

# Monthly Performance Pack

January 2015



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 | Marketing & Audiences

# Monthly summary – January 2015

- BBC iPlayer had the **best month on record** with **343 million requests**, and at **264m TV requests**, this was also BBC iPlayer's **best-ever month for TV viewing**. Requests increased +3% month-on-month and +9% year on year
- Following the festive period **requests from mobiles and tablets increased to 48%** in January, to their **highest-ever level**, driven by growth for both TV viewing and radio listening
- January saw high TV request numbers, approaching **2 million per episode**, both for Christmas and New Year special episodes - including **EastEnders**, **Top Gear** and **Miranda** - as well as first episodes for new winter series, including **The Voice**, **Silent Witness**, **Wolf Hall** and **The Dumping Ground**. Documentaries such as episodes from the **Super-Rich** season and **BBC3's Excluded** also performed strongly
- **Radio 1's Fearne Cotton show** delivered the top single radio episode in January, with the **Chris Evans Breakfast Show** close behind. The new series' of **The Now Show** and **The Unbelievable Truth** proved popular as ever, as did **football coverage** – and episode 1 of the New Year's Day full series of **War and Peace** on Radio 4 delivered nearly 100,000 requests

## Consistent with previous months:

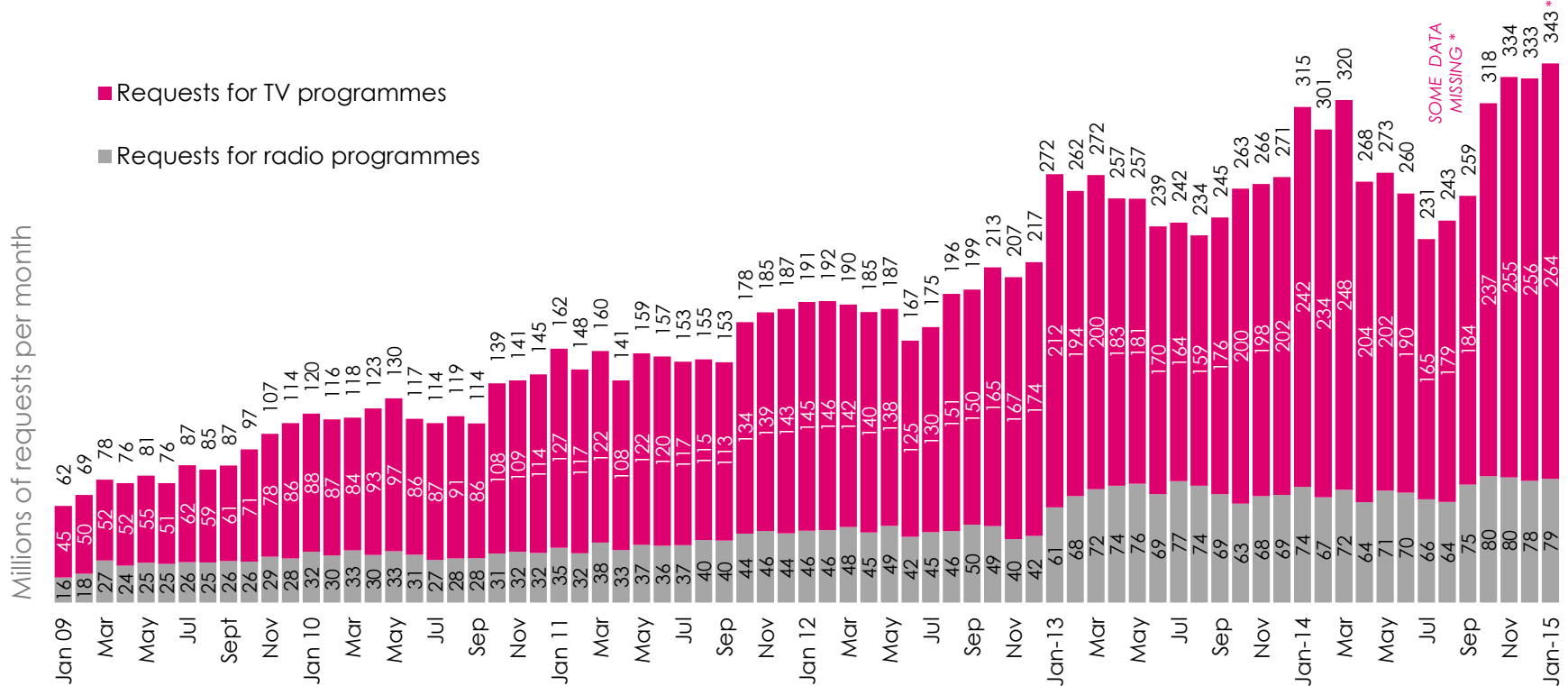
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the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

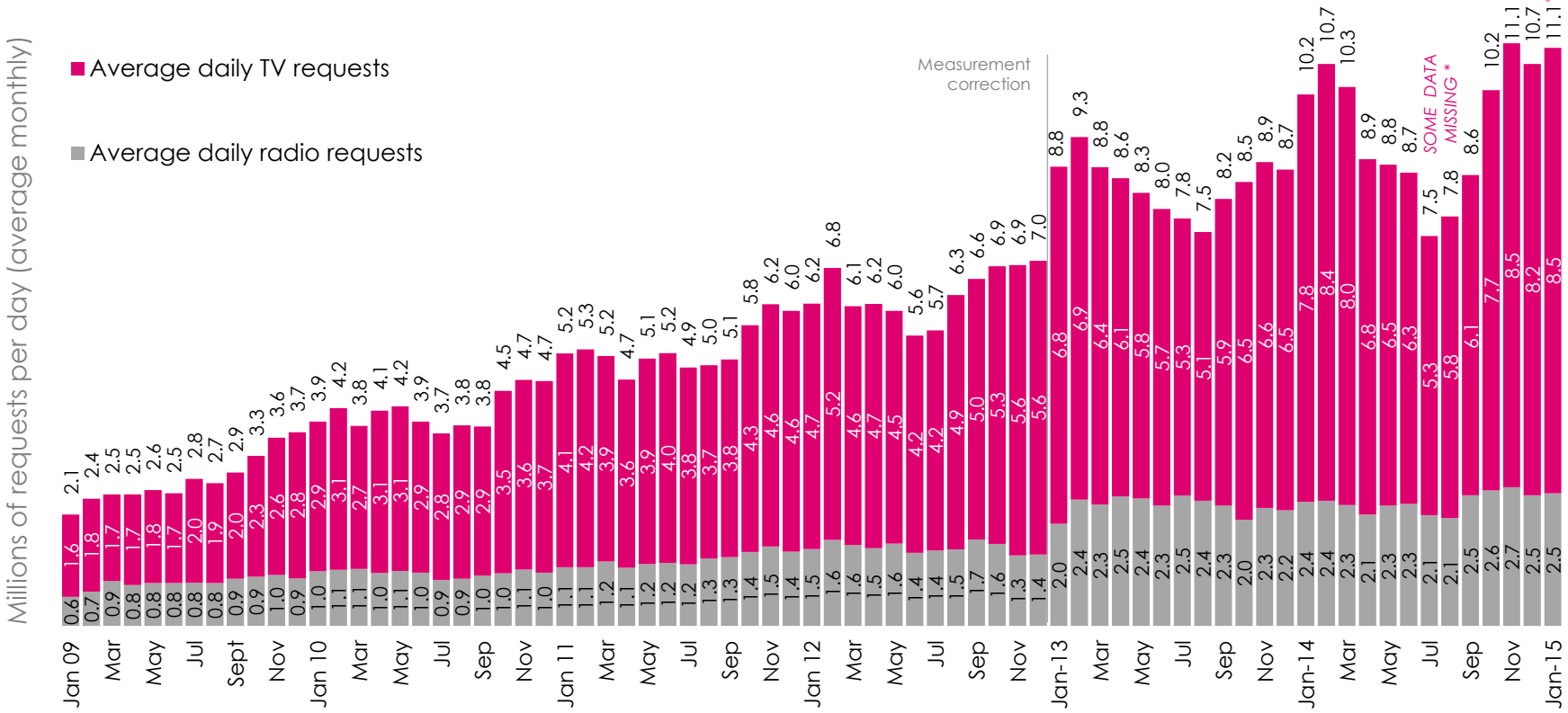
BBC iPlayer had the **best month on record** with **343 million requests**, and at **264m TV requests**, this was also BBC iPlayer's **best-ever month for TV viewing**. Requests increased +3% month-on-month to and +9% year on year



\* Please refer to slide 9 for guide notes

# Average daily BBC iPlayer online requests

Average daily requests reached over 11 million daily in January for only the second time ever – at **11.1 million per day** across both TV and radio.

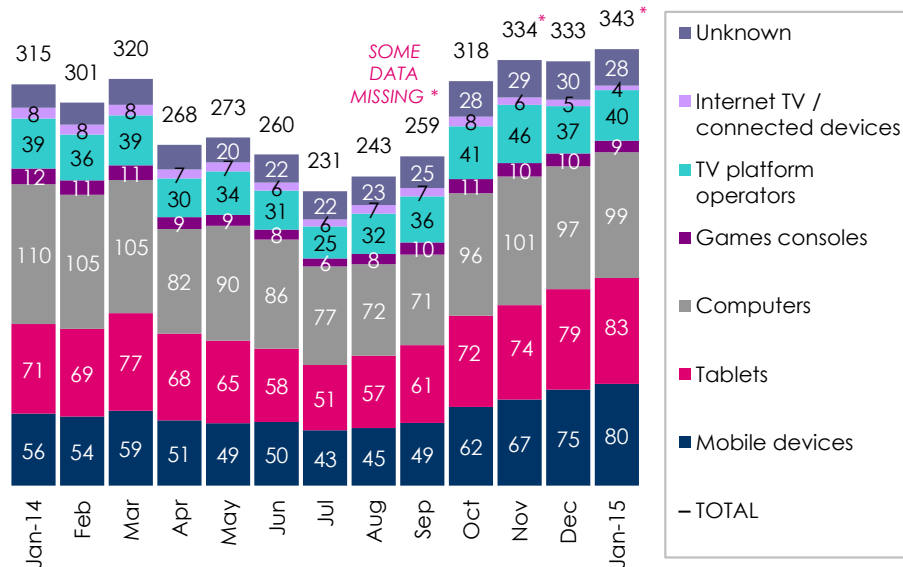


\* Please refer to slide 9 for guide notes

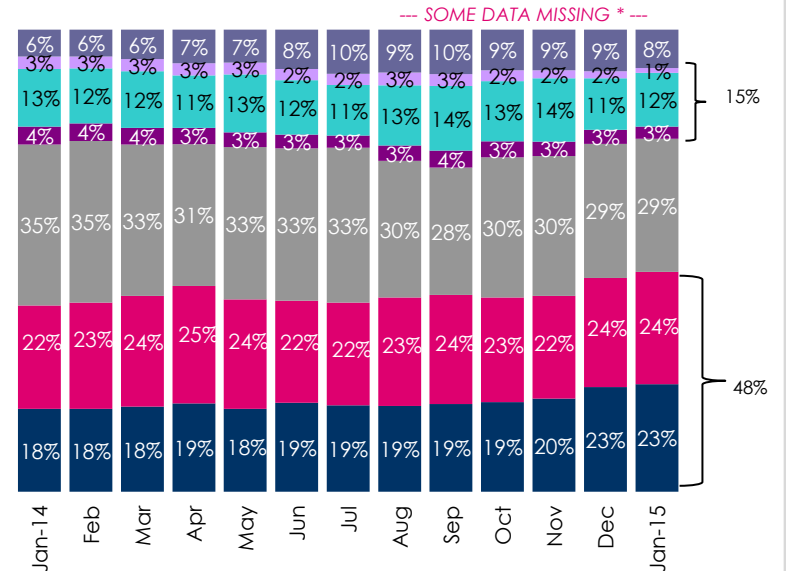
# TV and radio: Requests for programmes by device type

Following the festive period **requests from mobiles and tablets increased to 48%** in January, to their **highest-ever level**, driven by growth for both TV viewing and radio listening

Number of requests (millions)



% of requests



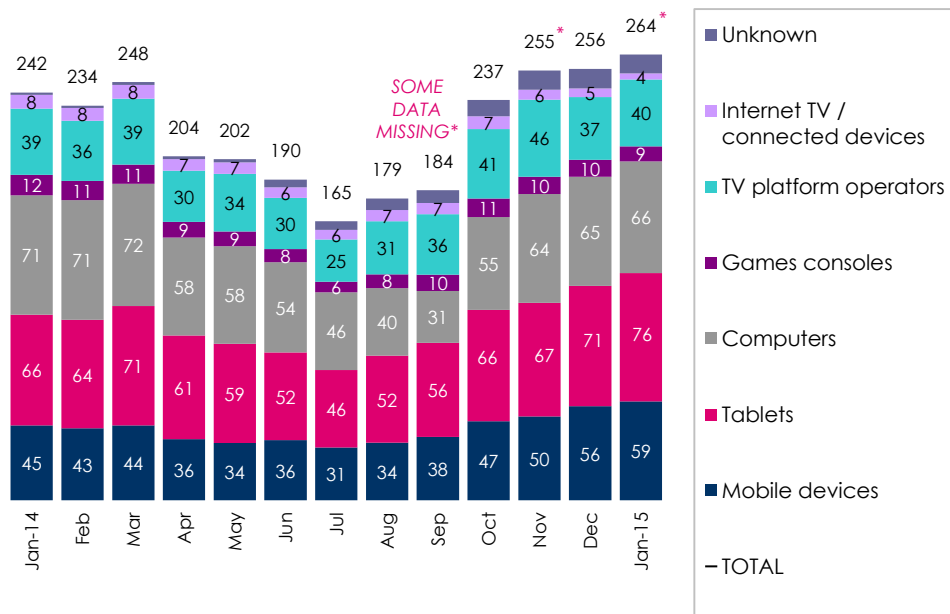
**Notes:**

**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 Playstation, Nintendo Wii and Microsoft Xbox.  
**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.

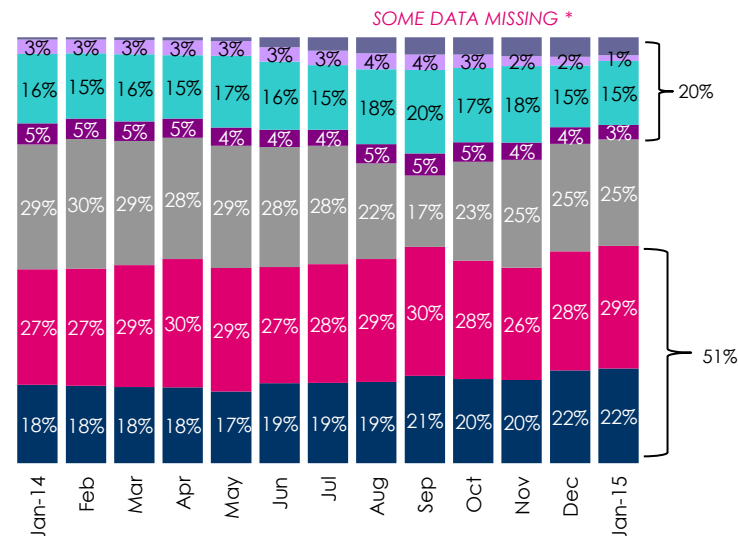
# TV only: Requests for programmes across BBC iPlayer by device type

At **264 million**, January 2015 was BBC iPlayer's **best-ever month for TV viewing**. While TV requests grew significantly, **mobile and tablet** requests notably increased to over half of the total – the first time this has genuinely been seen (some computer requests were missing in September 14, resulting in misleading percentages).

Number of requests (millions)



% of requests



**Notes:**

**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku.

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

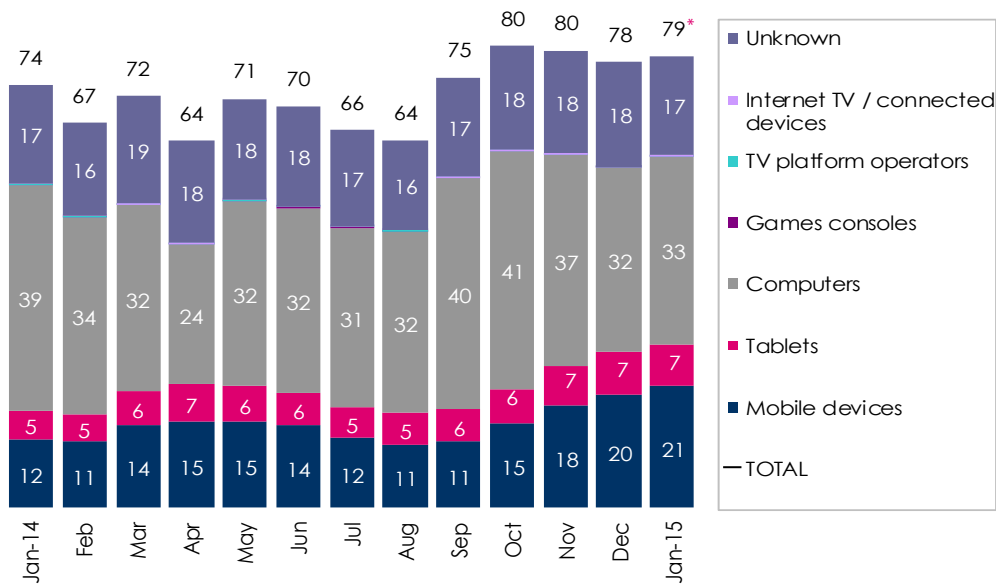
\* Please refer to slide 9 for guide notes

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

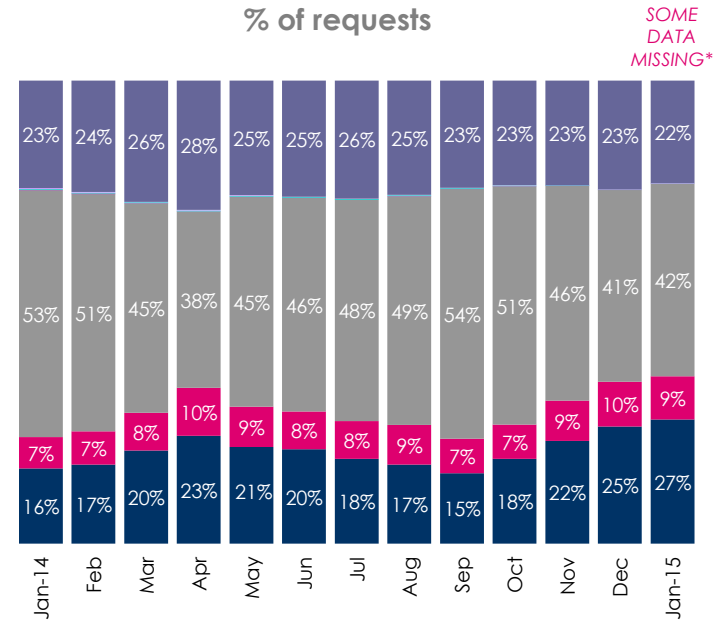
There were **79 million** radio requests in January, an increase of +2% month on month and +7% year on year. However we estimate that 7 million requests were not counted due to technical problems – if counted, this would have been a record month for radio listening on BBC iPlayer as well as TV viewing.

The proportion of requests from **mobiles and tablets** increased to **28 million**, a record high.

Number of requests (millions)



% of requests



SOME DATA MISSING\*

**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. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

**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.



# Notes for figures in this report

**Some TV request data was not captured in 2014.** We estimate around 3.5m requests in August and 11.5m requests in September are missing, mainly (but not exclusively) for catch-up requests on computers. About 6m requests are missing in November, across all device types. Since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.

**Some radio request data was not captured in January 2015** – we estimate around 7 million requests.

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.

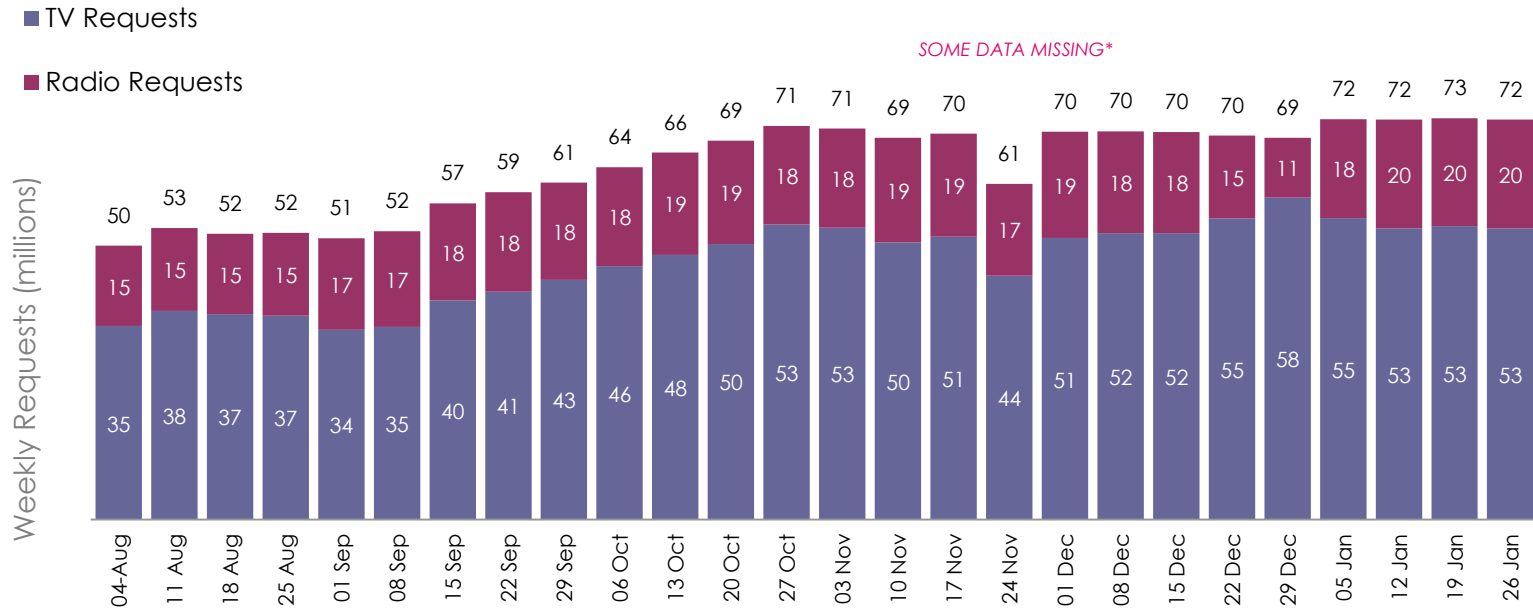
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 17.

- 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.
- **Note on the top 20 lists for TV and radio 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.
- 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.
- 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, and radio requests from week 12 2014 to week 17 2014 were undercounted.
- Please quote the source of these figures as “BBC iStats”.

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

Average weekly requests were at 72m in January, broadly stable on previous months.

*Some data is missing from this time-period \**



# BBC iPlayer - top 20 TV episodes, January 2015 (excluding Virgin Media cable and Sky)

January saw high request numbers both for Christmas and New Year special episodes - including **EastEnders**, **Top Gear** and **Miranda** - as well as first episodes for new winter series, including **The Voice**, **Silent Witness**, **Wolf Hall** and **The Dumping Ground**. Documentaries such as episodes from the **Super-Rich season** and **BBC3's Excluded** also performed strongly.

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.
EastEnders 01/01/15	1,928,000	EastEnders 01/01/15	1,928,000
Top Gear Series 22 Episode 1	1,822,000	Top Gear Series 22 Episode 1	1,822,000
Miranda Specials Episode 2	1,773,000	Miranda Specials Episode 2	1,773,000
The Voice UK Series 4 Blind Auditions 1 Episode 1	1,718,000	The Voice UK Series 4 Blind Auditions 1 Episode 1	1,718,000
Top Gear Patagonia Special, Part 2 28/12/2014	1,572,000	The Dumping Ground Series 3 Episode 1	1,400,000
EastEnders 02/01/15	1,513,000	Waterloo Road Series 10 Episode 11	1,394,000
The Dumping Ground Series 3 Episode 1	1,400,000	Silent Witness Series 18 Falling Angels Part 1	1,270,000
Waterloo Road Series 10 Episode 11	1,394,000	Wolf Hall Episode 1	1,268,000
Top Gear Patagonia Special, Part 1 27/12/2014	1,306,000	Billionaire's Paradise: Inside Necker Island	1,104,000
The Voice UK Series 4 Blind Auditions 2 Episode 2	1,295,000	Excluded: Kicked out of School Episode 1	1,095,000
Waterloo Road Series 10 Episode 12	1,288,000	Mrs Brown's Boys Christmas Specials 2014 Episode 2	989,000
Silent Witness Series 18 Falling Angels Part 1	1,270,000	Shrek 2 25/12/07	978,000
Wolf Hall Episode 1	1,268,000	Roald Dahl's Esio Trot 01/01/15	976,000
Waterloo Road Series 10 Episode 13	1,236,000	Call the Midwife Series 4 Episode 1	879,000
EastEnders 20/01/15	1,234,000	The Musketeers Series 2 Episode 1	861,000
EastEnders 22/01/15	1,199,000	Death in Paradise Series 4 Episode 1	833,000
EastEnders 09/01/15	1,197,000	The Super-Rich and Us Episode 1	810,000
EastEnders 16/01/15	1,195,000	Crims Episode 1	699,000
EastEnders 06/01/15	1,185,000	Last Tango in Halifax Series 3 Episode 2	655,000
The Voice UK Series 4 Blind Auditions 3 Episode 3	1,152,000	The Graham Norton Show Series 16 31/12/2014	581,000

# BBC iPlayer - top 20 radio episodes, January 2015

**Radio 1's Fearné Cotton show** delivered the top single episode in January, with the **Chris Evans Breakfast Show** close behind. The new series' of **The Now Show** and **The Unbelievable Truth** proved popular as ever, as did **football coverage** – and episode 1 of the New Year's Day full series of **War and Peace** on Radio 4 delivered nearly 100,000 requests.

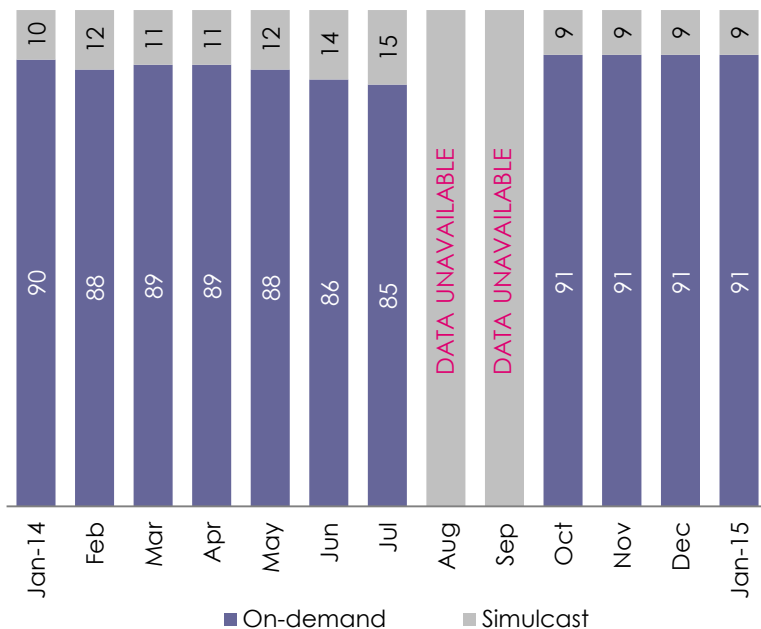
BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
Fearné Cotton - George The Poet 12/01/2015	168,000	Fearné Cotton - George The Poet 12/01/2015	168,000
The Chris Evans Breakfast Show 30/01/2015	165,000	The Chris Evans Breakfast Show 30/01/2015	165,000
The Chris Evans Breakfast Show 26/01/15	158,000	The Now Show Series 45 Episode 1	153,000
The Chris Evans Breakfast Show 27/01/15	158,000	The Unbelievable Truth Series 14 Episode 3	143,000
The Now Show Series 45 Episode 1	153,000	5LS League Cup Football Chelsea v L'pool 27/01/2015	136,000
The Chris Evans Breakfast Show 22/01/2015	150,000	The Radio 1 Breakfast Show 30/01/15	134,000
The Chris Evans Breakfast Show 20/01/2015	149,000	5LS Premier League Football Man U v Leicester	128,000
The Chris Evans Breakfast Show 21/01/2015	147,000	Ken Bruce 14/01/2015	117,000
The Chris Evans Breakfast Show 23/01/2015	146,000	Huw Stephens 06/01/2015	114,000
The Chris Evans Breakfast Show 28/01/15	146,000	Today 26/01/15	111,000
The Chris Evans Breakfast Show 16/01/2015	145,000	Steve Wright in the Afternoon 06/01/2015	105,000
The Unbelievable Truth Series 14 Episode 3	143,000	Dead Ringers Series 13 Episode 2	98,000
The Chris Evans Breakfast Show 13/01/15	143,000	Test Match Special Australia v England 23/01/2015	98,000
The Unbelievable Truth Series 14 Episode 4	142,000	War and Peace Episode 1	95,000
The Chris Evans Breakfast Show 29/01/15	140,000	Jeremy Vine 08/01/15	94,000
The Chris Evans Breakfast Show 14/01/15	138,000	Scott Mills 06/01/15	91,000
The Chris Evans Breakfast Show 08/01/15	137,000	The Archers 05/01/15	91,000
The Chris Evans Breakfast Show 09/01/2015	136,000	5LS FA Cup Football Birmingham v West Brom	87,000
5LS League Cup Football Chelsea v L'pool 27/01/2015	136,000	Desert Island Discs 11/01/2015	86,000
The Now Show Series 45 Episode 2	134,000	Graham Norton 24/01/2015	85,000

# TV and radio requests: live vs catch-up online requests

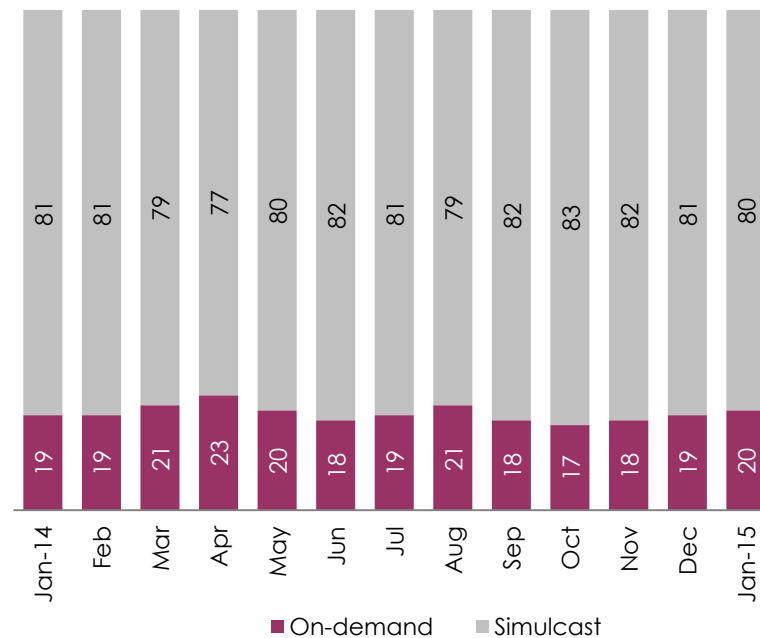
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

The proportion of live requests to TV remained at 9% in January, due to the strength of the winter TV schedules. For radio, live requests were at 80%.

% requests for TV programmes

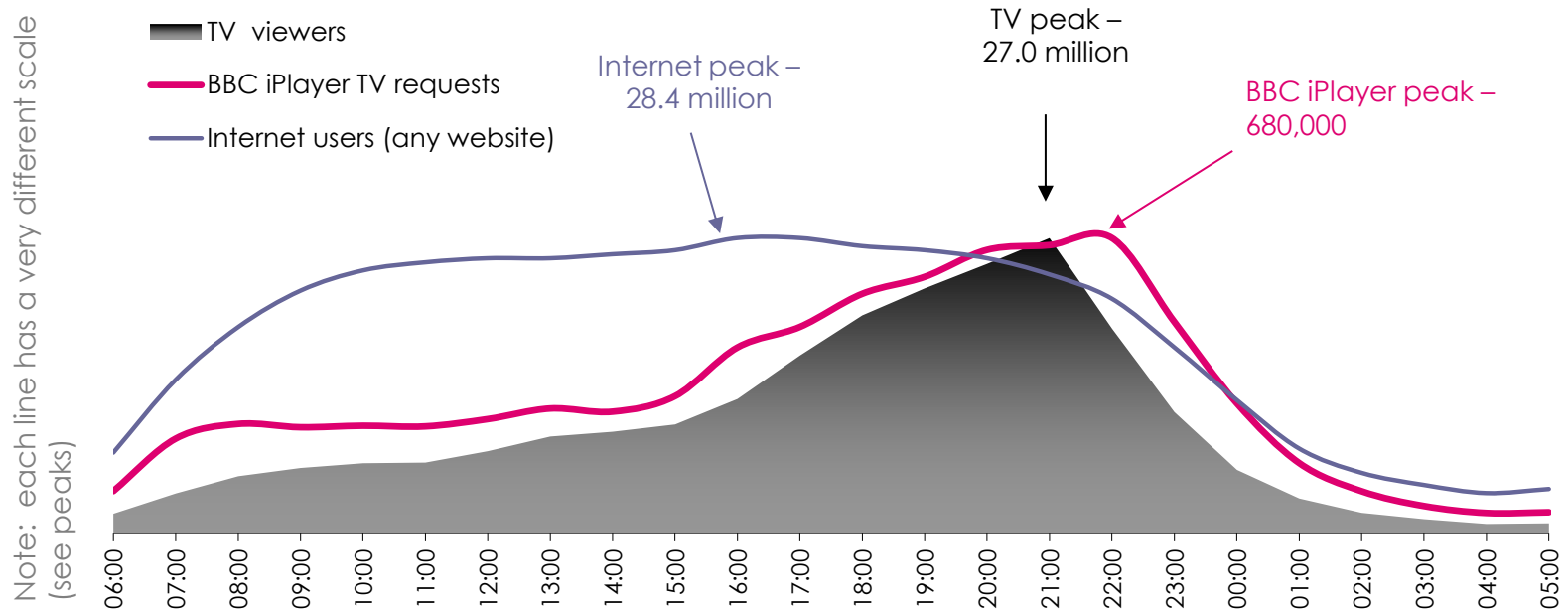


% requests for radio programmes



# BBC iPlayer – use for TV online by time of day, January 2015

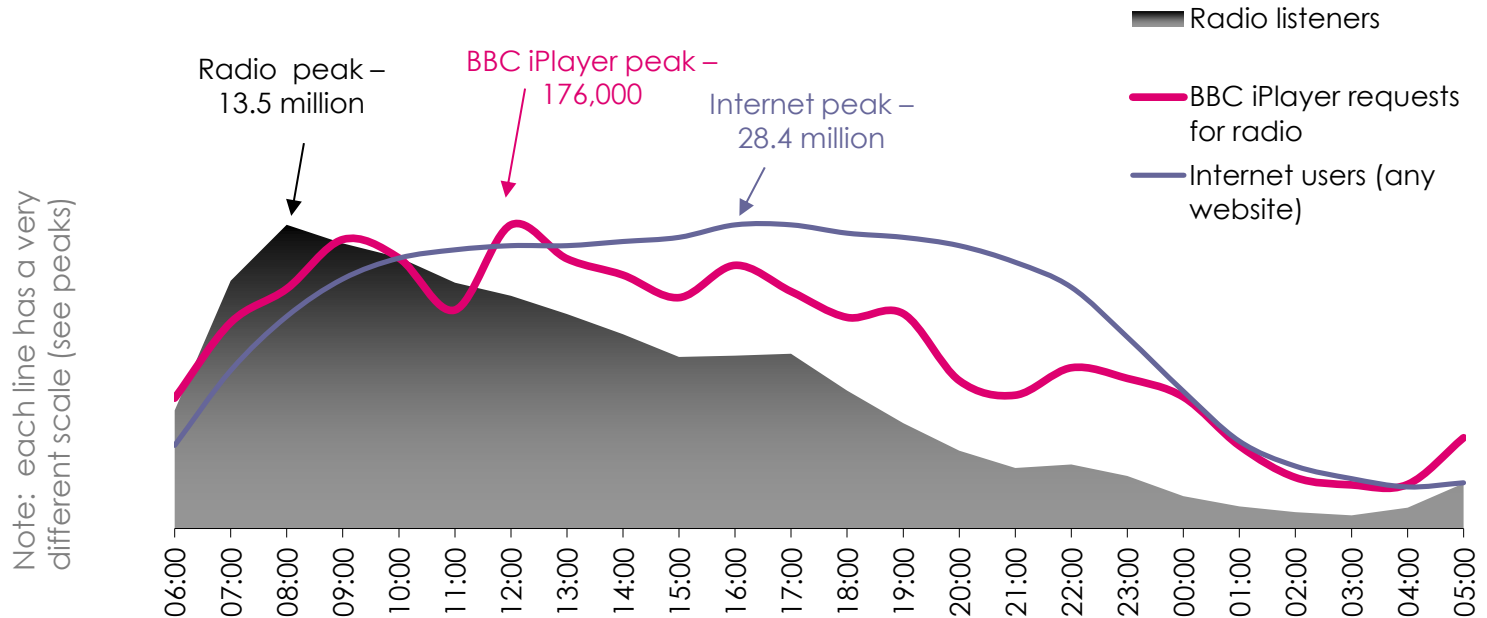
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB January 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats January 2015- see footnotes on final page for more detail

# BBC iPlayer – use for radio online by time of day, January 2015

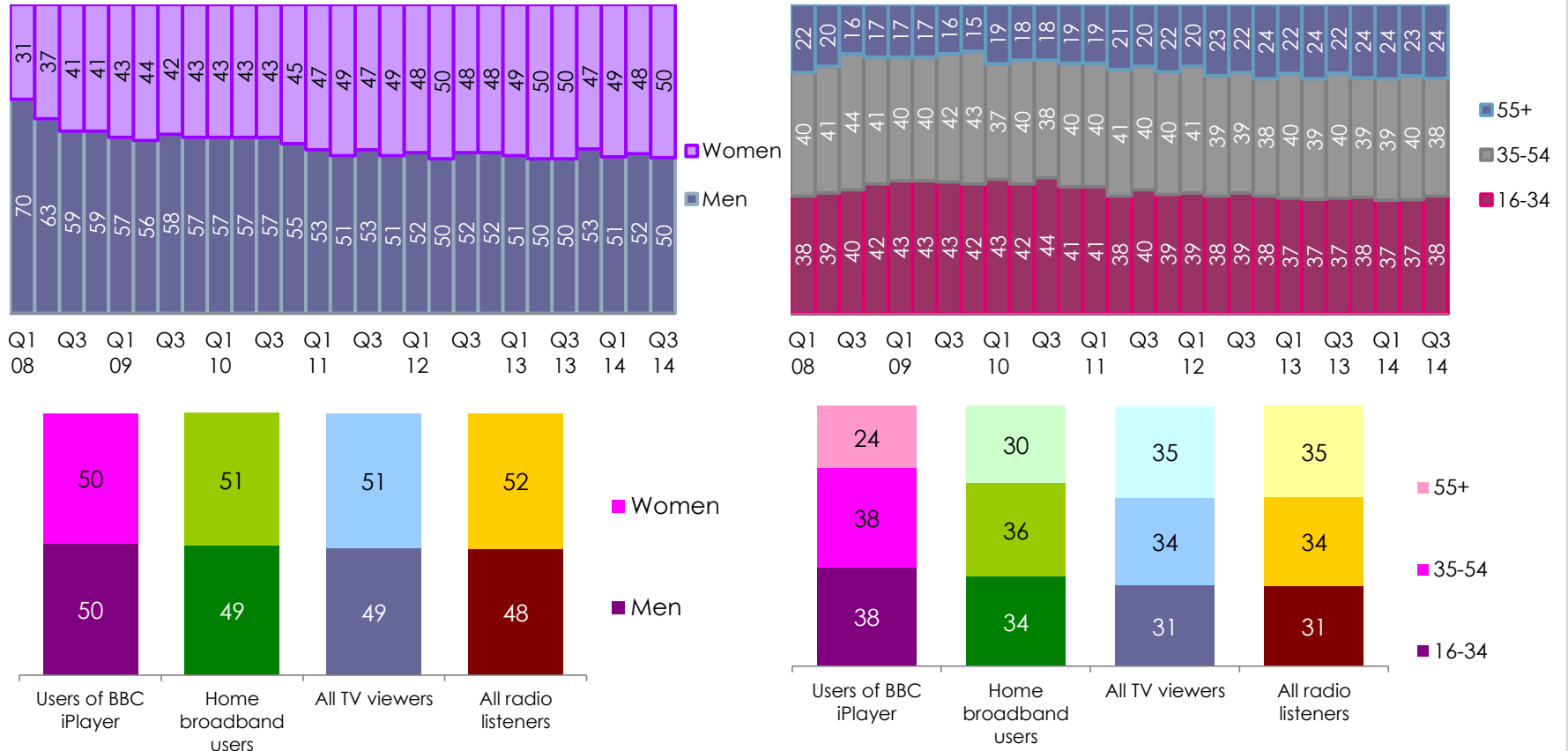
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q3 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats January 2015 - 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, and has remained stable across 2014.





# Glossary

- **Stream** – click to play instantly
- **Download** – save to your device to play later. We cannot report on playback of downloads due to technical and data privacy restrictions
- **Users** – a count of browsers accessing the online BBC iPlayer service. So, please note: if someone has a different device at work and at home, they are counted twice. If a family watches on one device 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