

# Radio Festival 2009: The Realities of Delivering Broadcasts Over the Net

Richard Cooper, Controller Digital Distribution & Operations

# Game, Set, Match.

Catch up on Wimbledon 2009



## TV HIGHLIGHTS

Row of TV highlights with thumbnails and titles:

- Glastonbury**
- On Thin Ice**
- Hope Springs**
- This World**
- Glastonbury**

## RADIO HIGHLIGHTS

Row of radio highlights with thumbnails and titles:

- Glastonbury**
- Glastonbury**
- Switch**
- Moats, Mortgages an...**
- Johnnie Walker's So...**

**TV** YESTERDAY TODAY

- BBC One** **Antiques Roadshow**  
6:00 pm
- BBC Two** **Countryfile**  
7:00 pm
- BBC Three** **Hope Springs**  
8:00 pm
- BBC Four** **Casualty 1909**  
9:00 pm
- CBBC** **BBC Weekend News**  
10:00 pm  
(Not available)
- CBeebies** **An Unfinished Life**  
10:20 pm  
(Not available)
- BBC News Channel**
- BBC Parliament**

**Radio**

Grid of radio station icons: 1, 2, 3, 4, 5, 6, 7, WORLD SERVICE, NATIONS AND LOCAL

**BBC Radio 1**  
**NOW ON: The Chris Moyles S...**  
6:30 am - 10:00 am

**News**

**Most Popular** TV RADIO

- Top Gear - Series 13**  
Episode 2 (new series)
- Michael McIntyre's Comed...**  
4. Swansea
- Have I Got a Bit More Ne...**  
Episode 7
- Glastonbury - 2009**  
Day 2 Highlights: Part T...
- Glastonbury - 2009**  
Libr Allen & Lady

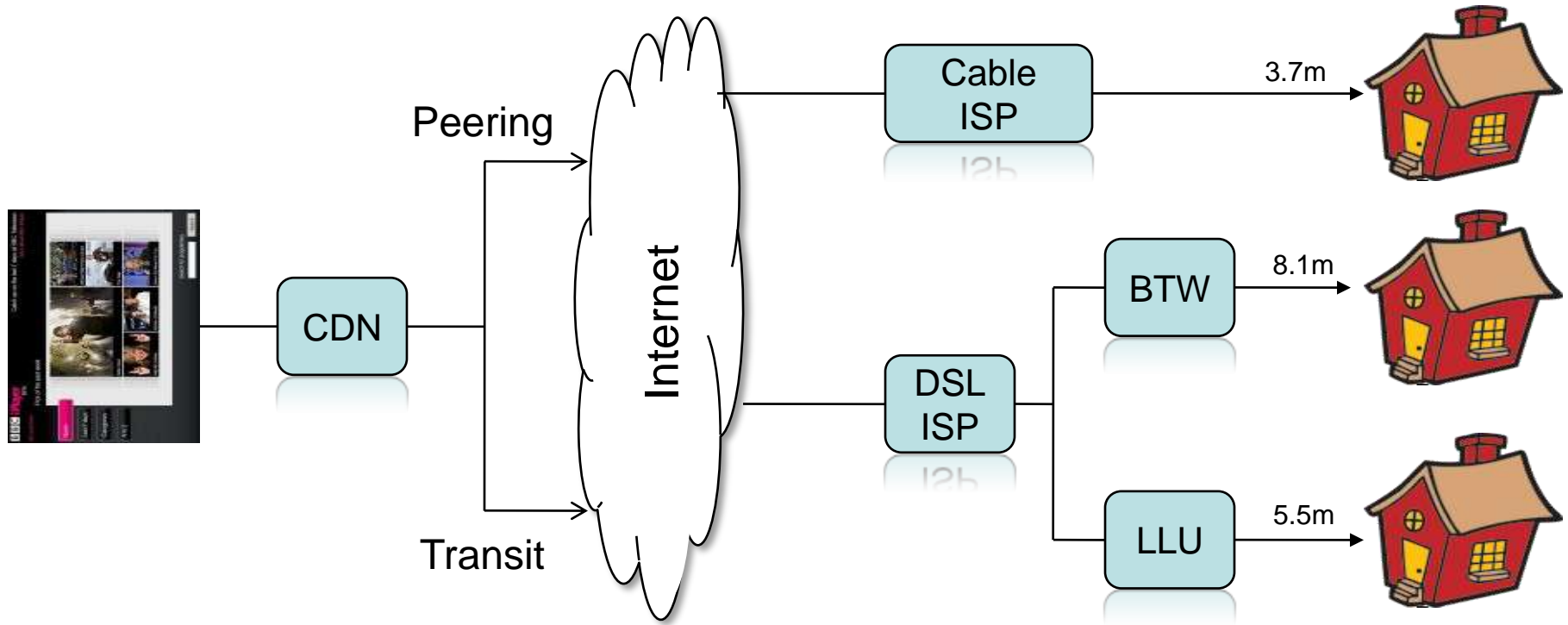
**Last Played** CLEAR

**Formula 1 - 2009**  
**The British Grand Prix: Part 2**  
(No longer available)  
1:07:39 / 2:29:01

**Flog It - Series 5**  
29. Newcastle  
(Not available)

**Wallace and Gromit: A Matter of Leaf and Bone**

# Delivering content over the internet (UK)



## The trend has been for ISP consolidation

---

17.7m broadband subscribers

ISP	Subscribers (m)	Share (%)
BT Retail	4.72	27
Talk Talk Group	4.30	24
Virgin Media	3.98	22
BSkyB	2.11	12
Orange UK	0.98	6
Others	1.6	9

Source: Enders UK broadband market shares by volume, Q1 2009 (incl. SME)

## The internet does not have infinite capacity

---

17.7m broadband subscribers

Each averages between 30kb/s and 100kb/s at peak time  
(depending on ISP)

Peak traffic < 1 Tb/s

300,000 concurrent iPlayer HD viewers

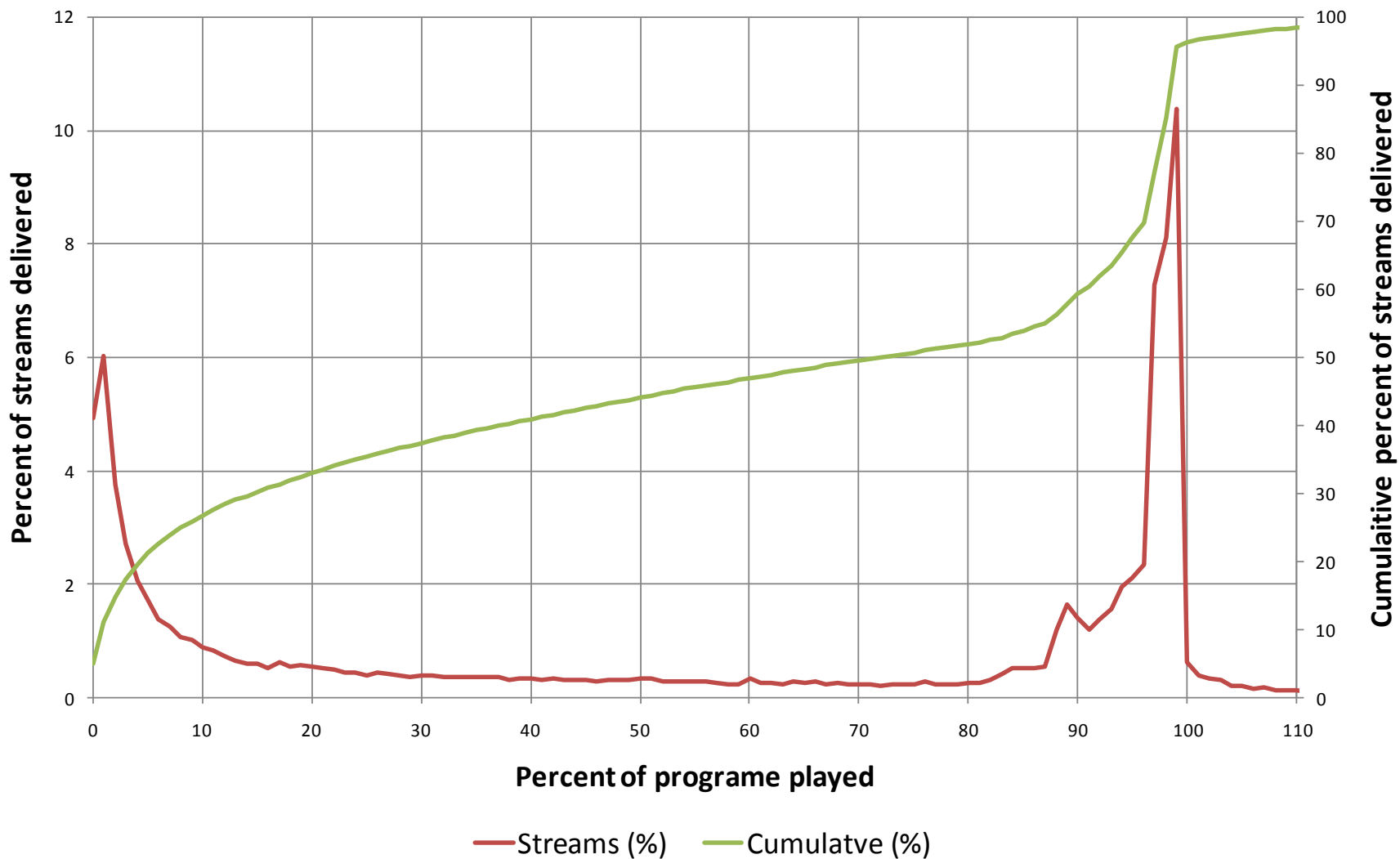
1.25m iPlayer default definition viewers

5.2m at best Radio 3 bit-rate

12.5m at best 5 live bit-rate

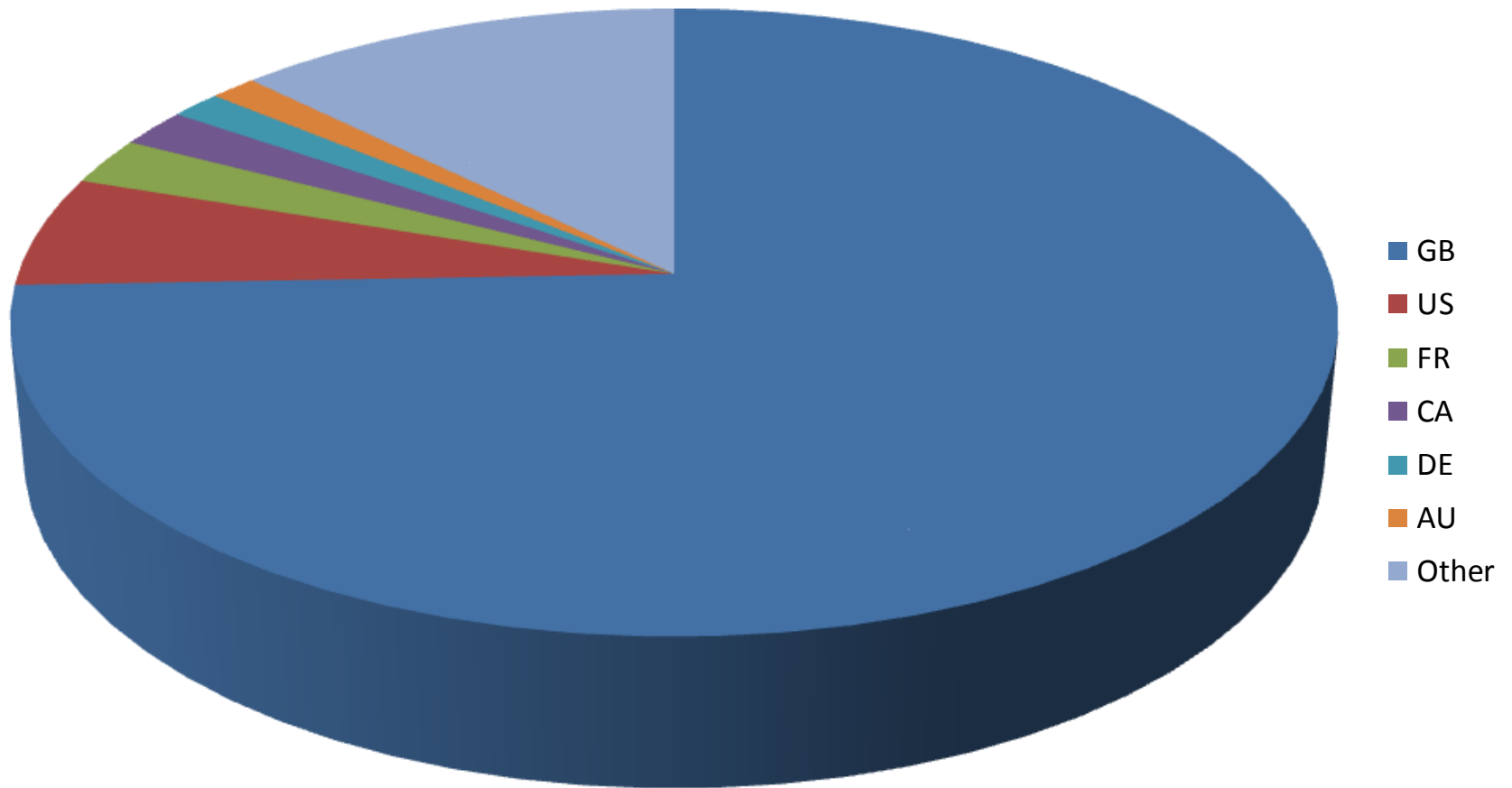
# Knowing what your audience is doing

## How much of a programme do people listen to?



# Knowing where they come from

---



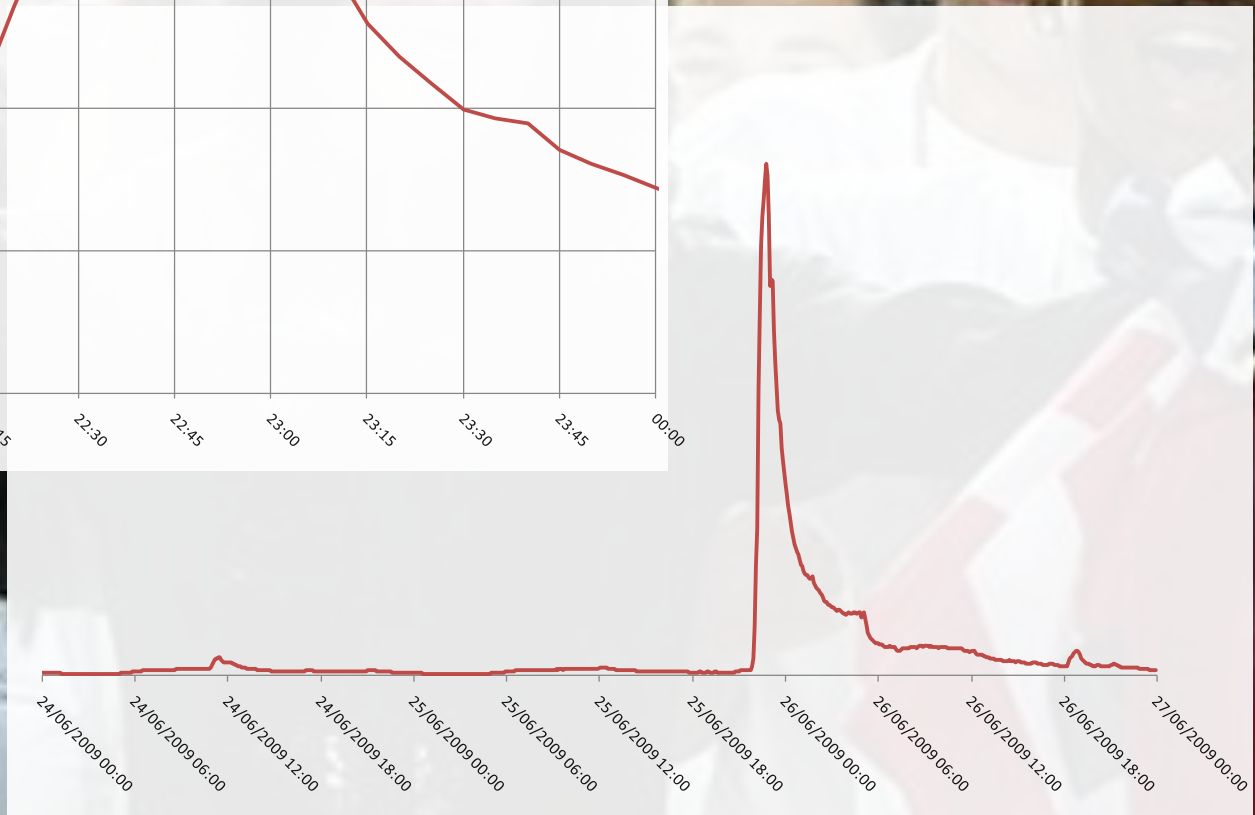
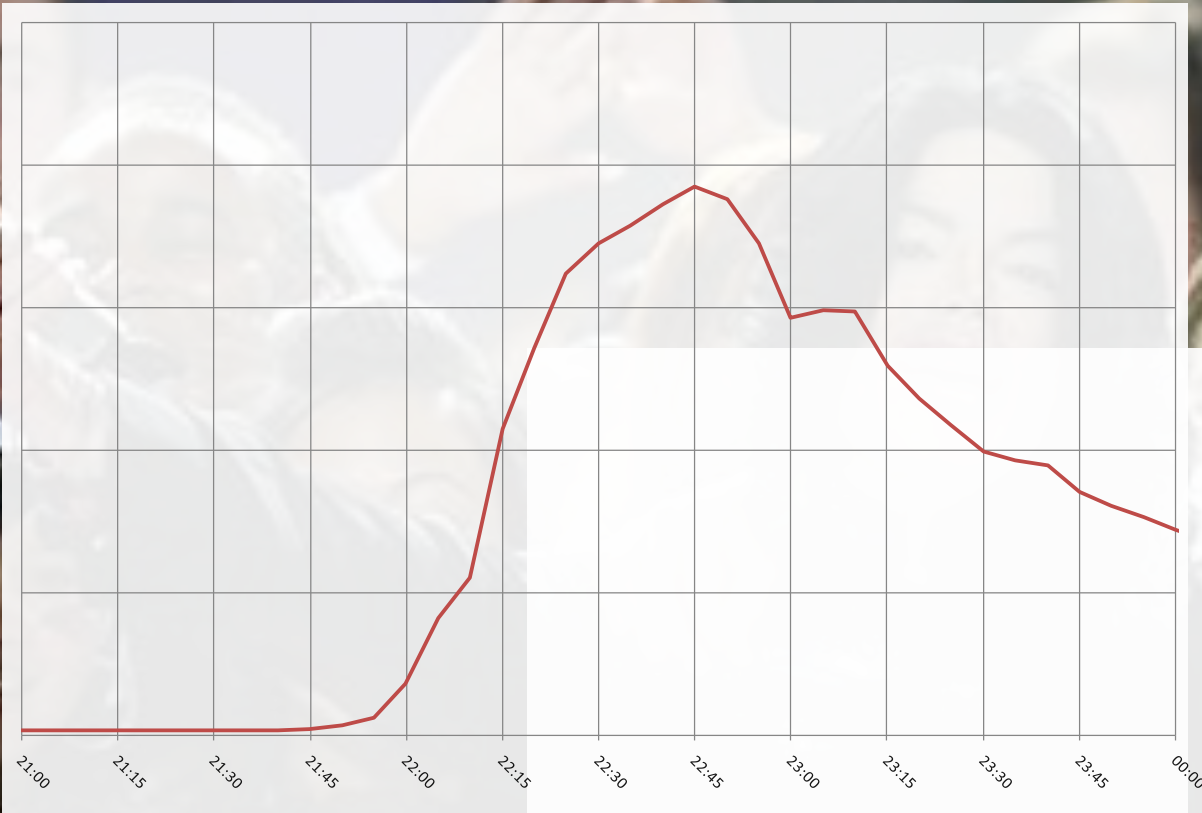
Monday 2<sup>nd</sup> February 2009



Tuesday 20<sup>th</sup> January 2009



Thursday 25<sup>th</sup> June 2009



# Challenges

---

Devices, formats, bit-rates



Resilience of IP networks



Variable costs



---

Thank you

*richard.cooper@bbc.co.uk*