

# Performance Pack June to August 2012



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# Summary headlines – June to August 2012

- **Record breaking BBC iPlayer requests in August** – with a new high of **196 million** – driven by the huge national interest in the *London 2012 Olympic Games*
- **Highest-ever requests per week (51m) and users per week (11.5m)** on w/c 30<sup>th</sup> July 2012 due to the interest in the *London 2012 Olympic Games* coverage
- **Highest-ever requests from mobile and tablet devices in August** (22m and 17m respectively), contributing almost a **fifth of total requests** in the month (19%) - driven by TV requests for programmes related to the *London 2012 Olympic Games*.
- **Highest-ever proportion (32%) of live TV requests in August** driving by demand for live *London 2012 Olympic Games* coverage.
  - Previous record had been set the month before in July, when due to the Wimbledon 2012 Men's Final and start of the Olympics, live viewing had increased to 24%.
- **The *London 2012 Olympic Games* ceremonies** were the **most-requested programmes** in July and August
  - 3.9m requests for the *Opening Ceremony*
  - 2.1m requests for *Closing Ceremony*
- Other **popular TV programmes** included *Parade's End*, *Accused*, *Citizen Khan* and *Bad Education* proved popular in August.
- **On radio, *Test Match Special* and *BBC 5live Olympics*** coverage topped the most-requested programmes chart in August.

NOTE: The data in this report excludes the 24 web-only sports streams for the *London 2012 Olympic Games*. It includes all scheduled TV channel output.

## Consistent with previous months:

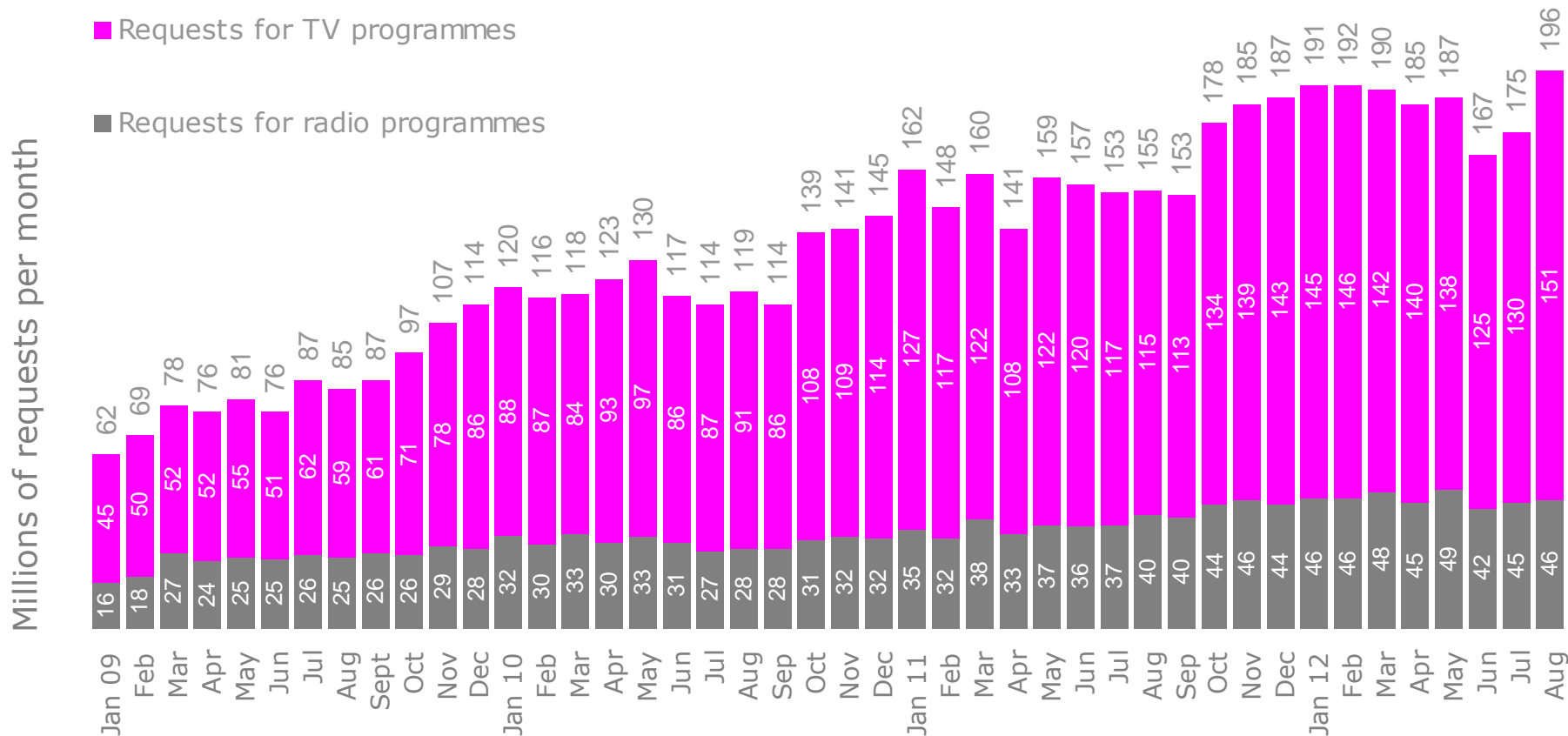
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly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

# Index

<a href="#">Page</a>	<a href="#">Content</a>
<a href="#">4-7</a>	Monthly BBC iPlayer requests by media type and device type
<a href="#">8</a>	Notes about the data in this report
<a href="#">9</a>	Monthly total requests
<a href="#">10</a>	Average daily requests per month
<a href="#">11</a>	Average daily users per month
<a href="#">12</a>	Weekly requests – latest 6 months
<a href="#">13</a>	Weekly users – latest 6 months
<a href="#">14</a>	Top TV programmes
<a href="#">15</a>	Top radio programmes
<a href="#">16</a>	TV and radio requests - live vs catch-up
<a href="#">17</a>	Use of BBC iPlayer for TV by time of day
<a href="#">18</a>	Use of BBC iPlayer for radio by time of day
<a href="#">19</a>	Profile of BBC iPlayer users
<a href="#">20</a>	Glossary

# Total monthly BBC iPlayer requests across all platforms, since 2009

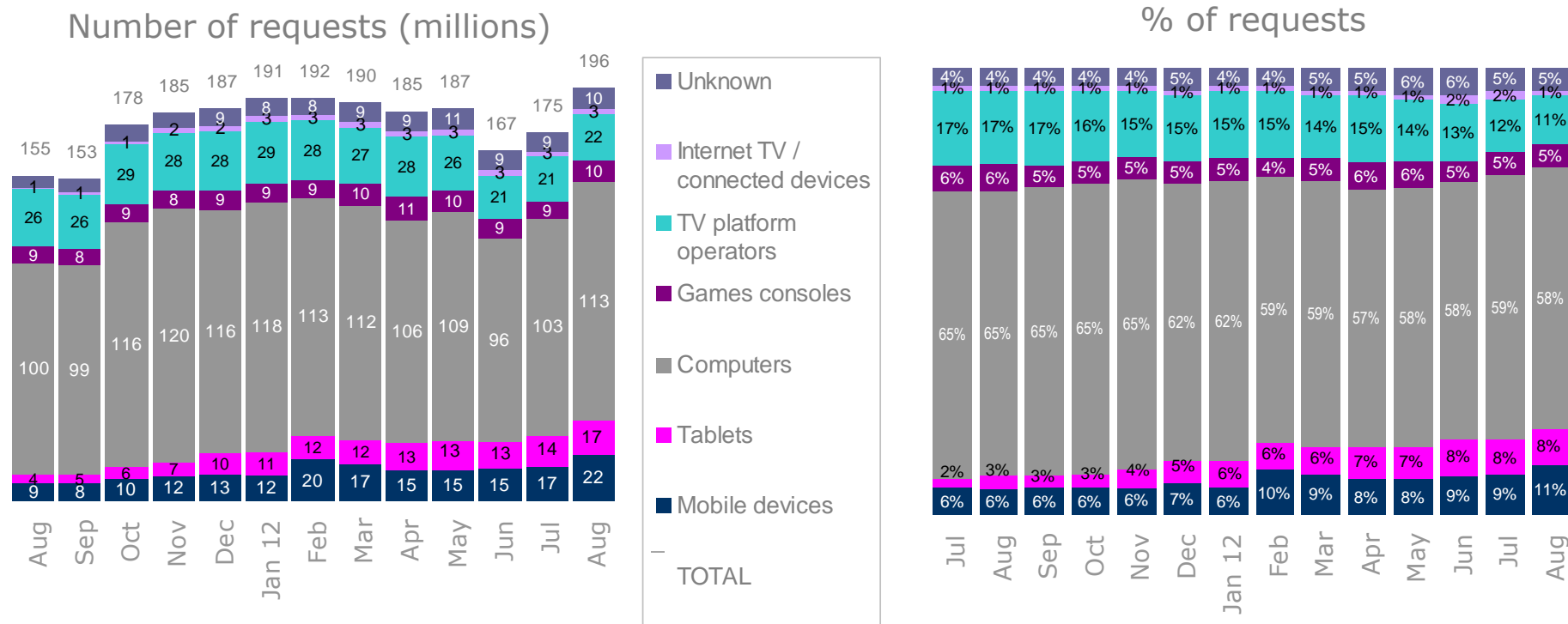
Building on the increase seen in July, the Olympics helped drive a steep increase in requests to BBC iPlayer with a **record 196 million requests for August**, and an **all-time high for TV requests of 151 million**.



# Requests for programmes by device type – TV and radio

All devices and platforms delivered an increase in the volume of requests in August compared with July – most notably on mobile (+29%) and tablet (+21%), which saw their highest numbers to date. Together, mobile and tablet requests contributed almost a fifth (19%) of the total. For more on how the BBC delivered the first truly digital Olympics, see our [August press release](#).

(Please note that the step-change in mobile/tablet requests in February was partly due to a measurement problem being fixed.)



## Notes:

**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

**TV platform operators** include Virgin Media and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

**Unknown devices** are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

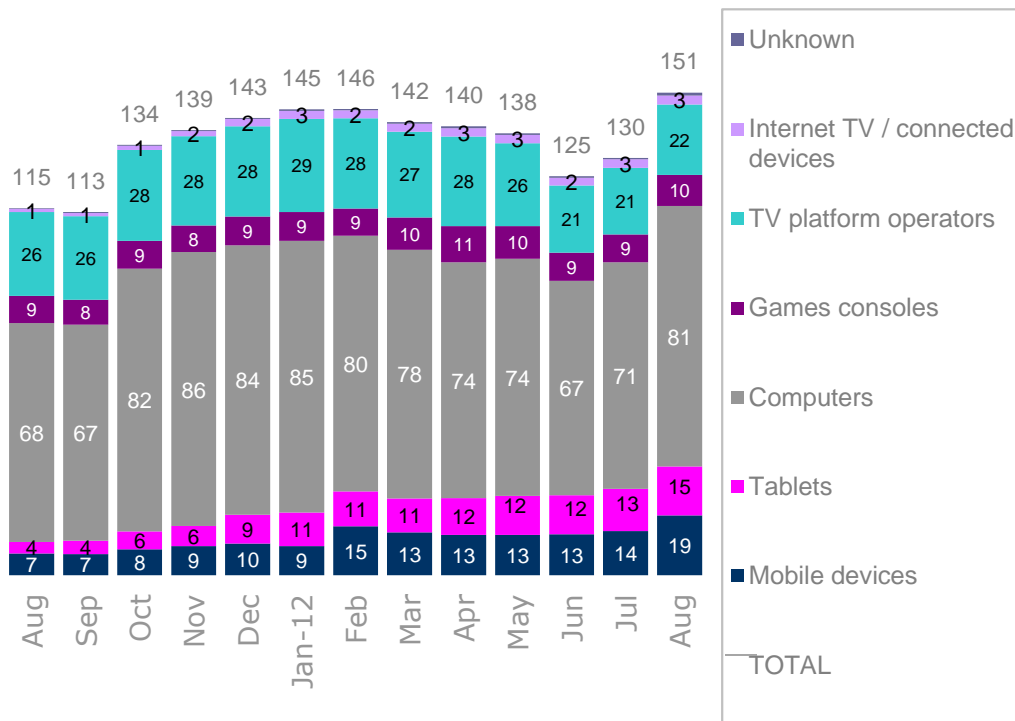
The increase in **mobile requests in February 2012** was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November 2011, since technical problems caused over-counting.

# Requests for programmes across BBC iPlayer by device type – TV only

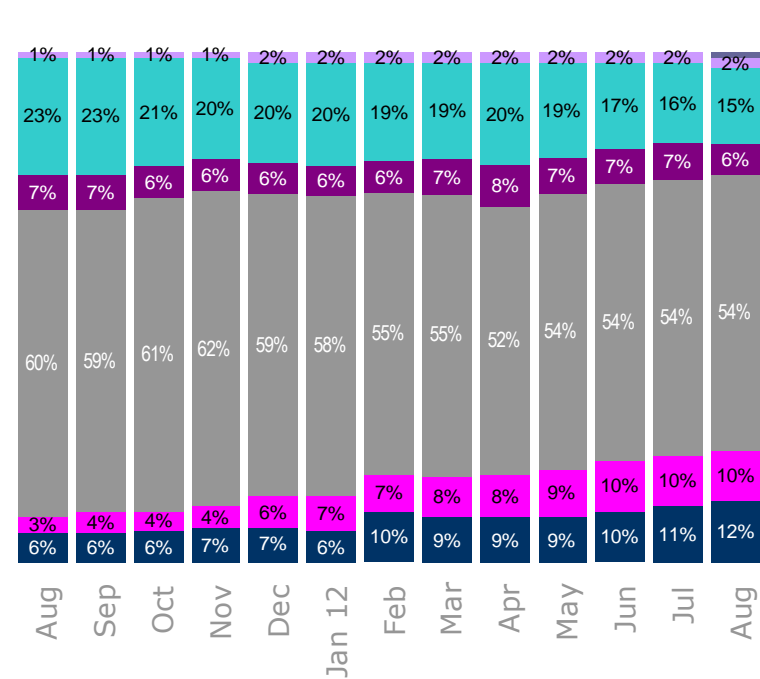
Mobile devices saw the greatest month-on-month growth in August.

(Please note that the step-change in mobile/tablet requests in February was partly due to a measurement problem being fixed.)

Number of requests (millions)



% of requests



**Notes:**

**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

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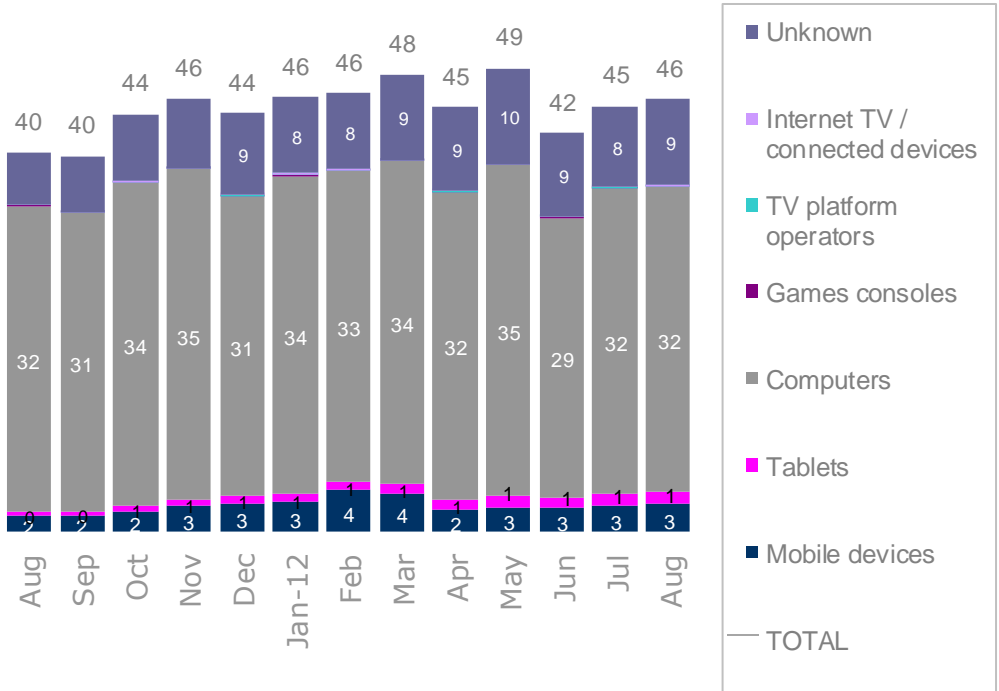
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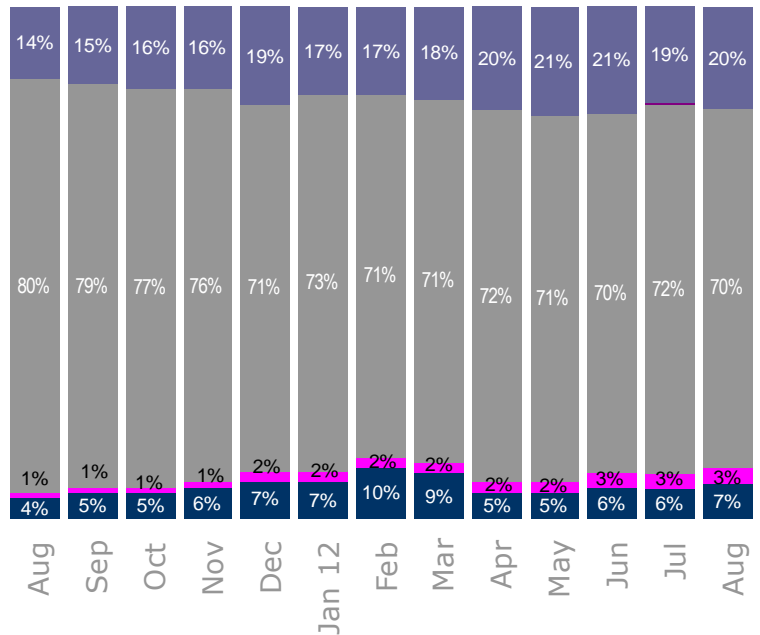
# Requests for programmes across BBC iPlayer by device type – radio only

BBC iPlayer radio requests **increased in August by +2%**. Growth was driven by both mobile (+7%) and tablet devices (+5%). *(Please see footnotes)*

Number of requests (millions)



% of requests



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

**Notes:**  
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.  
**TV platform operators** include Virgin Media and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.  
**Unknown devices** are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.  
 The increase in **mobile requests in February 2012** was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November 2011, since technical problems caused over-counting. In March 2012, a measurement problem meant iOS live streams are not being counted; this could explain the drop in mobile requests in March.



# Notes for figures in this report

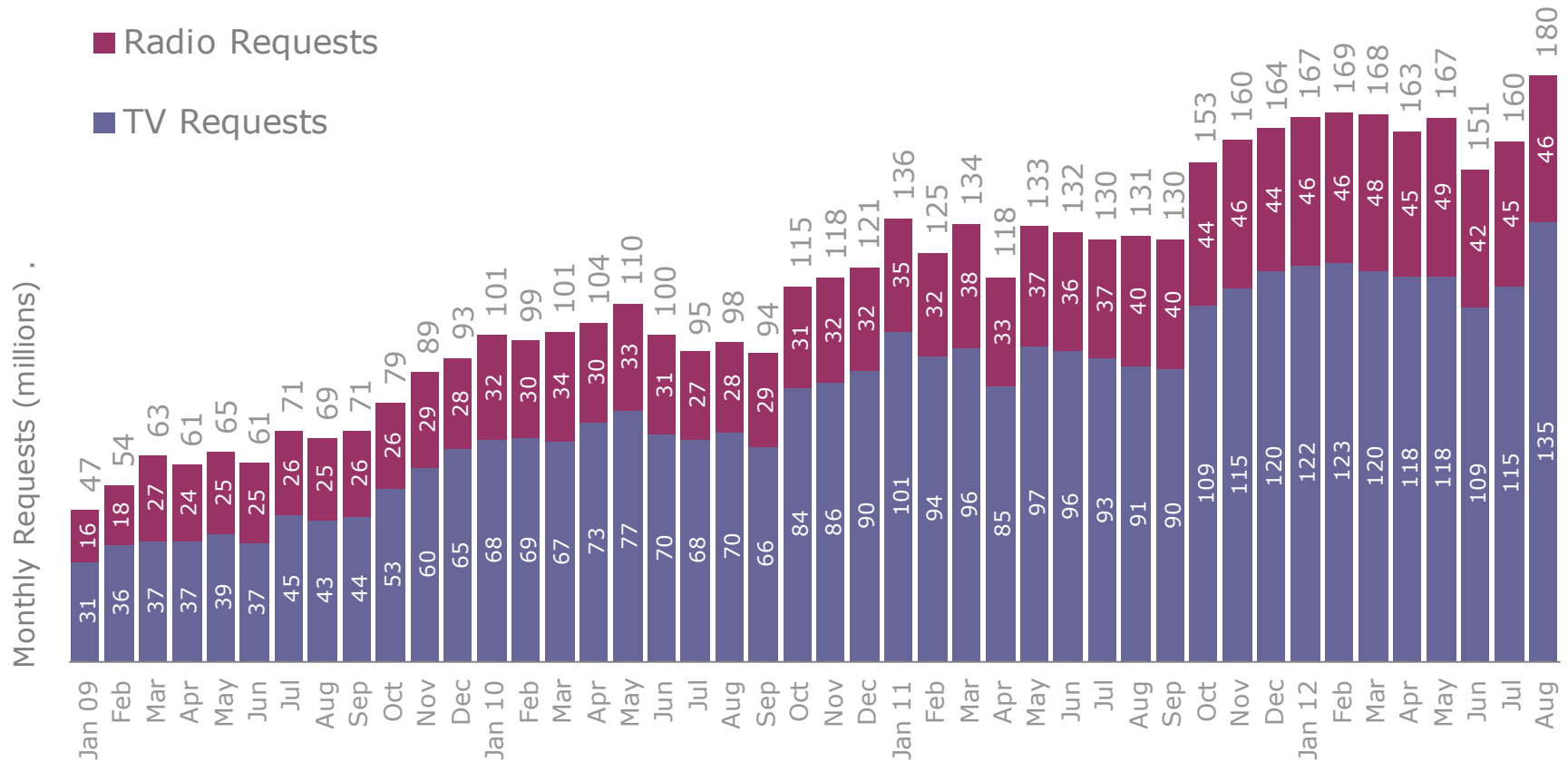
- Virgin Media cable data arrives later than online stats, therefore **the remainder of this report is only for the online BBC iPlayer**, available via computers / mobile devices / games consoles, connected TVs, etc.  
**These notes apply to all the data in this pack and should be included as footnotes 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

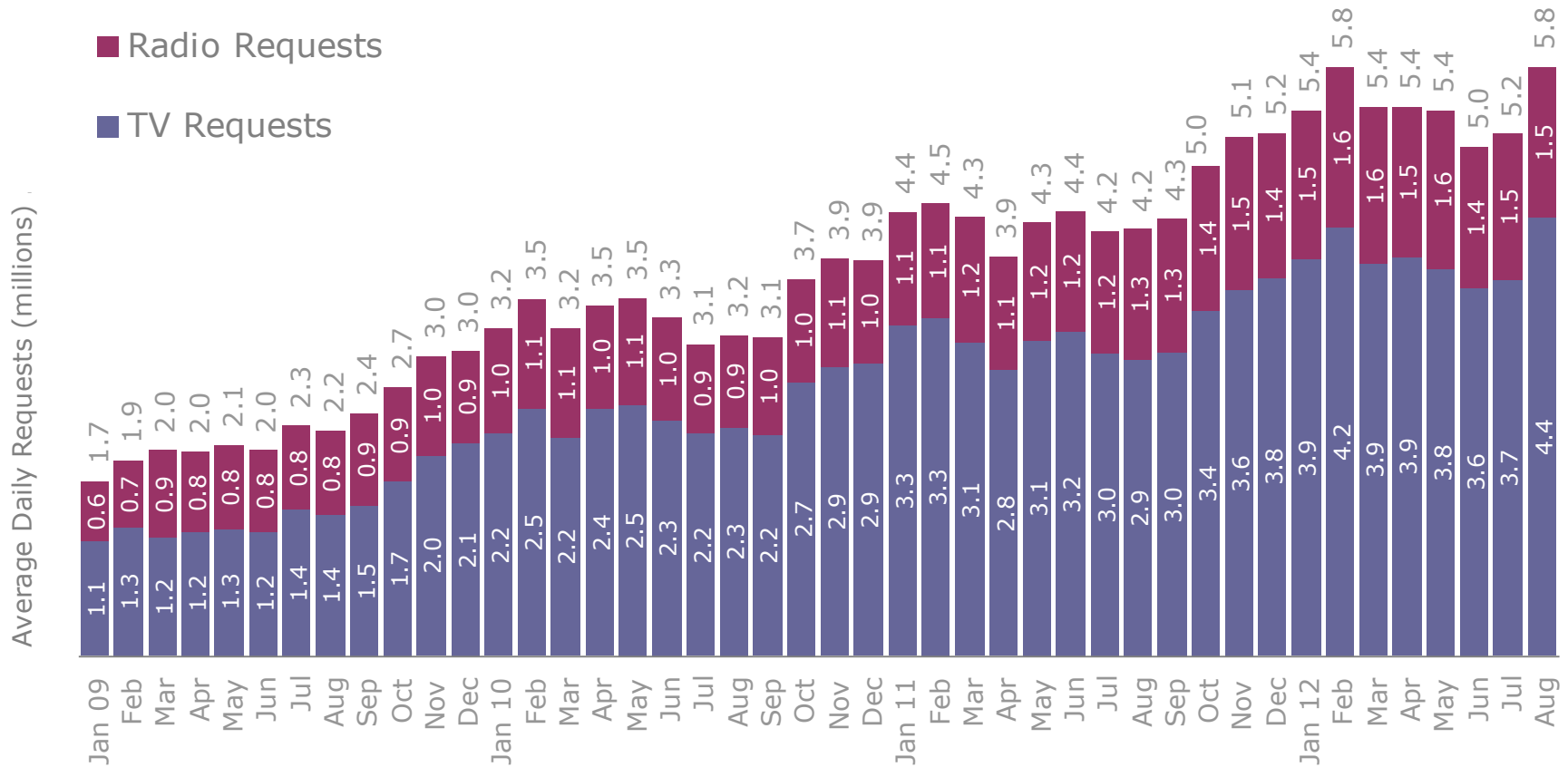
Excluding the Virgin Media cable service (for which data arrives later in the month), BBC iPlayer received 180 million requests in August 2012, a record month driven by the *London 2012 Olympic Games* viewing.

Unsurprisingly, TV requests drove this record month, increasing +17% on July's figures (which were themselves up on June due to the *Olympics* starting at the end of the month). This breaks with previous summer patterns – where the end of the summer lull has previously ended in October.



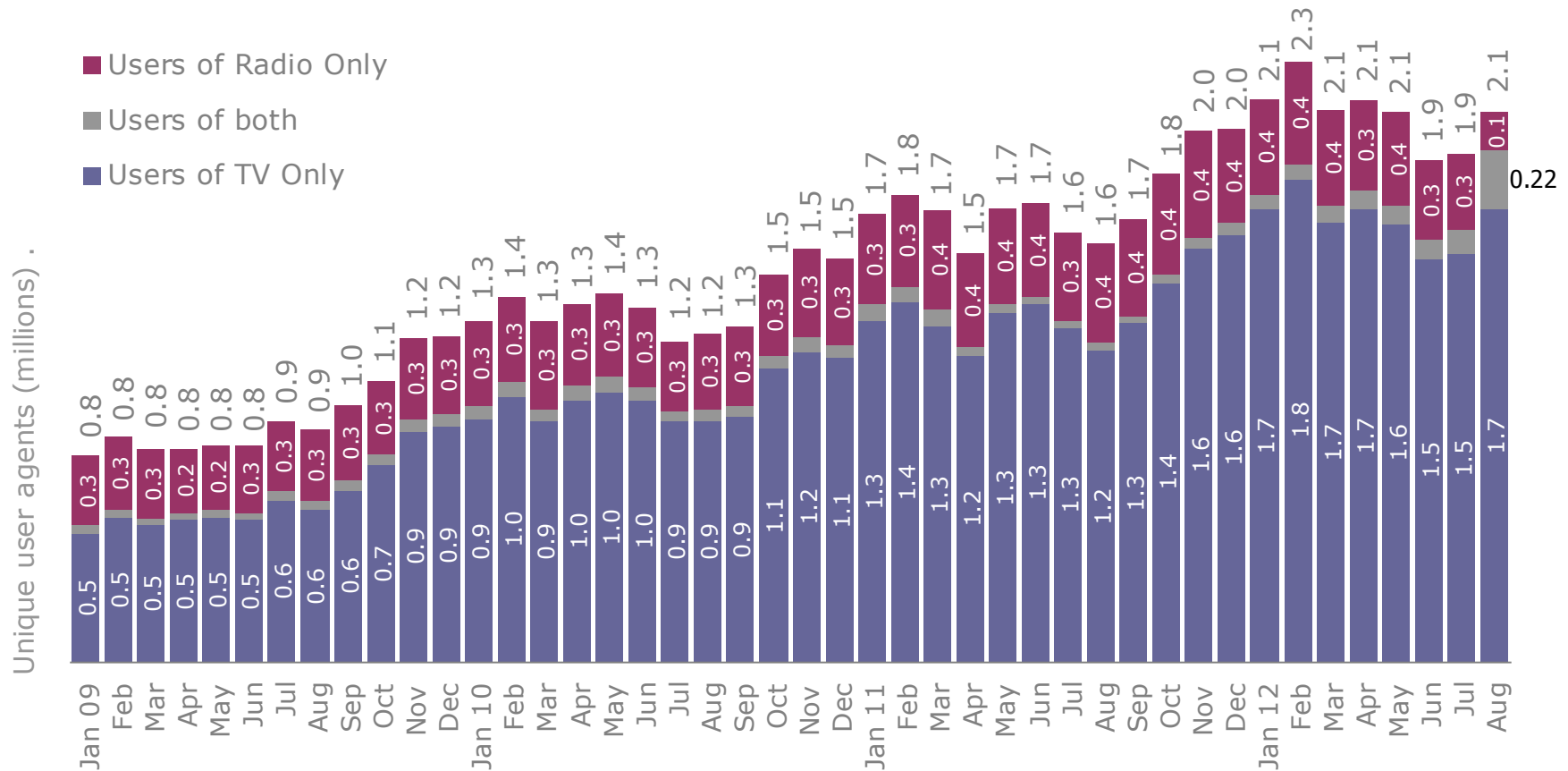
# Average daily BBC iPlayer online requests

Average daily request numbers were at 5.8 million programmes per day in August 2012 – up +12% on the previous month, and driven again by requests for the *London 2012 Olympic Games*. This was primarily due to requests on TV, which averaged at 4.4 per day. This is a growth of +21% on July.



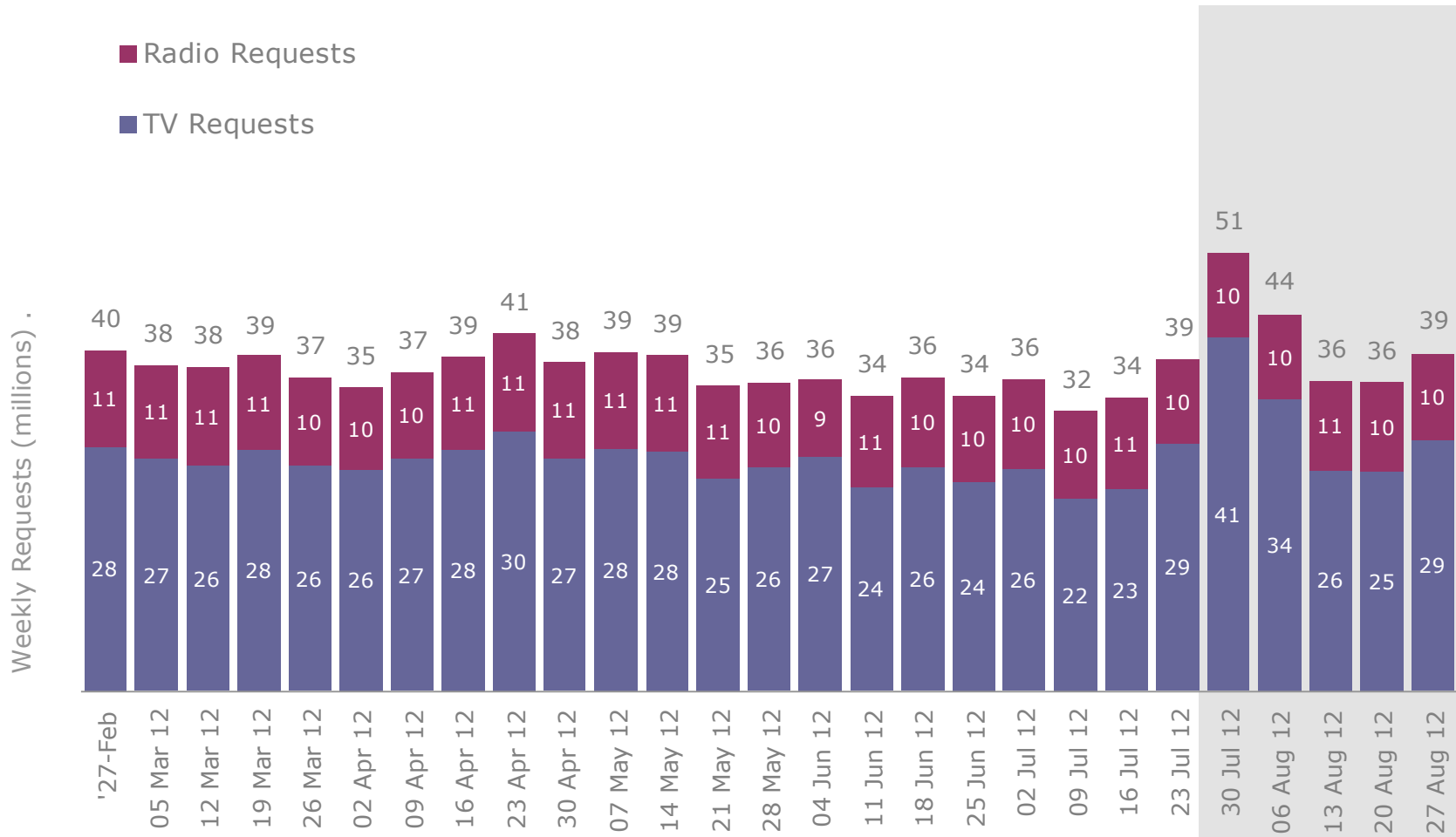
# Average daily BBC iPlayer online users

BBC iPlayer saw just over 2 million unique users playing TV or radio programmes per day in August. There was a much larger overlap seen in devices playing both TV and radio content than ever before (0.2m), and this number is likely to be much greater. This crossover is likely to be the result of sports radio listeners, whom in August were also requesting both radio sports coverage and *Olympics* TV programmes.



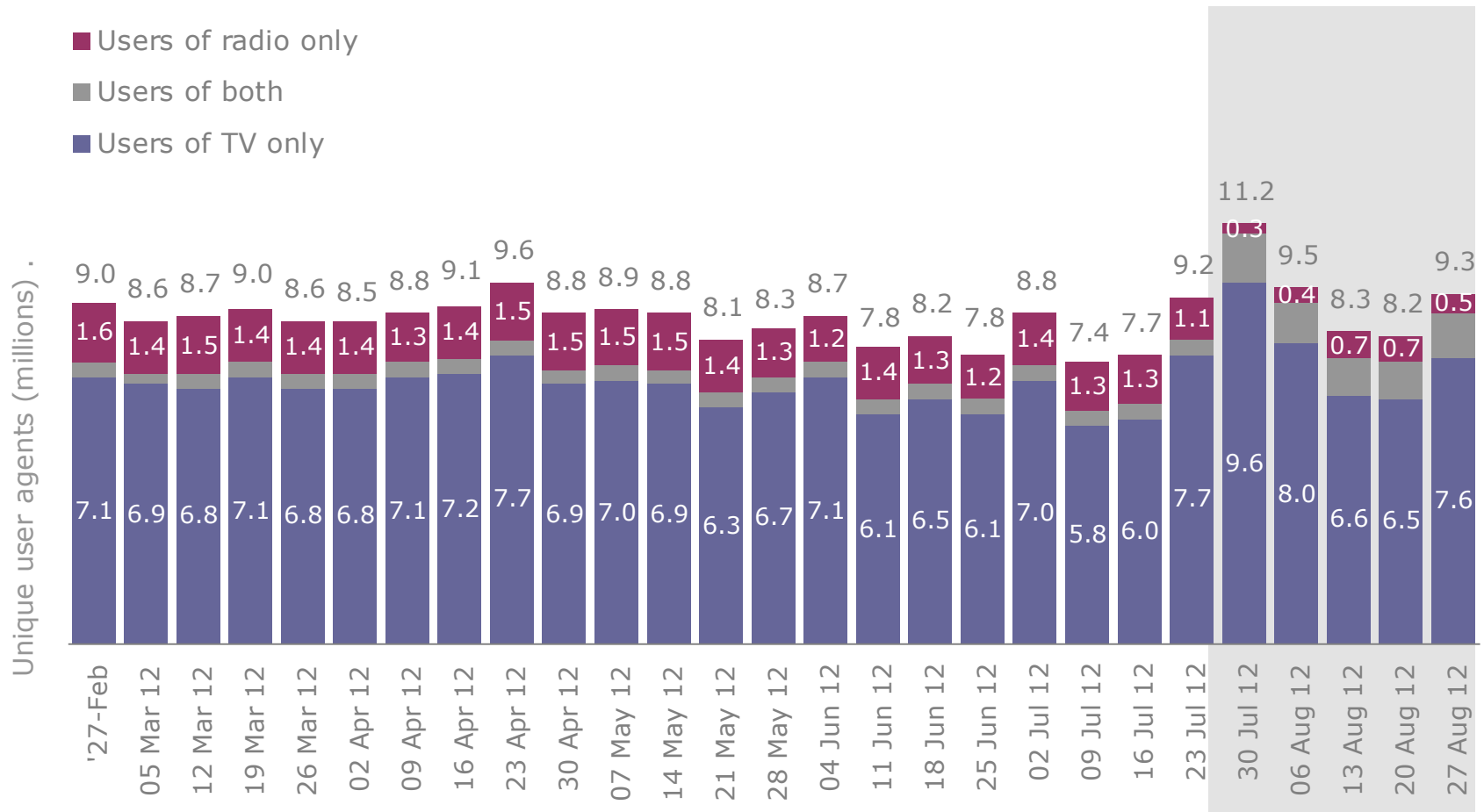
# Weekly BBC iPlayer online requests – latest 6 months

The impact of sporting events can clearly be seen in the week-on-week figures, with a +31% increase during the first full week of the *London 2012 Olympic Games* in the first week of August, and much higher figures than usual during the second week (the final week of the *Olympics*).



# Weekly BBC iPlayer online users – latest 6 months

Consistent with requests per week, weekly unique users increased to an all time high at the beginning of August at 11.2m for the *London 2012 Olympic Games*, and remained higher than usual for the coverage in the second week of the month.



# BBC iPlayer - top 20 TV episodes, June 2012

*The Apprentice* and *The Diamond Jubilee Concert* were both in the top three most-requested programmes in June, attracting over 1 million requests each, and other Jubilee-related programmes were also in the top 20. The final episode of *The Voice* was also among the top titles, as was *Euro 2012* coverage.

## BBC iPlayer Top 20 TV episodes – All

Total requests  
per Ep.

The Apprentice Final: Series 8 Episode 14	1,281,000
EastEnders 22/06/12	1,008,000
The Diamond Jubilee Concert 04/06/2012	952,000
Russell Howard's Good News Series 6 Episode 8	896,000
The Voice UK The Final Episode 17	754,000
Louis Theroux Twilight of the Porn Stars 01/06/2012	726,000
EastEnders 20/06/12	720,000
EastEnders 14/06/12	683,000
EastEnders 08/06/12	680,000
Russell Howard's Good News Series 6 Episode 9	663,000
Russell Howard's Good News Series 6 Episode 10	648,000
EastEnders 19/06/12	645,000
Match of the Day Live UEFA Euro 2012 England v Italy	643,000
Mock the Week Series 11 Episode 1	640,000
EastEnders 26/06/12	625,000
True Love: Episode 1	621,000
EastEnders 06/06/12	600,000
EastEnders 12/06/12	595,000
Mock the Week Series 11 Episode 2	583,000
EastEnders 25/06/12	583,000

## BBC iPlayer Top 20 TV episodes – most requested episode per series

Total requests  
per Ep.

The Apprentice Final: Series 8 Episode 14	1,281,000
EastEnders 22/06/12	1,008,000
The Diamond Jubilee Concert 04/06/2012	952,000
Russell Howard's Good News Series 6 Episode 8	896,000
The Voice UK: The Final Episode 17	754,000
Louis Theroux: Twilight of the Porn Stars 01/06/2012	726,000
Match of the Day Live UEFA Euro 2012 England v Italy	643,000
Mock the Week Series 11 Episode 1	640,000
True Love Episode 1	621,000
Glamour Model Mum, Baby & Me 12/06/12	496,000
The Graham Norton Show Series 11 Episode 9	462,000
Have I Got News for You Series 43 Episode 9	438,000
XXY 07/04/09	410,000
Would I Lie to You? Series 6	397,000
Episodes Series 2 Episode 4	396,000
Silk Series 2 Episode 5	380,000
Gary Barlow: On Her Majesty's Service 03/06/2012	377,000
Cherry Healey: How to Get a Life Single v Settled	373,000
A Jubilee Tribute to The Queen by the Prince of Wales	363,000
The Men Who Made Us Fat	352,517

# BBC iPlayer - top 20 TV episodes, July 2012

The *London 2012 Olympic Games Opening Ceremony* drew huge request numbers on BBC iPlayer in July – 3.0m in the last 4 days of the month alone, and breaking all records for requests on the day after transmission (previously held by the final episode of *The Voice*). The *Absolutely Fabulous Olympic Special* was in second place as well as other sports programmes such as *MOTD Live UEFA Euro 2012 Final*.

## BBC iPlayer Top 20 TV episodes – All

Total requests  
per Ep.

London 2012 Opening Ceremony 27/07/2012	2,984,000
Absolutely Fabulous Specials Olympics Episode 3	752,000
London 2012 Opening Ceremony Countdown	682,000
Mock the Week Series 11 Episode 5	660,000
Mock the Week Series 11 Episode 4	626,000
EastEnders 19/07/12	625,000
EastEnders 25/07/12	613,000
EastEnders 06/07/12	612,000
Olympics London 2012 BBC One: Day 3: 1.45-4.00	598,000
EastEnders 24/07/12	580,000
EastEnders 05/07/12	577,000
EastEnders 23/07/12	569,000
EastEnders 13/07/12	556,000
Mock the Week Series 11 Episode 6	556,000
Mock the Week Series 11 Episode 3	556,000
EastEnders 03/07/12	555,000
EastEnders 17/07/12	546,000
MOTD Live UEFA Euro 2012 The Final 01/07/2012	545,000
EastEnders 10/07/12	542,000
EastEnders 16/07/12	529,000

## BBC iPlayer Top 20 TV episodes – most requested episode per series

Total requests  
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London 2012 Opening Ceremony 27/07/2012	2,984,000
Absolutely Fabulous Specials Olympics Episode 3	752,000
Mock the Week Series 11 Episode 5	660,000
EastEnders 19/07/12	625,000
Olympics London 2012 BBC One: Day 3: 1.45-4.00	598,000
MOTD Live UEFA Euro 2012 The Final 01/07/2012	545,000
Wimbledon 2012 BBC One: Men's Final 08/07/2012	499,000
Line of Duty Episode 2	493,000
Cherry Healey: How to Get a Life Episode 3	403,000
The Hollow Crown Richard II Episode 1	394,000
Panorama	390,000
Usain Bolt: The Fastest Man Alive 16/07/12	390,000
Blackout Episode 1	378,000
Twenty Twelve Series 2 Episode 5	378,000
Wallander Series 3 An Event in Autumn Episode 1	344,000
Can Anyone Beat Bolt? 17/07/12	344,000
Tom Daley: Diving for Britain 23/07/12	337,000
Episodes Series 2 Episode 9	308,000
Doctor Who Series 6 Episode 13	307,000
Brooklyn's Finest 03/09/11	295,000

# BBC iPlayer - top 20 TV episodes, August 2012

Similarly to July, the Olympic ceremonies dominated iPlayer requests in August, with the *Closing Ceremony* drawing the biggest numbers at 2.1m. Day 13 of the *Olympics* – showing the 200m men's final, and Day 5 – showing Bradley Wiggins' cycling Gold, both entered the top 20.

With the new season of programming, dramas *Parade's End* and *Accused*, and documentaries such as *Our War* and *Russell Brand: From Addiction to Recovery* did well this month.

## BBC iPlayer Top 20 TV episodes – All

Total requests  
per Ep.

London 2012 Closing Ceremony 12/08/2012	2,114,000
Waterloo Road Series 8 Episode 1	1,149,000
Bad Education Sex Education Episode 2	884,000
EastEnders 02/08/12	824,000
Citizen Khan Episode 1	783,000
Bad Education Parents' Evening Episode 1	779,000
EastEnders 09/08/12	737,000
EastEnders 17/08/12	723,000
EastEnders 15/08/12	693,000
EastEnders 06/08/12	688,000
EastEnders 07/08/12	688,000
EastEnders 16/08/12	676,000
EastEnders 24/08/12	674,000
EastEnders 23/08/12	668,000
EastEnders 20/08/12	663,000
EastEnders 21/08/12	662,000
Olympics London 2012 BBCOne: Day 13: 19.00-22.00	651,000
Olympics London 2012 BBCOne: Day 5: 13.45-16.00	639,000
EastEnders 28/08/12	638,000
EastEnders 14/08/12	615,000

## BBC iPlayer Top 20 TV episodes – most requested episode per series

Total requests  
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London 2012 Closing Ceremony 12/08/2012	2,114,000
Waterloo Road Series 8 Episode 1	1,149,000
Bad Education Episode 2	884,000
EastEnders 02/08/12	824,000
Citizen Khan Episode 1	783,000
Olympics London 2012 BBCOne: Day 13: 19.00-22.00	651,000
The Premier League's Most Amazing Moments	540,000
Parade's End Episode 1	527,000
Horizon 2012-2013 Episode 3	509,000
Accused Series 2 Tracie's Story Episode 1	500,000
Our War Series 2 Into the Hornet's Nest Episode 1	462,000
The Great British Bake Off Series 3 Episode 1	442,000
Top Gear Series 18 Episode 1	424,000
Russell Brand: From Addiction to Recovery 16/08/12	418,000
Olympics Tonight London 2012 Day 9 Episode 9	400,000
Midwives: Delivering Under Pressure Episode 1	373,000
Lara Croft: Tomb Raider 27/12/04	372,000
Silent Witness Series 15 Part 1	372,000
Vexed Series 2 Episode 1	357,000
Lesbian Vampire Killers 29/10/11	345,000



# BBC iPlayer - top 20 radio episodes, June 2012

*The Now Show* was the most popular radio programme this June, with *The News Quiz* and *5 Live Sport Euro 2012* coverage close behind.

## BBC iPlayer Top 20 radio episodes – All

Total requests  
per Ep.

The Now Show Series 37 Episode 1	136,000
The News Quiz Series 77 Episode 9	125,000
5 live Sport Euro 2012 France v England 11/06/2012	124,000
The Now Show Series 37 Episode 2	97,000
I'm Sorry I Haven't A Clue Series 57 Episode 1	96,000
Victoria Derbyshire 11/06/12	89,000
The Now Show Series 37 Episode 3	87,000
Just a Minute Series 63 Episode 4	83,000
The Chris Moyles Show 01/06/12	82,000
The Chris Moyles Show Live from Hackney Marshes	80,000
The Chris Moyles Show 15/06/12	79,000
The Chris Moyles Show 08/06/12	77,000
The Chris Moyles Show 12/06/12	75,000
Just a Minute Series 63 Episode 5	74,000
The Chris Moyles Show 25/06/12	74,000
The Chris Moyles Show 19/06/12	71,000
Fearne Cotton Sara Cox sits in for Fearne	70,000
The Chris Moyles Show Live from Hackney	70,000
The Chris Moyles Show 13/06/12	70,000
The Chris Moyles Show 20/06/12	70,000

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

Total requests  
per Ep.

The Now Show Series 37 Episode 1	136,000
The News Quiz Series 77 Episode 9	125,000
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I'm Sorry I Haven't A Clue Series 57 Episode 1	96,000
Victoria Derbyshire 11/06/12	89,000
Just a Minute Series 63 Episode 4	83,000
The Chris Moyles Show 01/06/12	82,000
Fearne Cotton Sara Cox sits in for Fearne 22/06/2012	70,000
Cricket 29/06/12	68,000
So Wrong It's Right Series 3 Episode 4	65,000
Desert Island Discs John Bishop 24/06/2012	61,000
Scott Mills 21/06/12	59,000
The Infinite Monkey Cage Series 6 Oceans: The Last Great Unexplored Frontier? Episode 1	58,000
Ken Bruce 12/06/12	55,000
Test Match Special 10/06/12	54,000
Cabin Pressure Series 3 Rotterdam Episode 5	53,000
The Reith Lectures Niall Ferguson: The Rule of Law and Its Enemies: 2012 The Human Hive Episode 1	52,000
The Archers 18/06/12	50,000
The Chris Evans Breakfast Show 28/06/12	49,000
Hackney Weekend 2012 Vernon Kay and Sara Cox	49,000

# BBC iPlayer - top 20 radio episodes, July 2012

Sport remained pertinent to radio programmes in July, with the *Test Match Special* coverage, and *Old Harry's Game - Olympic Special* proving popular. Elsewhere, the usual Radio 4 programmes *I'm Sorry I Haven't A Clue* and *The Now Show*, as well as Radio 1 shows *The Chris Moyles Show* and *Fearne Cotton* remained prevalent in the top 20.

## BBC iPlayer Top 20 radio episodes – All

Total requests  
per Ep.

I'm Sorry I Haven't A Clue Series 57 Episode 3	142,000
Fearne Cotton Newton Faulkner in the Live Lounge	141,000
I'm Sorry I Haven't A Clue Series 57 Episode 2	138,000
I'm Sorry I Haven't A Clue Series 57 Episode 4	132,000
Test Match Special 20/07/12	129,000
Test Match Special 23/07/12	126,000
The Chris Moyles Show 11/07/12	124,000
Fearne Cotton 02/07/12	119,000
The Now Show Series 37 Episode 7	116,000
I'm Sorry I Haven't A Clue Series 57 Episode 5	115,000
Test Match Special 19/07/12	113,000
The Now Show Series 37 Episode 5	106,000
The Now Show Series 37 Episode 6	97,000
Old Harry's Game Olympic Special Episode 1	93,000
The Chris Moyles Show 20/07/12	88,000
The Chris Moyles Show 27/07/12	86,000
The Chris Moyles Show 13/07/12	85,000
The Chris Moyles Show 24/07/12	83,000
The Chris Moyles Show 12/07/12	81,000
Fearne Cotton 11/07/12	81,000

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

Total requests  
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I'm Sorry I Haven't A Clue Series 57 Episode 3	142,000
Fearne Cotton Newton Faulkner in the Live Lounge	141,000
Test Match Special 20/07/12	129,000
The Chris Moyles Show 11/07/12	124,000
The Now Show Series 37 Episode 7	116,000
Old Harry's Game Olympic Special Episode 1	93,000
Wimbledon 2012 Men's Singles Final - Federer v Murray	64,000
Victoria Derbyshire 06/07/12	63,000
Scott Mills 26/07/12	60,000
The Chris Evans Breakfast Show 27/07/12	58,000
Ken Bruce 16/07/12	57,000
The Archers 12/07/12	54,000
Desert Island Discs Martina Navratilova 08/07/2012	54,000
5 live Olympics 31/07/12	53,000
5 live Olympic Breakfast 28/07/12	52,000
Wimbledon Shelagh Fogarty 06/07/12	51,000
Cricket 01/07/12	51,000
Jeremy Vine 10/07/12	50,000
Steve Wright in the Afternoon 10/07/12	48,000
Weekend Breakfast 08/07/12	44,000

# BBC iPlayer - top 20 radio episodes, August 2012

Sport was even more popular in August than July, with the *Test Match Special* and 5 Live coverage of the *London 2012 Olympic Games* populating the top 5. The start of the football season also proved popular on iPlayer, with the Premier League game of Everton v Man Utd seeing 79K requests. Elsewhere, Radio 1's *The Chris Moyles Show* and the *Fearne Cotton* show both remained popular, as well as Radio 4 show *I'm Sorry I Haven't A Clue*.

## BBC iPlayer Top 20 radio episodes – All

Total requests  
per Ep.

Test Match Special 20/08/12	146,000
Test Match Special 17/08/12	117,000
Test Match Special 16/08/12	108,000
5 live Olympics 03/08/12	95,000
5 live Olympics 07/08/12	90,000
I'm Sorry I Haven't A Clue Series 57 Episode 6	89,000
5 live Olympics 02/08/12	86,000
The Chris Moyles Show 10/08/12	83,000
5 live Olympics 01/08/12	82,000
5 live Sport Premier League Everton v Man Utd	79,000
The Unbelievable Truth Series 2 Episode 3	77,000
The Chris Moyles Show 28/08/12	77,000
The Chris Moyles Show 03/08/12	76,000
The Chris Moyles Show 29/08/12	76,000
Test Match Special 19/08/12	76,000
Fearne Cotton 22/08/2012	75,000
Fearne Cotton 31/08/12	75,000
The Chris Moyles Show 08/08/12	73,000
Test Match Special 18/08/12	73,000
The Chris Moyles Show 31/08/12	72,000

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

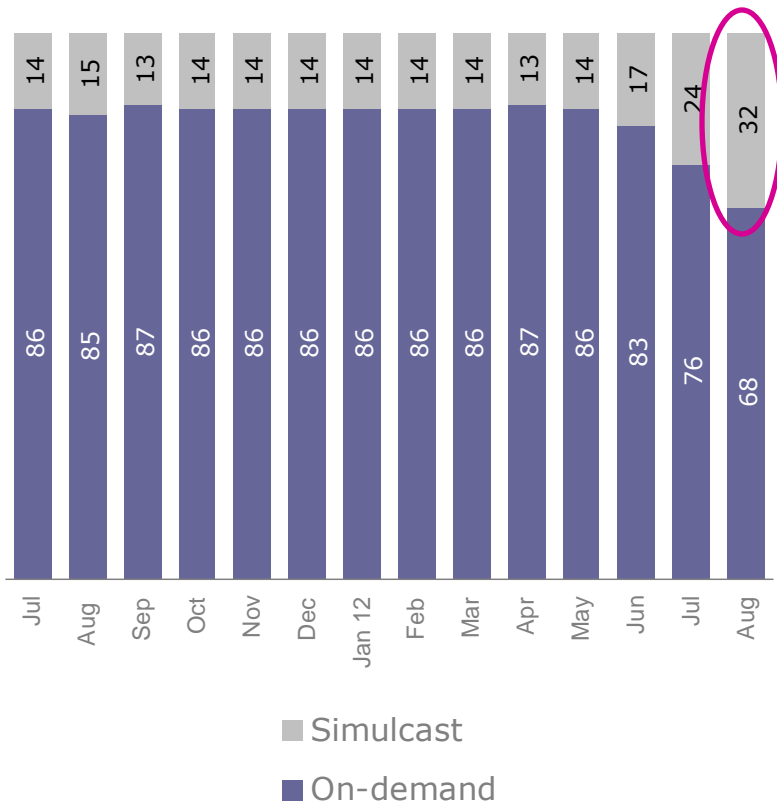
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Test Match Special 20/08/12	146,000
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I'm Sorry I Haven't A Clue Series 57 Episode 6	89,000
The Chris Moyles Show 10/08/12	83,000
5 live Sport Premier League Everton v Man Utd	79,000
The Unbelievable Truth Series 2 Episode 3	77,000
Fearne Cotton 22/08/2012	75,000
5 live Olympic Breakfast 01/08/12	71,000
Trevor Nelson Happy Birthday 1Xtra! 17/08/2012	71,000
Ken Bruce 15/08/12	69,000
Fry's English Delight Series 5 Episode 1	66,000
Just a Minute Series 64 Episode 2	64,000
Scott Mills 29/08/12	60,000
Reading and Leeds Huw Stephens Live from Reading	59,000
Steve Wright in the Afternoon 13/08/12	56,000
Huw Stephens 22/08/12	54,000
Annie Mac Live in Ibiza - Part 1! 03/08/2012	53,000
Weekend Breakfast 18/08/12	53,000
Back in the Game with Justin Moorhouse 18/08/12	50,000
Chain Reaction Series 8 Episode 4	50,000

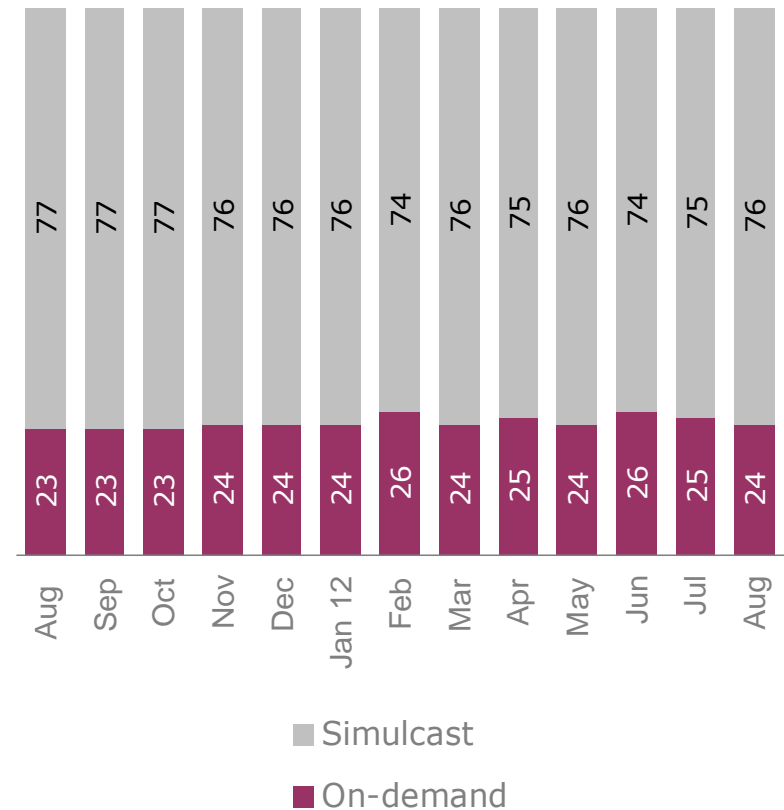
# TV and radio requests – live vs catch-up online requests

The popularity of the *London 2012 Olympics* drove live requests to a new record level in August, making up 32% of all TV requests (previously held in July due to both the *Olympics* and *Wimbledon 2012 Men's Final*). The proportion of live radio listening decreased slightly on July, despite the dominance of sports in the top programmes such as *Test Match Special* and the *Olympics* coverage.

% requests for TV programmes

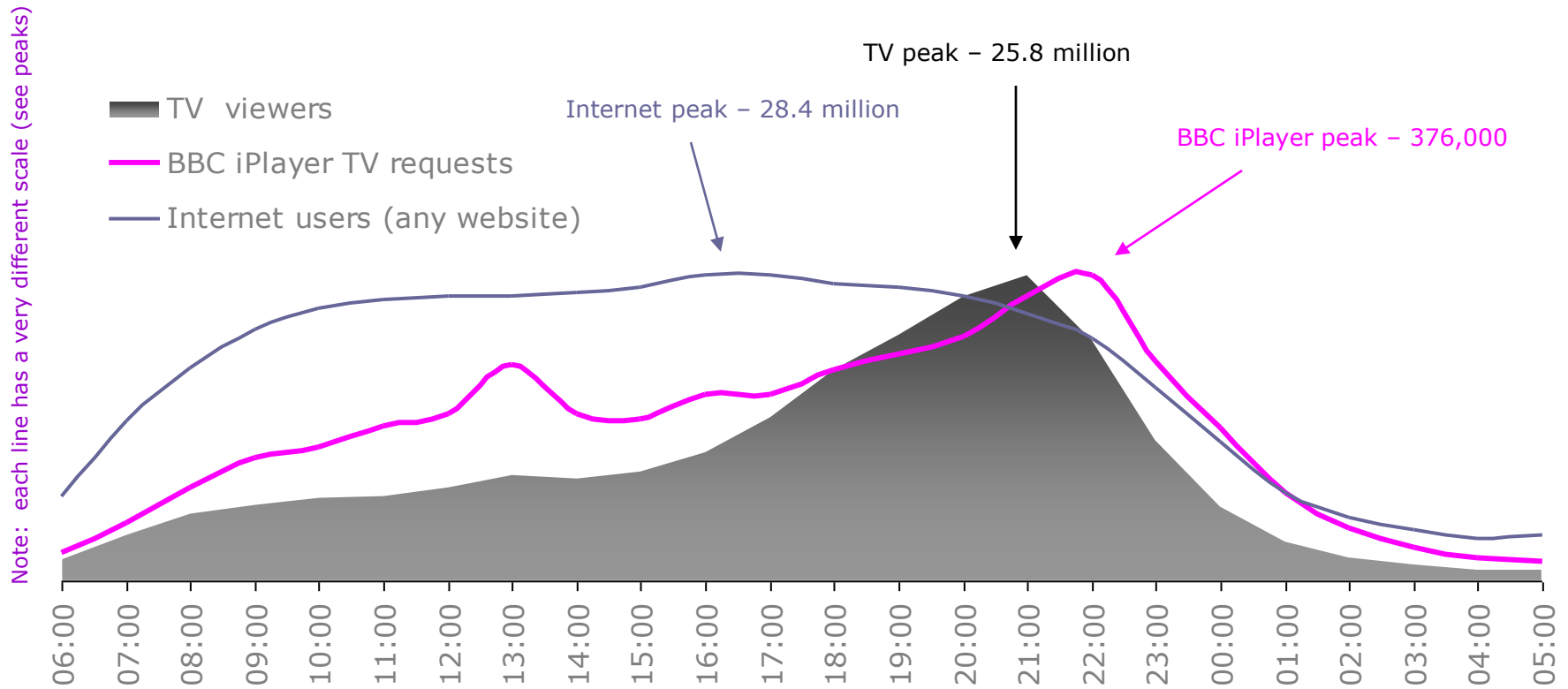


% requests for radio programmes



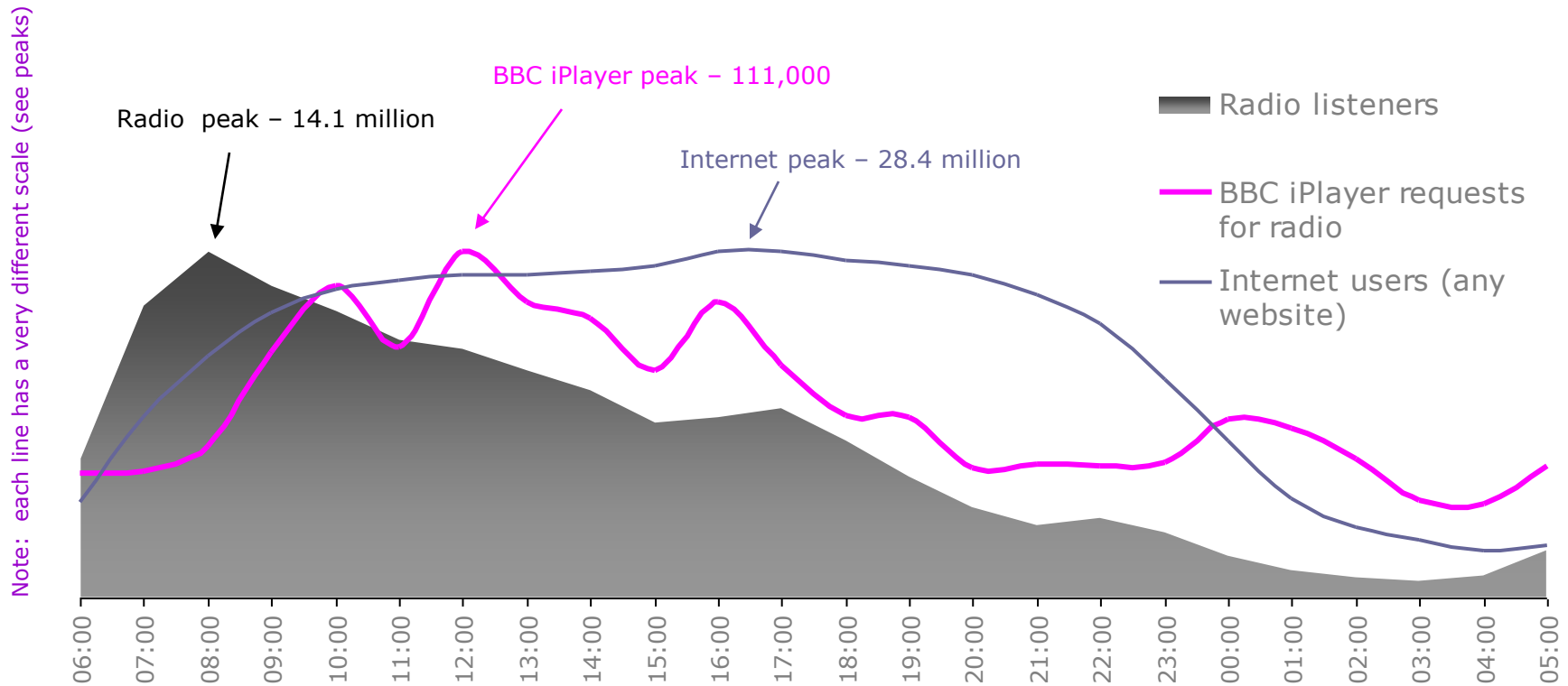
# BBC iPlayer – use for TV online by time of day, July 2012

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.



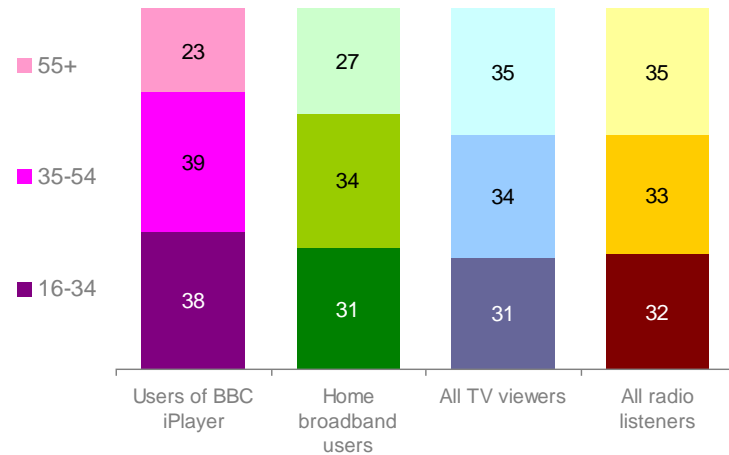
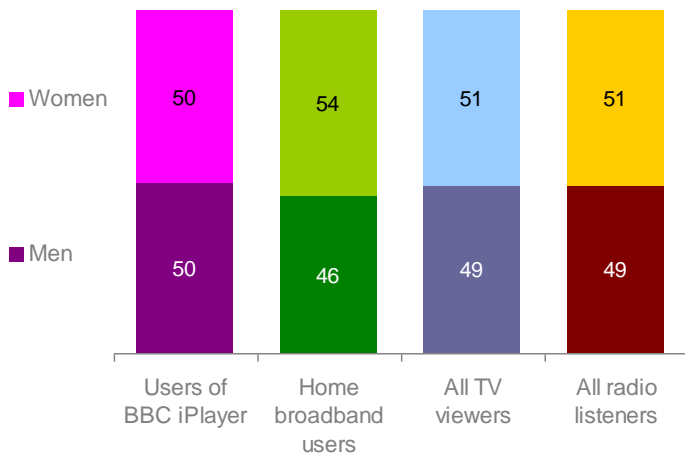
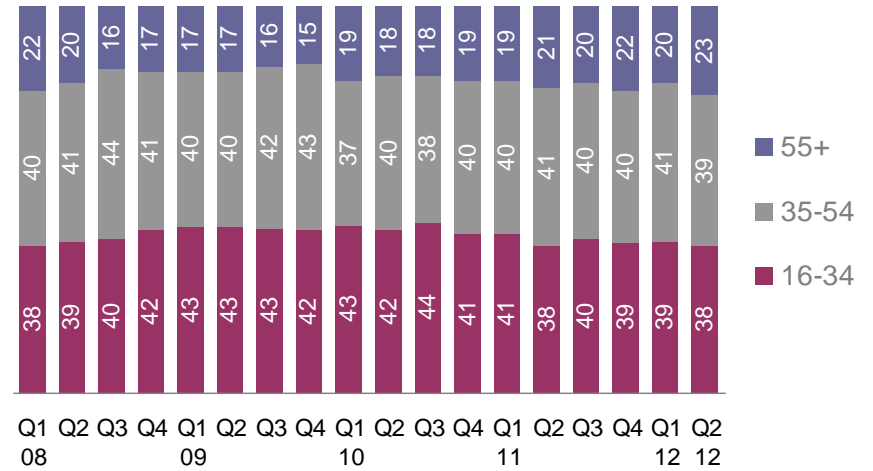
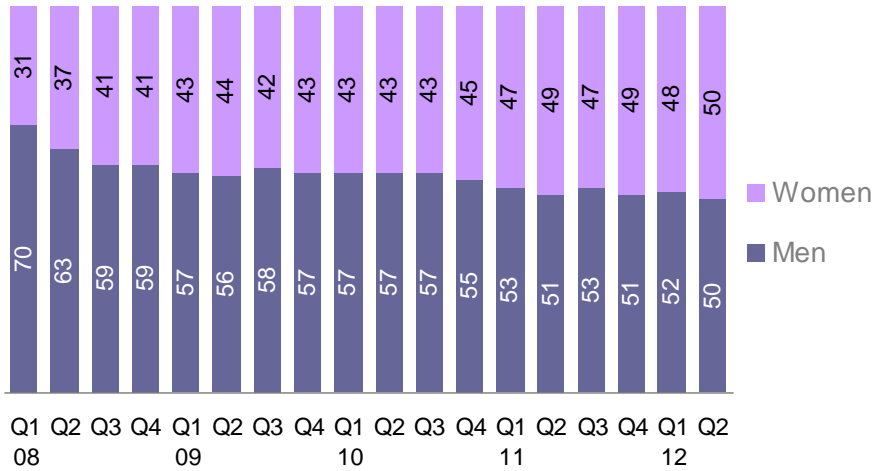
# BBC iPlayer – use for radio online by time of day, July 2012

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.



# 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 reached an even balance for the first time in Q2 2012, and while most users (77%) continued to be aged under 55 years, this was an older profile than has been seen for many months.



# 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

Please note: In order to exclude Olympic Sport data from iPlayer stats we have had to temporarily exclude requests for the BBC News Channel content which were made from the BBC News website, for the weeks of 23 and 30 July. After the Olympics we will revert back to usual reporting.