

Monthly Performance Pack

February 2013



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Monthly summary headlines – February 2013

- BBC iPlayer delivered **new record highs for average daily and weekly request numbers** in February 2013. Weekly requests averaged **59 million** (see slide 11), up from 57 million in January, and across the month there was an average of **8.6 million** requests per day (see slide 10).
- The shorter February month (28 days, compared to January's 31) resulted in a lower overall monthly total of **262 million requests** - however, for a month that was 10% shorter than January, total requests were only down 4% on the previous month's record breaking 272 million requests.
- In mid-January, a fix implemented for the measurement of live radio stats has resulted in more accurately reported figures for audio requests (TV was not affected). This resulted in another month-on-month increase for live listening and a record high of **83% of all radio listening**, whilst live TV viewing on iPlayer remained stable at **12%** of all requests.
- Building on January's record figures, **mobile and tablet** usage remains strong in February, making up **29%** of all requests for content, **77 million** requests in total.
- The new series of *Top Gear* proved popular last month, with five episodes appearing in the top 20. *Mrs Brown's Boys* and the film *Madagascar* also featured with a high number of requests, as did the Children's series *The Dumping Ground*. Factual programmes *Africa* and *Penguins – Spy in the Huddle* also performed well.
- Radio 4 delivered the most popular radio titles in February, most notably the returning series of *The News Quiz* and *The Now Show*, but with Radio 1 and 2 titles not far behind. Coverage of the *Champions League* match between Real Madrid and Manchester United also drove live listening.

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.
- The problem with measurement which has now been fixed was for the pop-out console for radio listening on computers – so a large increase in the number of requests via computers was seen overall in January as a result of this problem being resolved. This problem is believed to have affected previous Radio numbers for the past 18 months.

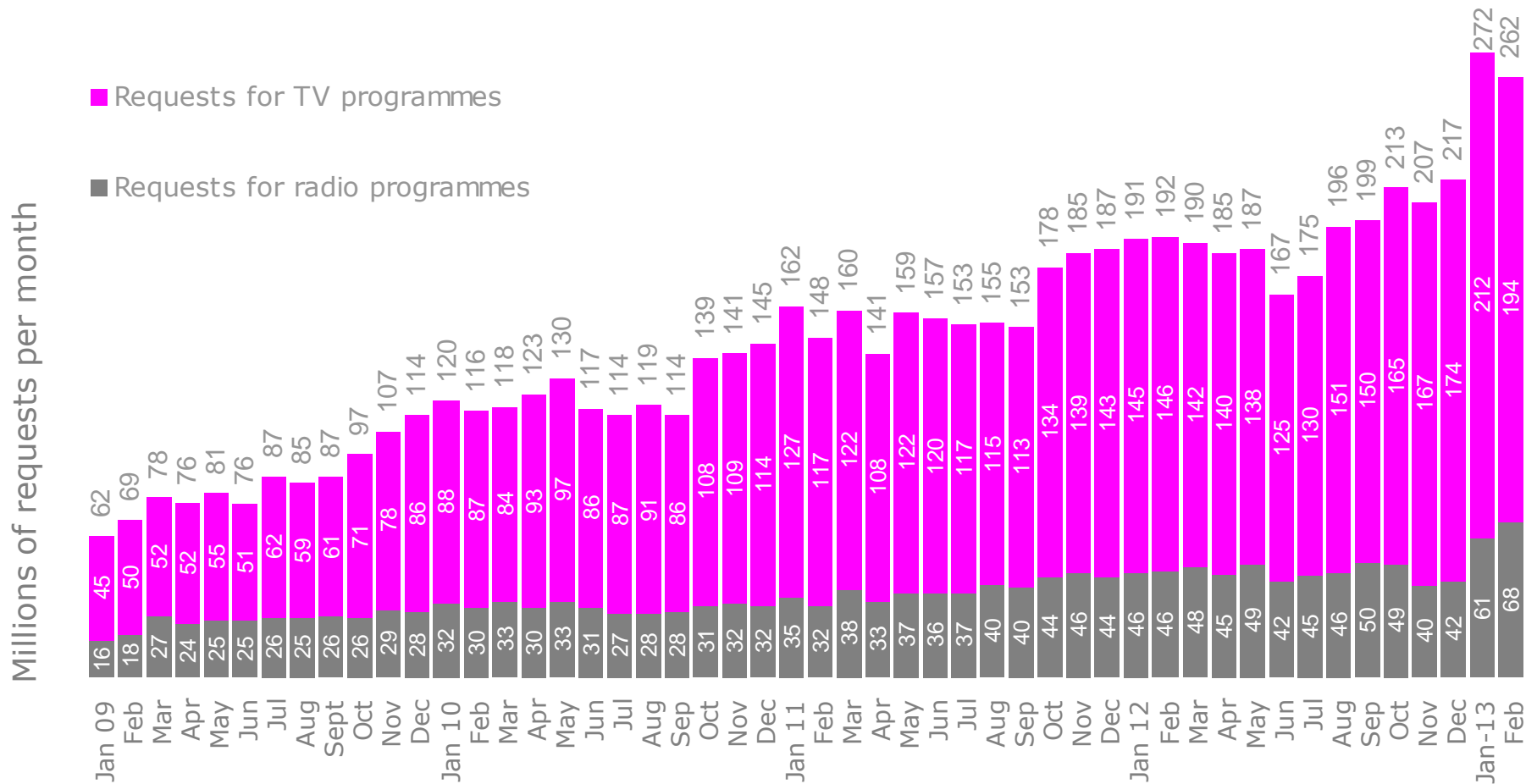
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Total monthly BBC iPlayer requests across all platforms, since 2009

The shorter February month (28 days, compared to January's 31) resulted in a lower overall monthly total. However, for a month that was 10% shorter than January this total was only down 4% on the previous month's record breaking figures.

February's monthly total can be considered just as strong, if not stronger, with **262 million total requests**.

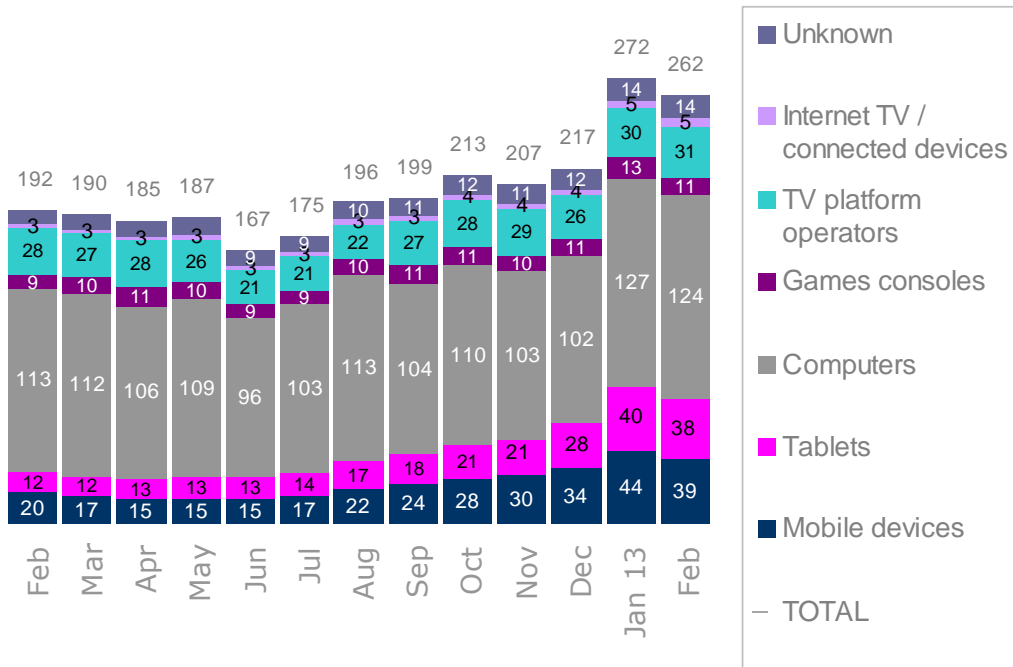


Requests for programmes by device type – TV and radio

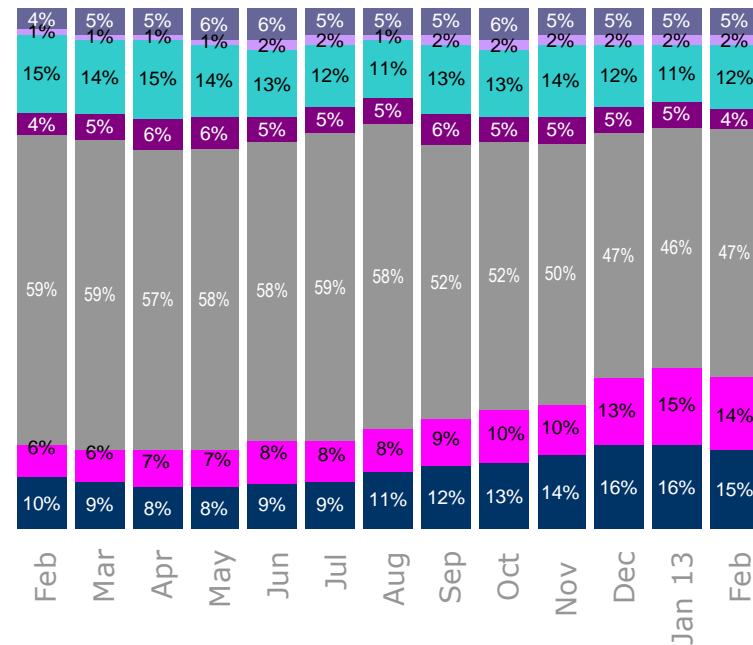
Following the large increases across all devices in January, there has been a marginal decrease to some devices in February but proportional for a shorter month.

Mobile and tablet usage remains strong in February, making up **29%** of all requests for content (77 million) which remains consistent with January – a trend that we anticipate will continue.

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.

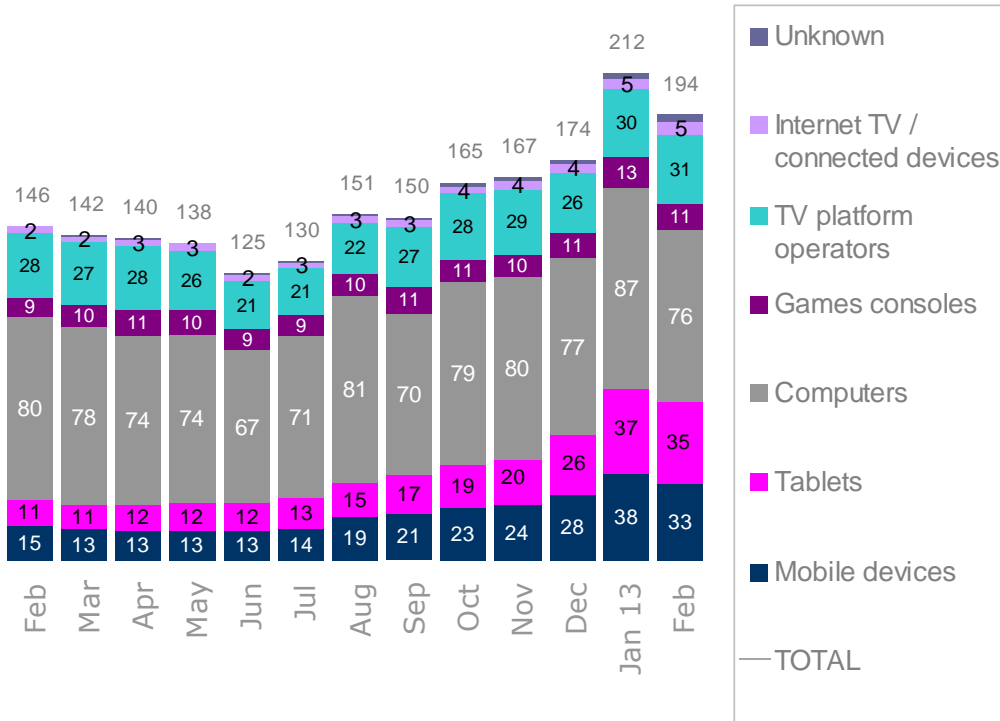
TV platform operators include Virgin Media and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

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.

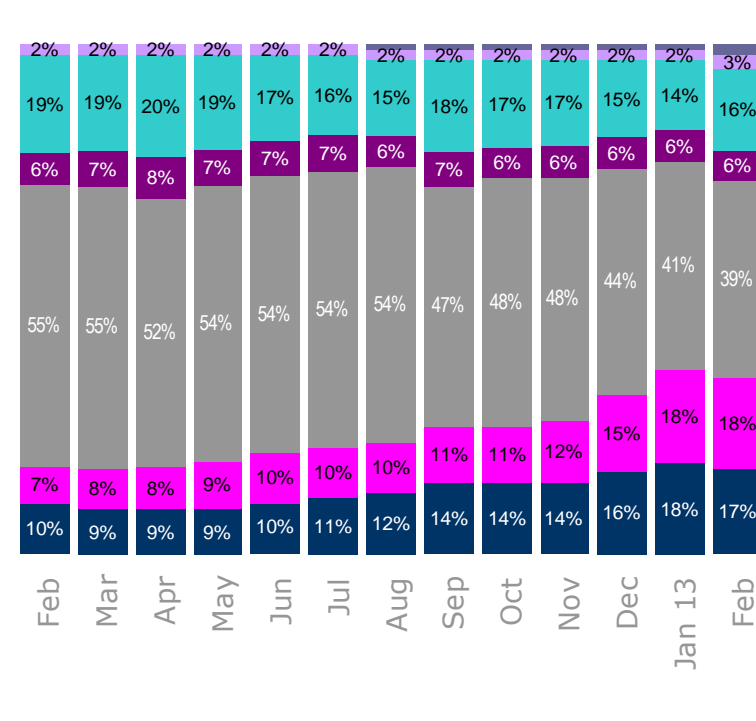
Requests for programmes across BBC iPlayer by device type – TV only

Following January's record number of iPlayer requests, TV requests decreased -8% month-on-month driven primarily by a drop in the number of computer requests - proportional for the shorter month.

Number of requests (millions)



% of requests



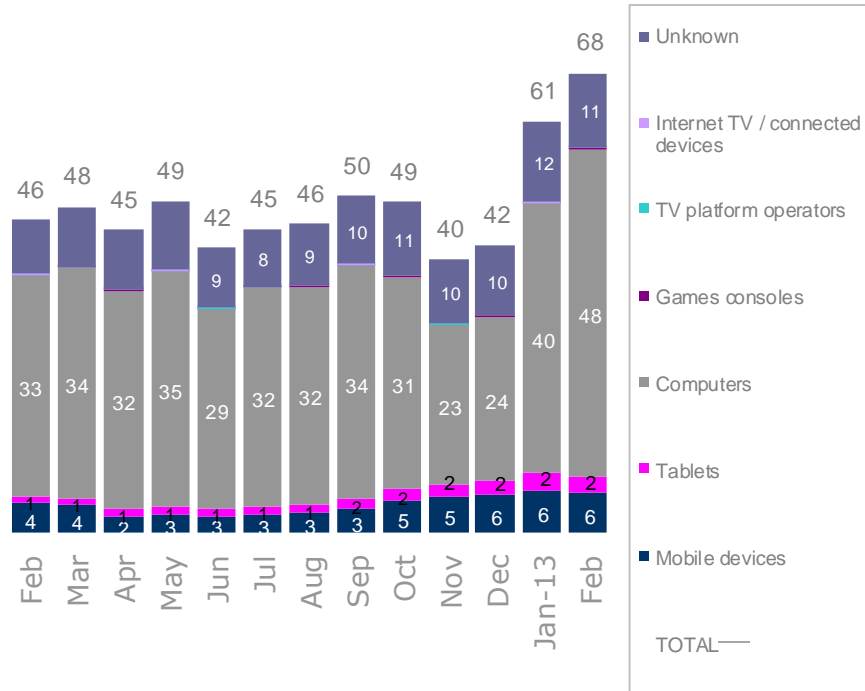
Notes:

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.

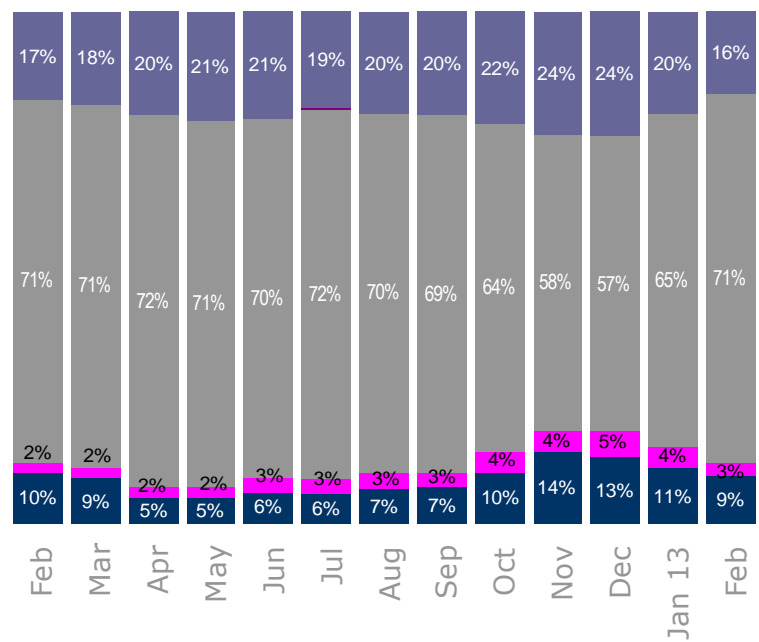
Requests for programmes across BBC iPlayer by device type – radio only

BBC iPlayer radio requests increased to **68 million** in February. This was largely due to the fix for radio stats issues which came into effect on January 18 - this affected the way PC/computer data was collected and is one of the main drivers for the month-on-month increase (computer requests are up 20% since December). Requests from all other devices are stable on last month.

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.



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.

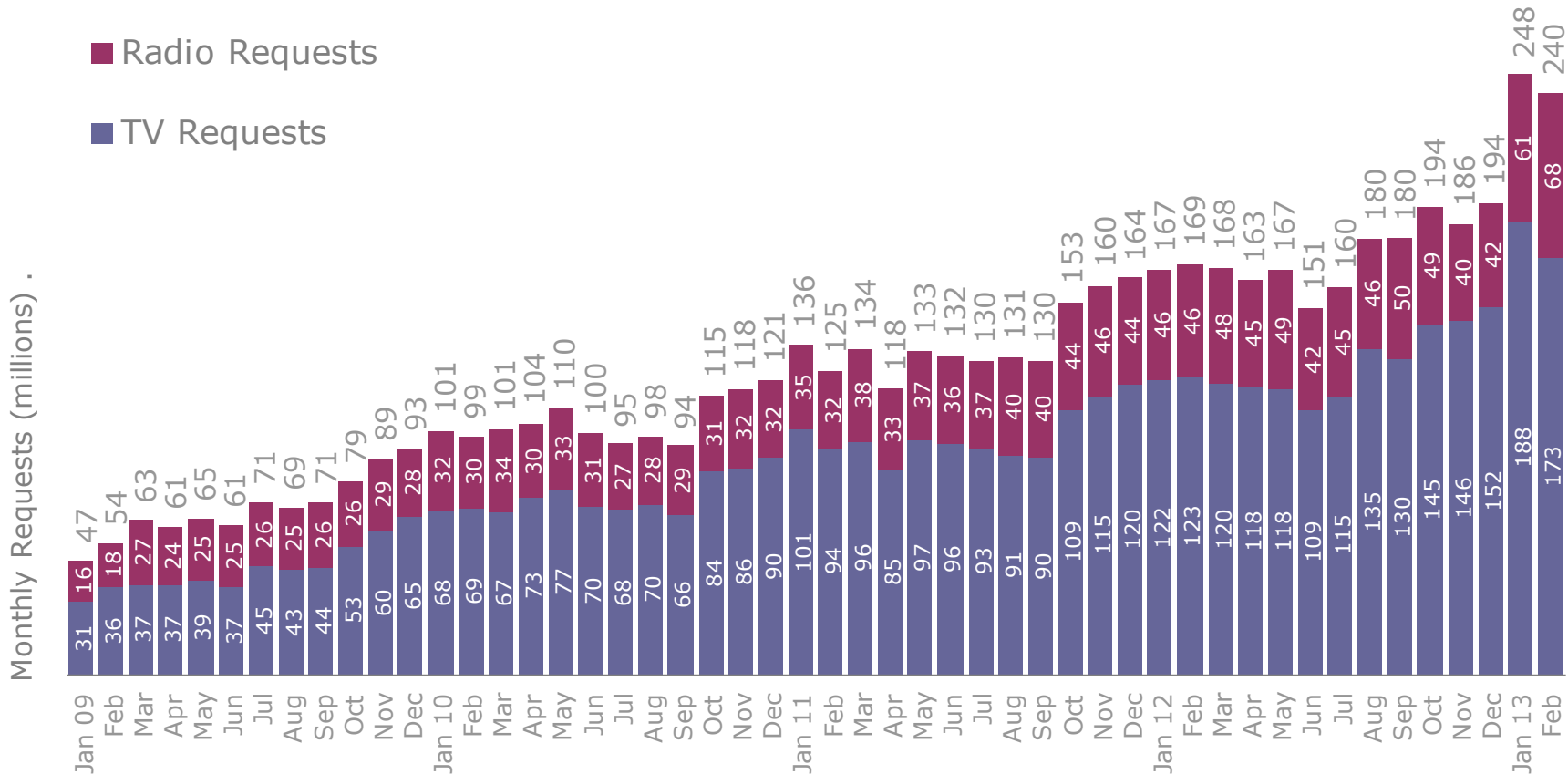
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- 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.
- 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. Other data gaps have not been 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).

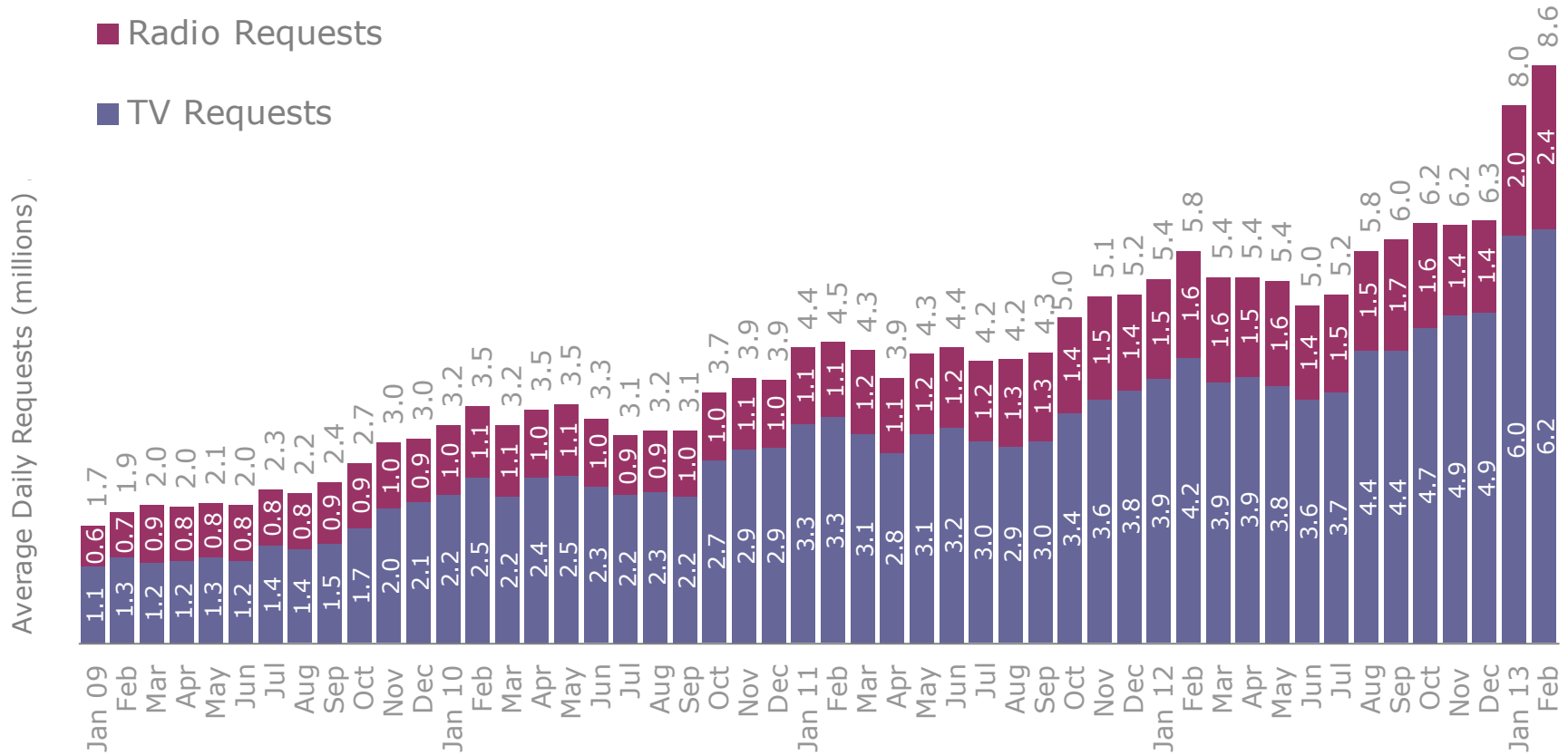
The shorter February month (28 days, 10% lower than January's 31) resulted in a lower overall monthly total but performance was still strong - Without Virgin Media cable data, total requests for February were down by only **3%**



Average daily 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).

The average number of daily requests continued to be strong in February 2013, increasing to a **record 8.6 million** requests per day, driven in part by the more accurate reporting of radio data.

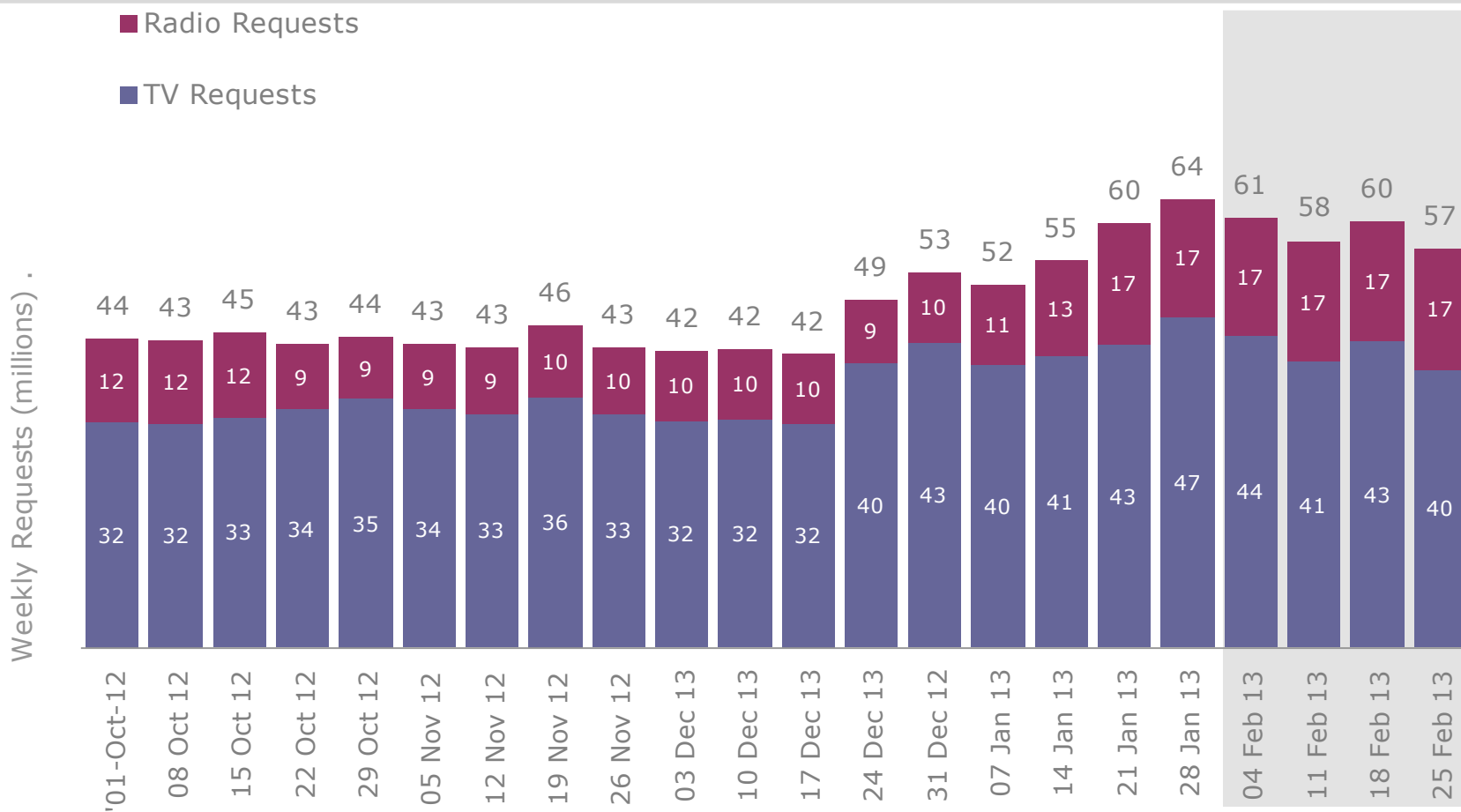


Weekly BBC iPlayer online requests – latest 6 months (excluding Virgin Media cable and Sky)

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

Week-on-week request totals remained consistently high in February, setting a new record with an average of **59 million** requests across the month. This was partly due to the fix implemented on January 18th which enabled radio data to be collected more accurately – radio data saw a step-up change from that point.

TV requests have continued at over 40m per week in January, maintaining the new post-Christmas level.



BBC iPlayer - top 20 TV episodes, February 2013 (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 new series of *Top Gear* continued to prove popular in February with five episodes appearing in the top 20, as did the Children's series *The Dumping Ground*. *Mrs Brown's Boys* and film *Madagascar* also drove a high number of requests, with factual programmes *Africa* and *Penguins – Spy in the Huddle* also doing well.

BBC iPlayer Top 20 TV episodes – All

Total requests
per Ep.

Top Gear Series 19 Episode 2	2,360,000
Top Gear Series 19 Episode 4	1,880,000
Madagascar 26/12/08	1,716,000
Top Gear Series 19 Episode 5	1,439,000
Mrs Brown's Boys Series 3 Mammy Swings Episode 6	1,350,000
Top Gear Series 19 Episode 3	1,160,000
Africa Sahara Episode 5	1,141,000
Top Gear Series 19 Episode 1	1,074,000
The Dumping Ground The Real Faith Davis Episode 6	943,000
EastEnders 05/02/13	890,000
EastEnders 01/02/13	877,000
Waterloo Road Series 8 Episode 18	872,000
Waterloo Road Series 8 Episode 16	862,000
EastEnders 22/02/13	843,000
Waterloo Road Series 8 Episode 17	830,000
Penguins - Spy in the Huddle The Journey Episode 1	825,000
EastEnders 08/02/13	821,000
EastEnders 19/02/13	814,000
The Dumping Ground Episode 7	810,000
EastEnders 21/02/13	779,000

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

Total requests
per Ep.

Top Gear Series 19 Episode 2	2,360,000
Madagascar 26/12/08	1,716,000
Mrs Brown's Boys Series 3 Mammy Swings Episode 6	1,350,000
Africa Sahara Episode 5	1,141,000
The Dumping Ground The Real Faith Davis Episode 6	943,000
EastEnders 05/02/13	890,000
Waterloo Road Series 8 Episode 18	872,000
Penguins - Spy in the Huddle The Journey Episode 1	825,000
Sun, Sex and Suspicious Parents Series 3 Episode 5	773,000
Silent Witness Series 16 Legacy Part 2 Part 2	767,000
Call the Midwife Series 2 Episode 5	766,000
Tropic Thunder 27/12/11	725,000
Wonders of Life Expanding Universe Episode 2	581,000
Ripper Street Tournament of Shadows Episode 6	578,000
Dancing on the Edge Episode 1	559,000
Pramface Series 2 If You Cry, I'll Cry Episode 5	489,000
Tracy Beaker Returns Series 2 Episode 7	483,000
The Graham Norton Show Series 12 Episode 15	483,000
Miranda Series 3 A Brief Encounter Episode 6	478,000
People Like Us Episode 1	460,000

BBC iPlayer - top 20 radio episodes, February 2013 (excluding Virgin Media cable and Sky)

A number of Radio 4 programmes topped the chart in February, with returning series *The News Quiz* and *The Now Show* performing particularly well. Coverage of the Champions League match between Real Madrid and Manchester United also drove a high number of requests for Radio 5Live.

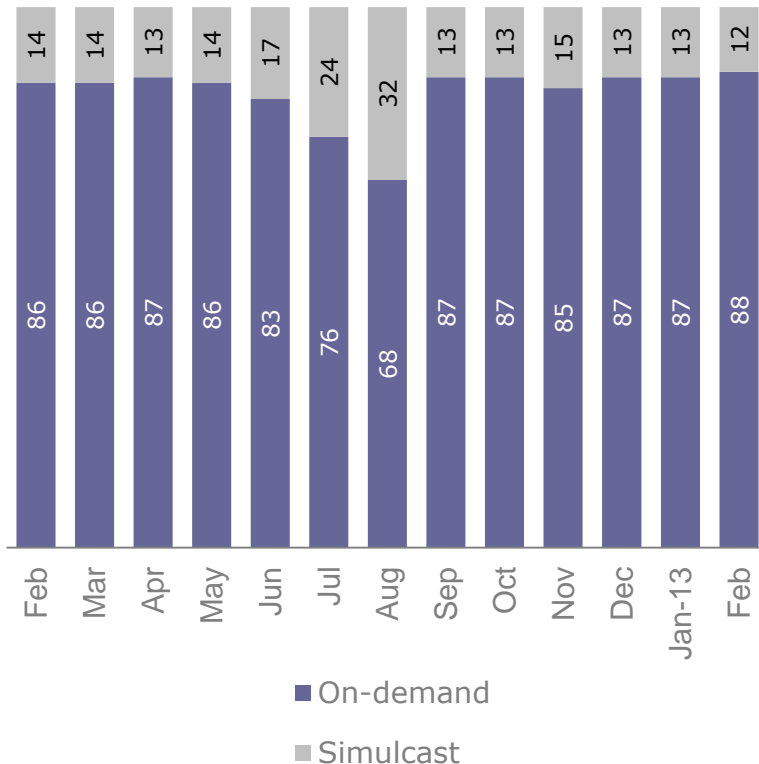
BBC iPlayer Top 20 radio episodes – All	Total requests per Ep.	BBC iPlayer Top 20 radio episodes – most requested episode per series	Total requests per Ep.
The Unbelievable Truth Series 10 Episode 6	133,000	The Unbelievable Truth Series 10 Episode 6	133,000
The News Quiz Series 79 Episode 7	130,000	The News Quiz Series 79 Episode 7	130,000
The Now Show Series 39 Episode 1	125,000	The Now Show Series 39 Episode 1	125,000
The News Quiz Series 79 Episode 8	124,000	5 live Weekend Breakfast 02/02/13	113,000
5 live Weekend Breakfast 02/02/13	113,000	5 live Sport Real Madrid v Man Utd 13/02/2013	105,000
The Now Show Series 39 Episode 2	111,000	Cabin Pressure Series 4 Yverdon-Les-Bains Episode 6	104,000
5 live Sport Real Madrid v Man Utd 13/02/2013	105,000	The Danny Baker Show 02/02/13	104,000
Cabin Pressure Series 4 Yverdon-Les-Bains Episode 6	104,000	The Radio 1 Breakfast Show with 22/02/13	102,000
The Danny Baker Show 02/02/13	104,000	Just a Minute Series 65 Episode 1	99,000
The Radio 1 Breakfast Show 22/02/13	102,000	Shelagh Fogarty 13/02/13	95,000
Cabin Pressure Series 4 Xinzhou Episode 5	100,000	Sara Cox 22/02/13	85,000
Just a Minute Series 65 Episode 1	99,000	Scott Mills All Time Low in the studio 15/02/2013	78,000
Shelagh Fogarty 13/02/13	95,000	Double Take 03/02/13	76,000
5 live Weekend Breakfast 09/02/13	90,000	Steve Wright in the Afternoon 11/02/2013	76,000
Sara Cox 22/02/13	85,000	Ken Bruce With Lisa Marie 12/02/2013	76,000
The Danny Baker Show 23/02/13	83,000	Richard Bacon 13/02/13	72,000
Just a Minute Series 65 Episode 2	83,000	Jeremy Vine 11/02/13	70,000
Sara Cox 20/02/13	81,000	Desert Island Discs Julie Burchill 10/02/2013	69,000
Sara Cox Rita Ora in the Live Lounge 15/02/2013	81,000	Janice Long 26/02/13	68,000
Weekend Breakfast 23/02/13	80,000	The Real George Orwell Nineteen Eighty-Four Ep 1	63,000

TV and radio requests – live vs catch-up online requests (excluding Virgin Media cable and Sky)

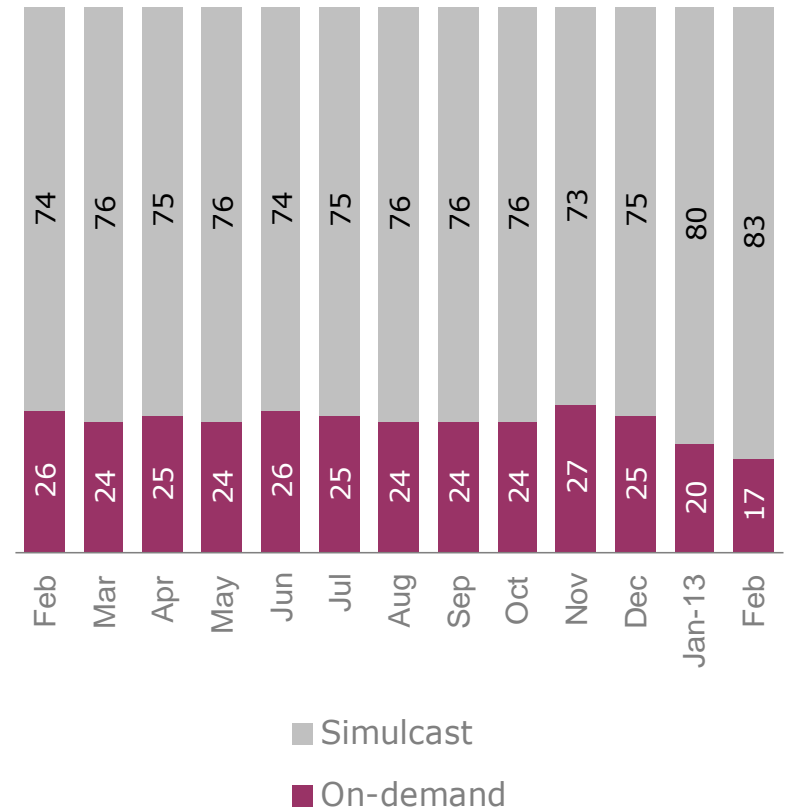
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

At 12%, the proportion of live requests for TV remained virtually stable in February. However, following the fix made to the radio stats issue, a more accurate level of live radio listening is now being reported, so live radio programme requests went up to a **record high of 83%** of the total.

% requests for TV programmes

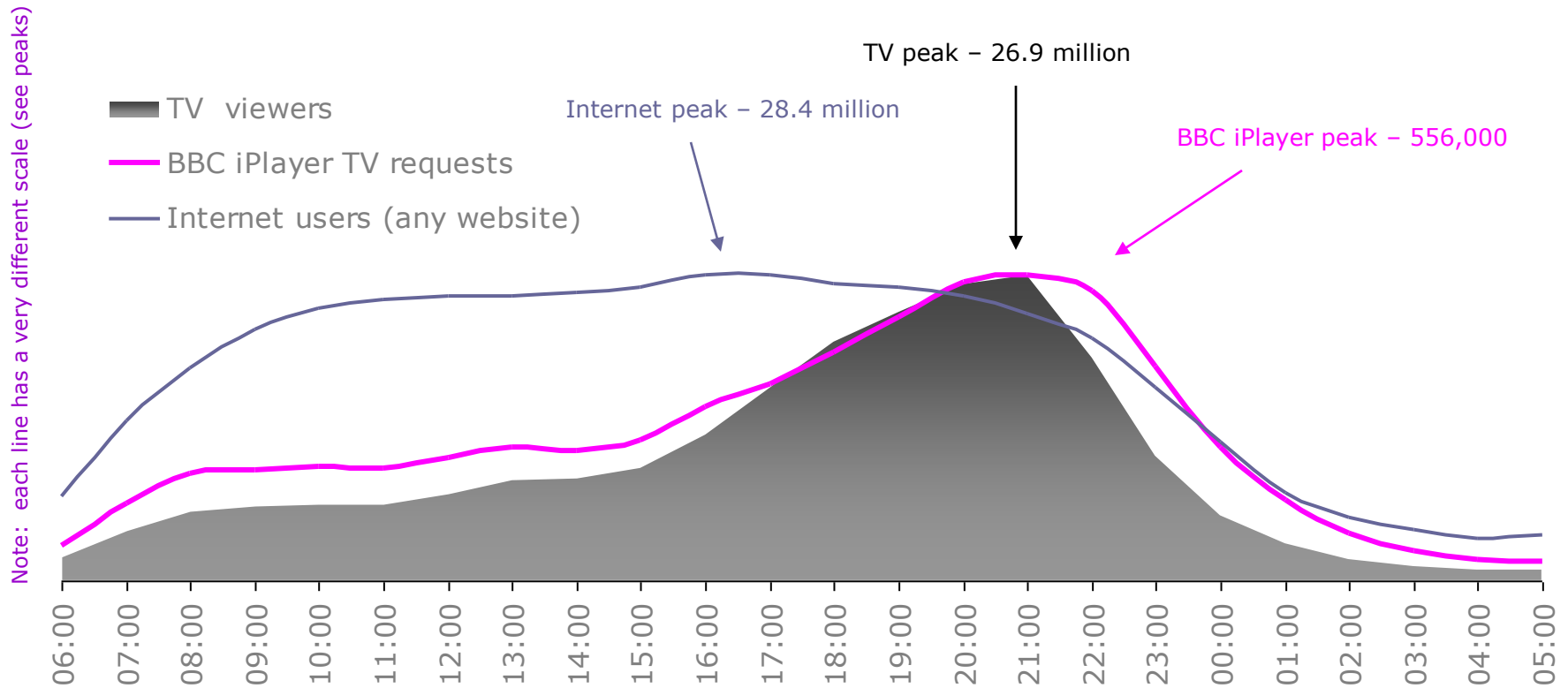


% requests for radio programmes



BBC iPlayer – use for TV online by time of day, Feb 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.

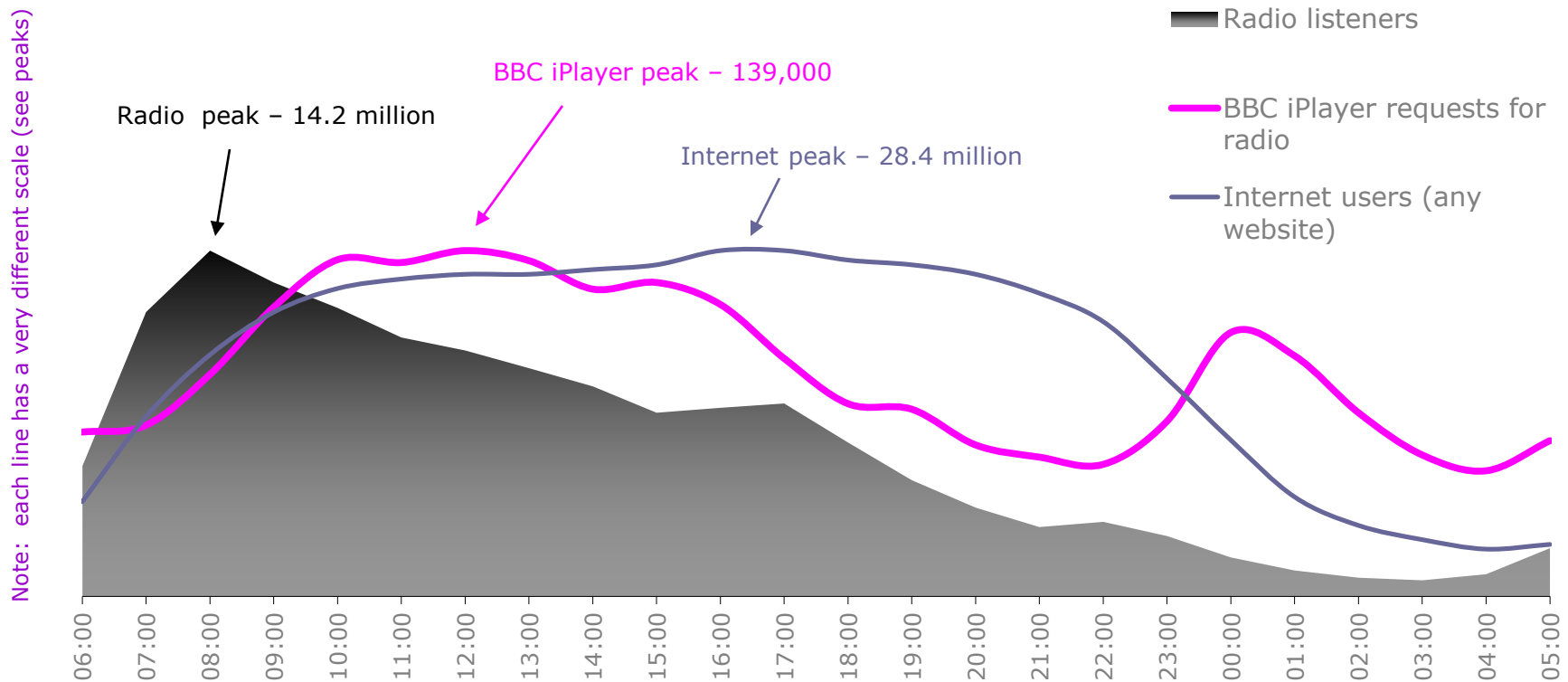


Sources – TV from BARB February 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats February 2013 - see footnotes on final page for more detail

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

Following the fix made to the radio stats issue which affected PC/computer data, a more accurate level of radio listening is now being reported. This explains the increased consumption between 10am and 5pm, and the late night peak around midnight both of which are primarily driven by PC/computer requests.

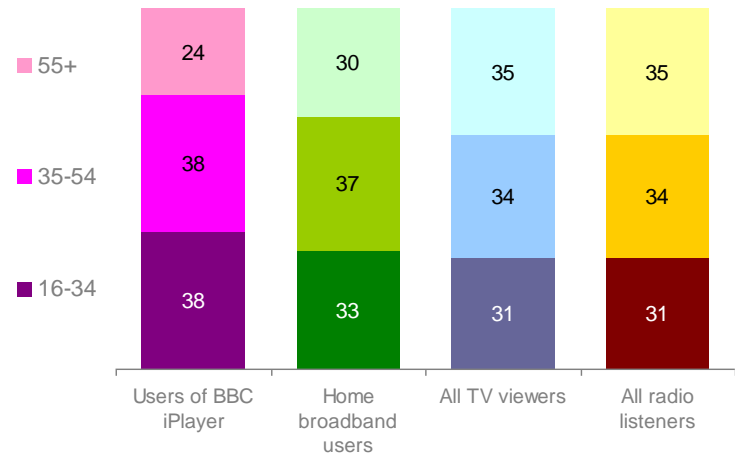
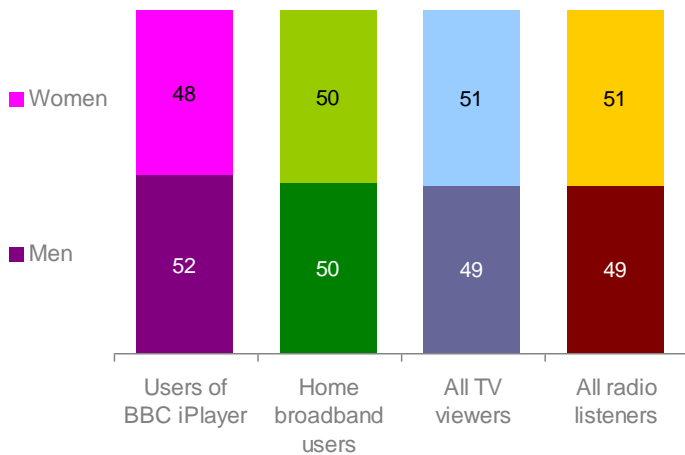
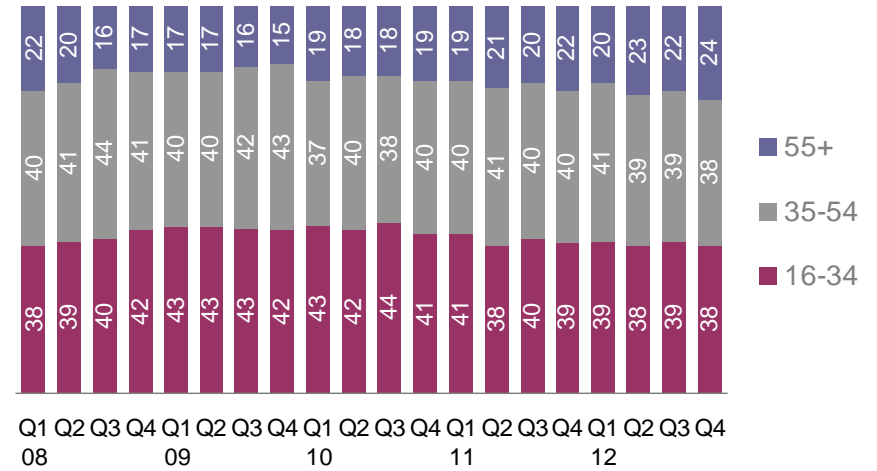
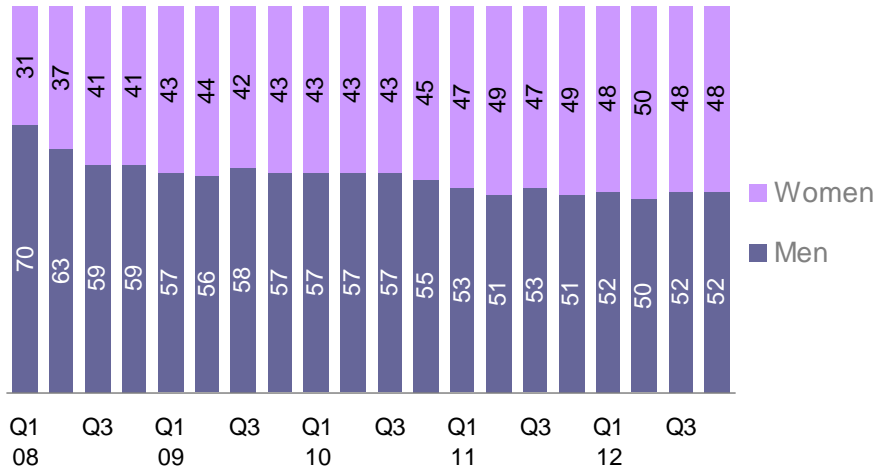
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q4 2012, internet from Nielsen March 2012, BBC iPlayer from BBC iStats February 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 for some months, with only a very slight male skew compared with TV viewers in general. The age profile of users continues to be younger than TV viewers by some margin, however the percentage of 55+ users rose to 24% in Q4 2012, a pleasing sign that iPlayer reach is becoming more mainstream.



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