

CAPITA

March 2017

 **TV LICENSING**

Web

Confidential

Web SRP - Index

Page	Schedule Title
1	Summary
2	Web Key Stats
3	Web Usage
4	Web Receipts
6	Web Sales
7	Web Effectiveness
8	iPlayer Monthly Summary
10	TV Licences by Email
11	Contact Us Summary
12	WEB FAQ
13	Transactions by Mobile Device
15	Web Short Dating
16	BBC PR - Summary
17	BBC PR - Detail
19	Web Non Automated
21	Web Quarterly Summary

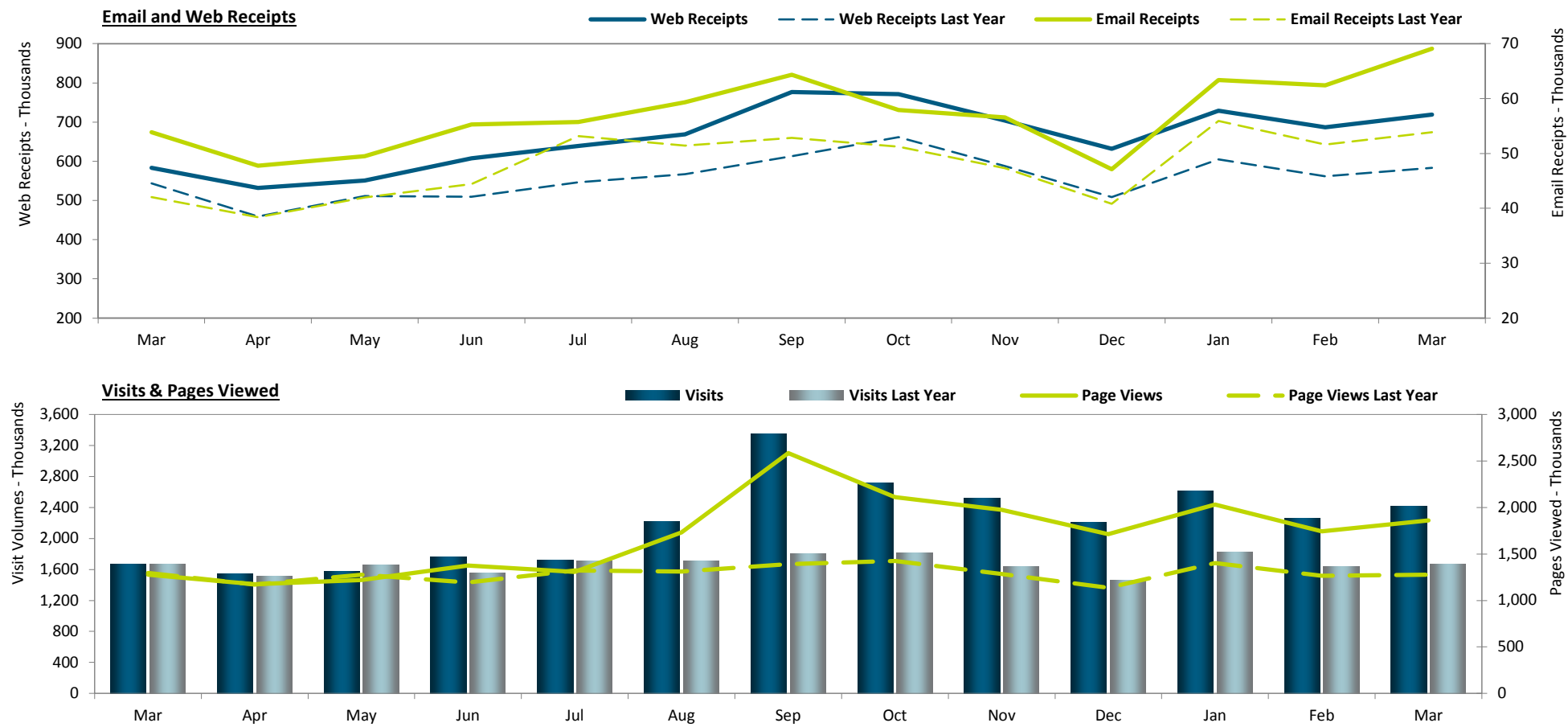
Schedule Amendments/Additions:

Summary & Digital Marketing Update

Summary:

WEB receipts increased by 23.3% (135,845) against the same period last year and also increased by 4.7% (32,312) when compared with last month.

Email receipt volumes increased by 28.3% (15,236) against the same period last year and also increased by 10.7% (6,658) when compared with last month.



Comments:

Search campaigns for Brand, Home Movers and Foreign Nationals ran throughout March creating 327,067 visits, the majority from the Brand campaign which generated 312,946 visits.

Short dating functionality has generated £120,824 in March 2017, this is a decrease of £24,119 (-7.21%) MOM.

WEB Performance Key Stats

Key Stats	March 2017	Last Year	+/-	Last Month	+/-	Year to Date
Sales	283,191	270,824	4.57%	291,208	-2.75%	3,318,577
Receipts	719,193	583,348	23.29%	686,881	4.70%	8,016,407
Visits	2,418,741	1,663,000	45.44%	2,260,959	6.98%	26,909,753
Self Serve (MAT)	71.86%	67.05%	4.81%	71.51%	0.35%	69.33%
eLic/LIF	0.00%	25.76%	-25.76%	29.05%	-29.05%	25.18%
eLic opt-in	80.78%	79.94%	0.85%	81.89%	-1.11%	82.20%
Visits from iPlayer modals	553,862	39,343	1307.78%	526,045	5.29%	5,404,646
iPlayer modal sales	642	84	664.29%	655	-1.98%	16,781
iPlayer modal new issue %	51.25%	58.33%	-7.09%	52.67%	-1.43%	73.64%
Contact Us as % of site visits	1.55%	1.84%	-0.29%	1.55%	0.00%	1.45%
Contact Us as % of transactions	5.21%	5.24%	-0.03%	5.09%	0.13%	4.85%
Website calls as % of site visits	5.19%	5.66%	-0.47%	5.14%	0.05%	4.72%
Website calls as % of transactions	17.45%	16.13%	1.33%	16.93%	0.52%	15.84%
COD (Change of Details)	163,895	122,817	33.45%	139,464	17.52%	1,669,669
Cash Plan Payments	140,806	117,945	19.38%	122,928	14.54%	1,488,426
NLN Declarations	43,828	36,925	18.69%	45,735	-4.17%	597,657
NLN Declarations as % of total transactions	6.09%	6.33%	-0.24%	6.66%	-0.56%	7.46%
Short dating: no. of licences	4,032	5,050	-20.16%	4,447	-9.33%	55,885
Short dating: £	£120,824	£144,943	-16.64%	£130,217	-7.21%	£1,549,154
Short dating: % of licences short dated ("penetration")	4.57%	6.54%	-1.97%	5.20%	-0.63%	5.01%
DD Sign Up Conversion	74.33%	75.38%	-1.05%	73.32%	1.00%	74.73%
Card Conversion	97.36%	98.10%	-0.73%	96.56%	0.81%	97.64%
COD Conversion	81.54%	75.93%	5.60%	77.48%	4.05%	79.40%
Overall Payment Conversion	17.66%	23.57%	-5.90%	18.46%	-0.80%	18.01%
% of visits completing a transaction	29.73%	35.08%	-5.34%	30.38%	-0.65%	29.79%
% of visits completing Sale or COD	18.48%	23.67%	-5.19%	19.05%	-0.56%	18.54%
Automation %	95.75%	95.75%	0.00%	95.85%	-0.10%	95.14%
Mobile (phone/tablet) transactions as % of total transactions	29.72%	29.60%	0.11%	29.40%	0.31%	28.28%
Mobile payment conversion % (i.e. % of mobile visits that end in payment)	8.29%	11.63%	-3.34%	9.05%	-0.76%	8.71%
Mobile COD conversion	4.76%	5.29%	-0.53%	4.23%	0.53%	4.31%
% of Mobile visits completing Sale or COD	13.05%	16.92%	-3.87%	13.28%	-0.23%	13.02%
Mobile (phone/tablet) transactions as % of mobile visits	14.80%	19.17%	-4.37%	14.95%	-0.15%	14.66%
Mobile (phone/tablet) visits as % of total visits	59.71%	54.16%	5.55%	59.75%	-0.04%	57.47%
Channel Split	March 2017	Last Year	+/-	Last Month	+/-	Year to Date
WEB Sales as a % of Total Sales	65.21%	62.10%	3.11%	67.97%	-2.77%	68.82%
WEB Change of Details as a % of Total	78.04%	76.72%	1.33%	78.54%	-0.50%	78.69%
WEB Cash Plan Payments as a % of Total	8.15%	6.84%	1.30%	7.39%	0.76%	7.53%
WEB Card Payments as a % of Total	83.77%	81.81%	1.96%	85.29%	-1.52%	85.44%
WEB Direct Debit Set Ups as a % of Total	75.18%	73.07%	2.11%	75.74%	-0.56%	75.46%
WEB NLN Claims as a % of Total	61.46%	54.12%	7.33%	61.52%	-0.06%	59.78%
WEB as % of all Self Serve (WEB, IVR & SMS)	85.99%	75.53%	10.47%	80.59%	5.40%	80.40%

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 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%
Apr 16	1,540,873	00:06:43	915,771	941,048	1,174,198	14,502,376	599,825	21.3%	445,468	28.9%
May 16	1,578,457	00:06:31	954,778	990,001	1,219,157	14,981,280	588,456	22.0%	449,983	28.5%
Jun 16	1,764,652	00:06:27	1,097,302	1,126,842	1,376,407	15,673,693	637,810	20.9%	578,307	32.8%
Jul 16	1,721,277	00:06:32	1,027,917	1,050,988	1,308,214	15,712,128	670,289	22.5%	513,913	29.9%
Aug 16	2,218,240	00:06:19	1,416,677	1,420,261	1,733,298	17,639,385	797,979	19.3%	840,679	37.9%
Sep 16	3,352,689	00:06:05	2,163,586	2,082,325	2,586,293	22,143,490	1,270,364	15.2%	1,498,067	44.7%
Oct 16	2,713,725	00:06:10	1,672,582	1,714,437	2,110,281	19,370,773	999,288	17.4%	1,156,147	42.6%
Nov 16	2,522,861	00:06:09	1,566,307	1,619,850	1,976,002	17,990,552	903,011	17.3%	1,091,062	43.2%
Dec 16	2,202,331	00:06:02	1,329,306	1,394,352	1,712,225	15,630,507	807,979	17.6%	943,680	42.8%
Jan 17	2,614,948	00:06:03	1,605,350	1,652,044	2,030,343	19,279,369	962,904	16.9%	1,025,297	39.2%
Feb 17	2,260,959	00:06:08	1,342,627	1,404,791	1,742,073	17,671,069	856,168	19.0%	853,872	37.8%
Mar 17	2,418,741	00:05:58	1,444,806	1,506,757	1,862,557	18,590,360	911,984	18.5%	937,632	38.8%
12mth Total	26,909,753	00:06:16	16,537,009	16,903,696	20,831,048	209,184,982	10,006,057	18.5%	10,334,107	38.4%

Automation:

The overall automation rate for March was 95.8%, no change against March 2016 and a 0.1% decrease MOM.

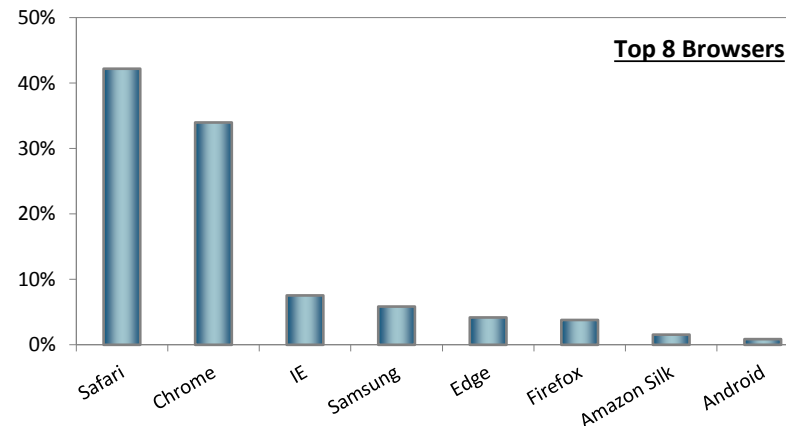
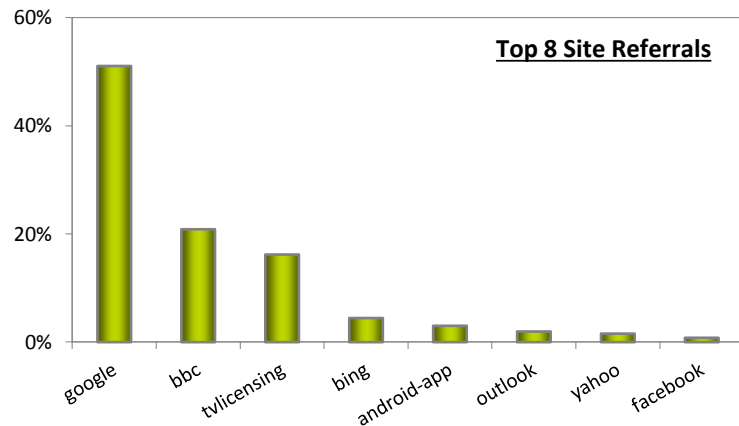
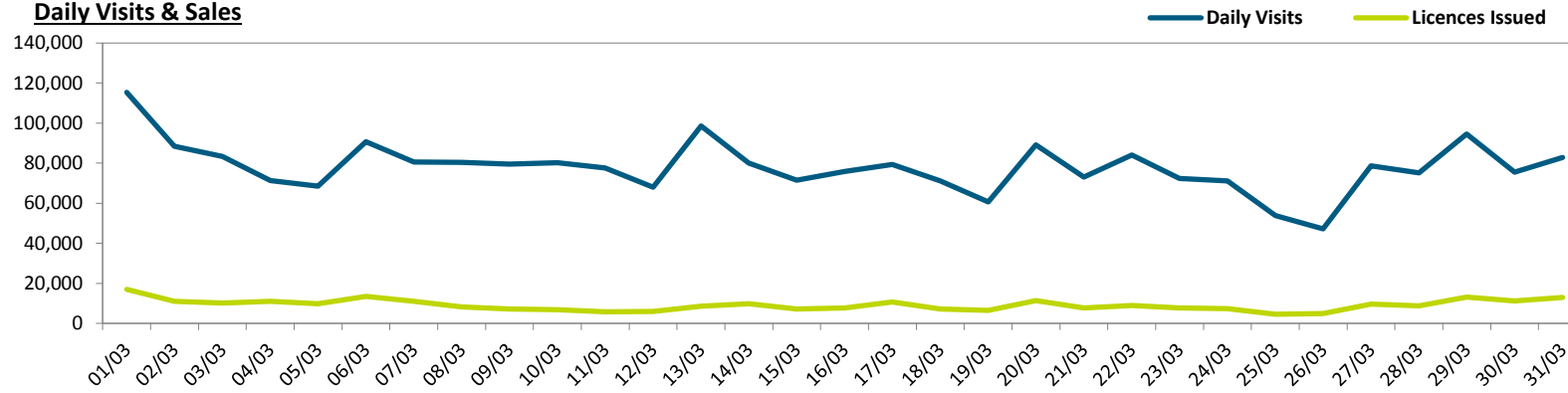
Conversion:

DD Sign-up increased 1.0% MOM. Card Payment increased 0.8% MOM. Change of Details and Go Paperless both saw increases of 4.0% and 0.6% MOM respectively. Refund online submission increased 0.7% MOM. Over 74 applications increased 0.9% MOM and Over 75 applications decreased 0.9% MOM. Contact Us decreased 0.8% MOM. Payment Card payment increased 1.4% MOM and Savings Card payment increased 0.1% MOM.

Contact Us:

Contact us as a % of visits is at 1.6%, this is a 0.1% increase MOM and a 0.2% decrease on March 2016.

Daily Visits & Sales



Web Receipts - 13 Month Summary

	12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Receipts														
Direct Debit	1,279,096	99,279	89,968	91,305	96,646	96,740	111,052	144,008	116,700	108,300	96,529	114,098	105,473	108,277
Credit/Debit Card	2,077,832	174,707	124,555	140,617	147,451	161,531	168,636	221,934	211,679	185,636	165,712	182,899	189,013	178,169
Cash Plan Payment Card Payments	1,416,339	112,183	116,038	112,264	113,125	113,137	115,968	119,491	118,628	117,885	110,989	128,349	116,428	134,037
Cash Plan Savings Card Payments	72,087	5,762	5,352	5,463	5,131	5,484	5,912	6,390	6,816	5,921	5,470	6,879	6,500	6,769
<i>Sales Subtotal before rejections</i>	<i>4,845,354</i>	<i>391,931</i>	<i>335,913</i>	<i>349,649</i>	<i>362,353</i>	<i>376,892</i>	<i>401,568</i>	<i>491,823</i>	<i>453,823</i>	<i>417,742</i>	<i>378,700</i>	<i>432,225</i>	<i>417,414</i>	<i>427,252</i>
Over 74 / Over 75 Online	85,823	5,346	4,515	4,692	4,333	4,396	4,705	5,768	7,490	8,609	7,733	12,187	11,084	10,311
NLN Check **	11,481	1,865	2,317	2,504	2,386	2,191	2,083	0	0	0	0	0	0	0
NLN Declare	597,657	36,925	46,936	50,719	48,584	49,654	41,947	52,614	67,711	51,834	46,150	51,945	45,735	43,828
DOEO	205,559	15,483	17,206	15,687	15,453	15,652	16,226	16,422	16,578	17,308	15,920	22,178	17,997	18,932
DOEU	488,280	0	0	0	35,162	49,456	41,826	52,949	68,231	52,086	46,309	52,348	45,938	43,975
Refund on line submission	40,969	3,508	3,275	4,788	5,034	3,861	3,735	3,327	3,096	3,047	2,272	3,016	2,587	2,931
Change of Details	1,669,669	122,817	116,537	117,927	128,083	131,616	151,937	147,913	148,387	146,745	129,106	148,059	139,464	163,895
<i>Change of Name</i>	<i>133,481</i>	<i>9,494</i>	<i>8,888</i>	<i>9,126</i>	<i>10,401</i>	<i>10,303</i>	<i>12,072</i>	<i>12,266</i>	<i>12,099</i>	<i>10,938</i>	<i>9,136</i>	<i>13,178</i>	<i>12,269</i>	<i>12,805</i>
<i>Change of Bank</i>	<i>237,621</i>	<i>19,670</i>	<i>19,651</i>	<i>18,602</i>	<i>19,390</i>	<i>18,963</i>	<i>20,766</i>	<i>20,324</i>	<i>19,355</i>	<i>18,575</i>	<i>14,884</i>	<i>22,371</i>	<i>21,445</i>	<i>23,295</i>
<i>Change of Address</i>	<i>951,140</i>	<i>76,907</i>	<i>73,420</i>	<i>74,682</i>	<i>79,619</i>	<i>84,276</i>	<i>93,483</i>	<i>88,813</i>	<i>83,130</i>	<i>79,475</i>	<i>71,588</i>	<i>73,421</i>	<i>71,001</i>	<i>78,232</i>
<i>Change/Specified Licence Format</i>	<i>1,590,002</i>	<i>116,722</i>	<i>110,595</i>	<i>112,179</i>	<i>122,069</i>	<i>125,746</i>	<i>145,062</i>	<i>141,182</i>	<i>141,497</i>	<i>140,087</i>	<i>123,046</i>	<i>140,424</i>	<i>132,241</i>	<i>155,874</i>
<i>Change of Preferred Payment Date</i>	<i>305,534</i>	<i>24,728</i>	<i>24,693</i>	<i>23,393</i>	<i>24,662</i>	<i>23,974</i>	<i>26,292</i>	<i>26,115</i>	<i>24,945</i>	<i>24,242</i>	<i>19,784</i>	<i>29,380</i>	<i>27,794</i>	<i>30,260</i>
Clear unpaid DD	71,576	5,470	5,032	4,927	5,893	5,112	4,832	5,991	5,956	6,205	5,802	7,109	6,653	8,064
Order Literature	39	3	2	2	2	1	3	2	3	4	2	4	9	5
Total Web Receipts	8,016,407	583,348	531,733	550,895	607,283	638,831	668,862	776,809	771,275	703,580	631,994	729,071	686,881	719,193
Items Processed Automatically														
Direct Debit	1,160,588	90,112	81,124	82,874	88,206	85,423	101,949	129,399	106,221	98,905	87,547	103,452	96,625	98,863
Credit/Debit Card	2,034,853	171,702	121,807	138,118	144,368	157,491	165,620	214,136	207,168	182,408	162,798	179,370	186,283	175,286
Cash Plan Payment Card Payments	1,416,339	112,183	116,038	112,264	113,125	113,137	115,968	119,491	118,628	117,885	110,989	128,349	116,428	134,037
Cash Plan Savings Card Payments	72,087	5,762	5,352	5,463	5,131	5,484	5,912	6,390	6,816	5,921	5,470	6,879	6,500	6,769
<i>Sales Subtotal before rejections</i>	<i>4,683,867</i>	<i>379,759</i>	<i>324,321</i>	<i>338,719</i>	<i>350,830</i>	<i>361,535</i>	<i>389,449</i>	<i>469,416</i>	<i>438,833</i>	<i>405,119</i>	<i>366,804</i>	<i>418,050</i>	<i>405,836</i>	<i>414,955</i>
NLN Declare	528,734	33,196	41,748	44,952	43,531	42,502	37,903	47,703	60,565	46,627	40,971	47,131	41,905	39,810
DOEU	435,663	0	0	0	31,376	42,114	37,577	47,687	60,553	46,616	40,951	47,108	41,885	39,796
Change of Details	1,573,017	115,048	109,023	110,639	120,312	123,942	143,504	138,868	139,774	138,516	121,892	139,593	131,754	155,200
<i>Change of Name</i>	<i>129,485</i>	<i>9,171</i>	<i>8,571</i>	<i>8,805</i>	<i>10,082</i>	<i>9,994</i>	<i>11,740</i>	<i>11,936</i>	<i>11,707</i>	<i>10,589</i>	<i>8,828</i>	<i>12,827</i>	<i>11,943</i>	<i>12,463</i>
<i>Change of Bank</i>	<i>222,624</i>	<i>18,528</i>	<i>18,486</i>	<i>17,659</i>	<i>18,294</i>	<i>17,874</i>	<i>19,495</i>	<i>19,055</i>	<i>18,089</i>	<i>17,408</i>	<i>13,698</i>	<i>20,858</i>	<i>20,019</i>	<i>21,689</i>
<i>Change of Address</i>	<i>886,795</i>	<i>71,614</i>	<i>68,461</i>	<i>69,634</i>	<i>74,184</i>	<i>79,026</i>	<i>87,670</i>	<i>82,557</i>	<i>77,287</i>	<i>73,796</i>	<i>66,853</i>	<i>68,285</i>	<i>66,215</i>	<i>72,827</i>
<i>Change/Specified Licence Format</i>	<i>1,507,216</i>	<i>110,037</i>	<i>104,168</i>	<i>105,810</i>	<i>115,314</i>	<i>119,066</i>	<i>137,792</i>	<i>133,288</i>	<i>134,014</i>	<i>132,930</i>	<i>116,903</i>	<i>133,362</i>	<i>125,901</i>	<i>148,668</i>
<i>Change of Preferred Payment Date</i>	<i>278,338</i>	<i>22,718</i>	<i>22,544</i>	<i>21,623</i>	<i>22,677</i>	<i>21,994</i>	<i>24,121</i>	<i>23,774</i>	<i>22,664</i>	<i>22,095</i>	<i>17,673</i>	<i>26,618</i>	<i>25,244</i>	<i>27,311</i>
Clear unpaid DD	71,576	5,470	5,032	4,927	5,893	5,112	4,832	5,991	5,956	6,205	5,802	7,109	6,653	8,064
Total Automated Receipts	7,299,471	533,473	480,124	499,237	551,942	575,205	613,265	709,665	705,681	643,083	576,420	658,991	628,033	657,825

Web Receipts - 13 Month Summary

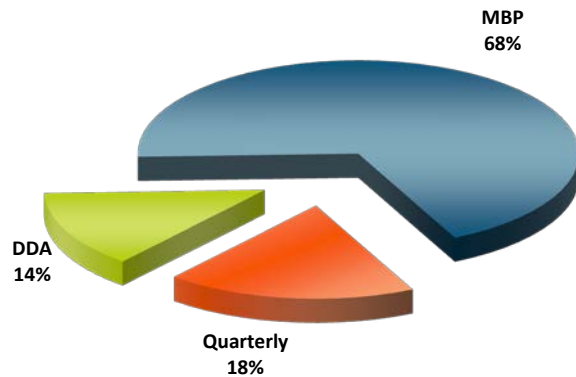
	12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Automation %														
Direct Debit	90.7%	90.8%	90.2%	90.8%	91.3%	88.3%	91.8%	89.9%	91.0%	91.3%	90.7%	90.7%	91.6%	91.3%
Credit/Debit Card	97.9%	98.3%	97.8%	98.2%	97.9%	97.5%	98.2%	96.5%	97.9%	98.3%	98.2%	98.1%	98.6%	98.4%
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>	96.7%	96.9%	96.5%	96.9%	96.8%	95.9%	97.0%	95.4%	96.7%	97.0%	96.9%	96.7%	97.2%	97.1%
NLN Declare	89.6%	89.9%	88.9%	88.6%	89.6%	85.6%	90.4%	90.7%	89.4%	90.0%	88.8%	90.7%	91.6%	90.8%
DOEU	211.9%	0.0%	0.0%	0.0%	89.2%	85.2%	89.8%	90.1%	88.7%	89.5%	88.4%	90.0%	91.2%	90.5%
Change of Details	94.2%	93.7%	93.6%	93.8%	93.9%	94.2%	94.4%	93.9%	94.2%	94.4%	94.4%	94.3%	94.5%	94.7%
<i>Change of Name</i>	97.0%	96.6%	96.4%	96.5%	96.9%	97.0%	97.2%	97.3%	96.8%	96.8%	96.6%	97.3%	97.3%	97.3%
<i>Change of Bank</i>	93.7%	94.2%	94.1%	94.9%	94.3%	94.3%	93.9%	93.8%	93.5%	93.7%	92.0%	93.2%	93.4%	93.1%
<i>Change of Address</i>	93.2%	93.1%	93.2%	93.2%	93.2%	93.8%	93.8%	93.0%	93.0%	92.9%	93.4%	93.0%	93.3%	93.1%
<i>Change/Specified Licence Format</i>	94.8%	94.3%	94.2%	94.3%	94.5%	94.7%	95.0%	94.4%	94.7%	94.9%	95.0%	95.0%	95.2%	95.4%
<i>Change of Preferred Payment Date</i>	91.1%	91.9%	91.3%	92.4%	92.0%	91.7%	91.7%	91.0%	90.9%	91.1%	89.3%	90.6%	90.8%	90.3%
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 *	101.6%	95.8%	95.2%	95.4%	95.2%	93.9%	95.5%	94.5%	94.8%	95.3%	95.1%	95.3%	95.9%	95.8%
% Automated against Total Web Receipts	91.1%	91.5%	90.3%	90.6%	90.9%	90.0%	91.7%	91.4%	91.5%	91.4%	91.2%	90.4%	91.4%	91.5%
Current Licences Issued and Future Licences to be Issued														
Direct Debit Licences Issued	1,241,607	96,163	87,053	88,458	93,926	93,589	107,960	140,355	113,577	105,344	93,728	110,322	102,241	105,054
Direct Debit Licences Issued %	37.4%	35.5%	41.1%	38.6%	38.9%	36.7%	39.0%	38.8%	34.9%	36.2%	36.1%	37.6%	35.1%	37.1%
Credit/Debit Card Licences Issued	2,076,970	174,661	124,509	140,569	147,382	161,473	168,592	221,742	211,554	185,565	165,662	182,818	188,967	178,137
Credit/Debit Card Licences Issued %	62.6%	64.5%	58.9%	61.4%	61.1%	63.3%	61.0%	61.2%	65.1%	63.8%	63.9%	62.4%	64.9%	62.9%
Total Licences Issued	3,318,577	270,824	211,562	229,027	241,308	255,062	276,552	362,097	325,131	290,909	259,390	293,140	291,208	283,191
New Licences Issued	1,215,568	83,778	82,768	81,408	88,984	88,109	108,781	169,998	116,449	99,937	89,266	102,974	91,833	95,061
New Licences Issued %	36.6%	30.9%	39.1%	35.5%	36.9%	34.5%	39.3%	46.9%	35.8%	34.4%	34.4%	35.1%	31.5%	33.6%
Renewal Licences Issued	2,102,844	187,029	128,773	147,595	152,306	166,936	167,751	192,098	208,674	190,964	170,120	190,158	199,358	188,111
Renewal Licences Issued %	63.4%	69.1%	60.9%	64.4%	63.1%	65.4%	60.7%	53.1%	64.2%	65.6%	65.6%	64.9%	68.5%	66.4%
Other Licences Issued	165	17	21	24	18	17	20	1	8	8	4	8	17	19
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	37,489	3,116	2,915	2,847	2,720	3,151	3,092	3,653	3,123	2,956	2,801	3,776	3,232	3,223
Credit/Debit Card Applications Rejected	862	46	46	48	69	58	44	192	125	71	50	81	46	32
Total Rejects	38,351	3,162	2,961	2,895	2,789	3,209	3,136	3,845	3,248	3,027	2,851	3,857	3,278	3,255
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	10,192,989	500,337	484,636	526,016	612,038	536,194	848,880	1,407,065	1,089,664	1,032,154	880,217	1,052,555	825,348	898,222

* Please Note that the Automated Receipts Percentage does not include Over 74 / Over 75 Online submission, NLN or Refunds online submission.

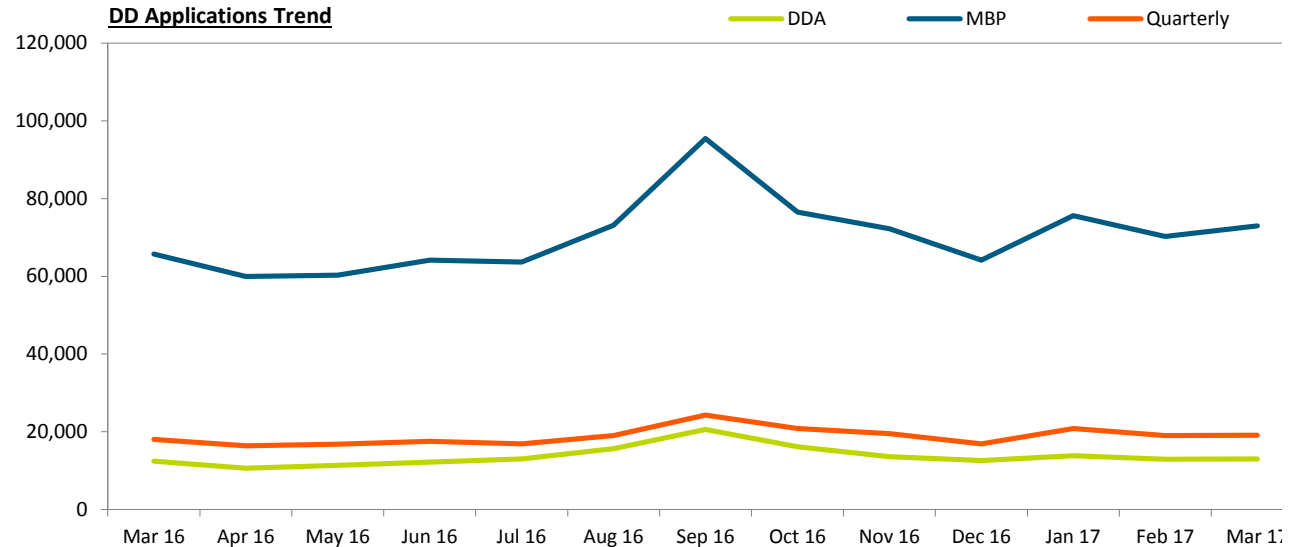
Web Sales

	12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Direct Debit														
DDA	165,753	12,425	10,640	11,382	12,188	13,000	15,708	20,572	16,199	13,579	12,658	13,837	12,967	13,023
MBP	848,410	65,697	59,969	60,279	64,166	63,678	73,164	95,443	76,480	72,225	64,181	75,640	70,256	72,929
Quarterly	227,416	18,038	16,439	16,794	17,572	16,910	19,087	24,338	20,895	19,541	16,882	20,840	19,018	19,100
Other	14	2	4	3	0	0	1	2	0	0	0	2	0	2
DDA %	13.4%	12.9%	12.2%	12.9%	13.0%	13.9%	14.5%	14.7%	14.3%	12.9%	13.5%	12.5%	12.7%	12.4%
MBP %	68.3%	68.3%	68.9%	68.1%	68.3%	68.0%	67.8%	68.0%	67.3%	68.6%	68.5%	68.6%	68.7%	69.4%
Quarterly %	18.3%	18.8%	18.9%	19.0%	18.7%	18.1%	17.7%	17.3%	18.4%	18.5%	18.0%	18.9%	18.6%	18.2%
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	1,241,593	96,162	87,052	88,458	93,926	93,588	107,960	140,355	113,574	105,345	93,721	110,319	102,241	105,054
Debit / Credit Card *														
Credit Card	356,633	31,393	17,909	21,459	24,438	25,815	34,423	39,190	36,072	33,009	28,663	31,526	32,736	
Debit Card	1,716,861	143,268	106,600	119,110	122,944	135,658	134,169	182,552	175,482	152,556	136,999	151,292	156,231	
Credit Card %	17.2%	18.0%	14.4%	15.3%	16.6%	16.0%	20.4%	17.7%	17.1%	17.8%	17.3%	17.2%	17.3%	
Debit Card %	82.8%	82.0%	85.6%	84.7%	83.4%	84.0%	79.6%	82.3%	82.9%	82.2%	82.7%	82.8%	82.7%	
Total	2,073,494	174,661	124,509	140,569	147,382	161,473	168,592	221,742	211,554	185,565	165,662	182,818	188,967	0

DD Web Applications 12 Month Total



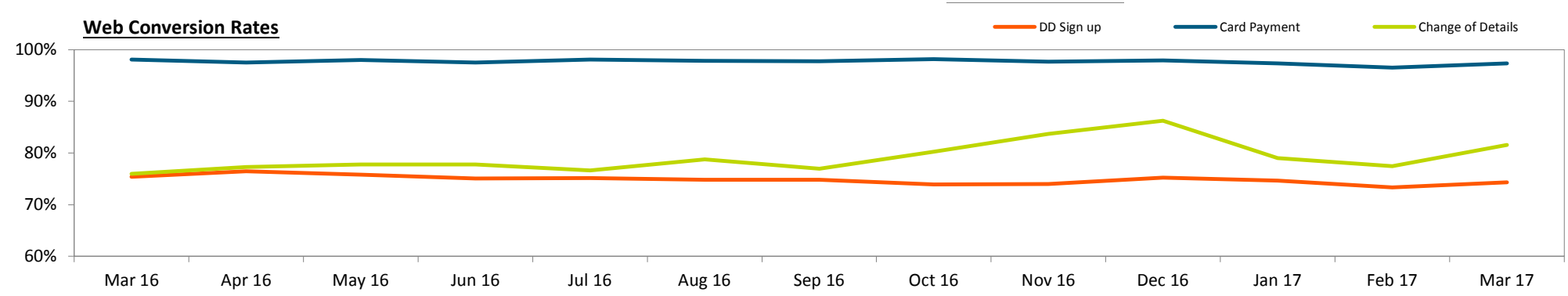
DD Applications Trend



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

Confidential

Web Effectiveness															
		12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Conversions (start & end points)															
DD Sign up	Start	1,679,600	129,882	115,891	118,653	126,321	126,454	145,363	187,848	154,808	143,461	125,880	150,209	141,317	143,395
	End	1,255,231	97,900	88,575	89,947	94,870	94,998	108,701	140,513	114,397	106,209	94,677	112,145	103,618	106,581
	%	74.7%	75.4%	76.4%	75.8%	75.1%	75.1%	74.8%	74.8%	73.9%	74.0%	75.2%	74.7%	73.3%	74.3%
Card Payment	Start	2,120,705	178,137	128,715	143,443	151,654	164,357	170,399	224,097	213,597	188,657	168,766	187,756	194,915	184,349
	End	2,070,616	174,750	125,471	140,536	147,914	161,159	166,743	219,082	209,661	184,310	165,280	182,766	188,205	179,489
	%	97.6%	98.1%	97.5%	98.0%	97.5%	98.1%	97.9%	97.8%	98.2%	97.7%	97.9%	97.3%	96.6%	97.4%
Change of Details	Start	1,885,710	145,812	136,687	137,746	148,735	153,481	172,100	170,935	165,392	157,340	134,075	167,808	160,803	180,608
	End	1,497,303	110,720	105,578	107,103	115,674	117,572	135,553	131,478	132,669	131,701	115,590	132,523	124,598	147,264
	%	79.4%	75.9%	77.2%	77.8%	77.8%	76.6%	78.8%	76.9%	80.2%	83.7%	86.2%	79.0%	77.5%	81.5%
Go Paperless	Start	177,364	4,402	4,134	4,866	7,314	6,020	12,940	10,827	18,409	23,360	22,158	22,732	17,664	26,940
	End	153,766	3,883	3,637	4,270	6,456	5,347	11,148	9,458	15,822	20,144	19,174	19,611	15,262	23,437
	%	86.7%	88.2%	88.0%	87.8%	88.3%	88.8%	86.2%	87.4%	85.9%	86.2%	86.5%	86.3%	86.4%	87.0%
Refund online submission	Start	259,178	40,045	36,149	21,596	22,697	20,656	21,979	22,114	19,744	19,220	15,332	21,344	18,421	19,926
	End	183,244	16,339	14,548	16,479	17,558	15,915	16,945	16,618	15,016	14,620	11,427	15,589	13,637	14,892
	%	70.7%	40.8%	40.2%	76.3%	77.4%	77.0%	77.1%	75.1%	76.1%	76.1%	74.5%	73.0%	74.0%	74.7%
Clear unpaid DD	Start	200,994	15,387	14,465	14,043	16,062	14,201	14,065	17,018	16,520	17,109	15,695	20,658	19,017	22,141
	End	69,332	5,315	4,876	4,781	5,735	4,975	4,664	5,798	5,773	5,995	5,613	6,871	6,425	7,826
	%	34.5%	34.5%	33.7%	34.0%	35.7%	35.0%	33.2%	34.1%	34.9%	35.0%	35.8%	33.3%	33.8%	35.3%
Over 74 online	Start	52,899	3,274	2,721	2,673	2,553	2,644	2,779	3,460	5,059	4,872	4,632	7,837	7,076	6,593
	End	39,525	2,475	2,036	2,036	1,825	1,914	2,057	2,489	3,055	3,617	3,501	6,194	5,562	5,239
	%	74.7%	75.6%	74.8%	76.2%	71.5%	72.4%	74.0%	71.9%	60.4%	74.2%	75.6%	79.0%	78.6%	79.5%
Over 75 online	Start	52,551	3,128	2,694	2,840	2,709	2,712	2,865	3,680	5,120	5,750	4,826	6,849	6,257	6,249
	End	46,146	2,842	2,479	2,634	2,491	2,453	2,582	3,299	4,401	4,964	4,156	5,902	5,424	5,361
	%	87.8%	90.9%	92.0%	92.7%	92.0%	90.4%	90.1%	89.6%	86.0%	86.3%	86.1%	86.2%	86.7%	85.8%
Order Literature	Start	450	40	26	19	18	20	39	32	43	40	28	58	60	67
	End	35	3	2	3	1	0	3	2	2	4	2	4	9	3
	%	7.8%	7.5%	7.7%	15.8%	5.6%	0.0%	7.7%	6.3%	4.7%	10.0%	7.1%	6.9%	15.0%	4.5%
Unsubscribe	Start	33,660	2,712	2,049	2,293	2,354	2,847	3,359	3,829	3,202	2,846	2,654	2,538	2,777	2,912
	End	20,766	1,818	1,207	1,400	1,349	1,730	1,988	2,395	2,067	1,802	1,652	1,592	1,724	1,860
	%	61.7%	67.0%	58.9%	61.1%	57.3%	60.8%	59.2%	62.5%	64.6%	63.3%	62.2%	62.7%	62.1%	63.9%
Licence Number Not Known	Start	1,963,862	166,542	158,457	163,715	158,232	154,062	168,274	188,433	172,557	167,155	147,916	170,997	150,838	163,226
	End	744,721	61,377	62,984	67,064	62,058	57,425	64,623	68,387	65,274	61,223	54,619	63,097	57,416	60,551
	%	37.9%	36.9%	39.7%	41.0%	39.2%	37.3%	38.4%	36.3%	37.8%	36.6%	36.9%	36.9%	38.1%	37.1%
Contact Us	Start	1,448,415	123,459	114,021	116,219	124,315	117,486	125,772	138,708	123,492	114,845	92,058	124,164	122,279	135,056
	End	368,859	29,318	26,921	27,842	30,048	29,964	32,647	34,933	31,264	29,142	24,077	33,537	33,035	35,449
	%	25.5%	23.7%	23.6%	24.0%	24.2%	25.5%	26.0%	25.2%	25.3%	25.4%	26.2%	27.0%	27.0%	26.2%
NLN	Start	1,355,682	88,006	102,145	105,693	104,219	102,095	103,487	130,316	135,823	115,363	99,837	130,888	112,075	113,741
	End	820,578	56,319	67,514	69,639	67,104	67,483	61,247	69,875	83,903	69,732	61,668	74,888	63,893	63,632
	%	60.5%	64.0%	66.1%	65.9%	64.4%	66.1%	59.2%	53.6%	61.8%	60.4%	61.8%	57.2%	57.0%	55.9%
Cash Plan Payment Card	Start	1,949,254	154,467	158,384	155,082	156,504	152,689	158,441	166,372	163,086	162,268	149,501	179,106	163,378	184,443
	End	1,416,339	112,183	116,038	112,264	113,125	113,137	115,968	119,491	118,628	117,885	110,989	128,349	116,428	134,037
	%	72.7%	72.6%	73.3%	72.4%	72.3%	74.1%	73.2%	71.8%	72.7%	72.6%	74.2%	71.7%	71.3%	72.7%
Cash Plan Saving Card	Start	131,500	10,679	9,866	9,846	9,575	10,098	11,013	11,945	12,528	10,980	9,695	12,535	11,476	11,943
	End	72,087	5,762	5,352	5,463	5,131	5,484	5,912	6,390	6,816	5,921	5,470	6,879	6,500	6,769
	%	54.8%	54.0%	54.2%	55.5%	53.6%	54.3%	53.7%	53.5%	54.4%	53.9%	56.4%	54.9%	56.6%	56.7%



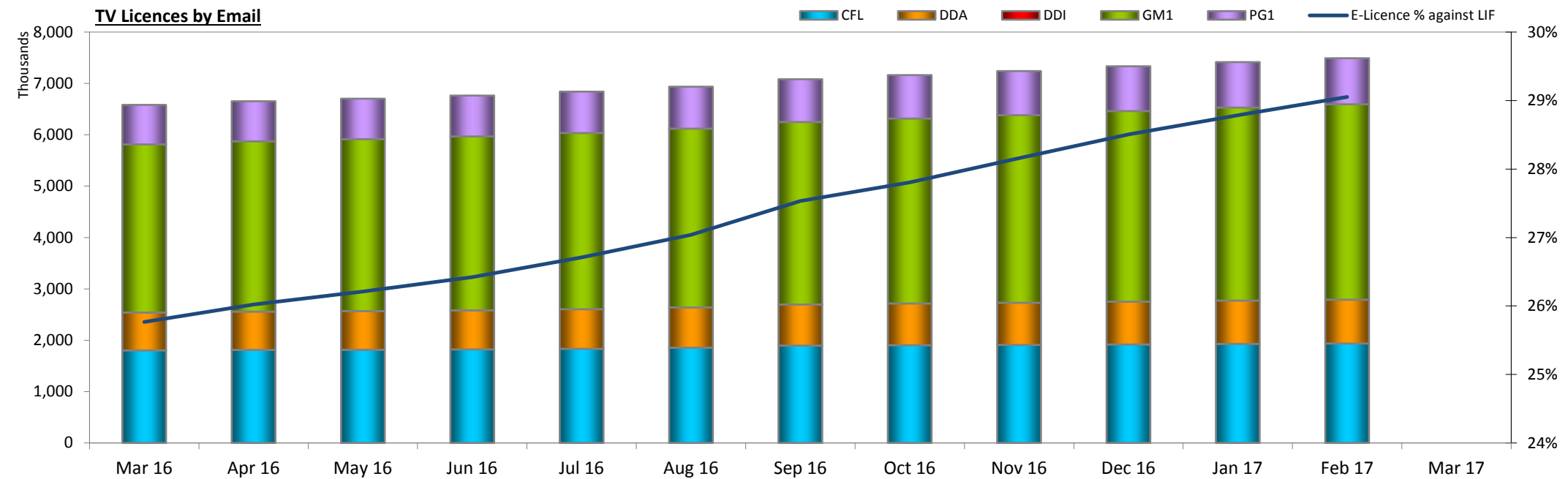
iPlayer Referrals - March 2017																		
	Total since Sep 16	Total since Aug 16	Avg 12 Months	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
TOTAL iPlayer Modals to TVL Web [iPlayer web + mobile app + TV app >>> TVL iPlayer page]																		
Clickthroughs to TVL	5,031,569	5,162,918	450,387	553,862	526,045	675,984	649,532	679,501	822,123	1,124,522	131,349	61,722	103,527	39,362	37,117	39,343	43,628	53,134
% Clickthroughs	2.93%	3.01%	3.15%	2.51%	2.45%	2.66%	2.66%	2.83%	2.80%	4.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Single Page Views %	75.25%	6.60%	94.69%	77.00%	76.21%	76.22%	76.48%	76.73%	75.22%	71.76%	78.11%	80.25%	82.70%	83.42%	84.52%	84.28%	83.65%	83.26%
No. of payments	15,669	16,168	1,398	642	655	1,046	899	1,312	2,551	8,564	499	155	283	82	93	84	94	99
TVL Payment Conversion %	0.31%	0.31%	0.31%	0.12%	0.12%	0.15%	0.14%	0.19%	0.31%	0.76%	0.38%	0.25%	0.27%	0.21%	0.25%	0.21%	0.22%	0.19%
New Issue	11,682	11,986	1,030	329	345	715	614	856	1,743	7,080	304	89	206	37	40	49	0	0
New Issue %	74.55%	74.13%	73.64%	51.25%	52.67%	68.36%	68.30%	65.24%	68.33%	82.67%	60.92%	57.42%	72.79%	45.12%	43.01%	58.33%	0.00%	0.00%
Sales Value	£2,279,839.50	£2,352,444.00	£203,469.63	£93,411.00	£95,302.50	£152,193.00	£130,804.50	£190,896.00	£371,170.50	£1,246,062.00	£72,604.50	£22,552.50	£41,176.50	£11,931.00	£13,531.50	£12,222.00	£13,677.00	£14,404.50
iPlayer web/mobile app – “Find out more” (/iplayermoreinfo ->> ‘BBC iPlayer and the TV Licence’)																		
Visits	1,847,849	1,861,715	159,414	194,852	194,555	235,770	234,257	239,810	306,698	441,907	13,866	12,394	24,697	7,122	7,039	6,907	7,795	9,137
Single Page Views %	68.48%	68.39%	68.44%	69.54%	69.28%	68.99%	70.25%	70.04%	68.54%	65.56%	55.99%	67.91%	71.43%	69.50%	70.98%	70.44%	69.80%	69.05%
Payment	5,439	5,544	474	199	209	316	249	415	951	3,100	105	39	58	25	18	23	27	23
Payment %	0.29%	0.30%	0.30%	0.10%	0.11%	0.13%	0.11%	0.17%	0.31%	0.70%	0.76%	0.31%	0.23%	0.35%	0.26%	0.33%	0.35%	0.25%
New Issue	3,934	4,008	342	105	106	216	176	273	599	2,459	74	27	43	12	9	15	0	0
New Issue %	72.33%	72.29%	72.11%	52.76%	50.72%	68.35%	70.68%	65.78%	62.99%	79.32%	70.48%	69.23%	74.14%	48.00%	50.00%	65.22%	0.00%	0.00%
Sales Value	£791,374.50	£806,652.00	£68,918.50	£28,954.50	£30,409.50	£45,978.00	£36,229.50	£60,382.50	£138,370.50	£451,050.00	£15,277.50	£5,674.50	£8,439.00	£3,637.50	£2,619.00	£3,346.50	£3,928.50	£3,346.50
iPlayer web/mobile app – “I don’t have a licence” (/iplayernolicence ->> ‘BBC iPlayer and the TV Licence’)																		
Visits	3,182,235	3,299,706	290,849	358,931	331,411	440,087	415,158	439,534	515,231	681,883	117,471	49,328	78,830	32,240	30,078	32,436	35,833	43,997
Single Page Views %	79.18%	79.24%	79.59%	81.06%	80.28%	80.10%	80.00%	80.39%	79.19%	75.79%	80.73%	83.35%	86.23%	86.49%	87.69%	87.23%	86.66%	86.21%
Payment	10,152	10,546	918	440	443	720	640	891	1,593	5,425	394	116	225	57	75	61	67	76
Payment %	0.32%	0.32%	0.32%	0.12%	0.13%	0.16%	0.15%	0.20%	0.31%	0.80%	0.34%	0.24%	0.29%	0.18%	0.25%	0.19%	0.19%	0.17%
New Issue	7,676	7,906	682	222	236	490	430	577	1,137	4,584	230	62	163	25	31	34	0	0
New Issue %	75.61%	74.97%	74.30%	50.45%	53.27%	68.06%	67.19%	64.76%	71.37%	84.50%	58.38%	53.45%	72.44%	43.86%	41.33%	55.74%	0.00%	0.00%
Sales Value	£1,477,116.00	£1,534,443.00	£133,605.38	£64,020.00	£64,456.50	£104,760.00	£93,120.00	£129,640.50	£231,781.50	£789,337.50	£57,327.00	£16,878.00	£32,737.50	£8,293.50	£10,912.50	£8,875.50	£9,748.50	£11,058.00
iPlayer TV app – “Find out more” (/iplayertv ->> ‘BBC iPlayer and the TV Licence’)																		
Visits	1,485	1,497	125	79	79	127	117	157	194	732	12	0	0	0	0	0	0	0
Single Page Views %	55.96%	55.58%	55.58%	62.03%	65.82%	50.39%	58.97%	47.13%	59.28%	55.74%	8.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Payment	78	78	7	3	3	10	10	6	7	39	0	0	0	0	0	0	0	0
Payment %	5.25%	5.21%	5.21%	3.80%	3.80%	7.87%	8.55%	3.82%	3.61%	5.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
New Issue	72	72	6	2	3	9	8	6	7	37	0	0	0	0	0	0	0	0
New Issue %	92.31%	92.31%	92.31%	66.67%	100.00%	90.00%	80.00%	100.00%	100.00%	94.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£11,349.00	£11,349.00	£945.75	£436.50	£436.50	£1,455.00	£1,455.00	£873.00	£1,018.50	£5,674.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
TOTAL Campaign/Comms BOD URLs to TVL Web [/lawchange + /iplayerinfo + /thelaw]																		
Visits	94,127	105,181	9,234	713	788	1,223	15,939	1,541	8,224	65,699	11,054	5,546	82	0	1	1	0	2
Single Page Views %	61.75%	62.04%	62.92%	59.0%	56.6%	54.6%	70.6%	58.0%	62.7%	59.8%	64.5%	80.1%	29.3%	0.0%	100.0%	100.0%	0.0%	100.0%
Payment	1,077	1,338	113	21	18	23	55	41	98	821	261	21	0	0	0	0	0	0
Payment %	1.14%	1.27%	1.23%	2.95%	2.28%	1.88%	0.35%	2.66%	1.19%	1.25%	2.36%	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£156,703.50	£194,679.00	£16,477.88	£3,055.50	£2,619.00	£3,346.50	£8,002.50	£5,965.50	£14,259.00	£119,455.50	£37,975.50	£3,055.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
tvI.co.uk/lawchange (IVR) ->> ‘BBC iPlayer and the TV Licence’																		
Visits	16,931	26,114	2,525	601	690	945	960	1,287	1,138	11,310	9,183	4,170	16	0	0	0	0	0
Single Page Views %	58.31%	61.04%	64.51%	63.56%	58.26%	57.14%	64.27%	60.45%	54.83%	57.73%	66.07%	86.40%	25.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Payment	508	715	60	17	17	11	14	20	27	402	207	8	0	0	0	0	0	0
Payment %	3.00%	2.74%	2.39%	2.83%	2.46%	1.16%	1.46%	1.55%	2.37%	3.55%	2.25%	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£73,914.00	£104,032.50	£8,766.38	£2,473.50	£2,473.50	£1,600.50	£2,037.00	£2,910.00	£3,928.50	£58,491.00	£30,118.50	£1,164.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
tvlicensing.co.uk/lawchange (Leaflet) ->> ‘BBC iPlayer and the TV Licence’																		
Visits	2,145	3,020	322	75	43	98	98	108	329	1,394	875	782	61	0	0	0	0	0
Single Page Views %	44.66%	46.66%	48.64%	30.67%	37.21%	29.59%	17.35%	32.41%	25.23%	54.16%	51.54%	57.54%	32.79%	0.00%	0.00%	0.00%	0.00%	0.00%
Payment	138	182	16	4	0	8	7	11	33	75	44	11	0	0	0	0	0	0
Payment %	6.43%	6.03%	5.00%	5.33%	0.00%	8.16%	7.14%	10.19%	10.03%	5.38%	5.03%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£20,079.00	£26,481.00	£2,340.13	£582.00	£0.00	£1,164.00	£1,018.50	£1,600.50	£4,801.50	£10,912.50	£6,402.00	£1,600.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
/iplayerinfo (BBC PR) ->> ‘BBC iPlayer and the TV Licence’																		
Visits	6,071	7,041	637	29	41	66	65	85	149	5,636	970	594	5	0	0	0	0	0
Single Page Views %	60.62%	60.80%	61.14%	37.93%	46.34%	48.48%	61.54%	54.12%	46.31%	61.44%	61.96%	65.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Payment	82	92	8	0	1	0	1	3	7	70	10	2	0	0	0	0	0	0
Payment %	1.35%	1.31%	1.23%	0.00%	2.44%	0.00%	1.54%	3.53%	4.70%	1.24%	1.03%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£11,931.00	£13,386.00	£1,139.75	£0.00	£145.50													

TV Licences by Email

	12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Registered Total														
CFL	0	37,982	30,626	30,437	37,059	34,318	45,194	75,618	48,559	42,741	34,641	39,230	38,504	0
DDA	0	8,421	7,863	7,668	9,141	8,570	12,376	16,563	11,815	11,473	10,123	11,155	10,312	0
DDI	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GM1	0	59,942	55,943	54,483	61,739	56,758	72,987	90,089	72,011	76,476	67,388	73,282	68,786	0
PG1	0	15,899	14,748	14,508	16,387	14,268	18,284	22,619	19,087	20,339	17,629	19,658	18,272	0
De-Registered Total														
CFL	0	6,978	3,827	4,091	4,743	4,171	5,022	5,775	5,659	6,009	4,728	5,459	6,187	0
DDA	0	584	429	447	522	504	535	589	587	568	472	645	656	0
DDI	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GM1	0	2,821	2,555	2,436	2,909	2,756	3,251	3,128	3,178	3,119	2,579	3,337	3,921	0
PG1	0	837	750	734	836	933	898	881	860	930	753	957	940	0
Total MAT														
CFL		1,803,460	1,812,642	1,815,239	1,822,033	1,833,857	1,855,466	1,896,251	1,904,862	1,908,616	1,918,382	1,929,777	1,936,571	0
DDA		737,306	745,570	752,743	760,914	771,210	784,327	800,644	812,044	822,110	834,056	844,198	853,854	0
DDI		0	0	0	0	0	0	0	0	0	0	0	0	0
GM1		3,274,512	3,317,439	3,349,707	3,387,035	3,431,779	3,482,317	3,554,084	3,602,091	3,653,314	3,711,629	3,758,586	3,805,901	0
PG1		769,407	779,993	787,593	796,003	805,601	816,448	833,281	845,527	858,955	872,472	885,406	897,029	0
Licences In Force *		25,557,129	25,577,877	25,583,128	25,609,286	25,618,318	25,661,150	25,731,127	25,766,602	25,722,814	25,735,208	25,769,468	25,792,868	25,826,118
E-Licence % against LIF		25.8%	26.0%	26.2%	26.4%	26.7%	27.0%	27.5%	27.8%	28.2%	28.5%	28.8%	29.1%	0.0%
E-Licence % Opt In		79.9%	81.0%	81.1%	81.9%	82.4%	83.0%	84.6%	82.4%	81.8%	82.6%	81.7%	81.9%	80.8%

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

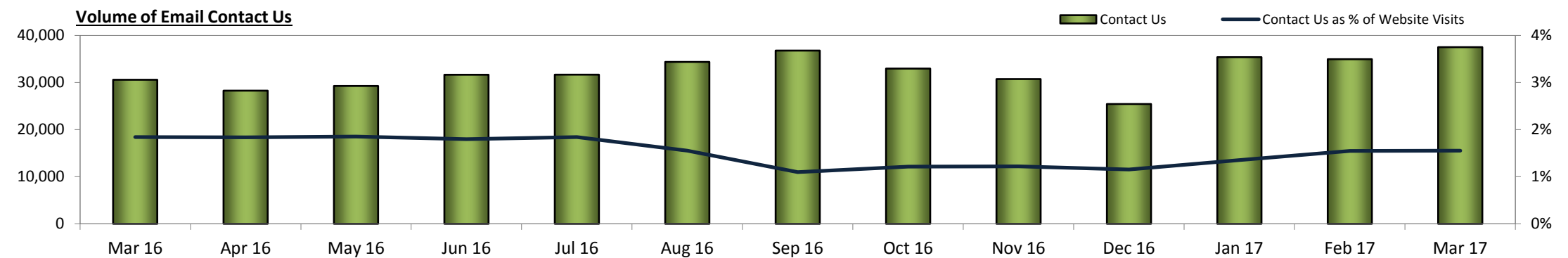
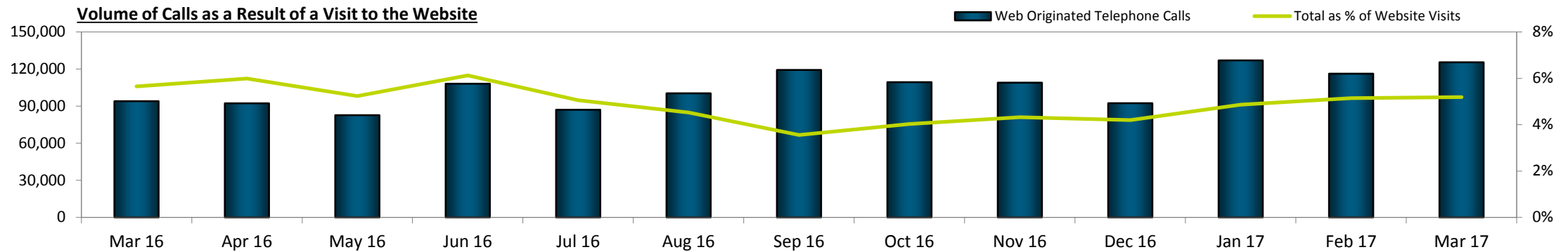
** Please note that the 'TV Licences by Email' volumes are not available yet.



Contact Us Summary

	12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Web Telephone Volumes														
External WEB Number [03007906131]	31,488	2,816	2,512	2,500	3,331	2,406	2,464	2,671	2,331	2,764	2,763	3,027	2,388	2,331
External Web Search [03007906144]	472,379	33,002	31,672	18,781	28,750	32,233	36,974	39,316	43,515	58,705	48,586	53,214	33,449	47,184
TVL WEB Licence Number Not Known [03007900364]	55,972	5,136	4,458	4,341	5,290	4,526	4,977	5,588	4,858	4,509	4,054	4,678	4,141	4,552
TVL WEB CANX [03007906143]	5,824	202	259	150	610	298	215	325	194	349	132	211	2,836	245
TVL Sign In Page [03007906081]	51,666	4,746	4,398	4,481	5,069	3,692	4,353	4,924	4,234	4,053	3,632	4,542	4,031	4,257
TVL WEB O75 [03007906117]	18,899	1,164	992	1,150	1,773	1,087	1,745	2,667	1,929	1,391	1,247	1,838	1,578	1,502
TVL Website [03007906165]	259,549	24,454	26,941	26,434	34,009	18,233	21,760	30,961	24,270	10,410	8,179	13,733	25,625	18,994
TVL WEB FAQ11 [03007900368]	33,553	36	32	32	37	38	31	42	33	37	22	10,595	11,300	11,354
TVL WEB Contact Us [03007906130]	99,871	7,065	6,343	6,793	8,519	6,712	7,929	10,618	8,736	8,275	7,091	9,821	9,004	10,030
TVL WEB Payment Card [03005550286]	235,991	15,067	14,379	17,730	20,388	17,535	19,633	21,862	18,949	18,123	16,384	24,885	21,494	24,629
TVL WEB Savings Card [03005550281]	4,665	383	331	321	408	348	340	350	385	421	328	519	464	450
Total Calls	1,269,857	94,071	92,317	82,713	108,184	87,108	100,421	119,324	109,434	109,037	92,418	127,063	116,310	125,528
TVL Website calls as a % of site visits	4.7%	5.7%	6.0%	5.2%	6.1%	5.1%	4.5%	3.6%	4.0%	4.3%	4.2%	4.9%	5.1%	5.2%

Email Contact Us														
Contact Us	388,917	30,582	28,269	29,263	31,647	31,665	34,368	36,773	32,952	30,725	25,429	35,380	34,946	37,500
Contact Us (as % of Visits)	1.4%	1.8%	1.8%	1.9%	1.8%	1.8%	1.5%	1.1%	1.2%	1.2%	1.2%	1.4%	1.5%	1.6%

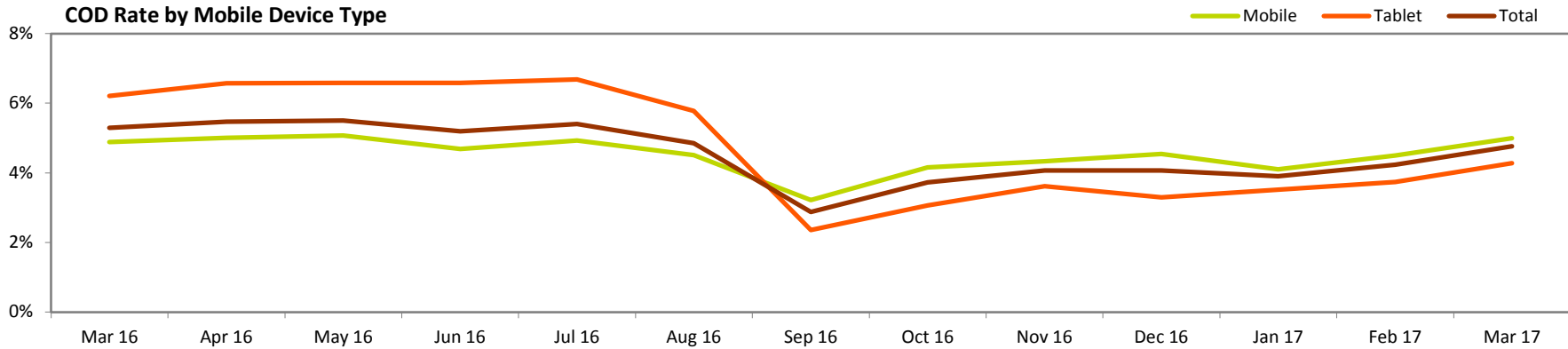
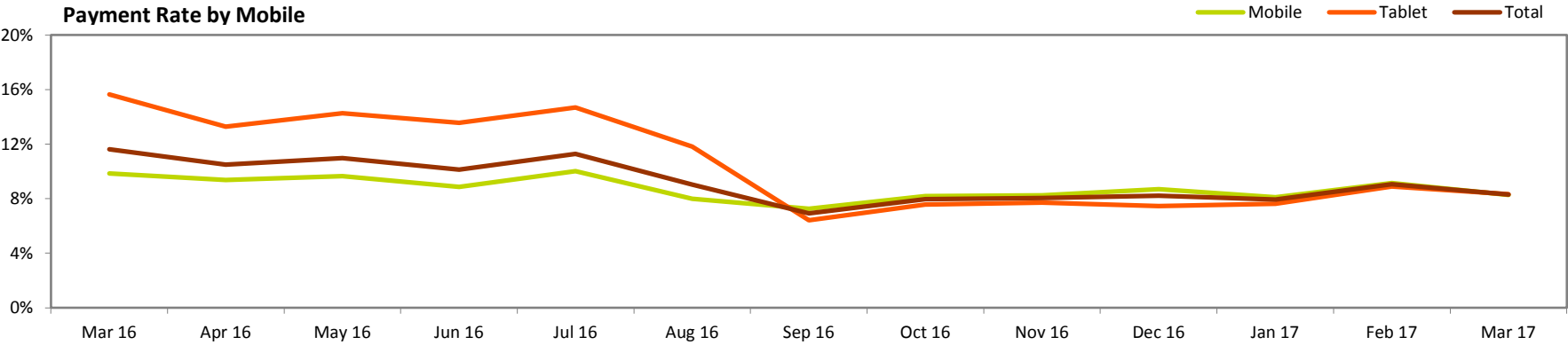


Web FAQ Usage - March 2017

Rank	FAQ Webpage	Visits	Contact Us		Card Payment		Direct Debit		COD	
			Volume	%	Volume	%	Volume	%	Volume	%
1	FAQ011 - How do I contact TV Licensing?	27,151	1,667	6.1%	486	1.8%	328	1.2%	862	3.2%
2	FAQ019 - When does the licence fee change?	24,618	750	3.0%	3,143	12.8%	1,307	5.3%	1685	6.8%
3	FAQ295 - Our refund policy is changing from 1 April 2017.	19,607	1,812	9.2%	1,548	7.9%	707	3.6%	973	5.0%
4	FAQ007 - What if I'm moving home and still don't need a licence?	9,387	1,732	18.5%	188	2.0%	104	1.1%	292	3.1%
5	FAQ014 - How we work out refunds?	7,721	1,283	16.6%	333	4.3%	150	1.9%	212	2.7%
6	FAQ266 - I'm moving in with someone who already has a TV Licence - how do I cancel my licence?	6,218	2,044	32.9%	88	1.4%	55	0.9%	194	3.1%
7	FAQ053 - How do I apply for a free over 75 TV Licence?	5,771	61	1.1%	28	0.5%	7	0.1%	64	1.1%
8	FAQ104 - Do I need a TV Licence to watch programmes on Netflix, Amazon Prime Video or Now TV?	5,178	46	0.9%	45	0.9%	25	0.5%	17	0.3%
9	FAQ028 - How do I notify you of my new address?	4,600	111	2.4%	80	1.7%	45	1.0%	2176	47.3%
10	FAQ098 - How do I check when my TV Licence expires?	4,463	141	3.2%	169	3.8%	90	2.0%	161	3.6%
11	FAQ023 - How much does a TV Licence cost?	3,668	23	0.6%	101	2.8%	62	1.7%	22	0.6%
12	FAQ139 - How can I find out my TV Licence number?	3,220	174	5.4%	84	2.6%	50	1.6%	252	7.8%
13	FAQ258 - Tips for home movers.	2,524	131	5.2%	171	6.8%	108	4.3%	341	13.5%
14	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?	2,166	15	0.7%	26	1.2%	3	0.1%	50	2.3%
15	FAQ294 - What are your call centre opening hours and call charges?	2,165	158	7.3%	51	2.4%	34	1.6%	87	4.0%
16	FAQ180 - My savings or payment card is lost, stolen, or damaged?	2,133	384	18.0%	74	3.5%	60	2.8%	67	3.1%
17	FAQ015 - Do I need a TV Licence if I only use my TV for gaming or DVDs?	1,978	18	0.9%	19	1.0%	11	0.6%	11	0.6%
18	FAQ265 - I've moved and don't watch TV at my new address - how do I cancel my licence?	1,925	532	27.6%	50	2.6%	35	1.8%	61	3.2%
19	FAQ102 - Do I need a TV Licence to listen to the radio?	1,906	15	0.8%	31	1.6%	15	0.8%	5	0.3%
20	FAQ277 - How can I check my payment or savings card balance?	1,891	26	1.4%	29	1.5%	19	1.0%	48	2.5%

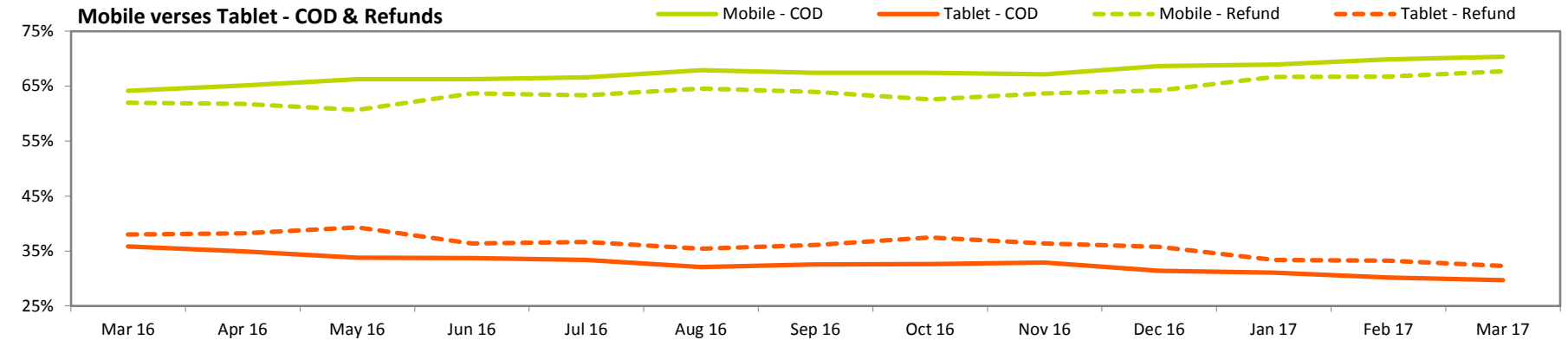
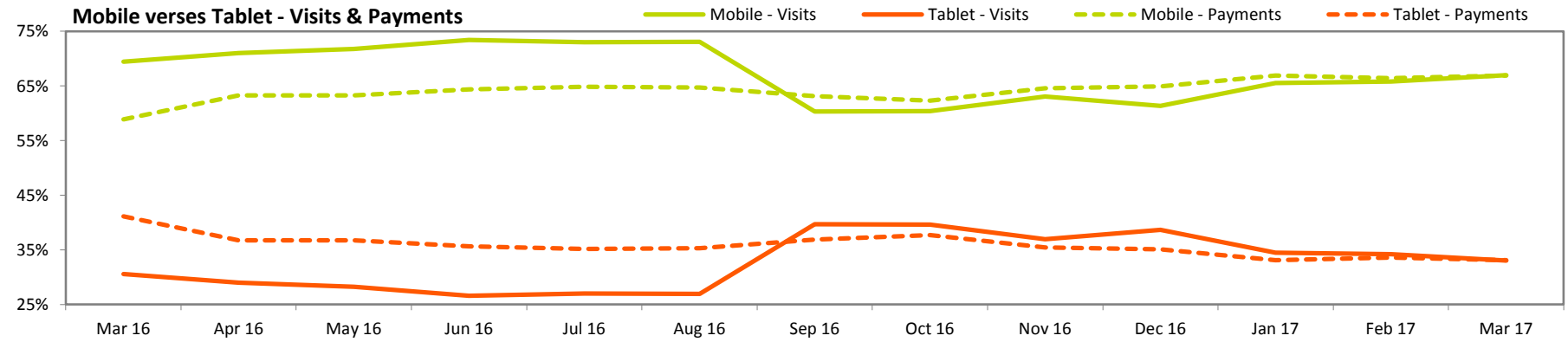
Transactions by Mobile Device

		12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Mobile	Visits	10,220,690	625,468	595,901	613,074	706,650	689,340	889,674	1,199,528	949,760	906,585	801,565	1,012,262	888,825	967,526
	Payments	870,749	61,667	55,804	59,244	62,752	69,044	71,173	86,993	77,922	74,717	69,828	81,975	81,205	80,092
	Payment %	8.5%	9.9%	9.4%	9.7%	8.9%	10.0%	8.0%	7.3%	8.2%	8.2%	8.7%	8.1%	9.1%	8.3%
	COD	451,921	30,564	29,854	31,122	33,150	33,991	40,156	38,575	39,471	39,325	36,426	41,568	39,940	48,343
	COD %	4.4%	4.9%	5.0%	5.1%	4.7%	4.9%	4.5%	3.2%	4.2%	4.3%	4.5%	4.1%	4.5%	5.0%
	Contact Us	108,248	8,295	7,770	8,013	8,620	8,743	9,424	9,747	8,706	8,227	7,037	10,210	10,335	11,416
	Contact Us %	1.1%	1.3%	1.3%	1.3%	1.2%	1.3%	1.1%	0.8%	0.9%	0.9%	0.9%	1.0%	1.2%	1.2%
	NLN	145,889	9,206	10,434	9,719	10,000	11,683	10,653	12,684	15,208	12,064	11,668	14,968	13,498	13,310
	NLN %	1.4%	1.5%	1.8%	1.6%	1.4%	1.7%	1.2%	1.1%	1.6%	1.3%	1.5%	1.5%	1.5%	1.4%
	Refund	61,685	4,818	4,374	5,265	5,553	5,133	5,435	5,334	4,829	4,864	3,864	5,471	5,286	6,277
	Refund %	0.6%	0.8%	0.7%	0.9%	0.8%	0.7%	0.6%	0.4%	0.5%	0.5%	0.5%	0.5%	0.6%	0.6%
Tablet	Visits	5,244,392	275,258	243,549	240,906	255,994	255,174	328,274	789,836	622,280	531,673	504,981	532,901	462,057	476,767
	Payments	475,667	43,094	32,384	34,379	34,712	37,451	38,781	50,758	47,163	41,018	37,698	40,600	41,047	39,676
	Payment %	9.1%	15.7%	13.3%	14.3%	13.6%	14.7%	11.8%	6.4%	7.6%	7.7%	7.5%	7.6%	8.9%	8.3%
	COD	214,769	17,081	16,013	15,859	16,863	17,039	18,980	18,631	19,082	19,251	16,660	18,734	17,245	20,412
	COD %	4.1%	6.2%	6.6%	6.6%	6.6%	6.7%	5.8%	2.4%	3.1%	3.6%	3.3%	3.5%	3.7%	4.3%
	Contact Us	49,630	4,209	3,689	3,947	4,066	3,990	4,311	4,888	4,277	3,938	3,262	4,489	4,272	4,501
	Contact Us %	0.9%	1.5%	1.5%	1.6%	1.6%	1.6%	1.3%	0.6%	0.7%	0.7%	0.6%	0.8%	0.9%	0.9%
	NLN	67,707	5,357	5,942	5,704	5,455	6,039	5,490	5,552	6,003	5,429	5,261	6,269	5,320	5,243
	NLN %	1.3%	1.9%	2.4%	2.4%	2.1%	2.4%	1.7%	0.7%	1.0%	1.0%	1.0%	1.2%	1.2%	1.1%
	Refund	34,428	2,953	2,707	3,408	3,171	2,969	2,980	3,009	2,889	2,776	2,151	2,739	2,634	2,995
	Refund %	0.7%	1.1%	1.1%	1.4%	1.2%	1.2%	0.9%	0.4%	0.5%	0.5%	0.4%	0.5%	0.6%	0.6%



Transactions by Mobile Device

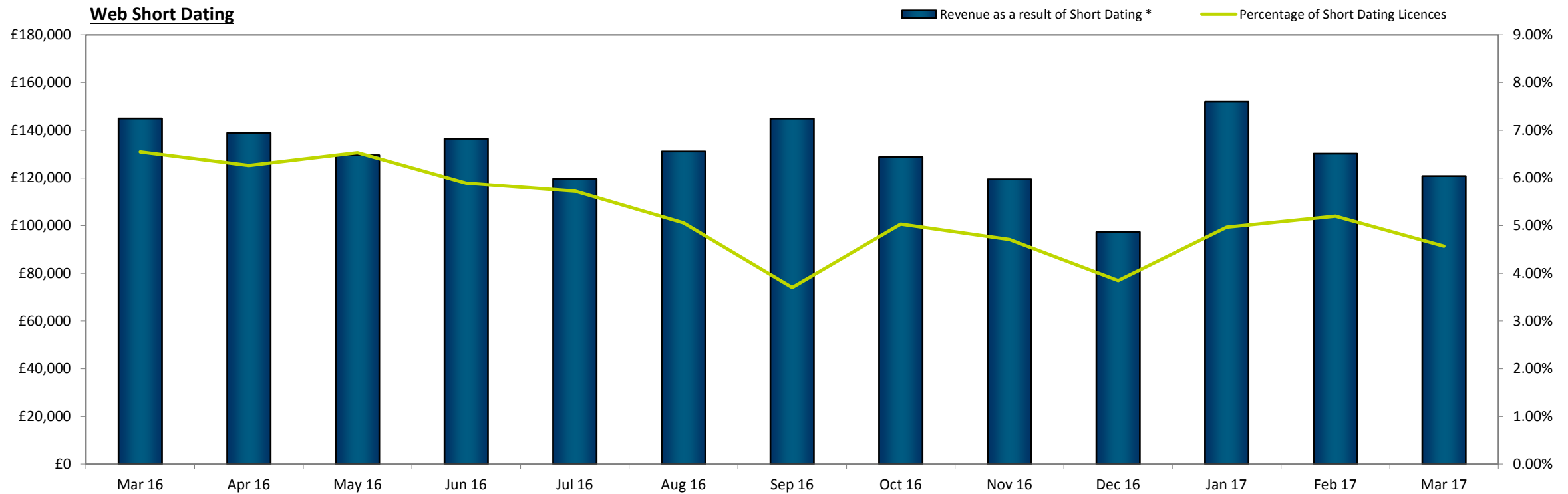
		12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Total	Visits	15,465,082	900,726	839,450	853,980	962,644	944,514	1,217,948	1,989,364	1,572,040	1,438,258	1,306,546	1,545,163	1,350,882	1,444,293
	Payments	1,346,416	104,761	88,188	93,623	97,464	106,495	109,954	137,751	125,085	115,735	107,526	122,575	122,252	119,768
	Payment %	8.7%	11.6%	10.5%	11.0%	10.1%	11.3%	9.0%	6.9%	8.0%	8.0%	8.2%	7.9%	9.0%	8.3%
	COD	666,690	47,645	45,867	46,981	50,013	51,030	59,136	57,206	58,553	58,576	53,086	60,302	57,185	68,755
	COD %	4.3%	5.3%	5.5%	5.5%	5.2%	5.4%	4.9%	2.9%	3.7%	4.1%	4.1%	3.9%	4.2%	4.8%
	Contact Us	157,878	12,504	11,459	11,960	12,686	12,733	13,735	14,635	12,983	12,165	10,299	14,699	14,607	15,917
	Contact Us %	1.0%	1.4%	1.4%	1.4%	1.3%	1.3%	1.1%	0.7%	0.8%	0.8%	0.8%	1.0%	1.1%	1.1%
	NLN	213,596	14,563	16,376	15,423	15,455	17,722	16,143	18,236	21,211	17,493	16,929	21,237	18,818	18,553
	NLN %	1.4%	1.6%	2.0%	1.8%	1.6%	1.9%	1.3%	0.9%	1.3%	1.2%	1.3%	1.4%	1.4%	1.3%
	Refund	96,113	7,771	7,081	8,673	8,724	8,102	8,415	8,343	7,718	7,640	6,015	8,210	7,920	9,272
	Refund %	0.6%	0.9%	0.8%	1.0%	0.9%	0.9%	0.7%	0.4%	0.5%	0.5%	0.5%	0.5%	0.6%	0.6%
Visits	66.1%	69.4%	71.0%	71.8%	73.4%	73.0%	73.0%	60.3%	60.4%	63.0%	61.3%	65.5%	65.8%	67.0%	
	33.9%	30.6%	29.0%	28.2%	26.6%	27.0%	27.0%	39.7%	39.6%	37.0%	38.7%	34.5%	34.2%	33.0%	
Payments	64.7%	58.9%	63.3%	63.3%	64.4%	64.8%	64.7%	63.2%	62.3%	64.6%	64.9%	66.9%	66.4%	66.9%	
	35.3%	41.1%	36.7%	36.7%	35.6%	35.2%	35.3%	36.8%	37.7%	35.4%	35.1%	33.1%	33.6%	33.1%	
COD	67.8%	64.1%	65.1%	66.2%	66.3%	66.6%	67.9%	67.4%	67.4%	67.1%	68.6%	68.9%	69.8%	70.3%	
	32.2%	35.9%	34.9%	33.8%	33.7%	33.4%	32.1%	32.6%	32.6%	32.9%	31.4%	31.1%	30.2%	29.7%	
Contact Us	68.6%	66.3%	67.8%	67.0%	67.9%	68.7%	68.6%	66.6%	67.1%	67.6%	68.3%	69.5%	70.8%	71.7%	
	31.4%	33.7%	32.2%	33.0%	32.1%	31.3%	31.4%	33.4%	32.9%	32.4%	31.7%	30.5%	29.2%	28.3%	
NLN	68.3%	63.2%	63.7%	63.0%	64.7%	65.9%	66.0%	69.6%	71.7%	69.0%	68.9%	70.5%	71.7%	71.7%	
	31.7%	36.8%	36.3%	37.0%	35.3%	34.1%	34.0%	30.4%	28.3%	31.0%	31.1%	29.5%	28.3%	28.3%	
Refund	64.2%	62.0%	61.8%	60.7%	63.7%	63.4%	64.6%	63.9%	62.6%	63.7%	64.2%	66.6%	66.7%	67.7%	
	35.8%	38.0%	38.2%	39.3%	36.3%	36.6%	35.4%	36.1%	37.4%	36.3%	35.8%	33.4%	33.3%	32.3%	



Web Short Dating

	12mth Total	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17
Total New Licences	1,116,546	77,165	76,050	75,110	82,056	78,032	101,473	153,825	107,015	92,213	82,081	94,957	85,520	88,214
New Short Dating Licences	55,885	5,050	4,763	4,904	4,836	4,466	5,135	5,699	5,383	4,343	3,159	4,718	4,447	4,032
Percentage of Short Dating Licences	5.01%	6.54%	6.26%	6.53%	5.89%	5.72%	5.06%	3.70%	5.03%	4.71%	3.85%	4.97%	5.20%	4.57%
Revenue as a result of Short Dating *	£ 1,549,154	£144,943	£138,883	£129,551	£136,471	£119,685	£131,126	£144,895	£128,775	£119,479	£97,324	£151,924	£130,217	£120,824
Average collection per Short Dated Licence *	£27.72	£28.70	£29.16	£26.42	£28.22	£26.80	£25.54	£25.42	£23.92	£27.51	£30.81	£32.20	£29.28	£29.97
Average months short dated	2.29	2.37	2.41	2.18	2.33	2.21	2.11	2.10	1.97	2.27	2.54	2.66	2.42	2.47
Null Records	2,236	235	150	174	175	141	191	243	286	181	140	178	171	206
Excluded Records (more than 12 months)	645	40	44	41	49	49	53	61	63	64	48	78	45	50

* Assuming cost per licence is £12.12 per month.



BBC PR Campaign Referrals - March 2017																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
TOTAL BBC PR URLs																	
Visits	51,136	114,218	4,407	6,808	17,563	10,799	11,065	8,199	29,785	11,991	3,584	3,505	3,394	3,118	2,230	2,438	2,536
Single Page Views %	33.8%	34.6%	31.8%	28.6%	26.7%	28.1%	27.2%	34.2%	44.1%	44.9%	39.0%	25.4%	26.2%	29.0%	33.0%	32.9%	32.4%
Payment	2,975	4,338	215	232	284	226	318	583	1,528	321	168	177	149	137	153	139	159
Payment %	5.82%	3.80%	4.88%	3.41%	1.62%	2.09%	2.87%	7.11%	5.13%	2.68%	4.69%	5.05%	4.39%	4.39%	6.86%	5.70%	6.27%
Sales Value	£432,862.50	£631,179.00	£31,282.50	£33,756.00	£41,322.00	£32,883.00	£46,269.00	£84,826.50	£222,324.00	£46,705.50	£24,444.00	£25,753.50	£21,679.50	£19,933.50	£22,261.50	£20,224.50	£23,134.50
www.tvlicensing.co.uk/jplayerinfo																	
Visits	0	7,640	29	41	66	65	85	149	5,636	970	594	5	0	0	0	0	0
Single Page Views %	0.0%	61.1%	37.9%	46.3%	48.5%	61.5%	54.1%	46.3%	61.4%	62.0%	65.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Payment	0	94	0	1	0	1	3	7	70	10	2	0	0	0	0	0	0
Payment %	0.00%	1.23%	0.00%	2.44%	0.00%	1.54%	3.53%	4.70%	1.24%	1.03%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£0.00	£13,677.00	£0.00	£145.50	£0.00	£145.50	£436.50	£1,018.50	£10,185.00	£1,455.00	£291.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
www.tvlicensing.co.uk/info																	
Visits	12,017	17,652	2,006	1,344	1,531	925	1,447	1,934	3,077	1,135	1,001	1,060	968	1,224	1,013	1,098	1,016
Single Page Views %	23.6%	26.5%	29.4%	25.8%	26.2%	25.7%	26.3%	24.0%	29.5%	25.6%	23.3%	22.3%	23.1%	29.1%	23.8%	26.1%	24.0%
Payment	783	783	58	67	60	59	52	70	143	43	55	64	50	62	71	55	56
Payment %	6.52%	4.44%	2.89%	4.99%	3.92%	6.38%	3.59%	3.62%	4.65%	3.79%	5.49%	6.04%	5.17%	5.07%	7.01%	5.01%	5.51%
Sales Value	£113,926.50	£113,926.50	£8,439.00	£9,748.50	£8,730.00	£8,584.50	£7,566.00	£10,185.00	£20,806.50	£6,256.50	£8,002.50	£9,312.00	£7,275.00	£9,021.00	£10,330.50	£8,002.50	£8,148.00
www.tvlicensing.co.uk/studentinfo																	
Visits	31,667	50,490	1,681	1,587	2,232	1,440	2,655	5,623	20,241	9,508	1,567	1,319	1,504	1,133	1,019	1,161	1,285
Single Page Views %	42.7%	42.2%	38.5%	41.3%	38.8%	42.6%	36.6%	38.9%	42.4%	46.6%	44.5%	41.9%	39.4%	43.0%	45.1%	41.9%	41.5%
Payment	2,008	3,053	136	131	167	112	232	472	1,244	257	95	81	67	59	79	79	96
Payment %	6.34%	6.05%	8.09%	8.25%	7.48%	7.78%	8.74%	8.39%	6.15%	2.70%	6.06%	6.14%	4.45%	5.21%	7.75%	6.80%	7.47%
Sales Value	£292,164.00	£444,211.50	£19,788.00	£19,060.50	£24,298.50	£16,296.00	£33,756.00	£68,676.00	£181,002.00	£37,393.50	£13,822.50	£11,785.50	£9,748.50	£8,584.50	£11,494.50	£11,494.50	£13,968.00
www.tvlicensing.co.uk/communityinfo																	
Visits	205	236	15	9	5	1	7	9	11	50	64	43	11	11	7	1	3
Single Page Views %	24.4%	29.7%	26.7%	33.3%	0.0%	0.0%	42.9%	22.2%	54.5%	28.0%	26.6%	27.9%	36.4%	45.5%	14.3%	0.0%	0.0%
Payment	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Payment %	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£145.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
www.tvlicensing.co.uk/over75info																	
Visits	1,045	32,255	328	3,564	13,433	8,057	6,499	125	136	42	17	21	14	19	71	36	103
Single Page Views %	26.3%	24.7%	24.4%	24.8%	24.8%	25.9%	23.9%	14.4%	14.0%	14.3%	29.4%	14.3%	7.1%	21.1%	22.5%	22.2%	24.3%
Payment	1	105	0	15	40	33	16	0	1	0	0	0	0	0	0	0	0
Payment %	0.10%	0.33%	0.00%	0.42%	0.30%	0.41%	0.25%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£145.50	£15,277.50	£0.00	£2,182.50	£5,820.00	£4,801.50	£2,328.00	£0.00	£145.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
www.tvlicensing.co.uk/payinfo																	
Visits	169	1,386	142	110	149	122	115	122	444	117	32	30	0	3	14	21	2
Single Page Views %	26.6%	28.1%	28.2%	23.6%	28.9%	28.7%	30.4%	22.1%	30.9%	18.8%	43.8%	30.0%	0.0%	33.3%	21.4%	47.6%	0.0%
Payment	0	112	9	8	8	12	6	21	47	0	1	0	0	0	0	0	0
Payment %	0.00%	8.08%	6.34%	7.27%	5.37%	9.84%	5.22%	17.21%	10.59%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£0.00	£16,296.00	£1,309.50	£1,164.00	£1,164.00	£1,746.00	£873.00	£3,055.50	£6,838.50	£0.00	£145.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
www.tvlicensing.co.uk/businessinfo																	
Visits	6,033	4,559	206	153	147	189	257	237	240	169	309	1,027	897	728	106	121	127
Single Page Views %	9.1%	8.8%	15.0%	7.2%	8.8%	9.5%	9.7%	13.9%	8.8%	8.3%	13.6%	7.5%	7.4%	7.0%	14.2%	9.1%	15.7%
Payment	182	191	12	10	9	9	9	13	23	11	15	32	32	16	3	5	7
Payment %	3.02%	4.19%	5.83%	6.54%	6.12%	4.76%	3.50%	5.49%	9.58%	6.51%	4.85%	3.12%	3.57%	2.20%	2.83%	4.13%	5.51%

Sales Value	£26,481.00	£27,790.50	£1,746.00	£1,455.00	£1,309.50	£1,309.50	£1,309.50	£1,891.50	£3,346.50	£1,600.50	£2,182.50	£4,656.00	£4,656.00	£2,328.00	£436.50	£727.50	£1,018.50
-------------	------------	------------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	---------	---------	-----------

BBC PR Campaign Referrals - March 2017

www.tvlicensing.co.uk/iplayerinfo (BOD)																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
Visits	0	7,640	29	41	66	65	85	149	5,636	970	594	5	0	0	0	0	0
Single Page Views	0	4,671	11	19	32	40	46	69	3,463	601	390	0	0	0	0	0	0
Single Page View %	0.00%	61.14%	37.93%	46.34%	48.48%	61.54%	54.12%	46.31%	61.44%	61.96%	65.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Payment	0	94	0	1	0	1	3	7	70	10	2	0	0	0	0	0	0
Payment %	0.00%	1.23%	0.00%	2.44%	0.00%	1.54%	3.53%	4.70%	1.24%	1.03%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£0.00	£13,677.00	£0.00	£145.50	£0.00	£145.50	£436.50	£1,018.50	£10,185.00	£1,455.00	£291.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
COD	0	11	0	0	0	0	0	1	8	0	2	0	0	0	0	0	0
COD %	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.67%	0.14%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Contact Us	0	15	0	0	0	0	0	1	11	2	1	0	0	0	0	0	0
Contact Us %	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.67%	0.20%	0.21%	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NLN	0	9	0	1	1	1	0	0	6	0	0	0	0	0	0	0	0
NLN %	0.00%	0.12%	0.00%	2.44%	1.52%	1.54%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Refund Form	0	5	0	0	0	0	0	3	2	0	0	0	0	0	0	0	0
Refund Form %	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	2.01%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
www.tvlicensing.co.uk/info (Press Releases)																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
Visits	12,017	17,652	2,006	1,344	1,531	925	1,447	1,934	3,077	1,135	1,001	1,060	968	1,224	1,013	1,098	1,016
Single Page Views	2,837	4,669	589	347	401	238	380	465	909	291	233	236	224	356	241	287	244
Single Page View %	23.61%	26.45%	29.36%	25.82%	26.19%	25.73%	26.26%	24.04%	29.54%	25.64%	23.28%	22.26%	23.14%	29.08%	23.79%	26.14%	24.02%
Payment	783	783	58	67	60	59	52	70	143	43	55	64	50	62	71	55	56
Payment %	6.52%	4.44%	2.89%	4.99%	3.92%	6.38%	3.59%	3.62%	4.65%	3.79%	5.49%	6.04%	5.17%	5.07%	7.01%	5.01%	5.51%
Sales Value	£113,926.50	£113,926.50	£8,439.00	£9,748.50	£8,730.00	£8,584.50	£7,566.00	£10,185.00	£20,806.50	£6,256.50	£8,002.50	£9,312.00	£7,275.00	£9,021.00	£10,330.50	£8,002.50	£8,148.00
COD	516	598	50	53	48	32	56	53	65	53	61	41	36	50	46	50	54
COD %	4.29%	3.39%	2.49%	3.94%	3.14%	3.46%	3.87%	2.74%	2.11%	4.67%	6.09%	3.87%	3.72%	4.08%	4.54%	4.55%	5.31%
Contact Us	528	667	77	51	63	35	55	67	62	54	57	56	43	47	46	47	58
Contact Us %	4.39%	3.78%	3.84%	3.79%	4.11%	3.78%	3.80%	3.46%	2.01%	4.76%	5.69%	5.28%	4.44%	3.84%	4.54%	4.28%	5.71%
NLN	7	159	9	12	21	11	14	30	20	11	2	10	6	13	7	0	0
NLN %	0.06%	0.90%	0.45%	0.89%	1.37%	1.19%	0.97%	1.55%	0.65%	0.97%	0.20%	0.94%	0.62%	1.06%	0.69%	0.00%	0.00%
Refund Form	1,027	1,359	168	119	110	40	88	98	126	128	165	138	94	85	79	94	55
Refund Form %	8.55%	7.70%	8.37%	8.85%	7.18%	4.32%	6.08%	5.07%	4.09%	11.28%	16.48%	13.02%	9.71%	6.94%	7.80%	8.56%	5.41%
www.tvlicensing.co.uk/studentinfo (Student PR)																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
Visits	31,667	50,490	1,681	1,587	2,232	1,440	2,655	5,623	20,241	9,508	1,567	1,319	1,504	1,133	1,019	1,161	1,285
Single Page Views	13,526	21,297	648	656	865	613	973	2,190	8,587	4,434	698	553	593	487	460	487	533
Single Page View %	42.71%	42.18%	38.55%	41.34%	38.75%	42.57%	36.65%	38.95%	42.42%	46.63%	44.54%	41.93%	39.43%	42.98%	45.14%	41.95%	41.48%
Payment	2,008	3,053	136	131	167	112	232	472	1,244	257	95	81	67	59	79	79	96
Payment %	6.34%	6.05%	8.09%	8.25%	7.48%	7.78%	8.74%	8.39%	6.15%	2.70%	6.06%	6.14%	4.45%	5.21%	7.75%	6.80%	7.47%
Sales Value	£292,164.00	£444,211.50	£19,788.00	£19,060.50	£24,298.50	£16,296.00	£33,756.00	£68,676.00	£181,002.00	£37,393.50	£13,822.50	£11,785.50	£9,748.50	£8,584.50	£11,494.50	£11,494.50	£13,968.00
COD	107	161	11	10	13	5	11	21	45	20	7	9	7	2	3	5	7
COD %	0.34%	0.32%	0.65%	0.63%	0.58%	0.35%	0.41%	0.37%	0.22%	0.21%	0.45%	0.68%	0.47%	0.18%	0.29%	0.43%	0.54%
Contact Us	105	170	7	4	8	8	10	35	58	16	6	4	7	7	7	3	4
Contact Us %	0.33%	0.34%	0.42%	0.25%	0.36%	0.56%	0.38%	0.62%	0.29%	0.17%	0.38%	0.30%	0.47%	0.62%	0.69%	0.26%	0.31%
NLN	5	330	9	11	29	13	80	100	59	10	5	2	3	9	5	0	0
NLN %	0.02%	0.65%	0.54%	0.69%	1.30%	0.90%	3.01%	1.78%	0.29%	0.11%	0.32%	0.15%	0.20%	0.79%	0.49%	0.00%	0.00%
Refund Form	346	372	16	0	4	4	9	13	22	19	10	75	178	22	4	6	2
Refund Form %	1.09%	0.74%	0.95%	0.00%	0.18%	0.28%	0.34%	0.23%	0.11%	0.20%	0.64%	5.69%	11.84%	1.94%	0.39%	0.52%	0.16%
www.tvlicensing.co.uk/communityinfo (Social Inclusion/Community Engagement)																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
Visits	205	236	15	9	5	1	7	9	11	50	64	43	11	11	7	1	3
Single Page Views	50	70	4	3	0	0	3	2	6	14	17	12	4	5	1	0	0
Single Page View %	24.39%	29.66%	26.67%	33.33%	0.00%	0.00%	42.86%	22.22%	54.55%	28.00%	26.56%	27.91%	36.36%	45.45%	14.29%	0.00%	0.00%
Payment	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Payment %	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£145.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
COD	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
COD %	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.09%	0.00%	0.00%	0.00%
Contact Us	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Contact Us %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NLN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NLN %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Refund Form	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refund Form %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

BBC PR Campaign Referrals - March 2017

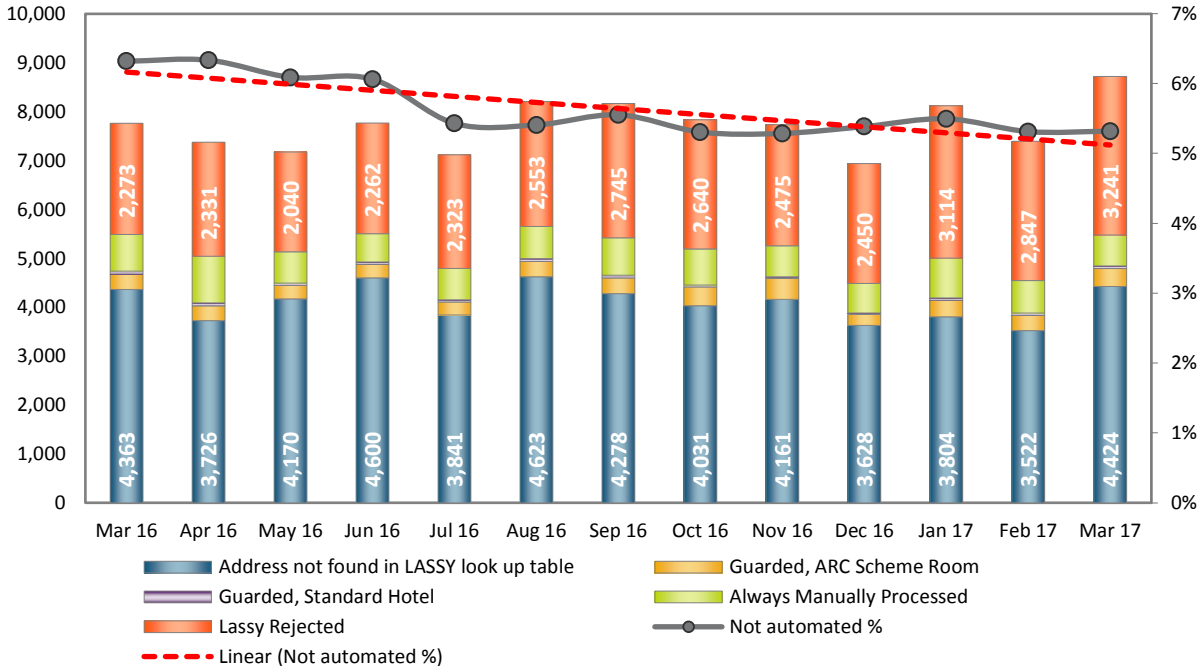
www.tvlicensing.co.uk/over75info (Over 75 PR)																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
Visits	1,045	32,255	328	3,564	13,433	8,057	6,499	125	136	42	17	21	14	19	71	36	103
Single Page Views	275	7,983	80	883	3,327	2,086	1,551	18	19	6	5	3	1	4	16	8	25
Single Page View %	26.32%	24.75%	24.39%	24.78%	24.77%	25.89%	23.87%	14.40%	13.97%	14.29%	29.41%	14.29%	7.14%	21.05%	22.54%	22.22%	24.27%
Payment	1	105	0	15	40	33	16	0	1	0	0	0	0	0	0	0	0
Payment %	0.10%	0.33%	0.00%	0.42%	0.30%	0.41%	0.25%	0.00%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£145.50	£15,277.50	£0.00	£2,182.50	£5,820.00	£4,801.50	£2,328.00	£0.00	£145.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
COD	0	200	1	20	79	59	40	1	0	0	0	0	0	0	0	0	0
COD %	0.00%	0.62%	0.30%	0.56%	0.59%	0.73%	0.62%	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Contact Us	12	266	0	38	102	63	60	1	1	0	0	1	0	0	1	1	0
Contact Us %	1.15%	0.82%	0.00%	1.07%	0.76%	0.78%	0.92%	0.80%	0.74%	0.00%	0.00%	4.76%	0.00%	0.00%	1.41%	2.78%	0.00%
NLN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NLN %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Refund Form	20	195	6	18	77	60	27	3	4	0	0	0	0	0	0	0	2
Refund Form %	1.91%	0.60%	1.83%	0.51%	0.57%	0.74%	0.42%	2.40%	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%

www.tvlicensing.co.uk/payinfo (Ways to Pay PR)																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
Visits	169	1,386	142	110	149	122	115	122	444	117	32	30	0	3	14	21	2
Single Page Views	45	389	40	26	43	35	35	27	137	22	14	9	0	1	3	10	0
Single Page View %	26.63%	28.07%	28.17%	23.64%	28.86%	28.69%	30.43%	22.13%	30.86%	18.80%	43.75%	30.00%	0.00%	33.33%	21.43%	47.62%	0.00%
Payment	0	112	9	8	8	12	6	21	47	0	1	0	0	0	0	0	0
Payment %	0.00%	8.08%	6.34%	7.27%	5.37%	9.84%	5.22%	17.21%	10.59%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sales Value	£0.00	£16,296.00	£1,309.50	£1,164.00	£1,164.00	£1,746.00	£873.00	£3,055.50	£6,838.50	£0.00	£145.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
COD	0	18	5	3	3	3	0	3	1	0	0	0	0	0	0	0	0
COD %	0.00%	1.30%	3.52%	2.73%	2.01%	2.46%	0.00%	2.46%	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Contact Us	0	6	2	0	1	0	0	2	1	0	0	0	0	0	0	0	0
Contact Us %	0.00%	0.43%	1.41%	0.00%	0.67%	0.00%	0.00%	1.64%	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
NLN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NLN %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Refund Form	0	3	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0
Refund Form %	0.00%	0.22%	0.00%	0.00%	0.00%	2.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

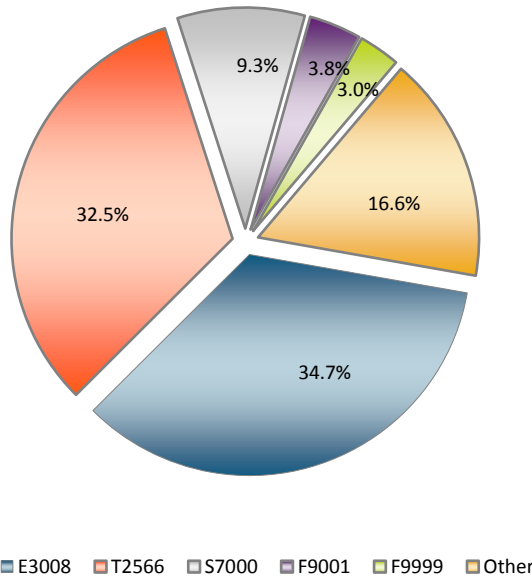
www.tvlicensing.co.uk/businessinfo (Business Info)																	
	2015/16	2016/17	Mar 17	Feb 17	Jan 17	Dec 16	Nov 16	Oct 16	Sep 16	Aug 16	Jul 16	Jun 16	May 16	Apr 16	Mar 16	Feb 16	Jan 16
Visits	6,033	4,559	206	153	147	189	257	237	240	169	309	1,027	897	728	106	121	127
Single Page Views	550	402	31	11	13	18	25	33	21	14	42	77	66	51	15	11	20
Single Page View %	9.12%	8.82%	15.05%	7.19%	8.84%	9.52%	9.73%	13.92%	8.75%	8.28%	13.59%	7.50%	7.36%	7.01%	14.15%	9.09%	15.75%
Payment	182	191	12	10	9	9	9	13	23	11	15	32	32	16	3	5	7
Payment %	3.02%	4.19%	5.83%	6.54%	6.12%	4.76%	3.50%	5.49%	9.58%	6.51%	4.85%	3.12%	3.57%	2.20%	2.83%	4.13%	5.51%
Sales Value	£26,481.00	£27,790.50	£1,746.00	£1,455.00	£1,309.50	£1,309.50	£1,309.50	£1,891.50	£3,346.50	£1,600.50	£2,182.50	£4,656.00	£4,656.00	£2,328.00	£436.50	£727.50	£1,018.50
COD	12	28	1	3	2	3	5	1	3	0	1	4	3	2	1	0	1
COD %	0.20%	0.61%	0.49%	1.96%	1.36%	1.59%	1.95%	0.42%	1.25%	0.00%	0.32%	0.39%	0.33%	0.27%	0.94%	0.00%	0.79%
Contact Us	45	59	7	9	1	3	5	3	2	3	0	13	11	2	1	2	1
Contact Us %	0.75%	1.29%	3.40%	5.88%	0.68%	1.59%	1.95%	1.27%	0.83%	1.78%	0.00%	1.27%	1.23%	0.27%	0.94%	1.65%	0.79%
NLN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
NLN %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Refund Form	2	4	0	0	0	0	3	0	0	1	0	0	0	0	0	0	0
Refund Form %	0.03%	0.09%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

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.

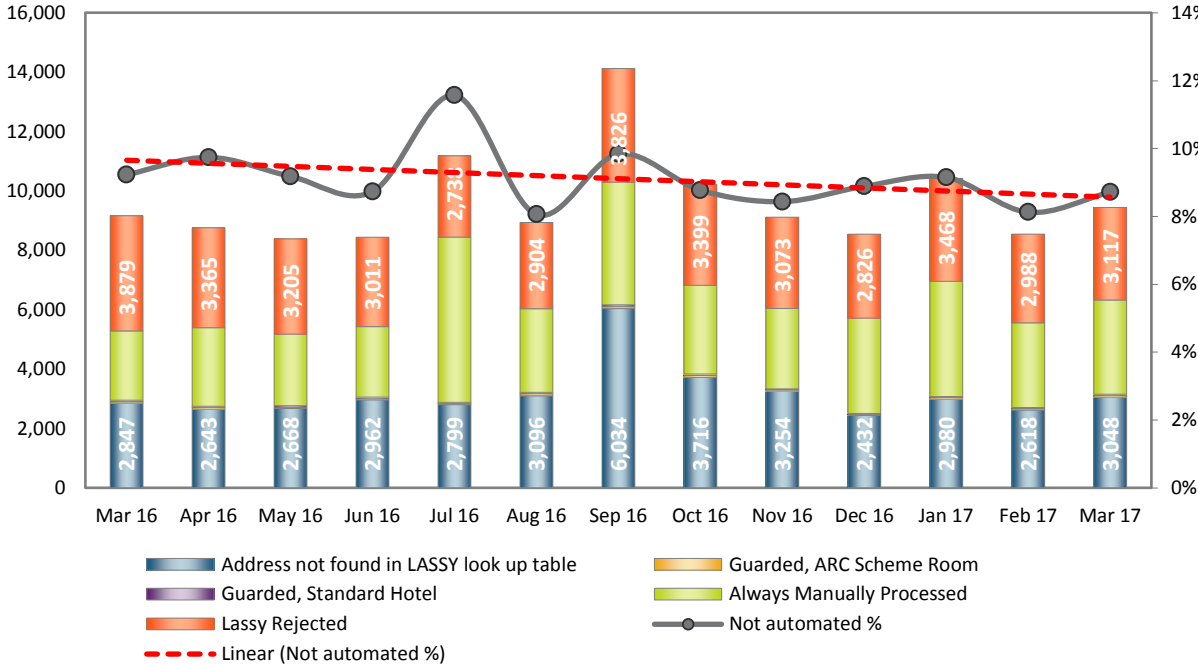
T2566: Licence is frozen.

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

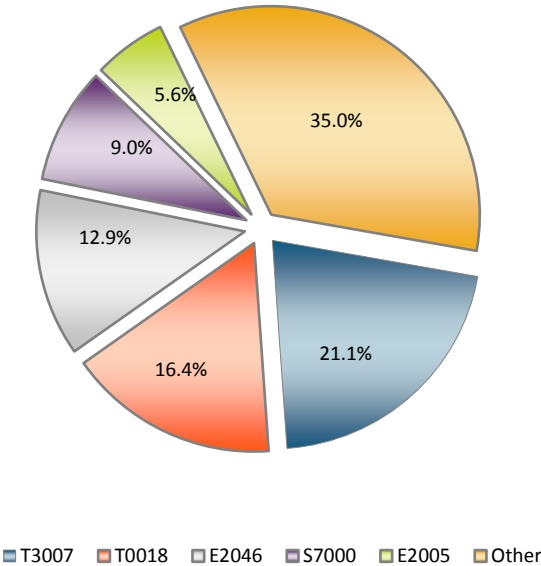
F9001: Data has been sent to LASSY that does not match the criteria required, therefore LASSY is unable to read that data.

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.

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.

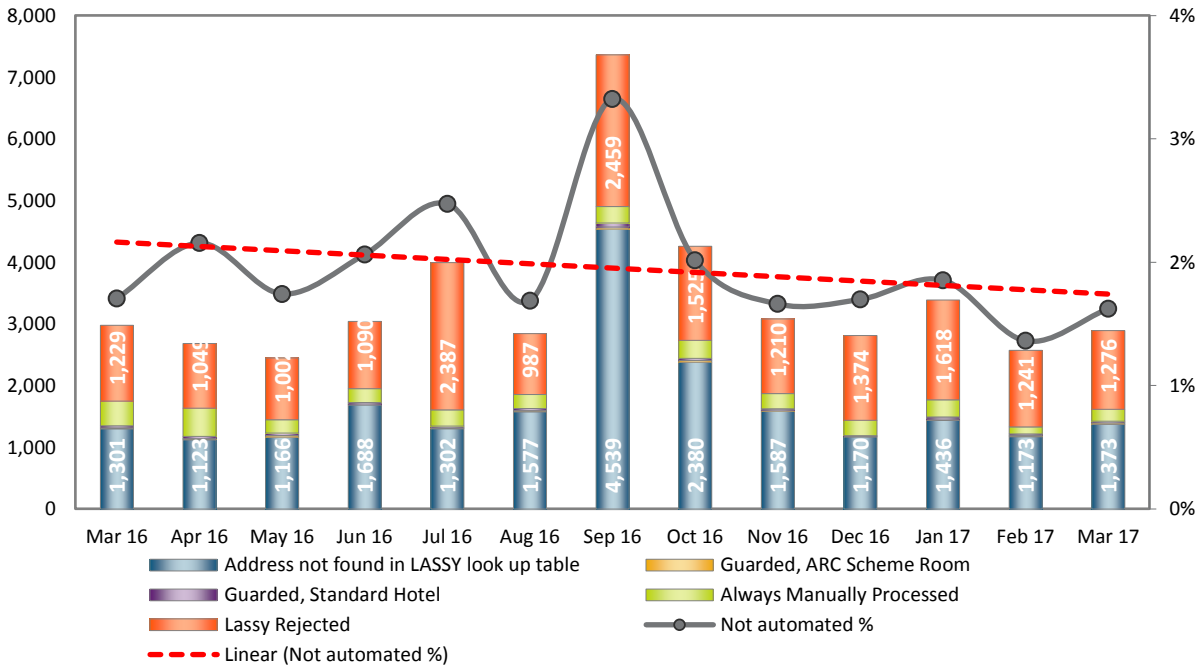
E2046: Customer is trying to renew or join DD with a Licence that is under active prosecution.

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

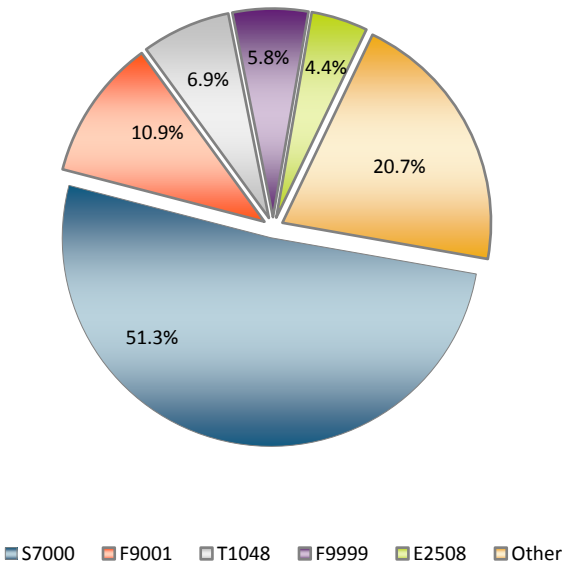
E2005: Please check and amend your bank details.

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.

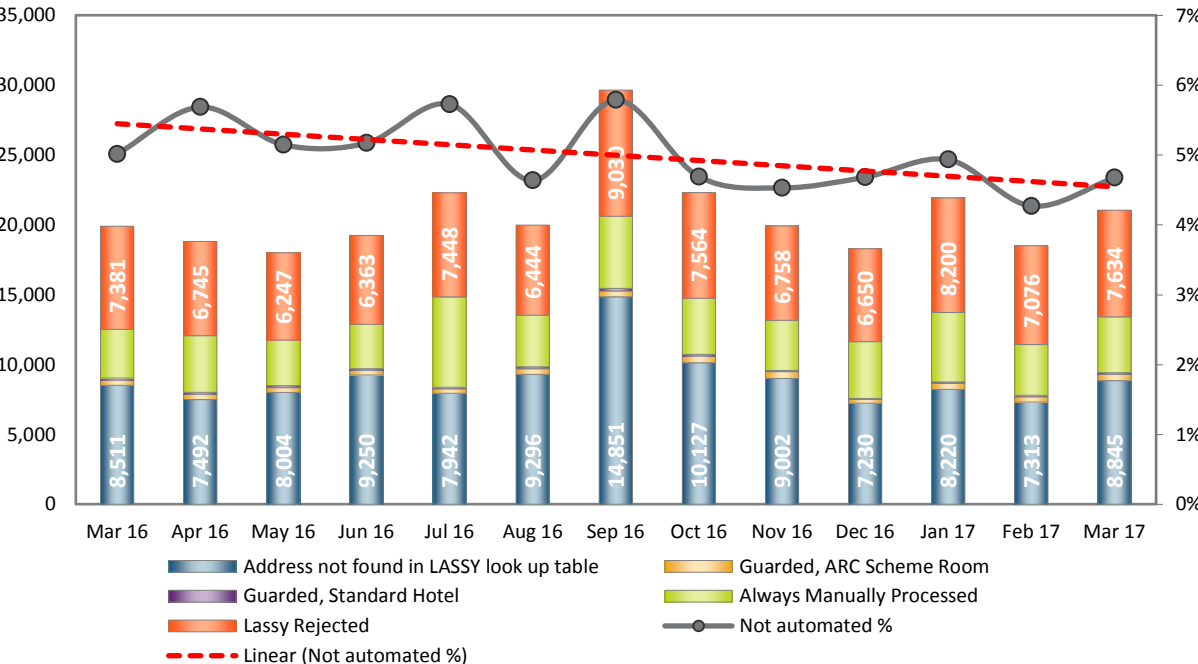
F9001: Data has been sent to LASSY that does not match the criteria required, therefore LASSY is unable to read that data.

T1048: DUAD Type Invalid.

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.

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.

Web Usage/Receipts - Quarterly Summary

	FY16 Q1	FY16 Q2	FY16 Q3	FY16 Q4	FY16 Total	FY15 Q1	FY15 Q2	FY15 Q3	FY15 Q4	FY15 Total	Q1 vs. Q1	Q2 vs. Q2	Q3 vs. Q3	Q4 vs. Q4	Total Variance
	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar		Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar		Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	
Usage															
Visits	4,883,982	7,292,206	7,438,917	7,294,648	26,909,753	4,716,212	5,220,007	4,915,314	5,112,791	19,964,324	167,770	2,072,199	2,523,603	2,181,857	6,945,429
Average Duration	0:06:34	0:06:19	0:06:07	0:06:03	0:06:16	0:06:49	0:06:51	0:06:50	0:06:45	0:06:49	-0:00:15	-0:00:32	-0:00:43	-0:00:42	-0:00:33
New Visitors	2,967,851	4,608,180	4,568,195	4,392,783	16,537,009	2,847,364	3,146,840	2,997,647	3,090,681	12,082,532	120,487	1,461,340	1,570,548	1,302,102	4,454,477
Visitors Who Visited Once	3,057,891	4,553,574	4,728,639	4,563,592	16,903,696	2,955,651	3,252,258	3,148,031	3,195,044	12,550,984	102,240	1,301,316	1,580,608	1,368,548	4,352,712
Total Visitors	3,769,762	5,627,805	5,798,508	5,634,973	20,831,048	3,641,573	4,020,027	3,844,232	3,943,812	15,449,644	128,189	1,607,778	1,954,276	1,691,161	5,381,404
Pages Viewed	45,157,349	55,495,003	52,991,832	55,540,798	209,184,982	44,340,613	50,352,733	46,187,028	46,962,340	187,842,714	816,736	5,142,270	6,804,804	8,578,458	21,342,268
Repeat Visits	1,826,091	2,738,632	2,710,278	2,731,056	10,006,057	1,760,561	1,967,749	1,767,283	1,917,747	7,413,340	65,530	770,883	942,995	813,309	2,592,717
Completing Sale or COD (as % of Visits)	21.4%	18.2%	17.5%	18.1%	18.5%	19.8%	21.9%	23.8%	23.0%	22.1%	1.6%	-3.7%	-6.3%	-4.9%	-3.6%
Single-pages viewed	1,473,758	2,852,659	3,190,889	2,816,801	10,334,107	1,417,478	1,487,902	1,396,423	1,487,358	5,789,161	56,280	1,364,757	1,794,466	1,329,443	4,544,946
Single-pages (as % of visits)	30.2%	39.1%	42.9%	38.6%	38.4%	30.1%	28.5%	28.4%	29.1%	29.0%	0.1%	10.6%	14.5%	9.5%	9.4%
Receipts															
Direct Debit	277,919	351,800	321,529	327,848	1,279,096	243,009	283,119	289,960	299,775	1,115,863	34,910	68,681	31,569	28,073	163,233
Credit/Debit Card	412,623	552,101	563,027	550,081	2,077,832	387,063	496,625	532,030	533,904	1,949,622	25,560	55,476	30,997	16,177	128,210
Cash Plan Payment Card Payments	341,427	348,596	347,502	378,814	1,416,339	272,253	280,135	288,715	323,374	1,164,477	69,174	68,461	58,787	55,440	251,862
Cash Plan Savings Card Payments	15,946	17,786	18,207	20,148	72,087	14,018	15,654	16,382	17,915	63,969	1,928	2,132	1,825	2,233	8,118
Sales Subtotal before rejections	1,047,915	1,270,283	1,250,265	1,276,891	4,845,354	916,343	1,075,533	1,127,087	1,174,968	4,293,931	131,572	194,750	123,178	101,923	551,423
Over 74 online	13,540	14,869	23,832	33,582	85,823	7,284	9,122	11,966	15,133	43,505	6,256	5,747	11,866	18,449	42,318
NLN Check	7,207	4,274	0	0	11,481	9,849	9,462	8,461	6,570	34,342	-2,642	-5,188	-8,461	-6,570	-22,861
NLN Declare	146,239	144,215	165,695	141,508	597,657	163,023	189,000	184,862	125,365	662,250	-16,784	-44,785	-19,167	16,143	-64,593
DOEO	48,346	48,300	49,806	59,107	205,559	43,120	46,071	45,322	49,154	183,667	5,226	2,229	4,484	9,953	21,892
Refund on line submission	13,097	10,923	8,415	8,534	40,969	14,306	13,604	10,888	9,935	48,733	-1,209	-2,681	-2,473	-1,401	-7,764
Change of Details	362,547	431,466	424,238	451,418	1,669,669	313,577	369,790	355,850	353,162	1,392,379	48,970	61,676	68,388	98,256	277,290
Change of Name	28,415	34,641	32,173	38,252	133,481	23,973	29,280	28,324	28,852	110,429	4,442	5,361	3,849	9,400	23,052
Change of Bank	57,643	60,053	52,814	67,111	237,621	42,969	45,625	46,407	57,756	192,757	14,674	14,428	6,407	9,355	44,864
Change of Address	227,721	266,572	234,193	222,654	951,140	204,939	243,346	231,639	214,225	894,149	22,782	23,226	2,554	8,429	56,991
Change/Specified Licence Format	344,843	411,990	404,630	428,539	1,590,002	299,030	354,353	343,759	337,324	1,334,466	45,813	57,637	60,871	91,215	255,536
Change of Preferred Payment Date	72,748	76,381	68,971	87,434	305,534	56,541	60,816	61,803	74,264	253,424	16,207	15,565	7,168	13,170	52,110
Clear unpaid DD	15,852	15,935	17,963	21,826	71,576	12,088	13,370	14,422	16,342	56,222	3,764	2,565	3,541	5,484	15,354
Order Literature	6	6	9	18	39	5	9	8	5	27	1	-3	1	13	12
Total Web Receipts	1,654,749	1,940,271	1,940,223	1,992,884	7,528,127	1,479,595	1,725,961	1,758,866	1,750,634	6,715,056	175,154	214,310	181,357	242,250	813,071