

<http://www.pocket-lint.com/news/16263/virgin-media-105m-iplayer-views>

Virgin Media reveals iPlayer stats

Over 10 million accessing Beeb's on-demand service

by Amy-Mae Elliott published on 21 July 2008

Virgin Media has announced there have been 10.5 million views of BBC programmes via iPlayer since it was made fully available on its TV platform in June.

Virgin Media is the first TV platform to make BBC iPlayer available in full screen picture quality, directly to its 3.5 million TV customers.

"Our customers are using BBC iPlayer on Virgin Media to watch the BBC programmes they want, when they want - from the most loved prime-time TV shows to children's series like In the Night Garden", said Malcolm Wall, CEO of content at Virgin Media.

"Bringing BBC iPlayer to its first TV platform underlines Virgin Media's commitment to pioneering on demand television in the UK and we're delighted by the fantastic customer response and the continued success of our on demand offering."

