



Information Policy & Compliance
bbc.co.uk/foi

Chris

By email to: Chris (request-xxxxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx)

16 June 2008

Dear Chris

Freedom of Information request - RFI20080524

Thank you for your request under the Freedom of Information Act ('the Act') dated 27 May 2008 seeking information about the BBC iPlayer. The reference number for your request is RFI20080524.

You requested the following information:

- “ 1) The cost of developing the BBC iPlayer for the Windows only client
- 2) The cost of developing the BBC iPlayer for streaming only site
- 3) The percentage of shows watched/downloaded via the Windows only client (i.e. watched from client / total number watched)
- 4) The percentage of users of the iPlayer site that could use the windows only client but use the streaming option.”

In answer to your request, the BBC does not hold all of the information you have requested but can provide the following information in answer to your questions:

1) The cost of developing the BBC iPlayer for the Windows only client

We develop many different audience facing products of which the BBC iPlayer is just one. We do not break out the individual costs of the many elements of the infrastructure, for example content management or media management, that support these products as these costs are shared across all our products. We do not have the exact figure but we estimate that the Windows only portion is small - roughly ten percent of the agreed costs for the BBC iPlayer in 2007/2008. BBC iPlayer has a service budget of £4.0 million in 2007/8. In addition to this, BBC iPlayer is expected to spend a further



£4.8 million in the four year period to 2010/11 on refinement and service development. Please note that these figures exclude rights and distribution costs.

Budgetary information on the BBC iPlayer is included in the bbc.co.uk Service Licence, a link to which we are including for your further information:

http://www.bbc.co.uk/bbctrust/assets/files/pdf/regulatory_framework/service_licences/online/online_ser_vicelicences/bbc_co_uk_servicellicence_30apr2007.pdf

2) The cost of developing the BBC iPlayer for streaming only site

As described above, we are not able to calculate this figure accurately because we do not break out this cost from the overall figure, but we estimate that roughly ten percent of the agreed costs for the BBC iPlayer in 2007/2008 is the cost of developing the BBC iPlayer for streaming only site.

3) The percentage of shows watched/downloaded via the Windows only client (i.e. watched from client / total number watched)

We do not have a percentage figure for the shows but we can confirm that streams to downloads are in the ratio of 8:1, with downloading remaining beneficial because it delivers better quality. We also plan to add further functionality that requires downloading, for example, delivery of high definition (HD) content.

4) The percentage of users of the iPlayer site that could use the windows only client but use the streaming option.

We estimate that eighty-five percent of users use Windows. Of this percentage, some users download, some users stream and some use a combination of both.

We trust you find this information helpful.

Appeal Rights

If you are not satisfied with our response you have the right to an internal review by a BBC senior manager. Please contact us at the address above, explaining what you would like us to review and including your reference number. If you are not satisfied with the internal review, you can appeal to the Information Commissioner. The contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, telephone 01625 545 700 or see www.informationcommissioner.gov.uk

Yours sincerely

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BBC Future Media and Technology