

CAPITA

March 2018

 **TV LICENSING**

Web

Confidential

Web SRP - Index

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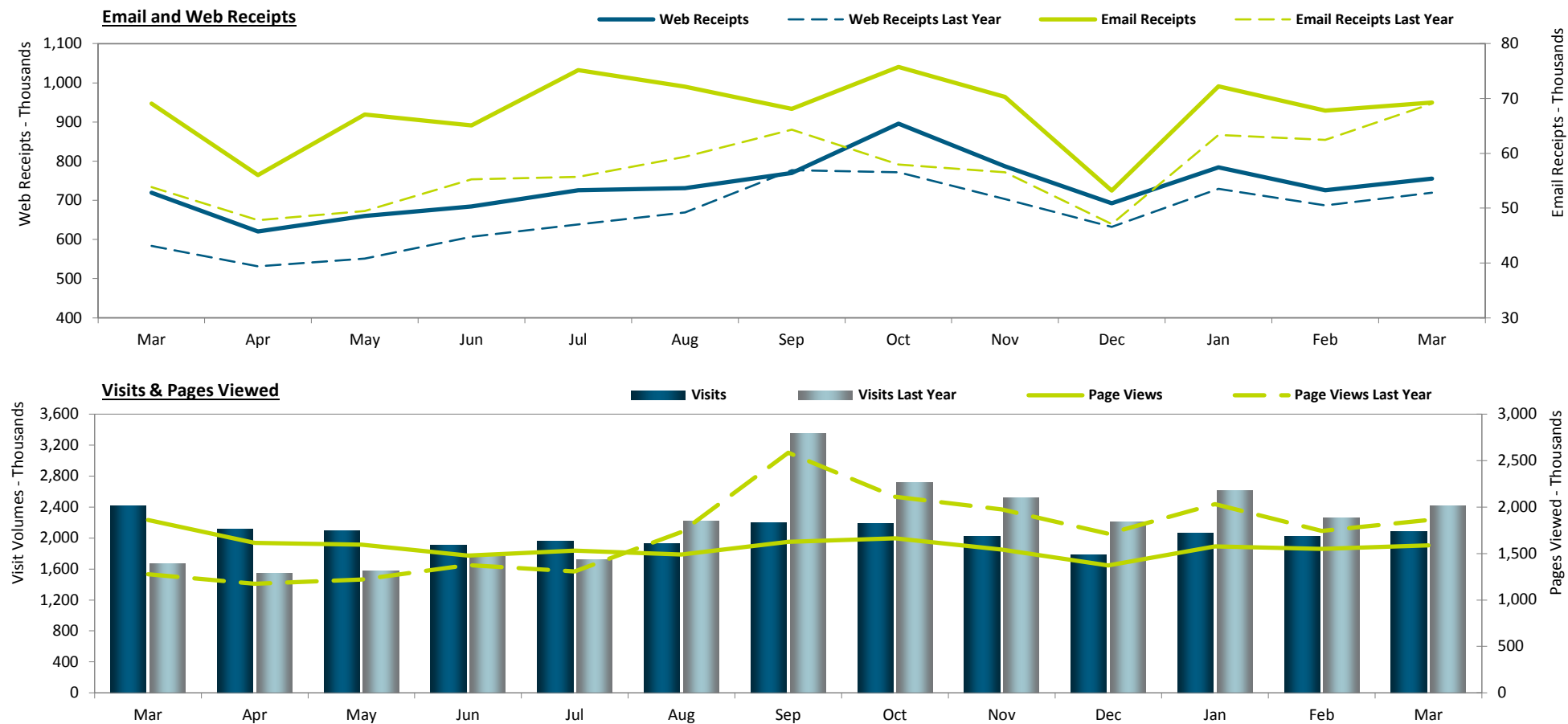
Schedule Amendments/Additions:

Summary & Digital Marketing Update

Summary:

WEB receipts increased by 5.0% (35,861) against the same period last year and also increased by 4.1% (29,561) when compared with last month.

Email receipt volumes increased by 0.2% (158) against the same period last year and also increased by 2.2% (1,490) when compared with last month.



Comments:

Search campaigns for Brand, Home Movers and Foreign Nationals ran throughout March creating 219,387 visits, the majority from the Brand campaign which generated 198,134 visits.

Short dating functionality has generated £193,624 in March 2018, this is an increase of £2,169 (1%) MOM.

WEB Performance Key Stats

| Key Stats | March 2018 | Last Year | +/- | Last Month | +/- | Current YtD * | +/- | Previous YtD * |
|---|------------|-----------|---------|------------|--------|---------------|---------|----------------|
| Sales | 282,300 | 283,264 | -0.34% | 275,642 | 2.42% | 3,288,263 | -0.92% | 3,318,653 |
| Receipts | 755,560 | 719,699 | 4.98% | 725,999 | 4.07% | 8,832,586 | 10.17% | 8,016,930 |
| Visits | 2,085,071 | 2,418,741 | -13.80% | 2,015,161 | 3.47% | 24,330,879 | -9.58% | 26,909,753 |
| Self Serve (All MAT) | 72.64% | 71.86% | 0.78% | 72.62% | 0.01% | 72.64% | 0.78% | 71.86% |
| eLic/LIF | 33.63% | 29.34% | 4.29% | 33.30% | 0.33% | 31.57% | 3.93% | 27.64% |
| eLic opt-in | 81.76% | 80.78% | 0.97% | 82.95% | -1.20% | 83.33% | 1.13% | 82.20% |
| Visits from iPlayer modals | 213,322 | 553,862 | -61.48% | 178,198 | 19.71% | 2,937,280 | -45.65% | 5,404,646 |
| iPlayer modal sales | 919 | 642 | 43.15% | 847 | 8.50% | 10,347 | -38.34% | 16,781 |
| iPlayer modal new issue % | 22.74% | 51.25% | -28.50% | 23.85% | -1.11% | 30.47% | -43.17% | 73.64% |
| Contact Us as % of site visits | 1.81% | 1.55% | 0.26% | 1.79% | 0.02% | 1.80% | 0.35% | 1.45% |
| Contact Us as % of transactions | 4.99% | 5.21% | -0.22% | 4.98% | 0.02% | 4.96% | 0.11% | 4.85% |
| Website calls as % of site visits | 5.48% | 5.19% | 0.29% | 5.66% | -0.18% | 5.58% | 0.86% | 4.72% |
| Website calls as % of transactions | 15.13% | 17.44% | -2.32% | 15.70% | -0.58% | 15.36% | -0.48% | 15.84% |
| COD (Change of Details) | 177,812 | 163,941 | 8.46% | 173,245 | 2.64% | 2,120,330 | 26.99% | 1,669,716 |
| Cash Plan Payments | 155,539 | 140,806 | 10.46% | 128,232 | 21.29% | 1,590,099 | 6.83% | 1,488,426 |
| NLN Declarations | 50,631 | 43,828 | 15.52% | 53,947 | -6.15% | 675,892 | 13.09% | 597,657 |
| NLN Declarations as % of total transactions | 6.70% | 6.09% | 0.61% | 7.43% | -0.73% | 7.65% | 0.20% | 7.45% |
| Short dating: no. of licences | 7,568 | 4,032 | 87.70% | 7,611 | -0.56% | 66,432 | 28.12% | 51,853 |
| Short dating: £ | £193,624 | £120,824 | 60.25% | £191,455 | 1.13% | £1,703,007 | 19.23% | £1,428,330 |
| Short dating: % of licences short dated ("penetration") | 9.54% | 4.57% | 4.97% | 10.09% | -0.55% | 6.50% | 1.46% | 5.04% |
| DD Sign Up Conversion *** | 88.96% | 74.33% | 14.63% | 74.54% | 14.41% | 75.11% | 0.38% | 74.73% |
| Card Conversion | 96.75% | 97.36% | -0.62% | 96.75% | -0.01% | 97.74% | 0.10% | 97.64% |
| COD Conversion *** | 140.65% | 81.54% | 59.11% | 92.67% | 47.98% | 90.47% | 11.07% | 79.40% |
| Overall Payment Conversion | 21.16% | 17.67% | 3.49% | 20.20% | 0.96% | 20.21% | 2.20% | 18.01% |
| % of visits completing a transaction | 36.24% | 29.76% | 6.48% | 36.03% | 0.21% | 36.30% | 6.51% | 29.79% |
| % of visits completing Sale or COD | 22.07% | 18.49% | 3.58% | 22.28% | -0.21% | 22.23% | 3.69% | 18.54% |
| Automation % | 95.79% | 95.73% | 0.06% | 95.63% | 0.17% | 95.13% | -0.01% | 95.14% |
| Mobile (phone/tablet) transactions as % of total transactions | 49.14% | 29.69% | 19.45% | 49.99% | -0.85% | 40.97% | 17.88% | 23.09% |
| Mobile payment conversion % (i.e. % of mobile visits that end in payment) | 19.60% | 8.29% | 11.31% | 20.12% | -0.52% | 16.74% | 8.03% | 8.72% |
| Mobile COD conversion | 6.71% | 4.76% | 1.95% | 6.73% | -0.01% | 6.43% | 2.17% | 4.27% |
| % of Mobile visits completing Sale or COD | 26.31% | 13.05% | 13.26% | 26.85% | -0.54% | 23.18% | 10.19% | 12.98% |
| Mobile (phone/tablet) transactions as % of mobile visits | 28.48% | 14.80% | 13.68% | 29.02% | -0.54% | 25.90% | 11.29% | 14.61% |
| Mobile (phone/tablet) visits as % of total visits | 62.53% | 59.71% | 2.82% | 62.07% | 0.46% | 57.43% | 10.34% | 47.08% |
| Channel Split | March 2018 | Last Year | +/- | Last Month | +/- | Year to Date | +/- | Year to Date |
| WEB Sales as a % of Total Sales | 65.42% | 65.22% | 0.20% | 68.26% | -2.84% | 69.11% | -7.23% | 76.34% |
| WEB Change of Details as a % of Total | 81.99% | 78.04% | 3.95% | 86.86% | -4.87% | 80.87% | 0.95% | 79.92% |
| WEB Cash Plan Payments as a % of Total | 8.93% | 8.15% | 0.78% | 7.76% | 1.17% | 7.96% | -0.37% | 8.32% |
| WEB Card Payments as a % of Total | 85.03% | 83.78% | 1.25% | 86.46% | -1.44% | 85.88% | 0.45% | 85.43% |
| WEB Direct Debit Set Ups as a % of Total | 74.94% | 75.19% | -0.25% | 75.68% | -0.74% | 76.15% | 0.76% | 75.39% |
| WEB NLN Claims as a % of Total ** | 63.04% | 61.46% | 1.58% | 62.92% | 0.12% | 64.51% | 4.72% | 59.78% |
| WEB as % of all Self Serve (WEB, IVR & SMS) | 80.15% | 80.07% | 0.08% | 81.79% | -1.64% | 80.26% | 0.29% | 79.96% |

* Both YtD volumes are reported for the same number of months.

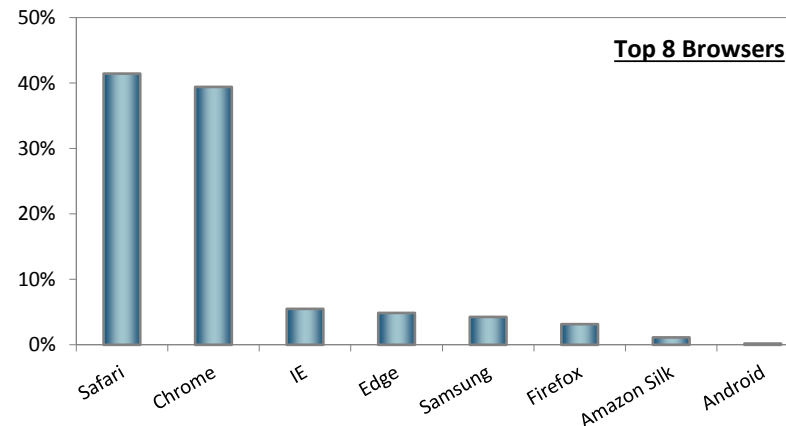
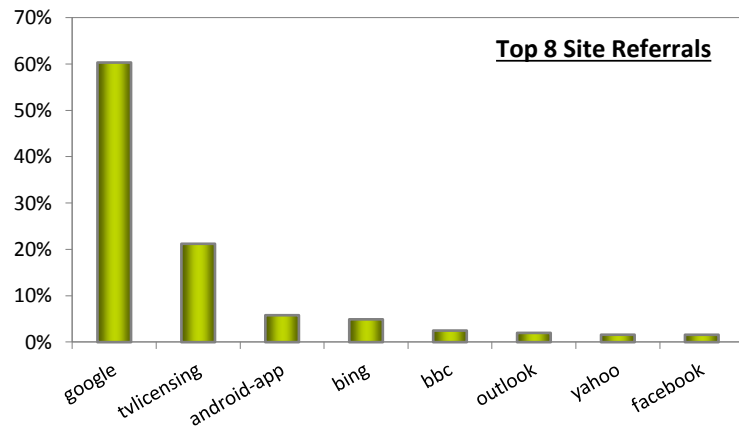
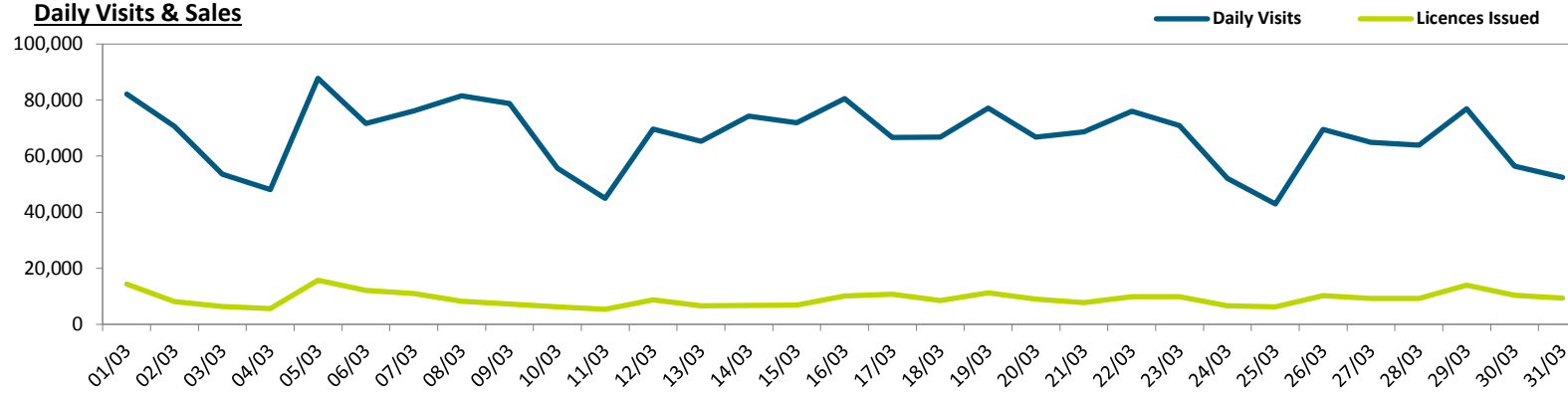
** NLN volumes are 1 month in arrears.

*** This months volumes are currently under investigation with Webtrends.

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 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% |
| Apr 17 | 2,109,144 | 00:05:48 | 1,234,276 | 1,299,066 | 1,616,197 | 15,966,679 | 810,078 | 17.9% | 812,910 | 38.5% |
| May 17 | 2,092,852 | 00:05:59 | 1,170,777 | 1,277,403 | 1,595,799 | 14,708,066 | 815,449 | 19.4% | 653,290 | 31.2% |
| Jun 17 | 1,903,007 | 00:05:56 | 975,960 | 1,199,993 | 1,476,843 | 10,665,273 | 703,014 | 21.7% | 628,828 | 33.0% |
| Jul 17 | 1,962,211 | 00:05:56 | 1,162,148 | 1,247,053 | 1,529,368 | 12,003,751 | 715,158 | 23.3% | 617,030 | 31.4% |
| Aug 17 | 1,923,524 | 00:06:01 | 1,120,617 | 1,208,595 | 1,490,869 | 11,938,777 | 714,929 | 24.3% | 562,382 | 29.2% |
| Sep 17 | 2,191,029 | 00:06:37 | 1,210,208 | 1,278,125 | 1,627,407 | 13,341,832 | 912,904 | 22.2% | 583,658 | 26.6% |
| Oct 17 | 2,187,879 | 00:06:05 | 1,259,002 | 1,331,516 | 1,662,961 | 13,724,133 | 856,363 | 24.3% | 610,726 | 27.9% |
| Nov 17 | 2,019,700 | 00:06:03 | 1,166,905 | 1,235,269 | 1,541,067 | 12,537,600 | 784,431 | 23.3% | 598,113 | 29.6% |
| Dec 17 | 1,780,677 | 00:05:49 | 1,029,058 | 1,106,212 | 1,370,439 | 10,467,039 | 674,465 | 23.5% | 559,986 | 31.4% |
| Jan 18 | 2,060,624 | 00:05:58 | 1,197,179 | 1,266,462 | 1,576,319 | 12,387,429 | 794,162 | 22.9% | 606,934 | 29.5% |
| Feb 18 | 2,015,161 | 00:05:46 | 1,178,500 | 1,257,366 | 1,551,443 | 11,776,203 | 757,795 | 22.3% | 633,579 | 31.4% |
| Mar 18 | 2,085,071 | 00:05:45 | 1,192,765 | 1,277,173 | 1,588,592 | 12,095,937 | 807,898 | 22.1% | 664,482 | 31.9% |
| 12mth Total | 24,330,879 | 00:05:59 | 13,897,395 | 14,984,233 | 18,627,304 | 151,612,719 | 9,346,646 | 22.2% | 7,531,918 | 31.0% |

Daily Visits & Sales



The overall automation rate for March was 95.8%, an increase of 0.1% on March '17 and an increase of 0.2% MOM

Conversion:

DD sign up and Card Payment:

we have seen a increase of 14.5 % * for dd sign ups MOM whilst card payments show a decrease of -0.1% MOM

Change of Details:

shows increase of 48.0% MOM**

Go Paperless:

decreased by 0.2% MOM

Refund Online Submission:

increased 0.5% MOM

Clear Unpaid DD:

decreased by 0.2% MOM

Over 74 and Over 75 online submissions:

Over 74 shows increase of 1.9% MOM whilst Over75 shows decrease of 0.7% MOM

Cash Plan Payment Card and Saving Card:

show increases of 4.0% and 1.2% MOM respectively

Contact Us as a % of site visits is 1.8%, which is same as last month but a 0.2% increase YOY

** issues with data - query logged

Web Receipts - 13 Month Summary

| | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|---|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Receipts | | | | | | | | | | | | | | |
| Direct Debit | 1,236,977 | 108,309 | 91,955 | 100,150 | 97,691 | 105,225 | 104,634 | 111,051 | 116,724 | 109,244 | 90,485 | 111,653 | 96,815 | 101,350 |
| Credit/Debit Card | 2,089,515 | 178,221 | 133,660 | 142,312 | 149,887 | 166,576 | 174,796 | 206,450 | 216,007 | 178,334 | 165,637 | 189,627 | 181,986 | 184,243 |
| Cash Plan Payment Card Payments | 1,510,060 | 134,037 | 126,281 | 126,397 | 123,925 | 125,617 | 126,927 | 121,757 | 127,799 | 124,079 | 114,875 | 123,814 | 120,903 | 147,686 |
| Cash Plan Savings Card Payments | 80,039 | 6,769 | 6,066 | 6,054 | 5,724 | 6,244 | 6,641 | 6,746 | 7,428 | 6,513 | 5,986 | 7,455 | 7,329 | 7,853 |
| <i>Sales Subtotal before rejections</i> | <i>4,916,591</i> | <i>427,336</i> | <i>357,962</i> | <i>374,913</i> | <i>377,227</i> | <i>403,662</i> | <i>412,998</i> | <i>446,004</i> | <i>467,958</i> | <i>418,170</i> | <i>376,983</i> | <i>432,549</i> | <i>407,033</i> | <i>441,132</i> |
| Over 74 / Over 75 Online | 111,977 | 10,687 | 8,461 | 8,100 | 7,298 | 7,817 | 8,984 | 8,936 | 10,844 | 10,856 | 9,343 | 11,235 | 11,779 | 8,324 |
| NLN Check ** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| NLN Declare | 675,892 | 43,828 | 37,986 | 41,973 | 51,245 | 47,878 | 45,321 | 58,310 | 92,492 | 71,161 | 58,365 | 66,583 | 53,947 | 50,631 |
| DOEO | 219,857 | 18,932 | 15,875 | 17,575 | 17,594 | 18,728 | 17,969 | 17,796 | 20,047 | 19,309 | 17,097 | 22,605 | 17,631 | 17,631 |
| DOEU | 678,614 | 43,975 | 38,110 | 42,121 | 51,420 | 48,156 | 45,584 | 58,716 | 93,493 | 71,672 | 58,557 | 66,718 | 53,712 | 50,355 |
| Refund on line submission | 38,876 | 2,931 | 2,310 | 3,762 | 5,237 | 4,434 | 3,790 | 2,947 | 3,027 | 2,791 | 2,030 | 2,931 | 2,654 | 2,963 |
| Change of Details | 2,120,330 | 163,941 | 153,782 | 165,726 | 167,880 | 189,664 | 190,694 | 172,473 | 202,478 | 186,645 | 165,314 | 174,617 | 173,245 | 177,812 |
| <i>Change of Name</i> | <i>161,460</i> | <i>12,810</i> | <i>11,481</i> | <i>12,504</i> | <i>13,189</i> | <i>14,382</i> | <i>15,333</i> | <i>14,438</i> | <i>15,743</i> | <i>13,999</i> | <i>11,193</i> | <i>14,172</i> | <i>12,523</i> | <i>12,503</i> |
| <i>Change of Bank</i> | <i>257,918</i> | <i>23,304</i> | <i>20,361</i> | <i>21,241</i> | <i>20,302</i> | <i>21,679</i> | <i>22,503</i> | <i>20,817</i> | <i>22,757</i> | <i>22,514</i> | <i>17,424</i> | <i>24,539</i> | <i>21,390</i> | <i>22,391</i> |
| <i>Change of Address</i> | <i>969,932</i> | <i>78,269</i> | <i>74,491</i> | <i>79,794</i> | <i>81,873</i> | <i>94,100</i> | <i>96,648</i> | <i>86,042</i> | <i>89,048</i> | <i>81,325</i> | <i>71,187</i> | <i>73,655</i> | <i>67,826</i> | <i>73,943</i> |
| <i>Change/Specified Licence Format</i> | <i>2,022,849</i> | <i>155,917</i> | <i>145,975</i> | <i>157,957</i> | <i>160,056</i> | <i>181,510</i> | <i>182,518</i> | <i>165,124</i> | <i>194,022</i> | <i>178,221</i> | <i>158,010</i> | <i>165,844</i> | <i>165,148</i> | <i>168,464</i> |
| <i>Change of Preferred Payment Date</i> | <i>335,404</i> | <i>30,271</i> | <i>26,563</i> | <i>27,533</i> | <i>26,556</i> | <i>28,001</i> | <i>29,124</i> | <i>26,832</i> | <i>29,141</i> | <i>28,899</i> | <i>22,920</i> | <i>32,231</i> | <i>28,173</i> | <i>29,431</i> |
| Clear unpaid DD | 70,425 | 8,064 | 6,359 | 6,187 | 6,090 | 5,309 | 5,843 | 4,961 | 5,441 | 6,210 | 4,833 | 6,489 | 5,997 | 6,706 |
| Order Literature | 24 | 5 | 3 | 3 | 0 | 1 | 6 | 1 | 1 | 0 | 1 | 1 | 1 | 6 |
| Total Web Receipts | 8,832,586 | 719,699 | 620,848 | 660,360 | 683,991 | 725,649 | 731,189 | 770,144 | 895,781 | 786,814 | 692,523 | 783,728 | 725,999 | 755,560 |
| Items Processed Automatically | | | | | | | | | | | | | | |
| Direct Debit | 1,117,206 | 98,863 | 81,881 | 91,426 | 89,020 | 94,505 | 95,344 | 100,133 | 104,592 | 99,402 | 82,196 | 100,280 | 87,057 | 91,370 |
| Credit/Debit Card | 2,047,988 | 175,286 | 130,585 | 140,017 | 147,200 | 162,628 | 170,459 | 201,302 | 211,328 | 175,136 | 162,742 | 186,627 | 179,119 | 180,845 |
| Cash Plan Payment Card Payments | 1,510,060 | 134,037 | 126,281 | 126,397 | 123,925 | 125,617 | 126,927 | 121,757 | 127,799 | 124,079 | 114,875 | 123,814 | 120,903 | 147,686 |
| Cash Plan Savings Card Payments | 80,039 | 6,769 | 6,066 | 6,054 | 5,724 | 6,244 | 6,641 | 6,746 | 7,428 | 6,513 | 5,986 | 7,455 | 7,329 | 7,853 |
| <i>Sales Subtotal before rejections</i> | <i>4,755,293</i> | <i>414,955</i> | <i>344,813</i> | <i>363,894</i> | <i>365,869</i> | <i>388,994</i> | <i>399,371</i> | <i>429,938</i> | <i>451,147</i> | <i>405,130</i> | <i>365,799</i> | <i>418,176</i> | <i>394,408</i> | <i>427,754</i> |
| NLN Declare | 602,417 | 39,810 | 33,456 | 38,135 | 46,270 | 42,907 | 41,339 | 53,438 | 80,993 | 63,746 | 52,144 | 60,854 | 49,325 | 46,263 |
| DOEU | 608,235 | 39,796 | 33,444 | 38,123 | 46,255 | 42,889 | 41,324 | 53,422 | 80,976 | 63,726 | 52,134 | 60,839 | 49,100 | 46,003 |
| Change of Details | 2,006,848 | 155,200 | 145,078 | 155,789 | 157,525 | 178,620 | 180,433 | 163,503 | 192,719 | 177,429 | 156,700 | 164,967 | 164,752 | 169,333 |
| <i>Change of Name</i> | <i>156,897</i> | <i>12,463</i> | <i>11,127</i> | <i>12,142</i> | <i>12,799</i> | <i>13,965</i> | <i>14,890</i> | <i>14,082</i> | <i>15,318</i> | <i>13,609</i> | <i>10,852</i> | <i>13,722</i> | <i>12,183</i> | <i>12,208</i> |
| <i>Change of Bank</i> | <i>238,284</i> | <i>21,689</i> | <i>18,686</i> | <i>19,675</i> | <i>18,664</i> | <i>20,067</i> | <i>20,860</i> | <i>19,394</i> | <i>21,207</i> | <i>21,011</i> | <i>15,983</i> | <i>22,581</i> | <i>19,749</i> | <i>20,407</i> |
| <i>Change of Address</i> | <i>899,241</i> | <i>72,827</i> | <i>68,926</i> | <i>74,186</i> | <i>75,702</i> | <i>86,901</i> | <i>90,083</i> | <i>80,005</i> | <i>82,406</i> | <i>75,270</i> | <i>65,467</i> | <i>68,045</i> | <i>62,836</i> | <i>69,414</i> |
| <i>Change/Specified Licence Format</i> | <i>1,927,448</i> | <i>148,668</i> | <i>138,831</i> | <i>149,524</i> | <i>151,177</i> | <i>171,945</i> | <i>173,704</i> | <i>157,511</i> | <i>185,659</i> | <i>170,402</i> | <i>150,728</i> | <i>157,966</i> | <i>158,146</i> | <i>161,855</i> |
| <i>Change of Preferred Payment Date</i> | <i>301,643</i> | <i>27,311</i> | <i>23,777</i> | <i>24,826</i> | <i>23,732</i> | <i>25,233</i> | <i>26,273</i> | <i>24,335</i> | <i>26,534</i> | <i>26,201</i> | <i>20,446</i> | <i>28,880</i> | <i>25,317</i> | <i>26,089</i> |
| Clear unpaid DD | 70,425 | 8,064 | 6,359 | 6,187 | 6,090 | 5,309 | 5,843 | 4,961 | 5,441 | 6,210 | 4,833 | 6,489 | 5,997 | 6,706 |
| Total Automated Receipts | 8,049,671 | 657,825 | 563,150 | 602,128 | 622,009 | 658,719 | 668,310 | 705,262 | 811,276 | 716,241 | 631,610 | 711,325 | 663,582 | 696,059 |

Web Receipts - 13 Month Summary

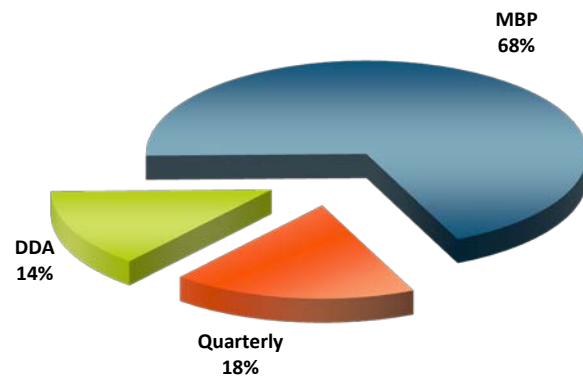
| | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|---|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Automation % | | | | | | | | | | | | | | |
| Direct Debit | 90.3% | 91.3% | 89.0% | 91.3% | 91.1% | 89.8% | 91.1% | 90.2% | 89.6% | 91.0% | 90.8% | 89.8% | 89.9% | 90.2% |
| Credit/Debit Card | 98.0% | 98.4% | 97.7% | 98.4% | 98.2% | 97.6% | 97.5% | 97.5% | 97.8% | 98.2% | 98.3% | 98.4% | 98.4% | 98.2% |
| 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% | 97.1% | 96.3% | 97.1% | 97.0% | 96.4% | 96.7% | 96.4% | 96.4% | 96.9% | 97.0% | 96.7% | 96.9% | 97.0% |
| NLN Declare | 90.1% | 90.8% | 88.1% | 90.9% | 90.3% | 89.6% | 91.2% | 91.6% | 87.6% | 89.6% | 89.3% | 91.4% | 91.4% | 91.4% |
| DOEU | 276.7% | 90.5% | 87.8% | 90.5% | 90.0% | 89.1% | 90.7% | 91.0% | 86.6% | 88.9% | 89.0% | 91.2% | 91.4% | 91.4% |
| Change of Details | 94.6% | 94.7% | 94.3% | 94.0% | 93.8% | 94.2% | 94.6% | 94.8% | 95.2% | 95.1% | 94.8% | 94.5% | 95.1% | 95.2% |
| <i>Change of Name</i> | 97.2% | 97.3% | 96.9% | 97.1% | 97.0% | 97.1% | 97.1% | 97.5% | 97.3% | 97.2% | 97.0% | 96.8% | 97.3% | 97.6% |
| <i>Change of Bank</i> | 92.4% | 93.1% | 91.8% | 92.6% | 91.9% | 92.6% | 92.7% | 93.2% | 93.2% | 93.3% | 91.7% | 92.0% | 92.3% | 91.1% |
| <i>Change of Address</i> | 92.7% | 93.0% | 92.5% | 93.0% | 92.5% | 92.3% | 93.2% | 93.0% | 92.5% | 92.6% | 92.0% | 92.4% | 92.6% | 93.9% |
| <i>Change/Specified Licence Format</i> | 95.3% | 95.4% | 95.1% | 94.7% | 94.5% | 94.7% | 95.2% | 95.4% | 95.7% | 95.6% | 95.4% | 95.2% | 95.8% | 96.1% |
| <i>Change of Preferred Payment Date</i> | 89.9% | 90.2% | 89.5% | 90.2% | 89.4% | 90.1% | 90.2% | 90.7% | 91.1% | 90.7% | 89.2% | 89.6% | 89.9% | 88.6% |
| 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 * | 103.4% | 95.7% | 94.8% | 95.4% | 95.1% | 94.8% | 95.4% | 95.2% | 94.1% | 95.0% | 95.1% | 95.2% | 95.6% | 95.8% |
| % Automated against Total Web Receipts | 91.1% | 91.4% | 90.7% | 91.2% | 90.9% | 90.8% | 91.4% | 91.6% | 90.6% | 91.0% | 91.2% | 90.8% | 91.4% | 92.1% |
| Current Licences Issued and Future Licences to be Issued | | | | | | | | | | | | | | |
| Direct Debit Licences Issued | 1,199,528 | 105,102 | 89,095 | 97,132 | 94,751 | 101,978 | 101,676 | 108,077 | 113,259 | 105,945 | 87,990 | 107,831 | 93,709 | 98,085 |
| Direct Debit Licences Issued % | 36.5% | 37.1% | 40.0% | 40.6% | 38.7% | 38.0% | 36.8% | 34.4% | 34.4% | 37.3% | 34.7% | 36.3% | 34.0% | 34.7% |
| Credit/Debit Card Licences Issued | 2,088,735 | 178,162 | 133,612 | 142,255 | 149,844 | 166,508 | 174,748 | 206,271 | 215,928 | 178,261 | 165,592 | 189,568 | 181,933 | 184,215 |
| Credit/Debit Card Licences Issued % | 63.5% | 62.9% | 60.0% | 59.4% | 61.3% | 62.0% | 63.2% | 65.6% | 65.6% | 62.7% | 65.3% | 63.7% | 66.0% | 65.3% |
| Total Licences Issued | 3,288,263 | 283,264 | 222,707 | 239,387 | 244,595 | 268,486 | 276,424 | 314,348 | 329,187 | 284,206 | 253,582 | 297,399 | 275,642 | 282,300 |
| New Licences Issued | 1,114,465 | 95,129 | 81,403 | 86,926 | 85,875 | 94,699 | 96,989 | 112,702 | 109,958 | 99,793 | 80,584 | 96,227 | 82,726 | 86,583 |
| New Licences Issued % | 33.9% | 33.6% | 36.6% | 36.3% | 35.1% | 35.3% | 35.1% | 35.9% | 33.4% | 35.1% | 31.8% | 32.4% | 30.0% | 30.7% |
| Renewal Licences Issued | 2,173,397 | 188,116 | 141,293 | 152,446 | 158,702 | 173,782 | 179,429 | 201,519 | 219,042 | 184,413 | 172,994 | 201,169 | 192,901 | 195,707 |
| Renewal Licences Issued % | 66.1% | 66.4% | 63.4% | 63.7% | 64.9% | 64.7% | 64.9% | 64.1% | 66.5% | 64.9% | 68.2% | 67.6% | 70.0% | 69.3% |
| Other Licences Issued | 401 | 19 | 11 | 15 | 18 | 5 | 6 | 127 | 187 | 0 | 4 | 3 | 15 | 10 |
| Other Licences Issued % | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Rejections | | | | | | | | | | | | | | |
| Direct Debit Applications Rejected | 37,449 | 3,207 | 2,860 | 3,018 | 2,940 | 3,247 | 2,958 | 2,974 | 3,465 | 3,299 | 2,495 | 3,822 | 3,106 | 3,265 |
| Credit/Debit Card Applications Rejected | 780 | 59 | 48 | 57 | 43 | 68 | 48 | 179 | 79 | 73 | 45 | 59 | 53 | 28 |
| Total Rejects | 38,229 | 3,266 | 2,908 | 3,075 | 2,983 | 3,315 | 3,006 | 3,153 | 3,544 | 3,372 | 2,540 | 3,881 | 3,159 | 3,293 |
| 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 | 7,741,454 | 898,091 | 787,667 | 717,411 | 635,130 | 623,429 | 583,735 | 631,383 | 634,399 | 610,556 | 568,992 | 637,496 | 652,632 | 658,624 |

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

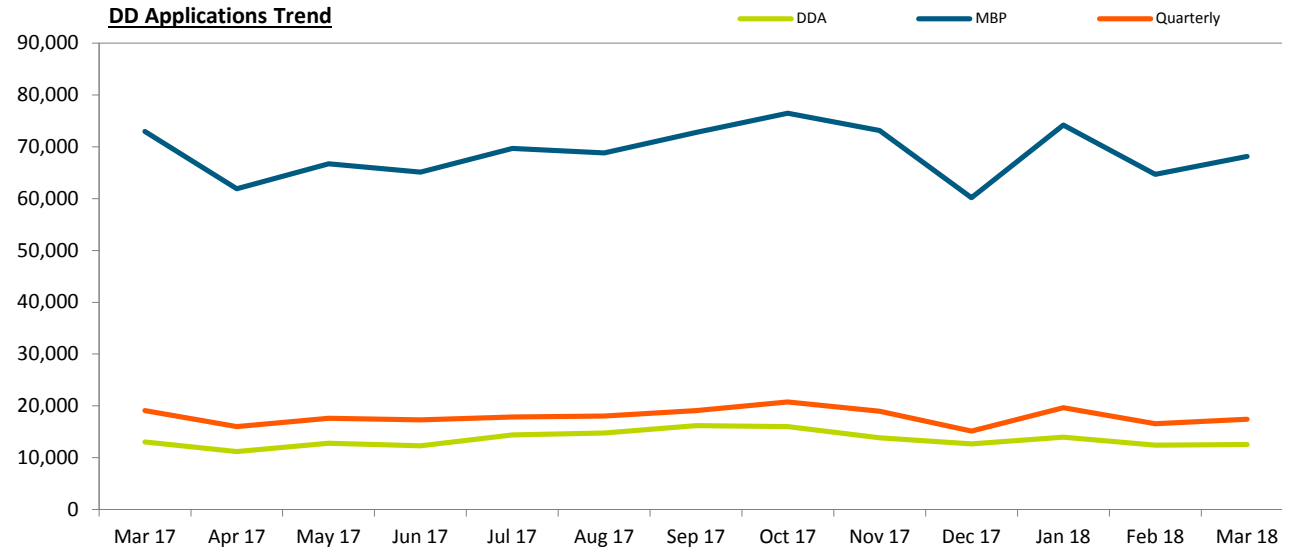
Web Sales

| | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|------------------------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|
| Direct Debit | | | | | | | | | | | | | | |
| DDA | 163,294 | 13,032 | 11,210 | 12,794 | 12,328 | 14,432 | 14,777 | 16,226 | 16,044 | 13,867 | 12,665 | 13,976 | 12,423 | 12,552 |
| MBP | 821,655 | 72,967 | 61,868 | 66,710 | 65,114 | 69,689 | 68,822 | 72,732 | 76,451 | 73,105 | 60,153 | 74,205 | 64,695 | 68,111 |
| Quarterly | 214,526 | 19,101 | 16,017 | 17,625 | 17,308 | 17,851 | 18,071 | 19,113 | 20,759 | 18,970 | 15,170 | 19,634 | 16,589 | 17,419 |
| Other | 17 | 2 | 2 | 3 | 0 | 3 | 1 | 1 | 2 | 0 | 0 | 0 | 2 | 3 |
| DDA % | 13.6% | 12.4% | 12.6% | 13.2% | 13.0% | 14.2% | 14.5% | 15.0% | 14.2% | 13.1% | 14.4% | 13.0% | 13.3% | 12.8% |
| MBP % | 68.5% | 69.4% | 69.4% | 68.7% | 68.7% | 68.3% | 67.7% | 67.3% | 67.5% | 69.0% | 68.4% | 68.8% | 69.0% | 69.4% |
| Quarterly % | 17.9% | 18.2% | 18.0% | 18.1% | 18.3% | 17.5% | 17.8% | 17.7% | 18.3% | 17.9% | 17.2% | 18.2% | 17.7% | 17.8% |
| 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 | 1,199,492 | 105,102 | 89,097 | 97,132 | 94,750 | 101,975 | 101,671 | 108,072 | 113,256 | 105,942 | 87,988 | 107,815 | 93,709 | 98,085 |
| Debit / Credit Card * | | | | | | | | | | | | | | |
| Credit Card | 323,223 | 29,208 | 19,645 | 25,152 | 23,552 | 26,913 | 32,271 | 35,421 | 38,602 | 29,820 | 28,507 | 34,132 | 0 | |
| Debit Card | 1,577,526 | 148,954 | 113,967 | 117,103 | 126,292 | 139,595 | 142,477 | 170,850 | 177,326 | 148,441 | 137,085 | 155,436 | 0 | |
| Credit Card % | 17.0% | 16.4% | 14.7% | 17.7% | 15.7% | 16.2% | 18.5% | 17.2% | 17.9% | 16.7% | 17.2% | 18.0% | 0.0% | |
| Debit Card % | 83.0% | 83.6% | 85.3% | 82.3% | 84.3% | 83.8% | 81.5% | 82.8% | 82.1% | 83.3% | 82.8% | 82.0% | 0.0% | |
| Total | 1,900,749 | 178,162 | 133,612 | 142,255 | 149,844 | 166,508 | 174,748 | 206,271 | 215,928 | 178,261 | 165,592 | 189,568 | 0 | 0 |

DD Web Applications 12 Month Total



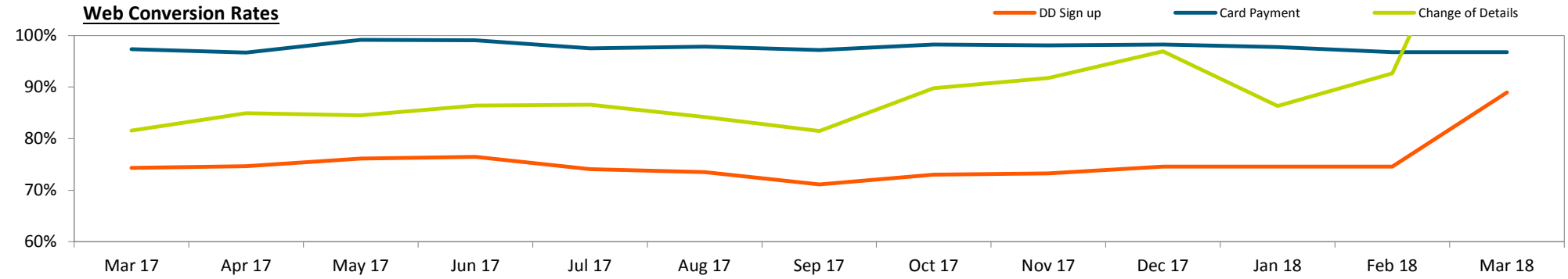
DD Applications Trend



* 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 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
| Conversions (start & end points) | | | | | | | | | | | | | | | |
| DD Sign up * | Start | 1,606,817 | 143,395 | 121,352 | 131,784 | 126,996 | 137,252 | 138,074 | 151,526 | 156,254 | 144,407 | 117,414 | 144,945 | 125,936 | 110,878 |
| | End | 1,206,902 | 106,581 | 90,562 | 100,292 | 97,082 | 101,681 | 101,454 | 107,809 | 114,122 | 105,759 | 87,579 | 108,053 | 93,877 | 98,632 |
| | % | 75.1% | 74.3% | 74.6% | 76.1% | 76.4% | 74.1% | 73.5% | 71.1% | 73.0% | 73.2% | 74.6% | 74.5% | 74.5% | 89.0% |
| Card Payment | Start | 2,108,917 | 184,349 | 139,670 | 144,946 | 151,032 | 167,182 | 174,895 | 205,998 | 215,862 | 180,026 | 165,706 | 191,178 | 184,872 | 187,550 |
| | End | 2,061,261 | 179,489 | 135,015 | 143,662 | 149,613 | 163,057 | 171,132 | 200,241 | 212,075 | 176,515 | 162,770 | 186,863 | 178,869 | 181,449 |
| | % | 97.7% | 97.4% | 96.7% | 99.1% | 99.1% | 97.5% | 97.8% | 97.2% | 98.2% | 98.0% | 98.2% | 97.7% | 96.8% | 96.7% |
| Change of Details * | Start | 2,085,225 | 180,608 | 162,461 | 174,886 | 171,814 | 194,291 | 201,061 | 187,255 | 203,863 | 180,396 | 151,814 | 179,042 | 165,645 | 112,697 |
| | End | 1,886,552 | 147,264 | 137,957 | 147,770 | 148,401 | 168,221 | 169,282 | 152,547 | 183,082 | 165,498 | 147,216 | 154,568 | 153,499 | 158,511 |
| | % | 90.5% | 81.5% | 84.9% | 84.5% | 86.4% | 86.6% | 84.2% | 81.5% | 89.8% | 91.7% | 97.0% | 86.3% | 92.7% | 140.7% |
| Go Paperless | Start | 498,205 | 26,940 | 28,192 | 29,116 | 30,911 | 35,398 | 32,854 | 26,947 | 53,826 | 51,556 | 53,299 | 44,172 | 57,638 | 54,296 |
| | End | 436,519 | 23,437 | 24,591 | 25,686 | 27,823 | 32,412 | 30,251 | 24,904 | 46,568 | 44,790 | 45,641 | 38,841 | 48,995 | 46,017 |
| | % | 87.6% | 87.0% | 87.2% | 88.2% | 90.0% | 91.6% | 92.1% | 92.4% | 86.5% | 86.9% | 85.6% | 87.9% | 85.0% | 84.8% |
| Refund online submission | Start | 294,305 | 19,926 | 20,387 | 25,268 | 28,122 | 27,861 | 28,655 | 25,037 | 26,292 | 24,292 | 17,915 | 24,415 | 22,418 | 23,643 |
| | End | 221,131 | 14,892 | 15,378 | 19,573 | 22,265 | 21,303 | 21,726 | 18,600 | 19,289 | 17,587 | 13,163 | 18,046 | 16,579 | 17,622 |
| | % | 75.1% | 74.7% | 75.4% | 77.5% | 79.2% | 76.5% | 75.8% | 74.3% | 73.4% | 72.4% | 73.5% | 73.9% | 74.0% | 74.5% |
| Clear unpaid DD | Start | 197,453 | 22,141 | 18,361 | 18,255 | 15,647 | 15,139 | 16,102 | 14,748 | 15,468 | 16,450 | 13,339 | 18,935 | 16,489 | 18,520 |
| | End | 67,884 | 7,826 | 6,147 | 6,046 | 5,854 | 5,097 | 5,588 | 4,770 | 5,290 | 5,987 | 4,658 | 6,260 | 5,752 | 6,435 |
| | % | 34.4% | 35.3% | 33.5% | 33.1% | 37.4% | 33.7% | 34.7% | 32.3% | 34.2% | 36.4% | 34.9% | 33.1% | 34.9% | 34.7% |
| Over 74 online | Start | 68,098 | 6,593 | 5,248 | 4,633 | 4,169 | 4,429 | 5,028 | 5,231 | 6,538 | 6,164 | 5,462 | 7,365 | 7,633 | 6,198 |
| | End | 52,432 | 5,239 | 4,132 | 3,656 | 3,259 | 3,393 | 3,861 | 3,912 | 4,852 | 4,736 | 4,160 | 5,723 | 5,866 | 4,882 |
| | % | 77.0% | 79.5% | 78.7% | 78.9% | 78.2% | 76.6% | 76.8% | 74.8% | 74.2% | 76.8% | 76.2% | 77.7% | 76.9% | 78.8% |
| Over 75 online | Start | 69,685 | 6,249 | 4,919 | 5,064 | 4,452 | 4,994 | 5,829 | 5,788 | 6,961 | 6,928 | 5,900 | 6,153 | 6,669 | 6,028 |
| | End | 60,241 | 5,361 | 4,260 | 4,411 | 3,917 | 4,301 | 5,013 | 4,879 | 6,049 | 5,981 | 5,112 | 5,312 | 5,801 | 5,205 |
| | % | 86.4% | 85.8% | 86.6% | 87.1% | 88.0% | 86.1% | 86.0% | 84.3% | 86.9% | 86.3% | 86.6% | 86.3% | 87.0% | 86.3% |
| Order Literature | Start | 306 | 67 | 40 | 33 | 18 | 22 | 31 | 23 | 19 | 24 | 32 | 19 | 17 | 28 |
| | End | 21 | 3 | 2 | 2 | 0 | 1 | 5 | 1 | 1 | 0 | 1 | 1 | 1 | 6 |
| | % | 6.9% | 4.5% | 5.0% | 6.1% | 0.0% | 4.5% | 16.1% | 4.3% | 5.3% | 0.0% | 3.1% | 5.3% | 5.9% | 21.4% |
| Unsubscribe | Start | 35,827 | 2,912 | 2,418 | 2,941 | 2,658 | 3,074 | 3,261 | 3,333 | 3,224 | 3,060 | 2,582 | 3,006 | 3,027 | 3,243 |
| | End | 23,146 | 1,860 | 1,549 | 1,949 | 1,626 | 2,108 | 2,072 | 2,252 | 2,093 | 1,980 | 1,690 | 1,889 | 1,896 | 2,042 |
| | % | 64.6% | 63.9% | 64.1% | 66.3% | 61.2% | 68.6% | 63.5% | 67.6% | 64.9% | 64.7% | 65.5% | 62.8% | 62.6% | 63.0% |
| Licence Number Not Known | Start | 1,797,950 | 163,226 | 145,546 | 151,021 | 141,164 | 155,764 | 151,977 | 147,427 | 160,056 | 166,520 | 125,757 | 160,628 | 143,048 | 149,042 |
| | End | 691,174 | 60,551 | 53,073 | 54,801 | 49,003 | 58,942 | 58,533 | 56,263 | 60,855 | 67,995 | 49,459 | 64,722 | 57,542 | 59,986 |
| | % | 38.4% | 37.1% | 36.5% | 36.3% | 34.7% | 37.8% | 38.5% | 38.2% | 38.0% | 40.8% | 39.3% | 40.3% | 40.2% | 40.2% |
| Contact Us | Start | 1,509,073 | 135,056 | 113,202 | 124,379 | 122,017 | 129,341 | 132,562 | 127,112 | 139,146 | 133,300 | 99,563 | 135,982 | 124,574 | 127,895 |
| | End | 400,682 | 35,449 | 29,546 | 31,656 | 29,175 | 35,579 | 37,141 | 33,783 | 37,950 | 34,704 | 26,666 | 36,192 | 33,492 | 34,798 |
| | % | 26.6% | 26.2% | 26.1% | 25.5% | 23.9% | 27.5% | 28.0% | 26.6% | 27.3% | 26.0% | 26.8% | 26.6% | 26.9% | 27.2% |
| NLN | Start | 1,468,489 | 113,741 | 90,064 | 98,468 | 103,237 | 113,441 | 110,523 | 128,737 | 173,163 | 138,413 | 109,704 | 139,694 | 138,521 | 124,524 |
| | End | 884,124 | 63,632 | 54,106 | 59,670 | 67,041 | 66,166 | 63,198 | 74,036 | 109,613 | 88,198 | 72,711 | 87,041 | 72,141 | 70,203 |
| | % | 60.2% | 55.9% | 60.1% | 60.6% | 64.9% | 58.3% | 57.2% | 57.5% | 63.3% | 63.7% | 66.3% | 62.3% | 52.1% | 56.4% |
| Cash Plan Payment Card | Start | 2,135,157 | 184,443 | 172,116 | 176,336 | 163,278 | 171,286 | 173,797 | 173,121 | 193,171 | 175,001 | 156,998 | 179,252 | 186,383 | 214,418 |
| | End | 1,510,060 | 134,037 | 126,281 | 126,397 | 123,925 | 125,617 | 126,927 | 121,757 | 127,799 | 124,079 | 114,875 | 123,814 | 120,903 | 147,686 |
| | % | 70.7% | 72.7% | 73.4% | 71.7% | 75.9% | 73.3% | 73.0% | 70.3% | 66.2% | 70.9% | 73.2% | 69.1% | 64.9% | 68.9% |
| Cash Plan Saving Card | Start | 144,077 | 11,943 | 10,588 | 11,012 | 10,081 | 11,108 | 11,755 | 12,682 | 14,851 | 11,858 | 10,342 | 13,533 | 12,818 | 13,449 |
| | End | 80,039 | 6,769 | 6,066 | 6,054 | 5,724 | 6,244 | 6,641 | 6,746 | 7,428 | 6,513 | 5,986 | 7,455 | 7,329 | 7,853 |
| | % | 55.6% | 56.7% | 57.3% | 55.0% | 56.8% | 56.2% | 56.5% | 53.2% | 50.0% | 54.9% | 57.9% | 55.1% | 57.2% | 58.4% |



* This months volumes are currently under investigation with Webtrends.

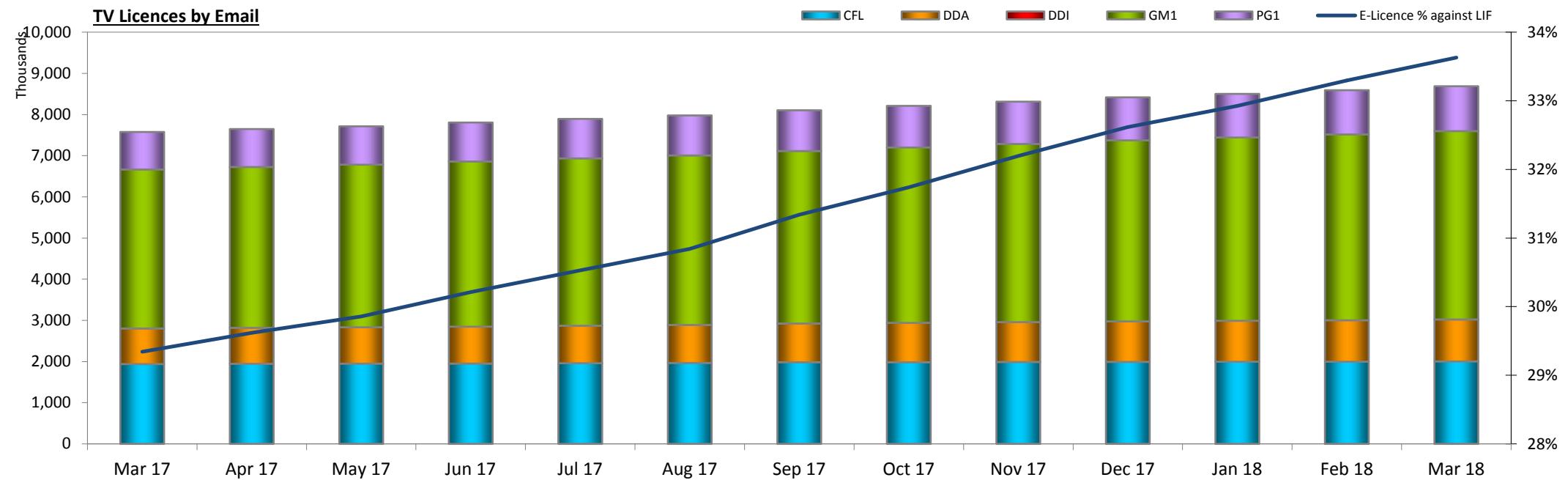
| iPlayer Referrals | | | | | | | | | | | | | | | | | | |
|---|--------------------|--------------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| | Total since Sep 16 | Total since Aug 16 | Avg 12 Months | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| TOTAL iPlayer Modals to TVL Web [iPlayer web + mobile app + TV app >>> TVL iPlayer page] | | | | | | | | | | | | | | | | | | |
| Clickthroughs to TVL | 4,693,171 | 4,693,171 | 244,773 | 213,322 | 178,198 | 189,974 | 223,863 | 159,869 | 166,954 | 166,978 | 169,599 | 246,863 | 308,212 | 407,298 | 506,150 | 553,862 | 526,045 | 675,984 |
| % Clickthroughs | 2.21% | 2.21% | 2.05% | 2.20% | 1.92% | 1.79% | 1.76% | 1.50% | 1.64% | 1.55% | 1.71% | 2.80% | 2.40% | 2.43% | 2.40% | 2.51% | 2.45% | 2.66% |
| Single Page Views % | 78.46% | 78.46% | 68.17% | 78.22% | 79.25% | 80.33% | 79.63% | 80.43% | 80.37% | 77.15% | 80.63% | 82.63% | 83.34% | 80.17% | 76.07% | 77.00% | 76.21% | 76.22% |
| No. of payments | 12,690 | 12,690 | 862 | 919 | 847 | 1,030 | 1,042 | 1,247 | 1,555 | 1,414 | 639 | 366 | 393 | 384 | 511 | 642 | 655 | 1,046 |
| TVL Payment Conversion % | 0.27% | 0.27% | 0.35% | 0.43% | 0.48% | 0.54% | 0.47% | 0.78% | 0.93% | 0.85% | 0.38% | 0.15% | 0.13% | 0.09% | 0.10% | 0.12% | 0.12% | 0.15% |
| New Issue | 4,542 | 4,542 | 263 | 209 | 202 | 264 | 304 | 321 | 380 | 261 | 236 | 230 | 243 | 235 | 268 | 329 | 345 | 715 |
| New Issue % | 35.79% | 35.79% | 30.47% | 22.74% | 23.85% | 25.63% | 29.17% | 25.74% | 24.44% | 18.46% | 36.93% | 62.84% | 61.83% | 61.20% | 52.45% | 51.25% | 52.67% | 68.36% |
| Sales Value | £1,861,915.50 | £1,861,915.50 | £126,750.75 | £135,093.00 | £124,509.00 | £151,410.00 | £153,174.00 | £183,309.00 | £228,585.00 | £207,858.00 | £93,933.00 | £53,802.00 | £57,771.00 | £56,448.00 | £75,117.00 | £93,411.00 | £95,302.50 | £152,193.00 |
| iPlayer web/mobile app – “Find out more” (/iplayermoreinfo ->> ‘BBC iPlayer and the TV Licence’) | | | | | | | | | | | | | | | | | | |
| Visits | 1,598,484 | 1,598,484 | 81,109 | 75,612 | 57,128 | 63,137 | 77,418 | 49,727 | 54,158 | 64,220 | 56,217 | 60,786 | 87,379 | 138,550 | 188,975 | 194,852 | 194,555 | 235,770 |
| Single Page Views % | 71.12% | 71.12% | 72.32% | 72.19% | 71.66% | 73.27% | 73.05% | 72.04% | 72.86% | 71.05% | 73.28% | 72.73% | 76.08% | 73.19% | 69.52% | 69.54% | 69.28% | 68.99% |
| Payment | 3,590 | 3,590 | 239 | 253 | 185 | 318 | 313 | 344 | 420 | 366 | 182 | 92 | 114 | 124 | 155 | 199 | 209 | 316 |
| Payment % | 0.22% | 0.22% | 0.29% | 0.33% | 0.32% | 0.50% | 0.40% | 0.69% | 0.78% | 0.57% | 0.32% | 0.15% | 0.13% | 0.09% | 0.08% | 0.10% | 0.11% | 0.13% |
| New Issue | 1,326 | 1,326 | 75 | 58 | 48 | 78 | 91 | 98 | 100 | 69 | 76 | 57 | 74 | 71 | 79 | 105 | 106 | 216 |
| New Issue % | 36.94% | 36.94% | 31.37% | 22.92% | 25.95% | 24.53% | 29.07% | 28.49% | 23.81% | 18.85% | 41.76% | 61.96% | 64.91% | 57.26% | 50.97% | 52.76% | 50.72% | 68.35% |
| Sales Value | £526,644.00 | £526,644.00 | £35,108.50 | £37,191.00 | £27,195.00 | £46,746.00 | £46,011.00 | £50,568.00 | £61,740.00 | £53,802.00 | £26,754.00 | £13,524.00 | £16,758.00 | £18,228.00 | £22,785.00 | £28,954.50 | £30,409.50 | £45,978.00 |
| iPlayer web/mobile app – “I don’t have a licence” (/iplayernollicence ->> ‘BBC iPlayer and the TV Licence’) | | | | | | | | | | | | | | | | | | |
| Visits | 3,093,555 | 3,093,555 | 163,594 | 137,635 | 120,993 | 126,739 | 146,330 | 110,060 | 112,731 | 102,705 | 113,328 | 186,032 | 220,785 | 268,677 | 317,111 | 358,931 | 331,411 | 440,087 |
| Single Page Views % | 82.26% | 82.26% | 83.30% | 81.54% | 82.86% | 83.87% | 83.13% | 84.24% | 84.00% | 80.99% | 84.29% | 85.87% | 86.22% | 83.77% | 79.97% | 81.06% | 80.28% | 80.10% |
| Payment | 8,964 | 8,964 | 613 | 651 | 641 | 694 | 718 | 892 | 1,125 | 1,031 | 452 | 271 | 277 | 259 | 350 | 440 | 443 | 720 |
| Payment % | 0.29% | 0.29% | 0.37% | 0.47% | 0.53% | 0.55% | 0.49% | 0.81% | 1.00% | 1.00% | 0.40% | 0.15% | 0.13% | 0.10% | 0.11% | 0.12% | 0.13% | 0.16% |
| New Issue | 3,150 | 3,150 | 184 | 144 | 145 | 178 | 209 | 220 | 277 | 187 | 158 | 171 | 167 | 163 | 183 | 222 | 236 | 490 |
| New Issue % | 35.14% | 35.14% | 29.91% | 22.12% | 22.62% | 25.65% | 29.11% | 24.66% | 24.62% | 18.14% | 34.96% | 63.10% | 60.29% | 62.93% | 52.29% | 50.45% | 53.27% | 68.06% |
| Sales Value | £1,315,303.50 | £1,315,303.50 | £90,172.25 | £95,697.00 | £94,227.00 | £102,018.00 | £105,546.00 | £131,124.00 | £165,375.00 | £151,557.00 | £66,444.00 | £39,837.00 | £40,719.00 | £38,073.00 | £51,450.00 | £64,020.00 | £64,456.50 | £104,760.00 |
| iPlayer TV app – “Find out more” (/iplayertv ->> ‘BBC iPlayer and the TV Licence’) | | | | | | | | | | | | | | | | | | |
| Visits | 1,132 | 1,132 | 71 | 75 | 77 | 98 | 115 | 82 | 65 | 53 | 54 | 45 | 48 | 71 | 64 | 79 | 79 | 127 |
| Single Page Views % | 51.24% | 51.24% | 49.00% | 53.33% | 57.14% | 50.00% | 49.57% | 56.10% | 40.00% | 33.96% | 51.85% | 53.33% | 45.83% | 52.11% | 37.50% | 62.03% | 65.82% | 50.39% |
| Payment | 136 | 136 | 10 | 15 | 21 | 18 | 11 | 11 | 10 | 17 | 5 | 3 | 2 | 1 | 6 | 3 | 3 | 10 |
| Payment % | 12.01% | 12.01% | 14.17% | 20.00% | 27.27% | 18.37% | 9.57% | 13.41% | 15.38% | 32.08% | 9.26% | 6.67% | 4.17% | 1.41% | 9.38% | 3.80% | 3.80% | 7.87% |
| New Issue | 66 | 66 | 4 | 7 | 9 | 8 | 4 | 3 | 3 | 5 | 2 | 2 | 2 | 1 | 6 | 2 | 3 | 9 |
| New Issue % | 48.53% | 48.53% | 43.33% | 46.67% | 42.86% | 44.44% | 36.36% | 27.27% | 30.00% | 29.41% | 40.00% | 66.67% | 100.00% | 100.00% | 100.00% | 66.67% | 100.00% | 90.00% |
| Sales Value | £19,968.00 | £19,968.00 | £1,470.00 | £2,205.00 | £3,087.00 | £2,646.00 | £1,617.00 | £1,617.00 | £1,470.00 | £2,499.00 | £735.00 | £441.00 | £294.00 | £147.00 | £882.00 | £436.50 | £436.50 | £1,455.00 |
| TOTAL Campaign/Comms BOD URLs to TVL Web [/lawchange + /iplayerinfo + /thelaw] | | | | | | | | | | | | | | | | | | |
| Visits | 11,299 | 11,299 | 715 | 260 | 330 | 330 | 297 | 566 | 1,493 | 1,123 | 1,043 | 1,016 | 896 | 877 | 344 | 713 | 788 | 1,223 |
| Single Page Views % | 55.28% | 55.28% | 54.94% | 57.31% | 52.73% | 50.61% | 51.52% | 49.12% | 49.16% | 51.56% | 61.55% | 57.78% | 58.48% | 62.03% | 52.33% | 59.05% | 56.60% | 54.62% |
| Payment | 433 | 433 | 31 | 15 | 27 | 17 | 18 | 25 | 108 | 64 | 30 | 26 | 19 | 18 | 4 | 21 | 18 | 23 |
| Payment % | 3.83% | 3.83% | 4.33% | 5.77% | 8.18% | 5.15% | 6.06% | 4.42% | 7.23% | 5.70% | 2.88% | 2.56% | 2.12% | 2.05% | 1.16% | 2.95% | 2.28% | 1.88% |
| Sales Value | £63,001.50 | £63,001.50 | £4,498.38 | £2,205.00 | £3,969.00 | £2,499.00 | £2,646.00 | £3,675.00 | £15,876.00 | £9,408.00 | £4,410.00 | £3,822.00 | £2,793.00 | £2,646.00 | £588.00 | £3,055.50 | £2,619.00 | £3,346.50 |
| tv1.co.uk/lawchange (IVR) ->> ‘BBC iPlayer and the TV Licence’ | | | | | | | | | | | | | | | | | | |
| Visits | 9,345 | 9,345 | 592 | 214 | 248 | 248 | 234 | 382 | 1,127 | 939 | 949 | 924 | 791 | 802 | 251 | 601 | 690 | 945 |
| Single Page Views % | 60.66% | 60.66% | 61.12% | 63.08% | 61.29% | 60.08% | 57.69% | 61.78% | 59.72% | 55.59% | 63.65% | 61.80% | 63.59% | 63.97% | 60.56% | 63.56% | 58.26% | 57.14% |
| Payment | 273 | 273 | 19 | 5 | 16 | 4 | 9 | 16 | 59 | 47 | 20 | 17 | 16 | 15 | 4 | 17 | 17 | 11 |
| Payment % | 2.92% | 2.92% | 3.21% | 2.34% | 6.45% | 1.61% | 3.85% | 4.19% | 5.24% | 5.01% | 2.11% | 1.84% | 2.02% | 1.87% | 1.59% | 2.83% | 2.46% | 1.16% |
| Sales Value | £40,063.50 | £40,063.50 | £2,793.00 | £735.00 | £2,352.00 | £588.00 | £1,323.00 | £2,352.00 | £8,673.00 | £6,909.00 | £2,940.00 | £2,499.00 | £2,352.00 | £2,205.00 | £588.00 | £2,473.50 | £2,473.50 | £1,600.50 |
| tvlicensing.co.uk/lawchange (Leaflet) ->> ‘BBC iPlayer and the TV Licence’ | | | | | | | | | | | | | | | | | | |
| Visits | 897 | 897 | 57 | 24 | 43 | 50 | 47 | 54 | 56 | 105 | 60 | 68 | 65 | 50 | 59 | 75 | 43 | 98 |
| Single Page Views % | 26.87% | 26.87% | 25.40% | 37.50% | 34.88% | 20.00% | 29.79% | 12.96% | 16.07% | 32.38% | 33.33% | 14.71% | 10.77% | 44.00% | 27.12% | 30.67% | 37.21% | 29.59% |
| Payment | 99 | 99 | 7 | 5 | 2 | 13 | 4 | 6 | 22 | 14 | 8 | 9 | 3 | 1 | 0 | 4 | 0 | 8 |
| Payment % | 11.04% | 11.04% | 12.78% | 20.83% | 4.65% | 26.00% | 8.51% | 11.11% | 39.29% | 13.33% | 13.33% | 13.24% | 4.62% | 2.00% | 0.00% | 5.33% | 0.00% | 8.16% |
| Sales Value | £14,535.00 | £14,535.00 | £1,065.75 | £735.00 | £294.00 | £1,911.00 | £588.00 | £882.00 | £3,234.00 | £2,058.00 | £1,176.00 | £1,323.00 | £441.00 | £147.00 | £0.00 | £582.00 | £0.00 | £1,164.00 |
| /iplayerinfo (BBC PR) ->> ‘BBC iPlayer and the TV Licence’ | | | | | | | | | | | | | | | | | | |
| Visits | 350 | 350 | 18 | 7 | 24 | 20 | 8 | 7 | 18 | 30 | 25 | 19 | 21 | 17 | 18 | 29 | 41 | 66 |
| Single Page Views % | 39.71% | 39.71% | 35.98% | 71.43% | 16.67% | 30.00% | 37.50% | 57.14% | 27.78% | 43.33% | 52.00% | 26.32% | 38.10% | 35.29% | 27.78% | 37.93% | 46.34% | 48.48% |
| Payment | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 |
| Payment % | 0.86% | 0.86% | 0.93% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 11.76% | 0.00% | 0.00% | 2.44% | 0.00% |
| Sales Value | £439.50 | £439.50 | £24.50 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £294.00 | £0.00 | £0.00 | £145.50 | £0.00 |
| /thelaw (BAU letters/comms) ->> ‘Do you need a TV Licence?’ (Check page) | | | | | | | | | | | | | | | | | | |
| Visits | 707 | 707 | 48 | 15 | 15 | 12 | 8 | 123 | 292 | 49 | 9 | 5 | 19 | 8 | 16 | | | |

| iPlayer Interactions (from iPlayer team) | | | | | | | | | | | | | | | | | | |
|--|---------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Total iPlayer content requests | 3,111,592,853 | 3,111,592,853 | 207,395,318 | 223,410,446 | 211,320,292 | 242,804,632 | 243,372,624 | 215,625,784 | 206,117,472 | 185,006,526 | 172,931,246 | 178,807,894 | 198,968,448 | 207,918,256 | 202,460,192 | 202,358,569 | 199,784,864 | 220,705,608 |
| No. of modals served | 212,360,189 | 212,360,189 | 11,949,405 | 9,675,440 | 9,270,976 | 10,603,136 | 12,750,578 | 10,684,560 | 10,210,280 | 10,768,208 | 9,926,064 | 8,822,703 | 12,833,648 | 16,772,884 | 21,074,384 | 22,031,304 | 21,485,000 | 25,451,024 |
| Modal Served % | 6.8% | 6.8% | 5.8% | 4.3% | 4.4% | 4.4% | 5.2% | 5.0% | 5.0% | 5.8% | 5.7% | 4.9% | 6.5% | 8.1% | 10.4% | 10.9% | 10.8% | 11.5% |
| On Demand | 178,687,816 | 178,687,816 | 10,002,825 | 8,875,872 | 7,773,104 | 9,038,976 | 10,948,416 | 9,135,184 | 8,809,336 | 9,337,728 | 8,177,136 | 6,825,120 | 9,678,256 | 13,862,496 | 17,572,272 | 18,752,872 | 18,339,832 | 21,561,216 |
| On Demand % | 84.1% | 84.1% | 83.7% | 91.7% | 83.8% | 85.2% | 85.9% | 85.5% | 86.3% | 86.7% | 82.4% | 77.4% | 75.4% | 82.6% | 83.4% | 85.1% | 85.4% | 84.7% |
| Live | 33,672,373 | 33,672,373 | 1,946,580 | 799,568 | 1,497,872 | 1,564,160 | 1,802,162 | 1,549,376 | 1,400,944 | 1,430,480 | 1,748,928 | 1,997,583 | 3,155,392 | 2,910,388 | 3,502,112 | 3,278,432 | 3,145,168 | 3,889,808 |
| Live % | 15.9% | 15.9% | 16.3% | 8.3% | 16.2% | 14.8% | 14.1% | 14.5% | 13.7% | 13.3% | 17.6% | 22.6% | 24.6% | 17.4% | 16.6% | 14.9% | 14.6% | 15.3% |
| I have a TV Licence % | 92.0% | 92.0% | 92.9% | 93.8% | 93.8% | 93.4% | 93.7% | 91.7% | 93.6% | 95.7% | 93.6% | 94.0% | 93.5% | 91.8% | 89.9% | 89.0% | 90.3% | 90.7% |
| I don't have a TV Licence % | 1.8% | 1.8% | 1.8% | 1.6% | 1.6% | 1.6% | 1.6% | 1.4% | 1.4% | 1.4% | 1.9% | 2.4% | 2.5% | 2.0% | 1.7% | 1.9% | 1.8% | 2.0% |
| Find out More % | 0.7% | 0.7% | 0.7% | 0.7% | 0.6% | 0.6% | 0.6% | 0.4% | 0.5% | 0.7% | 0.6% | 0.7% | 0.8% | 0.8% | 0.9% | 0.9% | 0.9% | 0.9% |
| Web - On Demand Requests | | | | | | | | | | | | | | | | | | |
| % Total TVL advisory display | 6.5% | 6.5% | 4.7% | 3.2% | 3.5% | 3.6% | 3.7% | 4.1% | 4.2% | 3.8% | 3.9% | 4.4% | 3.8% | 5.6% | 12.6% | 14.1% | 13.1% | 13.4% |
| % I have a TV Licence | 87.4% | 87.4% | 91.3% | 94.9% | 95.3% | 95.1% | 95.0% | 92.5% | 95.1% | 95.0% | 94.4% | 91.3% | 89.2% | 92.6% | 83.2% | 80.4% | 82.0% | 84.1% |
| % I don't have a TV Licence | 2.2% | 2.2% | 2.2% | 1.7% | 1.7% | 1.8% | 1.8% | 1.7% | 1.7% | 1.6% | 2.6% | 3.4% | 5.1% | 2.8% | 1.8% | 2.1% | 1.9% | 2.4% |
| % Find out more | 0.2% | 0.2% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% | 0.3% | 0.4% | 0.4% |
| Web - Live Content Requests | | | | | | | | | | | | | | | | | | |
| % Total TVL advisory display | 11.1% | 11.1% | 9.2% | 4.8% | 6.7% | 6.5% | 6.4% | 6.6% | 6.2% | 5.8% | 7.2% | 10.5% | 11.8% | 13.1% | 18.7% | 18.2% | 18.3% | 18.6% |
| % I have a TV Licence | 85.2% | 85.2% | 85.4% | 95.6% | 88.4% | 85.5% | 85.2% | 85.3% | 85.6% | 85.6% | 84.2% | 88.5% | 88.4% | 87.1% | 79.2% | 85.5% | 85.3% | 84.1% |
| % I don't have a TV Licence | 2.0% | 2.0% | 2.1% | 0.9% | 1.2% | 1.1% | 1.3% | 1.2% | 1.2% | 1.2% | 1.7% | 2.9% | 3.6% | 2.8% | 1.7% | 1.9% | 1.7% | 2.1% |
| % Find out more | 0.3% | 0.3% | 0.3% | 0.0% | 0.2% | 0.3% | 0.3% | 0.3% | 0.3% | 0.4% | 0.3% | 0.2% | 0.2% | 0.3% | 0.4% | 0.4% | 0.4% | 0.4% |
| Mobile - On Demand Requests | | | | | | | | | | | | | | | | | | |
| % Total TVL advisory display | 27.0% | 27.0% | 29.2% | 38.2% | 38.1% | 38.3% | 59.0% | 49.8% | 45.7% | 55.4% | 29.0% | 15.1% | 19.5% | 22.8% | 23.5% | 22.7% | 21.5% | 24.5% |
| % I have a TV Licence | 93.1% | 93.1% | 93.4% | 92.9% | 92.9% | 93.2% | 93.7% | 94.1% | 94.4% | 94.6% | 93.7% | 92.6% | 93.4% | 93.2% | 92.4% | 92.2% | 93.3% | 91.6% |
| % I don't have a TV Licence | 2.8% | 2.8% | 2.7% | 2.5% | 2.7% | 2.6% | 2.6% | 2.3% | 2.3% | 2.1% | 3.2% | 3.1% | 2.9% | 2.8% | 2.9% | 2.9% | 3.0% | 3.1% |
| % Find out more | 2.8% | 2.8% | 2.5% | 2.7% | 2.6% | 2.5% | 2.3% | 2.1% | 2.2% | 2.2% | 2.5% | 2.7% | 2.5% | 2.6% | 3.0% | 3.1% | 3.4% | 3.5% |
| Mobile - Live Content Requests | | | | | | | | | | | | | | | | | | |
| % Total TVL advisory display | 37.0% | 37.0% | 34.2% | 45.5% | 16.6% | 44.4% | 47.1% | 30.4% | 42.1% | 47.9% | 27.6% | 17.2% | 37.1% | 45.4% | 45.9% | 47.2% | 49.8% | 50.1% |
| % I have a TV Licence | 10.0% | 10.0% | 97.2% | 96.8% | 96.6% | 96.9% | 97.3% | 97.5% | 97.6% | 97.5% | 97.2% | 96.9% | 97.5% | 97.3% | 97.2% | 96.7% | 96.7% | 96.2% |
| % I don't have a TV Licence | 0.1% | 0.1% | 1.0% | 0.9% | 1.0% | 0.9% | 0.9% | 0.9% | 0.8% | 0.9% | 1.1% | 1.3% | 1.1% | 1.1% | 1.1% | 1.2% | 1.2% | 1.4% |
| % Find out more | 0.1% | 0.1% | 1.2% | 1.5% | 1.4% | 1.3% | 1.2% | 1.1% | 1.1% | 1.2% | 1.2% | 1.1% | 1.1% | 1.2% | 1.2% | 1.7% | 1.7% | 2.0% |
| TV App - On Demand Requests | | | | | | | | | | | | | | | | | | |
| % Total TVL advisory display | 4.3% | 4.3% | 3.8% | 3.1% | 3.2% | 3.0% | 3.7% | 3.7% | 3.5% | 4.1% | 4.2% | 2.9% | 4.0% | 5.6% | 5.5% | 5.8% | 6.4% | 6.9% |
| % I have a TV Licence | 96.1% | 96.1% | 95.2% | 93.7% | 94.0% | 93.9% | 94.2% | 91.0% | 93.5% | 98.0% | 98.3% | 98.9% | 99.1% | 90.7% | 98.9% | 98.4% | 98.2% | 98.9% |
| % I don't have a TV Licence | 1.0% | 1.0% | 1.0% | 1.1% | 1.1% | 1.1% | 1.0% | 1.0% | 1.0% | 1.0% | 1.1% | 1.1% | 1.0% | 0.9% | 0.9% | 0.9% | 0.8% | 0.9% |
| TV App - Live Content Requests | | | | | | | | | | | | | | | | | | |
| % Total TVL advisory display | 5.8% | 5.8% | 5.5% | 4.3% | 4.8% | 4.3% | 5.1% | 4.7% | 4.1% | 5.4% | 9.4% | 4.8% | 6.5% | 7.4% | 7.8% | 7.4% | 7.8% | 8.1% |
| % I have a TV Licence | 92.4% | 92.4% | 91.1% | 93.5% | 93.1% | 93.6% | 93.9% | 94.5% | 95.6% | 96.9% | 70.7% | 96.1% | 81.8% | 97.3% | 97.2% | 97.2% | 97.1% | 97.2% |
| % I don't have a TV Licence | 1.4% | 1.4% | 1.4% | 1.8% | 1.6% | 1.5% | 1.5% | 1.5% | 1.2% | 1.3% | 0.9% | 1.3% | 1.1% | 1.4% | 1.3% | 1.5% | 1.5% | 1.3% |
| Other BBC Online TV Referrals (Sport, News and Non iPlayer Apps) | | | | | | | | | | | | | | | | | | |
| Visits | 718,318 | 718,318 | 38,689 | 40,546 | 60,316 | 38,311 | 22,966 | 49,531 | 20,235 | 23,855 | 33,093 | 25,199 | 38,124 | 60,711 | 51,386 | 77,097 | 57,284 | 119,664 |
| Single Page Views % | 80.80% | 80.80% | 85.36% | 89.01% | 88.82% | 88.21% | 87.56% | 88.76% | 81.77% | 72.04% | 79.45% | 81.10% | 86.31% | 87.36% | 82.50% | 74.15% | 69.58% | 72.76% |
| Payment | 6,195 | 6,195 | 245 | 125 | 242 | 93 | 101 | 151 | 284 | 835 | 358 | 107 | 197 | 337 | 108 | 1,046 | 1,141 | 1,070 |
| Payment % | 0.86% | 0.86% | 0.63% | 0.31% | 0.40% | 0.24% | 0.44% | 0.30% | 1.40% | 3.50% | 1.08% | 0.42% | 0.52% | 0.56% | 0.21% | 1.36% | 1.99% | 0.89% |
| Sales Value | £905,779.50 | £905,779.50 | £35,990.50 | £18,375.00 | £35,574.00 | £13,671.00 | £14,847.00 | £22,197.00 | £41,748.00 | £122,745.00 | £52,626.00 | £15,729.00 | £28,959.00 | £49,539.00 | £15,876.00 | £152,193.00 | £166,015.50 | £155,685.00 |
| BBC Sport web/mobile app “Find out more” (/sportinfo ->> ‘Do you need a TV Licence’) | | | | | | | | | | | | | | | | | | |
| Visits | 93,424 | 93,424 | 3,983 | 2,702 | 3,742 | 2,745 | 1,730 | 4,756 | 1,698 | 3,577 | 8,099 | 4,914 | 2,668 | 6,312 | 4,848 | 6,087 | 4,878 | 34,668 |
| Single Page Views % | 62.72% | 62.72% | 69.69% | 80.79% | 77.66% | 81.53% | 81.97% | 82.38% | 74.20% | 47.67% | 52.35% | 57.57% | 75.97% | 77.01% | 76.73% | 75.75% | 70.81% | 49.69% |
| Payment | 1,932 | 1,932 | 85 | 9 | 29 | 5 | 11 | 18 | 16 | 309 | 306 | 71 | 19 | 224 | 2 | 10 | 54 | 849 |
| Payment % | 2.07% | 2.07% | 2.13% | 0.33% | 0.77% | 0.18% | 0.64% | 0.38% | 0.94% | 8.64% | 3.78% | 1.44% | 0.71% | 3.55% | 0.04% | 0.16% | 1.11% | 2.45% |
| Sales Value | £282,634.50 | £282,634.50 | £12,482.75 | £1,323.00 | £4,263.00 | £735.00 | £1,617.00 | £2,646.00 | £2,352.00 | £45,423.00 | £44,982.00 | £10,437.00 | £2,793.00 | £32,928.00 | £294.00 | £1,455.00 | £7,857.00 | £123,529.50 |
| BBC Sport web/mobile app “I don't have a licence” (/sportnolicence ->> ‘Do you need a TV Licence’) | | | | | | | | | | | | | | | | | | |
| Visits | 466,565 | 466,565 | 26,554 | 31,049 | 51,009 | 29,122 | 14,589 | 37,815 | 9,802 | 10,451 | 17,863 | 13,436 | 22,143 | 43,797 | 37,569 | 49,103 | 32,112 | 66,705 |
| Single Page Views % | 88.16% | 88.16% | 89.59% | 91.20% | 90.39% | 90.06% | 91.26% | 90.78% | 89.37% | 81.75% | 90.21% | 88.87% | 90.17% | 90.30% | 86.03% | 86.17% | 85.10% | 84.23% |
| Payment | 1,115 | 1,115 | 83 | 98 | 185 | 56 | 66 | 95 | 58 | 190 | 32 | 29 | 89 | 80 | 23 | 35 | 44 | 35 |
| Payment % | 0.24% | 0.24% | 0.31% | 0.32% | 0.36% | 0.19% | 0.45% | 0.25% | 0.59% | 1.82% | 0.18% | 0.22% | 0.40% | 0.18% | 0.06% | 0.07% | 0.14% | 0.05% |
| Sales Value | £163,734.00 | £163,734.00 | £12,262.25 | £14,406.00 | £27,195.00 | £8,232.00 | £9,702.00 | £13,965.00 | £8,526.00 | £27,930.00 | £4,704.00 | £4,263.00 | £13,083.00 | £11,760.00 | £3,381.00 | £5,092.50 | £6,402.00 | £5,092.50 |
| BBC News Channel – On page link (/news ->> ‘Do you need a TV Licence’) | | | | | | | | | | | | | | | | | | |
| Visits | 158,313 | 158,313 | 8,152 | 6,795 | 5,563 | 6,438 | 6,646 | 6,959 | 8,735 | 9,826 | 7,130 | 6,848 | 13,313 | 10,602 | 8,969 | 21,906 | 20,294 | 18,289 |
| Single Page Views % | 69.80% | 69.80% | 79.25% | 82.24% | 81.92% | 82.77% | 80.91% | 82.15% | 74.72% | 70.59% | 83.30% | 82.74% | 81.96% | 81.40% | 70.82% | 46.77% | 44.74% | 74.66% |
| Payment | 3,146 | 3,146 | 76 | 18 | 26 | 32 | 24 | 38 | 210 | 336 | 20 | 7 | 89 | 33 | 83 | 1,001 | 1,043 | 186 |
| Payment % | 1.99% | 1.99% | 0.94% | 0.26% | 0.47% | 0.50% | 0.36% | 0.55% | 2.40% | 3.42% | 0.28% | 0.10% | 0.67% | 0.31% | 0.93% | 4.57% | 5.14% | 1.02% |
| Sales Value | £459,117.00 | £459,117.00 | £11,221.00 | £2,646.00 | £3,822.00 | £4,704.00 | £3,528.00 | £5,586.00 | £30,870.00 | £49,392.00 | £2,940.00 | £1,029.00 | £13,083.00 | £4,851.00 | £12,201.00 | £145,645.50 | £151,756.50 | £27,063.00 |
| Non-iPlayer TV apps – “Find out more” URL (/tvapp ->> ‘Do you need a TV Licence’) | | | | | | | | | | | | | | | | | | |
| Visits | 16 | 16 | 1 | | | | | | | | | | | | | | | |

TV Licences by Email

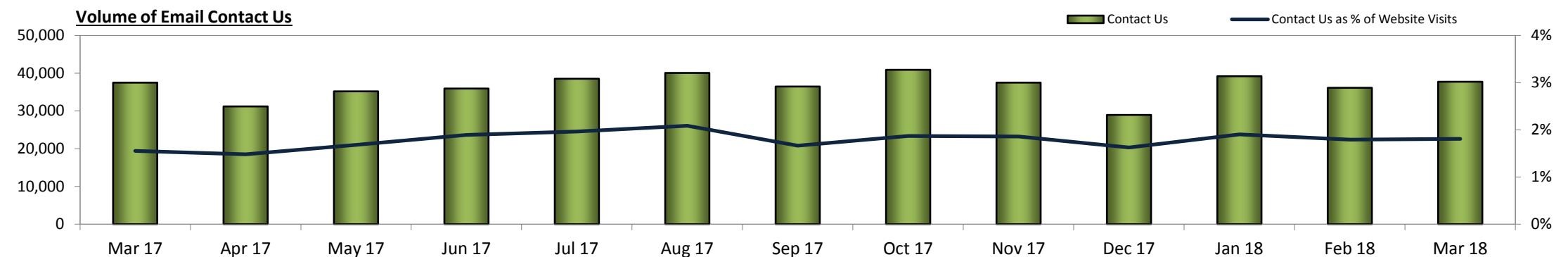
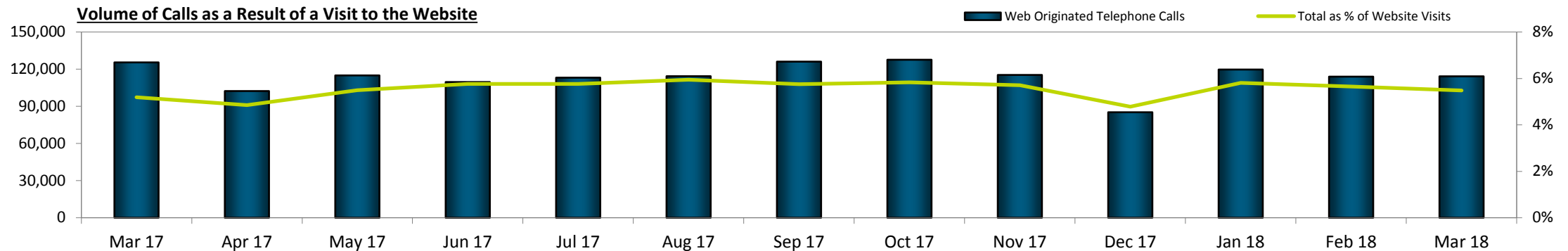
| | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|--------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Registered Total | | | | | | | | | | | | | | |
| CFL | 449,126 | 39,127 | 26,726 | 31,633 | 33,904 | 35,557 | 39,706 | 49,796 | 48,828 | 40,797 | 31,199 | 39,145 | 35,990 | 35,845 |
| DDA | 161,605 | 11,472 | 9,457 | 11,200 | 12,402 | 13,964 | 15,098 | 14,377 | 16,801 | 15,544 | 13,795 | 13,665 | 12,901 | 12,401 |
| DDI | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| GM1 | 1,001,766 | 78,187 | 64,072 | 73,052 | 78,313 | 84,118 | 86,618 | 81,245 | 101,002 | 95,213 | 80,524 | 86,272 | 87,655 | 83,682 |
| PG1 | 269,566 | 20,344 | 16,621 | 19,355 | 20,611 | 22,136 | 23,191 | 21,889 | 28,561 | 25,814 | 22,385 | 23,683 | 23,352 | 21,968 |
| De-Registered Total | | | | | | | | | | | | | | |
| CFL | 64,936 | 7,557 | 3,849 | 4,416 | 5,063 | 5,091 | 5,466 | 5,450 | 6,457 | 5,851 | 4,506 | 5,973 | 5,953 | 6,861 |
| DDA | 7,344 | 739 | 451 | 624 | 576 | 662 | 599 | 578 | 701 | 682 | 556 | 629 | 600 | 686 |
| DDI | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| GM1 | 40,233 | 3,783 | 2,885 | 3,504 | 3,223 | 3,619 | 3,537 | 3,200 | 3,596 | 3,478 | 2,739 | 3,626 | 3,407 | 3,419 |
| PG1 | 11,503 | 1,106 | 811 | 1,027 | 949 | 976 | 1,018 | 909 | 1,019 | 1,002 | 789 | 1,073 | 986 | 944 |
| Total MAT | | | | | | | | | | | | | | |
| CFL | | 1,939,490 | 1,946,311 | 1,949,918 | 1,951,285 | 1,960,329 | 1,966,940 | 1,983,948 | 1,983,576 | 1,989,951 | 1,991,947 | 1,995,421 | 1,996,924 | 2,004,558 |
| DDA | | 864,556 | 874,125 | 883,852 | 897,012 | 910,295 | 923,092 | 940,579 | 955,974 | 969,045 | 984,261 | 995,501 | 1,006,951 | 1,018,358 |
| DDI | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| GM1 | | 3,863,217 | 3,906,984 | 3,949,308 | 4,012,657 | 4,066,019 | 4,117,952 | 4,190,657 | 4,262,836 | 4,328,432 | 4,398,558 | 4,452,842 | 4,514,436 | 4,576,207 |
| PG1 | | 910,867 | 921,661 | 932,076 | 946,526 | 959,158 | 971,772 | 989,637 | 1,009,692 | 1,027,135 | 1,044,785 | 1,059,588 | 1,074,600 | 1,089,677 |
| Licences In Force * | | 25,826,118 | 25,824,439 | 25,841,434 | 25,844,035 | 25,864,845 | 25,874,802 | 25,859,357 | 25,874,514 | 25,823,252 | 25,813,329 | 25,825,773 | 25,807,021 | 25,836,495 |
| E-Licence % against LIF | | 29.3% | 29.6% | 29.9% | 30.2% | 30.5% | 30.8% | 31.3% | 31.7% | 32.2% | 32.6% | 32.9% | 33.3% | 33.6% |
| E-Licence % Opt In | | 80.8% | 82.6% | 82.5% | 82.8% | 83.5% | 83.8% | 85.2% | 83.6% | 83.3% | 84.2% | 83.3% | 83.0% | 81.8% |

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



Contact Us Summary

| | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|--|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|
| Web Telephone Volumes | | | | | | | | | | | | | | |
| External WEB Number [03007906131] | 23,925 | 2,331 | 1,789 | 2,005 | 1,810 | 1,798 | 1,842 | 1,742 | 2,443 | 2,600 | 1,745 | 2,199 | 1,958 | 1,994 |
| External Web Search [03007906144] | 231,077 | 47,184 | 40,819 | 35,033 | 14,252 | 14,244 | 25,023 | 38,056 | 20,946 | 10,267 | 7,045 | 8,694 | 6,998 | 9,700 |
| TVL WEB Licence Number Not Known [03007900364] | 48,130 | 4,552 | 3,859 | 4,275 | 3,897 | 4,146 | 4,326 | 3,976 | 4,083 | 4,395 | 3,336 | 4,281 | 3,822 | 3,734 |
| TVL WEB CANX [03007906143] | 4,836 | 245 | 275 | 117 | 184 | 141 | 143 | 670 | 414 | 250 | 535 | 280 | 975 | 852 |
| TVL Sign In Page [03007906081] | 51,692 | 4,257 | 3,478 | 4,155 | 4,042 | 4,463 | 4,290 | 4,540 | 5,081 | 4,524 | 3,622 | 4,710 | 4,223 | 4,564 |
| TVL WEB O75 [03007906117] | 15,790 | 1,502 | 1,224 | 1,255 | 1,047 | 1,156 | 1,237 | 1,250 | 1,660 | 1,438 | 1,128 | 1,697 | 1,513 | 1,185 |
| TVL Website [03007906165] | 516,590 | 18,994 | 16,677 | 30,380 | 50,956 | 52,567 | 37,413 | 29,114 | 43,333 | 48,898 | 38,155 | 58,506 | 56,476 | 54,115 |
| TVL WEB FAQ11 [03007900368] | 147,056 | 11,354 | 8,470 | 9,949 | 8,901 | 9,594 | 12,646 | 16,892 | 18,109 | 16,362 | 11,397 | 14,088 | 10,516 | 10,132 |
| TVL WEB Contact Us [03007906130] | 109,358 | 10,030 | 7,872 | 8,794 | 8,155 | 8,515 | 9,127 | 9,309 | 10,949 | 10,819 | 7,041 | 9,253 | 9,864 | 9,660 |
| TVL WEB Payment Card [03005550286] | 203,203 | 24,629 | 17,549 | 18,545 | 15,999 | 16,118 | 17,873 | 20,152 | 20,130 | 15,367 | 10,884 | 15,565 | 17,189 | 17,832 |
| TVL WEB Savings Card [03005550281] | 5,435 | 450 | 356 | 500 | 418 | 445 | 450 | 440 | 529 | 466 | 351 | 485 | 483 | 512 |
| Total Calls | 1,357,092 | 125,528 | 102,368 | 115,008 | 109,661 | 113,187 | 114,370 | 126,141 | 127,677 | 115,386 | 85,239 | 119,758 | 114,017 | 114,280 |
| TVL Website calls as a % of site visits | 5.6% | 5.2% | 4.9% | 5.5% | 5.8% | 5.8% | 5.9% | 5.8% | 5.8% | 5.7% | 4.8% | 5.8% | 5.7% | 5.5% |
| Email Contact Us | | | | | | | | | | | | | | |
| Contact Us | 437,801 | 37,500 | 31,196 | 35,192 | 35,932 | 38,526 | 40,076 | 36,467 | 40,900 | 37,506 | 28,948 | 39,191 | 36,129 | 37,738 |
| Contact Us (as % of Visits) | 1.8% | 1.6% | 1.5% | 1.7% | 1.9% | 2.0% | 2.1% | 1.7% | 1.9% | 1.9% | 1.6% | 1.9% | 1.8% | 1.8% |



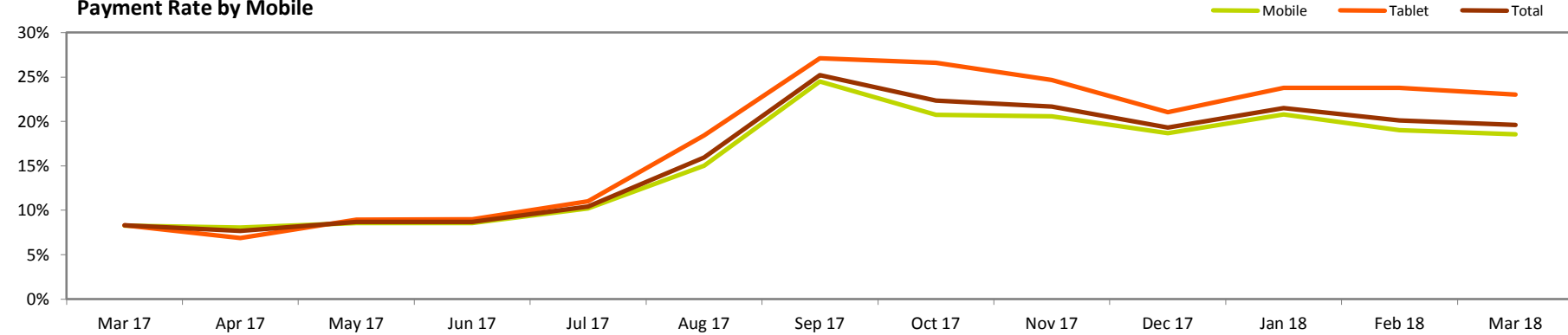
Web FAQ Usage - March 2018

| Rank | FAQ Webpage | Visits | Contact Us | | Card Payment | | Direct Debit | | COD | |
|------|--|--------|------------|-------|--------------|------|--------------|------|--------|-------|
| | | | Volume | % | Volume | % | Volume | % | Volume | % |
| 1 | FAQ011 - How do I contact TV Licensing? | 23,971 | 1,373 | 5.7% | 348 | 1.5% | 217 | 0.9% | 483 | 2.0% |
| 2 | FAQ007 - What if I'm moving home and still don't need a licence? | 9,938 | 1,470 | 14.8% | 230 | 2.3% | 132 | 1.3% | 279 | 2.8% |
| 3 | FAQ104 - Do I need a TV Licence to watch programmes on Netflix, Amazon Prime Video or Now TV? | 8,019 | 81 | 1.0% | 77 | 1.0% | 47 | 0.6% | 13 | 0.2% |
| 4 | FAQ053 - How do I apply for a free over 75 TV Licence? | 5,610 | 42 | 0.7% | 25 | 0.4% | 10 | 0.2% | 50 | 0.9% |
| 5 | FAQ014 - How we work out refunds? | 5,234 | 665 | 12.7% | 197 | 3.8% | 80 | 1.5% | 123 | 2.4% |
| 6 | FAQ023 - How much does a TV Licence cost? | 4,854 | 21 | 0.4% | 110 | 2.3% | 60 | 1.2% | 28 | 0.6% |
| 7 | FAQ019 - When does the licence fee change? | 4,545 | 13 | 0.3% | 97 | 2.1% | 42 | 0.9% | 26 | 0.6% |
| 8 | FAQ028 - How do I notify you of my new address? | 4,102 | 75 | 1.8% | 77 | 1.9% | 42 | 1.0% | 1746 | 42.6% |
| 9 | FAQ261 - How do I cancel my current payment scheme while keeping my TV Licence? | 3,686 | 871 | 23.6% | 213 | 5.8% | 186 | 5.0% | 828 | 22.5% |
| 10 | FAQ288 - How do I know if the email I have been sent is a genuine TV Licensing email and not a phishing attempt? | 3,358 | 38 | 1.1% | 10 | 0.3% | 2 | 0.1% | 22 | 0.7% |
| 11 | FAQ266 - I'm moving in with someone who already has a TV Licence - how do I cancel my licence? | 2,991 | 829 | 27.7% | 64 | 2.1% | 40 | 1.3% | 96 | 3.2% |
| 12 | FAQ173 - Why are my payments big? I chose to pay smaller amounts weekly/monthly. | 2,987 | 73 | 2.4% | 241 | 8.1% | 200 | 6.7% | 93 | 3.1% |
| 13 | FAQ098 - How do I check when my TV Licence expires? | 2,933 | 56 | 1.9% | 138 | 4.7% | 66 | 2.3% | 111 | 3.8% |
| 14 | FAQ139 - How can I find out my TV Licence number? | 2,628 | 166 | 6.3% | 29 | 1.1% | 21 | 0.8% | 284 | 10.8% |
| 15 | FAQ145 - Switch to TV Licence by email. | 1,943 | 26 | 1.3% | 16 | 0.8% | 14 | 0.7% | 1438 | 74.0% |
| 16 | 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? | 1,931 | 21 | 1.1% | 26 | 1.3% | 5 | 0.3% | 51 | 2.6% |
| 17 | FAQ180 - My savings or payment card is lost, stolen, or damaged. | 1,872 | 313 | 16.7% | 52 | 2.8% | 42 | 2.2% | 37 | 2.0% |
| 18 | FAQ277 - How can I check my payment or savings card balance? | 1,631 | 24 | 1.5% | 25 | 1.5% | 12 | 0.7% | 22 | 1.3% |
| 19 | FAQ030 - Do I need a licence for my mobile home or caravan? | 1,568 | 10 | 0.6% | 23 | 1.5% | 13 | 0.8% | 5 | 0.3% |
| 20 | FAQ102 - Do I need a TV Licence to listen to the radio? | 1,420 | 12 | 0.8% | 13 | 0.9% | 6 | 0.4% | 2 | 0.1% |

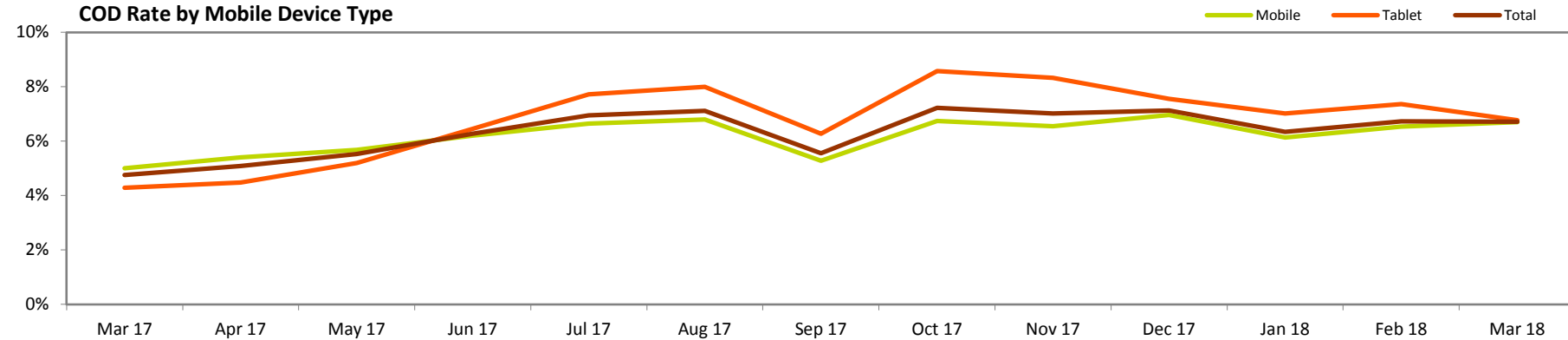
Transactions by Mobile Device

| | | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|--------|--------------|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Mobile | Visits | 10,143,973 | 967,526 | 861,174 | 847,092 | 766,625 | 783,355 | 770,220 | 866,515 | 843,739 | 786,174 | 704,898 | 954,060 | 961,959 | 998,162 |
| | Payments | 1,650,309 | 80,092 | 69,324 | 72,544 | 65,608 | 79,949 | 115,554 | 212,196 | 175,177 | 161,771 | 131,526 | 198,494 | 183,008 | 185,158 |
| | Payment % | 16.3% | 8.3% | 8.0% | 8.6% | 8.6% | 10.2% | 15.0% | 24.5% | 20.8% | 20.6% | 18.7% | 20.8% | 19.0% | 18.5% |
| | COD | 637,708 | 48,343 | 46,500 | 48,081 | 47,518 | 52,087 | 52,303 | 45,682 | 56,814 | 51,505 | 49,067 | 58,454 | 62,878 | 66,819 |
| | COD % | 6.3% | 5.0% | 5.4% | 5.7% | 6.2% | 6.6% | 6.8% | 5.3% | 6.7% | 6.6% | 7.0% | 6.1% | 6.5% | 6.7% |
| | Contact Us | 149,204 | 11,416 | 9,979 | 16,073 | 15,845 | 11,558 | 12,107 | 10,870 | 12,039 | 10,942 | 8,640 | 13,744 | 13,396 | 14,011 |
| | Contact Us % | 1.5% | 1.2% | 1.2% | 1.9% | 2.1% | 1.5% | 1.6% | 1.3% | 1.4% | 1.4% | 1.2% | 1.4% | 1.4% | 1.4% |
| | NLN | 243,391 | 13,310 | 11,718 | 30,657 | 36,764 | 14,239 | 13,491 | 16,052 | 24,580 | 18,747 | 16,259 | 22,319 | 19,696 | 18,869 |
| | NLN % | 2.4% | 1.4% | 1.4% | 3.6% | 4.8% | 1.8% | 1.8% | 1.9% | 2.9% | 2.4% | 2.3% | 2.3% | 2.0% | 1.9% |
| | Refund | 110,066 | 6,277 | 6,270 | 21,460 | 20,657 | 7,519 | 7,785 | 6,264 | 6,524 | 6,182 | 4,777 | 7,397 | 7,496 | 7,735 |
| | Refund % | 1.1% | 0.6% | 0.7% | 2.5% | 2.7% | 1.0% | 1.0% | 0.7% | 0.8% | 0.8% | 0.7% | 0.8% | 0.8% | 0.8% |
| Tablet | Visits | 3,828,618 | 476,767 | 433,936 | 396,090 | 321,773 | 302,675 | 287,594 | 333,899 | 308,300 | 278,504 | 274,156 | 297,259 | 288,794 | 305,638 |
| | Payments | 689,032 | 39,676 | 29,865 | 35,423 | 28,872 | 33,275 | 52,931 | 90,455 | 82,064 | 68,726 | 57,672 | 70,695 | 68,677 | 70,377 |
| | Payment % | 18.0% | 8.3% | 6.9% | 8.9% | 9.0% | 11.0% | 18.4% | 27.1% | 26.6% | 24.7% | 21.0% | 23.8% | 23.8% | 23.0% |
| | COD | 261,286 | 20,412 | 19,443 | 20,605 | 20,753 | 23,367 | 23,005 | 20,942 | 26,423 | 23,202 | 20,707 | 20,874 | 21,264 | 20,701 |
| | COD % | 6.8% | 4.3% | 4.5% | 5.2% | 6.4% | 7.7% | 8.0% | 6.3% | 8.6% | 8.3% | 7.6% | 7.0% | 7.4% | 6.8% |
| | Contact Us | 51,223 | 4,501 | 3,672 | 6,487 | 5,389 | 3,937 | 4,190 | 3,871 | 4,434 | 4,112 | 3,197 | 4,325 | 3,786 | 3,823 |
| | Contact Us % | 1.3% | 0.9% | 0.8% | 1.6% | 1.7% | 1.3% | 1.5% | 1.2% | 1.4% | 1.5% | 1.2% | 1.5% | 1.3% | 1.3% |
| | NLN | 74,471 | 5,243 | 4,679 | 8,910 | 10,288 | 5,427 | 4,994 | 5,172 | 6,479 | 5,816 | 5,628 | 6,482 | 5,271 | 5,325 |
| | NLN % | 1.9% | 1.1% | 1.1% | 2.2% | 3.2% | 1.8% | 1.7% | 1.5% | 2.1% | 2.1% | 2.1% | 2.2% | 1.8% | 1.7% |
| | Refund | 70,089 | 2,995 | 2,780 | 23,503 | 18,370 | 3,433 | 3,417 | 2,907 | 2,901 | 2,707 | 2,129 | 2,820 | 2,448 | 2,674 |
| | Refund % | 1.8% | 0.6% | 0.6% | 5.9% | 5.7% | 1.1% | 1.2% | 0.9% | 0.9% | 1.0% | 0.8% | 0.9% | 0.8% | 0.9% |

Payment Rate by Mobile

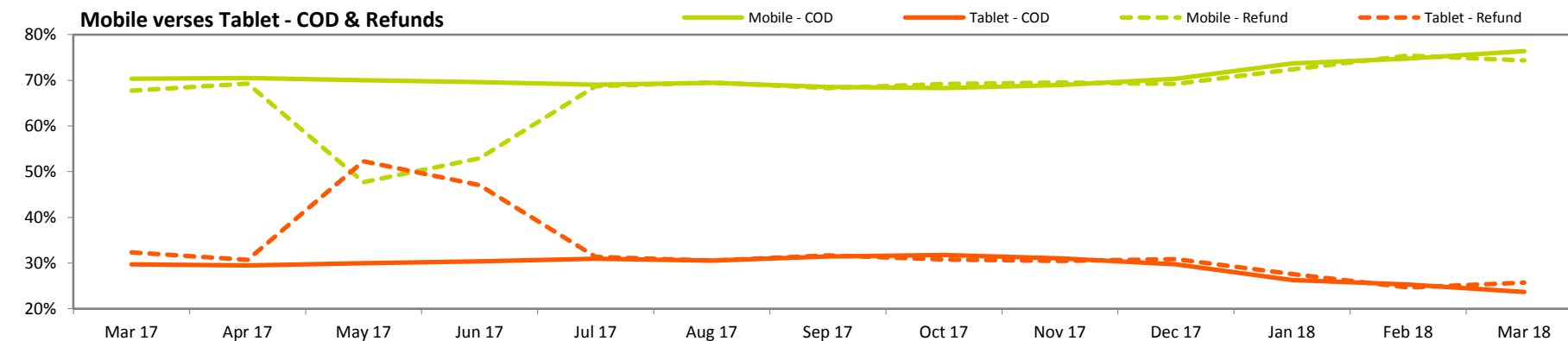
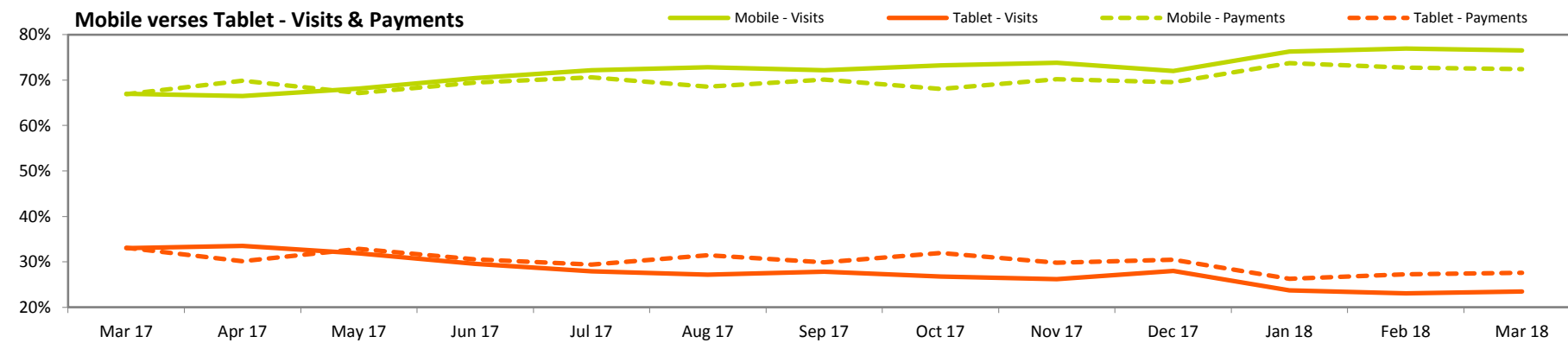


COD Rate by Mobile Device Type



Transactions by Mobile Device

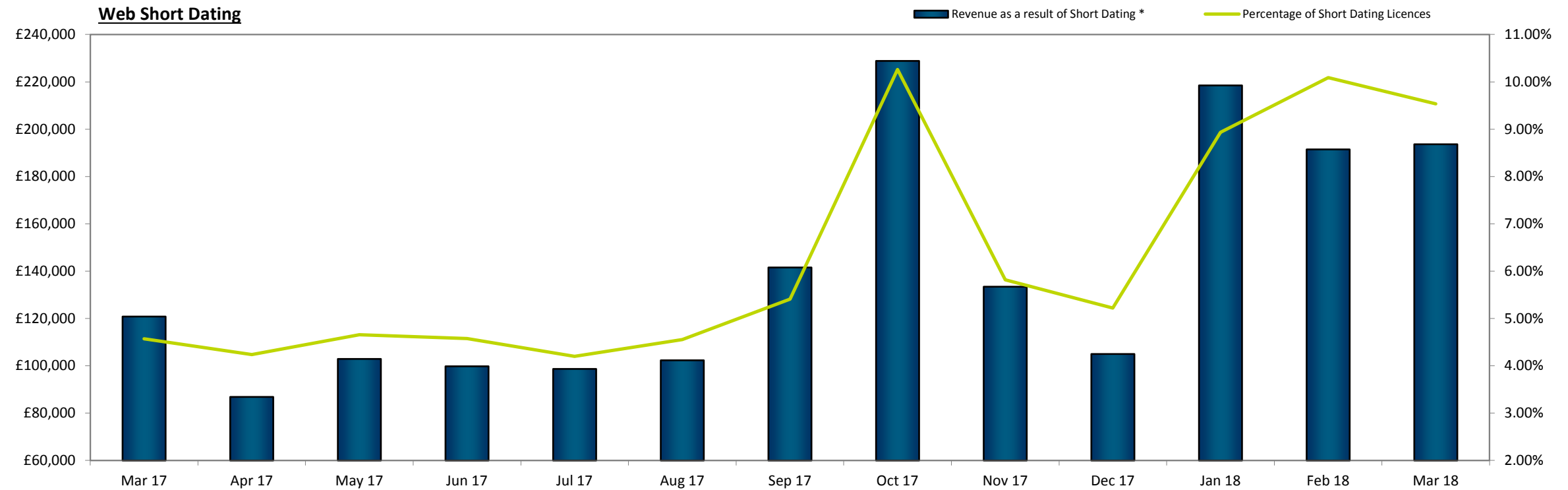
| | | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|------------|--------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|
| Total | Visits | 13,972,591 | 1,444,293 | 1,295,110 | 1,243,182 | 1,088,398 | 1,086,030 | 1,057,814 | 1,200,414 | 1,152,039 | 1,064,678 | 979,054 | 1,251,319 | 1,250,753 | 1,303,800 |
| | Payments | 2,339,341 | 119,768 | 99,189 | 107,967 | 94,480 | 113,224 | 168,485 | 302,651 | 257,241 | 230,497 | 189,198 | 269,189 | 251,685 | 255,535 |
| | Payment % | 16.7% | 8.3% | 7.7% | 8.7% | 8.7% | 10.4% | 15.9% | 25.2% | 22.3% | 21.6% | 19.3% | 21.5% | 20.1% | 19.6% |
| | COD | 898,994 | 68,755 | 65,943 | 68,686 | 68,271 | 75,454 | 75,308 | 66,624 | 83,237 | 74,707 | 69,774 | 79,328 | 84,142 | 87,520 |
| | COD % | 6.4% | 4.8% | 5.1% | 5.5% | 6.3% | 6.9% | 7.1% | 5.6% | 7.2% | 7.0% | 7.1% | 6.3% | 6.7% | 6.7% |
| | Contact Us | 200,427 | 15,917 | 13,651 | 22,560 | 21,234 | 15,495 | 16,297 | 14,741 | 16,473 | 15,054 | 11,837 | 18,069 | 17,182 | 17,834 |
| | Contact Us % | 1.4% | 1.1% | 1.1% | 1.8% | 2.0% | 1.4% | 1.5% | 1.2% | 1.4% | 1.4% | 1.2% | 1.4% | 1.4% | 1.4% |
| | NLN | 317,862 | 18,553 | 16,397 | 39,567 | 47,052 | 19,666 | 18,485 | 21,224 | 31,059 | 24,563 | 21,887 | 28,801 | 24,967 | 24,194 |
| | NLN % | 2.3% | 1.3% | 1.3% | 3.2% | 4.3% | 1.8% | 1.7% | 1.8% | 2.7% | 2.3% | 2.2% | 2.3% | 2.0% | 1.9% |
| | Refund | 180,155 | 9,272 | 9,050 | 44,963 | 39,027 | 10,952 | 11,202 | 9,171 | 9,425 | 8,889 | 6,906 | 10,217 | 9,944 | 10,409 |
| | Refund % | 1.3% | 0.6% | 0.7% | 3.6% | 3.6% | 1.0% | 1.1% | 0.8% | 0.8% | 0.8% | 0.7% | 0.8% | 0.8% | 0.8% |
| Visits | | 72.6% | 67.0% | 66.5% | 68.1% | 70.4% | 72.1% | 72.8% | 72.2% | 73.2% | 73.8% | 72.0% | 76.2% | 76.9% | 76.6% |
| | | 27.4% | 33.0% | 33.5% | 31.9% | 29.6% | 27.9% | 27.2% | 27.8% | 26.8% | 26.2% | 28.0% | 23.8% | 23.1% | 23.4% |
| Payments | | 70.5% | 66.9% | 69.9% | 67.2% | 69.4% | 70.6% | 68.6% | 70.1% | 68.1% | 70.2% | 69.5% | 73.7% | 72.7% | 72.5% |
| | | 29.5% | 33.1% | 30.1% | 32.8% | 30.6% | 29.4% | 31.4% | 29.9% | 31.9% | 29.8% | 30.5% | 26.3% | 27.3% | 27.5% |
| COD | | 70.9% | 70.3% | 70.5% | 70.0% | 69.6% | 69.0% | 69.5% | 68.6% | 68.3% | 68.9% | 70.3% | 73.7% | 74.7% | 76.3% |
| | | 29.1% | 29.7% | 29.5% | 30.0% | 30.4% | 31.0% | 30.5% | 31.4% | 31.7% | 31.1% | 29.7% | 26.3% | 25.3% | 23.7% |
| Contact Us | | 74.4% | 71.7% | 73.1% | 71.2% | 74.6% | 74.6% | 74.3% | 73.7% | 73.1% | 72.7% | 73.0% | 76.1% | 78.0% | 78.6% |
| | | 25.6% | 28.3% | 26.9% | 28.8% | 25.4% | 25.4% | 25.7% | 26.3% | 26.9% | 27.3% | 27.0% | 23.9% | 22.0% | 21.4% |
| NLN | | 76.6% | 71.7% | 71.5% | 77.5% | 78.1% | 72.4% | 73.0% | 75.6% | 79.1% | 76.3% | 74.3% | 77.5% | 78.9% | 78.0% |
| | | 23.4% | 28.3% | 28.5% | 22.5% | 21.9% | 27.6% | 27.0% | 24.4% | 20.9% | 23.7% | 25.7% | 22.5% | 21.1% | 22.0% |
| Refund | | 61.1% | 67.7% | 69.3% | 47.7% | 52.9% | 68.7% | 69.5% | 68.3% | 69.2% | 69.5% | 69.2% | 72.4% | 75.4% | 74.3% |
| | | 38.9% | 32.3% | 30.7% | 52.3% | 47.1% | 31.3% | 30.5% | 31.7% | 30.8% | 30.5% | 30.8% | 27.6% | 24.6% | 25.7% |



Web Short Dating

| | 12mth Total | Mar 17 | Apr 17 | May 17 | Jun 17 | Jul 17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 |
|--|-------------|----------|---------|----------|---------|---------|----------|----------|----------|----------|----------|----------|----------|----------|
| Total New Licences | 1,022,078 | 88,214 | 72,953 | 80,666 | 79,533 | 85,960 | 89,758 | 102,806 | 101,681 | 92,064 | 73,902 | 87,944 | 75,455 | 79,356 |
| New Short Dating Licences | 66,432 | 4,032 | 3,092 | 3,755 | 3,641 | 3,608 | 4,088 | 5,559 | 10,435 | 5,357 | 3,860 | 7,858 | 7,611 | 7,568 |
| Percentage of Short Dating Licences | 6.50% | 4.57% | 4.24% | 4.65% | 4.58% | 4.20% | 4.55% | 5.41% | 10.26% | 5.82% | 5.22% | 8.94% | 10.09% | 9.54% |
| Revenue as a result of Short Dating * | £ 1,703,007 | £120,824 | £86,865 | £102,912 | £99,801 | £98,686 | £102,337 | £141,561 | £228,842 | £133,439 | £104,995 | £218,491 | £191,455 | £193,624 |
| Average collection per Short Dated Licence * | £25.64 | £29.97 | £28.09 | £27.41 | £27.41 | £27.35 | £25.03 | £25.47 | £21.93 | £24.91 | £27.20 | £27.80 | £25.16 | £25.58 |
| Average months short dated | 2.09 | 2.47 | 2.29 | 2.24 | 2.24 | 2.23 | 2.04 | 2.08 | 1.79 | 2.03 | 2.22 | 2.27 | 2.05 | 2.09 |
| Null Records | 5,587 | 206 | 132 | 147 | 151 | 142 | 165 | 1276 | 2619 | 186 | 172 | 245 | 162 | 190 |
| Excluded Records (more than 12 months) | 861 | 50 | 58 | 64 | 48 | 50 | 55 | 49 | 109 | 44 | 35 | 122 | 121 | 106 |

* Assuming cost per licence is £12.12 per month pre 1st April 2017 and £12.25 there after.



| BBC PR Campaign Referrals | | | | | | | | | | | | | | | | | |
|---|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| TOTAL BBC PR URLs | | | | | | | | | | | | | | | | | |
| Visits | 51,136 | 127,480 | 6,352 | 6,882 | 7,586 | 5,465 | 11,802 | 14,359 | 29,270 | 22,364 | 11,780 | 4,970 | 3,486 | 3,164 | 4,407 | 6,808 | 17,563 |
| Single Page Views % | 33.8% | 38.5% | 38.8% | 38.3% | 37.6% | 37.3% | 39.7% | 39.4% | 38.8% | 42.6% | 33.6% | 35.1% | 32.3% | 32.3% | 31.8% | 28.6% | 26.7% |
| Payment | 2,975 | 20,770 | 1,385 | 1,534 | 1,983 | 1,285 | 2,243 | 2,837 | 6,457 | 1,721 | 623 | 327 | 200 | 176 | 215 | 232 | 284 |
| Payment % | 5.82% | 16.29% | 21.80% | 22.29% | 26.14% | 23.51% | 19.01% | 19.76% | 22.06% | 7.70% | 5.29% | 6.57% | 5.73% | 5.56% | 4.88% | 3.41% | 1.62% |
| Sales Value | £432,862.50 | £3,022,105.85 | £201,517.50 | £223,197.00 | £288,526.50 | £186,967.50 | £326,356.50 | £412,783.50 | £939,493.50 | £250,405.50 | £90,646.50 | £47,531.84 | £29,072.01 | £25,608.00 | £31,282.50 | £33,756.00 | £41,322.00 |
| www.tvlicensing.co.uk/iplayerinfo (BOD) | | | | | | | | | | | | | | | | | |
| Visits | 7,640 | 214 | 7 | 24 | 20 | 8 | 7 | 18 | 30 | 25 | 19 | 21 | 17 | 18 | 29 | 41 | 66 |
| Single Page Views % | 61.1% | 36.0% | 71.4% | 16.7% | 30.0% | 37.5% | 57.1% | 27.8% | 43.3% | 52.0% | 26.3% | 38.1% | 35.3% | 27.8% | 37.9% | 46.3% | 48.5% |
| Payment | 94 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 |
| Payment % | 1.23% | 0.93% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 11.76% | 0.00% | 0.00% | 2.44% | 0.00% |
| Sales Value | £13,677.00 | £294.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £294.00 | £0.00 | £0.00 | £145.50 | £0.00 |
| www.tvlicensing.co.uk/info (Press Releases) | | | | | | | | | | | | | | | | | |
| Visits | 17,652 | 20,971 | 1,675 | 1,673 | 1,890 | 1,295 | 1,924 | 1,971 | 2,479 | 2,707 | 1,565 | 1,227 | 1,362 | 1,203 | 2,006 | 1,344 | 1,531 |
| Single Page Views % | 26.5% | 26.4% | 26.6% | 25.0% | 25.3% | 25.0% | 27.7% | 22.4% | 24.8% | 33.8% | 25.9% | 24.9% | 25.9% | 25.2% | 29.4% | 25.8% | 26.2% |
| Payment | 783 | 2,583 | 255 | 300 | 354 | 197 | 289 | 354 | 444 | 155 | 101 | 44 | 51 | 39 | 58 | 67 | 60 |
| Payment % | 4.44% | 12.32% | 15.22% | 17.93% | 18.73% | 15.21% | 15.02% | 17.96% | 17.91% | 5.73% | 6.45% | 3.60% | 3.76% | 3.24% | 2.89% | 4.99% | 3.92% |
| Sales Value | £113,926.50 | £379,749.40 | £37,485.00 | £44,100.00 | £52,038.00 | £28,959.00 | £42,483.00 | £52,038.00 | £65,268.00 | £22,785.00 | £14,847.00 | £6,486.68 | £7,526.72 | £5,733.00 | £8,439.00 | £9,748.50 | £8,730.00 |
| www.tvlicensing.co.uk/studentinfo (Student PR) | | | | | | | | | | | | | | | | | |
| Visits | 50,490 | 87,627 | 4,151 | 4,745 | 5,261 | 3,801 | 9,332 | 11,733 | 22,721 | 14,564 | 5,242 | 3,192 | 1,548 | 1,337 | 1,681 | 1,587 | 2,232 |
| Single Page Views % | 42.2% | 44.5% | 46.7% | 45.3% | 43.7% | 43.3% | 43.4% | 43.5% | 42.9% | 49.8% | 42.4% | 41.7% | 41.6% | 42.3% | 38.5% | 41.3% | 38.8% |
| Payment | 3,053 | 17,435 | 1,074 | 1,203 | 1,592 | 1,054 | 1,921 | 2,391 | 5,747 | 1,480 | 488 | 256 | 123 | 106 | 136 | 131 | 167 |
| Payment % | 6.05% | 19.90% | 25.87% | 25.35% | 30.26% | 27.73% | 20.59% | 20.38% | 25.29% | 10.16% | 9.31% | 8.03% | 7.94% | 7.93% | 8.09% | 8.25% | 7.48% |
| Sales Value | £444,211.50 | £2,562,989.09 | £157,878.00 | £176,841.00 | £234,024.00 | £154,938.00 | £282,387.00 | £351,477.00 | £844,809.00 | £217,560.00 | £71,736.00 | £37,691.83 | £18,065.25 | £15,582.00 | £19,788.00 | £19,060.50 | £24,298.50 |
| www.tvlicensing.co.uk/communityinfo (Social Inclusion/Community Engagement) | | | | | | | | | | | | | | | | | |
| Visits | 236 | 187 | 23 | 17 | 14 | 25 | 4 | 11 | 25 | 18 | 40 | 1 | 2 | 7 | 15 | 9 | 5 |
| Single Page Views % | 29.7% | 40.6% | 30.4% | 41.2% | 42.9% | 56.0% | 0.0% | 36.4% | 48.0% | 38.9% | 35.0% | 100.0% | 50.0% | 42.9% | 26.7% | 33.3% | 0.0% |
| Payment | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Payment % | 0.00% | 1.07% | 0.00% | 11.76% | 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 | £0.00 | £294.00 | £0.00 | £294.00 | £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 (Over 75 PR) | | | | | | | | | | | | | | | | | |
| Visits | 32,255 | 14,668 | 314 | 230 | 197 | 170 | 310 | 292 | 3,468 | 4,537 | 4,635 | 178 | 194 | 143 | 328 | 3,564 | 13,433 |
| Single Page Views % | 24.7% | 24.2% | 15.6% | 15.2% | 17.3% | 16.5% | 21.3% | 17.5% | 23.6% | 25.7% | 26.4% | 14.6% | 14.9% | 14.0% | 24.4% | 24.8% | 24.8% |
| Payment | 105 | 152 | 17 | 2 | 0 | 0 | 3 | 11 | 79 | 32 | 8 | 0 | 0 | 0 | 0 | 15 | 40 |
| Payment % | 0.33% | 1.04% | 5.41% | 0.87% | 0.00% | 0.00% | 0.97% | 3.77% | 2.28% | 0.71% | 0.17% | 0.00% | 0.00% | 0.00% | 0.00% | 0.42% | 0.30% |
| Sales Value | £15,277.50 | £22,344.00 | £2,499.00 | £294.00 | £0.00 | £0.00 | £441.00 | £1,617.00 | £11,613.00 | £4,704.00 | £1,176.00 | £0.00 | £0.00 | £0.00 | £0.00 | £2,182.50 | £5,820.00 |
| www.tvlicensing.co.uk/payinfo (Ways to Pay PR) | | | | | | | | | | | | | | | | | |
| Visits | 1,386 | 1,932 | 12 | 26 | 25 | 31 | 69 | 190 | 402 | 340 | 175 | 150 | 189 | 323 | 142 | 110 | 149 |
| Single Page Views % | 28.1% | 34.1% | 25.0% | 3.8% | 20.0% | 16.1% | 17.4% | 23.2% | 34.1% | 41.8% | 42.3% | 32.7% | 38.1% | 35.6% | 28.2% | 23.6% | 28.9% |
| Payment | 112 | 340 | 8 | 2 | 5 | 9 | 12 | 59 | 149 | 37 | 17 | 11 | 12 | 19 | 9 | 8 | 8 |
| Payment % | 8.08% | 17.60% | 66.67% | 7.69% | 20.00% | 29.03% | 17.39% | 31.05% | 37.06% | 10.88% | 9.71% | 7.55% | 6.22% | 5.88% | 6.34% | 7.27% | 5.37% |
| Sales Value | £16,296.00 | £49,990.40 | £1,176.00 | £294.00 | £735.00 | £1,323.00 | £1,764.00 | £8,673.00 | £21,903.00 | £5,439.00 | £2,499.00 | £1,664.53 | £1,726.87 | £2,793.00 | £1,309.50 | £1,164.00 | £1,164.00 |
| www.tvlicensing.co.uk/businessinfo (Business Info) | | | | | | | | | | | | | | | | | |
| Visits | 4,559 | 1,881 | 170 | 167 | 179 | 135 | 156 | 144 | 145 | 173 | 104 | 201 | 174 | 133 | 206 | 153 | 147 |
| Single Page Views % | 8.8% | 11.7% | 10.6% | 12.0% | 12.8% | 11.1% | 9.0% | 11.8% | 7.6% | 21.4% | 8.7% | 10.9% | 12.6% | 9.0% | 15.0% | 7.2% | 8.8% |
| Payment | 191 | 256 | 31 | 25 | 32 | 25 | 18 | 22 | 38 | 17 | 9 | 15 | 12 | 12 | 12 | 10 | 9 |
| Payment % | 4.19% | 13.60% | 18.24% | 14.97% | 17.88% | 18.52% | 11.54% | 15.28% | 26.21% | 9.83% | 8.65% | 7.37% | 6.88% | 9.02% | 5.83% | 6.54% | 6.12% |

| | | | | | | | | | | | | | | | | | |
|-------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Sales Value | £27,790.50 | £37,600.70 | £4,557.00 | £3,675.00 | £4,704.00 | £3,675.00 | £2,646.00 | £3,234.00 | £5,586.00 | £2,499.00 | £1,323.00 | £2,178.81 | £1,758.88 | £1,764.00 | £1,746.00 | £1,455.00 | £1,309.50 |
|-------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|

BBC PR Campaign Referrals

| www.tvlicensing.co.uk/iplayerinfo (BOD) | | | | | | | | | | | | | | | | | |
|---|------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|---------|--------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| Visits | 7,640 | 214 | 7 | 24 | 20 | 8 | 7 | 18 | 30 | 25 | 19 | 21 | 17 | 18 | 29 | 41 | 66 |
| Single Page Views | 4,671 | 77 | 5 | 4 | 6 | 3 | 4 | 5 | 13 | 13 | 5 | 8 | 6 | 5 | 11 | 19 | 32 |
| Single Page View % | 61.14% | 35.98% | 71.43% | 16.67% | 30.00% | 37.50% | 57.14% | 27.78% | 43.33% | 52.00% | 26.32% | 38.10% | 35.29% | 27.78% | 37.93% | 46.34% | 48.48% |
| Payment | 94 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 |
| Payment % | 1.23% | 0.93% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 11.76% | 0.00% | 0.00% | 2.44% | 0.00% |
| Sales Value | £13,677.00 | £294.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £294.00 | £0.00 | £0.00 | £145.50 | £0.00 |
| COD | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| COD % | 0.14% | 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% |
| Contact Us | 15 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Contact Us % | 0.20% | 0.47% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 3.33% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| NLN | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| NLN % | 0.12% | 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% | 2.44% | 1.52% |
| Refund Form | 5 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Refund Form % | 0.07% | 0.47% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 5.26% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |

| www.tvlicensing.co.uk/info (Press Releases) | | | | | | | | | | | | | | | | | |
|---|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| Visits | 17,652 | 20,971 | 1,675 | 1,673 | 1,890 | 1,295 | 1,924 | 1,971 | 2,479 | 2,707 | 1,565 | 1,227 | 1,362 | 1,203 | 2,006 | 1,344 | 1,531 |
| Single Page Views | 4,669 | 5,535 | 445 | 418 | 479 | 324 | 532 | 442 | 614 | 914 | 405 | 306 | 353 | 303 | 589 | 347 | 401 |
| Single Page View % | 26.45% | 26.39% | 26.57% | 24.99% | 25.34% | 25.02% | 27.65% | 22.43% | 24.77% | 33.76% | 25.88% | 24.94% | 25.92% | 25.19% | 29.36% | 25.82% | 26.19% |
| Payment | 783 | 2,583 | 255 | 300 | 354 | 197 | 289 | 354 | 444 | 155 | 101 | 44 | 51 | 39 | 58 | 67 | 60 |
| Payment % | 4.44% | 12.32% | 15.22% | 17.93% | 18.73% | 15.21% | 15.02% | 17.96% | 17.91% | 5.73% | 6.45% | 3.60% | 3.76% | 3.24% | 2.89% | 4.99% | 3.92% |
| Sales Value | £113,926.50 | £379,749.40 | £37,485.00 | £44,100.00 | £52,038.00 | £28,959.00 | £42,483.00 | £52,038.00 | £65,268.00 | £22,785.00 | £14,847.00 | £6,486.68 | £7,526.72 | £5,733.00 | £8,439.00 | £9,748.50 | £8,730.00 |
| COD | 598 | 891 | 93 | 82 | 94 | 71 | 74 | 85 | 82 | 94 | 83 | 42 | 49 | 42 | 50 | 53 | 48 |
| COD % | 3.39% | 4.25% | 5.55% | 4.90% | 4.97% | 5.48% | 3.85% | 4.31% | 3.31% | 3.47% | 5.30% | 3.42% | 3.60% | 3.49% | 2.49% | 3.94% | 3.14% |
| Contact Us | 667 | 691 | 71 | 53 | 65 | 48 | 70 | 58 | 58 | 49 | 66 | 48 | 64 | 41 | 77 | 51 | 63 |
| Contact Us % | 3.78% | 3.30% | 4.24% | 3.17% | 3.44% | 3.71% | 3.64% | 2.94% | 2.34% | 1.81% | 4.22% | 3.91% | 4.70% | 3.41% | 3.84% | 3.79% | 4.11% |
| NLN | 159 | 167 | 7 | 18 | 18 | 11 | 23 | 24 | 19 | 8 | 12 | 10 | 9 | 8 | 9 | 12 | 21 |
| NLN % | 0.90% | 0.80% | 0.42% | 1.08% | 0.95% | 0.85% | 1.20% | 1.22% | 0.77% | 0.30% | 0.77% | 0.81% | 0.66% | 0.67% | 0.45% | 0.89% | 1.37% |
| Refund Form | 1,441 | 1,664 | 79 | 71 | 101 | 53 | 74 | 73 | 49 | 82 | 84 | 137 | 382 | 82 | 168 | 119 | 110 |
| Refund Form % | 8.16% | 7.93% | 4.72% | 4.24% | 5.34% | 4.09% | 3.85% | 3.70% | 1.98% | 3.03% | 5.37% | 11.17% | 28.05% | 6.82% | 8.37% | 8.85% | 7.18% |

| www.tvlicensing.co.uk/studentinfo (Student PR) | | | | | | | | | | | | | | | | | |
|--|-------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| Visits | 50,490 | 87,627 | 4,151 | 4,745 | 5,261 | 3,801 | 9,332 | 11,733 | 22,721 | 14,564 | 5,242 | 3,192 | 1,548 | 1,337 | 1,681 | 1,587 | 2,232 |
| Single Page Views | 21,297 | 38,951 | 1,937 | 2,151 | 2,299 | 1,647 | 4,052 | 5,099 | 9,757 | 7,246 | 2,224 | 1,330 | 644 | 565 | 648 | 656 | 865 |
| Single Page View % | 42.18% | 44.45% | 46.66% | 45.33% | 43.70% | 43.33% | 43.42% | 43.46% | 42.94% | 49.75% | 42.43% | 41.67% | 41.60% | 42.26% | 38.55% | 41.34% | 38.75% |
| Payment | 3,053 | 17,435 | 1,074 | 1,203 | 1,592 | 1,054 | 1,921 | 2,391 | 5,747 | 1,480 | 488 | 256 | 123 | 106 | 136 | 131 | 167 |
| Payment % | 6.05% | 19.90% | 25.87% | 25.35% | 30.26% | 27.73% | 20.59% | 20.38% | 25.29% | 10.16% | 9.31% | 8.03% | 7.94% | 7.93% | 8.09% | 8.25% | 7.48% |
| Sales Value | £444,211.50 | £2,562,989.09 | £157,878.00 | £176,841.00 | £234,024.00 | £154,938.00 | £282,387.00 | £351,477.00 | £844,809.00 | £217,560.00 | £71,736.00 | £37,691.83 | £18,065.25 | £15,582.00 | £19,788.00 | £19,060.50 | £24,298.50 |
| COD | 161 | 399 | 31 | 30 | 24 | 30 | 43 | 52 | 76 | 46 | 33 | 19 | 11 | 4 | 11 | 10 | 13 |
| COD % | 0.32% | 0.46% | 0.75% | 0.63% | 0.46% | 0.79% | 0.46% | 0.44% | 0.33% | 0.32% | 0.63% | 0.60% | 0.71% | 0.30% | 0.65% | 0.63% | 0.58% |
| Contact Us | 170 | 514 | 16 | 25 | 26 | 14 | 75 | 108 | 129 | 67 | 28 | 15 | 10 | 1 | 7 | 4 | 8 |
| Contact Us % | 0.34% | 0.59% | 0.39% | 0.53% | 0.49% | 0.37% | 0.80% | 0.92% | 0.57% | 0.46% | 0.53% | 0.47% | 0.65% | 0.07% | 0.42% | 0.25% | 0.36% |
| NLN | 330 | 1,311 | 54 | 61 | 111 | 87 | 353 | 420 | 122 | 43 | 36 | 18 | 2 | 4 | 9 | 11 | 29 |
| NLN % | 0.65% | 1.50% | 1.30% | 1.29% | 2.11% | 2.29% | 3.78% | 3.58% | 0.54% | 0.30% | 0.69% | 0.56% | 0.13% | 0.30% | 0.54% | 0.69% | 1.30% |
| Refund Form | 382 | 662 | 11 | 12 | 16 | 8 | 37 | 15 | 35 | 46 | 78 | 294 | 80 | 10 | 16 | 0 | 4 |
| Refund Form % | 0.76% | 0.76% | 0.26% | 0.25% | 0.30% | 0.21% | 0.40% | 0.13% | 0.15% | 0.32% | 1.49% | 9.21% | 5.17% | 0.75% | 0.95% | 0.00% | 0.18% |

| www.tvlicensing.co.uk/communityinfo (Social Inclusion/Community Engagement) | | | | | | | | | | | | | | | | | |
|---|---------|---------|--------|---------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|--------|--------|--------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| Visits | 236 | 187 | 23 | 17 | 14 | 25 | 4 | 11 | 25 | 18 | 40 | 1 | 2 | 7 | 15 | 9 | 5 |
| Single Page Views | 70 | 76 | 7 | 7 | 6 | 14 | 0 | 4 | 12 | 7 | 14 | 1 | 1 | 3 | 4 | 3 | 0 |
| Single Page View % | 29.66% | 40.64% | 30.43% | 41.18% | 42.86% | 56.00% | 0.00% | 36.36% | 48.00% | 38.89% | 35.00% | 100.00% | 50.00% | 42.86% | 26.67% | 33.33% | 0.00% |
| Payment | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Payment % | 0.00% | 1.07% | 0.00% | 11.76% | 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 | £0.00 | £294.00 | £0.00 | £294.00 | £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 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| COD % | 0.42% | 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% |
| Contact Us | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Contact Us % | 0.00% | 0.53% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 9.09% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| NLN | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| NLN % | 0.00% | 0.53% | 0.00% | 0.00% | 0.00% | 0.00% | 25.00% | 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

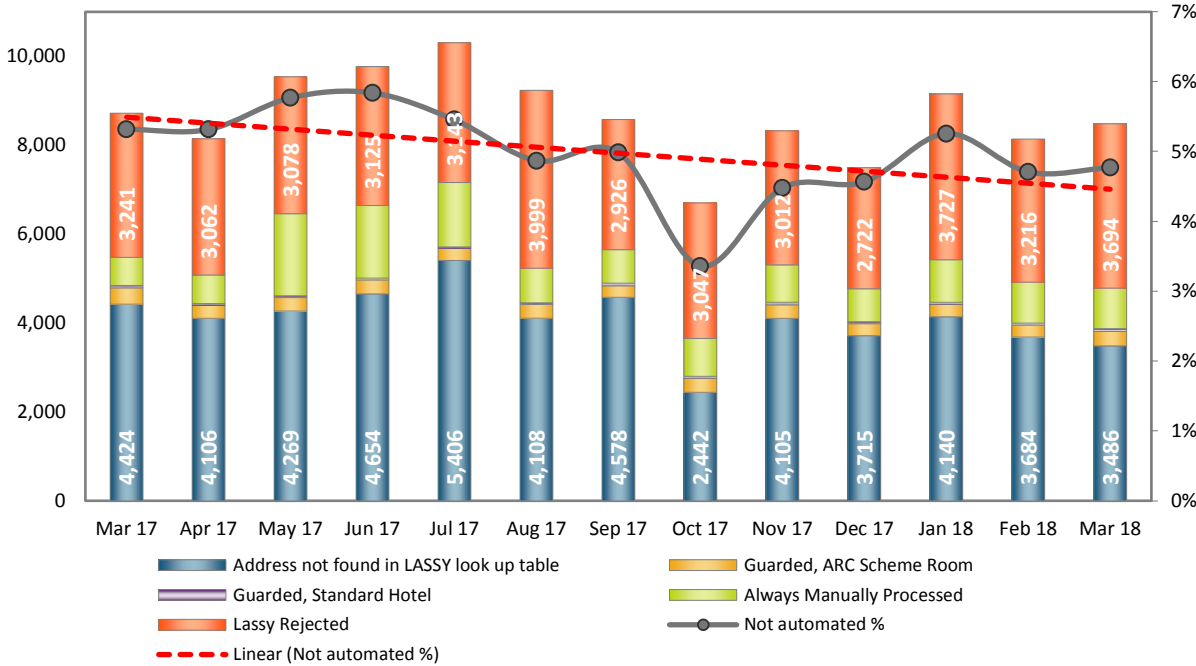
| www.tvlicensing.co.uk/over75info (Over 75 PR) | | | | | | | | | | | | | | | | | |
|---|------------|------------|-----------|---------|--------|--------|---------|-----------|------------|-----------|-----------|--------|--------|--------|--------|-----------|-----------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| Visits | 32,255 | 14,668 | 314 | 230 | 197 | 170 | 310 | 292 | 3,468 | 4,537 | 4,635 | 178 | 194 | 143 | 328 | 3,564 | 13,433 |
| Single Page Views | 7,983 | 3,545 | 49 | 35 | 34 | 28 | 66 | 51 | 817 | 1,166 | 1,224 | 26 | 29 | 20 | 80 | 883 | 3,327 |
| Single Page View % | 24.75% | 24.17% | 15.61% | 15.22% | 17.26% | 16.47% | 21.29% | 17.47% | 23.56% | 25.70% | 26.41% | 14.61% | 14.95% | 13.99% | 24.39% | 24.78% | 24.77% |
| Payment | 105 | 152 | 17 | 2 | 0 | 0 | 3 | 11 | 79 | 32 | 8 | 0 | 0 | 0 | 0 | 15 | 40 |
| Payment % | 0.33% | 1.04% | 5.41% | 0.87% | 0.00% | 0.00% | 0.97% | 3.77% | 2.28% | 0.71% | 0.17% | 0.00% | 0.00% | 0.00% | 0.00% | 0.42% | 0.30% |
| Sales Value | £15,277.50 | £22,344.00 | £2,499.00 | £294.00 | £0.00 | £0.00 | £441.00 | £1,617.00 | £11,613.00 | £4,704.00 | £1,176.00 | £0.00 | £0.00 | £0.00 | £0.00 | £2,182.50 | £5,820.00 |
| COD | 200 | 115 | 4 | 3 | 0 | 3 | 2 | 2 | 31 | 30 | 32 | 5 | 3 | 0 | 1 | 20 | 79 |
| COD % | 0.62% | 0.78% | 1.27% | 1.30% | 0.00% | 1.76% | 0.65% | 0.68% | 0.89% | 0.66% | 0.69% | 2.81% | 1.55% | 0.00% | 0.30% | 0.56% | 0.59% |
| Contact Us | 266 | 134 | 2 | 1 | 2 | 1 | 3 | 5 | 33 | 37 | 36 | 5 | 8 | 1 | 0 | 38 | 102 |
| Contact Us % | 0.82% | 0.91% | 0.64% | 0.43% | 1.02% | 0.59% | 0.97% | 1.71% | 0.95% | 0.82% | 0.78% | 2.81% | 4.12% | 0.70% | 0.00% | 1.07% | 0.76% |
| 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 | 196 | 160 | 3 | 0 | 0 | 0 | 0 | 0 | 13 | 11 | 22 | 0 | 9 | 1 | 6 | 18 | 77 |
| Refund Form % | 0.61% | 1.09% | 0.96% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.37% | 0.24% | 0.47% | 0.00% | 4.64% | 0.70% | 1.83% | 0.51% | 0.57% |

| www.tvlicensing.co.uk/payinfo (Ways to Pay PR) | | | | | | | | | | | | | | | | | |
|--|------------|------------|-----------|---------|---------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| Visits | 1,386 | 1,932 | 12 | 26 | 25 | 31 | 69 | 190 | 402 | 340 | 175 | 150 | 189 | 323 | 142 | 110 | 149 |
| Single Page Views | 389 | 659 | 3 | 1 | 5 | 5 | 12 | 44 | 137 | 142 | 74 | 49 | 72 | 115 | 40 | 26 | 43 |
| Single Page View % | 28.07% | 34.11% | 25.00% | 3.85% | 20.00% | 16.13% | 17.39% | 23.16% | 34.08% | 41.76% | 42.29% | 32.67% | 38.10% | 35.60% | 28.17% | 23.64% | 28.86% |
| Payment | 112 | 340 | 8 | 2 | 5 | 9 | 12 | 59 | 149 | 37 | 17 | 11 | 12 | 19 | 9 | 8 | 8 |
| Payment % | 8.08% | 17.60% | 66.67% | 7.69% | 20.00% | 29.03% | 17.39% | 31.05% | 37.06% | 10.88% | 9.71% | 7.55% | 6.22% | 5.88% | 6.34% | 7.27% | 5.37% |
| Sales Value | £16,296.00 | £49,990.40 | £1,176.00 | £294.00 | £735.00 | £1,323.00 | £1,764.00 | £8,673.00 | £21,903.00 | £5,439.00 | £2,499.00 | £1,664.53 | £1,726.87 | £2,793.00 | £1,309.50 | £1,164.00 | £1,164.00 |
| COD | 18 | 17 | 0 | 0 | 1 | 0 | 1 | 4 | 1 | 1 | 4 | 2 | 1 | 2 | 5 | 3 | 3 |
| COD % | 1.30% | 0.88% | 0.00% | 0.00% | 4.00% | 0.00% | 1.45% | 2.11% | 0.25% | 0.29% | 2.29% | 1.33% | 0.53% | 0.62% | 3.52% | 2.73% | 2.01% |
| Contact Us | 6 | 13 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 2 | 0 | 0 | 0 | 8 | 2 | 0 | 1 |
| Contact Us % | 0.43% | 0.67% | 0.00% | 0.00% | 0.00% | 0.00% | 2.90% | 0.00% | 0.25% | 0.59% | 0.00% | 0.00% | 0.00% | 2.48% | 1.41% | 0.00% | 0.67% |
| 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 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Refund Form % | 0.22% | 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% |

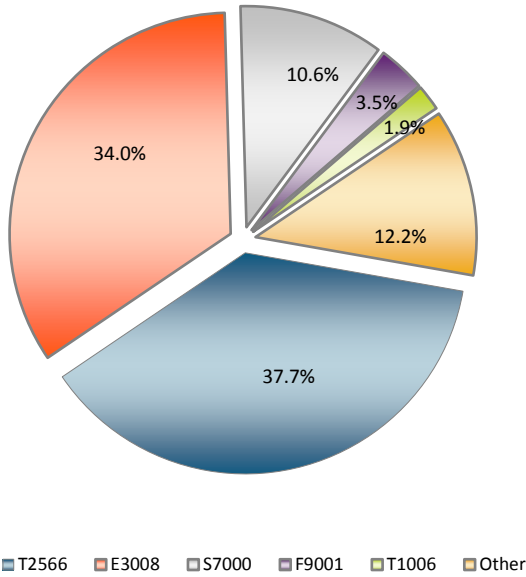
| www.tvlicensing.co.uk/businessinfo (Business Info) | | | | | | | | | | | | | | | | | |
|--|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | 2016/17 | 2017/18 | Mar 18 | Feb 18 | Jan 18 | Dec 17 | Nov 17 | Oct 17 | Sep 17 | Aug 17 | Jul 17 | Jun 17 | May 17 | Apr 17 | Mar 17 | Feb 17 | Jan 17 |
| Visits | 4,559 | 1,881 | 170 | 167 | 179 | 135 | 156 | 144 | 145 | 173 | 104 | 201 | 174 | 133 | 206 | 153 | 147 |
| Single Page Views | 402 | 220 | 18 | 20 | 23 | 15 | 14 | 17 | 11 | 37 | 9 | 22 | 22 | 12 | 31 | 11 | 13 |
| Single Page View % | 8.82% | 11.70% | 10.59% | 11.98% | 12.85% | 11.11% | 8.97% | 11.81% | 7.59% | 21.39% | 8.65% | 10.95% | 12.64% | 9.02% | 15.05% | 7.19% | 8.84% |
| Payment | 191 | 256 | 31 | 25 | 32 | 25 | 18 | 22 | 38 | 17 | 9 | 15 | 12 | 12 | 12 | 10 | 9 |
| Payment % | 4.19% | 13.60% | 18.24% | 14.97% | 17.88% | 18.52% | 11.54% | 15.28% | 26.21% | 9.83% | 8.65% | 7.37% | 6.88% | 9.02% | 5.83% | 6.54% | 6.12% |
| Sales Value | £27,790.50 | £37,600.70 | £4,557.00 | £3,675.00 | £4,704.00 | £3,675.00 | £2,646.00 | £3,234.00 | £5,586.00 | £2,499.00 | £1,323.00 | £2,178.81 | £1,758.88 | £1,764.00 | £1,746.00 | £1,455.00 | £1,309.50 |
| COD | 28 | 16 | 3 | 0 | 4 | 0 | 1 | 0 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 3 | 2 |
| COD % | 0.61% | 0.85% | 1.76% | 0.00% | 2.23% | 0.00% | 0.64% | 0.00% | 0.69% | 0.58% | 1.92% | 0.50% | 1.15% | 0.75% | 0.49% | 1.96% | 1.36% |
| Contact Us | 59 | 45 | 7 | 5 | 5 | 2 | 1 | 3 | 6 | 4 | 5 | 4 | 3 | 0 | 7 | 9 | 1 |
| Contact Us % | 1.29% | 2.39% | 4.12% | 2.99% | 2.79% | 1.48% | 0.64% | 2.08% | 4.14% | 2.31% | 4.81% | 1.99% | 1.72% | 0.00% | 3.40% | 5.88% | 0.68% |
| 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 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Refund Form % | 0.09% | 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% |

Web Non-Automated Analysis

Change of Details Transactions



LASSY Rejected Change of Details



Change of Details

T2566: Licence is frozen.

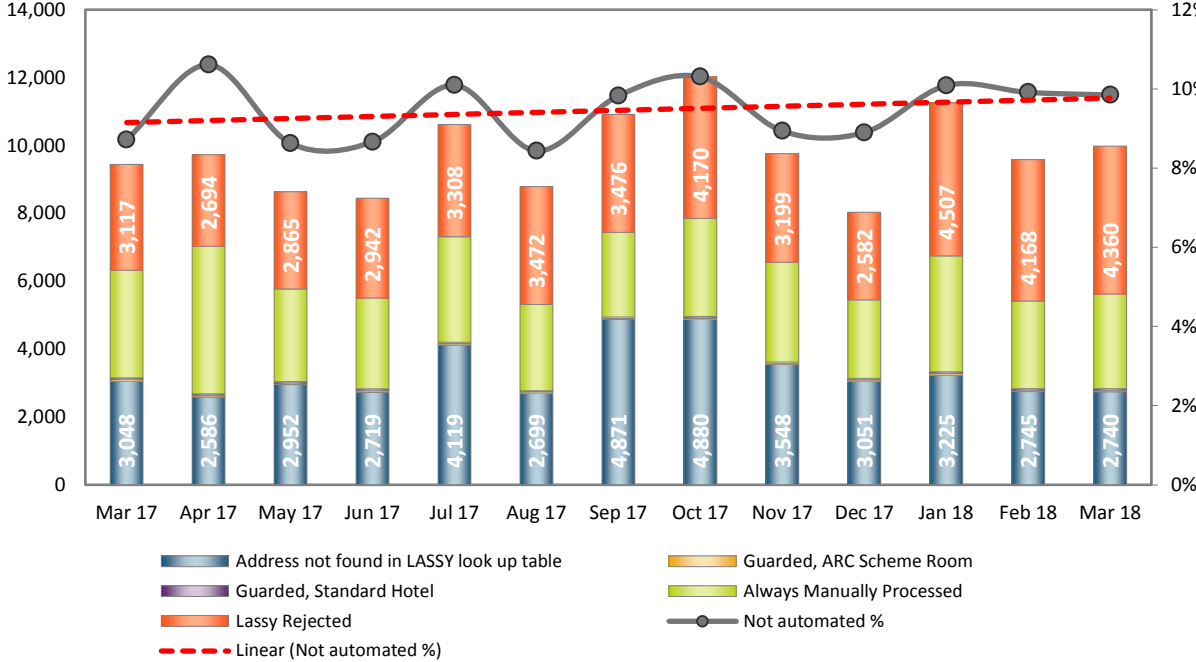
E3008: An Instalment Plan cannot be created as the current Direct Debit Instruction is closed.

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

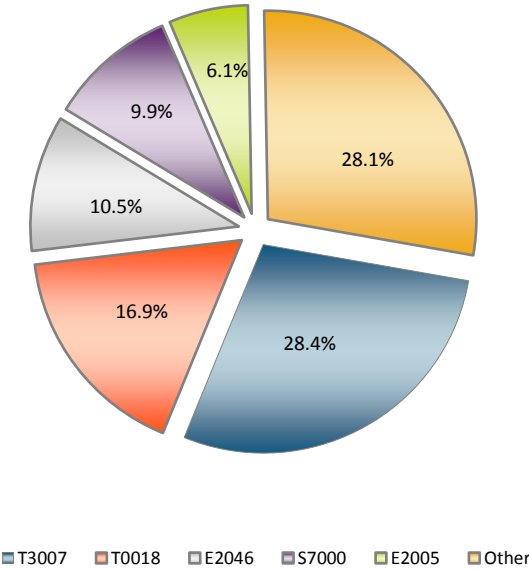
F9001: Data has been sent to LASSY that does not match the criteria required, therefore LASSY is unable to read that data.

T1006: The customer is trying to move their licence to an address which is manually guarded on Lassy.

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.

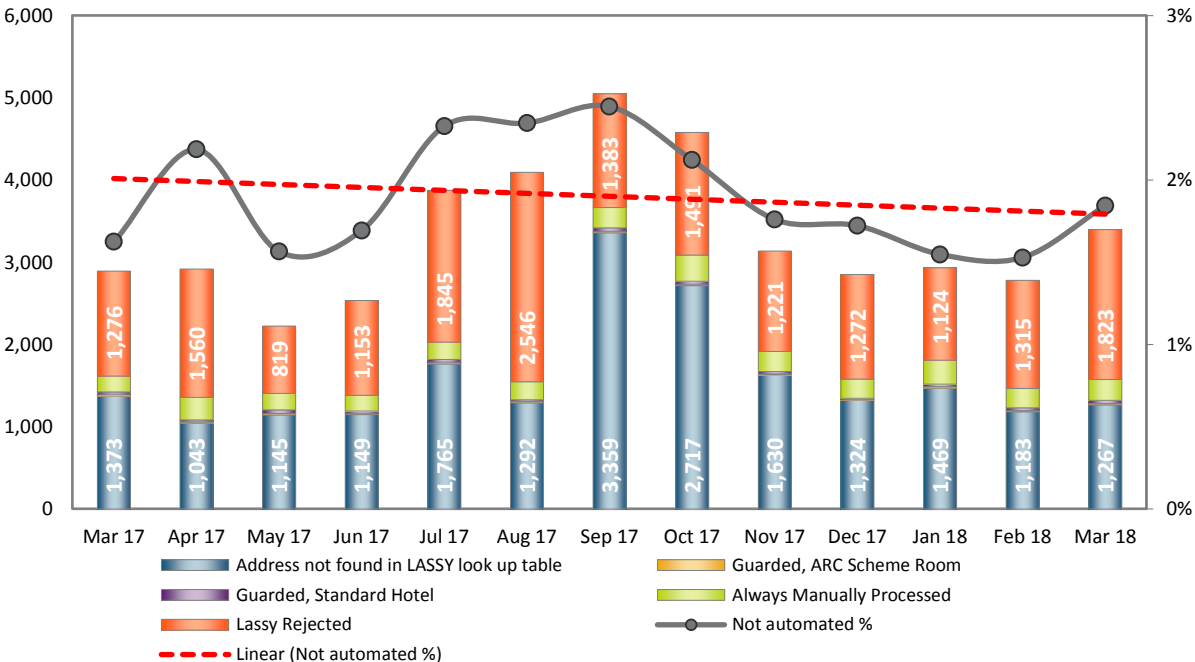
E2046: Customer is trying to renew or join DD with a Licence that is under active prosecution.

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

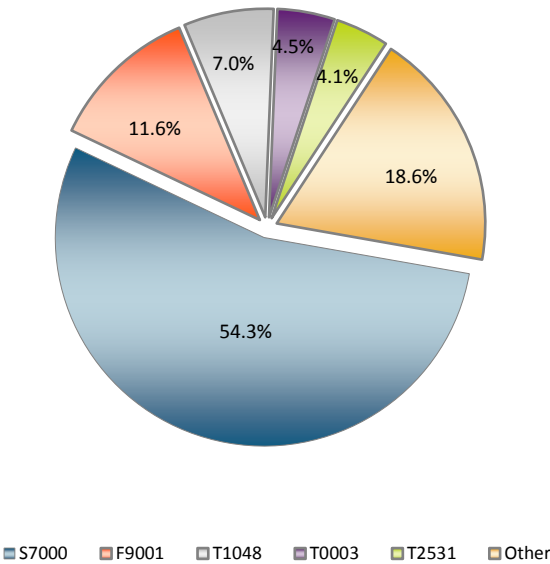
E2005: Please check and amend your bank details.

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.

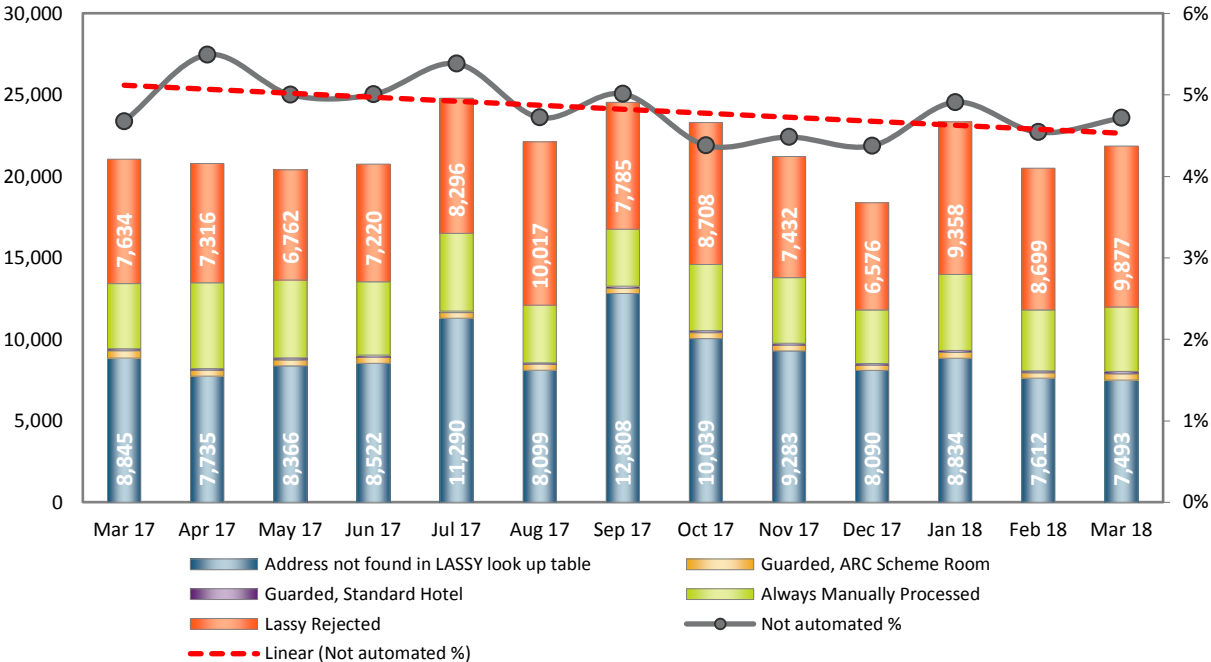
F9001: Data has been sent to LASSY that does not match the criteria required, therefore LASSY is unable to read that data.

T1048: DUAD Type Invalid.

T0003: This is where an application has been made, matched to a Licence but that Licence is revoked.

T2531: Address Is Guarded

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

| | FY17 Q1 | FY17 Q2 | FY17 Q3 | FY17 Q4 | FY17 Total | FY16 Q1 | FY16 Q2 | FY16 Q3 | FY16 Q4 | FY16 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 |
| Usage | | | | | | | | | | | | | | | |
| Visits | 6,105,003 | 6,076,764 | 5,988,256 | 6,160,856 | 24,330,879 | 4,883,982 | 7,292,206 | 7,438,917 | 7,294,648 | 26,909,753 | 1,221,021 | -1,215,442 | -1,450,661 | -1,133,792 | -2,578,874 |
| Average Duration | 0:05:54 | 0:06:11 | 0:05:59 | 0:05:50 | 0:05:59 | 0:06:34 | 0:06:19 | 0:06:07 | 0:06:03 | 0:06:16 | -0:00:39 | -0:00:07 | -0:00:08 | -0:00:13 | -0:00:17 |
| New Visitors | 3,381,013 | 3,492,973 | 3,454,965 | 3,568,444 | 13,897,395 | 2,967,851 | 4,608,180 | 4,568,195 | 4,392,783 | 16,537,009 | 413,162 | -1,115,207 | -1,113,230 | -824,339 | -2,639,614 |
| Visitors Who Visited Once | 3,776,462 | 3,733,773 | 3,672,997 | 3,801,001 | 14,984,233 | 3,057,891 | 4,553,574 | 4,728,639 | 4,563,592 | 16,903,696 | 718,571 | -819,801 | -1,055,642 | -762,591 | -1,919,463 |
| Total Visitors | 4,688,839 | 4,647,644 | 4,574,467 | 4,716,354 | 18,627,304 | 3,769,762 | 5,627,805 | 5,798,508 | 5,634,973 | 20,831,048 | 919,077 | -980,161 | -1,224,041 | -918,619 | -2,203,744 |
| Pages Viewed | 41,340,018 | 37,284,360 | 36,728,772 | 36,259,569 | 151,612,719 | 45,157,349 | 55,495,003 | 52,991,832 | 55,540,798 | 209,184,982 | -3,817,331 | -18,210,643 | -16,263,060 | -19,281,229 | -57,572,263 |
| Repeat Visits | 2,328,541 | 2,342,991 | 2,315,259 | 2,359,855 | 9,346,646 | 1,826,091 | 2,738,632 | 2,710,278 | 2,731,056 | 10,006,057 | 502,450 | -395,641 | -395,019 | -371,201 | -659,411 |
| Completing Sale or COD (as % of Visits) | 19.6% | 23.2% | 23.7% | 22.4% | 22.2% | 21.4% | 18.2% | 17.5% | 18.1% | 18.5% | -1.8% | 5.1% | 6.3% | 4.3% | 3.7% |
| Single-pages viewed | 2,095,028 | 1,763,070 | 1,768,825 | 1,904,995 | 7,531,918 | 1,473,758 | 2,852,659 | 3,190,889 | 2,816,801 | 10,334,107 | 621,270 | -1,089,589 | -1,422,064 | -911,806 | -2,802,189 |
| Single-pages (as % of visits) | 34.3% | 29.0% | 29.5% | 30.9% | 31.0% | 30.2% | 39.1% | 42.9% | 38.6% | 38.4% | 4.1% | -10.1% | -13.4% | -7.7% | -7.4% |
| Receipts | | | | | | | | | | | | | | | |
| Direct Debit | 289,796 | 320,910 | 316,453 | 309,818 | 1,236,977 | 277,919 | 351,800 | 321,529 | 327,880 | 1,279,128 | 11,877 | -30,890 | -5,076 | -18,062 | -42,151 |
| Credit/Debit Card | 425,859 | 547,822 | 559,978 | 555,856 | 2,089,515 | 412,623 | 552,101 | 563,027 | 550,141 | 2,077,892 | 13,236 | -4,279 | -3,049 | 5,715 | 11,623 |
| Cash Plan Payment Card Payments | 376,603 | 374,301 | 366,753 | 392,403 | 1,510,060 | 341,427 | 348,596 | 347,502 | 378,814 | 1,416,339 | 35,176 | 25,705 | 19,251 | 13,589 | 93,721 |
| Cash Plan Savings Card Payments | 17,844 | 19,631 | 19,927 | 22,637 | 80,039 | 15,946 | 17,786 | 18,207 | 20,148 | 72,087 | 1,898 | 1,845 | 1,720 | 2,489 | 7,952 |
| Sales Subtotal before rejections | 1,110,102 | 1,262,664 | 1,263,111 | 1,280,714 | 4,916,591 | 1,047,915 | 1,270,283 | 1,250,265 | 1,276,983 | 4,845,446 | 62,187 | -7,619 | 12,846 | 3,731 | 71,145 |
| Over 74 online | 23,859 | 25,737 | 31,043 | 31,338 | 111,977 | 13,540 | 14,869 | 23,832 | 33,966 | 86,207 | 10,319 | 10,868 | 7,211 | -2,628 | 25,770 |
| NLN Check | 0 | 0 | 0 | 0 | 0 | 7,207 | 4,274 | 0 | 0 | 11,481 | -7,207 | -4,274 | 0 | 0 | -11,481 |
| NLN Declare | 131,204 | 151,509 | 222,018 | 171,161 | 675,892 | 146,239 | 144,215 | 165,695 | 141,508 | 597,657 | -15,035 | 7,294 | 56,323 | 29,653 | 78,235 |
| DOEO | 51,044 | 54,493 | 56,453 | 57,867 | 219,857 | 48,346 | 48,300 | 49,806 | 59,107 | 205,559 | 2,698 | 6,193 | 6,647 | -1,240 | 14,298 |
| Refund on line submission | 11,309 | 11,171 | 7,848 | 8,548 | 38,876 | 13,097 | 10,923 | 8,415 | 8,534 | 40,969 | -1,788 | 248 | -567 | 14 | -2,093 |
| Change of Details | 487,388 | 552,831 | 554,437 | 525,674 | 2,120,330 | 362,547 | 431,466 | 424,238 | 451,465 | 1,669,716 | 124,841 | 121,365 | 130,199 | 74,209 | 450,614 |
| Change of Name | 37,174 | 44,153 | 40,935 | 39,198 | 161,460 | 28,415 | 34,641 | 32,173 | 38,257 | 133,486 | 8,759 | 9,512 | 8,762 | 941 | 27,974 |
| Change of Bank | 61,904 | 64,999 | 62,695 | 68,320 | 257,918 | 57,643 | 60,053 | 52,814 | 67,120 | 237,630 | 4,261 | 4,946 | 9,881 | 1,200 | 20,288 |
| Change of Address | 236,158 | 276,790 | 241,560 | 215,424 | 969,932 | 227,721 | 266,572 | 234,193 | 222,692 | 951,178 | 8,437 | 10,218 | 7,367 | -7,268 | 18,754 |
| Change/Specified Licence Format | 463,988 | 529,152 | 530,253 | 499,456 | 2,022,849 | 344,843 | 411,990 | 404,630 | 428,583 | 1,590,046 | 119,145 | 117,162 | 125,623 | 70,873 | 432,803 |
| Change of Preferred Payment Date | 80,652 | 83,957 | 80,960 | 89,835 | 335,404 | 72,748 | 76,381 | 68,971 | 87,445 | 305,545 | 7,904 | 7,576 | 11,989 | 2,390 | 29,859 |
| Clear unpaid DD | 18,636 | 16,113 | 16,484 | 19,192 | 70,425 | 15,852 | 15,935 | 17,963 | 21,826 | 71,576 | 2,784 | 178 | -1,479 | -2,634 | -1,151 |
| Order Literature | 6 | 8 | 2 | 8 | 24 | 6 | 6 | 9 | 18 | 39 | 0 | 2 | -7 | -10 | -15 |
| Total Web Receipts | 1,833,548 | 2,074,526 | 2,151,396 | 2,094,502 | 8,153,972 | 1,654,749 | 1,940,271 | 1,940,223 | 1,993,407 | 7,528,650 | 178,799 | 134,255 | 211,173 | 101,095 | 625,322 |