

Monthly Performance Pack

April 2013



Ian Walker, Publicist, BBC iPlayer
BBC Communications
0770 388 6273 | Ian.Walker@bbc.co.uk



Monthly summary headlines – April 2013

Top programmes

- ***The Funeral of Baroness Thatcher*** was the second most-requested live TV programme ever on BBC iPlayer (only topped by the London 2012 Olympics) with almost 1m requests (986k) – 832k of which were live streams.
- ***The Voice UK*** and ***Doctor Who*** had a strong April, with a cumulative 7.8 and 7.5 million live and catch-up requests across the entire month respectively. The first episode of new BBC One drama ***The Village*** also performed well, with over 1 million requests.
- **Radio saw a record-breaking 74 million requests** (up +3% on March figures), 84% of which were for live listening. The death of Baroness Thatcher drove radio requests with ***5Live's Shelagh Fogarty*** and ***Richard Bacon*** programmes topping the radio requests lists as people tuned in on 8th March to listen to the latest news as well as ***Radio 4's Today programme*** and 5Live's coverage of the funeral on 17th April appearing in the top 20. Radio 4 comedies and coverage of the London Marathon also performed well

Other trends

- **257 million BBC iPlayer requests in April** – this is slightly lower than the last couple of months – likely due to the impact of the Easter holidays and lighter evenings as British Summer Time began.
- Average daily requests remained high with an average of **7.9 million daily requests**. Weekly requests were also strong, peaking at **57 million** in the second and third weeks of the month.
- Requests from tablets continued to outnumber requests from mobiles, (400,000 more than mobiles), and both **mobile and tablet usage remained high**– making up 30% of overall requests – or 75 million requests in total.

Consistent with previous months:

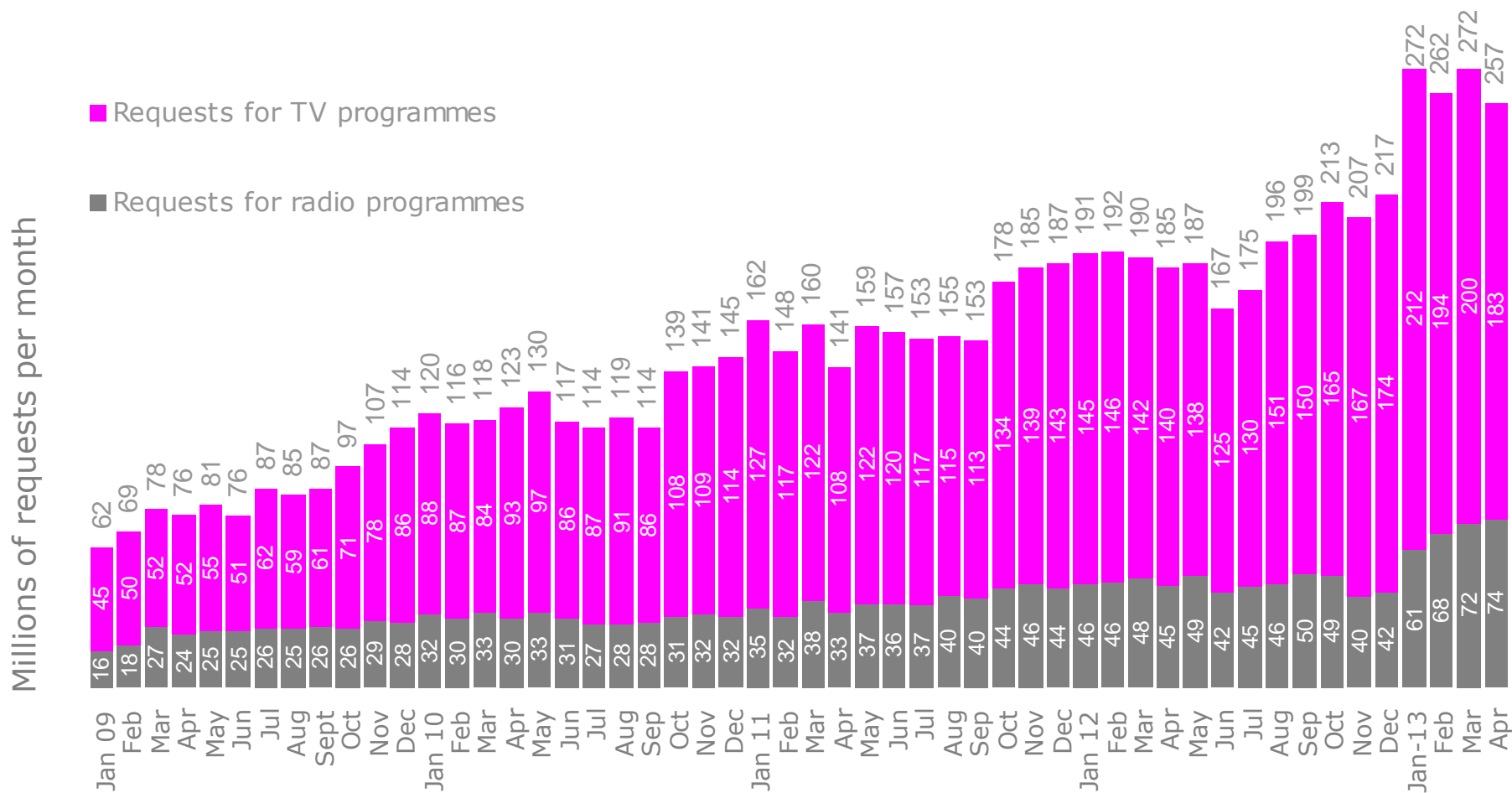
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly the same time of day as linear TV viewing, although there is proportionally more daytime and late-peak use. For radio, BBC iPlayer is used far more in daytime than traditional radio listening, which peaks at breakfast-time.
- The problem with measurement which has now been fixed was for the pop-out console for radio listening on computers – so a large increase in the number of requests via computers was seen overall in January as a result of this problem being resolved. This problem is believed to have affected previous Radio numbers for the past 18 months.

Index

<u>Page</u>	<u>Content</u>
4-7	Monthly BBC iPlayer requests by media type and device type
8	Notes about the data in this report
9	Monthly total requests
10	Average daily requests per month
11	Weekly request latest 6 months
12	Top TV programmes
13	Top radio programmes
14	TV and radio requests - live vs catch-up
15	Use of BBC iPlayer for TV by time of day
16	Use of BBC iPlayer for radio by time of day
17	Profile of BBC iPlayer users
18	Glossary

Total monthly BBC iPlayer requests across all platforms, since 2009

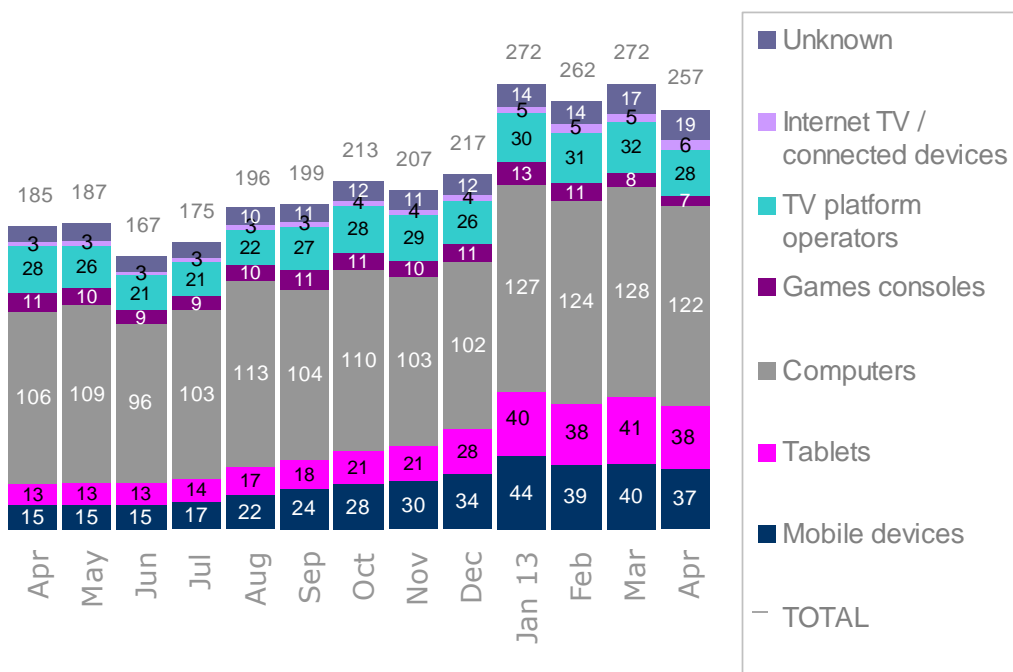
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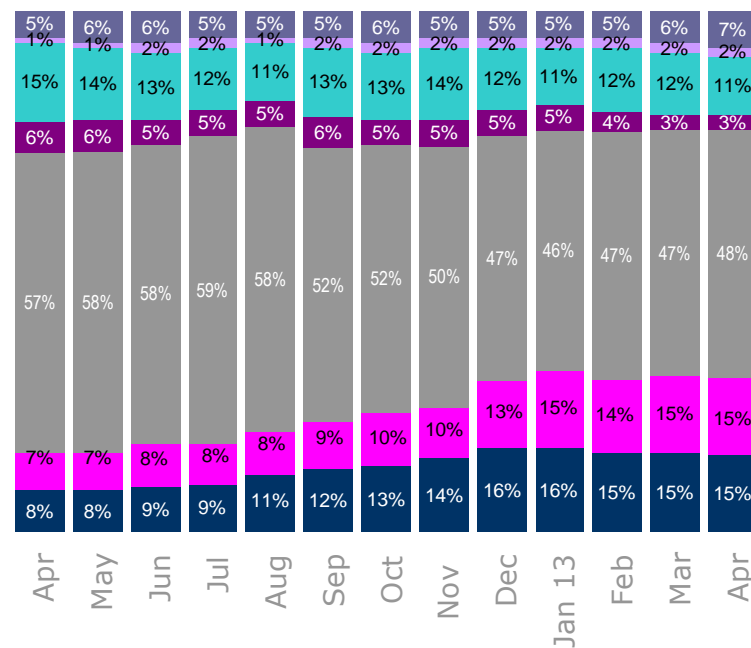
Requests for programmes by device type – TV and radio

Requests from tablets continue to outnumber requests from mobiles, with both tablet and mobile usage making up 30% of overall requests – or 75 million requests in total

Number of requests (millions)



% of requests



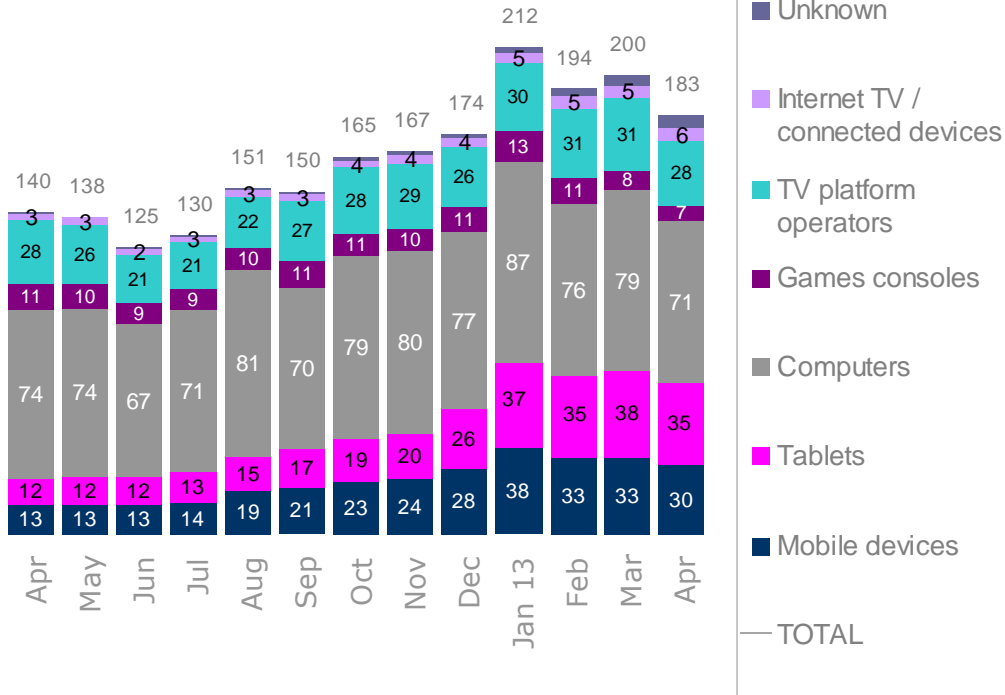
Notes:

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 and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.
 An update in iStats AV means that **PS3** devices were incorrectly classified as unknown devices from week commencing 18th February 2013

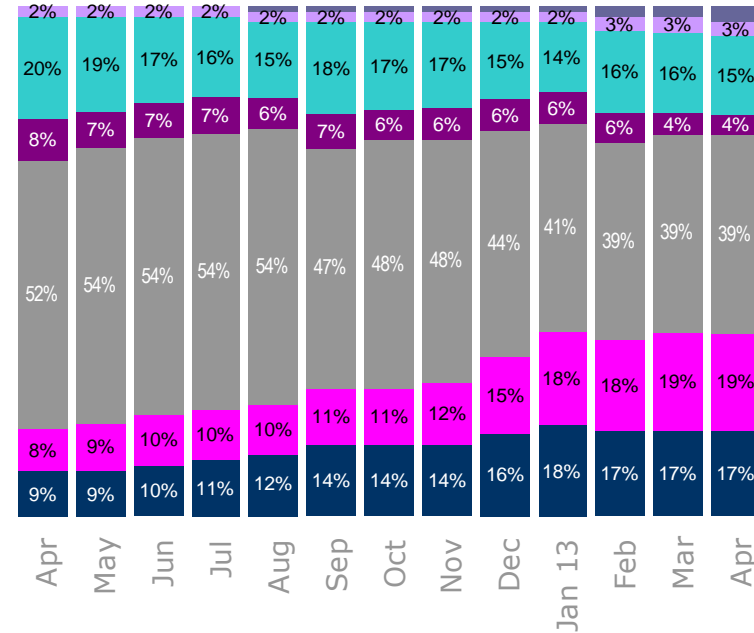
Requests for programmes across BBC iPlayer by device type – TV only

183 million requests for TV programmes in April. The distribution of devices, however, remained consistent.

Number of requests (millions)



% of requests



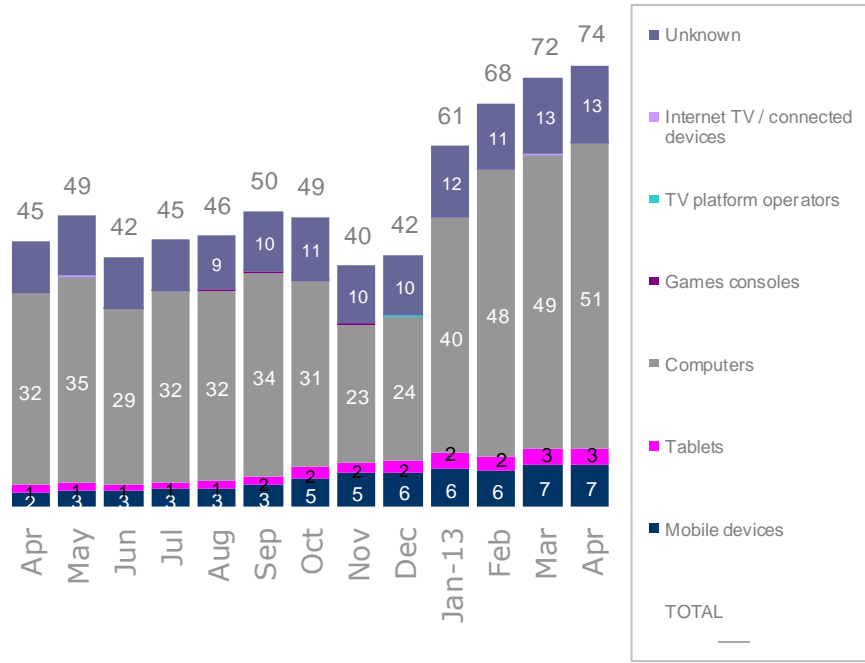
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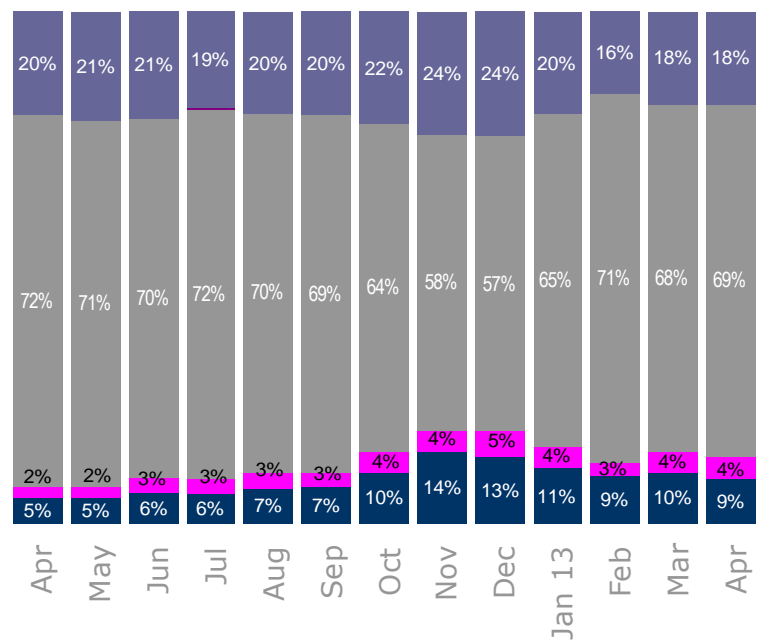
Requests for programmes across BBC iPlayer by device type – radio only

April saw a **record 74 million** radio requests, up +3% 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 and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.
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Notes for figures 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 iStats AV systems.

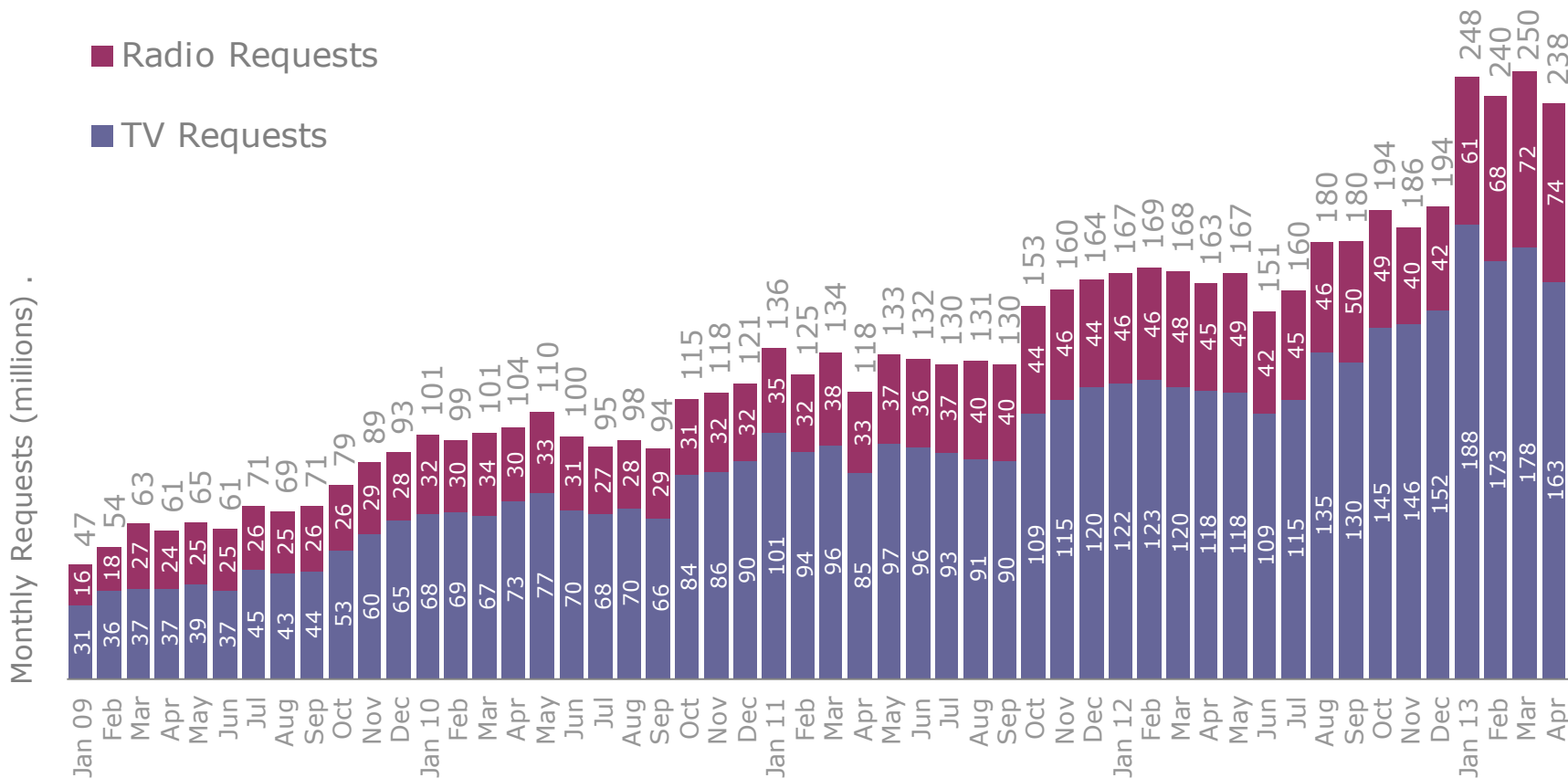
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- This 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.
- In 2009 the BBC refined its methodology for measuring AV requests, so figures for 2007/8 are not comparable. There may be further changes in the data in future releases as we continue to refine the methodology.
- Please quote the source of these figures as "BBC iStats".
- 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.
- Across 24 October to 27 November 2011, BBC iPlayer stats measurement was inadvertently affected during work undertaken to improve the BBC iPlayer PC service performance. Daily, weekly and monthly totals and averages have been corrected here. Other data gaps have not been corrected.

Monthly BBC iPlayer online requests (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

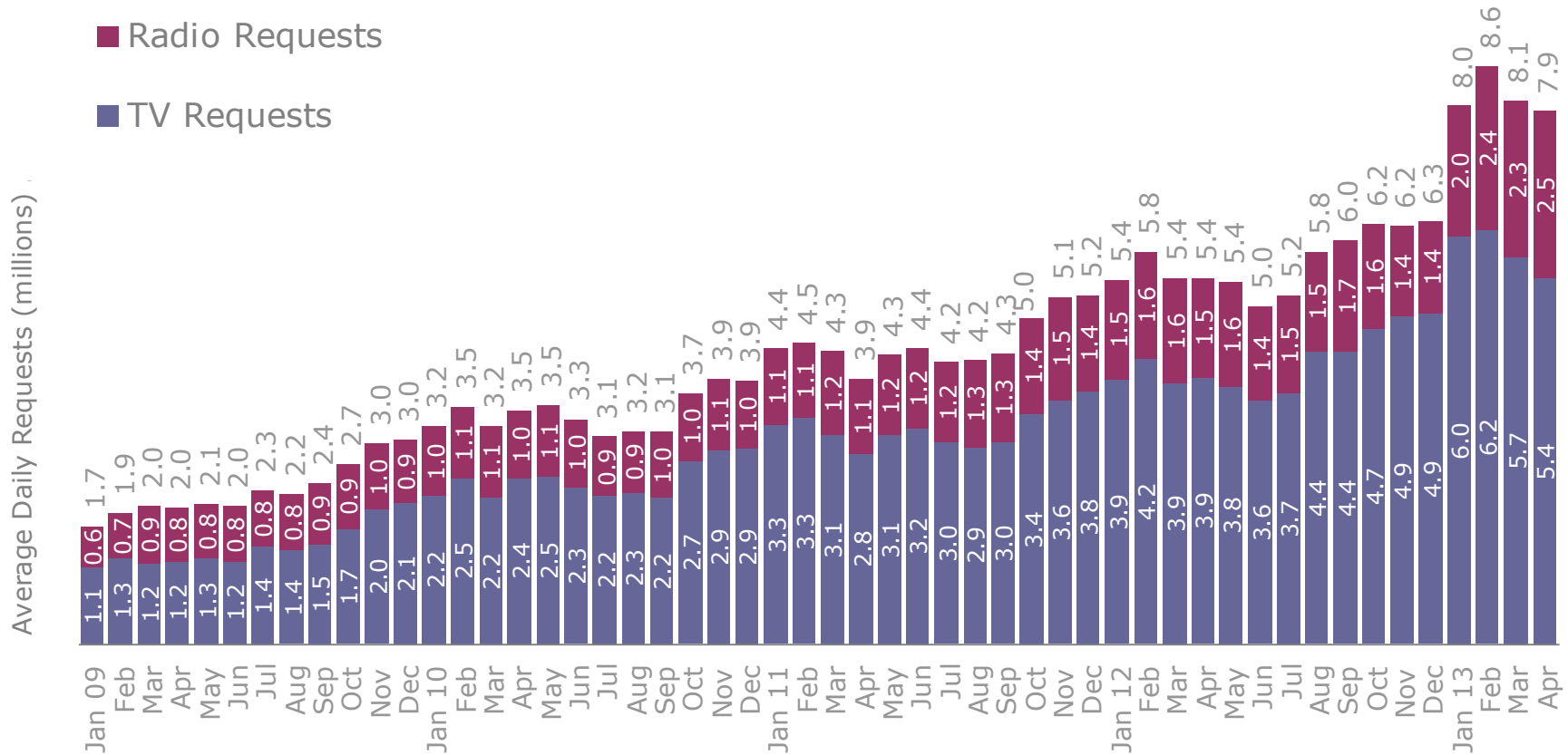
Total monthly requests for iPlayer dipped slightly to 238 million driven by a decrease in TV requests (-8%) due to the Easter break and lighter evenings, outweighing the increase seen in radio (3%).



Average daily BBC iPlayer online requests (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

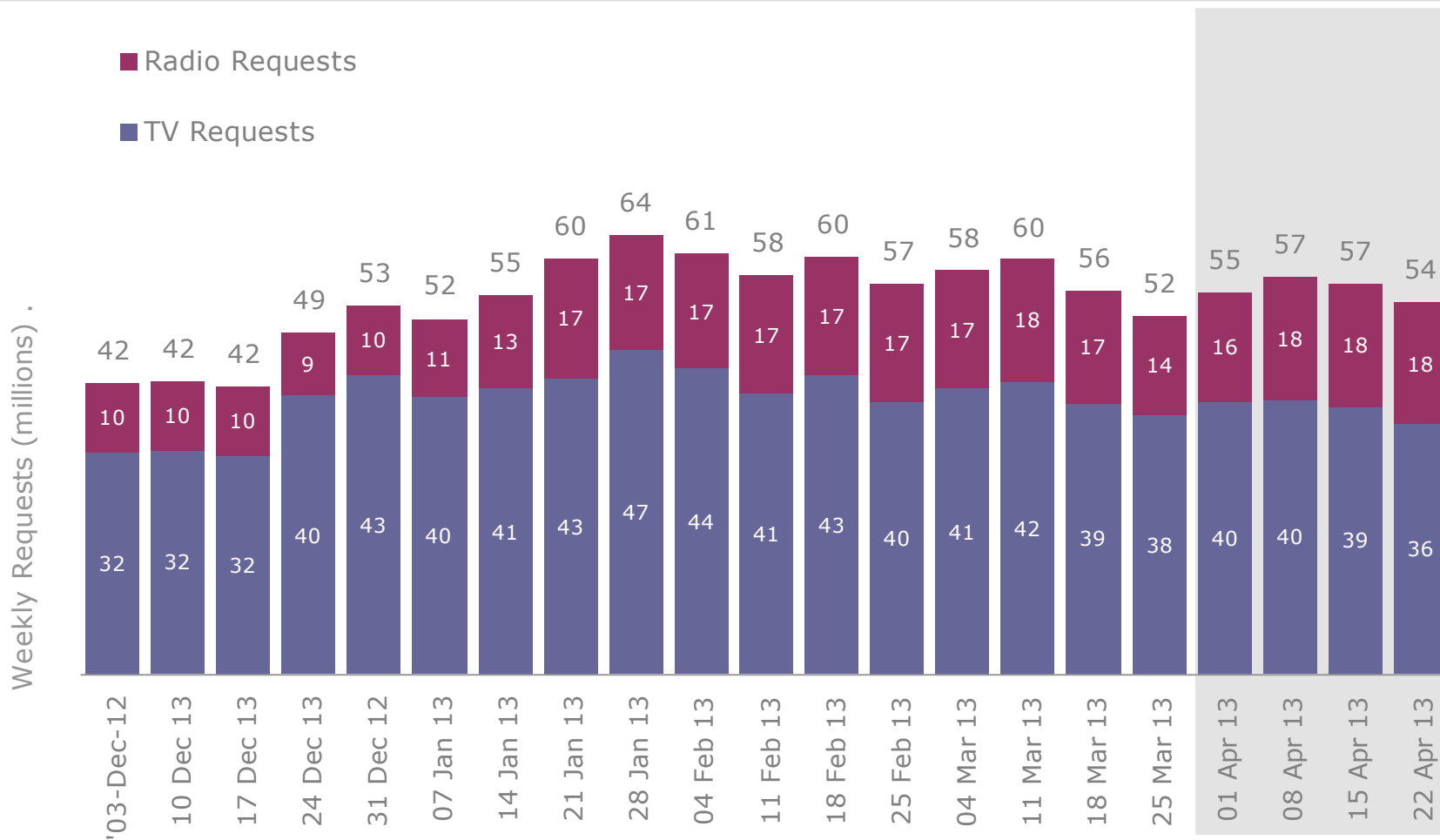
Average daily requests decreased slightly in April, following the record set in February, but remained strong with 7.9 million requests per day, on average.



Weekly BBC iPlayer online requests – latest 6 months (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

The number of weekly requests remained consistently high in April, with an average of **56 million** weekly requests across the month. The last week of the month saw a slight decrease in TV requests to 36 million, coinciding with warmer weather across the UK.



BBC iPlayer - top 20 TV episodes, April 2013 (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

- **The Funeral of Baroness Thatcher** was the second most requested live TV programme ever on BBC iPlayer (only topped by the London 2012 Olympics) with almost 1m requests (986k) – 832k of which were live streams.
- **The Voice UK** and **Doctor Who** had a strong April, with a cumulative 7.8 and 7.5 million live and catch-up requests across the entire month respectively. The first episode of new BBC One drama **The Village** also performed well, with over 1 million requests.

BBC iPlayer Top 20 TV episodes – All

Total requests
per Ep.

Doctor Who Series 7 Part 2 Episode 2	1,993,000
The Voice UK Series 2 Blind Auditions 3 Episode 3	1,855,000
The Voice UK Series 2 Blind Auditions 2 Episode 2	1,796,000
Doctor Who Series 7 Part 2 Episode 3	1,640,000
The Voice UK Series 2 Blind Auditions 4 Episode 4	1,550,000
Doctor Who Series 7 Part 2 Episode 4	1,520,000
The Voice UK Series 2 Blind Auditions 1 Episode 1	1,421,000
The Voice UK Series 2 Blind Auditions 5 Episode 5	1,199,000
Doctor Who Series 7 Part 2 Episode 1	1,196,000
Doctor Who Series 7 Part 2 Episode 5	1,179,000
The Village Episode 1	1,015,000
The Funeral of Baroness Thatcher 17/04/13	986,000
EastEnders 12/04/13	887,000
EastEnders 18/04/13	871,000
EastEnders 11/04/13	860,000
EastEnders 02/04/13	834,000
Panorama North Korea Undercover 15/04/2013	833,000
EastEnders 26/04/13	822,000
EastEnders 19/04/13	819,000
EastEnders 01/04/13	817,000

BBC iPlayer Top 20 TV episodes – most requested episode per series

Total requests
per Ep.

Doctor Who Series 7 Part 2 Episode 2	1,993,000
The Voice UK Series 2 Blind Auditions 3 Episode 3	1,855,000
The Village Episode 1	1,015,000
The Funeral of Baroness Thatcher 17/04/13	986,000
EastEnders 12/04/13	887,000
Panorama North Korea Undercover 15/04/2013	833,000
Russell Howard's Good News Series 8 Episode 1	799,000
Not Going Out Series 6 Rabbit Episode 1	765,000
Jonathan Creek 01/04/2013	711,000
Abby and Brittany: Joined for Life Episode 1	660,000
Madagascar 26/12/08	653,000
Barely Legal Drivers Tommy and Chantelle Episode 1	652,000
The Syndicate Series 2 Episode 3	601,000
Have I Got News for You Series 45 Episode 3	567,000
Horizon Tomorrow's World: A Horizon Special	464,000
Prisoners' Wives Series 2 Episode 4	454,000
Miranda Series 2 Episode 4	453,000
MasterChef Series 9 Episode 20	449,000
Could We Survive a Mega-Tsunami? 18/04/13	414,000
The Graham Norton Show Series 13 Episode 1	410,000

BBC iPlayer - top 20 radio episodes, April 2013 (excluding Virgin Media cable and Sky)

The death of Baroness Thatcher drove radio requests with 5Live's Shelagh Fogarty and Richard Bacon programmes topping the radio requests lists as people tuned in on 8th March to listen to the latest news, as well as Radio 4's Today programme and 5Live's coverage of the funeral on 17th April appearing in the top 20. Radio 4 comedies and coverage of the London Marathon also performed well.

BBC iPlayer Top 20 radio episodes – All

Total requests
per Ep.

Shelagh Fogarty 08/04/13	255,000
Richard Bacon 08/04/13	167,000
The News Quiz Series 80 Episode 1	135,000
The Unbelievable Truth Series 11 Episode 1	130,000
The Unbelievable Truth Series 11 Episode 2	121,000
The London Marathon 2013 21/04/2013	120,000
The News Quiz Series 80 Episode 2	119,000
The Unbelievable Truth Series 11 Episode 3	117,000
Weekend Breakfast 07/04/13	116,000
The Now Show Series 39 Episode 8	114,000
The News Quiz Series 80 Episode 3	111,000
Today 17/04/13	95,000
Sara Cox 26/04/13	94,000
Sara Cox 12/04/13	92,000
The Danny Baker Show 06/04/13	91,000
The Funeral of Baroness Thatcher 17/04/13	89,000
Scott Mills 26/04/13	87,000
Huw Stephens 19/04/13	86,000
Sara Cox 19/04/13	85,000
Just a Minute Series 65 Episode 8	82,154

BBC iPlayer Top 20 radio episodes – most requested episode per series

Total requests
per Ep.

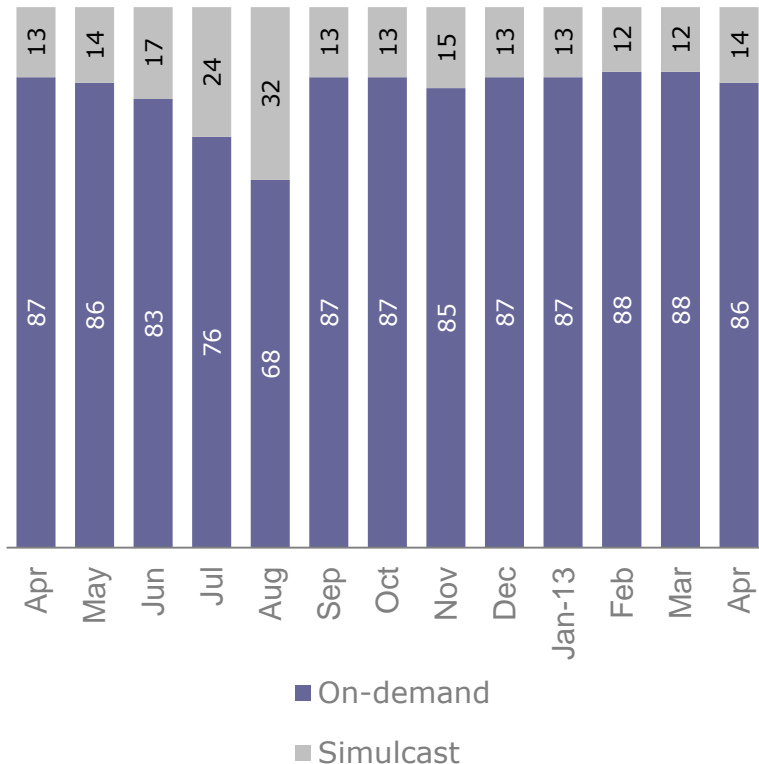
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The Now Show Series 39 Episode 8	114,000
Today 17/04/13	95,000
Sara Cox 26/04/13	94,000
The Danny Baker Show 06/04/13	91,000
The Funeral of Baroness Thatcher 17/04/13	89,000
Scott Mills 26/04/13	87,000
Huw Stephens 19/04/13	86,000
Just a Minute Series 65 Episode 8	82,000
The Radio 1 Breakfast Show 26/04/13	80,000
Double Take 28/04/13	73,000
5 live Sport Premier League Man Utd v Man City	72,000
Janice Long 30/04/13	70,000
The Matt Edmondson Show 14/04/2013	67,000
Steve Wright in the Afternoon	65,967

TV and radio requests – live vs catch-up online requests (excluding Virgin Media cable and Sky)

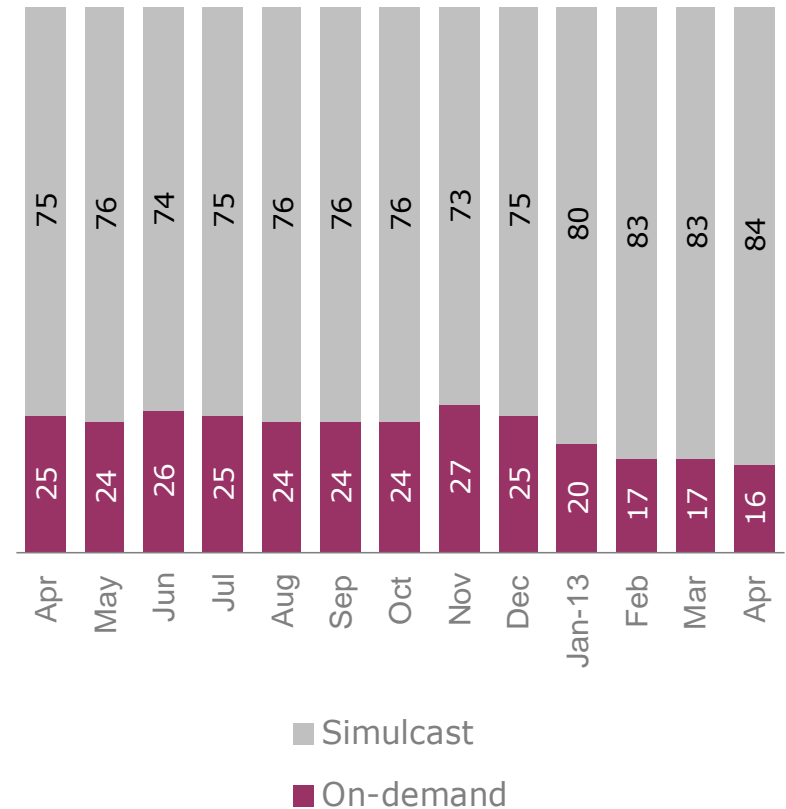
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

The proportion of live listening for radio increased slightly to 84% in March; and similarly live TV viewing on iPlayer increased to 14% - most likely due to those live streaming of Baroness Thatcher’s funeral on 17th April, as well as live sport.

% requests for TV programmes

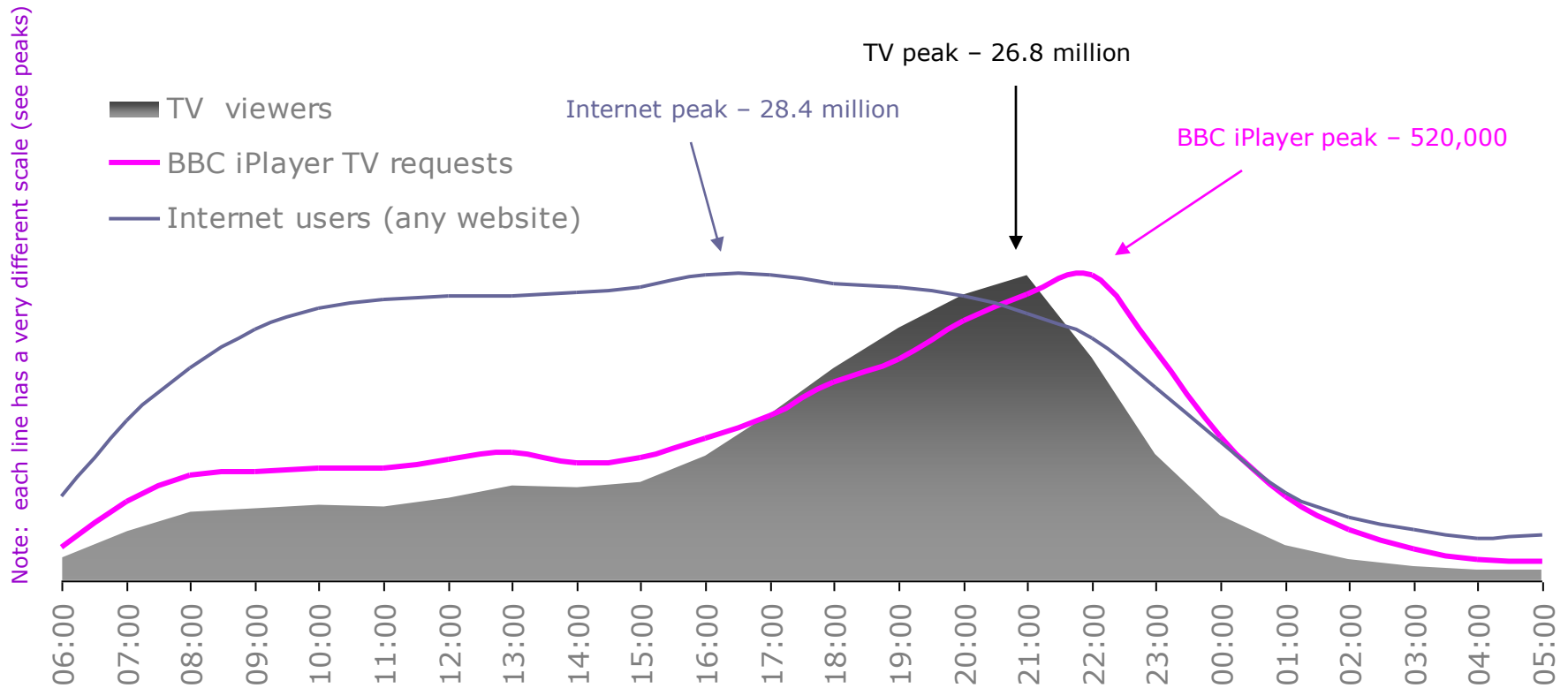


% requests for radio programmes



BBC iPlayer – use for TV online by time of day, Apr 2013

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.

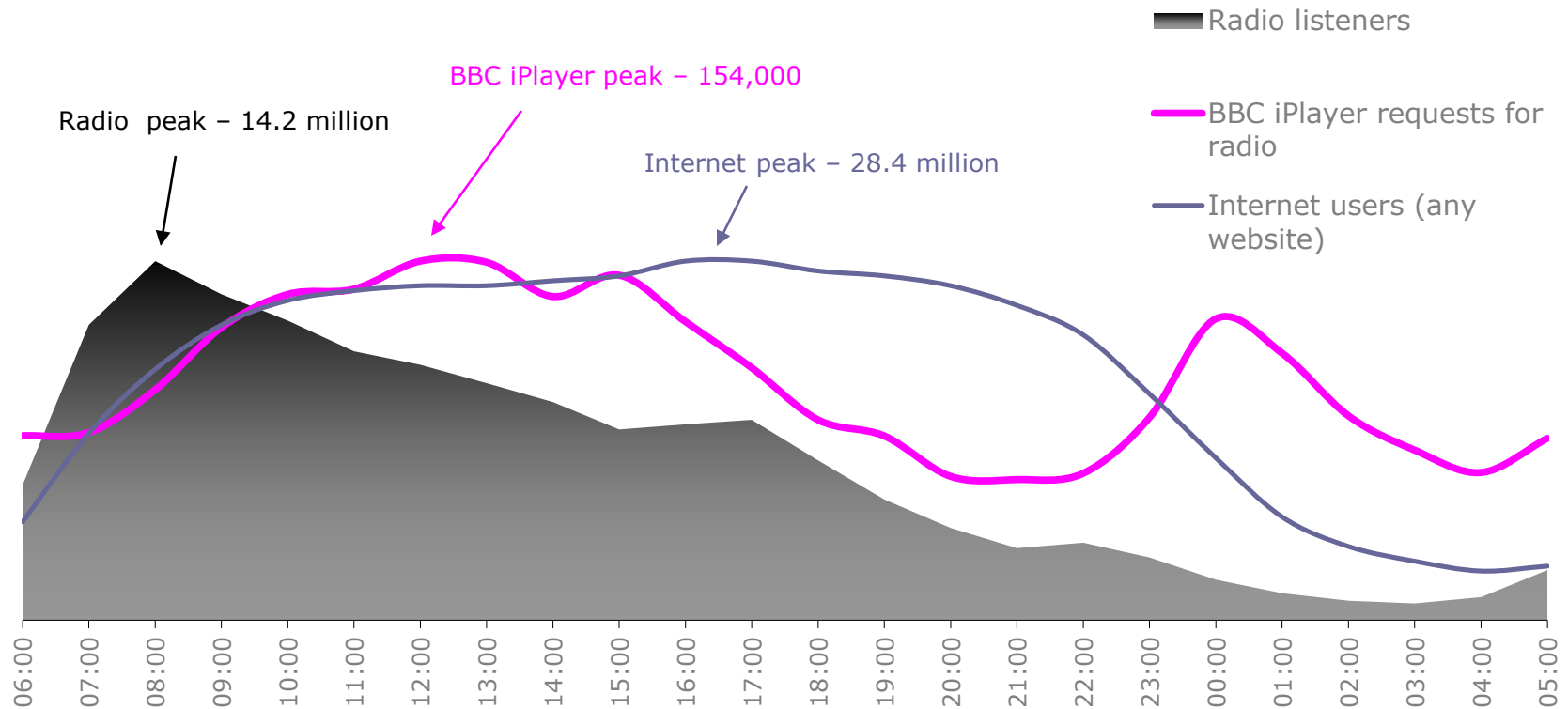


Sources – TV from BARB April 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats April 2013 - see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, Apr 2013

The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for 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.

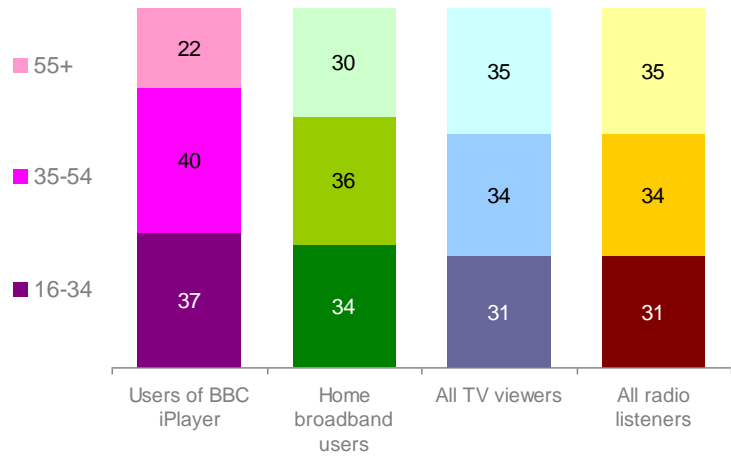
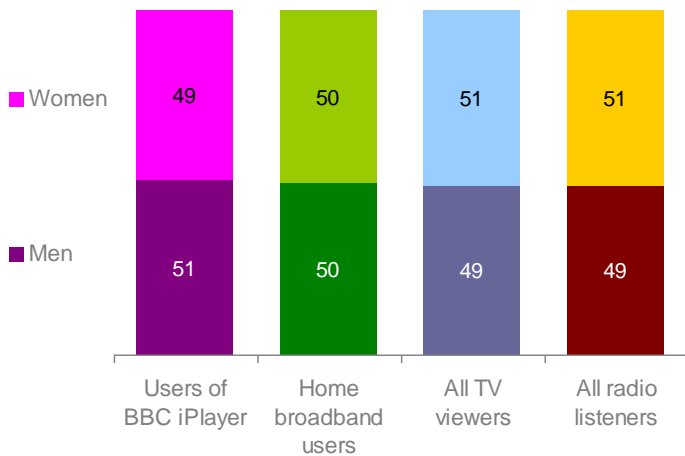
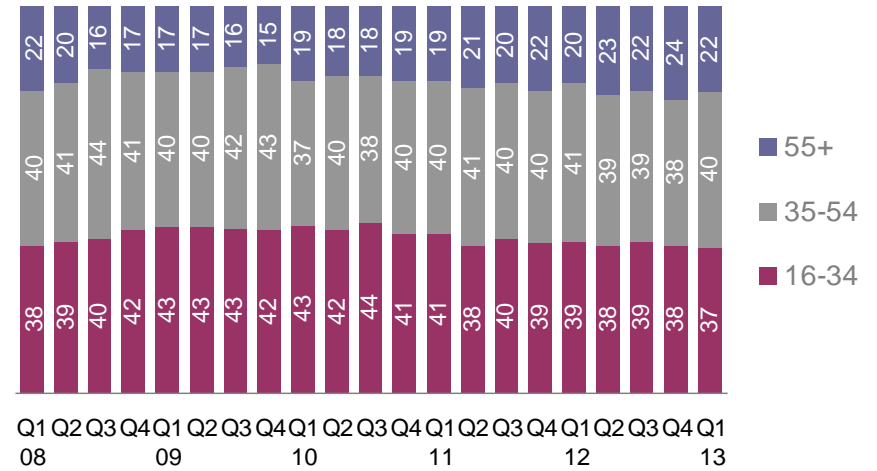
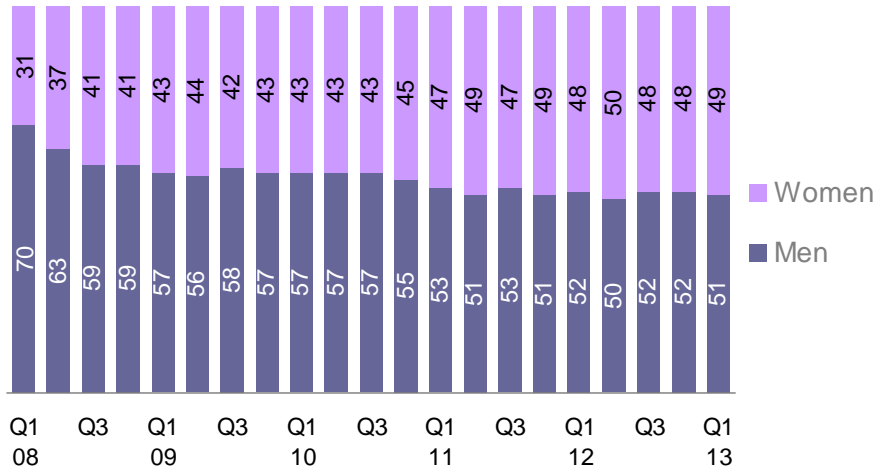
Note: each line has a very different scale (see peaks)



Sources – radio from RAJAR Q4 2012, internet from Nielsen March 2012, BBC iPlayer from BBC iStats April 2013 - see footnotes on final page for more detail

BBC iPlayer use by demographic

The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The gender profile has remained stable for some months, with only a very slight male skew compared with TV viewers in general. The age profile of users continues to be younger than TV viewers by some margin. The percentage of 55+ users decreased slightly to 22% in Q1 2013, compared to the 24% of Q3 12.



Please refer to slide 8 for guide notes.

User profiles - TV from BARB (Q1 13), radio from RAJAR (Q1 13), broadband from BARB (Q1 13)

Glossary

- **Stream** – click to play instantly.
- **Download** – save to your computer to play later. We cannot report on playback of downloads due to technical and data privacy restrictions.
- **Users** – a count of computer browsers accessing the online BBC iPlayer service. So, please note: if someone has a different computer at work and at home, they are counted twice. If a family watches on a computer 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.

Extra footnotes for slides 15-16 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