

Performance Report

April 2017



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 | Marketing & Audiences

April 2017 summary

- With 274 million requests for TV programmes in April, BBC iPlayer remains stable month-on-month, and much stronger than April 2016, up +23%.
- The four-part comedy series **Peter Kay's Car Share** was the most requested programme with all four episodes in the top five rankings and all episodes achieving over 2m requests each. The new series of **Line of Duty** performed well with five episodes in the top ten rankings. **EastEnders** continued its strong performance in April, with 10 appearances in the top 20. The new series of **Doctor Who** also made an impact, with **Episode 1** delivering over 1m requests.
- Three-part psychological thriller **The Replacement** was the most requested programme in March, as did returning series **Line of Duty**, and new BBC Three series **Clique**.
- *NB this report also contains the top programmes for March because we did not release a report last month.*

Consistent with previous months:

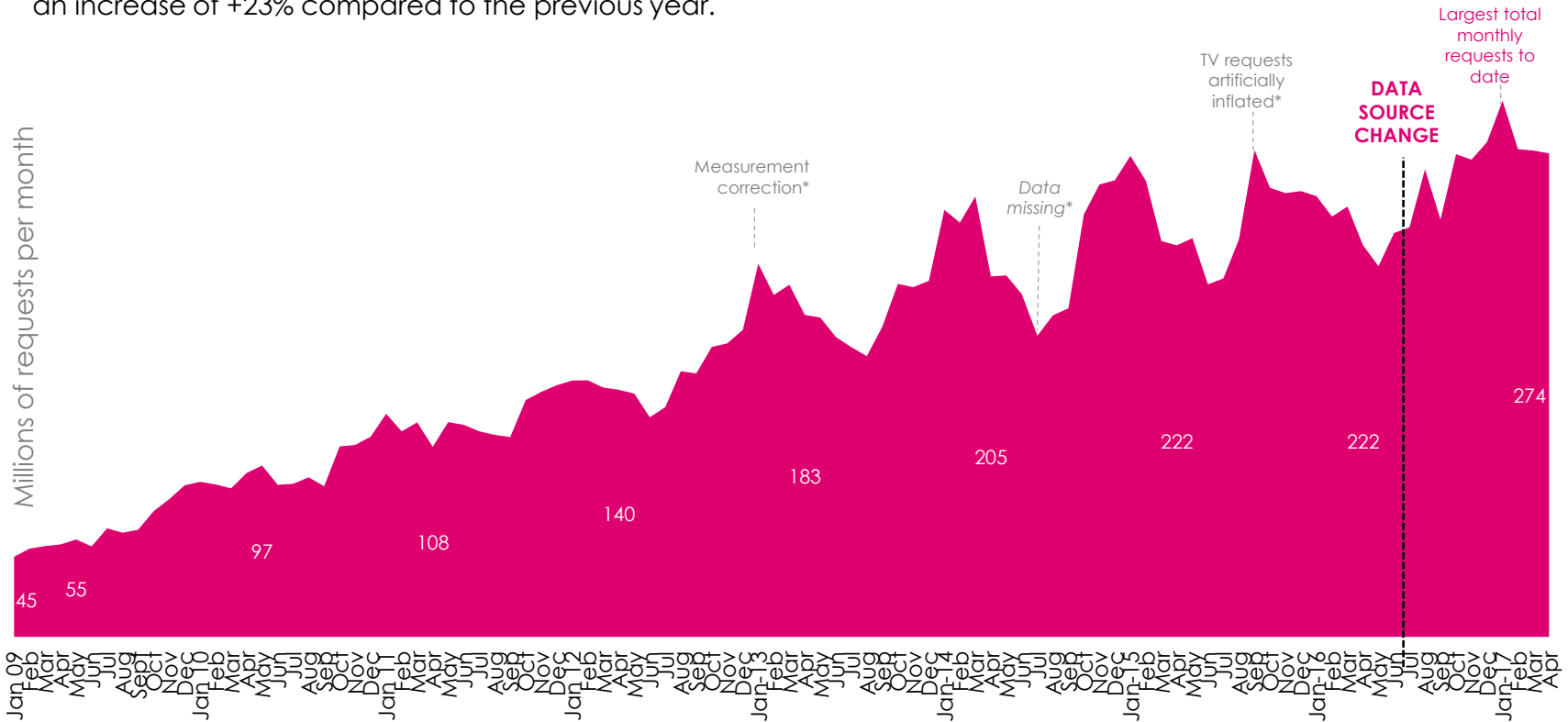
- The profile of devices being used to access BBC iPlayer has remained consistent with previous months, with TV platforms by far the largest type of device.
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, now showing a slight female skew, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer'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 later-peak use.

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Monthly BBC iPlayer requests across all platforms, since 2009

There were 274 million requests for TV programmes on BBC iPlayer in April, remaining stable compared to March, and an increase of +23% compared to the previous year.



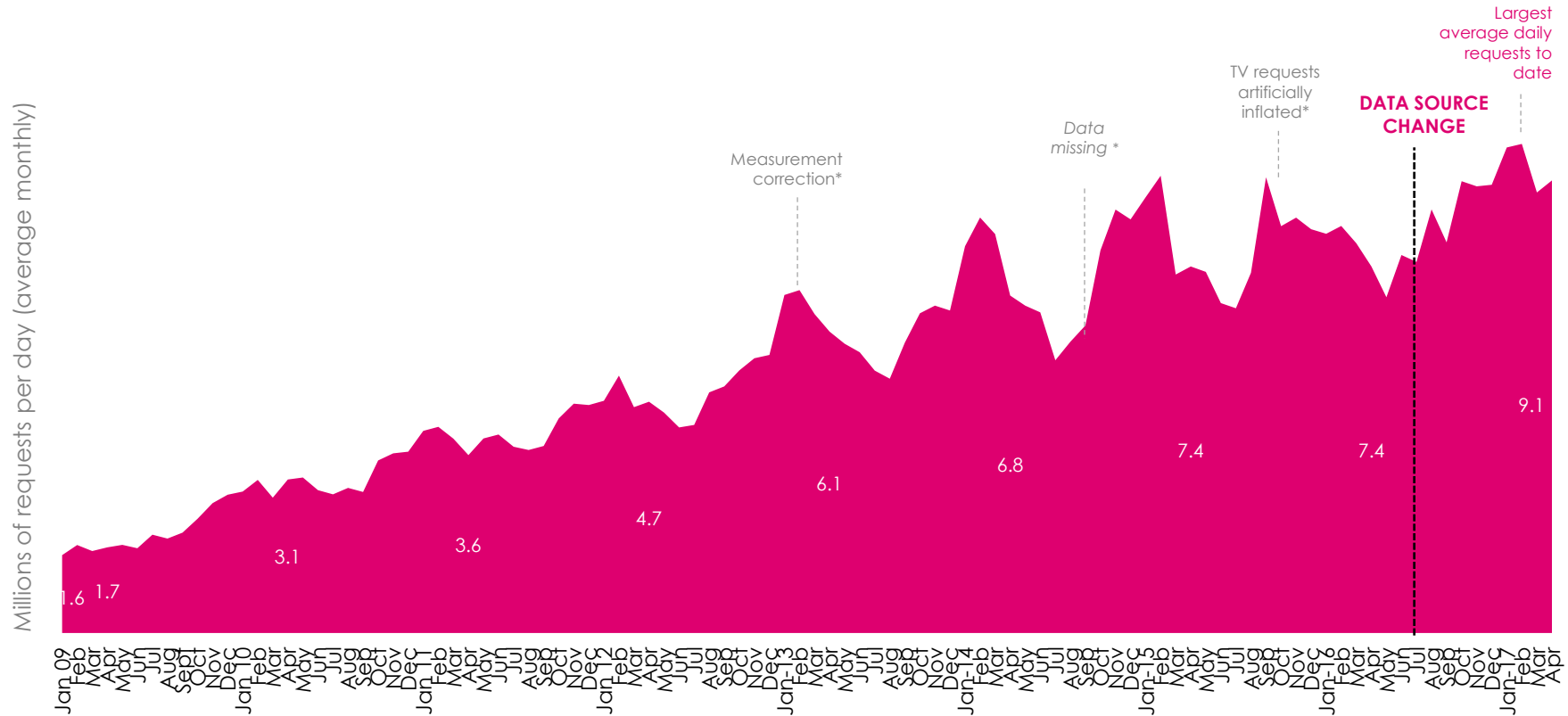
Notes:

Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

* Please refer to slide 8 for guide notes on months with data caveats

Average daily BBC iPlayer online requests

There was an increase in average daily requests for TV content in April, up +3% overall and reaching 9.1m.

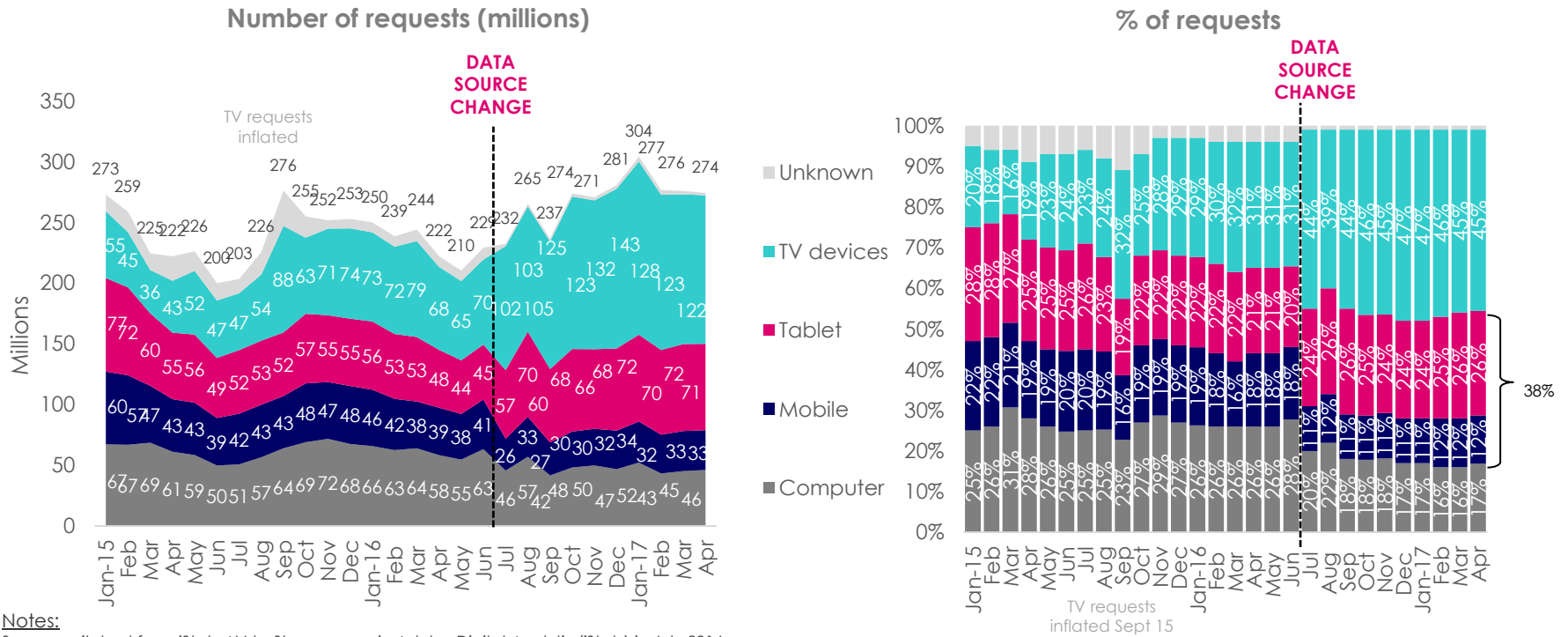


Notes:

Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

Requests for TV programmes by device type

Requests on computers increased slightly from March to April, with all other devices showing a slight decline on the previous month. TV devices remain the most popular screen on which to watch BBC iPlayer.



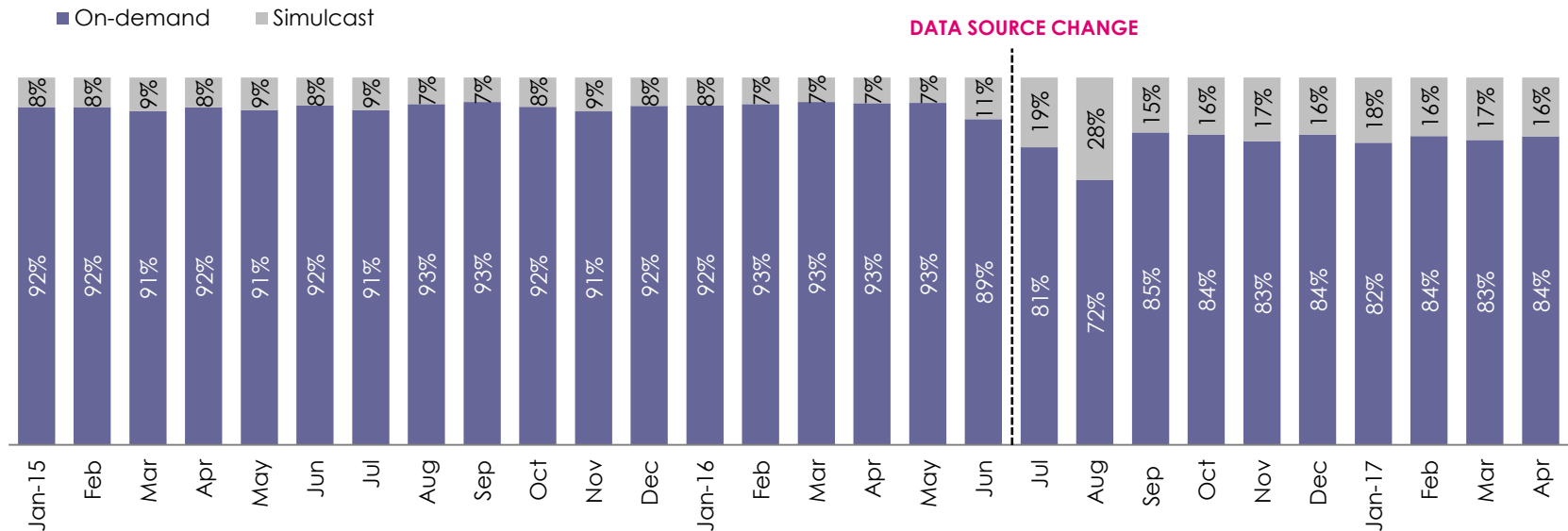
* Please refer to slide 8 for guide notes.

Live versus on-demand requests for TV programmes

The measurement update in July 2016 resulted in a clear step-change, with more accurate measurement of live TV requests showing that they make up a larger proportion of the total number of requests to BBC iPlayer.

In April, 16% of TV requests were for live TV viewing, decreasing slightly on March and in line with other figures across the second half of 2016 (with the exception of August's high of 28% due to the Rio Olympics content available to watch live on BBC iPlayer).

% requests for TV programmes



Notes:

Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

Notes for figures in this report

Data issues to note

- Figures for Virgin Cable and Sky are interim estimates for September 2016. Games console requests were undercounted in January 2016, and Android devices were undercounted from 16th to 31st March 2016.
- TV requests were inflated in August and September 2015 by around 18-25%, please treat these figures with caution when looking at trends.
- Some TV request data was not captured in March 2015 (estimated 17m requests). 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**. The data arrives later than that from other platforms and is not currently consolidated within BBC Digital Analytics systems.

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

- Prior to July 2016, requests data was measured via a BBC in-house system (BBC iStats AV). Since July 2016 the source has changed to StreamSense by Adobe Digital Analytix. Data is broadly comparable, and most step-changes are due to device categorisation correction, and a small amount of data missing from BBC iStats AV (such as live TV viewing on TV platforms, and webcasts).
- 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 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, and are only measured in the calendar month.
- Unless specified otherwise, figures include requests for both on-demand catch-up (streams and downloads), or views of live simulcasts. All data is for the UK only. Requests are counted for BBC iPlayer on any BBC website or application – whether on a programme, channel or station page, or on the BBC iPlayer websites or bespoke mobile or TV apps. This report does not include requests for web-only content (such as online news or sport coverage). Webcasts are only included if they have been made available through BBC iPlayer. Figures in this report include requests for programmes which are only on iPlayer, as well as for programmes previously shown on linear TV. On average this has boosted the totals by 2% since 2014.

BBC iPlayer - top 20 TV episodes, April 2017 (excluding Virgin Media cable and Sky)

The four-part comedy series **Peter Kay's Car Share** was the most requested programme with all four episodes in the top five rankings and all episodes achieving over 2m requests each. The new series of **Line of Duty** performed well with five episodes in the top ten rankings. **Eastenders** continued its strong performance in April, with 10 appearances in the top 20. The new series of **Doctor Who** also made an impact, with **Episode 1** delivering over 1m 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.
Peter Kay's Car Share Series 2 Episode 3	2,411,000	Peter Kay's Car Share Series 2 Episode 3	2,411,000
Peter Kay's Car Share Series 2 Episode 2	2,353,000	Line of Duty Series 4 Episode 2	2,246,000
Peter Kay's Car Share Series 2 Episode 1	2,298,000	Doctor Who Series 10 The Pilot Episode 1	1,196,000
Line of Duty Series 4 Episode 2	2,246,000	EastEnders 07/04/17	1,082,000
Peter Kay's Car Share Series 2 Episode 4	2,173,000	Decline and Fall Series 1 Episode 1	947,000
Line of Duty Series 4 Episode 3	2,091,000	Top Gear Series 24 Episode 5	854,000
Line of Duty Series 4 Episode 1	1,986,000	Reported Missing Series 1 Episode 1	815,000
Line of Duty Series 4 Episode 4	1,843,000	All Round to Mrs Brown's Series 1 Episode 2	812,000
Line of Duty Series 4 Episode 5	1,430,000	I Shot My Parents I Shot My Parents	779,000
Doctor Who Series 10 The Pilot Episode 1	1,196,000	Clique Episode 5	680,000
EastEnders 07/04/17	1,082,000	The Last Kingdom Series 2 Episode 4	662,000
EastEnders 04/04/17	1,064,000	MasterChef Series 13 Episode 6	640,000
EastEnders 14/04/17	1,063,000	Casualty Series 31 When the Whistle Blows Episode 31	605,000
EastEnders 18/04/17	1,050,000	Rio Ferdinand: Being Mum and Dad	602,000
EastEnders 11/04/17	1,045,000	The FA Cup 2016/17 Semi-Final 22/04/17	598,000
EastEnders 17/04/17	1,028,000	Match of the Day 2016/2017 01/04/17	593,000
EastEnders 21/04/17	1,026,000	Have I Got News for You Series 53 Episode 1	580,000
EastEnders 03/04/17	1,025,000	Versailles Series 2 Episode 1	565,000
EastEnders 06/04/17	1,016,000	The Graham Norton Show Series 21 Episode 1	542,000
EastEnders 10/04/17	1,000,000	Golf: The Masters Live Final 09/04/2017	516,000

BBC iPlayer - top 20 TV episodes, March 2017

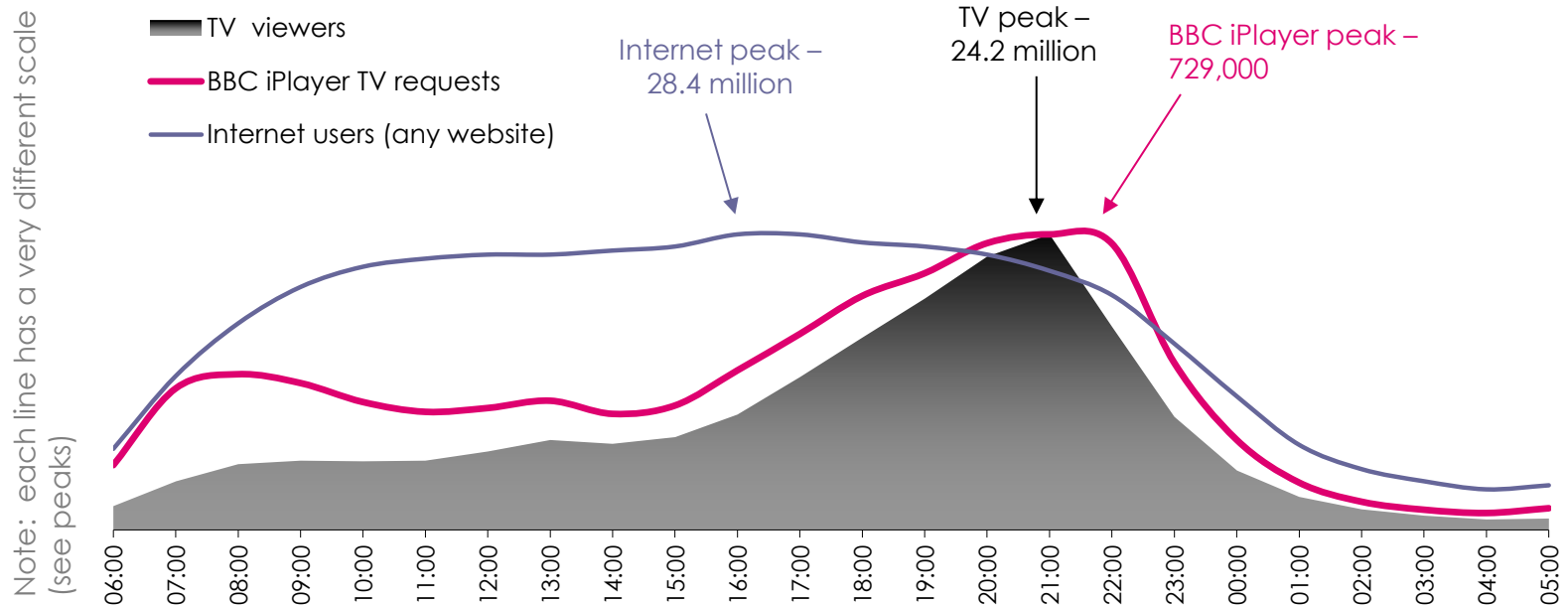
(excluding Virgin Media cable and Sky)

Three-part psychological thriller **The Replacement** was the most requested programme in March, with all three episodes at the top of the table, and **Episode 1** and **2** achieving over 2m requests each. **Top Gear** performed well with the first episode also gaining over 1m requests, as did returning series **Line of Duty**, and new BBC Three series **Clique**. **Red Nose Day Episode 2**, which contained the Love Actually sequel **Red Nose Day Actually**, also did well.

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.
The Replacement Series 1 Episode 1	2,417,000	The Replacement Series 1 Episode 1	2,417,000
The Replacement Series 1 Episode 2	2,049,000	EastEnders 09/03/2017 Part Two	1,288,000
The Replacement Series 1 Episode 3	1,617,000	Top Gear Series 24 Episode 1	1,231,000
EastEnders 09/03/2017 Part Two	1,288,000	Comic Relief 2017 Red Nose Day Episode 2	1,106,000
Top Gear Series 24 Episode 1	1,231,000	Clique Episode 1	1,084,000
EastEnders 23/03/17	1,115,000	Line of Duty Series 4 Episode 1	1,039,000
Comic Relief 2017 Red Nose Day Episode 2	1,106,000	Rio Ferdinand: Being Mum and Dad 28/03/17	957,000
Clique Episode 1	1,084,000	Call the Midwife Series 6 Episode 8	872,000
EastEnders 09/03/2017 Part One	1,078,000	The FA Cup 2016/17 Quarter-Final: 13/03/2017	868,000
EastEnders 17/03/2017 Part Two	1,058,000	The Last Kingdom Series 2 Episode 1	843,000
EastEnders 21/03/2017 Part Two	1,055,000	Stacey Dooley Investigates Young Sex for Sale in Japan	760,000
Line of Duty Series 4 Episode 1	1,039,000	All Round to Mrs Brown's Series 1 Episode 1	743,000
EastEnders 03/03/17	1,025,000	Not Going Out Series 8 Episode 7	680,000
EastEnders 07/03/17	1,020,000	SS-GB Series 1 Episode 3	644,000
EastEnders 02/03/17	1,012,000	Taboo Episode 8	634,000
EastEnders 14/03/17	1,007,000	My Unusual Vagina	578,000
EastEnders 28/03/17	988,000	Match of the Day 2016/2017 04/03/17	562,000
Top Gear Series 24 Episode 2	974,000	Roots Episode 4	558,000
Rio Ferdinand: Being Mum and Dad 28/03/17	957,000	Casualty Series 31 Episode 26	549,000
EastEnders 17/03/2017 Part One	939,000	The Dumping Ground Series 5 Episode 8	549,000

BBC iPlayer – use for TV online by time of day, April 2017

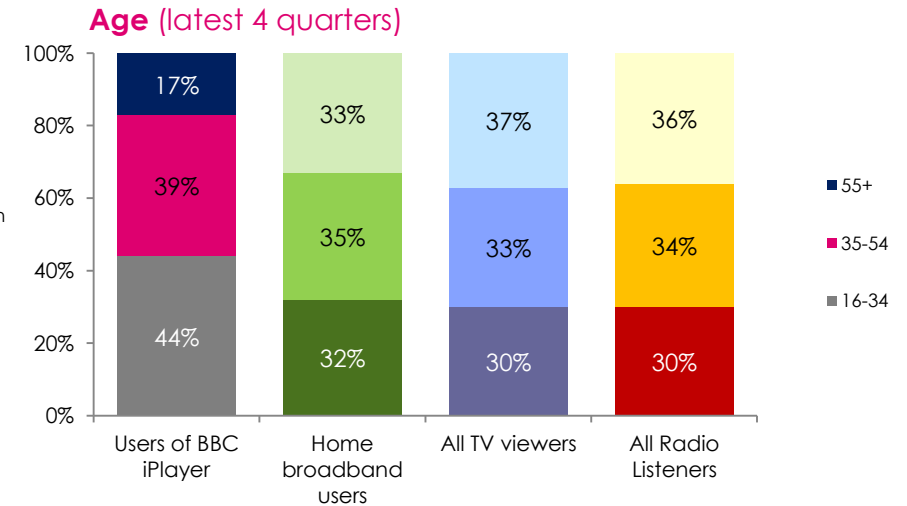
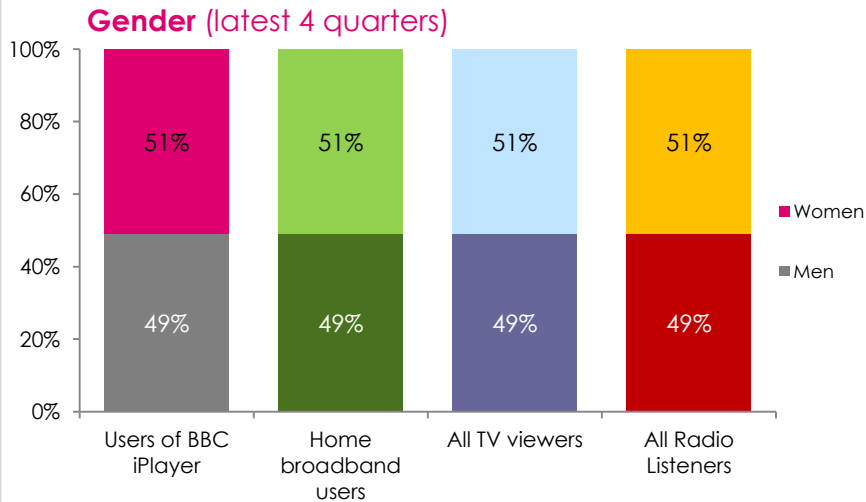
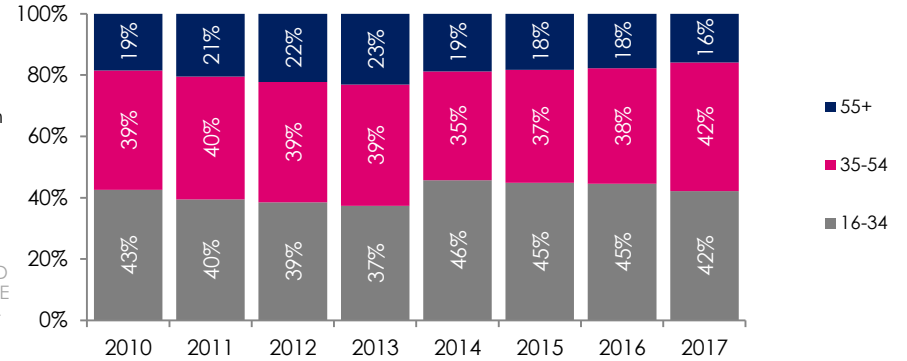
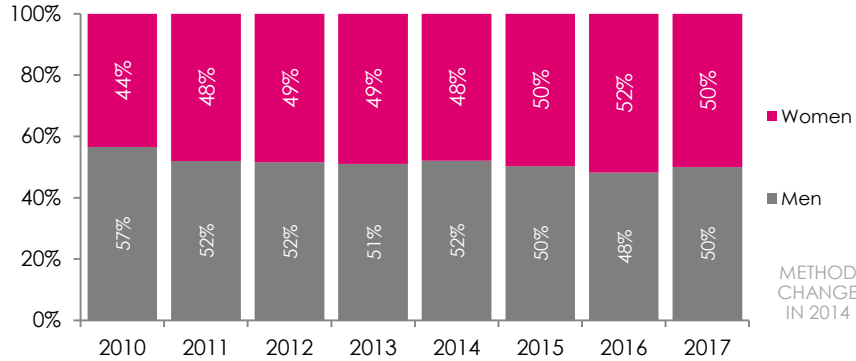
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB April 2017, internet from Nielsen March 2012, BBC iPlayer from Streamsense Adobe Digital Analytix (iStats) April 2017 see footnotes on final page for more detail

TV & iPlayer Product: demographics of BBC iPlayer users

In 2016, BBC iPlayer skewed slightly more towards women for the first time, and remains strongly under 55 in terms of age.



Glossary

- **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. Requests are made up of two components:
 - **Stream** – click to play instantly
 - **Download** – save to your device to play later. We report download playback, rather than downloads, where possible.
- **Catch-up / on-demand** – programmes requested after they have gone out on traditional TV and are available on BBC iPlayer.
- **Live / simulcast** – streaming of live TV channels on the service, at exactly the same time as broadcast on traditional TV. Since May 2016, this data also includes webcasts of live events that are available through BBC iPlayer but not available on linear TV.

Extra footnotes for slides showing data for time of day

- TV data – BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV
- 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