

Performance Report

December 2018



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 | Marketing & Audiences

December 2018 summary

- December saw a total of 298m requests for TV programmes overall, and an average of 9.6m requests per day.
- The first episode of *Mrs Wilson*, the BBC One drama based on a real-life story, was the most requested programme in December. With 2.1m requests, it pipped *The Apprentice* to the top spot, where the strongest episode *Christmas Chocolate* got 1.8m requests.
- Christmas Day programmes *EastEnders* and *Call the Midwife* also made the top 20 list of programmes, with 1.4m and 1.3m requests respectively.
- TV platforms have continued to grow over recent years, and in December made up a record-equalling 57% of overall requests. We last saw this share in September 2018, when strong drama content drew audiences to watching BBC iPlayer on the best screen in the house.

Consistent with previous months:

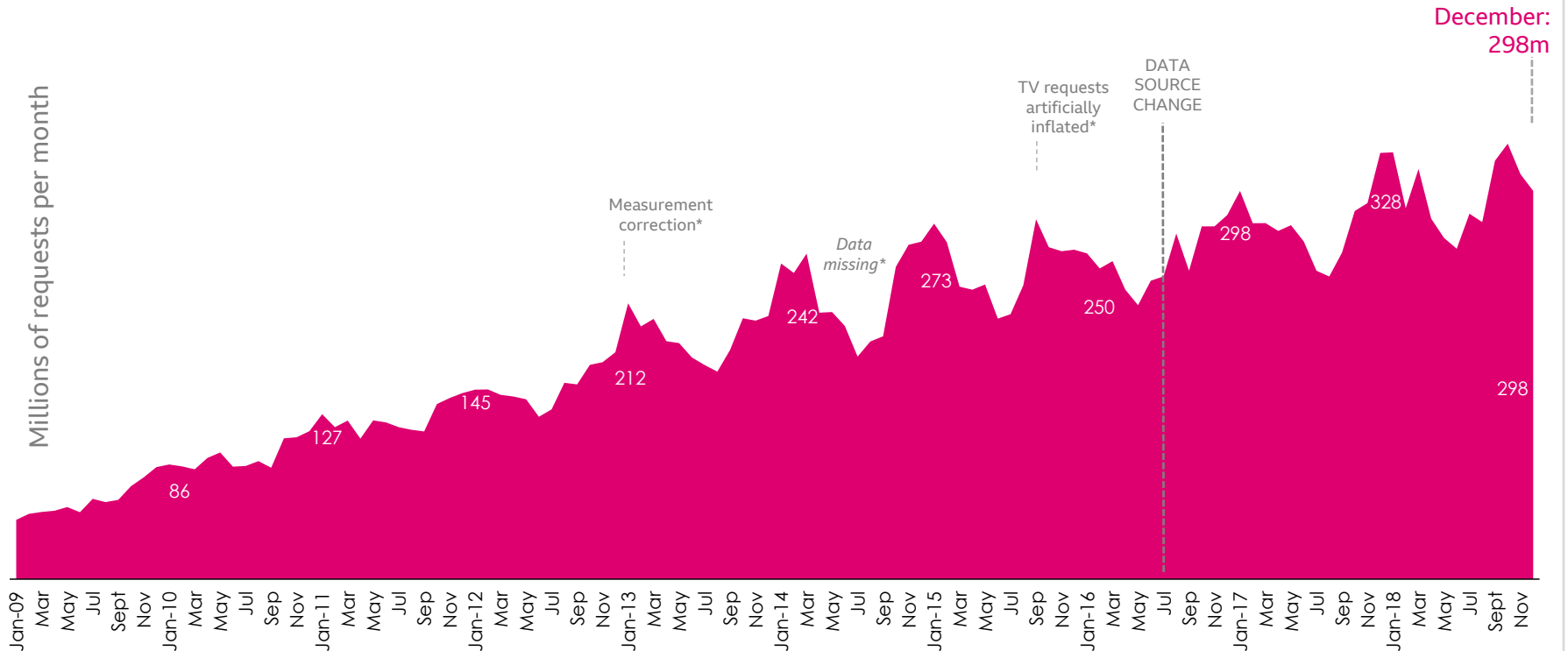
- Live requests for programmes and events on BBC iPlayer remained consistent with previous months, at 17% of total requests.
- The profile of BBC iPlayer users remains strongly under-55 in terms of age, which is younger than the typical TV viewer's profile (although more in line with home broadband users).
- 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.

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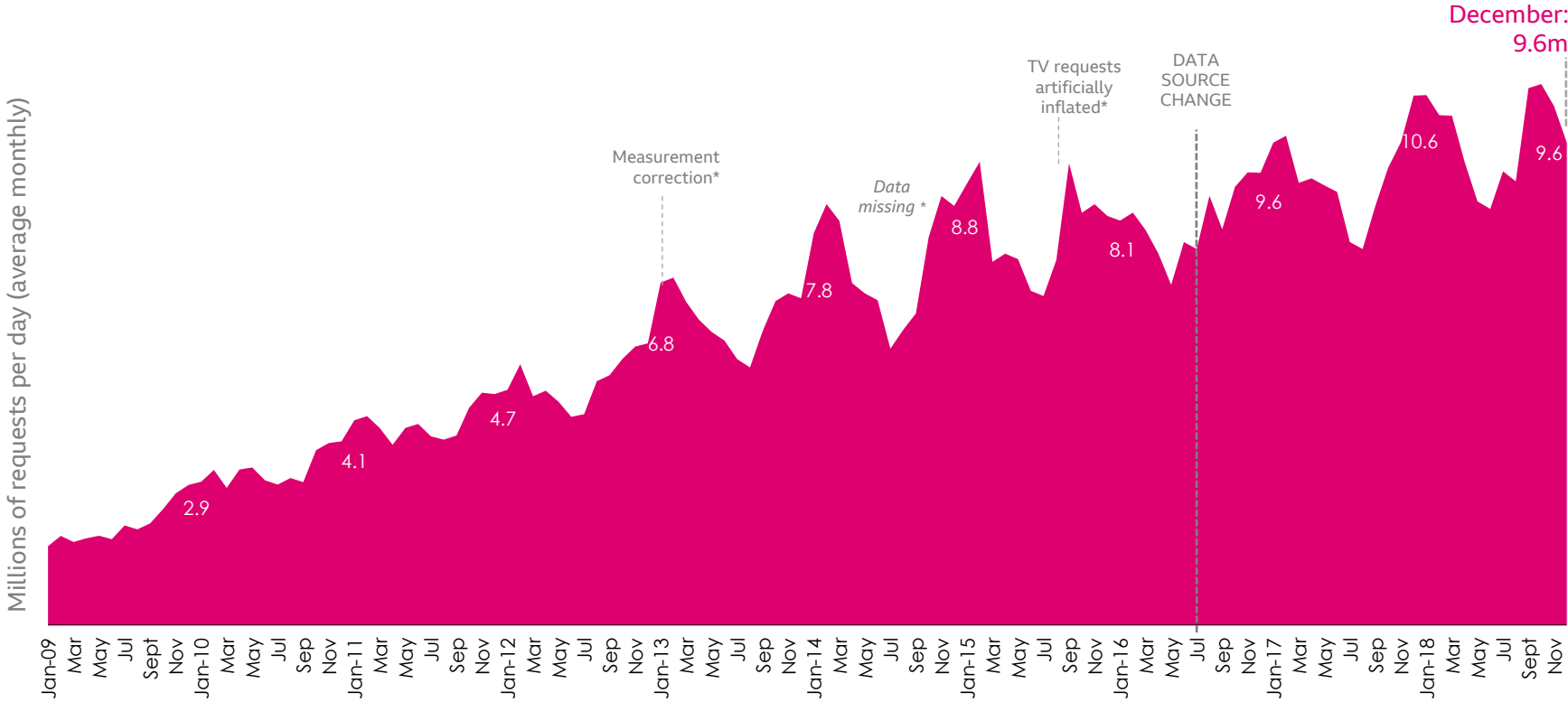
Monthly BBC iPlayer requests across all platforms, since 2009

In December and during the festive period, BBC iPlayer saw 298m requests for TV programmes overall, ending a year which saw record-breaking request levels in September.



Average daily BBC iPlayer online requests

There was an average of 9.6m requests per day to TV programmes in BBC iPlayer.

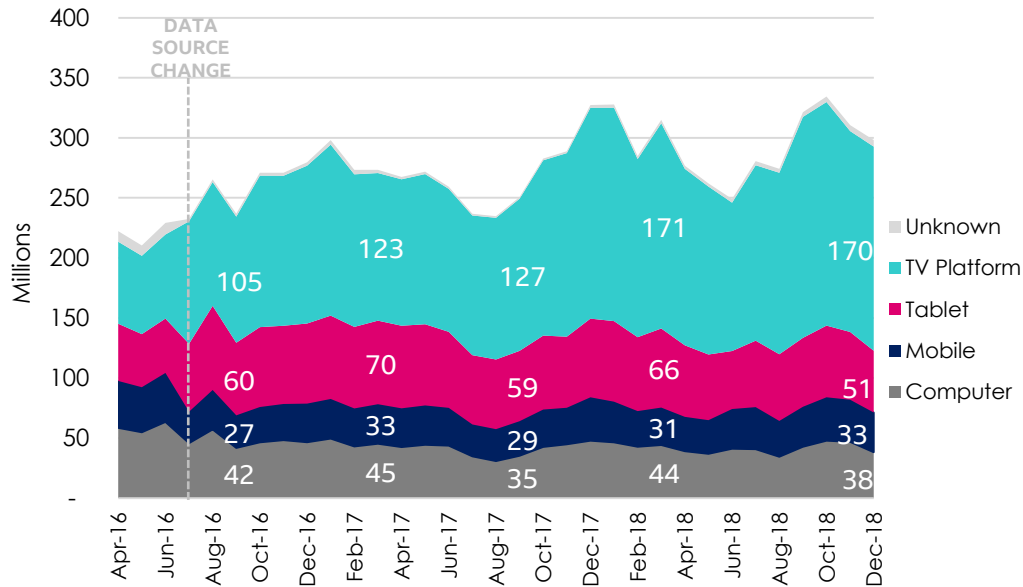


January figures shown on graph

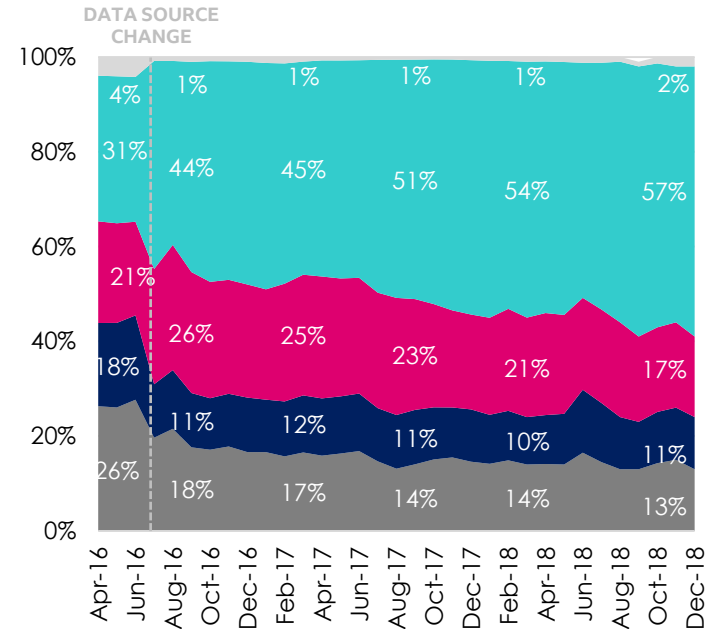
Requests for TV programmes by device type

TV platforms have continued to grow over recent years, and in December made up a record-equalling 57% of overall requests. We last saw this share in September 2018, when strong drama content drew audiences to watching BBC iPlayer on the best screen in the house.

Number of requests (millions)



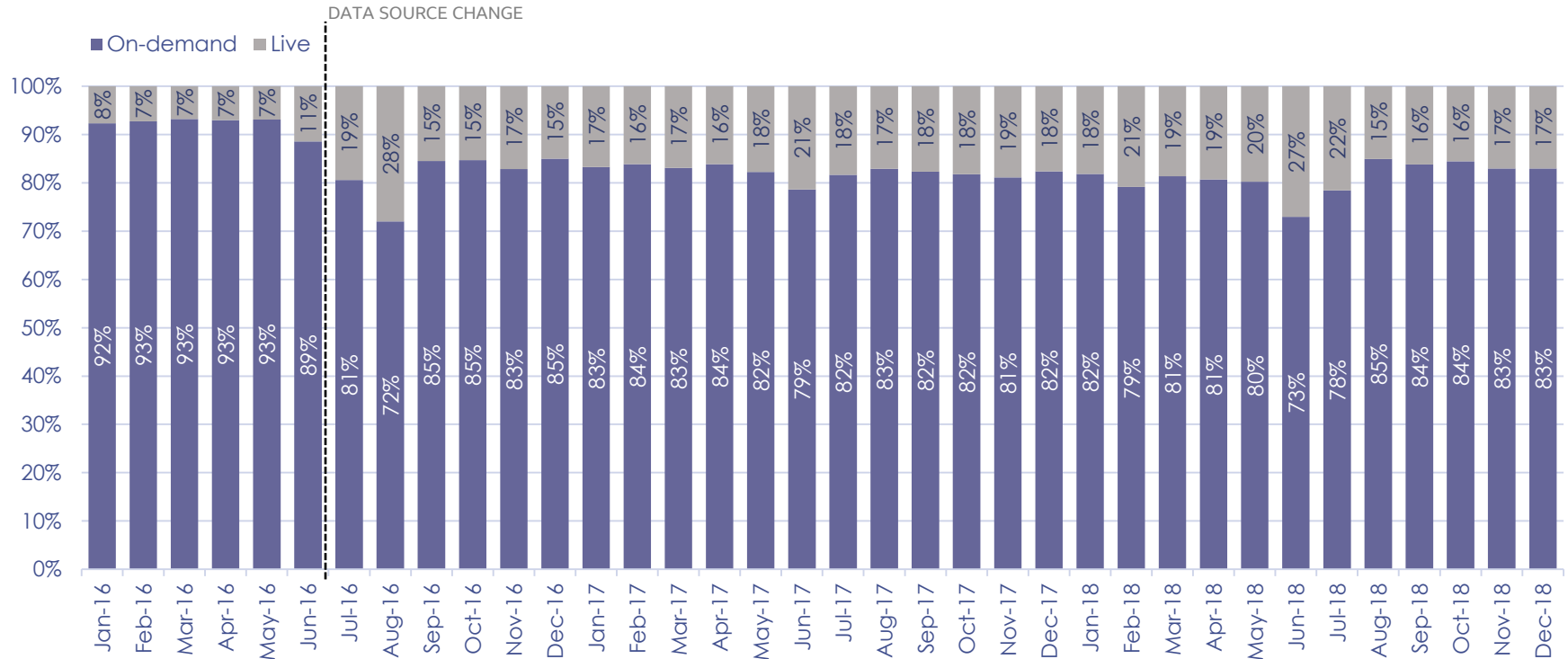
% of requests



Live versus on-demand requests for TV programmes

Live requests for programmes and events on BBC iPlayer remained consistent with the last few months, at 17% of total requests. In 2018, live requests peaked in June, with 27% of the total, when audiences watched *World Cup* matches live on BBC iPlayer.

% requests for TV programmes



Notes:

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

Notes for figures in this report

Data issues to note

- Figures for Sky are undercounted in June 2017 by approximately 0.5m requests.
- Figures for Virgin Cable and Sky are estimates for September 2016. Games console requests were undercounted in January 2016, and Android devices were undercounted from 16th to 31st 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.
- 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 December, 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).
- 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 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. 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.

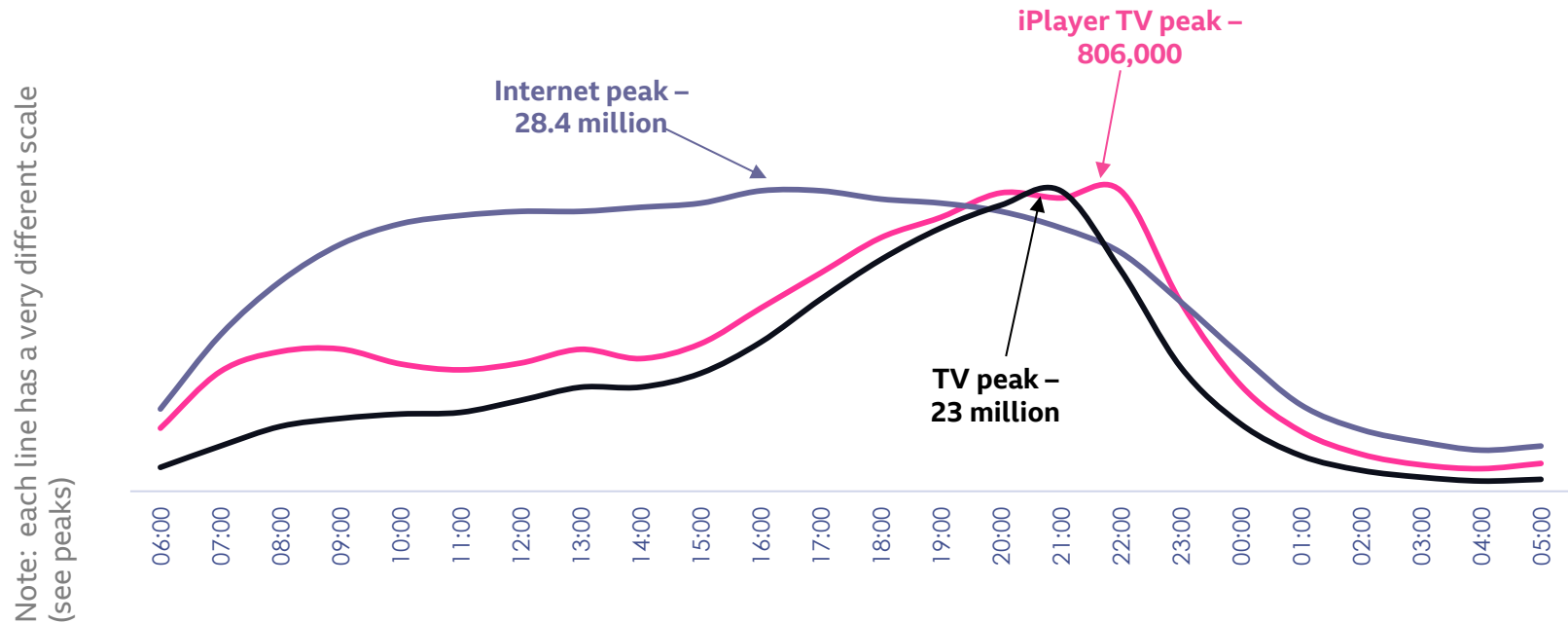
BBC iPlayer - top 20 TV episodes, December 2018 (excluding Virgin Media cable and Sky)

The first episode of *Mrs Wilson*, the BBC One drama based on a real-life story, was the most requested programme in December. With 2.1m requests, it pipped *The Apprentice* to the top spot, with the strongest episode *Christmas Chocolate* getting 1.8m 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.
Mrs Wilson Series 1 Episode 1	2,147,000	Mrs Wilson Series 1 Episode 1	2,147,000
Mrs Wilson Series 1 Episode 2	1,963,000	The Apprentice Series 14 Christmas Chocolate	1,810,000
The Apprentice Series 14 Christmas Chocolate	1,810,000	Dynasties Series 1 Painted Wolf	1,445,000
The Apprentice Series 14 Interviews	1,693,000	EastEnders 25/12/2018	1,404,000
Mrs Wilson Series 1 Episode 3	1,676,000	Strictly Come Dancing Series 16 The Final	1,334,000
The Apprentice Series 14 The Final	1,614,000	Call the Midwife Christmas Special 2018	1,297,000
Dynasties Series 1 Painted Wolf	1,445,000	The ABC Murders Series 1 Episode 1	1,262,000
EastEnders 25/12/2018	1,404,000	Doctor Who Series 11 It Takes You Away	946,000
Strictly Come Dancing Series 16 The Final	1,334,000	Match of the Day 2018/19 22/12/2018	941,000
Dynasties Series 1 Tiger	1,298,000	Mrs Brown's Boys Christmas Specials 2018 Exotic Mammy	815,000
Call the Midwife Christmas Special 2018	1,297,000	Care 09/12/2018	775,000
The ABC Murders Series 1 Episode 1	1,262,000	The Long Song Series 1 Episode 1	774,000
EastEnders 26/12/2018	1,211,000	Casualty Series 33 Episode 16	611,000
Dynasties Series 1 Chimpanzee	1,170,000	Michael McIntyre's Big Show Series 4 Christmas Special	598,000
EastEnders 27/12/2018	1,080,000	Click and Collect	583,000
EastEnders 14/12/2018	1,076,000	Watership Down Series 1 Episode 1 Chapter 1	558,000
EastEnders 21/12/2018	1,073,000	The Little Drummer Girl Series 1 Episode 6	555,000
Strictly Come Dancing Series 16 Week 12	1,017,000	Zog 25/12/2018	544,000
EastEnders 18/12/2018	1,009,000	MasterChef: The Professionals Series 11 Episode 13	536,000
Strictly Come Dancing Series 16 Week 11	1,007,000	Have I Got News for You Series 56 Episode 10	534,000

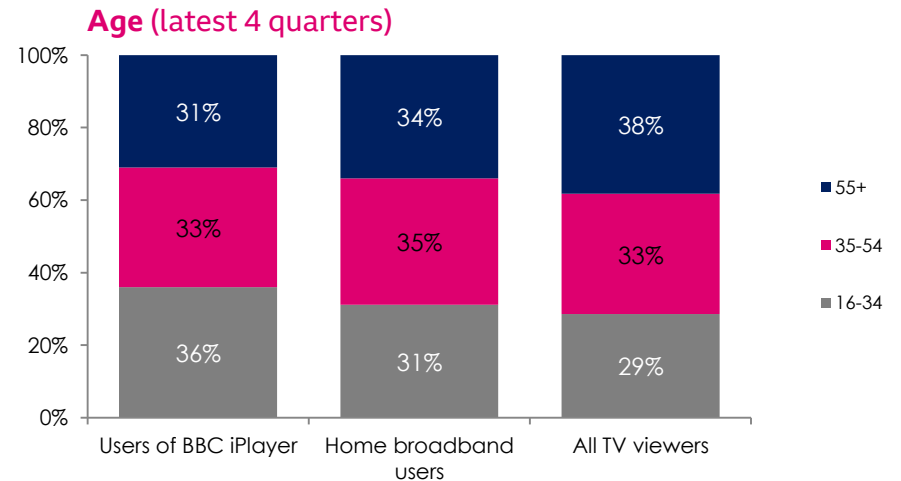
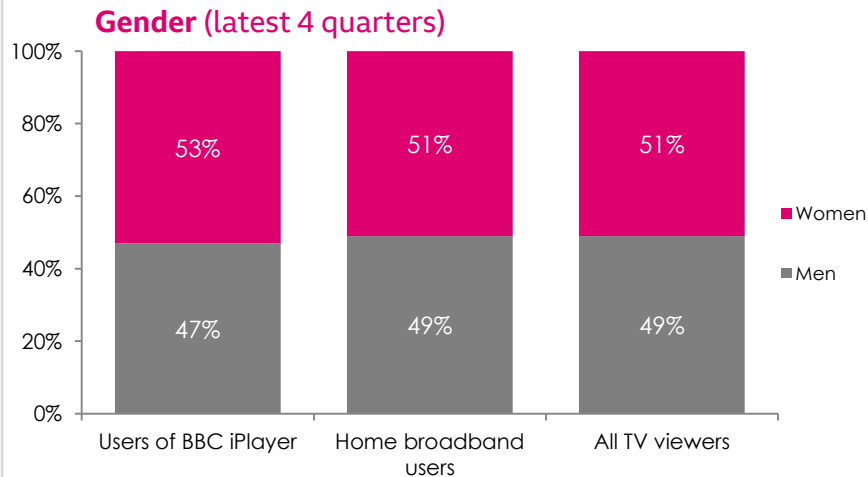
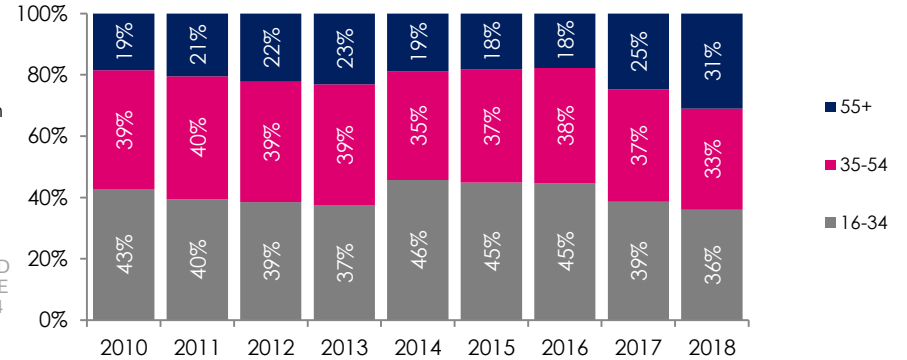
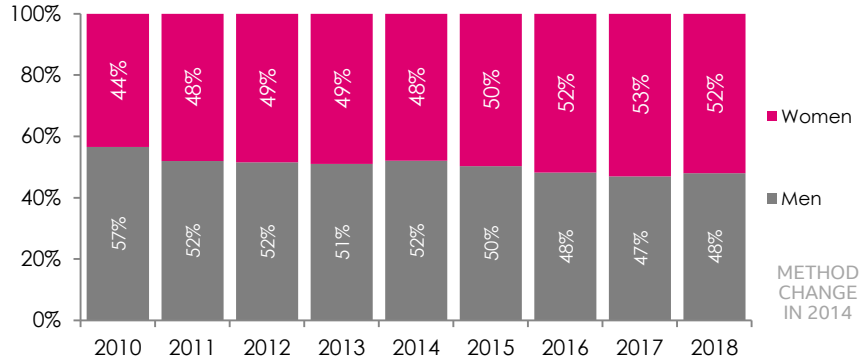
BBC iPlayer – use for TV online by time of day, December 2018

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.



TV & iPlayer Product: demographics of BBC iPlayer users

In 2018 there were slightly more women using BBC iPlayer than men, and it remains predominantly under-55 years in terms of age.



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. Requests are made up of two components:
 - **Stream** – click to play instantly
 - **Download** – save to your device to play later. We report download playback, rather than downloads, where possible.
- **Catch-up / on-demand** – programmes requested after they have gone out on traditional TV and are available on BBC iPlayer.
- **Live / simulcast** – streaming of live TV channels on the service, at exactly the same time as broadcast on traditional TV. 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 slide 10 showing data for time of day

- TV data – BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV
- 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