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March 2016

 TV LICENSING

Web

Confidential

Web SRP - Index

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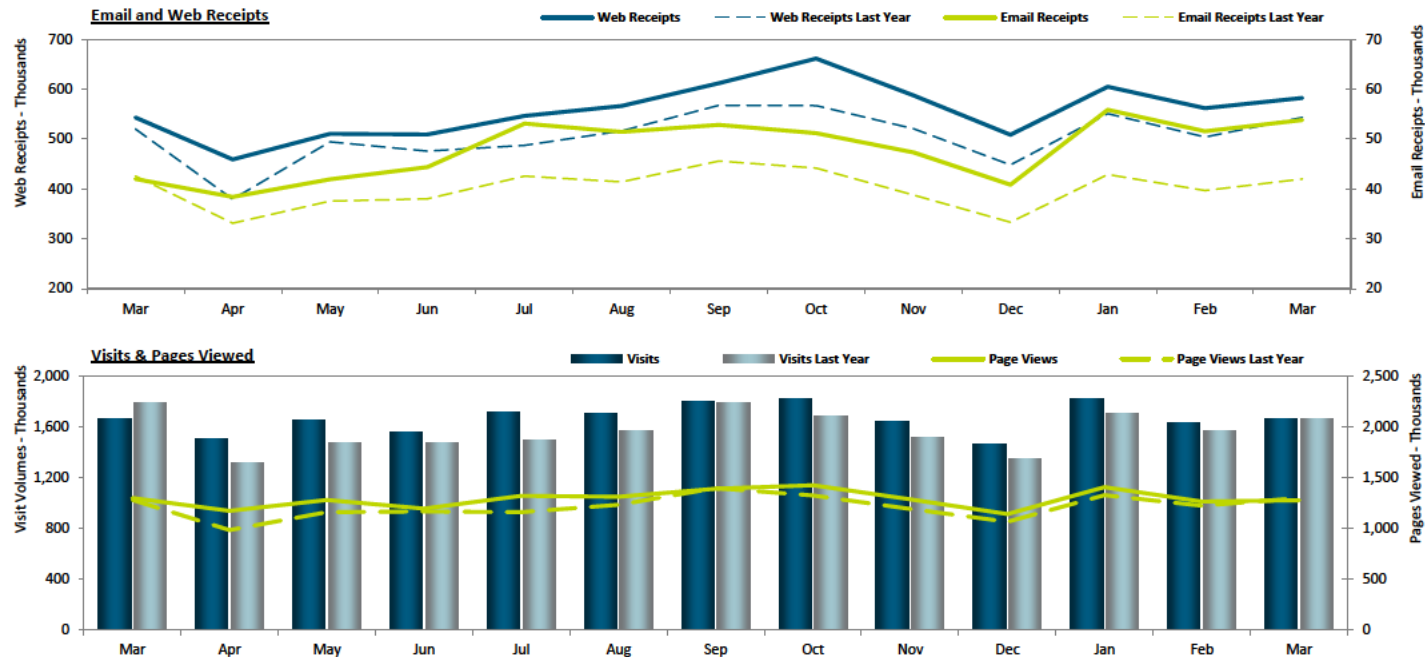
Schedule Amendments/Additions:

Summary & Digital Marketing Update

Summary:

WEB receipts increased by 7.2% (39,272) against the same period last year and also increased by 3.7% (20,627) when compared with last month.

Email receipt volumes increased by 28.1% (11,822) against the same period last year and also increased by 4.4% (2,267) when compared with last month.



Comments:

Search campaigns for Brand, Home Movers and Foreign Nationals ran throughout March creating 372,178 visits, the majority from the Brand campaign which generated 330,028 visits.

Short dating functionality has generated £144,943 in March 2016, this is a decrease of £4,848 (-3.24%) MOM.

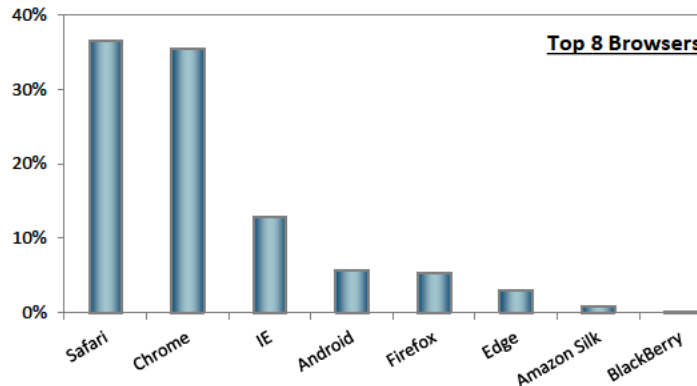
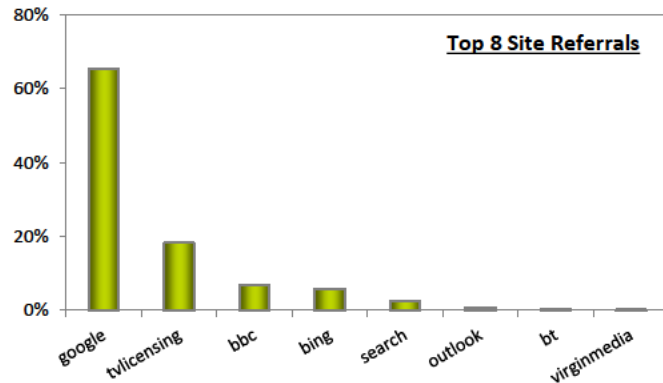
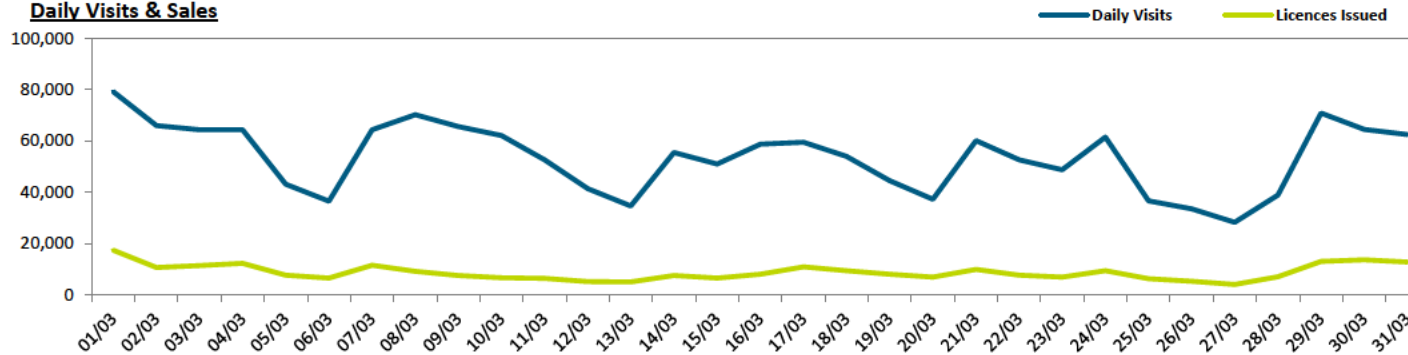
WEB Performance Dashboard

Key Stats	March 2016	Last Year	+/-	Last Month	+/-	Year to Date
Sales	270,787	261,007	3.75%	266,548	1.59%	3,029,288
Receipts	582,608	543,336	7.23%	561,981	3.67%	6,714,313
Visits	1,663,000	1,664,211	-0.07%	1,631,472	1.93%	19,964,324
Overall % of visits that end in a transaction	35.03%	32.65%	2.39%	34.45%	0.59%	33.63%
Self Serve (MAT)	66.66%	64.58%	2.08%	66.87%	-0.21%	66.01%
eLic/LIF	25.76%	22.86%	2.90%	25.58%	0.18%	24.41%
eLic opt-in	79.94%	77.95%	1.98%	80.42%	-0.49%	80.75%
Contact Us (of Visits)	1.84%	1.35%	0.49%	1.77%	0.07%	1.64%
COD (Change of Details)	122,808	108,947	12.72%	112,701	8.97%	1,392,370
Cash Plan Payments	117,945	100,134	17.79%	108,226	8.98%	1,228,446
NLN Declarations	36,915	39,953	-7.60%	40,514	-8.88%	662,240
NLN Declarations as % of total transactions	6.34%	7.35%	-13.83%	7.21%	-12.11%	9.86%
Short dating: no. of licences	5,050	5,158	-2.09%	5,382	-6.17%	61,613
Short dating: £	£144,943	£142,725	1.55%	£149,791	-3.24%	£1,588,896
Short dating: % of licences short dated ("penetration")	6.54%	6.78%	-0.24%	7.20%	-0.65%	6.64%
DD Sign Up Conversion	75.38%	75.78%	-0.41%	74.87%	0.50%	74.17%
Card Conversion	98.10%	93.48%	4.62%	97.98%	0.12%	96.53%
COD Conversion	75.93%	74.42%	1.51%	74.88%	1.06%	73.30%
Overall Payment Conversion	23.57%	21.91%	1.65%	23.18%	0.39%	21.51%
% of visits completing Sale or COD	23.67%	22.23%	1.44%	23.25%	0.42%	22.15%
Automation %	95.76%	94.64%	1.12%	95.90%	-0.14%	95.03%
Website calls as % of site visits	5.65%	7.04%	-1.39%	5.81%	-0.16%	6.09%
Mobile (phone/tablet) transactions as % of total transactions	29.64%	23.26%	6.38%	31.41%	-1.77%	24.68%
Mobile payment conversion % (i.e. % of mobile visits that end in payment)	11.63%	12.41%	-0.78%	11.53%	0.10%	11.21%
Mobile COD conversion	5.29%	4.77%	0.52%	4.62%	0.67%	4.89%
% of Mobile visits completing Sale or COD	16.92%	17.19%	-0.26%	16.14%	0.78%	16.10%
Mobile (phone/tablet) transactions as % of mobile visits	19.17%	19.06%	0.11%	18.23%	0.94%	18.15%
Mobile (phone/tablet) visits as % of total visits	54.16%	39.84%	14.32%	59.33%	-5.17%	45.73%
Channel Split	March 2016	Last Year	+/-	Last Month	+/-	Year to Date
WEB Sales as a % of Total Sales	62.09%	58.24%	3.85%	64.83%	-2.74%	65.27%
WEB Change of Details as a % of Total	76.72%	76.59%	0.13%	78.26%	-1.54%	78.18%
WEB Cash Plan Payments as a % of Total	6.84%	5.82%	1.02%	6.65%	0.20%	6.34%
WEB Card Payments as a % of Total	81.80%	78.34%	3.46%	82.55%	-0.76%	82.93%
WEB Direct Debit Set Ups as a % of Total	73.06%	68.68%	4.39%	72.43%	0.63%	71.65%
WEB NLN Claims as a % of Total	54.12%	54.74%	-0.61%	55.82%	-1.70%	60.09%
WEB as % of all Self Serve (WEB, IVR & SMS)	82.85%	75.49%	7.36%	76.77%	6.07%	77.07%

Web Usage

	Visit & Contact Attempts									
	Visits	Average Duration	New Visitors	Visitors Who Visited Once	Total Visitors	Pages Viewed	Repeat Visits	Completing Sale or COD (as % of Visits)	Single-pages viewed	Single-pages (as % of visits)
Mar 15	1,664,211	00:06:51	1,017,471	1,062,967	1,296,366	15,703,355	601,244	22.2%	464,393	27.9%
Apr 15	1,508,619	00:06:46	919,127	952,862	1,170,023	13,873,185	555,757	19.3%	462,627	30.7%
May 15	1,651,936	00:06:47	1,004,719	1,039,438	1,277,705	15,278,027	612,498	19.5%	519,660	31.5%
Jun 15	1,555,657	00:06:53	923,518	963,351	1,193,845	15,189,401	592,306	20.6%	435,191	28.0%
Jul 15	1,712,295	00:06:47	1,032,044	1,070,787	1,320,622	16,322,024	641,508	20.4%	500,666	29.2%
Aug 15	1,703,599	00:06:51	1,023,971	1,057,772	1,309,300	16,521,720	645,827	22.1%	483,310	28.4%
Sep 15	1,804,113	00:06:55	1,090,825	1,123,699	1,390,105	17,508,989	680,414	23.0%	503,926	27.9%
Oct 15	1,817,013	00:06:50	1,117,990	1,165,633	1,423,435	17,192,378	651,380	24.1%	513,430	28.3%
Nov 15	1,638,511	00:06:51	1,001,712	1,052,343	1,282,938	15,664,857	586,168	23.5%	454,662	27.7%
Dec 15	1,459,790	00:06:50	877,945	930,055	1,137,859	13,329,793	529,735	23.8%	428,331	29.3%
Jan 16	1,818,319	00:06:49	1,107,378	1,138,476	1,403,783	16,601,320	679,843	22.2%	539,094	29.6%
Feb 16	1,631,472	00:06:46	987,630	1,026,980	1,263,750	14,970,251	604,492	23.2%	473,471	29.0%
Mar 16	1,663,000	00:06:41	995,673	1,029,588	1,276,279	15,390,769	633,412	23.7%	474,793	28.6%
12mth Total	19,964,324	00:06:49	12,082,532	12,550,984	15,449,644	187,842,714	7,413,340	22.1%	5,789,161	29.0%

Daily Visits & Sales



Automation:

The overall automation rate for March was 95.8% a 1.2% increase on March 2015 and a 0.1% decrease MOM.

Conversion:

DD Sign up and Card Payment have both seen increases of 0.5% and 0.1% respectively MOM. Change of Details has increased by 1.0% MOM. Go Paperless has increased by 2.4% MOM. Clear unpaid DD has increased by 0.3% MOM. Over 74 submission has increased by 7.6% MOM. Over 75 submissions and refund submissions have remained the same MOM. Contact Us has increased by 0.5% MOM. Cashplan Payment Card has increased by 1.4% MOM and Savings Card has decreased by 0.8% MOM.

Contact Us:

Contact us as a % of visits is at 1.8%, this is the same as last month and a 0.4% increase on March 2015.

Web Receipts - 13 Month Summary

	12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Receipts														
Direct Debit	1,115,857	96,389	79,168	81,769	82,072	86,301	92,154	104,664	104,217	99,435	86,308	105,220	95,276	99,273
Credit/Debit Card	1,949,593	168,176	116,552	137,065	133,446	145,425	162,410	188,790	206,738	168,156	157,136	184,532	174,662	174,681
Cash Plan Payment Card Payments	1,164,477	94,582	90,514	93,660	88,079	95,455	91,350	93,330	100,528	95,968	92,219	108,924	102,267	112,183
Cash Plan Savings Card Payments	63,969	5,552	4,647	4,979	4,392	4,904	5,236	5,514	5,921	5,493	4,968	6,194	5,959	5,762
<i>Sales Subtotal before rejections</i>	4,293,896	364,699	290,881	317,473	307,989	332,085	351,150	392,298	417,404	369,052	340,631	404,870	378,164	391,899
Over 74 online	43,013	2,797	2,386	2,605	2,293	3,502	2,646	2,974	4,080	4,015	3,871	5,352	4,435	4,854
NLN Check	34,342	2,872	2,945	3,339	3,565	3,284	3,024	3,154	3,374	3,237	1,850	2,458	2,247	1,865
NLN Declare	662,240	39,953	43,157	57,175	62,691	62,548	61,026	65,426	82,354	66,684	35,824	47,926	40,514	36,915
DOEO	183,470	15,720	13,494	14,948	14,678	14,731	16,164	15,176	16,152	16,469	12,701	18,015	15,656	15,286
Refund on line submission	48,733	3,582	3,221	5,288	5,797	5,121	4,338	4,145	4,035	3,834	3,019	3,463	2,964	3,508
Change of Details	1,392,370	108,947	98,610	106,516	108,451	120,720	124,335	124,735	129,465	119,950	106,435	117,644	112,701	122,808
<i>Change of Name</i>	110,428	8,375	7,215	8,078	8,680	9,283	9,775	10,222	10,987	9,557	7,780	10,105	9,253	9,493
<i>Change of Bank</i>	192,754	16,268	14,327	14,433	14,209	15,050	15,134	15,441	17,208	16,169	13,030	19,094	18,992	19,667
<i>Change of Address</i>	894,144	68,450	64,358	69,034	71,547	80,800	81,330	81,216	83,733	78,780	69,126	69,266	68,052	76,902
<i>Change/Specified Licence Format</i>	1,334,457	104,327	93,914	101,409	103,707	115,312	119,089	119,952	124,968	115,901	102,890	113,392	107,210	116,713
<i>Change of Preferred Payment Date</i>	253,421	21,270	18,703	18,958	18,880	20,001	20,112	20,703	22,750	21,422	17,631	25,400	24,136	24,725
Clear unpaid DD	56,222	4,763	4,720	3,612	3,756	4,616	4,144	4,610	5,096	4,648	4,678	5,573	5,299	5,470
Order Literature	27	3	2	1	2	3	3	3	5	1	2	1	1	3
Total Web Receipts	6,714,313	543,336	459,416	510,957	509,222	546,610	566,830	612,521	661,965	587,890	509,011	605,302	561,981	582,608
Items Processed Automatically														
Direct Debit	1,002,003	85,557	69,220	72,510	73,527	77,746	82,878	92,890	94,609	89,637	78,153	94,417	86,304	90,112
Credit/Debit Card	1,902,799	163,840	112,653	132,805	130,175	141,771	158,761	182,731	202,280	163,892	154,367	179,596	172,066	171,702
Cash Plan Payment Card Payments	1,164,477	94,582	90,514	93,660	88,079	95,455	91,350	93,330	100,528	95,968	92,219	108,924	102,267	112,183
Cash Plan Savings Card Payments	63,969	5,552	4,647	4,979	4,392	4,904	5,236	5,514	5,921	5,493	4,968	6,194	5,959	5,762
<i>Sales Subtotal before rejections</i>	4,133,248	349,531	277,034	303,954	296,173	319,876	338,225	374,465	403,338	354,990	329,707	389,131	366,596	379,759
NLN Declare	597,686	34,804	38,376	50,770	56,298	56,526	54,660	59,204	74,481	59,952	32,225	43,491	36,899	33,196
Change of Details	1,301,165	101,487	91,610	99,599	101,263	113,370	116,239	115,414	121,696	112,084	99,342	109,604	105,896	115,048
<i>Change of Name</i>	106,325	8,009	6,894	7,729	8,305	8,939	9,449	9,818	10,645	9,201	7,474	9,756	8,944	9,171
<i>Change of Bank</i>	182,037	15,125	13,325	13,574	13,481	14,334	14,348	14,615	16,324	15,292	12,306	17,945	17,965	18,528
<i>Change of Address</i>	831,913	63,551	59,566	64,302	66,503	75,585	75,568	74,158	78,407	73,611	64,380	64,578	63,641	71,614
<i>Change/Specified Licence Format</i>	1,252,514	97,823	87,769	95,197	97,141	108,597	111,694	111,360	117,954	108,738	96,463	106,224	101,340	110,037
<i>Change of Preferred Payment Date</i>	228,266	19,082	16,751	17,057	17,020	18,087	18,081	18,654	20,462	19,158	15,613	22,530	22,135	22,718
Clear unpaid DD	56,222	4,763	4,720	3,612	3,756	4,616	4,144	4,610	5,096	4,648	4,678	5,573	5,299	5,470
Total Automated Receipts	6,086,713	490,585	411,740	457,935	457,490	494,388	513,268	553,693	604,611	531,674	465,952	547,799	514,690	533,473

Web Receipts - 13 Month Summary

	12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Automation %														
Direct Debit	89.8%	88.8%	87.4%	88.7%	89.6%	90.1%	89.9%	88.8%	90.8%	90.1%	90.6%	89.7%	90.6%	90.8%
Credit/Debit Card	97.6%	97.4%	96.7%	96.9%	97.5%	97.5%	97.8%	96.8%	97.8%	97.5%	98.2%	97.3%	98.5%	98.3%
Cash Plan Payment Card Payments	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cash Plan Savings Card Payments	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Sales Subtotal before rejections</i>	96.3%	95.8%	95.2%	95.7%	96.2%	96.3%	96.3%	95.5%	96.6%	96.2%	96.8%	96.1%	96.9%	96.9%
NLN Declare	90.0%	87.1%	88.9%	88.8%	89.8%	90.4%	89.6%	90.5%	90.4%	89.9%	90.0%	90.7%	91.1%	89.9%
Change of Details	93.4%	93.2%	92.9%	93.5%	93.4%	93.9%	93.5%	92.5%	94.0%	93.4%	93.3%	93.2%	94.0%	93.7%
<i>Change of Name</i>	96.3%	95.6%	95.6%	95.7%	95.7%	96.3%	96.7%	96.0%	96.9%	96.3%	96.1%	96.5%	96.7%	96.6%
<i>Change of Bank</i>	94.4%	93.0%	93.0%	94.0%	94.9%	95.2%	94.8%	94.7%	94.9%	94.6%	94.4%	94.0%	94.6%	94.2%
<i>Change of Address</i>	93.0%	92.8%	92.6%	93.1%	93.0%	93.5%	92.9%	91.3%	93.6%	93.4%	93.1%	93.2%	93.5%	93.1%
<i>Change/Specified Licence Format</i>	93.9%	93.8%	93.5%	93.9%	93.7%	94.2%	93.8%	92.8%	94.4%	93.8%	93.8%	93.7%	94.5%	94.3%
<i>Change of Preferred Payment Date</i>	90.1%	89.7%	89.6%	90.0%	90.1%	90.4%	89.9%	90.1%	89.9%	89.4%	88.6%	88.7%	91.7%	91.9%
Clear unpaid DD	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% Automated against Automated Receipts *	95.0%	94.6%	94.1%	94.5%	94.7%	95.1%	94.9%	94.3%	95.3%	94.9%	95.6%	95.1%	95.9%	95.8%
% Automated against Total Web Receipts	90.7%	90.3%	89.6%	89.6%	89.8%	90.4%	90.6%	90.4%	91.3%	90.4%	91.5%	90.5%	91.6%	91.6%
Current Licences Issued and Future Licences to be Issued														
Direct Debit Licences Issued	1,080,452	92,903	76,141	79,043	79,345	83,803	89,475	101,484	101,344	96,432	83,811	101,496	91,936	96,142
Direct Debit Licences Issued %	35.7%	35.6%	39.5%	36.6%	37.3%	36.6%	35.5%	35.0%	32.9%	36.5%	34.8%	35.5%	34.5%	35.5%
Credit/Debit Card Licences Issued	1,948,836	168,104	116,501	137,012	133,383	145,368	162,359	188,668	206,652	168,074	157,087	184,475	174,612	174,645
Credit/Debit Card Licences Issued %	64.3%	64.4%	60.5%	63.4%	62.7%	63.4%	64.5%	65.0%	67.1%	63.5%	65.2%	64.5%	65.5%	64.5%
Total Licences Issued	3,029,288	261,007	192,642	216,055	212,728	229,171	251,834	290,152	307,996	264,506	240,898	285,971	266,548	270,787
New Licences Issued	1,017,473	83,793	72,231	73,953	72,632	79,770	86,937	111,162	98,689	91,839	76,888	88,723	80,903	83,746
New Licences Issued %	33.6%	32.1%	37.5%	34.2%	34.1%	34.8%	34.5%	38.3%	32.0%	34.7%	31.9%	31.0%	30.4%	30.9%
Renewal Licences Issued	2,011,718	177,206	120,408	142,094	140,086	149,394	164,890	178,988	209,303	172,666	163,999	197,244	185,622	187,024
Renewal Licences Issued %	66.4%	67.9%	62.5%	65.8%	65.9%	65.2%	65.5%	61.7%	68.0%	65.3%	68.1%	69.0%	69.6%	69.1%
Other Licences Issued	97	8	3	8	10	7	7	2	4	1	11	4	23	17
Other Licences Issued %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rejections														
Direct Debit Applications Rejected	35,405	3,486	3,027	2,726	2,727	2,498	2,679	3,180	2,873	3,003	2,497	3,724	3,340	3,131
Credit/Debit Card Applications Rejected	757	72	51	53	63	57	51	122	86	82	49	57	50	36
Total Rejects	36,162	3,558	3,078	2,779	2,790	2,555	2,730	3,302	2,959	3,085	2,546	3,781	3,390	3,167
Outstanding Applications														
Direct Debit Outstanding Applications	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Credit/Debit Card Outstanding Applications	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Outstanding	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Derived Simple Enquiry Answered														
Derived Simple Enquiry Answered	6,488,278	548,807	532,164	582,096	500,357	563,688	539,415	557,918	589,863	540,354	473,385	595,540	513,117	500,381

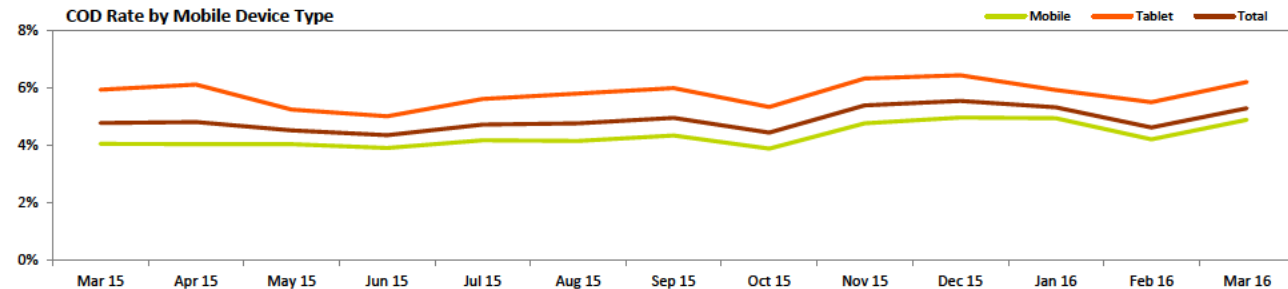
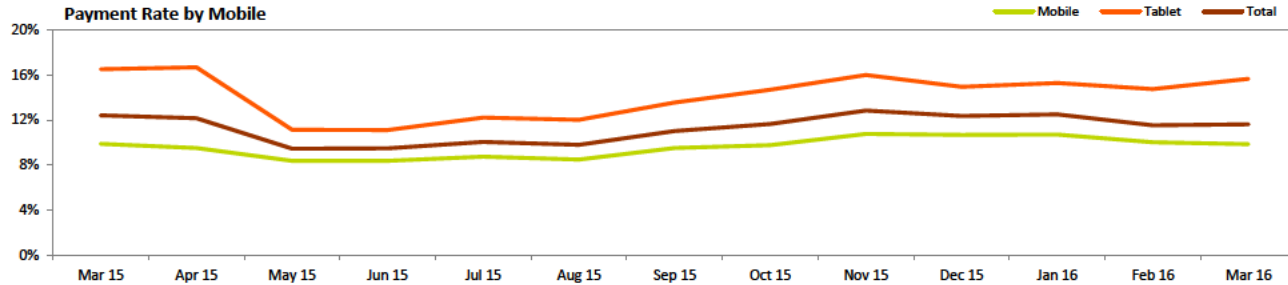
* Please Note that the Automated Receipts Percentage does not include Over 74 online submission, NLN or Refunds online submission.

Web Receipts - Quarterly Summary

	FY15 Q1	FY15 Q2	FY15 Q3	FY15 Q4	FY15 Total	FY14 Q1	FY14 Q2	FY14 Q3	FY14 Q4	FY14 Total	Q1 vs. Q1	Q2 vs. Q2	Q3 vs. Q3	Q4 vs. Q4	Total
	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar		Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar		Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Variance
Receipts															
Direct Debit	243,009	283,119	289,960	299,769	1,115,857	239,278	271,989	263,048	279,649	1,053,964	3,731	11,130	26,912	20,120	61,893
Credit/Debit Card	387,063	496,625	532,030	533,875	1,949,593	367,209	481,190	495,545	513,505	1,857,449	19,854	15,435	36,485	20,370	92,144
Cash Plan Payment Card Payments	272,253	280,135	288,715	323,374	1,164,477	244,234	245,853	246,842	273,553	1,010,482	28,019	34,282	41,873	49,821	153,995
Cash Plan Savings Card Payments	14,018	15,654	16,382	17,915	63,969	13,213	13,929	15,360	16,448	58,950	805	1,725	1,022	1,467	5,019
<i>Sales Subtotal before rejections</i>	<i>916,343</i>	<i>1,075,533</i>	<i>1,127,087</i>	<i>1,174,933</i>	<i>4,293,896</i>	<i>863,934</i>	<i>1,012,961</i>	<i>1,020,795</i>	<i>1,083,155</i>	<i>3,980,845</i>	<i>52,409</i>	<i>62,572</i>	<i>106,292</i>	<i>91,778</i>	<i>313,051</i>
Over 74 online	7,284	9,122	11,966	14,641	43,013	5,890	6,808	8,170	9,972	30,840	1,394	2,314	3,796	4,669	12,173
NLN Check	9,849	9,462	8,461	6,570	34,342	2,447	3,692	2,885	5,929	14,953	7,402	5,770	5,576	641	19,389
NLN Declare	163,023	189,000	184,862	125,355	662,240	80,740	107,297	116,799	106,839	411,675	82,283	81,703	68,063	18,516	250,565
DOEO	43,120	46,071	45,322	48,957	183,470	40,817	43,202	42,109	48,619	174,747	2,303	2,869	3,213	338	8,723
Refund on line submission	14,306	13,604	10,888	9,935	48,733	17,856	15,186	10,662	10,570	54,274	-3,550	-1,582	226	-635	-5,541
Change of Details	313,577	369,790	355,850	353,153	1,392,370	326,539	371,665	322,076	318,401	1,338,681	-12,962	-1,875	33,774	34,752	53,689
<i>Change of Name</i>	<i>23,973</i>	<i>29,280</i>	<i>28,324</i>	<i>28,851</i>	<i>110,428</i>	<i>24,920</i>	<i>28,833</i>	<i>25,690</i>	<i>25,872</i>	<i>105,315</i>	<i>-947</i>	<i>447</i>	<i>2,634</i>	<i>2,979</i>	<i>5,113</i>
<i>Change of Bank</i>	<i>42,969</i>	<i>45,625</i>	<i>46,407</i>	<i>57,753</i>	<i>192,754</i>	<i>47,325</i>	<i>47,029</i>	<i>41,221</i>	<i>48,331</i>	<i>183,906</i>	<i>-4,356</i>	<i>-1,404</i>	<i>5,186</i>	<i>9,422</i>	<i>8,848</i>
<i>Change of Address</i>	<i>204,939</i>	<i>243,346</i>	<i>231,639</i>	<i>214,220</i>	<i>894,144</i>	<i>219,161</i>	<i>254,050</i>	<i>213,152</i>	<i>192,222</i>	<i>878,585</i>	<i>-14,222</i>	<i>-10,704</i>	<i>18,487</i>	<i>21,998</i>	<i>15,559</i>
<i>Change/Specified Licence Format</i>	<i>299,030</i>	<i>354,353</i>	<i>343,759</i>	<i>337,315</i>	<i>1,334,457</i>	<i>307,748</i>	<i>355,325</i>	<i>310,010</i>	<i>305,644</i>	<i>1,278,727</i>	<i>-8,718</i>	<i>-972</i>	<i>33,749</i>	<i>31,671</i>	<i>55,730</i>
<i>Change of Preferred Payment Date</i>	<i>56,541</i>	<i>60,816</i>	<i>61,803</i>	<i>74,261</i>	<i>253,421</i>	<i>58,892</i>	<i>60,117</i>	<i>54,330</i>	<i>63,792</i>	<i>237,131</i>	<i>-2,351</i>	<i>699</i>	<i>7,473</i>	<i>10,469</i>	<i>16,290</i>
Clear unpaid DD	12,088	13,370	14,422	16,342	56,222	11,998	11,343	13,072	15,300	51,713	90	2,027	1,350	1,042	4,509
Order Literature	5	9	8	5	27	8	2	10	10	30	-3	7	-2	-5	-3
Total Web Receipts	1,479,595	1,725,961	1,758,866	1,749,891	6,714,313	1,350,229	1,572,156	1,536,578	1,598,795	6,057,758	129,366	153,805	222,288	151,096	656,555

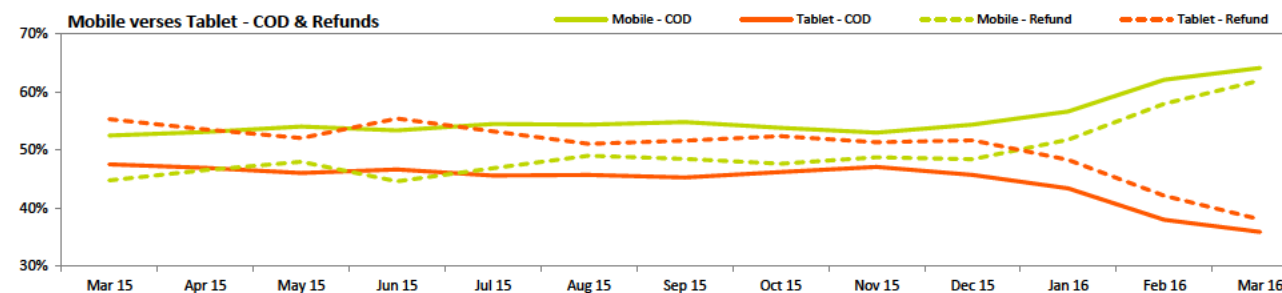
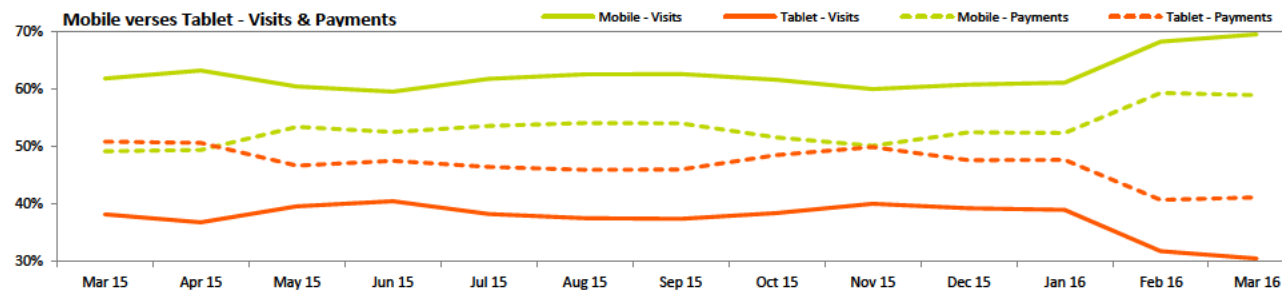
Transactions by Mobile Device

	12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Mobile	Visits	5,737,373	409,747	443,072	415,199	454,365	432,733	484,690	483,188	475,434	453,383	417,212	392,819	625,468
	Payments	549,262	40,478	42,135	34,719	38,028	37,801	41,112	45,933	46,397	48,731	44,493	42,082	61,667
	Payment %	9.6%	9.9%	9.5%	8.4%	8.4%	8.7%	8.5%	9.5%	9.8%	10.7%	10.7%	10.7%	9.9%
	COD	250,033	16,606	17,902	16,788	17,754	18,039	20,103	20,979	18,458	21,598	20,706	19,407	30,564
	COD %	4.4%	4.1%	4.0%	4.0%	3.9%	4.2%	4.1%	4.3%	3.9%	4.8%	5.0%	4.9%	4.9%
	Contact Us	62,523	3,754	4,038	3,788	4,155	4,330	5,270	5,523	5,049	5,065	4,732	4,235	8,295
	Contact Us %	1.1%	0.9%	0.9%	0.9%	0.9%	1.0%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.3%
	NLN	52,228	0	0	0	0	0	0	123	7,679	10,685	8,014	5,812	10,709
	NLN %	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.4%	1.9%	1.5%	1.5%
	Refund	40,701	2,532	2,752	2,432	3,037	3,140	3,779	3,614	3,441	3,352	3,143	2,703	4,818
	Refund %	0.7%	0.6%	0.6%	0.6%	0.7%	0.7%	0.8%	0.7%	0.7%	0.8%	0.8%	0.7%	0.8%
Tablet	Visits	3,393,261	253,246	258,509	272,322	309,392	268,460	291,090	289,127	297,155	303,069	269,889	250,854	275,258
	Payments	474,095	41,818	43,158	30,340	34,378	32,765	34,939	39,154	43,639	48,496	40,383	38,329	43,094
	Payment %	14.0%	16.5%	16.7%	11.1%	11.1%	12.2%	12.0%	13.5%	14.7%	16.0%	15.0%	15.3%	15.7%
	COD	196,213	15,034	15,811	14,292	15,511	15,082	16,893	17,323	15,840	19,177	17,387	14,865	17,081
	COD %	5.8%	5.9%	6.1%	5.2%	5.0%	5.6%	5.8%	6.0%	5.3%	6.3%	6.4%	5.9%	6.2%
	Contact Us	43,626	3,005	3,031	2,870	3,105	3,138	3,933	3,915	3,978	3,988	3,802	3,225	4,432
	Contact Us %	1.3%	1.2%	1.2%	1.1%	1.0%	1.2%	1.4%	1.4%	1.3%	1.3%	1.4%	1.3%	1.5%
	NLN	37,808	0	0	0	0	0	0	143	6,848	7,624	6,520	4,909	5,357
	NLN %	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.5%	2.4%	2.0%	1.9%
	Refund	40,345	3,130	3,165	2,640	3,774	3,566	3,940	3,850	3,785	3,533	3,357	2,521	2,953
	Refund %	1.2%	1.2%	1.2%	1.0%	1.2%	1.3%	1.4%	1.3%	1.3%	1.2%	1.2%	1.0%	1.1%



Transactions by Mobile Device

		12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Total	Visits	9,130,634	662,993	701,581	687,521	763,757	701,193	775,780	772,315	772,589	756,452	687,101	643,673	967,946	900,726
	Payments	1,023,357	82,296	85,293	65,059	72,406	70,566	76,051	85,087	90,036	97,227	84,876	80,411	111,584	104,761
	Payment %	11.2%	12.4%	12.2%	9.5%	9.5%	10.1%	9.8%	11.0%	11.7%	12.9%	12.4%	12.5%	11.5%	11.6%
	COD	446,246	31,640	33,713	31,080	33,265	33,121	36,996	38,302	34,298	40,775	38,093	34,272	44,686	47,645
	COD %	4.9%	4.8%	4.8%	4.5%	4.4%	4.7%	4.8%	5.0%	4.4%	5.4%	5.5%	5.3%	4.6%	5.3%
	Contact Us	106,149	6,759	7,069	6,658	7,260	7,468	9,203	9,438	9,027	9,053	8,534	7,460	12,475	12,504
	Contact Us %	1.2%	1.0%	1.0%	1.0%	1.0%	1.1%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.3%	1.4%
	NLN	90,036	0	0	0	0	0	0	266	14,527	18,309	14,534	10,721	17,116	14,563
	NLN %	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	2.4%	2.1%	1.7%	1.8%	1.6%
	Refund	81,046	5,662	5,917	5,072	6,811	6,706	7,719	7,464	7,226	6,885	6,500	5,224	7,751	7,771
	Refund %	0.9%	0.9%	0.8%	0.7%	0.9%	1.0%	1.0%	1.0%	0.9%	0.9%	0.9%	0.8%	0.8%	0.9%
Visits	62.8%	61.8%	63.2%	60.4%	59.5%	61.7%	62.5%	62.6%	61.5%	59.9%	60.7%	61.0%	68.2%	69.4%	
	37.2%	38.2%	36.8%	39.6%	40.5%	38.3%	37.5%	37.4%	38.5%	40.1%	39.3%	39.0%	31.8%	30.6%	
Payments	53.7%	49.2%	49.4%	53.4%	52.5%	53.6%	54.1%	54.0%	51.5%	50.1%	52.4%	52.3%	59.3%	58.9%	
	46.3%	50.8%	50.6%	46.6%	47.5%	46.4%	45.9%	46.0%	48.5%	49.9%	47.6%	47.7%	40.7%	41.1%	
COD	56.0%	52.5%	53.1%	54.0%	53.4%	54.5%	54.3%	54.8%	53.8%	53.0%	54.4%	56.6%	62.1%	64.1%	
	44.0%	47.5%	46.9%	46.0%	46.6%	45.5%	45.7%	45.2%	46.2%	47.0%	45.6%	43.4%	37.9%	35.9%	
Contact Us	58.9%	55.5%	57.1%	56.9%	57.2%	58.0%	57.3%	58.5%	55.9%	55.9%	55.4%	56.8%	64.5%	66.3%	
	41.1%	44.5%	42.9%	43.1%	42.8%	42.0%	42.7%	41.5%	44.1%	44.1%	44.6%	43.2%	35.5%	33.7%	
NLN	58.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	46.2%	52.9%	58.4%	55.1%	54.2%	62.6%	63.2%	
	42.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.8%	47.1%	41.6%	44.9%	45.8%	37.4%	36.8%	
Refund	50.2%	44.7%	46.5%	47.9%	44.6%	46.8%	49.0%	48.4%	47.6%	48.7%	48.4%	51.7%	57.9%	62.0%	
	49.8%	55.3%	53.5%	52.1%	55.4%	53.2%	51.0%	51.6%	52.4%	51.3%	51.6%	48.3%	42.1%	38.0%	

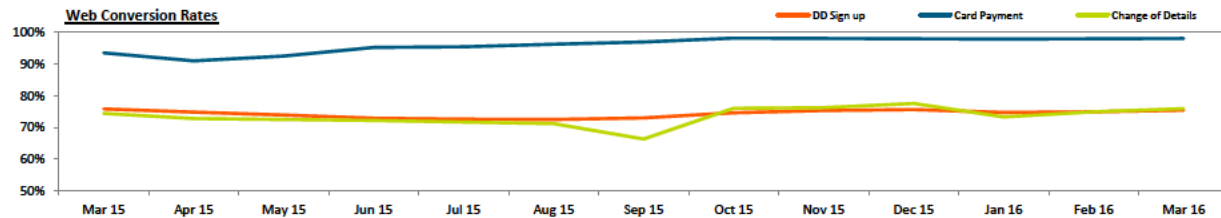


Web FAQ Usage - March 2016

Rank	FAQ Webpage	Visits	Contact Us		Card Payment		Direct Debit		COD	
			Volume	%	Volume	%	Volume	%	Volume	%
1	FAQ011 - How do I contact TV Licensing?	31,944	1,287	4.0%	437	1.4%	256	0.8%	666	2.1%
2	FAQ007 - What if I'm moving home and still don't need a licence?	7,940	1,690	21.3%	138	1.7%	70	0.9%	236	3.0%
3	FAQ014 - How we work out refunds	7,294	1,080	14.8%	289	4.0%	129	1.8%	202	2.8%
4	FAQ023 - How much does a TV Licence cost?	5,640	26	0.5%	143	2.5%	98	1.7%	19	0.3%
5	FAQ053 - How do I apply for a free over 75 TV Licence?	3,540	54	1.5%	11	0.3%	4	0.1%	28	0.8%
6	FAQ098 - How do I check when my TV Licence expires?	2,869	77	2.7%	114	4.0%	53	1.8%	92	3.2%
7	FAQ266 - I'm moving in with someone who already has a TV Licence - how do I cancel my licence?	2,850	802	28.1%	93	3.3%	55	1.9%	89	3.1%
8	FAQ015 - Do I need a TV Licence if I only use my TV for gaming or DVDs?	2,042	23	1.1%	15	0.7%	4	0.2%	5	0.2%
9	FAQ076 - How can I get a refund?	1,811	48	2.7%	54	3.0%	20	1.1%	25	1.4%
10	FAQ216 - How do I cancel my Direct Debit?	1,759	622	35.4%	56	3.2%	46	2.6%	145	8.2%
11	FAQ139 - How can I find out my TV Licence number?	1,699	76	4.5%	38	2.2%	19	1.1%	88	5.2%
12	FAQ052 - I'm over 75 and pay for my TV Licence. Can I cancel and get a refund?	1,608	30	1.9%	7	0.4%	3	0.2%	13	0.8%
13	FAQ265 - I've moved and don't watch TV at my new address - how do I cancel my licence?	1,578	491	31.1%	57	3.6%	31	2.0%	75	4.8%
14	FAQ102 - Do I need a TV Licence to listen to the radio?	1,496	16	1.1%	23	1.5%	15	1.0%	9	0.6%
15	FAQ060 - I'm over 74 but the licence at my home is in someone else's name. Can I apply for a free over 75 licence?	1,369	13	0.9%	15	1.1%	2	0.1%	18	1.3%
16	FAQ263 - I'm moving abroad - how do I cancel my licence?	1,309	386	29.5%	62	4.7%	32	2.4%	46	3.5%
17	FAQ192 - How does the monthly Direct Debit scheme work?	1,295	28	2.2%	141	10.9%	116	9.0%	55	4.2%
18	FAQ259 - Why won't I receive another paper licence or payment plan until 2017?	1,131	9	0.8%	20	1.8%	11	1.0%	28	2.5%
19	FAQ061 - As the licence holder, can I transfer my licence to someone who is eligible for a free over 75 licence?	1,065	13	1.2%	17	1.6%	1	0.1%	12	1.1%
20	FAQ103 - Will I need a TV Licence to watch programmes on BBC iPlayer?	1,053	5	0.5%	6	0.6%	3	0.3%	0	0.0%

Web Effectiveness

			12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Conversions (start & end points)																
DD Sign up	Start	1,478,704	125,788	103,793	107,864	110,339	116,181	124,546	140,727	137,926	130,164	112,583	139,224	125,475	129,882	
	End	1,096,779	95,326	77,641	79,642	80,412	84,288	90,237	102,699	102,940	98,018	85,118	103,935	93,949	97,900	
	%	74.2%	75.8%	74.8%	73.8%	72.9%	72.5%	72.5%	73.0%	74.6%	75.3%	75.6%	74.7%	74.9%	75.4%	
Card Payment	Start	2,014,022	180,654	128,725	146,990	139,027	152,038	167,266	193,431	211,135	170,823	160,347	188,283	177,820	178,137	
	End	1,944,103	168,873	117,089	135,979	132,346	145,065	160,947	187,599	207,177	167,465	157,124	184,339	174,223	174,750	
	%	96.5%	93.5%	91.0%	92.5%	95.2%	95.4%	96.2%	97.0%	98.1%	98.0%	98.0%	97.9%	98.0%	98.1%	
Change of Details	Start	1,682,363	130,370	119,607	129,114	132,540	148,175	152,459	151,216	155,420	142,947	124,766	144,309	135,998	145,812	
	End	1,233,247	97,023	86,999	93,501	95,674	106,252	108,450	100,233	118,148	108,981	96,717	105,740	101,832	110,720	
	%	73.3%	74.4%	72.7%	72.4%	72.2%	71.7%	71.1%	66.3%	76.0%	76.2%	77.5%	73.3%	74.9%	75.9%	
Go Paperless	Start	49,384	5,568	4,064	4,304	4,033	4,229	4,338	4,204	4,072	3,825	3,139	4,708	4,066	4,402	
	End	39,621	4,503	3,041	3,227	2,944	3,179	3,343	3,001	3,456	3,304	2,742	4,011	3,490	3,883	
	%	80.2%	80.9%	74.8%	75.0%	73.0%	75.2%	77.1%	71.4%	84.9%	86.4%	87.4%	85.2%	85.8%	88.2%	
Refund online submission	Start	430,008	34,417	29,863	36,564	37,976	41,547	39,147	37,943	35,581	32,454	26,407	35,639	36,842	40,045	
	End	206,758	16,847	14,630	17,813	19,135	20,545	19,440	18,751	18,096	16,664	13,580	16,720	15,045	16,339	
	%	48.1%	48.9%	49.0%	48.7%	50.4%	49.5%	49.7%	49.4%	50.9%	51.3%	51.4%	46.9%	40.8%	40.8%	
Clear unpaid DD	Start	163,879	14,178	14,007	11,019	11,526	13,734	12,729	13,362	14,487	13,193	12,611	16,794	15,030	15,387	
	End	54,054	4,254	4,415	3,434	3,561	4,364	3,959	4,408	4,958	4,529	4,545	5,421	5,145	5,315	
	%	33.0%	30.0%	31.5%	31.2%	30.9%	31.8%	31.1%	33.0%	34.2%	34.3%	36.0%	32.3%	34.2%	34.5%	
Over 74 online	Start	27,538	1,765	1,482	1,661	1,451	1,831	1,654	1,971	2,791	2,519	2,559	3,361	2,984	3,274	
	End	18,936	1,237	1,011	1,035	964	1,258	1,119	1,314	1,869	1,719	1,742	2,400	2,030	2,475	
	%	68.8%	70.1%	68.2%	62.3%	66.4%	68.7%	67.7%	66.7%	67.0%	68.2%	68.1%	71.4%	68.0%	75.6%	
Over 75 online	Start	28,790	1,953	1,701	1,927	1,670	2,782	1,948	2,072	2,593	2,617	2,366	3,295	2,691	3,128	
	End	25,102	1,649	1,432	1,646	1,394	2,325	1,611	1,735	2,244	2,328	2,142	2,958	2,445	2,842	
	%	87.2%	84.4%	84.2%	85.4%	83.5%	83.6%	82.7%	83.7%	86.5%	89.0%	90.5%	89.8%	90.9%	90.9%	
Order Literature	Start	393	43	25	32	26	39	34	32	34	30	44	33	24	40	
	End	26	3	2	1	2	2	3	3	4	1	2	1	2	3	
	%	6.6%	7.0%	8.0%	3.1%	7.7%	5.1%	8.8%	9.4%	11.8%	3.3%	4.5%	3.0%	8.3%	7.5%	
Unsubscribe	Start	26,224	1,670	1,157	1,510	1,596	1,914	2,805	2,835	2,352	2,151	2,215	2,606	2,371	2,712	
	End	17,645	1,233	889	1,114	1,065	1,304	1,819	1,900	1,632	1,479	1,435	1,681	1,509	1,818	
	%	67.3%	73.8%	76.8%	73.8%	66.7%	68.1%	64.8%	67.0%	69.4%	68.8%	64.8%	64.5%	63.6%	67.0%	
Licence Number Not Known	Start	1,918,858	152,282	139,298	150,832	147,750	162,503	165,850	167,501	168,894	157,969	144,622	180,153	166,944	166,542	
	End	707,869	54,513	49,892	54,520	53,578	58,691	60,704	61,188	63,678	57,724	54,776	67,795	63,946	61,377	
	%	36.9%	35.8%	35.8%	36.1%	36.3%	36.1%	36.6%	36.5%	37.7%	36.5%	37.9%	37.6%	38.3%	36.9%	
Contact Us	Start	1,478,543	135,619	118,225	127,508	129,909	134,823	129,412	130,668	125,129	116,132	95,787	128,298	119,193	123,459	
	End	313,098	21,757	20,004	22,357	23,510	28,273	28,217	28,232	28,004	25,802	21,763	29,962	27,656	29,318	
	%	21.2%	16.0%	16.9%	17.5%	18.1%	21.0%	21.8%	22.4%	22.4%	22.2%	22.7%	23.4%	23.2%	23.7%	
NLN	Start	1,380,206	69,758	106,175	129,511	126,617	132,159	123,792	129,101	144,835	120,054	77,567	107,372	95,017	88,006	
	End	899,712	64,131	65,042	80,722	83,195	82,756	81,094	83,998	100,801	85,769	50,919	69,338	59,759	56,319	
	%	65.2%	91.9%	61.3%	62.3%	65.7%	62.6%	65.5%	65.1%	69.6%	71.4%	65.6%	64.6%	62.9%	64.0%	
Cash Plan Payment Card	Start	1,645,804	135,561	130,370	134,085	129,334	137,110	130,913	132,234	139,718	132,365	126,206	155,438	143,564	154,467	
	End	1,164,477	94,582	90,514	93,660	88,079	95,455	91,350	93,330	100,528	95,968	92,219	108,924	102,267	112,183	
	%	70.8%	69.8%	69.4%	69.9%	68.1%	69.6%	69.8%	70.6%	72.0%	72.5%	73.1%	70.1%	71.2%	72.6%	
Cash Plan Saving Card	Start	123,402	10,654	9,130	9,696	8,956	9,928	10,352	10,774	11,603	10,400	9,016	11,996	10,872	10,679	
	End	63,969	5,552	4,647	4,979	4,392	4,904	5,236	5,514	5,921	5,493	4,968	6,194	5,959	5,762	
	%	51.8%	52.1%	50.9%	51.4%	49.0%	49.4%	50.6%	51.2%	51.0%	52.8%	55.1%	51.6%	54.8%	54.0%	



Contact Us Summary

12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
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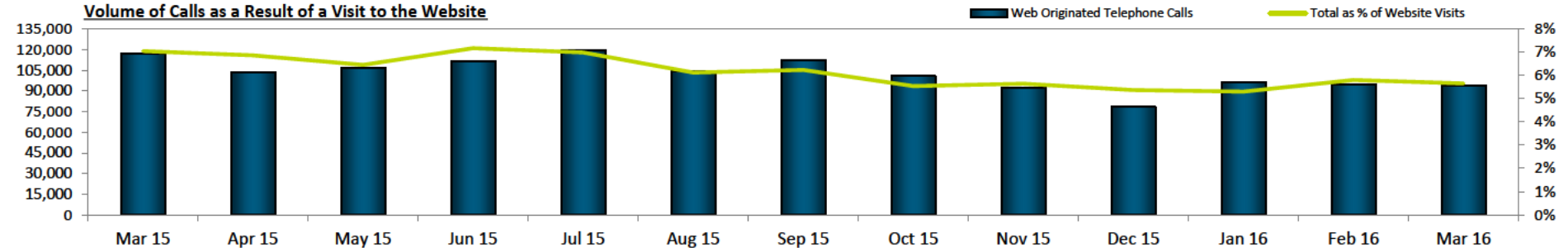
Web Telephone Volumes

External WEB Number [03007906131]	26,286	2,350	2,005	1,980	1,856	2,043	1,911	2,043	2,321	2,135	1,929	2,565	2,682	2,816
TVL WEB Licence Number Not Known [03007900364]	76,529	8,232	7,286	7,780	8,200	9,204	8,913	7,660	4,653	3,229	4,388	5,167	4,913	5,136
TVL WEB FAQ11 [03007906144]	357,253	5,974	25,629	26,903	30,078	32,921	29,764	32,643	33,645	28,935	24,285	28,729	30,719	33,002
TVL WEB CANX [03007906143]	7,877	179	1,349	835	1,179	1,296	684	394	658	330	450	278	222	202
TVL Sign In Page [03007906081]	84,658	9,667	6,765	8,858	8,890	9,630	9,163	9,383	6,777	6,399	4,063	5,193	4,791	4,746
TVL WEB O75 [03007906117]	31,369	418	2,119	2,996	2,888	4,409	2,821	3,253	2,323	2,430	1,955	2,770	2,241	1,164
TVL Website [03007906165]	330,962	70,738	33,923	26,969	25,454	30,631	27,344	31,376	25,885	26,885	23,202	27,660	27,179	24,454
TVL WEB Contact Us [03007906130]	107,032	1,052	8,895	13,700	16,076	11,389	7,417	7,993	7,881	6,766	5,678	7,288	6,884	7,065
TVL WEB Payment Card [03005550286]	187,618	17,908	14,995	16,063	16,470	17,555	15,873	17,313	16,151	14,885	12,133	16,362	14,751	15,067
TVL WEB Savings Card [03005550281]	5,850	705	603	592	576	687	436	455	443	434	353	468	420	383
Total Calls	1,215,434	117,223	103,569	106,676	111,667	119,765	104,326	112,513	100,737	92,428	78,436	96,480	94,802	94,035
TVL Website calls as a % of site visits	6.1%	7.0%	6.9%	6.5%	7.2%	7.0%	6.1%	6.2%	5.5%	5.6%	5.4%	5.3%	5.8%	5.7%

Email Contact Us

Contact Us	327,165	22,479	20,848	23,470	24,720	29,572	29,700	29,570	29,069	26,866	22,694	31,265	28,809	30,582
Contact Us (as % of Visits)	1.6%	1.4%	1.4%	1.4%	1.6%	1.7%	1.7%	1.6%	1.6%	1.6%	1.6%	1.7%	1.8%	1.8%

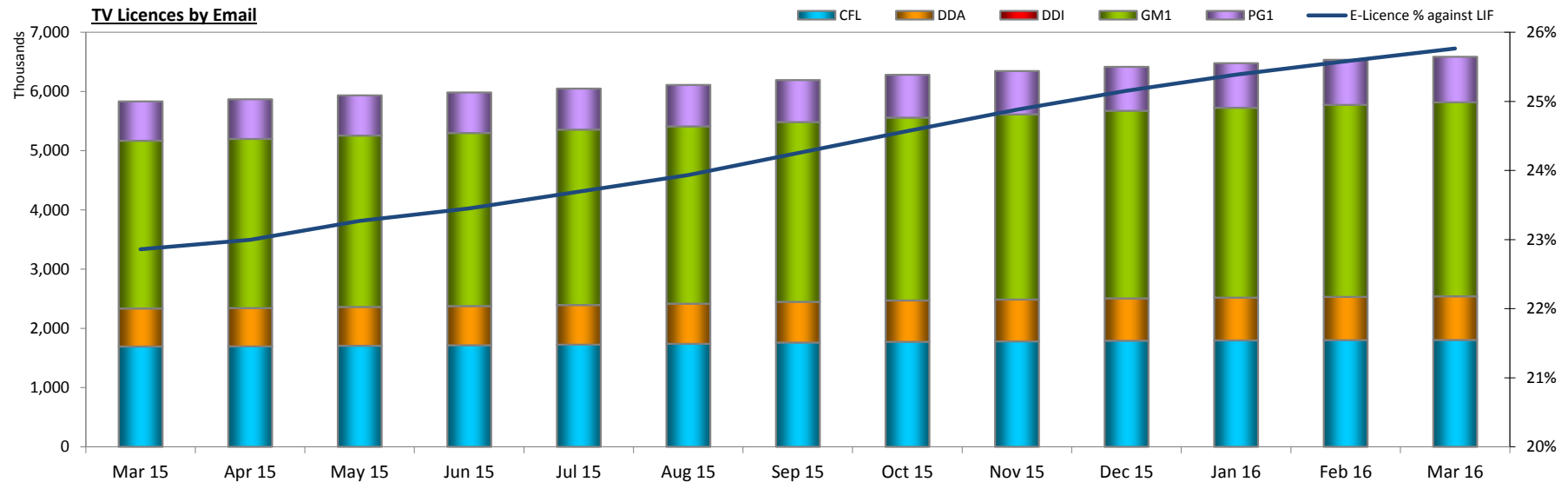
Volume of Calls as a Result of a Visit to the Website



TV Licences by Email

	12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Registered Total														
CFL	450,025	38,741	30,933	30,514	32,887	37,645	32,870	55,523	47,965	38,667	34,390	33,613	37,036	37,982
DDA	98,999	7,501	6,878	6,937	7,611	8,670	7,662	10,207	9,994	8,801	8,025	7,732	8,061	8,421
DDI	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GM1	669,155	56,579	50,267	48,869	51,947	56,059	49,822	65,331	63,117	60,089	53,324	53,816	56,572	59,942
PG1	177,300	14,791	13,334	12,651	13,769	14,387	12,843	17,357	16,990	15,916	14,154	14,862	15,138	15,899
De-Registered Total														
CFL	57,676	5,763	3,455	3,469	3,948	4,066	3,530	5,199	5,590	5,235	5,305	4,799	6,102	6,978
DDA	5,495	480	356	373	404	458	404	496	544	470	412	500	494	584
DDI	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GM1	29,556	2,501	2,112	2,200	2,456	2,544	2,226	2,777	2,782	2,440	2,228	2,403	2,567	2,821
PG1	8,628	728	656	635	700	674	608	793	827	737	676	727	758	837
Total MAT														
CFL		1,693,233	1,695,254	1,706,500	1,714,870	1,724,438	1,738,637	1,760,556	1,772,772	1,780,363	1,791,221	1,796,232	1,800,894	1,803,460
DDA		642,645	647,304	655,062	661,405	669,608	677,635	686,865	698,029	705,703	714,876	722,656	730,514	737,306
DDI		0	0	0	0	0	0	0	0	0	0	0	0	0
GM1		2,831,420	2,855,097	2,893,184	2,921,397	2,961,088	2,993,417	3,034,164	3,086,680	3,125,389	3,166,365	3,205,391	3,241,200	3,274,512
PG1		664,000	669,484	678,376	684,232	692,130	699,536	709,670	722,480	732,188	742,216	752,195	761,080	769,407
Licences In Force *		25,507,911	25,512,658	25,498,652	25,507,855	25,522,699	25,523,194	25,529,264	25,560,424	25,497,860	25,502,198	25,511,526	25,542,060	25,557,129
E-Licence % against LIF		22 9%	23 0%	23 3%	23 5%	23 7%	23 9%	24 3%	24 6%	24 9%	25 2%	25 4%	25 6%	25 8%
E-Licence % Opt In		78 0%	79 9%	80 2%	80 5%	80 9%	81 3%	82 3%	80 9%	80 2%	81 3%	80 7%	80 4%	79 9%

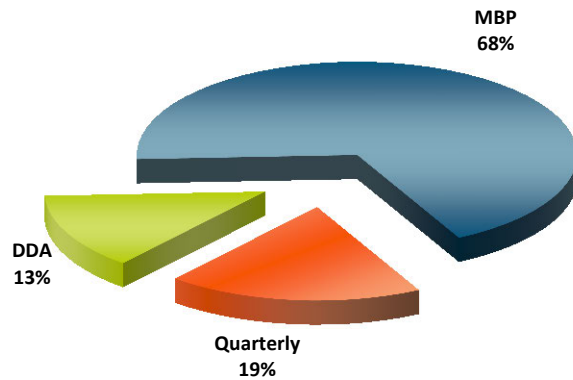
* Please note that the 'Licence in Force' volume includes Over 75 and cash licences.



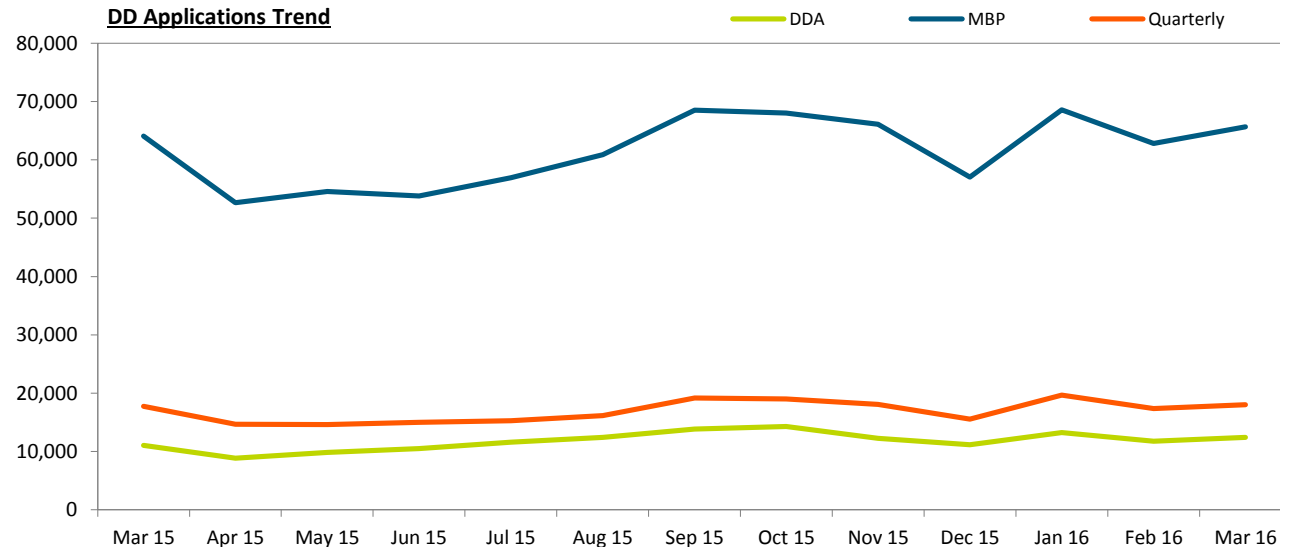
Web Sales

	12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Direct Debit														
DDA	142,293	11,055	8,846	9,861	10,503	11,602	12,422	13,834	14,288	12,274	11,179	13,273	11,788	12,423
MBP	735,589	64,068	52,628	54,581	53,814	56,940	60,900	68,493	68,039	66,082	57,056	68,576	62,796	65,684
Quarterly	202,533	17,773	14,663	14,596	15,022	15,255	16,153	19,153	19,012	18,073	15,576	19,647	17,350	18,033
Other	35	5	3	3	4	6	0	4	5	3	1	2	2	2
DDA %	13.2%	11.9%	11.6%	12.5%	13.2%	13.8%	13.9%	13.6%	14.1%	12.7%	13.3%	13.1%	12.8%	12.9%
MBP %	68.1%	69.0%	69.1%	69.1%	67.8%	67.9%	68.1%	67.5%	67.1%	68.5%	68.1%	67.6%	68.3%	68.3%
Quarterly %	18.7%	19.1%	19.3%	18.5%	18.9%	18.2%	18.1%	18.9%	18.8%	18.7%	18.6%	19.4%	18.9%	18.8%
Other %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	1,080,450	92,901	76,140	79,041	79,343	83,803	89,475	101,484	101,344	96,432	83,812	101,498	91,936	96,142
Debit / Credit Card *														
Credit Card	292,194	25,114	13,926	18,566	18,585	19,730	21,535	29,521	32,086	24,413	27,466	32,266	28,986	
Debit Card	1,650,101	142,990	102,575	118,446	114,798	125,638	140,824	159,147	174,566	143,661	129,621	152,209	145,626	
Credit Card %	15.0%	14.9%	12.0%	13.6%	13.9%	13.6%	13.3%	15.6%	15.5%	14.5%	17.5%	17.5%	16.6%	
Debit Card %	85.0%	85.1%	88.0%	86.4%	86.1%	86.4%	86.7%	84.4%	84.5%	85.5%	82.5%	82.5%	83.4%	
Total	1,942,295	168,104	116,501	137,012	133,383	145,368	162,359	188,668	206,652	168,074	157,087	184,475	174,612	0

DD Web Applications 12 Month Total



DD Applications Trend



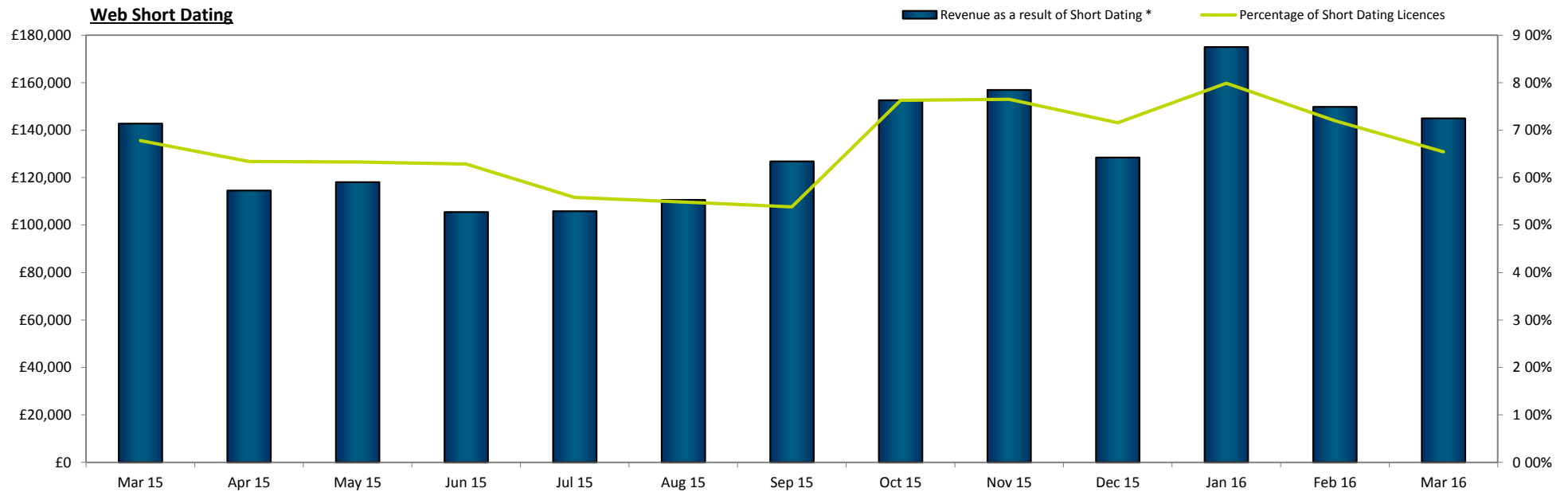
* Please note - the previous months data is only available mid month and therefore will always be one month in arrears.

Confidential

Web Short Dating

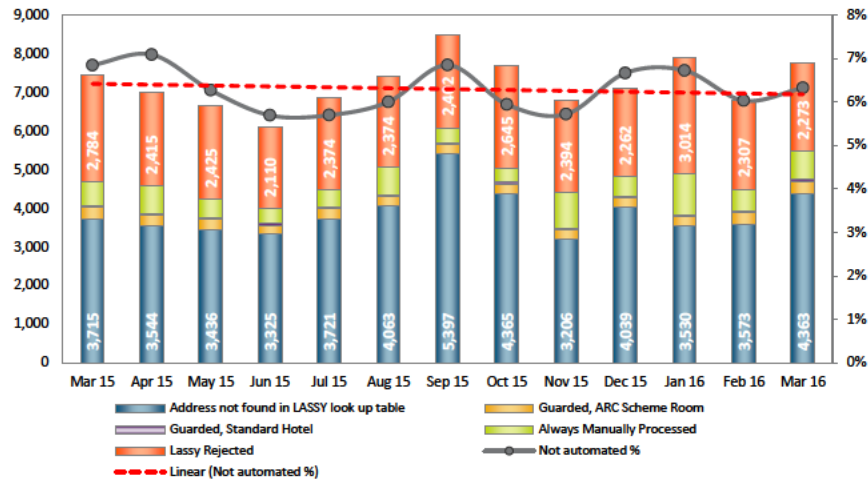
	12mth Total	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Total New Licences	928,421	76,056	64,867	66,925	66,390	72,935	79,270	99,532	90,643	84,127	70,759	81,036	74,772	77,165
New Short Dating Licences	61,613	5,158	4,111	4,237	4,172	4,071	4,347	5,356	6,914	6,435	5,064	6,474	5,382	5,050
Percentage of Short Dating Licences	6.64%	6.78%	6.34%	6.33%	6.28%	5.58%	5.48%	5.38%	7.63%	7.65%	7.16%	7.99%	7.20%	6.54%
Revenue as a result of Short Dating *	£ 1,588,896	£142,725	£114,522	£118,061	£105,456	£105,808	£110,583	£126,799	£152,579	£156,918	£128,436	£175,001	£149,791	£144,943
Average collection per Short Dated Licence *	£25.79	£27.67	£27.86	£27.86	£25.28	£25.99	£25.44	£23.67	£22.07	£24.39	£25.36	£27.03	£27.83	£28.70
Average months short dated	2.13	2.28	2.30	2.30	2.09	2.14	2.10	1.95	1.82	2.01	2.09	2.23	2.30	2.37
Null Records	2,776	79	154	203	196	187	218	333	339	310	209	205	187	235
Excluded Records (more than 12 months)	597	50	64	55	36	63	40	50	52	52	37	66	42	40

* Assuming cost per licence is £12.12 per month.

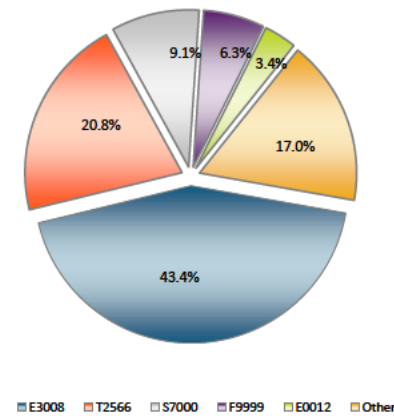


Web Non-Automated Analysis

Change of Details Transactions



LASSY Rejected Change of Details



Change of Details

E3008: An Instalment Plan cannot be created as the current Direct Debit Instruction is closed.

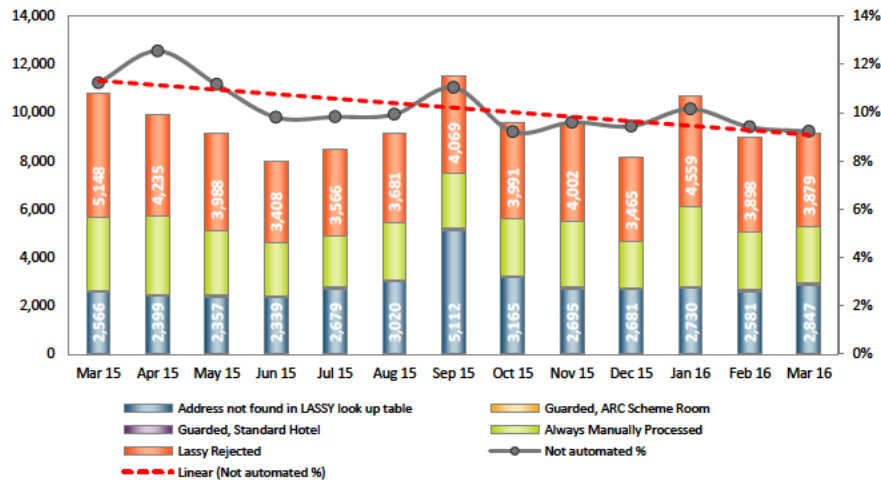
T2566: Licence is frozen

S7000: LASSY was performing batch updates and was therefore unable to accept updates.

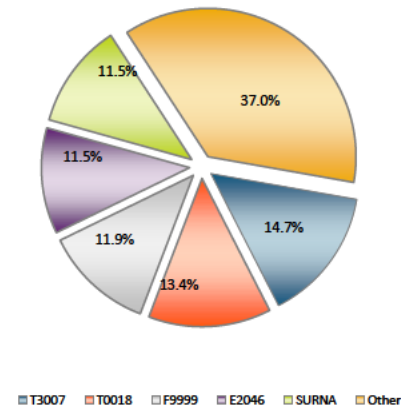
F9999: LASSY has returned an error. This can occur because batches are running and the data is held or it can be due to a data issue.

E0012: Postcode Mismatch

Direct Debit Setups



LASSY Rejected Direct Debit Setups



Direct Debit Signups

T3007: Too late to Join

T0018: The licence has been converted to counterfoil so that it can be revoked and therefore it is not allowed to rejoin DD.

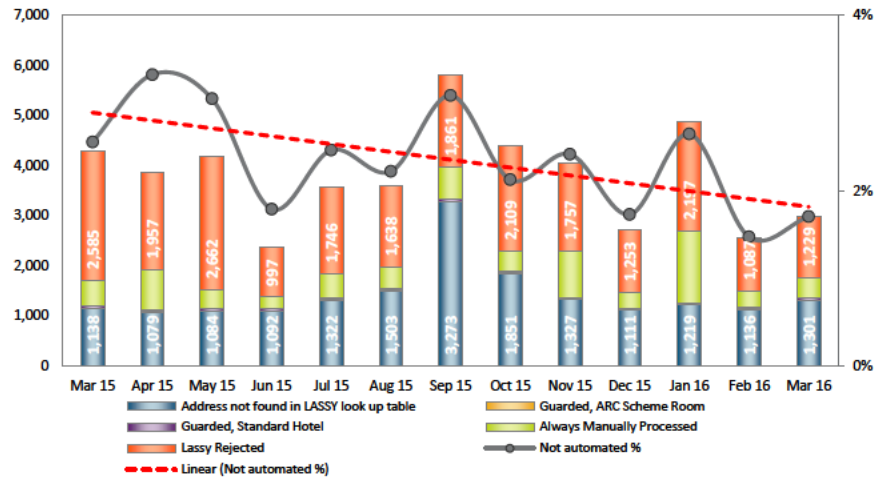
F9999: LASSY has returned an error. This can occur because batches are running and the data is held or it can be due to a data issue.

E2046: Customer is trying to renew or join DD with a Licence that is under active prosecution.

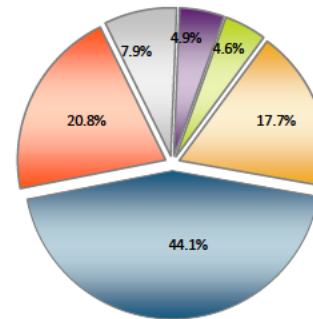
SURNA: Login validation and surname matching error

Web Non-Automated Analysis

Credit/Debit Card Transactions



LASSY Rejected Credit/Debit Card



Credit/Debit Card

S7000: LASSY was performing batch updates and was therefore unable to accept updates.

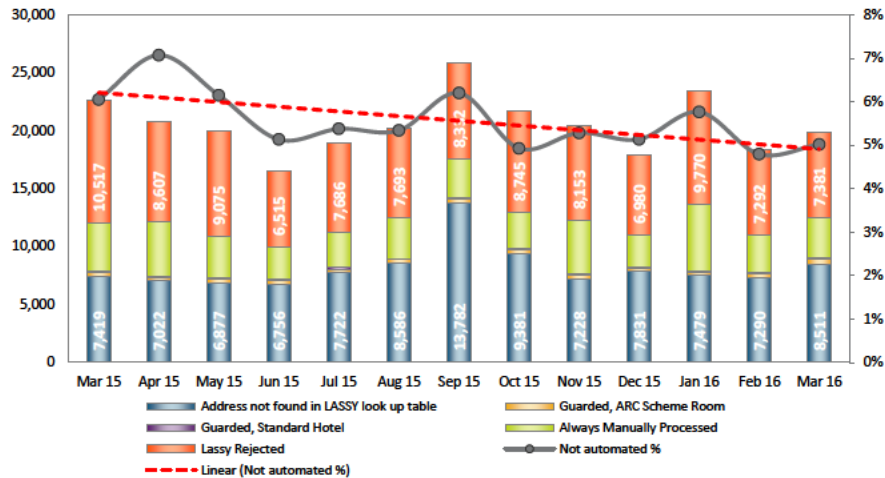
F9999: LASSY has returned an error. This can occur because batches are running and the data is held or it can be due to a data issue.

F9001: Data has been sent to LASSY that does not match the criteria required, therefore LASSY is unable to read that data.

T1048: DUAD Type Invalid

E2508: The Licence Located is Under Active Prosecution

All Transactions



Key

LASSY Rejected

LASSY rejected the transaction as it could not automate - this should have an associated LASSY error code for the reason.

Always Manually Processed

Some transactions, such as Blind and Mono etc are always handled manually to make sure that they are correct.

Guarded, Standard Hotel

The customer has tried to buy a "standard" TV Licence at as address we have listed as an hotel. Again this needs to be investigated.

Guarded, ARC Scheme Room

The customer has tried to buy a "standard" TV Licence at as address we have listed as an ARC room. Again this needs to be investigated.

Address not found in LASSY look up table

The customer has provided an address manually and we cannot automate these as the address needs to be checked and possibly built on by address structure.