### Monthly summary January 2010

The month of January again saw records broken for TV and radio requests on BBC iPlayer. In total there were (both online platforms and devices and BBC iPlayer on Virgin Media TV combined).

The week of 4-10 January set a new record for total requests (23.8m) and radio requests (8m), boosted by catch-up viewing following the Christmas holiday, such as *Doctor Who* and *Gavin and Stacey*, and audio cricket coverage. On 11<sup>th</sup> January the new Chris Evans Breakfast show also attracted high request numbers.

Requests from PC/Macs continued to dominate in January for both TV and radio content, however requests for TV programmes via BBC iPlayer on Nintendo Wii increased + 1 point to 4% of the total number, and PlayStation<sup>®</sup>3 requests again delivered a further 8%.

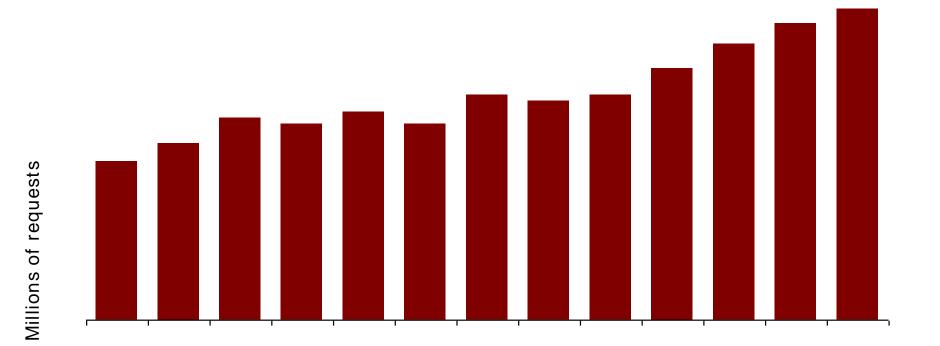
#### Consistent with previous months:

The profile of BBC iPlayer users is fairly stable at around 60% male / 40% female, and 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 January 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.

# Total Monthly BBC iPlayer Requests across platforms



#### Virgin Media data arrives later than online stats, therefore

Please refer to slide 4 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

#### iStats

Unless specified otherwise, figures include requests for <u>both</u> 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

This data includes requests via 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

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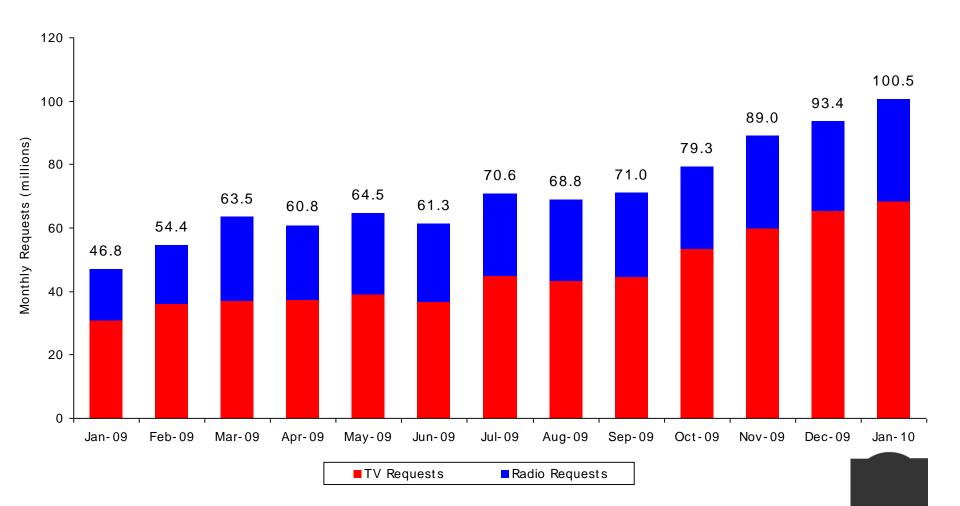
online BBC iPlayer, available via computer / mobile / games consoles

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

The data for the month of January 2009 excludes the date 1<sup>st</sup> 4<sup>th</sup> January, since changes were made to the measurement system on 5<sup>th</sup> January 09

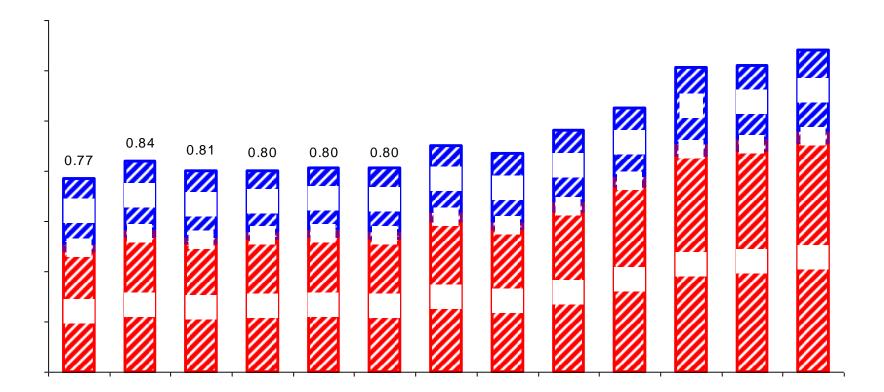
#### Monthly BBC iPlayer Online Requests

During January 2010, BBC iPlayer received a total of , the best month since launch again driven by a record 68.2m requests for TV programmes, and also a record number of requests for radio programmes at 32.3m.



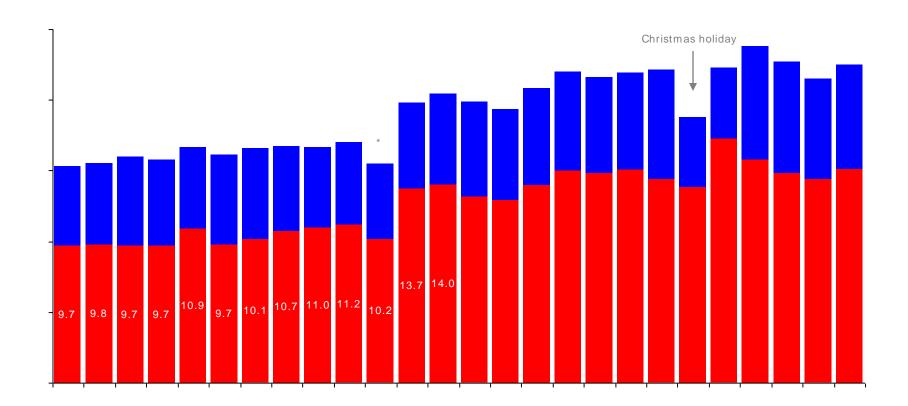
### Average Daily BBC iPlayer Users

In January 2010, BBC iPlayer attracted an average of each day 0.9m requesting TV content only, 0.3m requesting radio content only, and 50k requesting both types of media.



### Weekly BBC iPlayer Requests

The first week of January topped the last week of December with the highest weekly requests on record, overall ( ) and for Radio programme requests ( ).



\* 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

Total weekly user numbers in January 2010 peaked in w/c 11<sup>th</sup> January at 5.9m, the highest figure to date.

\*



\* Technical problems

### BBC iPlayer -

<u>Total requests per Ep</u>

- 1 Top Gear Ser 14 Ep 7 1,135,000
- 2 Doctor Who The End of Time Part 2 Ep 2 831,000
- 3

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## BBC iPlayer - Top 20 Radio Episodes January 2010

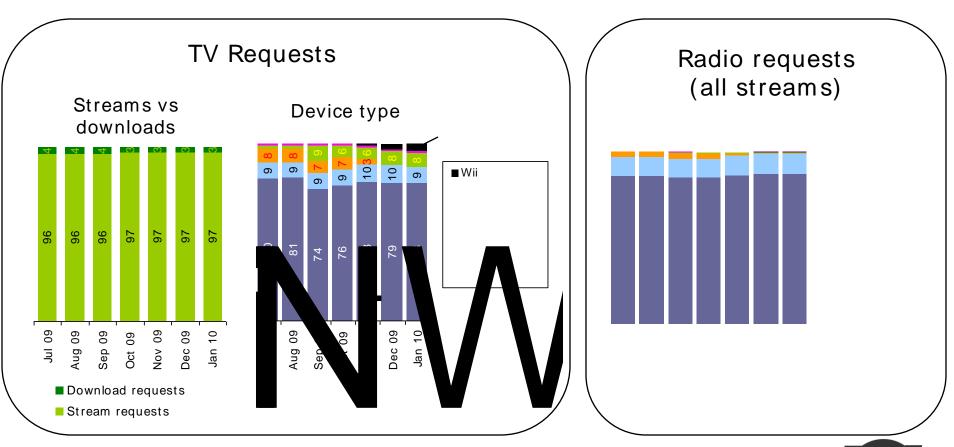
	Total reque	<u>uests per episode</u>	
1	Test Match Special 07/01/10	238,000	
2	Chris Evans Breakfast 11/01/10	120,000	
3	Test Match Special 14/01/10	118,000	
4	Test Match Special 04/01/10	118,000	
5	Test Match Special 04/01/10	117,000	
6	Test Match Special 06/01/10	116,000	
7	Test Match Special 05/01/10	109,000	
8	The News Quiz Series 70 Episode 1	78,000	
9	Test Match Special 15/01/10	78,000	
10	The News Quiz Series 70 Episode 2	76,000	
11	The News Quiz Series 70 Episode 3	75,000	
12	5 Live Prem 09-	66,000	
13	Greg James 18/01/10	66,000	
14	Test Match Special 03/01/10	64,000	
15	Steve Wright in the Afternoon 18/01/10	62,000	
16	BBC Radio 1's Chart Show 24/01/10	60,000	
17	The Chris Moyles Show 20/01/10	60,000	
18	BBC Radio 1's Chart Show 17/01/10	59,000	
19	Test Match Special 16/01/10	59,000	
20	The Chris Moyles Show 22/01/10	58,000	

	Tota	<u>Total requests per episode</u>	
1	Test Match Special 07/01/10	238,000	
2	Chris Evans Breakfast 11/01/10	120,000	
3	The News Quiz Series 70 Episode 1	78,000	
4	5 Live Prem 09-	66,000	
5	Greg James 18/01/10	66,000	
6	Steve Wright in the Afternoon 18/01/10	62,000	
7	BBC Radio 1's Chart Show 24/01/10	60,000	
8	The Chris Moyles Show 20/01/10	60,000	
9	Just a Minute Series 56 Episode 1	57,000	
10	Ken Bruce 11/01/10	52,000	
11	Fearne Cotton Lost Prophets Live Lounge	e 51,000	
12	Football 20/01/10	51,000	
13	History of the World In 100 Objects Ep 1	47,000	
14	The Now Show Series 29 Episode 6	44,000	
15	Jeremy Vine 11/01/10	42,000	
16	606 09/01/10	41,000	
17	Annie Mac 22/01/10	39,000	
18	Scott Mills 15/01/10	36,000	
19	The Archers 11/01/10	35,000	
20	The Unbelievable Truth New Year Specia	35,000	

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

### Requests by platform type January 2010

Requests from PC/Macs continued to dominate in January, however requests for TV programmes via the Nintendo Wii increased to 4%, and PlayStation<sup>®</sup>3 requests remained stable at 8%.



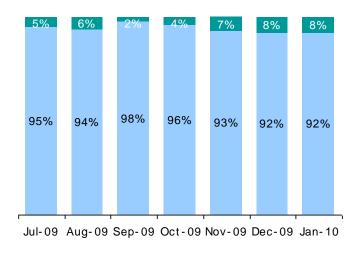
NB: There are currently issues with measuring iPhone iPlayer data

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

Please refer to slide 4 for guide footnotes

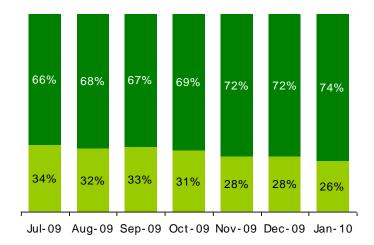
## Requests by on-demand catch-up vs live simulcast Jan 2010

On-demand (catch-up) requests for programmes continued to dominate TV viewing via BBC iPlayer in January. For radio programmes online, live listening requests increased again by +2 points to make up 74%.



TV Requests

Radio requests

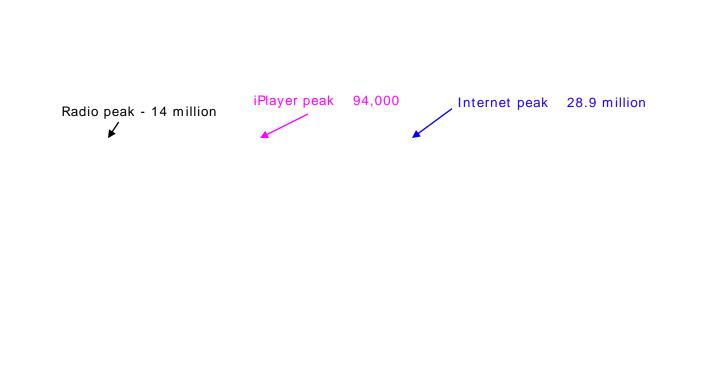


Simulcast
On-demand

Simulcast
On-demand

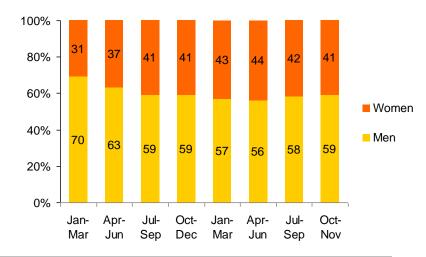
# BBC iPlayer use for radio by time of day, January 2010

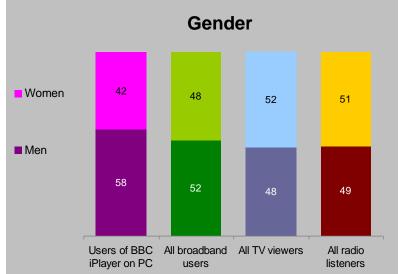
The scale for each line on this graph is different radio listening is far higher than BBC iPlayer use. However it shows the by time of day with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally more listening in daytime and evening compared with the traditional linear breakfast peak.

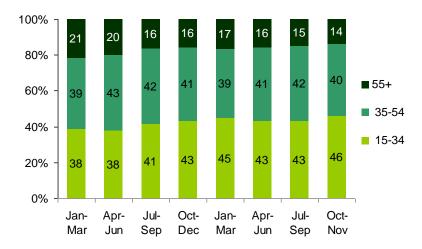


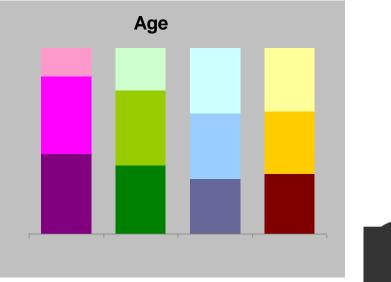
#### BBC iPlayer use by demographic

Use of BBC iPlayer is measured on a BBC monthly survey of 700 UK adults. The demographic profile of BBC iPlayer has stabilised for gender, and remains strongly under-55.









Please refer to slide 4 for guide footnotes

User profiles - TV from BARB, radio from RAJAR (Q3 09), broadband from TNS survey 2000 adults