



Monthly Performance Pack

April 2010

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Monthly summary April 2010

April was another strong month for BBC iPlayer, with the highest number of requests for TV and radio programmes to date, boosted by the Easter Bank Holiday and the new series of *Doctor Who*.

In total there were (both online platforms and devices and BBC iPlayer on Virgin Media TV combined) 93 million for TV programmes and 30 million for radio programmes.

For TV, this month *Doctor Who*, *Outnumbered* and *Russell Howard's Good News* stood out, whilst for audio requests football coverage and Radio 4 entertainment were in the lead.

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

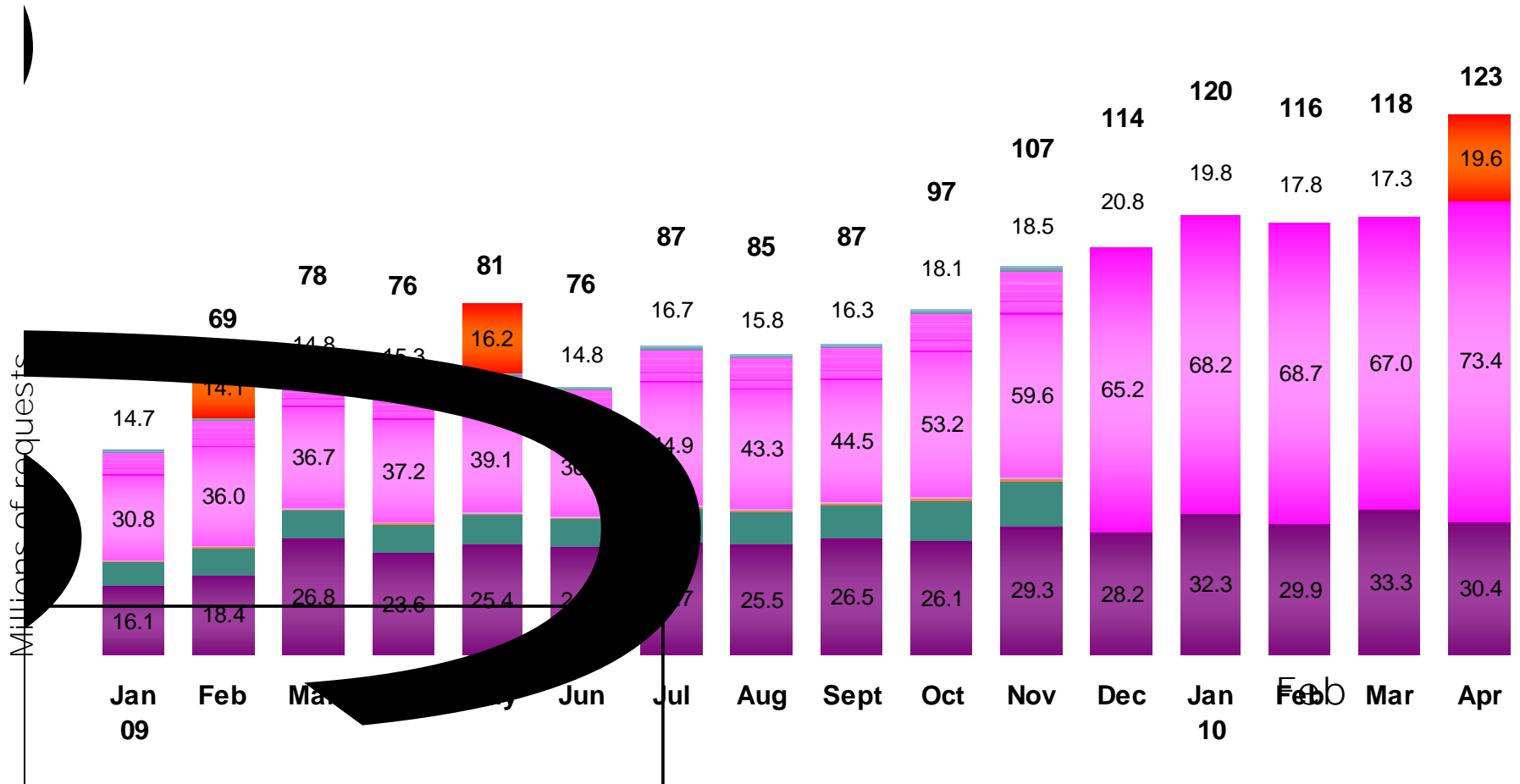
On-demand makes up the great majority of TV programme requests (in March only 8% of requests were for live simulcast streams), however about two-thirds of requests for radio streams are for live programmes, as opposed to on-demand catch-up listening.

Index

	<u>Page</u>
Overview for BBC iPlayer across all platforms	4
Monthly requests	7
Average daily requests	8
Average daily users	Monthly total at 8c]T(l)-7pec]Tr we(f)-5
Weekly requests	

Total Monthly BBC iPlayer Requests across platforms Includes Virgin Media

In total the BBC iPlayer received 123 million requests for programmes across all platforms in



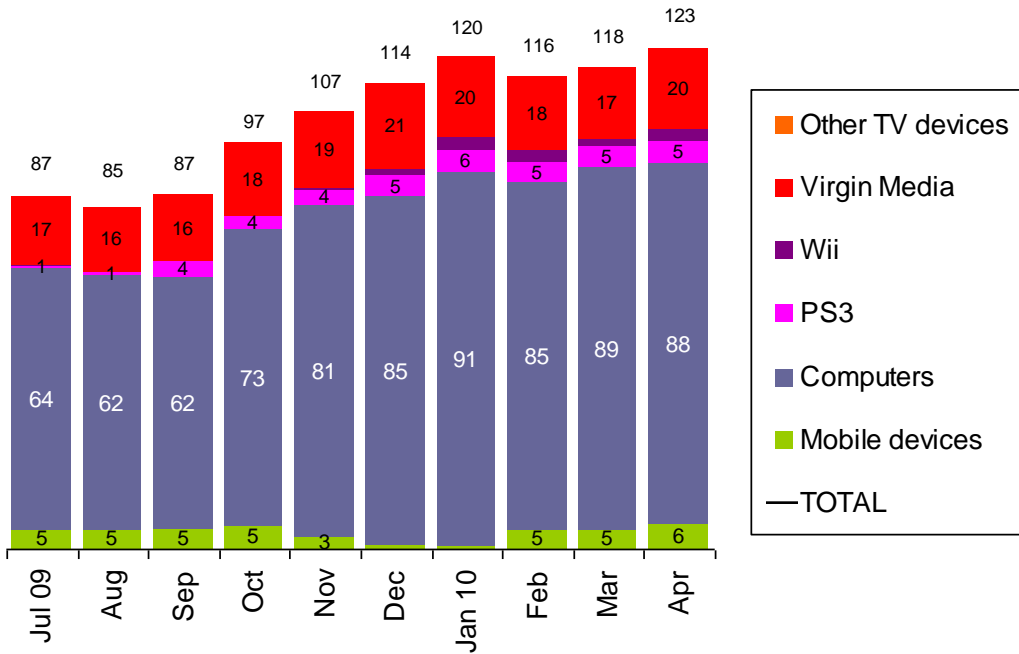
Please refer to slide 6 for guide footnotes

Requests for programmes by device type

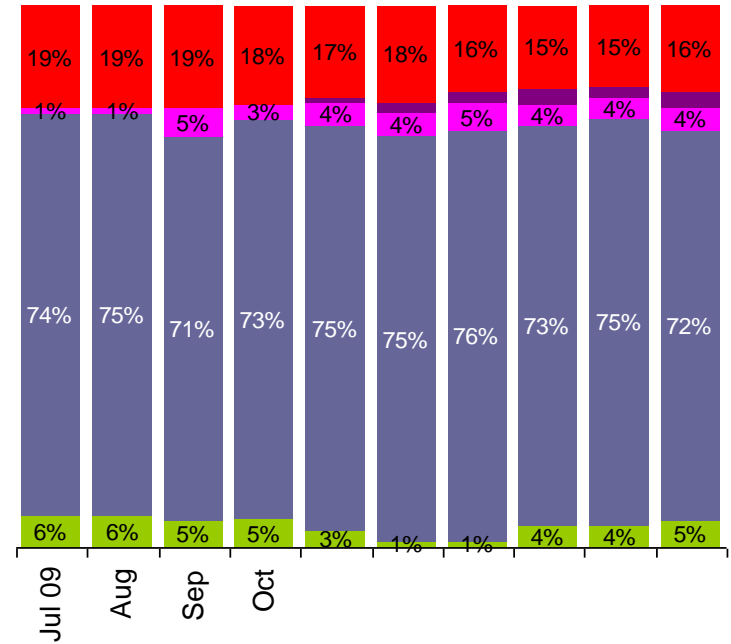
Includes Virgin Media

In April, the number of BBC iPlayer requests for programmes by platform/device grew on each of the minor platforms, while computer requests were fractionally lower overall (computer requests for TV programmes were also up month-on-month, but down for radio).

Number of requests (millions)



% of requests



Virgin Media data arrives later than online stats, therefore , 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

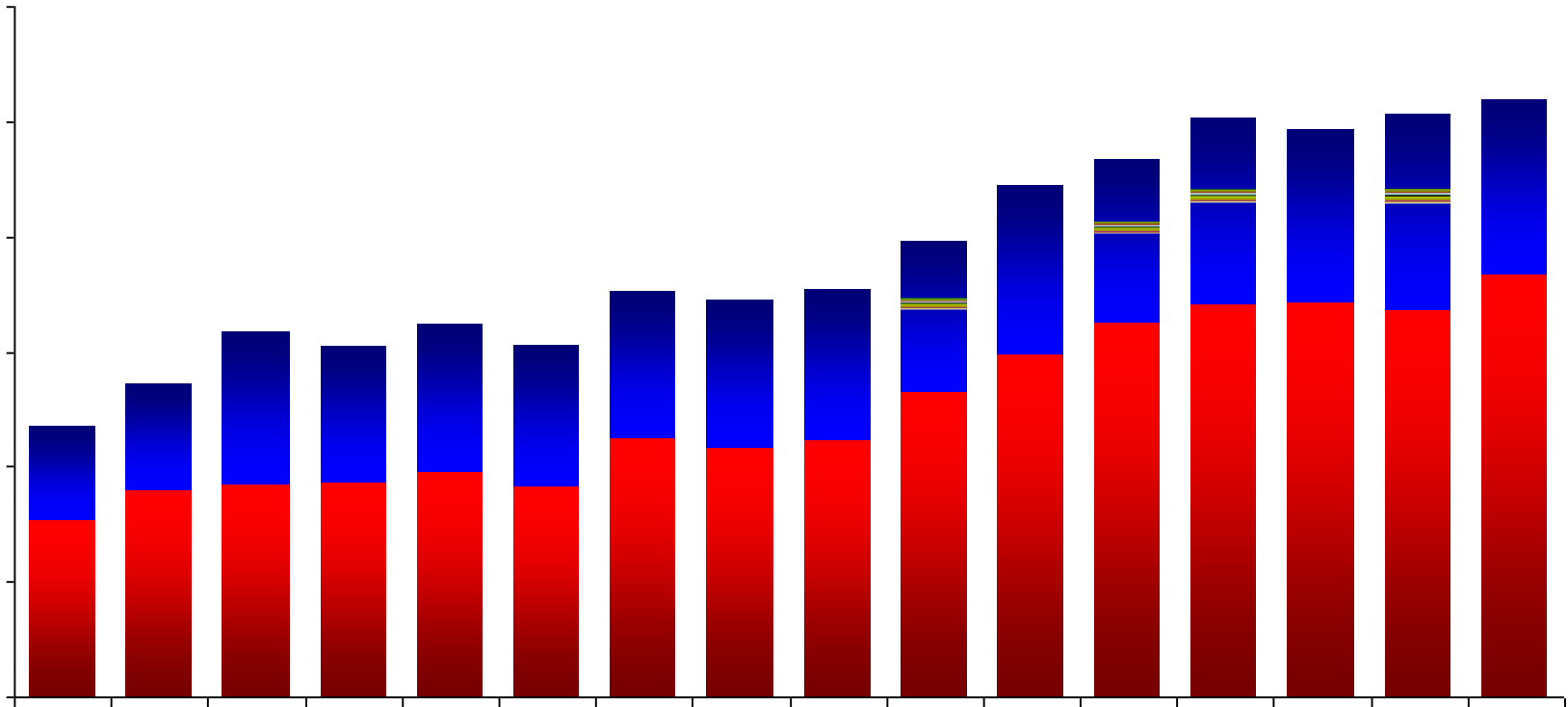
These notes apply to pages 5 to 17 in this pack and should be included as footnotes as relevant when quoting any of these figures. A is on page 18.

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

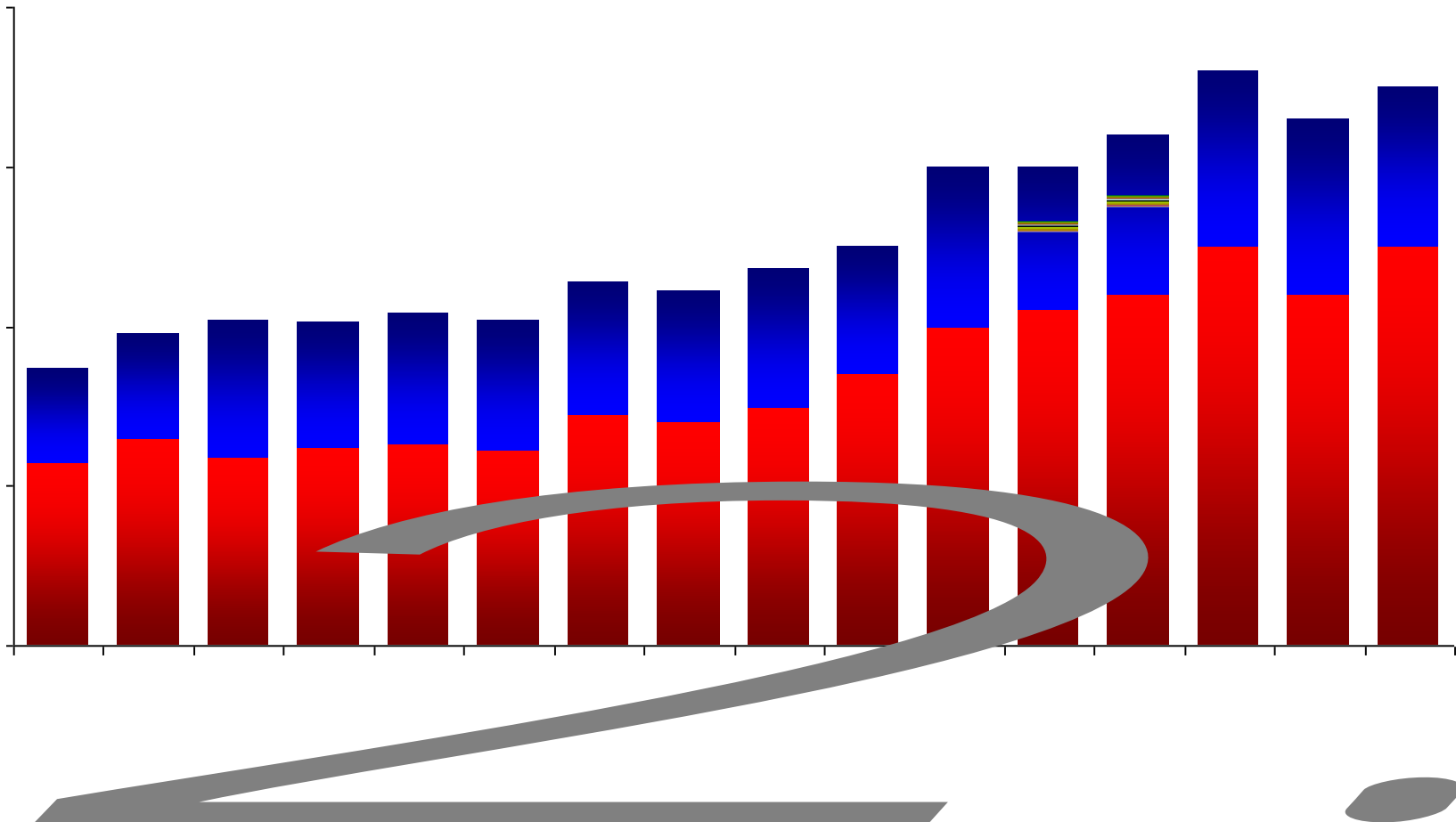
In 2009 the BBC refined its methodology for measuring AV requests, so figures for 2007/8 are not comparable. There may be further changes in the data in future releases as we continue to refine the methodology

Monthly BBC iPlayer Online Requests

April 2010 saw a total of [redacted] requests to the BBC iPlayer for TV and radio programmes a new record of [redacted] for TV and [redacted] requests for radio content.



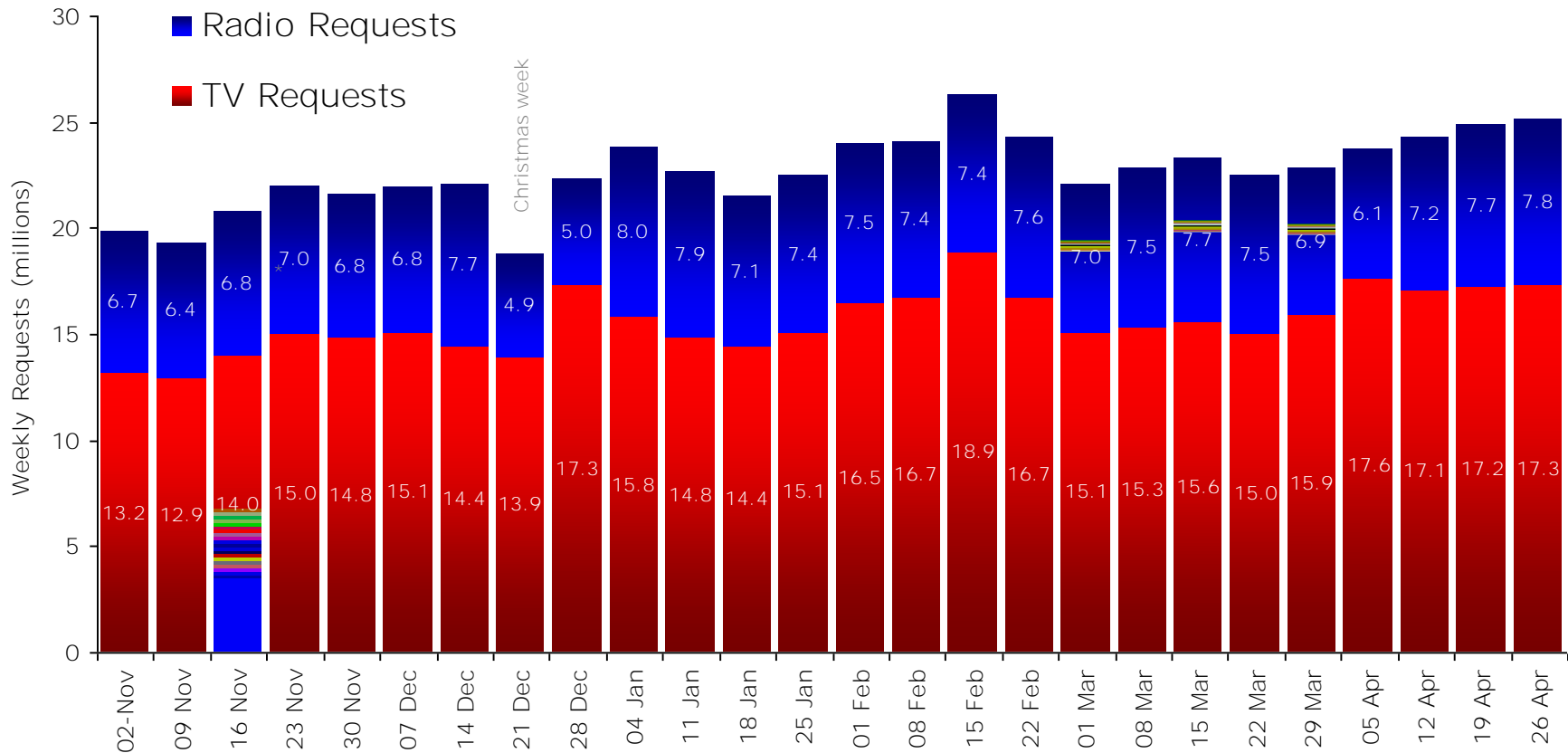
Across April 2010 there were 1.1 million requests per day on average for radio programmes and 2.4 million per day for TV programmes.



Average Daily BBC iPlayer Users

Weekly BBC iPlayer Requests - latest 6 months

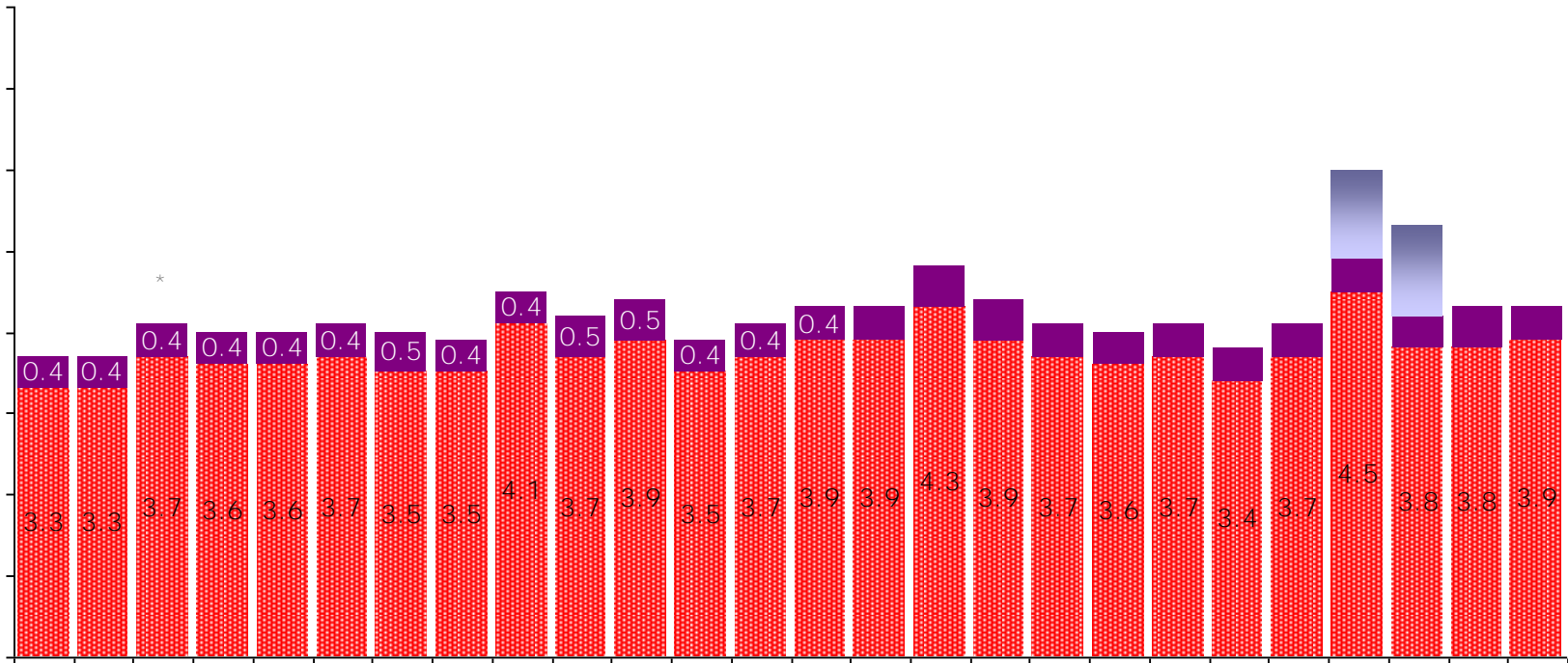
Weekly requests in April 2010 grew slightly across the month, for both TV and Radio, with around 17 million TV requests per week and about 7 million radio requests per week.



* Technical problems - 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 latest 6 months

Weekly user numbers in April 2010 peaked in w/c 5th April, with the Easter Bank Holiday.

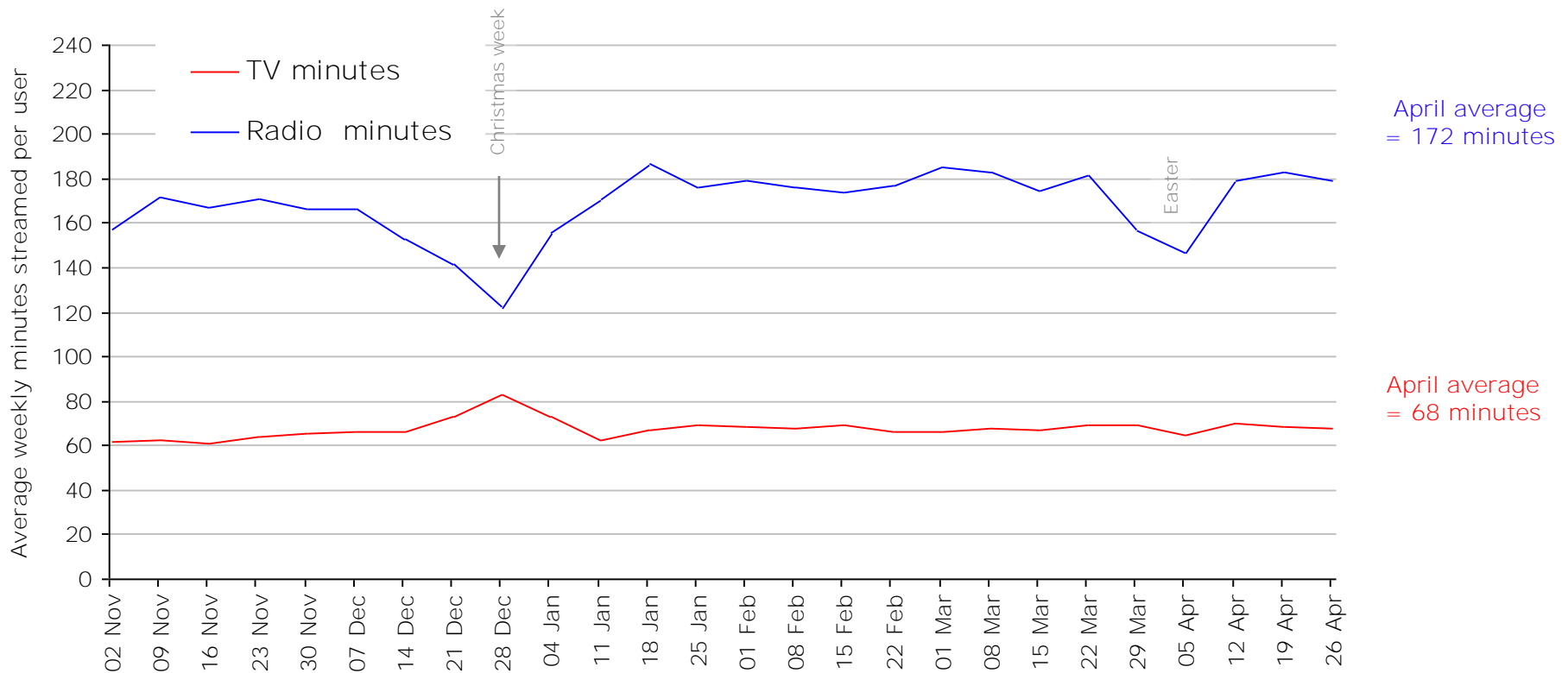


Requests and average minutes per user per week

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 over 4 programmes, and is streaming nearly three hours of radio content.

On the Easter Bank Holiday weekend user numbers were higher, but this brought down the average stream duration per user i.e. there were more light users of BBC iPlayer on these days.

Average weekly minutes streamed, per user, per week



BBC iPlayer - Top 20 TV Episodes April 2010

In the most-requested list for BBC iPlayer,
Good News make up 11 of the top 20 episodes for April.

	<u>Total requests per Episode</u>		<u>Total requests per Episode</u>	
1	Doctor Who Series 5 Episode 1	1,649,000	1 Doctor Who Series 5 Episode 1	1,649,000
2	Doctor Who Series 5 Episode 2	1,354,000	2 Outnumbered Series 3 Episode 1	908,000
3	Doctor Who Series 5 Episode 3	1,124,000	3 Russell Howard's Good News Series 2 Ep 4	725,000
4	Doctor Who Series 5 Episode 4	1,082,000	4 Waterloo Road Series 5 Episode 11	548,000
5	Outnumbered Series 3 Episode 1	908,000	5 EastEnders 01/04/10	511,000
6	Outnumbered Series 3 Episode 2	786,000	6 Ashes to Ashes Series 3 Episode 1	464,000
7	Russell Howard's Good News S.2 Ep 4	725,000	7 Have I Got News for You Series 39 Ep 2	447,000
8	Russell Howard's Good News S.2 Ep 5	715,000	8 Have I Got a Bit More News/You S.39 Ep 4	433,000
9	Russell Howard's Good News S.2 Ep 3	713,000	9 Great Movie Mistakes Part 1 Ep 1	409,000
10	Outnumbered Series 3 Episode 3	652,000	10 Friday Night with Jonathan Ross S.18 Ep 13	380,000
11	Russell Howard's Good News S.2 Ep 2	610,000	11 Michael McIntyre: Live and Laughing	380,000
12	Waterloo Road Series 5 Episode 11	548,000	12 Wonders of the Solar System Episode 5	342,000
13	EastEnders 01/04/10	511,000	13 A Passionate Woman Episode 1	340,000
14	EastEnders 23/04/10	494,000	14 Jonathan Creek The Judas Tree 04/04/2010	337,000
15	Ashes to Ashes Series 3 Episode 1	464,000	15 Snog Marry Avoid? Series 3 Episode 12	335,000
16	EastEnders 16/04/10	457,000	16 Top Gear Series 12 Episode 8	335,000
17	EastEnders 22/04/10	447,000	17 Louis Theroux: America's Medicated Kids	321,000
18	Have I Got News for You Series 39 Ep 2	447,000	18 Q.I. Series 7 Episode 16	282,000
19	EastEnders 13/04/10	446,000	19 MasterChef Series 6 Episode 23	242,000
20	433,000		20 Formula 1 2010 The Chinese Grand Prix	236,000

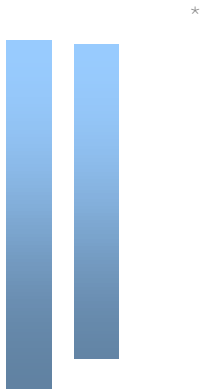
Note: excludes episodes which had been available for fewer than seven days at the end of the month.

Please refer to slide 6 for guide footnotes

Requests by on-demand catch-up vs live simulcast

On-demand (catch-up) requests for programmes continued to dominate TV viewing via BBC iPlayer in April, whilst for radio programmes, live listening requests continued to make up just under three-quarters of the total.

TV Requests



Radio requests



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

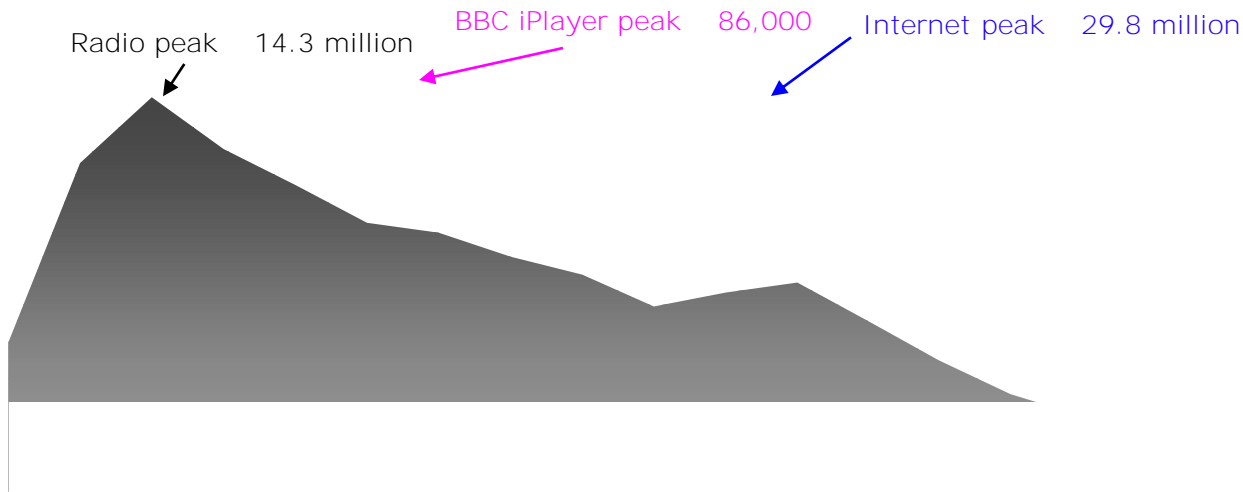
Please refer to slide 6 for guide footnotes

BBC iPlayer use for TV by time of day, April 2010

BBC iPlayer use for radio by time of day, April 2010

The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the 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.

Note: each line has a very different scale (see peaks)

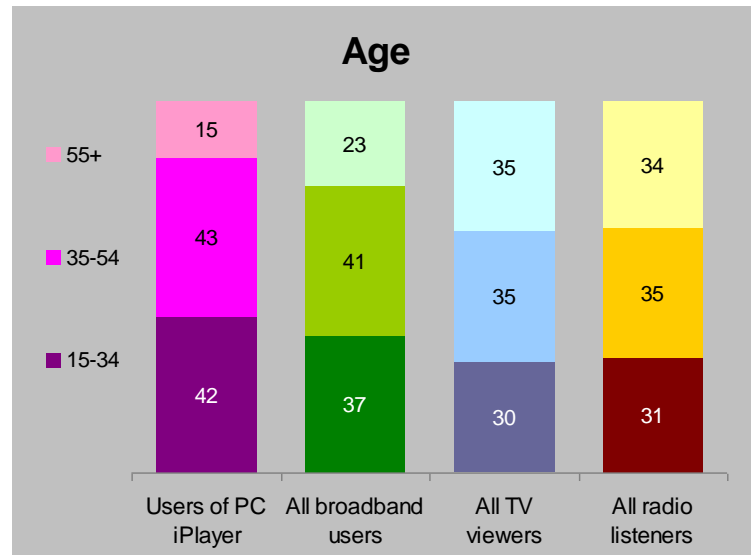
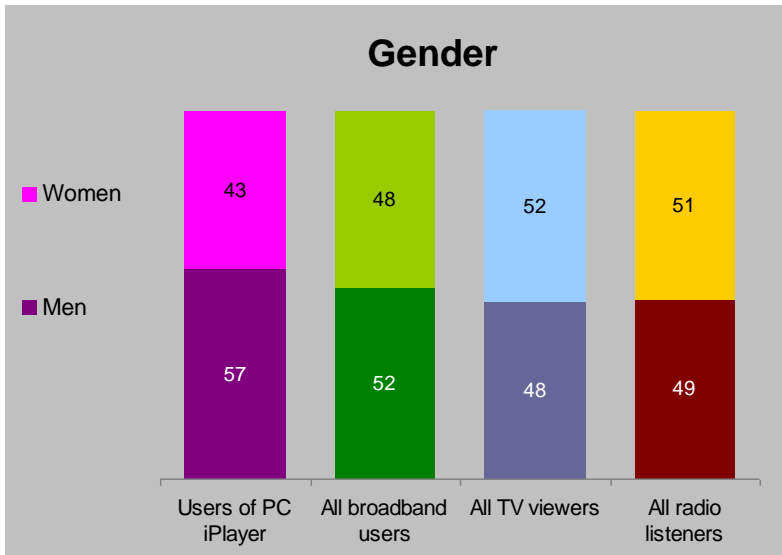
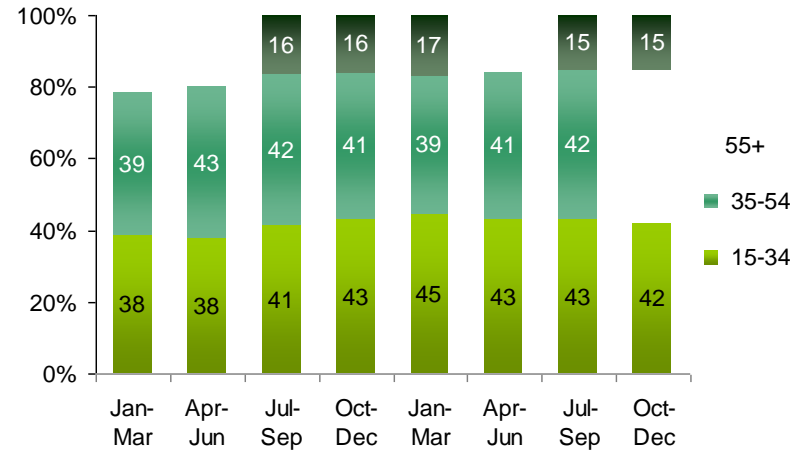
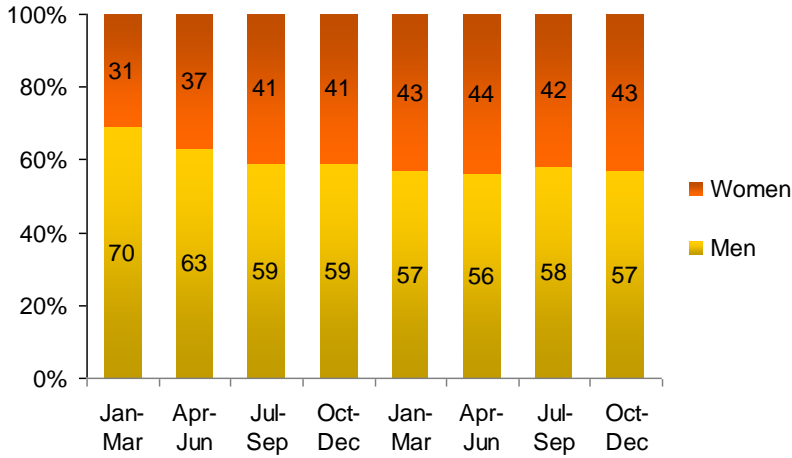


Sources - radio (aged 16+) from RAJAR Q4 09, internet (aged 2+) from Nielsen Mar 10, iPlayer April 10 BBC iStats

See footnotes on final page 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 has stabilised for gender, and remains strongly under-55.



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 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-