

Monthly Performance Pack

January to April 2012



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Summary headlines – January-April 2012

- BBC iPlayer has seen a very strong and stable performance throughout the beginning of 2012. Total requests between January and April have averaged around 190 million per month - with over 140 million for TV and around 46 million for Radio programmes - up +24% on the same period last year
- Mobile and tablet devices delivered a significant increase in requests – up +94% on April 2011 – with 15% of total programme requests coming from mobiles and tablets in April 2012.
- Apple announced the BBC iPlayer app for iPads is the top free app of all time in the UK.
- Internet connected devices such as Smart TVs, games consoles and blu-ray players continue to grow and delivered 11% of all requests in April 2012 – up +57% on April 2011.
- *The Voice* and *The Apprentice* have delivered the highest request numbers for TV programmes across recent months. Other popular programmes include BBC Three's *Russell Howard's Good News*, *Britain Unzipped* and BBC Four's *The Bridge*.
- BBC Radio 1 continued to perform well as did BBC Radio 4's *The Now Show*. Demand for football coverage from the Premier League and FA Cup also remained popular on BBC Radio 5 Live.

Consistent with previous months:

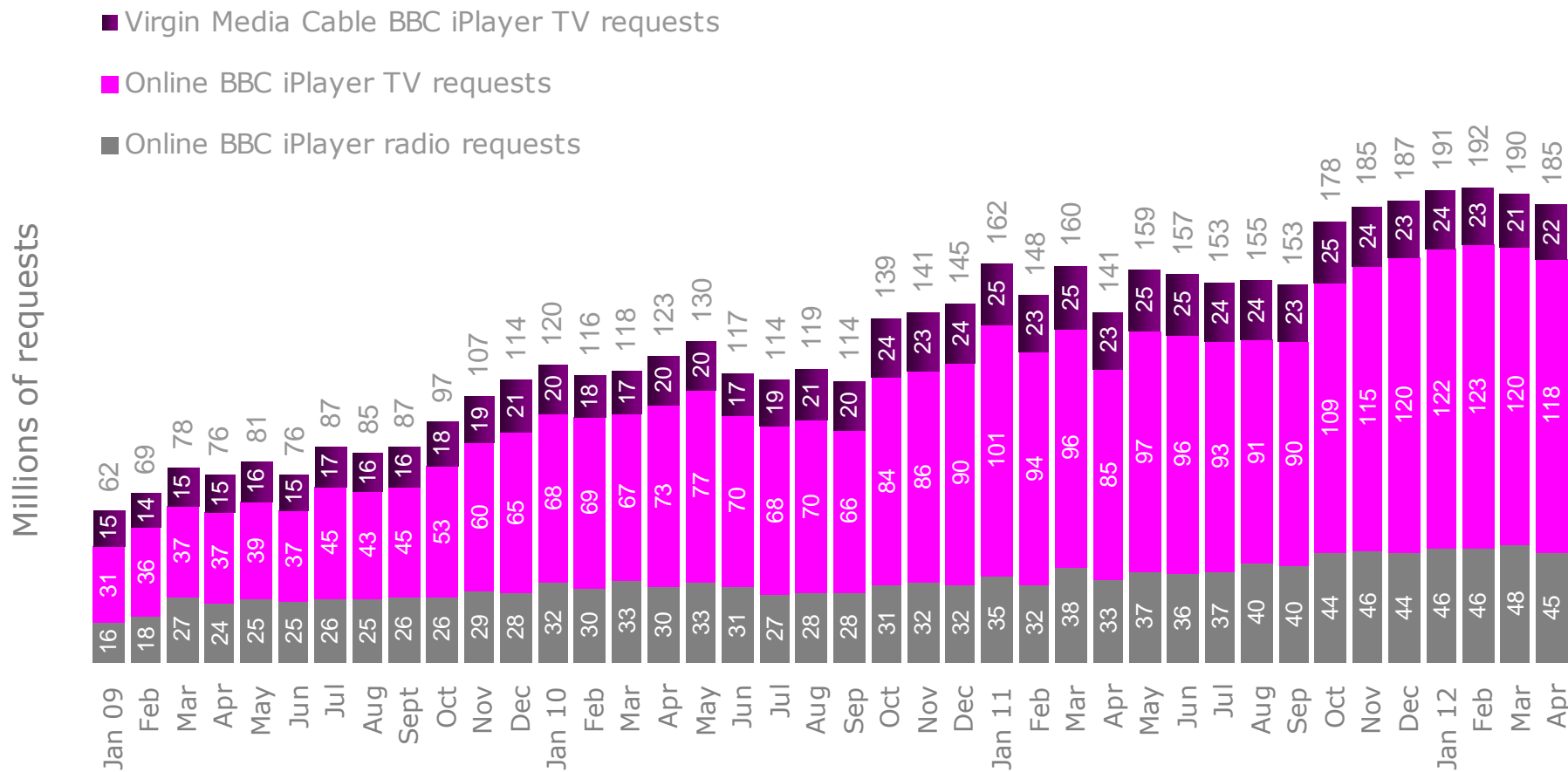
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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.

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Total monthly BBC iPlayer requests across all platforms Includes Virgin Media Cable

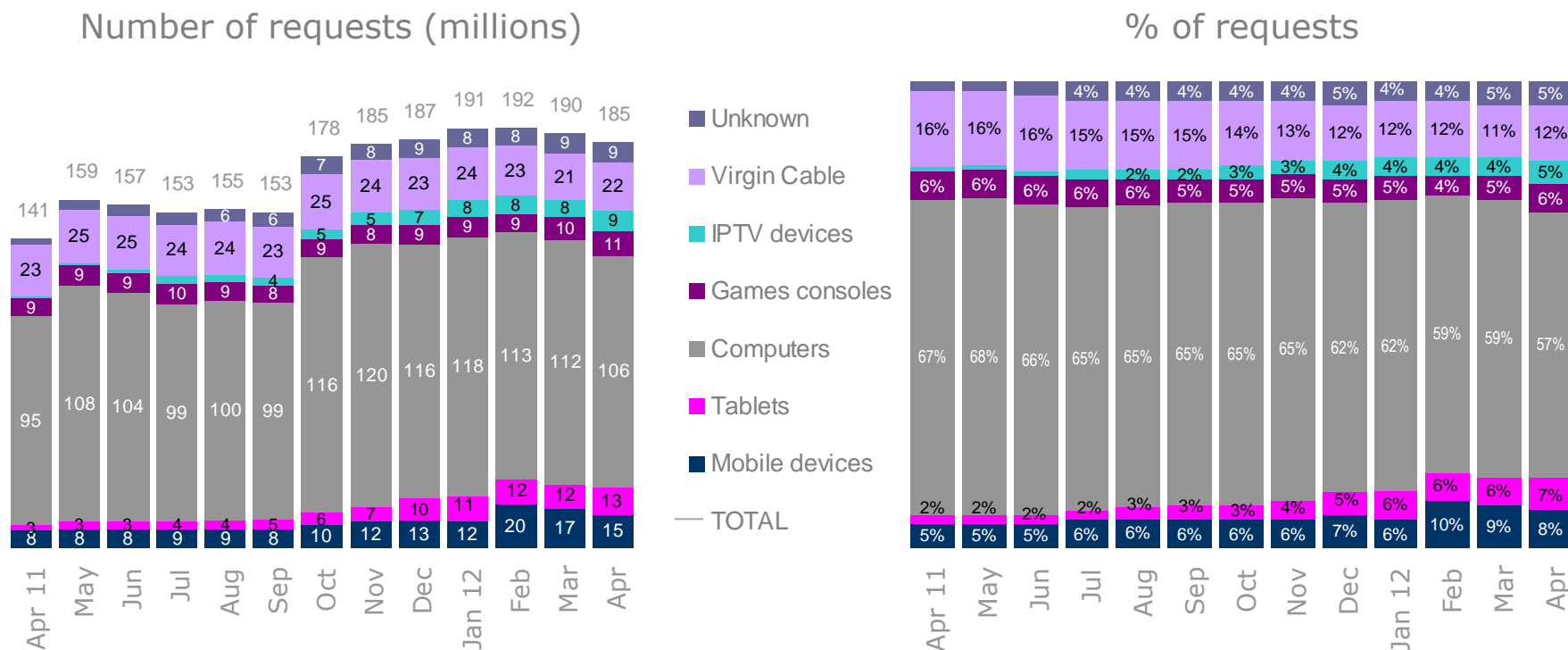
BBC iPlayer has been averaging around 190 million requests for TV & radio programmes in recent months; April 2012 saw a slight dip compared with March, to 185m, affected by Easter holidays and the shorter month.



Requests for programmes by device type

Includes Virgin Media Cable

Over recent months, BBC iPlayer has seen particularly significant growth in requests from tablets and internet-connected TVs. Requests from computers now make up less than 60% of total requests.



Notes:

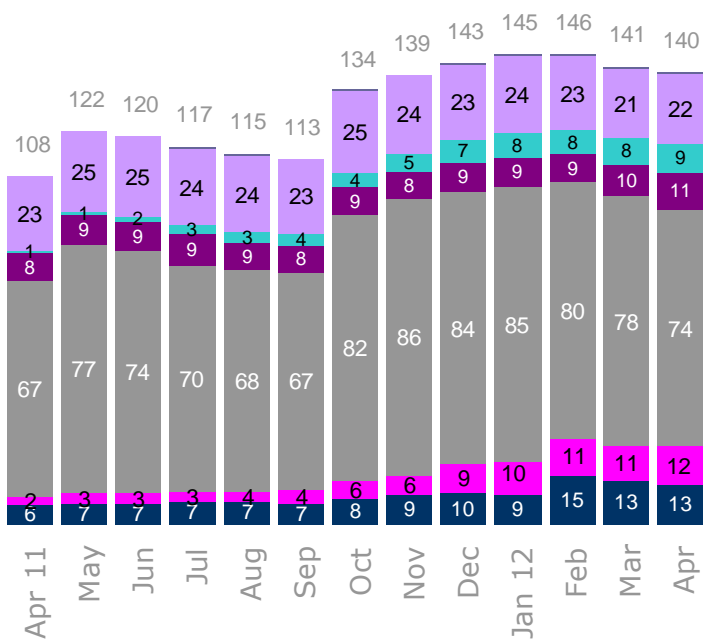
IPTV devices include internet-connected set-top-boxes, DVD players and integrated TV sets, including BT Vision and Virgin Tivo; **unknown devices** are requests from unidentifiable devices – most of which are due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device. **Virgin cable** is the legacy system only.

The increase in mobile requests between January 2012 and February 2012 was due to a measurement problem fix.

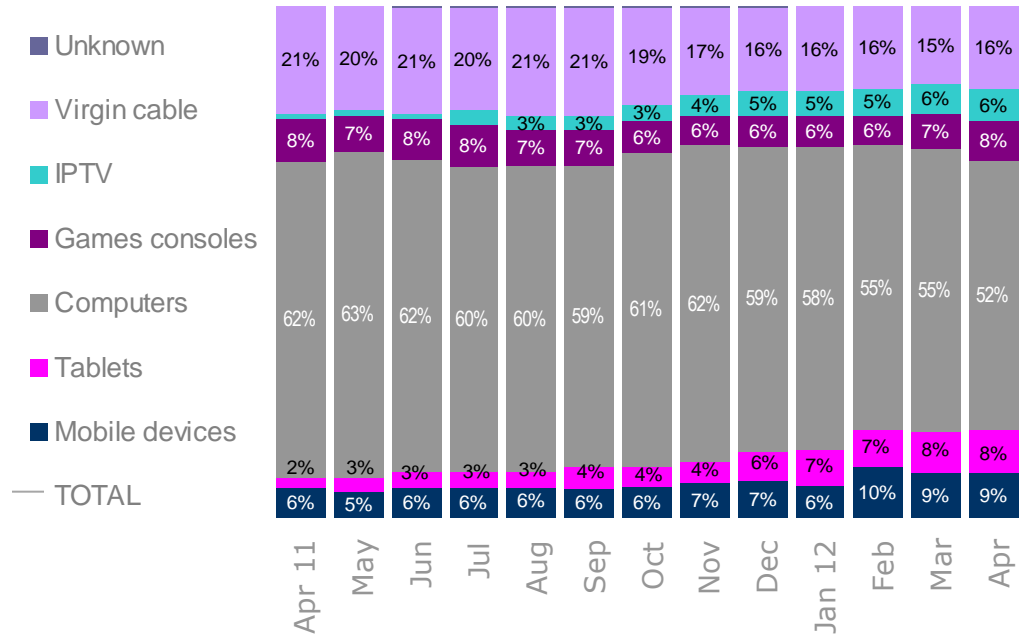
Requests for programmes across BBC iPlayer by device type – TV only and including Virgin Media Cable

BBC iPlayer has seen 140 million requests for TV-only content per month, or more, throughout 2012. Like cross-media stats, the most significant growth has been in mobile devices, tablets and internet-connected TVs.

Number of requests (millions)



% of requests



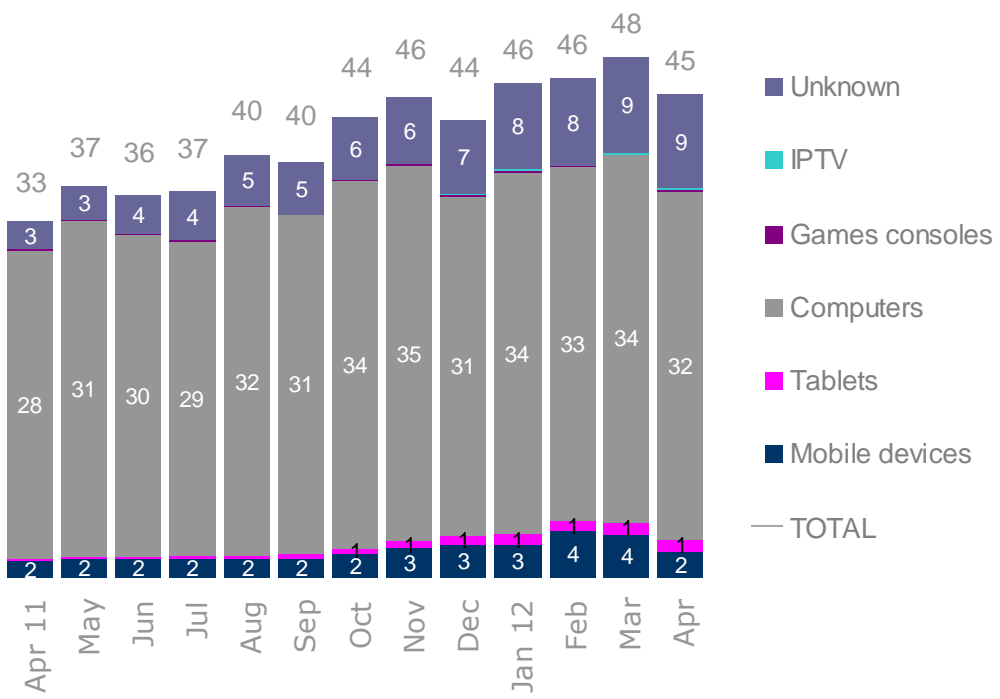
Notes:

IPTV devices include internet-connected set-top-boxes, DVD players and integrated TV sets, including BT Vision and Virgin Tivo; **unknown devices** are requests from unidentifiable devices – most of which are due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device. **Virgin cable** is the legacy system only. The increase in mobile requests between January 2012 and February 2012 was due to a measurement problem fix.

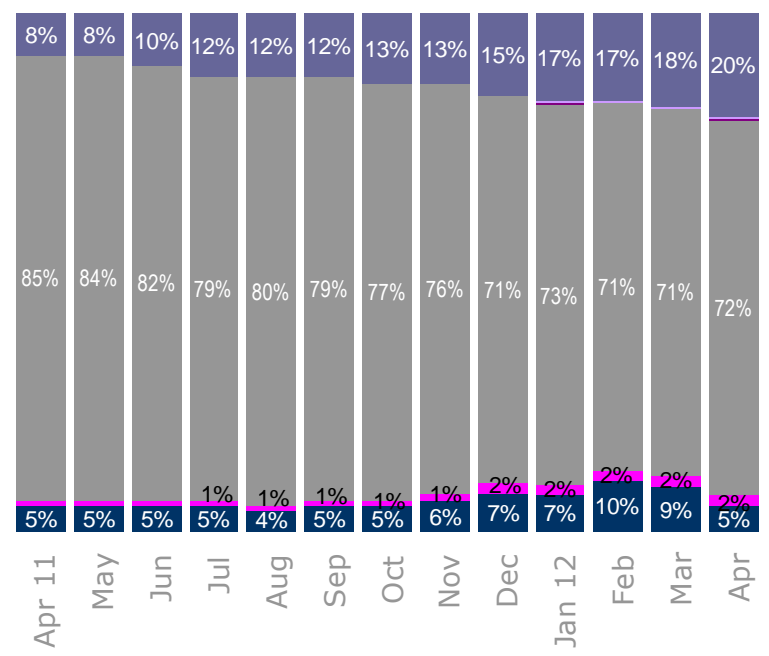
Requests for programmes across BBC iPlayer by device type – radio only and including Virgin Media Cable

BBC iPlayer has been receiving over 40 million requests for radio content since Autumn 2011, growing on all devices. Unfortunately many requests are now from internet services such as the TuneIn app, which currently does not report on device type (we are working to rectify this).

Number of requests (millions)



% of requests



We are investigating the drop in radio requests from mobiles in April – this may be due to a measurement problem

Notes:
IPTV devices include internet-connected set-top-boxes, DVD players and integrated TV sets, including BT Vision and Virgin Tivo; **unknown devices** are requests from unidentifiable devices – most of which are due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device. **Virgin cable** is the legacy system only.
 The drop in radio requests from mobiles in April is due to a temporary measurement problem with live stream requests



Notes for figures in this report

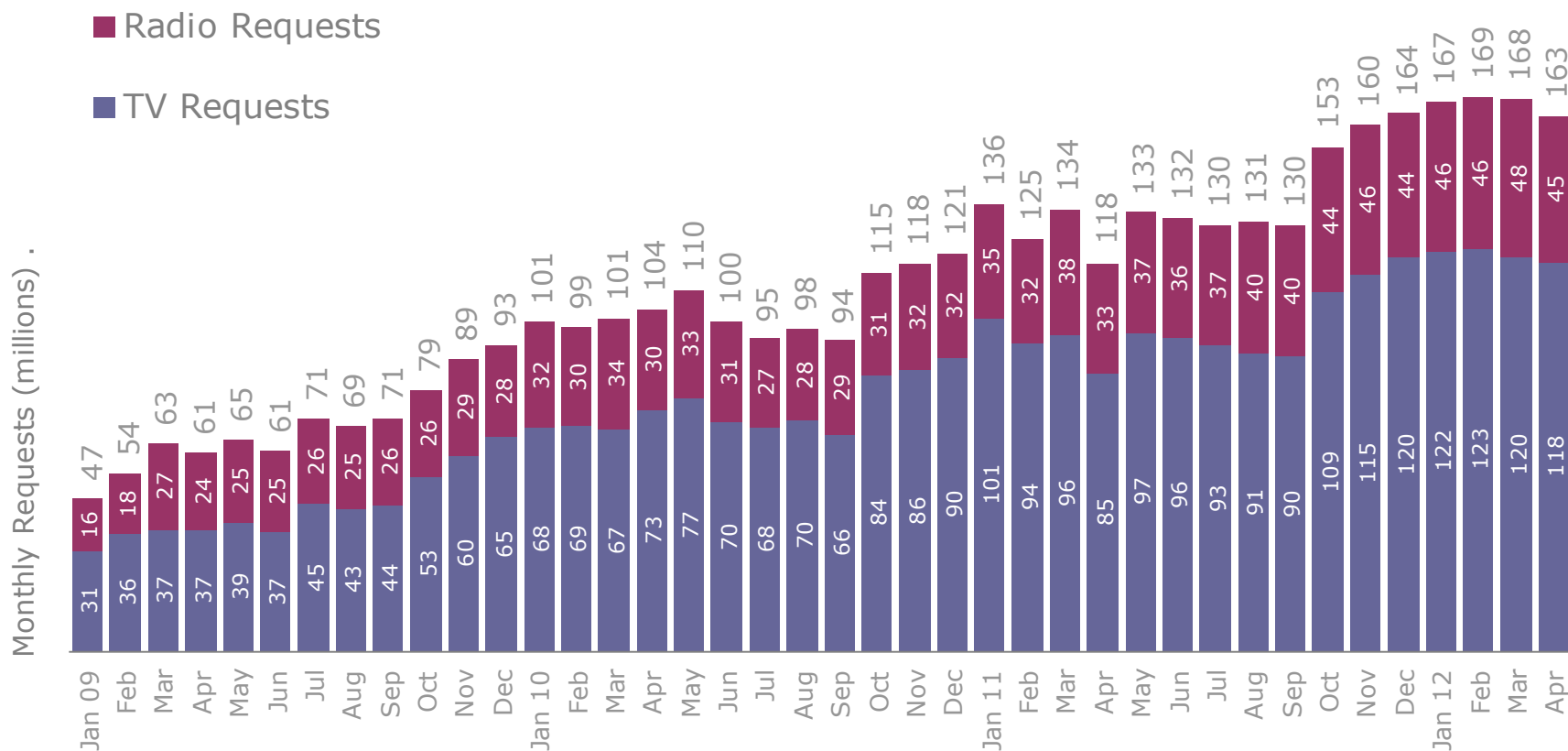
- Virgin Media cable data arrives later than online stats, therefore **the remainder of this report is only for the online BBC iPlayer**, available via computers / mobile devices / games consoles, IPTVs, etc.

These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 19.

- Across 24 October to 27 November 2011, BBC iPlayer stats measurement was inadvertently affected during work undertaken to improve the BBC iPlayer PC service performance. Daily, weekly and monthly totals and averages have been corrected here.
- 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.
- This data includes requests via 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.
- 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.

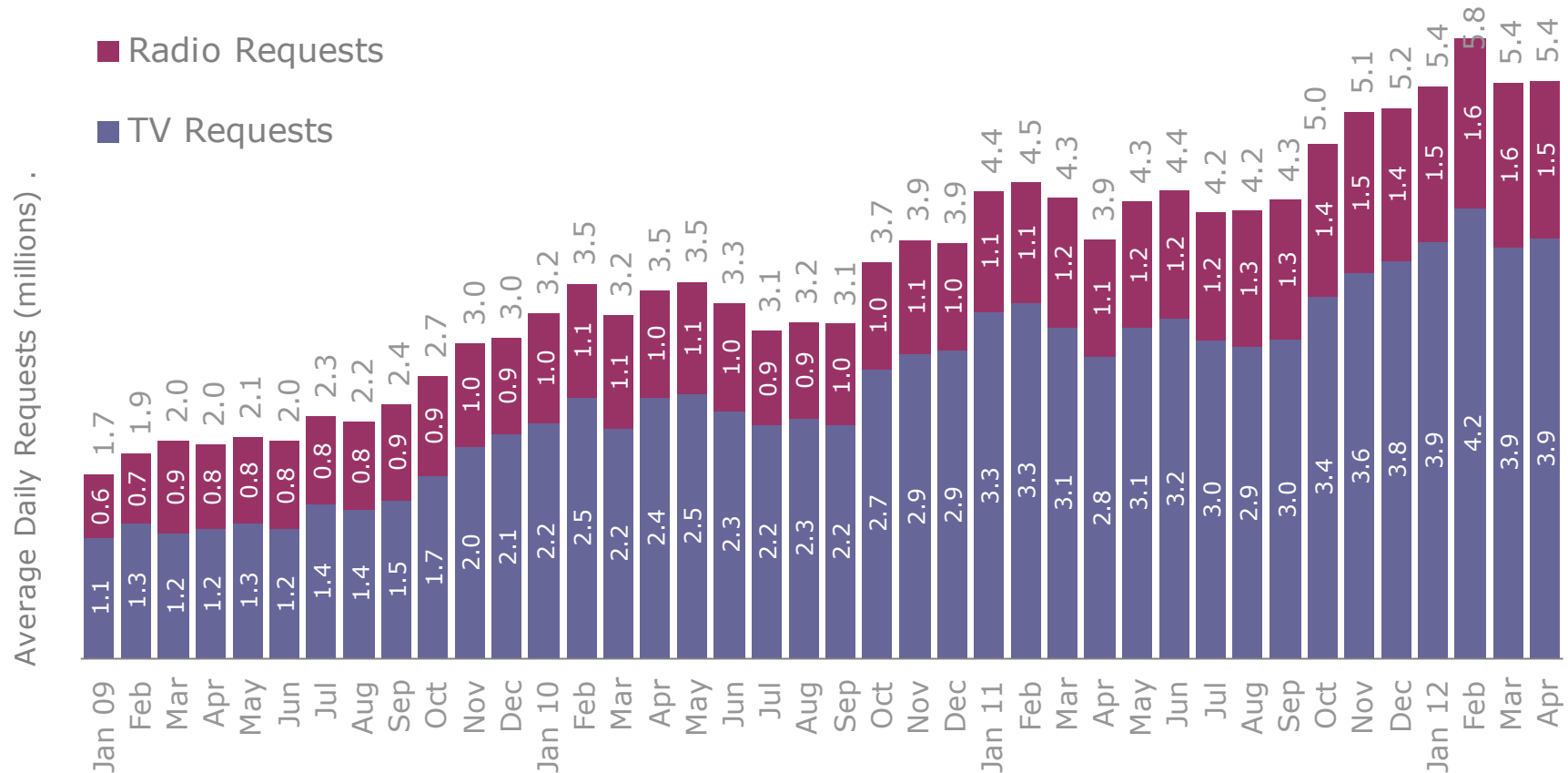
Monthly BBC iPlayer online requests

Excluding the Virgin Media cable service, BBC iPlayer has been delivering over 160 million requests per month since late in 2011 – around 120 million TV requests and 45 million radio requests.



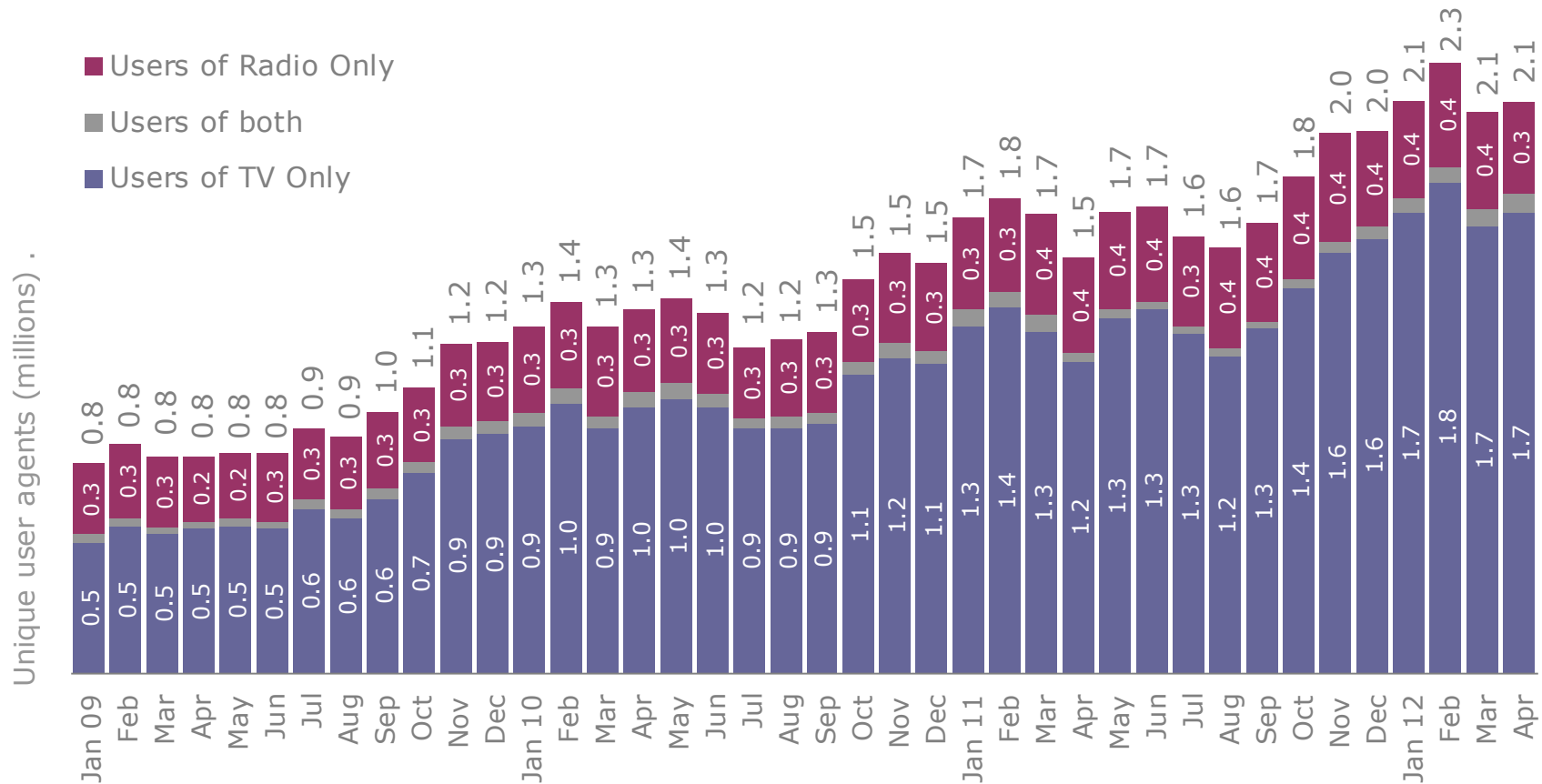
Average daily BBC iPlayer requests

Average daily requests stood at 5.4m programmes in April 2012 – 1.5 million per day for radio programmes and 3.9 million for TV programmes.



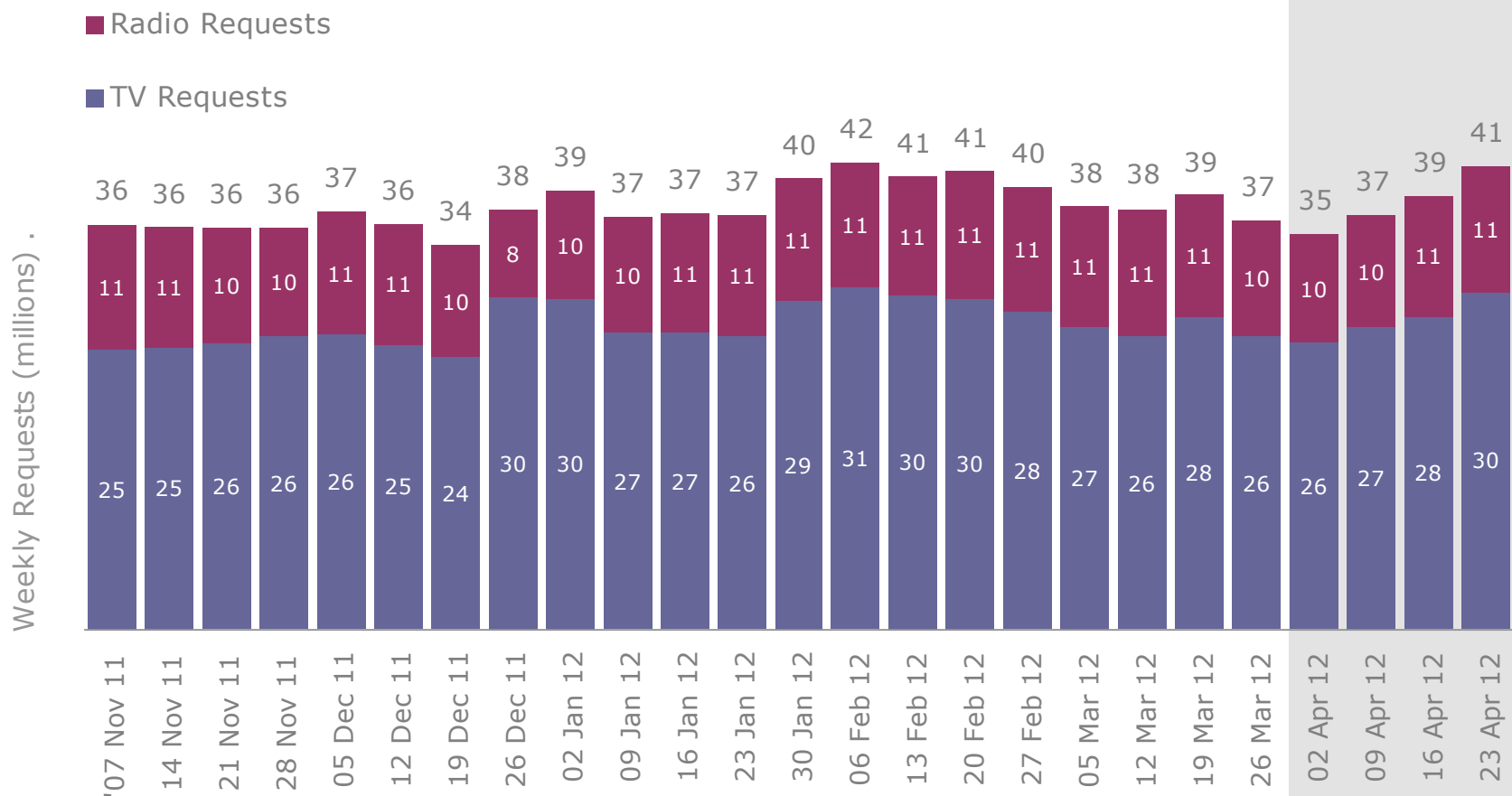
Average daily BBC iPlayer users

BBC iPlayer now sees around 2 million unique users playing TV or radio programmes per day. There is only a small overlap seen in devices playing both TV and radio content – however online stats do mask some patterns of user behaviour, such as someone playing radio at work on a desktop, and watching iPlayer at home on a different device – this overlap would not show up in device-specific data.



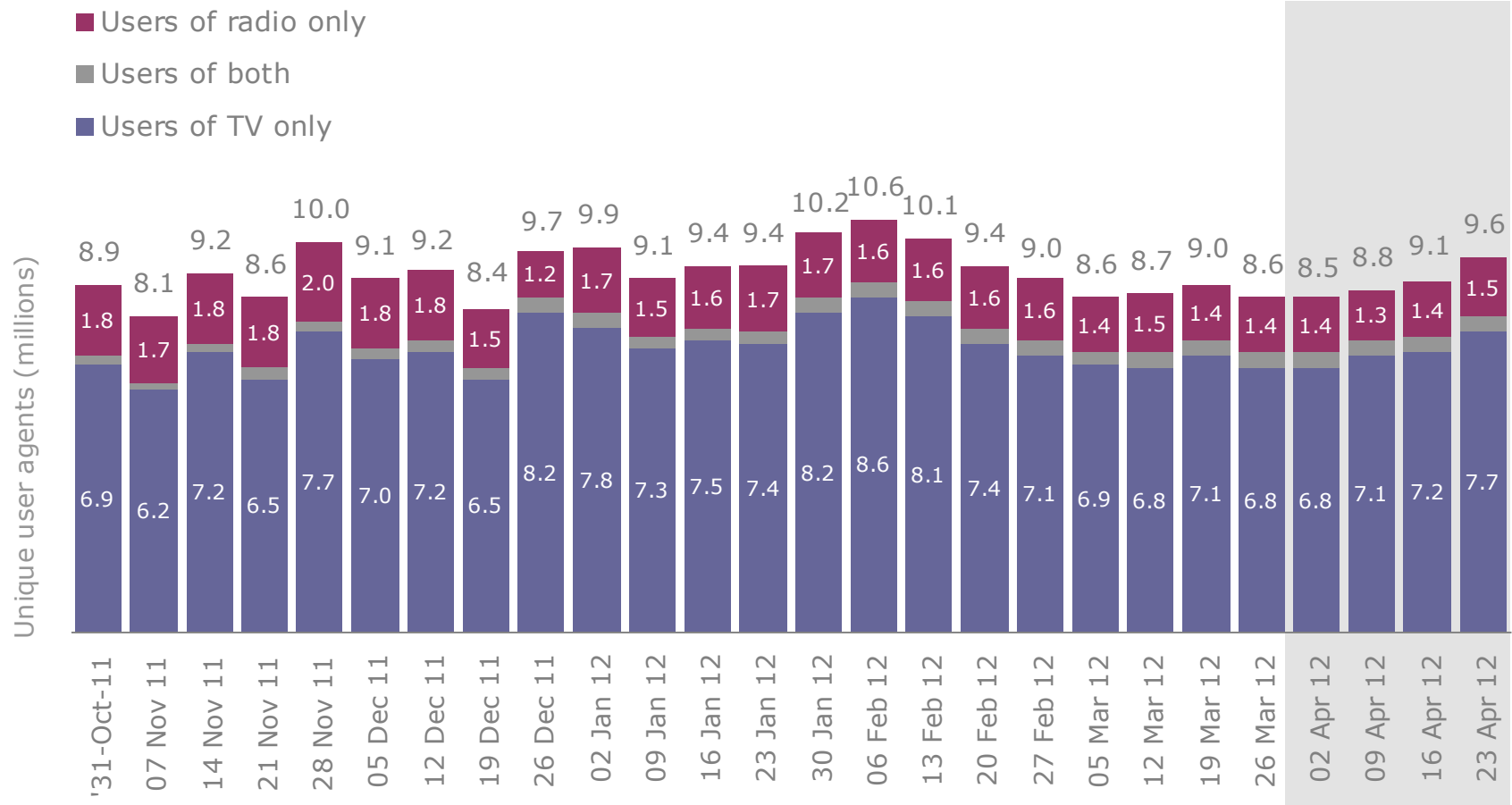
Weekly BBC iPlayer requests – latest 6 months

Over the latest 6 months, weekly requests to BBC iPlayer have been fairly consistent, at around 40 million per week. Across April 2012 requests increased across the month, as some high-profile new series started.



Weekly BBC iPlayer users – latest 6 months

Like request numbers, over the last 6 months weekly unique user counts have been fairly stable, at a little under 10 million.



BBC iPlayer - top 20 TV episodes, January 2012

Since we have not published monthly performance pack since December 2011, this month we have included pages for all of January to April 2012.

In January 2012 many new winter drama series were popular on BBC iPlayer, as well as BBC3 factual titles.

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.
Sherlock Series 2 Episode 1	2,528,000
Sherlock Series 2 Episode 3	1,913,000
Sherlock Series 2 Episode 2	1,689,000
Top Gear India Special 28/12/2011	1,116,000
EastEnders 01/01/12	1,097,000
Hustle Series 8 Episode 1	967,000
Top Gear Series 18 Episode 1	926,000
Birdsong Episode 1	866,000
Call the Midwife Episode 1	800,000
EastEnders 13/01/12	783,000
Mrs Brown's Boys Series 2 Episode 1	769,000
Tracy Beaker Returns Series 3 Episode 1	756,000
Sun, Sex and Suspicious Parents Series 2 Episode 1	743,000
Hustle Series 8 Episode 2	734,000
Mrs Brown's Boys Series 2 Episode 4	694,000
Tracy Beaker Returns Series 3 Episode 3	688,000
Mrs Brown's Boys Series 2 Episode 2	666,000
EastEnders 03/01/12	615,000
Tracy Beaker Returns Series 3 Episode 4	612,000
Hustle Series 8 Episode 3	609,000

BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
Sherlock Series 2 Episode 1	2,528,000
Top Gear India Special 28/12/2011	1,116,000
EastEnders 01/01/12	1,097,000
Hustle Series 8 Episode 1	967,000
Birdsong Episode 1	866,000
Call the Midwife Episode 1	800,000
Mrs Brown's Boys Series 2 Episode 1	769,000
Tracy Beaker Returns Series 3 Episode 1	756,000
Sun, Sex and Suspicious Parents Series 2 Episode 1	743,000
How Sex Works The First Time Episode 1	608,000
Absolutely Fabulous Specials Job Episode 2	543,000
Nature's Weirdest Events Episode 1	425,000
Great Barrier Reef Nature's Miracle Episode 1	416,000
Enemy of the State 09/02/02	359,000
MasterChef Series 8 Episode 1	349,000
Live at the Apollo Series 7 Episode 8	346,000
Public Enemies Episode 1	337,000
Pirates of the Caribbean: At World's End 26/12/09	336,000
Adventureland 08/01/12	336,000
Earthflight Africa Episode 2	332,000

BBC iPlayer - top 20 TV episodes, February 2012

As usual, the new series of *Top Gear* delivered very high request numbers to BBC iPlayer. BBC3 titles also featured in the top 20 in February, along with a range of other genres.

BBC iPlayer Top 20 TV episodes – All	Total requests per Ep.
Top Gear Series 18 Episode 2	1,821,000
Top Gear Series 18 Episode 4	1,658,000
Top Gear Series 18 Episode 3	1,637,000
Top Gear Series 18 Episode 5	1,092,000
Top Gear Series 18 Episode 1	1,087,000
Sun, Sex and Suspicious Parents Series 2 Episode 5	1,058,000
Sun, Sex and Suspicious Parents Series 2 Episode 4	1,013,000
Sun, Sex and Suspicious Parents Series 2 Episode 2	1,001,000
Tracy Beaker Returns Series 3 Episode 7	980,000
Hustle Series 8 Episode 4	881,000
Sun, Sex and Suspicious Parents Series 2 Episode 3	848,000
Hustle Series 8 Episode 6	838,000
Tracy Beaker Returns Series 3 Episode 6	831,000
Waterloo Road Series 7 Episode 21	798,000
Hustle Series 8 Episode 5	788,000
Tracy Beaker Returns Series 3 Episode 8	730,000
Mrs Brown's Boys Series 2 Episode 6	692,000
Call the Midwife Episode 4	681,000
Tracy Beaker Returns Series 3 Episode 9	676,000
EastEnders 23/02/12	662,000

BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per Ep.
Top Gear Series 18 Episode 2	1,821,000
Sun, Sex and Suspicious Parents Series 2 Episode 5	1,058,000
Tracy Beaker Returns Series 3 Episode 7	980,000
Hustle Series 8 Episode 4	881,000
Waterloo Road Series 7 Episode 21	798,000
Mrs Brown's Boys Series 2 Episode 6	692,000
Call the Midwife Episode 4	681,000
EastEnders 23/02/12	662,000
Prisoners' Wives Episode 1	640,000
Being Human Series 4 Episode 1	593,000
Inside Men Episode 2	478,000
Kevin Bridges: What's the Story? Episode 1	443,000
Upstairs Downstairs Series 2 Episode 1	438,000
Super Smart Animals Episode 1	438,000
The Diamond Queen Episode 1	408,000
MasterChef Series 8 Episode 6	405,000
Pramface Series 1 Episode 1	389,000
Panorama Hunting the Internet Bullies 06/02/2012	324,000
Starsky and Hutch 06/04/07	293,000
Match of the Day Live The League Cup Final 26/02/12	262,000

BBC iPlayer - top 20 TV episodes, March 2012

The Voice began in March, and delivered the highest number of requests for the month. *The Apprentice* was close behind, along with the final episodes in this run of *Top Gear*.

BBC iPlayer Top 20 TV episodes – All	Total requests per Ep.	BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per Ep.
The Voice UK Blind Auditions 1 Episode 1	1,578,000	The Voice UK Blind Auditions 1 Episode 1	1,578,000
The Apprentice Series 8 Episode 1	1,451,000	The Apprentice Series 8 Episode 1	1,451,000
Top Gear Series 18 Episode 7	1,412,000	Top Gear Series 18 Episode 7	1,412,000
Top Gear Series 18 Episode 6	1,263,000	Sun, Sex and Suspicious Parents Series 2 Episode 6	876,000
The Apprentice Series 8 Episode 2	932,000	Tracy Beaker Returns Series 3 Episode 10	802,000
Sun, Sex and Suspicious Parents Series 2 Episode 6	876,000	EastEnders 19/03/12	765,000
Tracy Beaker Returns Series 3 Episode 10	802,000	Waterloo Road Series 7 Episode 23	711,000
EastEnders 19/03/12	765,000	My Murder 26/03/12	619,000
Tracy Beaker Returns Series 3 Episode 11	723,000	Pramface Series 1 Episode 2	541,000
EastEnders 22/03/12	718,000	Prisoners' Wives Episode 6	452,000
Waterloo Road Series 7 Episode 23	711,000	F1 2012 Australian GP - Highlights 18/03/2012	417,000
EastEnders 21/03/12	675,000	MasterChef Series 8 Episode 15	412,000
EastEnders 20/03/12	668,000	Being Human Series 4 Episode 7	403,000
Waterloo Road Series 7 Episode 22	666,000	Orbit: Earth's Extraordinary Journey Episode 1	401,000
Waterloo Road Series 7 Episode 24	662,000	Horizon The Truth About Exercise Episode 8	391,000
My Murder 26/03/12	619,000	Sport Relief 2012 Part 1 23/03/2012	377,000
Tracy Beaker Returns Series 3 Episode 13	607,000	The Sarah Millican Television Programme Episode 1	376,000
Tracy Beaker Returns Series 3 Episode 12	596,000	Panorama The Honeymoon Murder 29/03/2012	367,000
Waterloo Road Series 7 Episode 25	579,000	The Hitchhiker's Guide to the Galaxy 22/12/07	349,000
Top Gear Series 18 Episode 5	576,000	Dirk Gently Series 1 Episode 1	343,000

BBC iPlayer - top 20 TV episodes, April 2012

The Voice and *The Apprentice* continued to deliver the highest request numbers in April, with *Waterloo Road* and *Russell Howard's Good News* also very popular.

BBC iPlayer Top 20 TV episodes – All	Total requests per Ep.	BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per Ep.
The Voice UK Battles 1 Episode 5	1,470,000	The Voice UK Battles 1 Episode 5	1,470,000
The Voice UK Blind Auditions 4 Episode 4	1,442,000	The Apprentice Series 8 Episode 3	1,317,000
The Voice UK Blind Auditions 3 Episode 3	1,319,000	Waterloo Road Series 7 Episode 28	804,000
The Apprentice Series 8 Episode 3	1,317,000	Russell Howard's Good News Series 6 Episode 2	790,000
The Apprentice Series 8 Episode 5	1,272,000	Louis Theroux - Extreme Love Autism Part 1	658,000
The Apprentice Series 8 Episode 4	1,261,000	EastEnders 12/04/12	574,000
The Voice UK Blind Auditions 2 Episode 2	1,224,000	Silent Witness Series 15 Part 1	550,000
The Apprentice Series 8 Episode 6	1,094,000	StreetDance 29/08/11	521,000
The Voice UK Battles 2 Episode 6	1,054,000	The Syndicate Episode 2	499,000
The Voice UK Live Show 1 Episode 7	963,000	Would I Lie to You? Series 6 Episode 1	436,000
Waterloo Road Series 7 Episode 28	804,000	Have I Got News for You Series 43 Episode 1	420,000
Waterloo Road Series 7 Episode 27	796,000	Kidulthood 14/06/08	342,000
Russell Howard's Good News Series 6 Episode 2	790,000	Not Going Out Series 5 Band Episode 1	339,000
Waterloo Road Series 7 Episode 29	784,000	Formula 1 2012 The Chinese Grand Prix 15/04/2012	316,000
Russell Howard's Good News Series 6 Episode 1	783,000	The Bridge Episode 1	296,000
Waterloo Road Series 7 Episode 30	730,000	The Apprentice: You're Fired Series 8 Episode 5	291,000
Louis Theroux - Extreme Love Autism Part 1	658,000	I Woke Up Gay	276,000
Russell Howard's Good News Series 6 Episode 3	607,000	Mock the Week Series 10 Episode 3	275,000
EastEnders 12/04/12	574,000	Madness on Wheels: Rallying's Craziest Years	262,000
EastEnders 20/04/12	559,000	Britain Unzipped Episode 1	248,000

BBC iPlayer - top 20 radio episodes, January 2012

The Unbelievable Truth and the *News Quiz* delivered the most requests for radio programmes in January 12, with cricket and football coverage also popular.

BBC iPlayer Top 20 radio episodes – All	Total requests per Ep.	BBC iPlayer Top 20 radio episodes – most requested episode per series	Total requests per Ep.
The Unbelievable Truth Series 8 Episode 4	115,000	The Unbelievable Truth Series 8 Episode 4	115,000
The News Quiz Series 76 Episode 5	113,000	The News Quiz Series 76 Episode 5	113,000
The Unbelievable Truth Series 8 Episode 3	112,000	Test Match Special 27/01/12	86,000
The News Quiz Series 76 Episode 3	109,000	5 live League Cup L'pool v Man City 25/01/2012	85,000
The Unbelievable Truth Series 8 Episode 2	108,000	The Chris Moyles Show With The Muppets! 27/01/12	83,000
The Unbelievable Truth Series 8 Episode 5	107,000	5 live Premier League 2 Arsenal v Man Utd 22/01/12	81,000
The News Quiz Series 76 Episode 4	106,000	Test Match Special 26/01/12	81,000
The News Quiz Series 76 Episode 6	100,000	The News Quiz Series 76 Oh No It Isn't... Episode 2	74,000
Test Match Special 27/01/12	86,000	Fearne Cotton Arctic Monkeys -Live Lounge 25/01/12	67,000
5 live League Cup L'pool v Man City 25/01/2012	85,000	5 live Sport FA Cup Arsenal v Leeds 09/01/2012	61,000
The Chris Moyles Show With The Muppets! 27/01/12	83,000	Annie Mac SBTRKT in the Live Lounge 06/01/2012	59,000
5 live Premier League 2 Arsenal v Man Utd 22/01/12	81,000	Greg James With Zach Braff 24/01/2012	57,000
Test Match Special 26/01/12	81,000	Annie Mac High Contrast Special Delivery 04/01/2012	57,000
The Chris Moyles Show 20/01/12	77,000	Ken Bruce 04/01/12	56,000
Test Match Special 28/01/12	77,000	Kermode and Mayo's Film Review 06/01/12	50,000
The News Quiz Series 76 Oh No It Isn't... Episode 2	74,000	5 live Sport Sunday Review 22/01/12	50,000
The Chris Moyles Show Live from Plymouth 13/01/12	73,000	Weekend Breakfast 28/01/12	50,000
The Chris Moyles Show 09/01/12	68,000	Zane Lowe No.3 in the BBC's Sound of 2012	49,000
The Chris Moyles Show 19/01/12	67,000	The Danny Baker Show 14/01/12	49,000
The Chris Moyles Show With Davina McCall 10/01/12	67,000	5 live Sport 29/01/12	48,000

BBC iPlayer - top 20 radio episodes, February 2012

Radio 1's *Chris Moyles Show* delivered the most popular radio episode in February, followed by Radio 4's *The Now Show* and Radio 5 Live's interview with Sir Alex Ferguson.

BBC iPlayer Top 20 radio episodes – All

Total requests
per Ep.

The Chris Moyles Show 20/02/12	154,000
The Now Show Series 36 Episode 1	133,000
5 live Sport Spooky meets Sir Alex Ferguson	130,000
The News Quiz Series 76 Episode 8	129,000
The News Quiz Series 76 Episode 7	124,000
The Unbelievable Truth Series 8 Episode 6	119,000
The Now Show Series 36 Episode 2	113,000
Just a Minute Series 62 Episode 1	107,000
5 live Premier League Chelsea v Man U 05/02/12	95,000
The Chris Moyles Show 10/02/12	91,000
The Chris Moyles Show 24/02/12	91,000
Test Match Special 03/02/12	90,000
5 live Premier League Man U v Liverpool 11/02/12	89,000
Fearne Cotton 10/02/12	87,000
Just a Minute Series 62 Episode 2	87,000
The Chris Moyles Show 03/02/12	82,000
Just a Minute Series 62 Episode 3	80,000
The Chris Moyles Show 17/02/12	80,000
Weekend Breakfast 11/02/12	78,000
The Chris Moyles Show 22/02/12	78,000

BBC iPlayer Top 20 radio episodes – most requested episode per series

Total requests
per Ep.

The Chris Moyles Show 20/02/12	154,000
The Now Show Series 36 Episode 1	133,000
5 live Sport Spooky meets Sir Alex Ferguson	130,000
The News Quiz Series 76 Episode 8	129,000
The Unbelievable Truth Series 8 Episode 6	119,000
Just a Minute Series 62 Episode 1	107,000
5 live Premier League Chelsea v Man Utd 05/02/12	95,000
Test Match Special 03/02/12	90,000
Fearne Cotton 10/02/12	87,000
Weekend Breakfast 11/02/12	78,000
Cricket 15/02/12	77,000
Desert Island Discs James Corden 12/02/2012	72,000
Ken Bruce 10/02/12	71,000
Count Arthur Strong's Radio Show! Series 7 Ep 1	66,000
Stephen Nolan inc live boxing, Klitschko v Chisora	58,000
Greg James 17/02/12	56,000
It's Not What You Know Episode 1	53,000
5 live FA Cup Liverpool v Brighton 19/02/2012	53,000
Agatha Christie - Sleeping Murder 11/04/10	50,000
The Official Chart with Reggie Yates 19/02/12	50,000

BBC iPlayer - top 20 radio episodes, March 2012

In terms of individual episodes, Radio 1's *Fearne Cotton* and *Chris Moyles Show* delivered the 15 of the top 20 in March; however looking at the most-requested episode per series shows a far wider range of content.

BBC iPlayer Top 20 radio episodes – All

Total requests
per Ep.

Fearne Cotton Katy Perry Live Lounge 19/03/2012	118,000
The Now Show Series 36 Episode 3	116,000
The Now Show Series 36 Episode 5	111,000
The Now Show Series 36 Episode 4	107,000
The Chris Moyles Show 23/03/12	104,000
The Chris Moyles Show 02/03/12	95,000
The Now Show Series 36 Episode 6	94,000
The Chris Moyles Show 09/03/12	88,000
The Chris Moyles Show 16/03/12	88,000
The Chris Moyles Show 21/03/12	87,000
The Chris Moyles Show 22/03/12	85,000
Fearne Cotton 02/03/12	83,000
The Chris Moyles Show 20/03/12	82,000
Fearne Cotton 23/03/12	82,000
The Chris Moyles Show 19/03/12	82,000
The Chris Moyles Show 30/03/12	79,000
The Chris Moyles Show 08/03/12	79,000
Just a Minute Series 62 Episode 5	78,000
The Chris Moyles Show 01/03/12	78,000
Fearne Cotton 09/03/12	78,000

BBC iPlayer Top 20 radio episodes – most requested episode per series

Total requests
per Ep.

Fearne Cotton Katy Perry Live Lounge 19/03/2012	118,000
The Now Show Series 36 Episode 3	116,000
The Chris Moyles Show 23/03/12	104,000
Just a Minute Series 62 Episode 5	78,000
Greg James 19/03/12	72,000
Shelagh Fogarty Budget 2012 21/03/2012	70,000
5 live Premier League Tottenham v Man Utd 04/03/2012	65,000
5 live Formula 1 2012 Malaysian GP 25/03/2012	58,000
The Official Chart with Reggie Yates 04/03/12	58,000
Weekend Breakfast 24/03/12	58,000
The Chris Evans Breakfast Show 02/03/12	57,000
Test Match Special 28/03/12	56,000
Ken Bruce 01/03/12	54,000
Sara Cox 25/03/12	54,000
Weekend Breakfast 03/03/12	54,000
Huw Stephens Hooray For Earth in session 22/03/12	52,000
Kissy Sell Out Best of EVER show! 23/03/2012	52,000
Annie Mac 02/03/12	51,000
Nihal 21/03/12	50,000
Rock Show- Daniel P Carter Alcest in session	50,000

BBC iPlayer - top 20 radio episodes, April 2012

5 Live Champions League football (Barcelona v Chelsea) was the most popular radio programme this April, with *The Unbelievable Truth* close behind.

BBC iPlayer Top 20 radio episodes – All

Total requests
per Ep.

5 live Champions League B'lona v Chelsea 24/04/12	162,000
The Unbelievable Truth Series 9 Episode 1	131,000
5 live Premier League ManCity v Man U 30/04/2012	126,000
The News Quiz Series 77 Episode 1	122,000
The Unbelievable Truth Series 9 Episode 3	122,000
The News Quiz Series 77 Episode 3	118,000
The News Quiz Series 77 Episode 2	118,000
The Unbelievable Truth Series 9 Episode 4	104,000
The Unbelievable Truth Series 9 Episode 2	103,000
The News Quiz Series 77 Episode 4	96,000
The Chris Moyles Show 25/04/12	86,000
Test Match Special 05/04/12	85,000
The Chris Moyles Show 27/04/12	85,000
The Chris Moyles Show 05/04/12	83,000
5 live FA Cup Liverpool v Everton 14/04/2012	80,000
Fearne Cotton Lana Del Rey -Live Lounge 20/04/2012	78,000
Fearne Cotton 27/04/12	77,000
The Chris Moyles Show 26/04/12	76,000
The Chris Moyles Show 24/04/12	76,000
The Chris Moyles Show Rodeo Revision 23/04/2012	75,000

BBC iPlayer Top 20 radio episodes – most requested episode per series

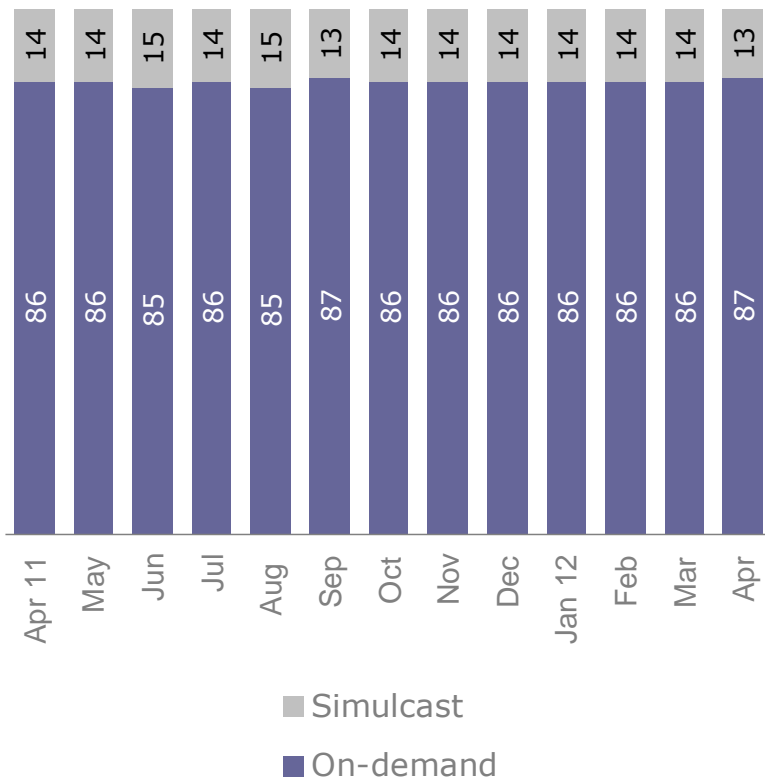
Total requests
per Ep.

5 live Champions League B'lona v Chelsea 24/04/12	162,000
The Unbelievable Truth Series 9 Episode 1	131,000
5 live Premier League ManCity v Man U 30/04/2012	126,000
The News Quiz Series 77 Episode 1	122,000
The Chris Moyles Show 25/04/12	86,000
Test Match Special 05/04/12	85,000
5 live FA Cup Liverpool v Everton 14/04/2012	80,000
Fearne Cotton Lana Del Rey -Live Lounge 20/04/2012	78,000
The Chris Moyles Show with Scott Mills 20/04/2012	67,000
Richard Bacon 30/04/12	66,000
5 live Sport Final Whistle 24/04/12	63,000
Weekend B'fast Grand National Breakfast 14/04/2012	63,000
Nick Grimshaw 20/04/12	62,000
The Official Chart with Reggie Yates 22/04/12	61,000
Shelagh Fogarty 30/04/12	61,000
Titanic - Minute By Minute 14/04/12	56,000
Ken Bruce 27/04/12	52,000
5 live Sport 11/04/12	51,000
The London Marathon 22/04/12	50,000
Henning Knows Best Languages Episode 5	47,000

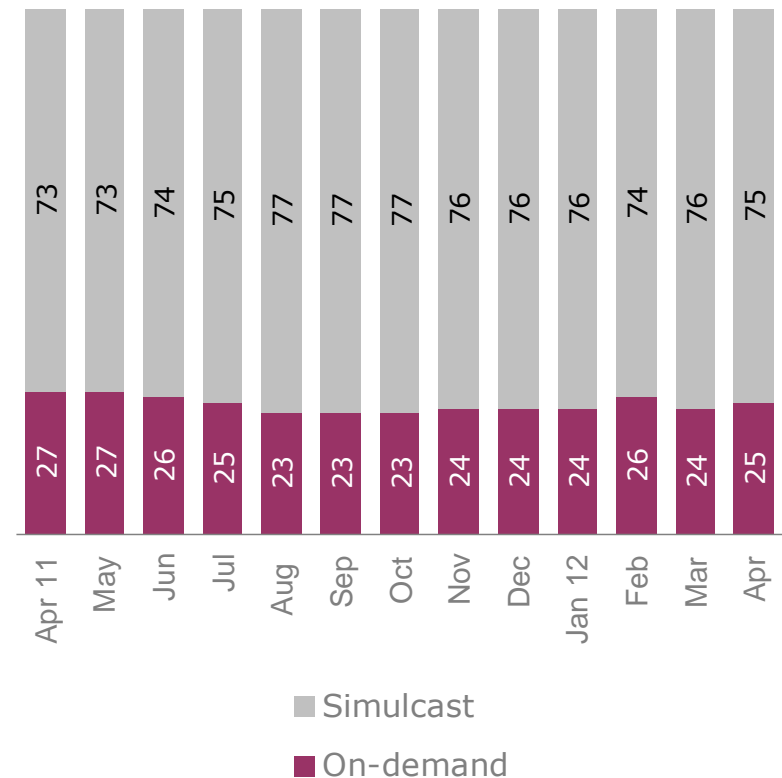
TV and radio requests – live vs catch-up

The proportion of live requests to BBC iPlayer has been very stable for both radio and TV programmes over the last few months, although at very different levels; live listening delivers the majority of radio requests, while for TV, catch-up is far more popular.

% requests for TV programmes

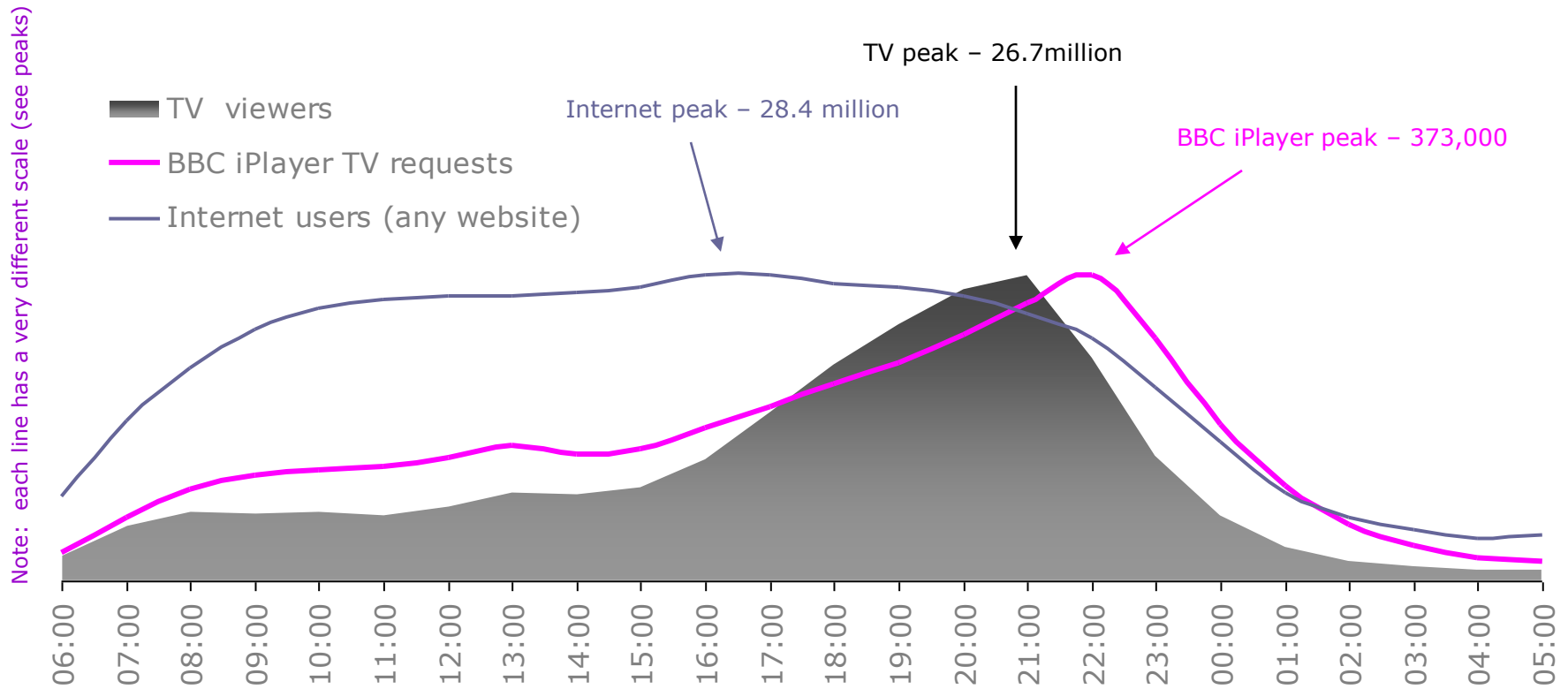


% requests for radio programmes



BBC iPlayer – use for TV by time of day, April 2012

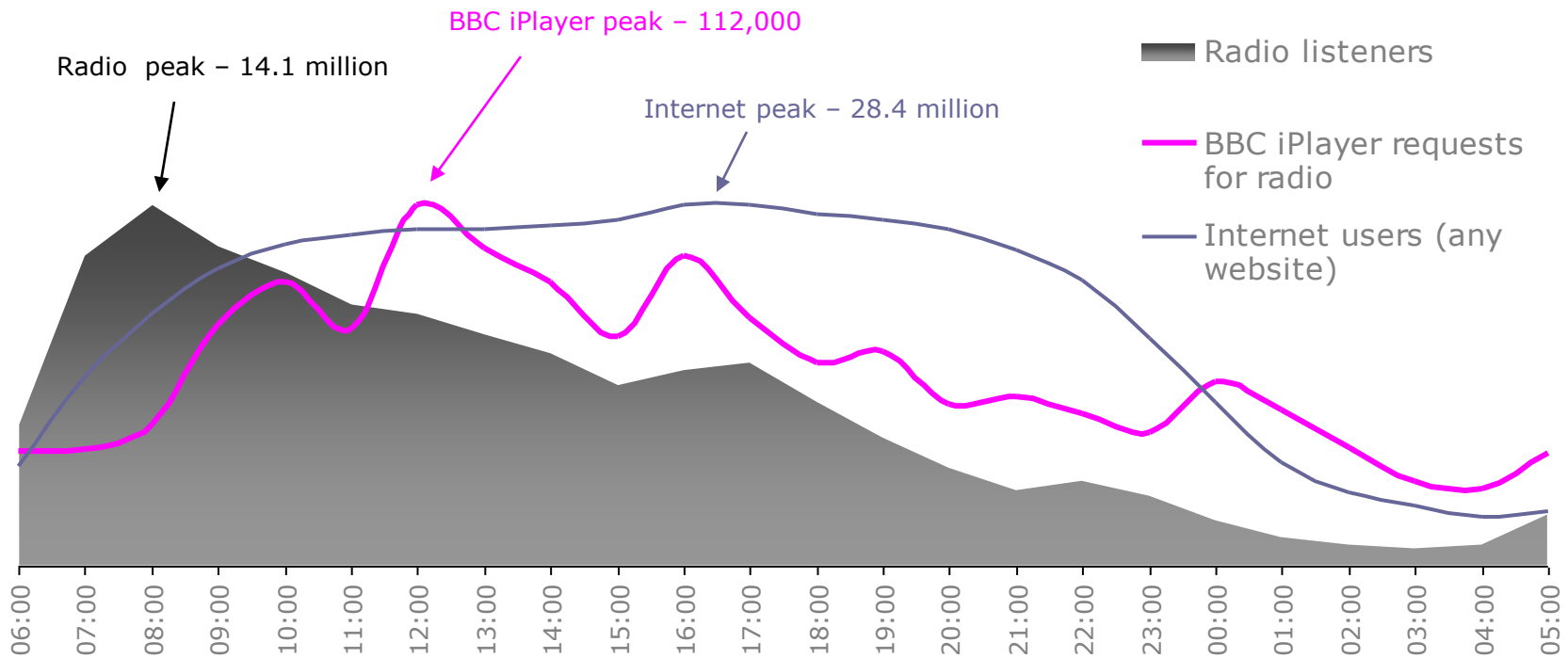
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



BBC iPlayer – use for TV by time of day, April 2012

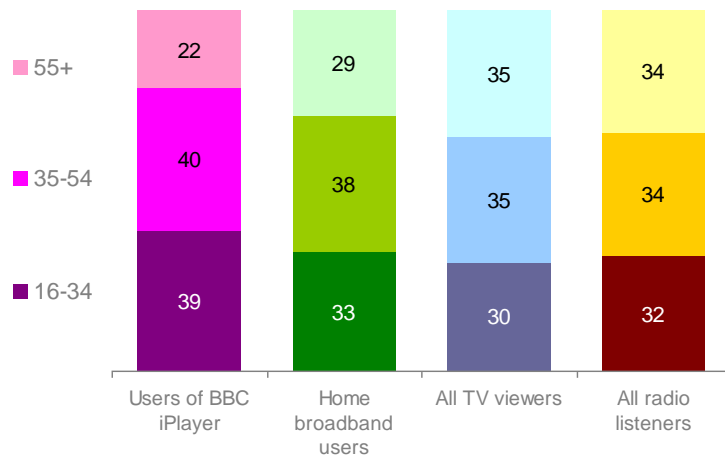
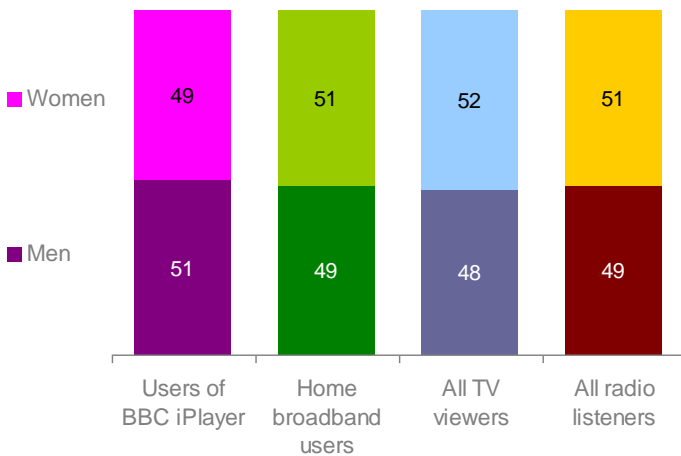
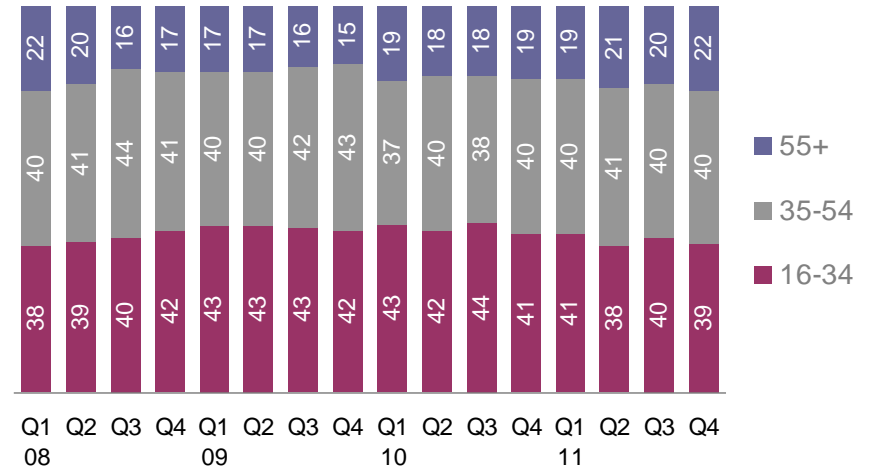
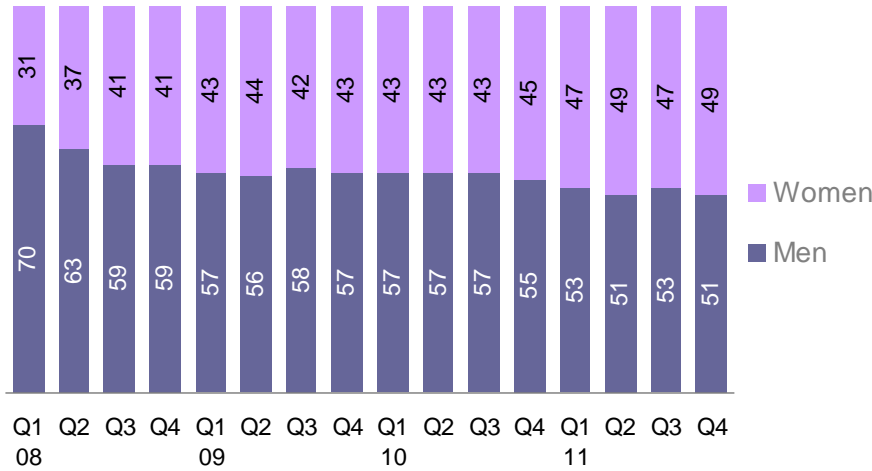
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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

Note: each line has a very different scale (see peaks)



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 drifted to a fairly even balance over time, but most users (nearly 80%) are aged under 55 years, roughly in line with home broadband use.



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** – the number of successful requests to stream or download a programme. We only count successful requests, where a stream or a download actually starts, 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 traditional TV/radio stations 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 traditional TV / radio stations.

Extra footnotes for slides 23-24 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