

Monthly Performance Pack

April 2014



Christopher Duggan, BBC iPlayer
BBC Communications
07753302778 | christopher.duggan@bbc.co.uk

 | Marketing & Audiences

Monthly summary – April 2014

- **TV and radio requests to BBC iPlayer were up +4% year-on-year**, with average daily requests at **8.9m** - remaining higher than we saw for much of last year
- For the **first time, TV requests from tablets contributed a higher proportion of requests (30%) than computers (28%)**. Mobiles and tablets combined contributed almost half of all TV requests to BBC iPlayer
- **EastEnders** proved extremely popular on BBC iPlayer throughout April making up **16 of the top 20 iPlayer TV programmes** - boosted by the Lucy Beale murder storyline
- BBC Three documentaries **Porn: What's the Harm, Life and Death Row** and **Teen Killers: Life without Parole** also performed well, generating almost 2.5 million requests between them.
- **Champions League Football** generated large volumes of radio requests. And Radio 4 comedies **The Unbelievable Truth, The Now Show** and **The News Quiz** were popular, along with **Radio 1 and 2 Breakfast Shows**.

Consistent with previous months:

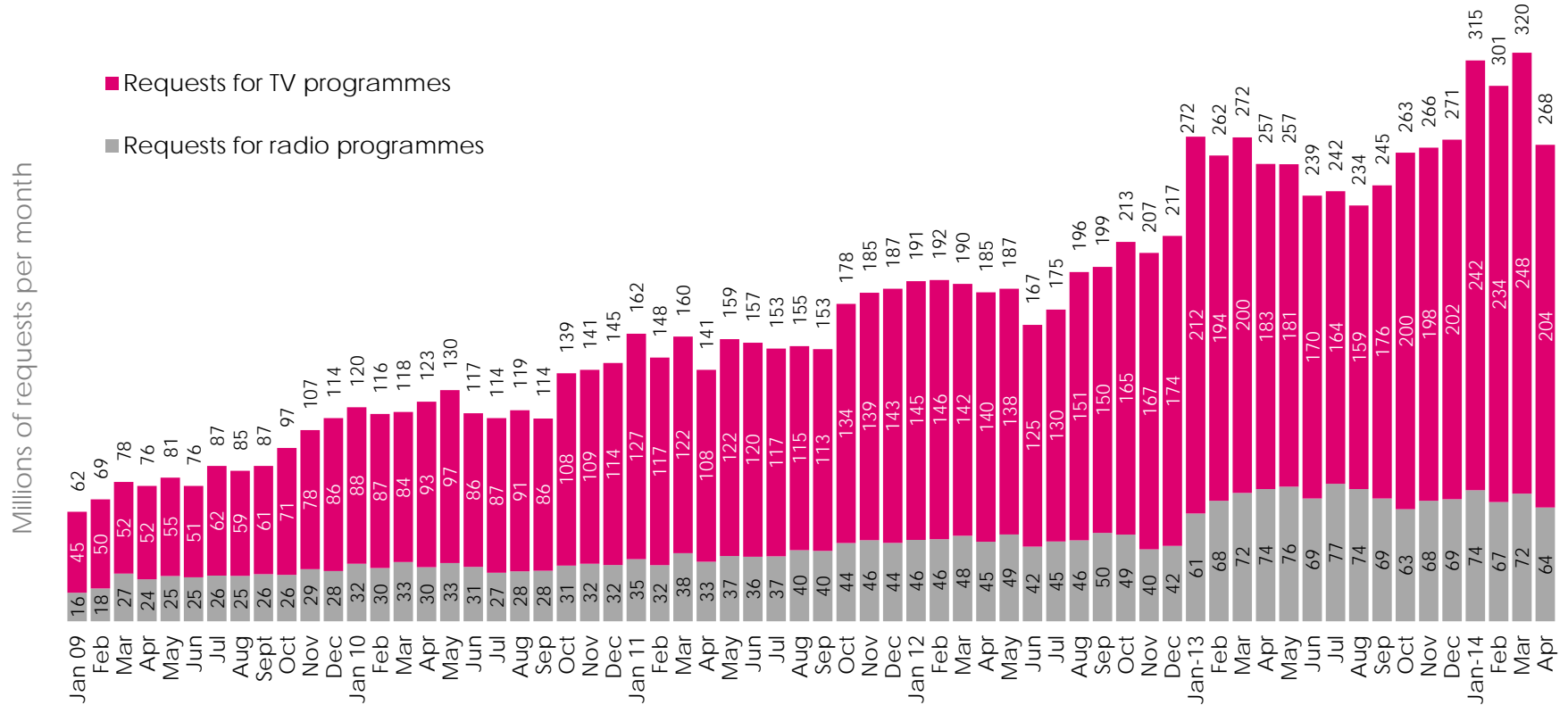
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the 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

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Total monthly BBC iPlayer requests across all platforms, since 2009

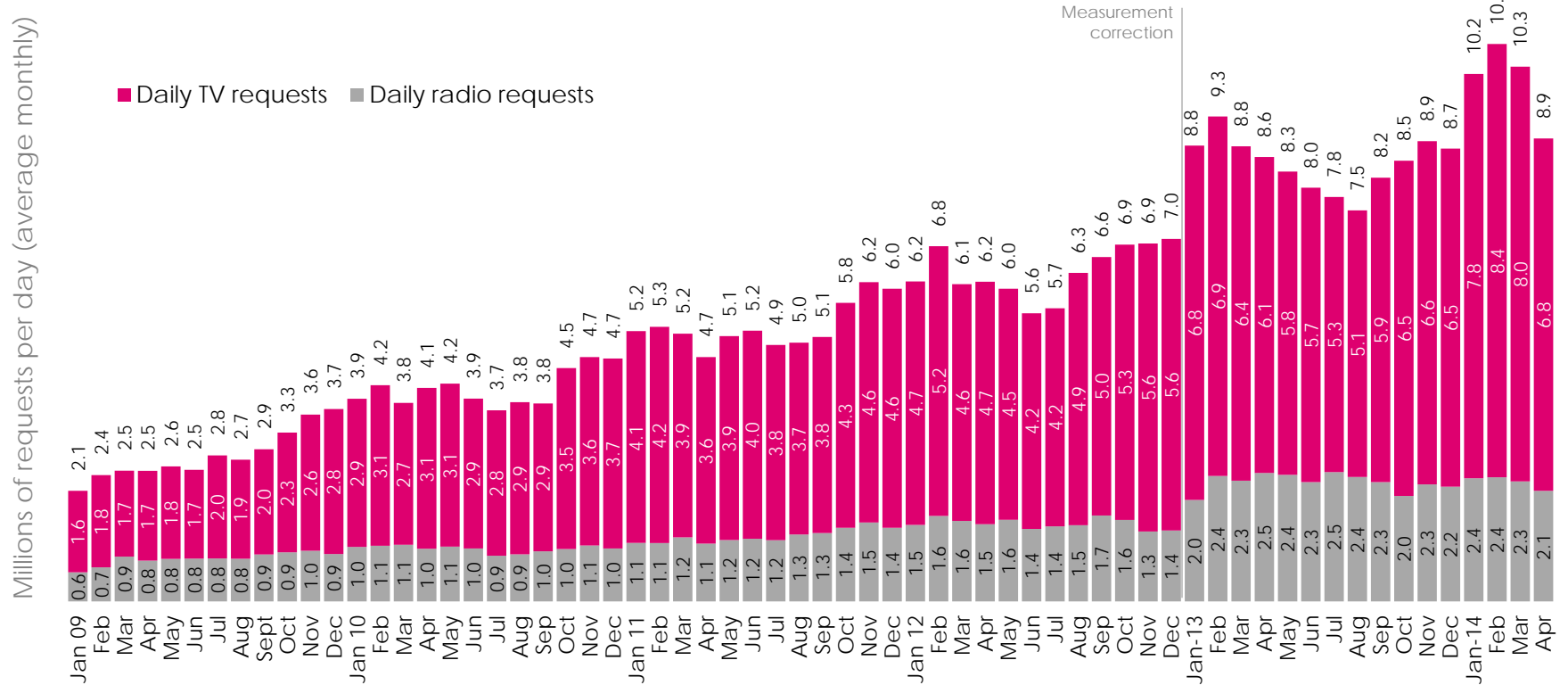
Following a record month in March – April, with a late Easter and a number of popular TV series like Top Gear and the Voice UK coming to an end saw **BBC iPlayer requests hit 268m – still up +4% year-on-year**



Please refer to slide 9 for guide notes

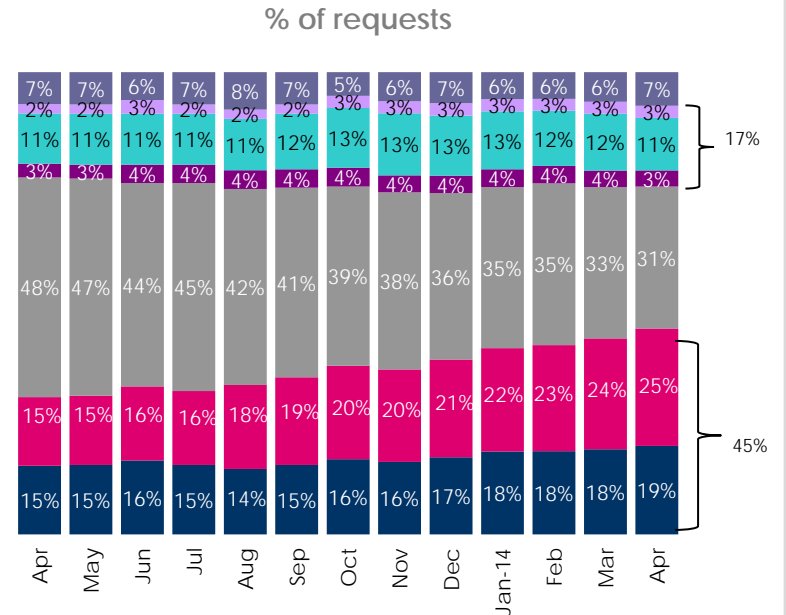
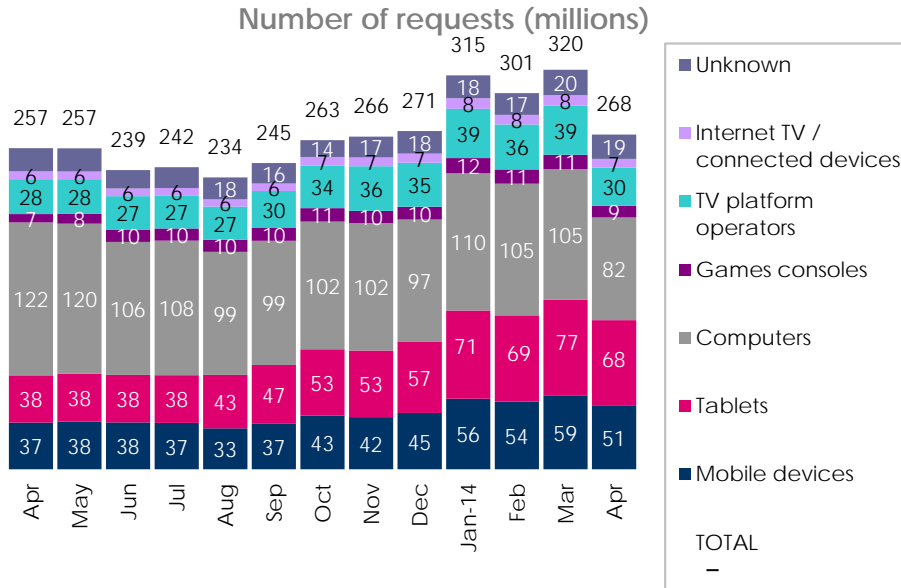
Average daily BBC iPlayer online requests

With a late Easter and the end of number of popular TV series like Top Gear and the Voice UK, average daily requests hit 8.9m in April – remaining higher than they were for much of last year



TV and radio: Requests for programmes by device type

Mobiles and tablets made up 45% of all requests in April, another all-time high for BBC iPlayer.



Notes:

Before July 13, some Android devices were being mistakenly counted within the "mobile" category. This has now been corrected.

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

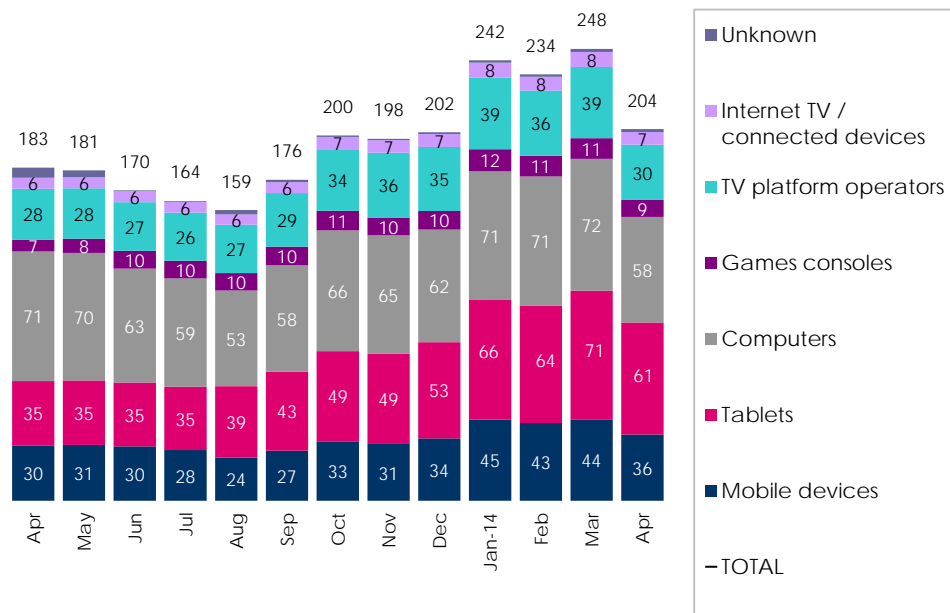
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

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.

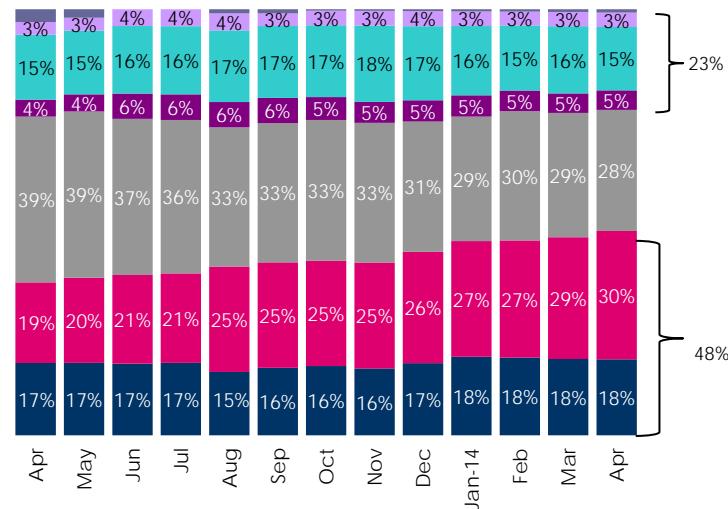
TV only: Requests for programmes across BBC iPlayer by device type

Looking specifically at TV programmes, mobiles and tablets contributed almost half of all requests on BBC iPlayer. With people likely to be away from their computers due to the Easter holiday, for the first time ever, requests from tablets contributed a higher proportion of request than computers at 30% and 28% respectively.

Number of requests (millions)



% of requests



Notes:

Due to a measurement fix, a greater number of tablets are now being correctly identified which caused a step change in tablet requests in August 13.

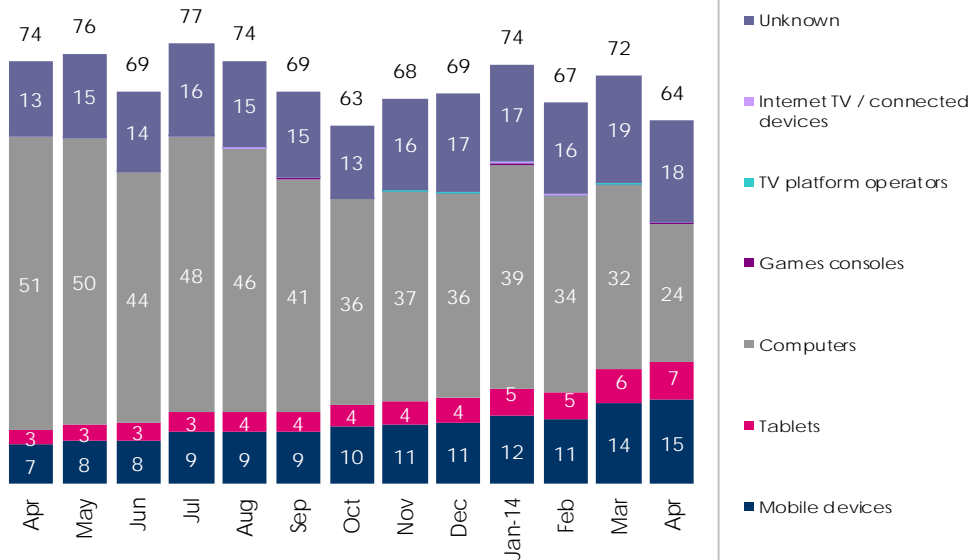
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

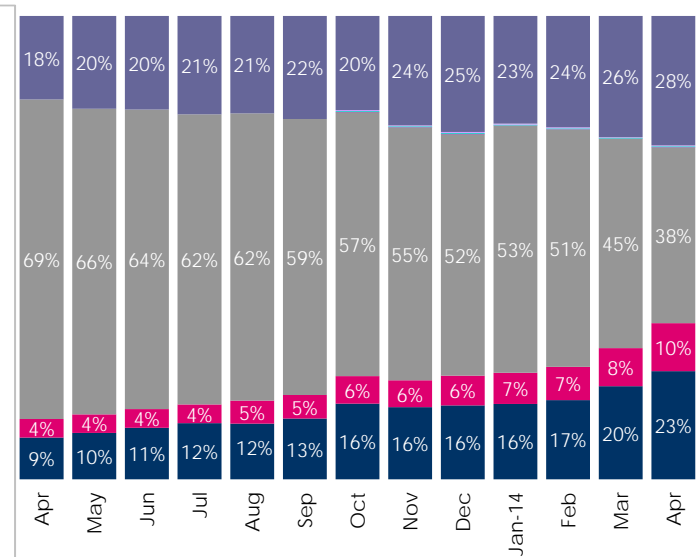
Radio only: Requests for programmes across BBC iPlayer by device type

April saw 64m radio - with people away from their desks over the Easter break. Mobiles and tablets grew month-on-month and once again saw record highs accounting for almost 34% of radio requests.

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 PS3, Nintendo Wii and Microsoft Xbox 360.

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

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.

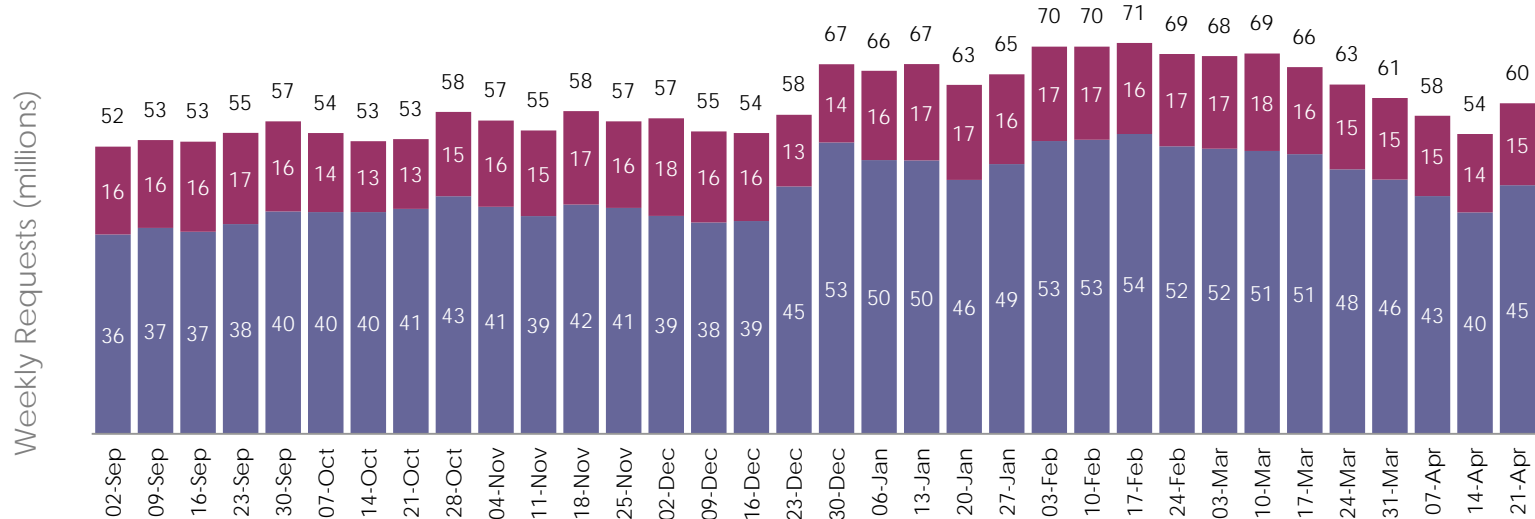
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBs and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months
- **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.
- 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

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).

Average weekly requests decreased to 58m in April, with Easter holidays and the end of a number of popular TV series (*Top Gear*, *The Voice*) affecting total requests.

- TV Requests
- Radio Requests



BBC iPlayer - top 20 TV episodes, April 2014

(excluding Virgin Media cable and Sky)

EastEnders proved extremely popular throughout April dominating the top 20 episodes, with requests boosted by boosted by the Lucy Beale murder storyline. As we often see over the holiday period, several films appeared in the top programmes list this month; **Shrek**, **Madagascar** and **Gnomeo and Juliet** all did well. BBC Three documentaries also continued to perform well with **Porn: What's the Harm**, **Life and Death Row** and **Teen Killers: Life without Parole** all making the top list with almost 2.5 million requests between them.

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.
EastEnders 22/04/14	1,463,000	EastEnders 22/04/14	1,463,000
EastEnders 18/04/14	1,459,000	Shrek 2 25/12/07	1,322,000
Shrek 2 25/12/07	1,322,000	Porn: What's the Harm? 10/04/14	1,063,000
EastEnders 24/04/14	1,287,000	The Crimson Field Episode 1 Episode 1	928,000
EastEnders 21/04/14	1,251,000	The Voice UK Series 3 The Live Final Episode 15	848,000
EastEnders 25/04/14	1,221,000	Jamaica Inn Episode 1	798,000
EastEnders 04/04/14	1,134,000	The Trip to Italy II Cenobio dei Dogi, Camogli Episode 1	744,000
EastEnders 17/04/14	1,103,000	The Call Centre Series 2 Episode 1	729,000
EastEnders 11/04/14	1,078,000	Life and Death Row Crisis Stage Episode 3	715,000
Porn: What's the Harm? 10/04/14	1,063,000	Teen Killers: Life without Parole 21/04/14	714,000
EastEnders 15/04/14	1,037,000	The Graham Norton Show Series 15 Episode 1	681,000
EastEnders 10/04/14	997,000	Gnomeo & Juliet 09/12/11	653,000
EastEnders 01/04/14	985,000	Have I Got News for You Series 47 Episode 2	645,000
EastEnders 14/04/14	977,000	Louis Theroux's LA Stories Episode 3	640,000
EastEnders 08/04/14	963,000	Madagascar 26/12/08	609,000
EastEnders 07/04/14	930,000	Top Gear India Special 28/12/2011	595,000
The Crimson Field Episode 1	928,000	MasterChef Series 10 Episode 4	584,000
EastEnders 03/04/14	926,000	The Michael McIntyre Chat Show Episode 6	555,000
EastEnders 28/04/14	903,000	Hank Zipzer Episode 13	524,000
The Voice UK Series 3 The Live Final Episode 15	848,000	Formula 1 2014 The Bahrain Grand Prix Highlights	521,000

BBC iPlayer - top 20 radio episodes, April 2014

(excluding Virgin Media cable and Sky)

Champions League Football generated large volumes of radio requests. And **Radio 4** comedies **The Unbelievable Truth**, **The Now Show** and **The News Quiz** were popular, along with **Radio 1 and 2 Breakfast Shows**.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
5 live Sport Champ League Bayern Munich v Man Utd	206,000
5 live Sport Cham League Chelsea v Atletico Madrid	180,000
The Unbelievable Truth Series 13 Episode 2	156,000
The Now Show Series 43 Episode 1	150,000
5 live Sport Premier League West Ham v Liverpool	149,000
The Unbelievable Truth Series 13 Episode 1	147,000
The Unbelievable Truth Series 13 Episode 3	141,000
The News Quiz Series 83 Episode 8	132,000
The News Quiz Series 83 Episode 9	129,000
The Chris Evans Breakfast Show 23/04/14	128,000
The Radio 1 Breakfast Show 23/04/14	125,000
The Radio 1 Breakfast Show 24/04/2014	125,000
The Radio 1 Breakfast Show 04/04/14	124,000
The Radio 1 Breakfast Show 03/04/14	121,000
Cabin Pressure Series 4 Vaduz Episode 3	118,000
The Radio 1 Breakfast Show 25/04/14	118,000
The Radio 1 Breakfast Show 28/04/2014	117,000
Scott Mills Scott's here for breakfast! 10/04/2014	116,000
Scott Mills Scott's here for breakfast! 09/04/2014	116,000
Scott Mills Scott's here for breakfast! 11/04/2014	116,000

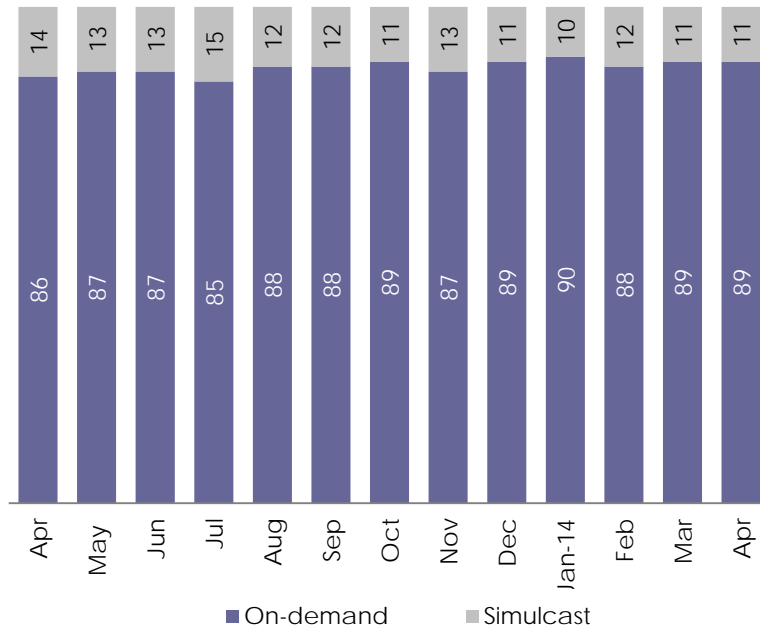
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The Now Show Series 43 Episode 1	150,000
5 live Sport Premier League West Ham v Liverpool	149,000
The News Quiz Series 83 Episode 8	132,000
The Chris Evans Breakfast Show 23/04/14	128,000
The Radio 1 Breakfast Show 23/04/14	125,000
Cabin Pressure Series 4 Vaduz Episode 3	118,000
Scott Mills Scott's here for breakfast! 10/04/2014	116,000
Today 23/04/14	107,000
5 live Sport 16/04/14	105,000
Fearne Cotton 17/04/2014	104,000
The Archers 24/04/14	98,000
The Official Chart with Jameela Jamil 21/04/14	96,000
5 live Sport FA Cup Football 2013-14 Wigan v Arsenal	95,000
Huw Stephens Huw sits in for Scott Mills 29/04/2014	87,000
5 live Formula 1 2014 Chinese GP 20/04/2014	84,000
Poirot The Mysterious Affair at Styles Episode 1	80,000
The Matt Edmondson Show 15/04/2014	79,000
5 live Sport Scottish Cup St Johnstone v Aberdeen	76,000

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

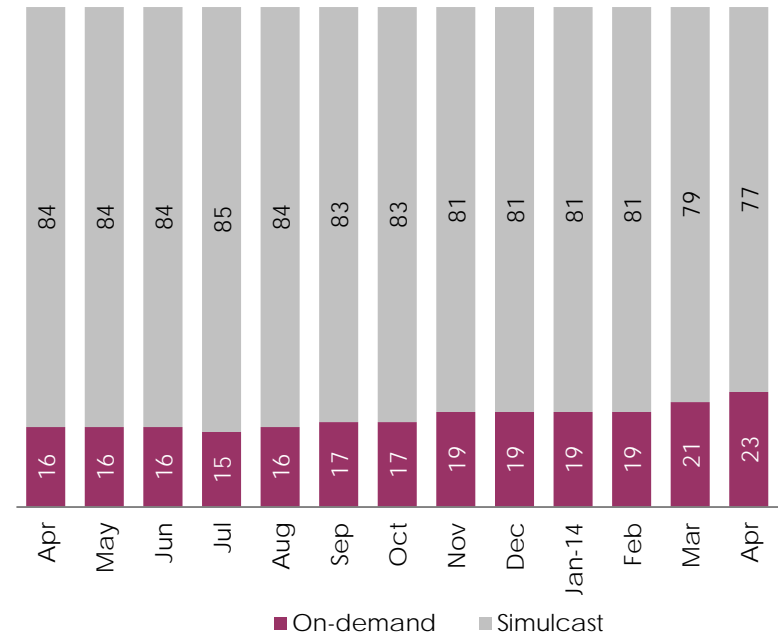
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

The proportion of live requests to TV remained stable at 11% whereas Radio Live requests decreased slightly to 77%.

% requests for TV programmes



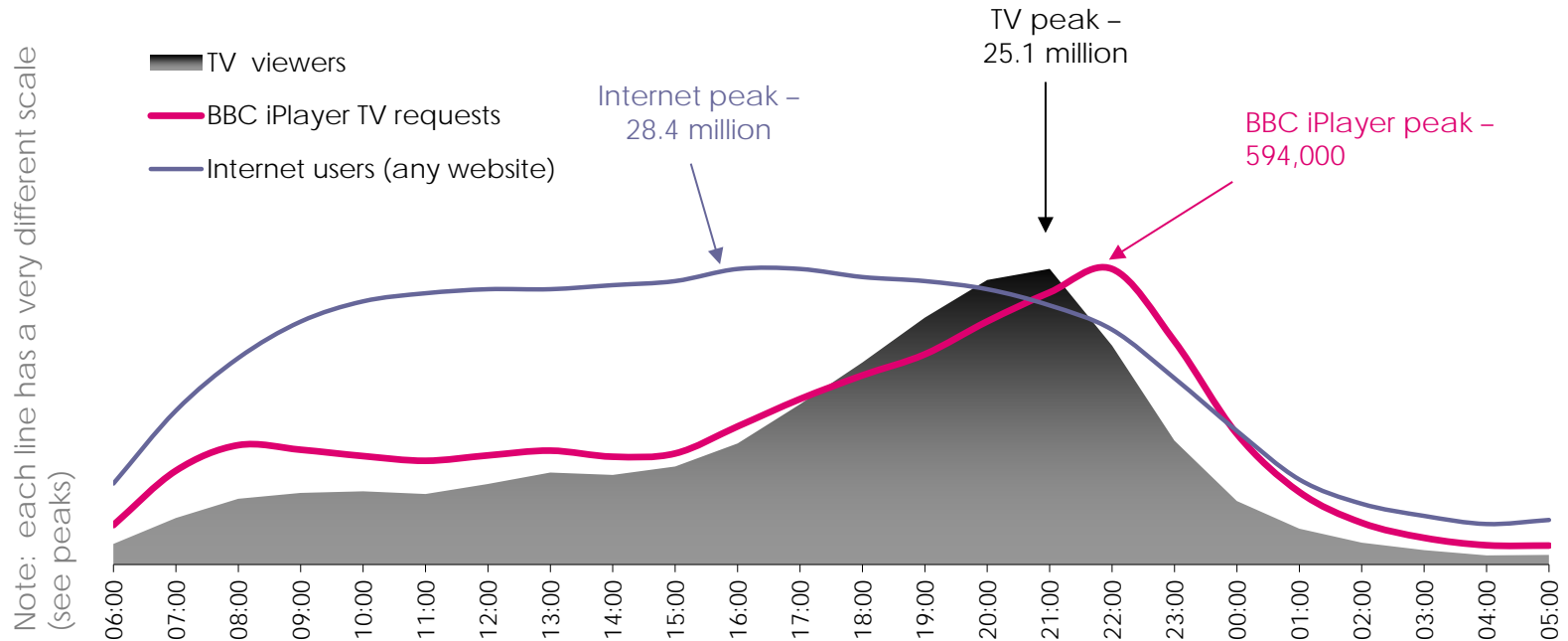
% requests for radio programmes



N.B. Radio live requests currently under investigation.

BBC iPlayer – use for TV online by time of day, April 2014

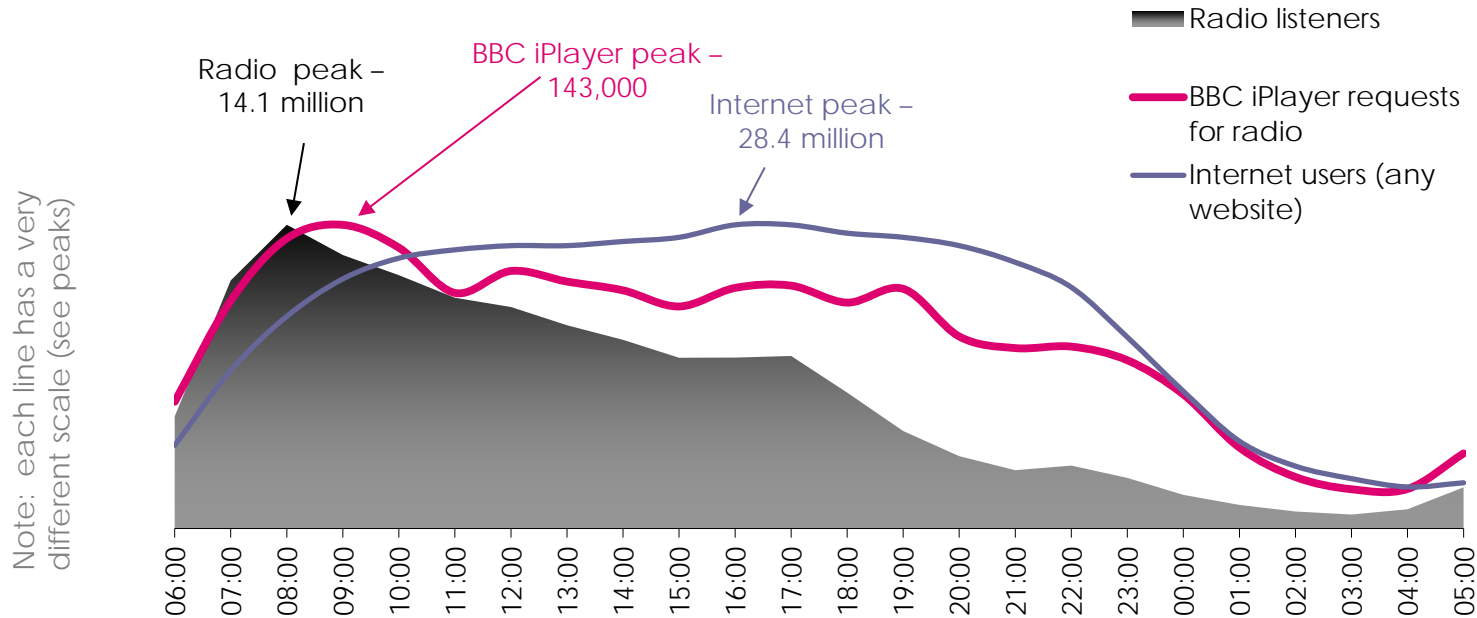
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB April 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats April 2014 - see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, April 2014

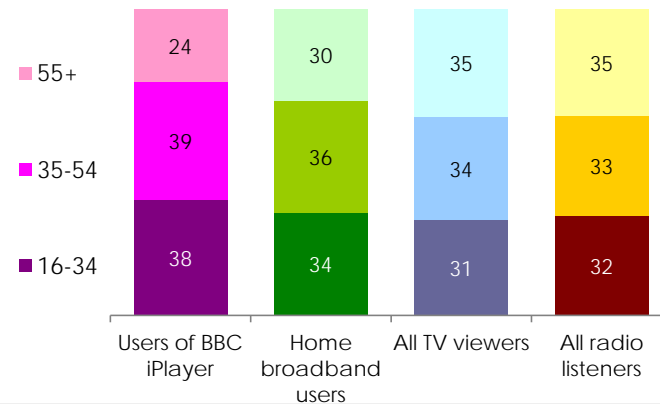
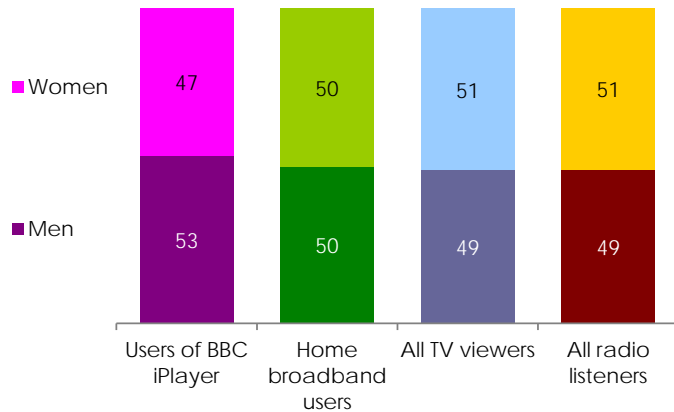
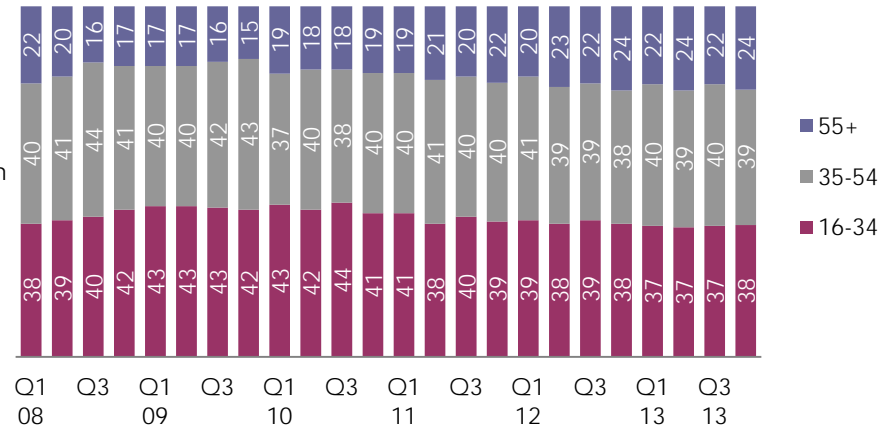
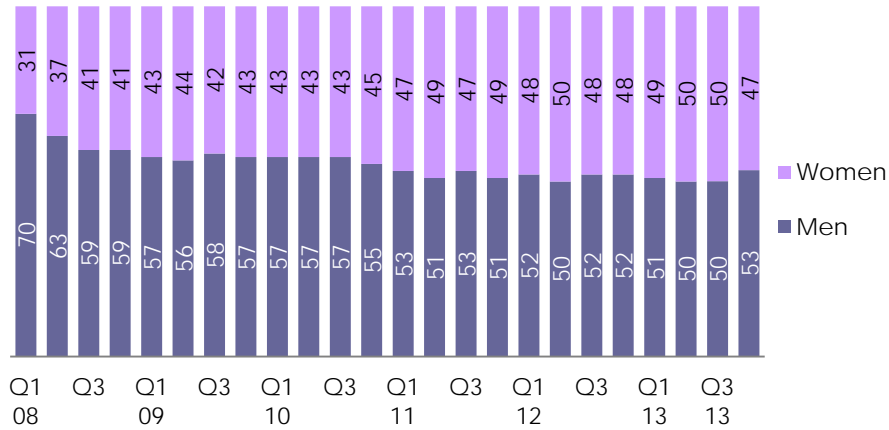
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q4 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats April 2014 - 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 in recent months, and has been broadly stable in recent months.



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