

Monthly Performance Pack

August 2013



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Monthly summary headlines – August 2013

Summary:

- **234m BBC iPlayer requests** in August, **up +19%** on this time last year
- **Mobile and tablet requests** made up **32% of total iPlayer requests** – equalling the record set in June this year
- August saw an **average 7m daily requests** with **weekly requests remaining steady** at around **49m requests**.
- On TV there was a **strong start for the launch of *Bad Education*** – the first of BBC Three’s scripted comedies to premiere on iPlayer – **generating over a 1.5m requests** before it aired on BBC Three (1,055,000 in August). Brand new BBC One comedy ***Big School* also performed well generating 1.1m requests**. ***Top Gear*** continued to be extremely popular with **episodes 5-6 generating over 3m requests**. Other top performing programmes included the return of *The Great British Bake Off* and *Dragons’ Den*
- On radio, **live sport dominated** in August with ***The Ashes*** and the return of ***5 Live Sport Premier League***. ***The Ashes Test Match Specials* generated a cumulative 5m requests making up 14 out of the top 20 radio requests**

Consistent with previous months:

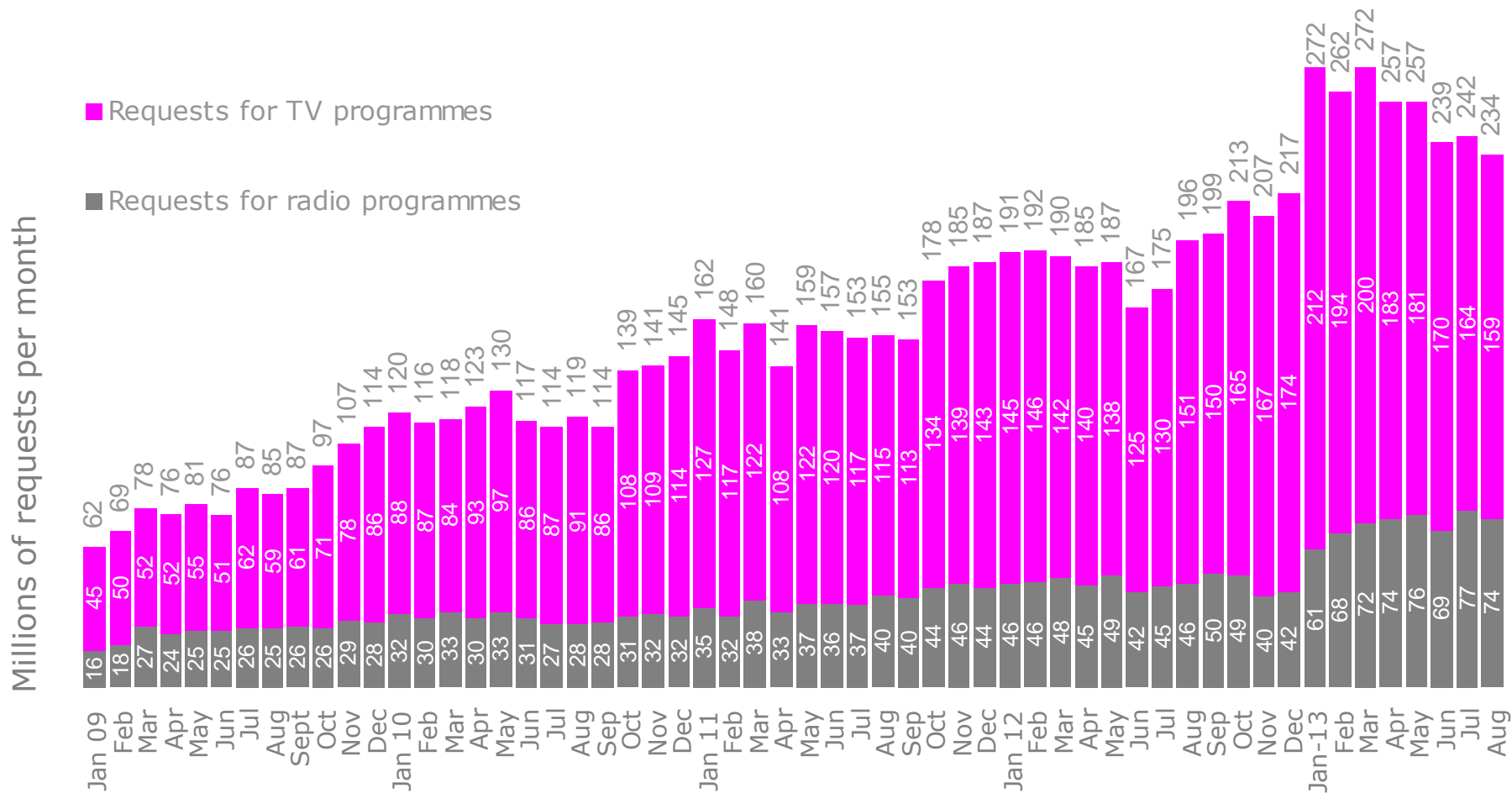
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener’s profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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 **234m** BBC iPlayer requests in August, **up +19%** on this time last year

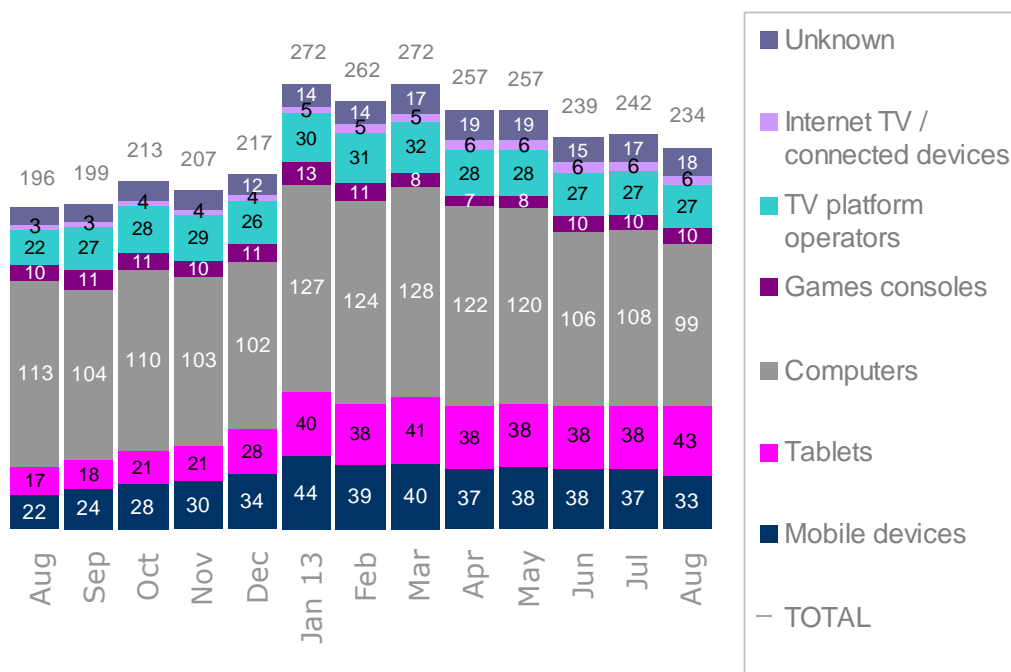


Requests for programmes by device type – TV and radio

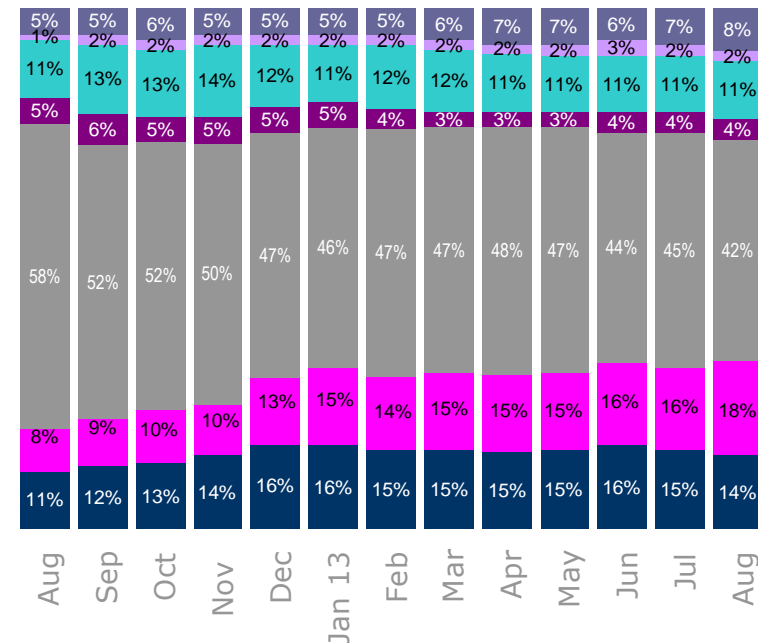
Mobile and tablet requests made up 32% of total iPlayer requests – equalling the record set in June this year.

The proportion of tablet requests within mobiles and tablets changed this month, due to a measurement fix that corrected the identification of a few devices (previously counted in mobiles)*.

Number of requests (millions)



% of requests



Notes:

* Before July 23 2013, some Android devices including Kindle Fire and Nexus 7 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 and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

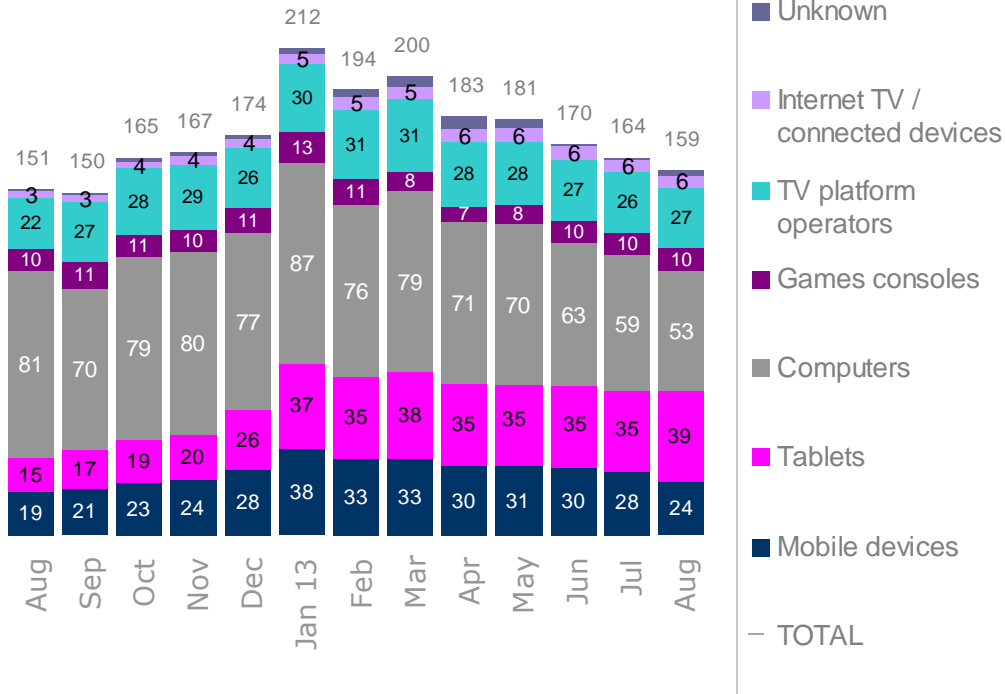
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013, and radio data was under-counted until mid-Jan 2013.

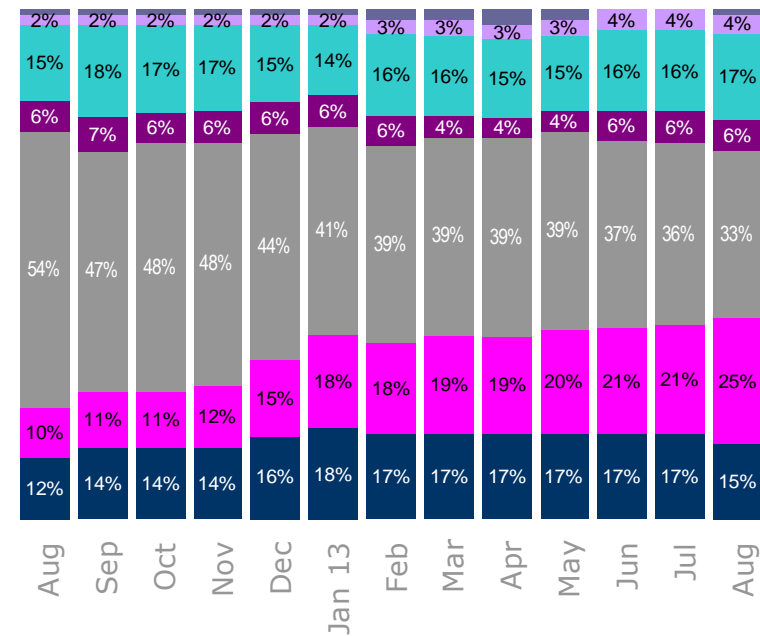
Requests for programmes across BBC iPlayer by device type – **TV only**

There were **159m TV requests** in August. The proportion of tablet requests changed this month, due to a measurement fix that corrected the identification of some devices (previously counted in mobiles)* - tablets are now correctly reported as delivering a **quarter** of all requests in the last month.

Number of requests (millions)



% of requests



Notes:

* Before July 23 2013, some Android devices including Kindle Fire and Nexus 7 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.

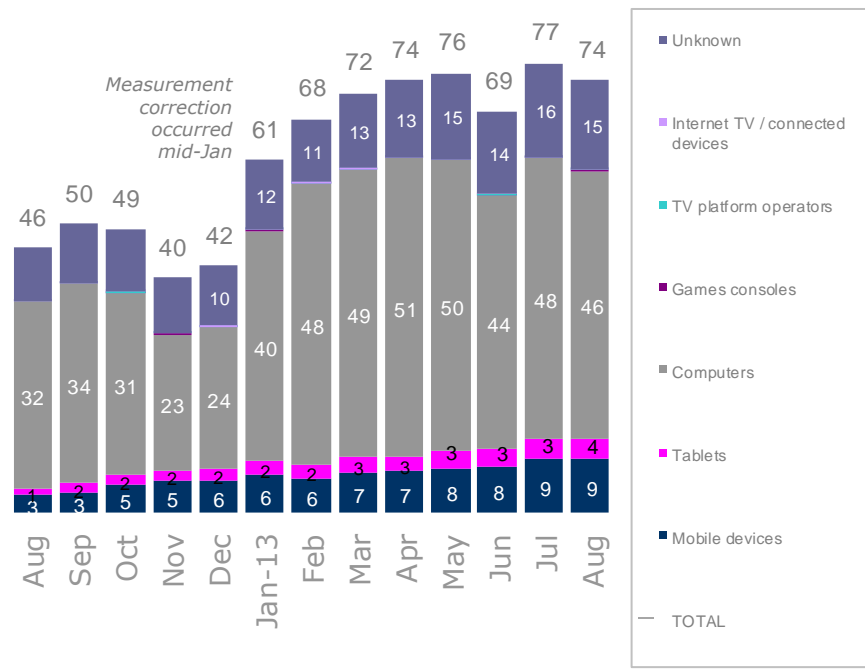
TV platform operators include Virgin Media and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013.

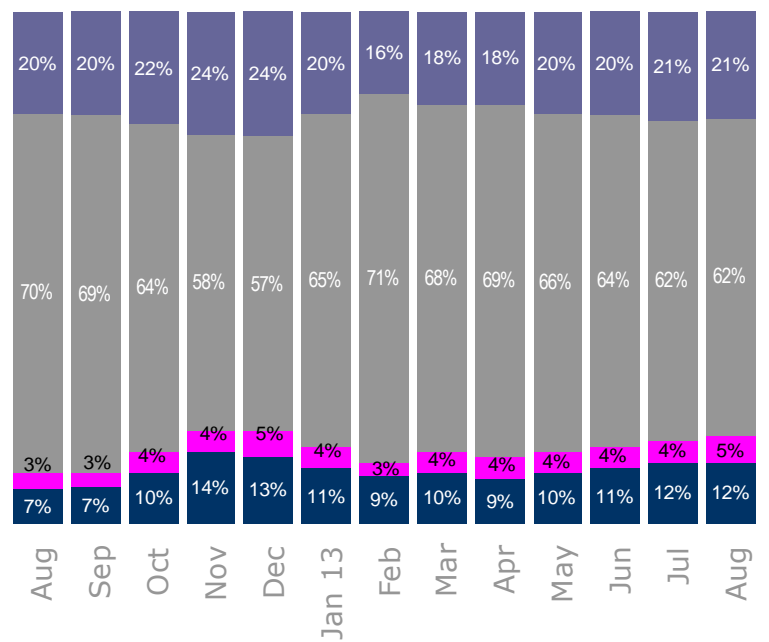
Requests for programmes across BBC iPlayer by device type – ⁷ radio only

There were **74m radio requests in August**, with the balance between tablet and mobile requests changing this month due to a measurement correction, which has resulted in a few Android devices being recategorised correctly (previously counted as mobiles).

Number of requests (millions)



% of requests



Notes:
 * Before July 23 2013, some Android devices including Kindle Fire and Nexus 7 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 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.
 Some stats from PS3 devices were missing between 18 Feb – 21 May 2013, and radio data was under-counted until mid-Jan 2013.



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.

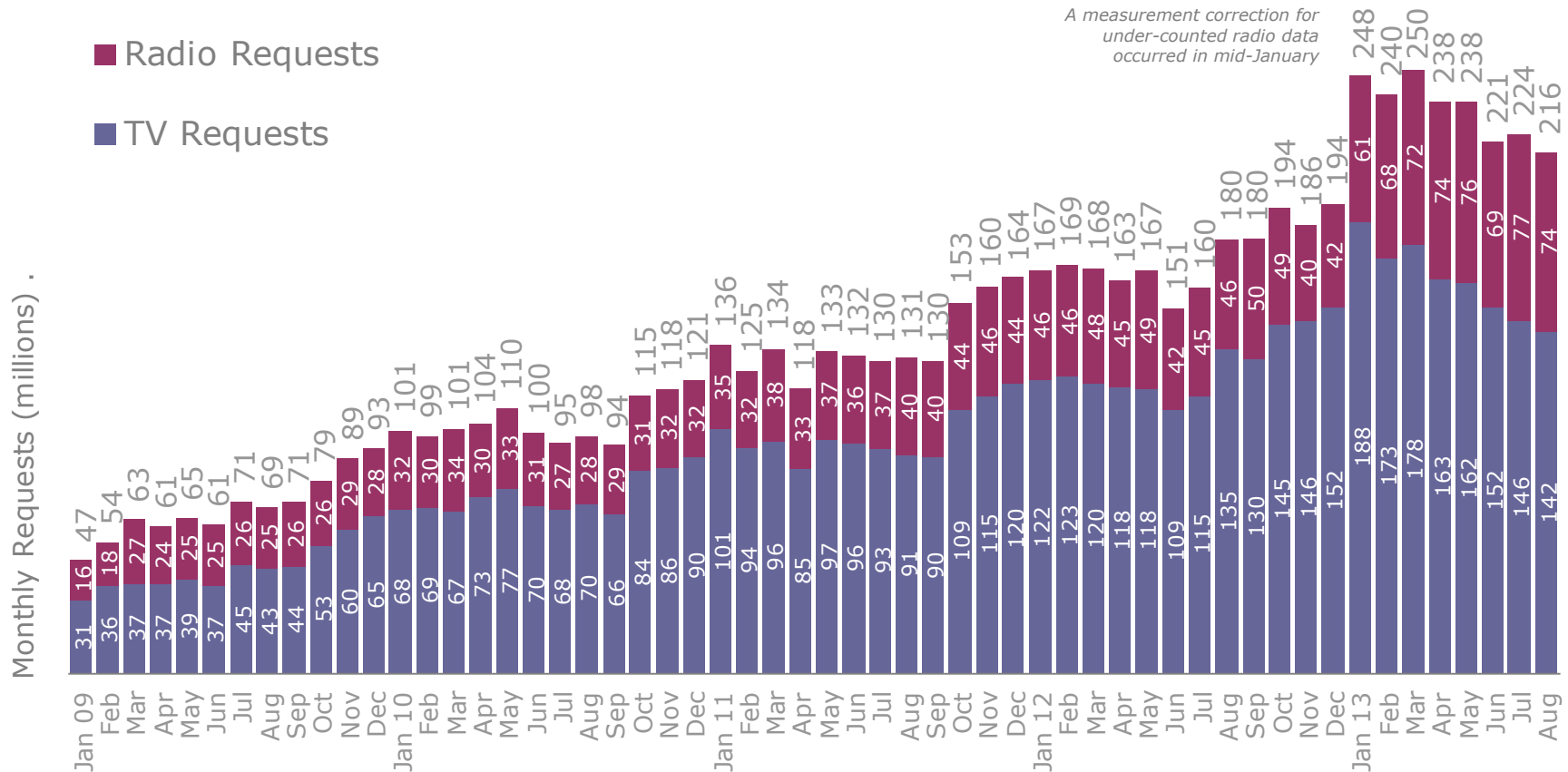
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- 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.
- BBC iPlayer stats measurement was under-representing radio data up to mid-January 2013, when a problem was 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).

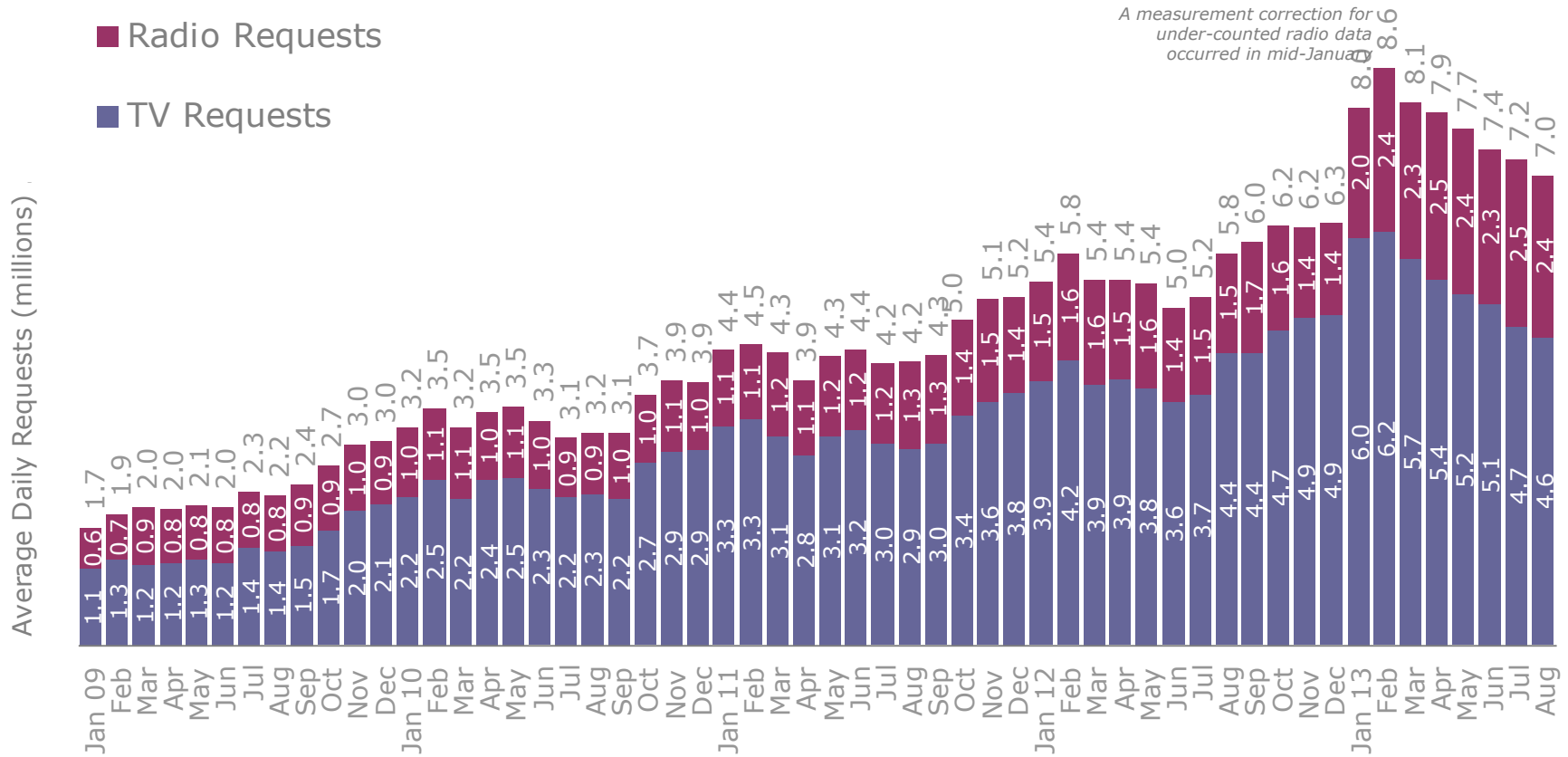
There were 216m total monthly requests in August, with 142m TV requests and 74m radio requests, slightly down on the previous month



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).

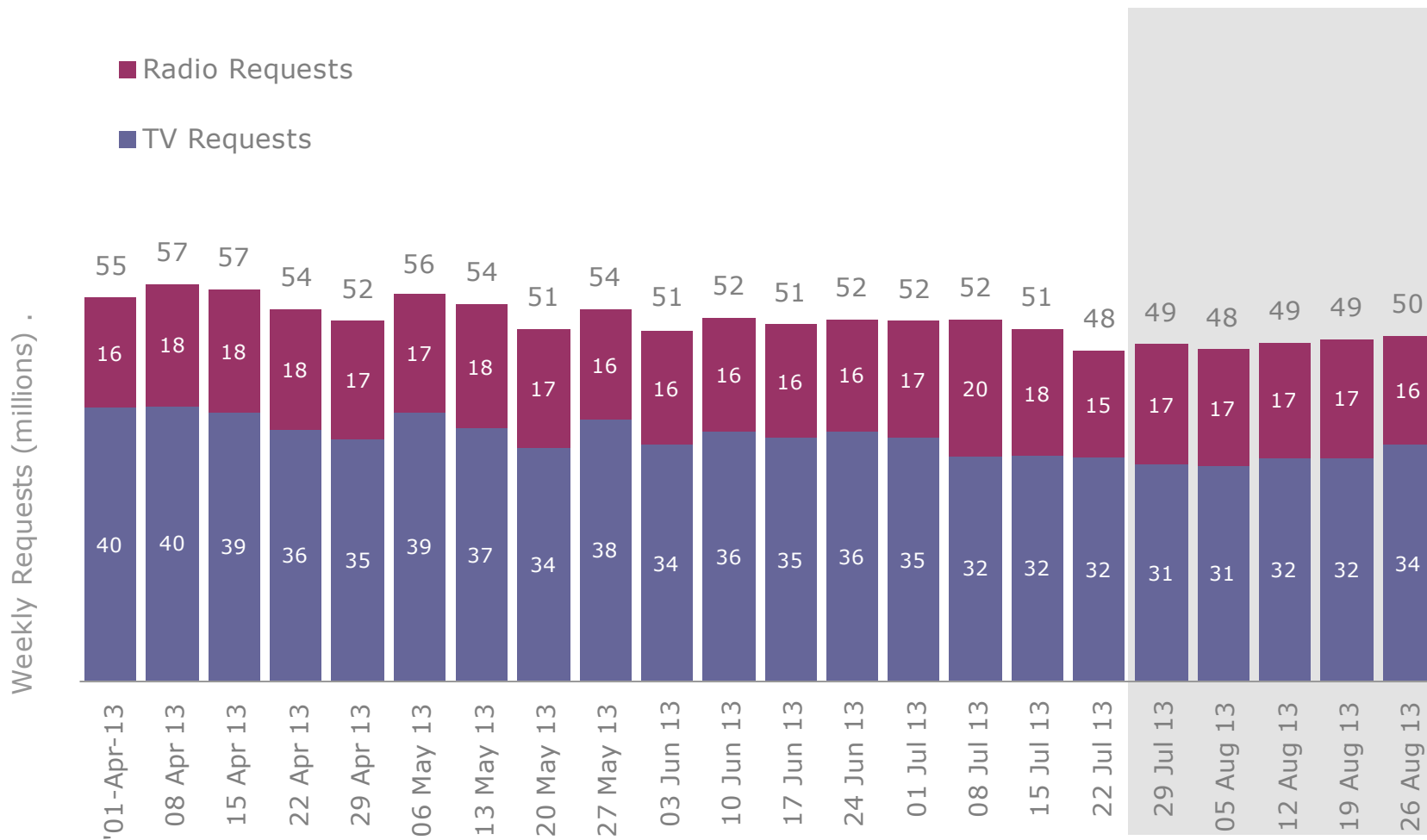
There were 7m average daily requests in August



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).

Weekly requests remained relatively stable across the month at around 49m



BBC iPlayer - top 20 TV episodes, August 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).

There was a **strong start for the launch of *Bad Education*** – the first of BBC Three’s scripted comedies to premiere on iPlayer – **generating over a 1.5m requests** before it aired on BBC Three (1,055,000 in August). Brand new BBC One comedy ***Big School* also performed well generating 1.1m requests.** ***Top Gear*** continued to be extremely popular with **episodes 5-6 generating over 3m requests.** Other top performing programmes included the return of *The Great British Bake Off* and *Dragons’ Den*.

BBC iPlayer Top 20 TV episodes – All

Total requests
per Ep.

Top Gear Series 20 Episode 6	2,141,000
Big School Episode 1	1,146,000
The Great British Bake Off Series 4 Episode 1	1,131,000
Bad Education Series 2 Episode 1	1,055,000
Dragons' Den Series 11 Episode 1	952,000
Top Gear Series 20 Episode 5	935,000
The White Queen Episode 8	911,000
EastEnders 27/08/13	795,000
The White Queen Episode 9	776,000
EastEnders 06/08/13	769,000
EastEnders 13/08/13	760,000
EastEnders 20/08/13	755,000
EastEnders 23/08/13	753,000
EastEnders 08/08/13	751,000
EastEnders 26/08/13	749,000
EastEnders 16/08/13	746,000
EastEnders 02/08/13	735,000
EastEnders 22/08/13	731,000
EastEnders 01/08/13	727,000
EastEnders 15/08/13	725,000

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

Total requests
per Ep.

Top Gear Series 20 Episode 6	2,141,000
Big School Episode 1	1,146,000
The Great British Bake Off Series 4 Cake Episode 1	1,131,000
Bad Education Series 2 Swimming Gala Episode 1	1,055,000
Dragons' Den Series 11 Episode 1	952,000
The White Queen Episode 8	911,000
EastEnders 27/08/13	795,000
Match of the Day 2013/2014 17/08/13	675,000
Doctor Who Live: The Next Doctor 04/08/13	531,000
Adulthood 05/09/09	481,000
Cocaine Capital of the World	477,000
Sherlock Series 2 The Reichenbach Fall Episode 3	473,000
Top of the Lake A Rainbow Above Us Episode 4	462,000
What Remains Episode 1	443,000
Kidulthood 14/06/08	412,000
Celebrity MasterChef Series 8 Episode 1	406,000
The Premier League's Most Amazing Moments	372,000
Das Auto: The Germans, Their Cars and Us 04/08/13	371,000
New Tricks Series 10 The Rock Part 2 Episode 2	363,000
Casualty Series 28 Part 2 Episode 3	353,000

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

Live sport dominated in August with **The Ashes** and the return of **5 Live Sport Premier League**. The Ashes Test Match Specials generated a cumulative **5m requests** making up **14 out of the top 20 radio requests**

BBC iPlayer Top 20 radio episodes – All

	Total requests
The Ashes Test Match Special 12/08/13	633,000
The Ashes Test Match Special 01/08/13	592,000
The Ashes Test Match Special 02/08/13	409,000
The Ashes Test Match Special 11/08/13	383,000
The Ashes Test Match Special 04/08/13	377,000
The Ashes Test Match Special 09/08/13	376,000
The Ashes Test Match Special 03/08/13	375,000
The Ashes Test Match Special 05/08/13	359,000
The Ashes Test Match Special 23/08/13	349,000
The Ashes Test Match Special 21/08/13	343,000
The Ashes Test Match Special 10/08/13	324,000
The Ashes Test Match Special 22/08/13	300,000
The Ashes Test Match Special 25/08/13	261,000
5LS Premier League Man United v Chelsea 26/08/2013	205,000
5LS Premier League Liverpool v Stoke 17/08/2013	159,000
I'm Sorry I Haven't A Clue Series 59 Episode 6	152,000
5LS Premier League Arsenal v Aston Villa 17/08/2013	146,000
Coming up on 5 live sports extra 09/08/13	135,000
The News Quiz Series 81 Episode 7	134,000
The Ashes Test Match Special 24/08/13	130,000

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

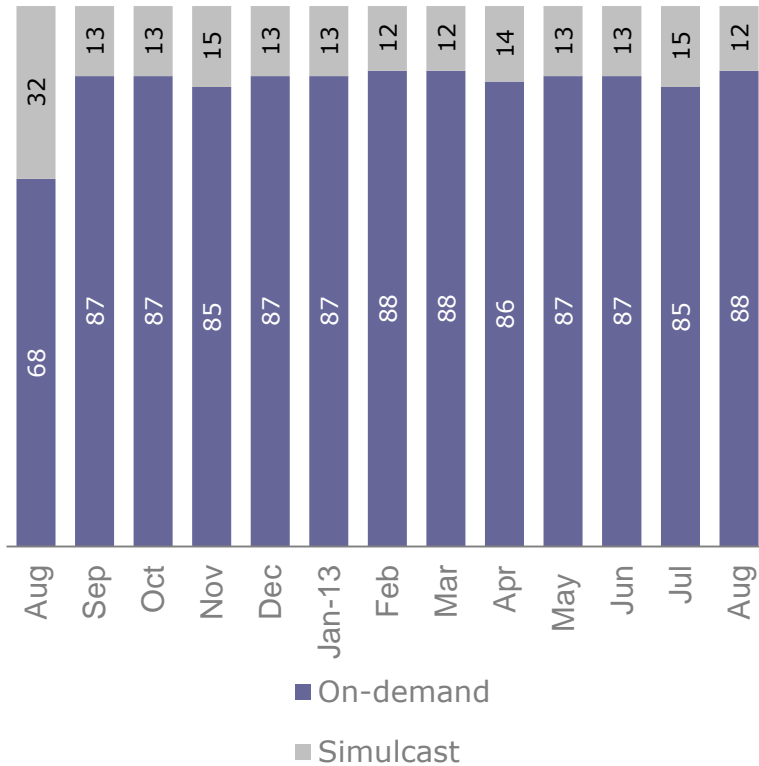
	Total requests
The Ashes Test Match Special 12/08/13	633,000
5LS Premier League Man United v Chelsea 26/08/2013	205,000
I'm Sorry I Haven't A Clue Series 59 Episode 6	152,000
Coming up on 5 live sports extra 09/08/13	135,000
The News Quiz Series 81 Episode 7	134,000
Scott Mills When Chris met Jennifer Aniston 15/08/2013	130,000
Baseball 25/08/13	123,000
The Radio 1 Breakfast Show 02/08/2013	114,000
B.Traits Radio 1 in Ibiza - Part 1 02/08/2013	107,000
The Matt Edmondson Show 15/08/2013	94,000
Today 20/08/13	92,000
BBC Radio 1's Dance Anthems ... 03/08/2013	90,000
Just a Minute Series 67 Episode 1	89,000
Steve Wright in the Afternoon 15/08/2013	88,000
5LS Champions League Fenerbahce v Arsenal 21/08/13	88,000
The Chris Evans Breakfast Show 23/08/2013	86,000
Sara Cox 02/08/13	86,000
Bremner's One Question Quiz Episode 1	83,000
Pete Tong Radio 1 in Ibiza - Part 2 02/08/2013	80,000
5 live Sport 18/08/13	78,000

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

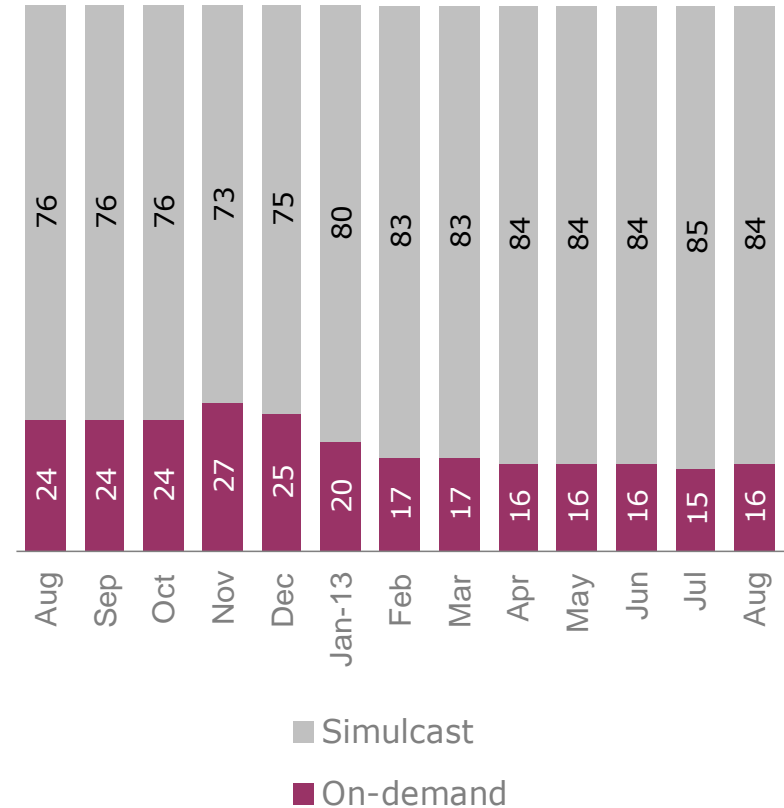
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

The proportion of live requests to TV and radio were both down month-on-month to 12% and 84% respectively

% requests for TV programmes

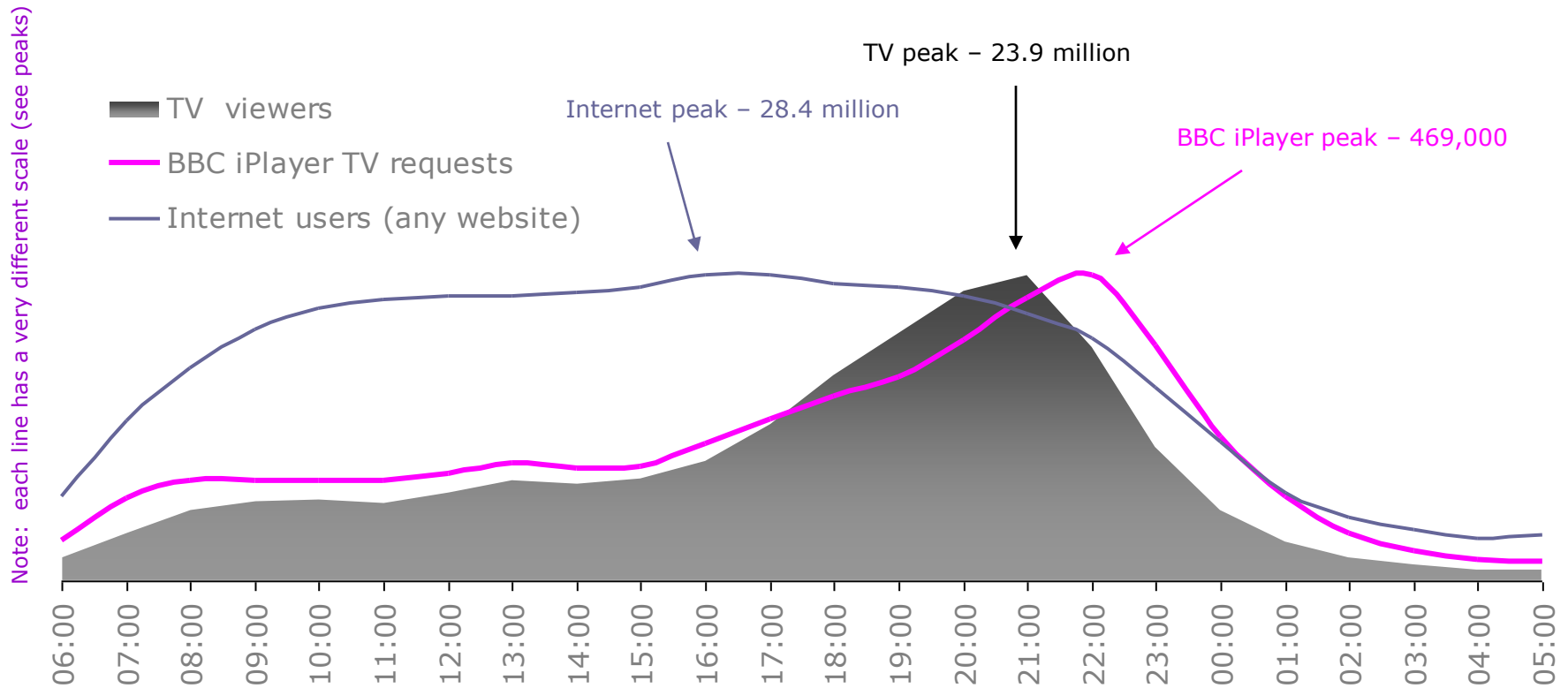


% requests for radio programmes



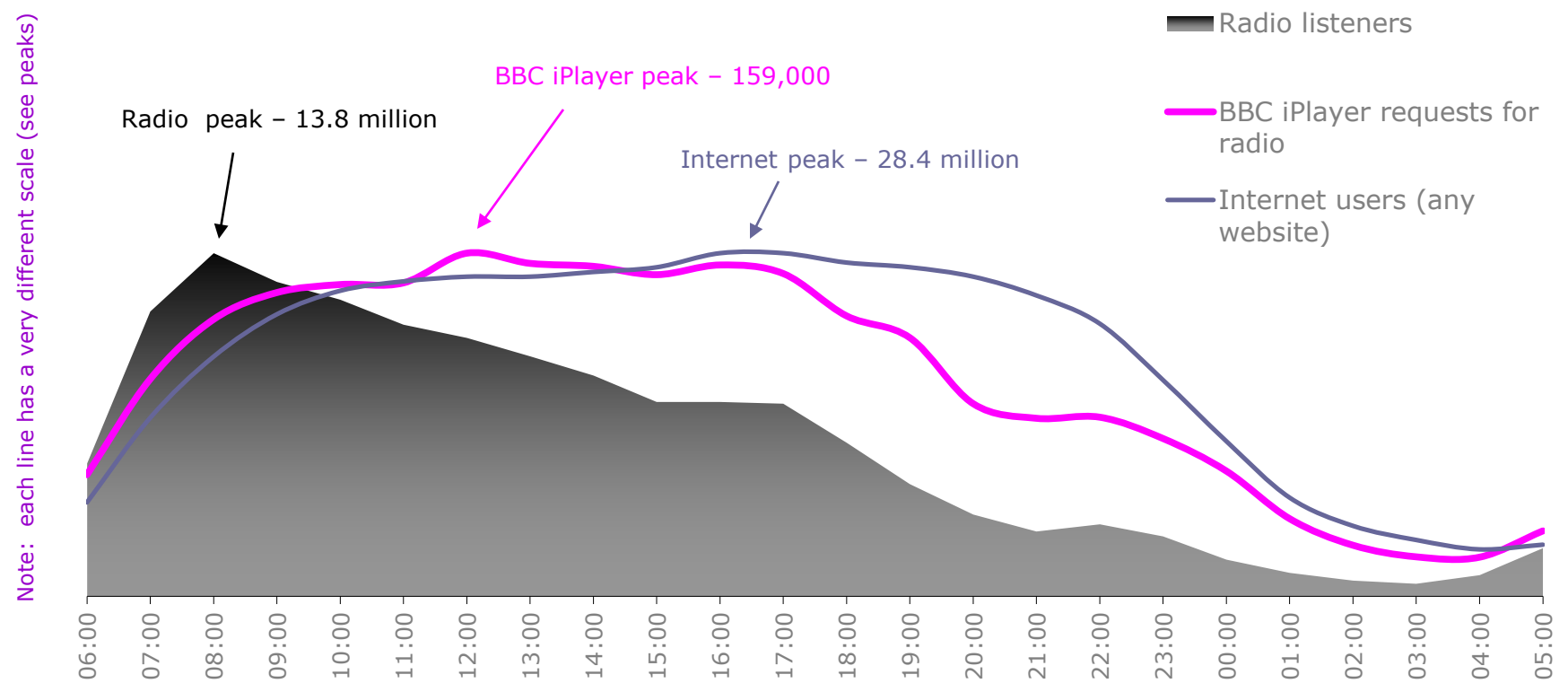
BBC iPlayer – use for TV online by time of day, August 2013

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



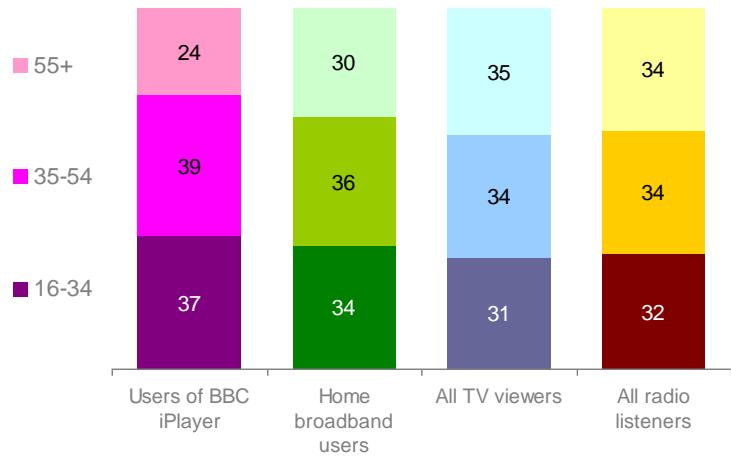
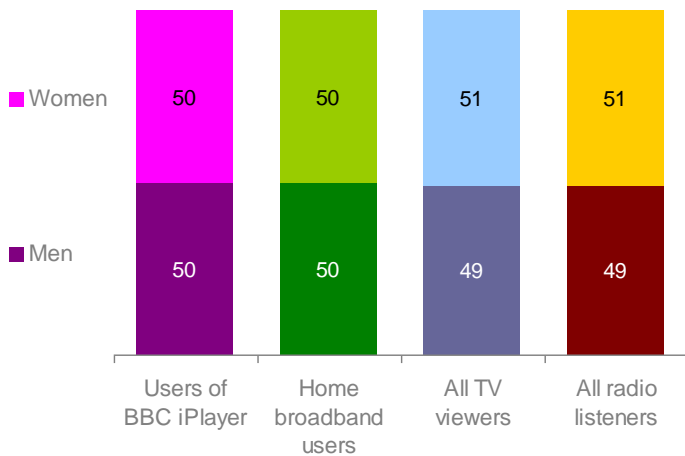
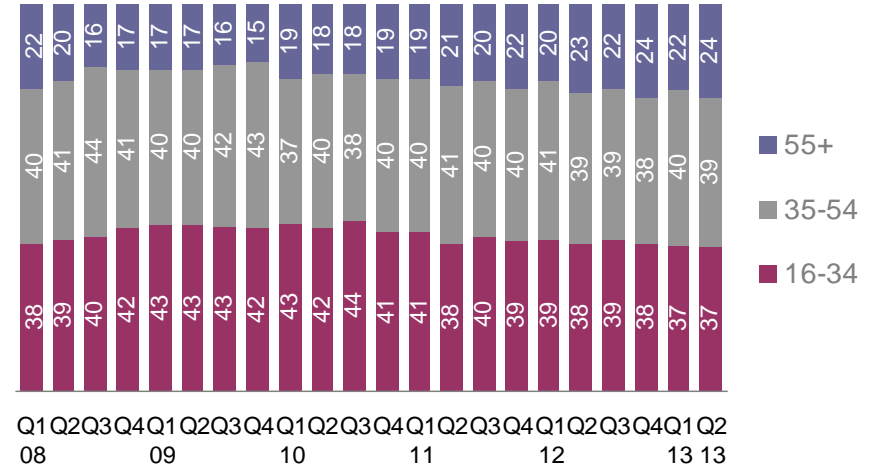
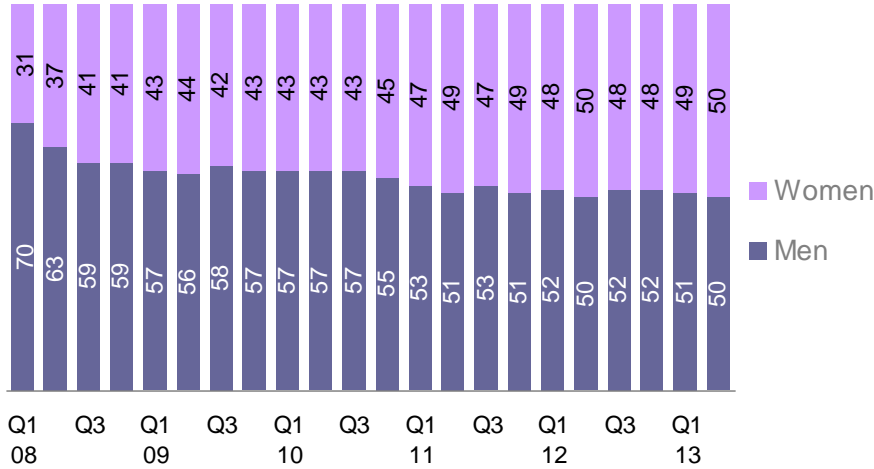
BBC iPlayer – use for radio online by time of day, August 2013 ¹⁶

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



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 for Q2 13 the split is even. The age profile of users continues to be younger than TV viewers by some margin, but use by the over 55s is growing



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