



# 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 *Sherlock*, *Top Gear* and the BBC3 *Adult Season*, however requests across September increased week-by-week as the month progressed ([see slide 10](#)). This corresponded with the new autumn schedules, and the re-launch of BBC iPlayer. Requests were 31% higher than for Sept 2009.
- Returning autumn drama on TV performed well, including *Merlin*, *Waterloo Road* and *Spooks*. *EastEnders* attracted significantly more requests than usual due to high-profile storylines and *Mock the Week* and the return of *Michael McIntyre's Comedy Road Show* did well for comedy. On radio, Radio 5Live's coverage of Switzerland v England football match was the most-requested programme of the month.
- Live TV viewing via the BBC iPlayer increased slightly this September, to make up 10% of all TV programme requests, as also did live radio listening, making up 71% of all radio requests – influenced by the football season and Formula 1 coverage.

### 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.
- 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.

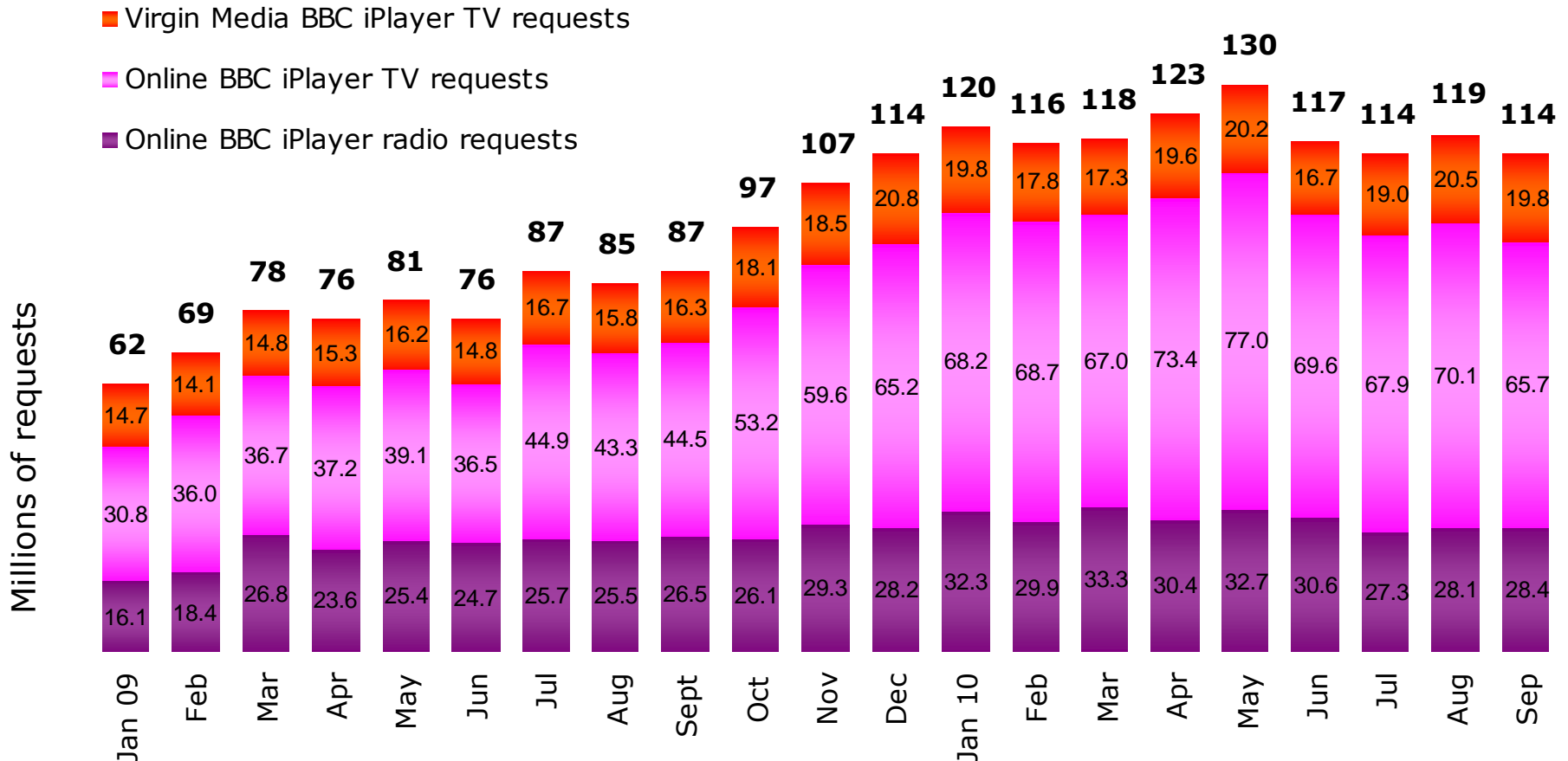
# Index

	<u>Page</u>
Overview for BBC iPlayer across all platforms	4
Monthly requests	7
Average daily requests	8
Average daily users	9
Weekly requests	10
Weekly users	11
Minutes per user per week	12
Top TV programmes	13
Top radio programmes	14
Live vs on-demand	15
Use of BBC iPlayer for TV by time of day	16
Use of BBC iPlayer for radio by time of day	17
Profile of BBC iPlayer users	18
Glossary	19

# Total monthly BBC iPlayer requests across **all** platforms

## Includes Virgin Media

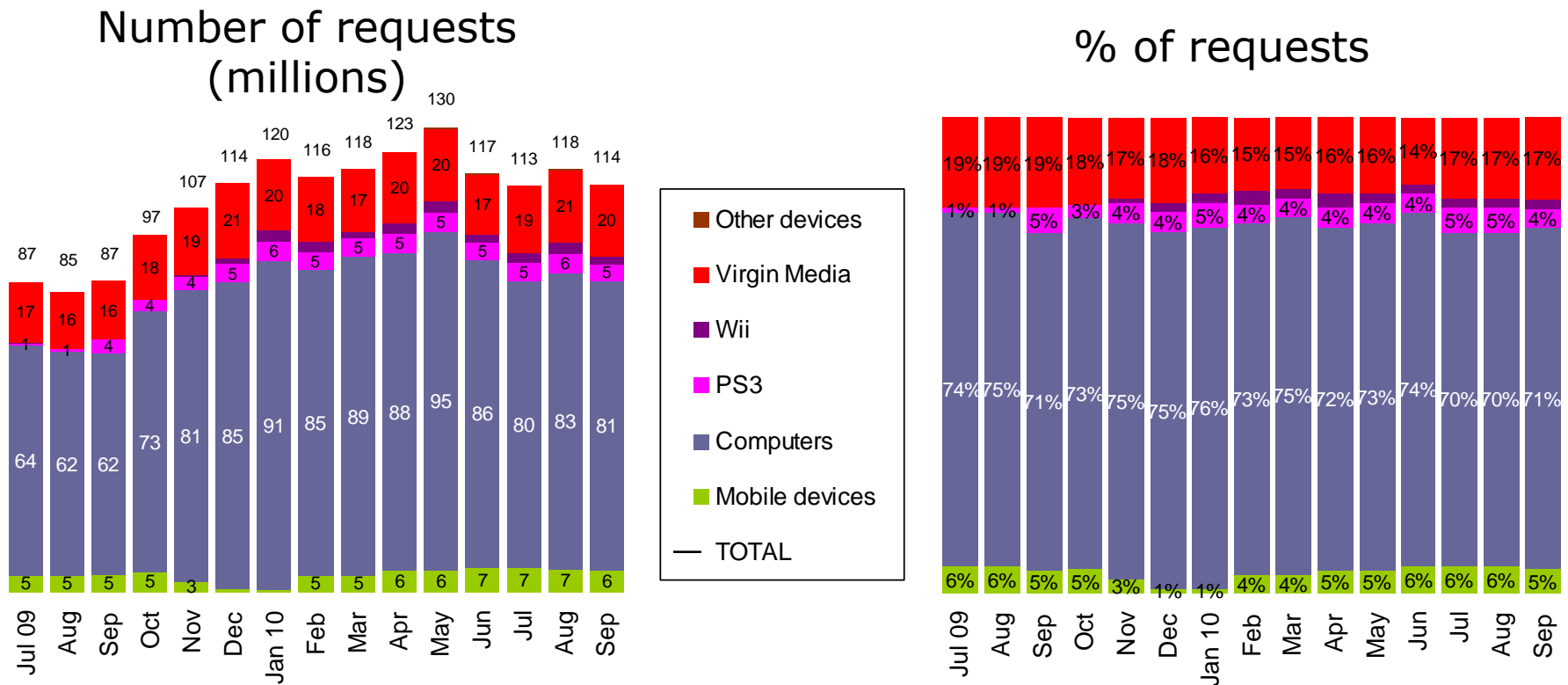
In total the BBC iPlayer saw 114 million requests for programmes across all platforms in September 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. This was a slight decrease following strong August figures (led by *Sherlock*, *Top Gear* and the BBC3 *Adult Season*) 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 *Sherlock*, *Top Gear* and the *BBC3 Adult Season*.



Virgin Media data arrives later than online stats, therefore **the remainder of this report is only for the online BBC iPlayer**, available via computer / mobile / games consoles.

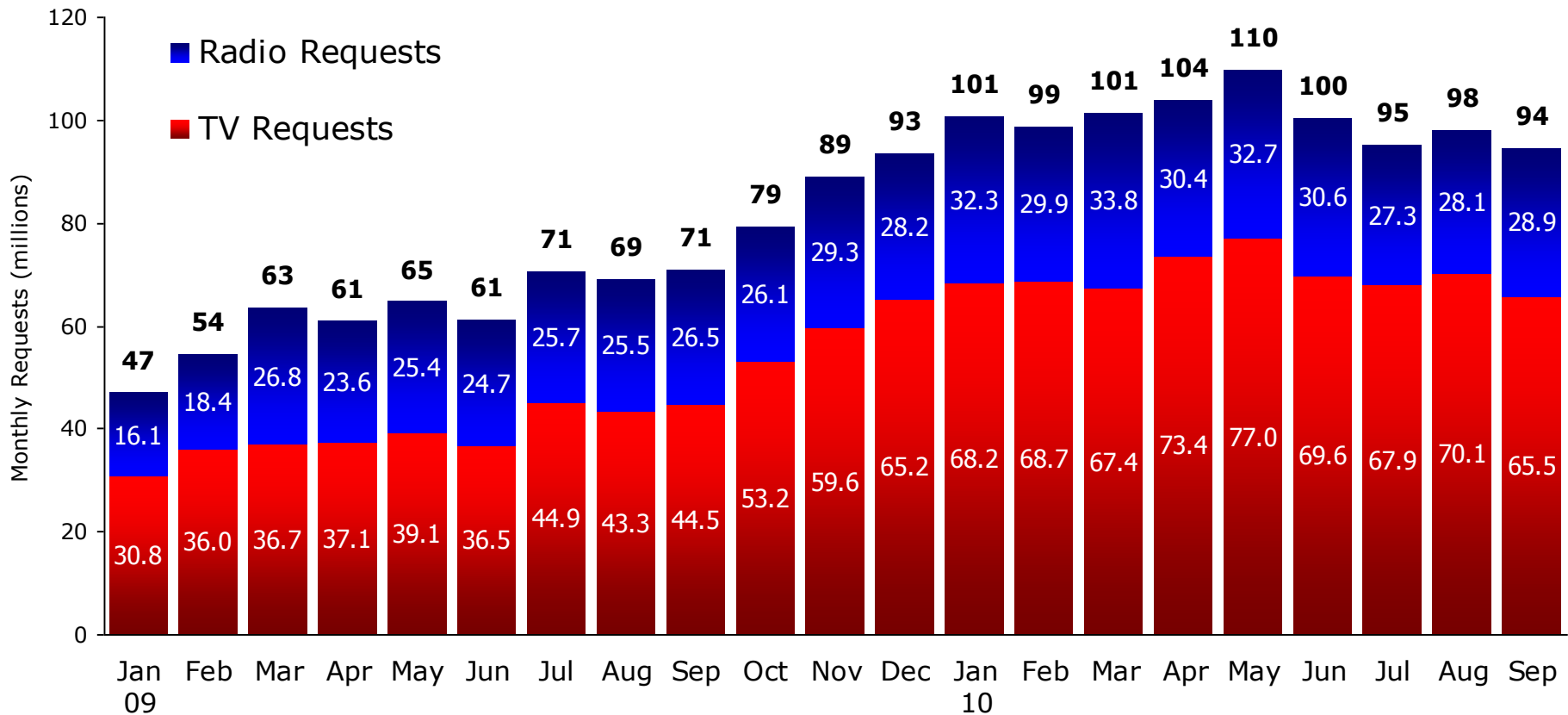
# Notes on figures in this report

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 **glossary** 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
- Please quote the source of these figures as “BBC iStats”
- Unless specified otherwise, figures include requests for both 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
- January 09 data excludes 1-4 January 09 since changes were made to the measurement system on 5 January
- This data includes requests via the 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
- **None of this data following is for the BBC iPlayer on Virgin Media’s TV service** - all is for the 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

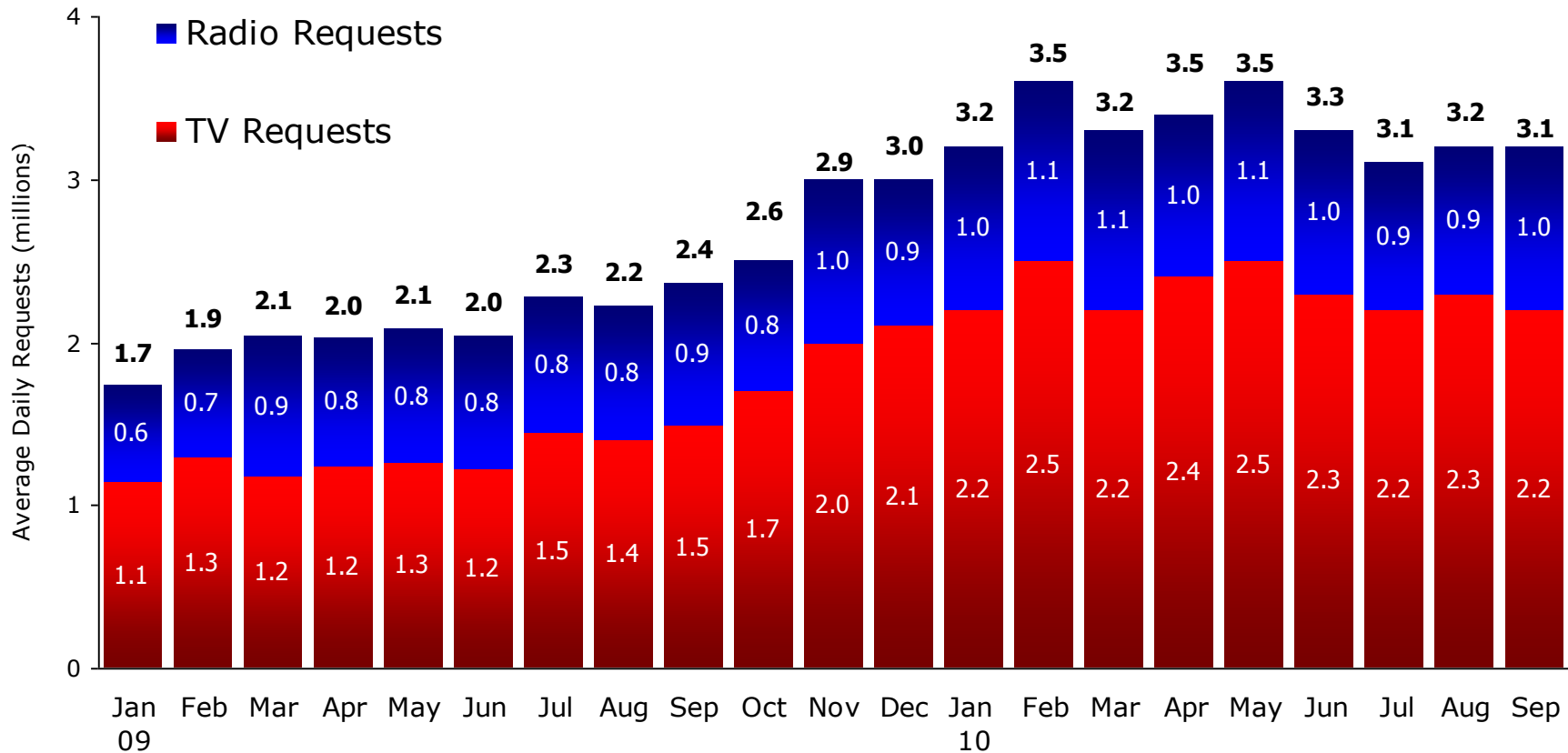
# Monthly BBC iPlayer online requests

There were a total of **94.4m** requests to the online BBC iPlayer in September 2010; a decrease to **65.5m** for TV programmes, and an increase to **28.9m** for Radio content.



# Average daily BBC iPlayer requests

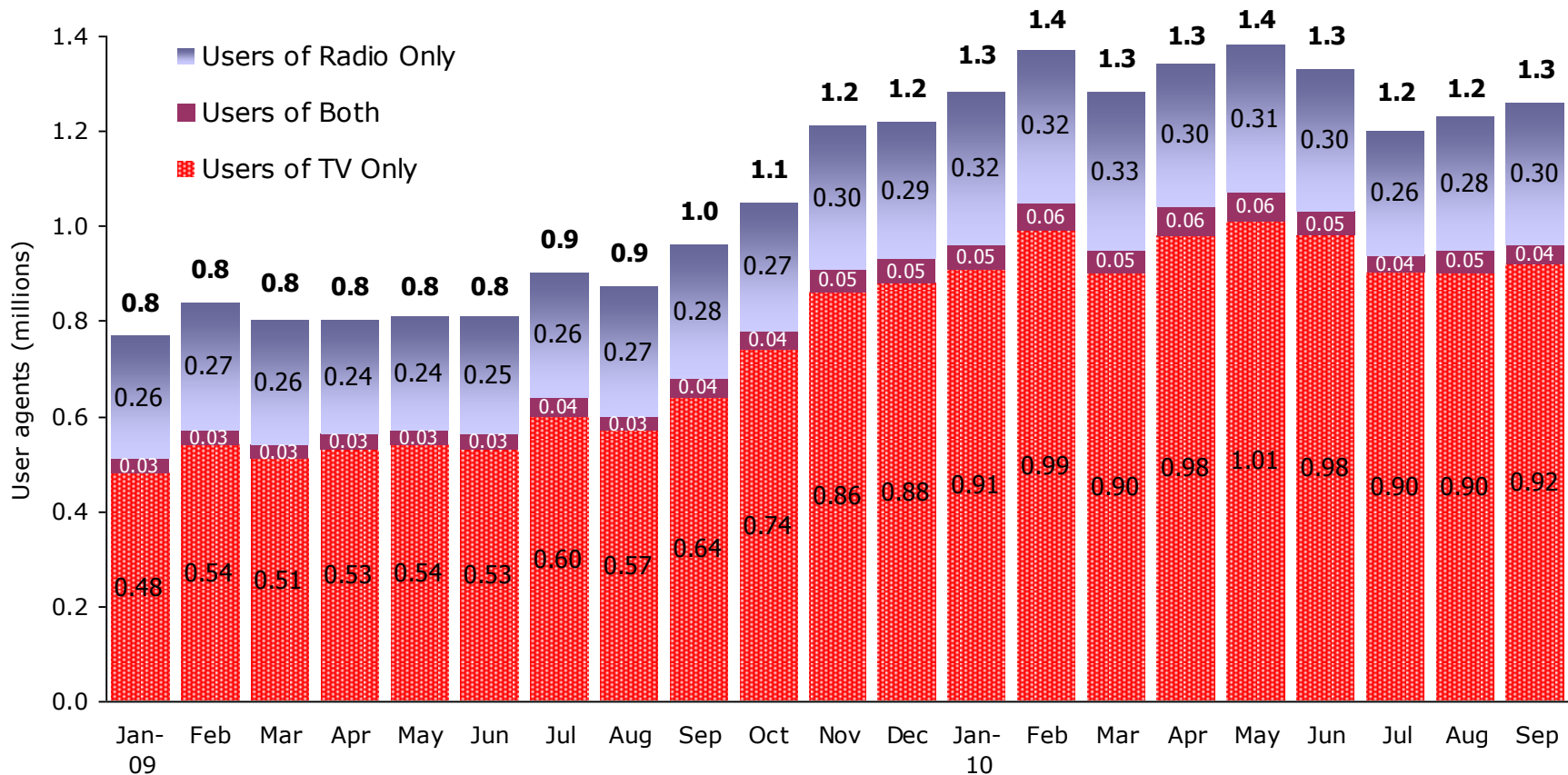
During September 2010 there were **3.1m** requests per day on average – 1.0 million per day for radio programmes and 2.2 million for TV programmes.





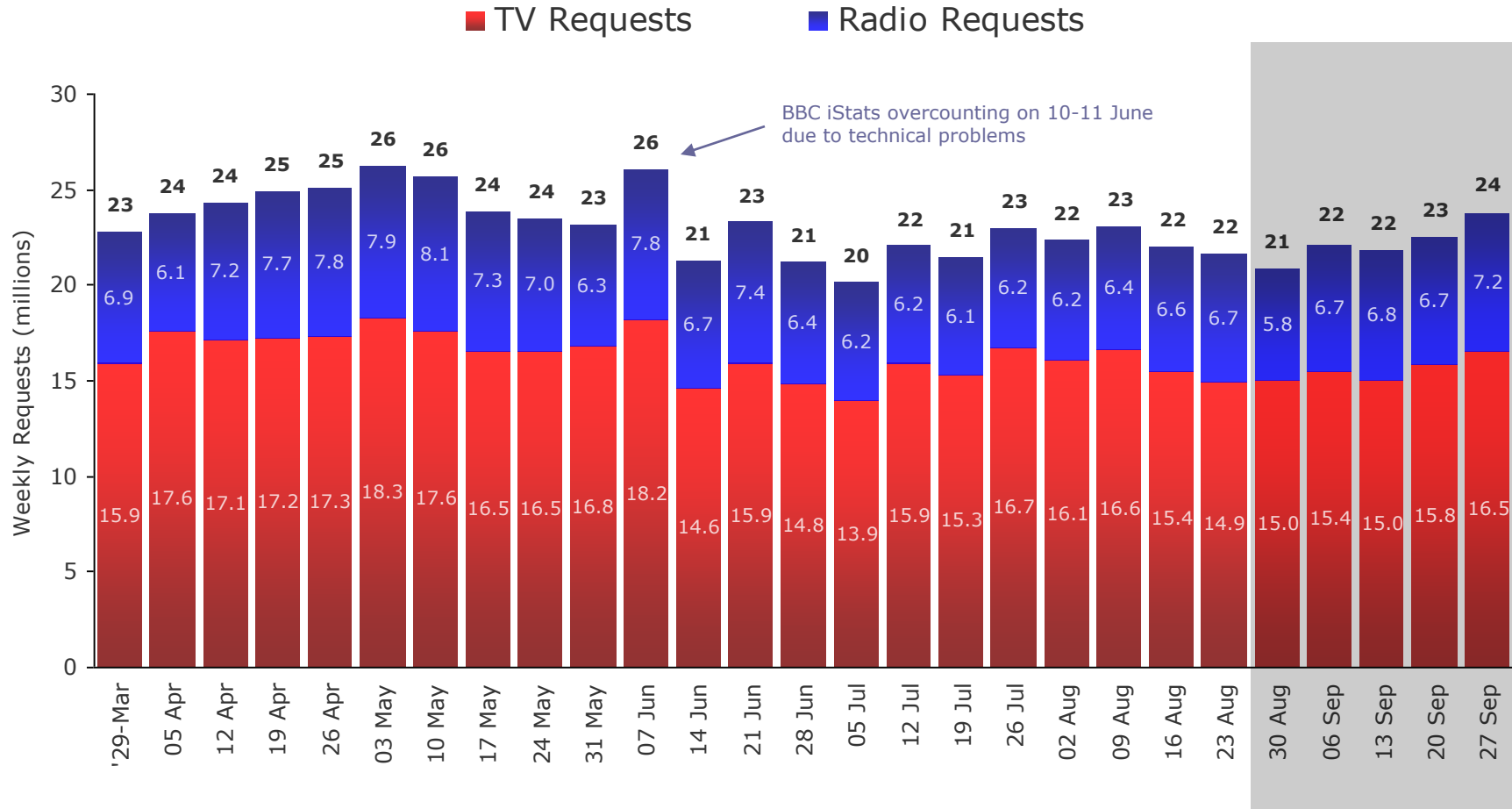
# Average daily BBC iPlayer users

September 2010 saw an average of **1.3 million users per day**, with 0.92m for TV content, 0.30m for radio content and 0.04m using both.



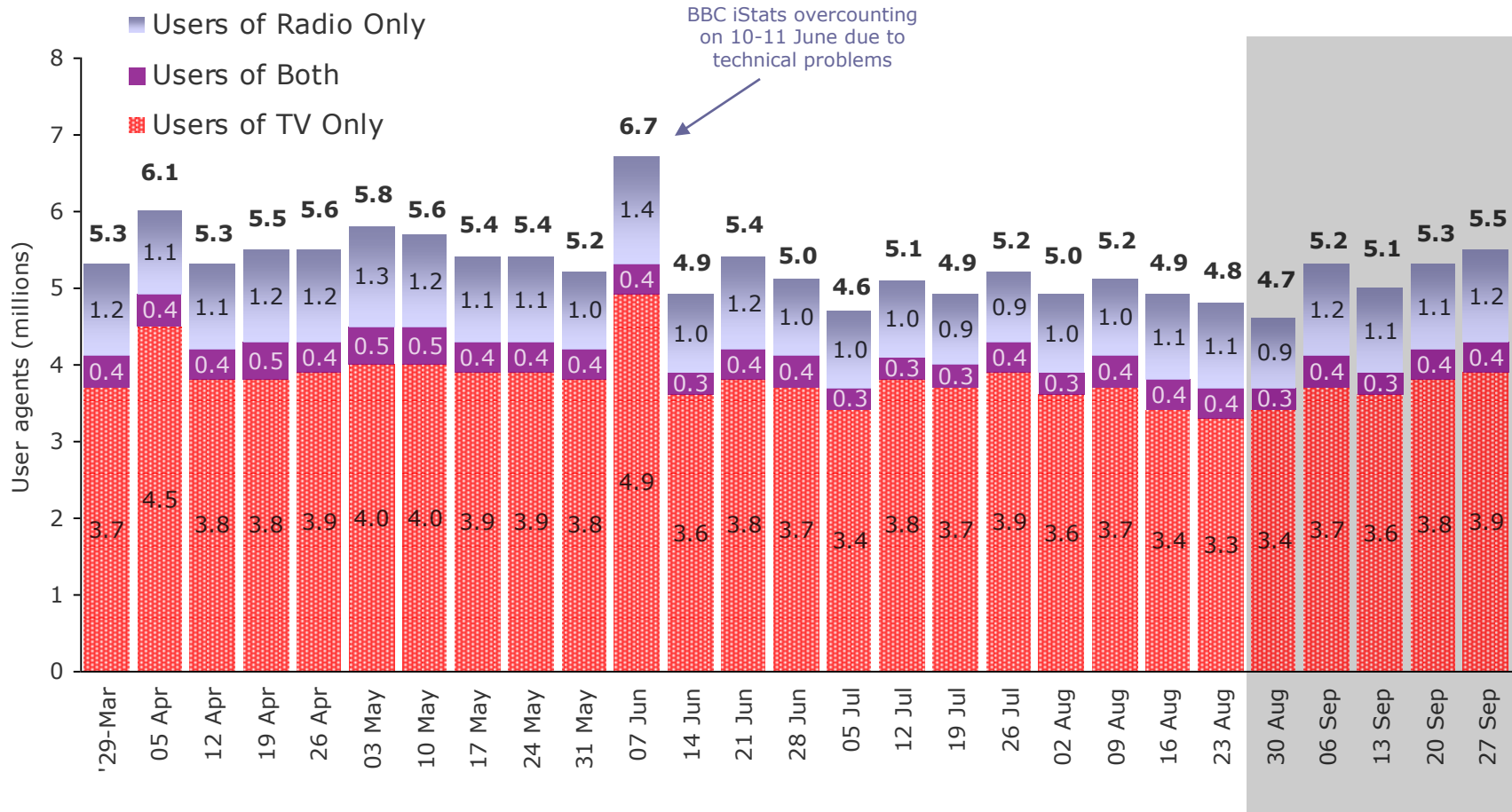
# Weekly BBC iPlayer requests - latest 6 months

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

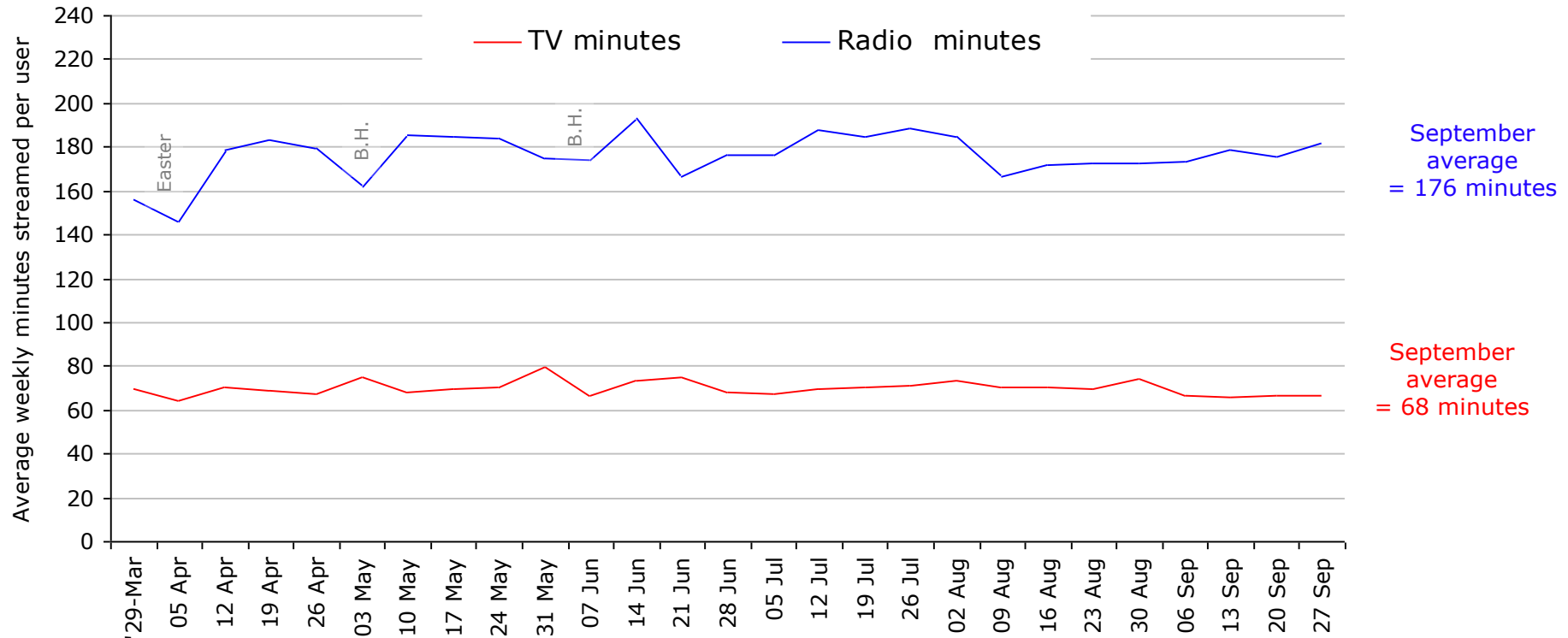
As seen with requests, weekly user numbers across September increased across the month.



# 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 TV episodes, September 2010

Returning autumn drama series performed well on BBC iPlayer in September, including *Waterloo Road*, *Merlin* and *Spooks*. *EastEnders* also attracted significantly more requests than usual due to high-profile storylines. Comedy was also a high performing genre.

## BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>
1	EastEnders 10/09/10 750,000
2	EastEnders 09/09/10 749,000
3	Mock the Week Series 9 Episode 7 573,000
4	Waterloo Road Series 6 Episode 1 559,000
5	Waterloo Road Series 6 Episode 2 539,000
6	Mock the Week Series 9 Episode 8 538,000
7	Waterloo Road Series 6 Episode 3 500,000
8	Merlin Series 3 Part 1 Episode 1 500,000
9	Waterloo Road Series 6 Episode 4 496,000
10	EastEnders 21/09/10 490,000
11	EastEnders 07/09/10 484,000
12	Michael McIntyre Comedy Roadshow S2 Ep 1 477,000
13	EastEnders 17/09/10 475,000
14	Mock the Week Series 9 Episode 9 472,000
15	Spooks Series 9 Episode 1 459,000
16	EastEnders 14/09/10 444,000
17	World Cup's Most Shocking Moments 2010 441,000
18	EastEnders 24/09/10 432,000
19	Edinburgh Comedy Fest Live Episode 1 429,000
20	EastEnders 20/09/10 428,000

## BBC iPLAYER TOP 20 TV EPISODES

### – MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>
1	EastEnders 10/09/10 750,000
2	Mock the Week Series 9 Episode 7 573,000
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4	Merlin Series 3 Part 1 Episode 1 500,000
5	Michael McIntyre Comedy Roadshow S2 Ep 1 477,000
6	Spooks Series 9 Episode 1 459,000
7	World Cup's Most Shocking Moments 2010 441,000
8	Edinburgh Comedy Fest Live Episode 1 429,000
9	Him & Her The Toast Episode 1 424,000
10	Dragons' Den Series 8 Episode 9 307,000
11	QI Series 8 Hodge Podge Episode 1 286,000
12	Strictly Come Dancing Series 8 Launch Show 265,000
13	Would I Lie To You? Series 4 Episode 8 248,000
14	Live at the Apollo Series 4 Episode 6 227,000
15	Underage and Pregnant Series 2 Episode 7 226,000
16	The League Cup Show 2010/2011 22/09/10 208,000
17	Don't Tell the Bride Series 4 Episode 6 205,000
18	10 Things You Need to Know About Sleep 186,000
19	Lost Land of the Tiger Episode 1 186,000
20	Cherry Gets Married 20/09/10 176,000

*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.*

# BBC iPlayer - top 20 radio episodes, September 2010

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

## BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep</u>
1	5live Int'l Football Switz v Eng 07/09/2010	135,000
2	The Chris Moyles Show 22/09/10	85,000
3	The Chris Moyles Show 14/09/2010	84,000
4	The Chris Moyles Show 10/09/10	69,000
5	The News Quiz Series 72 Episode 1	68,000
6	The Chris Moyles Show 23/09/2010	64,000
7	The Chris Moyles Show 06/09/10	63,000
8	The Chris Moyles Show 24/09/10	63,000
9	The Chris Moyles Show 15/09/2010	62,000
10	The Chris Moyles Show 16/09/2010	61,000
11	The Chris Moyles Show 17/09/10	59,000
12	5live League Cup Scunth v Man Utd 22/09/10	58,000
13	The Chris Moyles Show 20/09/2010	56,000
14	5live Champ Leag Man Utd v Rangers 14/09/10	53,000
15	The Chris Moyles Show 13/09/2010	52,000
16	The Chris Moyles Show 07/09/10	52,000
17	Just a Minute Series 57 Episode 7	52,000
18	5 live Sport League Cup 2010-11 21/09/10	51,000
19	The Chris Moyles Show 09/09/2010	51,000
20	The Chris Moyles Show 08/09/10	51,000

## BBC iPLAYER TOP 20 RADIO EPISODES – MOST-REQUESTED EPISODE PER SERIES

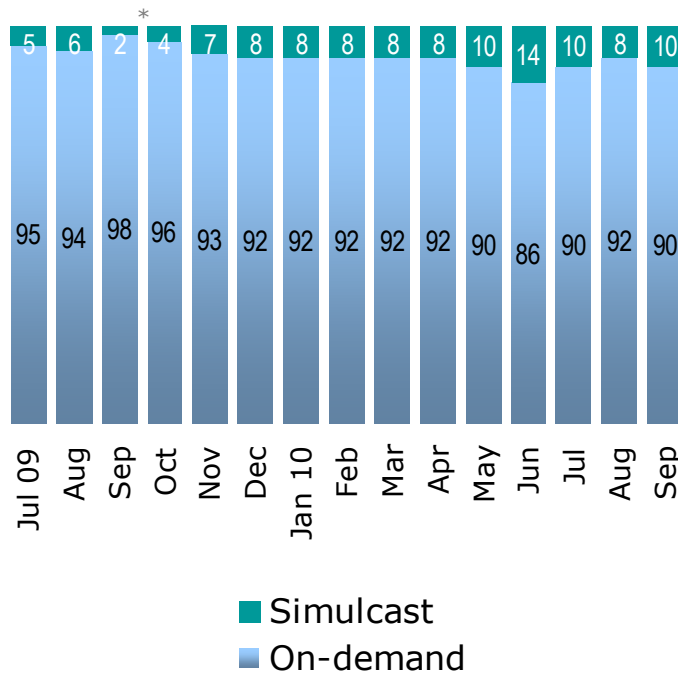
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3	The News Quiz Series 72 Episode 1	68,000
4	5live League Cup Scunth v Man Utd 22/09/10	58,000
5	5live Champ Leag Man Utd v Rangers 14/09/10	53,000
6	Just a Minute Series 57 Episode 7	52,000
7	Cricket 22/09/10	51,000
8	Fearne Cotton 22/09/10	50,000
9	That Mitchell and Webb Sound Series 4 Ep 1	48,000
10	Ken Bruce 15/09/10	47,000
11	Greg James Feet Up Friday 24/09/10	47,000
12	The Unbelievable Truth Series 6 Episode 1	44,000
13	The Official Chart with Reggie Yates 12/09/10	44,000
14	Fry's English Delight Series 3 Episode 4	43,000
15	Football 14/09/10	41,000
16	Scott Mills You Control Katy Perry 02/09/2010	40,000
17	Annie Mac Mini Mix 17/09/10	39,000
18	Steve Wright in the Afternoon 06/09/10	39,000
19	Jeremy Vine 06/09/10	38,000
20	The Archers 19/09/10	37,000

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

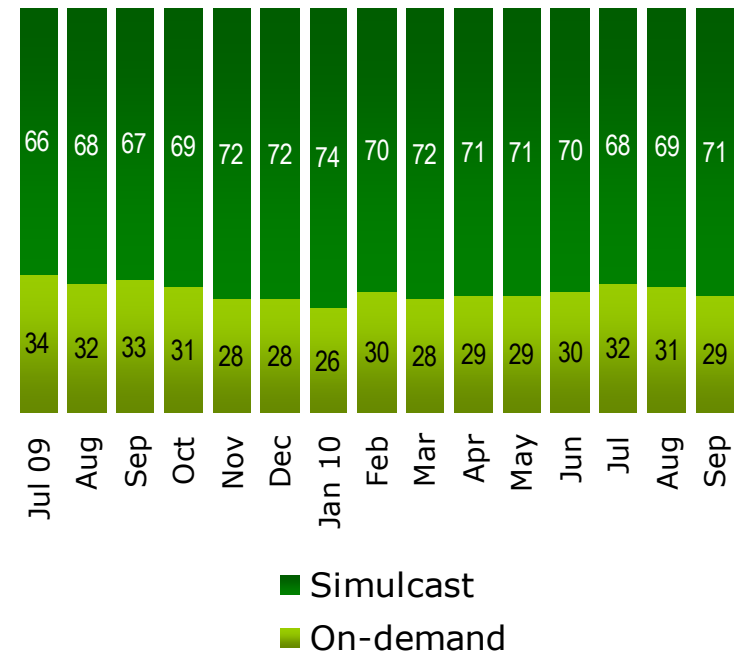
# Requests by on-demand catch-up vs live simulcast

Live TV viewing via the BBC iPlayer increased +2 points in September to make up 10% of all requests, and live radio listening also saw a slight increase to 71% - boosted by the football season and Formula 1 coverage.

## TV Requests

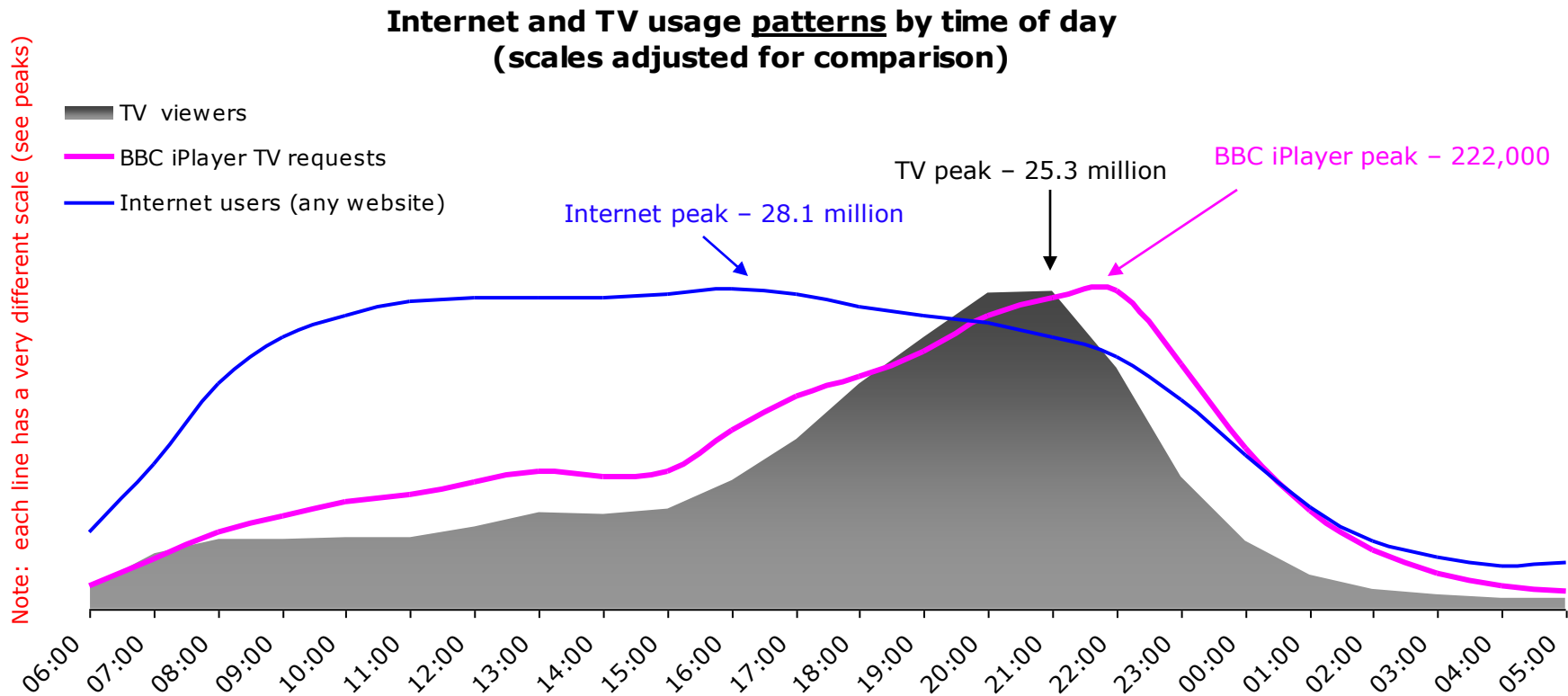


## Radio requests



# 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 **relative usage pattern** 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.

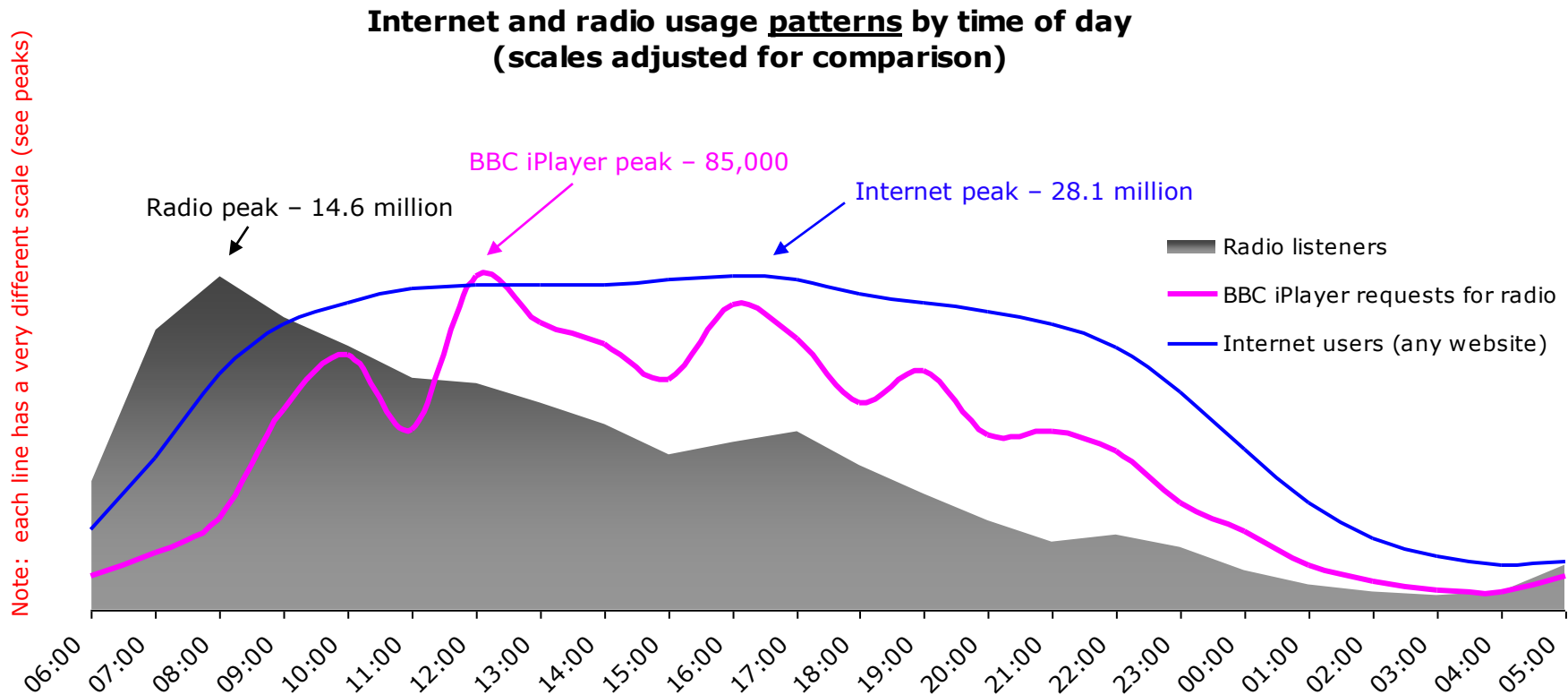


Sources – TV from BARB September 2010, internet from Nielsen September 2010, BBC iPlayer from BBC iStats September 2010 - see footnotes on final page for more detail



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

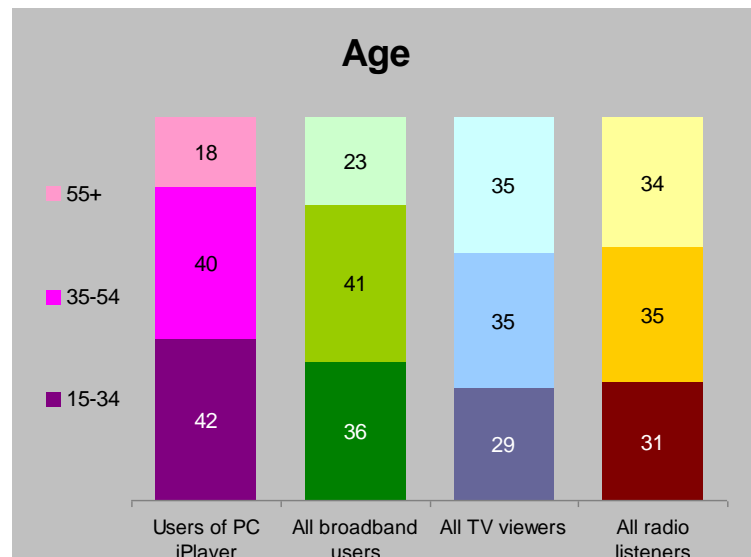
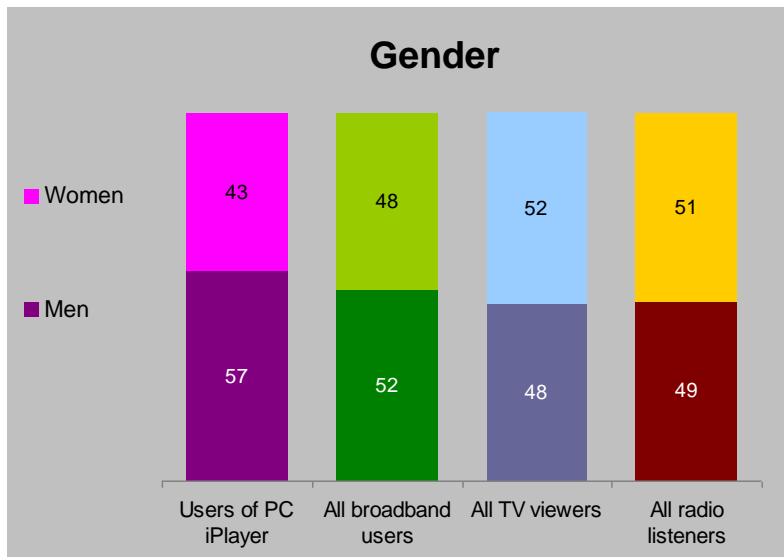
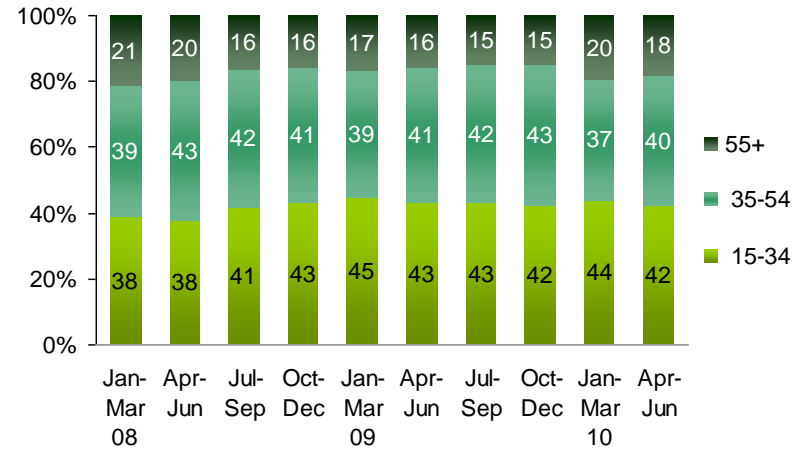
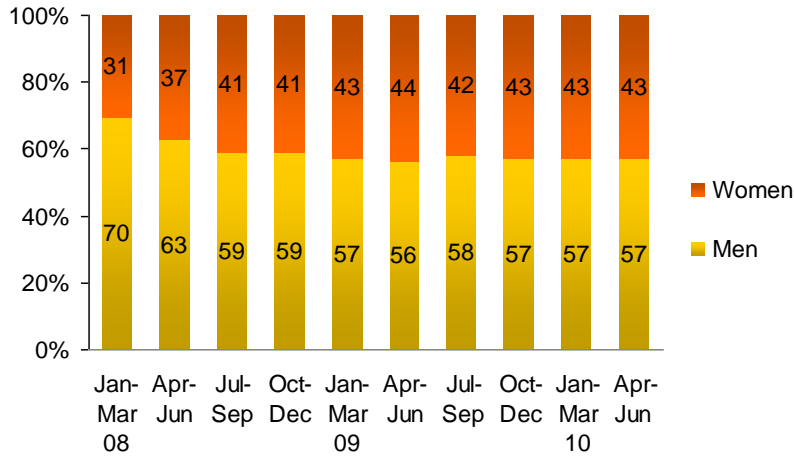
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q2 2010, internet from Nielsen September 2010, BBC iPlayer from BBC iStats September 2010 - see footnotes on final page for more detail

# 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 (Q2 10), radio from RAJAR (Q2 10), broadband from TNS survey 2000 adults (Sep 09)

# Glossary

**Stream** – click to play instantly

**Download** – save to your computer to play later

We cannot report on playback of downloads due to technical and data privacy restrictions

**Users** – 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-standard way of counting “users” or “visitors” to websites.

**Requests** – 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.

**Catch-up / on-demand** – programmes requested after they have gone out on “normal” TV/radio channels and are available on BBC iPlayer

**Live / simulcast** – 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

**TV data** – BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV

**Radio data** - RAJAR average audience, by hour, all adults 16+, all radio stations

**BBC iPlayer** - average requests, by hour, all programmes, stream & downloading, live and on-demand, UK only

**Nielsen** – user numbers, aged 2+ based on internet population estimate of 38 million individuals