

Monthly Performance Pack

April, May & June 2016



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 | Marketing & Audiences

Monthly summary – June 2016

- Major events in the sporting calendar began in June, including Wimbledon and the UEFA Euro 2016 football tournament. BBC iPlayer saw an excellent start to the 'Summer of Sport' season, with 290 million requests across TV and radio. This was an increase of +6% on May, and higher than June 2015 by +39m requests. TV requests increased +9% month-on-month to 229 million, BBC iPlayer's highest-ever performance for the month of June.
- Live viewing grew to 11% of all TV requests, the highest level since mid-2014. And BBC iPlayer (TV and BBC iPlayer Radio) saw the highest 'unique browser' reach on record, with an average of 19.9 million unique browsers weekly across June.
- The appeal of a 'Home Nations' football match, played during office hours, proved a winning combination for BBC iPlayer, with the **England v Wales** match for **UEFA Euro 2016** being, by far, the most requested programme in June, delivering 2.8 million requests. **Top Gear** continued to be popular as usual, and new dramas **Versailles** and **New Blood** rounded out the top 5 most-requested programmes (along with **EastEnders**), all delivering well over 1m requests.
- In a similar story for radio in June, the **England v Wales** match in **UEFA Euro 2016** was also the most popular programme (coverage from **BBC Radio 5 live Sport**, which delivered 263k requests for BBC iPlayer Radio).
- **Note: we have included the top 20 episode tables for April and May in this report as well as June's.**

Consistent with previous months:

- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly the same time of day as linear TV viewing, although there is proportionally more daytime and late-peak use. BBC iPlayer Radio is used far more in daytime than traditional radio listening, which peaks at breakfast-time.

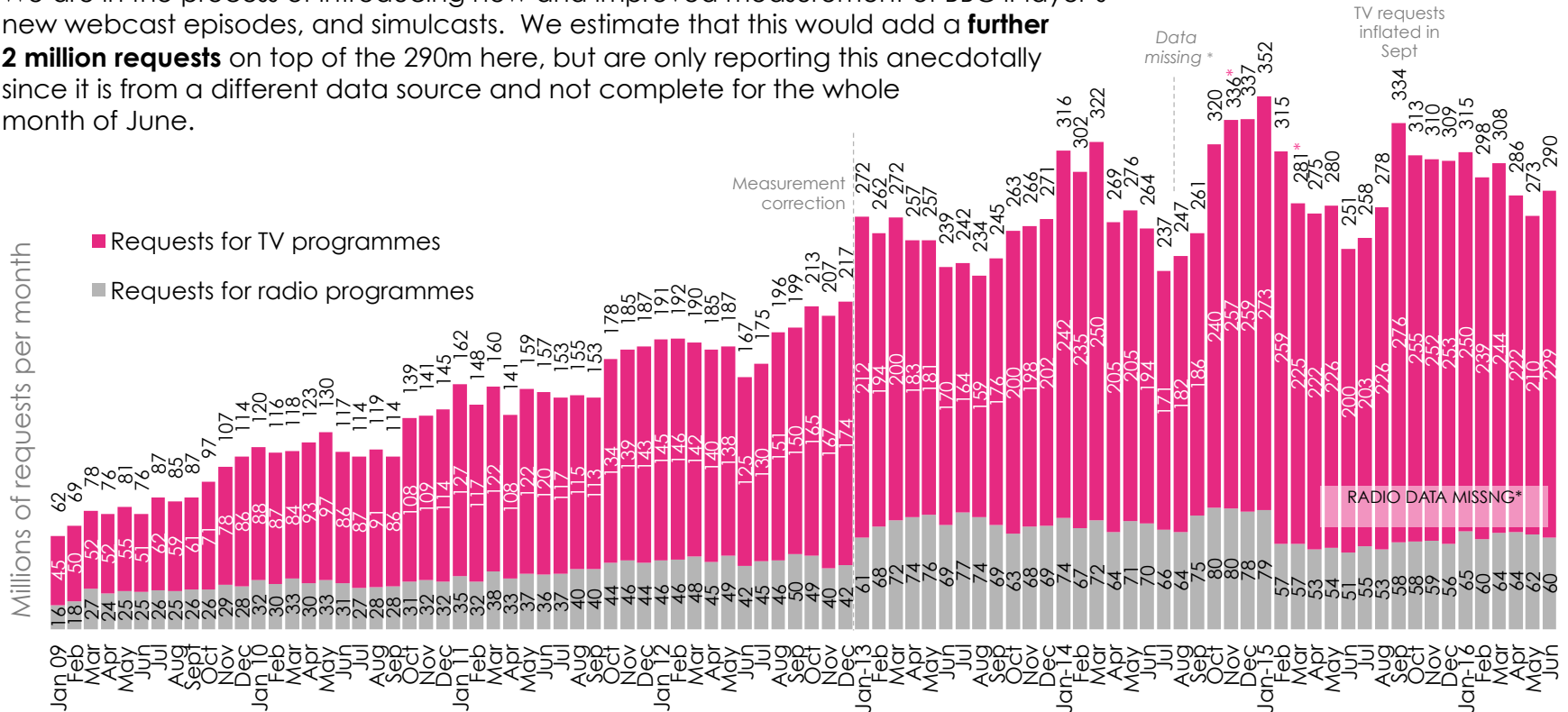
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Total monthly BBC iPlayer requests across all platforms, since 2009

Major events in the sporting calendar began in June, including Wimbledon and the UEFA Euro 2016 football tournament. BBC iPlayer saw an excellent start to the 'Summer of Sport' season, with **290 million requests across TV and radio**. This was an increase of +6% on May, and higher than June 2015 by +39 million requests.

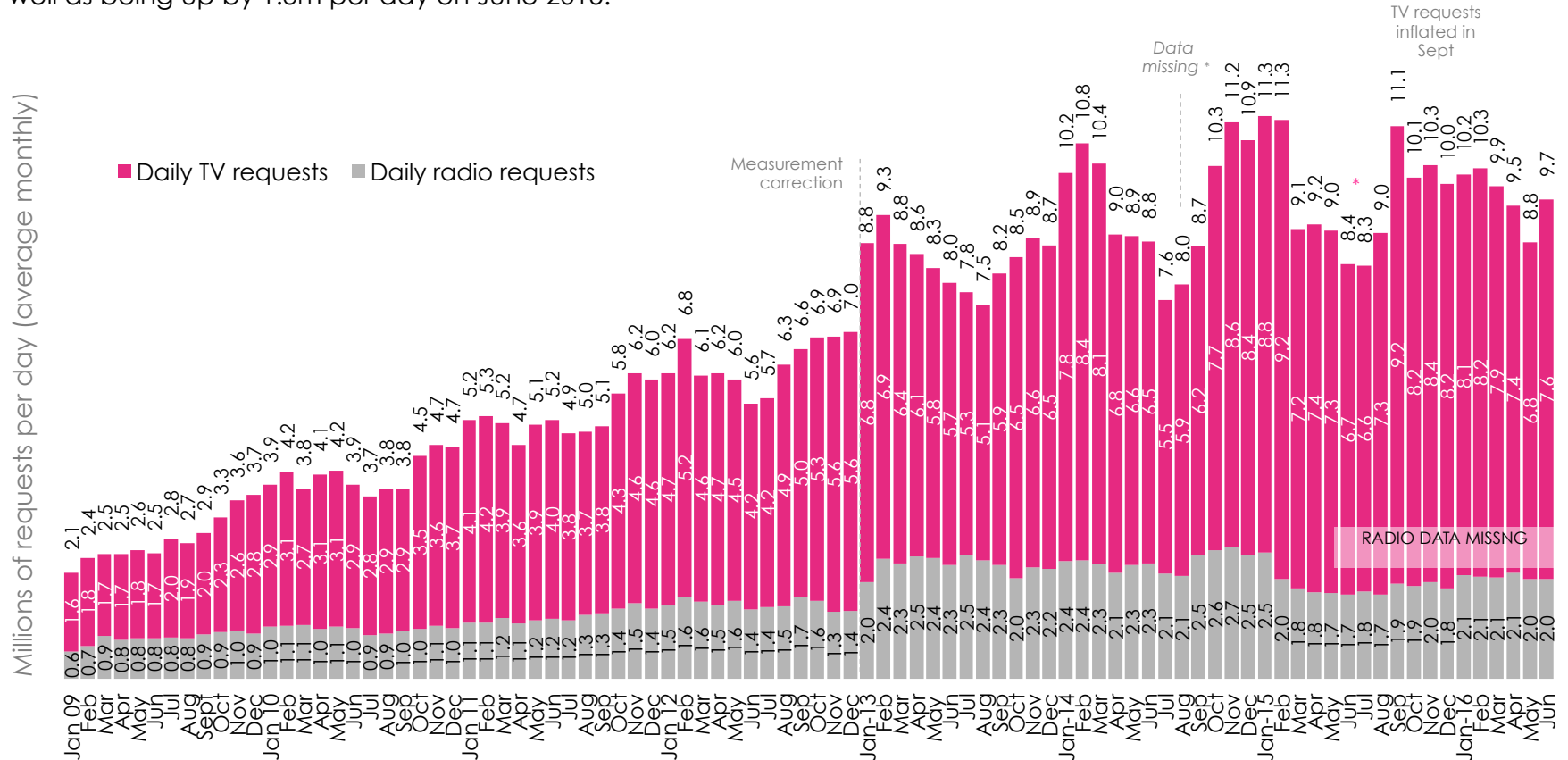
We are in the process of introducing new and improved measurement of BBC iPlayer's new webcast episodes, and simulcasts. We estimate that this would add a **further 2 million requests** on top of the 290m here, but are only reporting this anecdotally since it is from a different data source and not complete for the whole month of June.



* Please refer to slide 12 for guide notes

Average daily BBC iPlayer online requests

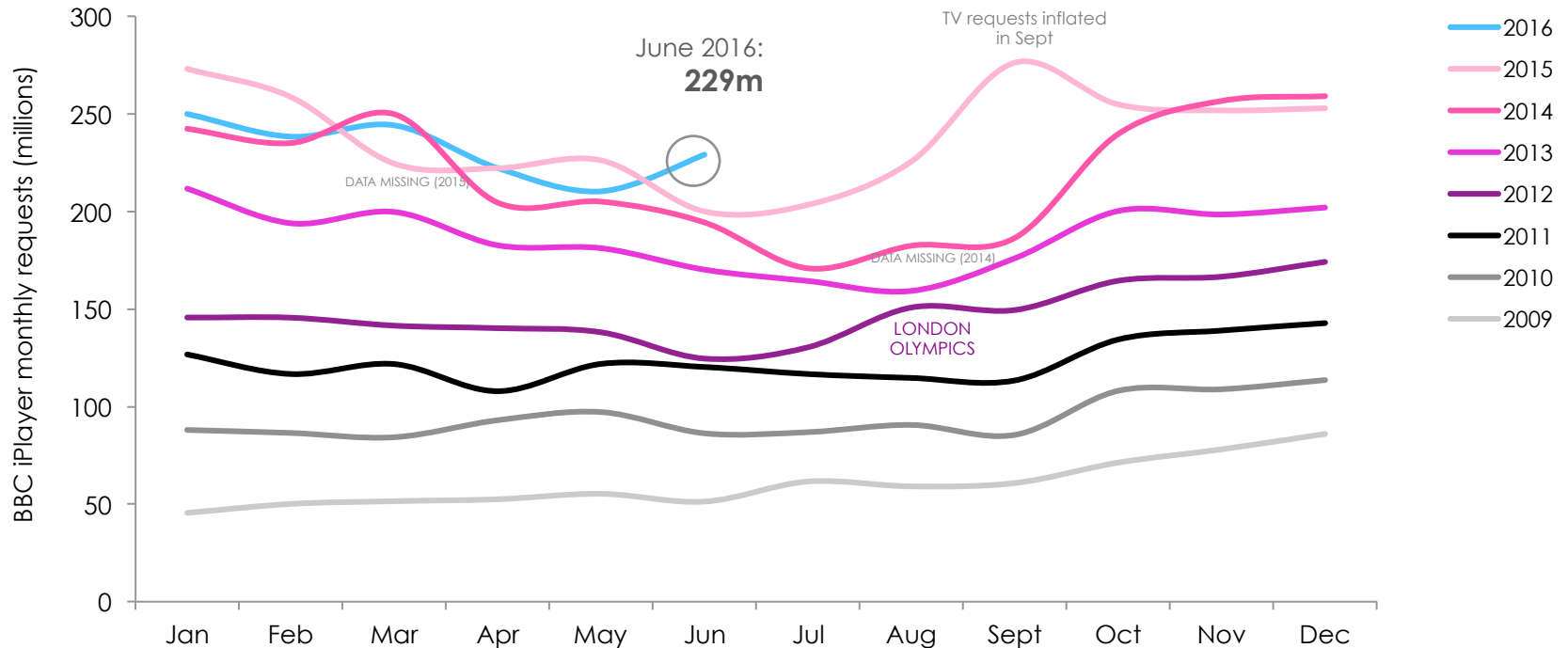
With an average of **9.7 million daily requests**, BBC iPlayer overall performed strongly, showing month-on-month growth as well as being up by 1.3m per day on June 2015.



* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

TV only: Monthly requests to BBC iPlayer year-on-year

This graph shows the **seasonal pattern of BBC iPlayer**. Because a lot of BBC iPlayer viewing is simple catch-up, there is a strong link with linear TV – so highest in autumn and winter; however, June's major sporting events (in particular Euro 2016) has led to a significant difference this month compared to the normal seasonal trend. TV requests increased by +9% in June, up to their highest-ever June performance of 229m requests.

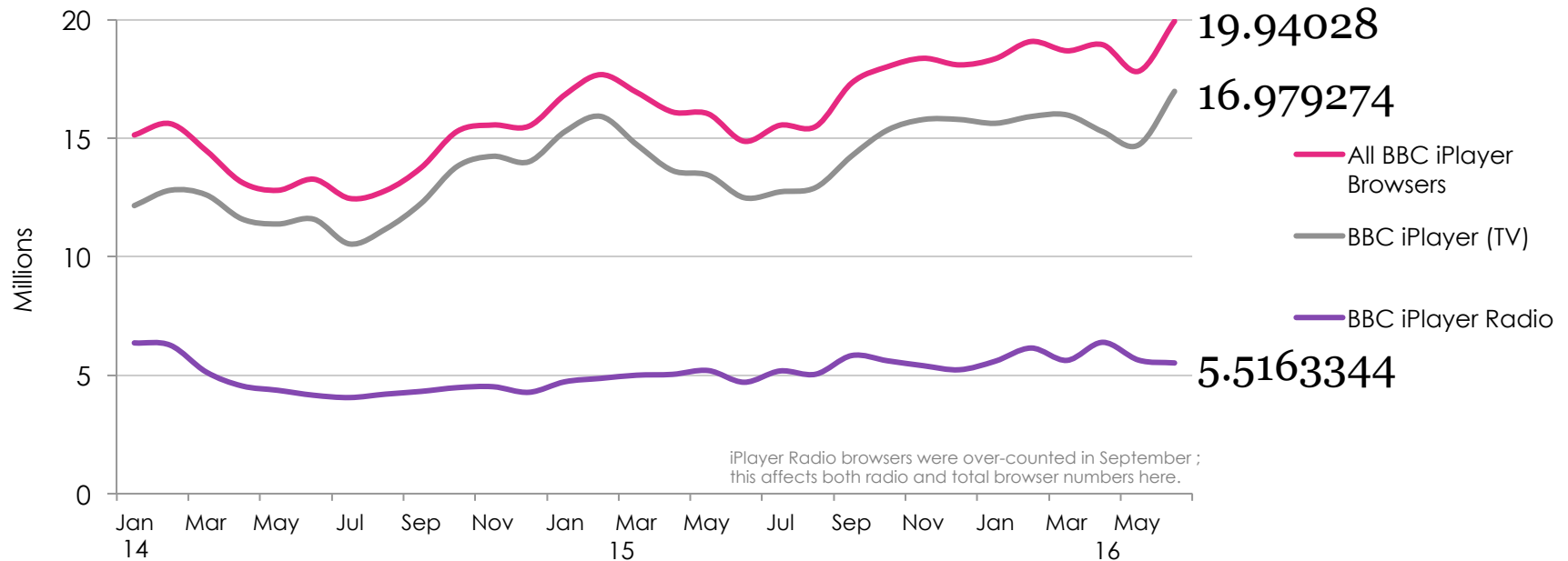


* Figures now include requests for programmes only on iPlayer. Sept 2015 saw inflated TV requests. Please refer to slide 12 for guide notes

Weekly unique browsers to BBC iPlayer

As well as measuring the number of requests for programmes, we also measure unique browsers to BBC iPlayer and iPlayer Radio. "Unique browsers" is an industry-standard measure of unique devices/web browsers (not individuals) accessing a service. If a person uses a different device at work and at home, or uses two different browsers on one computer, they would count as two unique browsers. Conversely, if multiple users watch or listen on the same device/browser, only one unique browser would be counted.

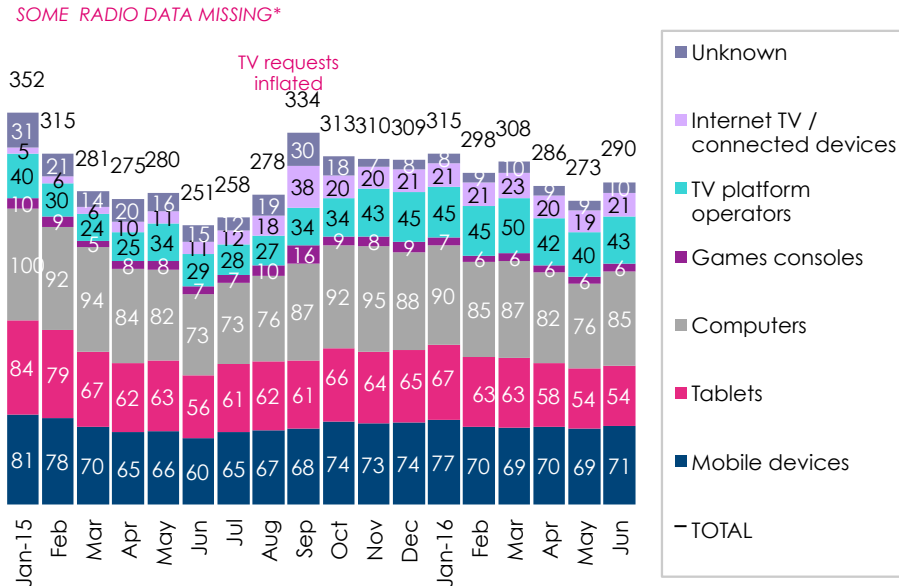
In June 2016 we saw an average of **19.9m** unique browsers per week to BBC iPlayer (TV and BBC iPlayer Radio), the highest level of unique browsers on record to date.



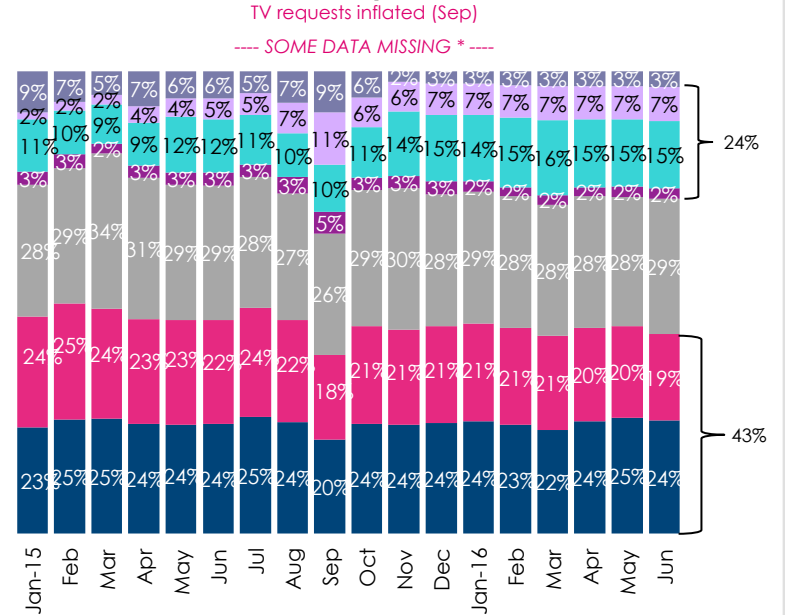
TV and radio: Requests for programmes by device type

The month-on-month increase from May to June was seen across all device types. The increase was most noticeable on computers, with requests from those devices increasing from 76m to 85m month-on-month.

Number of requests (millions)



% of requests



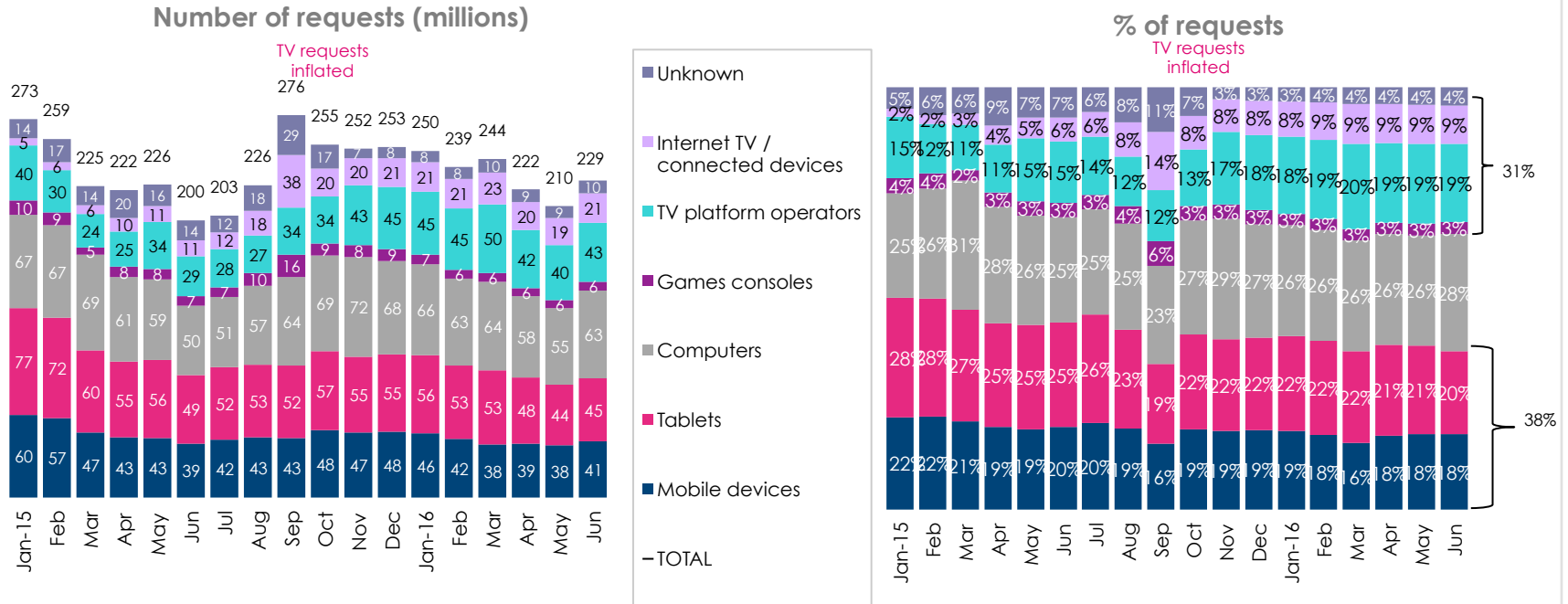
Notes:

Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.
Unknown devices are historically mostly due to online radio services such as the Tuneln radio app, or more recently due to changes to TV devices.

* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

TV only: Requests for programmes by device type

When looking at TV-only requests, the picture is broadly the same as for overall requests. Increases were seen across all device types, meaning that the share between devices has remained consistent, but requests from computers have increased the most.



Notes:

Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku.

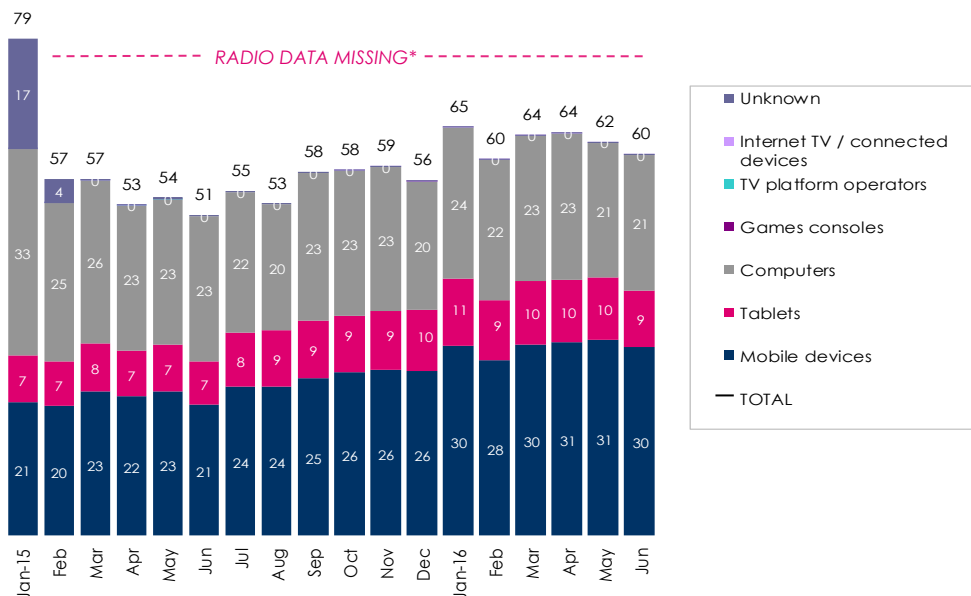
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

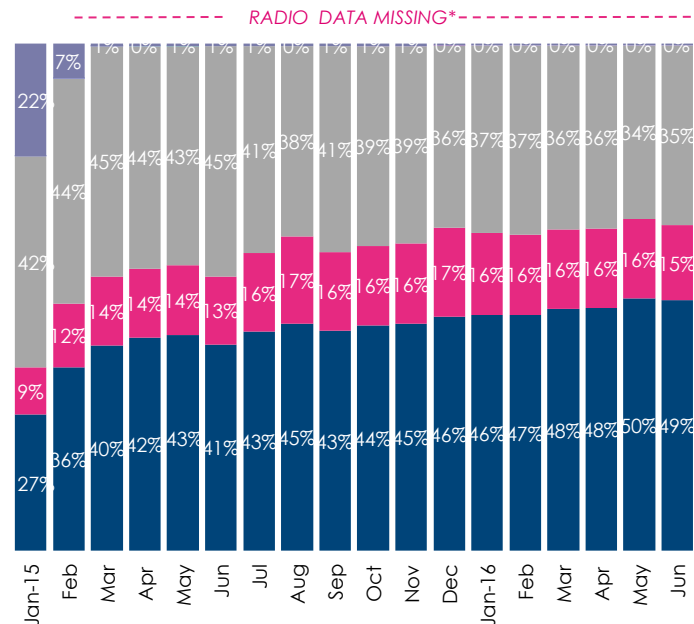
iPlayer Radio only: Requests for programmes by device type

There were **60m radio requests** recorded in June. Note though, some data is not being counted following changes to radio streaming - find out more here: <http://www.bbc.co.uk/blogs/internet/entries/977a1954-658f-4fb2-a23c-71680c49882f>

Number of requests (millions)



% of requests



Notes:

Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

TV platform operators include Virgin Media, Sky, YouView. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

Unknown devices are historically mostly due to online radio services such as the Tuneln radio app, which we were unable to classify accurately by device.

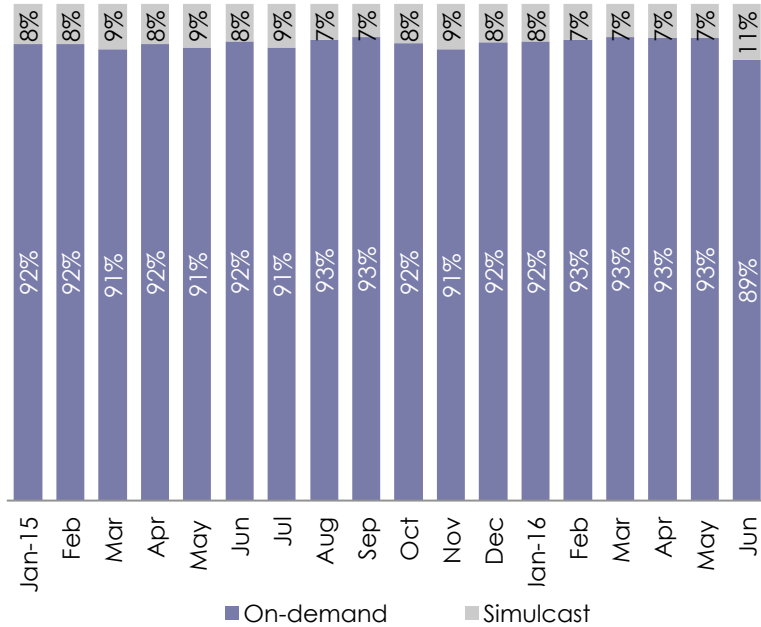
* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

TV and radio requests: live vs catch-up online requests

Live TV viewing in BBC iPlayer increased to 11% of total viewing in June, driven by live sports events, most significantly the England v Wales UEFA Euro 2016 game which kicked off at 2pm on a Thursday and therefore attracted large numbers who were viewing whilst not in front of a TV set. This is the highest level since mid-2014.

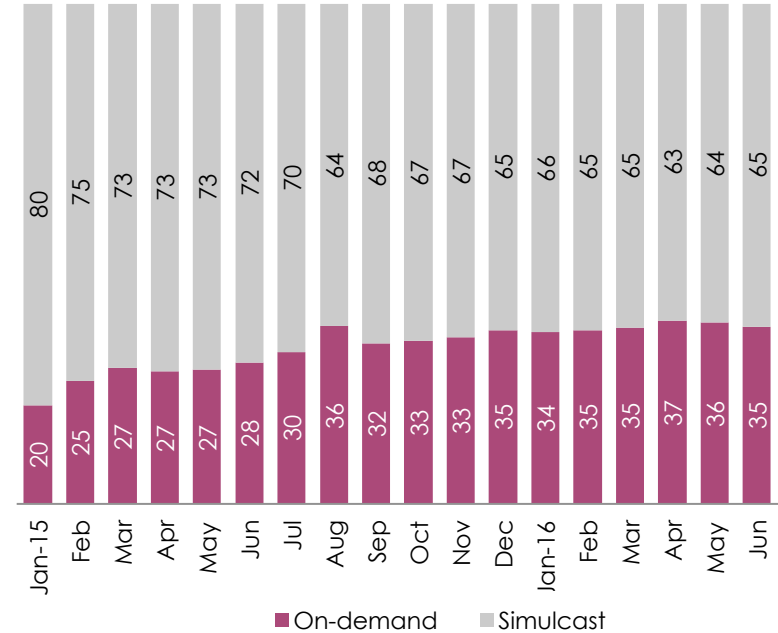
(Some live-listening radio data is missing currently, so radio trends should be treated with caution.)

% requests for TV programmes



% requests for iPlayer Radio programmes

* SOME DATA MISSING SINCE FEBRUARY 2015



Notes for figures in this report

Requests for Android devices were undercounted from 16th to 31st March 2016 due to the latest app release.

Console Requests decreased in January due to Xbox figures being undercounted from 12th January.

TV requests were inflated between 25th August and 29th September by around 18-25%, please treat these figures with caution.

iPlayer Radio Unique Browser figures were over counted in September as a result of inflated Android app figures.

In August we added requests for programmes which are **only on iPlayer** to the totals for programmes previously shown on linear TV. On average this has boosted the totals by 2%. This data has been back-dated to January 2014.

Some changes were made to radio streaming services in February, which has resulted in gaps in our reporting for some streams. Find out more on the [BBC Internet blog](#).

Some TV request data was not captured in March 2015. We estimate around 17m requests are missing from TV platforms in March.

Some TV request data is also missing for 2014 - about 3.5m requests in August and 11.5m requests in September from computer devices, and about 6m requests are missing in November, across all device types. We are not including these estimates in the graphs in this report.

The **remainder of this report excludes data** from **Virgin Media cable** and **Sky**. Virgin Media cable is not included as the data arrives later than BBC internal AV stats and Sky is treated separately as it is not currently consolidated within BBC Digital Analytics systems.

These notes apply to all the data in this pack and should be included as footnotes when quoting any of these figures. A **glossary** is on page 20.

- Requests data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBS and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months. Unique browser data is reported by the Comscore Digital Analytix tool.
- In 2009 the BBC refined its methodology for measuring AV requests, so figures for 2007/8 are not comparable.
- **Note on the top 20 lists for TV and radio episodes:** these show the most-requested individual episodes for the month, for interest, but only represent a fraction of all the episodes available on iPlayer. They are indicative only, since they do not represent total request numbers per series.
- Unless specified otherwise, figures include requests for **both** on-demand catch-up (streams and downloads), or views of live simulcasts. We cannot report download playback due to data privacy restrictions. All data is for the UK only and excludes listening outside the UK
- This data includes requests via BBC iPlayer on any BBC website – whether on a programme, channel or station page, via the pop-out console, or on the BBC iPlayer website itself.
- This report does not include requests for web-only content (such as online news or sport coverage) – only requests for full-length programmes which have been transmitted on a TV channel or radio station.
- Please quote the source of request figures as “BBC Digital Analytics”.

BBC iPlayer - top 20 TV episodes, June 2016 (excluding Virgin Media cable and Sky)

The appeal of a 'Home Nations' football match, played during office hours, proved a winning combination for BBC iPlayer, with the **England v Wales** match in **UEFA Euro 2016** being, by far, the most requested thing in June. **Top Gear** continued to be popular as usual, and new dramas **Versailles** and **New Blood** rounded out the top 5 episodes, along with **EastEnders**.

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.	BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
Match of the Day Live Euro 2016 England v Wales	2,844,000	Match of the Day Live Euro 2016 England v Wales	2,844,000
Top Gear Series 23 Episode 2	1,426,000	Top Gear Series 23 Episode 2	1,426,000
Versailles Episode 1	1,413,000	Versailles Episode 1	1,413,000
EastEnders 10/06/16	1,356,000	EastEnders 10/06/16	1,356,000
New Blood Case 1, Part 1	1,245,000	New Blood Case 1, Part 1	1,245,000
EastEnders 14/06/16	1,238,000	Peaky Blinders Series 3 Episode 5	883,000
Top Gear Series 23 Episode 3	1,200,000	The Disappearance Episode 1	882,000
EastEnders 03/06/16	1,196,000	The Living and the Dead Episode 1	796,000
EastEnders 09/06/16	1,155,000	EU Referendum - The Result Part Three 23/06/2016	795,000
EastEnders 02/06/16	1,143,000	Have I Got News for You Series 51 Episode 9	708,000
EastEnders 17/06/16	1,140,000	Glastonbury 2016 Saturday Part 3 25/06/2016	678,000
EastEnders 21/06/16	1,040,000	In the Club Series 2 Episode 6	672,000
EastEnders 16/06/2016	1,026,000	The Musketeers Series 3 Episode 1	654,000
EastEnders 07/06/16	1,025,000	Koko: The Gorilla Who Talks to People 15/06/16	645,000
EastEnders 24/06/16	1,014,000	The Millionaires' Holiday Club Episode 1	639,000
EastEnders 06/06/2016	989,000	Match of the Day Euro 2016 Spain v Italy 27/06/2016	619,000
New Blood Case 1, Part 2	958,000	Casualty Series 30 Episode 37	609,000
Top Gear Series 23 Episode 4	901,000	City in the Sky Episode 1	577,000
EastEnders 27/06/16	895,000	Mock the Week Series 15 Episode 1	559,000
Peaky Blinders Series 3 Episode 5	883,000	The Great British Sewing Bee Series 4 Episode 4	553,000

BBC iPlayer Radio - top 20 radio episodes, June 2016

In a similar story for radio in June, the **England v Wales match in UEFA Euro 2016**, was also most popular (coverage from **BBC Radio 5 live Sport**, which delivered **263k** requests to BBC iPlayer Radio). Elsewhere, **The Archers** continued its strong run, along with **The News Quiz** and **Dead Ringers**.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
5 live Sport Euro 2016 England v Wales 16/06/2016	263,000	5 live Sport Euro 2016 England v Wales 16/06/2016	263,000
The News Quiz Series 90 Episode 9	208,000	The News Quiz Series 90 Episode 9	208,000
The News Quiz Series 90 Episode 8	182,000	Dead Ringers Series 16 Episode 2	142,000
Dead Ringers Series 16 Episode 2	142,000	The Archers 06/06/16	142,000
The Archers 06/06/16	142,000	Just a Minute Series 75 Episode 4	116,000
The Archers 01/06/16	138,000	Today 24/06/16	108,000
The Archers 03/06/16	136,000	The Vote Now Show 19/06/2016	105,000
The Archers 05/06/16	136,000	Test Match Special England v Sri Lanka - Day 2 10/06/2016	99,000
The Archers 08/06/16	135,000	Death at Broadcasting House 18/06/16	97,000
The Archers 07/06/16	134,000	I'm Sorry I Haven't A Clue Series 65 Episode 1	97,000
The Archers 13/06/16	133,000	The Chris Evans Breakfast Show 24/06/2016	87,000
The Archers 02/06/16	131,000	The Radio 1 Breakfast Show with Nick Grimshaw 21/06/16	82,000
The Archers 10/06/16	130,000	The Archers Omnibus 12/06/16	82,000
The Archers 12/06/16	129,000	5 live Breakfast 24/06/16	82,000
The Archers 20/06/16	128,000	Ken Bruce 09/06/2016	81,000
The Archers 09/06/16	128,000	Desert Island Discs David Nott 05/06/2016	79,000
The Archers 14/06/16	128,000	Scott Mills Scott and Chris sit in for Grimmy 24/06/2016	75,000
The Archers 19/06/16	126,000	5 live Sport 05/06/16	73,000
The Archers 15/06/16	126,000	News Quiz Extra Series 17 Episode 9	70,000
The Archers 23/06/16	121,000	Jeremy Vine 24/06/16	70,000

BBC iPlayer - top 20 TV episodes, May 2016

(excluding Virgin Media cable and Sky)

With **Top Gear** returning at the end of May, **Episode 1** proved popular on BBC iPlayer, topping the charts and delivering just over 1.4 million requests. Returning series **Peaky Blinders** also performed well, and it was a strong month for **EastEnders**, with 14 episodes getting over a million requests. BBC iPlayer exclusive **Peggy Mitchell: Last Orders** added another 594k requests.

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.	BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
Top Gear Series 23 Episode 1	1,443,000	Top Gear Series 23 Episode 1	1,443,000
EastEnders 20/05/16	1,328,000	EastEnders 20/05/16	1,328,000
EastEnders 17/05/16	1,318,000	Peaky Blinders Series 3 Episode 1	1,302,000
Peaky Blinders Series 3 Episode 1	1,302,000	Undercover Episode 5	1,154,000
EastEnders 24/05/16	1,239,000	In the Club Series 2 Episode 1	967,000
EastEnders 04/05/16	1,178,000	Have I Got News for You Series 51 Episode 6	758,000
EastEnders 19/05/16	1,174,000	MasterChef Series 12 Episode 25	716,000
EastEnders 10/05/16	1,168,000	The Graham Norton Show Series 19 Episode 8	678,000
EastEnders 27/05/16	1,154,000	Louis Theroux Louis Theroux: A Different Brain 15/05/2016	667,000
Undercover Episode 5	1,154,000	Peter Kay's Comedy Shuffle Episode 3	632,000
EastEnders 23/05/16	1,151,000	Love, Nina Episode 1	628,000
EastEnders 26/05/16	1,125,000	Upstart Crow Episode 1	569,000
EastEnders 16/05/16	1,050,000	The Great British Sewing Bee Series Episode 1	556,000
EastEnders 05/05/16	1,044,000	The Hollow Crown Episode 1	540,000
EastEnders 13/05/16	1,031,000	Hillsborough 08/05/16	540,000
EastEnders 06/05/16	1,003,000	Drugs Map of Britain Manchester: Heroin Haters	535,000
EastEnders 09/05/16	1,002,000	Casualty Series 30 Episode 34	534,000
In the Club Series 2 Episode 1	967,000	United States of Hate: Muslims Under Attack	532,000
EastEnders 12/05/16	954,000	Eurovision Song Contest 2016 Grand Final Episode 4	519,000
EastEnders 02/05/16	951,000	Wallander Series 4 Episode 1	488,000

BBC iPlayer Radio - top 20 radio episodes, May 2016

Desert Island Discs from 8th May (featuring guest Tom Hanks) was the most popular episode on BBC iPlayer Radio, delivering **241k** requests. **The Unbelievable Truth**, **Annie Mac** and **The News Quiz** round out the top episodes for May.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
Desert Island Discs 08/05/2016	241,000	Desert Island Discs 08/05/2016	241,000
The Unbelievable Truth Series 16 Episode 6	201,000	The Unbelievable Truth Series 16 Episode 6	201,000
Annie Mac 25/04/2016	199,000	Annie Mac 25/04/2016	199,000
The News Quiz Series 90 Episode 4	174,000	The News Quiz Series 90 Episode 4	174,000
The News Quiz Series 90 Episode 6	166,000	The Archers 05/05/16	157,000
The Archers 05/05/16	157,000	Test Match Special England v Sri Lanka - Day 2 20/05/2016	117,000
The News Quiz Series 90 Episode 5	154,000	Just a Minute Series 75 Episode 1	105,000
The Archers 01/05/16	150,000	5 live Sport Prem League Football Chelsea v Tottenham	102,000
The Archers 12/05/16	149,000	The Chris Evans Breakfast Show 06/05/2016	102,000
The Archers 09/05/16	146,000	5 live Sport 01/05/16	100,000
The Archers 10/05/16	145,000	The Radio 1 Breakfast Show 06/05/2016	99,000
The Archers 23/05/16	144,000	Wimsey The Nine Tailors Episode 1	93,000
The Archers 08/05/16	143,000	Scott Mills 20/05/2016	91,000
The Archers 11/05/16	142,000	The Archers Omnibus 01/05/16	83,000
The Archers 02/05/16	142,000	Ken Bruce 12/05/2016	77,000
The Archers 04/05/16	141,000	News Quiz Extra Series 17 Episode 4	75,000
The Archers 24/05/16	140,000	Stiff Upper Lip, Jeeves Ep1	74,000
The Archers 22/05/16	139,000	Jeremy Vine 11/05/16	64,000
The Archers 03/05/16	138,000	Heresy Series 10 Episode 1	64,000
The Unbelievable Truth Series 16 Episode 5	135,000	Annie Mac's Friday Night 06/05/2016	62,000

BBC iPlayer - top 20 TV episodes, April 2016 (excluding Virgin Media cable and Sky)

Episode 1 of new series **Undercover** topped the charts in April, delivering just under 1.4 million requests. Dramas overall performed strongly, including BBC Three's **Murdered by My Father** (almost 1.2m requests) and **Series 3** of **Line of Duty** which continued to gain requests in April. BBC Three's documentary **Drugs Map of Britain - Wolverhampton**, which was only available online, earned 671k requests and earned a place in the most requested episode per series list.

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.	BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
Undercover Episode 1	1,374,000	Undercover Episode 1	1,374,000
Murdered by My Father	1,140,000	Murdered by My Father	1,140,000
Line of Duty Series 3 Episode 2	1,134,000	Line of Duty Series 3 Episode 2	1,134,000
Line of Duty Series 3 Episode 3	1,043,000	EastEnders 01/04/16	1,040,000
EastEnders 01/04/16	1,040,000	The A Word Episode 3	896,000
EastEnders 12/04/16	1,028,000	Louis Theroux Drinking to Oblivion 24/04/2016	815,000
EastEnders 15/04/16	1,006,000	Peter Kay's Comedy Shuffle Episode 1	768,000
EastEnders 08/04/16	989,000	The Voice UK Series 5 Live Semi-Final Episode 13	671,000
EastEnders 22/04/16	982,000	Drugs Map of Britain - Wolverhampton	671,000
EastEnders 19/04/16	982,000	Thirteen Episode 5	655,000
EastEnders 05/04/16	978,000	Have I Got News for You Series 51 Episode 2	654,000
Undercover Episode 2	977,000	Elizabeth at 90 - A Family Tribute 21/04/16	653,000
EastEnders 11/04/2016	972,000	Five Star Babies: Inside the Portland Hospital Episode 1	634,000
EastEnders 14/04/16	966,000	How To Stay Young Episode 1	621,000
EastEnders 07/04/16	962,000	The People v OJ Simpson Episode 8	598,000
Line of Duty Series 3 Episode 4	961,000	Michael McIntyre's Big Show Episode 1	585,000
EastEnders 27/04/16	943,000	Bake Off Creme de la Creme Episode 2	542,000
EastEnders 21/04/16	928,000	The Graham Norton Show Series 19 Episode 3	542,000
EastEnders 18/04/16	919,000	MasterChef Series 12 Episode 9	536,000
The A Word Episode 3	896,000	I Want My Wife Back Episode 1	511,000

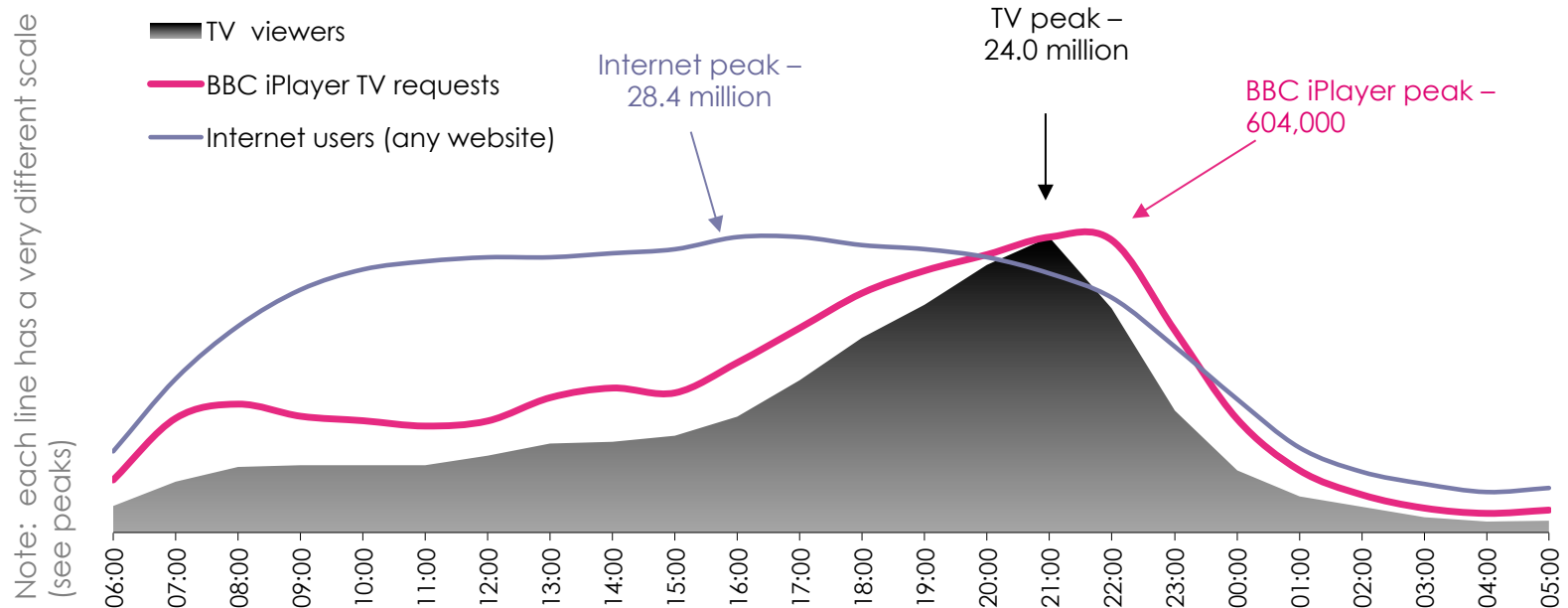
BBC iPlayer Radio - top 20 radio episodes, April 2016

The Archers delivered high numbers of requests in April. The episode from 3rd April, in which the domestic abuse storyline reached its crescendo, received 375k requests, whilst the next few episodes from the same week made up the remainder of the top 5 titles.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
The Archers 03/04/16	375,000	The Archers 03/04/16	375,000
The Archers 04/04/16	262,000	The News Quiz Series 90 Episode 1	183,000
The Archers 05/04/16	242,000	The Unbelievable Truth Series 16 Episode 2	174,000
The Archers 06/04/16	222,000	The Now Show Series 48 Episode 6	152,000
The Archers 07/04/16	196,000	Annie Mac 25/04/2016	139,000
The Archers 11/04/16	185,000	The Archers Omnibus 03/04/16	115,000
The News Quiz Series 90 Episode 1	183,000	World Twenty20 Cricket England v West Indies 03/04/2016	106,000
The Archers 08/04/16	182,000	The Chris Evans Breakfast Show 22/04/2016	105,000
The Archers 12/04/16	178,000	Scott Mills sits in for Grimmy 29/04/2016	105,000
The Archers 10/04/16	178,000	The Radio 1 Breakfast Show 14/04/2016	93,000
The Unbelievable Truth Series 16 Episode 2	174,000	Sir Arthur Conan Doyle - The Lost Special 18/02/12	87,000
The Unbelievable Truth Series 16 Episode 3	171,000	Charles Paris Mystery: A Decent Interval Episode 4	80,000
The Archers 01/04/16	171,000	Ken Bruce 22/04/2016	79,000
The Archers 13/04/16	169,000	Monsieur Pamplemousse Investigates Episode 1	76,000
The Unbelievable Truth Series 16 Episode 1	168,000	Just a Minute Series 74 Episode 6	76,000
The Archers 14/04/16	162,000	DI Cromwell - Jagged Prayer Episode 1	75,000
The Archers 20/04/16	153,000	Winston Graham - The Little Walls 09/04/16	73,000
The Archers 19/04/16	153,000	News Quiz Extra Series 17 Episode 1	72,000
The Now Show Series 48 Episode 6	152,000	Jeremy Vine 05/04/16	70,000
The Unbelievable Truth Series 16 Episode 4	151,000	The Forsythe Saga Episode 1	69,000

BBC iPlayer – use for TV online by time of day, June 2016

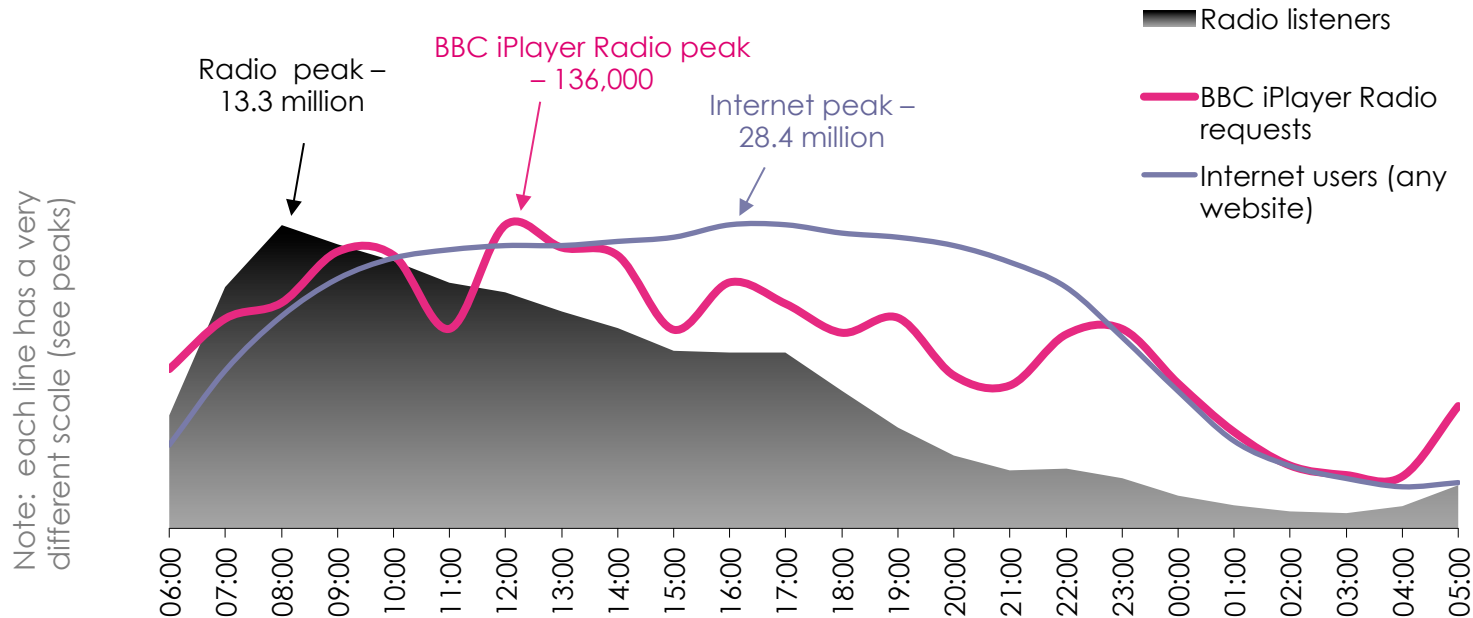
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak



Sources – TV from BARB June 2016, internet from Nielsen March 2012, BBC iPlayer from BBC iStats June 2016- see footnotes on final page for more detail

BBC iPlayer Radio – use for radio online by time of day, June 2016

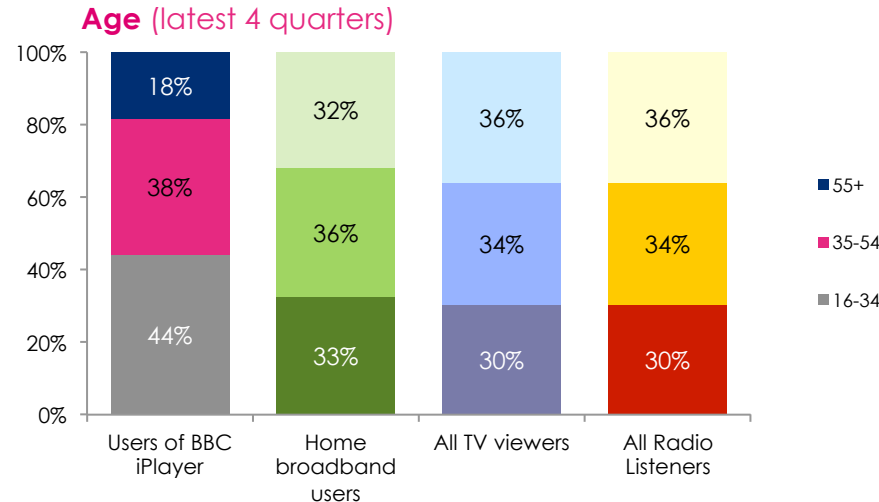
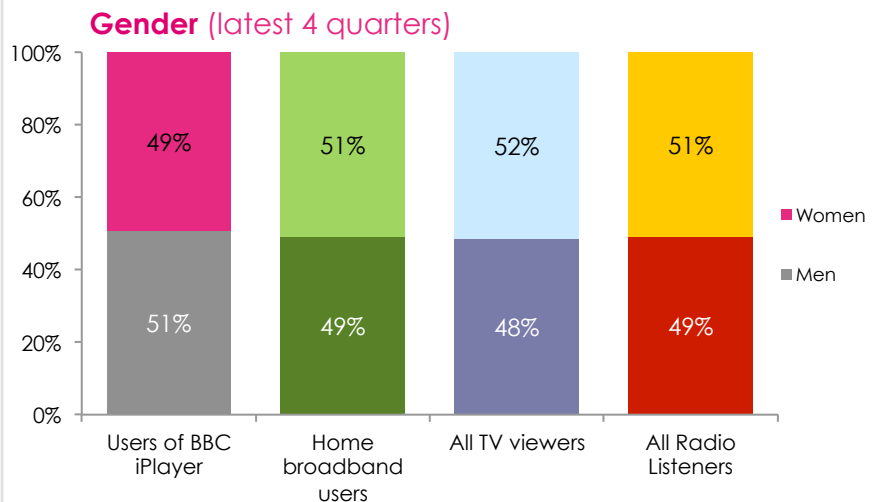
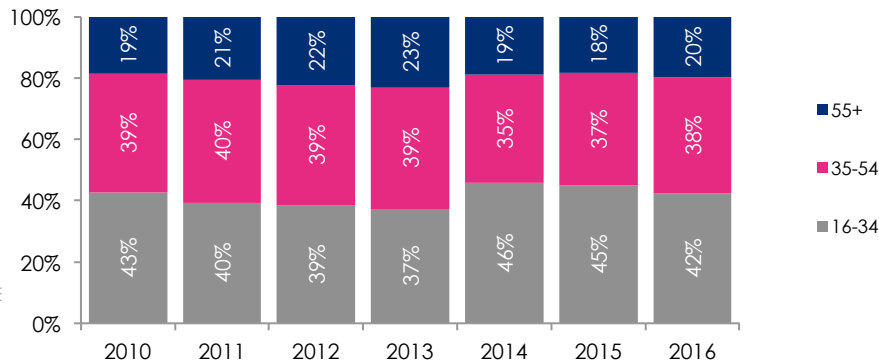
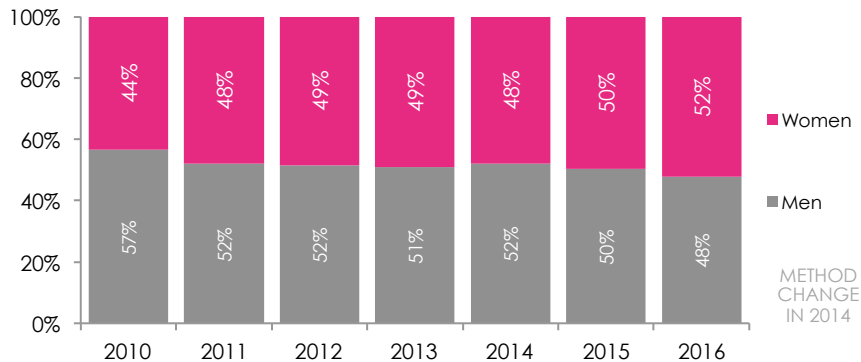
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer Radio use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer Radio being in-between the pattern of radio listening and internet use, with proportionally more listening in daytime and evening compared with the traditional linear breakfast peak.



Sources – radio from RAJAR Q1 2016, internet from Nielsen March 2012, BBC iPlayer from BBC iStats June 2016 - see footnotes on final page for more detail

TV & iPlayer Product: demographics of BBC iPlayer users

BBC iPlayer usage is equally balanced between men and women across the last 4 quarters, with the largest share of audience aged 16-34.



Glossary

- **Stream** – click to play instantly
- **Download** – save to your device to play later. We cannot report on playback of downloads due to technical and data privacy restrictions
- **Users** – a count of browsers accessing the online BBC iPlayer service. So, please note: if someone has a different device at work and at home, they are counted twice. If a family watches on one device together, only one browser is counted. This is the industry-standard way of counting “users” or “visitors” to websites
- **Requests** – the number of successful requests to stream or download a programme. We only count successful requests, where a stream or a download actually starts, rather than “clicks” which can be repeated if the user does not see an immediate reaction on the website
- **Catch-up / on-demand** – programmes requested after they have gone out on traditional TV/radio stations and are available on BBC iPlayer
- **Live / simulcast** – streaming of live TV channels / radio stations on the website, at exactly the same time as broadcast on traditional TV / radio stations
- **Unique browsers** – A browser is a unique and valid identifier to measure the number of device profiles requesting digital content. Device profiles may include individual browser versions on a PC, mobile phone or internet enabled device. Any single device can use multiple browsers.

Extra footnotes for slides 17-18 showing data for time of day

- TV data – BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV
- Radio data - RAJAR average audience, by hour, all adults 16+, all radio stations
- BBC iPlayer - average requests, by hour, all programmes, stream & downloading, live and on-demand, UK only
- Nielsen – user numbers, aged 2+ based on internet population estimate of 38 million individuals