

# Monthly Performance Pack

## January 2013



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# Monthly summary headlines – January 2013

- **Record 272 million BBC iPlayer requests** for TV and radio programmes in January 2013 – **up +26% on previous month**
- Two elements contributed to this increase:
  - **mobile and tablet use for TV programmes grew significantly** over the festive period (see slide 7)
  - **a fix was implemented for radio stats only (TV was not affected)**, which had previously been subject to measurement issues\* (see slide 6)
- TV viewing on iPlayer has seen a significant increase in usage since the festive period– primarily on **mobile and tablet devices**, but also on TV platforms and computers
- On TV, the David Attenborough series ***Africa***, along with popular returning titles such as ***Top Gear***, ***Miranda*** and ***Mrs Brown's Boys*** drove strong requests. Children's series ***The Dumping Ground*** (connected with Tracy Beaker) has also proved very strong on BBC iPlayer.
- On radio, BBC Radio 4's ***The News Quiz*** and ***The Unbelievable Truth*** and **sport coverage** on BBC Radio 5 Live drove peaks for BBC iPlayer listening in January

## 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.

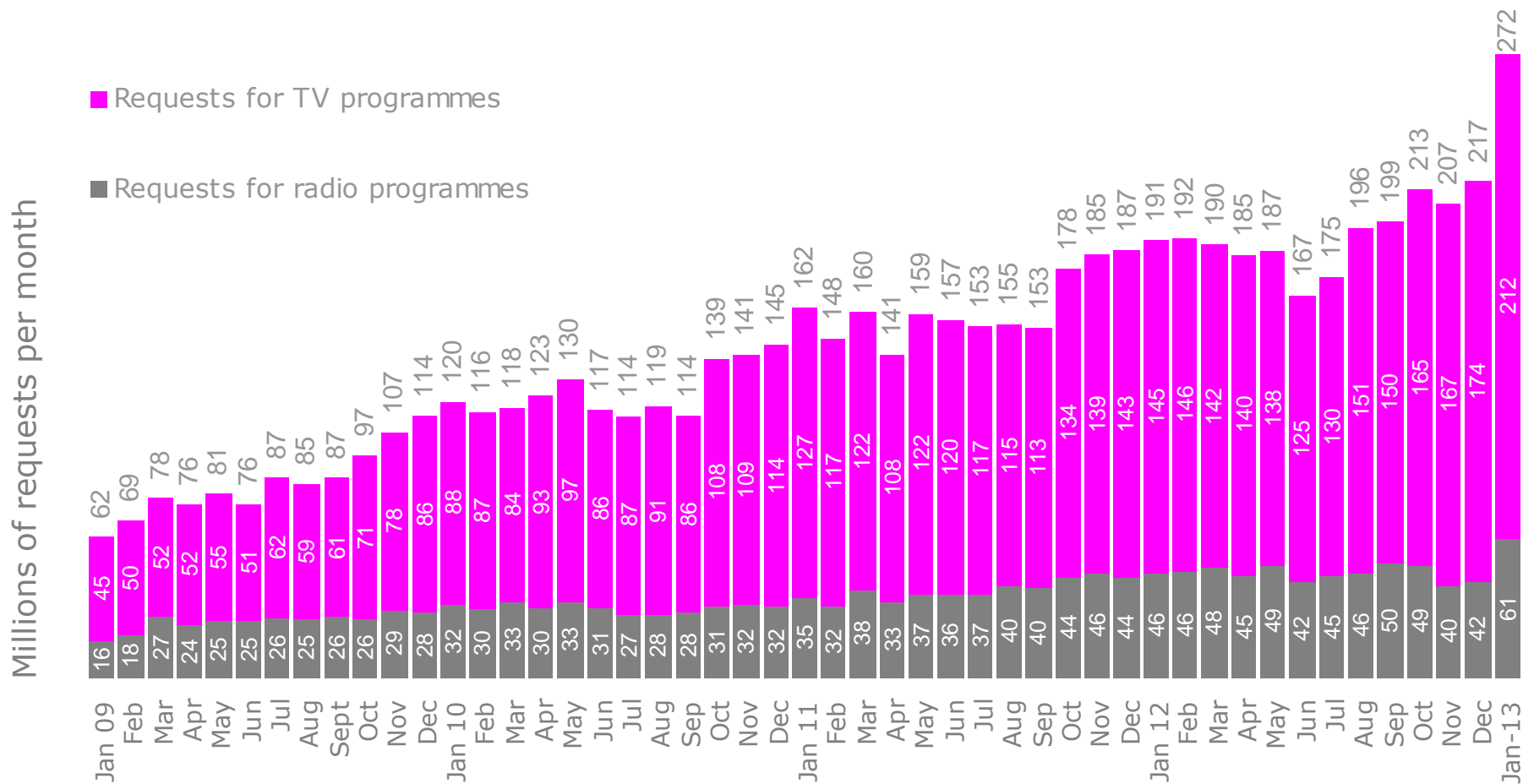
\*The problem with measurement which has now been fixed was for the pop-out console for radio listening on computers – so a large increase in the number of requests via computers was seen overall in January as a result of this problem being resolved. This problem is believed to have affected previous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

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# Total monthly BBC iPlayer requests across all platforms, since 2009

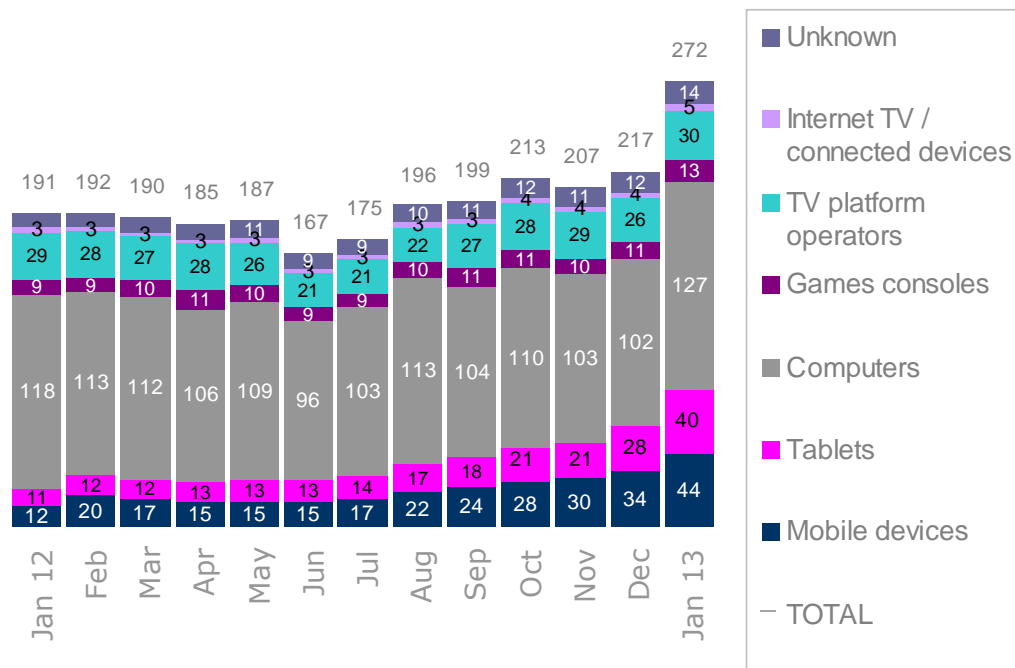
- Two elements contributed to this step-change in number of requests:
  - mobile and tablet use for TV programmes grew significantly** over festive period (see slide 7)
  - a fix was implemented for radio stats only (TV was not affected)**, which had previously been subject to measurement issues (see slide 6)



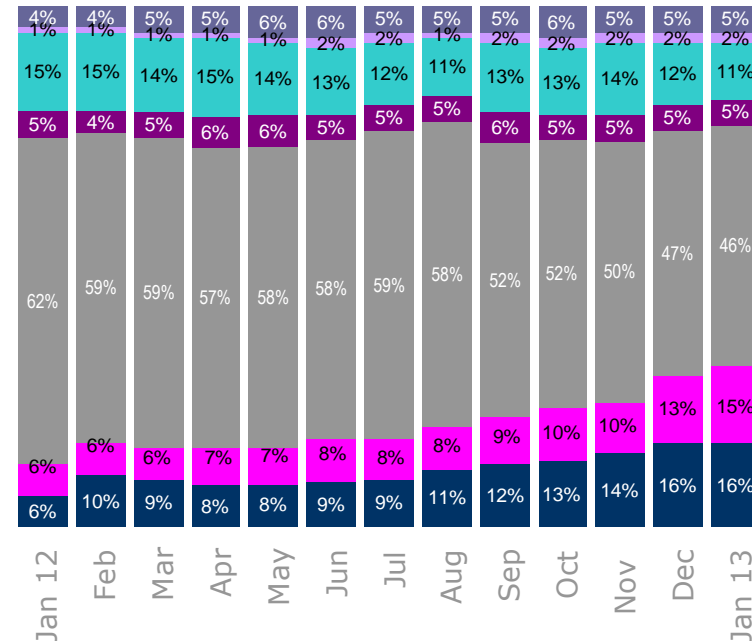
# Requests for programmes by device type – TV and radio

The fix for radio stats issues only affected PC/Computer data, and is one of the main drivers for the large month-on-month increase in Computer requests (see slide 6 for radio-only data). However the growth for TV platforms, mobile and tablet devices is a result of a step-change in usage of BBC iPlayer for TV over the festive period.

## 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.

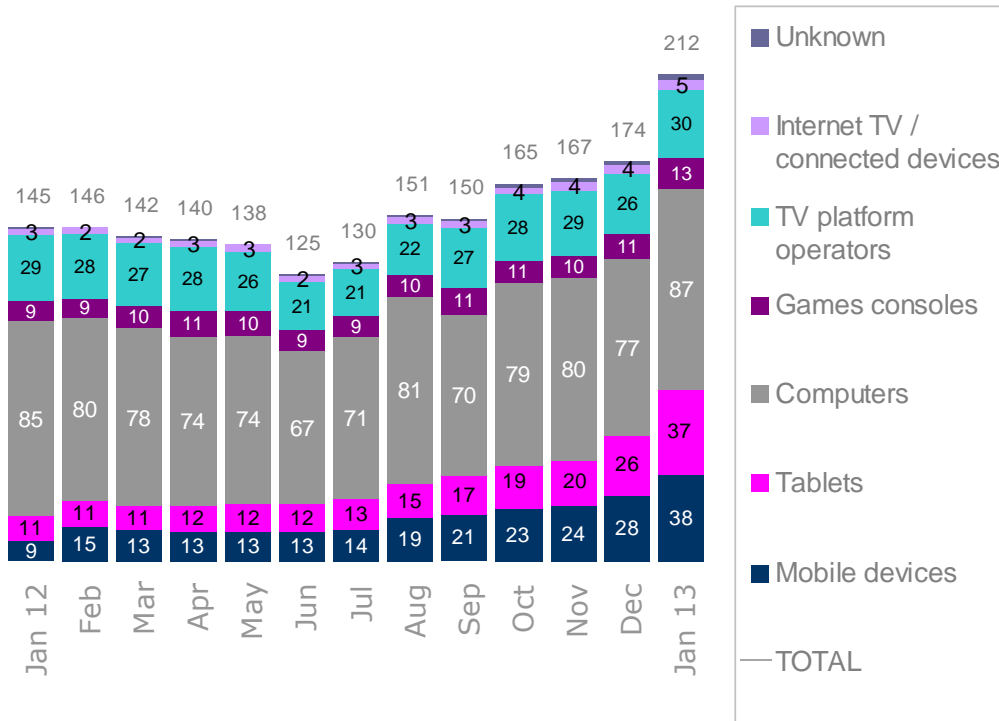
**TV platform operators** include Virgin Media, Sky and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

**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.

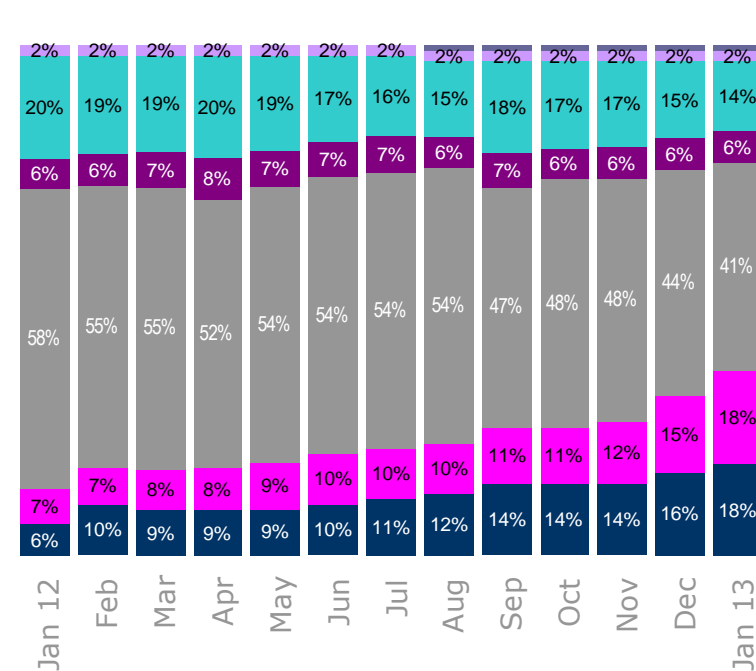
# Requests for programmes across BBC iPlayer by device type – TV only

January saw, for the first time ever, over 200 million requests in a month for TV programmes only. The significant growth for BBC iPlayer use over the festive period on mobiles and tablets has continued throughout January 2013. However, both Computer and TV Platforms also saw considerable growth on the previous month (up 13% and 15% respectively from December 2012).

Number of requests (millions)



% of requests



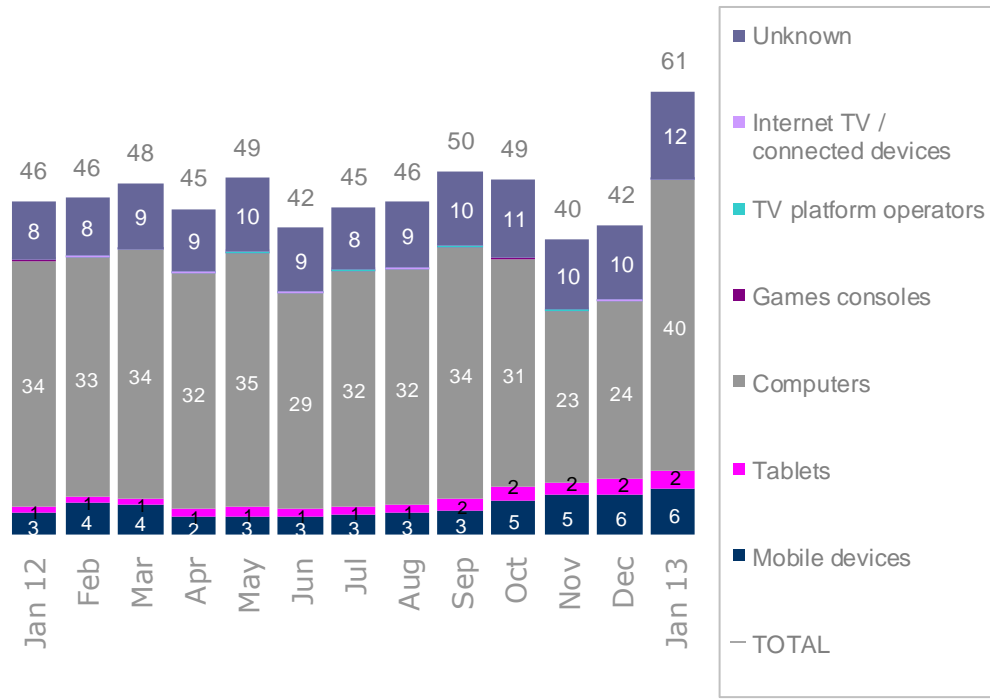
Notes:

**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, Sky 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.

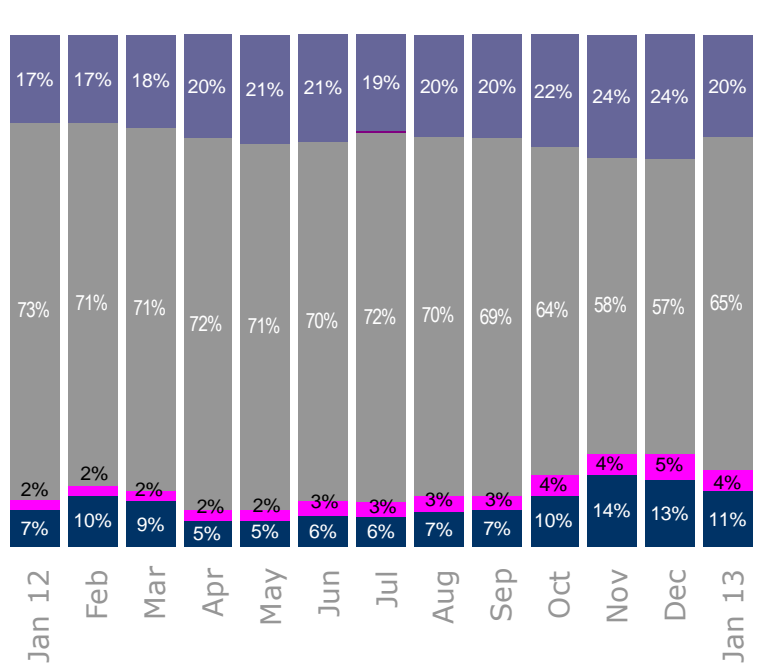
# Requests for programmes across BBC iPlayer by device type – radio only

A fix was implemented for a radio stats on 18 January – as the pop-out console for BBC iPlayer for radio had not been sending stats to the database for the previous months. The step-change upwards in PC/computer devices is mostly a result of this fix; however the growth seen on other devices is a genuine representation of usage.

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, Sky 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.

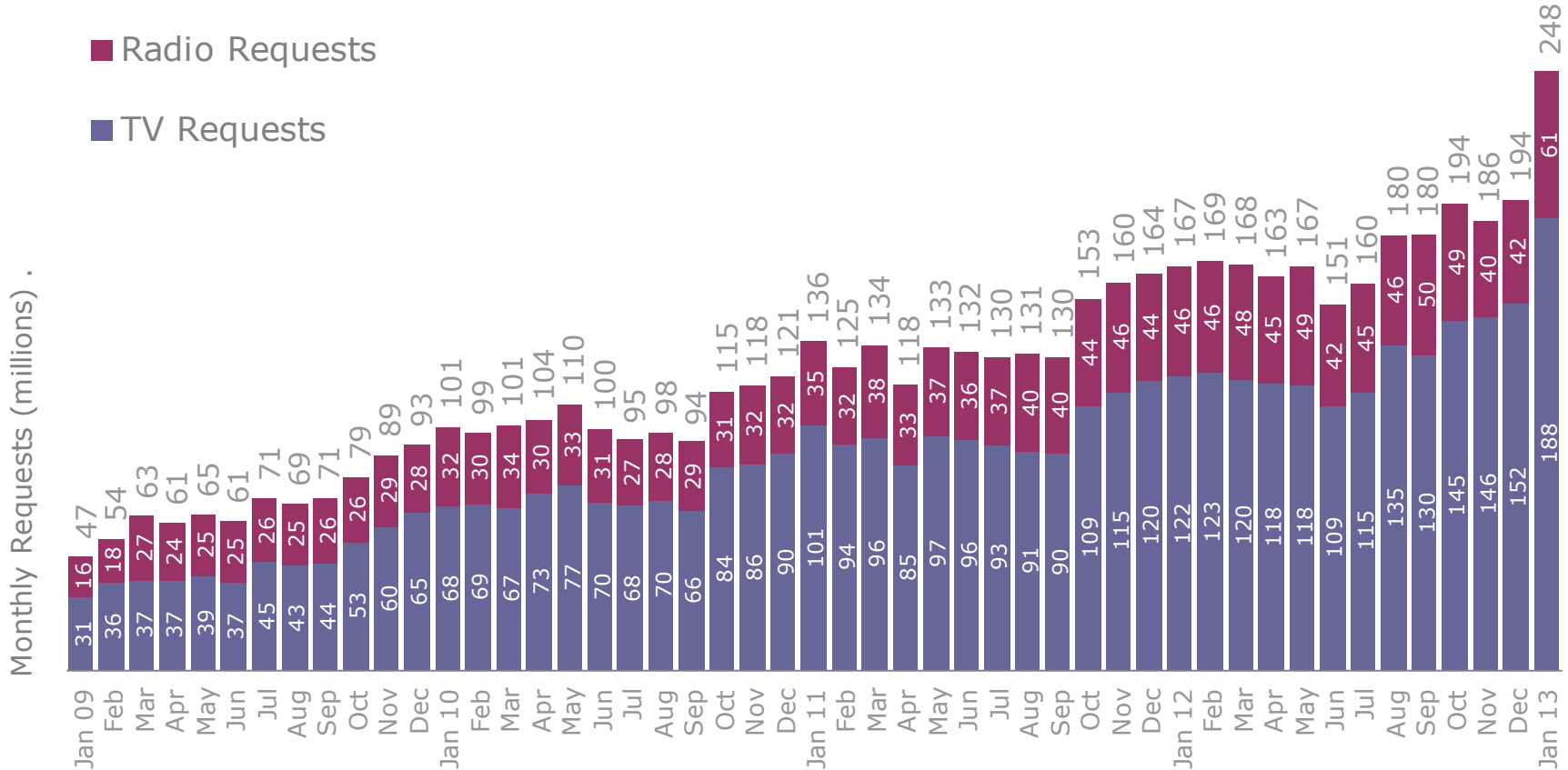
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBS and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming 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 requests (excluding Virgin Media cable and Sky)

Two elements contributed to this step-change in number of requests:

- **mobile and tablet use for TV programmes grew significantly** over festive period (see slide 7)
- **a fix was implemented for radio stats only (TV was not affected)**, which had previously been subject to measurement issues (see slide 6)



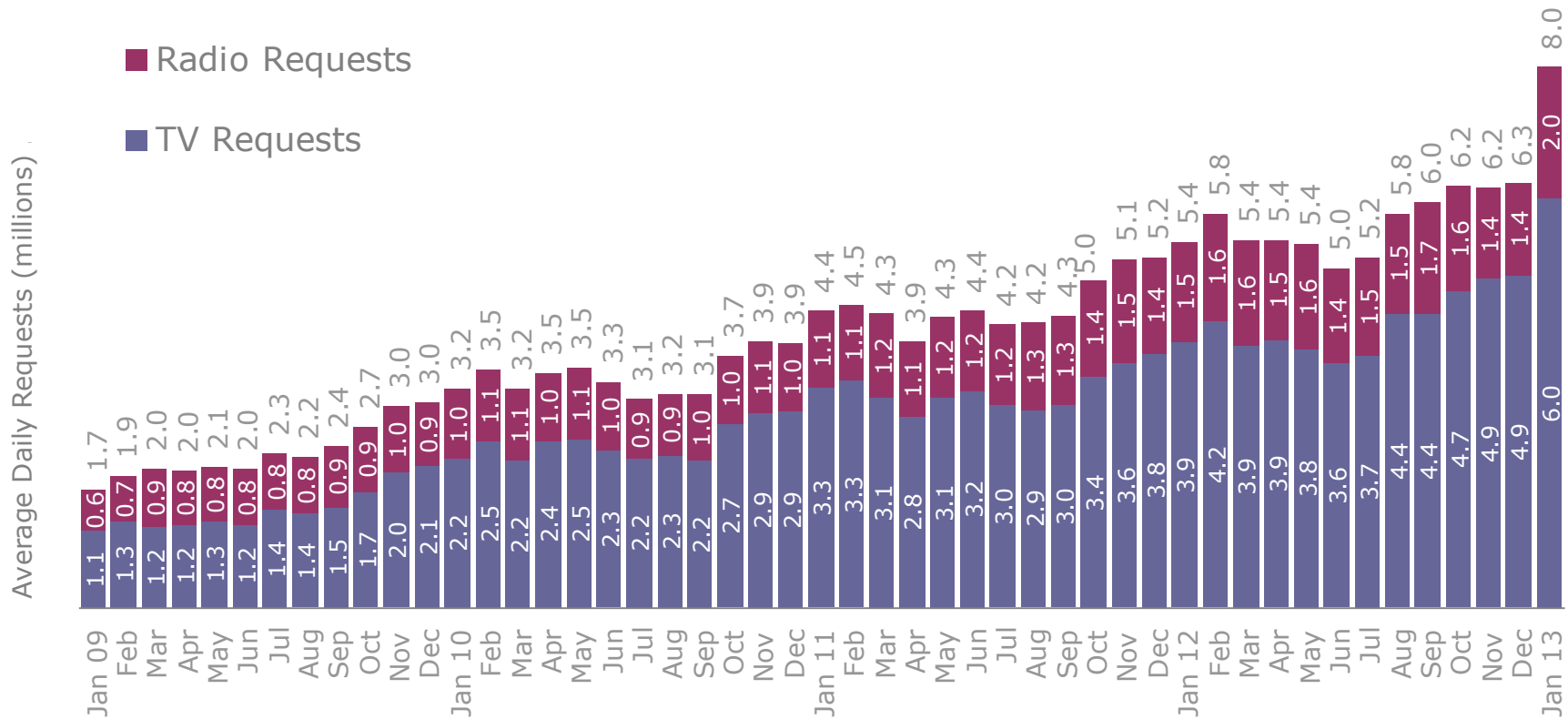
Please refer to slide 8 for guide notes.

# Average daily BBC iPlayer 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).*

- Two elements contributed to this step-change:
  - mobile and tablet use for TV programmes grew significantly** over festive period (see slide 7)
  - a fix was implemented for radio stats**, which had previously been subject to measurement issues\* (see slide 6)

Following these changes, **average daily** request numbers grew to a record **8 million** in January 2013.

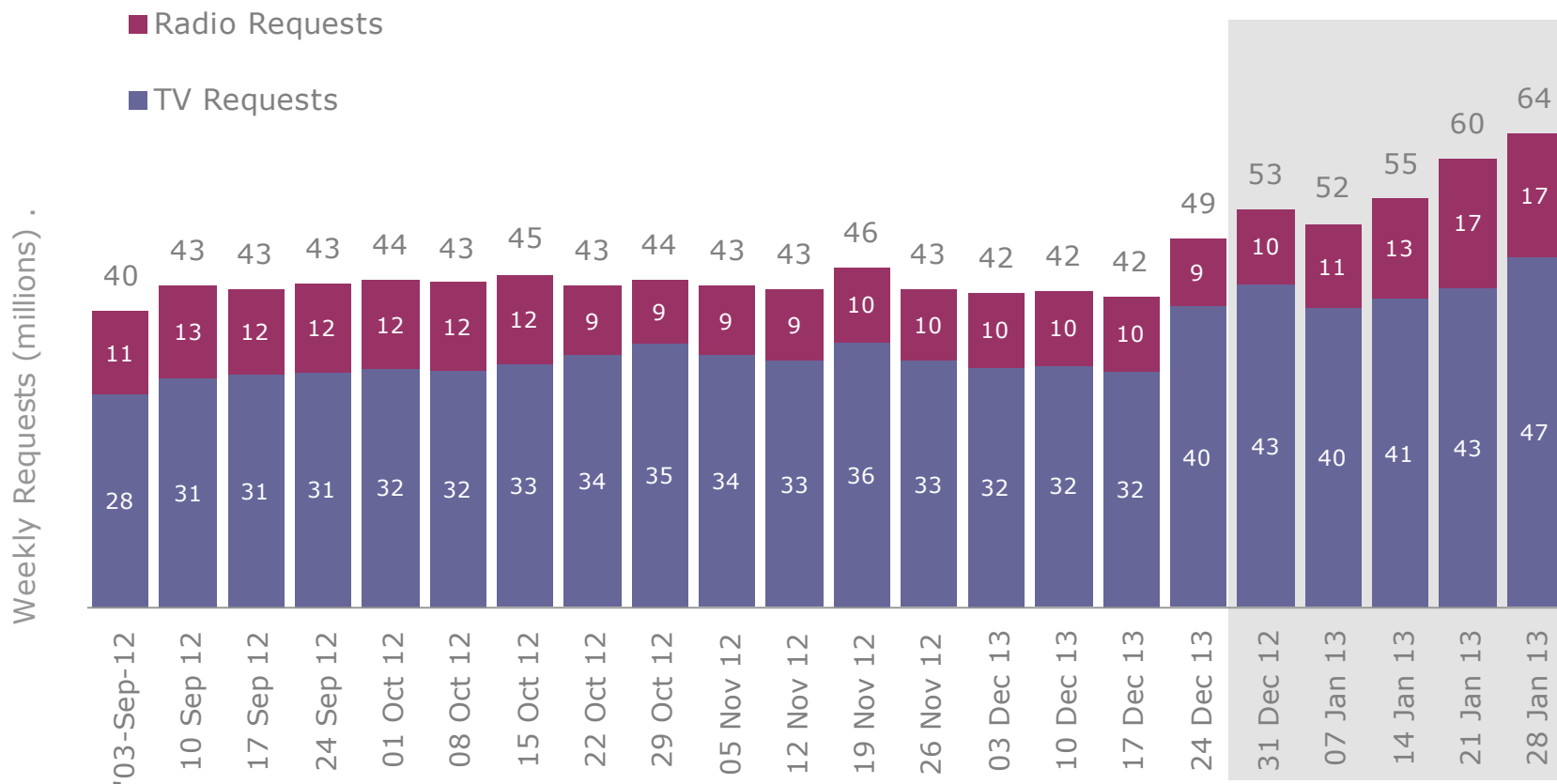


# Weekly BBC iPlayer requests – latest 6 months (excluding Virgin Media cable and Sky)

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

- Two elements contributed to this step-change:
  - **mobile and tablet use for TV programmes grew significantly** over festive period (see slide 7)
  - **a fix was implemented for radio stats**, which had previously been subject to measurement issues\* (see slide 6)

**Weekly requests** increased across January and saw a record set in the last week of the month, of **64 million**.



Please refer to slide 8 for guide notes.

# BBC iPlayer - top 20 TV episodes, January 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).*

New David Attenborough series *Africa* drove very high request numbers in January 2013, along with popular returning titles such as *Top Gear*, *Miranda* and *Mrs Brown's Boys*. Children's series *The Dumping Ground* (connected with Tracy Beaker) has also proved very strong on BBC iPlayer. Events such as the *Australian Open Tennis Men's Final* and *The Great Comic Relief Bake Off* also featured this month.

BBC iPlayer Top 20 TV episodes – All	Total requests per episode
Africa Episode 1	2,279,000
Top Gear Series 19 Episode 1	1,887,000
Miranda Series 3 Episode 2	1,833,000
Miranda Series 3 Episode 3	1,794,000
Africa Episode 2	1,713,000
Miranda Series 3 Episode 5	1,575,000
Miranda Series 3 Episode 4	1,550,000
Africa Episode 3	1,526,000
The Dumping Ground Episode 1	1,479,000
Mrs Brown's Boys Series 3 Episode 1	1,398,000
Africa Episode 4	1,242,000
Miranda Series 3 Episode 6	1,169,000
Mrs Brown's Boys Series 3 Episode 2	1,117,000
The Dumping Ground Episode 4	1,076,000
The Dumping Ground Episode 3	1,072,000
Waterloo Road Series 8 Episode 11	1,068,000
EastEnders 01/01/13	1,066,000
Sun, Sex and Suspicious Parents Series 3 Episode 1	1,050,000
Miranda Series 3 Episode 1	1,037,000
Mrs Brown's Boys Series 3 Episode 4	1,021,000

BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per episode
Africa Episode 1	2,279,000
Top Gear Series 19 Episode 1	1,887,000
Miranda Series 3 Episode 2	1,833,000
The Dumping Ground Episode 1	1,479,000
Mrs Brown's Boys Series 3 Episode 1	1,398,000
Waterloo Road Series 8 Episode 11	1,068,000
EastEnders 01/01/13	1,066,000
Sun, Sex and Suspicious Parents Series 3 Episode 1	1,050,000
Monsters vs Aliens 25/12/11	941,000
Ripper Street Episode 1	907,000
Pramface Series 2 Episode 1	785,000
Call the Midwife Series 2 Episode 1	736,000
Silent Witness Series 16 Change Part 1	641,000
Nature's Weirdest Events Series 2 Episode 1	629,000
Australian Open Tennis 2013 Men's Final 27/01/2013	623,000
Catch Me If You Can 02/01/06	601,000
Wonders of Life Episode 1	562,000
The League Cup Show 2012/2013 23/01/13	540,000
Growing up Episode 1	523,000
The Great Comic Relief Bake Off Episode 1	494,000

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

- On radio, BBC Radio 4's **The News Quiz** and **The Unbelievable Truth** and **sport coverage** on BBC Radio 5 Live drove peaks for BBC iPlayer listening in January

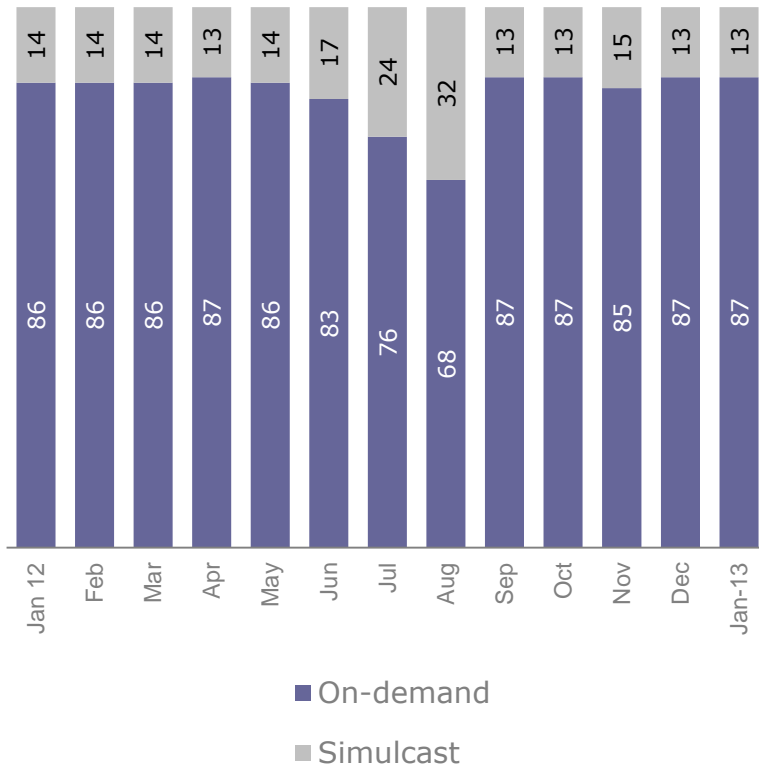
BBC iPlayer Top 20 radio episodes – All	Total requests per episode
The News Quiz Series 79 Episode 6	130,000
The News Quiz Series 79 Episode 5	130,000
The Unbelievable Truth Series 10 Episode 4	123,000
The Unbelievable Truth Series 10 Episode 3	122,000
5live Sport 5 live Tennis 27/01/13	122,000
The Unbelievable Truth Series 10 Episode 1	120,000
The News Quiz Series 79 Episode 4	117,000
Up All Night 27/01/13	116,000
Weekend Breakfast 13/01/13	116,000
The Unbelievable Truth Series 10 Episode 2	112,000
The News Quiz Series 79 Episode 3	108,000
5 live Breakfast 01/01/13	103,000
Shelagh Fogarty 30/01/13	98,000
Cabin Pressure Series 4 Episode 1	96,000
5live Sport 5 live Tennis 25/01/13	91,000
Cabin Pressure Series 4 Episode 3	88,000
Weekend Breakfast 12/01/13	88,000
Cabin Pressure Series 4 Episode 2	88,000
Up All Night 25/01/13	87,000
Scott Mills 18/01/13	81,000

BBC iPlayer Top 20 radio episodes – most requested episode per series	Total requests per episode
The News Quiz Series 79 Episode 6	130,000
The Unbelievable Truth Series 10 Episode 4	123,000
5 live Sport 5 live Tennis 27/01/13	122,000
Up All Night 27/01/13	116,000
Weekend Breakfast 13/01/13	116,000
5 live Breakfast 01/01/13	103,000
Shelagh Fogarty 30/01/13	98,000
Cabin Pressure Series 4 Episode 1	96,000
Scott Mills 18/01/13	81,000
Sara Cox Friday: 25/01/2013	81,000
Double Take 20/01/13	79,000
5 live Sport Premier League Tottenham v Man United	75,000
Richard Bacon 30/01/13	72,000
Steve Wright in the Afternoon 21/01/2013	71,000
Ken Bruce 25/01/2013	70,000
Cricket 23/01/13	70,000
On Sports Extra This Month... 15/01/13	69,000
The Danny Baker Show 19/01/13	69,000
The Radio 1 Breakfast Show 18/01/13	69,000
Jeremy Vine 24/01/13	66,000

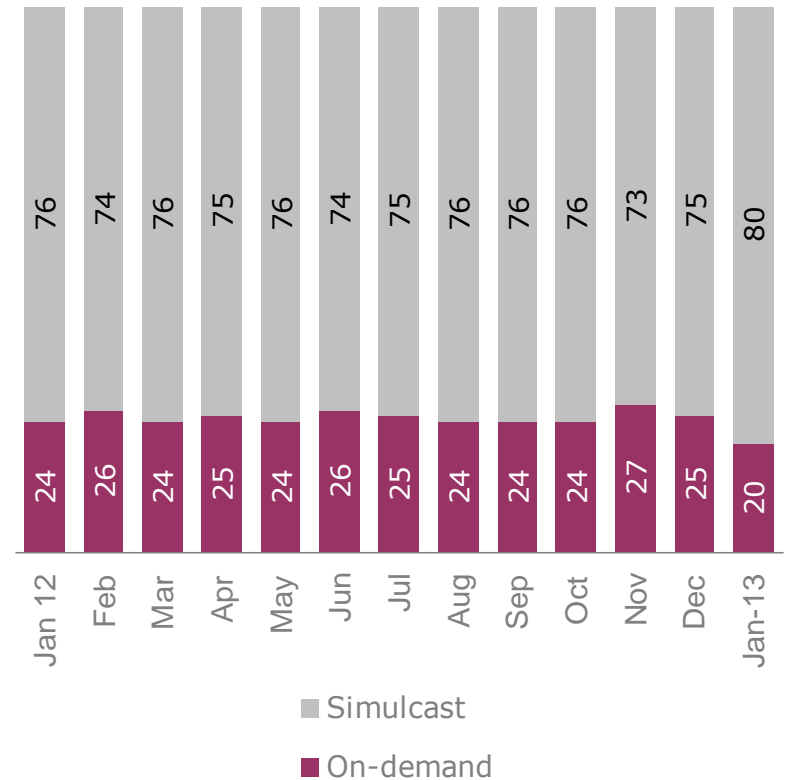
# TV and radio requests – live vs catch-up requests (excluding Virgin Media cable and Sky)

The proportion of requests made for live TV programmes remained stable in January compared to December, at 13% of the total. However, following the fix made to the radio stats issue on 18 January, a more accurate level of live radio listening is now being reported, and live programme requests went up to 80% of the total.

% requests for TV programmes

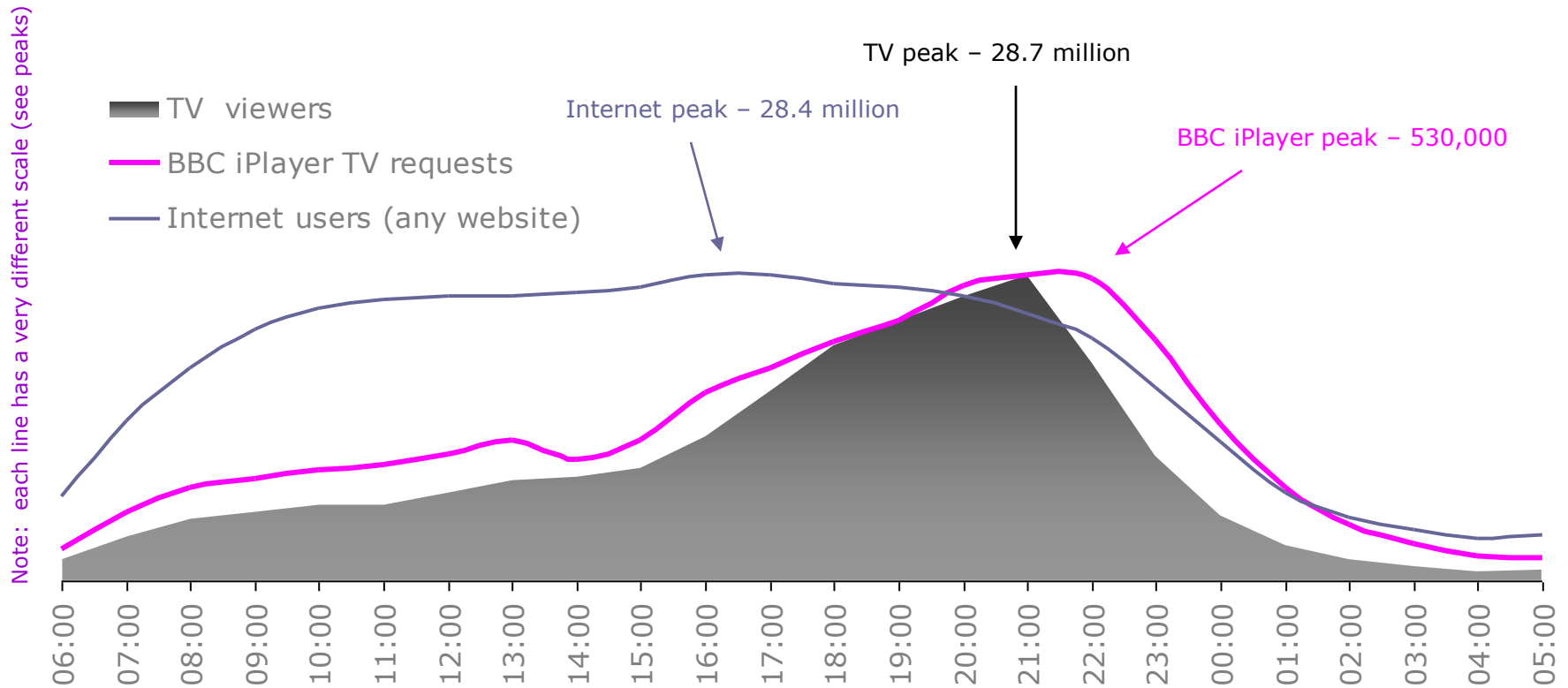


% requests for radio programmes



# BBC iPlayer – use for TV by time of day, Jan 2013

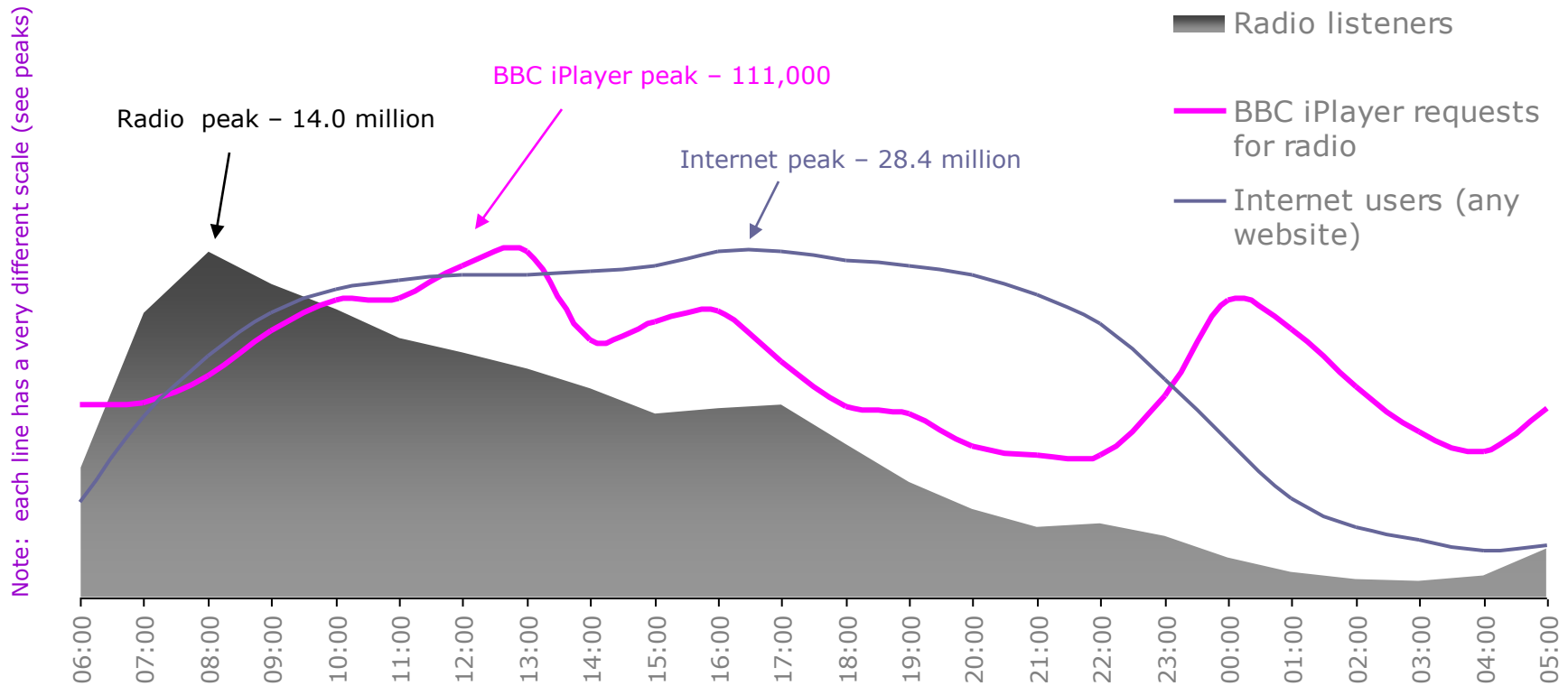
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

# BBC iPlayer – use for radio by time of day, Jan 2013

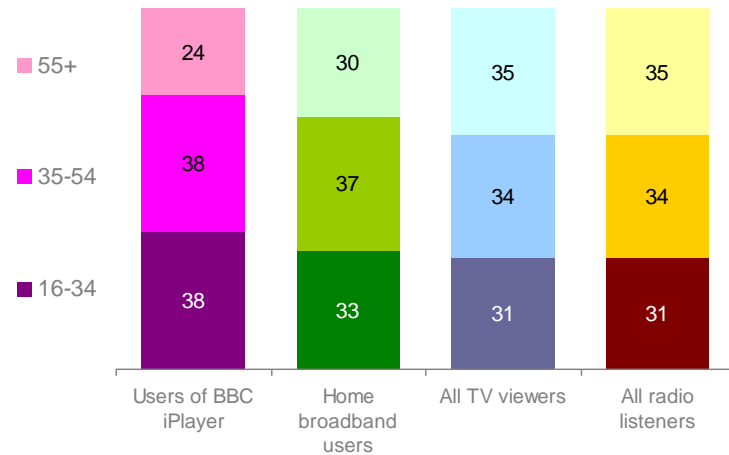
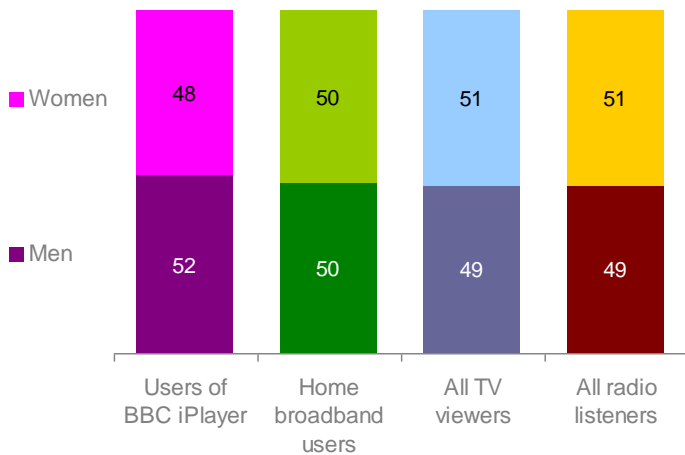
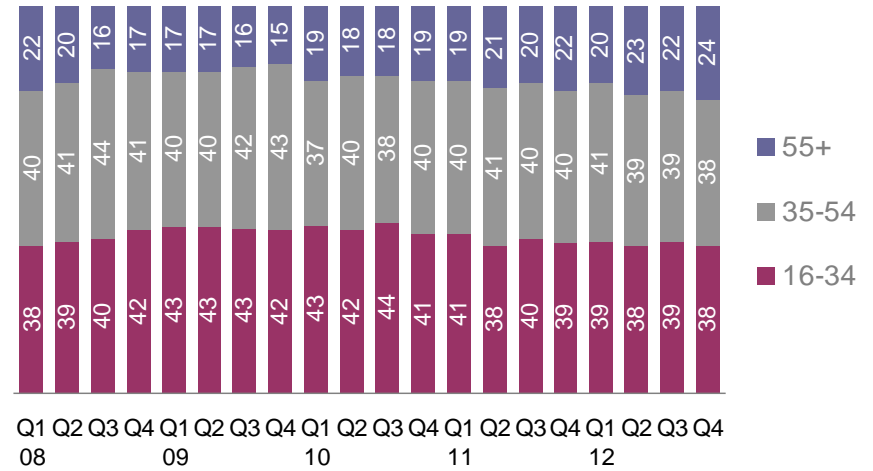
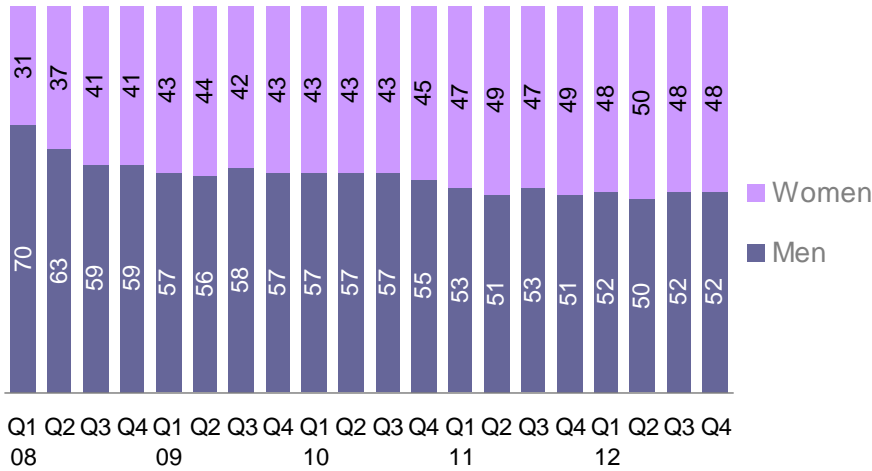
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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





# 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 23-24 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