

Monthly Performance Pack

January 2014



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 | Marketing & Audiences

Monthly summary – January 2014

- January 2014 was the biggest month ever for BBC iPlayer with over 315 million TV and Radio requests, breaking the 300 million barrier for the first time.
- January saw an average of **10.2m daily requests**, the highest ever seen.
- The new series of **Sherlock** was particularly popular on BBC iPlayer in the New Year with **Episode One – The Empty Hearse** generating over 3.6 million requests, making it the third most requested programme to date. **The Voice** has also had a strong start, along with the new series of **Outnumbered**.
- For radio, **The Unbelievable Truth** and **Premier League football** were very popular in January, along with the **Australian Open** and **The Now Show**.
- Some new devices in homes after Christmas also contributed to the overall increase for January, with mobiles and tablets accounting for 40% of requests, a total of 127 million overall – another record high.

Consistent with previous months:

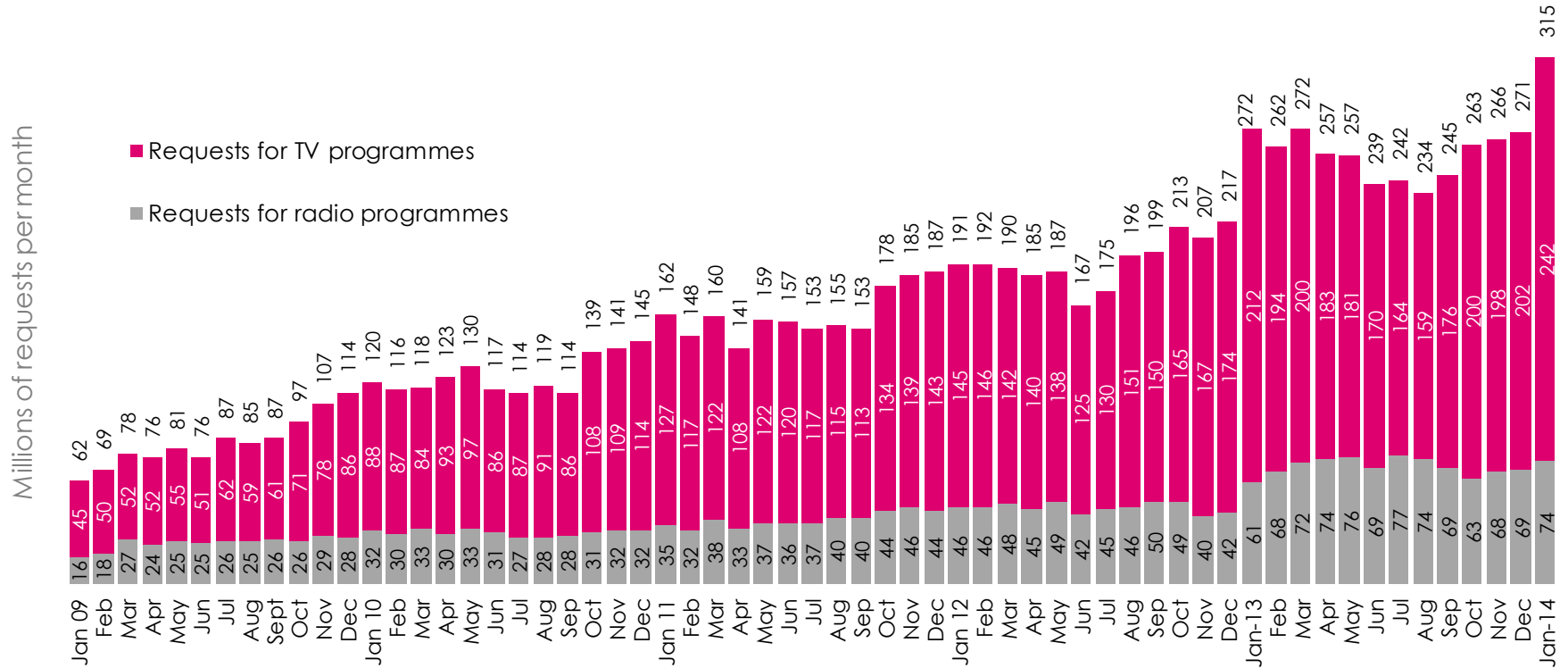
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly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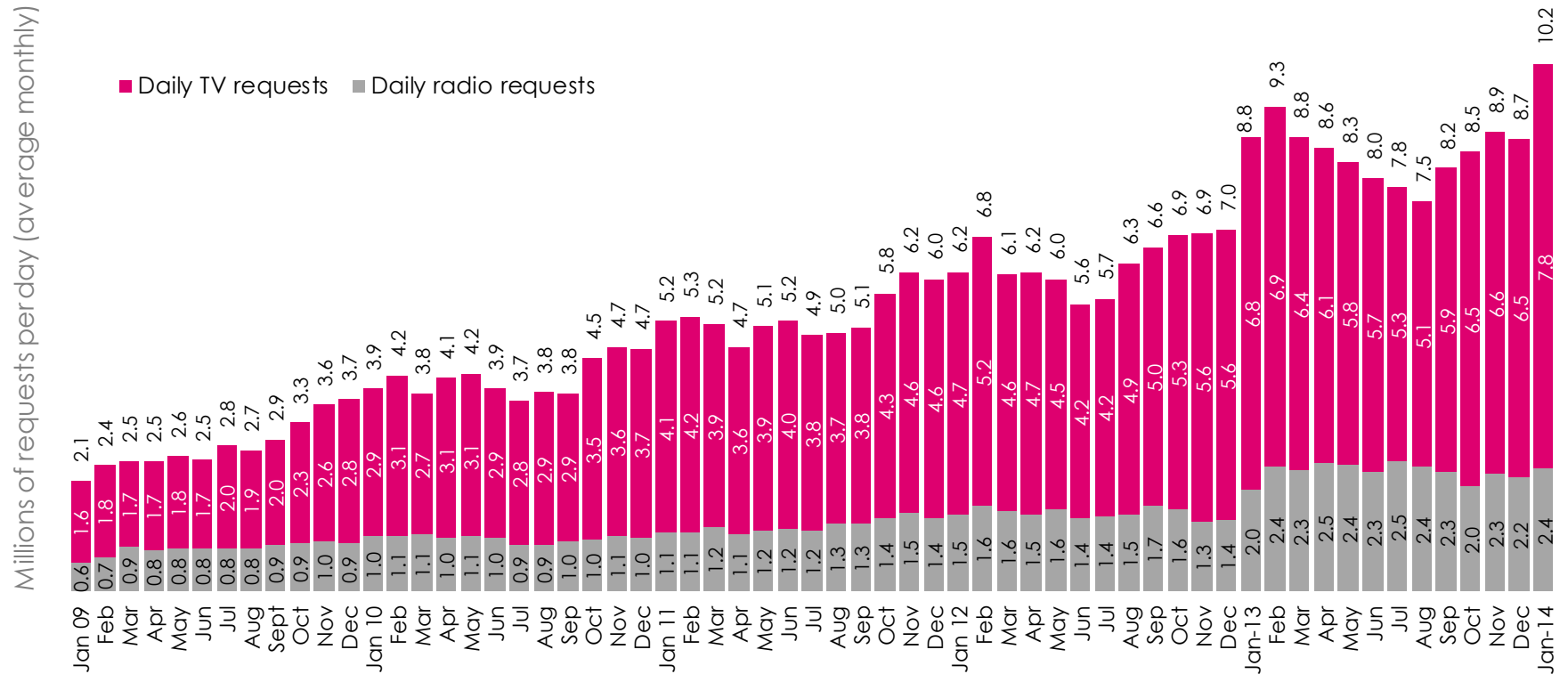
Total monthly BBC iPlayer requests across all platforms, since 2009

Thanks to a combination of a strong content offer, the growth in tablet usage over the holidays and bad weather, BBC iPlayer requests reached a record high in January with **315m** requests, **+16%** on last year's record of 272m, breaking the 300 million barrier for the first time.



Average daily BBC iPlayer online requests

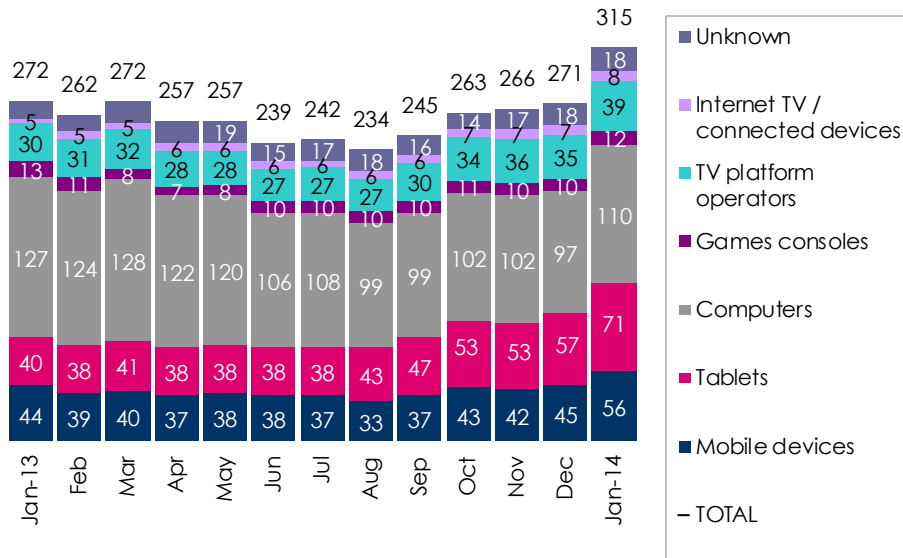
Average daily requests increased to 10.2m in January, the highest we have ever seen for iPlayer.



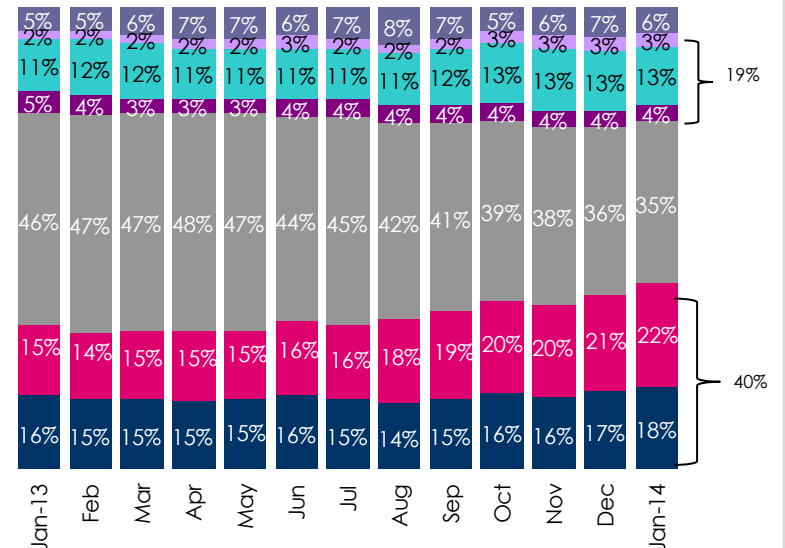
TV and radio: Requests for programmes by device type

A growth in the use of new mobiles and tablets over the New Year contributed to the overall increase for January accounting for 40% of requests, a total of 127 million overall and another record high. Tablets in particular saw strong growth with requests up an impressive +77% year-on-year.

Number of requests (millions)



% of 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.

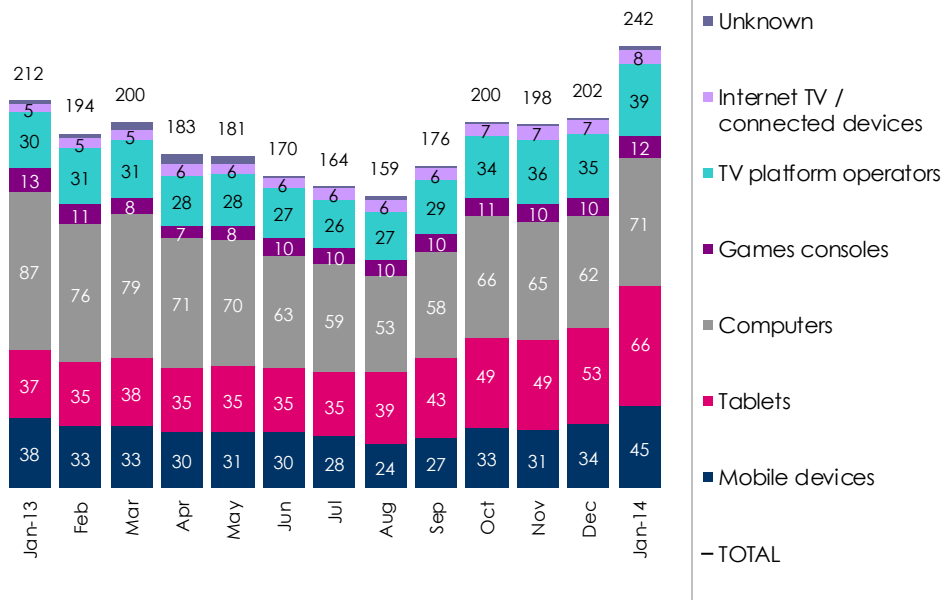
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013, and radio data was under-counted until mid-Jan 2013.

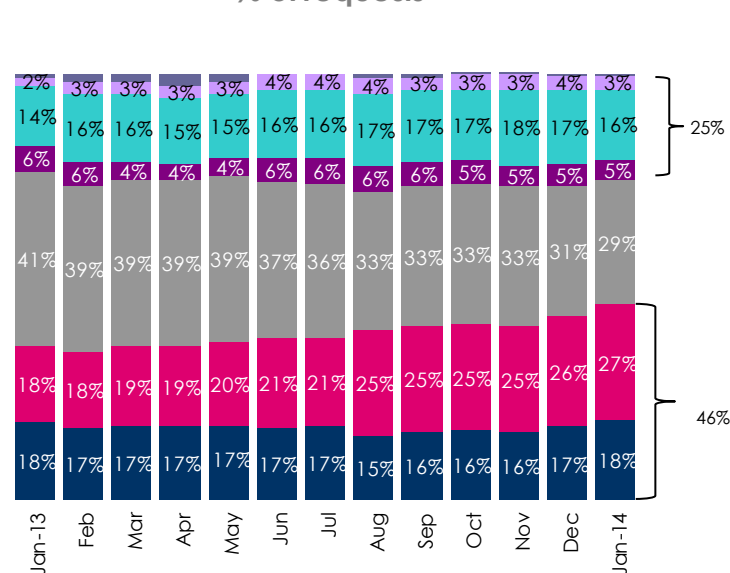
TV only: Requests for programmes across BBC iPlayer by device type

There were a record 242m TV requests in January, with all devices increasing on December. It was mobiles, however, that saw the biggest month-on-month increase of +30%, to reach an all-time high of 45m, whilst tablets saw the greatest overall growth, up by +12.8m requests.

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.

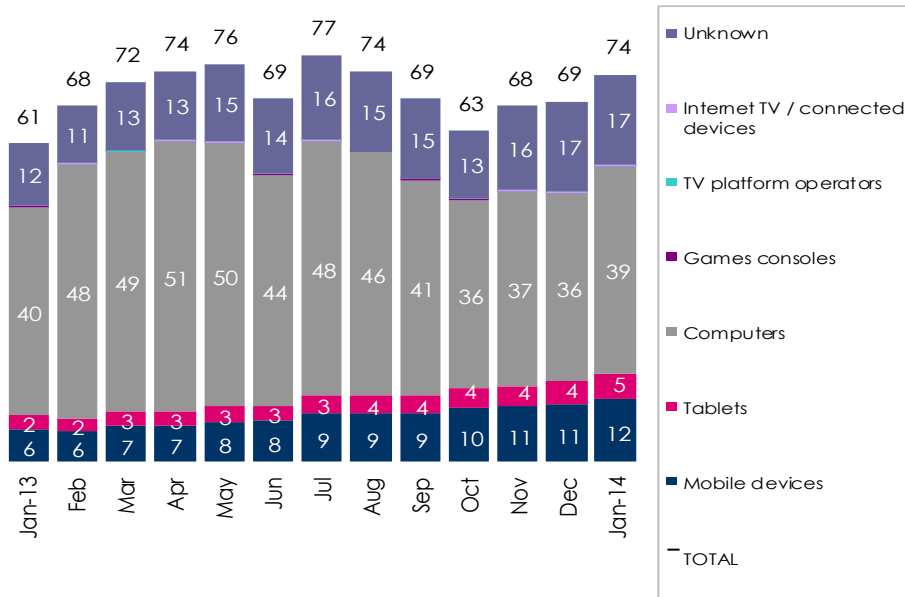
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013.

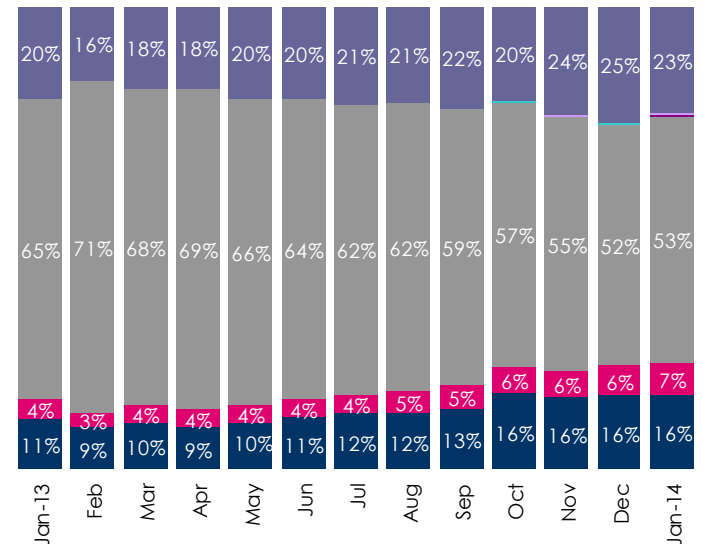
Radio only: Requests for programmes across BBC iPlayer by device type

There were 74m radio requests in January - up +7% month-on-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, 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 TuneIn 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 BBCiStats AV systems.

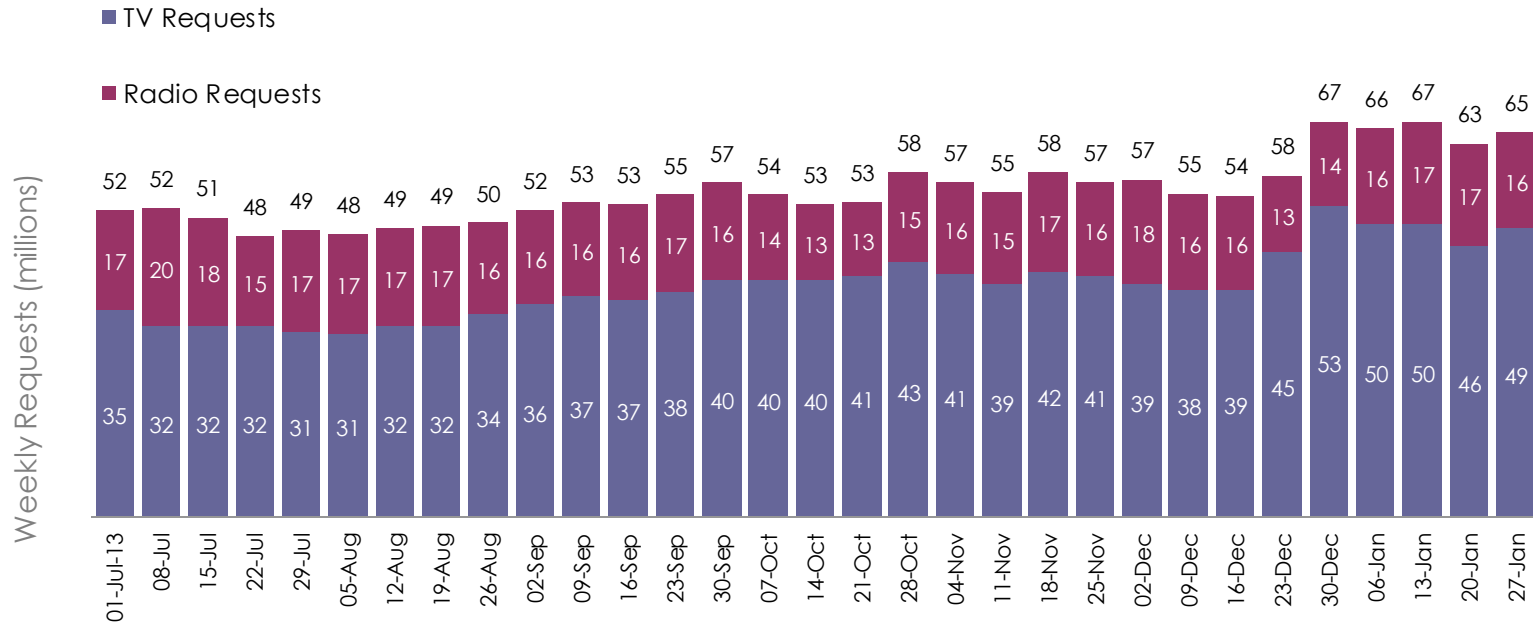
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 17.

- 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 January to 66m, another all-time high. The week commencing 30th December the biggest we have ever seen for iPlayer with requests boosted by the new series of Sherlock.



BBC iPlayer - top 20 TV episodes, January 2014

(excluding Virgin Media cable and Sky)

The new series of **Sherlock** was particularly popular on BBC iPlayer in January, with **Episode One – The Empty Hearse** generating over 3.6 million requests, making it the third most requested programme to date (behind Top Gear and the Olympic Opening Ceremony). Returning series' **The Voice** and **Outnumbered** were both off to a strong start on iPlayer, and as well as new BBC One drama **The Musketeers**, and two-parter, **The 7.39** which also performed 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.
Sherlock Series 3 Episode 1	3,633,000	Sherlock Series 3 Episode 1	3,633,000
Sherlock Series 3 Episode 2	3,002,000	The Voice UK Series 3 Blind Auditions 1 Episode 3	1,799,000
Sherlock Series 3 Episode 3	2,894,000	EastEnders 01/01/14	1,594,000
The Voice UK Series 3 Blind Auditions 1 Episode 3	1,799,000	Waterloo Road Series 9 Episode 11	1,516,000
EastEnders 01/01/14	1,594,000	The Dumping Ground Series 2 Episode 1	1,241,000
Waterloo Road Series 9 Episode 11	1,516,000	The Musketeers Episode 1	1,185,000
The Voice UK Series 3 Blind Auditions 2 Episode 2	1,342,000	Outnumbered Series 5 Episode 1	1,111,000
Waterloo Road Series 9 Episode 13	1,317,000	The 7.39 Episode 1	1,064,000
The Dumping Ground Series 2 Episode 1	1,241,000	Tough Young Teachers Episode 1	1,019,000
The Musketeers Episode 1	1,185,000	Mrs Brown's Boys Christmas Specials 2013 Episode 2	986,000
Waterloo Road Series 9 Episode 12	1,184,000	Call the Midwife Series 3 Episode 1	877,000
EastEnders 17/01/14	1,179,000	Dynamo: Magician Impossible Series 1 Episode 1	872,000
EastEnders 03/01/14	1,176,000	Uncle Episode 1	864,000
EastEnders 31/12/13	1,129,000	Catherine Tate's Nan 04/01/14	855,000
EastEnders 24/01/14	1,121,000	Gnomeo & Juliet 09/12/11	855,000
Outnumbered Series 5 Episode 1	1,111,000	Silent Witness Series 17 Part 1	815,000
EastEnders 10/01/14	1,096,000	Sun, Sex and Suspicious Parents Series 4: Episode 1	780,000
The Voice UK Series 3 Blind Auditions 3 Episode 3	1,093,000	Death in Paradise Series 3 Episode 1	768,000
EastEnders 02/01/14	1,066,000	Bee Movie 21/08/10	741,000
The 7.39 Episode 1	1,064,000	The Great Sport Relief Bake Off Series 2 Episode 1	734,000

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

For radio, **The Unbelievable Truth** and **Premier League Football** were very popular in January, along with the **Australian Open** and **The Now Show**.

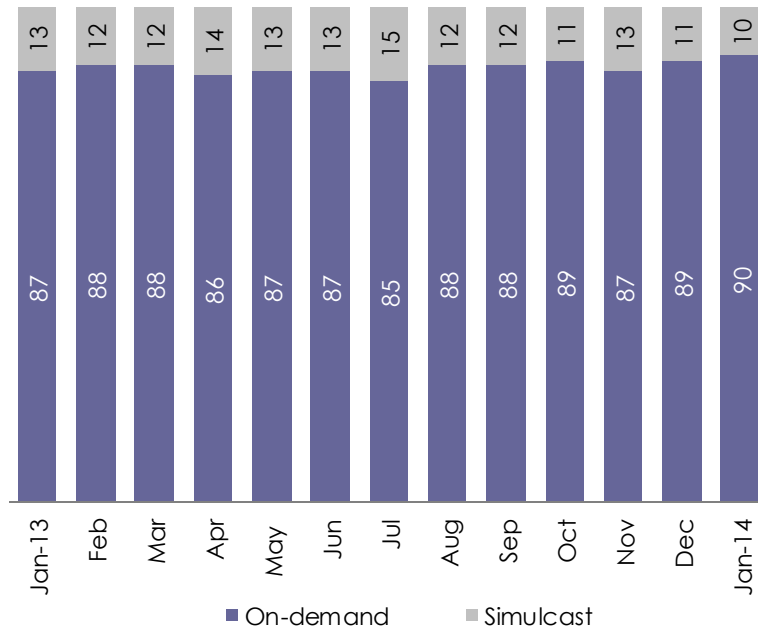
BBC iPlayer Top 20 TV episodes – All	Total requests per ep.	BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
The Unbelievable Truth Series 12 Episode 3	176,000	The Unbelievable Truth Series 12 Episode 3	176,000
5 live Sport Prem League Liverpool v Everton	170,000	5 live Sport Prem League Liverpool v Everton	170,000
The Unbelievable Truth Series 12 Episode 4	167,000	5 live Sport League Cup Man Utd v Sunderland	155,000
The Unbelievable Truth Series 12 Episode 2	160,000	The Now Show Series 42 Episode 2	137,000
5 live Sport League Cup Man Utd v Sunderland	155,000	5 live Sport 29/01/14	118,000
5 live Sport Premier League Man Utd v Tottenham	146,000	Tennis Australian Open Day 10 22/01/2014	115,000
5 live Sport Premier League Chelsea v Man Utd	144,000	Chain Reaction Series 9 Episode 2	114,000
The Now Show Series 42 Episode 2	137,000	The Chris Evans Breakfast Show 24/01/2014	111,000
The Now Show Series 42 Episode 1	136,000	Football Liverpool v Oldham 05/01/2014	108,000
The Unbelievable Truth Series 12 Episode 1	126,000	The Ashes Test Match Special 03/01/14	105,000
The Now Show Series 42 Episode 3	121,000	The Radio 1 Breakfast Show with Nick Grimshaw	105,000
5 live Sport 29/01/14	118,000	5 live Sport FA Cup Man Utd v Swansea City 05/01/2014	99,000
Tennis Australian Open Day 10 22/01/2014	115,000	Scott Mills 24/01/14	90,000
Chain Reaction Series 9 Episode 2	114,000	Ken Bruce 15/01/2014	88,000
The Chris Evans Breakfast Show 24/01/2014	111,000	Steve Wright in the Afternoon 24/01/2014	88,000
Football Liverpool v Oldham 05/01/2014	108,000	The Archers 16/01/14	83,000
The Ashes Test Match Special 03/01/14	105,000	Desert Island Discs Ray Mears 05/01/2014	83,000
The Radio 1 Breakfast Show 15/01/14	105,000	Miss Marple: 4.50 From Paddington 16/04/05	83,000
The Chris Evans Breakfast Show 30/01/14	104,000	Annie Mac 24/01/2014	80,000
The Radio 1 Breakfast Show 24/01/14	101,000	Today 21/01/14	79,000

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

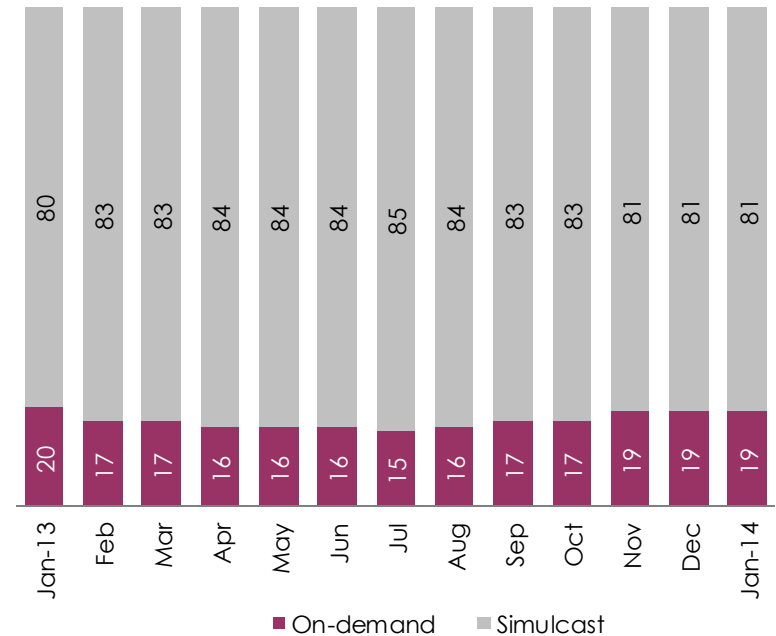
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

Given the strength of catch-up viewing, the proportion of live requests to TV decreased to 10%, while the proportion of live requests to radio remained stable at 81%.

% requests for TV programmes

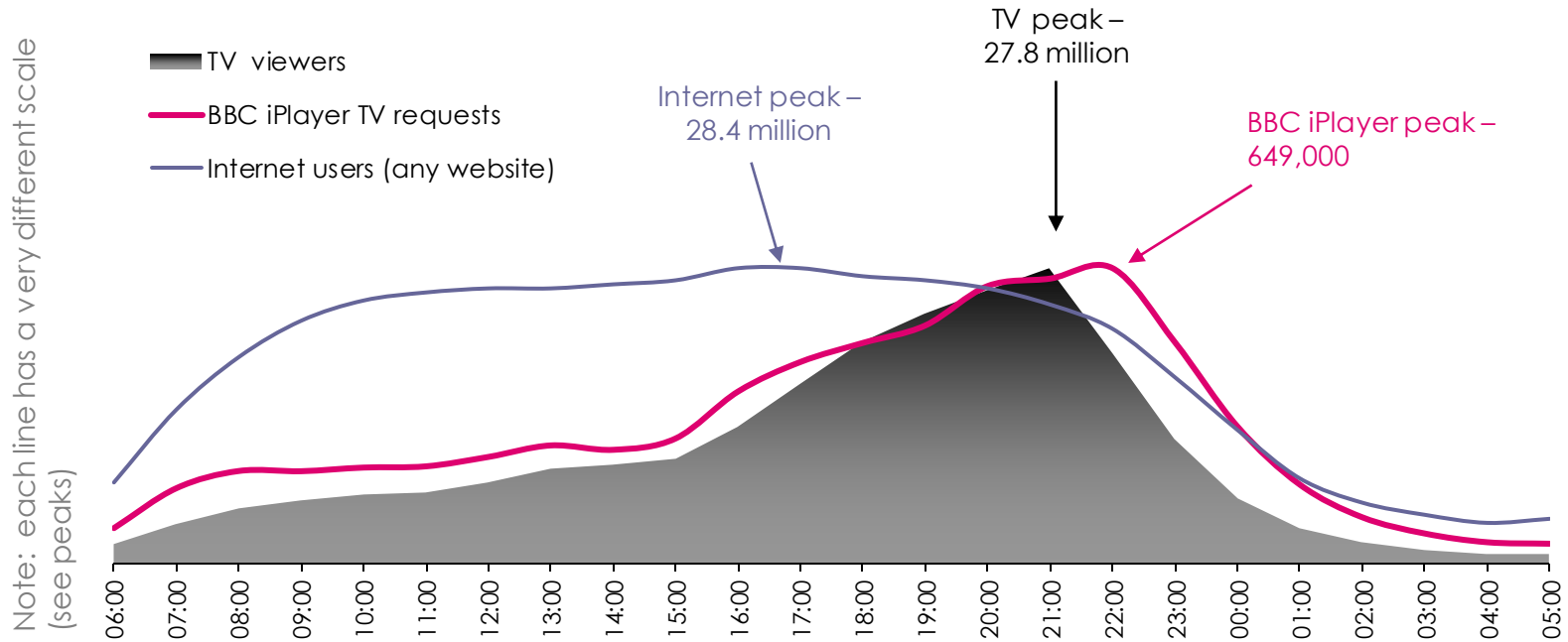


% requests for radio programmes



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

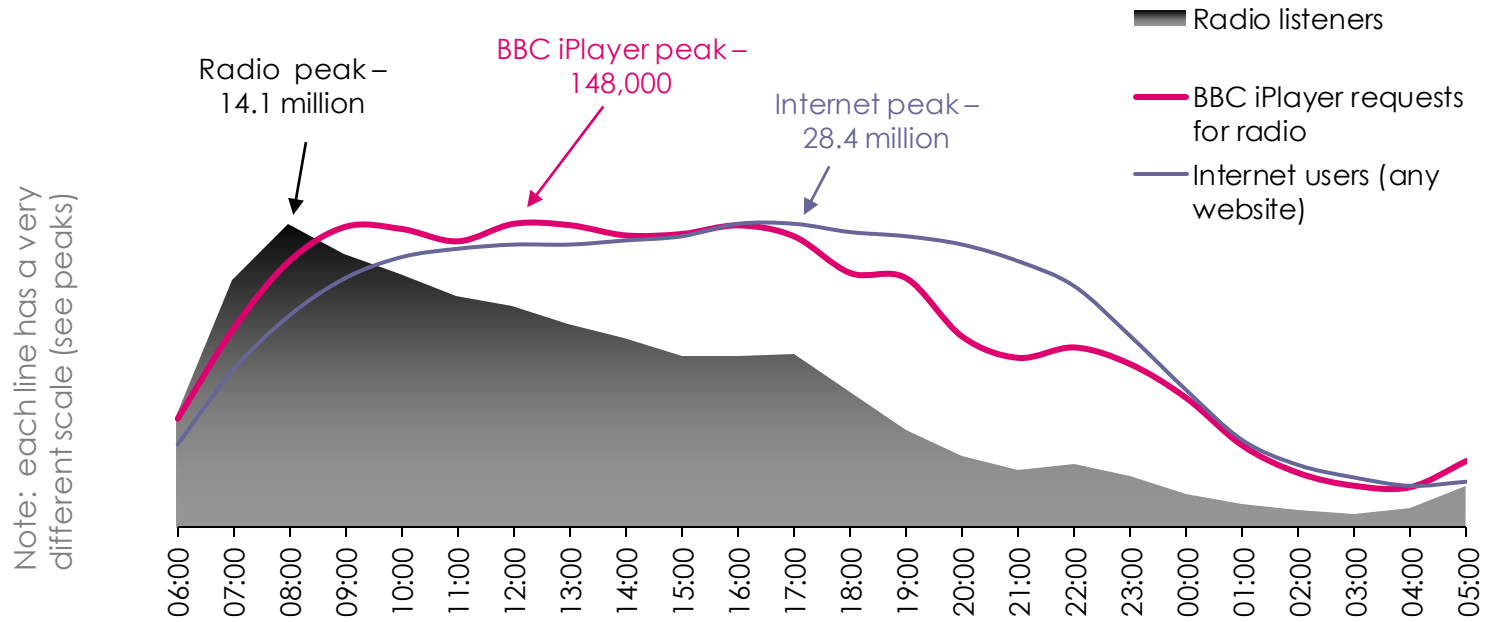
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

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

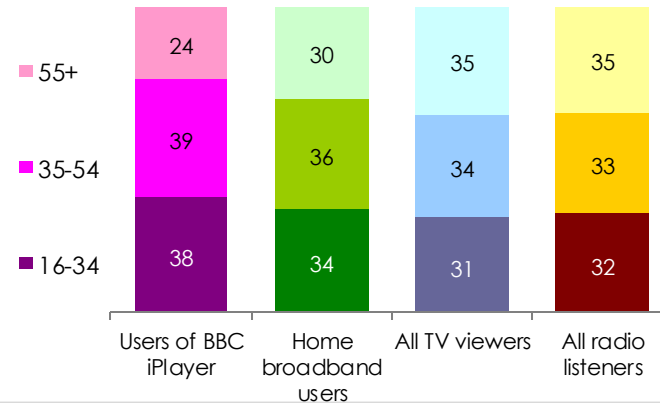
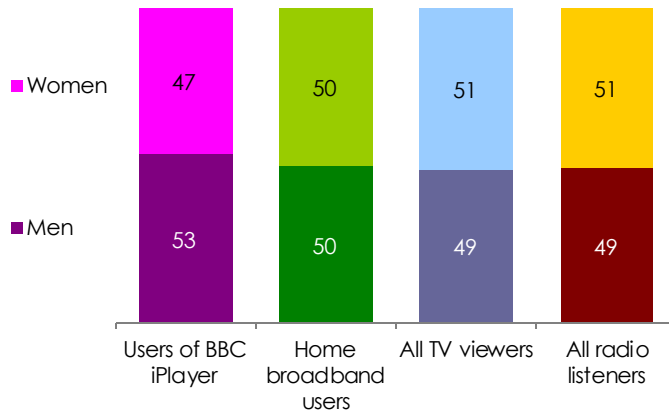
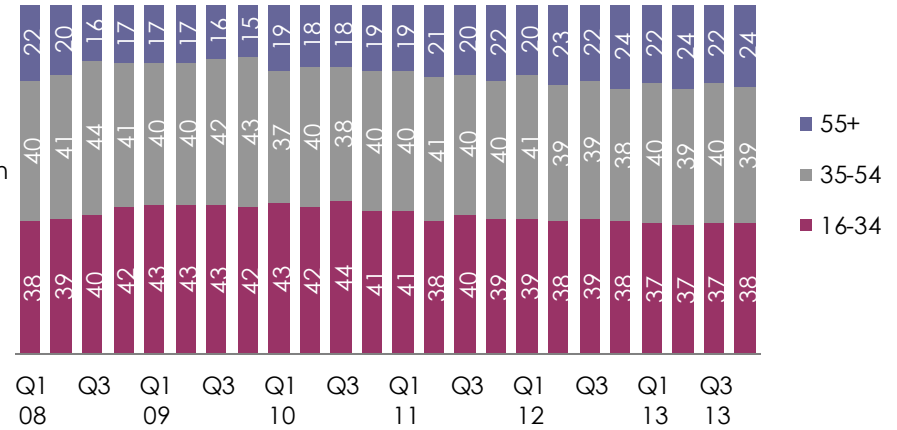
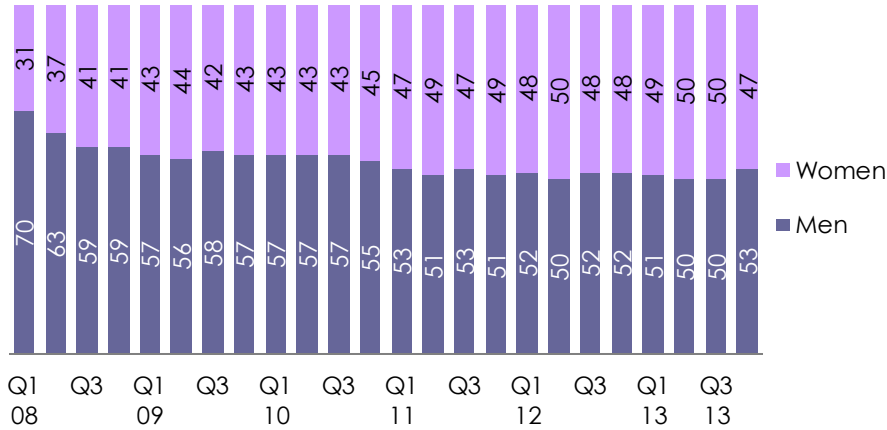
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q3 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats January 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 balance has remained fairly stable in recent months.



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 14-15 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