



# Monthly Performance Pack

## June 2010

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# Monthly summary - June 2010

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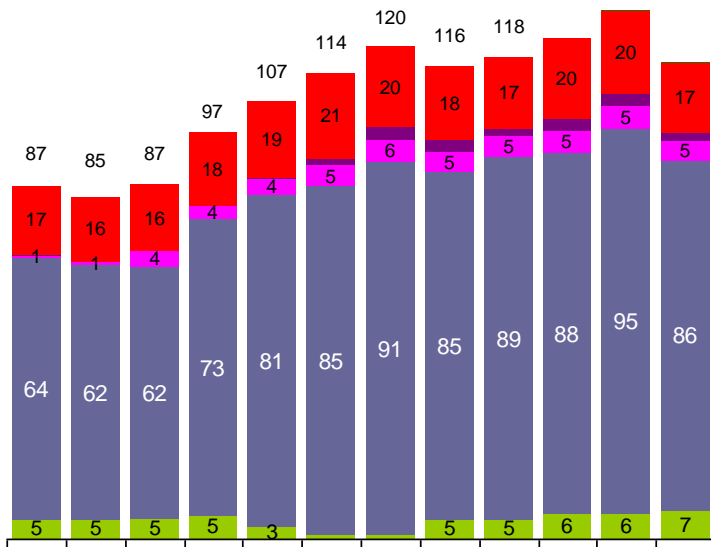
Total monthly BBC iPlayer requests across

# Requests for programmes by device type

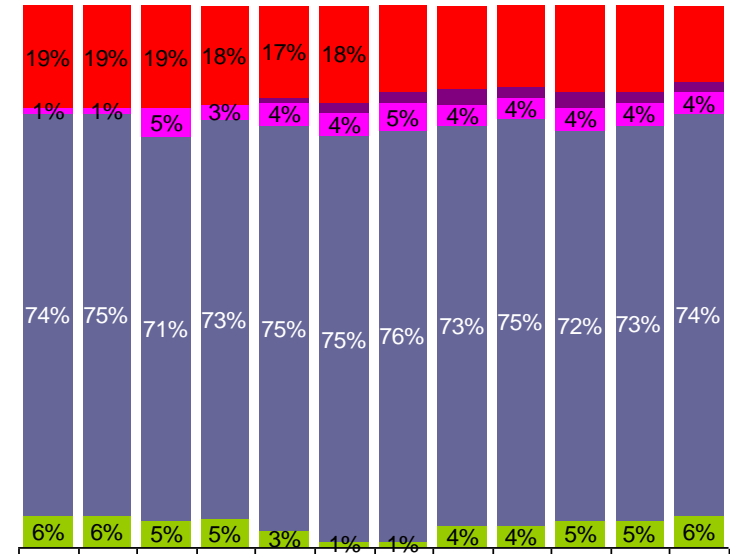
## Includes Virgin Media

In June, the number of BBC iPlayer requests for programmes by platform/device grew notably on mobile devices; the remainder of delivery types all saw decreases.

Number of requests (millions)



% of requests



Virgin Media data arrives later than online stats, therefore  
 , available via computer / mobile / games consoles.

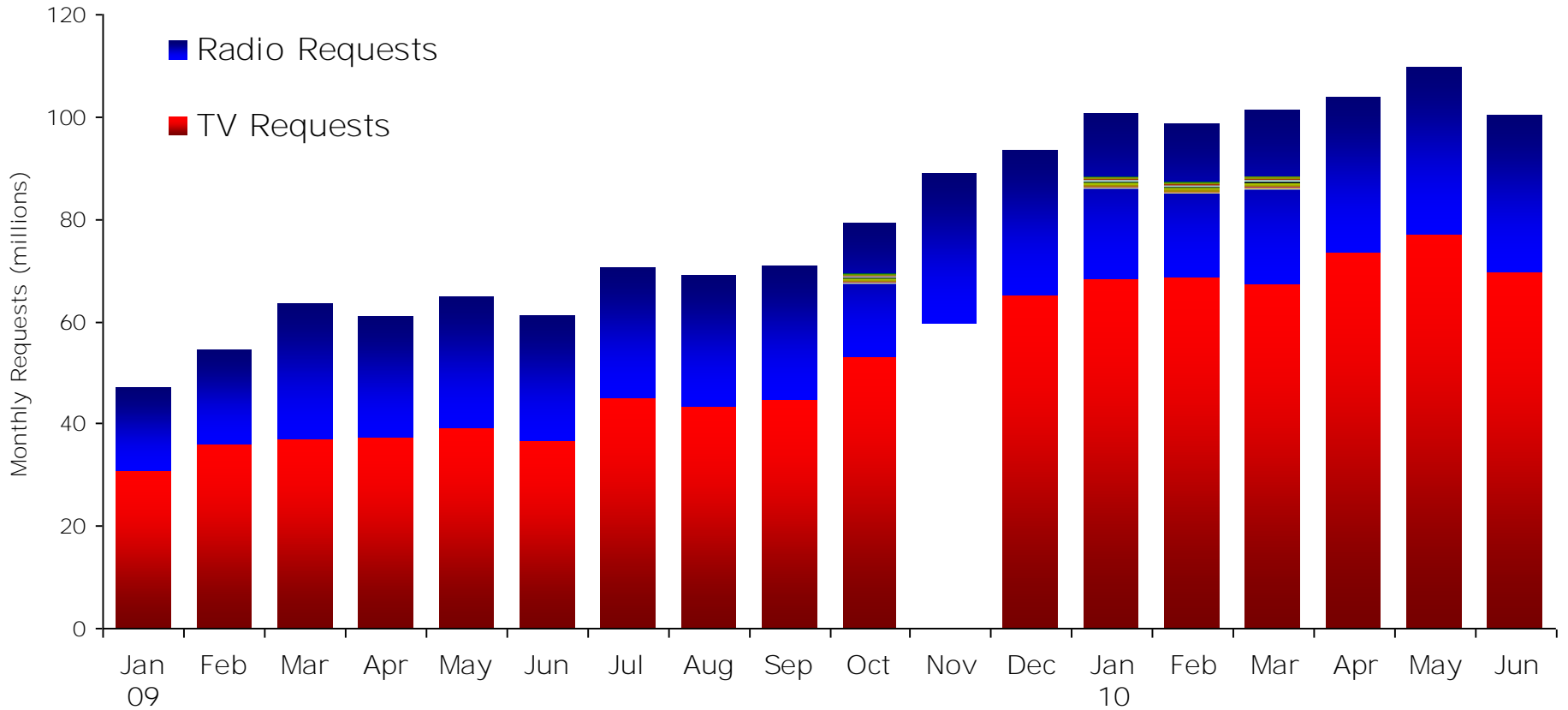
NB: iPhone data missing over 10 Nov 02 Feb, and Wii stats missing over 22-31 March, due to technical problems  
 Please refer to slide 6 for guide footnotes.

These notes apply to pages 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
- Please quote the source of these figures as "BBC iStats"
- Unless specified otherwise, figures include requests for both

# Monthly BBC iPlayer online requests

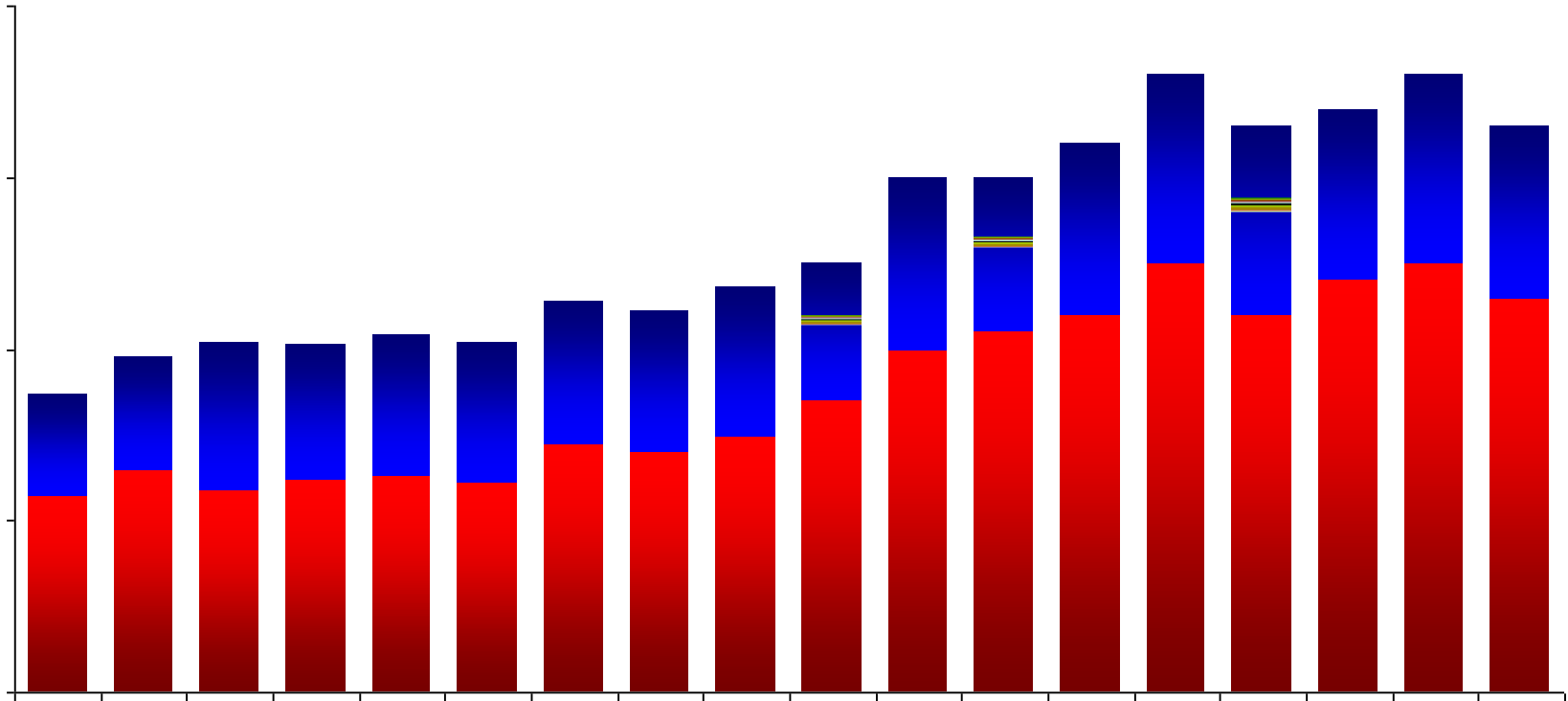
There were a total of



Please refer to slide 6 for guide footnotes.

# Average daily BBC iPlayer requests

During June 2010 there were requests per day on average – 1 million per day for radio programmes and 2.3 million for TV programmes.

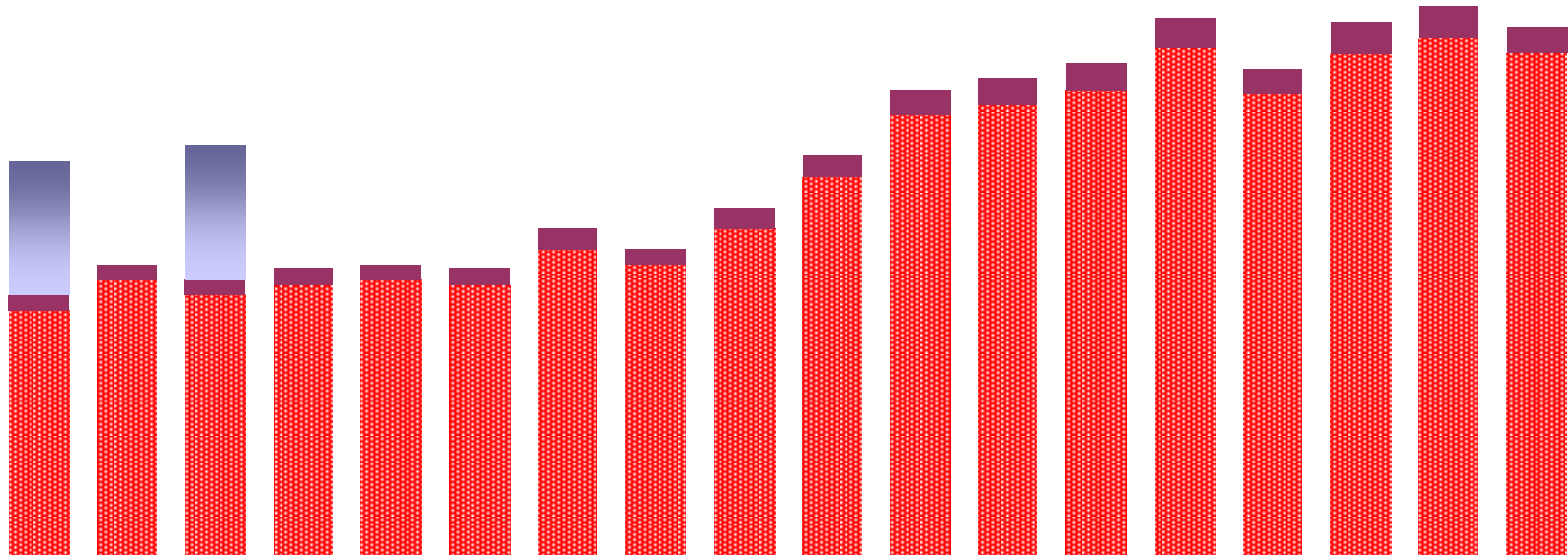




# Average daily BBC iPlayer users

June 2010 saw an average of content, 0.3m for radio content and 0.05m using both.

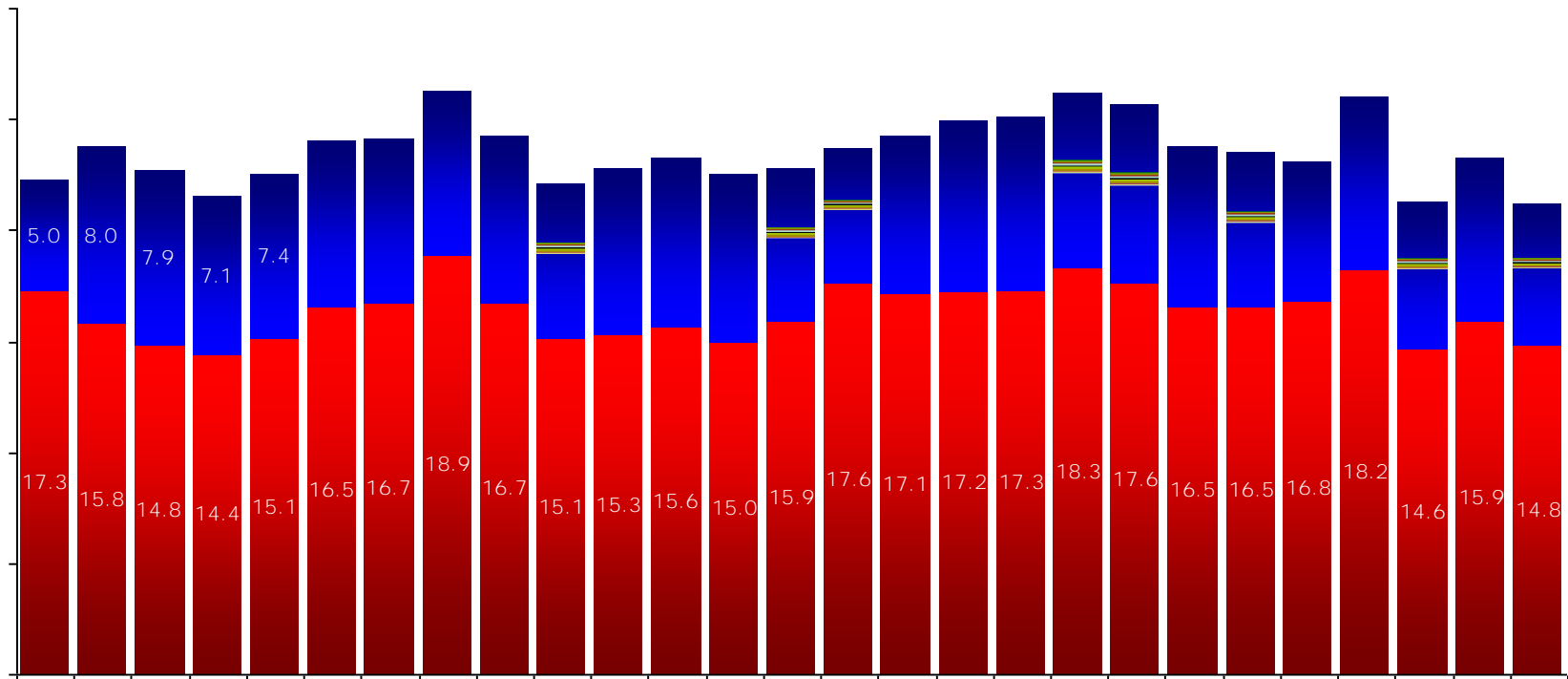
with just under 1m for TV



# Weekly BBC iPlayer requests - latest 6 months

There were technical problems with the BBC iPlayer stats system on 10-11 June, which resulted in double-counting of some requests. The week of 7-13 June looks strong in the graph below, but this is only because of this problem.

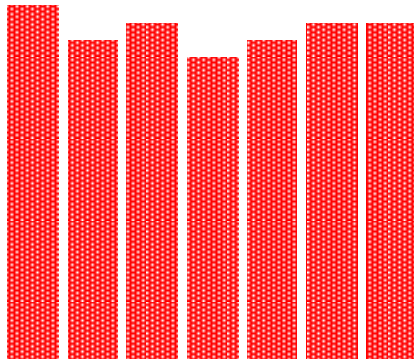
BBC iStats overcounting



# Weekly BBC iPlayer users - latest 6 months

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

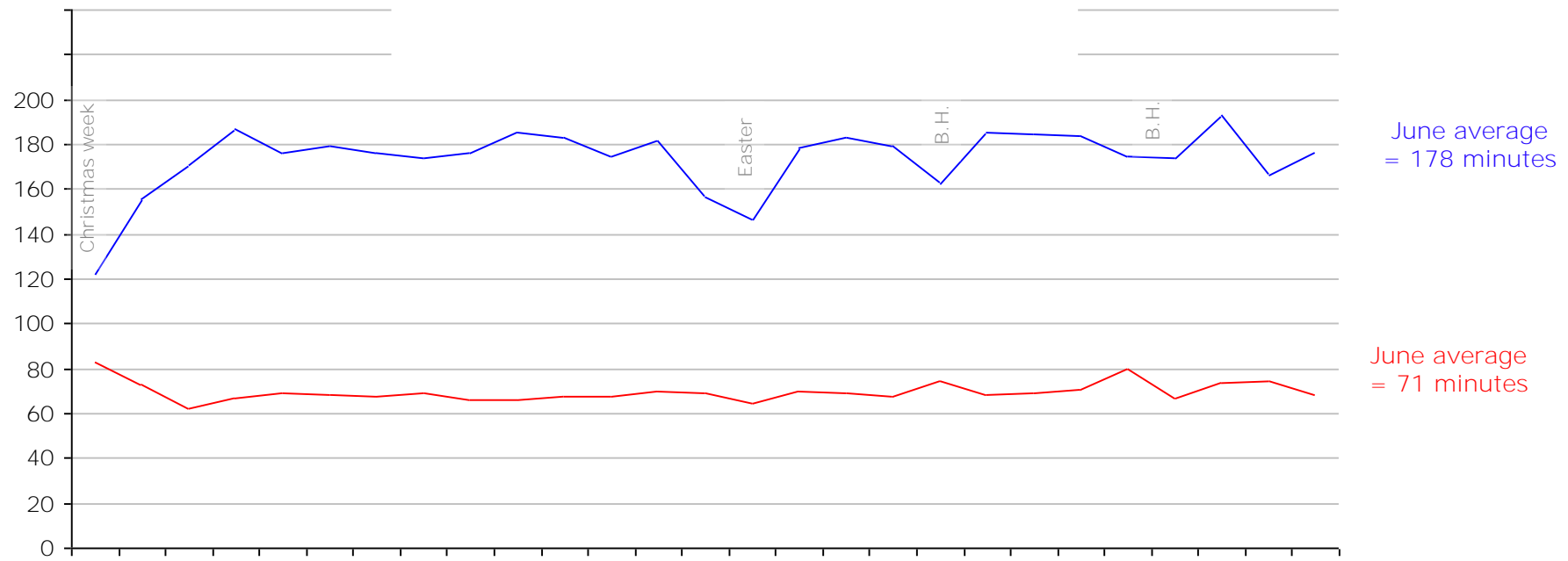


## Requests and average minutes per user per week

On a weekly basis, each user of TV on BBC iPlayer is requesting just under 4 programmes, and streaming just 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.

Holidays show an increase in TV stream durations and a corresponding dip for audio.

Average weekly minutes streamed, per user, per week



# BBC iPlayer - top 20 TV episodes June 2010

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	<u>Total requests per episode</u>	
1	Doctor Who Series 5 Episode 12	1,326,000
2	Doctor Who Series 5 Episode 11	1,288,000
3	Doctor Who Series 5 Episode 10	1,134,000
4	Junior Apprentice Episode 5	680,000
5	Junior Apprentice Episode 6	679,000
6	EastEnders 15/06/10	679,000
7	Mock the Week Series 9 Episode 1	627,000
8	MOTD World Cup Slov v England 23 <sup>rd</sup> Jun	626,000
9	EastEnders 10/06/10	610,000

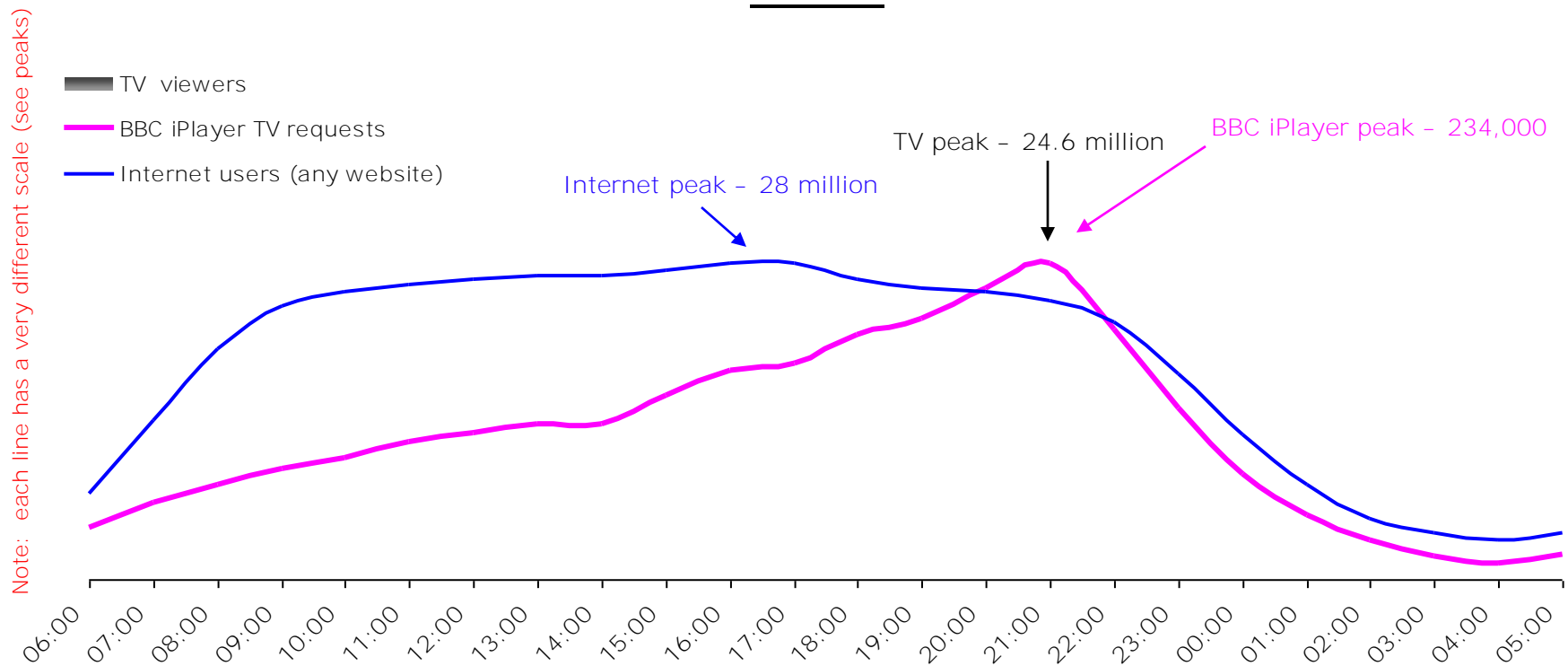
# BBC iPlayer - top 20 radio episodes June 2010

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

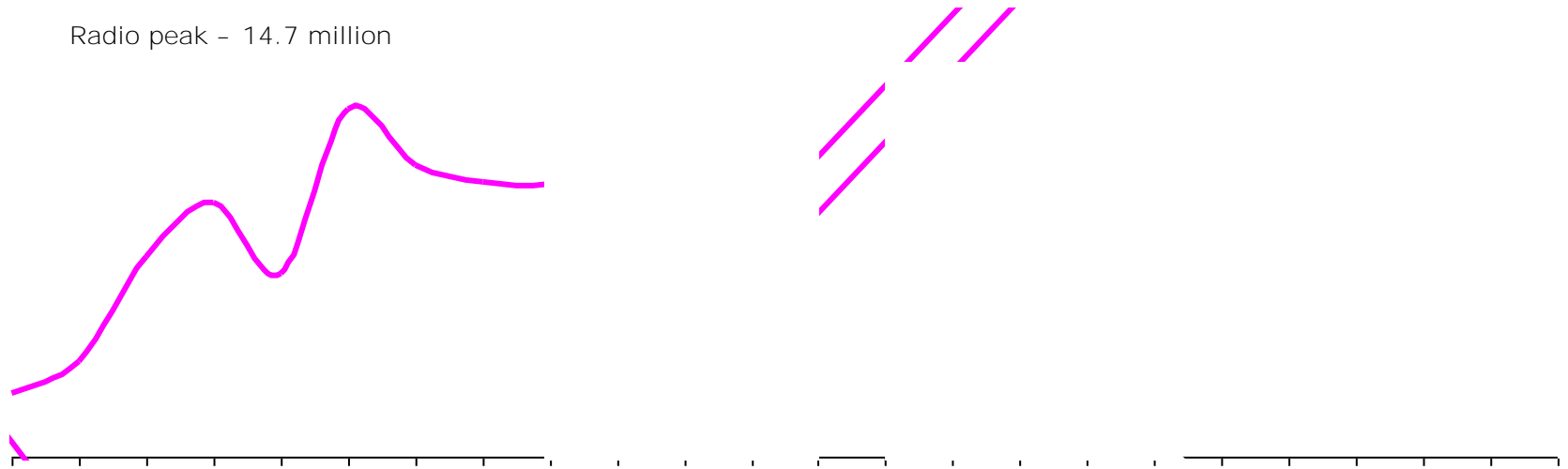
The scale for each line on this graph is different - traditional TV viewing is far higher than BBC iPlayer use. However it shows the pattern of use by time of day - with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime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



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



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



## 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 has been stable for gender recently, but during Q1 2010 the number of users aged 55+ increased to make up 20%.



