

# Monthly Performance Pack

January 2016



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 | Marketing & Audiences

# Monthly summary – January 2016

- BBC iPlayer and BBC iPlayer Radio had 315 million TV and radio request in January, an increase of 2% month on month. Overall increases were seen across all devices, most notably on mobile devices.
- The increases across devices were mostly driven by radio requests, which increased by 15% in January compared to December, as people returned to their regular routines after the Christmas break.
- One-off episode **Sherlock The Abominable Bride** was by far the most popular TV title in January, delivering over 2.3 million requests. Other New Years Day episodes proved particularly popular, with **EastEnders** and **Billionaire Boy** both also available on BBC iPlayer from that day.
- BBC iPlayer's exclusive comedy-drama film **The Rack Pack** made it into the top 20 most requested titles in January, in its first two weeks of availability. It continues to perform strongly with close to 1 million requests in total, making it the most successful BBC iPlayer Original to date
- Radio comedy **I'm Sorry I Haven't A Clue** and **The News Quiz** were the top performing episodes in BBC iPlayer Radio in January. **Poirot**, **Test Match Cricket** and regular series **The Archers** also did well.

## Consistent with previous months:

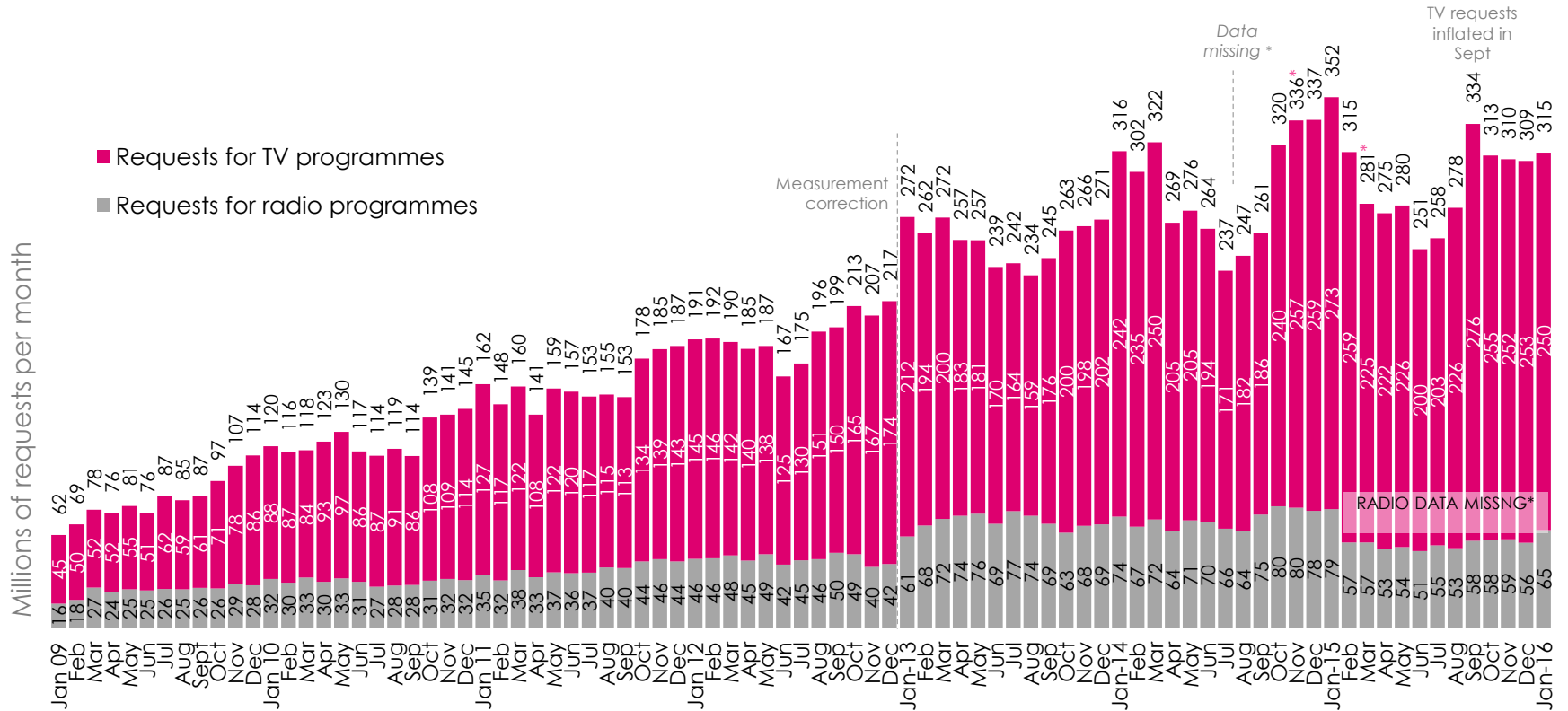
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly the same time of day as linear TV viewing, although there is proportionally more daytime and late-peak use. BBC iPlayer Radio is used far more in daytime than traditional radio listening, which peaks at breakfast-time.

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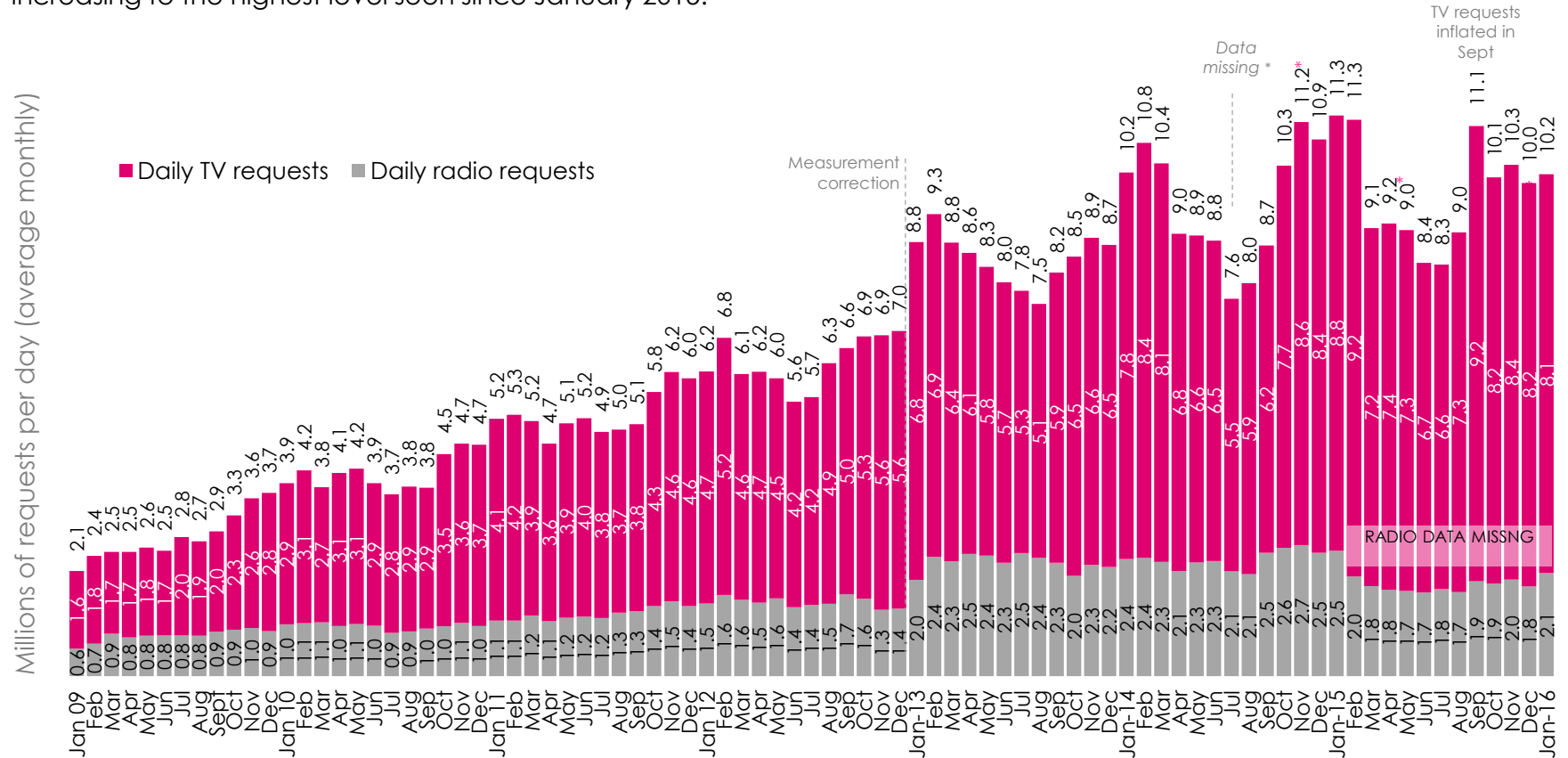
# Total monthly BBC iPlayer requests across all platforms, since 2009

There were 315 million TV and radio requests for programmes on BBC iPlayer and BBC iPlayer Radio in January. Radio requests were at their highest since January last year, and up by 9m compared to December, as people return to their routines after the festive period.



# Average daily BBC iPlayer online requests

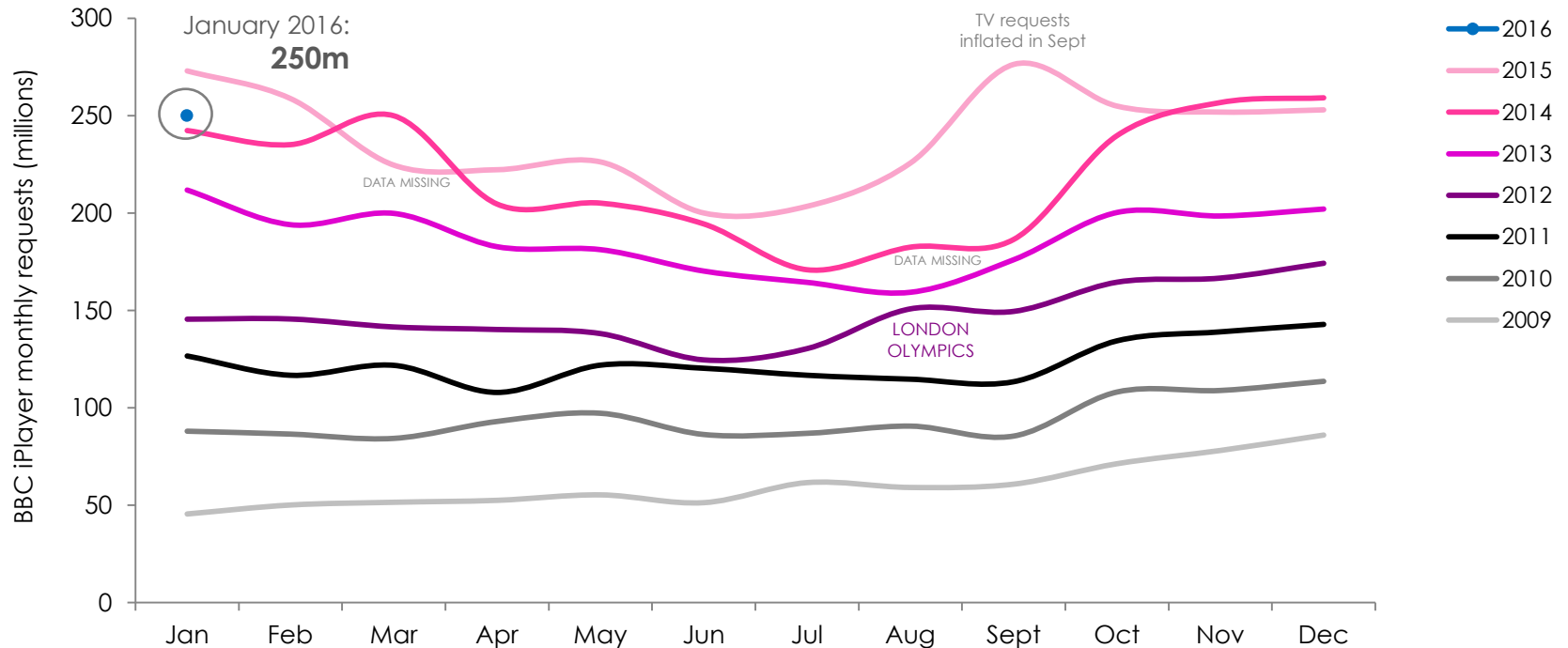
Overall there was an average of **10.2m daily requests** across BBC iPlayer and BBC iPlayer Radio in January with radio increasing to the highest level seen since January 2015.



\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

# TV only: Monthly requests to BBC iPlayer year-on-year

This graph shows the **seasonal pattern of BBC iPlayer**. Because a lot of BBC iPlayer viewing is simple catch-up, there is a strong link with linear TV – so highest in autumn and winter; however, major events and schedule variations cause significant monthly differences. January 2016 had 250m TV requests.

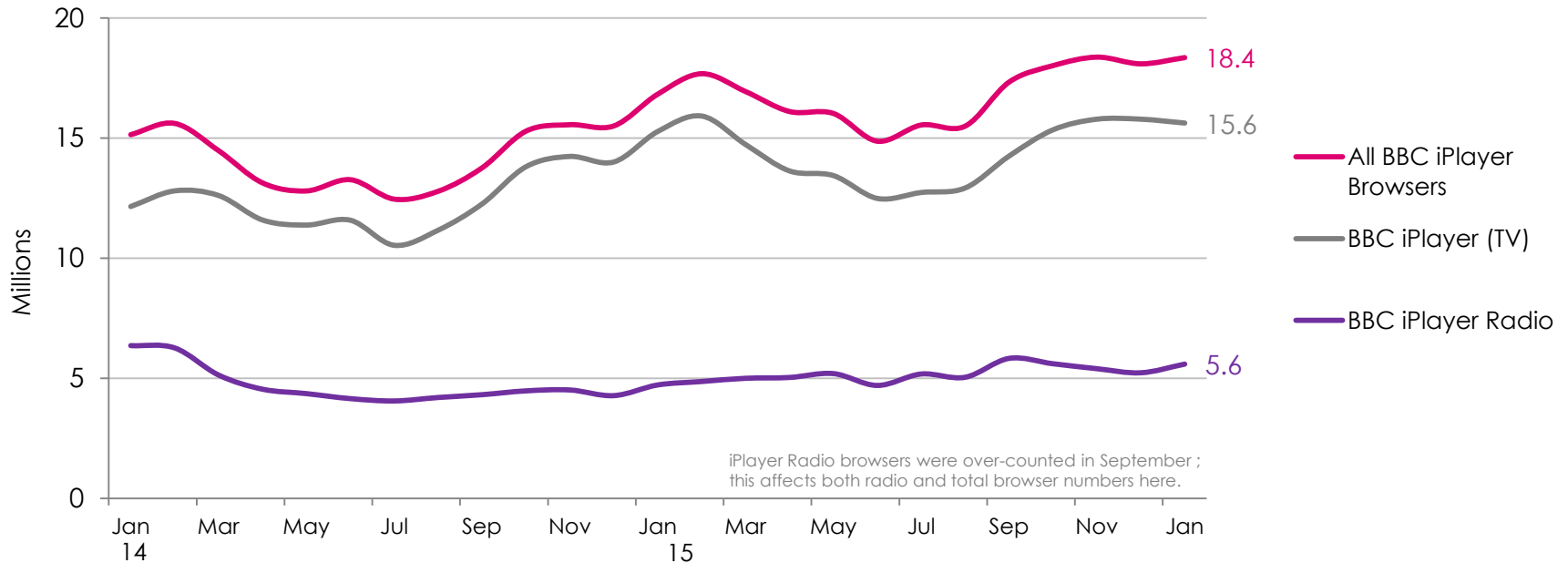


\* Figures now include requests for programmes only on iPlayer.  
Sept 2015 saw inflated TV requests. Please refer to slide 12 for guide notes

# Weekly unique browsers to BBC iPlayer

As well as measuring the number of requests for programmes, we also measure unique browsers to BBC iPlayer and BBC iPlayer Radio. "Unique browsers" is an industry-standard measure of unique devices/web browsers (not individuals) accessing a service. If a person uses a different device at work and at home, or uses two different browsers on one computer, they would count as two unique browsers. Conversely, if multiple users watch or listen on the same device/browser, only one unique browser would be counted.

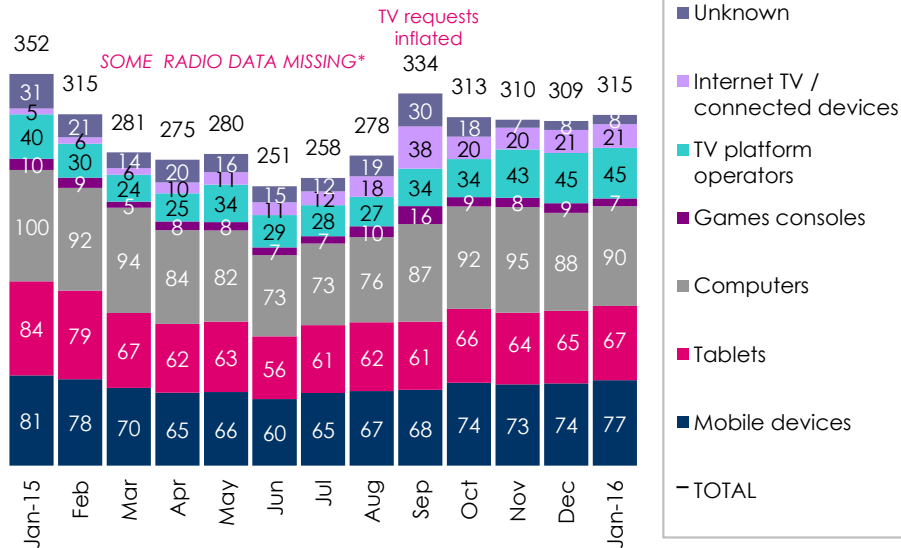
In January 2016, there was an average of **18.4m** unique browsers per week to BBC iPlayer (TV and BBC iPlayer Radio). Browsers to BBC iPlayer Radio pages increased by 7% while reach to TV pages was stable month-on-month.



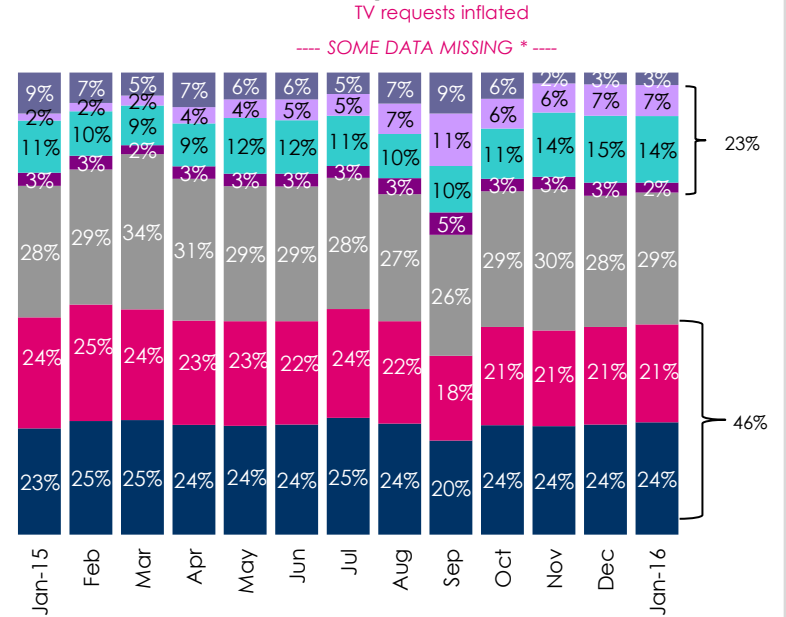
# TV and radio: Requests for programmes by device type

There were **315 million TV and radio requests** for programmes on BBC iPlayer & BBC iPlayer Radio in January. Most devices saw increases on December's figures, but most notable is the increase on mobile devices (up 4% month-on-month).

Number of requests (millions)



% of requests



**Notes:**

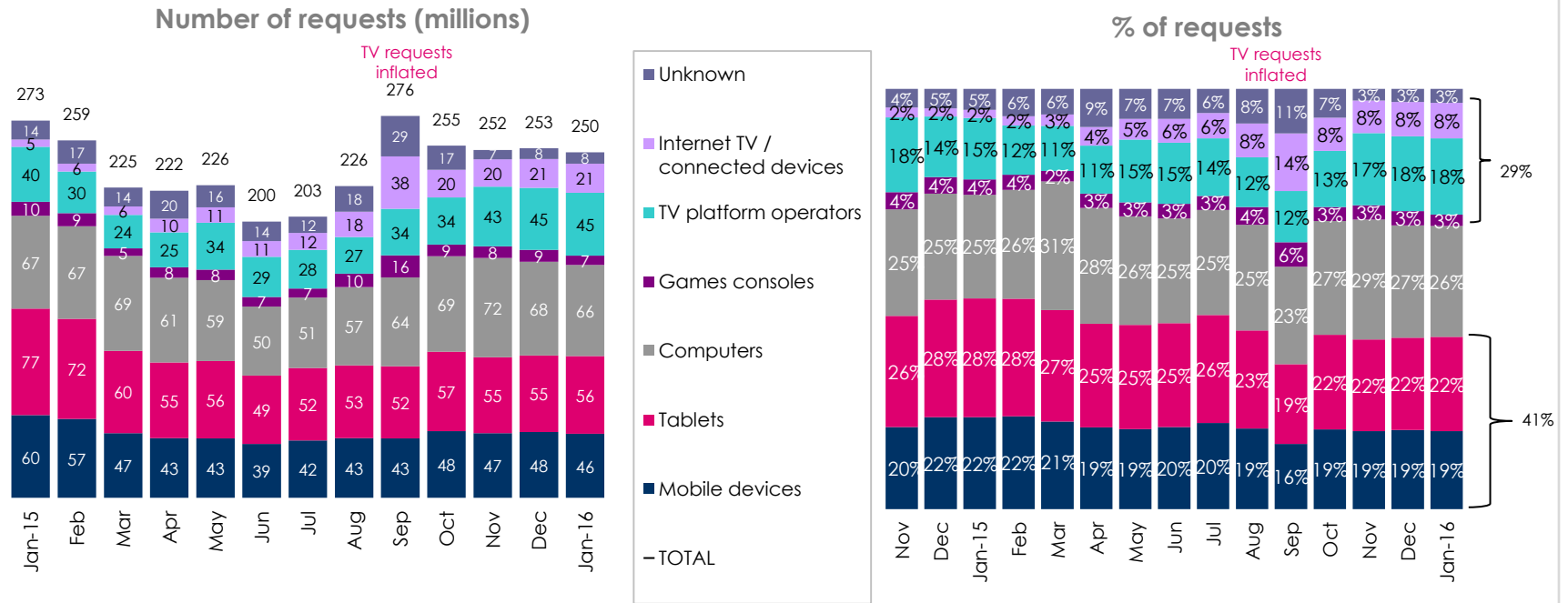
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.  
**TV platform operators** include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.  
**Unknown devices** are historically mostly due to online radio services such as the Tuneln radio app, or more recently due to changes to TV devices.

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes



# TV only: Requests for programmes by device type

Requests on tablets and connected TV devices both grew month-on-month compared to December, but this growth was balanced out by slight decreases in requests on mobile devices, tablets and games consoles and the profile of devices is broadly consistent with December.



**Notes:**

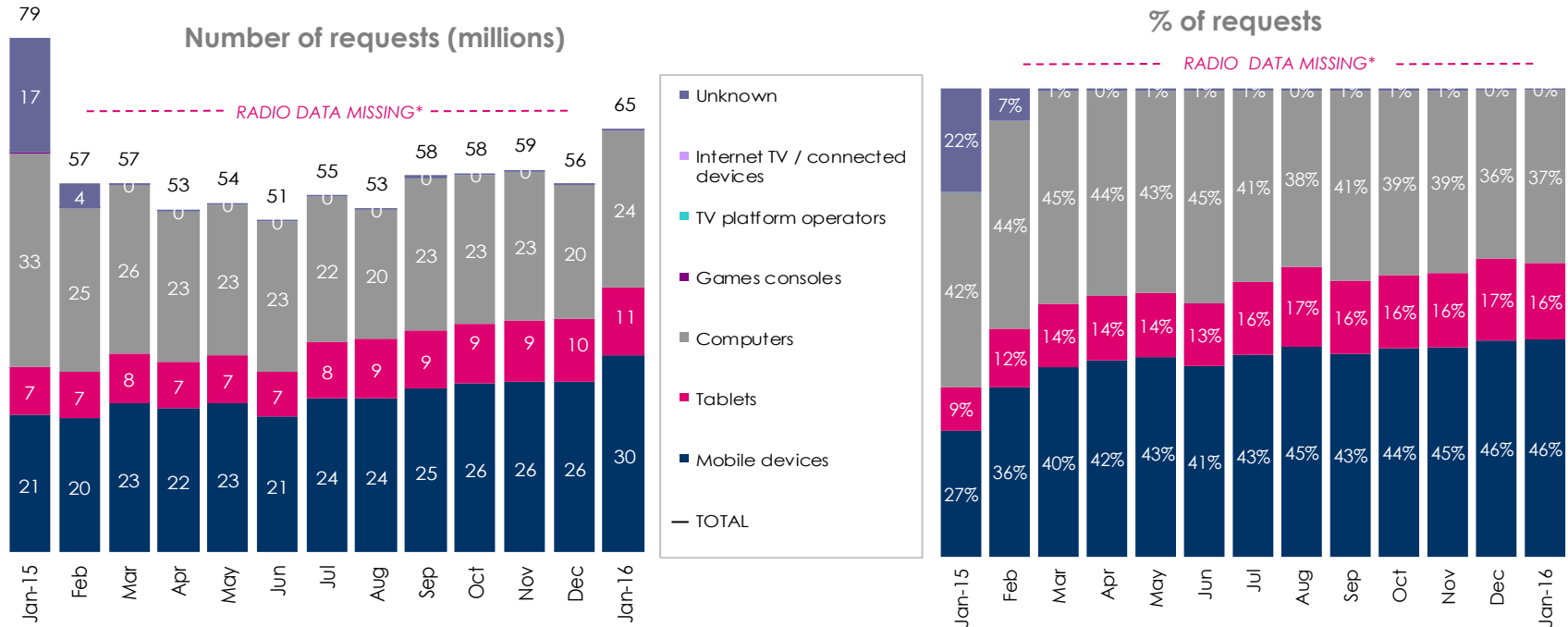
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku.

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

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

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

There were **65m radio requests** recorded in January, with increases seen across all devices, in particular mobiles (+16%) and computers (+18%). Some radio data is not being counted (as of February 2015) following changes to radio streaming.



**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.

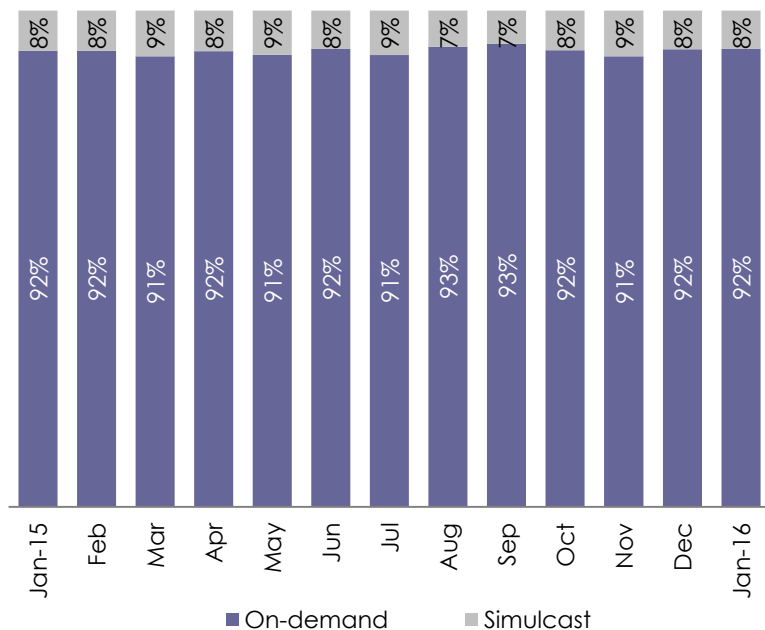
**Unknown devices** are historically mostly due to online radio services such as the TuneIn radio app, which we were unable to classify accurately by device.

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

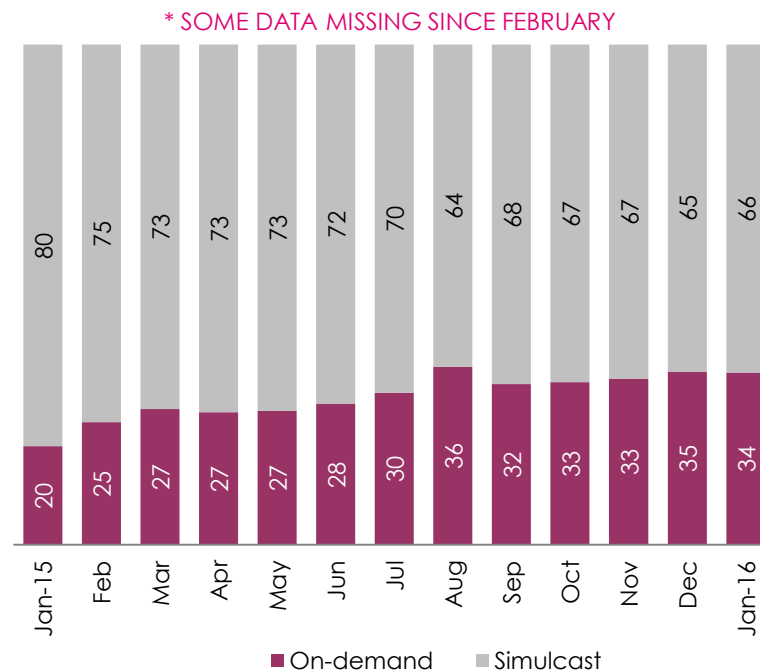
# TV and radio requests: live vs catch-up online requests

The percentage of on-demand requests has remained stable at 92%, 8% of TV requests were for live TV viewing in January (Some live-listening radio data is missing currently, so radio trends should be treated with caution.)

% requests for TV programmes



% requests for iPlayer Radio programmes



# Notes for figures in this report

**January 2016 – Requests from consoles** are undercounting due to an issue with Xbox data

**September 2015 – TV requests** inflated by around 18-25%, please treat these figures with caution, **iPlayer Radio Unique Browser figures** were over counted in September as a result of inflated Android app figures.

**March 2015 – some TV request data not captured** – an estimated 17m requests missing from TV platforms

**February 2015 – changes were made to radio streaming services** which has resulted in gaps in our reporting for some streams. Find out more on the [BBC Internet blog](#).

**August, September and November 2014 - some TV request data not captured-** an estimated 3.5m, 11.5, and 6m requests respectively across all platforms

**From January 2014** – we back-dated and added requests for programmes which are **only on BBC iPlayer** to the totals for programmes previously shown on linear TV. On average this has boosted the totals by 2%

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 Digital Analytics systems.

These notes apply to all the data in this pack and should be included as footnotes when quoting any of these figures. A **glossary** is on page 20.

- Requests 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. Unique browser data is reported by the Comscore Digital Analytix tool.
- 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 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.
- 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.
- Please quote the source of request figures as "BBC Digital Analytics".

# BBC iPlayer - top 20 TV episodes, January 2016 (excluding Virgin Media cable and Sky)

- One-off episode **Sherlock The Abominable Bride** was by far the most popular title in January, delivering over 2.3 million requests. Other New Years Day episodes proved particularly popular with **EastEnders**, and **Billionaire Boy** both also available on BBC iPlayer from that day. BBC iPlayer's exclusive comedy-drama film **The Rack Pack** made it into the top 20 most requested titles in January, in its first two weeks of availability. It continues to perform strongly with close to 1 million requests in total, making it the most successful BBC iPlayer Original to date

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 The Abominable Bride 01/01/2016	2,347,000	Sherlock The Abominable Bride 01/01/2016	2,347,000
War and Peace Episode 1	1,442,000	War and Peace Episode 1	1,442,000
EastEnders 01/01/16 Part 2	1,358,000	EastEnders 01/01/16	1,358,000
EastEnders 01/01/16 Part 1	1,251,000	The Voice UK Series 5 Episode 1	1,148,000
EastEnders 07/01/2016 Part 2	1,232,000	Billionaire Boy 01/01/16	1,039,000
The Voice UK Series 5 Episode 1	1,148,000	Silent Witness Series 19 Episode 1 Part 1	1,016,000
EastEnders 15/01/16	1,098,000	Mrs Brown's Boys Christmas Specials 2015 Episode 2	887,000
War and Peace Episode 2	1,093,000	Death in Paradise Series 5 Episode 1	847,000
EastEnders 12/01/16	1,056,000	Call the Midwife Series 5 Episode 1	802,000
Billionaire Boy 01/01/16	1,039,000	And Then There Were None Episode 1	764,000
EastEnders 19/01/16	1,019,000	EastEnders: Back to Ours Danny Dyer & Kellie Bright	746,000
Silent Witness Series 19 Episode 1 Part 1	1,016,000	Mrs Brown's Boys D'Movie 25/12/15	718,000
War and Peace Episode 3	1,014,000	Tracey Ullman's Show Episode 1	708,000
EastEnders 22/01/16	985,000	The Great Sport Relief Bake Off Series 3 Episode 1	696,000
EastEnders 07/01/2016 Part 1	958,000	The Rack Pack	684,000
Silent Witness Series 19 Episode 1 Part 2	954,000	Shetland Series 3 Episode 1	674,000
Silent Witness Series 19 Episode 2 Part 1	948,000	Great Barrier Reef with David Attenborough Episode 1	633,000
EastEnders 28/01/2016 Part 2	943,000	The Graham Norton Show Series 18 Episode 15	624,000
EastEnders 05/01/2016	942,000	Dickensian Episode 5	589,000
EastEnders 06/01/2016	938,000	Would I Lie to You? Series 9 Episode 8	571,000

# BBC iPlayer Radio - top 20 radio episodes, January 2016

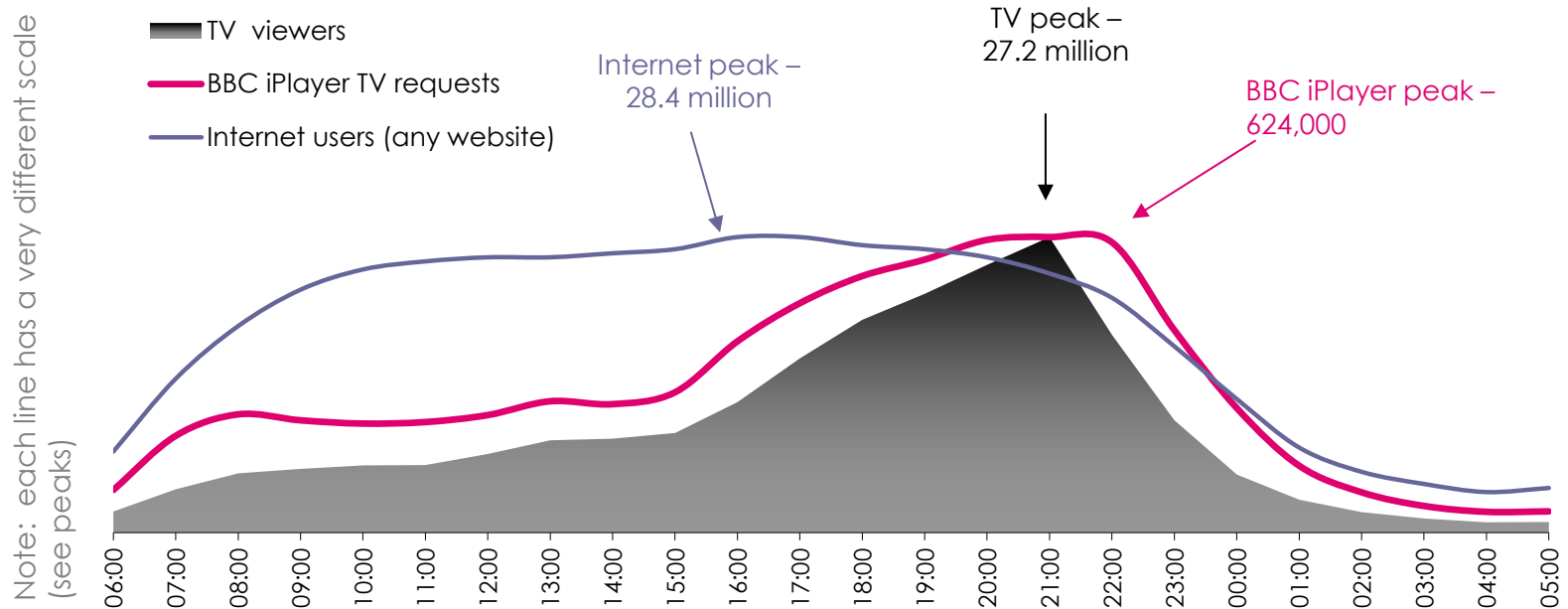
Radio comedy **I'm Sorry I Haven't A Clue** and **The News Quiz** were the top performing episodes in BBC iPlayer Radio in January. **Poirot**, **Test Match Cricket** and regular series **The Archers** also did well.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
I'm Sorry I Haven't A Clue Series 64 Episode 6	208,000
The News Quiz Series 89 Episode 1	189,000
The News Quiz Series 89 Episode 2	175,000
The News Quiz Series 89 Episode 3	173,000
Poirot The Murder of Roger Ackroyd 10/09/2006	172,000
Test Match Special South Africa v England - Day 3	169,000
Test Match Special South Africa v England - Day 2	151,000
The Archers 06/01/16	144,000
I'm Sorry I Haven't A Clue Series 64 Episode 5	138,000
The News Quiz Series 89 Episode 4	122,000
Sherlock Holmes The Devil's Foot Episode 1	108,000
John Finnemore's Souvenir Programme Series 5 Episode 1	107,000
Test Match Special South Africa v England - Day 2	106,000
The Archers 01/01/16	106,000
The Archers 18/01/16	105,000
The Chris Evans Breakfast Show 22/01/16	105,000
The Archers 07/01/16	105,000
The Archers 05/01/16	104,000
The Archers 11/01/16	104,000
The Chris Evans Breakfast Show 29/01/16	104,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
I'm Sorry I Haven't A Clue Series 64 Episode 6	208,000
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Poirot The Murder of Roger Ackroyd 10/09/2006	172,000
Test Match Special South Africa v England - Day 3	169,000
The Archers 06/01/16	144,000
Sherlock Holmes The Devil's Foot Episode 1	108,000
John Finnemore's Souvenir Programme Series 5 Episode 1	107,000
The Chris Evans Breakfast Show 22/01/16	105,000
Dead Ringers A Look Back at the Year 2020 01/01/2016	103,000
Radio 1 Breakfast Show with Nick Grimshaw 15/01/2016	97,000
Sportshour 09/01/2016	95,000
5 live Sport 5 live Tennis Australian Open Men's Final	92,000
Ken Bruce 11/01/2016	91,000
Scott Mills sits in for Grimmy 08/01/2016	91,000
Behaving Ourselves: Mitchell on Manners 07/01/2016	88,000
Cabin Pressure Series 4 Episode 6	85,000
Jeremy Vine 11/01/16	81,000
The Archers Omnibus 03/01/16	81,000
Steve Wright in the Afternoon 11/01/2016	77,000
Lauren Laverne With Monday Motivation 11/01/2016	76,000

# BBC iPlayer – use for TV online by time of day, January 2016

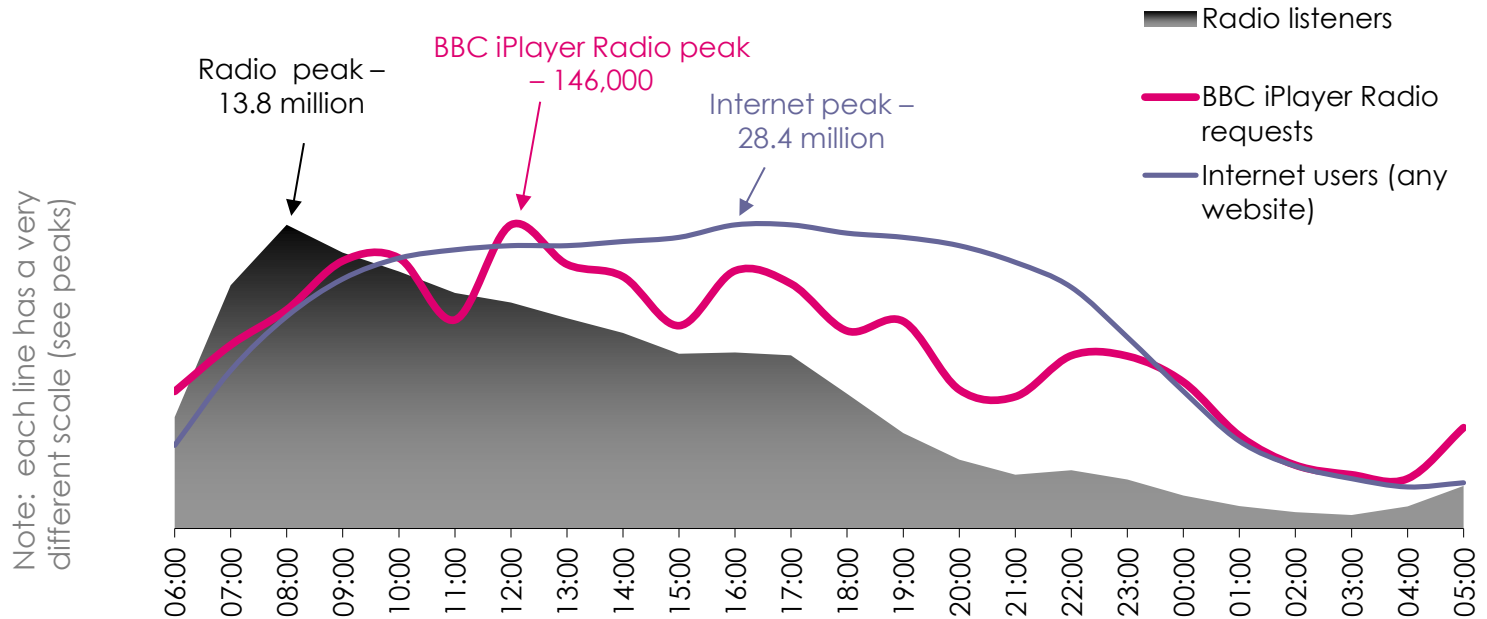
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB January 2016, internet from Nielsen March 2012, BBC iPlayer from BBC iStats January 2016- see footnotes on final page for more detail

# BBC iPlayer Radio – use for radio online by time of day, Jan 2016

The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer Radio use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer 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.

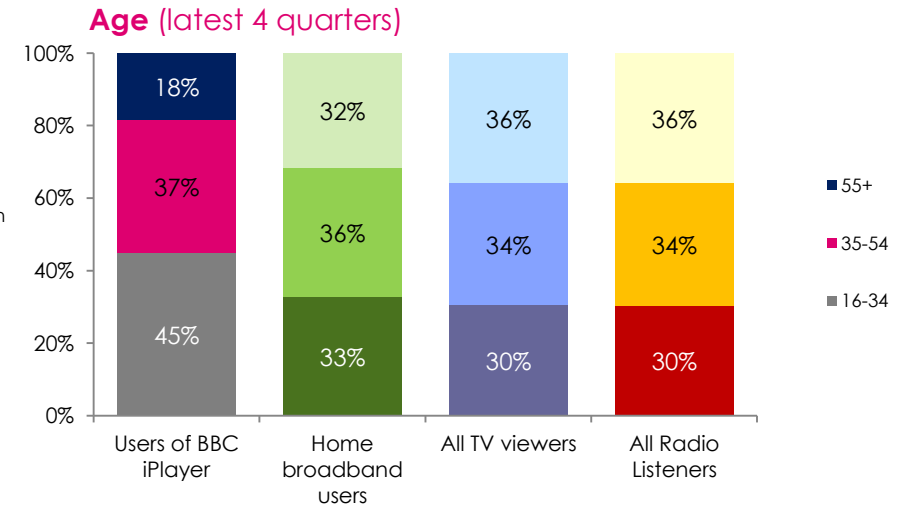
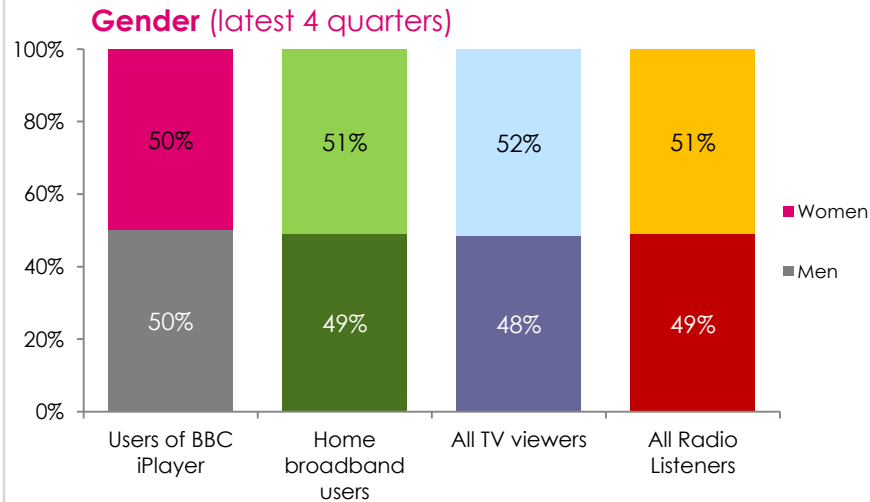
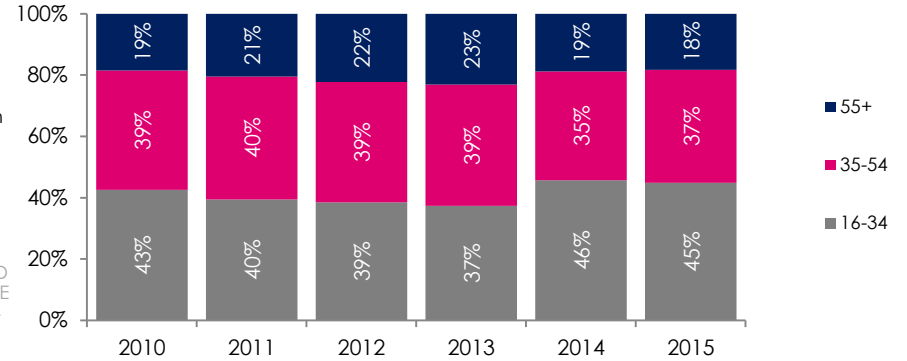
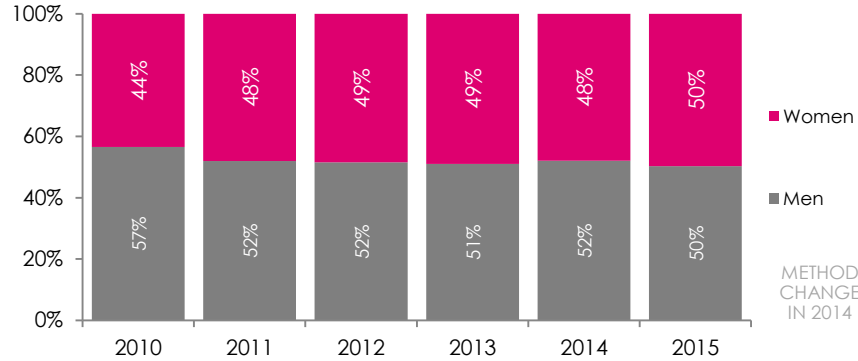


Sources – radio from RAJAR Q4 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats January 2016 - see footnotes on final page for more detail



# TV & iPlayer Product: demographics of BBC iPlayer users

BBC iPlayer usage is equally balanced between men and women, with the largest share of audience aged 16-34.



# 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
- **Unique browsers** – A browser is a unique and valid identifier to measure the number of device profiles requesting digital content. Device profiles may include individual browser versions on a PC, mobile phone or internet enabled device. Any single device can use multiple browsers.

## Extra footnotes for slides 17-18 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