

Monthly Performance Pack

December 2012



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Monthly summary headlines – December 2012

- BBC iPlayer requests increased +5% in December to a record 217 million, driven by Christmas specials available over the festive period.
- Weekly requests remained stable for the beginning of December. During the Christmas period TV requests saw a large increase to 174m.
- For the first time ever, PC comprised less than half of all requests for iPlayer (47%) – while mobile and tablet made up over a quarter (29%). Both handheld devices had soaring increases of +13% compared to November 2012.
- Reflecting the overall record number of requests for TV this month, the top six titles enjoyed over 1m requests. The top performing titles this month were *Doctor Who* and *EastEnders*, both airing on Christmas Day with *Miranda*, *Outnumbered*, *Call the Midwife* and *Mrs Brown's Boys* all performing highly with their festive editions.
- While we are investigating this month's top radio programmes for incomplete data, notable programmes this month included Christmas specials of *I'm Sorry I Haven't A Clue* and *5 Live Breakfast 26/12/2012*. Other festive entries included Radio 1's *The Official Chart – 150 Top-Selling Singles of 2012*.

Consistent with previous months:

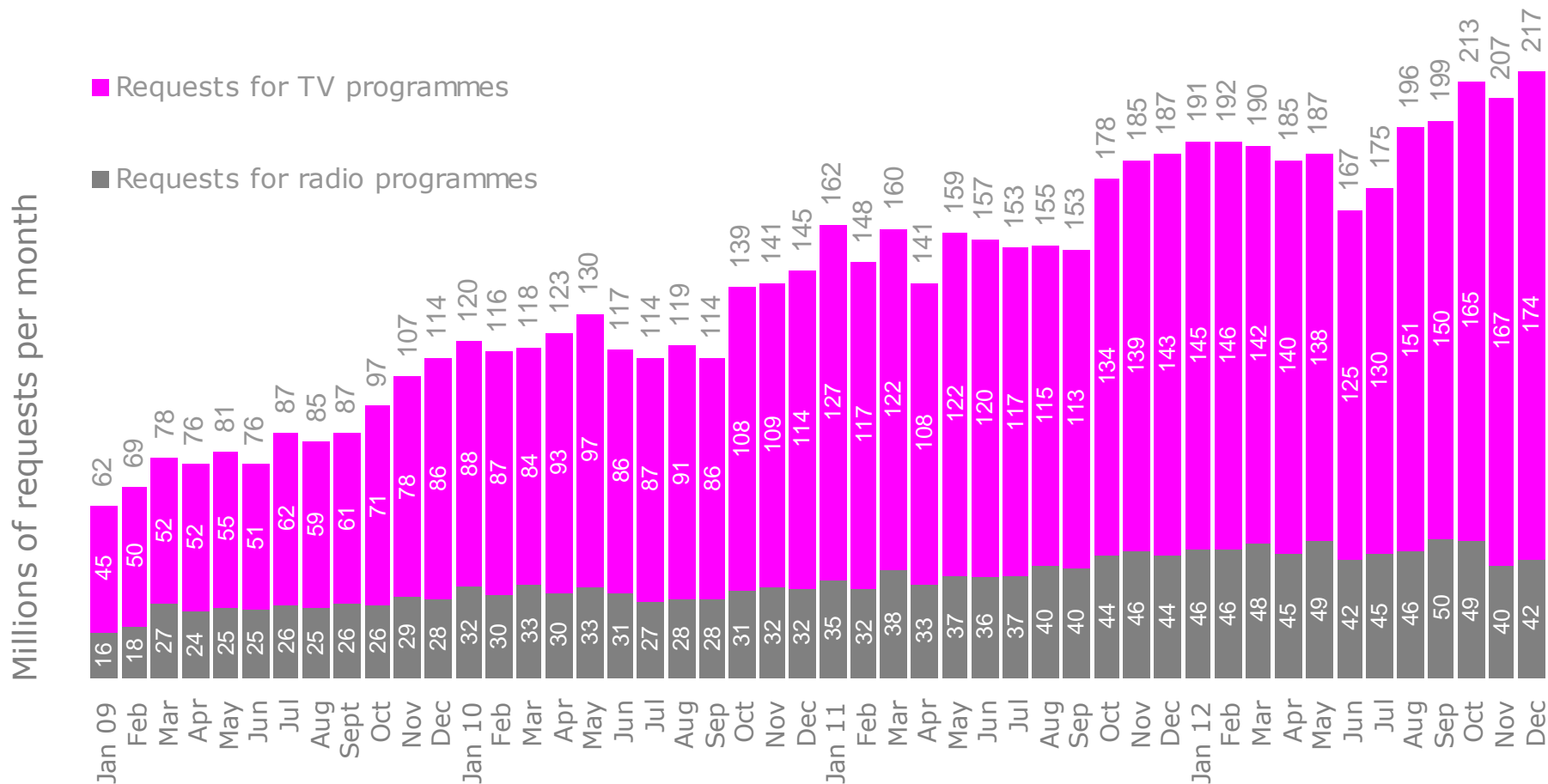
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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 (includes Virgin Media Cable)

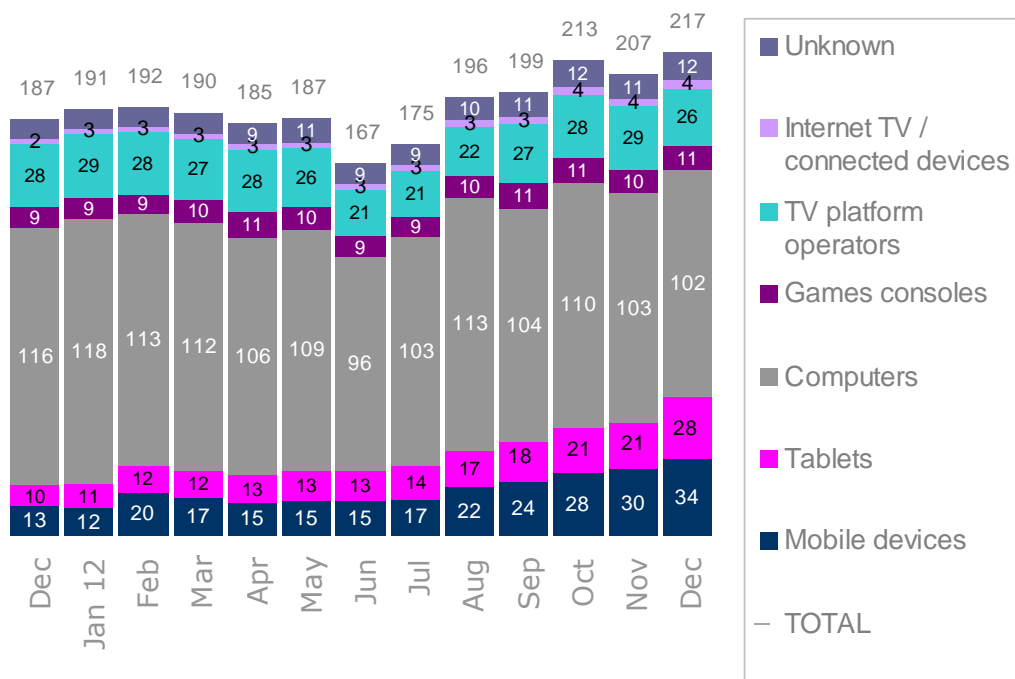
Record 217m BBC iPlayer requests in December. This represented a +4% increase on November's numbers and was boosted by a strong performance of Christmas titles on TV, which led requests for TV programmes to hit a record 174m.



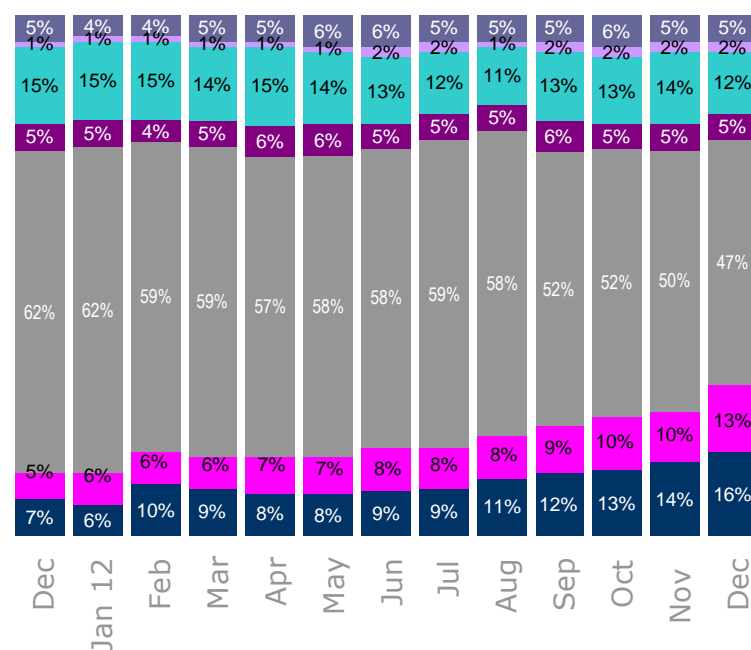
Requests for programmes by device type – TV and radio (includes Virgin Media Cable)

For the first time ever, fewer than half of all iPlayer requests came from PCs (47%). In fact, most devices and platforms delivered an increase in the volume of requests in December compared with November – particularly mobile & tablet devices which saw a +13% increase.

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 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.

December 2012 figures for **mobile and tablet** are under investigation into whether they are being categorised correctly. A release to iStats AV in January will rectify this

The increase in **mobile requests in February 2012** was due to a measurement problem fix, and TV stats for computers have been modelled over

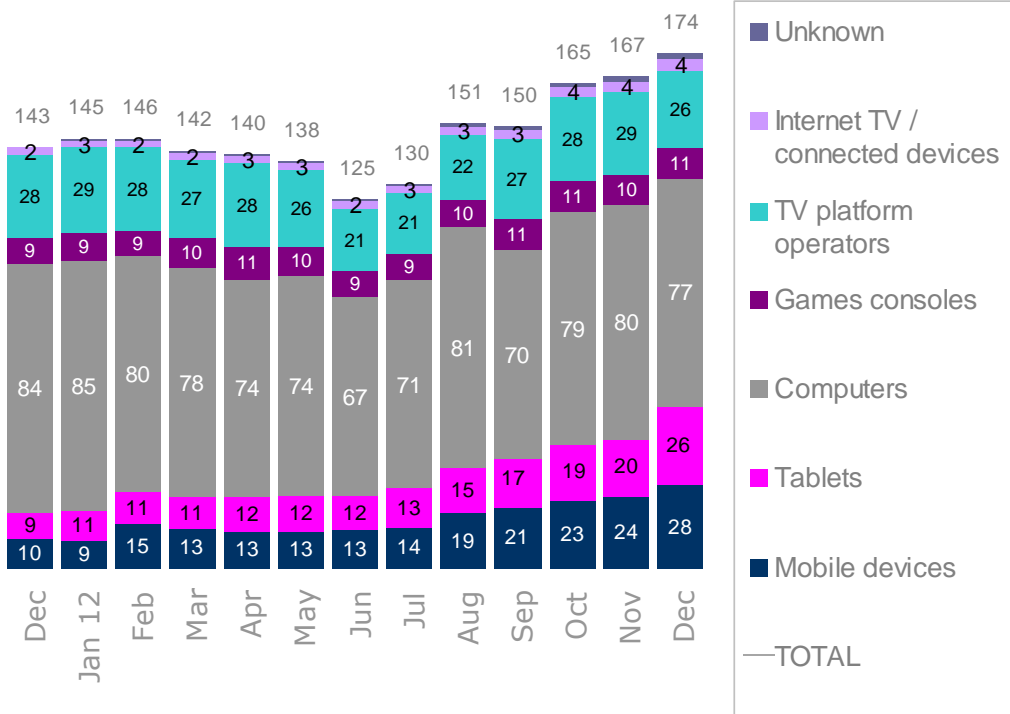
24 October to 27 November 2011, since technical problems caused over-counting.

Measurement problems mean that requests from **Virgin TiVo** devices were not recorded from 29th November onwards.

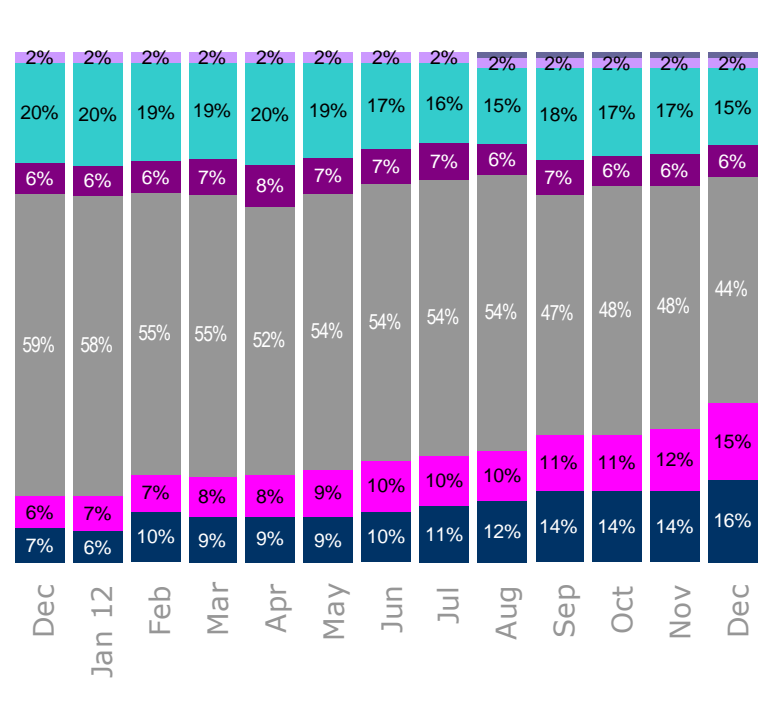
Requests for programmes across BBC iPlayer by device type – **TV only** (including Virgin Media Cable)

December requests to iPlayer for TV increased +5% month-on-month to a record 174m. This was a record request number for almost all devices – with the exceptions of PC (44%). TV devices also dropped this month, though part of this is due to missing data for Virgin TiVo.

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 and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.
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 December 2012 figures for **mobile and tablet** are under investigation into whether they are being categorised correctly. A release to iStats AV in January will rectify this
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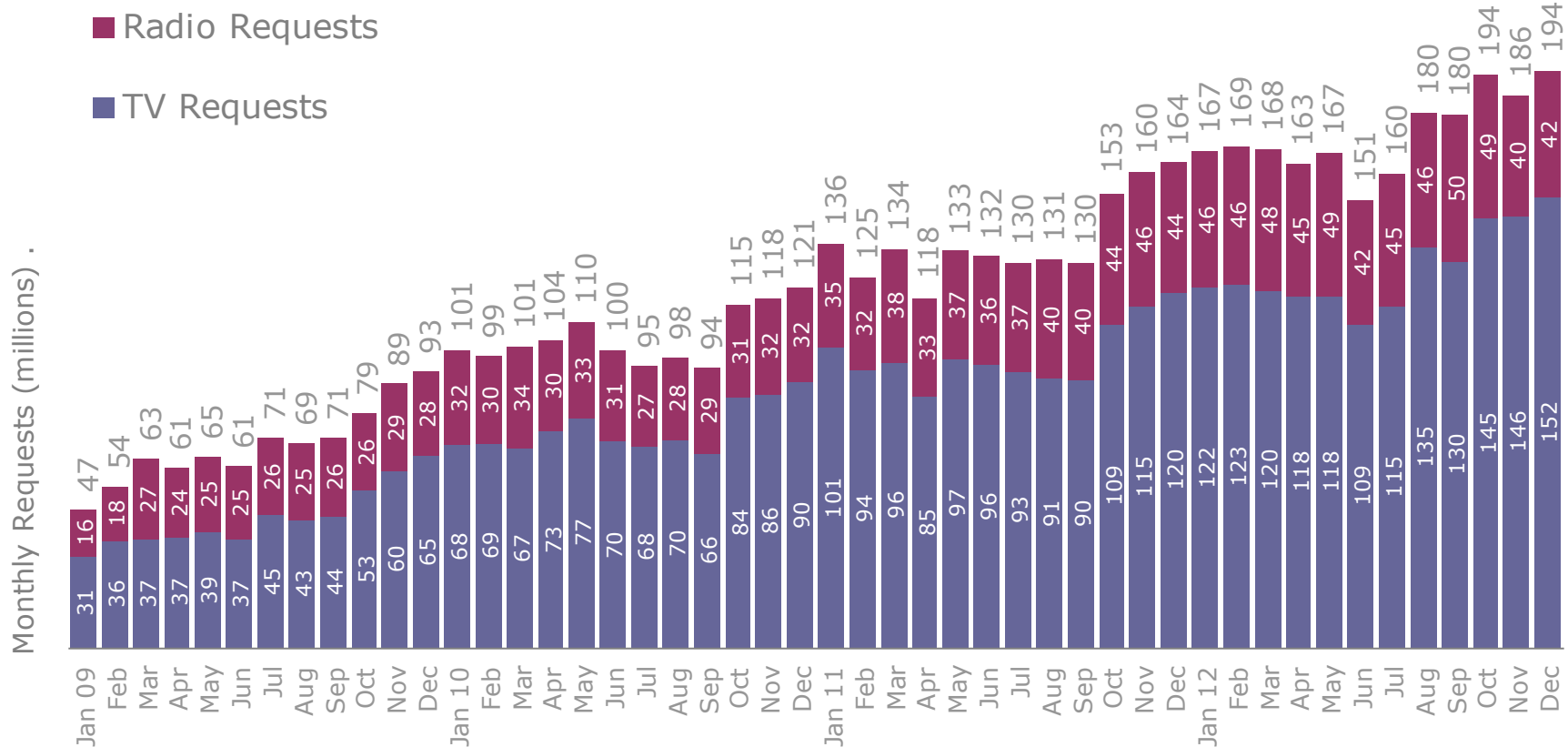


Notes for figures in this report

- Virgin Media cable data arrives later than online stats, therefore **the remainder of this report is only for the online BBC iPlayer**, available via computers / mobile devices / games consoles, connected TVs, etc.
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 19.
- Across 24 October to 27 November 2011, BBC iPlayer stats measurement was inadvertently affected during work undertaken to improve the BBC iPlayer PC service performance. Daily, weekly and monthly totals and averages have been corrected here.
- 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.

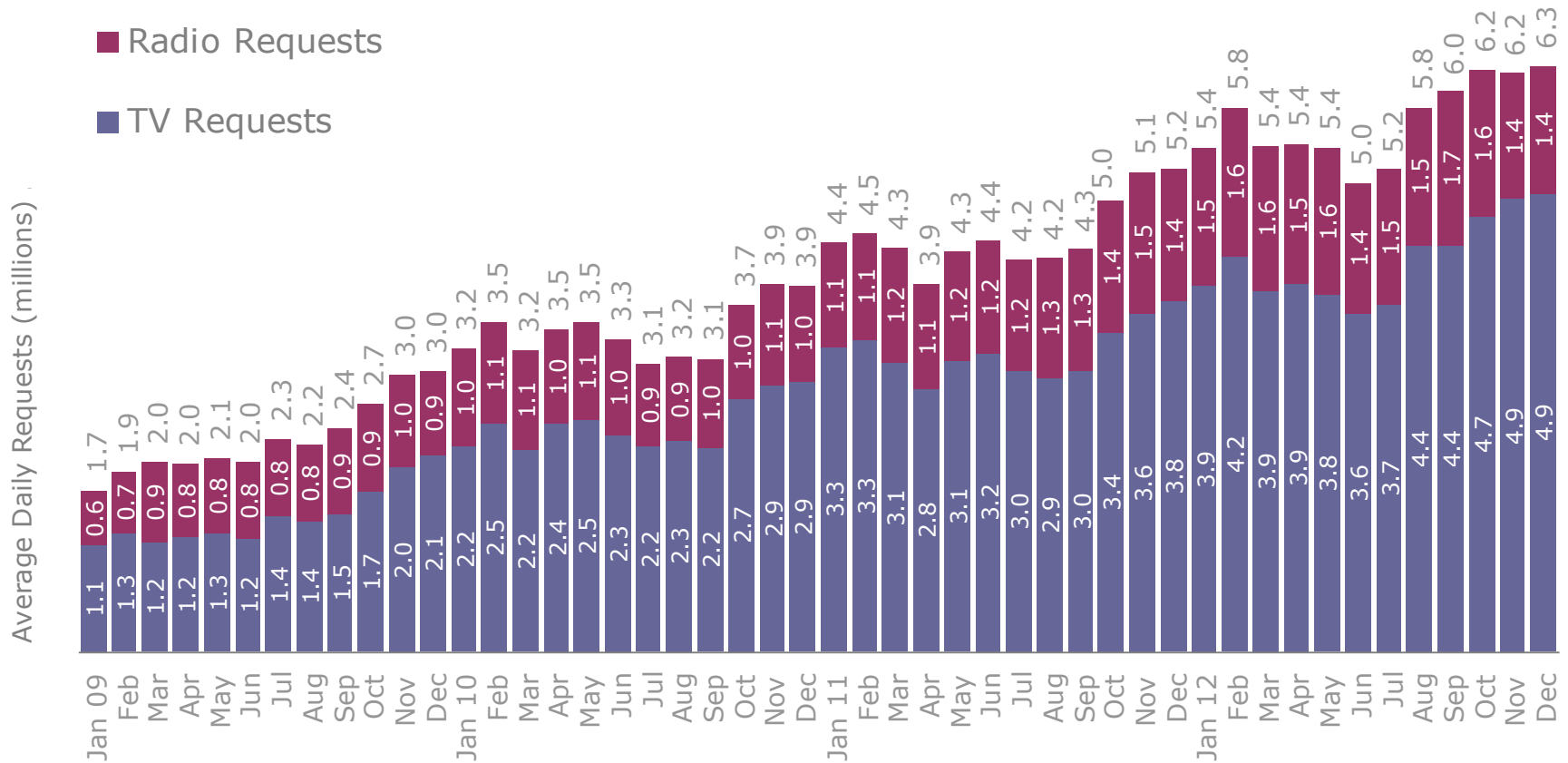
Monthly BBC iPlayer online requests

Excluding the Virgin Media cable service (for which data arrives later in the month), BBC iPlayer received 194 million requests in December 2012, equalling the record set in October 12, but a record month for TV requests at 152m.



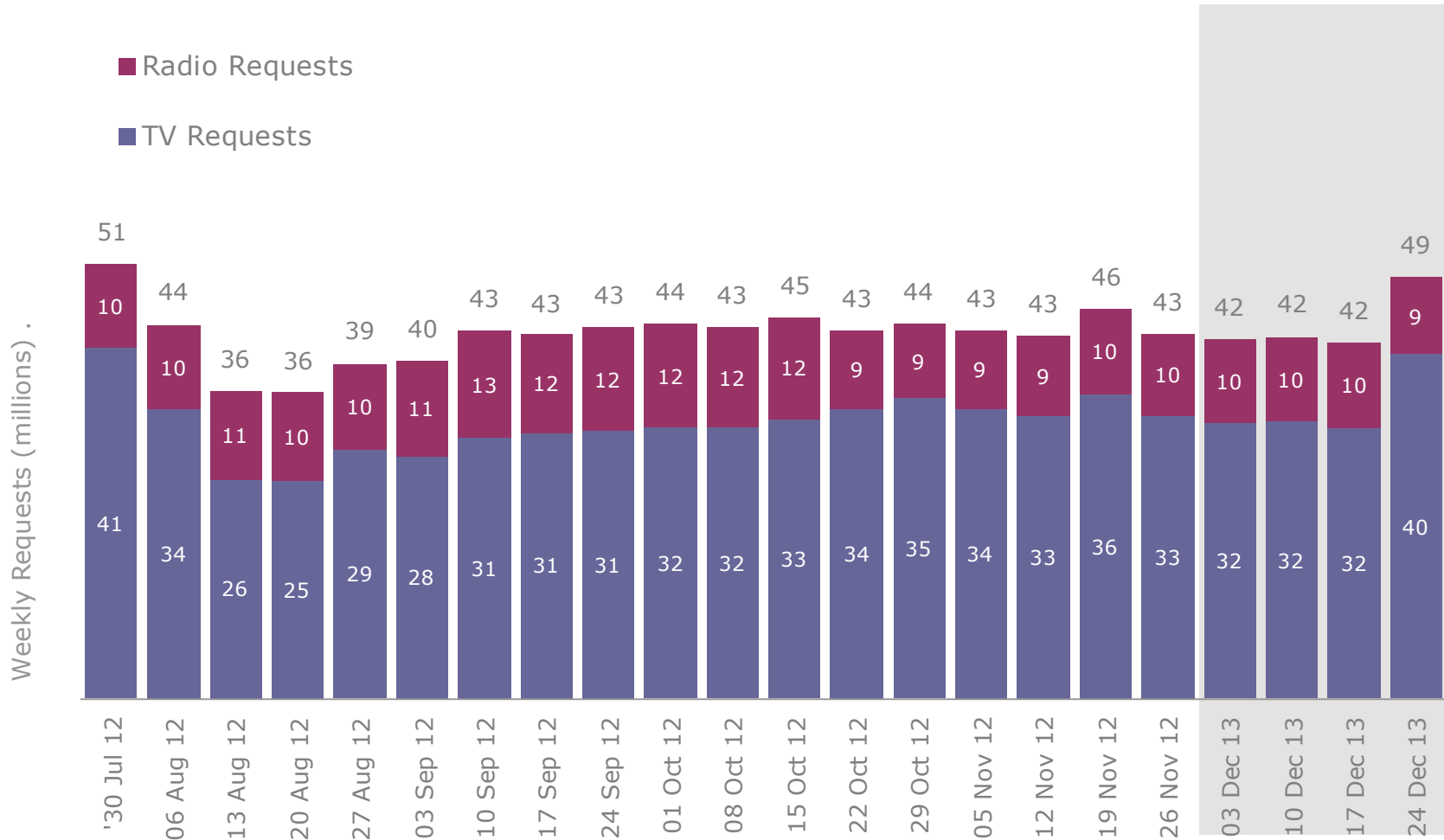
Average daily BBC iPlayer online requests

Average daily request numbers increased to 6.3 million programmes per day in December 2012 – beating the previous record at 6.2 set in October. This was again driven by TV requests which saw an average 4.9 daily requests. The Christmas schedule on TV drove this, with some strong titles such as *Doctor Who* and *EastEnders* gaining large numbers of requests.



Weekly BBC iPlayer online requests – latest 6 months

Weekly requests remained stable for the beginning of December, and slightly down on November figures. However the effects of the Christmas TV schedule can clearly be seen in the last week, when requests increased greatly to 49. This is the second highest week on record – being beaten only by the opening week of the Olympics.



BBC iPlayer - top 20 TV episodes, December 2012

Reflecting the overall record number of requests for TV this month, the top six titles enjoyed over 1m requests – compared to November where only the top programme saw this level (*Young Apprentice Episode 1*). The top performing titles this month were *Doctor Who* and *EastEnders*, both airing on Christmas Day. *Miranda*, *Outnumbered*, *Call the Midwife* and *Mrs Brown's Boys* all performed well with their festive editions.

As usual over Christmas, films were popular – including *Shrek Forever* and *Flushed Away*.

BBC iPlayer Top 20 TV episodes – All

	Total requests per Ep.
Doctor Who The Snowmen 25/12/2012	1,415,000
EastEnders 25/12/12	1,386,000
EastEnders 27/12/12	1,211,000
Miranda Series 3 It Was Panning Episode 1	1,205,000
EastEnders 21/12/12	1,047,000
EastEnders 26/12/12	1,032,000
Some Girls Episode 6	920,000
EastEnders 20/12/12	904,000
Outnumbered Christmas Special 2012 24/12/2012	897,000
EastEnders 24/12/12	867,000
Young Apprentice Series 3 Festival Episode 7	816,000
Young Apprentice Series 3 Hair Product Episode 6	761,000
Call the Midwife Christmas Special 25/12/2012	744,000
Merlin Series 5 With All My Heart Episode 9	733,000
Merlin Series 5 Part 2 Episode 13	720,000
Merlin Series 5 The Kindness of Strangers Episode 10	711,000
Some Girls Episode 5	702,000
Russell Howard's Good News Series 7 Episode 12	697,000
EastEnders 18/12/12	692,000
Mrs Brown's Boys Christmas Specials 2012 Episode 1	692,000

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

	Total requests per Ep.
Doctor Who The Snowmen 25/12/2012	1,415,000
EastEnders 25/12/12	1,386,000
Miranda Series 3 It Was Panning Episode 1	1,205,000
Some Girls Episode 6	920,000
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Young Apprentice Series 3 Festival Episode 7	816,000
Call the Midwife Christmas Special 25/12/2012	744,000
Merlin Series 5 With All My Heart Episode 9	733,000
Russell Howard's Good News Series 7 Episode 12	697,000
Mrs Brown's Boys Christmas Specials 2012 Episode 1	692,000
The Royle Family Christmas Special 25/12/2012	649,000
Shrek Forever After 25/12/12	630,000
Strictly Come Dancing Series 10 Grand Final Results	606,000
Flushed Away 26/12/09	577,000
Kung Fu Panda 18/06/11	573,000
Have I Got News for You Series 44 Episode 7	563,000
Top Gear Series 14 Bolivia Special Episode 6	528,000
BBC Sports Personality of the Year 2012 16/12/2012	512,000
Restless Episode 1	510,000
Inside Claridge's Episode 2	501,000

BBC iPlayer - top 20 radio episodes, December 2012

Please note that live radio streams are being under counted in our data. This affects all stations, but particularly Radio 1. This problem began on 24th October 2012, but we estimate that the January 2013 will include correct figures for part of January 2013.

BBC iPlayer Top 20 radio episodes – All

Total requests
per Ep.

I'm Sorry I Haven't A Clue Series 58 Episode 5	139,000
I'm Sorry I Haven't A Clue Series 58 Episode 6	138,000
I'm Sorry I Haven't A Clue Series 58 Episode 4	136,000
I'm Sorry I Haven't A Clue Christmas Special	127,000
5 live Breakfast 26/12/12	112,000
The News Quiz Series 79 Episode 1	95,000
5 Live Weekend Breakfast 29/12/12	94,000
5 Live Weekend Breakfast 09/12/12	93,000
5 Live Weekend Breakfast 15/12/12	93,000
The Now Show Series 38 Episode 5	92,000
The Now Show Series 38 Episode 6	80,000
5 Live Weekend Breakfast 22/12/12	80,000
The Danny Baker Show with Justin Moorhouse	76,000
The Now Show Series 38 Episode 4	75,000
5 Live Weekend Breakfast 01/12/12	75,000
The Official Chart - 150 Top-Selling Singles of 2012	74,000
5 live Sport Review of the Year 26/12/12	64,000
The Danny Baker Show 01/12/12	64,000
The News Quiz Series 79 Episode 2	64,000
I'm Sorry I Haven't A Clue Series 58 Episode 3	63,000

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

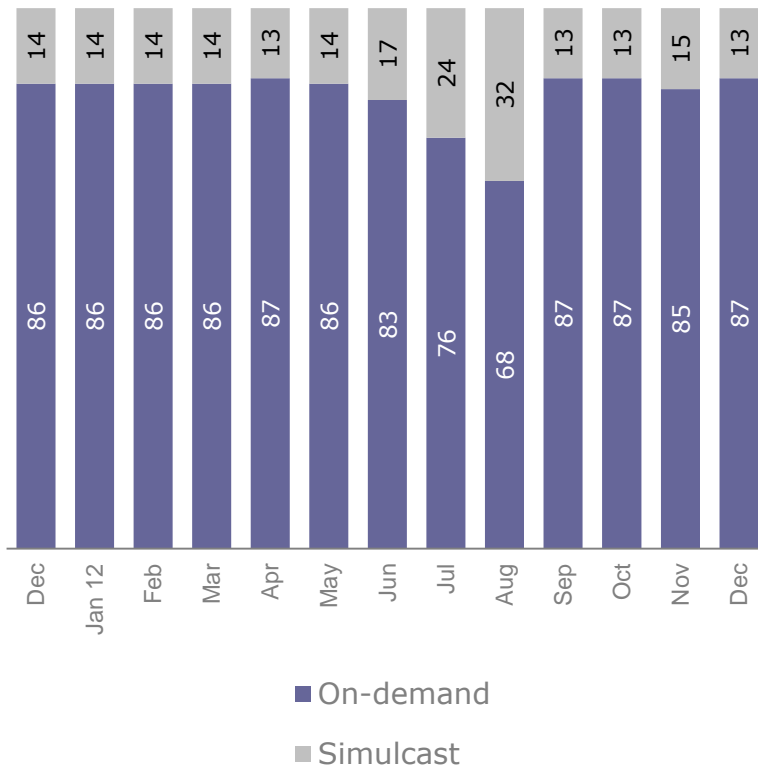
Total requests
per Ep.

I'm Sorry I Haven't A Clue Series 58 Episode 5	139,000
5 live Breakfast 26/12/12	112,000
The News Quiz Series 79 Episode 1	95,000
Weekend Breakfast 29/12/12	94,000
The Now Show Series 38 Episode 5	92,000
The Danny Baker Show with Justin Moorhouse 29/12/2	76,000
The Official Chart The UK's 150 Top-Selling Singles of :	74,000
5 live Sport Review of the Year 26/12/12	64,000
Test Match Special 08/12/12	59,000
Shelagh Fogarty 05/12/12	57,000
Sara Cox 23/12/12	56,000
Desert Island Discs Dawn French 23/12/2012	52,000
Kermode and Mayo's Film Review Best of 2012 26/12/2	51,000
Selection of BBC World Service Programmes 28/12/12	51,000
Hackney Weekend 2012 Hackney Nights 16/06/2012	51,000
The Radio 1 Breakfast Show with Nick Grimshaw Strictl	51,000
Fearne Cotton Friday: Fearne's Christmas Party 21/12/	50,000
Richard Bacon 11/12/12	49,000
Afternoon Drama Rumpole Episode 1	48,000
Janice Long Tim Smith sits in 18/12/2012	46,000

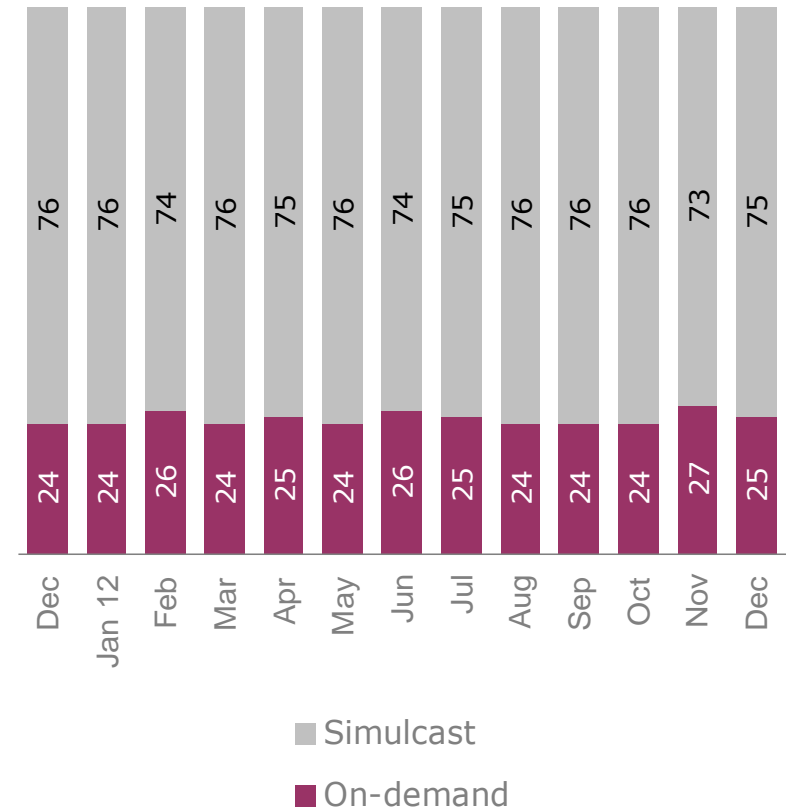
TV and radio requests – live vs catch-up online requests

The proportion of live requests for TV saw a slight decrease in December compared to November, at 13% of live requests. Radio remained fairly stable at 75% live.

% requests for TV programmes

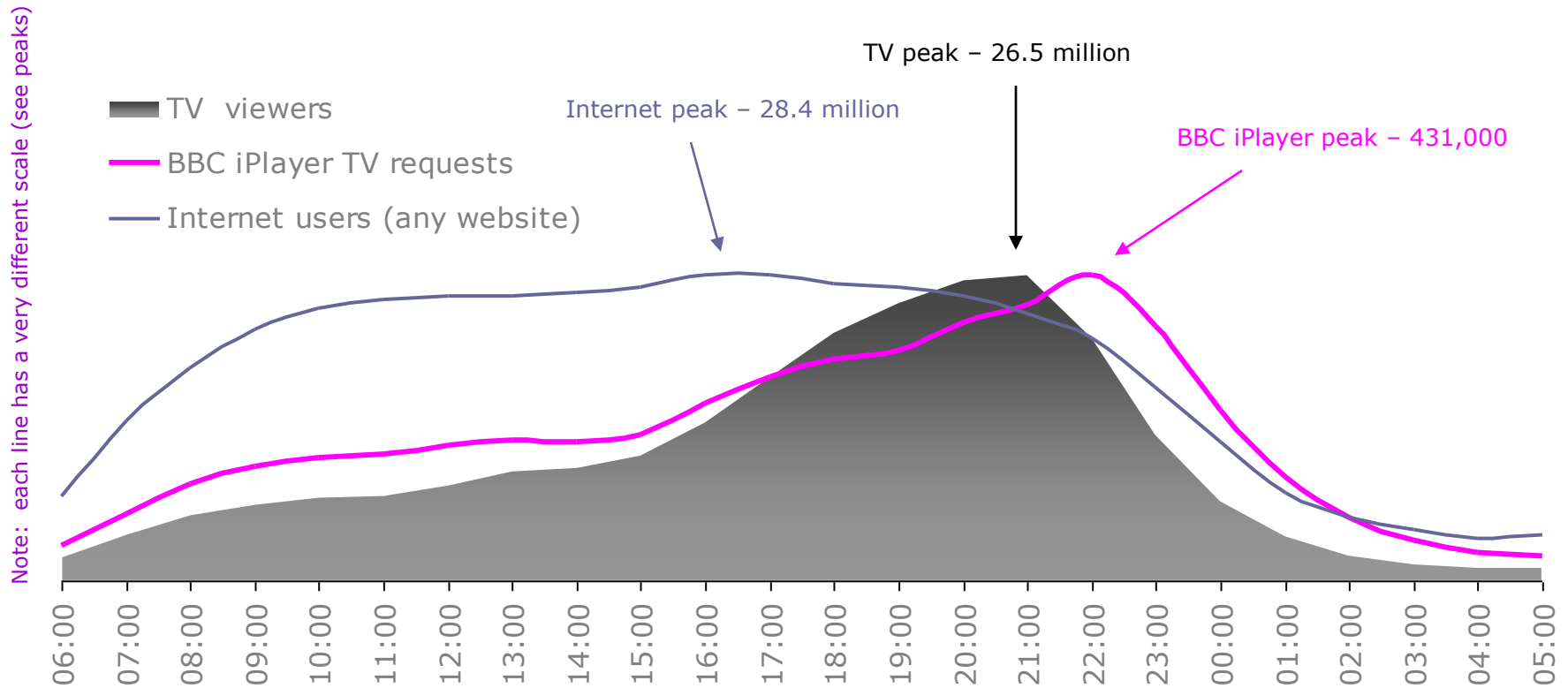


% requests for radio programmes



BBC iPlayer – use for TV online by time of day, Dec 2012

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.

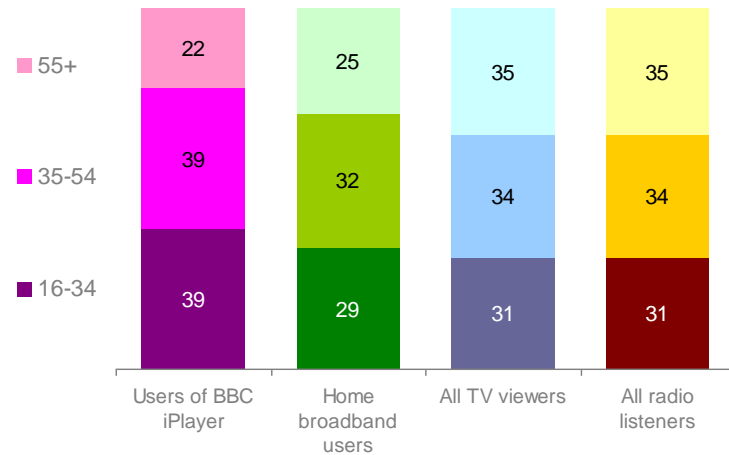
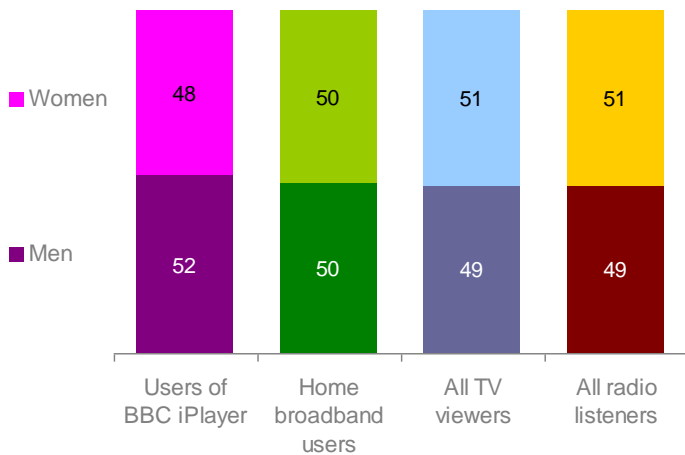
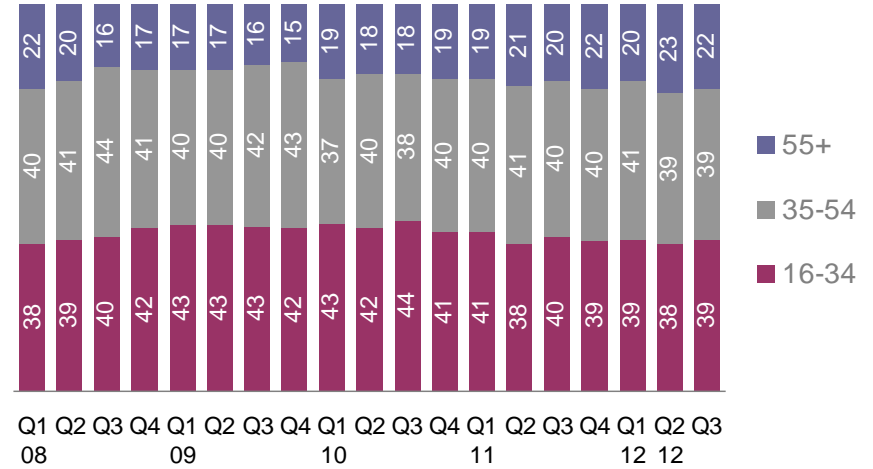
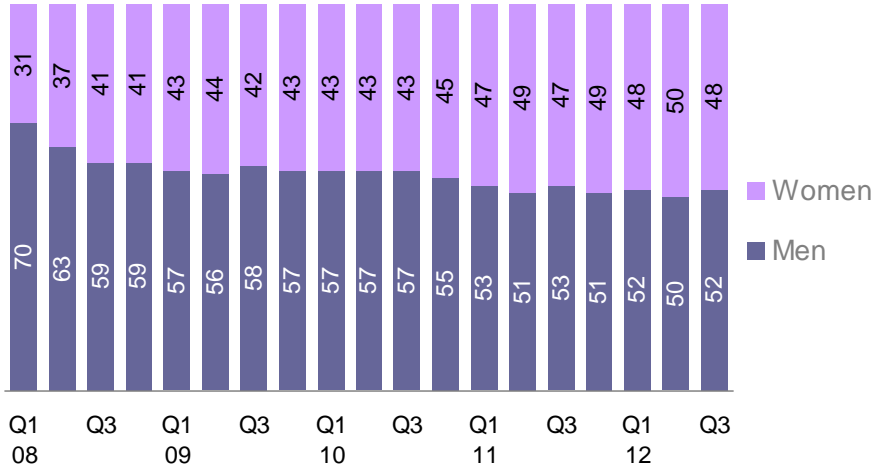


Please note that due to incorrect data, the slide for use of radio online by time of day has been removed.

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

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 returned to a more typical split in Q3 2012, and similarly the percentage of users 55+ also decreased slightly this quarter to a more typical level.



Please refer to slide 8 for guide notes.

User profiles - TV from BARB (Q2 12), radio from RAJAR (Q2 12), broadband from BARB (Q2 12)

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.
- **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 23-24 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

Please note: In order to exclude Olympic Sport data from iPlayer stats we have had to temporarily exclude requests for the BBC News Channel content which were made from the BBC News website, for the weeks of 23 and 30 July. After the Olympics we will revert back to usual reporting.