



Information Policy & Compliance  
[bbc.co.uk/foi](http://bbc.co.uk/foi)

19 May 2011

## Freedom of Information request – reference number RFI20110472

Thank you for your request to the BBC of 15 April 2011 seeking the following information under the Freedom of Information Act 2000 (the “Act”) regarding the BBC website:

*“Page views per month  
Unique users (per month)  
Page views per visit*

*and most importantly how long people spend on the site, and a breakdown of how long they spend on each section of the website.”*

In responding we have provided information for 2011 for the web pages [www.bbc.co.uk](http://www.bbc.co.uk), [www.bbc.co.uk/news](http://www.bbc.co.uk/news), [www.bbc.co.uk/sport](http://www.bbc.co.uk/sport) and [www.bbc.co.uk/iplayer](http://www.bbc.co.uk/iplayer).

Information relating to pages deeper within these directories, i.e. programme-related pages, is excluded from the Act because it is held for the purposes of ‘journalism, art or literature.’ Part VI of Schedule 1 to the Act provides that information held by the BBC and the other public service broadcasters is only covered by the Act if it is held for ‘purposes *other* than those of journalism, art or literature’.

Please find attached a disclosure document setting out the figures you have requested for [www.bbc.co.uk](http://www.bbc.co.uk), [www.bbc.co.uk/news](http://www.bbc.co.uk/news), [www.bbc.co.uk/sport](http://www.bbc.co.uk/sport). Please note:

- The BBC collects data on “unique weekly browsers”. We have interpreted “unique users” as being the equivalent of “unique browsers”;
- We are not able to provide figures for [bbc.co.uk](http://bbc.co.uk) for the period January - March 2011 because, due to a technical issue, the BBC does not hold this information;



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- The figures for time spent are not used by the BBC for its own business purposes and we would advise against any reliance upon them.

Figures for [www.bbc.co.uk/iplayer](http://www.bbc.co.uk/iplayer) can be found in the monthly performance pack published by the BBC. These figures are obtained via a different source to [www.bbc.co.uk](http://www.bbc.co.uk), [www.bbc.co.uk/news](http://www.bbc.co.uk/news), [www.bbc.co.uk/sport](http://www.bbc.co.uk/sport) and are therefore not directly comparable. The most recent pack can be found via the BBC Internet blog via these links:

[http://www.bbc.co.uk/blogs/bbcinternet/2011/04/iplayer\\_march\\_performance\\_pack.html](http://www.bbc.co.uk/blogs/bbcinternet/2011/04/iplayer_march_performance_pack.html)

[http://www.bbc.co.uk/blogs/bbcinternet/img/BBC\\_iPlayer\\_performance\\_monthly\\_march\\_final.pdf](http://www.bbc.co.uk/blogs/bbcinternet/img/BBC_iPlayer_performance_monthly_march_final.pdf)

We hope you find this information useful. Please note that the material we are sending you is BBC copyright. Its supply under the Freedom of Information Act does not give you an automatic right to re-use it in a way that would infringe copyright. Further information about copyright can be found on <http://www.ipo.gov.uk>. Please contact the BBC at the above address if you wish to seek permission for re-use.

#### Appeal Rights

If you are not satisfied with this response you have the right to an internal review by a BBC senior manager or legal adviser. Please contact us at the address above, explaining what you would like us to review and including your reference number. For information covered by the Act, Contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF telephone 01625 545 700. <http://www.ico.gov.uk>

Yours sincerely

L. Stiller

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Future Media and Technology Divisions

BBC Online (bbc.co.uk)						Sport (bbc.co.uk/sport)						News (bbc.co.uk/news)					
	Page Views	Visits	Page Views per Visit	Unique Users	Average time spent per user		Page Views	Visits	Page Views per Visit	Unique Users	Average time spent per user		Page Views	Visits	Page Views per Visit	Unique Users	Average time spent per user
Jan-11	702,855,446	125,545,207	5.43	*	27.03	Jan-11	171,075,160	35,273,088	4.75	10,120,624	25.01	Jan-11	173,906,680	43,130,748	3.87	13,828,600	20.37
Feb-11	683,660,856	121,452,739	5.44	*	29.16	Feb-11	167,316,106	35,301,155	4.62	10,660,475	23.80	Feb-11	169,346,709	42,947,667	3.77	13,682,442	20.25
Mar-11	675,583,264	124,406,740	5.23	*	28.73	Mar-11	141,870,579	32,548,200	4.25	9,842,067	22.56	Mar-11	183,349,523	47,317,545	3.69	15,052,701	20.49
Apr-11	597,455,643	112,844,078	5.07	31,731,054	27.07	Apr-11	127,448,081	29,638,425	4.21	8,990,022	21.76	Apr-11	149,669,433	38,882,939	3.65	12,801,129	18.54

\* Figures not available