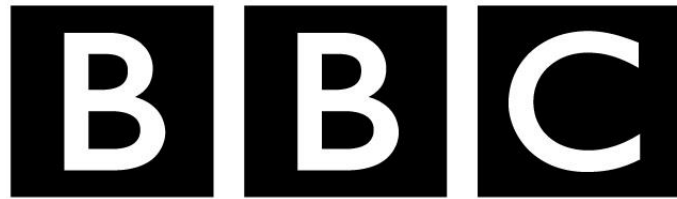


# Performance Report

## December 2016



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 | Marketing & Audiences

# December 2016 summary

- The festive season in December has helped BBC iPlayer have its best month ever. There were 354 million TV and radio requests for programmes on BBC iPlayer and iPlayer Radio, a record high and up +11% on December 2015. It was also the best month for requests for TV programmes, totalling 281 million across the month.
- *Planet Earth II* continued its strong performance in December, with the final two episodes of the David Attenborough series both topping 2.2 million requests each. Episode 1 of the new three-part series *Rillington Place* performed well, with 1.5 million requests. The *Apprentice* continued its success, whilst the most requested Christmas Special in December was *Outnumbered*, also getting well over a million requests.
- The popular Radio comedy series *I'm Sorry I Haven't A Clue Series 66 Episode 5* topped the radio programme charts in December, with 216k, (plus two more episodes in the top 5). *Charles Paris Mystery* achieved a third place ranking, with the rest of the top 20 made up of continuing radio drama or comedy.
- In December, 16% of TV requests were for live TV viewing, broadly in line with other figures across the second half of 2016.

## Consistent with previous months:

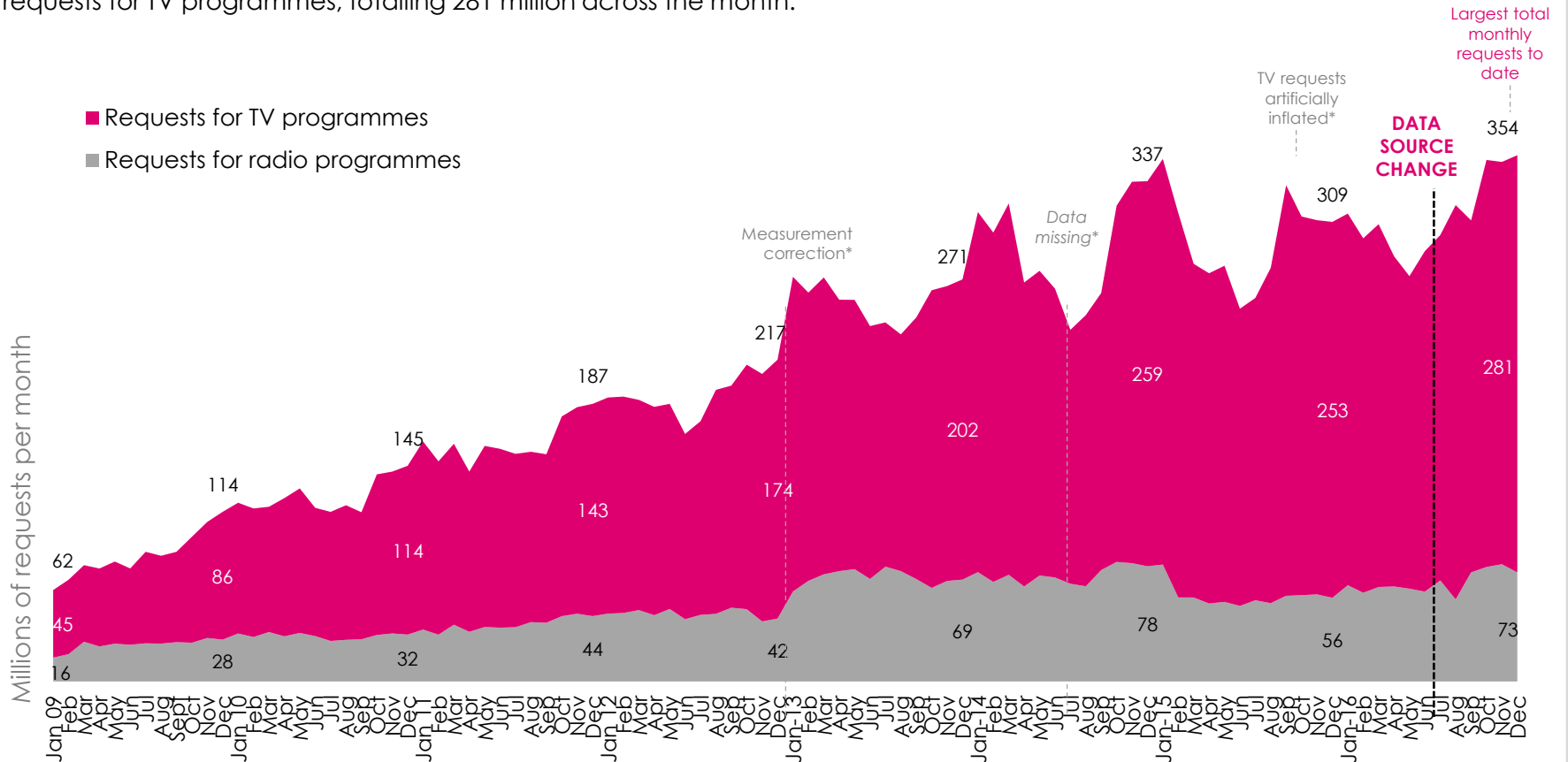
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, now showing a slight female skew, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC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

The festive season in December has helped BBC iPlayer have its best month ever. There were 354 million TV and radio requests for programmes on BBC iPlayer and iPlayer Radio, a record high and up +11% on December 2015. It was also the best month for requests for TV programmes, totalling 281 million across the month.



**Notes:**

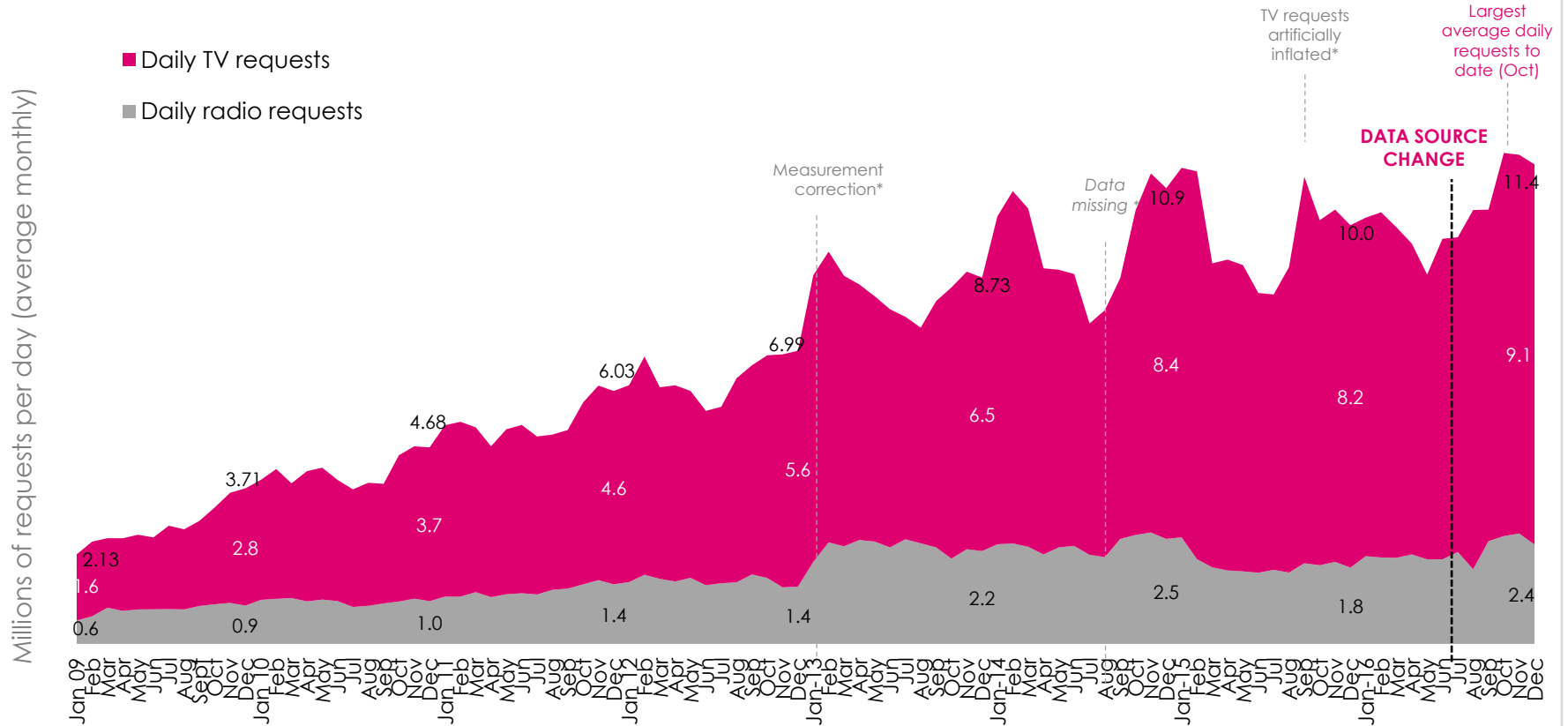
Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

RADIO DATA MISSING SINCE FEB 2015\*

\* Please refer to slide 12 for guide notes on months with data caveats

# Average daily BBC iPlayer online requests

Overall there was an average of **11.4m daily requests** across BBC iPlayer and iPlayer Radio in December, with daily TV requests increasing on November's figures, whilst radio requests were slightly down on November's figures.



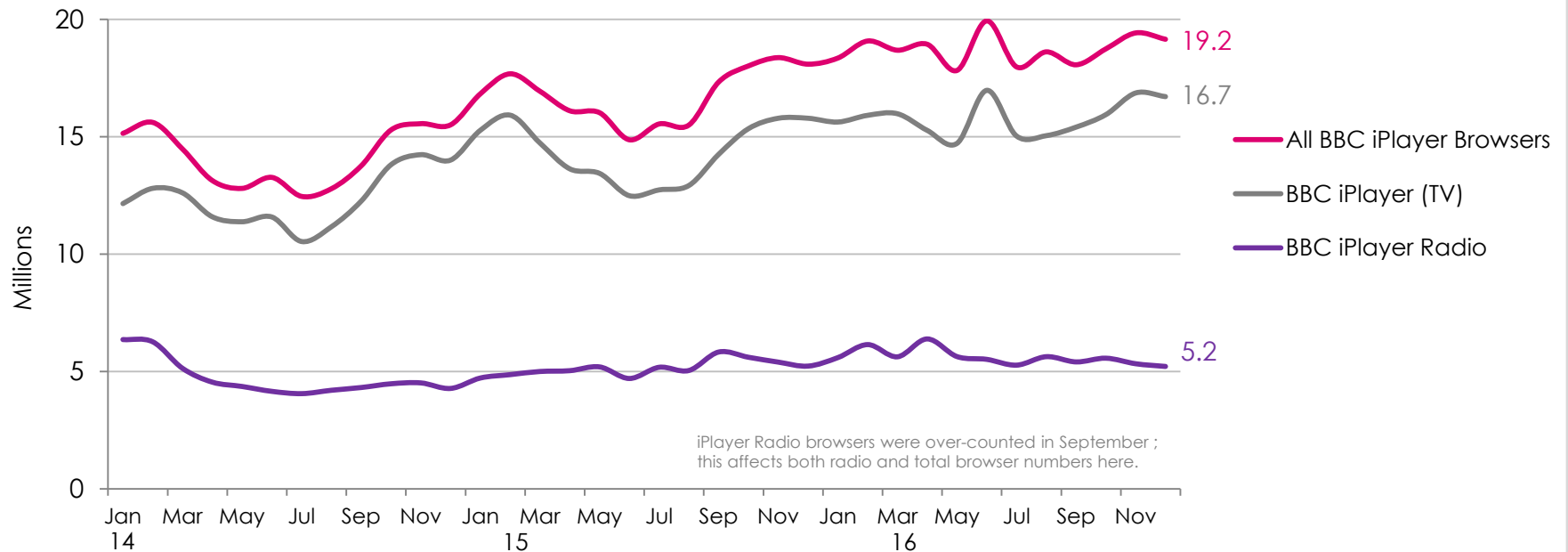
Notes:  
Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

RADIO DATA MISSING SINCE FEB 2015\*

# 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 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 2016, there was an average of **19.2m** unique browsers per week to BBC iPlayer (TV and BBC iPlayer Radio).

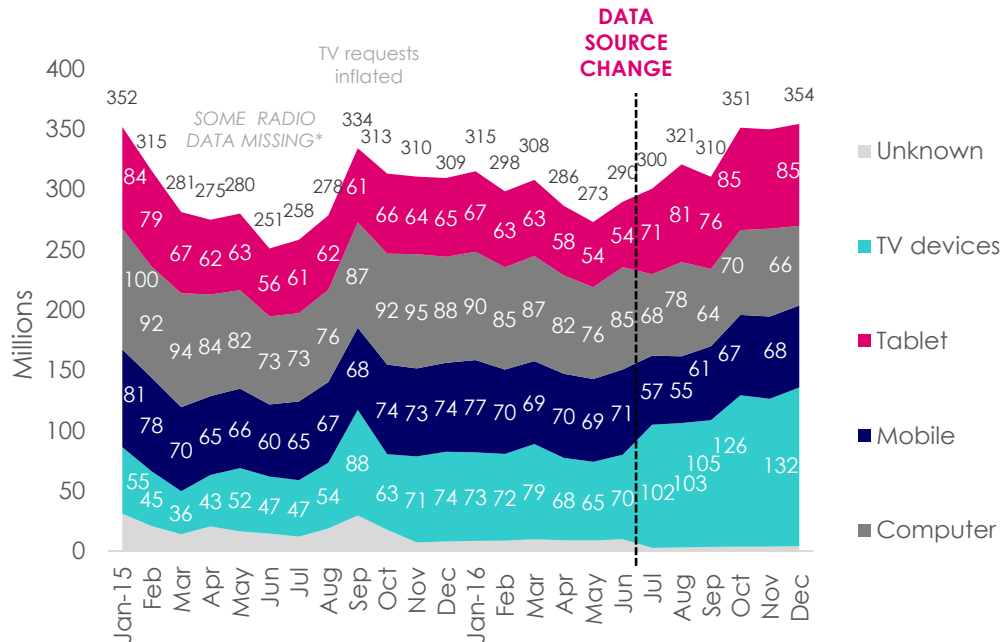


# TV and radio: Requests for programmes by device type

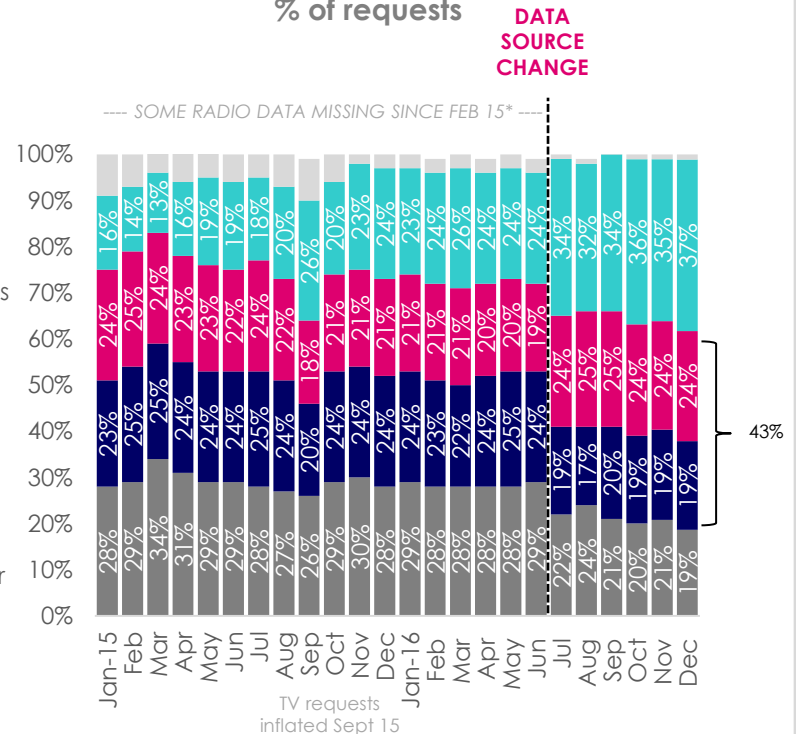
TV devices are being more accurately reported since the measurement change in July 2016, and we saw a record high of 132m requests to TV devices in December. A step-change can be seen for other devices too, since the measurement change now correctly categorises devices that were previously mis-categorised or 'unknown'.

There was a record high of **354 million TV and radio requests** for programmes on BBC iPlayer & iPlayer Radio in December with increases seen on TV devices (+7%) and tablets (+3%).

Number of requests (millions)



% of requests



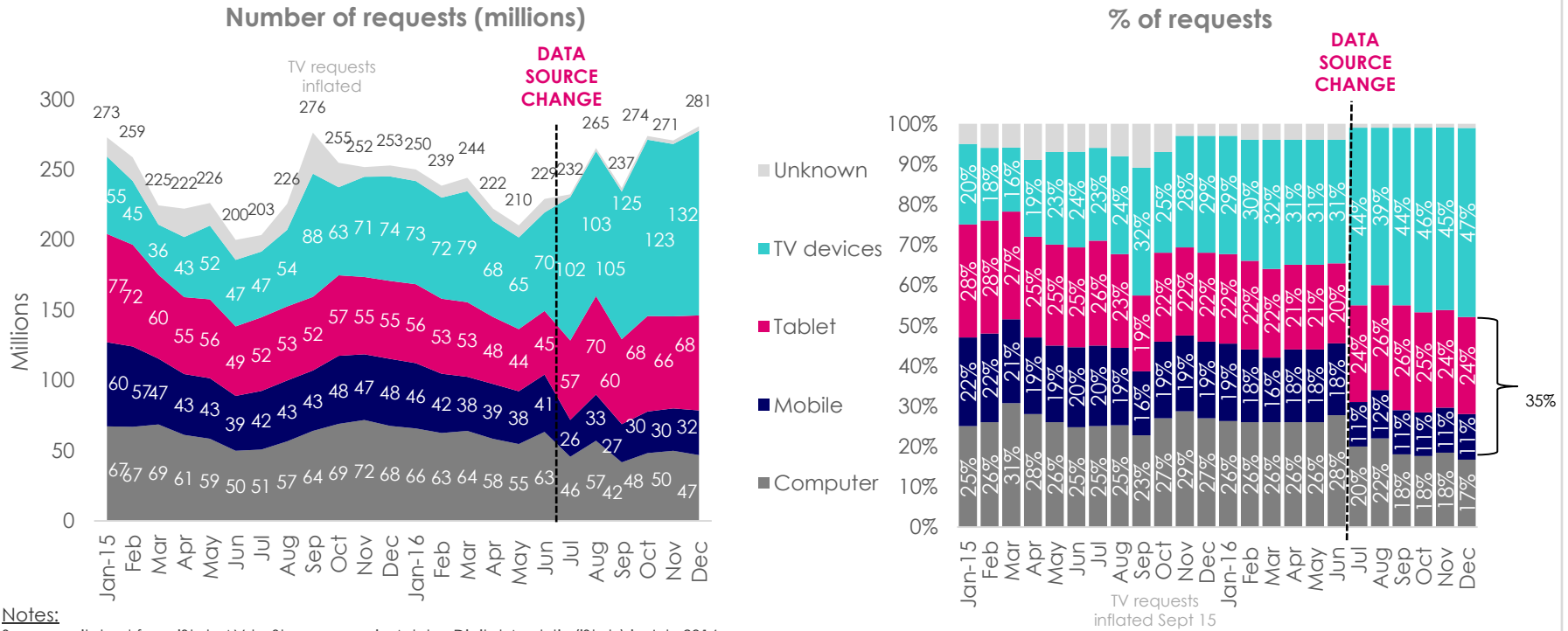
Notes: Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

\* Please refer to slide 12 for guide notes.

# TV only: Requests for programmes by device type

A step-change in device data can be seen since the measurement change in July 2016, because some devices that were previously mis-categorised or 'unknown' are now being labelled correctly.

In December, total **requests for TV programmes** increased by +4% compared to November. TV devices achieved the highest increase in requests compared to November's data, up +7%



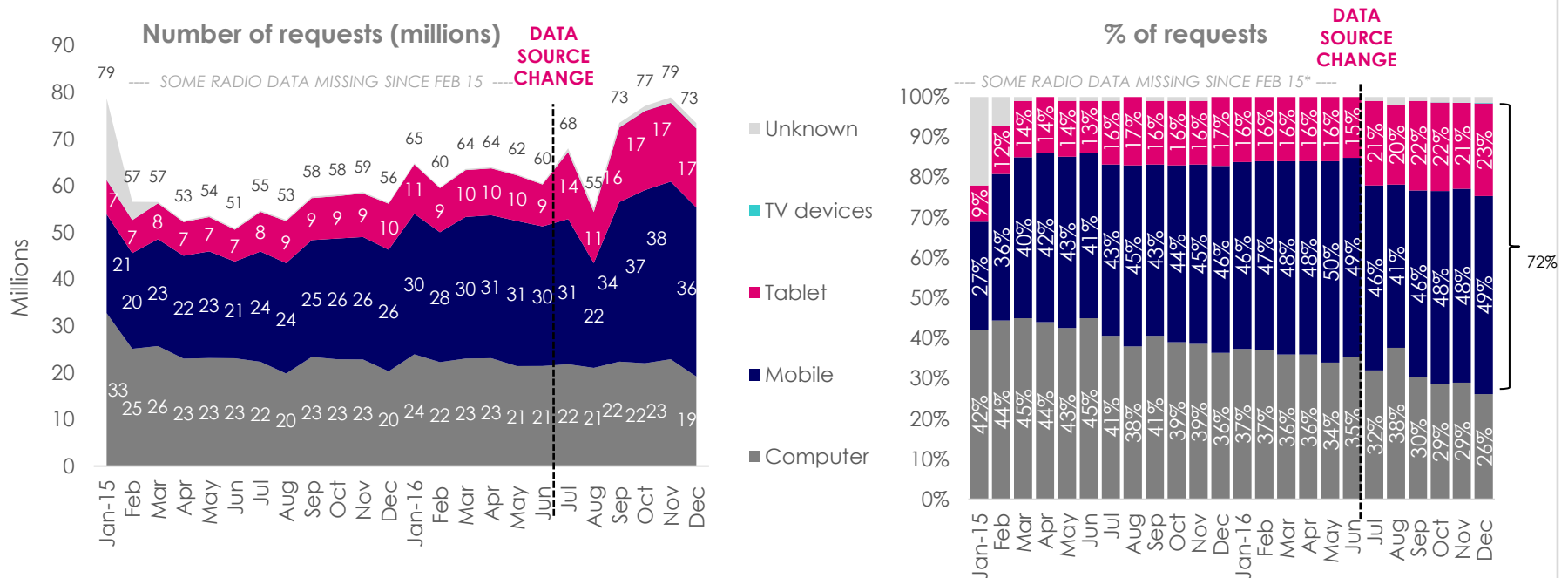
\* Please refer to slide 12 for guide notes.



# Radio only: Requests for programmes by device type

A step-change in device data can be seen since the measurement change in July 2016, because some devices that were previously mis-categorised or 'unknown' are now being labelled correctly.

There were **73m radio requests** recorded in December, with mobile maintaining its position as the largest device for radio.

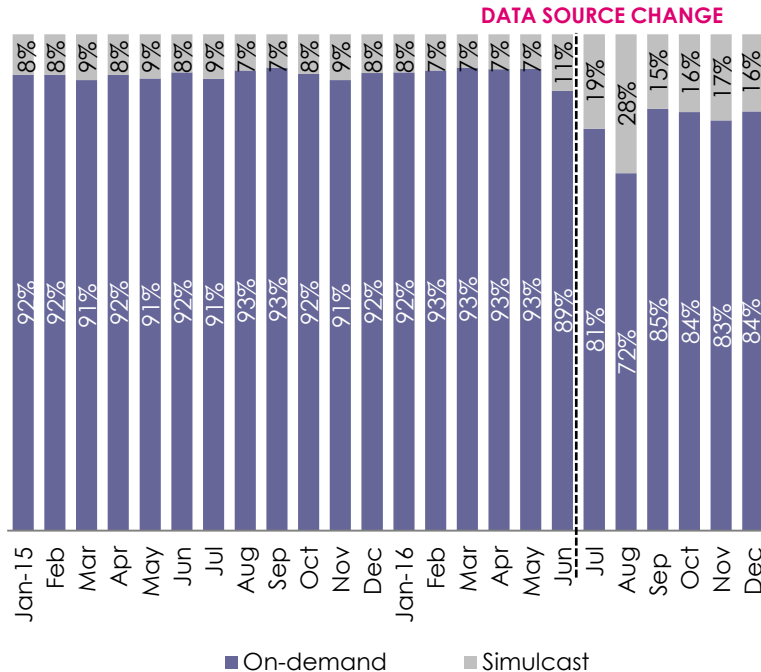


# TV and radio requests: live vs catch-up online requests

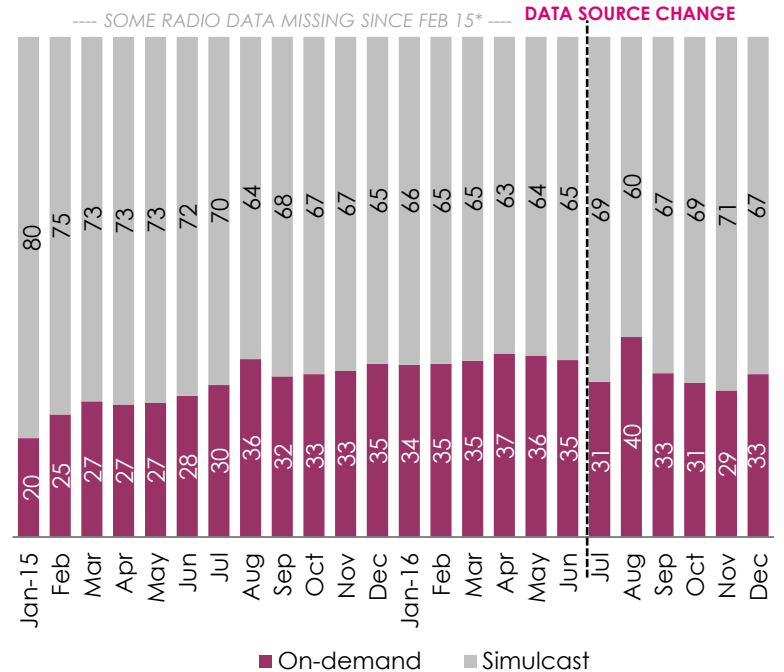
The measurement update in July 2016 has resulted in a clear step-change, with more accurate measurement of live TV requests showing that they make up a larger proportion of the total number of requests to BBC iPlayer.

In December, 16% of TV requests were for live TV viewing, broadly in line with other figures across the second half of 2016 (with the exception of August's high of 28% due to the Rio Olympics content available to watch live on BBC iPlayer).

% requests for TV programmes



% requests for iPlayer Radio programmes



**Notes:**

Source switched from iStats AV to StreamSense in Adobe Digital Analytics (iStats) in July 2016

\* Please refer to slide 12 for guide notes.

# Notes for figures in this report

## Data issues to note

- Figures for Virgin Cable and Sky are interim estimates for September 2016. Games console requests were undercounted in January 2016, and Android devices were undercounted from 16<sup>th</sup> to 31<sup>st</sup> March 2016.
- TV requests were inflated in August and September 2015 by around 18-25%, please treat these figures with caution when looking at trends. iPlayer Radio Unique Browser figures were over counted in September 2016 as a result of inflated Android app figures.
- Please refer to the [BBC Internet blog](#) for details on missing Radio requests from February 2015.
- Some TV request data was not captured in March 2015 (estimated 17m requests). 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**. The data arrives later than that from other platforms and is not currently consolidated within BBC Digital Analytics systems.

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

- Prior to July 2016, requests data was measured via a BBC in-house system (BBC iStats AV). Since July 2016 the source has changed to StreamSense by Adobe Digital Analytix. Data is broadly comparable, and most step-changes are due to device categorisation correction, and a small amount of data missing from BBC iStats AV (such as live TV viewing on TV platforms, and webcasts).
- Unique browser data is reported from the Adobe Digital Analytix tool. Please quote the source of request figures as "BBC Digital Analytics".
- 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, and are only measured in the calendar month.
- Unless specified otherwise, figures include requests for both on-demand catch-up (streams and downloads), or views of live simulcasts. All data is for the UK only and excludes listening outside the UK. Requests are counted for BBC iPlayer on any BBC website or application – whether on a programme, channel or station page, or on the BBC iPlayer websites or bespoke mobile or TV apps. This report does not include requests for web-only content (such as online news or sport coverage). Webcasts are only included if they have been made available through BBC iPlayer. Figures in this report include requests for programmes which are only on iPlayer, as well as for programmes previously shown on linear TV. On average this has boosted the totals by 2% since 2014.

# BBC iPlayer - top 20 TV episodes, December 2016 (excluding Virgin Media cable and Sky)

**Planet Earth II** continued its strong performance in December, with the final two episodes of the David Attenborough series both topping 2.2 million requests. Episode one of the new three part series **Rillington Place** performed, reaching 1.5 million requests. **The Apprentice** continued to do well, whilst the most requested Christmas Special in December was **Outnumbered**, also getting well over a 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.
Planet Earth II Episode 6	2,240,000	Planet Earth II Episode 6	2,240,000
Planet Earth II Episode 5	2,220,000	The Apprentice Series 12 Episode 9	1,663,000
The Apprentice Series 12 Episode 9	1,663,000	Rillington Place Episode 1	1,503,000
Rillington Place Episode 1	1,503,000	EastEnders 25/12/16	1,223,000
The Apprentice Series 12 Episode 14	1,473,000	Outnumbered Christmas Special 2016 26/12/16	1,129,000
The Apprentice Series 12 Episode 10	1,471,000	Strictly Come Dancing Series 14 Episode 27	1,080,000
The Apprentice Series 12 Episode 12	1,415,000	Mrs Brown's Boys Christmas Specials 2016 Episode 1	1,066,000
Planet Earth II Episode 4	1,346,000	The Missing Series 2 Episode 8	1,005,000
EastEnders 25/12/16	1,223,000	Call the Midwife Christmas Special 2016 25/12/16	945,000
Outnumbered Christmas Special 2016 26/12/16	1,129,000	Doctor Who The Return of Doctor Mysterio 25/12/16	927,000
Strictly Come Dancing Series 14 The Final Episode 27	1,080,000	The Great British Bake Off 2016 Christmas Specials Ep 1	853,000
Mrs Brown's Boys Christmas Specials 2016 Episode 1	1,066,000	Who Do You Think You Are? Series 13 Episode 4	842,000
Rillington Place Episode 2	1,059,000	The Witness for the Prosecution Episode 1	824,000
EastEnders 26/12/16	1,016,000	Hank Zipzer Christmas Catastrophe 12/12/16	782,000
The Missing Series 2 Episode 8	1,005,000	Last Tango in Halifax Series 4 Episode 1	748,000
EastEnders 27/12/16	996,000	Match of the Day 2016/2017 03/12/16	730,000
EastEnders 02/12/16	981,000	Lawful Killing: Mark Duggan 05/12/16	712,000
Call the Midwife Christmas Special 2016 25/12/16	945,000	Six Wives with Lucy Worsley Episode 1	645,000
Doctor Who The Return of Doctor Mysterio 25/12/16	927,000	Have I Got News For You Series 52 Episode 9	618,000
EastEnders 13/12/16	922,000	Walliams & Friend Series 1 Episode 2	595,000

# BBC iPlayer Radio - top 20 radio episodes, December 2016

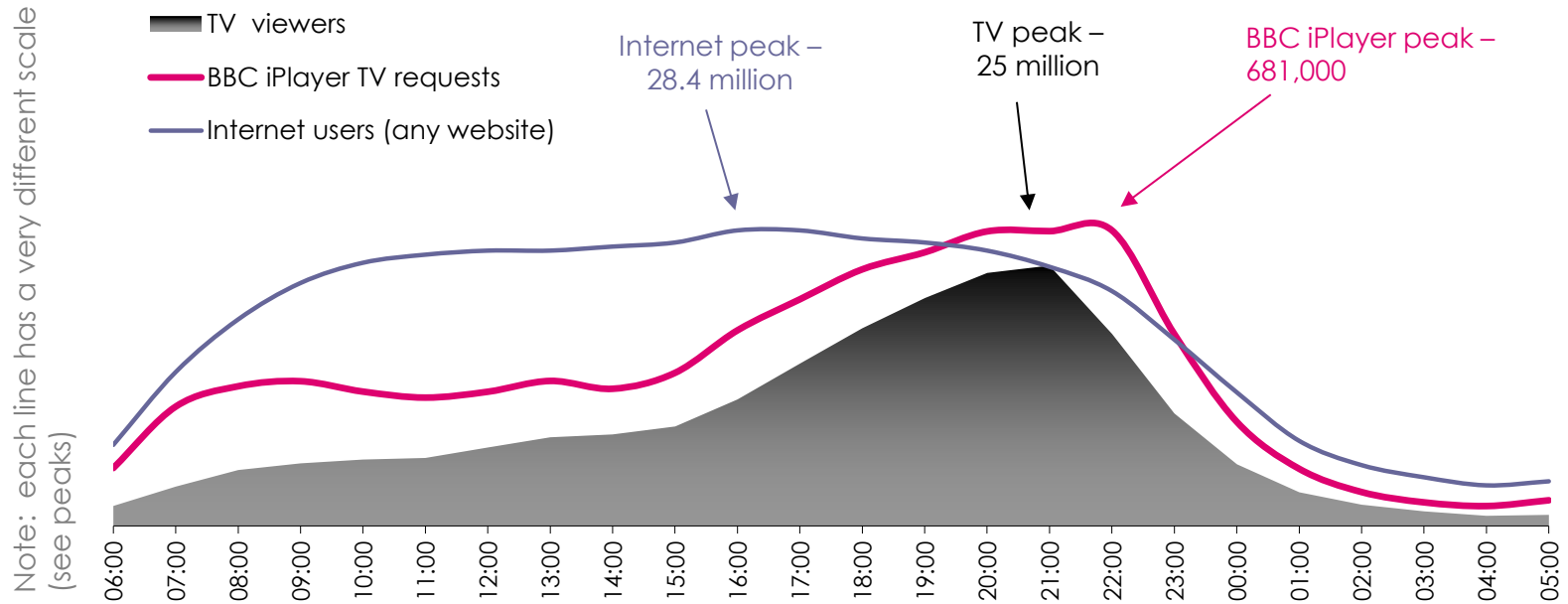
The popular Radio comedy series **I'm Sorry I Haven't A Clue Series 66 Episode 5** topped the radio programme charts in December, with 216k, (plus two more episodes in the top 5). **Charles Paris Mystery** achieved a third place ranking, with the rest of the top 20 made up of continuing radio drama or comedy.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
I'm Sorry I Haven't A Clue Series 66 Episode 5	216,000
I'm Sorry I Haven't A Clue Series 66 Episode 4	214,000
Charles Paris Mystery Episode 1	211,000
I'm Sorry I Haven't A Clue Series 66 Episode 6	190,000
The Now Show Series 49 Episode 5	190,000
Desert Island Discs 18/12/16	177,000
The Now Show Series 49 Episode 6	173,000
The Archers 25/12/16	168,000
The Now Show Series 49 Episode 7	167,000
Charles Paris Episode 2	166,000
The Archers 09/12/16	165,000
The Archers 07/12/16	162,000
5 live Sport 5 live Rugby England v Australia 03/12/16	161,000
The Archers 26/12/16	158,000
Test Match Special India v England - Day 1 08/12/16	153,000
The Archers 19/12/16	153,000
The Archers 18/12/16	152,000
The Archers 08/12/16	151,000
Dead Ringers Series 17 Episode 1	151,000
The Archers 12/12/16	151,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
I'm Sorry I Haven't A Clue Series 66 Episode 5	216,000
Charles Paris Mystery Episode 1	211,000
The Now Show Series 49 Episode 5	190,000
Desert Island Discs 18/12/16	177,000
The Archers 25/12/16	168,000
5 live Sport 5 live Rugby England v Australia 03/12/16	161,000
Test Match Special India v England - Day 1 08/12/16	153,000
The Archers 19/12/16	153,000
Dead Ringers Series 17 Episode 1	151,000
The Archers 11/12/16	148,000
5 live Sport Premier League Football 2016-17 19/12/16	119,000
The Chris Evans Breakfast Show 02/12/16	105,000
Ken Bruce 23/12/16	101,000
Clare in the Community Series 11 Episode 4	99,000
The Archers Omnibus 18/12/16	99,000
The Radio 1 Breakfast Show with Nick Grimshaw 09/12/16	86,000
Stardust Part 1 17/12/16	84,000
The Infinite Monkey Cage Christmas Special 27/12/16	82,000
Drama Stone Casualties Episode 3	82,000
Cabin Pressure Series 5, part 1 Episode 1	81,000

# BBC iPlayer – use for TV online by time of day, December 2016

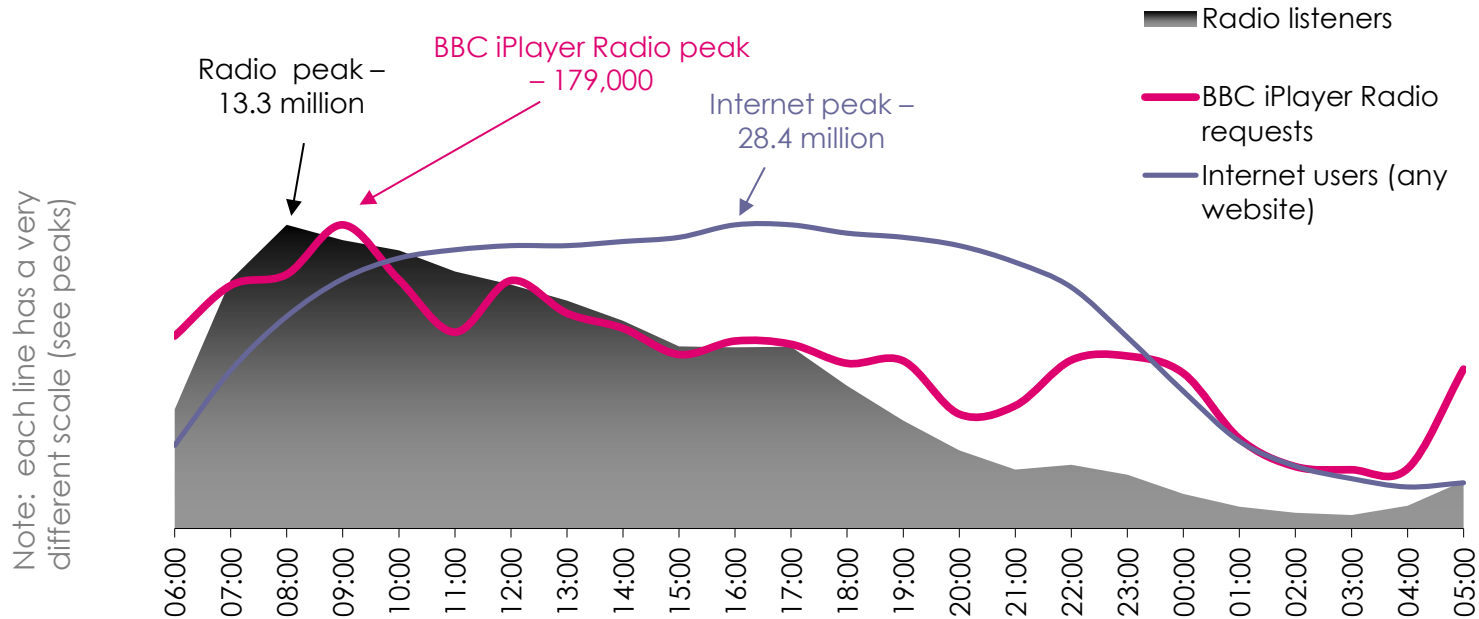
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB December 2016, internet from Nielsen March 2012, BBC iPlayer from Streamsense Adobe Digital Analytix (iStats) December 2016- see footnotes on final page for more detail

# BBC iPlayer Radio – use for radio online by time of day, December 2016

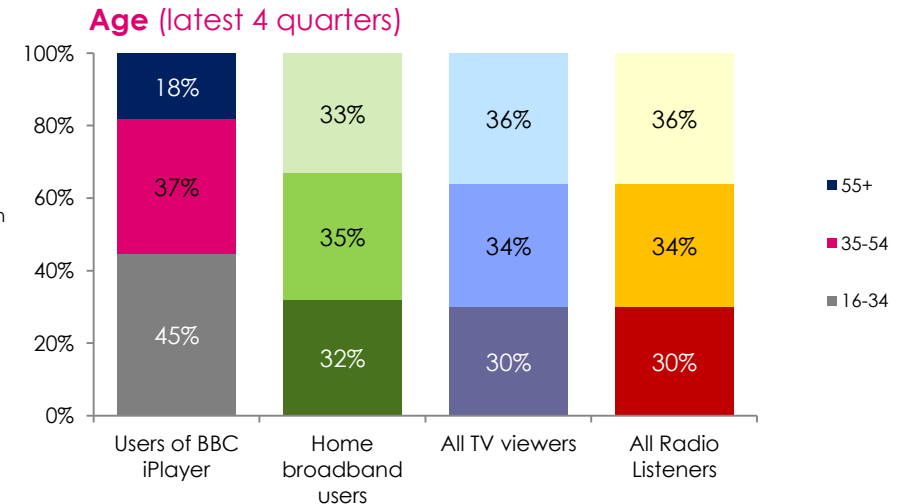
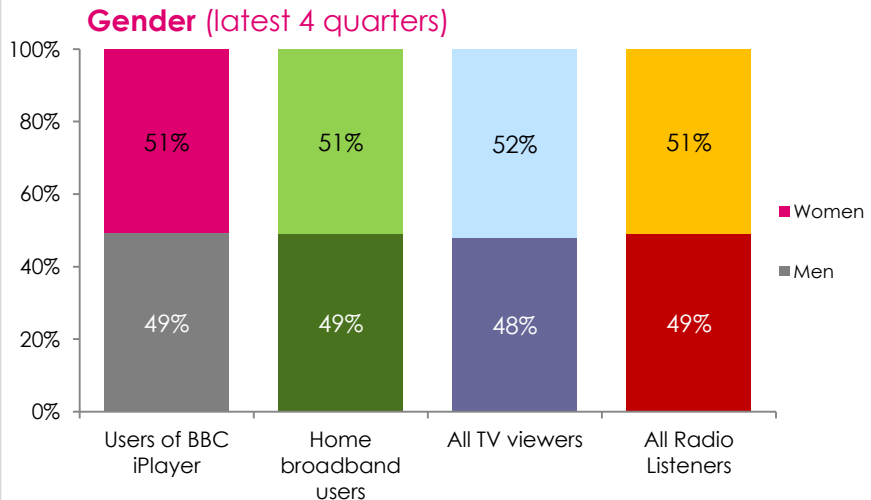
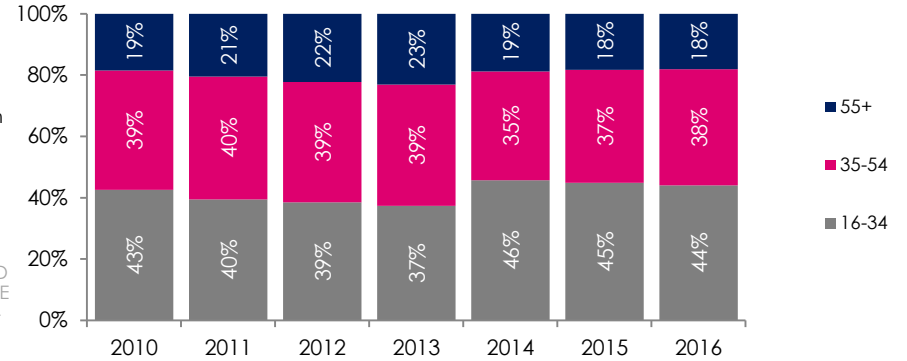
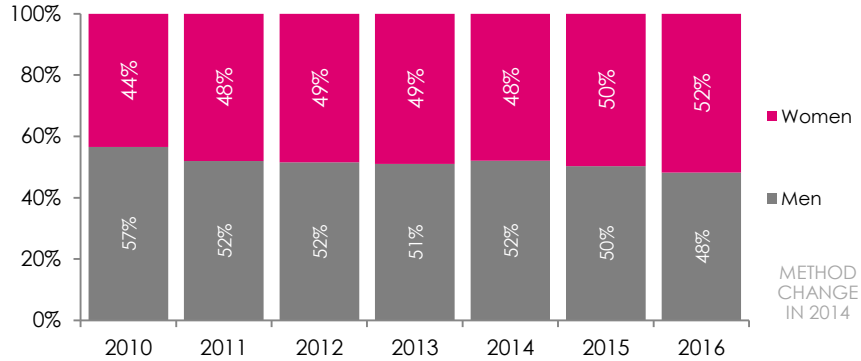
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer Radio use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer Radio being in-between the pattern of radio listening and internet use, with proportionally more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



Sources – radio from RAJAR Q3 2016, internet from Nielsen March 2012, BBC iPlayer from Streamsense Adobe Digital Analytix (iStats) December 2016 - see footnotes on final page for more detail

# TV & iPlayer Product: demographics of BBC iPlayer users

BBC iPlayer has become more female-skewed over time, with the largest share of audience aged 16-34.





# Glossary

- **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. **Stream** – click to play instantly; **download** – save to your device to play later. We report download playback, rather than downloads, where possible.
- **Unique browsers** – a count of browsers accessing the online BBC iPlayer service, deduplicated across a week. 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. If a mobile phone uses an app and a browser, they are counted twice.
- **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 service, at exactly the same time as broadcast on traditional TV / radio stations. Since May 2016, this data also includes webcasts of live events that are available through BBC iPlayer but not available on linear TV.

## Extra footnotes for slides 19-20 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