

Monthly Performance Pack May 2010



Monthly summary - May 2010

- May was another strong month for BBC iPlayer, with the highest number of requests for TV and radio programmes to date, boosted by the new series of and General Election coverage
- In total there were

 devices and BBC iPlayer on Virgin Media TV combined) 97 million for TV programmes and
 33 million for radio programmes.
- For TV content, this month was in the top 20 along with more usual titles and whilst for audio requests the Twenty20 World Cup Cricket and Radio 1's Big Weekend broadcasts were popular.

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.
- On-demand makes up the great majority of TV programme requests (in May, 10% of requests were for live simulcast streams), however about 70% 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.

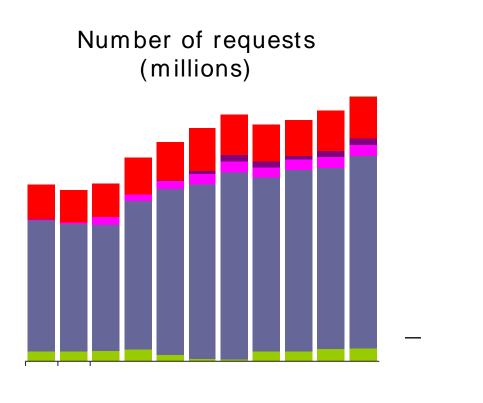
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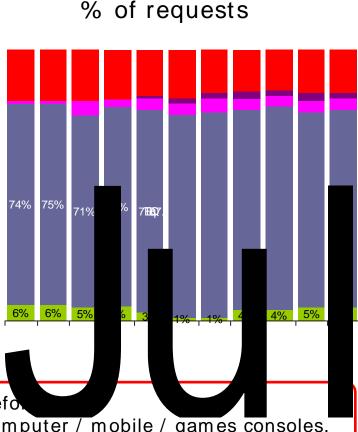
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Overview for BBC iPlayer across all platforms	4
Monthly requests	7
Average daily requests	8
Average daily users	MontInutealat8c]T(I)-7pec]Tr we(f)-
Weekly requests	



Requests for programmes by device type Includes Virgin Media

In May, the number of BBC iPlayer requests for programmes by platform/device only grew significantly on computers - other devices were fairly stable.





Virgin Media data arrives later than online stats, therefore

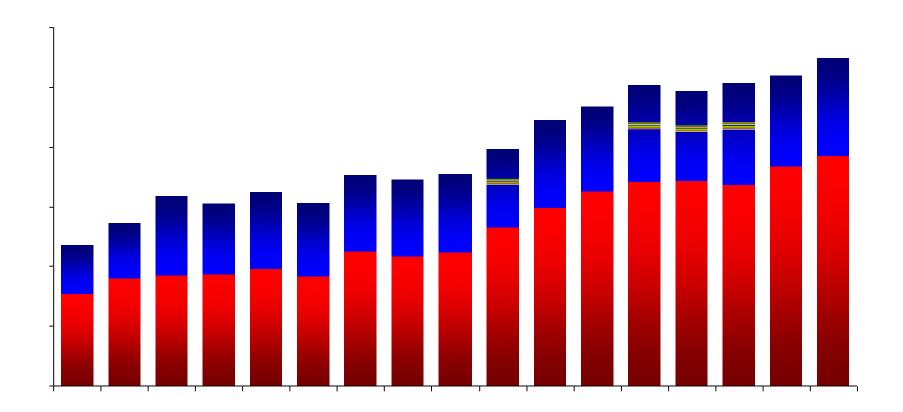
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, available via computer / mobile / games consoles.



Monthly BBC iPlayer Online Requests

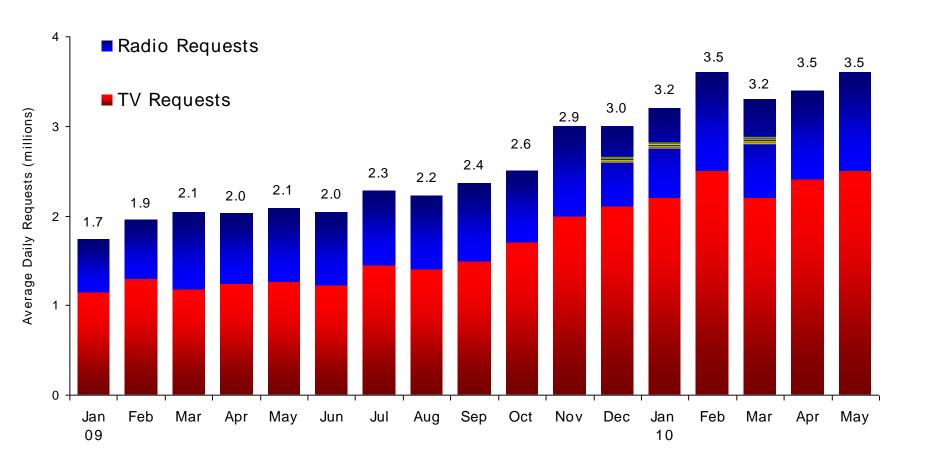
May 2010 saw a total of requests to the online BBC iPlayer for TV and radio programmes – a new record of , , for TV and requests for radio content.





Average Daily BBC iPlayer Requests

Across May 2010 there were requests per day on average – 1.05 million per day for radio programmes and 2.48 million for TV programmes.





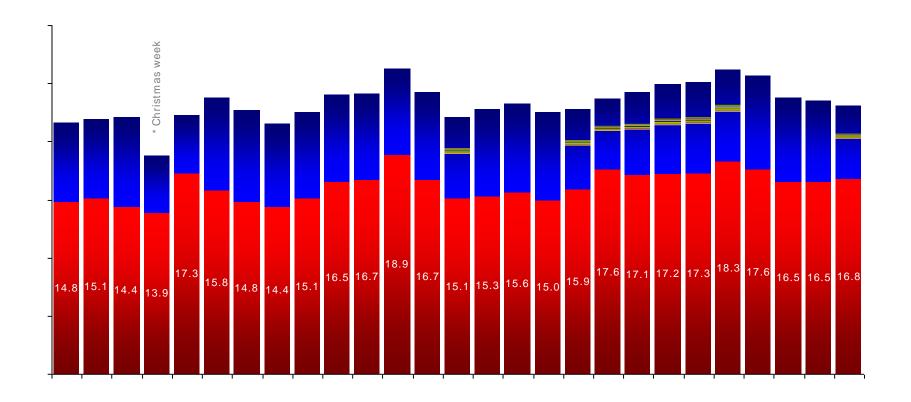
Average Daily BBC iPlayer Users

May 2010 saw an average of equalling February's record – 1.01m users only of TV content, 0.3m for only radio content, and 60k users of both media.



Weekly BBC iPlayer Requests - latest 6 months

Weekly requests in May 2010 fell across the month after the end of the Election coverage.

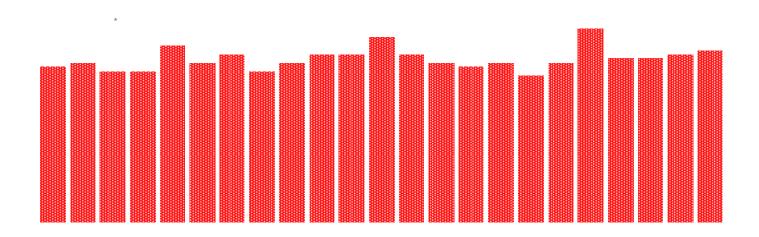




^{*} Technical problems - the data measurement systems failed over 10:00-20:00 on Sunday October 18th, so while users successfully received programmes, we did not record their usage of iPlayer.

Weekly BBC iPlayer Users - latest 6 months

Weekly user numbers fell across the month of May after the end of the Election coverage.



BBC iPlayer - Top 20 TV Episodes May 2010

		- 6 AA <u>requests per Episode</u>
1	Doctor Who Series 5 Episode 7	1,372,000
2	Doctor Who Series 5 Episode 5	1,267,000
3	Doctor Who Series 5 Episode 6	1,199,000
4	Doctor Who Series 5 Episode 8	1,074,000
5	Outnumbered Series 3 Episode 4	832,000
6	Russell Howard's Good News S.2 Ep 7	737,000
7		



BBC iPlayer - Top 20 Radio Episodes May 2010

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Total requests per Ep

1 5 live World Twenty20 Cricket Final 16/05/10 174,000

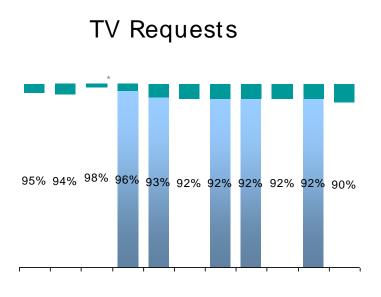
2 The News Quiz Series 71 Episode 4 106,000

3
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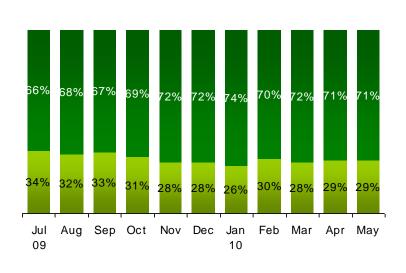


Requests by on-demand catch-up vs live simulcast

Live TV viewing increased by +2ppts this May, up to 10% of all TV BBC iPlayer viewing, whilst the split between live and on-demand for Radio remained stable.



Radio requests



■ Simulcast

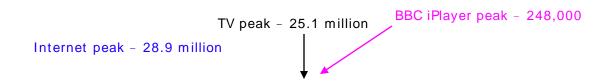
On-demand



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

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

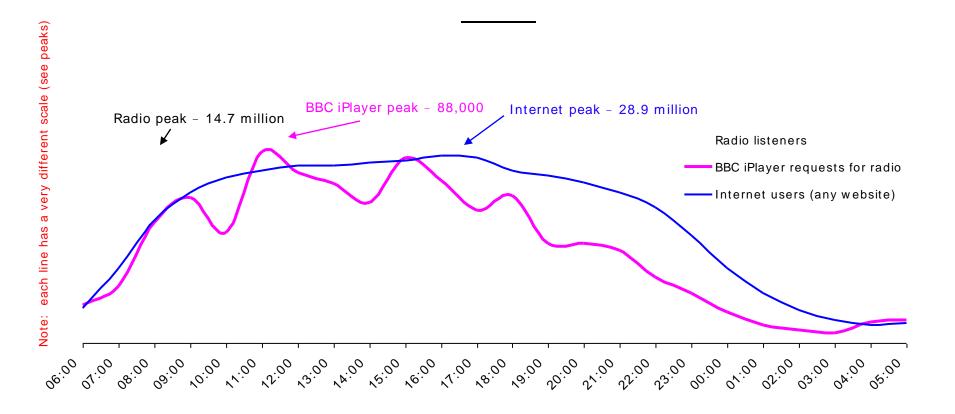
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak.





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

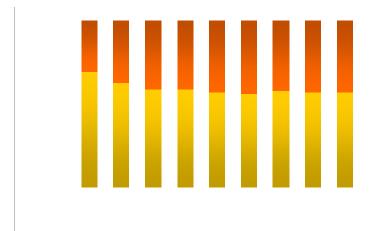
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally more listening in daytime and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

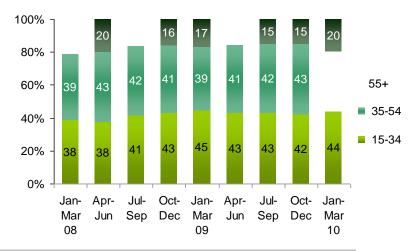


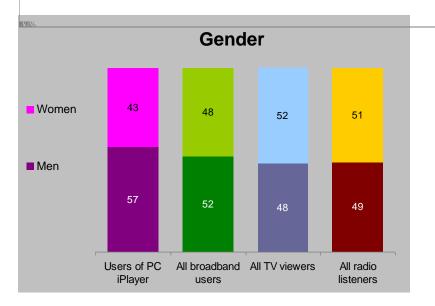


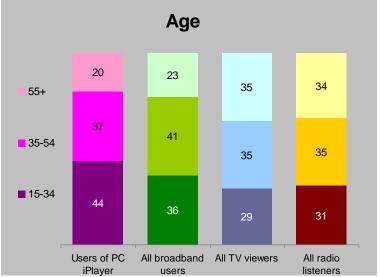
BBC iPlayer use by demographic

The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The demographic profile of iPlayer has stabilised for gender, but during Q1 10 the number of users aged 55+ increased to make up 20%.











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 browers 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-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.
- programmes requested after they have gone out on "normal" TV/radio channels and are available on iPlayer
- 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
- **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

