



Monthly Performance Pack

July 2010

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Monthly summary July 2010

In total the BBC iPlayer received 114 million requests for programmes across all platforms in July 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. Requests still remain significantly higher than July 2009 with 68 million requests for TV programmes and 27 million were for radio programmes, whilst requests on Virgin Media were up to 19 million.

BBC most-requested TV title for July was Top Gear, with some episodes attracting over 1 million requests each. New BBC one drama titles also performed well, as did comedy, as usual and the start of the BBC Three Adult Season.

Live TV viewing via the BBC iPlayer fell back to relatively normal levels in July as the World Cup came to a close.

Consistent with previous months:

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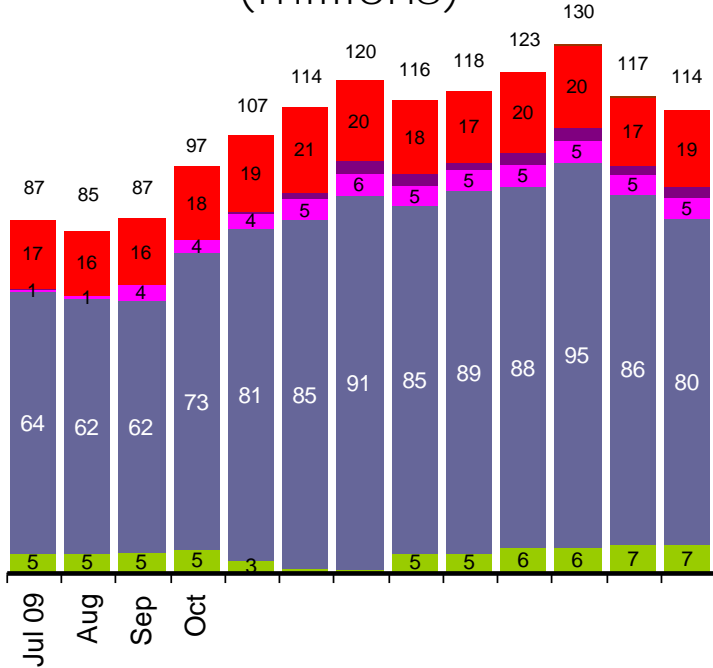
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Requests for programmes by device type

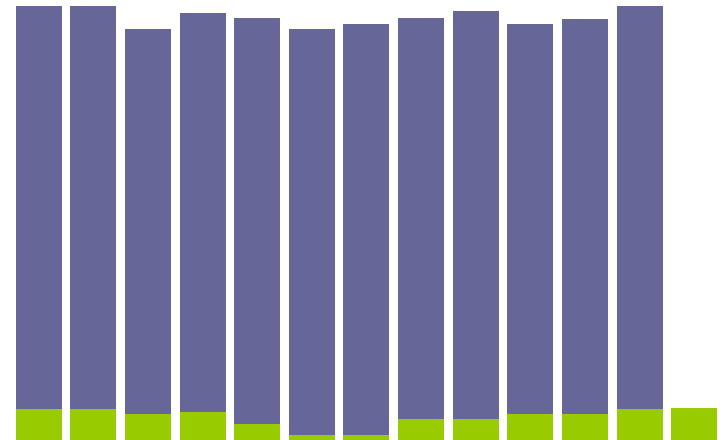
Includes Virgin Media

In July, the number of BBC iPlayer requests for programmes by platform/device grew on Virgin Media; the remainder of delivery types remained stable or saw decreases.

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 02 Feb, and Wii stats missing over 22-31 March, due to technical problems
Please refer to slide 6 for guide footnotes.

C

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

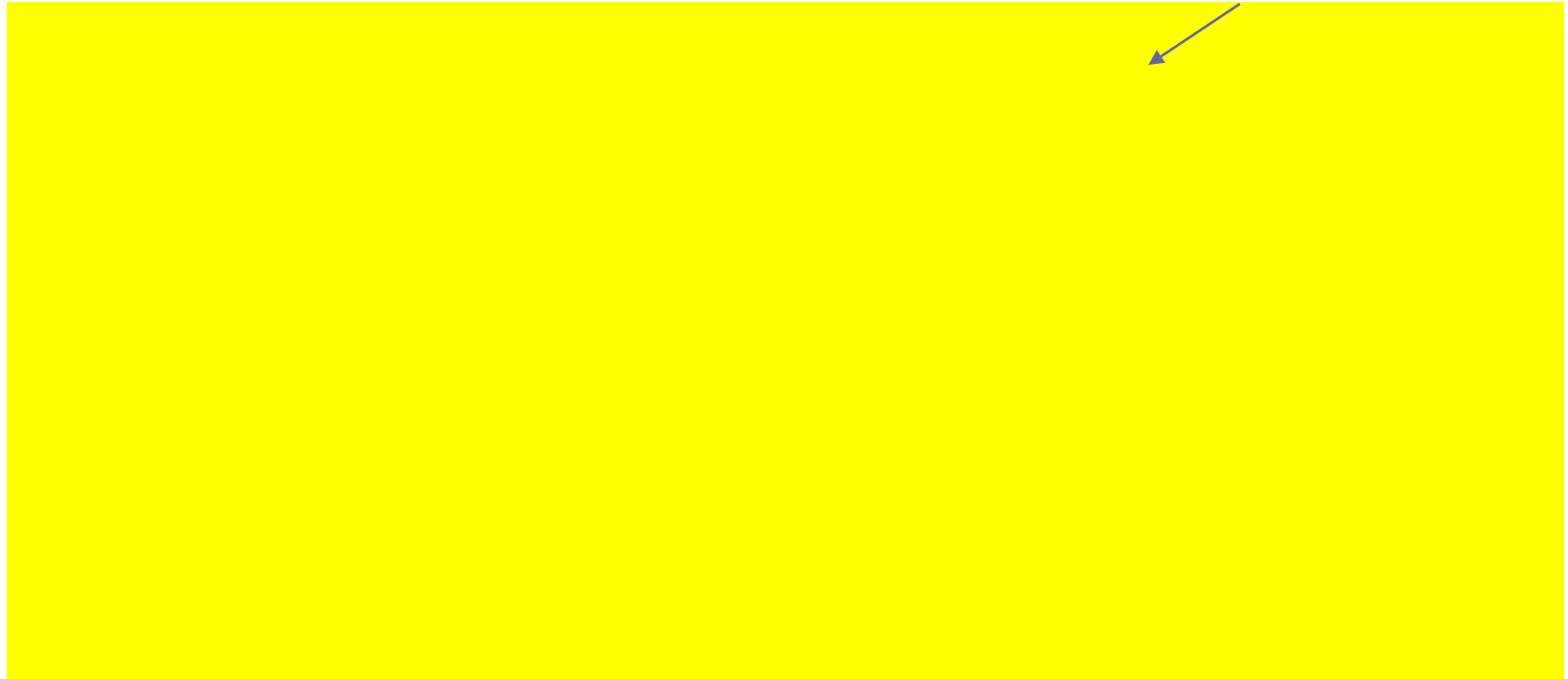
There were a total of . requests to the online BBC iPlayer in July 2010; , . for TV programmes, and , for Radio content.



Weekly BBC iPlayer requests - latest 6 months

Weekly requests to BBC iPlayer in July started at 20 million requests but increased as the month continued, to receive 23 million requests by the last week. Radio requests remained relatively stable throughout July while TV requests fluctuated.

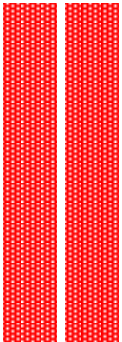
BBC iStats overcounting
on 10-11 June due to
technical problems



Weekly BBC iPlayer users latest 6 months

A similar pattern is shown for users as is seen in requests for July. Radio users and users of both TV & Radio remain stable with a noticeable low in TV users at the start of the month.

BBC iStats overcounting
on 10-11 June due to

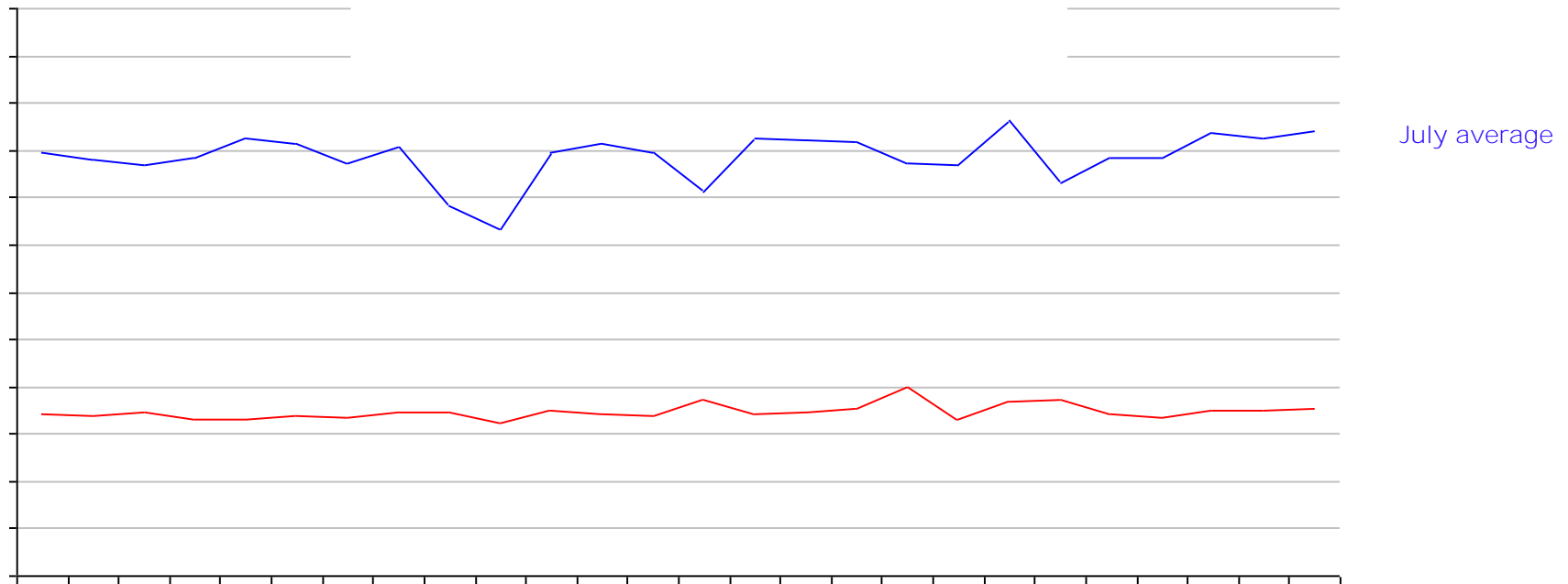


Requests and average minutes per user per week

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

Holidays show an increase in TV stream durations and a corresponding dip for audio.

Average weekly minutes streamed, per user, per week



BBC iPlayer - top 20 TV episodes July 2010

-requested title in July was clearly *Top Gear*, with some episodes attracting over 1 million requests each. New BBC One drama titles also performed well, as did comedy, as usual, and the start of BBC Three's Adult Season.

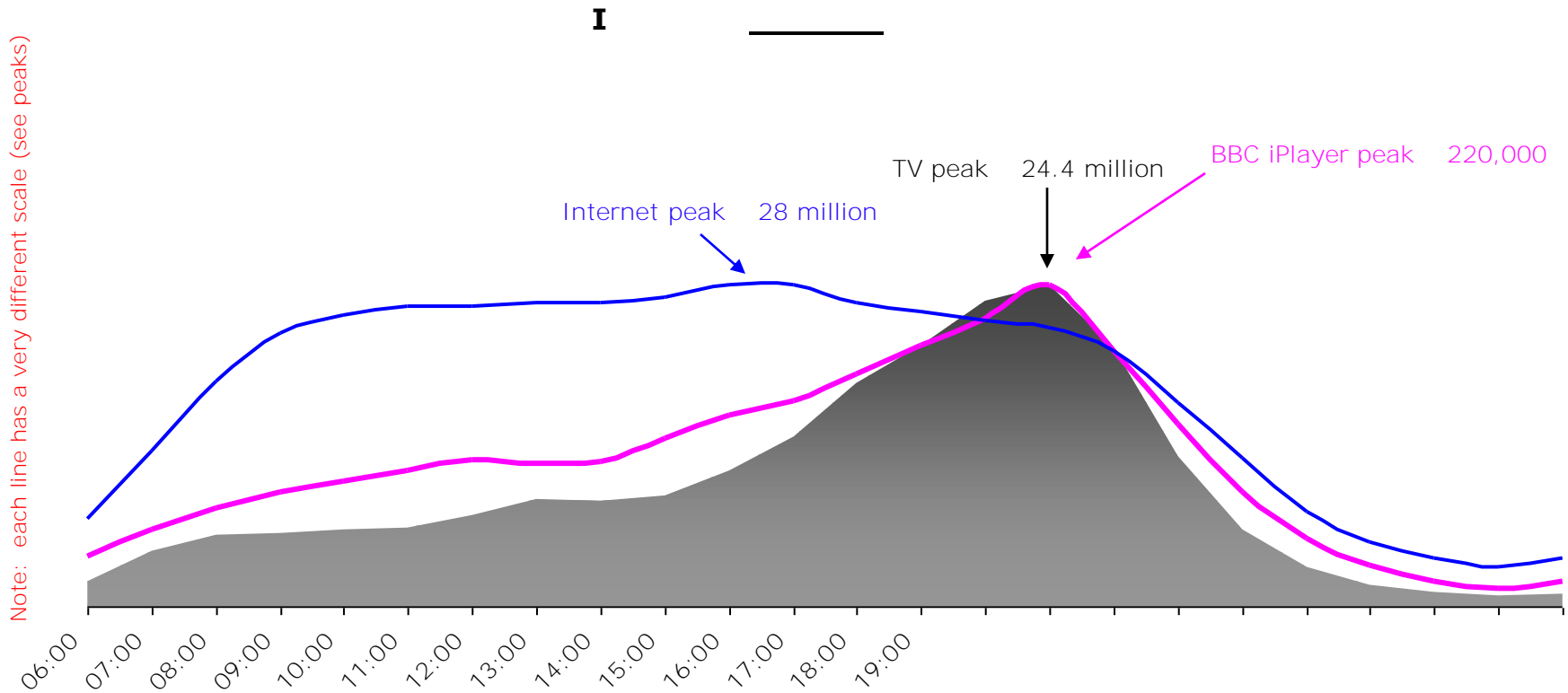
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|---------|---|-----------|-----------------------------------|---|-----------|---------|---|-----------|-----------------------------------|---|-----------|
| | | | | | | - BD I | | | I 9 E D9 E | | |
| | | | <u>Total requests per episode</u> | | | | | | <u>Total requests per episode</u> | | |
| 1 | Top Gear Series 15 Episode 3 | 1,273,000 | 1 | Top Gear Series 15 Episode 3 | 1,273,000 | 1 | Top Gear Series 15 Episode 3 | 1,273,000 | 1 | Top Gear Series 15 Episode 3 | 1,273,000 |
| 2 | Top Gear Series 15 Episode 2 | 1,273,000 | 2 | Top Gear Series 15 Episode 2 | 1,273,000 | 2 | Mock the Week Series 9 Episode 3 | 946,000 | 2 | Mock the Week Series 9 Episode 3 | 946,000 |
| 3 | Top Gear Series 15 Episode 5 | 1,208,000 | 3 | Top Gear Series 15 Episode 5 | 1,208,000 | 3 | Sherlock Episode 1 | 718,000 | 3 | Sherlock Episode 1 | 718,000 |
| 4 | Top Gear Series 15 Episode 4 | 1,136,000 | 4 | Top Gear Series 15 Episode 4 | 1,136,000 | 4 | EastEnders 23/07/10 | 639,000 | 4 | EastEnders 23/07/10 | 639,000 |
| 5 | Mock the Week Series 9 Episode 3 | 946,000 | 5 | Mock the Week Series 9 Episode 3 | 946,000 | 5 | Friday Night Jonathan Ross S18 Episode 25 | 545,000 | 5 | Friday Night Jonathan Ross S18 Episode 25 | 545,000 |
| 6 | Sherlock Episode 1 | 718,000 | 6 | Sherlock Episode 1 | 718,000 | 6 | The Incredibles 25/12/09 | 486,000 | 6 | The Incredibles 25/12/09 | 486,000 |
| 7 | Top Gear Series 15 Episode 1 | 707,000 | 7 | Top Gear Series 15 Episode 1 | 707,000 | 7 | Underage and Pregnant Series 2 Episode 1 | 401,000 | 7 | Underage and Pregnant Series 2 Episode 1 | 401,000 |
| 8 | EastEnders 23/07/10 | 639,000 | 8 | EastEnders 23/07/10 | 639,000 | 8 | Dragons' Den Series 8 Episode 1 | 361,000 | 8 | Dragons' Den Series 8 Episode 1 | 361,000 |
| 9 | EastEnders 01/07/10 | 604,000 | 9 | EastEnders 01/07/10 | 604,000 | 9 | Waterloo Road Series 5 Episode 20 | 341,000 | 9 | Waterloo Road Series 5 Episode 20 | 341,000 |
| 10 | EastEnders 08/07/10 | 579,000 | 10 | EastEnders 08/07/10 | 579,000 | 10 | That Mitchell and Webb Look S4 Episode 1 | 329,000 | 10 | That Mitchell and Webb Look S4 Episode 1 | 329,000 |
| 11 | Mock the Week Series 9 Episode 4 | 573,000 | 11 | Mock the Week Series 9 Episode 4 | 573,000 | 11 | Have I Got a Bit More News for You S39 Ep 2 | 310,000 | 11 | Have I Got a Bit More News for You S39 Ep 2 | 310,000 |
| 12 | Mock the Week Series 9 Episode 5 | 548,000 | 12 | Mock the Week Series 9 Episode 5 | 548,000 | 12 | Doctor Who Series 5 Episode 13 | 301,000 | 12 | Doctor Who Series 5 Episode 13 | 301,000 |
| 13 | Friday Night Jonathan Ross S18 Episode 25 | 545,000 | 13 | Friday Night Jonathan Ross S18 Episode 25 | 545,000 | 13 | Dive Episode 1 | 291,000 | 13 | Dive Episode 1 | 291,000 |
| 14 | EastEnders 09/07/10 | 520,000 | 14 | EastEnders 09/07/10 | 520,000 | 14 | Young, Dumb and Living Off Mum S2 Ep 1 | 277,000 | 14 | Young, Dumb and Living Off Mum S2 Ep 1 | 277,000 |
| 15 | The Incredibles 25/12/09 | 486,000 | 15 | The Incredibles 25/12/09 | 486,000 | 15 | The Silence Episode 1 | 268,000 | 15 | The Silence Episode 1 | 268,000 |
| 16 | EastEnders 20/07/10 | 484,000 | 16 | EastEnders 20/07/10 | 484,000 | 16 | My Family Series 10 Episode 1 | 265,000 | 16 | My Family Series 10 Episode 1 | 265,000 |
| 17 | EastEnders 05/07/10 | 474,000 | 17 | EastEnders 05/07/10 | 474,000 | 17 | The Damned United 18/07/10 | 260,000 | 17 | The Damned United 18/07/10 | 260,000 |
| 18 | EastEnders 16/07/10 | 446,000 | 18 | EastEnders 16/07/10 | 446,000 | 18 | Outnumbered Series 1 Episode 2 | 258,000 | 18 | Outnumbered Series 1 Episode 2 | 258,000 |
| 19 | EastEnders 13/07/10 | 440,000 | 19 | EastEnders 13/07/10 | 440,000 | 19 | Lee Nelson's Well Good Show Episode 4 | 254,000 | 19 | Lee Nelson's Well Good Show Episode 4 | 254,000 |
| 20 | EastEnders 30/06/10 | 426,000 | 20 | EastEnders 30/06/10 | 426,000 | 20 | It's a Boy Girl Thing 29/04/09 | 242,000 | 20 | It's a Boy Girl Thing 29/04/09 | 242,000 |

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

Requests by on

BBC iPlayer use for TV by time of day, July 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.

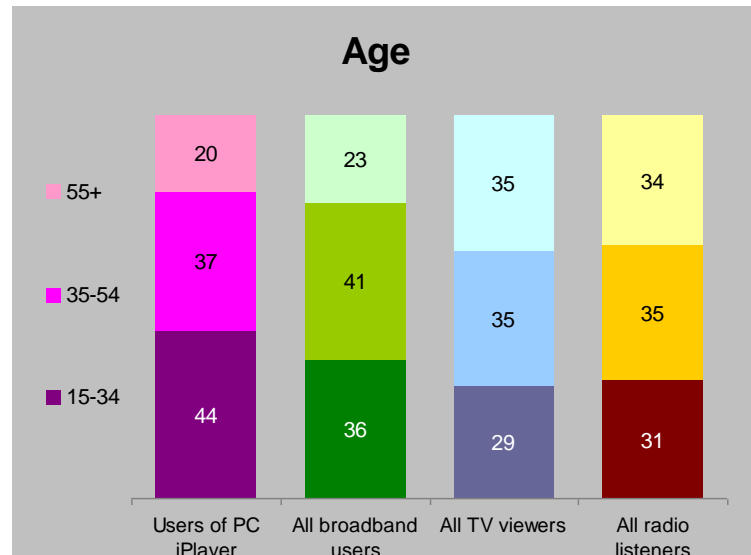
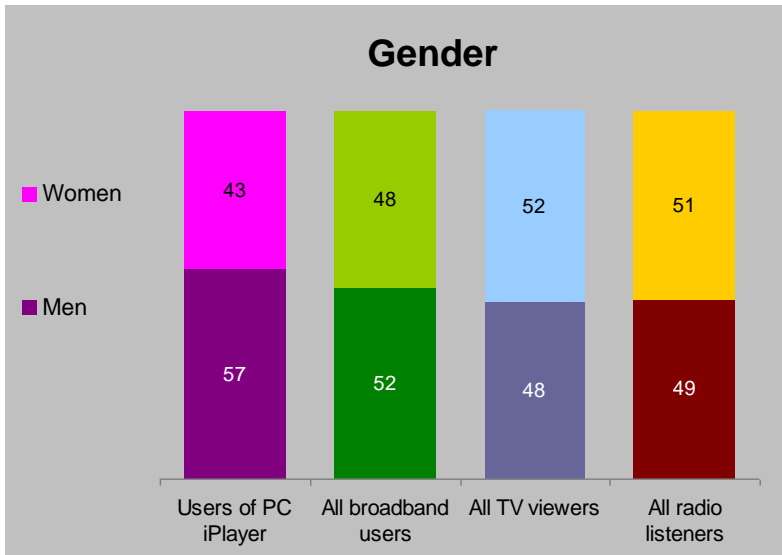
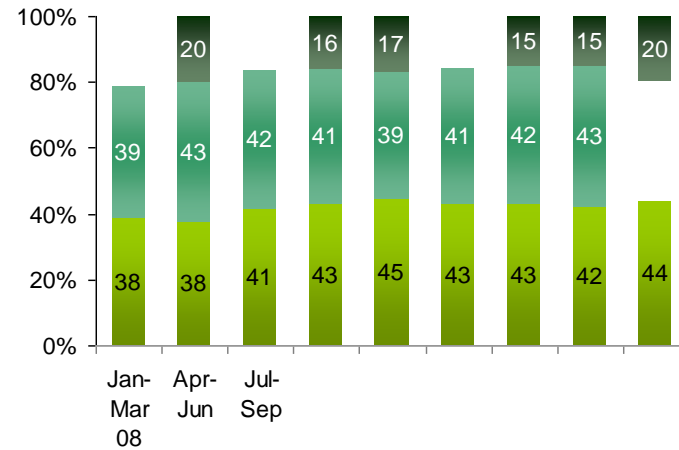
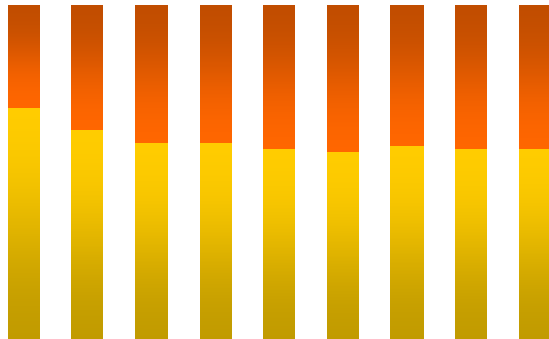


Sources TV from BARB July 2010, internet from Nielsen July 2010, BBC iPlayer from BBC iStats July 2010 - see footnotes on final page for more detail

BBC iPlayer

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 (Q1 10), radio from RAJAR (Q4 09), 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-websites.

number of successful requests to stream or download a programme

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

8 TV/radio channels and are available on BBC iPlayer

A streaming of live TV channels / radio stations on the website, at

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