Performance Report

April 2018

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April 2018 summary

- Some country-wide warm weather throughout the month meant that April was quieter than previous months in 2018, but still delivered 277 million TV programme requests, a +3% increase compared to April 2017.

- There was an average of 9.2 million requests each day for TV programmes, again improving on the performance of April last year.

- Once again, drama dominated the top 20 most-requested episodes. Episode 1 of the Agatha Christie adaptation *Ordeal by Innocence* was the best-performing episode of the month, with just under 2 million requests. Mockumentary *Cunk on Britain* was the only non-drama in the top 20, with episode 1 gaining 0.9m requests in April.

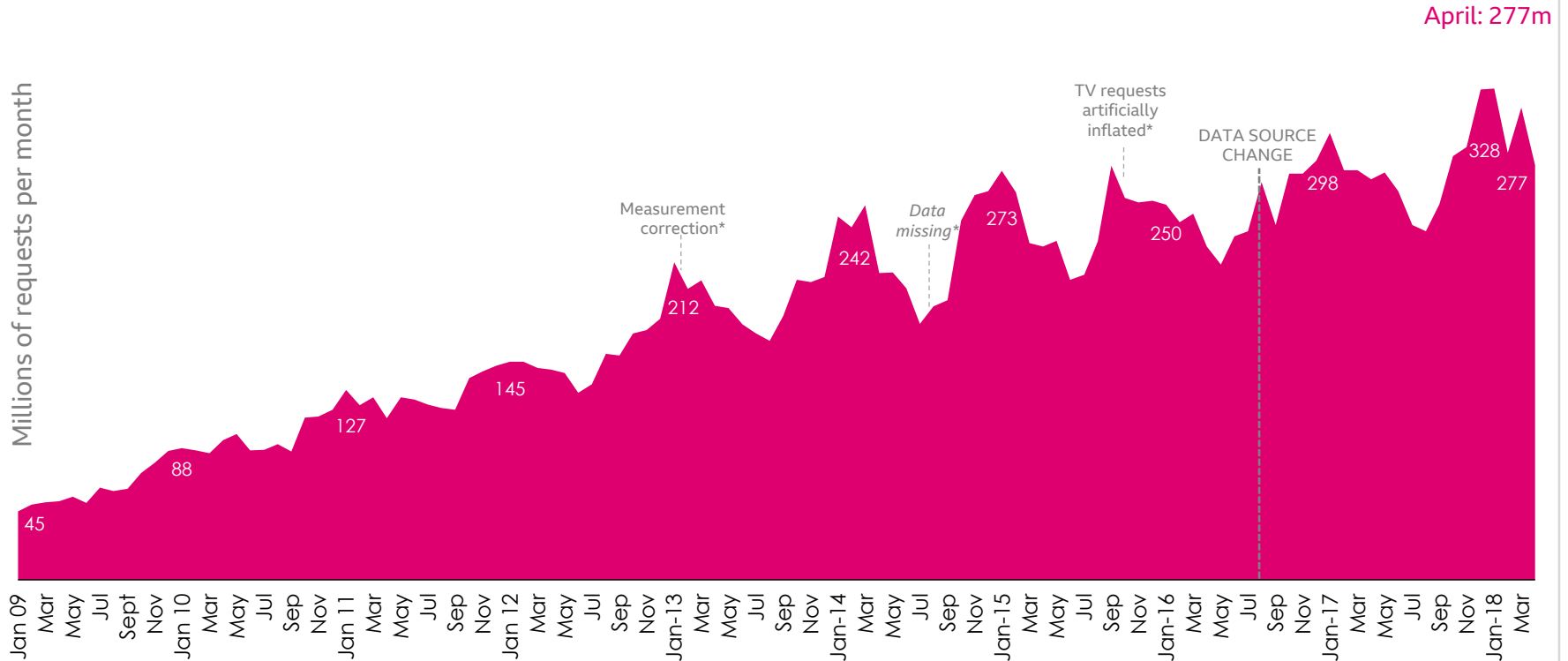**Consistent with previous months:**

- TV platforms remain the largest device type accessing BBC iPlayer, whilst the percentage of viewing taking place live has remained consistent month-on-month.

- 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'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.
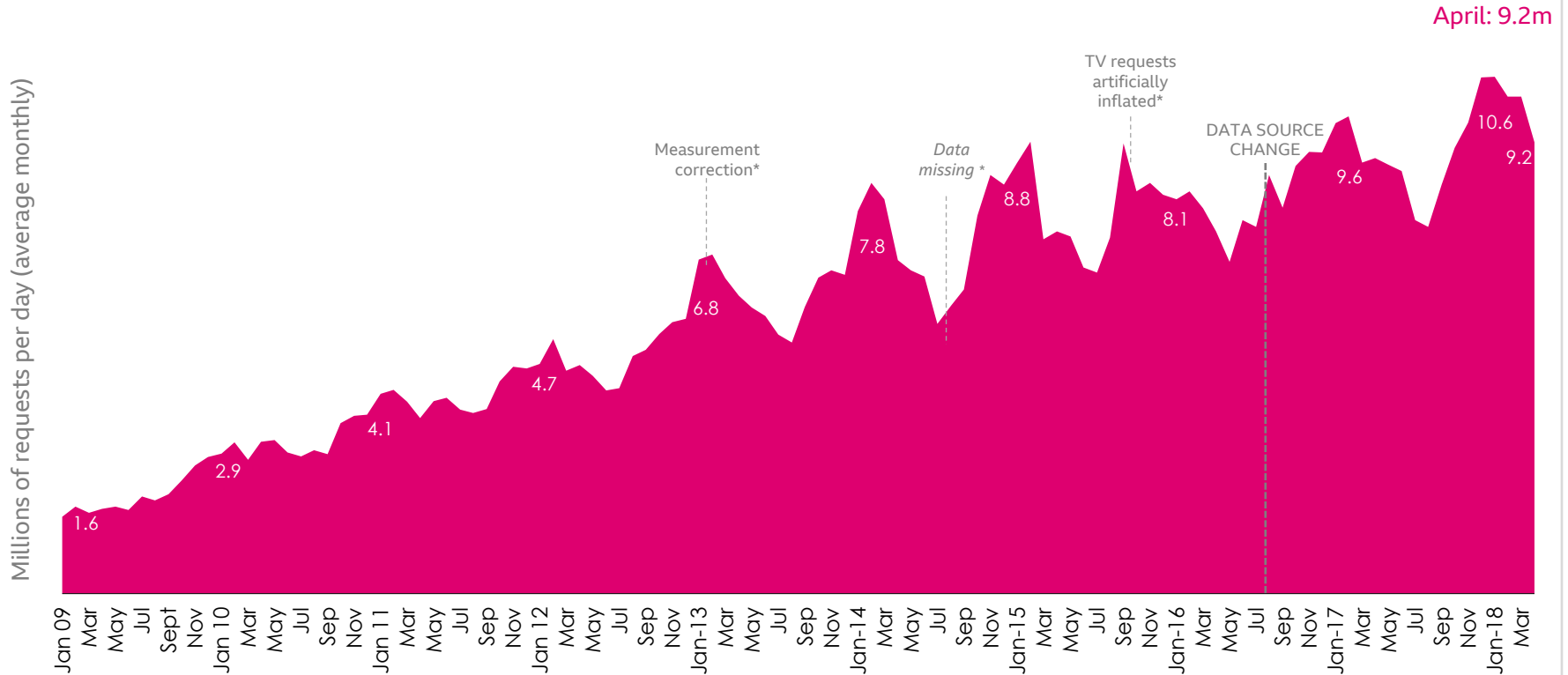
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Monthly BBC iPlayer requests across all platforms, since 2009

Some country-wide warm weather throughout the month meant that April was quieter than previous months in 2018, but still delivered 277 million TV programme requests, a +3% increase compared to April 2017.

April: 277m

Millions of requests per month

TV requests artificially inflated*

DATA SOURCE CHANGE

Measurement correction*

Data missing*

45 88 127 145 212 242 273 250 298 328 277

Jan 09 Mar May Jul Sept Nov Jan 10 Mar May Jul Sep Nov Jan 11 Mar May Jul Sep Nov Jan 12 Mar May Jul Sep Nov Jan-13 Mar May Jul Sep Nov Jan-14 Mar May Jul Sep Nov Jan-15 Mar May Jul Sep Nov Jan-16 Mar May Jul Sep Nov Jan-17 Mar May Jul Sep Nov Jan-18 Mar

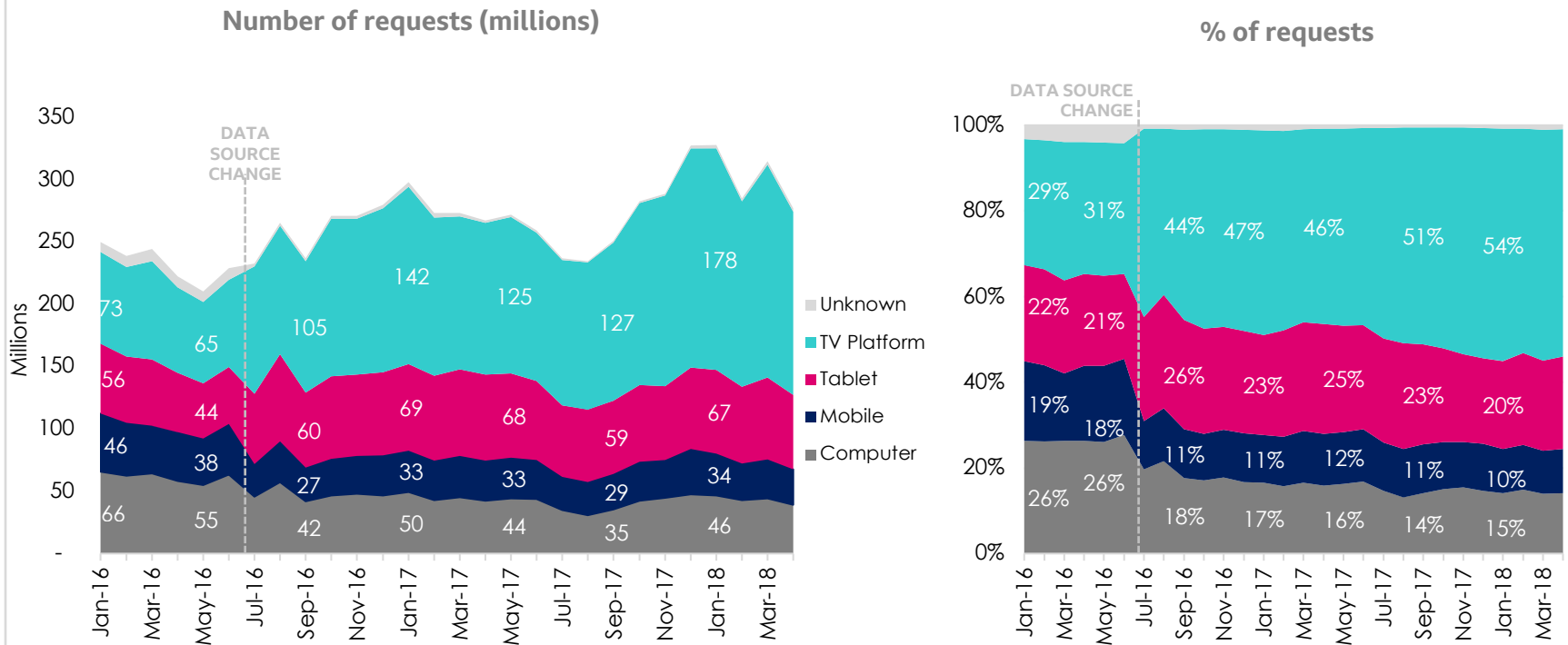January figures shown on graph

Average daily BBC iPlayer online requests

There was an average of 9.2 million requests each day for TV programmes, again improving on the performance of April last year.

April: 9.2m

Millions of requests per day (average monthly)

Measurement correction*

Data missing *

TV requests artificially inflated*

DATA SOURCE CHANGE

1.6
2.9
4.1
4.7
6.8
7.8
8.8
8.1
9.6
10.6
9.2

Jan 09 · Mar · May · Jul · Sept · Nov · Jan 10 · Mar · May · Jul · Sep · Nov · Jan 11 · Mar · May · Jul · Sep · Nov · Jan 12 · Mar · May · Jul · Sep · Nov · Jan-13 · Mar · May · Jul · Sep · Nov · Jan-14 · Mar · May · Jul · Sep · Nov · Jan-15 · Mar · May · Jul · Sep · Nov · Jan-16 · Mar · May · Jul · Sep · Nov · Jan-17 · Mar · May · Jul · Sep · Nov · Jan-18 · Mar

January figures shown on graph

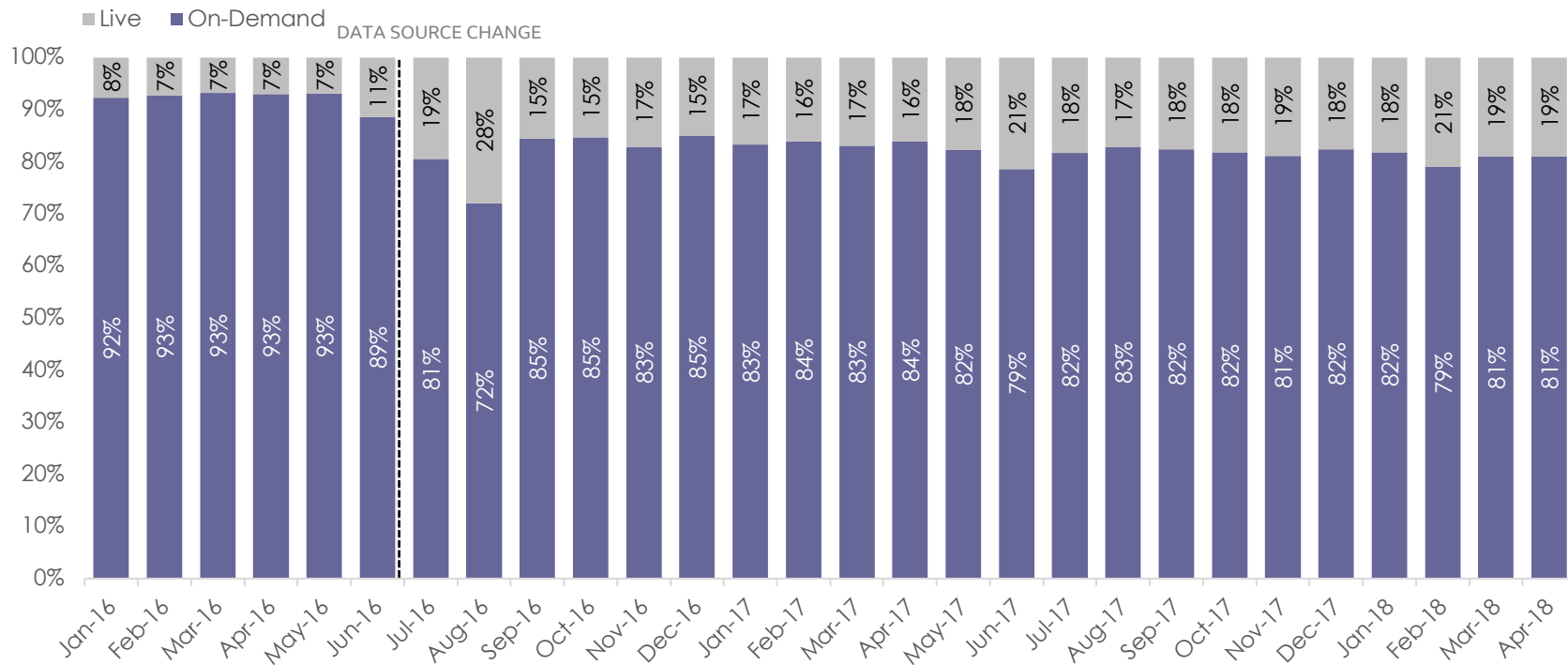BBC | Marketing & Audiences

Requests for TV programmes by device type

The share of requests coming from TV platforms has remained at over 50% since autumn 2017, and in April 2018 stood at 53% of all requests.

Number of requests (millions)

% of requests

Legend: Unknown, TV Platform, Tablet, Mobile, Computer

Please refer to slide 8 for guide notes.

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Live versus on-demand requests for TV programmes

In April 2018 live TV viewing remains stable at 19% of all requests.

% requests for TV programmes

■ Live ■ On-Demand   DATA SOURCE CHANGE

Month	On-Demand	Live
Jan-16	92%	8%
Feb-16	93%	7%
Mar-16	93%	7%
Apr-16	93%	7%
May-16	93%	7%
Jun-16	89%	11%
Jul-16	81%	19%
Aug-16	72%	28%
Sep-16	85%	15%
Oct-16	85%	15%
Nov-16	83%	17%
Dec-16	85%	15%
Jan-17	83%	17%
Feb-17	84%	16%
Mar-17	83%	17%
Apr-17	84%	16%
May-17	82%	18%
Jun-17	79%	21%
Jul-17	82%	18%
Aug-17	83%	17%
Sep-17	82%	18%
Oct-17	82%	18%
Nov-17	81%	19%
Dec-17	82%	18%
Jan-18	82%	18%
Feb-18	79%	21%
Mar-18	81%	19%
Apr-18	81%	19%

Notes for figures in this report

Data issues to note

- Figures for Sky are undercounted in June 2017 by approximately 0.5m requests.
- 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 December, 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.

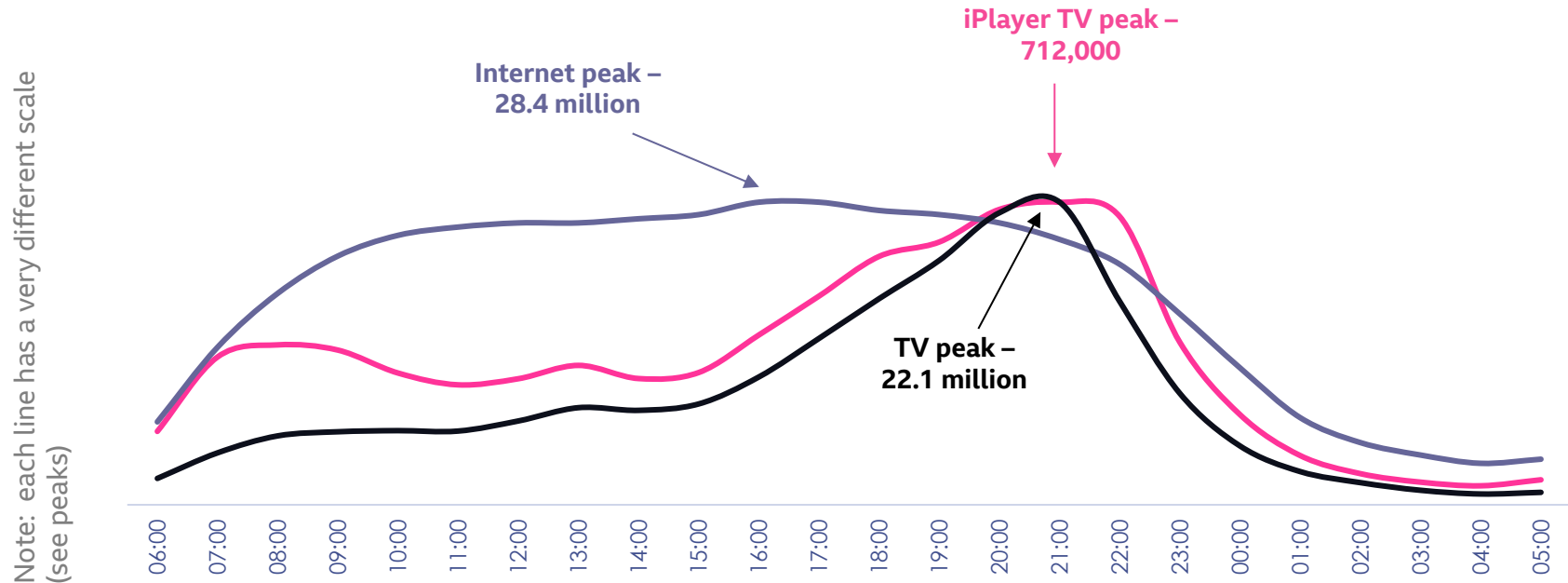# BBC iPlayer - top 20 TV episodes, April 2018
(excluding Virgin Media cable and Sky)

Episode 1 of the Agatha Christie adaptation *Ordeal by Innocence* was the best-performing episode of the month, with just under 2 million requests. Mockumentary *Cunk on Britain* was the only non-drama in the top 20.

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.
Ordeal by Innocence Series 1 Episode 1	1,964,000
Ordeal by Innocence Series 1 Episode 2	1,159,000
Come Home Series 1 Episode 1	1,119,000
Come Home Series 1 Episode 2	1,101,000
EastEnders 10/04/2018	1,088,000
EastEnders 06/04/2018	1,048,000
EastEnders 03/04/2018	1,001,000
EastEnders 13/04/2018	992,000
EastEnders 12/04/2018	983,000
EastEnders 24/04/2018	967,000
The Split Series 1 Episode 1	963,000
EastEnders 20/04/2018	953,000
EastEnders 05/04/2018	951,000
EastEnders 17/04/2018	948,000
Cunk on Britain Series 1 Episode 1	933,000
EastEnders 02/04/2018	926,000
EastEnders 09/04/2018	925,000
EastEnders 19/04/2018	924,000
The Woman in White Series 1 Episode 1	913,000
Come Home Series 1 Episode 3	904,000

| BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
Ordeal by Innocence Series 1 Episode 1	1,964,000
Come Home Series 1 Episode 1	1,119,000
EastEnders 10/04/2018	1,088,000
The Split Series 1 Episode 1	963,000
Cunk on Britain Series 1 Episode 1	933,000
The Woman in White Series 1 Episode 1	913,000
Stephen: The Murder that Changed a Nation Series 1 The Loss of Joy	848,000
MasterChef Series 14 Episode 25	803,000
Keeping Faith Series 1 Episode 8	768,000
Match of the Day 2017/18 07/04/2018	712,000
The City And The City Series 1 Episode 1	695,000
This Country Series 2 Episode 6	693,000
Top Gear Series 25 Episode 6	679,000
The FA Cup 2017/18 Semi-Final: Manchester United v Tottenham Hotspur	643,000
Casualty Series 32 Episode 32	616,000
Have I Got News for You Series 55 Episode 3	606,000
Not Going Out Series 9 Episode 5	571,000
Still Game Series 8 Episode 6	538,000
The Graham Norton Show Series 23 Episode 1	535,000
The Assassination of Gianni Versace - American Crime Story Series 1 Episode 6	522,000

BBC iPlayer – use for TV online by time of day, April 2018

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.

iPlayer TV peak – 712,000

Internet peak – 28.4 million

TV peak – 22.1 million

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

06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00 00:00 01:00 02:00 03:00 04:00 05:00

TV & iPlayer Product: demographics of BBC iPlayer users

In Q1 2018 there were slightly more women using BBC iPlayer than men, and it remains strongly under-55 years in terms of age.

Gender (latest 4 quarters)

Age (latest 4 quarters)

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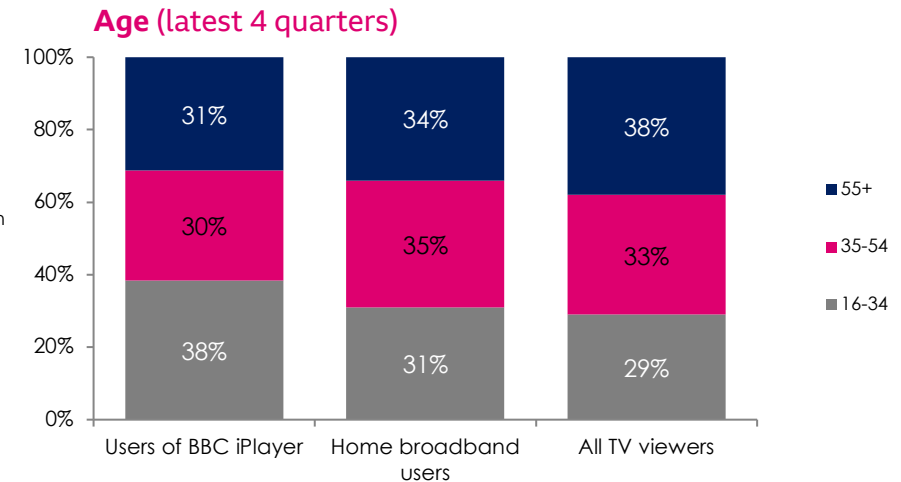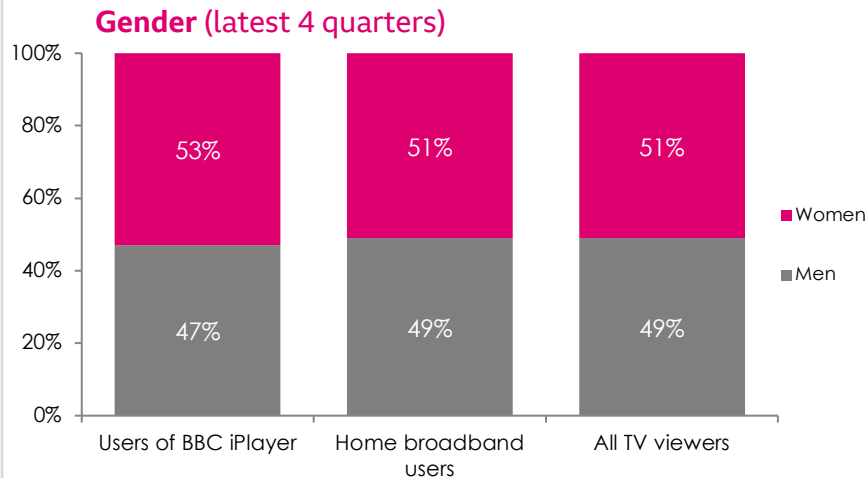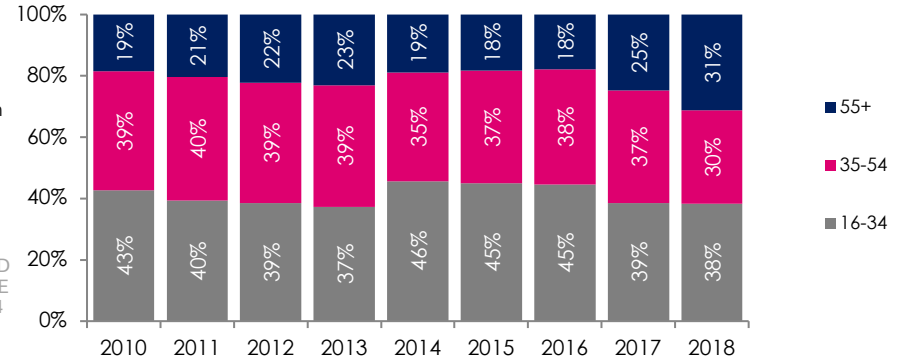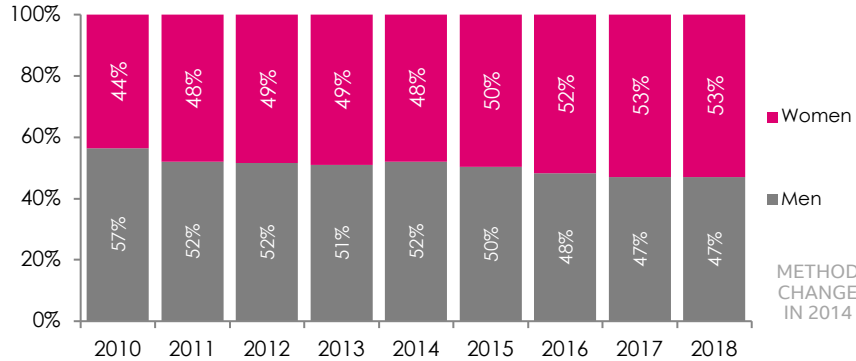
Glossary

- **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 slide 10 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

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