

CAPITA

**TELEVISION LICENSING
MONTHLY PERFORMANCE PACK
EMAIL AND WEB**

July 2010



INDEX

July 2010

Schedule Title

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Schedule Amendments/Additions:

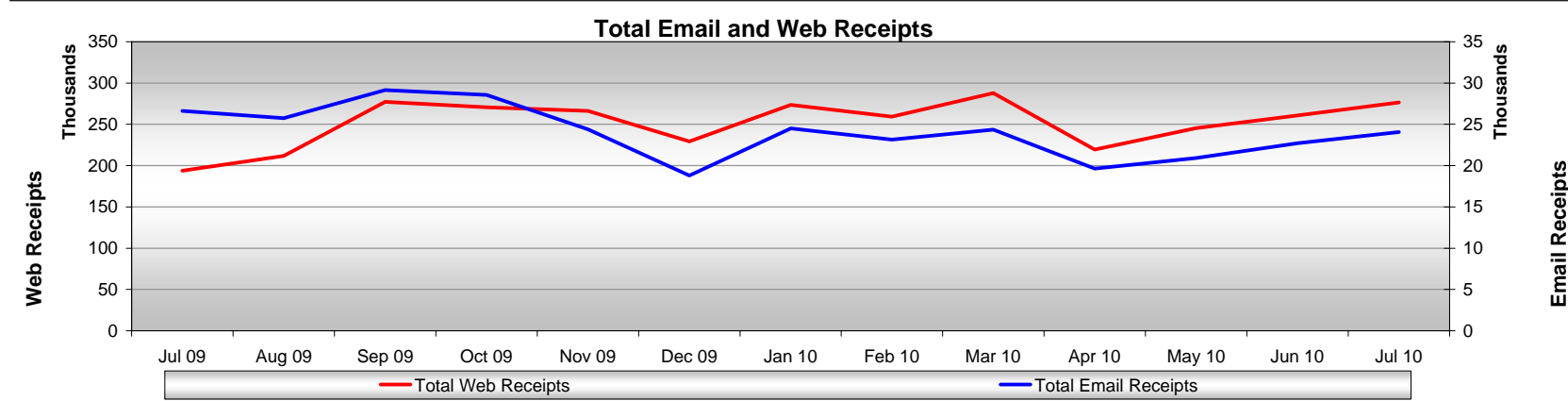
Additions

Amendments

SUMMARY & DIGITAL MARKETING UPDATE - July 2010

Summary/headlines:

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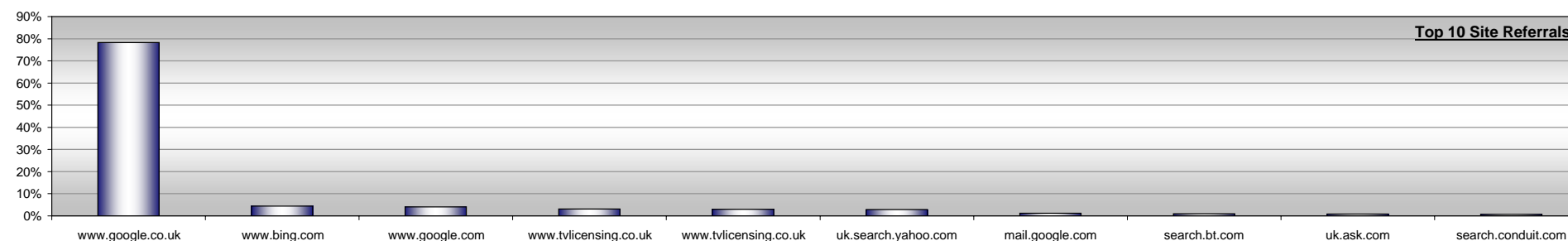
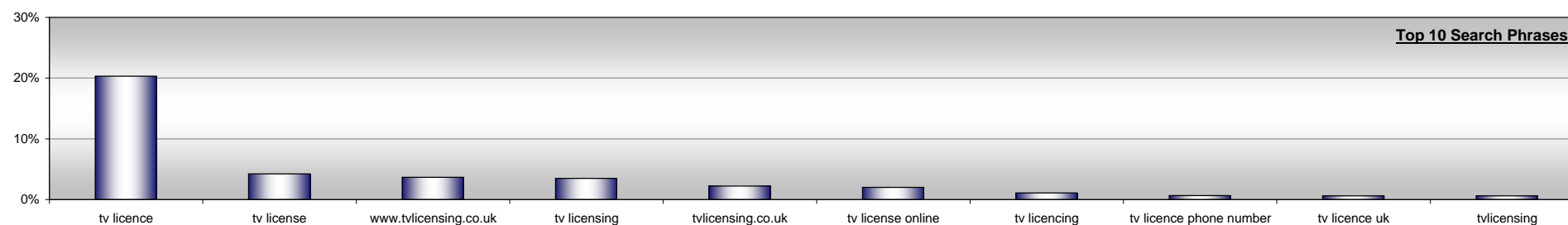
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Web Usage

July 2010

Visit & Contact Attempts								
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Comments:

Total visits for July reached 762,300 up on June's volume of 748,224 by 1.9% and up on July '09 by 41.3% or 222,992 visits. Total unique customers reached 541,047 up on June by 2.9% or 15,454 customers. July's visit per customer stood at 1.21 the same as June and May.

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There were 2 releases in July. Drop 5 which was a content only release went live on the 6th of July and the defect fix release that went live on 15th of July.

Web Receipts

July 2010

Receipts	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	YTD
Direct Debit														
Credit/Debit Card														
Sales Subtotal														
Over 74 online submission														
Refund on line submission														
Change of Details														
Change of Name *														
Change of Bank *														
Change of Address *														
Clear unpaid DD														
Order Literature														
Register TV Dealer														
Total Web Receipts														
Items Processed Automatically														
Direct Debit														
Credit/Debit Card														
Sales Subtotal														
Change of Details														
Change of Name *														
Change of Bank *														
Change of Address *														
Clear unpaid DD														
Total Automated Receipts														
Automation %														
Direct Debit														
Credit/Debit Card														
Sales Subtotal														
Change of Details														
Change of Name *														
Change of Bank *														
Change of Address *														
Clear unpaid DD														
Total Automated Receipts %														
Licences Issued														
Direct Debit Licences Issued														
Credit/Debit Card Licences Issued														
Total Licences Issued														
Rejections														
Direct Debit Applications Rejected														
Credit/Debit Card Applications Rejected														
Total Rejects														
Outstanding Applications														
Direct Debit Outstanding Applications														
Credit/Debit Card Outstanding Applications														
Total Outstanding														
Derived Simple Enquiry Answered														
Derived Simple Enquiry Answered														

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Web Effectiveness

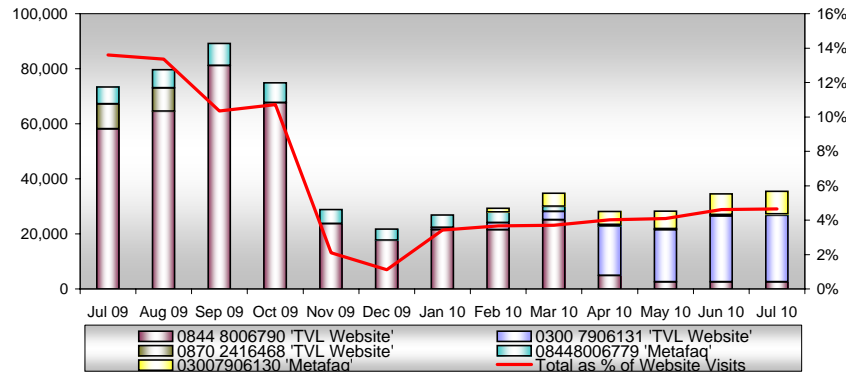
July 2010

Conversions	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	YTD	
DD Sign up	Withheld under s43 Freedom Of Information Act 2000														
Card Payment															
Change of Details															
Over 74 online submission															
Refund online submission															
Clear unpaid DD															
Order Literature															
Register TV Dealer															
Telephone Contacts															
On Metafaq Number															
On TVL Website Number															
TVL Website calls as a % of site hits															

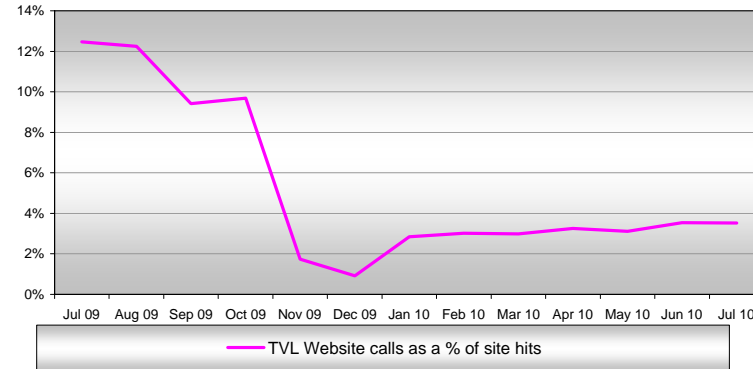
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Volume of Attempts to the Website Contact Telephone Numbers



Phone Contacts as a % of Hits



E-mail Receipts & Web related contacts

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	YTD
Work Received														
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Work Cleared														
Work Cleared inc Held & Pend														
E-mail by Reason														
Email - Change of Address	Withheld under s43 Freedom Of Information Act 2000													
Email - Change of Address (COMPLEX)														
Email - Web TVL Applications														
Email - Licence via Email														
Email - Direct Debit Enquiry														
Email - General Enquiry														
System - General Enquiry														
Email - Complex														
Other														
Total Email Receipts														
Repeat Contacts														
Total Customers														
Unique E-mail Customers														
% Unique E-mail Customers														
Volume of Repeat Contacts														

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Web Sales

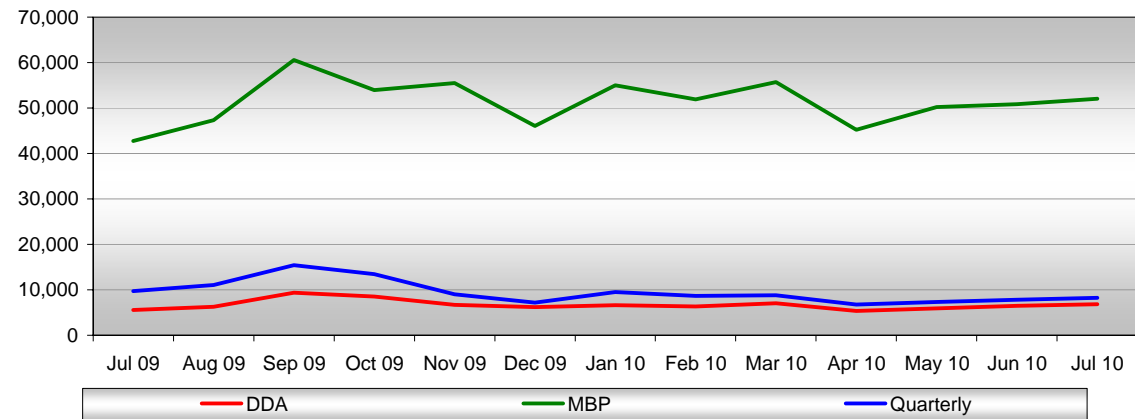
July 2010

Direct Debit	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	YTD
DDA														
MBP														
Quarterly														
Total														
Debit / Credit Card *														
Credit Card														
Debit Card														
Credit Card %														
Debit Card %														

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DD applications Trend 2009/2010



* Please note - the previous months data is only available mid month and there for will always be one month in arrears.

Web Rejects - Reasons

July 2010

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Rejects Coding - Trend Analysis Graphs - (top 4 rejects in a rolling 12 months)

Key

E2044	Licence Located on Licence / Cancelled Licence
S7000	System Currently Unavailable
E2000	No address supplied for validation
T0013	CHD Not Allowed: Licence Not Found On Licence Or Licence Duplicate

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Key

E1040	No address supplied for validation
F9006	Fatal Error - CVD call Expected
F9999	Internal Application Failure
T1004	Counterfoil Meeting Potential Not Available - Yet

Key

E2500	No address supplied for validation
T0003	Licence Number Not Found
S7000	System Currently Unavailable
E1052	No Home Contact Number entered