/10 | 48,000 | |
| 12 | Just a Minute Series 58 Episode 1 | 59,000 | | 12 | Ken Bruce 11/11/10 | 47,000 | |
| 13 | The Chris Moyles Show 19/11/10 | 59,000 | | 13 | Jeremy Vine 09/11/10 | 43,000 | |
| 14 | The Official Chart with Reggie Yates 21/11/10 | 58,000 | | 14 | Steve Wright in the Afternoon 09/11/10 | 42,000 | |
| 15 | The Chris Moyles Show 23/11/10 | 58,000 | | 15 | Scott Mills 22/11/10 | 37,000 | |
| 16 | Just a Minute Series 58 Episode 2 | 58,000 | | 16 | Stephen Nolan Including Boxing: 13/11/10 | 37,000 | |
| 17 | The Chris Moyles Show Portsmouth 01/11/2010 | 57,000 | | 17 | Desert Island Discs Alice Cooper 21/11/10 | 37,000 | |
| 18 | The Official Chart with Reggie Yates 07/11/10 | 56,000 | | 18 | The Archers 08/11/10 | 36,000 | |
| 19 | The Chris Moyles Show Newport 02/11/2010 | 55,000 | | 19 | Zane Lowe Masterpieces 2010 Jay-Z | 36,000 | |
| 20 | 5 live Prem Lgue 2010-11 Asnl v Tott 20/11/10 | 55,000 | | 20 | The Chris Evans Breakfast Show 17/11/10 | 35,000 | |

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

Requests by on-demand catch-up vs live simulcast

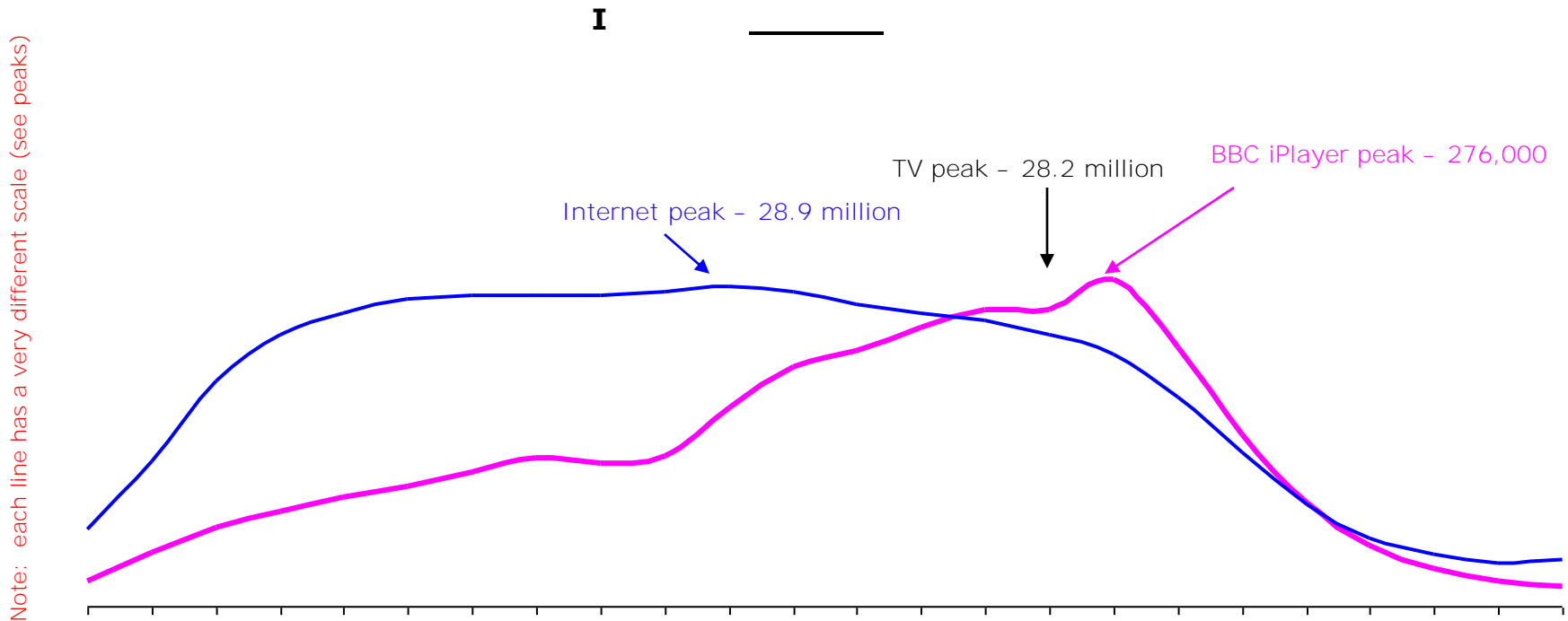
Live TV viewing via the BBC iPlayer increased +2 points in November to make up 13% of all requests, boosted by *Children In Need* which delivered 2% of all live stream requests. Sport coverage also contributed to the growth, as it did also to live radio listening, which itself increased to 73%. (Increases were seen in absolute terms as well as percentages.)

TV Requests

Radio requests

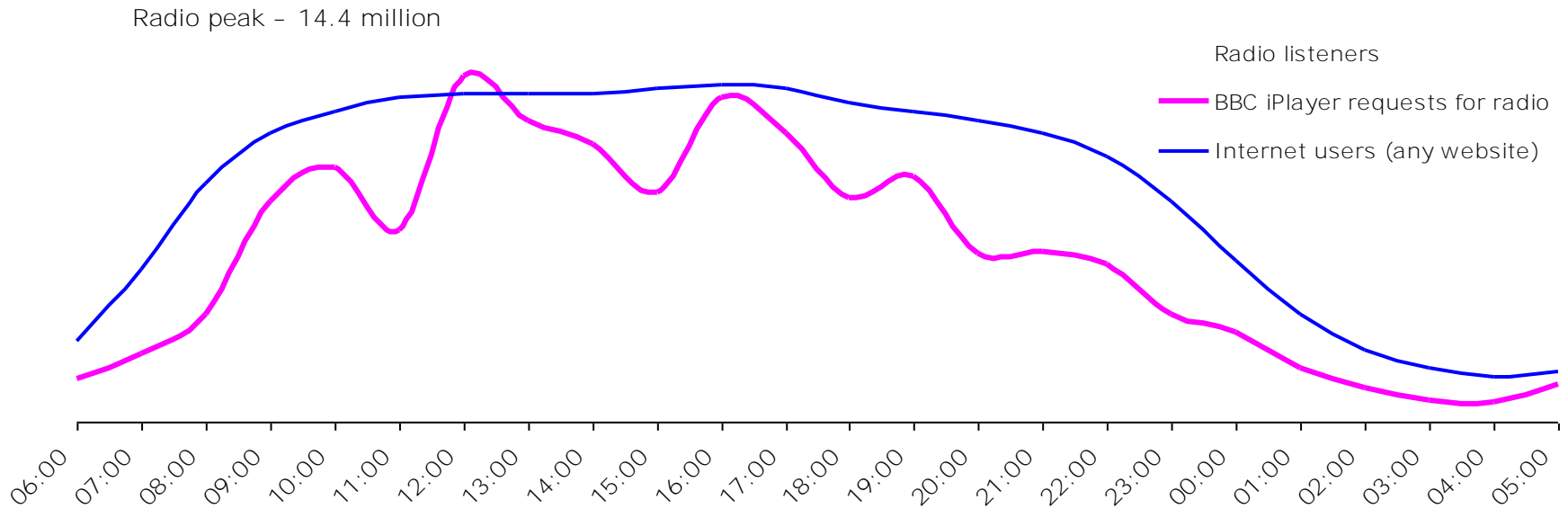
BBC iPlayer - use for TV by time of day, November 2010

The scale for each line on this graph is different - traditional TV viewing is far higher than BBC iPlayer use. However it shows the pattern of TV viewing 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.



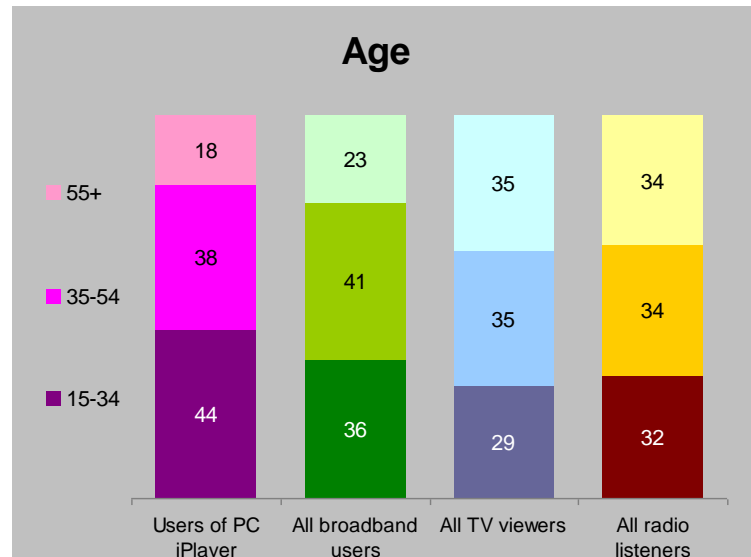
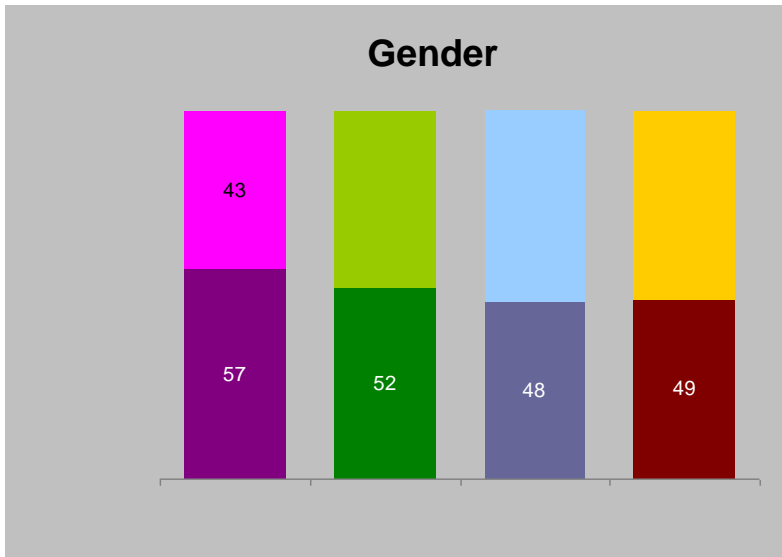
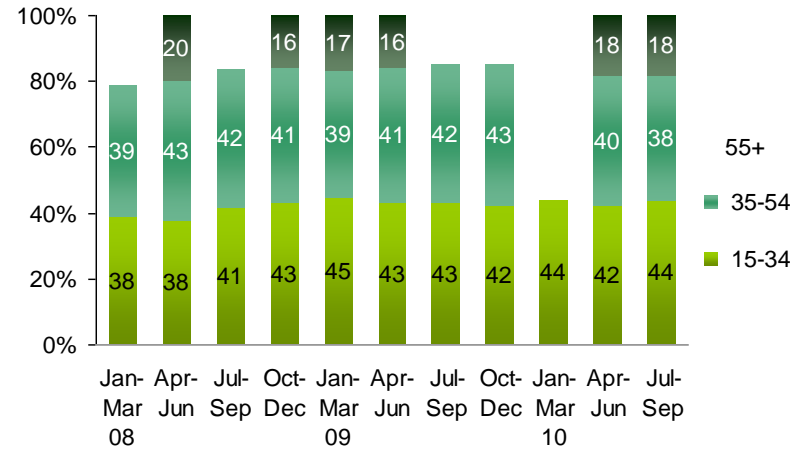
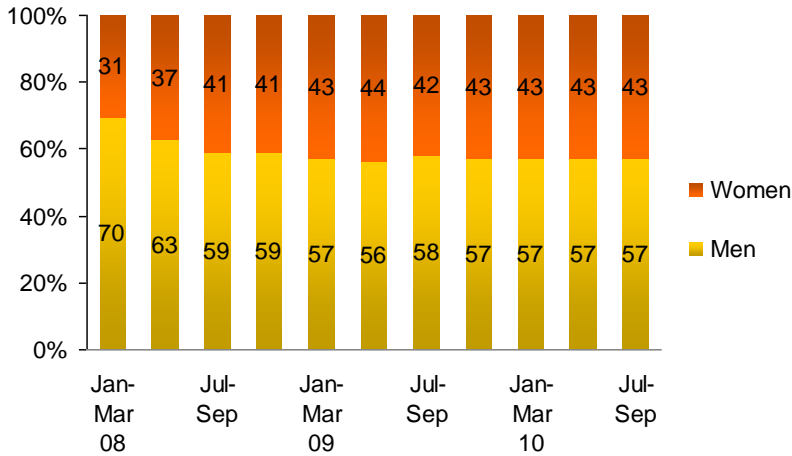
Sources TV from BARB November 2010, internet from Nielsen October 2010, BBC iPlayer from BBC iStats November 2010 - see footnotes on final page for more detail

BBC iPlayer - use for radio by time of day, November 2010



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

- click to play instantly

9 - 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-standard way of counting "users" or "visitors" to websites.

- 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.

8 - programmes requested after they have gone out on "normal" TV/radio channels and are available on BBC iPlayer

A - 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

I - BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV
- RAJAR average audience, by hour, all adults 16+, all radio stations

778 E - average requests, by hour, all programmes, stream & downloading, live and on-demand,
UK only

C - user numbers, aged 2+ based on internet population estimate of 38 million individuals