



Monthly Performance Pack September 2010

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Monthly summary September 2010

In total, BBC iPlayer received 114 million requests for programmes across all platforms in September, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a slight decrease from strong August programming, which included
and the BBC3

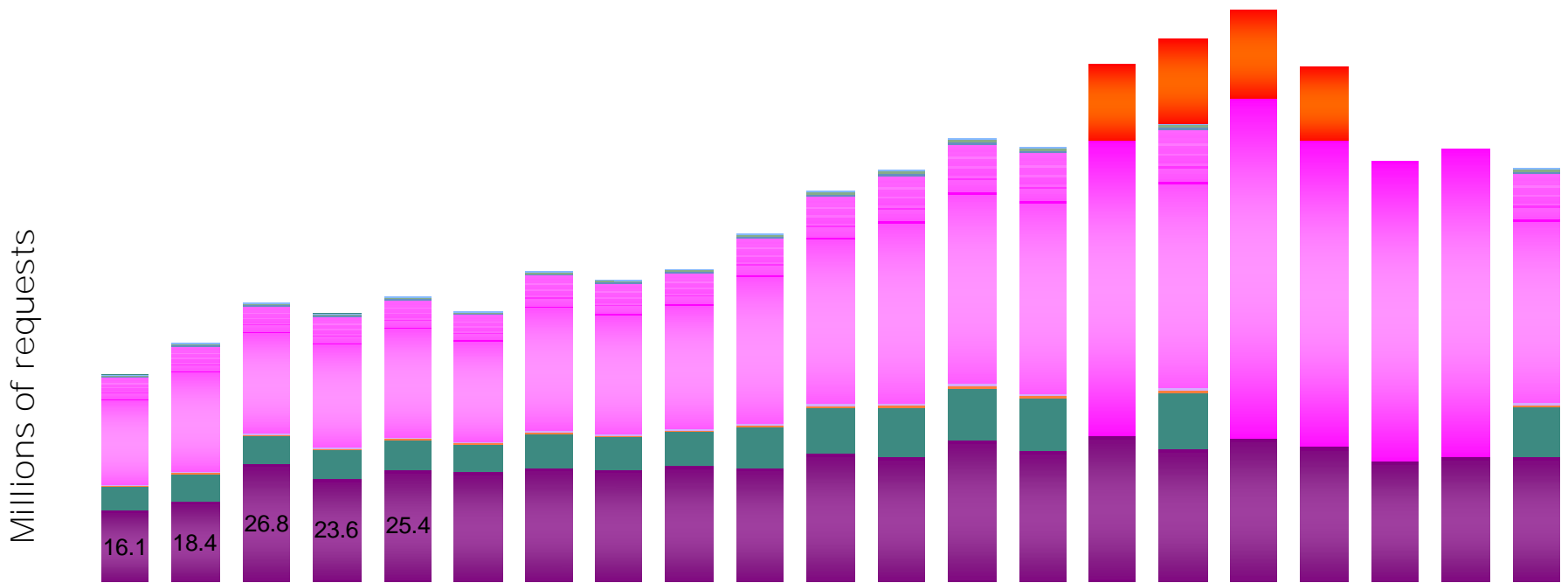
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Total monthly BBC iPlayer requests across platforms

Includes Virgin Media

In total the BBC iPlayer saw 114 million requests for programmes across all platforms in September 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a slight decrease following strong August figures (led by *Top Gear* and the BBC3 *Comic Relief* however requests across September increased week-by-week as the month progressed. [See slide 10.](#)

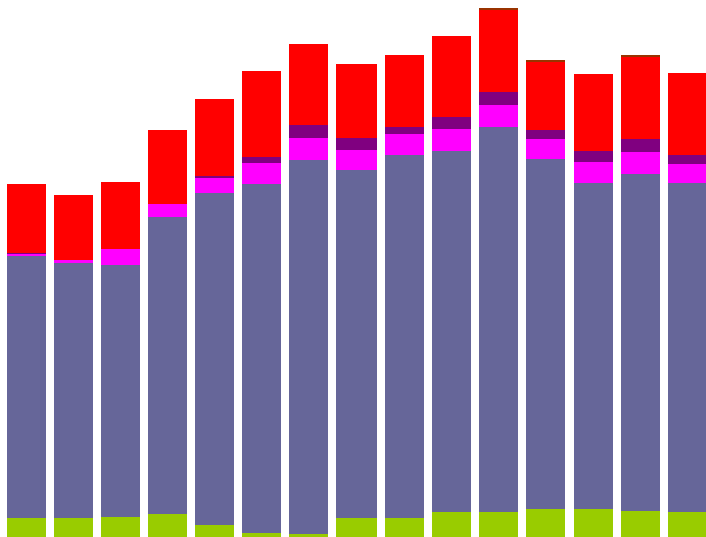


Requests for programmes by device type

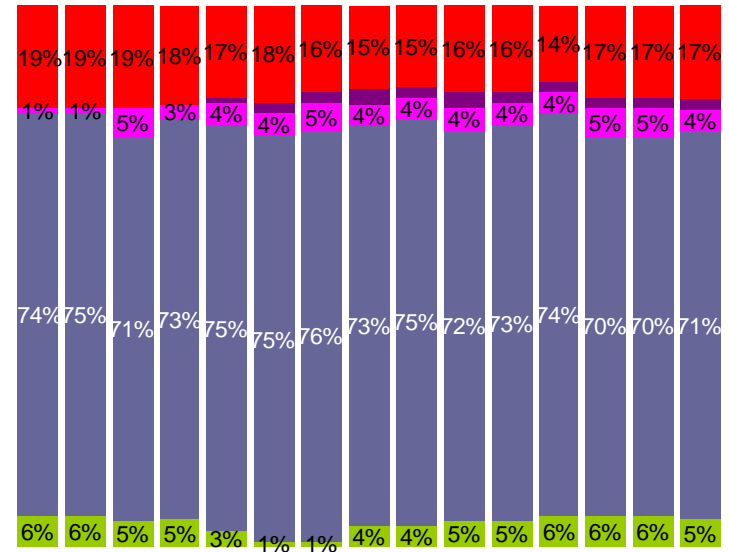
Includes Virgin Media

September saw slight decreases (around 1%) in BBC iPlayer requests across each platform type, following the strong August figures led by TV programmes like *Top Gear* and the BBC3

Number of requests (millions)



% of requests



Virgin Media data arrives later than online stats, therefore

778 E

, available via computer / mobile / games consoles.

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.

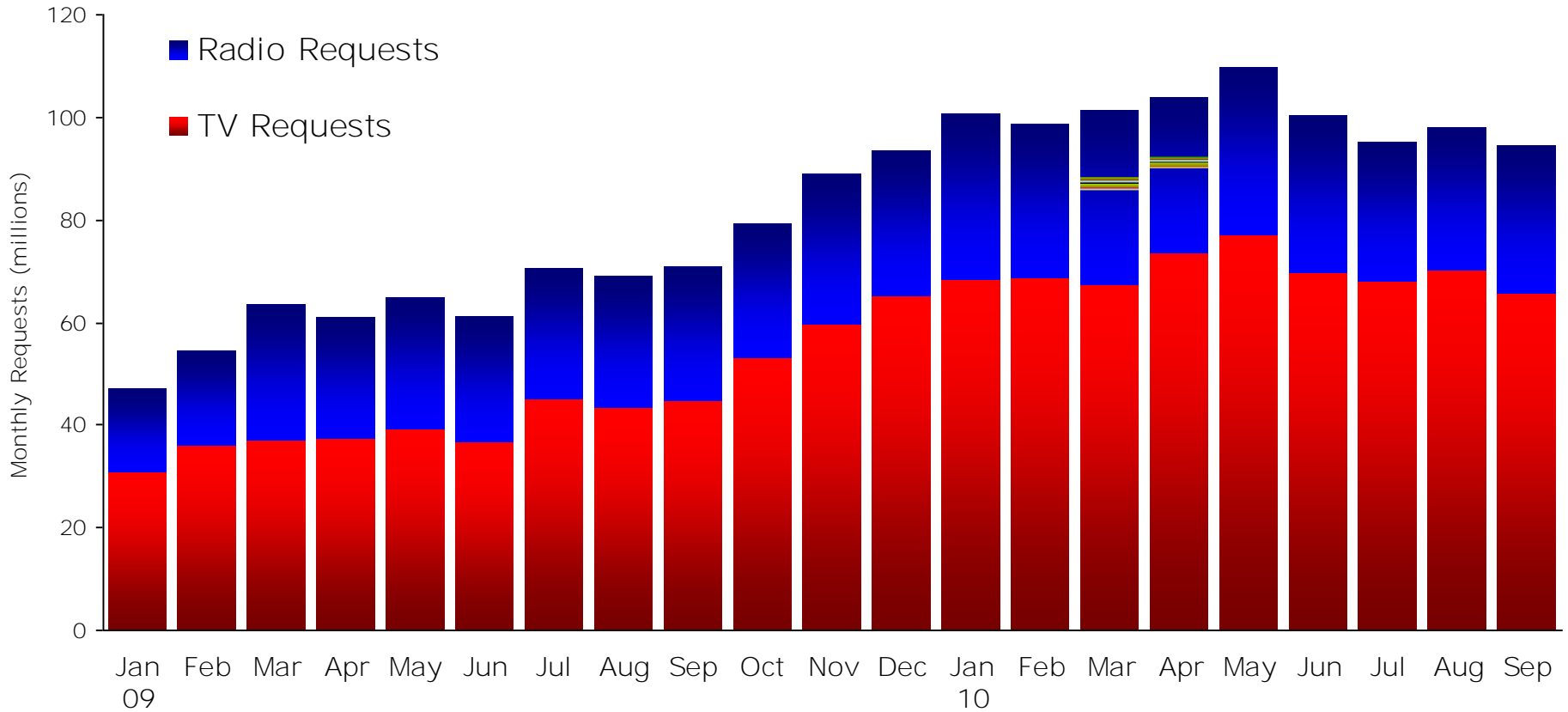
This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBs and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months

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

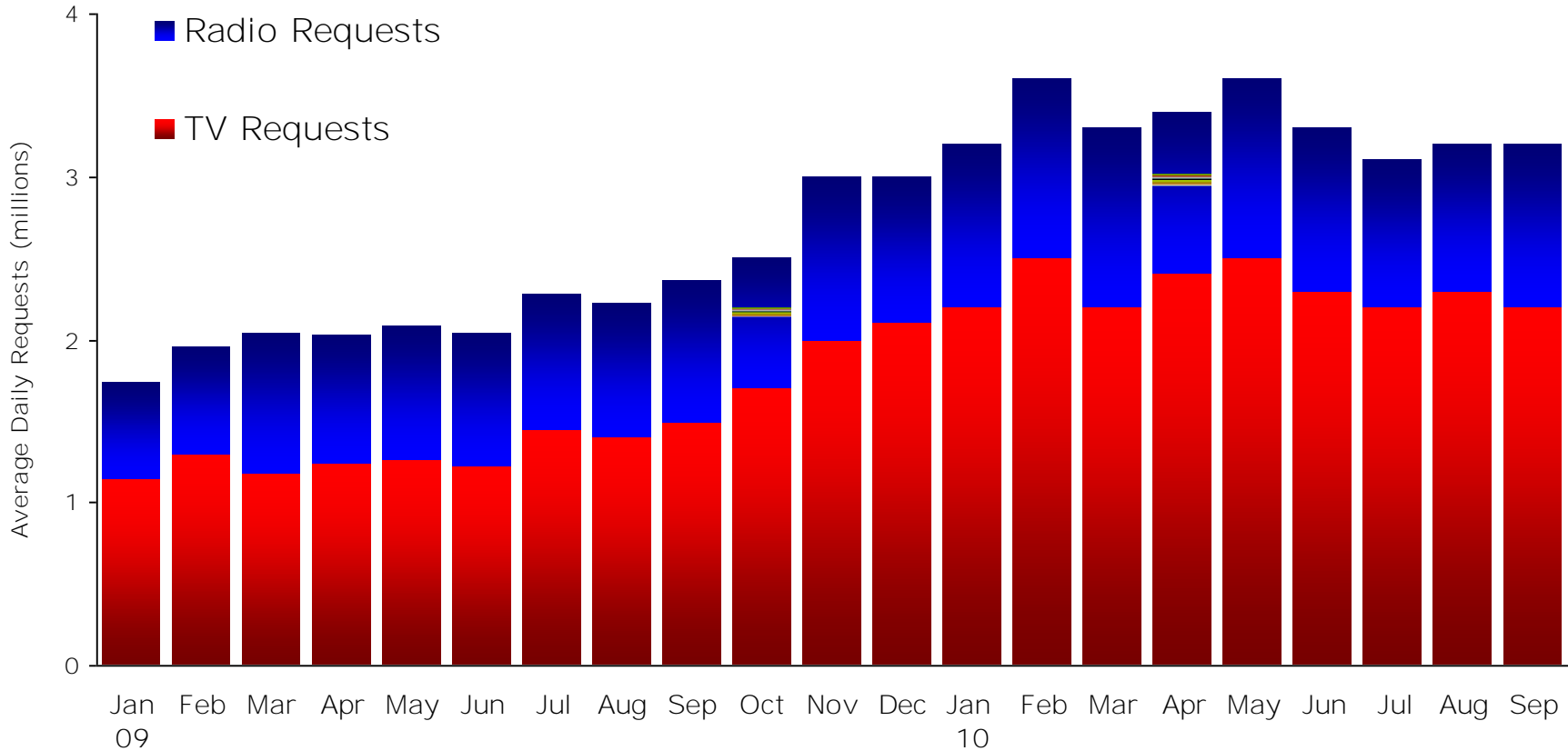
Monthly BBC iPlayer online requests

There were a total of 100.5 million requests to the online BBC iPlayer in September 2010; a decrease to 95.0 million for TV programmes, and an increase to 28.0 million for Radio content.



Average daily BBC iPlayer requests

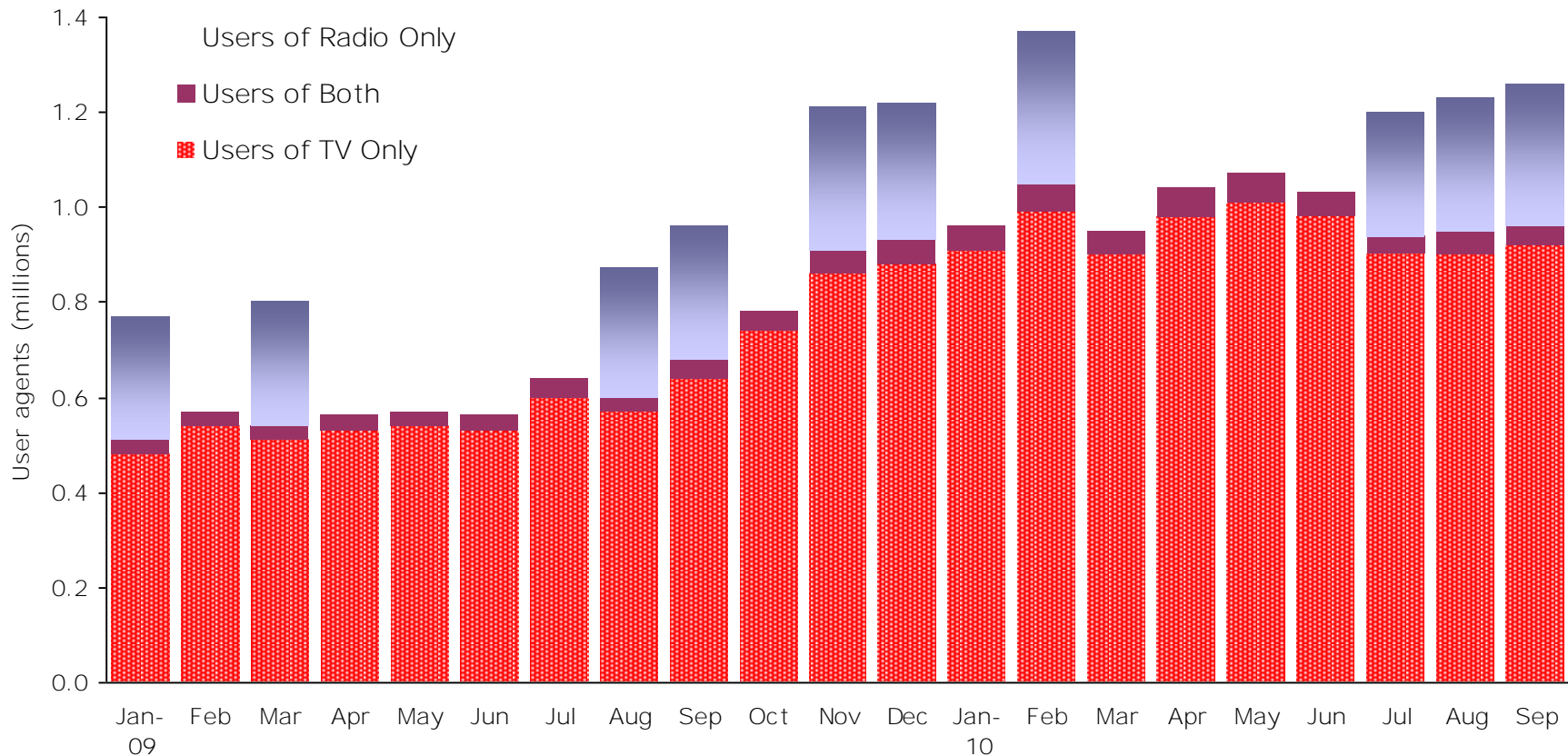
During September 2010 there were 1.0 million requests per day on average for radio programmes and 2.2 million for TV programmes.



Average daily BBC iPlayer users

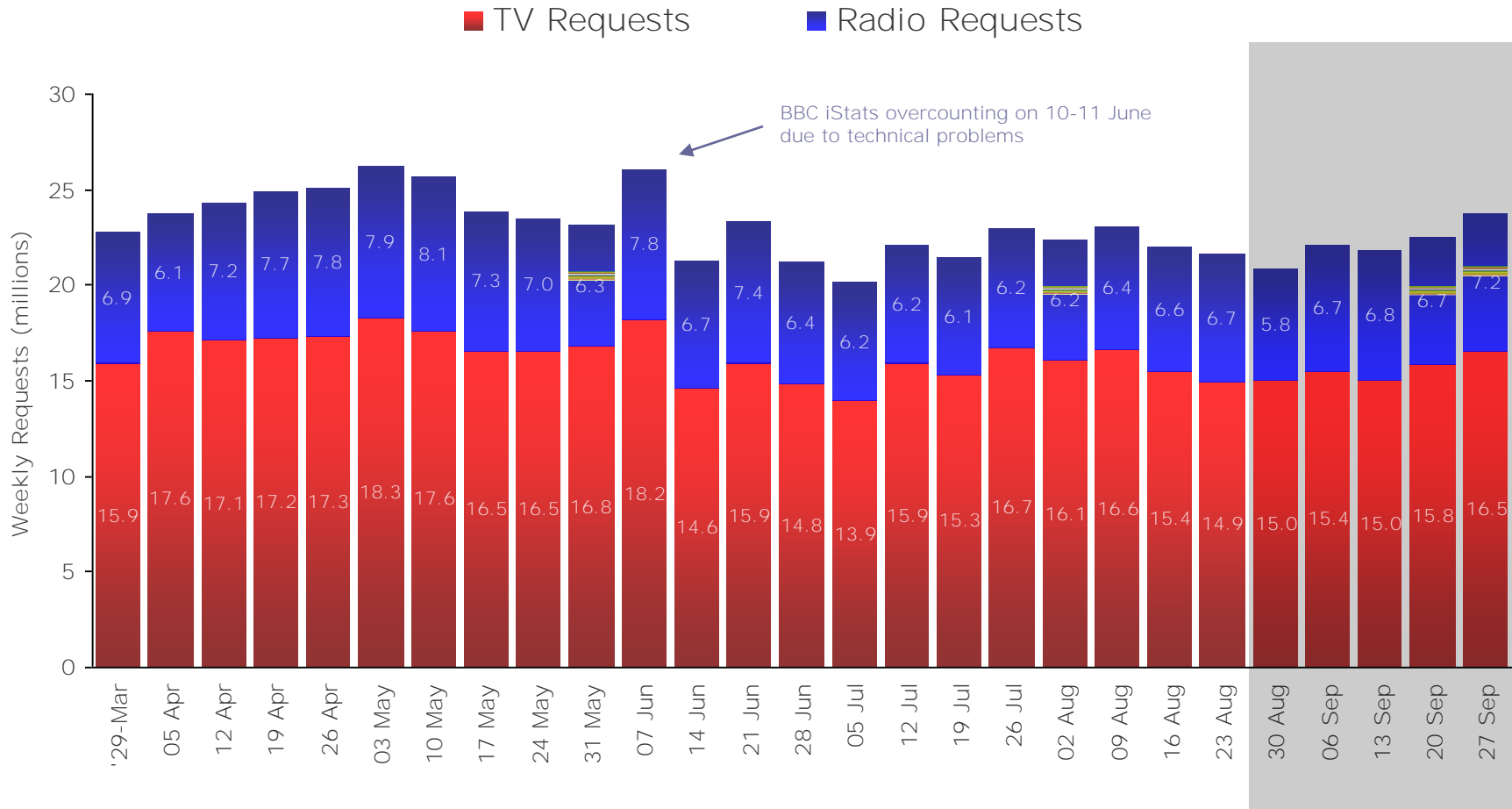
September 2010 saw an average of content, 0.30m for radio content and 0.04m using both.

with 0.92m for TV



Weekly BBC iPlayer requests - latest 6 months

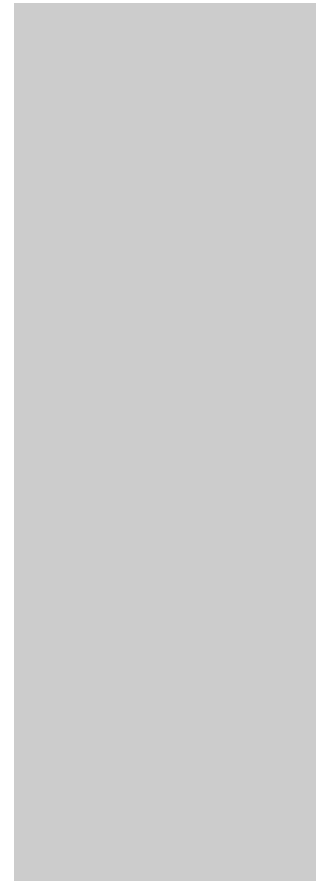
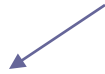
Requests to BBC iPlayer across September increased as the month progressed, corresponding with the new autumn schedule, as well as the re-launch of the BBC iPlayer website.



Weekly BBC iPlayer users latest 6 months

As seen with requests, weekly user numbers across September increased across the month.

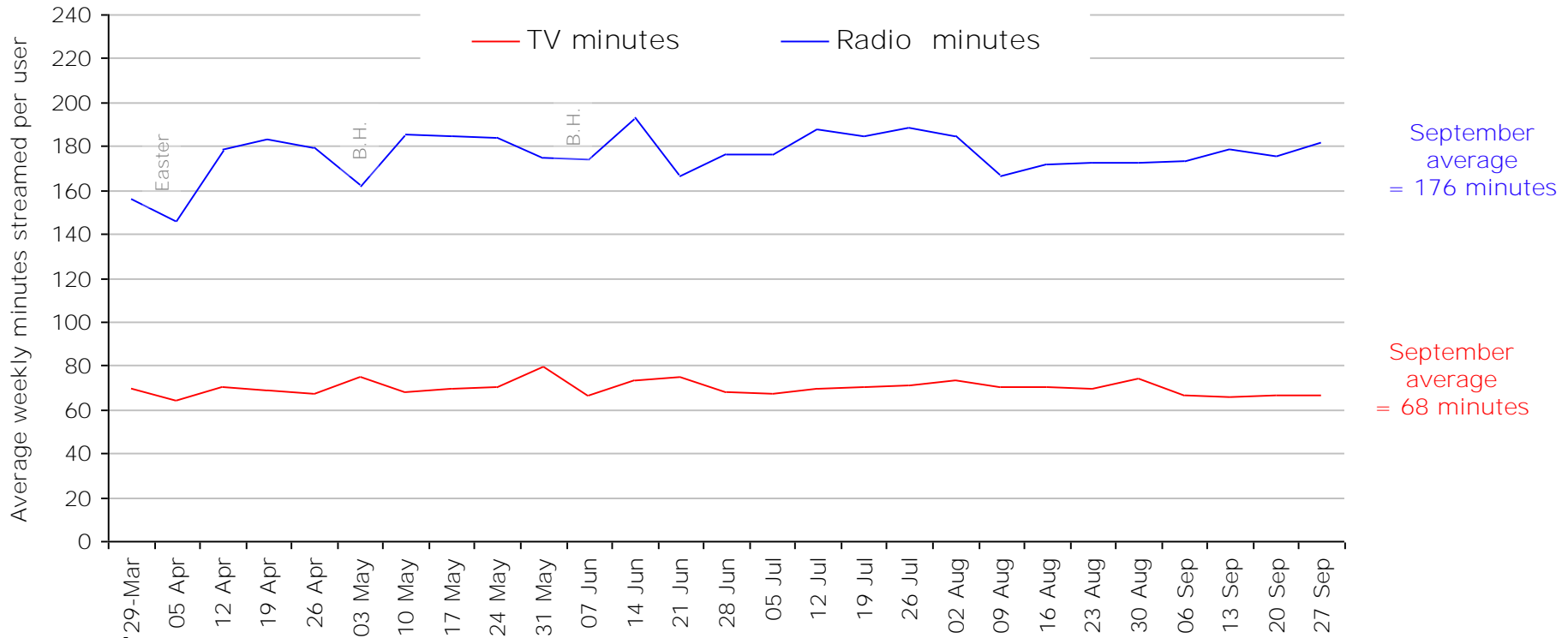
BBC iStats overcounting
on 10-11 June due to
technical problems



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 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.

Average weekly minutes streamed, per user, per week



BBC iPlayer - top 20 radio episodes, September 2010

The football match was the most-requested radio programme in September, and other sport, Radio 1 and Radio 4 programmes were also strong as usual.

| 778 EA6 | IDE | 69 D E D9 | - 6AA | 778 EA6 | IDE | 69 D E D9 | - BD I | I 9 E D9 E | <u>Total requests per Ep</u> | <u>Total requests per Ep</u> |
|----------------|------------|------------------|--------------|----------------|------------|------------------|---------------|-------------------|---|------------------------------|
| 1 | | | | 1 | | | | | 135,000 | 135,000 |
| 2 | | | | 2 | | | | | The Chris Moyles Show 22/09/10 | 85,000 |
| 3 | | | | 3 | | | | | The News Quiz Series 72 Episode 1 | 84,000 |
| 4 | | | | 4 | | | | | 5live League Cup Scunth v Man Utd 22/09/10 | 69,000 |
| 5 | | | | 5 | | | | | 5live Champ Leag Man Utd v Rangers 14/09/10 | 68,000 |
| 6 | | | | 6 | | | | | Just a Minute Series 57 Episode 7 | 64,000 |
| 7 | | | | 7 | | | | | Cricket 22/09/10 | 63,000 |
| 8 | | | | 8 | | | | | Fearne Cotton 22/09/10 | 63,000 |
| 9 | | | | 9 | | | | | That Mitchell and Webb Sound Series 4 Ep 1 | 62,000 |
| 10 | | | | 10 | | | | | Ken Bruce 15/09/10 | 61,000 |
| 11 | | | | 11 | | | | | Greg James Feet Up Friday 24/09/10 | 59,000 |
| 12 | | | | 12 | | | | | The Unbelievable Truth Series 6 Episode 1 | 58,000 |
| 13 | | | | 13 | | | | | The Official Chart with Reggie Yates 12/09/10 | 56,000 |
| 14 | | | | 14 | | | | | Fry's English Delight Series 3 Episode 4 | 53,000 |
| 15 | | | | 15 | | | | | Football 14/09/10 | 52,000 |
| 16 | | | | 16 | | | | | Scott Mills You Control Katy Perry 02/09/2010 | 52,000 |
| 17 | | | | 17 | | | | | Annie Mac Mini Mix 17/09/10 | 52,000 |
| 18 | | | | 18 | | | | | 5 live Sport League Cup 2010-11 21/09/10 | 51,000 |
| 19 | | | | 19 | | | | | Steve Wright in the Afternoon 06/09/10 | 51,000 |
| 20 | | | | 20 | | | | | Jeremy Vine 06/09/10 | 51,000 |
| | | | | | | | | | The Archers 19/09/10 | 37,000 |

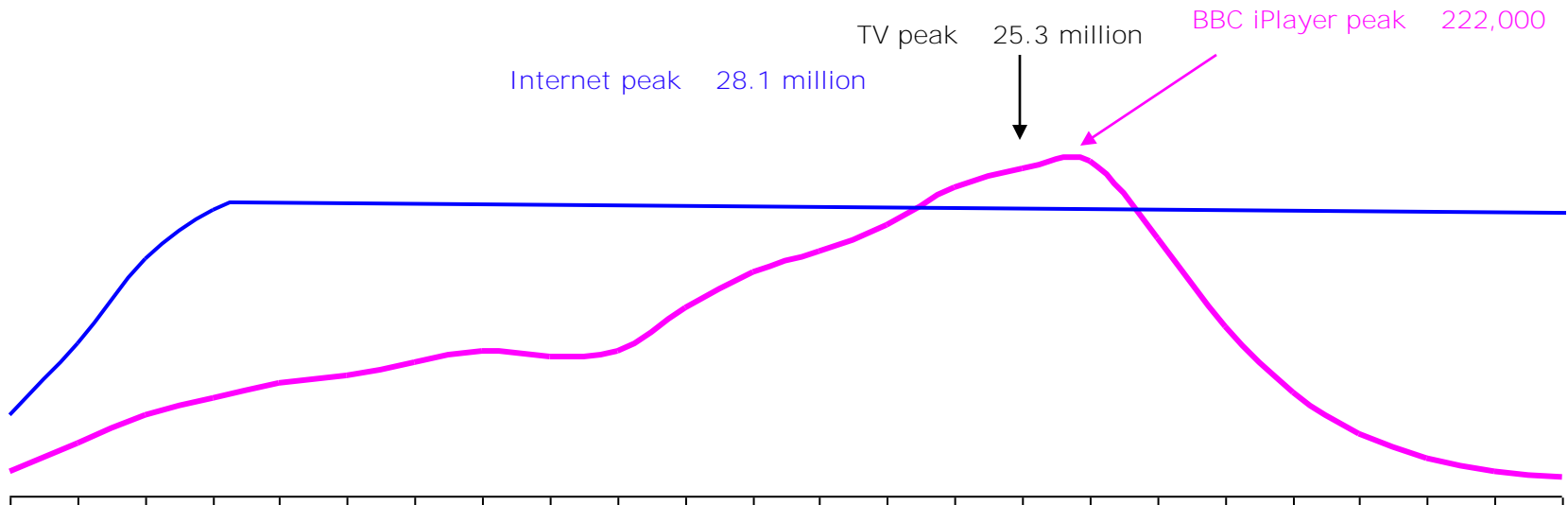
Requests by on-demand catch-up vs live simulcast

TV Requests

Radio requests

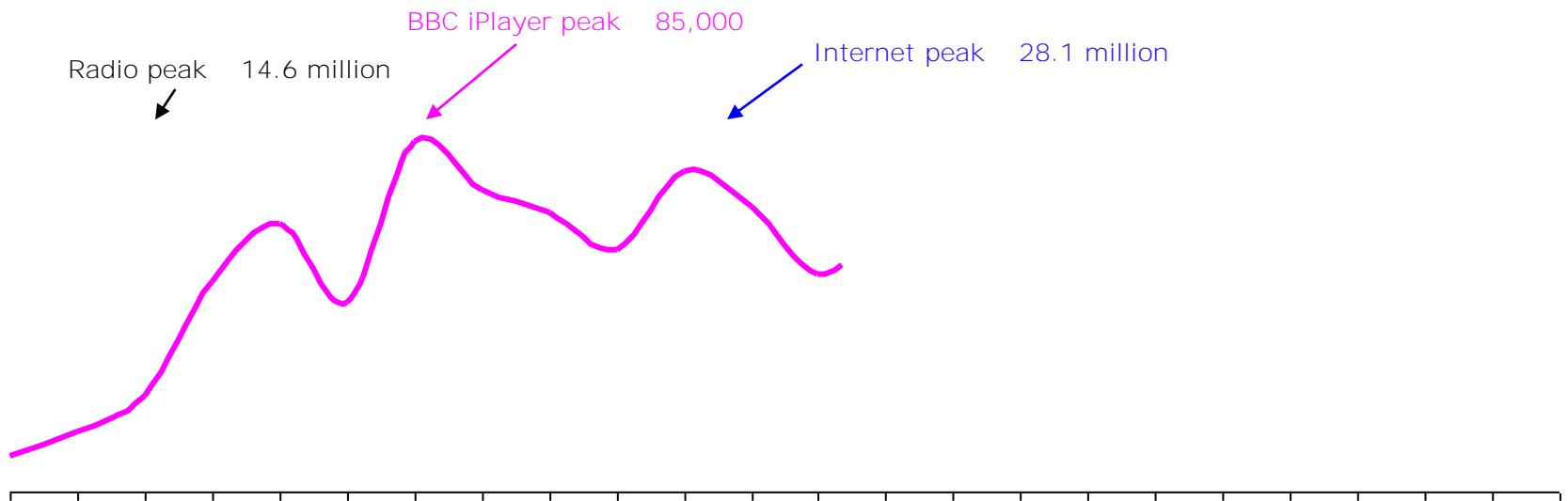
BBC iPlayer use for TV by time of day, September 2010

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.



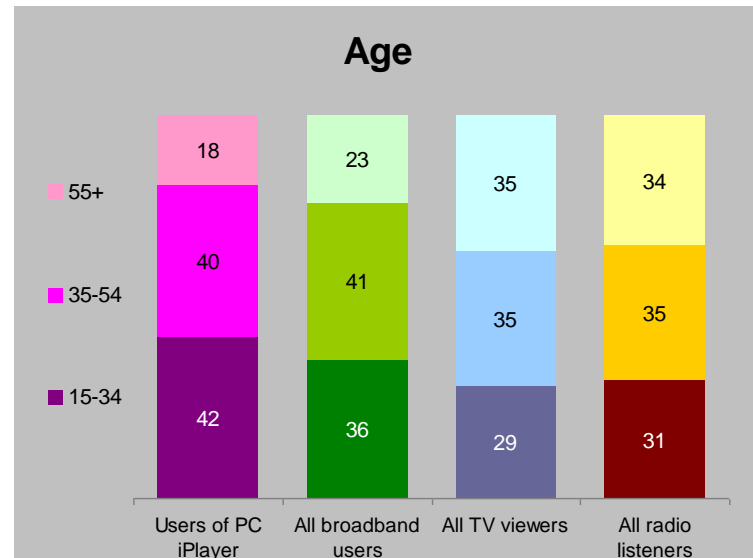
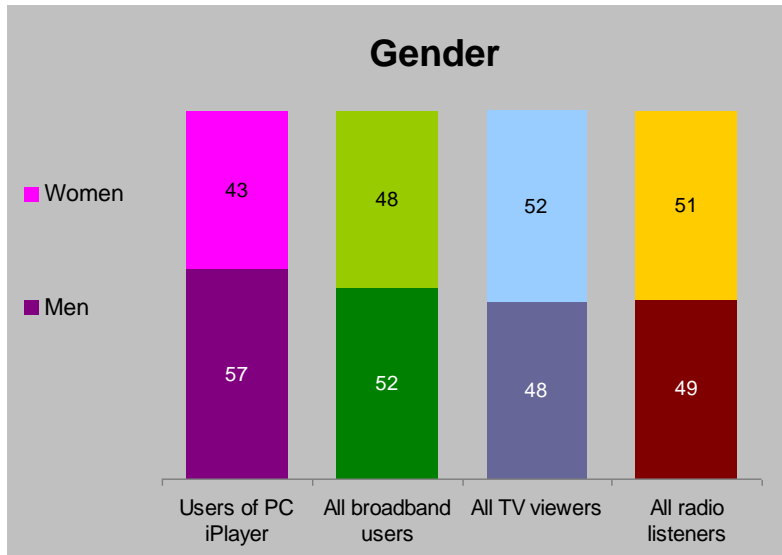
BBC iPlayer use for radio by time of day, September 2010

The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the pattern of radio listening 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 gender profile is stable with a slightly male skew, and most users are aged under 55 years.



Glossary