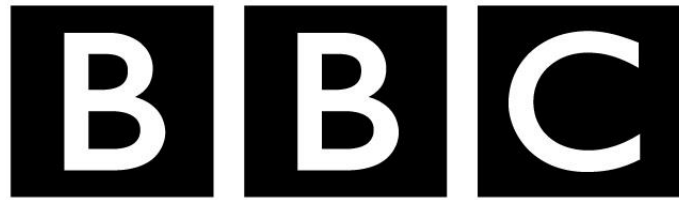


Performance Report

February 2017



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 | Marketing & Audiences

February 2017 summary

- BBC iPlayer has broken records again in February, with an average of 9.9m daily requests, up from the previously-record-breaking 9.8m the previous month. There were a total of 277 million requests for TV programmes, a very strong performance given that February is a short month, and only has 28 days' worth of data that we can include.
- Drama shone on BBC iPlayer in February, with the two-part drama *The Moorside* the most requested programme. Both episodes got almost 2m requests each. *Taboo* and *Apple Tree Yard* built on their strong performances in January, with 4 episodes apiece appearing in the top 20 in February. New drama *Roots* and *SS-GB* also made an impact, each with over 1m requests for their first episodes.
- Oscar-winning documentary *OJ: Made in America* was one of the top 20 best performing episodes per series.

Consistent with previous months:

The profile of devices being used to access BBC iPlayer has remained consistent with previous months, with TV platforms by far the largest type of device.

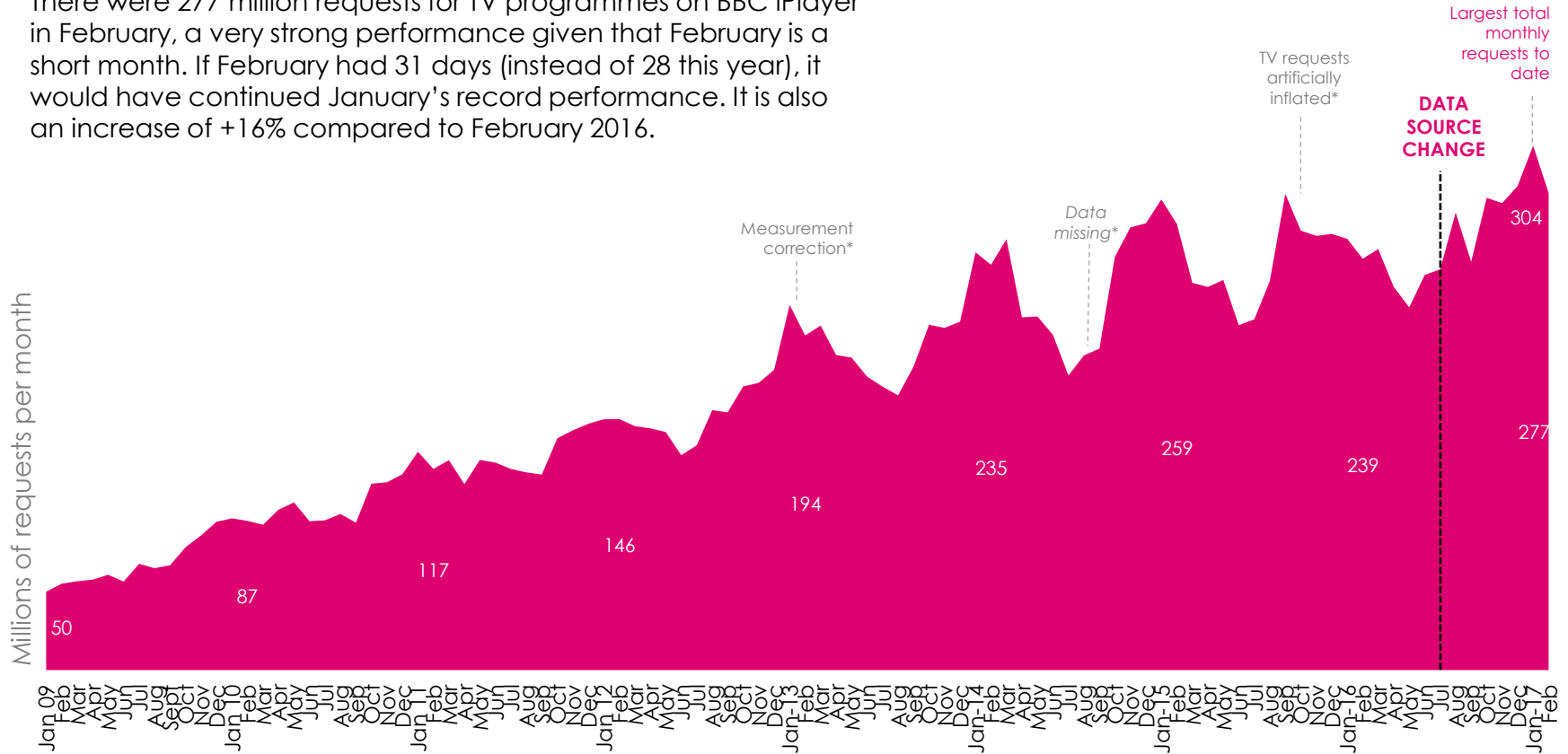
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, now showing a slight female skew, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC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

There were 277 million requests for TV programmes on BBC iPlayer in February, a very strong performance given that February is a short month. If February had 31 days (instead of 28 this year), it would have continued January's record performance. It is also an increase of +16% compared to February 2016.



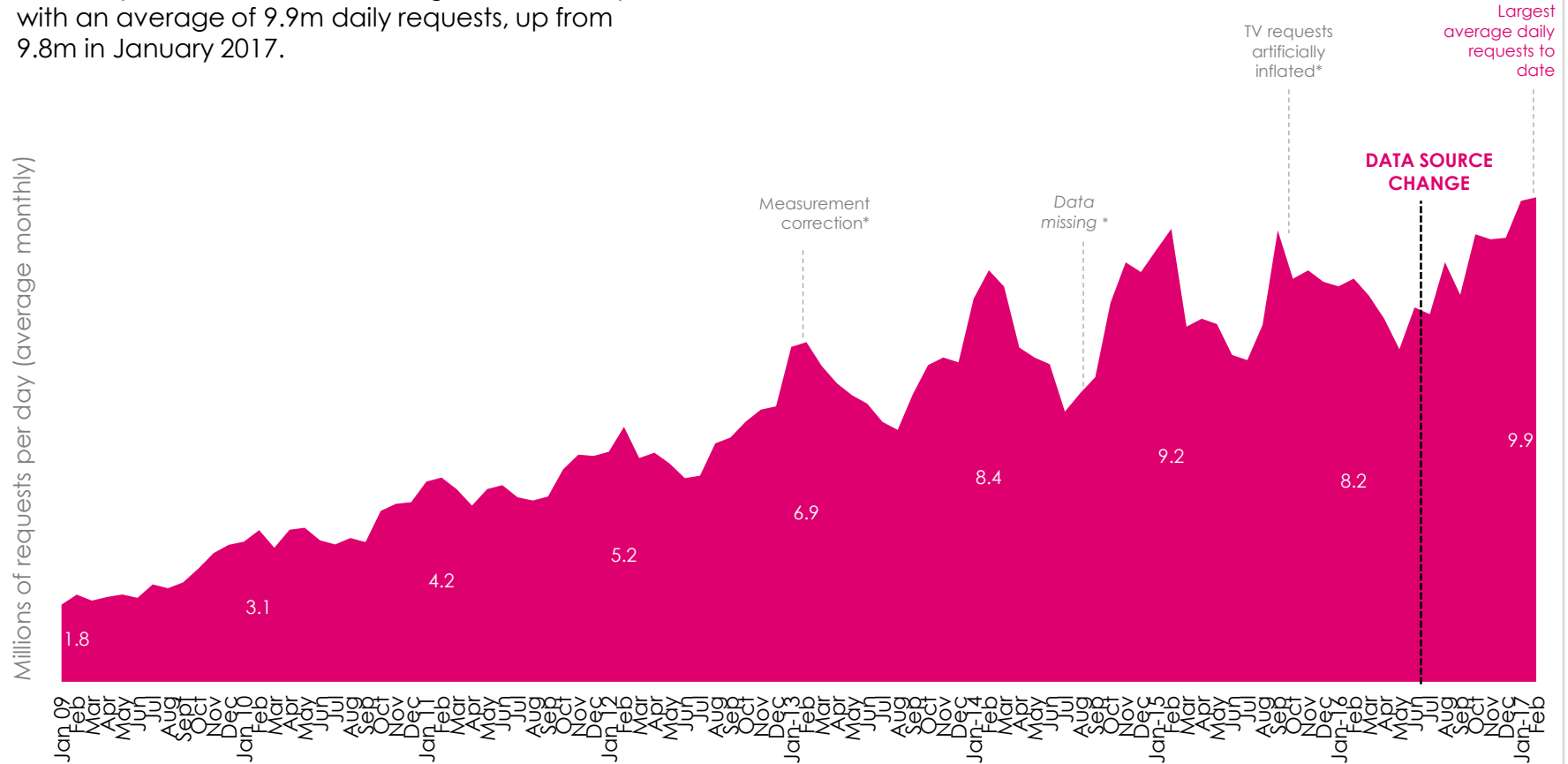
Notes:

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

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

Average daily BBC iPlayer online requests

BBC iPlayer has broken records again in February, with an average of 9.9m daily requests, up from 9.8m in January 2017.

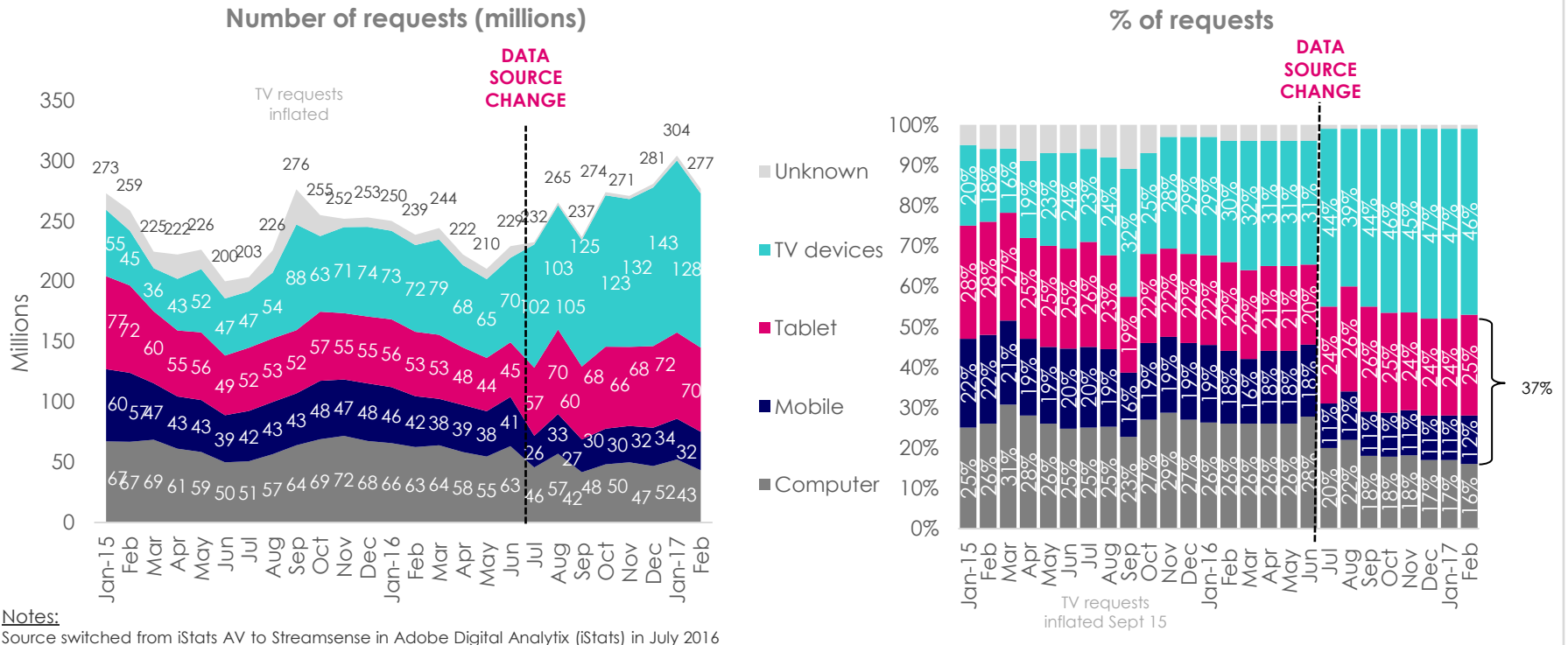


Notes:

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

Requests for TV programmes by device type

Total requests for TV programmes decreased on all devices, due in part to the record high number of requests seen in January; but this still indicates a strong performance given that February is a short month. The profile of devices used to watch iPlayer remains broadly consistent month-on-month.



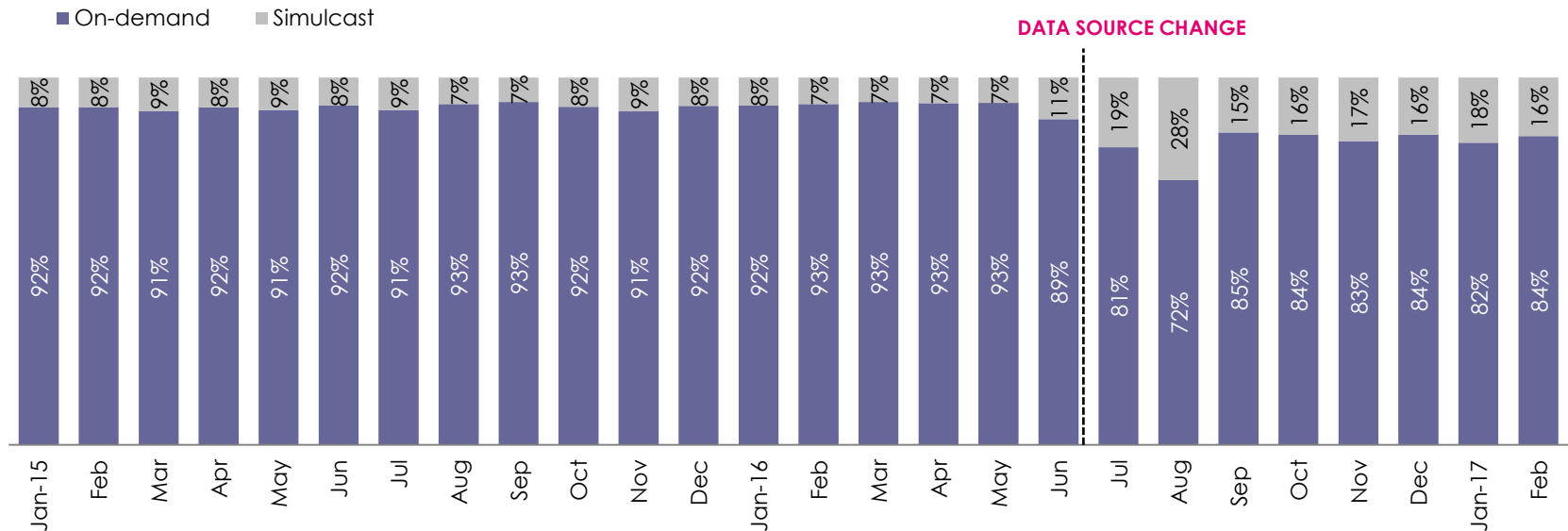
* Please refer to slide 12 for guide notes.

Live versus on-demand requests for TV programmes

The measurement update in July 2016 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 February, 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



Notes:

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

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 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 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).
- 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, February 2017

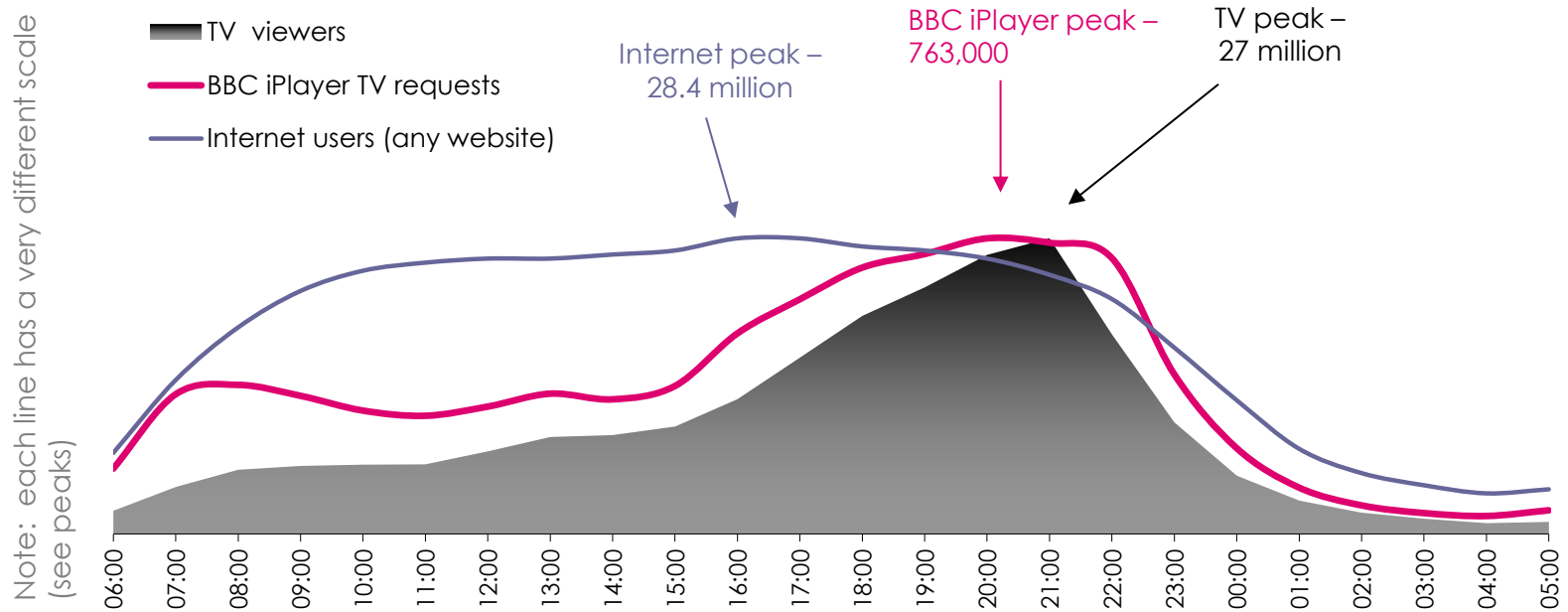
(excluding Virgin Media cable and Sky)

The two-part drama **The Moorside** was the most requested programme with both episodes earning almost 2m requests each. **Taboo** and **Apple Tree Yard** built on their strong performances in January, with 4 episodes apiece appearing in the top 20. New drama **Roots** and **SS-GB** also made an impact, each with over 1m requests for their first episodes. Away from drama, Oscar-winning documentary **OJ: Made in America** was one of the top 20 best performing episodes per series.

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 Moorside Series 1 Episode 1	2,492,000	The Moorside Series 1 Episode 1	2,492,000
The Moorside Series 1 Episode 2	1,968,000	Taboo Episode 5	1,813,000
Taboo Episode 5	1,813,000	Apple Tree Yard Series 1 Episode 4	1,706,000
Apple Tree Yard Series 1 Episode 4	1,706,000	Roots Episode 1	1,431,000
Apple Tree Yard Series 1 Episode 3	1,681,000	EastEnders 02/02/17	1,213,000
Taboo Episode 6	1,613,000	SS-GB Series 1 Episode 1	1,153,000
Taboo Episode 7	1,437,000	Death in Paradise Series 6 Episode 5	970,000
Roots Episode 1	1,431,000	Call the Midwife Series 6 Episode 3	849,000
Apple Tree Yard Series 1 Episode 2	1,326,000	Silent Witness - Awakening Part Two Part 2	766,000
Apple Tree Yard Series 1 Episode 1	1,306,000	Six Nations Rugby 2017 Wales v England 11/02/17	688,000
EastEnders 02/02/17	1,213,000	Not Going Out Series 8 Car Episode 3	687,000
EastEnders 16/02/17	1,179,000	FA Cup 16/17 5 th Round: Sutton Untd v Arsenal 20/02/17	687,000
EastEnders 17/02/17	1,179,000	Match of the Day 2016/2017 04/02/17	676,000
EastEnders 10/02/17	1,163,000	Beauty Queen and Single 13/02/17	633,000
SS-GB Series 1 Episode 1	1,153,000	The Graham Norton Show Series 20 Episode 17	621,000
EastEnders 09/02/2017 Part Two 09/02/17	1,079,000	The Dumping Ground Series 5 Episode 4	619,000
EastEnders 07/02/17	1,061,000	OJ: Made In America Part 1	617,000
EastEnders 21/02/17	1,059,000	Casualty Series 31 Episode 21	572,000
EastEnders 14/02/17	1,042,000	The Real Marigold Hotel Series 2 Episode 1	571,000
Taboo Episode 8	1,031,000	Who Do You Think You Are? Series 13 Episode 7	540,000

BBC iPlayer – use for TV online by time of day, February 2017

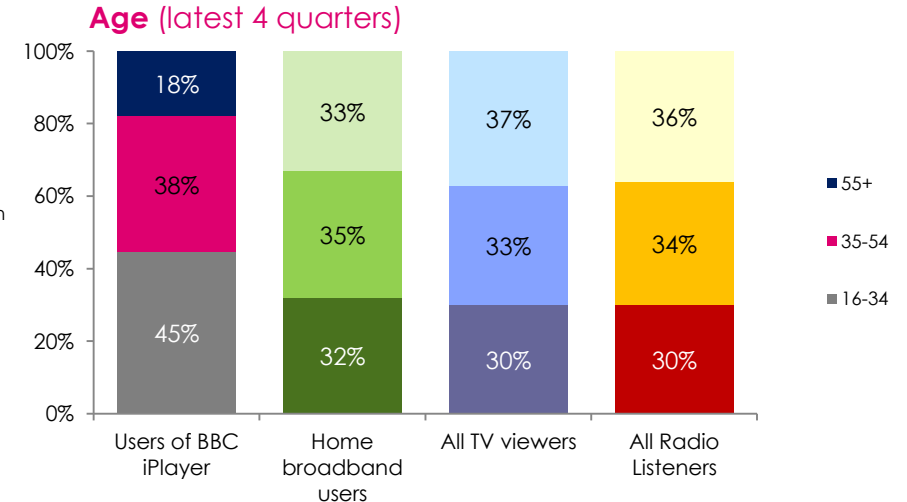
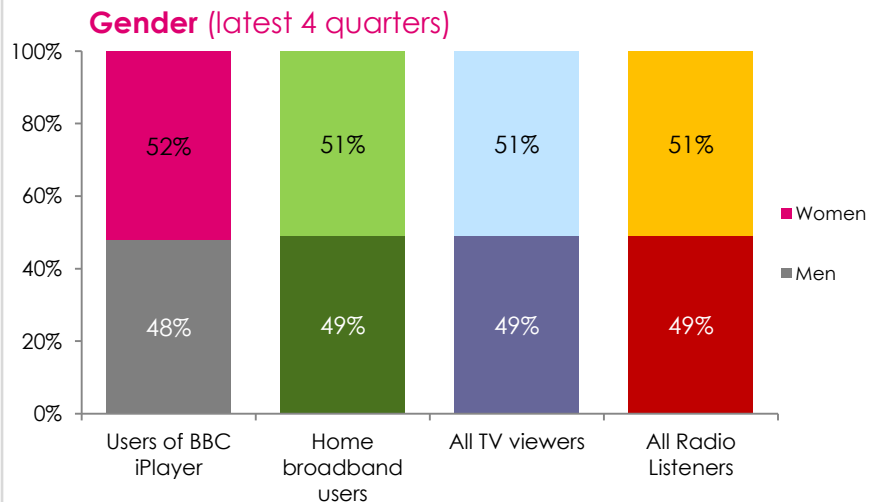
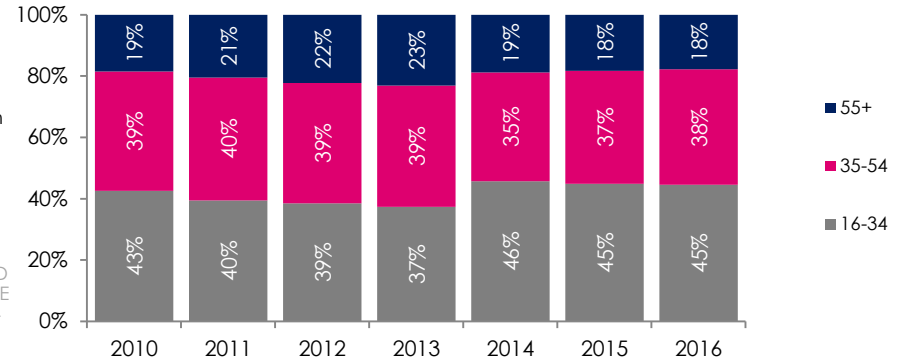
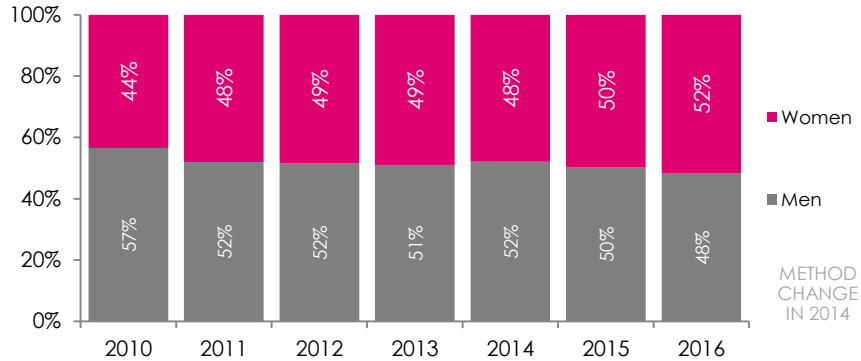
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB February 2017, internet from Nielsen March 2012, BBC iPlayer from Streamsense Adobe Digital Analytix (iStats) February 2017 see footnotes on final page for more detail

TV & iPlayer Product: demographics of BBC iPlayer users

In 2016, BBC iPlayer skewed slightly more towards women for the first time. The largest share of audience is 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. 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 slides 19-20 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