

# Monthly Performance Pack

## December 2013



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 | Marketing & Audiences

# Monthly summary – December 2013

- BBC iPlayer had a very strong end to 2013 with 271m requests in December - **up +25%** on last year, and over 200m requests for TV making it the second best month ever
- Mobile and tablet requests reached 102 million and made up 38% of requests, over taking computer requests for the first time
- The most requested programme list this month was dominated by programmes shown over the festive period. Christmas specials of **Doctor Who**, **Mrs Brown's Boys** and **Call the Midwife** all proved very popular in December, as did CBBC's **The Dumping Ground**. The adaptation of David Walliams' Children's book **Gansta Granny** also did very well generating almost 1 million requests. And as storylines built in the run-up to Christmas, December was a strong month for **EastEnders** on BBC iPlayer which constituted 13 of the top 20.
- **5 Live News**, **The Ashes** and **Premier League football** performed well in December, along with Radio 4 comedies **I'm Sorry I Haven't a Clue** and **The News Quiz**, and Miranda Hart's **Desert Island Discs**.
- December saw an average of **8.0m daily requests**, with **56m** average weekly requests, with a boost in the last week of the month during the festive period.

## Consistent with previous months:

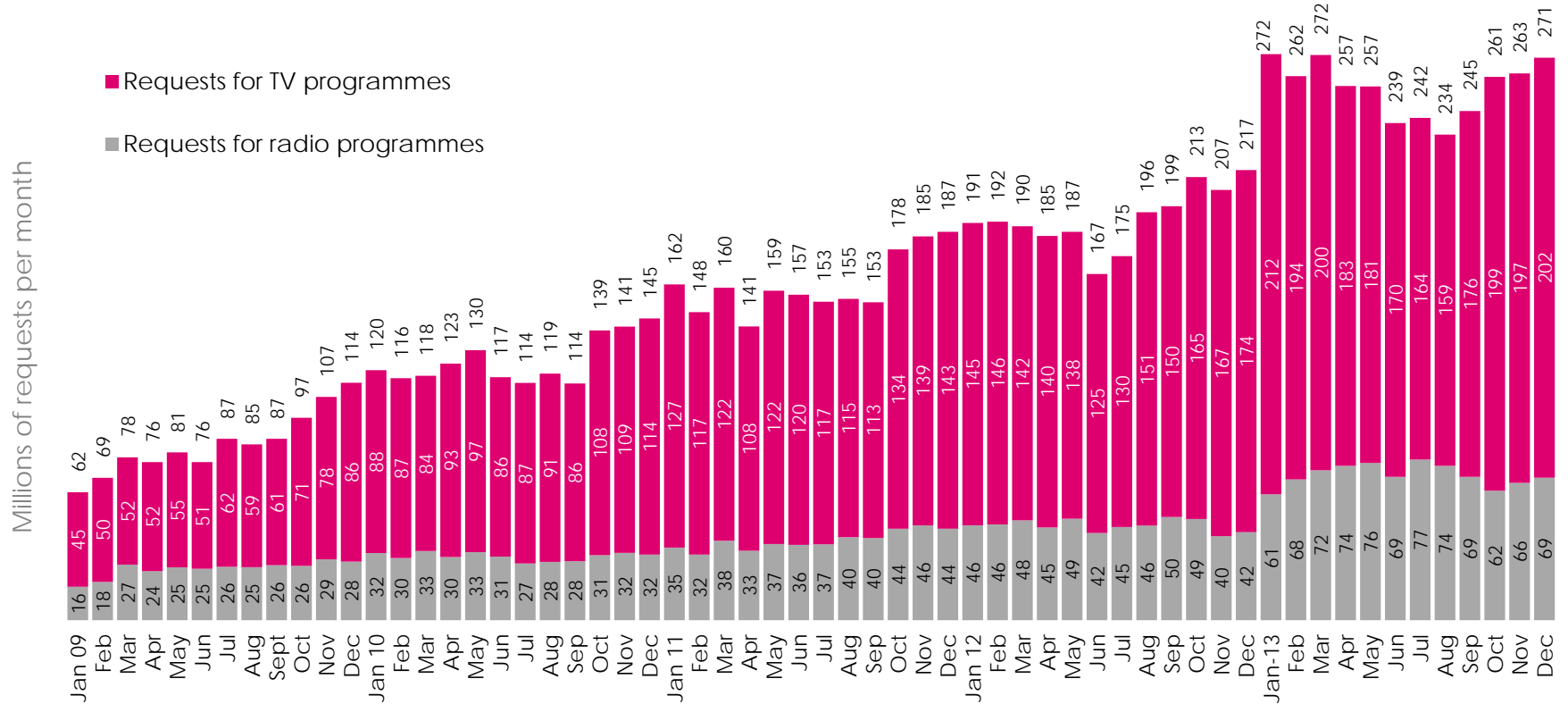
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the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

BBC iPlayer requests in December were **up +25%** on last year with **271m requests**, with TV requests breaking 200m for the third time.

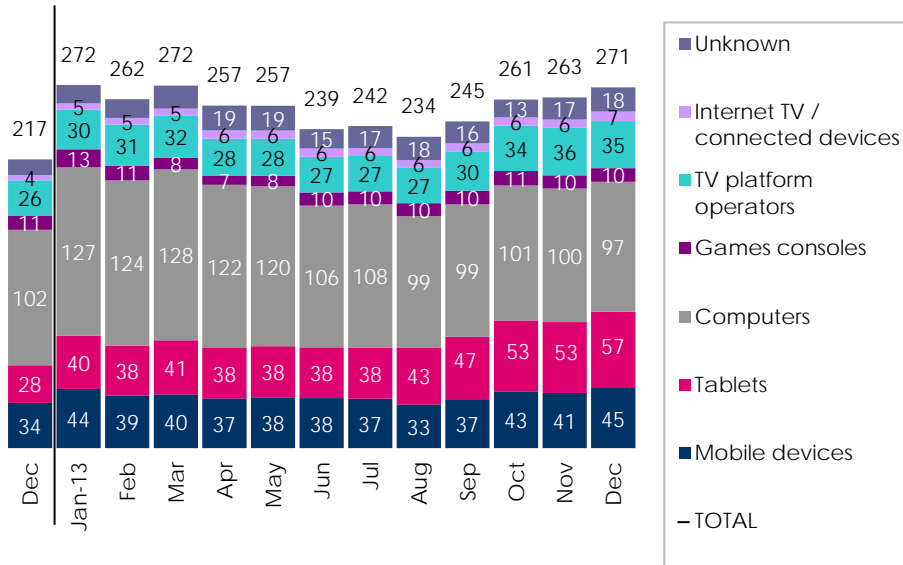


# TV and radio: Requests for programmes by device type

Mobile and tablet requests reached 102 million and made up 38% of requests, coming ahead of computers for the first time. And with bad weather keeping home over the holidays, requests from TV platforms also increased to a new high of 53 million.

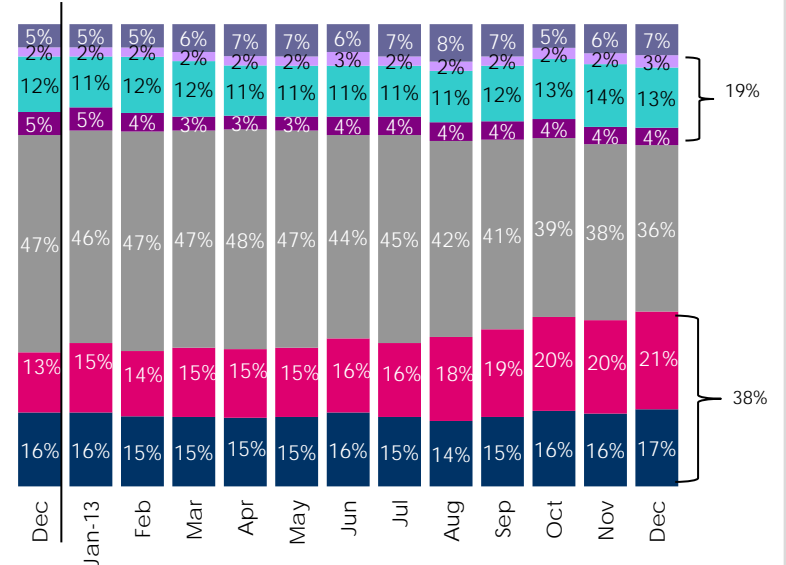
Measurement correction

Number of requests (millions)



Measurement correction

% of requests



**Notes:**

Before July 13, some Android devices 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, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

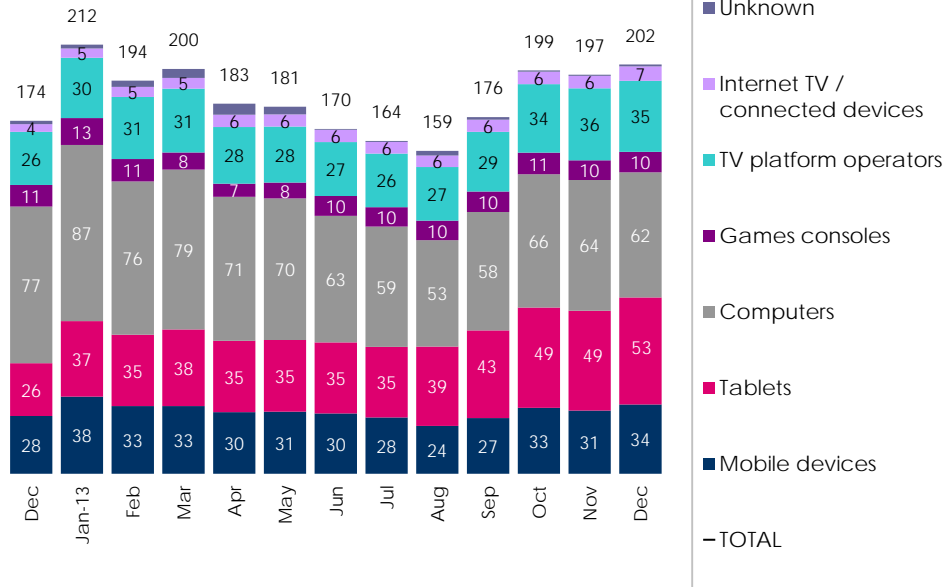
**Unknown devices** are mostly due to online radio services such as the Tuneln radio app, which we are currently unable to classify accurately by device.

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

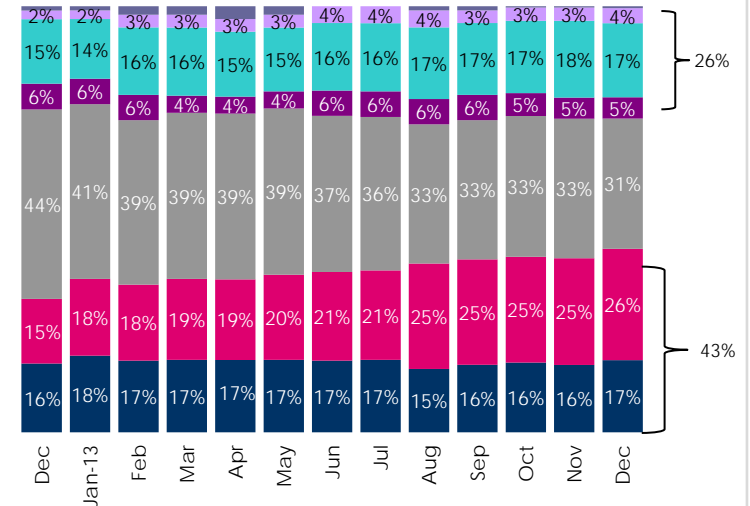
# TV only: Requests for programmes across BBC iPlayer by device type

There were 202m TV requests in December, making it the second biggest month ever. Tablet requests were up +7% on November to a new high of 53 million requests – more than double what they were in December 2012.

Number of requests (millions)



% of requests



**Notes:**

Due to a measurement fix, a greater number of tablets are now being correctly identified which caused a step change in tablet requests in August 13.

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

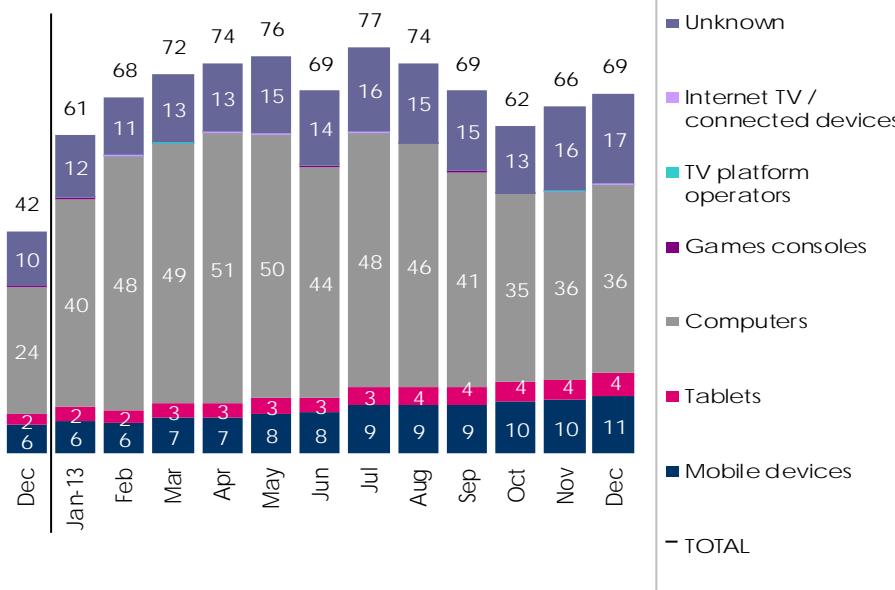
**TV platform operators** include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

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

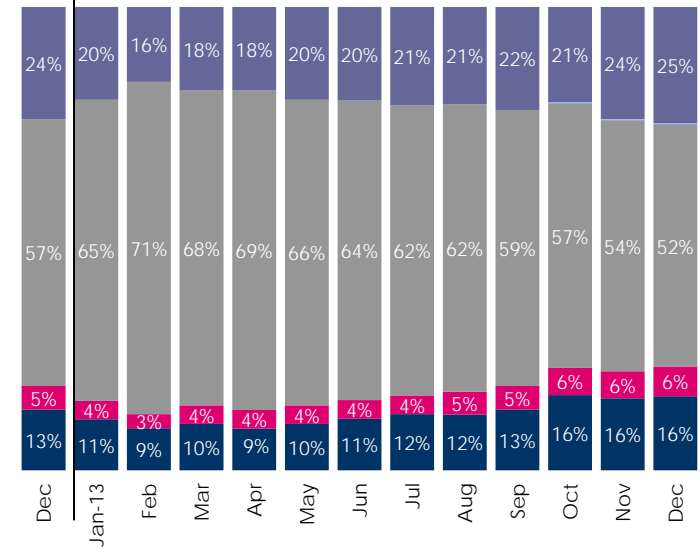
# Radio only: Requests for programmes across BBC iPlayer by device type

There were 69m radio requests in December, up +5% month-on-month

Measurement correction  
Number of requests (millions)



Measurement correction  
% 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 PS3, Nintendo Wii and Microsoft Xbox 360.  
**Unknown devices** are mostly due to online radio services such as the Tuneln 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.

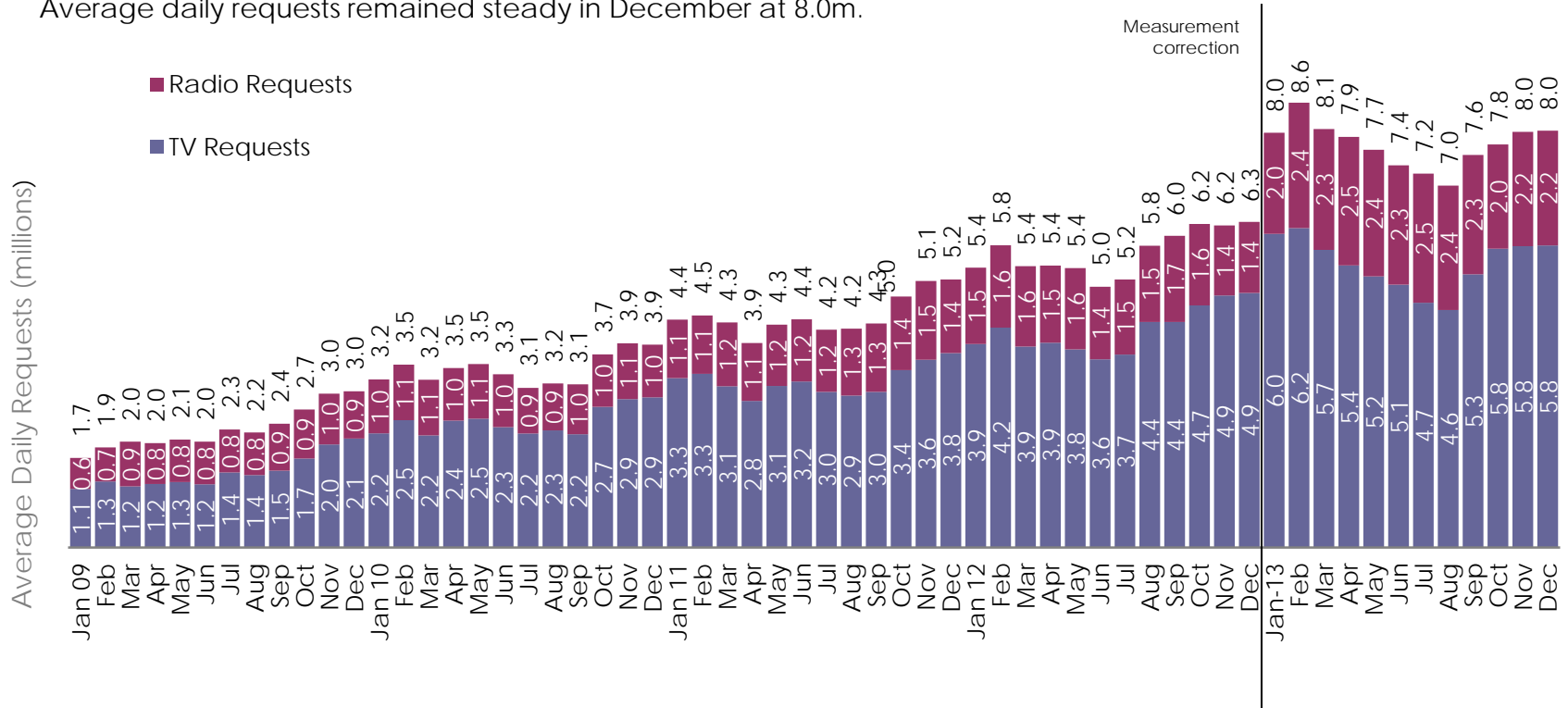
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBs and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming 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).

Average daily requests remained steady in December at 8.0m.

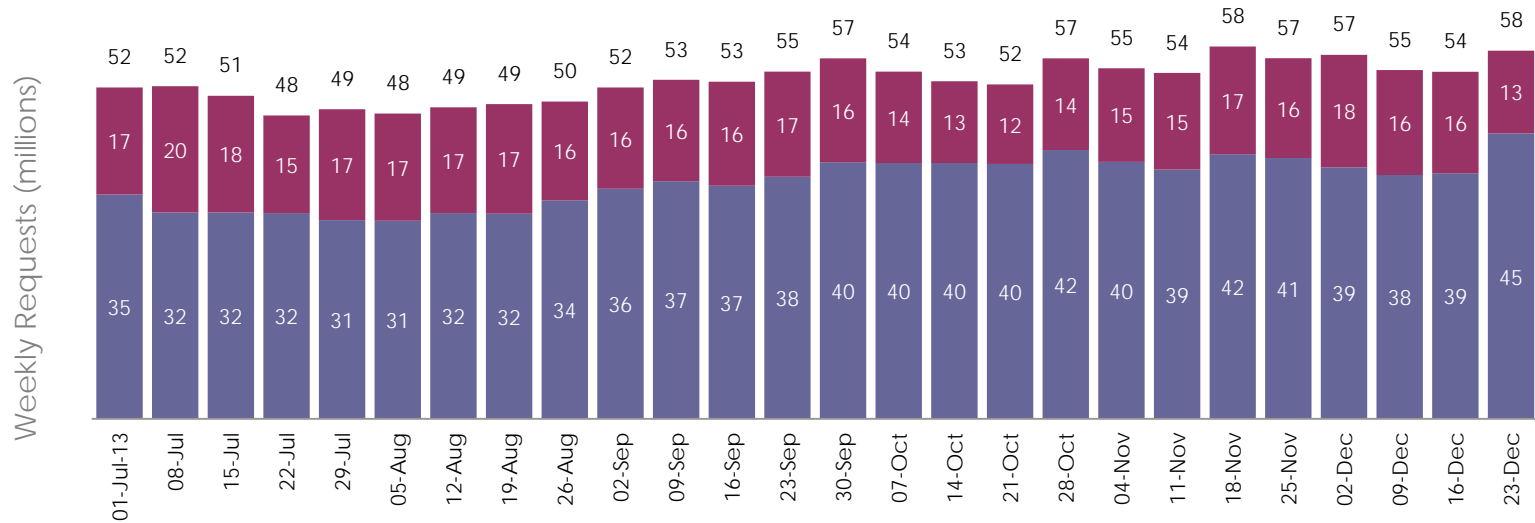


# Weekly BBC iPlayer online requests – latest 6 months (excluding Virgin Media cable and Sky)

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

Average weekly requests also remained steady in December at 56m. However, a peak can be seen in the last week of the month with requests boosted during the festive period.

- TV Requests
- Radio Requests



# BBC iPlayer - top 20 TV episodes, December 2013

## (excluding Virgin Media cable and Sky)

The most requested programme list this month was dominated by programmes shown over the festive period. Christmas specials of **Doctor Who**, **Mrs Brown's Boys** and **Call the Midwife** all proved very popular in December, as did CBBC's **The Dumping Ground**. The adaptation of David Walliams' children's book **Gangsta Granny** also did well generating almost 1 million requests. And as storylines built in the run-up to Christmas, December was a strong month for **EastEnders** on BBC iPlayer which constituted 13 of the top 20.

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.
Doctor Who 25/12/2013	1,892,000	Doctor Who 25/12/2013	1,892,000
EastEnders 25/12/13	1,575,000	EastEnders 25/12/13	1,575,000
EastEnders 26/12/13	1,358,000	Mrs Brown's Boys Christmas Specials 2013 Episode 1	1,308,000
Mrs Brown's Boys Christmas Specials 2013 Episode 1	1,308,000	Bad Education Series 2 Christmas Special Episode 7	1,201,000
EastEnders 27/12/13	1,223,000	Call the Midwife Christmas Special 25/12/2013	984,000
Bad Education Series 2 Christmas Special Episode 7	1,201,000	Gangsta Granny 26/12/13	945,000
EastEnders 02/12/13	1,105,000	The Dumping Ground 16/12/2013	913,000
EastEnders 20/12/13	998,000	Citizen Khan Series 2 Episode 7	843,000
Call the Midwife Christmas Special 25/12/2013	984,000	Still Open All Hours 26/12/13	816,000
EastEnders 05/12/13	983,000	Him & Her Episode 4	815,000
EastEnders 13/12/13	973,000	The Great Train Robbery Episode 1	781,000
EastEnders 03/12/13	950,000	Death Comes to Pemberley Episode 1	731,000
Gangsta Granny 26/12/13	945,000	Atlantis Episode 10	667,000
EastEnders 10/12/13	940,000	Strictly Come Dancing Series 11 Episode 26	626,000
EastEnders 24/12/13	922,000	Michael McIntyre's Showtime 25/12/13	624,000
The Dumping Ground 16/12/2013	913,000	Match of the Day 2013/2014 04/12/13	593,000
EastEnders 12/12/13	874,000	Top Gear India Special 28/12/2011	592,000
EastEnders 09/12/13	872,000	Nativity! 06/12/10	586,000
EastEnders 23/12/2013	872,000	Have I Got News for You Series 46 Episode 9	571,000
EastEnders 17/12/13	850,000	Would I Lie to You? At Christmas 23/12/2013	539,000

# BBC iPlayer - top 20 radio episodes, December 2013

## (excluding Virgin Media cable and Sky)

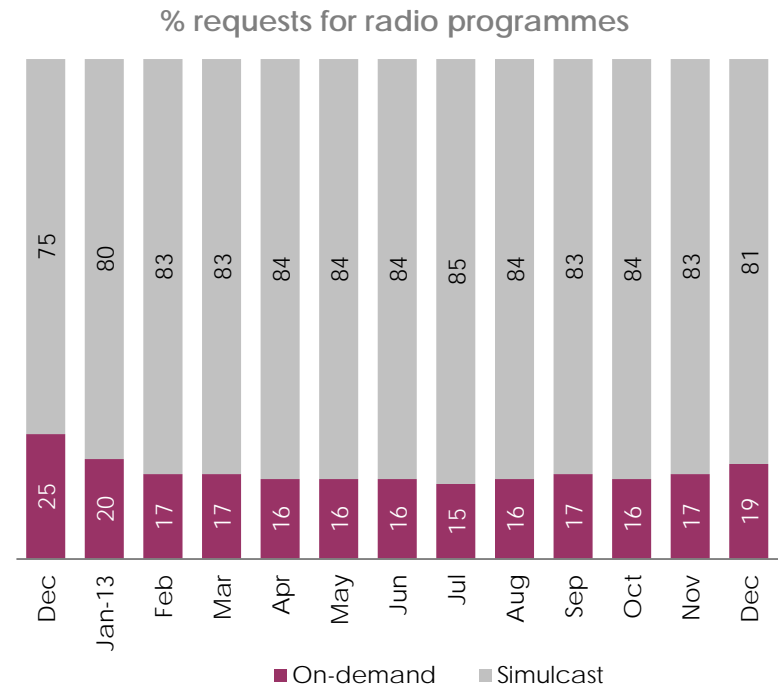
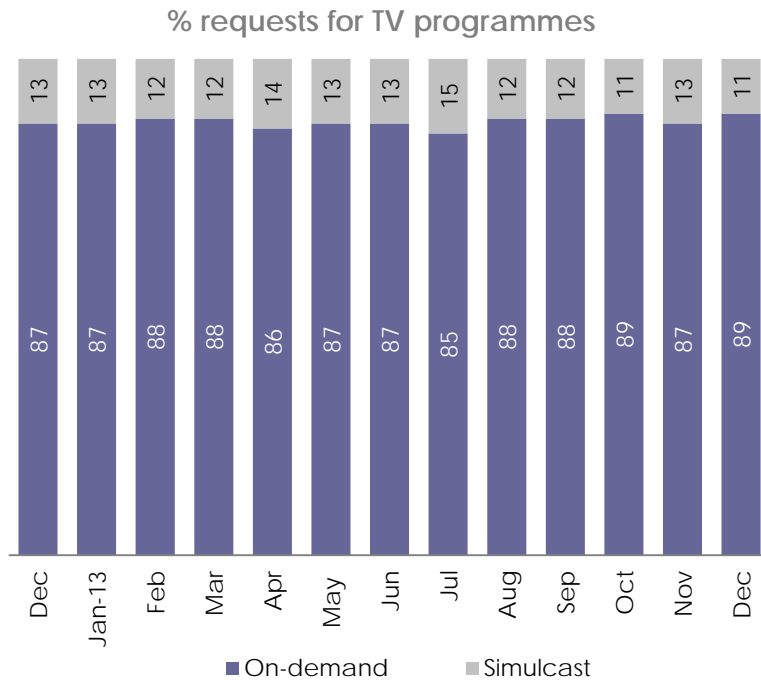
5 Live News, The Ashes and Premier League football were very popular in December, along with Radio 4 comedies I'm Sorry I Haven't a Clue and The News Quiz, and Miranda Hart's Desert Island Discs

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.
5 live News 05/12/13	472,000	5 live News 05/12/13	472,000
5LS Premier League Man City v L'pool	309,000	5LS Premier League Man City v Liverpool	309,000
The Ashes Test Match Special 13/12/13	184,000	The Ashes Test Match Special 13/12/13	184,000
The Ashes Breakfast 06/12/13	174,000	The Ashes Breakfast 06/12/13	174,000
I'm Sorry I Haven't A Clue Series 60 Episode 6	165,000	I'm Sorry I Haven't A Clue Series 60 Episode 6	165,000
I'm Sorry I Haven't A Clue Series 60 Episode 5	162,000	5 live Sport 04/12/13	159,000
5 live Sport 04/12/13	159,000	The News Quiz Series 82 Episode 7	127,000
I'm Sorry I Haven't A Clue Series 60 Episode 4	146,000	That Mitchell and Webb Sound Series 5 Episode 3	114,000
The Ashes Test Match Special 14/12/13	145,000	Desert Island Discs Miranda Hart 22/12/2013	108,000
The Ashes Test Match Special 16/12/13	141,000	The Chris Evans Breakfast Show 06/12/2013	101,000
The Ashes Test Match Special 04/12/13	139,000	Ken Bruce Gary Barlow plays live 11/12/2013	101,000
5LS Premier League Man Utd v Newcastle United	134,000	The Radio 1 Breakfast Show 10/12/2013	99,000
5LS Premier League Manchester City v Arsenal	133,000	5LS Championship Football Nottingham Forest v QPR	97,000
The News Quiz Series 82 Episode 7	127,000	Fearne Cotton Radio 1's Live Lounge 19/12/2013	96,000
The News Quiz Series 82 Episode 6	125,000	Scott Mills Will Ferrell Innuendo Bingo 17/12/2013	90,000
The News Quiz Series 82 Episode 5	125,000	News Quiz Extra Series 9 Episode 7	85,000
The Ashes Test Match Special 05/12/13	124,000	Just a Minute Just a Christmas Minute 23/12/2013	84,000
5LS Premier League Chelsea v Liverpool 29/12/2013	116,000	The Official Chart with Jameela Jamil Scott 22/12/2013	84,000
The Ashes Test Match Special 27/12/13	114,000	Steve Wright in the Afternoon 18/12/2013	81,000
That Mitchell and Webb Sound Series 5 Episode 3	114,000	Greg James 03/12/13	77,000

# 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).

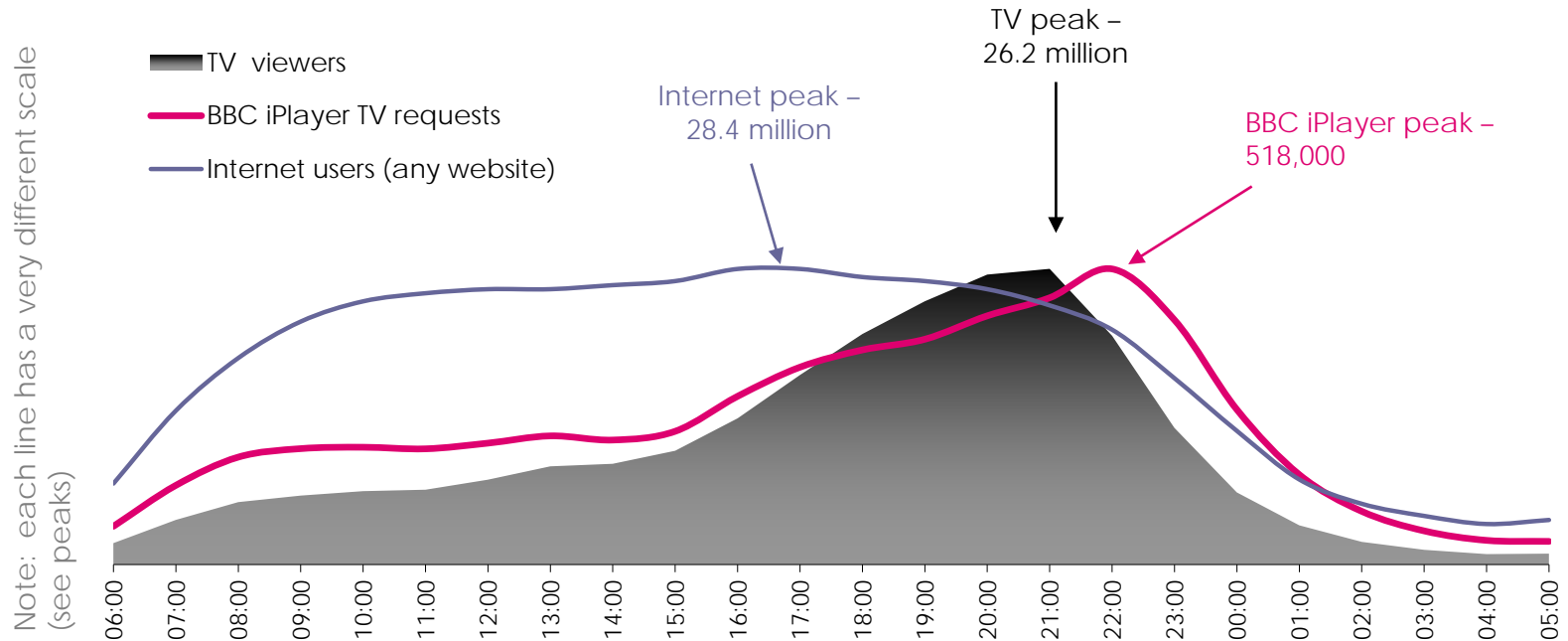
The proportion of live requests to TV decreased to 11%, while the proportion of live requests to radio decreased to 81%.



Note: A measurement correction for under-counted radio data occurred in mid-January 2013

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

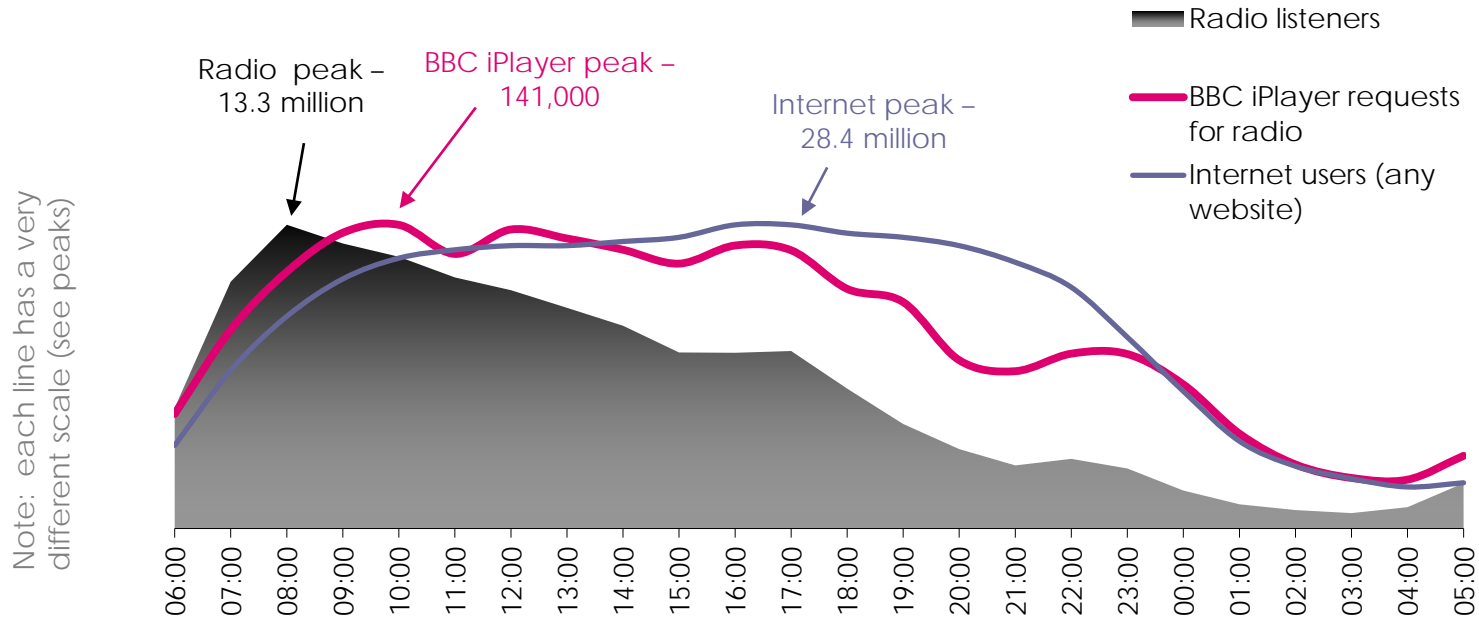
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB December 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats December 2013 - see footnotes on final page for more detail

# BBC iPlayer – use for radio online by time of day, December 2013

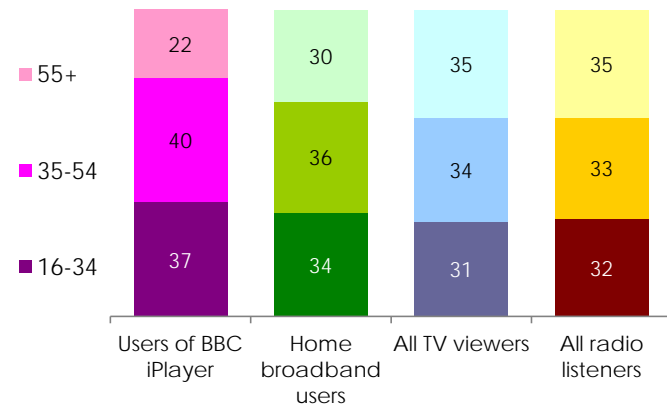
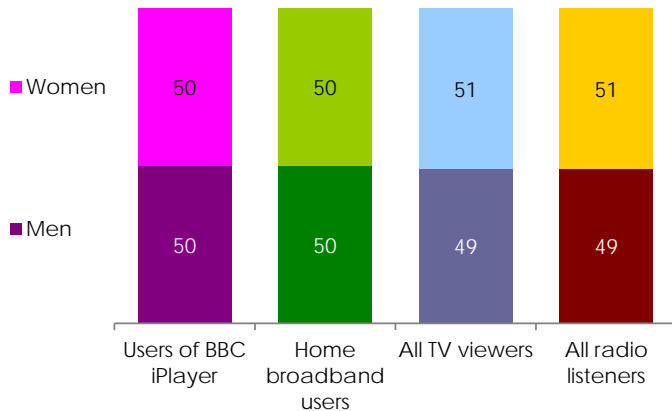
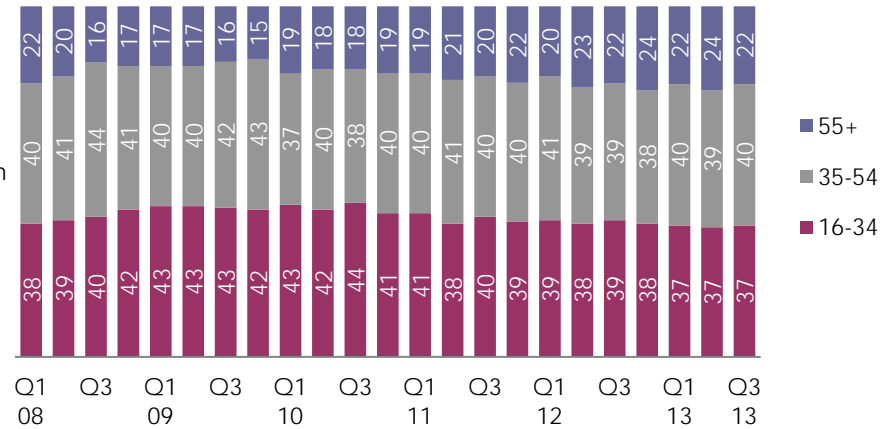
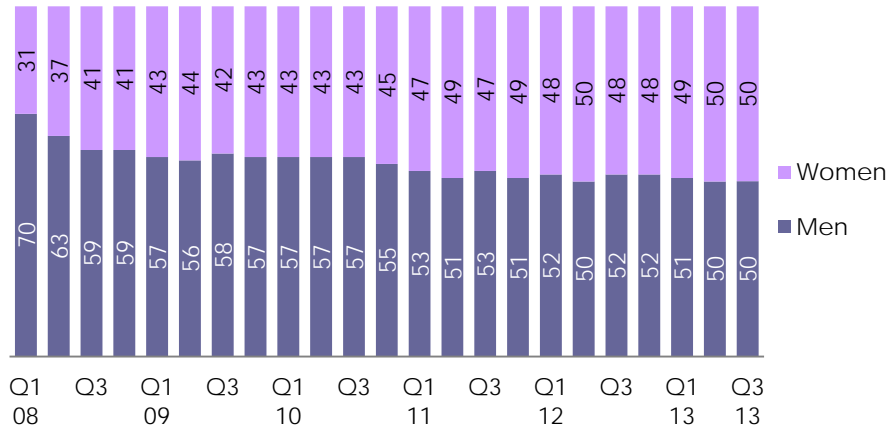
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally more listening in daytime and evening compared with the traditional linear breakfast peak.



Sources – radio from RAJAR Q3 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats December 2013 - 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 has remained stable in recent months, and for Q3 13 the split is even. The age profile of users continues to be younger than TV viewers by some margin.





# 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