

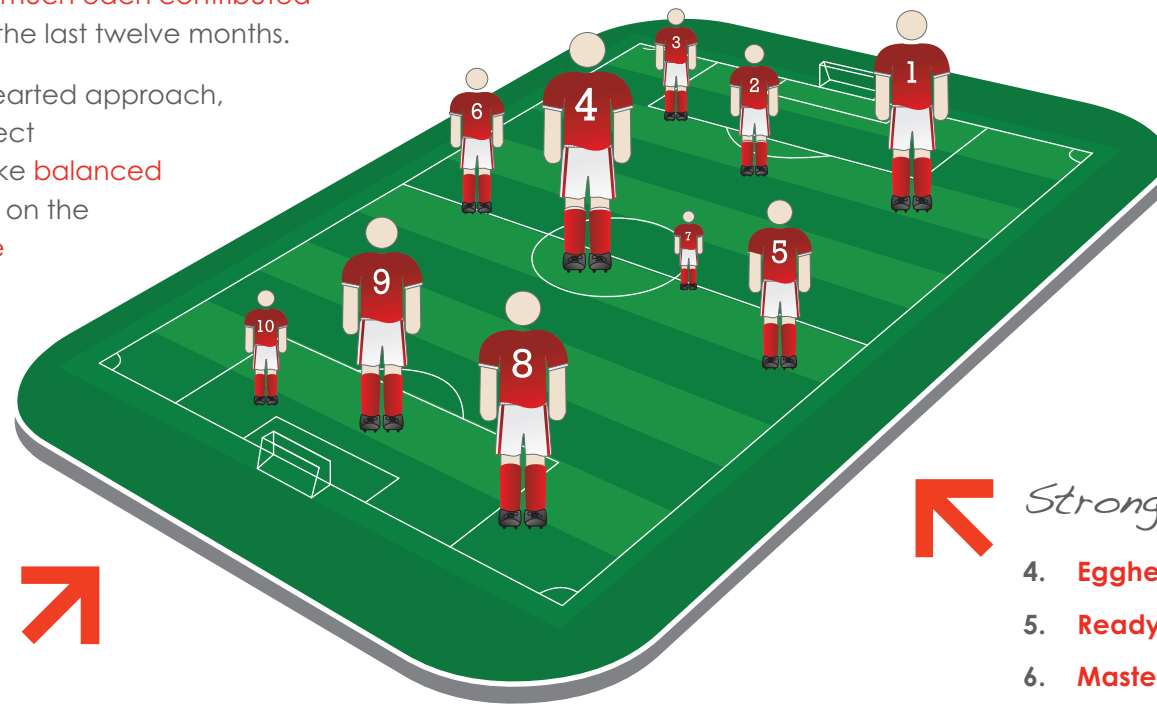
If BBC2 were a football team, where would you find the top players?

We wanted to find out: Are the high-profile signings – the Beckhams of Broadcast – **the real crowd pleasers?** And have the channel controllers found a formation that **balances bold attacks with sure-footed defence?**

We've picked **some of the best known** BBC2 programmes and analysed **how much each contributed to the channel's audience** over the last twelve months.

Sure, we've taken a fairly light-hearted approach, but we have been careful to select **representative programmes**, make **balanced judgements** about their positions on the field and, of-course, **work out the figures carefully.**

It's an interesting picture coming out of this exercise, so please **jump to the next page for all the commentary...**



High Profile Strikers

- 1. **Top Gear** 2.86%
- 2. **Dragons' Den** 1.23%
- 3. **Heroes** 0.90%

Strong Midfielders

- 4. **Eggheads** 4.07%
- 5. **Ready, Steady, Cook** 2.03%
- 6. **Masterchef** 1.49%
- 7. **Mock The Week** 0.45%

Trusty Defenders

- 8. **Snooker** 3.97%
- 9. **Flog It!** 3.25%
- 10. **Animal Park** 1.04%

Tune-in for the nearly-live commentary:



“ If BBC2 could keep their star players they would be a real championship contender. But with all the poaching from their neighbour across the city (White City) there must be some real frustrations in the boardroom. ”

“ Since the transfer of the lynchpin of its midfield, the Weakest Link, the oomph – and the goals – seem to have gone. Creative renewal anyone? ”

“ All the creative ideas, and budget, seem to be spent elsewhere, but fans still turn up to watch these defenders play in the veterans league. ”

Need a fresh, accessible approach to audience data?

At Digital-i we are **experts in audience data**. We understand it. Like really understand it. But we aren't your stereotypical statisticians; for a start we can speak in **plain English**. We also recognise the difference between, say, a broadcast executive and a programme researcher. So we provide different types of information, with **analysis at different levels** for each.

This extends from our **bespoke data consulting** right through to our highly-acclaimed **new overnights service**. Which you can preview for free. On your PC or even on your BlackBerry. Which is perfect if you're hoping to sneak off to watch a Champions League match.

For more insight call **01823 259 113**, visit **www.digital-i.com** or email **info@digital-i.com**. Go on my son!

Strikers:

Top Gear
Strictly Come Dancing - It Takes Two
Dragons' Den
Match Of The Day
Heroes
Have I Got A Little Bit More News For You
QI
Torchwood
The Restaurant
The Tudors
The Apprentice - You're Fired!

BBC 2.86%
BBC 1.34%
Sony Pictures Television International 1.23%
BBC 1.17%
Tailwind Productions 0.90%
Hat Trick 0.88%
Talkback Thames 0.88%
BBC 0.75%
BBC 0.63%
Tm Productions 0.45%
Talkback Thames 0.40%

Midfielders:

Eggheads
Ready, Steady, Cook
The Weakest Link
Escape To The Country
Masterchef
Wimbledon 2008
Coast
Great British Menu
Olympics 2008
University Challenge
The Natural World
Tennis
Springwatch
World Darts
Never Mind The Buzzcocks
Around The World In 80 Gardens
Earth: The Power Of The Planet
The Graham Norton Show
Racing
Wild China
Mastermind
Mock The Week
An Island Parish
Autumnwatch
Extreme Dreams With Ben Fogle
Hider In The House
Wanted Down Under
Horizon
Athletics
Amazon With Bruce Parry
Crufts 2008

12 Yard 4.07%
Cheetah Tv 2.03%
BBC 1.93%
Talkback Thames 1.79%
Shine 1.49%
BBC 1.35%
BBC 1.27%
Optomen Television 0.89%
BBC 0.77%
ITV Productions 0.74%
BBC 0.72%
BBC 0.70%
BBC 0.68%
TWI 0.61%
Talkback Thames 0.59%
BBC 0.58%
BBC 0.55%
So Television 0.51%
Sunset & Vine Oxford 0.50%
BBC 0.49%
BBC 0.45%
Angst Productions 0.45%
Tiger Aspect Productions 0.43%
BBC 0.43%
Ricochet 0.42%
At It Productions 0.36%
BBC 0.36%
Various 0.34%
BBC 0.34%
Indus 0.33%
BBC 0.30%

Defenders:

Snooker
Flog It!
Newsnight
Murder, She Wrote
Golf
News 24
Animal Park
Something For The Weekend
Gardeners' World
Working Lunch
Golf: The Open
The Daily Politics

TWI 3.97%
BBC 3.25%
BBC 2.53%
Universal 1.55%
BBC 1.12%
BBC 1.06%
Endemol 1.04%
Princess Productions 0.94%
BBC 0.81%
BBC 0.62%
BBC 0.53%
BBC 0.47%