

# Monthly Performance Pack

August 2015



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 | Marketing & Audiences

# Monthly summary – August 2015

- **278 million TV and radio requests** for programmes on BBC iPlayer in August – up +8% on July 2015 (and up +13% on August 2014) - making an early exit from the traditional summer lull, helped by the return of **The Great British Bake Off**. (Radio requests are still being undercounted due to changes made to radio streaming services - more details are on slide 4.)
- **226m TV requests this month**, up +11% on July and up +24% on August last year. (TV stats now include content which is only available on BBC iPlayer, as well as programmes broadcast on BBC TV channels.)
- Episodes 1-4 of **The Great British Bake Off** were the most-watched episodes in August, delivering over 1.5m each and a total of 7.3m across all four episodes. Behind the ever-popular **EastEnders**, new dramas **The Scandalous Lady W**, **Partners in Crime** and **Ripper Street** were all popular.
- For radio, **The Ashes** continued to deliver the most-requested episodes in August, with Radio 4 comedy and drama making up the rest of the top 20.

## 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.

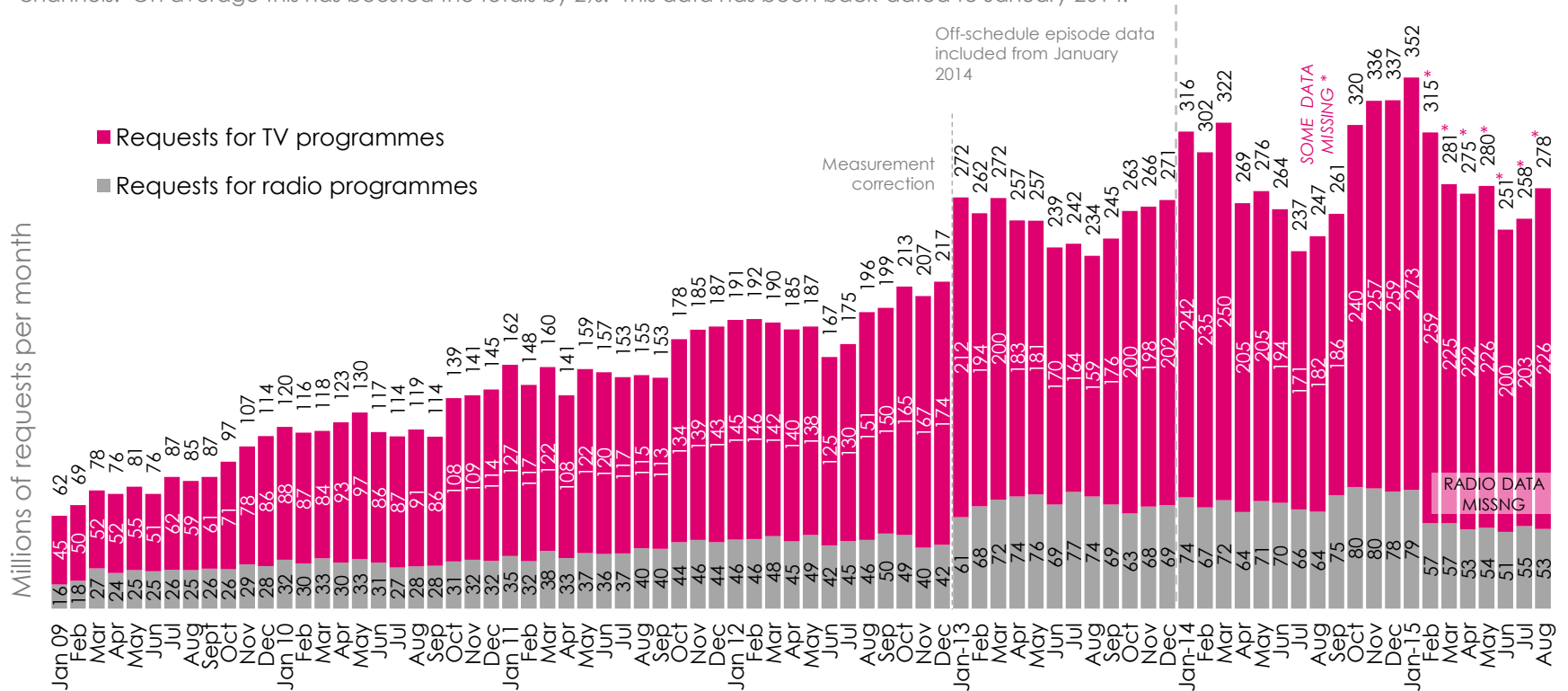
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# Total monthly BBC iPlayer requests across all platforms, since 2009

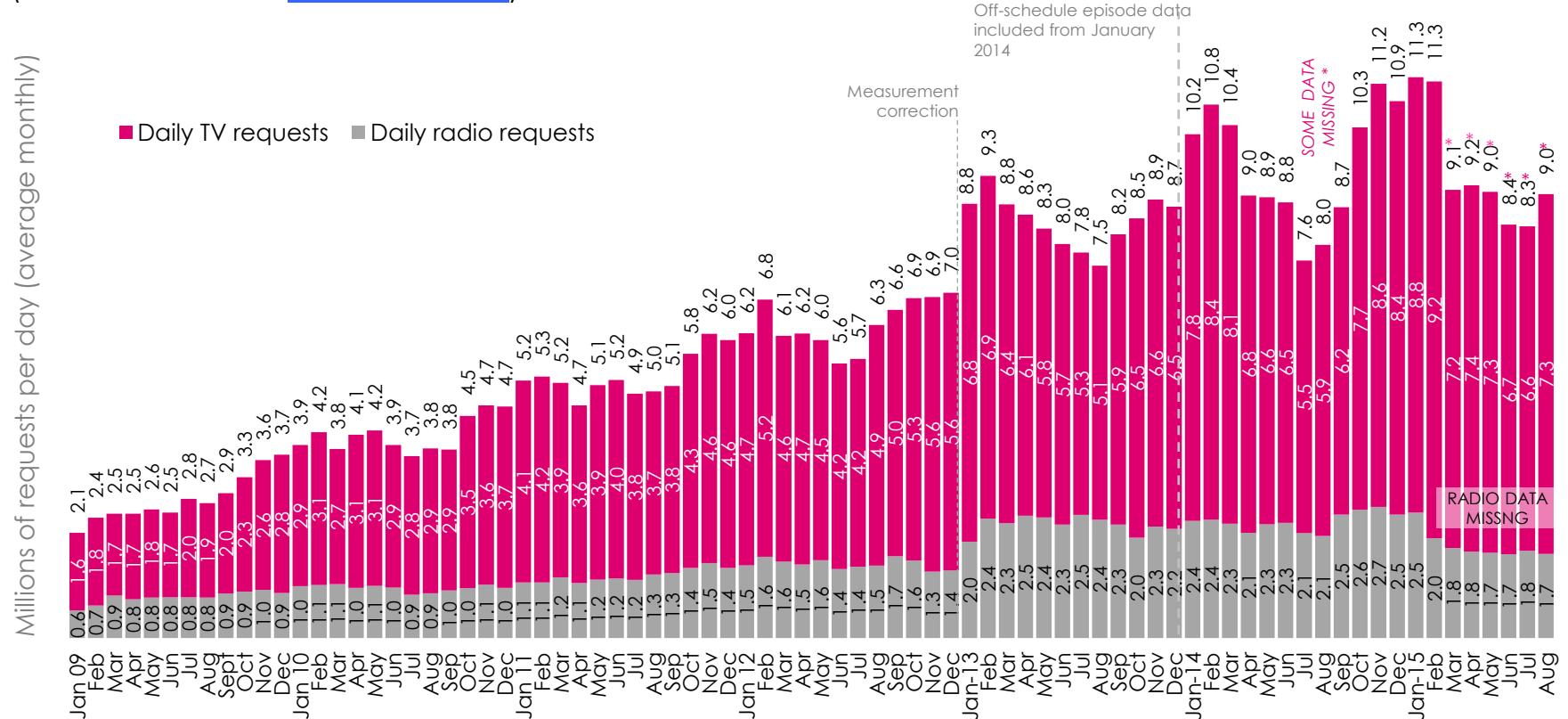
278 million TV and radio requests for programmes on BBC iPlayer in August – up +8% on July 2015 (up +13% on August 2014) and making an early exit from the traditional summer lull, helped by the return of *The Great British Bake Off*. Radio requests are still being undercounted due to changes made to radio streaming services (find out more on the [BBC Internet blog](#)).

\* This month we have added requests for programmes which are only on BBC iPlayer to the totals for programmes previously broadcast on BBC TV channels. On average this has boosted the totals by 2%. This data has been back-dated to January 2014.



# Average daily BBC iPlayer online requests

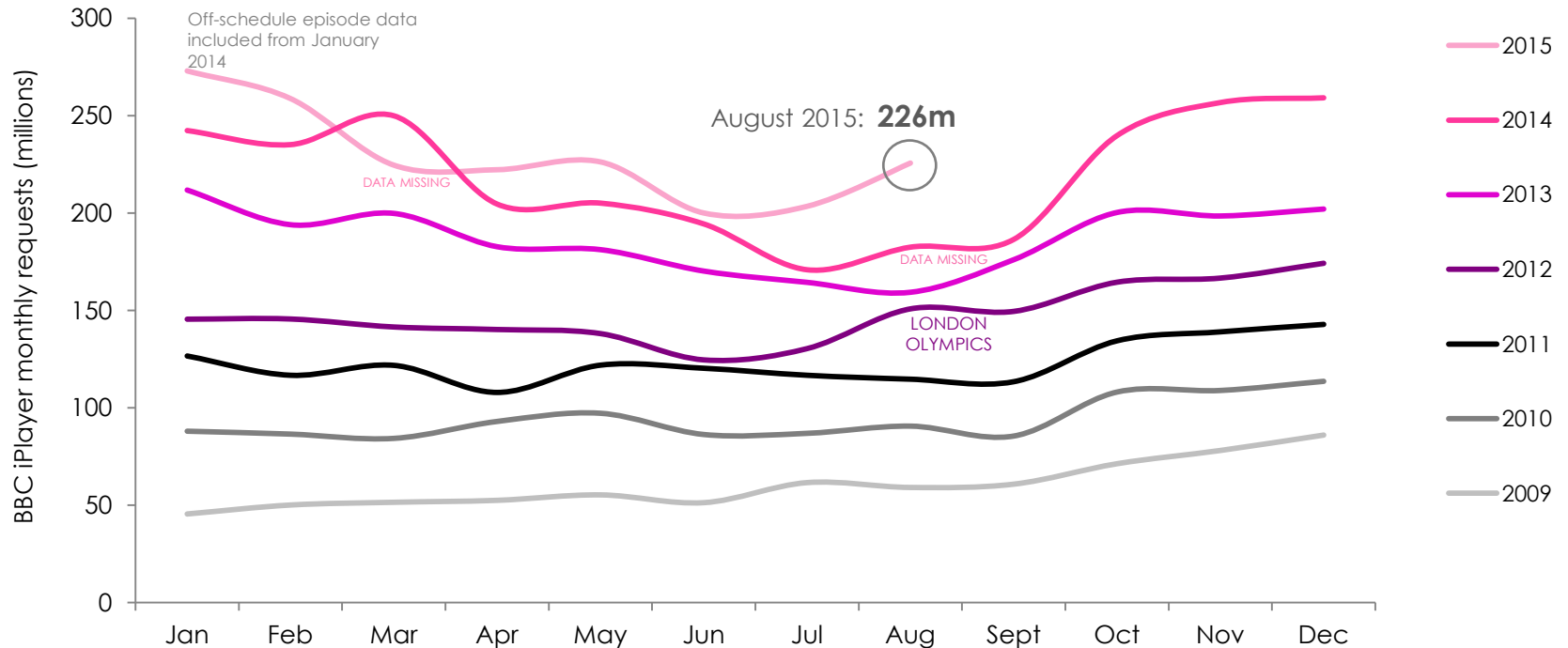
There was an average of **9.0m** daily requests on BBC iPlayer in August, up on July's figures and with TV daily requests increasing from 6.6 to 7.3 month on month. Radio requests are still affected by changes made to radio streaming services (find out more on the [BBC Internet blog](#)).



\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

# TV only: Monthly requests to BBC iPlayer year-on-year

This shows the **seasonal pattern of BBC iPlayer**. Because a lot of BBC iPlayer viewing is simple catch-up, there is a strong link with programming broadcast on BBC TV channels – so highest in autumn and winter; however major events and schedule variations cause significant monthly differences. The line for 2015 shows a strong August for BBC iPlayer TV viewing, helped by the return of *The Great British Bake Off*.

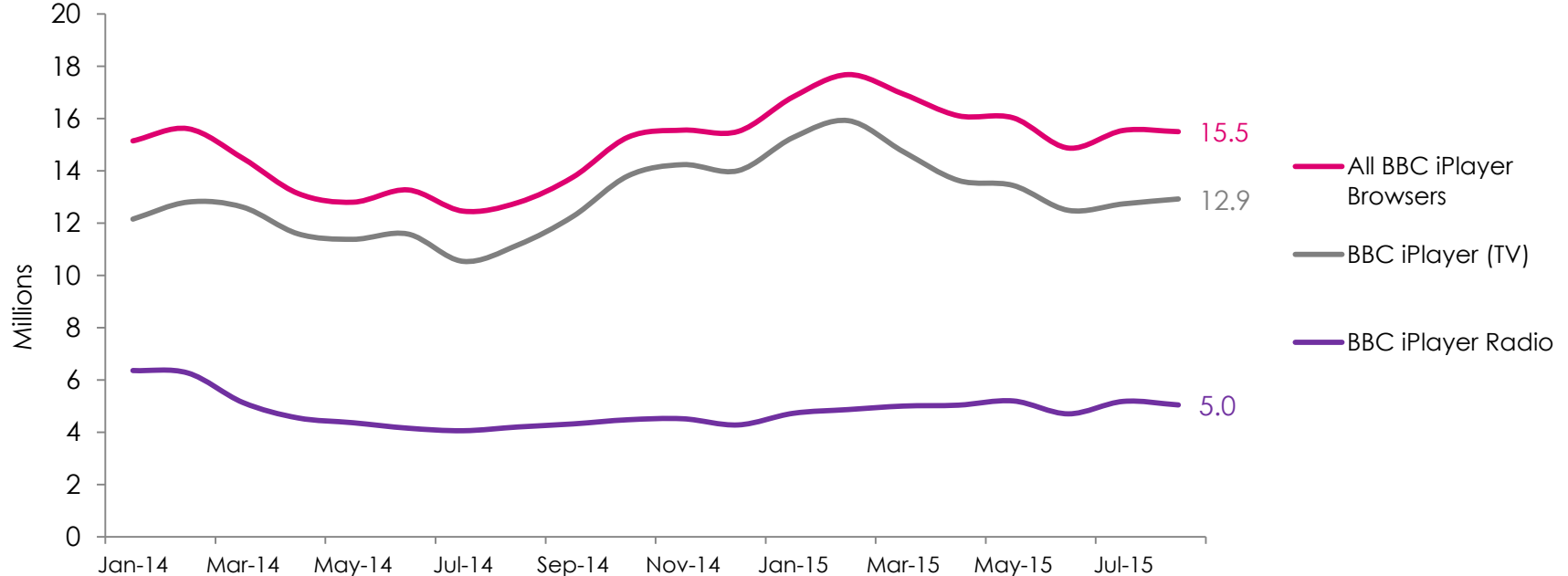


\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

# Weekly unique browsers to BBC iPlayer

As well as measuring the number of requests for programmes, we also measure unique browsers to BBC iPlayer. “Unique browsers” is an industry-standard measure of unique devices/web browsers (not individuals) accessing a service. If a person uses a different device at work and at home, or uses two different browsers on one computer, they would count as two unique browsers. Conversely, if multiple users watch or listen on the same device/browser, only one unique browser would be counted.

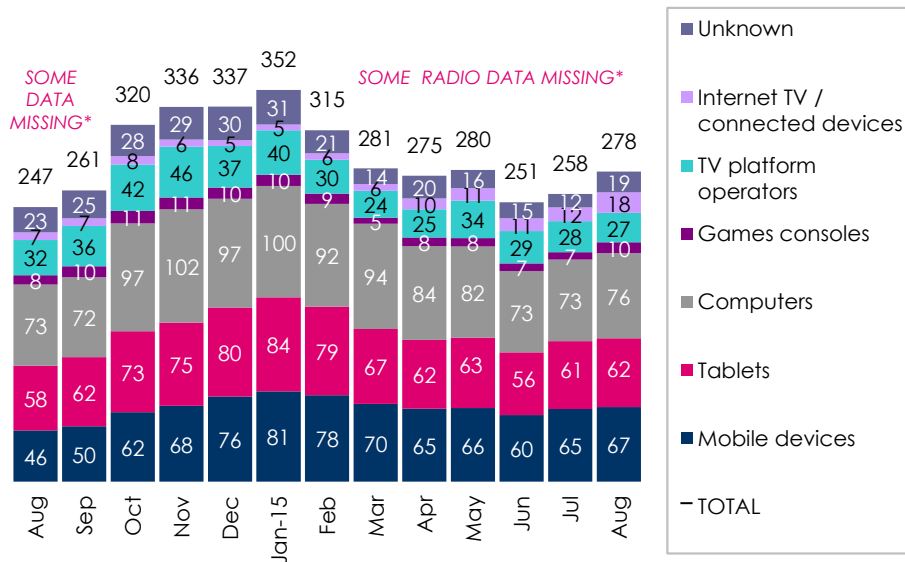
In August 2015, there were an average of **15.5m** unique browsers per week to BBC iPlayer (both TV and Radio) on the website.



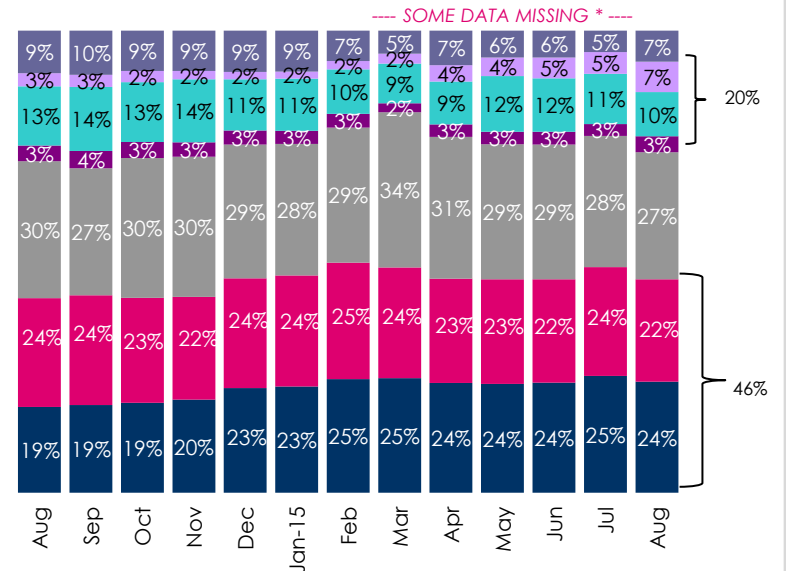
# TV and radio: Requests for programmes by device type

There were **278 million TV and radio requests** for programmes on BBC iPlayer in August, **up +8% on July 2015 (up +13% on August 2014)**. Connected TV devices saw the greatest increases compared with July.

Number of requests (millions)



% of requests



**Notes:**

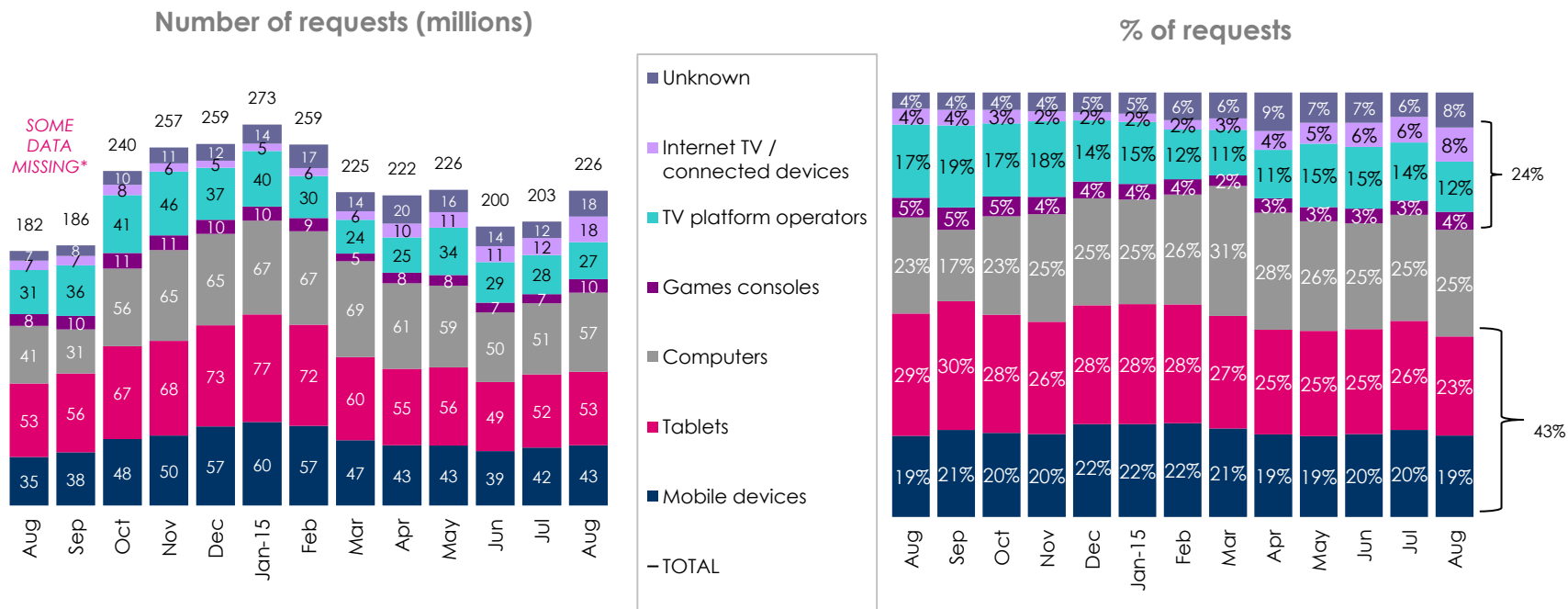
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.  
**TV platform operators** include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.  
**Unknown devices** are historically mostly due to online radio services such as the Tuneln radio app, or more recently due to changes to TV devices.

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes



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

TV requests were at **226m** this month, up +11% on July and up +24% on August last year. Connected TV devices saw the greatest increases compared with July.



**Notes:**

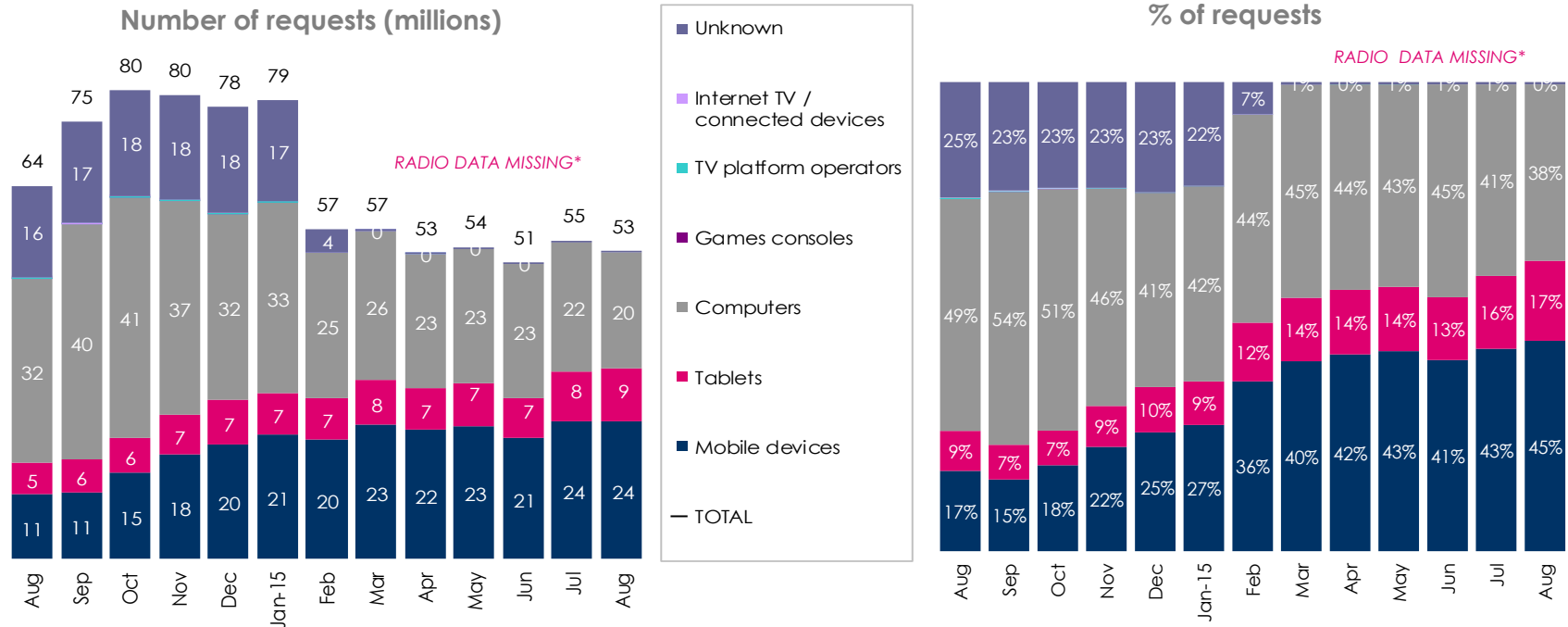
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku.

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

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

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

There were **53m radio requests** recorded in August, 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>

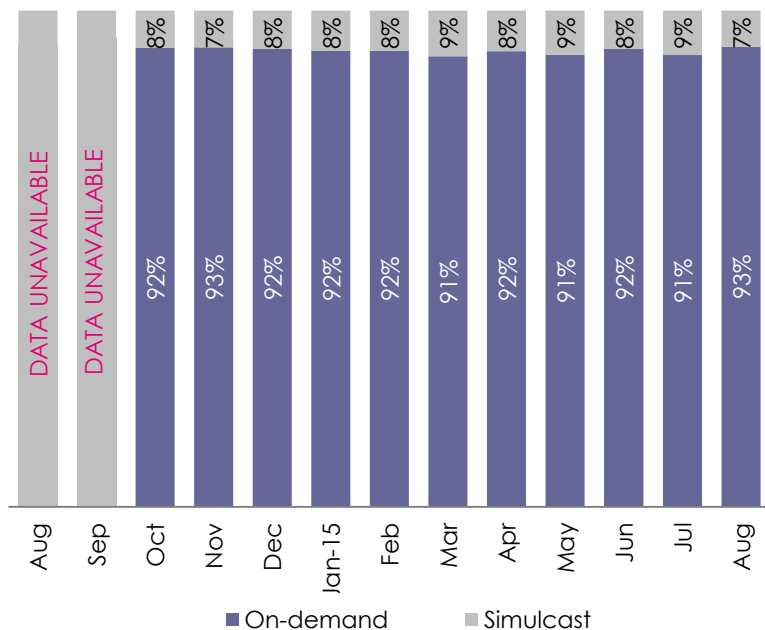


\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

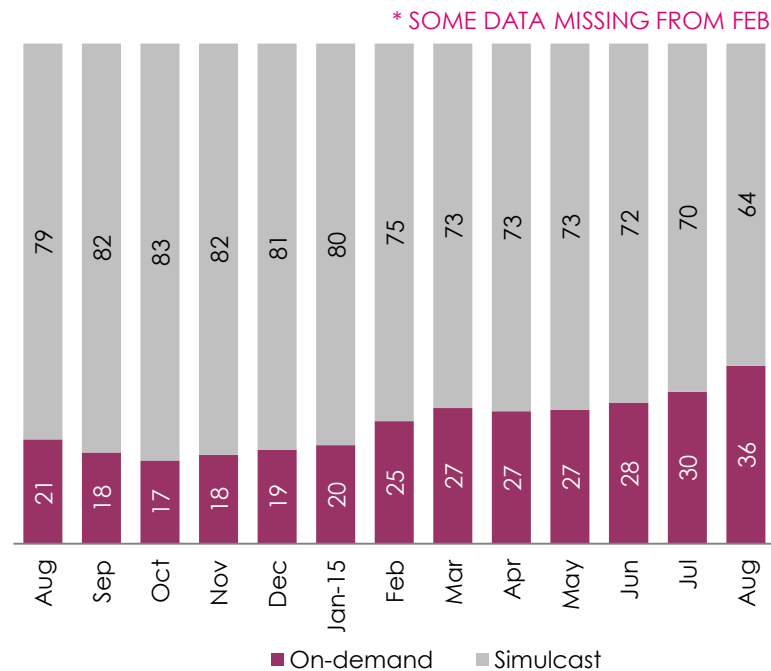
# TV and radio requests: live vs catch-up online requests

7% of TV requests were for live TV viewing in August. (Some live-listening radio data is missing currently, so radio trends should be treated with caution.)

% requests for TV programmes



% requests for radio programmes



# Notes for figures in this report

**This month we have added requests for programmes which are only on iPlayer to the totals for programmes previously shown on linear TV. On average this has boosted the totals by 2%. This data has been back-dated to January 2014.**

**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 17m 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 20.**

- Requests 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. Unique browser data is reported by the Comscore Digital Analytix tool.
- 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 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.
- 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.
- Please quote the source of request figures as “BBC iStats”.

# BBC iPlayer - top 20 TV episodes, August 2015

## (excluding Virgin Media cable and Sky)

Episodes 1-4 of **The Great British Bake Off** were the most-watched episodes in August, delivering over 1.5m each and a total of 7.3m across all four episodes. Behind the ever-popular **EastEnders**, new dramas **The Scandalous Lady W**, **Partners in Crime** and **Ripper Street** were all popular.

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 Great British Bake Off Series 6 Episode 1	2,063,000	The Great British Bake Off Series 6 Episode 1	2,063,000
The Great British Bake Off Series 6 Episode 2	1,977,000	EastEnders 25/08/15	1,079,000
The Great British Bake Off Series 6 Episode 3	1,760,000	The Scandalous Lady W 17/08/15	897,000
The Great British Bake Off Series 6 Episode 4	1,539,000	Partners in Crime Part Two Episode 2	753,000
EastEnders 25/08/15	1,079,000	The Next Step Series 3 Episode 1	639,000
EastEnders 04/08/15	1,054,000	Casualty Series 29 Part Two Episode 46	633,000
EastEnders 28/08/2015	1,043,000	Ripper Street Series 3 Episode 1	625,000
EastEnders 20/08/2015	1,019,000	The Duchess 03/10/09	575,000
EastEnders 21/08/2015	1,015,000	Dragons' Den Series 13 Episode 5	569,000
EastEnders 14/08/2015	1,001,000	Britain's Spending Secrets Episode 1	532,000
EastEnders 07/08/15	992,000	Secrets of China Episode 1	514,000
EastEnders 11/08/15	991,000	Would I Lie to You? Series 9 Episode 2	512,000
EastEnders 18/08/2015	984,000	Match of the Day 2015/2016 08/08/15	498,000
EastEnders 27/08/15	972,000	New Tricks Series 12 Part One Episode 1	493,000
EastEnders 03/08/15	956,000	So Awkward Episode 13	489,000
EastEnders 24/08/15	953,000	Are Our Kids Tough Enough? Episode 1	477,000
EastEnders 06/08/15	923,000	GBBO: An Extra Slice Series 2 Episode 1	452,000
EastEnders 13/08/2015	921,000	Mrs Brown's Boys Series 2 Episode 4	443,000
EastEnders 17/08/2015	918,000	Ill Manors 22/03/13	438,000
The Scandalous Lady W 17/08/15	897,000	Earth's Natural Wonders: Living on the Edge Episode 1	419,000

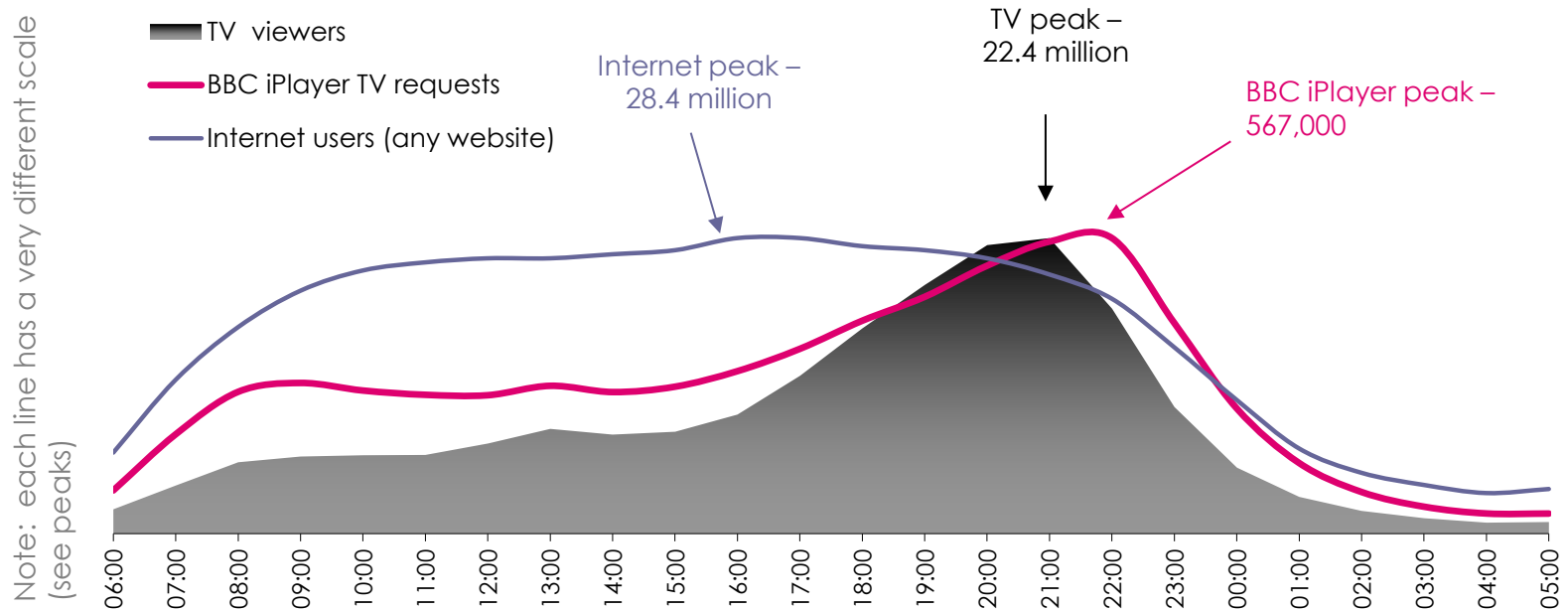
# BBC iPlayer - top 20 radio episodes, August 2015

The **Ashes** continued to deliver the most-requested episodes in August, with **Radio 4 comedy and drama** making up the rest of the top 20.

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 Ashes TMS England v Australia - 4th Test, Day 1	442,000	The Ashes TMS England v Australia - 4th Test, Day 1	442,000
The Ashes TMS England v Australia - 4th Test, Day 2	398,000	I'm Sorry I Haven't A Clue Series 63 Episode 5	165,000
I'm Sorry I Haven't A Clue Series 63 Episode 5	165,000	The Now Show Series 46 Episode 6	137,000
I'm Sorry I Haven't A Clue Series 63 Episode 4	162,000	The Unbelievable Truth Series 15 Episode 1	118,000
The Ashes TMS England v Australia - 5th Test, Day 1	150,000	The Archers 27/08/15	110,000
I'm Sorry I Haven't A Clue Series 63 Episode 6	145,000	Dead Ringers Series 15 Episode 1	103,000
The Ashes TMS England v Australia - 5th Test, Day 2	138,000	Meet David Sedaris Series 5 Episode 2	87,000
The Now Show Series 46 Episode 6	137,000	5LS Premier League Football 2015-16 Man Utd v Tot	81,000
The Unbelievable Truth Series 15 Episode 1	118,000	The Chris Evans Breakfast Show 21/08/15	81,000
The Ashes TMS England v Australia - 4th Test, Day 3	112,000	Scott Mills Radio 1 Breakfast Show! 21/08/2015	77,000
The Archers 27/08/15	110,000	The Radio 1 Breakfast Show with Nick Grimshaw 07/08/15	74,000
Dead Ringers Series 15 Episode 1	103,000	Ken Bruce 21/08/2015	73,000
The Ashes TMS England v Australia - 5th Test, Day 3	100,000	The Archers Omnibus 09/08/15	70,000
The Now Show Series 46 Episode 5	99,000	Clare in the Community Series 10 Episode 5	62,000
I'm Sorry I Haven't A Clue Series 63 Episode 3	98,000	Jeremy Vine 10/08/15	59,000
The Archers 17/08/15	98,000	Steve Wright in the Afternoon 25/08/2015	59,000
The Archers 18/08/15	94,000	In and Out of the Kitchen Series 4 Episode 1	56,000
The Archers 11/08/15	89,000	Just a Minute Edinburgh Festival 24/08/2015	56,000
The Archers 28/08/15	88,000	Baldi Series 1 Episode 1	56,000
The Archers 16/08/15	88,000	Annie Mac's Friday Night Live from Ibiza! 31/07/2015	55,000

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

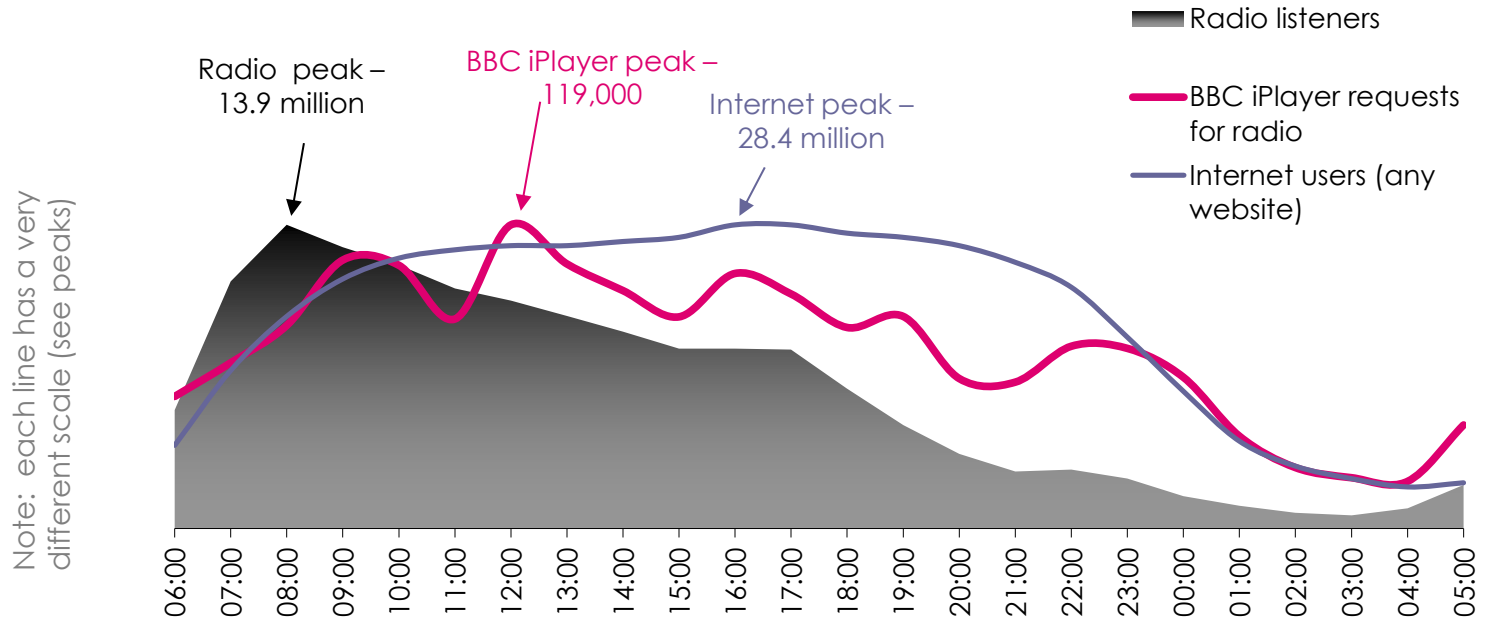
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

# BBC iPlayer – use for radio online by time of day, August 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.

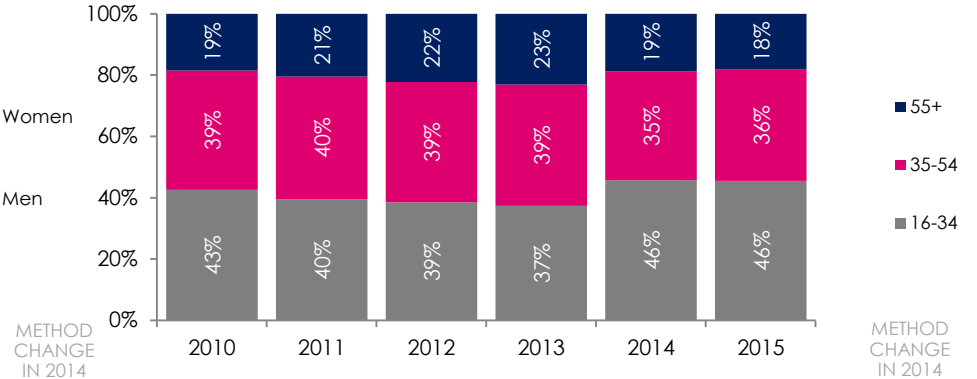
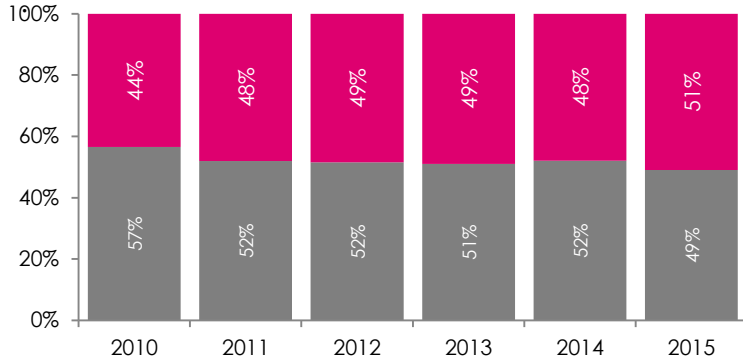


Sources – radio from RAJAR Q2 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats August 2015 - see footnotes on final page for more detail

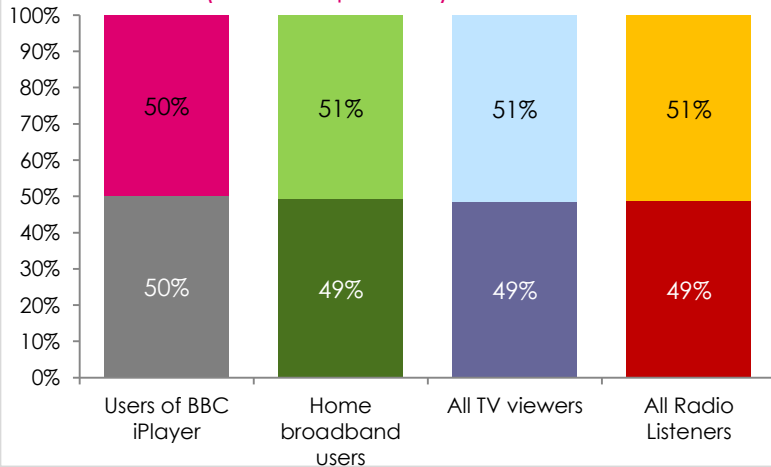


# TV & iPlayer Product: demographics of BBC iPlayer users

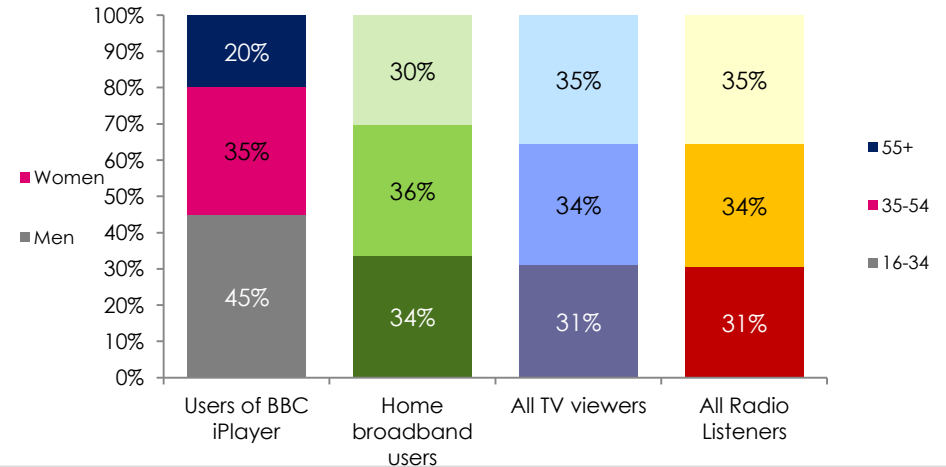
BBC iPlayer usage is equally balanced between men and women, and the age profile has remained consistent across 2014 and 2015.



## Gender (latest 4 quarters)



## Age (latest 4 quarters)



# 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 the same time as broadcast on traditional TV / radio stations
- **Unique browsers** – A browser is a unique and valid identifier to measure the number of device profiles requesting digital content. Device profiles may include individual browser versions on a PC, mobile phone or internet enabled device. Any single device can use multiple browsers.

## 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