



Monthly Performance Pack

July 2010

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Monthly summary July 2010

In total the BBC iPlayer received 114 million requests for programmes across all platforms in July 2010, including both online platforms and devices and BBC iPlayer on Virgin Media TV. Requests still remain significantly higher than July 2009 with 68 million requests for TV programmes and 27 million were for radio programmes, whilst requests on Virgin Media were up to 19 million.

BBC most-requested TV title for July was Top Gear, with some episodes attracting over 1 million requests each. New BBC one drama titles also performed well, as did comedy, as usual and the start of the BBC Three Adult Season.

Live TV viewing via the BBC iPlayer fell back to relatively normal levels in July as the World Cup came to a close.

Consistent with previous months:

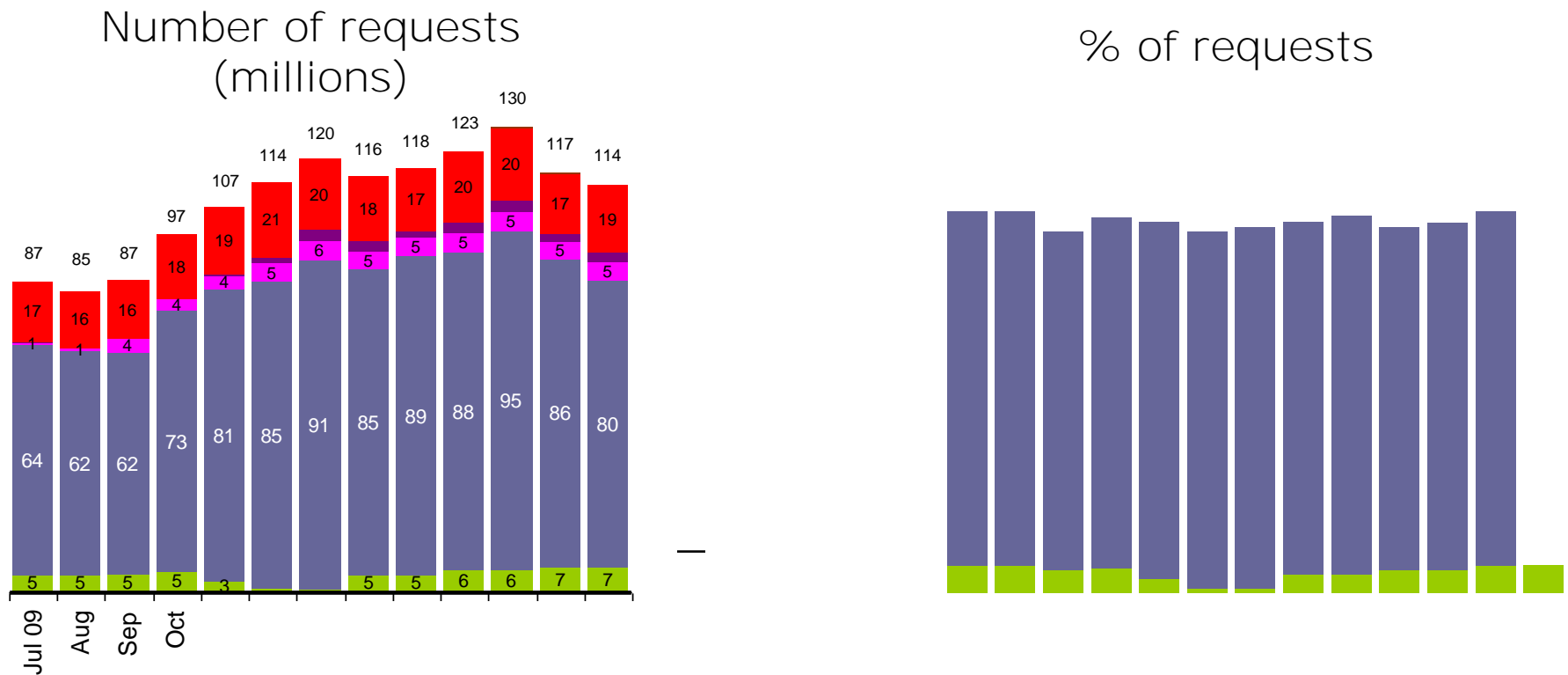
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Requests for programmes by device type

Includes Virgin Media

In July, the number of BBC iPlayer requests for programmes by platform/device grew on Virgin Media; the remainder of delivery types remained stable or saw decreases.



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

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

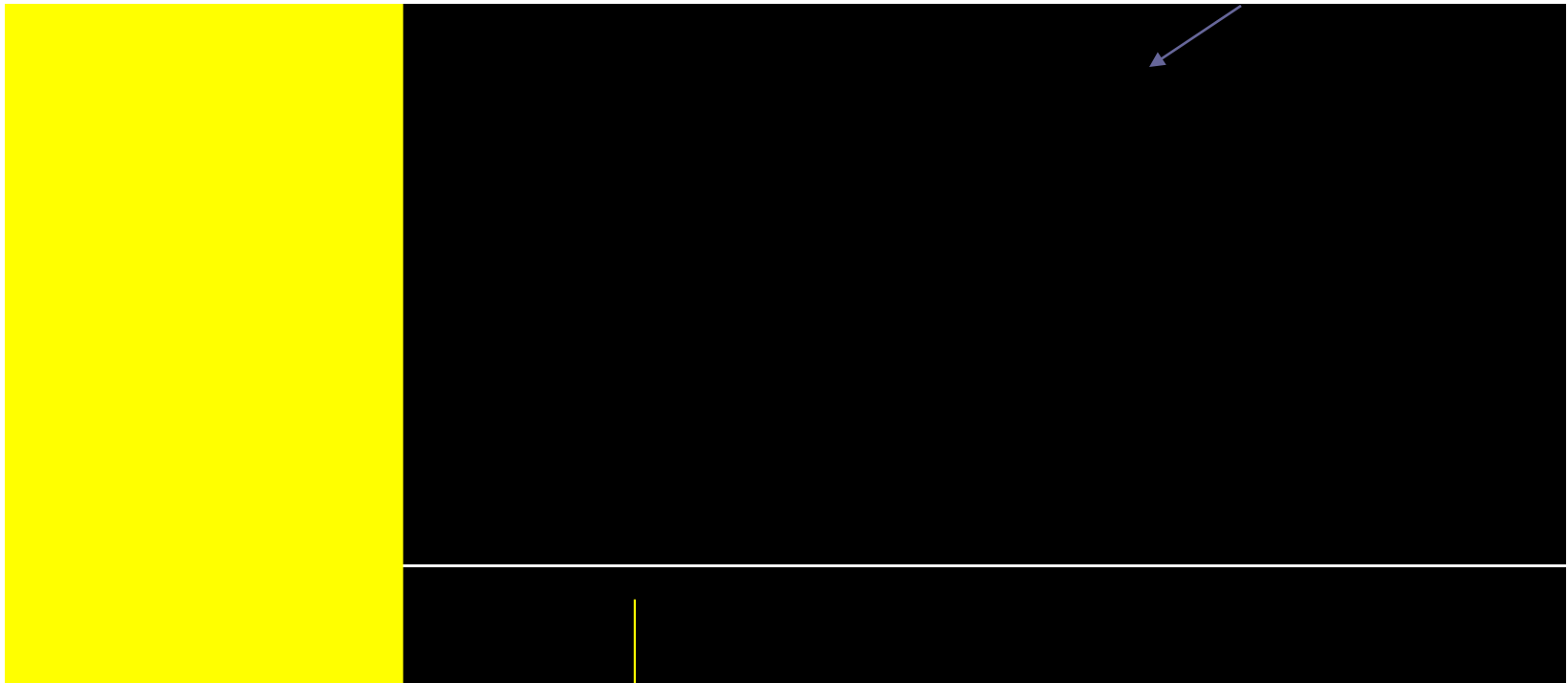
There were a total of - requests to the online BBC iPlayer in July 2010; - for TV programmes, and for Radio content.



Weekly BBC iPlayer requests - latest 6 months

Weekly requests to BBC iPlayer in July started at 20 million requests but increased as the month continued, to receive 23 million requests by the last week. Radio requests remained relatively stable throughout July while TV requests fluctuated.

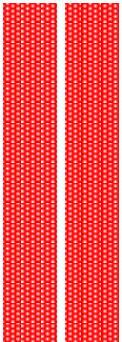
BBC iStats overcounting
on 10-11 June due to
technical problems



Weekly BBC iPlayer users latest 6 months

A similar pattern is shown for users as is seen in requests for July. Radio users and users of both TV & Radio remain stable with a noticeable low in TV users at the start of the month.

BBC iStats overcounting
on 10-11 June due to

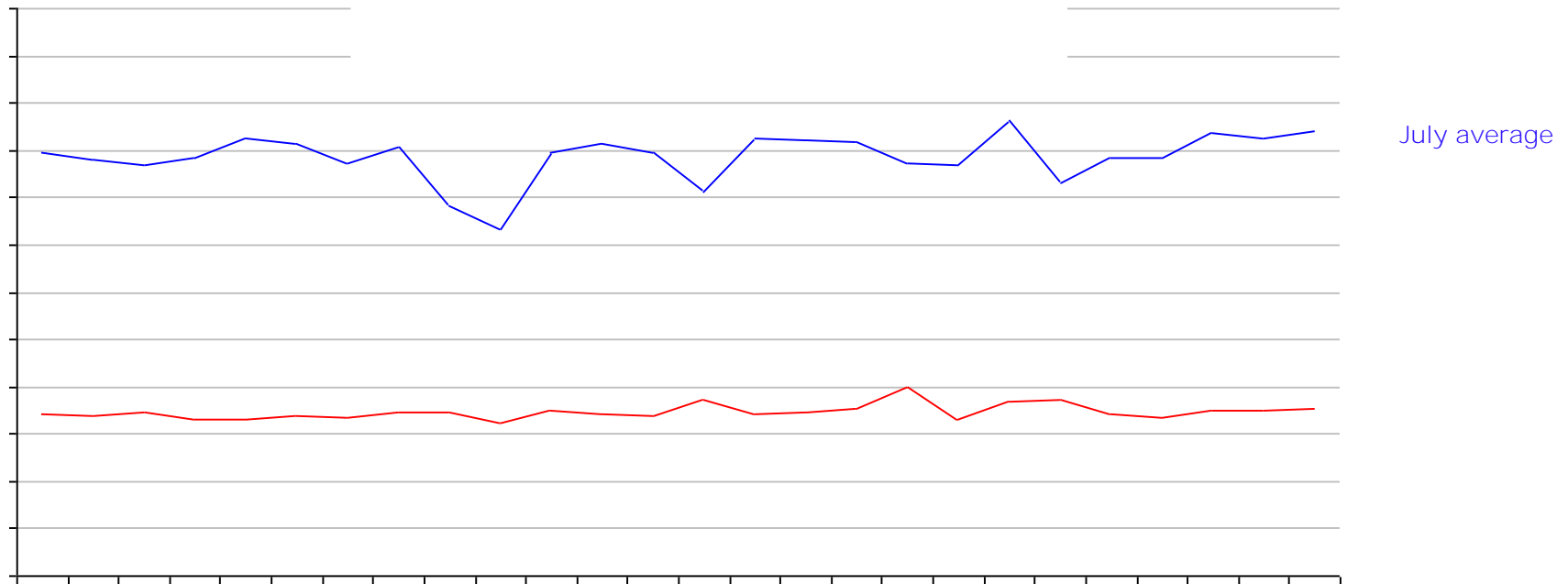


Requests and average minutes per user per week

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



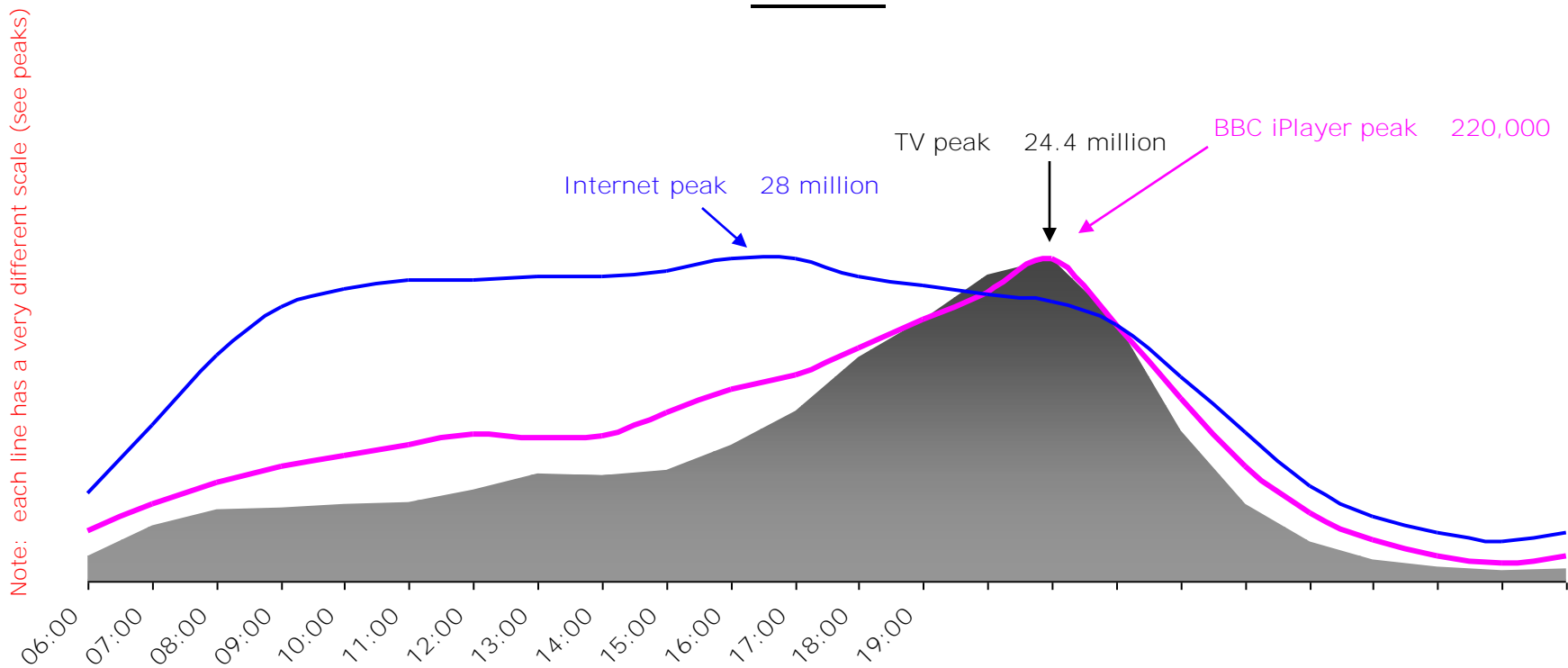
BBC iPlayer - top 20 TV episodes July 2010

		-			-	
		<u>Total requests per episode</u>			<u>Total requests per episode</u>	
1	Top Gear Series 15 Episode 3	1,273,000		1	Top Gear Series 15 Episode 3	1,273,000
2	Top Gear Series 15 Episode 2	1,273,000		2	Mock the Week Series 9 Episode 3	946,000
3	Top Gear Series 15 Episode 5	1,208,000		3	Sherlock Episode 1	718,000
4	Top Gear Series 15 Episode 4	1,136,000		4	EastEnders 23/07/10	639,000
5	Mock the Week Series 9 Episode 3	946,000		5	Friday Night Jonathan Ross S18 Episode 25	545,000
6	Sherlock Episode 1	718,000		6	The Incredibles 25/12/09	486,000
7	Top Gear Series 15 Episode 1	707,000		7	Underage and Pregnant Series 2 Episode 1	401,000
8	EastEnders 23/07/10	639,000		8	Dragons' Den Series 8 Episode 1	361,000
9	EastEnders 01/07/10	604,000		9	Waterloo Road Series 5 Episode 20	341,000
10	EastEnders 08/07/10	579,000		10	That Mitchell and Webb Look S4 Episode 1	329,000
11	Mock the Week Series 9 Episode 4	573,000		11	Have I Got a Bit More News for You S39 Ep 2	310,000
12	Mock the Week Series 9 Episode 5	548,000		12	Doctor Who Series 5 Episode 13	301,000
13	Friday Night Jonathan Ross S18 Episode 25	545,000		13	Dive Episode 1	291,000
14	EastEnders 09/07/10	520,000		14	Young, Dumb and Living Off Mum S2 Ep 1	277,000
15	The Incredibles 25/12/09	486,000		15	The Silence Episode 1	268,000
16	EastEnders 20/07/10	484,000		16	My Family Series 10 Episode 1	265,000
17	EastEnders 05/07/10	474,000		17	The Damned United 18/07/10	260,000
18	EastEnders 16/07/10	446,000		18	Outnumbered Series 1 Episode 2	258,000
19	EastEnders 13/07/10	440,000				
20	EastEnders 30/06/10	426,000				

Requests by on

BBC iPlayer use for TV by time of day, July 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.

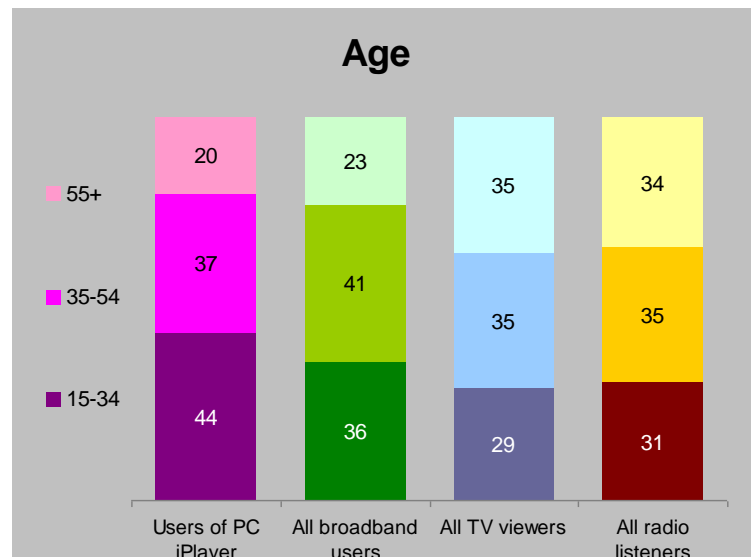
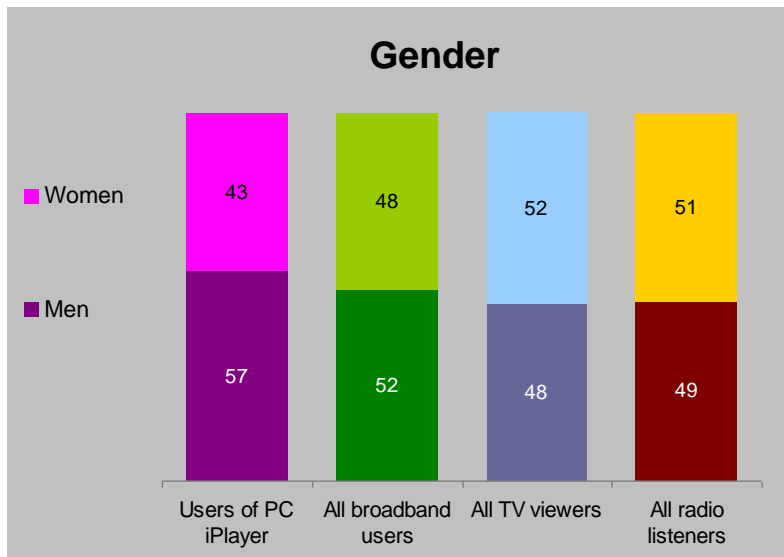
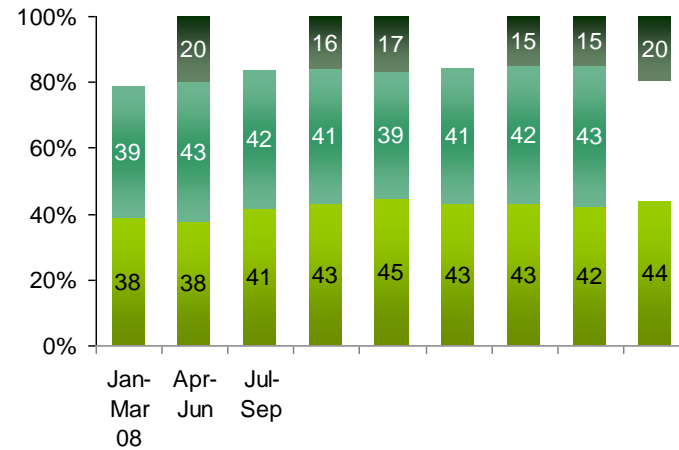
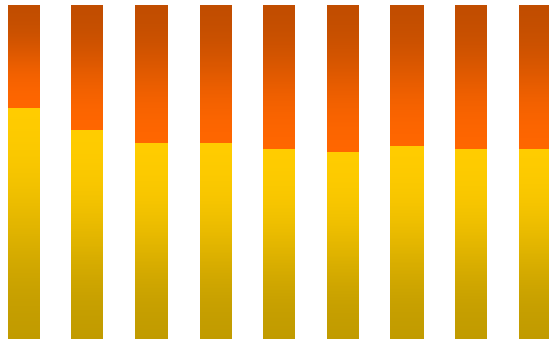


Sources TV from BARB July 2010, internet from Nielsen July 2010, BBC iPlayer from BBC iStats July 2010 - see footnotes on final page for more detail

BBC iPlayer

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

click to play instantly

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 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-websites.

number of successful requests to stream or download a programme

if the user does not see an immediate reaction on the website.

TV/radio channels and are available on BBC iPlayer

streaming of live TV channels / radio stations on the website, at

Special footnotes for slides showing data for time of day

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

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

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

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