

RADIOCENTRE

BBC Sounds App Report

Key Findings

This report analyses on air and on-screen promotion for the BBC Sounds App and related content across the BBC portfolio of TV and Radio.

Monitoring Period:	23/10/2020 - 29/10/2020 0700hrs – 2300hrs Total 1,008 hours of broadcast coverage monitored		
Monitoring Media:	TV:	BBC 1, 2 and 4	
	Radio:	BBC Radio 1, 2, 3, 4, 5 Live and 6 Music	
Categories:	TV:	Standalone trailers and promos, other BBC Sounds App content/podcast and presenter mentions	
	Radio:	Station idents, trailers and presenter mentions	

- 10:02:24 total airtime
- 3.9 billion potential audience reach
- £7.5 million estimated media value

BBC 5 Live had the most airtime (02:05:43), followed by BBC 6 Music (01:50:53) and BBC Radio 2 (01:34:51).

Overall, coverage accounted for a potential audience of 3.9 billion and an estimated media value of £7.5 million.

Media Type	Volume	Audience	Estimated Media Value
Radio	1,357	3,666,007,115	£6,250,916
TV	131	235,653,200	£1,276,386
Total	1,488	3,901,660,315	£7,527,302

TV: Most Promoted Formats

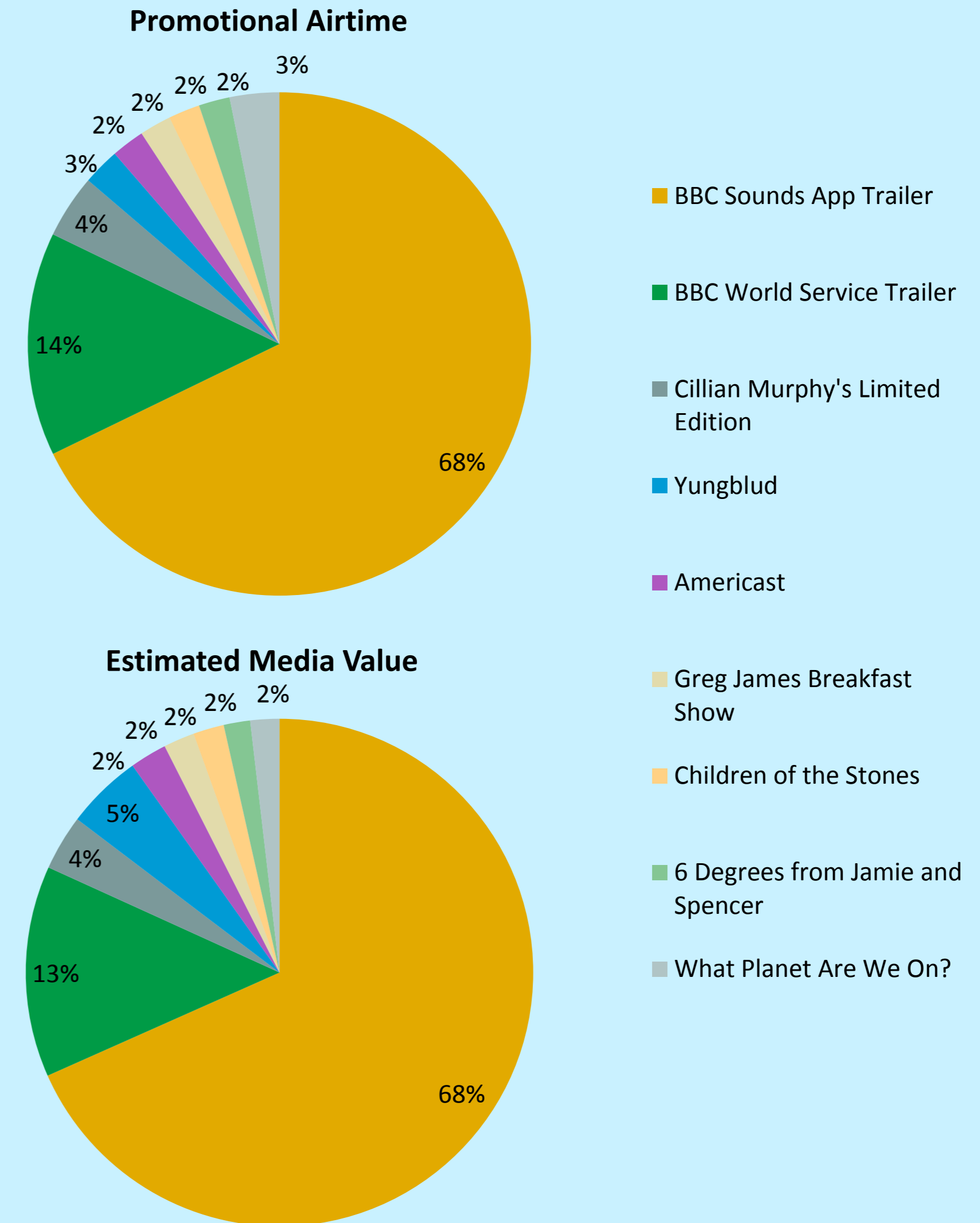
The standalone trailer for **BBC Sounds App** was the most promoted format with 00:32:20 airtime (68% of TV total) and £896,658 estimated media value (68% of TV total).

The trailer for **BBC World Service** had a 00:06:51 of airtime (14% of TV total), and an estimated media value of £176,465 (13% of TV total).

Cillian Murphy's Limited Edition playlist was dedicated 00:01:57 of airtime (4% of TV total), and £46,323 estimated media value (4% of TV total).

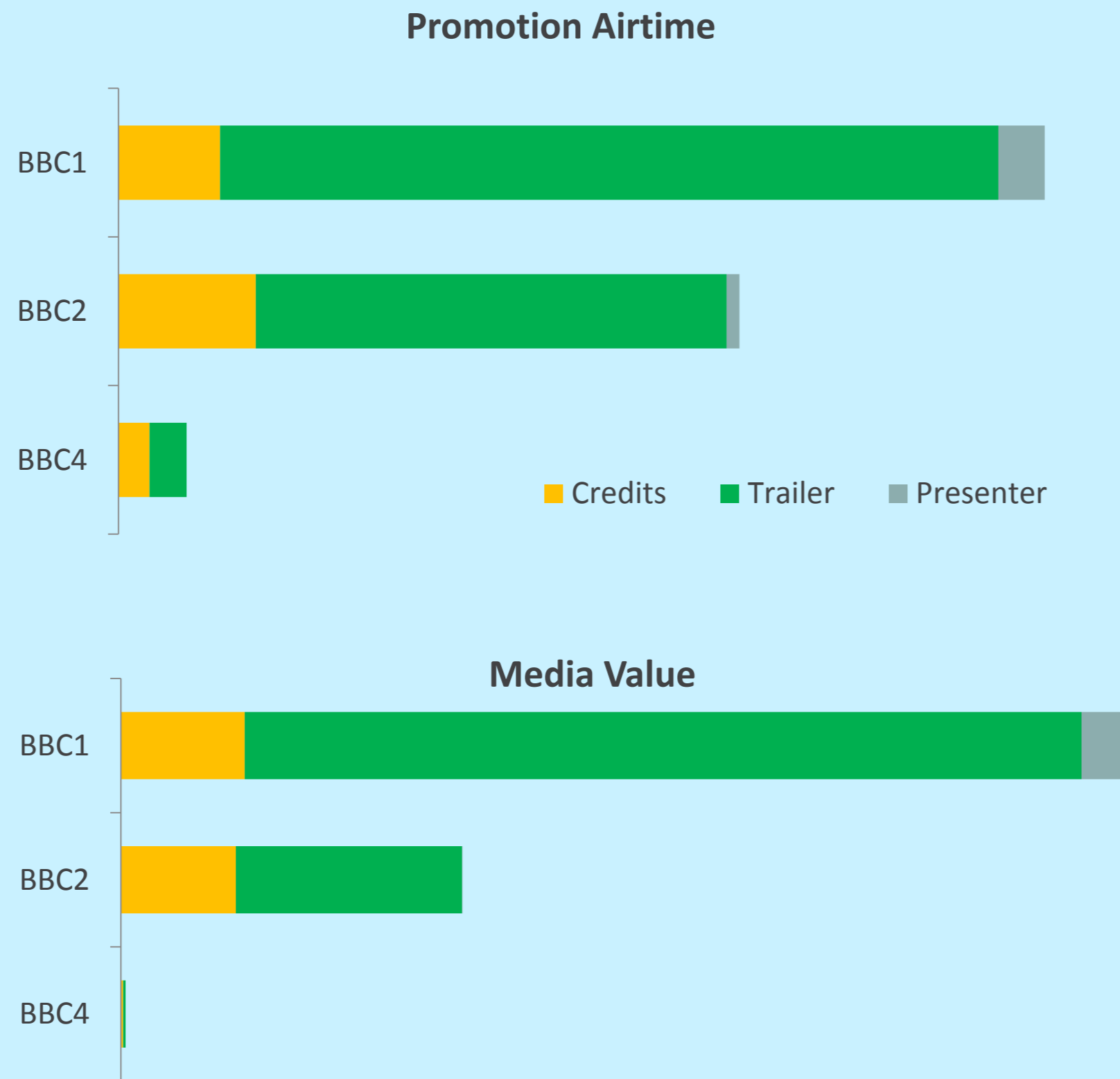
Yungblud Podcast was the most promoted podcast with 00:01:08 airtime (3% of TV total) and £63,580 estimated media value (5% of TV Total).

Other promoted formats were **Americast**, **Greg James Breakfast Show**, **Children of the Stones**, **6 Degrees from Jamie and Spencer** and **What Planet Are We On?**

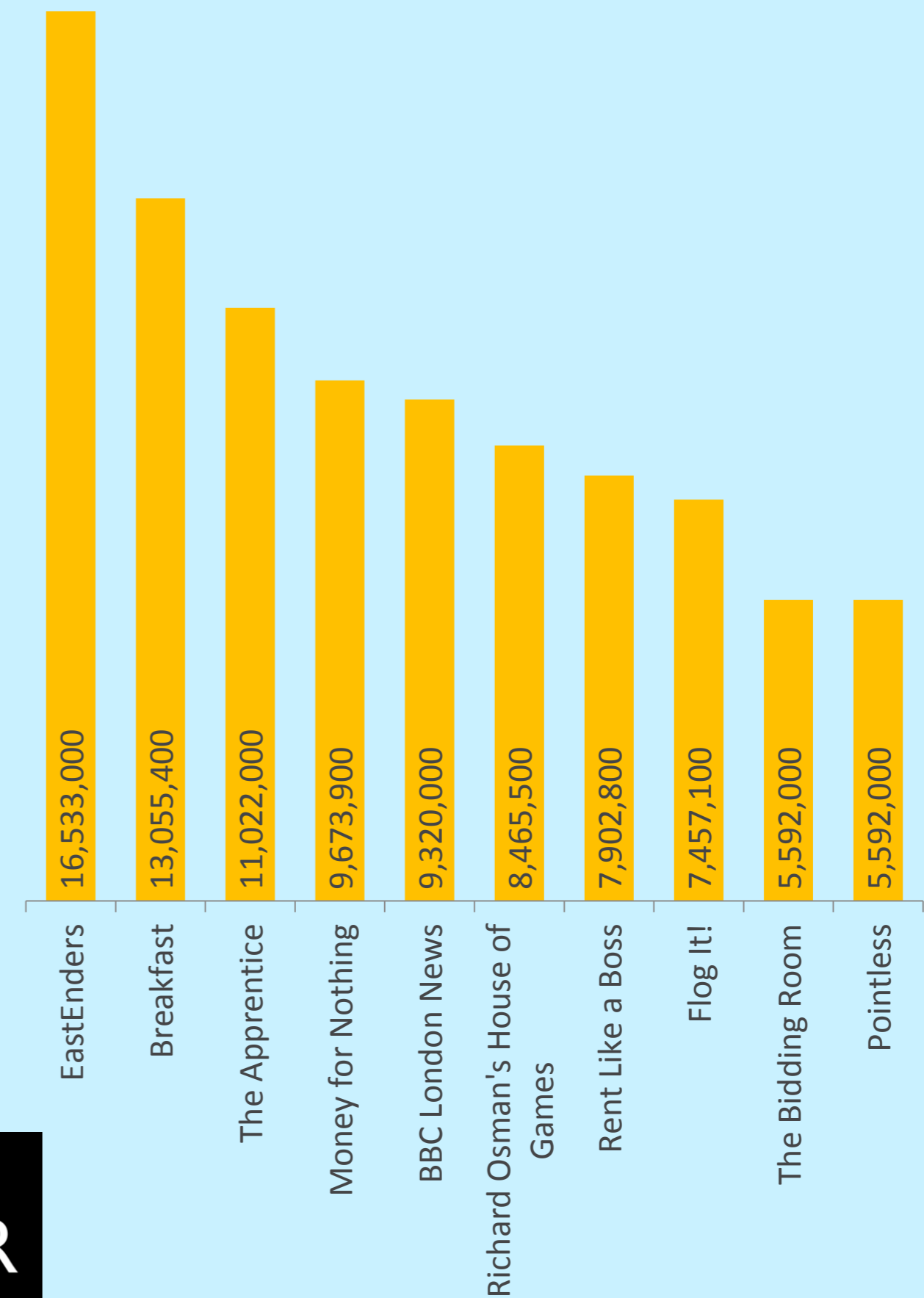


TV Analysis

BBC1 promoted BBC Sounds App the most with 00:26:18 airtime (57% of TV total) and had the highest media value with £950,898 (74% of TV total).



Top 10 Programme by Audience



TV Analysis by Volume

Station	BBC1	BBC2	BBC4
Credits	17	21	5
Trailer	50	30	2
Presenter	4	2	0
TOTAL	71	53	7



Radio: Most Promoted Formats

Cillian Murphy's Limited Edition playlist was the most promoted format with 00:28:56 airtime (5% of Radio total) and £162,342 estimated media value (3% of Radio total).

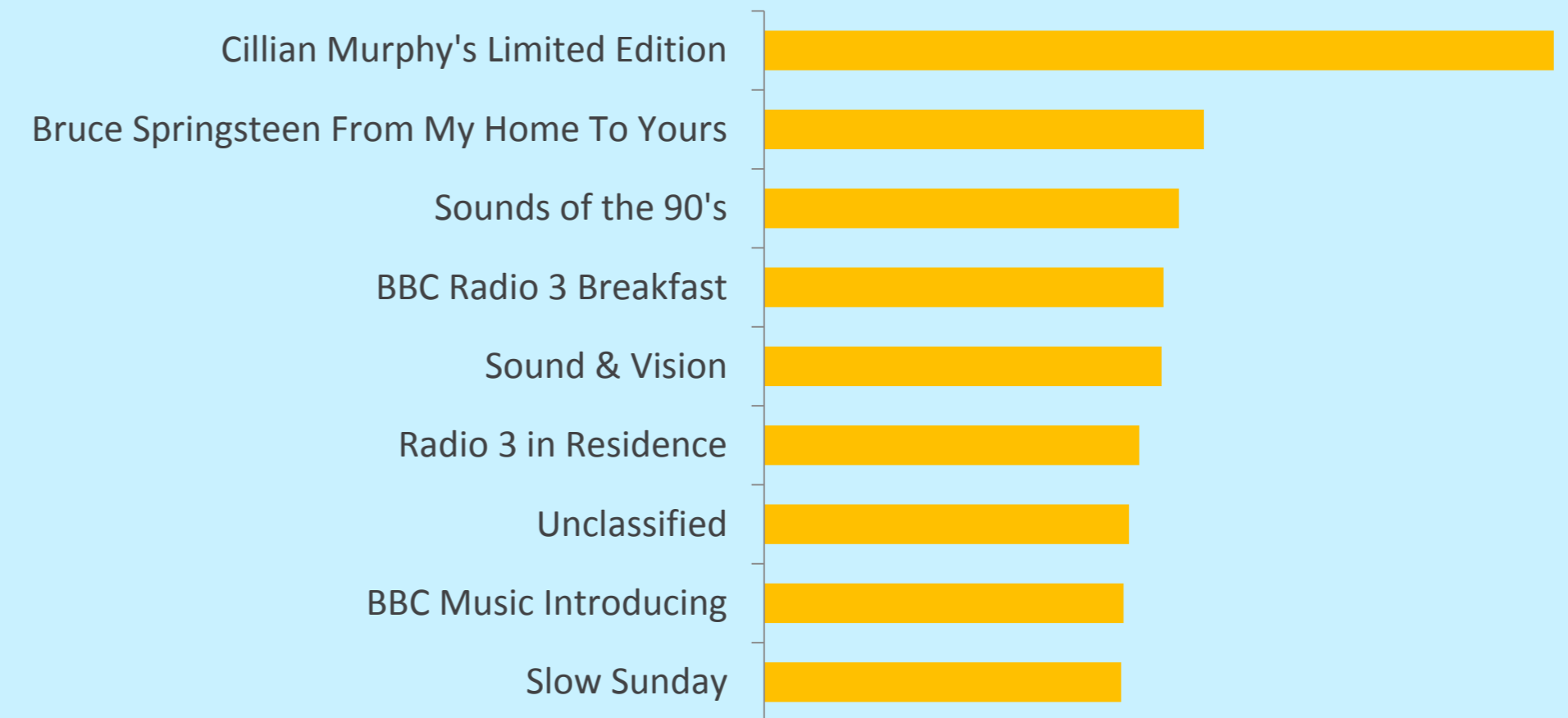
Bruce Springsteen from My Home To Yours was dedicated 00:16:07 of airtime (3% of Radio total), and £88,329 (1% of Radio total).

Sounds of the 90's had 00:15:12 of airtime (3% of Radio total), and £75,547 estimated media value (1% of Radio total).

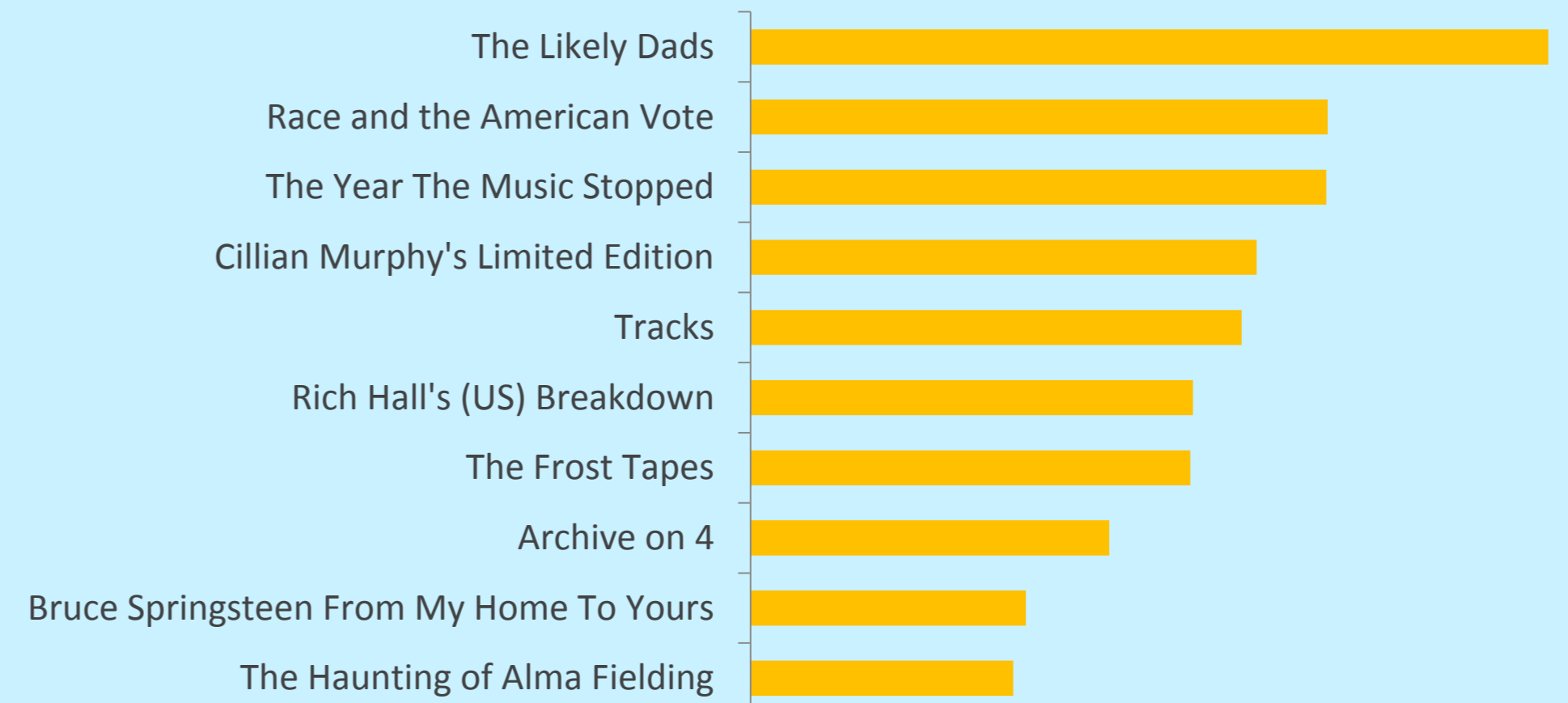
The trailer for **BBC Radio 3 Breakfast** was dedicated 00:14:38 of airtime (3% of Radio total) and £44,957 estimated media value (1% of Radio total).

Other promoted formats were **Sound & Vision**, **Radio 3 in Residence**, **Unclassified**, **BBC Music Introducing** and **Slow Sunday**.

Promotional Airtime

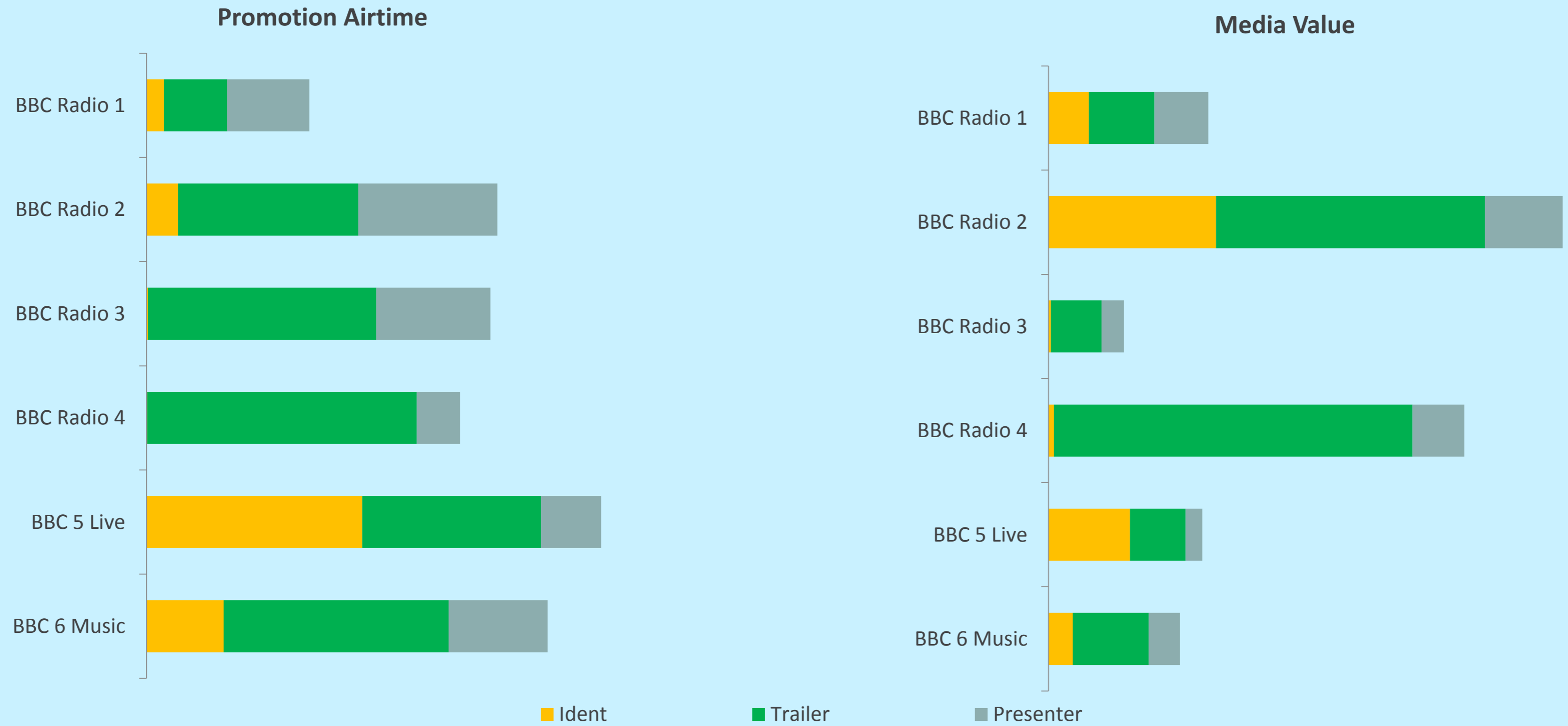


Estimated Media Value



Radio Analysis

BBC 5 Live promoted BBC Sounds App the most with 02:05:43 airtime (23% of Radio total). However, BBC Radio 2 had the highest media value with £2,196,623 (35% of radio total).



Radio Analysis by Volume

Station	BBC Radio 1	BBC Radio 2	BBC Radio 3	BBC Radio 4	BBC 5 Live	BBC 6 Music
Ident	25	139	9	7	328	115
Trailer	35	68	81	102	71	73
Presenter	43	36	74	39	52	60
TOTAL	103	243	164	148	451	248



Radio Ident Clip Count

BBC 5 Live was the most promoted station via ident with 328 clips, followed by BBC Radio 2 (139) and BBC 6 Music (115).

Station	Ident clip
BBC Radio 1	25
BBC Radio 2	139
BBC Radio 3	9
BBC Radio 4	7
BBC 5 Live	328
BBC 6 Music	115
TOTAL	623

