

Online Monthly press pack December 2009

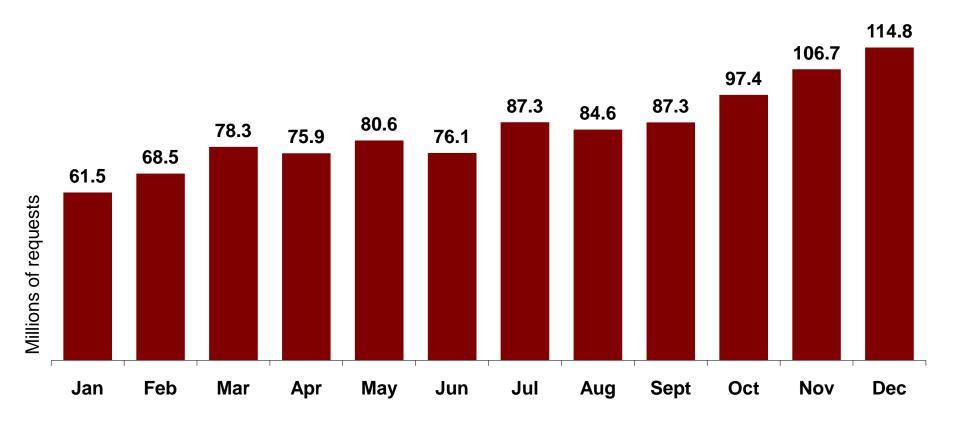
Monthly summary - December 2009

- December 09 again saw records broken for requests for TV and radio programmes on the BBC iPlayer. In total there were 115 million requests across all platforms (both online platforms and devices and Virgin Media TV combined).
- The week of 14 December set a new record for radio requests (7.7m), boosted by Terry
 Wogan's final weekday show and the Radio 1 Christmas Chart Show. For television
 viewing, the week of 28 December was the strongest since launch, thanks to Christmas
 specials such as
 on Christmas Day.
- Requests from PC/Macs continued to dominate in December for both TV and radio content. However PlayStation® 3 requests increased + 2 points to make up 8% of all TV requests in December, and - in its first full month since the relaunch - requests via the Nintendo Wii contributed another 3%.

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 December only 8% of requests were for live simulcast streams), however two-thirds 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.

Total Monthly BBC iPlayer Requests across all platforms



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 5 to 17 in this pack and should be included as footnotes as relevant when quoting any of these figures. A glossary is on page 18.

- 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 <u>both</u> on-demand catch-up (streams and downloads), or views of live simulcasts

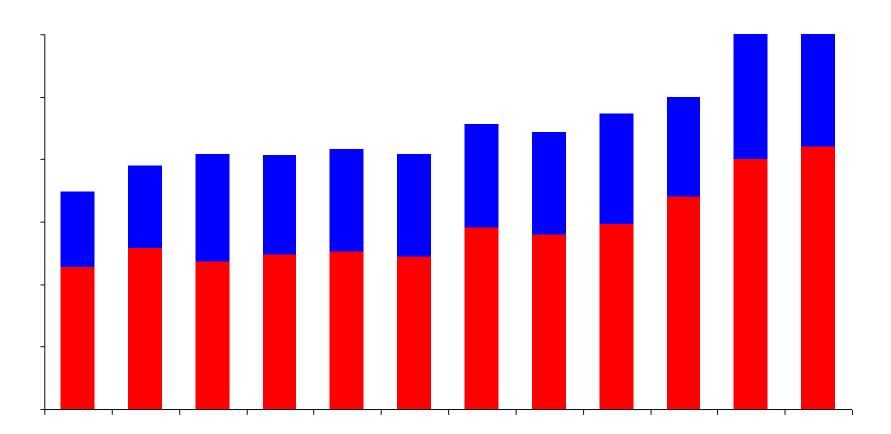
Monthly BBC iPlayer Online Requests

Across December 09 the BBC iPlayer received a total of 94.0m requests, the best month since launch in 2007 – driven by a record 65.6m requests for TV programmes, and 28.4m requests for radio programmes.



Average Daily BBC iPlayer Requests

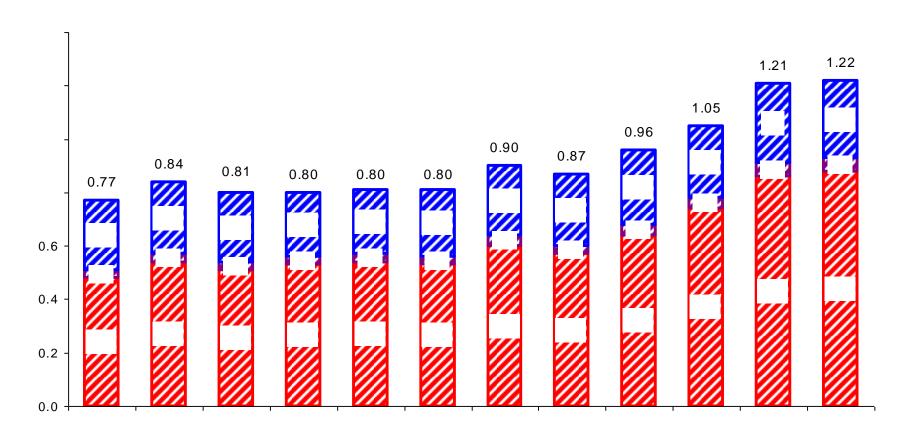
In December 09 the BBC iPlayer attracted an average of 3 million requests for programmes each day, the highest figure on record – 2.1m daily for TV programmes and an average of 0.9m for radio programmes.





Average Daily BBC iPlayer Users

In December 09 the BBC iPlayer attracted an average of 1.2 million users each day, the highest figure on record by a small margin over November – 0.9m requesting TV content only, 0.3m requesting radio content only, and 50k requesting both types of media.



Weekly BBC iPlayer Requests

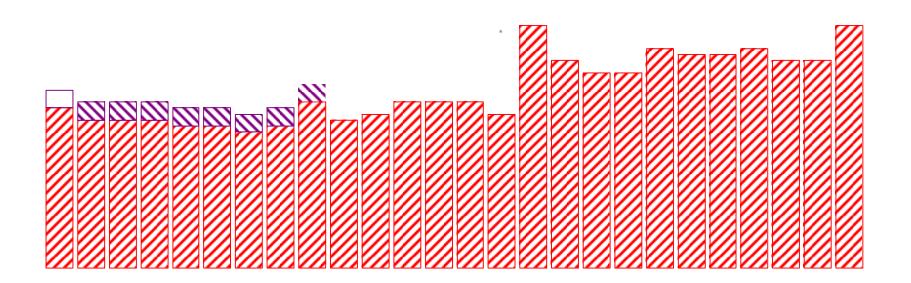
The last week of December was the highest on record, overall (22.3m) and for TV programme requests (17.3m) thanks to high usage early in the New Year. However the week of 14 December set the latest record for radio requests (7.7m) boosted by Terry Wogan's final weekday show and the Radio 1 Christmas Chart Show.



Weekly BBC iPlayer Users

Weekly user numbers in December continued the recent high level set since October, at 5.4m overall, though were lower in the week of 21st December when people have less free time.

BBC iPlayer weekly requests - latest 6 months



BBC iPlayer - Top 20 TV Eps December 2009

BBC iPLAYER TOP 20 TV EpS - ALL

	<u>Total request</u>	Total requests per Ep	
1	Top Gear Series 14 Episode 4	1,091,000	
2	Gavin and Stacey Series 3 Episode 2	994,000	
3	Gavin and Stacey Series 3 Episode 3	839,000	
4	Top Gear Series 14 Episode 5	735,000	
5	Doctor Who: The End Of Time Part 1	687,000	
6	Gavin and Stacey Series 3 Episode 4	684,000	
7	Top Gear Series 14 Episode 3	622,000	
8	Never Mind the Buzzcocks S.23 Ep.11	521,000	
9	Live at the Apollo Series 4 Episode 1	515,000	
10	Gavin and Stacey Series 3 Episode 1	511,000	
11	Never Mind/Buzzcocks S.23 Dr Who Ep.12	492,000	
12	Gavin and Stacey Series 3 Episode 5	453,000	
13	EastEnders 25/12/09	447,000	
14	Russell Howard's Good News Series 1 Ep.7	437,000	
15	Waterloo Road Series 5 Episode 6	414,000	
16	Mock the Week Series 7 Christmas Ep.13	407,000	
17	Never Mind the Buzzcocks Series 23 Ep.10	407,000	
18	Waterloo Road Series 5 Episode 7	399,000	
19	Live at the Apollo Series 5 Episode 2	392,000	
20	Russell Howard's Good News Xmas Special	380,000	

BBC iPLAYER TOP 20 TV EpS - MOST-REQUESTED Ep PER Ser

		Total requests per Ep
1	Top Gear Series 14 Episode 4	1,091,000
2	Gavin and Stacey Series 3 Episode 2	994,000
3	Doctor Who: The End Of Time Part 1	687,000
4	Never Mind the Buzzcocks Series 23 Ep.1	1 521,000
5	Live at the Apollo Series 4 Episode 1	515,000
6	EastEnders 25/12/09	447,000
7	Russell Howard's Good News Series 1 Ep.	7 437,000
8	Waterloo Road Series 5 Episode 6	414,000
9	Mock the Week Series 7 Christmas Ep.13	407,000
10	Life Episode 8	374,000
11	Merlin Series 2 Episode 12	330,000
12	The Incredibles 25/12/09	315,000
13	Have I Got News for You Series 38 Ep.8	312,000



BBC iPlayer - Top 20 Radio Episodes December 2009

The final episode of and the Radio 1 Christmas Chart Show, both in mid-December, both set new records for requests for radio programmes on the BBC iPlayer.

BBC iPLAYER TOP 20 RADIO EPISODES - ALL

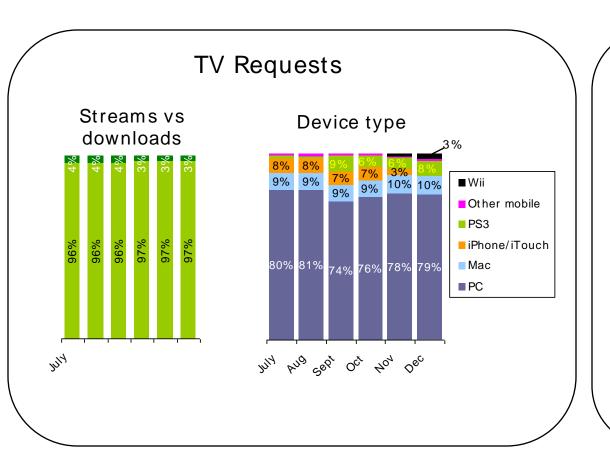
BBC iPLAYER TOP 20 RADIO EPISODES

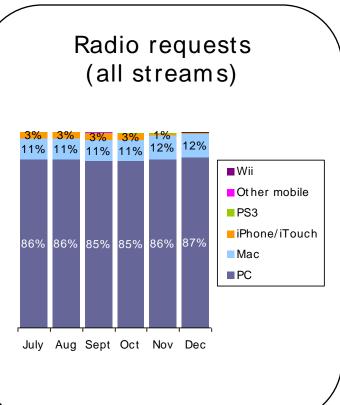
- MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>			<u>Total requests per episode</u>		
1	Wake Up to Wogan 18/12/09	246,000	1	Wake Up to Wogan 18/12/09	246,000	
2	Radio 1's Chart Show Christmas	242,000	2	Radio 1's Chart Show Christmas Edition	242,000	
3	Ken Bruce 18/12/09	98,000	3	Ken Bruce 18/12/09	98,000	
4	Radio 1's Chart Show 13/12/09	87,000	4	I'm Sorry I Haven't A Clue S52 Ep 4	84,000	
5	I'm Sorry I Haven't A Clue S52 Ep 4	84,000	5	Test Match Special 18/12/09	82,000	
6	Test Match Special 18/12/09	82,000	6	BBC Switch Christmas Special 20/12/09	78,000	
7	I'm Sorry I Haven't A Clue S52 Ep 5	80,000	7	5live Liverpool v Arsenal 13/12/09	72,000	
8	BBC Switch Christmas Special 20/12/09	78,000	8	The Chris Moyles Show with Pink 11/12/09	66,000	
9	Test Match Special 16/12/09	77,000	9	Tinker, Tailor, Soldier, Spy Part 2	63,000	
10	5live Liverpool v Arsenal 13/12/09	72,000	10	The Now Show Series 29 Ep 2	59,000	
11	I'm Sorry I Haven't A Clue S52 Ep 3	72,000	11	Greg James 11/12/09	53,000	
12	Test Match Special 17/12/09	70,000	12	Greatest Live Lounge Covers 21/12/09	52,000	
13	The Chris Moyles Show w/Pink 11/12/09	66,000	13	Steve Wright in the Afternoon 11/12/09	42,000	
14	5live Man Utd v Aston Villa 12/12/09	65,000	14	606 12/12/09	39,000	
15	I'm Sorry I Haven't A Clue S52 Ep 6	64,000	15	Jeremy Vine 18/12/09	38,000	
16	The Chris Moyles Show 18/12/09	63,000	16	Scott Mills 10/12/09	38,000	
17	Radio 1's Chart Show 06/12/09	63,000	17	The Archers 07/12/09	37,000	
18	Tinker, Tailor, Soldier, Spy Part 2	63,000	18	Annie Mac 04/12/09	36,000	
19	The Chris Moyles Show 16/12/09	60,000	19	Red Dwarf Infinity Ep 1	33,000	
20	Wake Up to Wogan 17/12/09	60,000	20	Eddie Izzard - Dress to Kill Ep 1	32,000	

Requests by platform type - December 2009

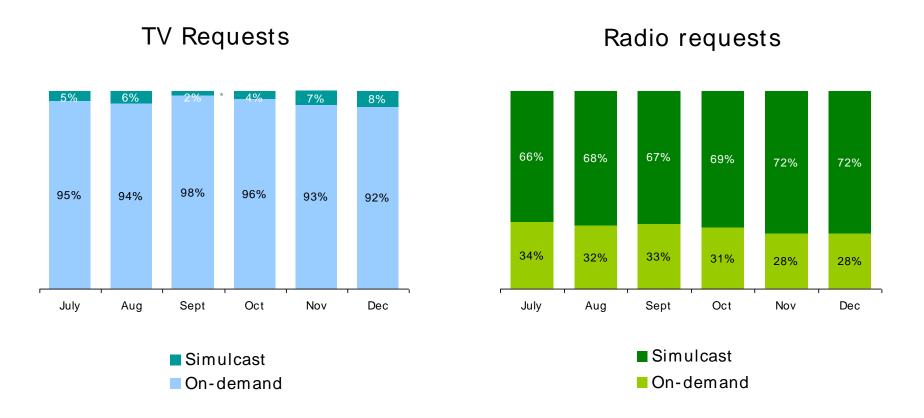
Requests from PC/Macs continued to dominate in December across both TV and radio programmes. However PlayStation® 3 requests increased + 2 points to make up 8% of all TV requests in December, and - in its first full month since the relaunch - requests via the Nintendo Wii contributed another 3%.





Requests by on-demand catch-up vs live simulcast - Dec 09

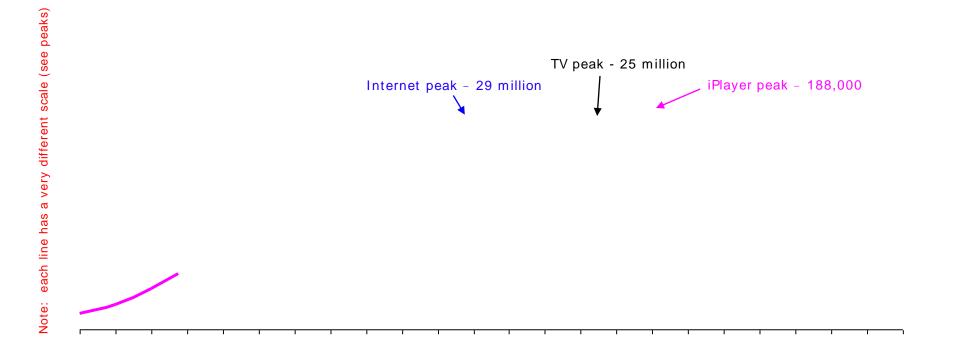
On-demand (catch-up) requests for programmes continue to dominate TV viewing via BBC iPlayer, although viewing to online simulcast channels increased again this month by + 1 point to 8%. For radio the proportions were stable.



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

BBC iPlayer - use for TV by time of day, December 09

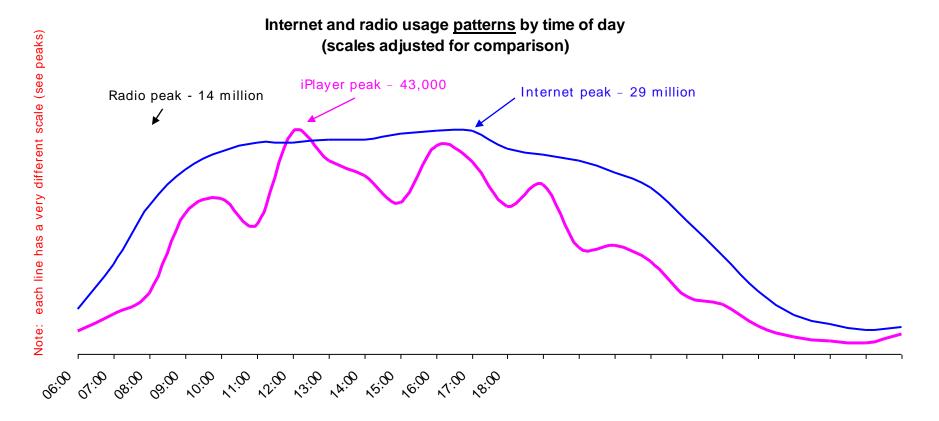
The scale for each line on this graph is different – TV viewing is far higher than BBC iPlayer use. However it shows the relative usage pattern by time of day – with BBC iPlayer use (for TV) being far closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime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





BBC iPlayer - use for radio by time of day, December 09

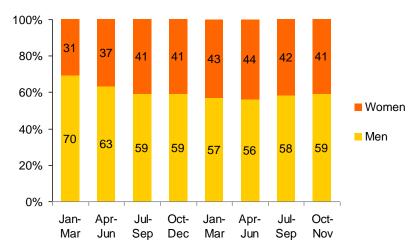
The scale for each line on this graph is different – radio listening is far higher than BBC iPlayer use. However it shows the relative usage pattern by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally more listening in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

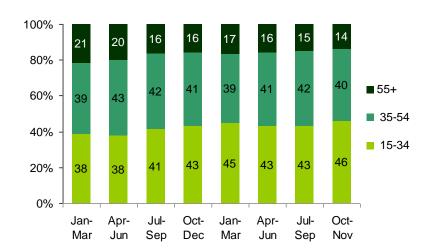


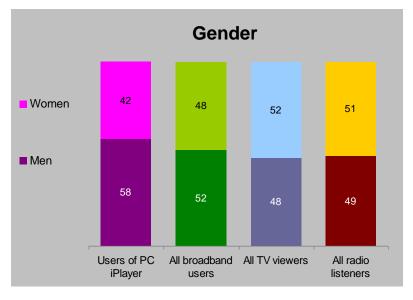


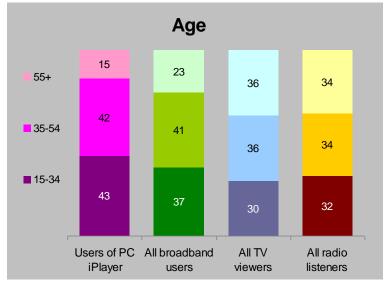
BBC iPlayer use by demographic

Use of the BBC iPlayer is measured on a BBC monthly survey of 700 UK adults. The demographic profile of iPlayer is slowly evening out in gender terms, but remaining strongly under-55.









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 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.

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 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 14-15

TV data - BARB average audience, live overnights, by hour, 01-31 Dec 09, all individuals aged 4+, Total TV

Radio data - RAJAR average audience, Q3 09, by hour, all adults 16+, all radio stations iPlayer - average requests over 01-31 December 09, by hour, all programmes, stream & downloading, live & on-demand, UK only

Nielsen – December 09, user numbers (aged 2+ based on internet population estimate of 39 million individuals

