

Monthly Performance Pack

April 2015



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 | Marketing & Audiences

Monthly summary – April 2015

- There were **271m** requests to BBC iPlayer in April, up YoY compared to 268m in April 2014. We normally expect to see a seasonal slow-down from March into summer, driven by good weather, but there was an average of **9.0m** daily requests to iPlayer in April, stable month on month
- TV requests (**218m**) were up by 14m compared to April 2014. Radio requests are still affected by changes made to radio streaming services (more details are on slide 4.)
- **Peter Kay's Car Share** performed very well in April, with ep 1 taking the top spot after the series premiered in full on BBC iPlayer before it was broadcast on BBC One. Episode 1 delivered 1.5 million live and on-demand requests, and all episodes so far totalled 3.7 million requests in April
- Dramas **Poldark** and **Ordinary Lies** were also in the top ten titles. A range of factual titles also performed strongly, including **Louis Theroux's Transgender Kids**, **Reggie Yates' Extreme Russia**, **Young, Welsh and Pretty Skint**, and **Masterchef**
- For radio, Radio 4's **The News Quiz** continued to prove popular in April, followed by **The Vote Now Show** in the run up to the General Election. The new series of **Dead Ringers** also featured in the top 20 this month

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.

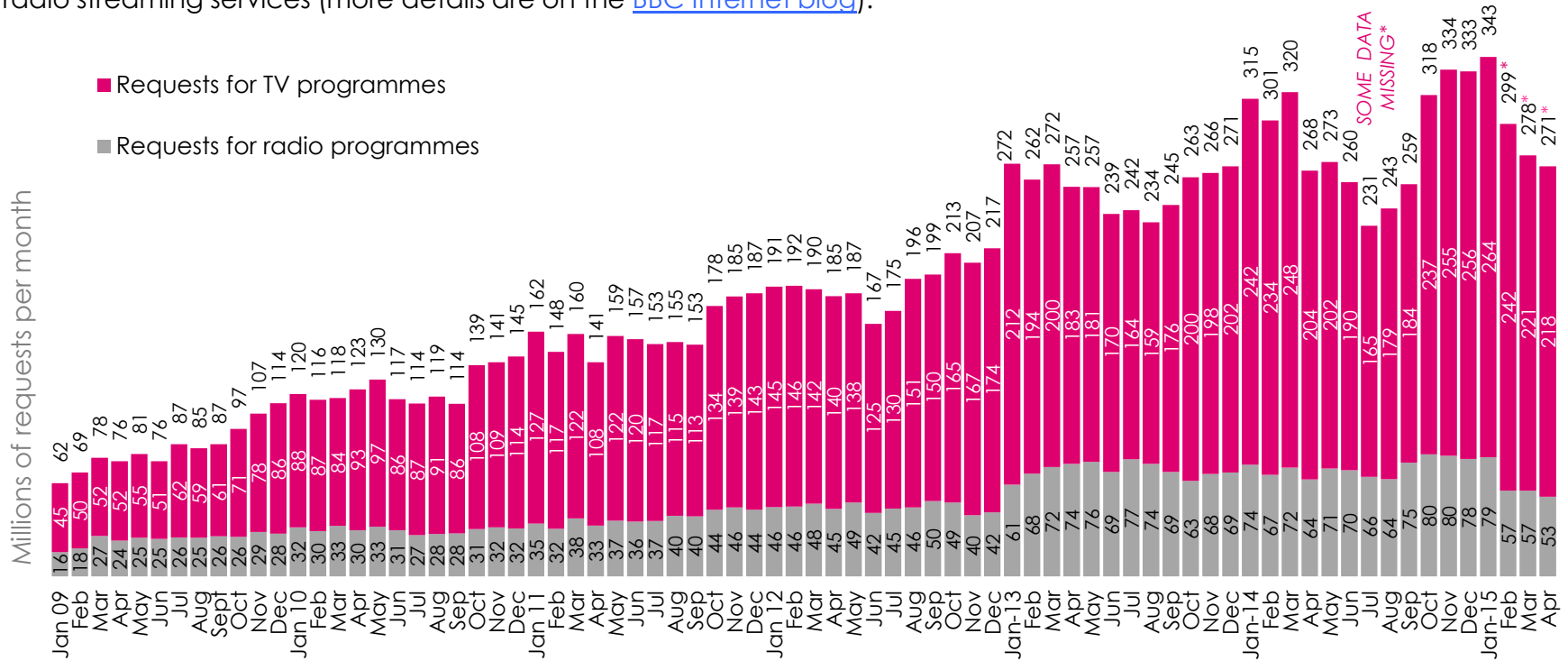
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Total monthly BBC iPlayer requests across all platforms, since 2009

There were **271m** requests to BBC iPlayer in April, up YoY compared to 268m in April 2014. We normally expect to see a seasonal slow-down from March into summer, driven by good weather, but there was an average of **9.0m** daily requests to iPlayer in April, stable month on month

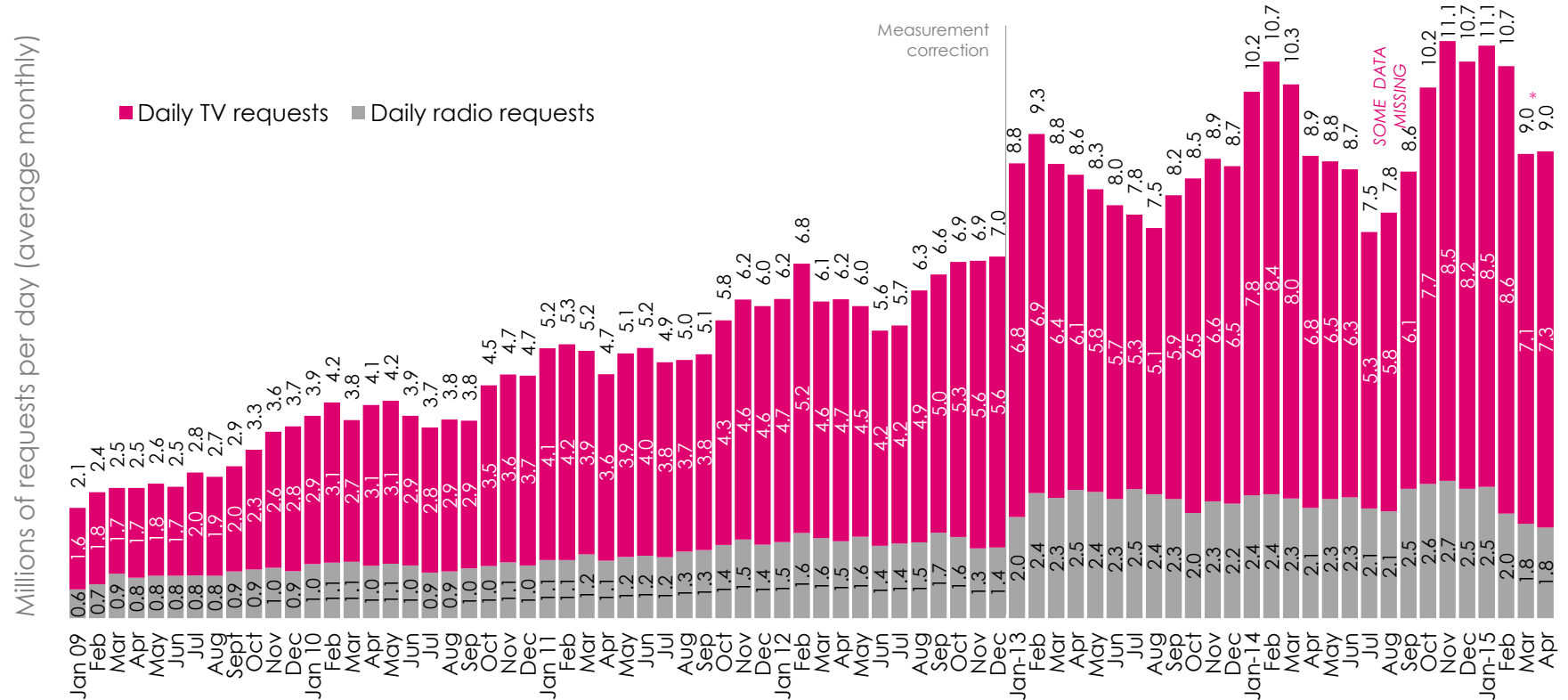
TV requests (**218m**) were up by 14m compared to April 2014. Radio requests are still affected by changes made to radio streaming services (more details are on the [BBC Internet blog](#)).



* Please refer to slide 10 for guide notes

Average daily BBC iPlayer online requests

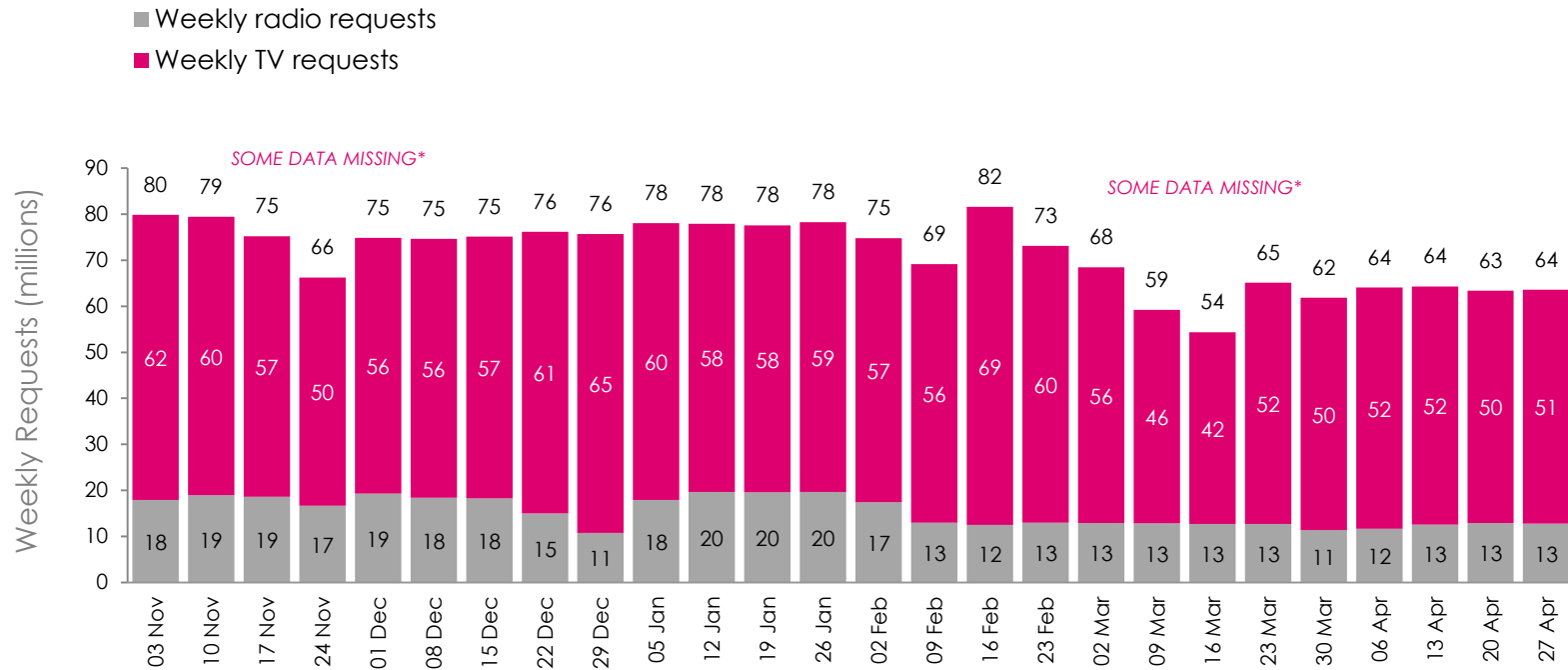
There was an average of **9.0m** daily requests to iPlayer in April, stable month on month. Radio requests are still affected by changes made to radio streaming services (find out more on the [BBC Internet blog](#)).



* Please refer to slide 10 for guide notes

Weekly BBC iPlayer online requests – latest 6 months

There was a weekly average of 63m requests to BBC iPlayer in April 2015. We expect to see a seasonal slow-down in iPlayer from March into April, and this year the change was driven by particularly good weather.

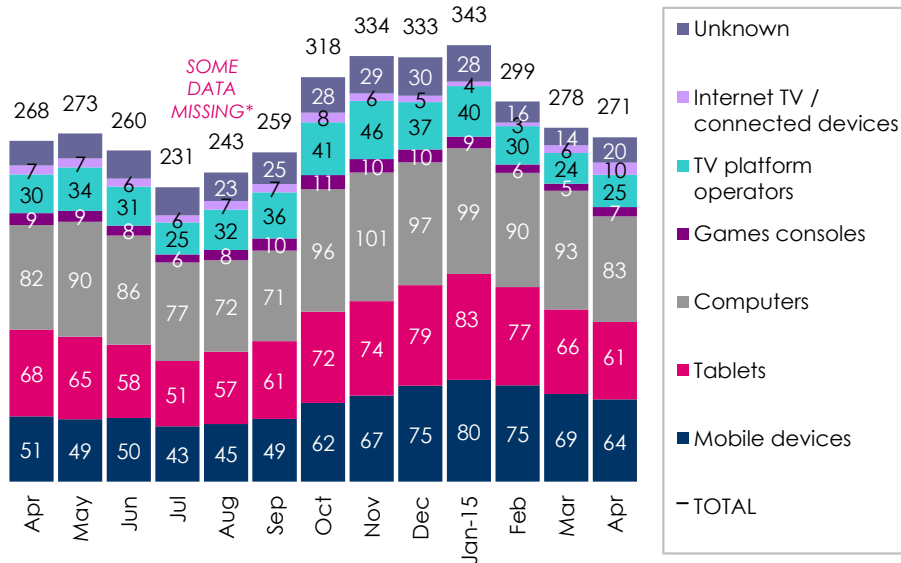


* Please refer to slide 10 for guide notes

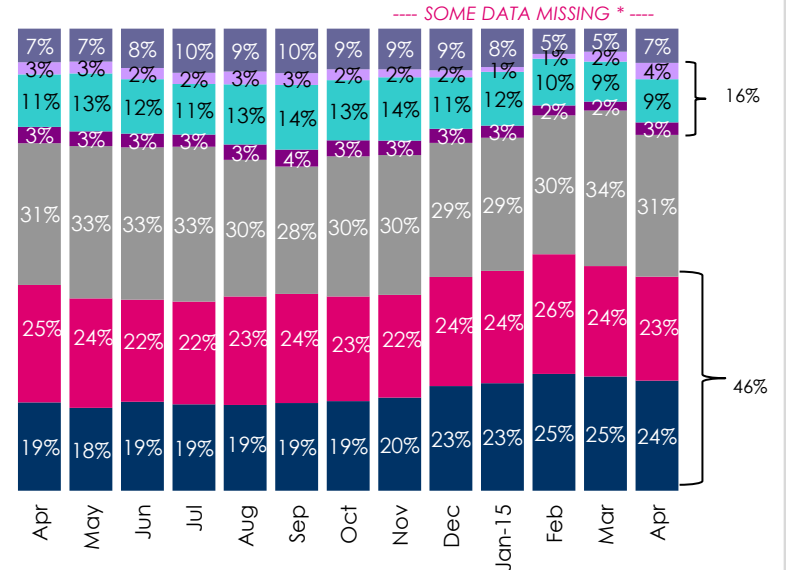
TV and radio: Requests for programmes by device type

Total requests were at **271m** this month, up +14m on April 2014. TV platform figures recovered somewhat in April following data issues in March.

Number of requests (millions)



% of requests



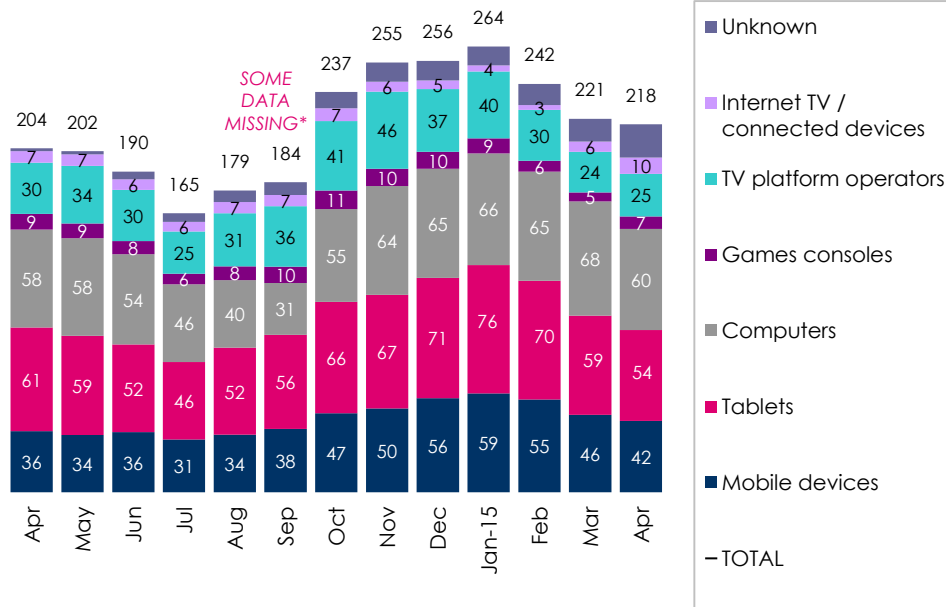
Notes:

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.

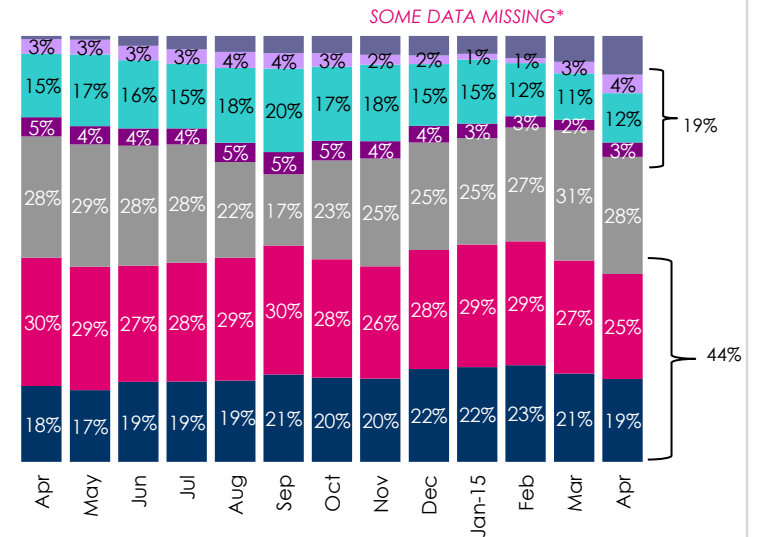
TV only: Requests for programmes across BBC iPlayer by device type

TV requests were at **218m** this month, up +7% on April 2014. TV platform figures recovered somewhat in April following data issues in March.

Number of requests (millions)



% of requests



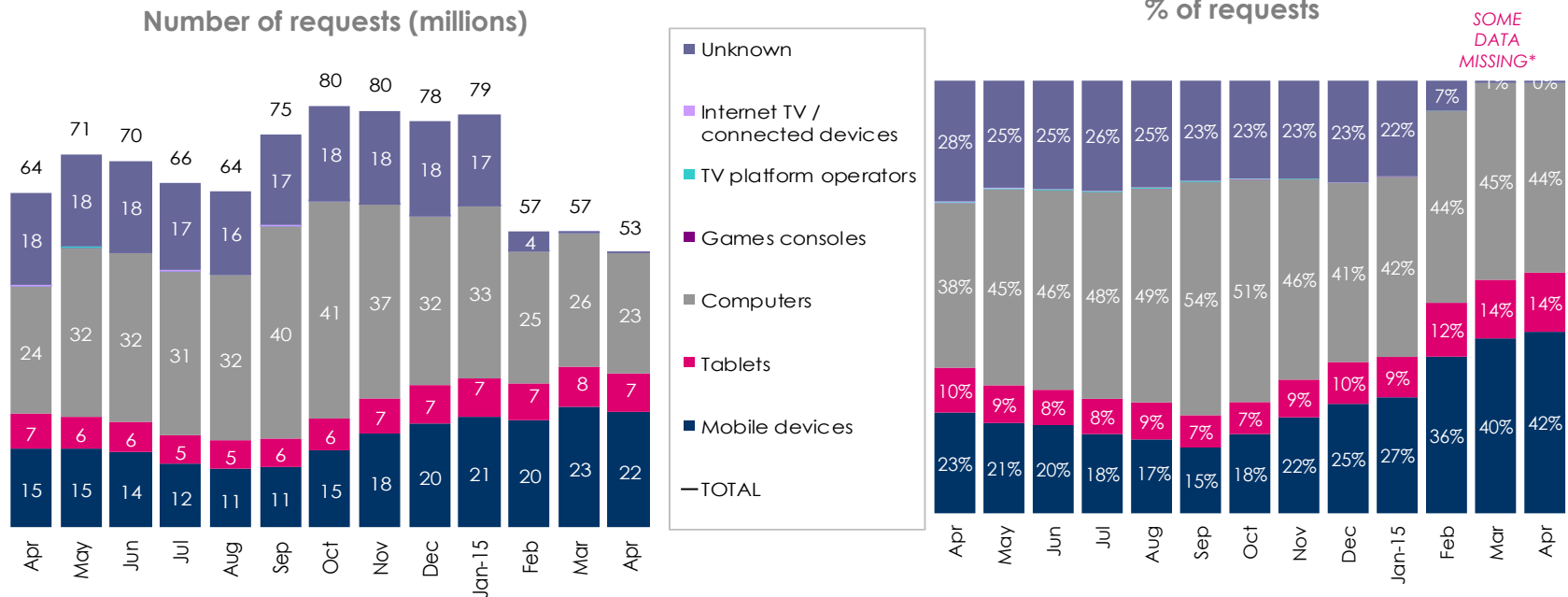
Notes:

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.

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

There were **53m radio requests** recorded in April, though some data is not being counted following recent changes to radio streaming - find out more here: <http://www.bbc.co.uk/blogs/internet/entries/977a1954-658f-4fb2-a23c-71680c49882f>



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.

Notes for figures in this report

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 10m 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 iStats AV 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 17.

- 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.
- 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.
- BBC iPlayer stats measurement was under-representing radio data up to mid-January 2013, when a problem was corrected, and radio requests from week 12 2014 to week 17 2014 were undercounted.
- Please quote the source of these figures as "BBC iStats".

BBC iPlayer - top 20 TV episodes, April 2015

(excluding Virgin Media cable and Sky)

Peter Kay's Car Share performed very well in April, with the top episode delivering 1.5 million requests. Dramas **Poldark** and **Ordinary Lies** were also in the top ten titles. A range of factual titles also performed strongly, including **Louis Theroux's Transgender Kids**, **Reggie Yates' Extreme Russia**, **Young, Welsh and Pretty Skint**, and **Masterchef**.

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.
Peter Kay's Car Share Episode 1	1,495,000	Peter Kay's Car Share Episode 1	1,495,000
Poldark Episode 5	1,449,000	Poldark Episode 5	1,449,000
Poldark Episode 6	1,068,000	EastEnders 10/04/15	1,037,000
EastEnders 10/04/15	1,037,000	Ordinary Lies Episode 3	1,001,000
EastEnders 02/04/15	1,033,000	Louis Theroux Transgender Kids 05/04/2015	935,000
Ordinary Lies Episode 3	1,001,000	The Next Step Series 2 Episode 5	842,000
EastEnders 14/04/15	966,000	The Voice UK Series 4 Live Final Episode 15	801,000
EastEnders 03/04/15	960,000	Reggie Yates' Extreme Russia Episode 1	750,000
EastEnders 07/04/15	959,000	Young Welsh and Pretty Skint 31/03/15	734,000
EastEnders 16/04/15	957,000	MasterChef Series 11 Episode 24	713,000
EastEnders 09/04/2015	951,000	Have I Got News for You Series 49 Episode 1	711,000
Ordinary Lies Episode 4	945,000	Banished Episode 5	664,000
Poldark Episode 7	940,000	Michael McIntyre's Easter Night at the Coliseum	547,000
Louis Theroux Transgender Kids 05/04/2015	935,000	Match of the Day 2014/2015 04/04/15	522,000
EastEnders 24/04/15	928,000	Stacey Dooley Investigates Episode 1	489,000
EastEnders 06/04/15	927,000	Casualty Series 29 Episode 27	476,000
EastEnders 17/04/15	903,000	Atlantis Series 2 Episode 7	474,000
EastEnders 21/04/15	896,000	W1A Series 2 Episode 1	468,000
Ordinary Lies Episode 5	862,000	Formula 1 2015 The Bahrain Grand Prix 19/04/2015	466,000
EastEnders 13/04/15	853,000	Back in Time for Dinner 1970s Episode 3	445,000

BBC iPlayer - top 20 radio episodes, April 2015

The News Quiz continued to prove popular in April, followed by **The Vote Now Show** in the run up to the General Election. The new series of **Dead Ringers** also featured in the top 20 this month.

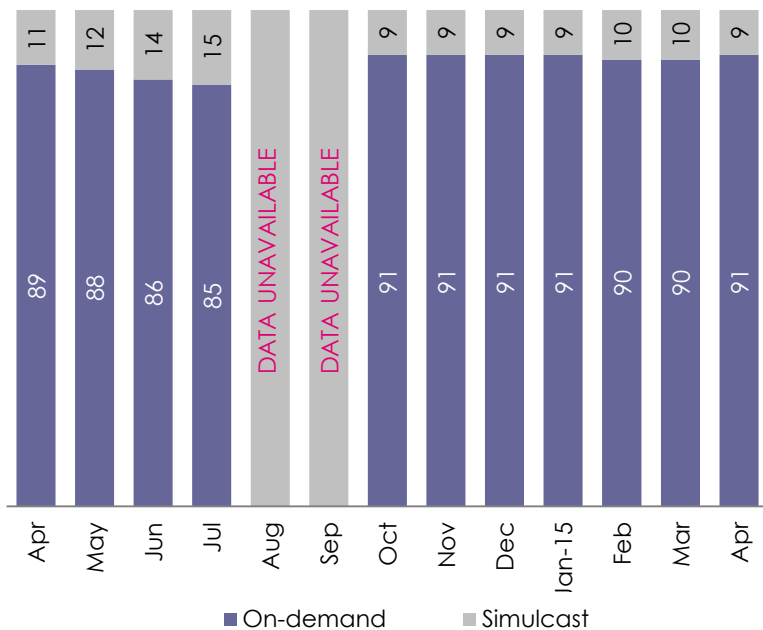
BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
The News Quiz Series 86 Episode 7	175,000	The News Quiz Series 86 Episode 7	175,000
The Vote Now Show Series 2 Episode 1	123,000	The Vote Now Show Series 2 Episode 1	123,000
Dead Ringers Series 14 Episode 1	110,000	Dead Ringers Series 14 Episode 1	110,000
The Radio 1 Breakfast Show 22/04/15	105,000	The Radio 1 Breakfast Show 22/04/15	105,000
The Radio 1 Breakfast Show 24/04/15	96,000	The Chris Evans Breakfast Show 22/04/15	95,000
The Chris Evans Breakfast Show 22/04/15	95,000	Scott Mills sits in - Radio 1 Breakfast Show 17/04/2015	90,000
Dead Ringers Series 14 Episode 2	95,000	Steve Wright in the Afternoon 22/04/2015	88,000
The Radio 1 Breakfast Show 10/04/15	94,000	The Archers 20/04/15	78,000
The Vote Now Show Series 2 Episode 2	93,000	Ken Bruce 27/04/2015	74,000
The Chris Evans Breakfast Show 24/04/2015	92,000	Fearne Cotton 29/04/2015	74,000
The Radio 1 Breakfast Show 21/04/15	91,000	5LS Premier League Football Man Utd v Man City	72,000
Scott Mills sits in - Radio 1 Breakfast Show 17/04/2015	90,000	Just a Minute Series 71 Episode 8	69,000
The Radio 1 Breakfast Show 30/04/2015	90,000	Dilemma Series 4 Episode 1	67,000
The Radio 1 Breakfast Show 20/04/2015	88,000	Jeremy Vine 28/04/15	66,000
The Radio 1 Breakfast Show 28/04/15	88,000	TMS West Indies v England - Day Five 17/04/2015	66,000
The Radio 1 Breakfast Show 14/04/15	88,000	Alice Levine sits in for Fearne Cotton 10/04/2015	65,000
Steve Wright in the Afternoon 22/04/2015	88,000	Matt Edmondson Show sits in for Scott Mills 24/04/2015	65,000
The Radio 1 Breakfast Show 29/04/2015	88,000	5LS FA Cup Football Aston Villa v Liverpool 19/04/2015	62,000
The Radio 1 Breakfast Show 23/04/2015	88,000	News Quiz Extra Series 13 Episode 7	61,000
Dead Ringers Series 14 Episode 3	87,000	Paul Temple and the Alex Affair Episode 1	57,000

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

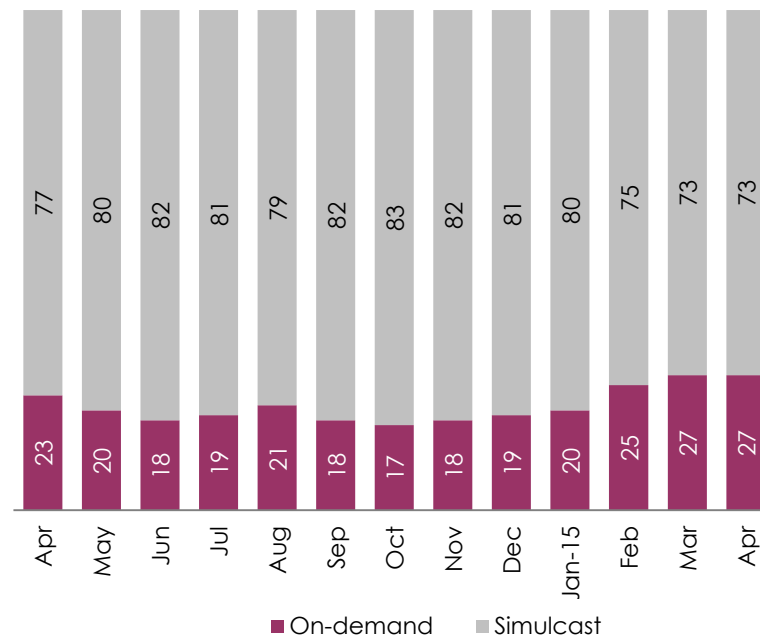
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

9% of TV requests were for live viewing in April. For radio, live requests were stable at 73% of the total.

% requests for TV programmes

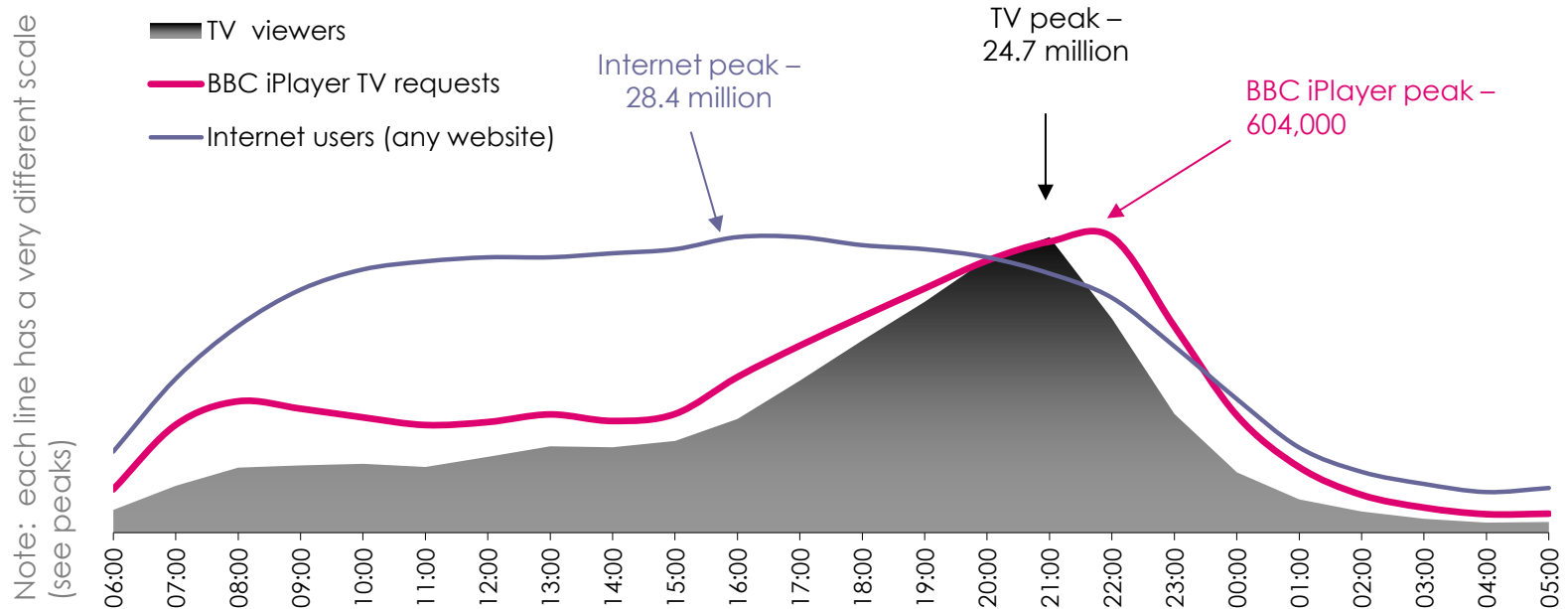


% requests for radio programmes



BBC iPlayer – use for TV online by time of day, April 2015

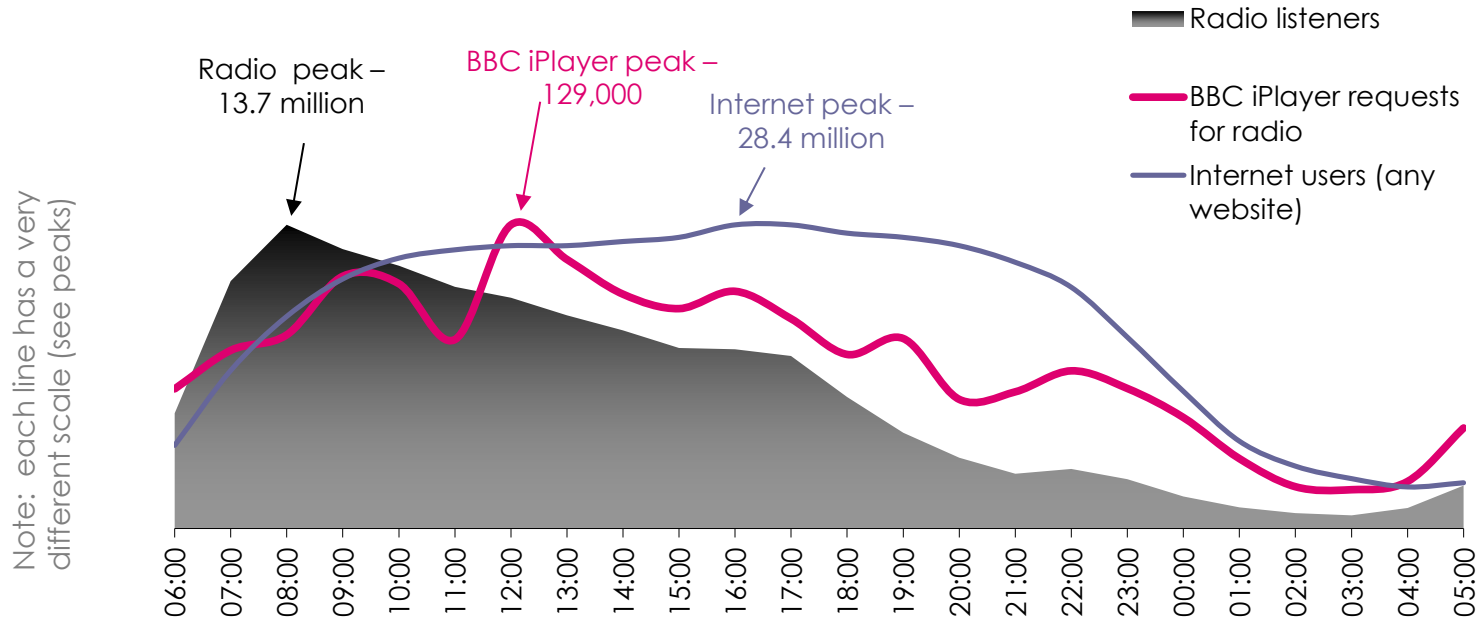
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB April 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats April 2015- see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, April 2015

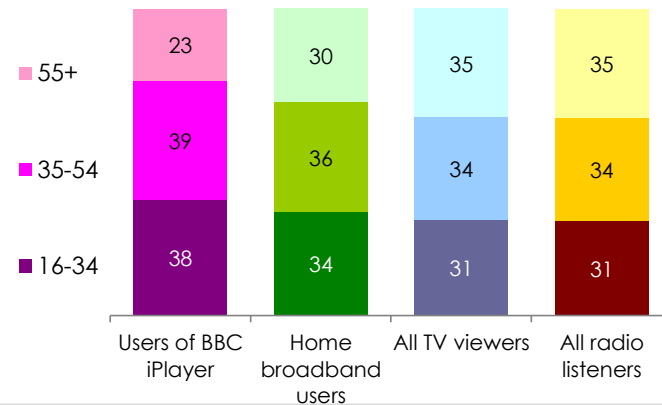
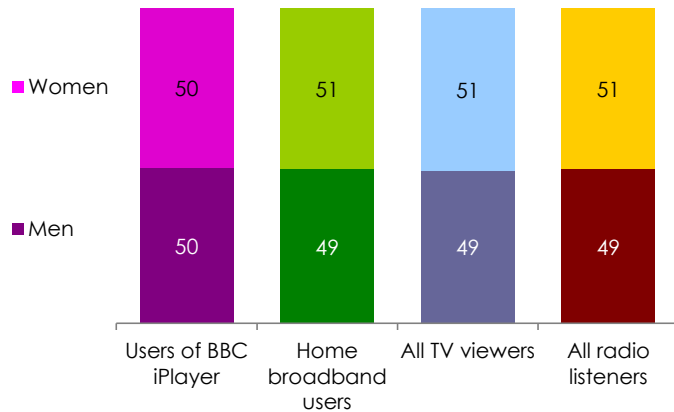
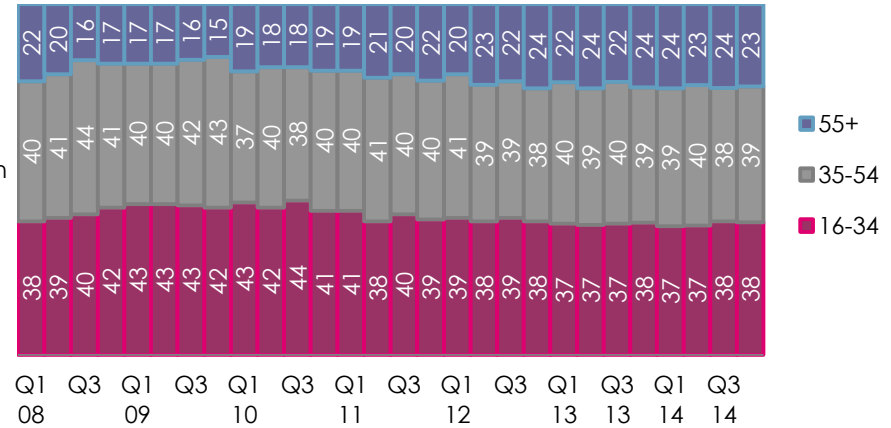
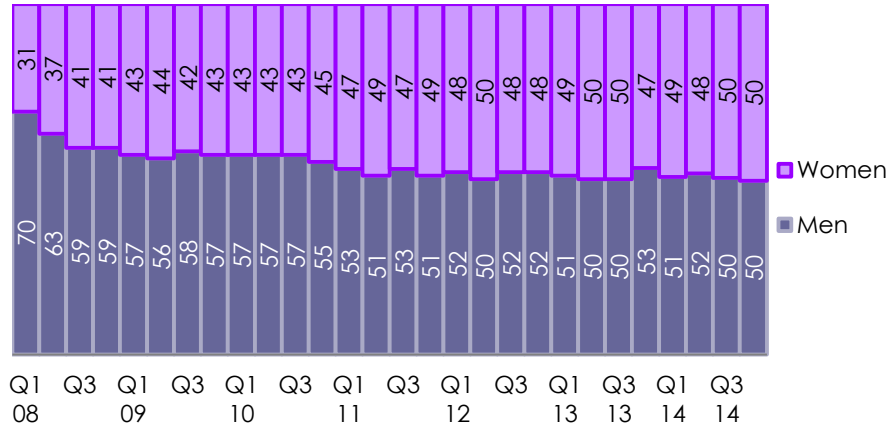
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q4 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats April 2015 - see footnotes on final page for more detail

BBC iPlayer use by demographic

The profile of users of BBC iPlayer is measured on a monthly survey of 700+ UK adults. There is an equal balance between men and women, and the age profile has remained consistent across the end of 2014 and into 2015.



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

Extra footnotes for slides 14-15 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