

# CAPITA

## TELEVISION LICENSING MONTHLY PERFORMANCE PACK

**SALES**

July 2010



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July 2010

Schedule Title

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Schedule Amendments/Additions:

Additions

Removed

Amendments

Summary

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	Volume			Value		
	Actual	Target	Variance	Actual	Target	Variance
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Sales Highlights

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### TV LICENCE SALES BY VALUE: 2010/11

[illegible]

**TV LICENCE SALES BY VOLUME: 2010/11 - BY TIME OF RENEWAL (INCLUDES OVER 75 FREE LICENCES AS COUNTERFOIL EARLY RENEWALS)**

July 2010						Sales Volume Analysis ('000)	Year to Date						Full Year			
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TV LICENCE SALES VALUE BY PAYMENT CHANNEL 2010/11

Sales Value July 2010		Analysis (£m)	Year to Date	
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TV LICENCE SALES VOLUME BY PAYMENT CHANNEL 2010/11

Sales Volume July 2010			Analysis ('000)	Year to Date		

**LICENCE SALES VOLUME BY PAYMENT CHANNEL (INCLUDES PART LICENCES AS FRACTIONS)**

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Sales

## Graphs - By Time of Renewal, Moving Annual Total

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## Graphs - Deletions, Moving Annual Total

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## Graphs - By Payment Channel, Moving Annual Total

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Easy Payment Scheme Churn - 13 Month Summary

July 2010

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## Direct Debit Penetration Rate - 13 Month Summary

July 2010

	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10
<b>Total LIF</b>	24,915,917	24,923,990	24,959,581	24,978,975	24,869,303	24,893,733	24,894,665	24,921,899	24,963,799	24,974,101	24,999,012	25,025,521	25,048,651
<b>O75 LIF</b>	3,780,300	3,796,822	3,816,038	3,829,901	3,702,316	3,719,746	3,735,971	3,751,915	3,773,087	3,790,412	3,807,095	3,825,932	3,844,154
<b>Net of O75 LIF</b>	<b>21,135,617</b>	<b>21,127,168</b>	<b>21,143,543</b>	<b>21,149,074</b>	<b>21,166,987</b>	<b>21,173,987</b>	<b>21,158,694</b>	<b>21,169,984</b>	<b>21,190,712</b>	<b>21,183,689</b>	<b>21,191,917</b>	<b>21,199,589</b>	<b>21,204,497</b>
<b>DD LIF</b>													
<b>MBP</b>	9,153,019	9,161,631	9,185,935	9,206,256	9,238,643	9,251,986	9,278,237	9,299,178	9,324,249	9,347,256	9,370,494	9,384,365	9,405,000
<b>QBS</b>	3,151,856	3,157,456	3,157,070	3,159,653	3,168,882	3,162,110	3,165,714	3,168,104	3,161,881	3,163,014	3,163,069	3,150,112	3,142,200
<b>DDA</b>	1,699,204	1,697,792	1,697,343	1,696,529	1,696,841	1,696,376	1,697,482	1,697,847	1,698,221	1,699,168	1,700,190	1,700,676	1,701,140
<b>DDI</b>	132,373	131,964	131,448	130,958	130,518	130,108	129,722	129,377	128,889	128,474	128,152	127,751	127,356
<b>Total DD LIF</b>	<b>14,136,452</b>	<b>14,148,843</b>	<b>14,171,796</b>	<b>14,193,396</b>	<b>14,234,884</b>	<b>14,240,580</b>	<b>14,271,155</b>	<b>14,294,506</b>	<b>14,313,240</b>	<b>14,337,912</b>	<b>14,361,905</b>	<b>14,362,904</b>	<b>14,375,696</b>
<b>DD Penetration Rate</b>	<b>66.88%</b>	<b>66.97%</b>	<b>67.03%</b>	<b>67.11%</b>	<b>67.25%</b>	<b>67.26%</b>	<b>67.45%</b>	<b>67.52%</b>	<b>67.54%</b>	<b>67.68%</b>	<b>67.77%</b>	<b>67.75%</b>	<b>67.80%</b>
<b>Monthly Increase/(Decrease)</b>	<b>(0.01%)</b>	<b>0.09%</b>	<b>0.06%</b>	<b>0.08%</b>	<b>0.14%</b>	<b>0.00%</b>	<b>0.19%</b>	<b>0.07%</b>	<b>0.02%</b>	<b>0.14%</b>	<b>0.09%</b>	<b>(0.02%)</b>	<b>0.04%</b>
<b>12 Month Cumulative</b>	<b>0.87%</b>	<b>0.88%</b>	<b>0.81%</b>	<b>0.86%</b>	<b>0.86%</b>	<b>0.85%</b>	<b>0.89%</b>	<b>0.92%</b>	<b>0.89%</b>	<b>0.93%</b>	<b>0.90%</b>	<b>0.86%</b>	<b>0.91%</b>

O75 LIF relates to O75 licences claimable at full fee only. Over 75 ARC licences are not included in full LIF but are included as part of ARC LIF.

## Licences in Force (m) by Payment Scheme - 13 Month Summary

	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jun-10
<b>Counterfoil</b>	5.131	5.105	5.097	5.073	5.049	5.044	5.015	4.983	4.991	4.962	4.934	4.943	4.932
<b>Over 75</b>	3.780	3.797	3.816	3.830	3.702	3.720	3.736	3.752	3.773	3.790	3.807	3.826	3.844
<b>Direct Debit</b>													
<b>MBP</b>	9.153	9.162	9.186	9.206	9.239	9.252	9.278	9.299	9.324	9.347	9.370	9.384	9.405
<b>QBP</b>	3.152	3.157	3.157	3.160	3.169	3.162	3.166	3.168	3.162	3.163	3.163	3.150	3.142
<b>DDA</b>	1.699	1.698	1.697	1.697	1.697	1.696	1.697	1.698	1.698	1.699	1.700	1.701	1.701
<b>DDI</b>	0.132	0.132	0.131	0.131	0.131	0.130	0.130	0.129	0.129	0.128	0.128	0.128	0.127
<b>RMS</b>													
<b>CEE</b>	0.958	0.963	0.964	0.971	0.971	0.976	0.962	0.978	0.973	0.972	0.983	0.979	0.982
<b>MCP</b>	0.323	0.327	0.332	0.339	0.343	0.347	0.348	0.355	0.359	0.361	0.366	0.370	0.374
<b>TSC</b>	0.587	0.583	0.579	0.573	0.569	0.566	0.562	0.558	0.555	0.551	0.547	0.544	0.541
<b>Total LIF</b>	<b>24.916</b>	<b>24.924</b>	<b>24.960</b>	<b>24.979</b>	<b>24.869</b>	<b>24.894</b>	<b>24.895</b>	<b>24.922</b>	<b>24.964</b>	<b>24.974</b>	<b>24.999</b>	<b>25.026</b>	<b>25.049</b>

## TV LICENCE SALES: 2010/11 - VOLUME AND PRICE VARIANCE AGAINST BBC TARGET

July 2010				Year to Date		
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June 2010\*

Volumes	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
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June 2010\*

Jun-09 Jul-09 Aug-09 Sep-09 Oct-09 Nov-09 Dec-09 Jan-10 Feb-10 Mar-10 Apr-10 May-10 Jun-10

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