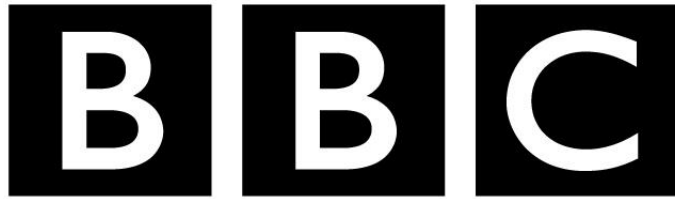


Monthly Performance Pack

December 2015



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 | Marketing & Audiences

Monthly summary – December 2015

- There were 309 million TV and radio requests for programmes on BBC iPlayer & BBC iPlayer Radio in December. Overall there was a slight decrease in requests from computers, whilst the other devices saw increases compared to November. Most notable is the increase in TV platform operators and connected TV devices, as big screen viewing proved popular over the festive period.
- **The Apprentice** was by far the most popular series in December, with **Episode 9** the top performing episode, and overall making up four out of the top five programmes. **Episode 1** in the new series of **Luther** also featured this month along with brand new series **And The There Were None** and Christmas Special episodes of **EastEnders** and **Mrs Brown's Boys**.
- The new series of **I'm Sorry I Haven't A Clue** proved popular this month, topping the radio programmes list. **The Now Show** continued to deliver high numbers of requests along with **Poirot**, **Miss Marple** and regular features such as **The Chris Evans Breakfast Show**.
- *Note: we have included November top 20 tables in this report as well as December, since we were unable to publish a report in November 2015.*

Consistent with previous months:

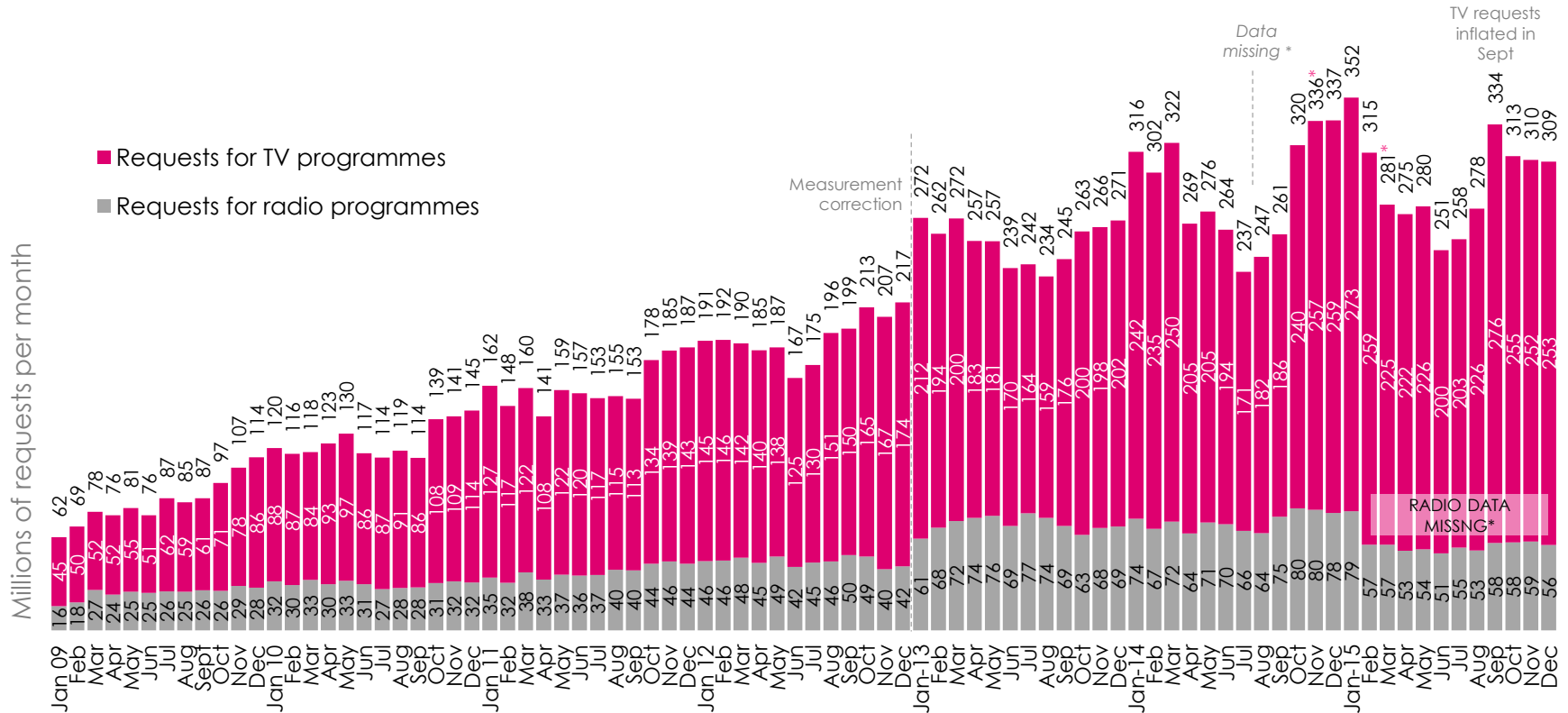
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly the same time of day as linear TV viewing, although there is proportionally more daytime and late-peak use. BBC iPlayer Radio is used far more in daytime than traditional radio listening, which peaks at breakfast-time.

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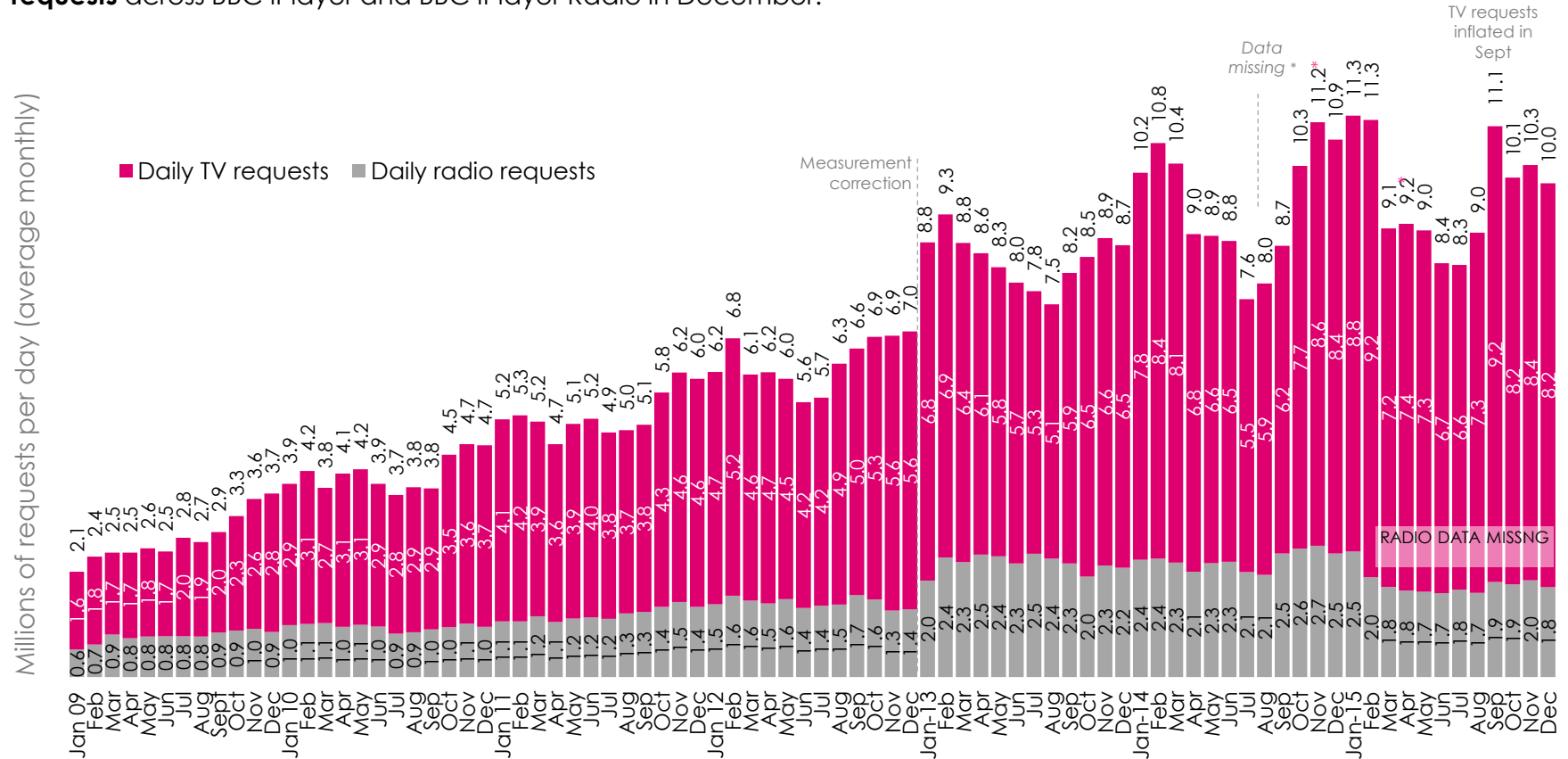
Total monthly BBC iPlayer requests across all platforms, since 2009

There were 309 million TV and radio requests for programmes on BBC iPlayer and BBC iPlayer Radio in December. TV requests increased by 1m compared to November, whereas the holiday season saw fewer radio requests as usual. (Radio requests are still being undercounted due to changes made to radio streaming services - find out more on the [BBC Internet blog](#)).



Average daily BBC iPlayer online requests

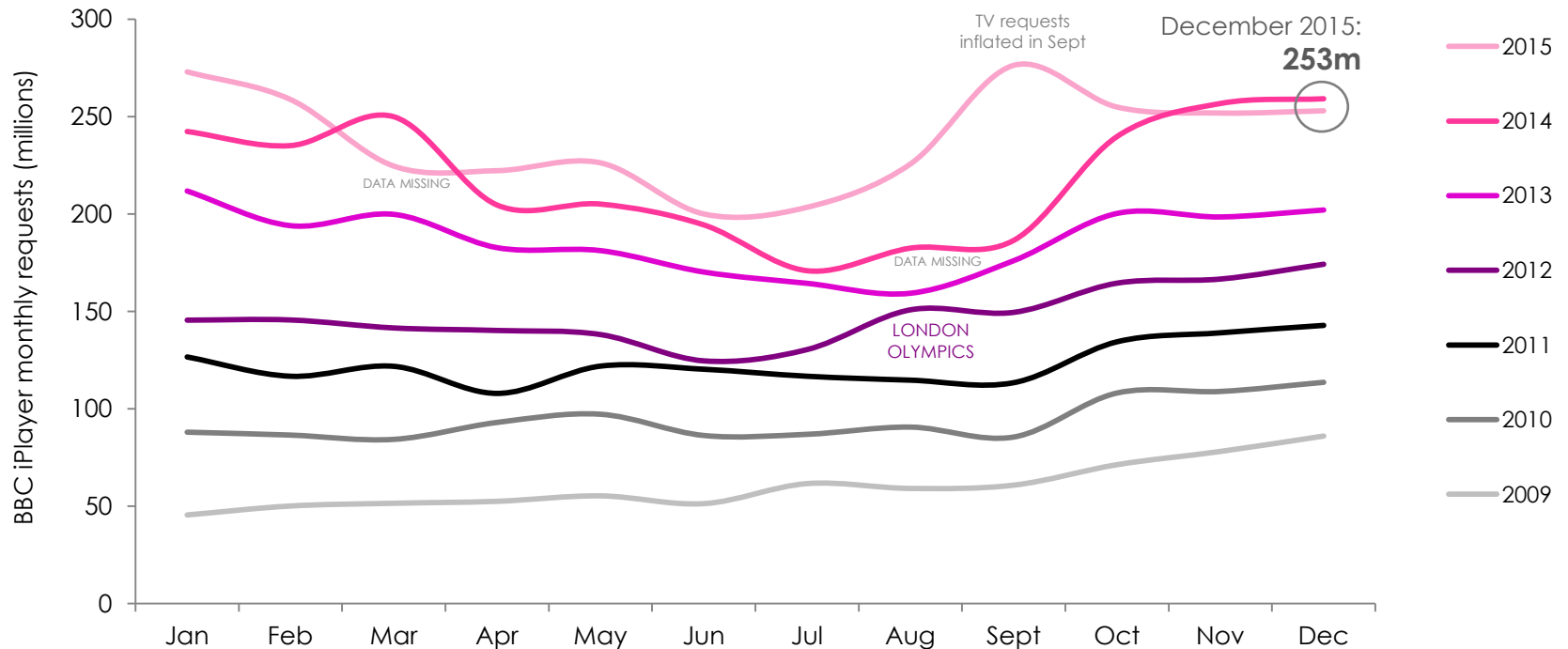
Despite all the time pressure that the festive holiday brings to many people, there was still a strong average of **10m daily requests** across BBC iPlayer and BBC iPlayer Radio in December.



* 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 graph shows the **seasonal pattern of BBC iPlayer**. Because a lot of BBC iPlayer viewing is simple catch-up, there is a strong link with linear TV – so highest in autumn and winter; however, major events and schedule variations cause significant monthly differences. There were slightly fewer requests in December 2015 than in December 2014 (the schedule in 2014 included some very strong titles including *Top Gear* and *The Missing*).

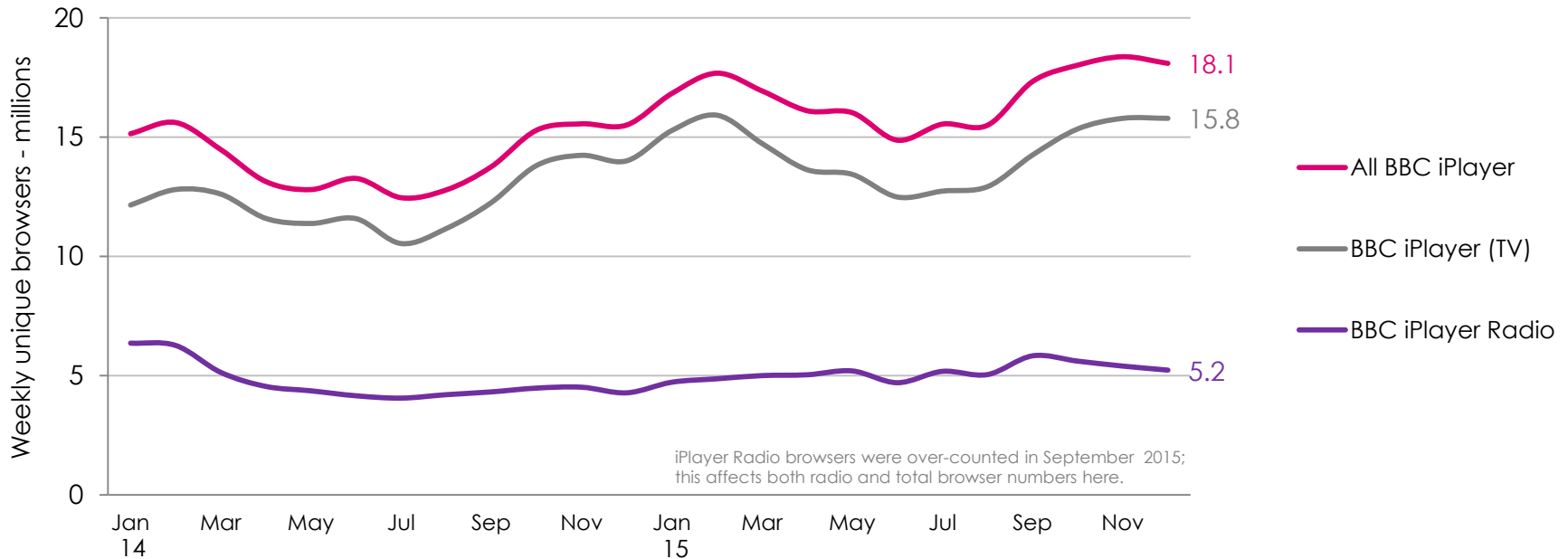


* Figures now include requests for programmes only on iPlayer.
Sept 2015 saw inflated TV requests. Please refer to slide 12 for guide notes

Weekly unique browsers to BBC iPlayer

As well as measuring the number of requests for programmes, we also measure unique browsers to BBC iPlayer and BBC iPlayer Radio. "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.

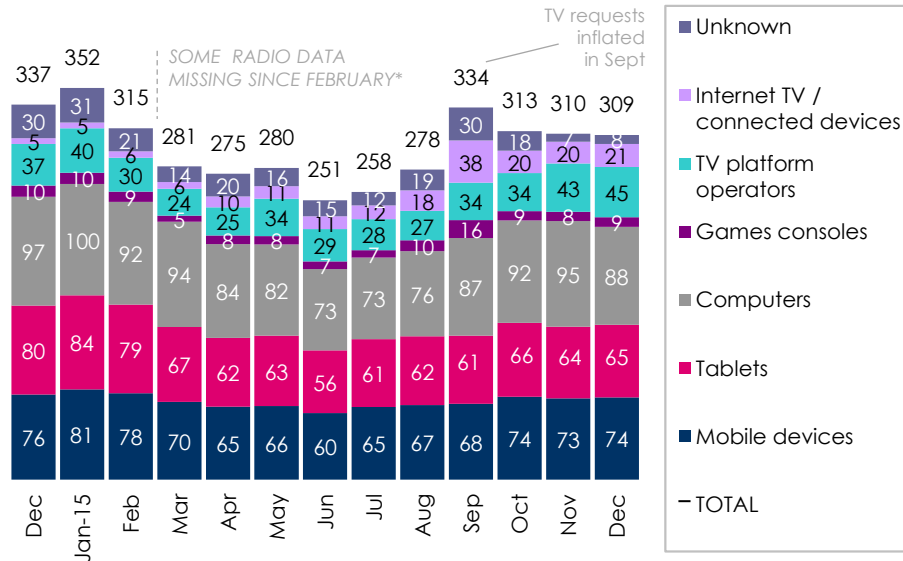
In December 2015, there was an average of **18.1m** unique browsers per week to BBC iPlayer (TV and BBC iPlayer Radio). Browsers to radio pages dropped -3% while **reach to TV pages was stable**.



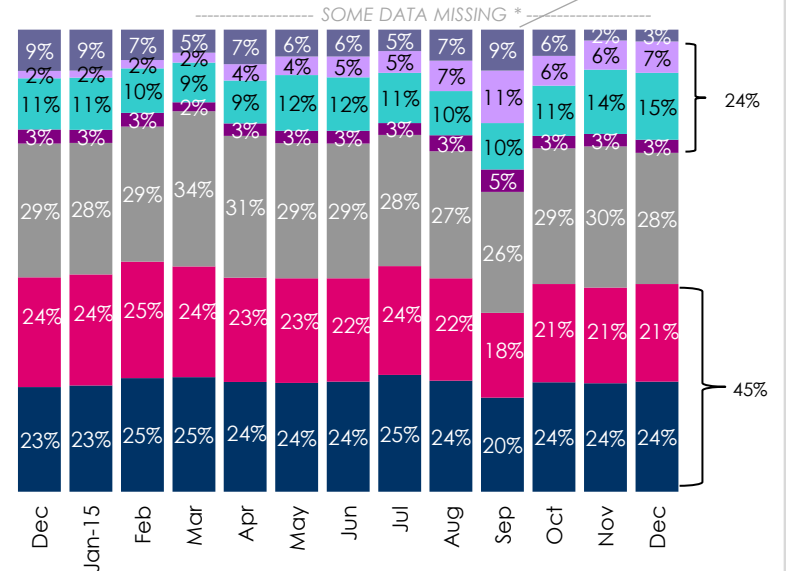
TV and radio: Requests for programmes by device type

There were **309 million TV and radio requests** for programmes on BBC iPlayer & BBC iPlayer Radio in December. There was a decrease (-7%) in requests from computers month-on-month, whilst most notable was the increase in TV devices (+4%). Mobiles and tablets grew 1-2%.

Number of requests (millions)



% of requests



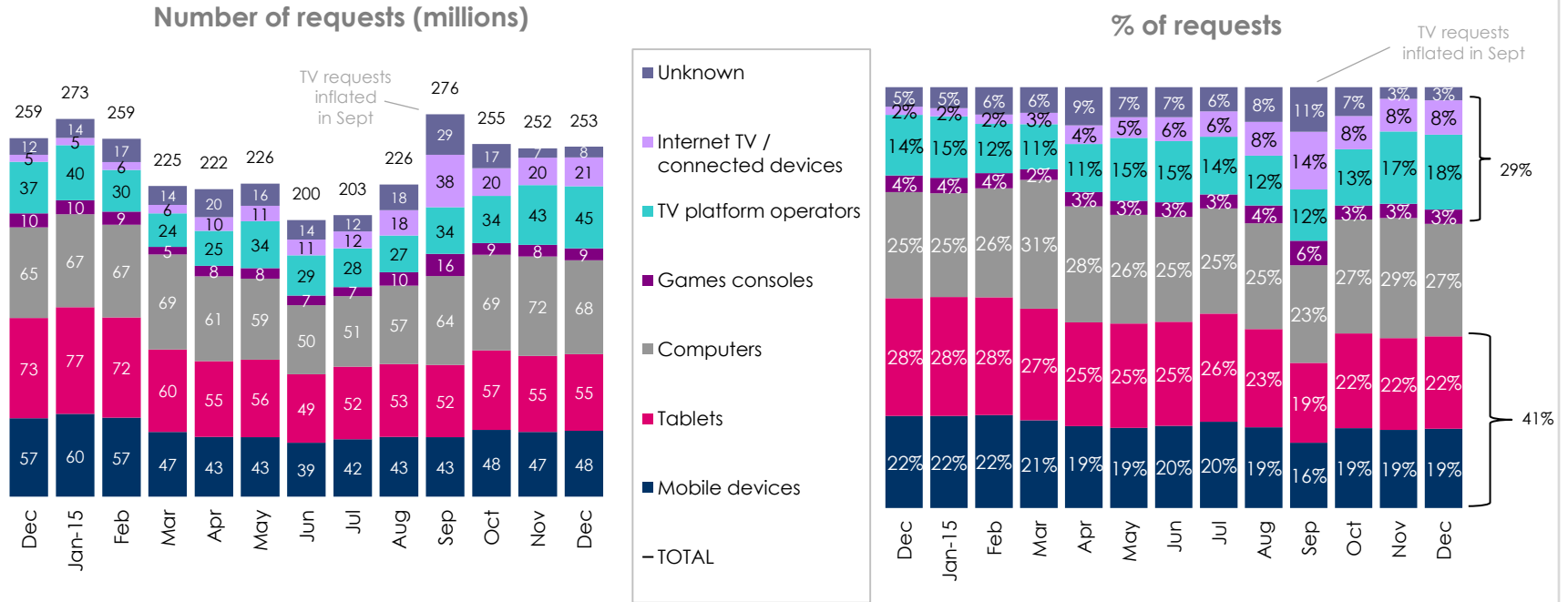
Notes:

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 by device type

Total requests for TV programmes increased +1m this month and, in line with total TV & radio requests, TV screens saw the biggest increase (+4%). Computers saw a -6% decline month-on-month and mobiles/tablets grew 1-2%.



Notes:

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

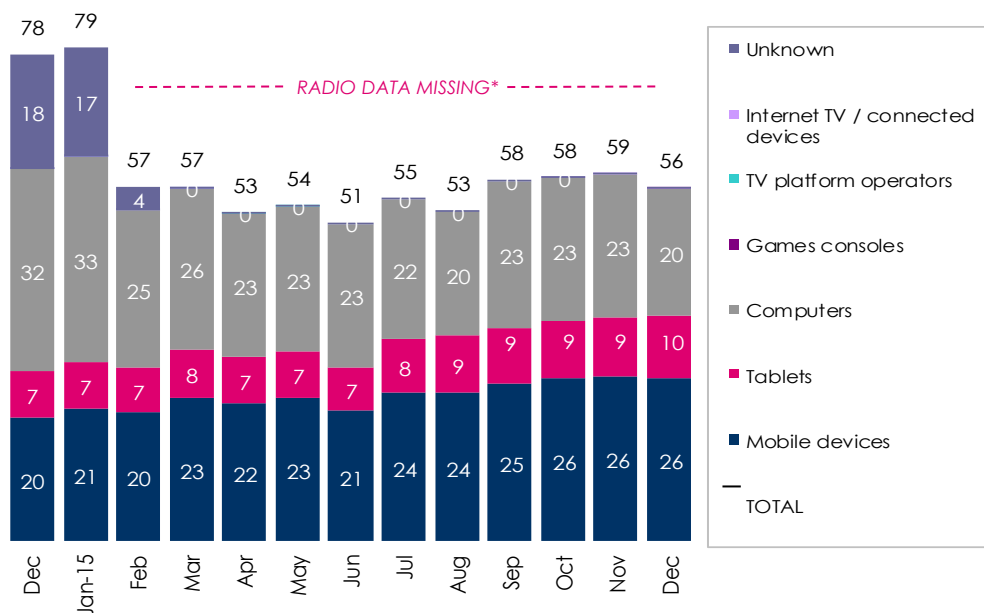
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

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

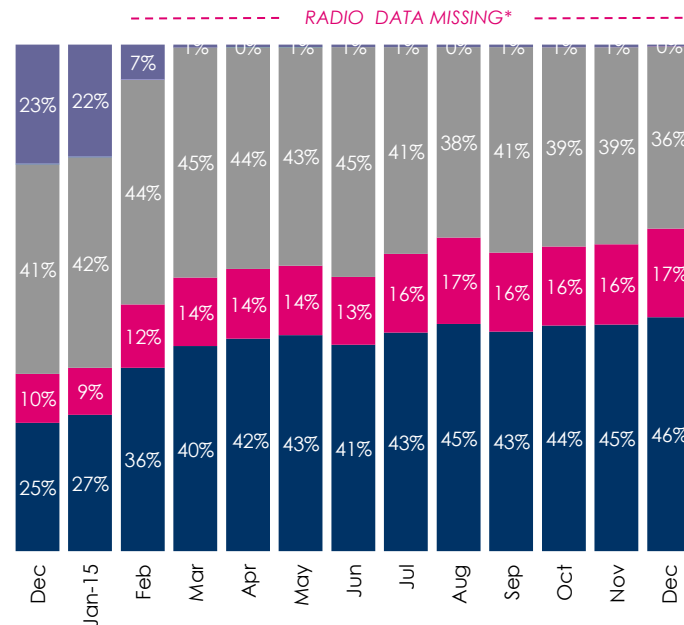
iPlayer Radio only: Requests for programmes by device type

There were **56m radio requests** recorded in December, with a drop in the amount of listening that takes place on computers – the usual pattern due to the holiday disruption of habits. Note though, some data is not being counted following changes to radio streaming - find out more here: <http://www.bbc.co.uk/blogs/internet/entries/977a1954-658f-4fb2-a23c-71680c49882f>

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. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

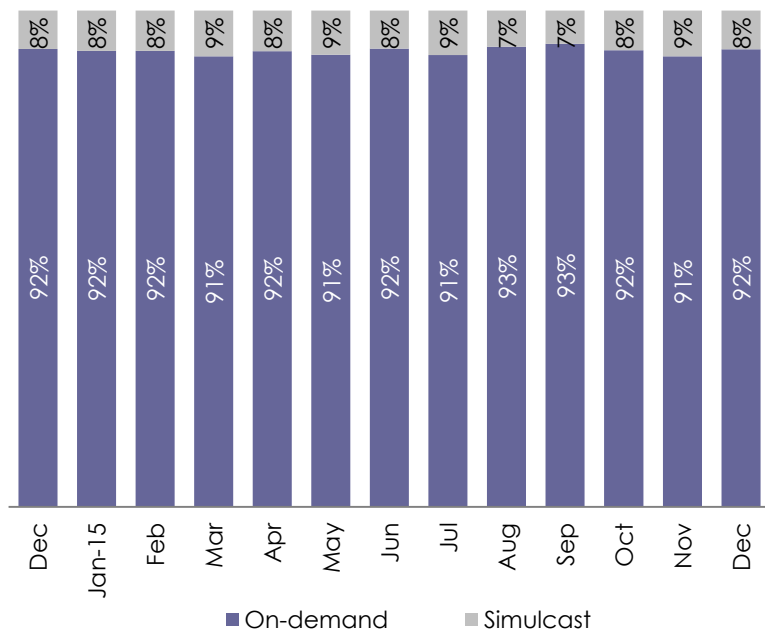
Unknown devices are historically mostly due to online radio services such as the TuneIn radio app, which we were unable to classify accurately by device.

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

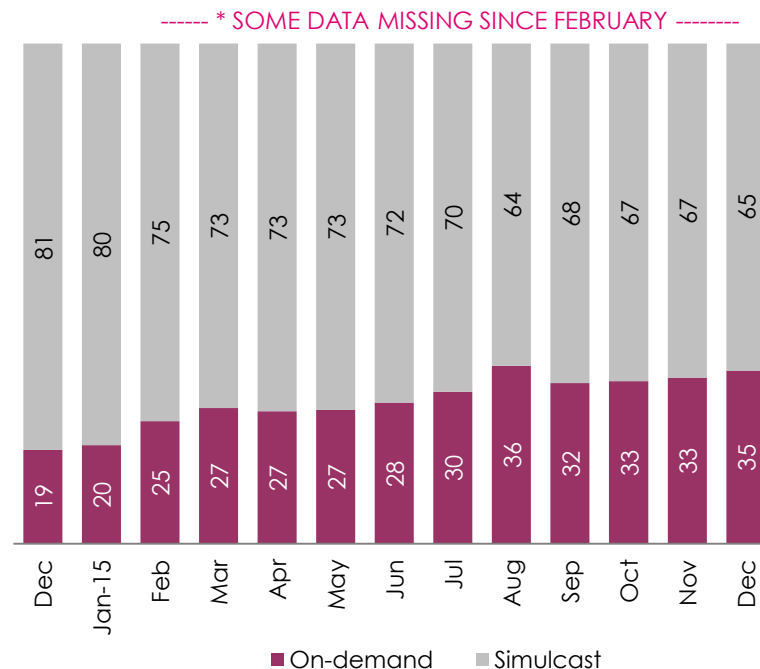
TV and radio requests: live vs catch-up online requests

8% of TV requests were for live TV viewing in December. (Some live-listening radio data is missing currently, so radio trends should be treated with caution.)

% requests for TV programmes



% requests for iPlayer Radio programmes



Notes for figures in this report

TV requests were inflated between 25th August and 29th September 2015 by around 18-25%, please treat these figures with caution.

BBC iPlayer Radio figures were over counted in September 2015 as a result of inflated Android app figures.

In August 2015 we 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 2015, 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 2015.

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 (non-Tivo)** and **Sky**. Virgin Media (non-Tivo) 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 Digital Analytics 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 in future. 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, or were 'only on iPlayer' episodes, as noted above (from January 2014).
- Please quote the source of request figures as "BBC Digital Analytics".

BBC iPlayer - top 20 TV episodes, December 2015 (excluding Virgin Media (non-Tivo) and Sky)

The Apprentice was by far the most popular series in December, delivering four out of the top five programmes, and **Episode 9** (property agents) the most-requested. Both episodes of **Luther** were also in the top 20, along with Christmas drama **And Then There Were None** and **Christmas Special** episodes of **EastEnders** and **Mrs Brown's Boys**.

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 Apprentice Series 11 Episode 9	1,890,000	The Apprentice Series 11 Episode 9	1,890,000
The Apprentice Series 11 Episode 10	1,570,000	EastEnders 25/12/15	1,461,000
The Apprentice Series 11 Episode 14	1,555,000	Luther Series 4 Episode 1	1,430,000
The Apprentice Series 11 Episode 11	1,463,000	Doctor Who Series 9 Episode 12	1,270,000
EastEnders 25/12/15	1,461,000	Mrs Brown's Boys Christmas Specials 2015 Episode 1	969,000
Luther Series 4 Episode 1	1,430,000	And Then There Were None Episode 1	929,000
EastEnders 26/12/15	1,277,000	Capital Episode 2	838,000
Doctor Who Series 9 Episode 12	1,270,000	Call the Midwife Series 5 Episode 1	783,000
EastEnders 29/12/15	1,055,000	Nativity! 06/12/10	779,000
EastEnders 24/12/15	1,052,000	Cuffs Episode 6	759,000
EastEnders 28/12/15	976,000	Russell Howard's Good News Series 10 Episode 7	747,000
Mrs Brown's Boys Christmas Specials 2015 Episode 1	969,000	The Hunt Episode 5	742,000
The Apprentice Series 11 Episode 11	957,000	Strictly Come Dancing Series 13 Episode 26	719,000
EastEnders 04/12/15	949,000	The Dumping Ground Series 3 Episode 19	714,000
Luther Series 4 Episode 2	935,000	The Next Step Series 3 Episode 28	693,000
And Then There Were None Episode 1	929,000	Reggie Yates' Extreme UK Episode 1	685,000
EastEnders 18/12/2015 18/12/2015	919,000	The Last Kingdom Episode 7	662,000
EastEnders 11/12/15	915,000	Have I Got News for You Series 50 Episode 9	654,000
EastEnders 08/12/15	891,000	Stick Man 25/12/15	616,000
EastEnders 21/12/2015	872,000	The Boy in the Dress 26/12/14	611,000

BBC iPlayer - top 20 TV episodes, November 2015*

(excluding Virgin Media (non-Tivo) and Sky)

*Note: we have included November top 20 tables in this report as well as December, since we did not publish this report in November

All eyes were on **The Apprentice** in November, with it delivering all 4 of this month's top episodes. New series' **The Hunt** (David Attenborough) and **London Spy** were close behind,, and BBC Music's one-off episode **Adele at the BBC** was also extremely popular with 1.1 million requests.

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 Apprentice Series 11 Episode 5	1,789,000	The Apprentice Series 11 Episode 5	1,789,000
The Apprentice Series 11 Episode 7	1,727,000	The Hunt Episode 1	1,397,000
The Apprentice Series 11 Episode 6	1,711,000	Adele at the BBC 20/11/15	1,166,000
The Apprentice Series 11 Episode 8	1,499,000	Doctor Who Series 9 Episode 7	1,142,000
The Hunt Episode 1	1,397,000	London Spy Episode 1	1,132,000
Adele at the BBC 20/11/15	1,166,000	EastEnders 05/11/15	1,116,000
Doctor Who Series 9 Episode 7	1,142,000	Cuffs Episode 2	944,000
London Spy Episode 1	1,132,000	Class of '92: Out of Their League Episode 2	838,000
EastEnders 05/11/15	1,116,000	The Last Kingdom Episode 3	832,000
Doctor Who Series 9 Episode 8	1,093,000	Strictly Come Dancing Series 13 Episode 14	828,000
EastEnders 06/11/15	1,052,000	Russell Howard's Good News Series 10 Episode 3	776,000
Doctor Who Series 9 Episode 9	1,052,000	Josh Episode 1	772,000
EastEnders 12/11/15	1,038,000	The Dumping Ground Series 3 Episode 15	755,000
The Hunt Episode 2	1,033,000	River Episode 4	674,000
Doctor Who Series 9 Episode 10	1,006,000	Citizen Khan Series 4 Episode 2	671,000
The Hunt Episode 3	969,000	The Next Step Series 3 Episode 25	666,000
EastEnders 03/11/15	961,000	Have I Got News for You Series 50 Episode 6	647,000
Cuffs Episode 2	944,000	The Graham Norton Show Series 18 Episode 7	643,000
EastEnders 10/11/15	933,000	Match of the Day 2015/2016 14/11/2015	633,000
EastEnders 02/11/15	926,000	Is This Rape? Sex on Trial 02/11/15	631,000

BBC iPlayer Radio - top 20 radio episodes, December 2015

The new series of **I'm Sorry I Haven't A Clue** proved popular in December, delivering the four most-requested episodes of the month. **The Now Show** continued to deliver high numbers of requests along with **Poirot**, **Miss Marple** and regular entries such as **The Chris Evans Breakfast Show**.

BBC iPlayer Radio Top 20 episodes – All	Total requests per ep.	BBC iPlayer Radio Top 20 episodes – most requested episode per series	Total requests per ep.
I'm Sorry I Haven't A Clue Series 64 Episode 1	186,000	I'm Sorry I Haven't A Clue Series 64 Episode 1	186,000
I'm Sorry I Haven't A Clue Series 64 Episode 2	179,000	Poirot Murder on the Links 30/09/2006	135,000
I'm Sorry I Haven't A Clue Series 64 Episode 3	173,000	The Now Show Series 47 Episode 4	135,000
I'm Sorry I Haven't A Clue Series 64 Episode 4	147,000	The Archers 25/12/15	110,000
Poirot Murder on the Links 30/09/2006	135,000	Miss Marple: A Pocket Full of Rye 09/04/05	109,000
The Now Show Series 47 Episode 4	135,000	The Chris Evans Breakfast Show 18/12/15	100,000
The Now Show Series 47 Episode 5	134,000	Test Match Special South Africa v England - Day 4	99,000
The Now Show Series 47 Episode 6	132,000	Ken Bruce 10/12/2015	99,000
The Archers 25/12/15	110,000	The Radio 1 Breakfast Show 04/12/15	87,000
Miss Marple: A Pocket Full of Rye 09/04/05	109,000	Desert Island Discs 13/12/2015	87,000
The Archers 14/12/15	105,000	Colvil and Soames Episode 1	82,000
The Archers 13/12/15	101,000	Agatha Christie The Sittaford Mystery Episode 1	79,000
The Chris Evans Breakfast Show 18/12/15	100,000	Miss Marple They Do It With Mirrors Episode 1	79,000
The Chris Evans Breakfast Show 04/12/2015	100,000	Dead Ringers Christmas Special 25/12/2015	75,000
Test Match Special South Africa v England - Day 4	99,000	The Archers Omnibus 06/12/15	69,000
The Archers 27/12/15	99,000	Cabin Pressure Series 4 Episode 1	68,000
Ken Bruce 10/12/2015	99,000	Jeremy Vine 03/12/15	68,000
The Chris Evans Breakfast Show 17/12/15	98,000	Drama McLevy Episode 1	65,000
The Archers 24/12/15	98,000	Steve Wright in the Afternoon 17/12/2015	64,000
The Archers 15/12/15	97,000	The Infinite Monkey Cage Episode 1	64,000

BBC iPlayer Radio - top 20 radio episodes, November 2015*

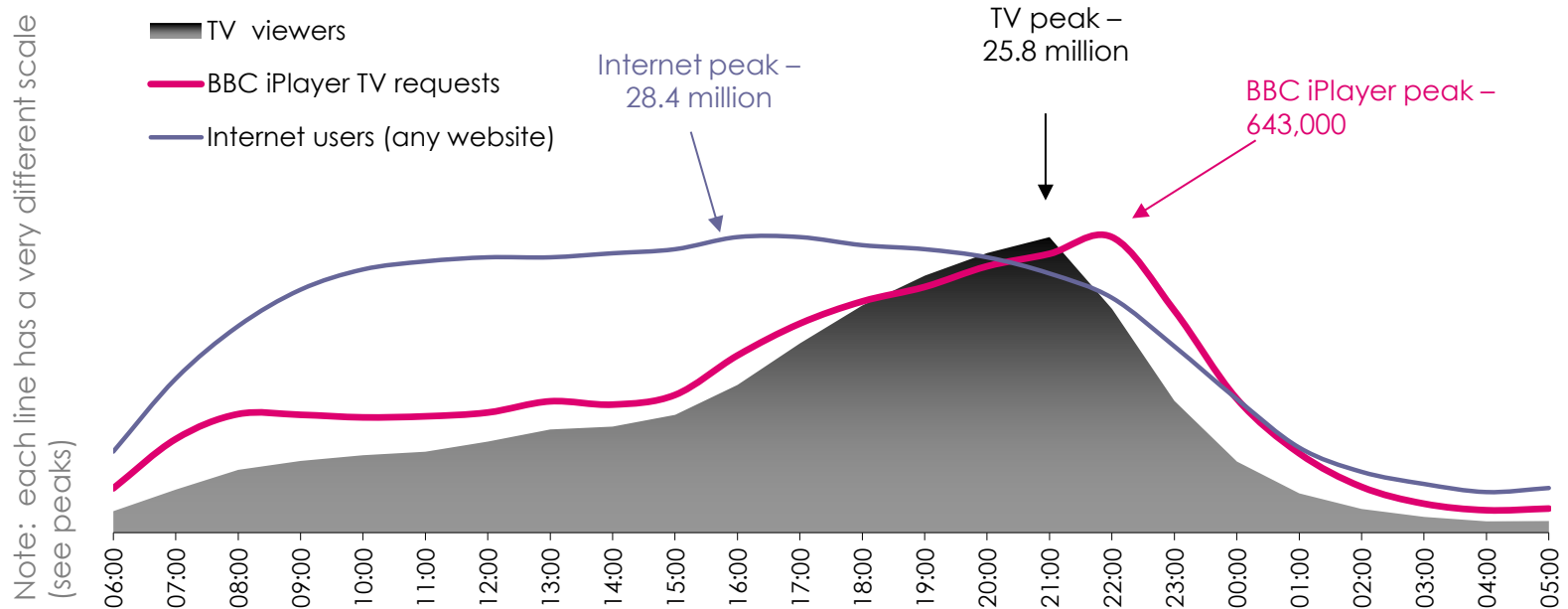
*Note: we have included November top 20 tables in this report as well as December, since we did not publish this report in November

Comedy topped the radio chart once again in November, with the most-requested programme being **The News Quiz**, followed by the new series of **The Now Show**. Radio 5live's coverage of the **Klitschko vs Fury** boxing match rounded out the top 3.

BBC iPlayer Radio Top 20 episodes – All	Total requests per ep.	BBC iPlayer Radio Top 20 episodes – most requested episode per series	Total requests per ep.
The News Quiz Series 88 Episode 8	193,000	The News Quiz Series 88 Episode 8	193,000
The Now Show Series 47 Episode 1	147,000	The Now Show Series 47 Episode 1	147,000
5 live Sport Boxing Klitschko v Fury 28/11/2015	140,000	5 live Sport Boxing Klitschko v Fury 28/11/2015	140,000
The Now Show Series 47 Episode 2	133,000	Miss Marple The Moving Finger 07/05/2005	116,000
Miss Marple The Moving Finger 07/05/2005	116,000	Just a Minute Series 73 Episode 5	98,000
The Now Show Series 47 Episode 3	100,000	The Archers 22/11/15	94,000
Just a Minute Series 73 Episode 5	98,000	Poirot Five Little Pigs 09/09/2006	93,000
The News Quiz Series 88 Episode 7	95,000	The Radio 1 Breakfast Show 06/11/15	93,000
Just a Minute Series 73 Episode 6	94,000	The Chris Evans Breakfast Show 06/11/2015	90,000
The Archers 22/11/15	94,000	Agatha Christie Sparkling Cyanide Episode 1	86,000
Just a Minute Series 73 Episode 7	93,000	Ken Bruce 11/11/2015	85,000
Poirot Five Little Pigs 09/09/2006	93,000	Scott Mills 17/11/15	80,000
The Radio 1 Breakfast Show 06/11/15	93,000	Charles Paris: Cast, in Order of Disappearance Episode 1	80,000
The Radio 1 Breakfast Show 12/11/15	92,000	News Quiz Extra Series 15 Episode 8	79,000
The Archers 01/11/15	92,000	Adam Dalgliesh - Cover Her Face Episode 1	79,000
The Radio 1 Breakfast Show 13/11/15	91,000	Steve Wright in the Afternoon 17/11/2015	78,000
The Archers 16/11/15	91,000	5 live Sport 29/11/15	76,000
The Chris Evans Breakfast Show 06/11/2015	90,000	Jeremy Vine 17/11/15	74,000
The Archers 03/11/2015	90,000	Charles Paris Mystery Episode 4	73,000
The Archers 09/11/15	90,000	Test Match Special Pakistan v England - Day 3	71,000

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

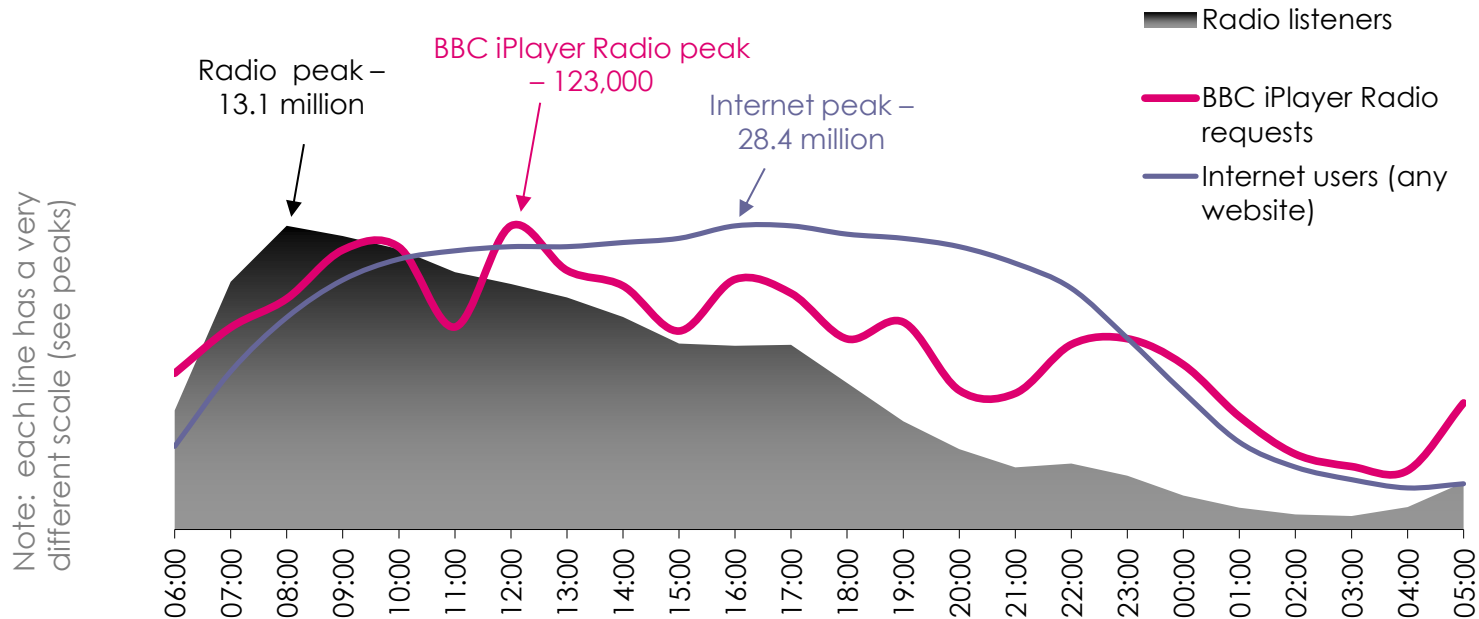
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

BBC iPlayer Radio – use for radio online by time of day, Dec 2015

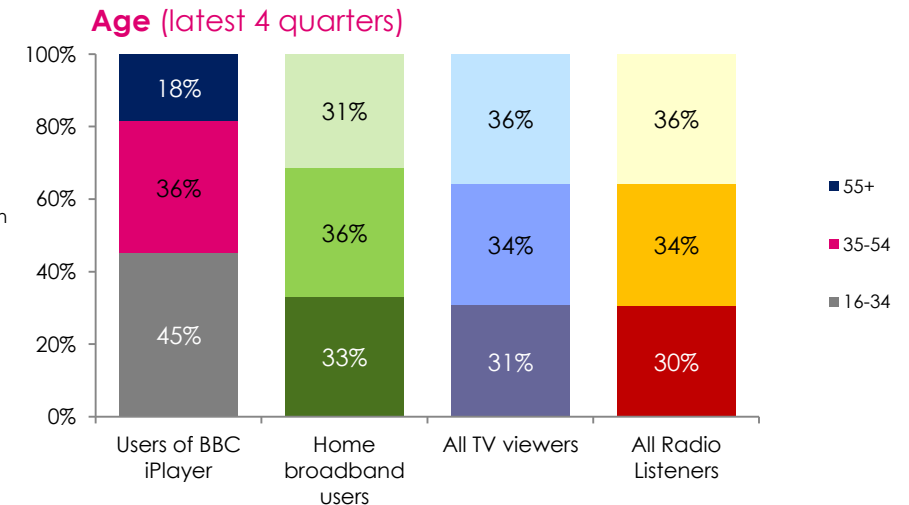
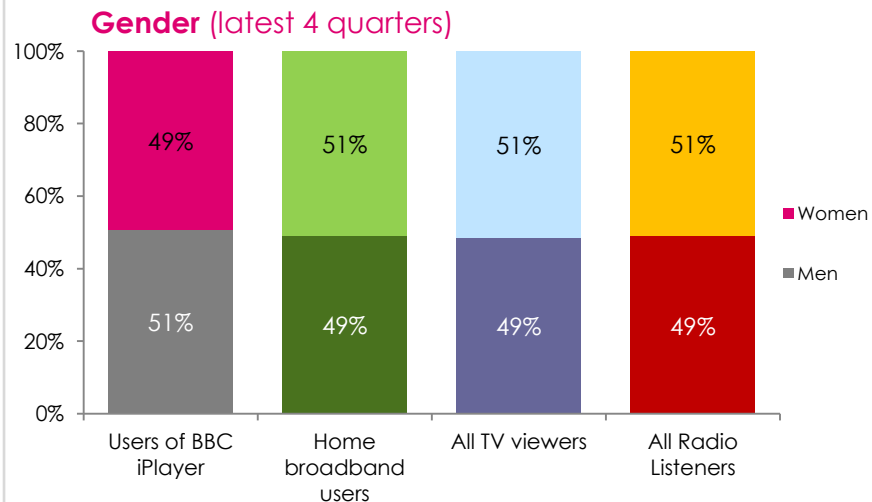
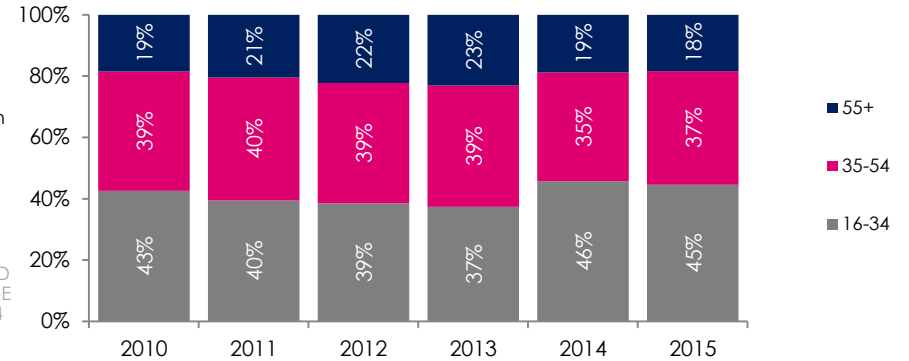
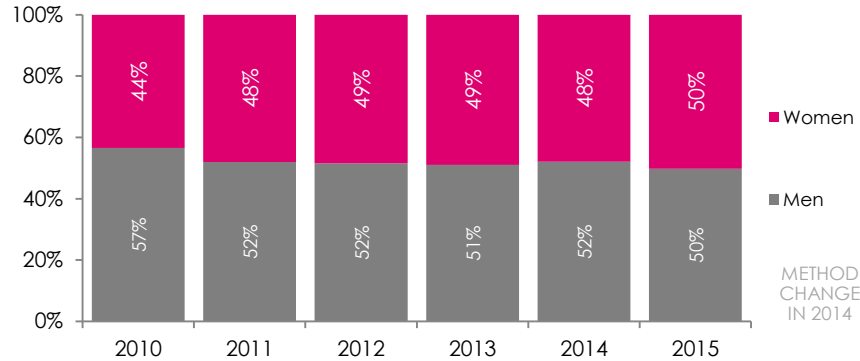
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer Radio use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer Radio being in-between the pattern of radio listening and internet use, with proportionally more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



Sources – radio from RAJAR Q3 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats December 2015 - see footnotes on final page for more detail

Demographics of BBC iPlayer users (TV only)

BBC iPlayer usage is equally balanced between men and women, with the largest share of audience aged 16-34.



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 exactly 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 17-18 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