

Monthly Performance Pack

February 2014



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 | Marketing & Audiences

Monthly summary – February 2014

- Following a record-breaking month in January, requests remained strong in February breaking the 300 million barrier for the second consecutive month.
- February saw overall requests an impressive **+15%** up year-on-year, with average daily requests reaching **10.7 million**, and average weekly requests hitting **70 million**, both of which are new records.
- Episode one of the new series of Top Gear generated over 3.2 million requests, already placing it in the top ten most requested programmes of all time. The final series of **Outnumbered** picked up almost 2 million requests.
- There were also a lot of BBC Three programmes in the top 20 this month with new documentary **The Truth About Webcam Girls** and comedies **Ja'mie: Private School Girl** and **Uncle** all doing well.
- Sport dominated the top episodes for radio - **Premier League**, **Champions League** and **FA Cup Football** all appeared in the top 20. As usual Radio 4 comedies **The News Quiz** and **The Unbelievable Truth** also proved very popular.

Consistent with previous months:

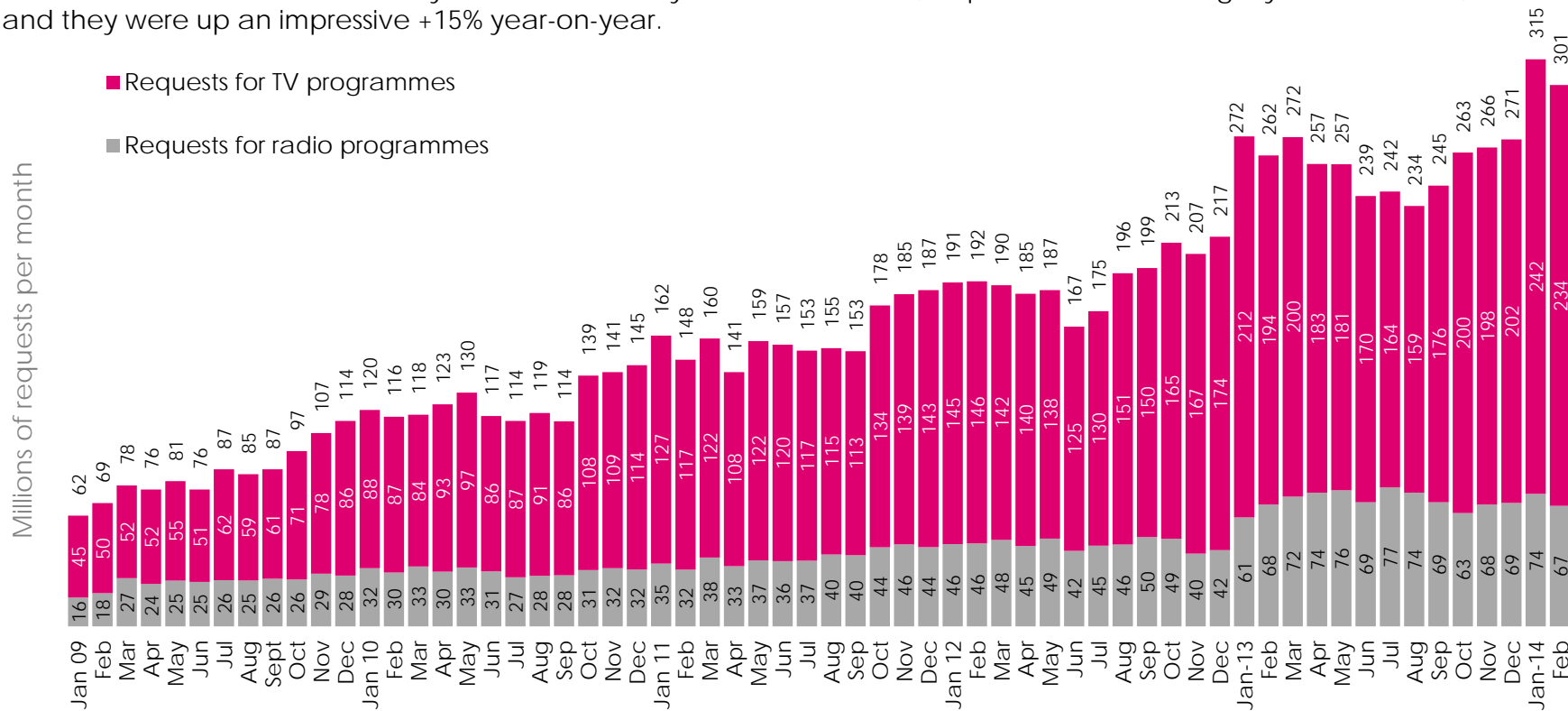
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the 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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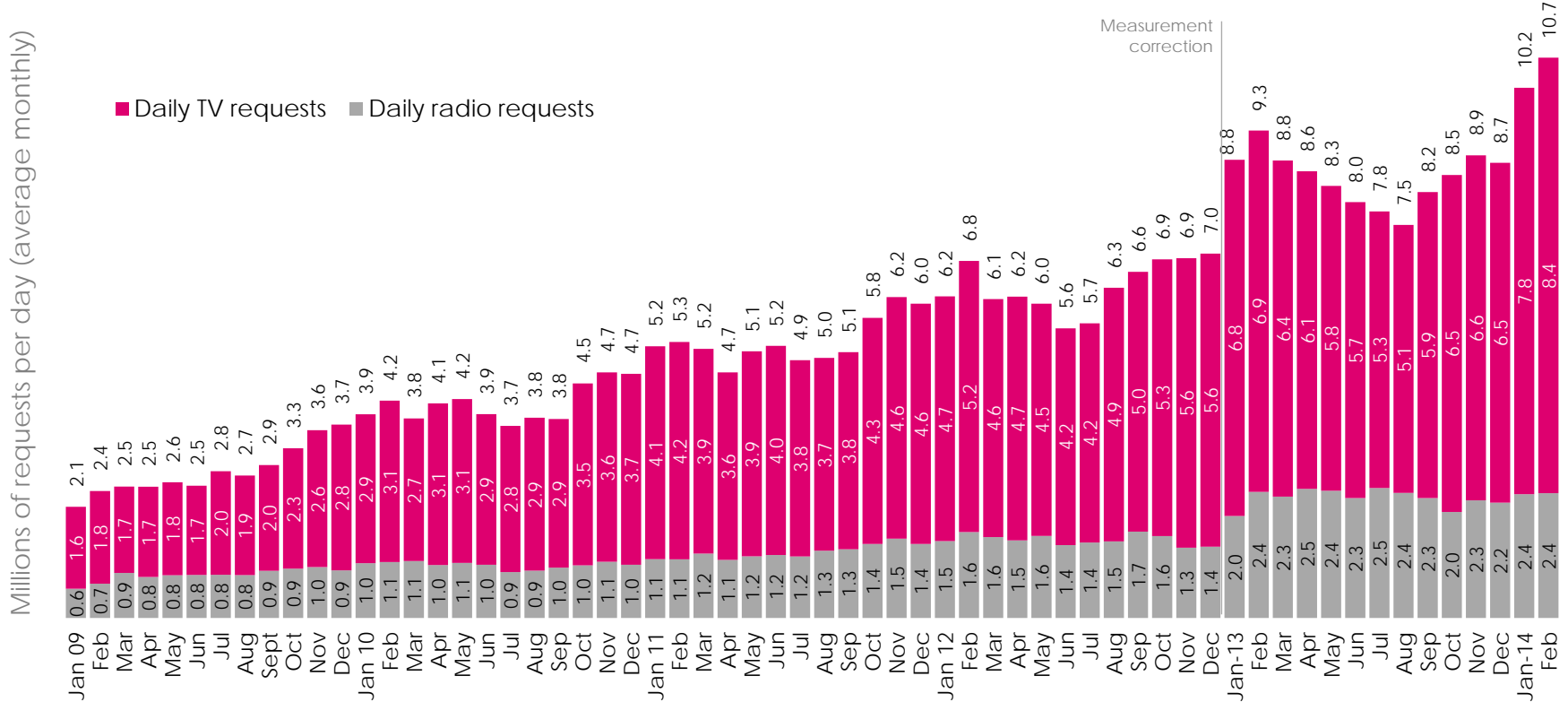
Total monthly BBC iPlayer requests across all platforms, since 2009

Following a record breaking month in January, requests remained strong in February breaking the **300m** barrier for the second consecutive month. Purely because February is a shorter month, requests were down slightly on last month, and they were up an impressive +15% year-on-year.



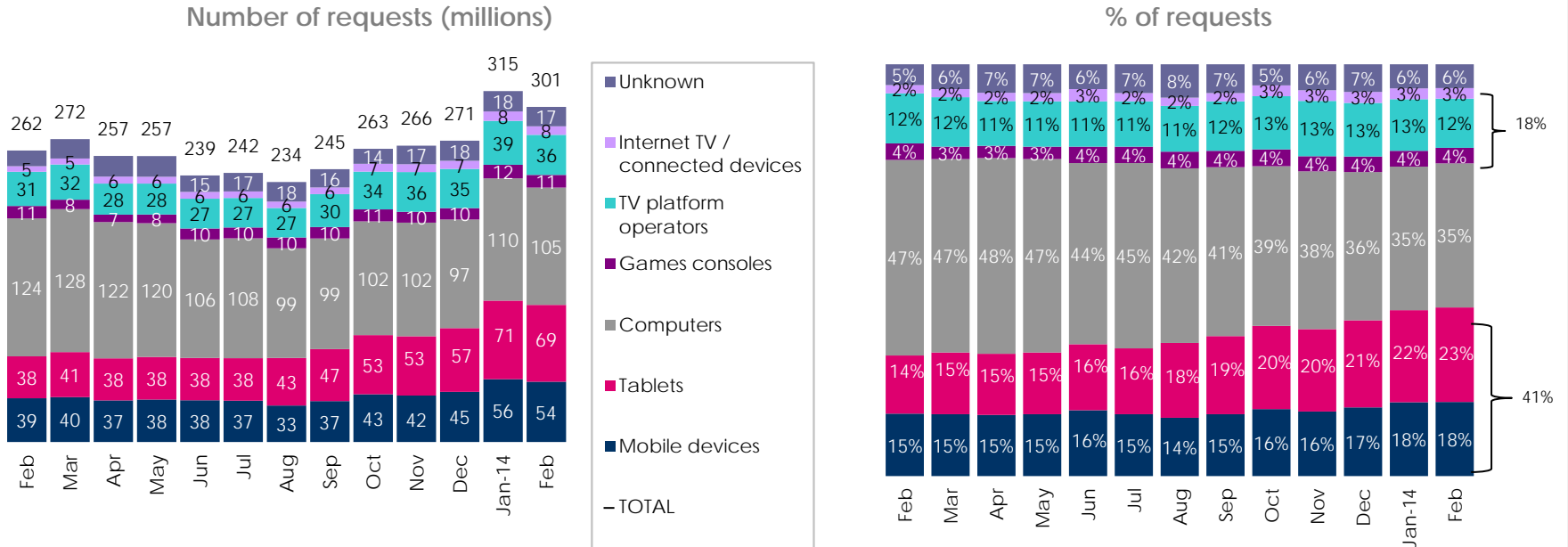
Average daily BBC iPlayer online requests

Average daily requests increased to a record-breaking **10.7 million** in February, up +6% on last month, boosted by strong linear schedules.



TV and radio: Requests for programmes by device type

Although requests were down slightly on January's record-breaking figures (due to February being a shorter month), requests reached an impressive **301m** in February, with mobiles and tablets making up a record 41% of all requests.

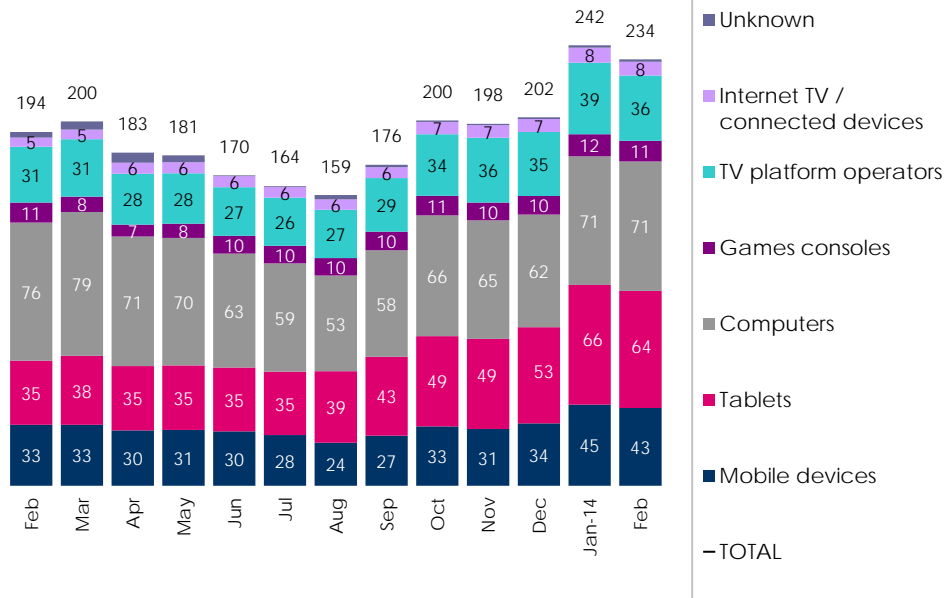


Notes:
 Before July 13, some Android devices were being mistakenly counted within the "mobile" category. This has now been corrected.
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.
TV platform operators include Virgin 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.

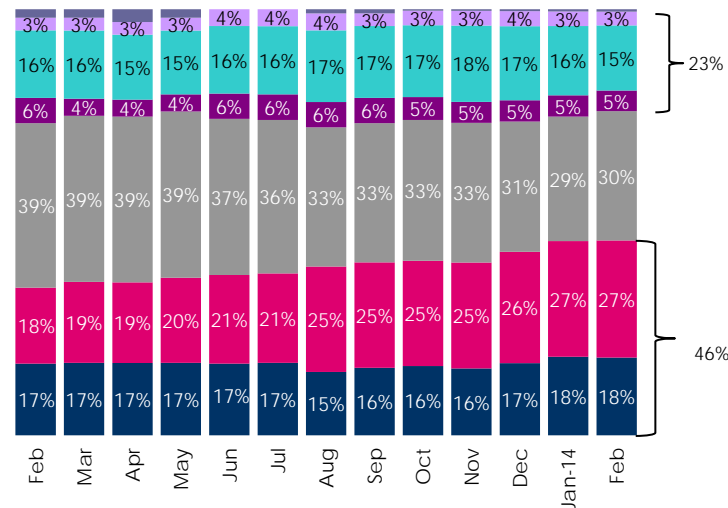
TV only: Requests for programmes across BBC iPlayer by device type

There were 234m TV requests in February, slightly down on January's record-breaking figures as February was a shorter month, but mobiles and tablets continued to increase their share of overall views, and now stand at 46%.

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.

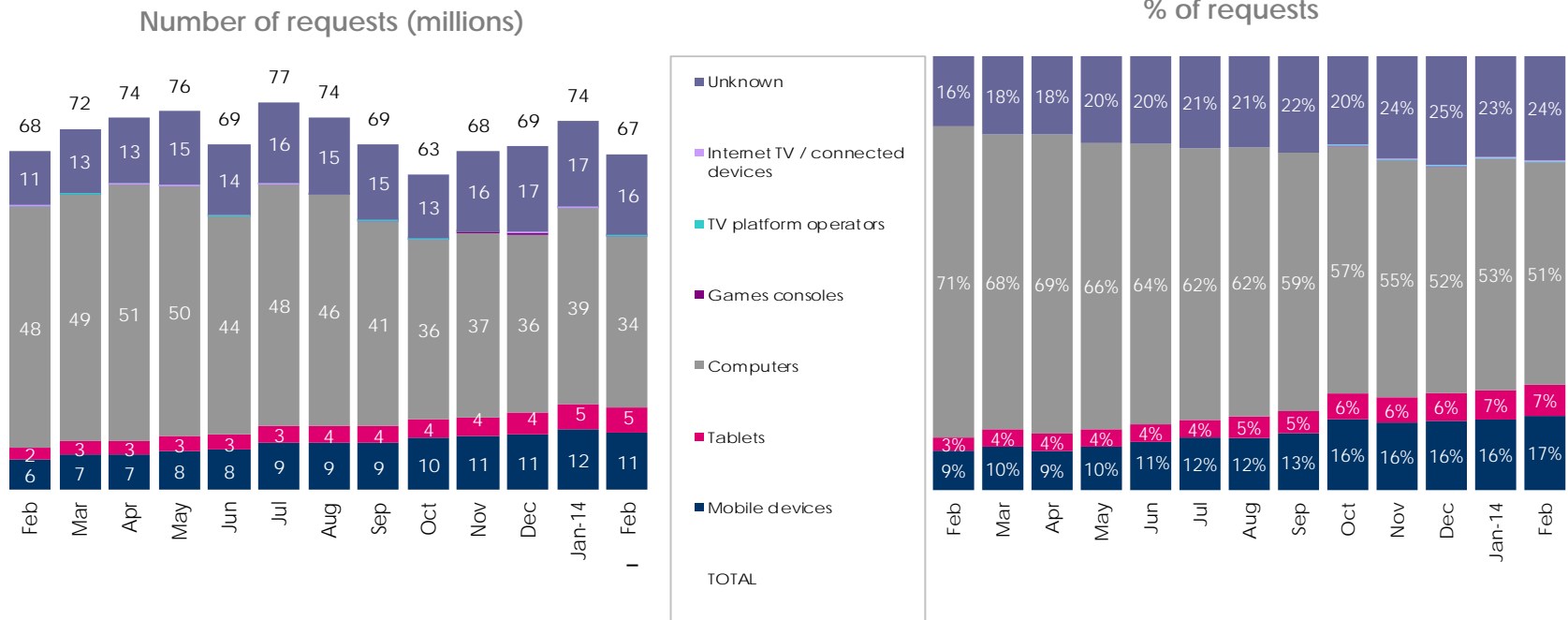
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

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 67m radio requests in February – down -9% month-on-month, and as with TV views, mobiles and tablets reached a new all-time high of 24% of all 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.

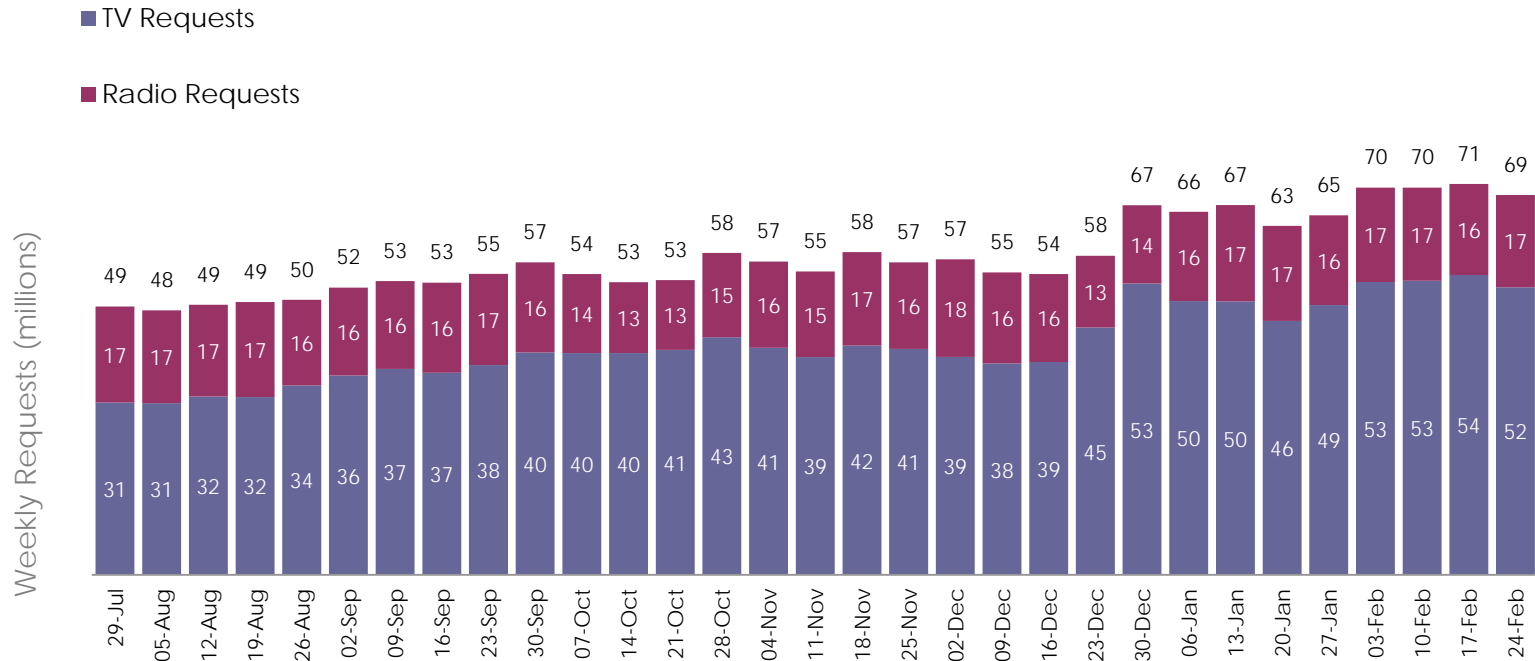
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- 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.

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 9 for more details).

Average weekly requests also increased in February to 70 million, another all-time high.



BBC iPlayer - top 20 TV episodes, February 2014 (excluding Virgin Media cable and Sky)

New series of **Top Gear** was particularly popular on BBC iPlayer February, with episode one generating over 3.2 million requests, already making placing it in the top ten most requested programmes of all time. The final series of **Outnumbered** also performed well with the second picking up almost 2 million requests. There were also a lot of BBC Three programmes in the top 20 this month with new documentaries **The Truth About Webcam Girls** and **Tough Young Teachers**, and comedies **Ja'mie: Private School Girl** and **Uncle** all doing well.

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.
Top Gear Series 21 Episode 1	3,213,000	Top Gear Series 21 Episode 1	3,213,000
Top Gear Series 21 Episode 2	2,635,000	Outnumbered Series 5 Episode 2	1,885,000
Top Gear Series 21 Episode 3	2,428,000	EastEnders 20/02/14	1,527,000
Outnumbered Series 5 Episode 2	1,885,000	New: The Truth about Webcam Girls 19/02/14	1,501,000
Outnumbered Series 5 Episode 3	1,779,000	The Voice UK Series 3 Blind Auditions 4 Episode 4	1,300,000
Top Gear Series 21 Episode 4	1,751,000	Ja'mie: Private School Girl Episode 1	1,232,000
Outnumbered Series 5 Episode 4	1,659,000	Waterloo Road Series 9 Episode 15	1,218,000
EastEnders 20/02/14	1,527,000	Call the Midwife Series 3 Episode 4	876,000
New: The Truth about Webcam Girls 19/02/14	1,501,000	The Musketeers Episode 3	868,000
Outnumbered Series 5 Episode 1	1,398,000	The Dumping Ground Series 2 Episode 7	856,000
The Voice UK Series 3 Blind Auditions 4 Episode 4	1,300,000	Line of Duty Series 2 Episode 1	847,000
The Voice UK Series 3 Blind Auditions 5 Episode 5	1,286,000	Uncle Episode 4	806,000
EastEnders 18/02/14	1,266,000	Secrets of South America Episode 1	699,000
EastEnders 11/02/14	1,250,000	Death in Paradise Series 3 Episode 4	671,000
EastEnders 14/02/14	1,247,000	Tough Young Teachers Episode 5	650,000
Ja'mie: Private School Girl Episode 1	1,232,000	Dragons' Den Series 11 Episode 8	617,000
Waterloo Road Series 9 Episode 15	1,218,000	The Graham Norton Show Series 14 Episode 16	606,000
Waterloo Road Series 9 Episode 16	1,200,000	Sun, Sex and Suspicious Parents Series 4: Episode 5	556,000
The Voice UK Series 3 Blind Auditions 7 Episode 7	1,200,000	4 o'Clock Club Series 3 Episode 8	553,000
Waterloo Road Series 9 Episode 17	1,190,000	Silent Witness Series 17 Fraternity Part 2 Part 2	548,000

BBC iPlayer - top 20 radio episodes, February 2014

(excluding Virgin Media cable and Sky)

Sport dominated the top episodes for radio in February with **Premier League**, **Champions League** and **FA Cup Football** all appearing in the top 20. As ever, Radio 4 comedies **The News Quiz** and **The Unbelievable Truth** also proved popular.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
5 live Sport 12/02/14	218,000
5 live Sport Premier League Liverpool v Arsenal	198,000
5 live Sport Champions League Arsenal v B. Munich	182,000
The Unbelievable Truth Series 12 Episode 6	171,000
5 live Sport Premier League Manchester City v Chelsea	158,000
5 live Sport FA Cup Arsenal v Liverpool	151,000
The News Quiz Series 83 Episode 1	150,000
5 live Sport Premier League Liverpool v Swansea	143,000
The News Quiz Series 83 Episode 2	137,000
5 live Sport Premier League Manchester United v Fulham	130,000
5 live Sport Premier League Stoke v Manchester United	129,000
The Now Show Series 42 Episode 5	121,000
5 live Sport Premier League Norwich v Manchester City	115,000
The Radio 1 Breakfast Show 27/02/14	109,000
The Radio 1 Breakfast Show 07/02/14	108,000
Scott Mills 28/02/14	105,000
Jeremy Vine 13/02/2014	104,000
The Radio 1 Breakfast Show 26/02/2014	103,000
The Chris Evans Breakfast Show 07/02/2014	103,000
Just a Minute Series 68 Episode 1	101,000

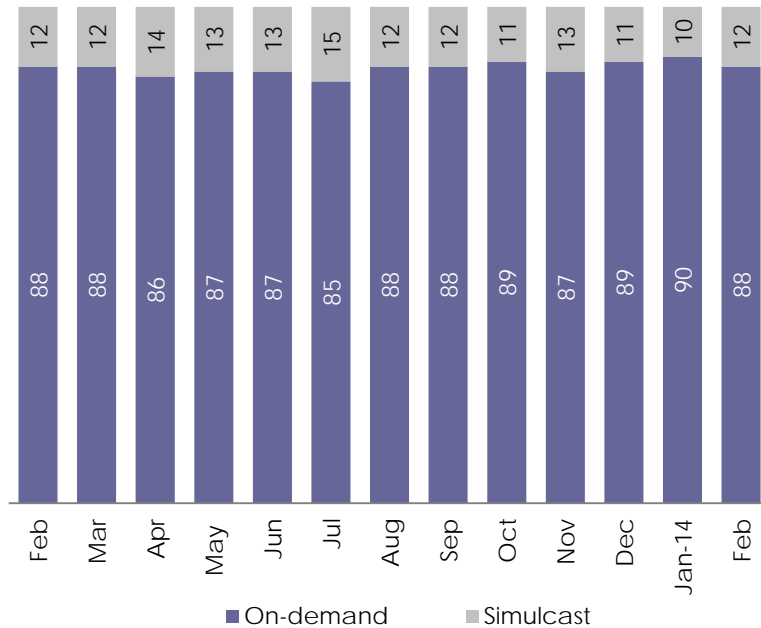
BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
5 live Sport 12/02/14	218,000
5 live Sport Premier League Liverpool v Arsenal	198,000
5 live Sport Champions League Arsenal v Bayern Munich	182,000
The Unbelievable Truth Series 12 Episode 6	171,000
5 live Sport FA Cup Arsenal v Liverpool 16/02/2014	151,000
The News Quiz Series 83 Episode 1	150,000
The Now Show Series 42 Episode 5	121,000
The Radio 1 Breakfast Show 27/02/14	109,000
Scott Mills 28/02/14	105,000
Jeremy Vine Scotland and coffee 13/02/2014	104,000
The Chris Evans Breakfast Show 07/02/2014	103,000
Just a Minute Series 68 Episode 1	101,000
Steve Wright in the Afternoon 11/02/2014	90,000
Desert Island Discs Bob Harris 02/02/2014	88,000
Today 03/02/14	81,000
Fearne Cotton The 1975 in the Live Lounge 18/02/2014	80,000
The Archers 18/02/14	80,000
Annie Mac 14/02/2014	80,000
Ken Bruce 14/02/2014	76,000
The Matt Edmondson Show 27/02/14	75,000

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

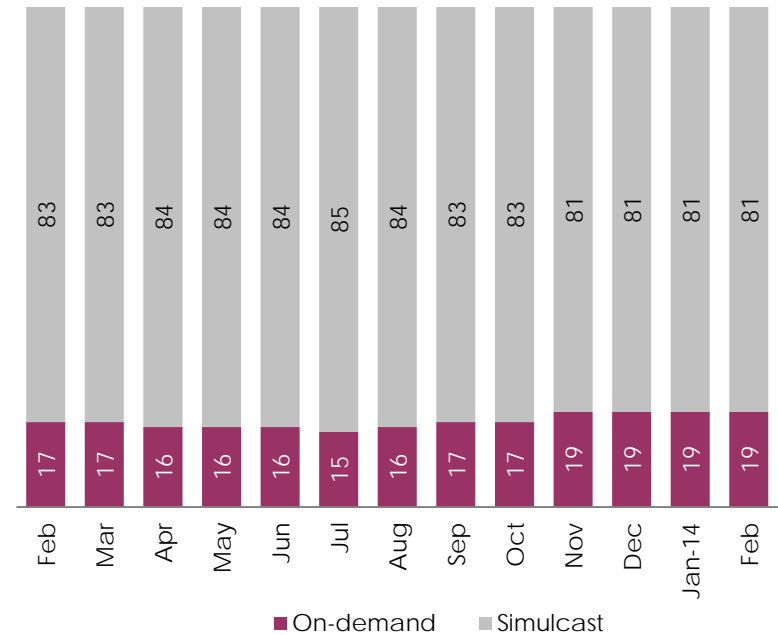
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

The proportion of live requests to TV bounced back to a more normal 12% after dipping to an all time low of 10% in January, while the proportion of live requests to radio remained stable at 81%.

% requests for TV programmes

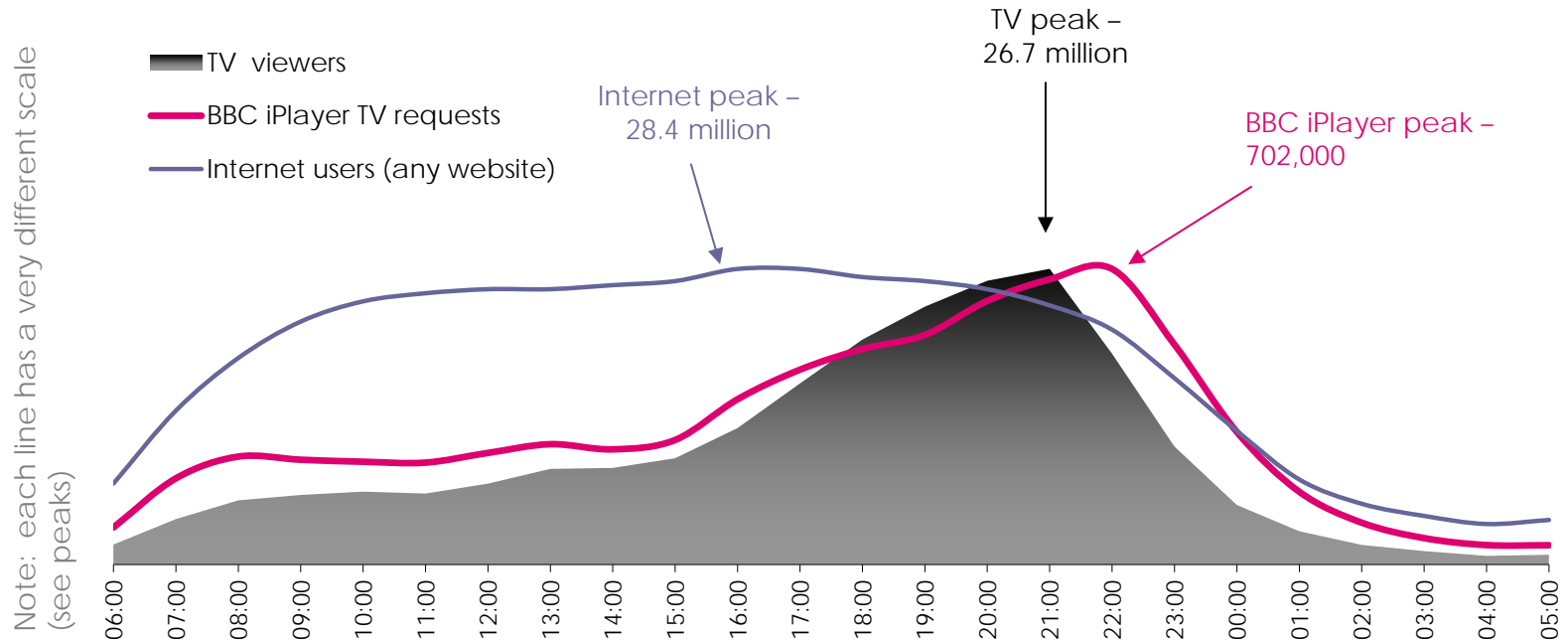


% requests for radio programmes



BBC iPlayer – use for TV online by time of day, February 2014

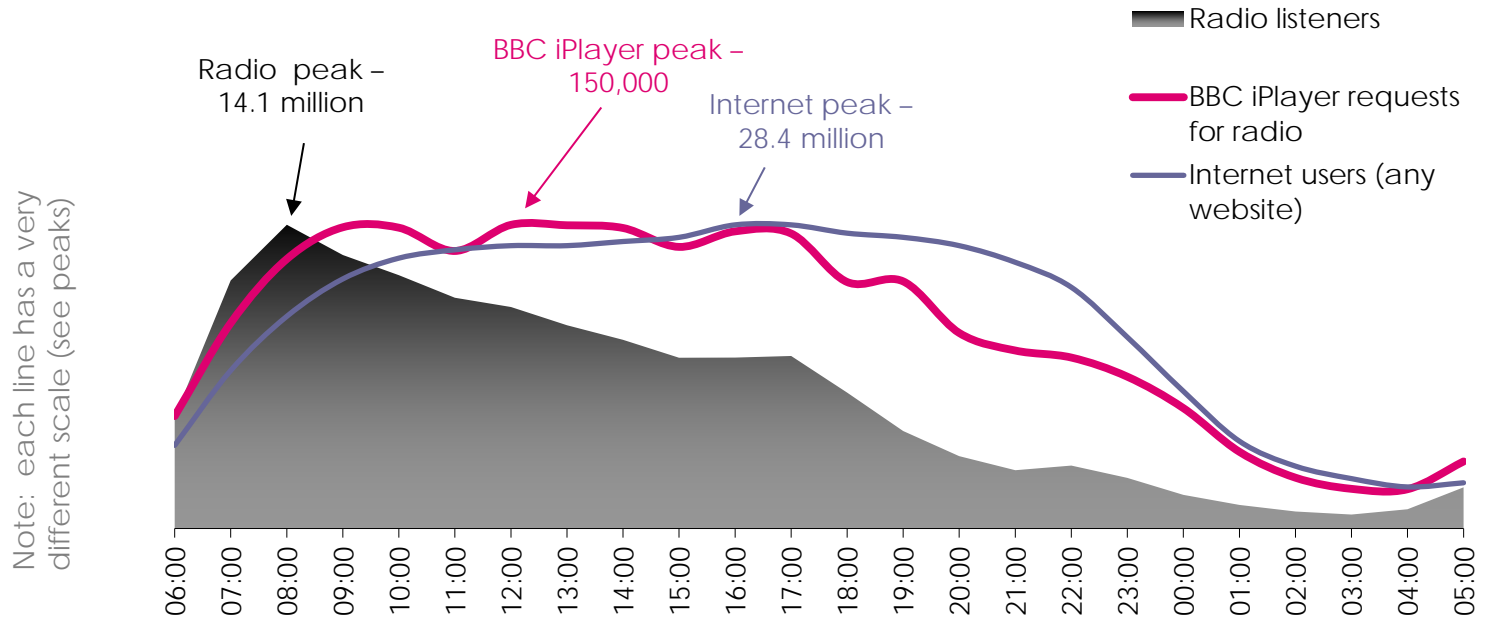
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB February 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats February 2014 - see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, February 2014

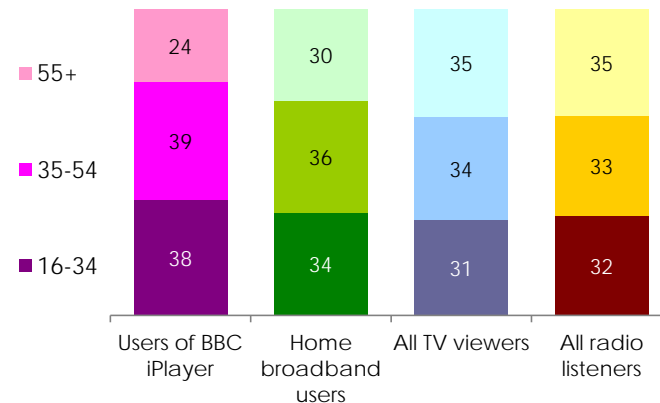
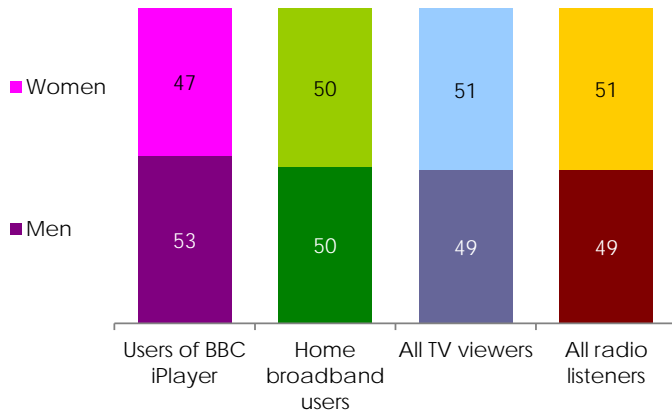
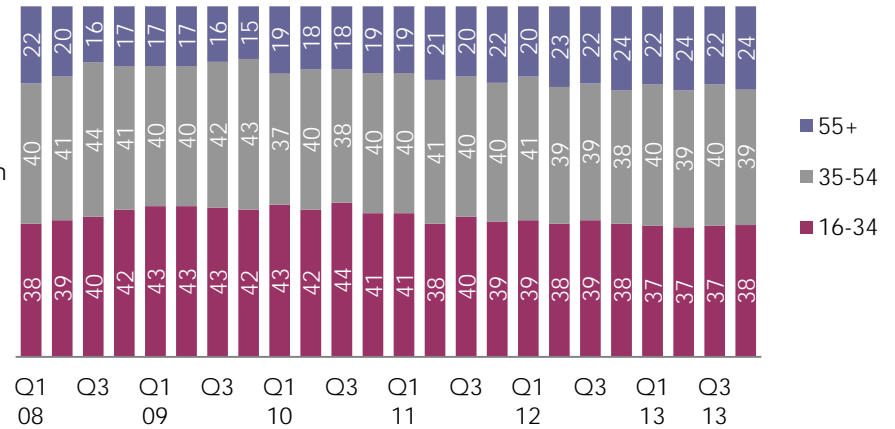
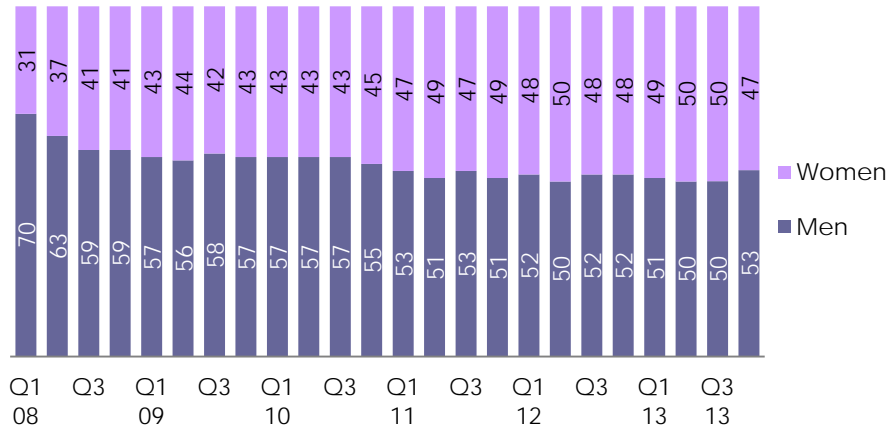
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q4 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats February 2014 - 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, however for Q4 13 the split is skewed towards a male audience.



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