

Performance Report

January 2018



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 | Marketing & Audiences

January 2018 summary

- January 2018 continued iPlayer's record-breaking run, with more records for total requests and requests per day.
- Overall there were 328m requests in January, BBC iPlayer's best ever (increasing +0.1% compared to December 2017, and up +10% compared to January 2017).
- Viewing by day was also at record levels - there were an average of 10.6 requests per day, which is the strongest performance to date.
- *McMafia* was the stand-out title, with the first episode earning 3.3m requests, and 5 of the episodes in the top 20 most popular episodes of the month. Returning drama *Silent Witness* and end-of-the-world drama *Hard Sun* also performed well in January, with their first episodes getting well over 2m requests each.
- This content was largely enjoyed on the TV, with a 54% of requests from TV platforms in January.

Consistent with previous months:

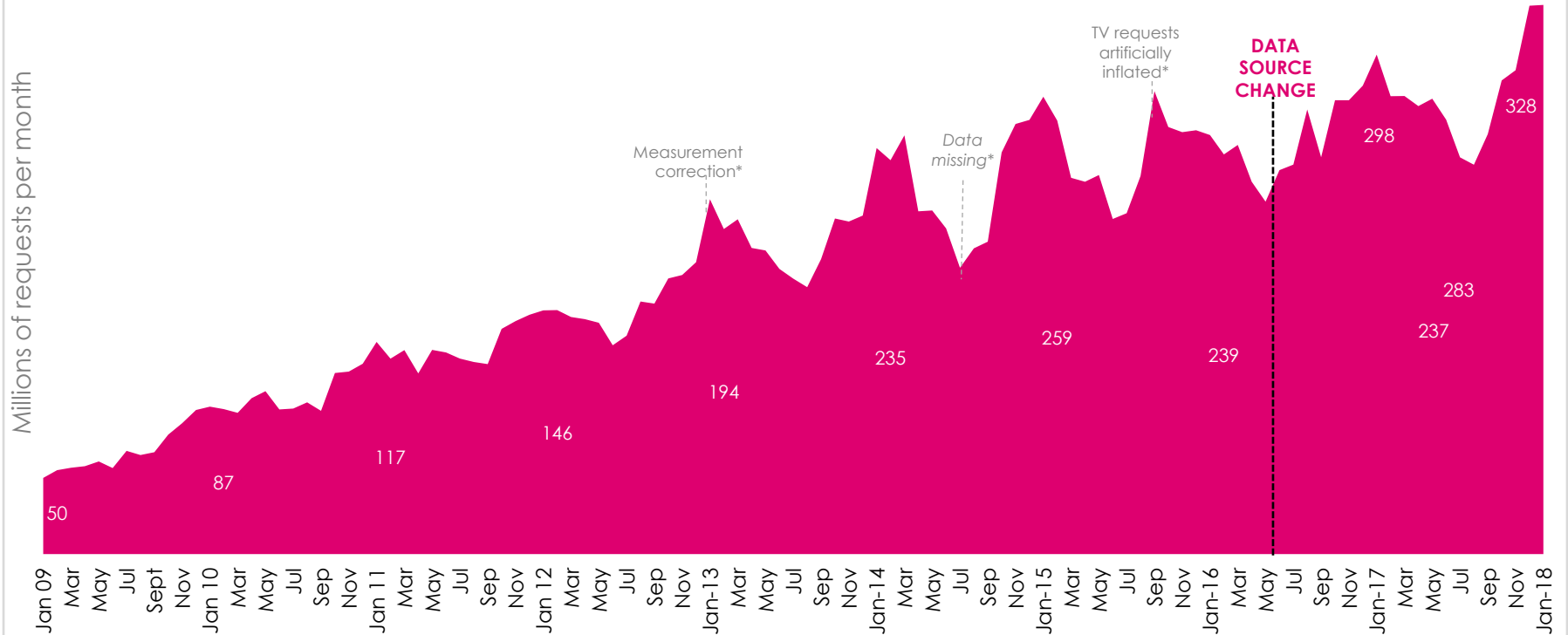
- TV platforms remain the largest device type accessing BBC iPlayer, whilst the percentage of viewing taking place live has remained fairly consistent month-on-month.
- The profile of BBC iPlayer users has evened out over time, now slightly skewing towards women. It remains strongly under-55 in terms of age, which is younger than the typical TV viewer'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.

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Monthly BBC iPlayer requests across all platforms, since 2009

January 2018 was a record-breaking month for BBC iPlayer, with 328m requests over the month. This is a +0.1% increase month-on-month, and a 10% increase year-on-year. The strong performance was helped by high numbers of requests for *McMafia*, *Silent Witness*, *Hard Sun* and *EastEnders*.



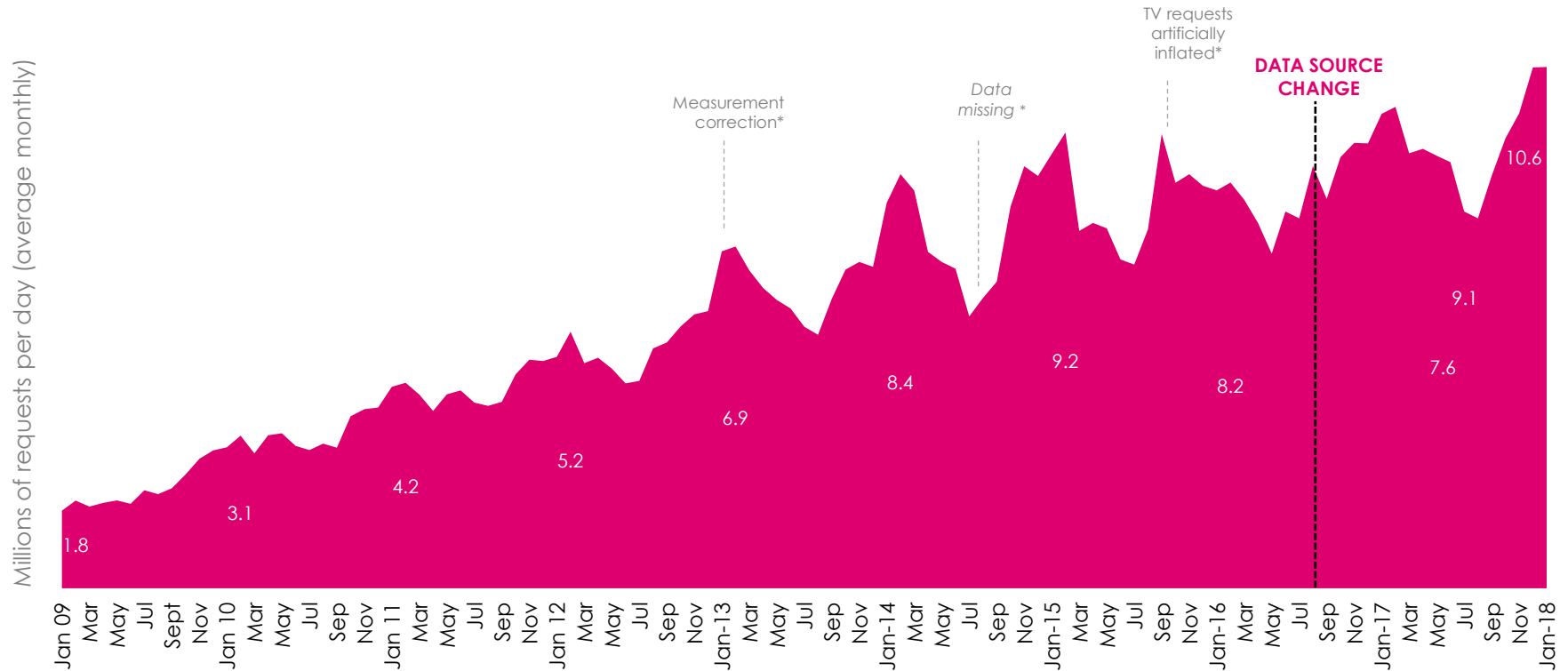
Notes:

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

* Please refer to slide 8 for guide notes on months with data caveats

Average daily BBC iPlayer online requests

There was an average of 10.6m daily requests for TV content in January – a new monthly record.



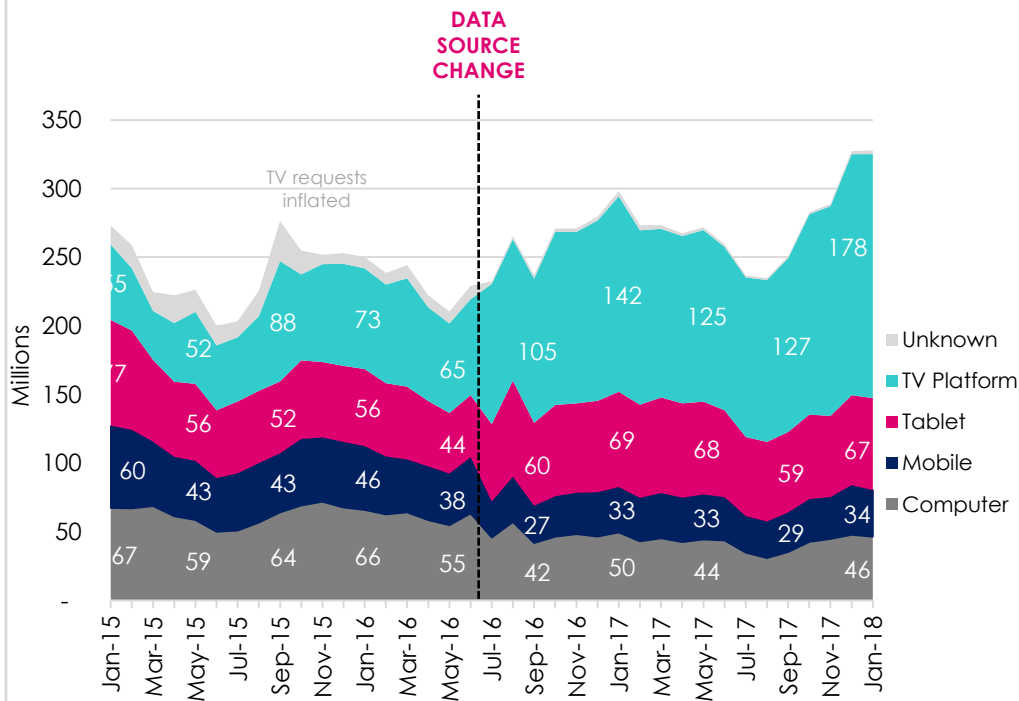
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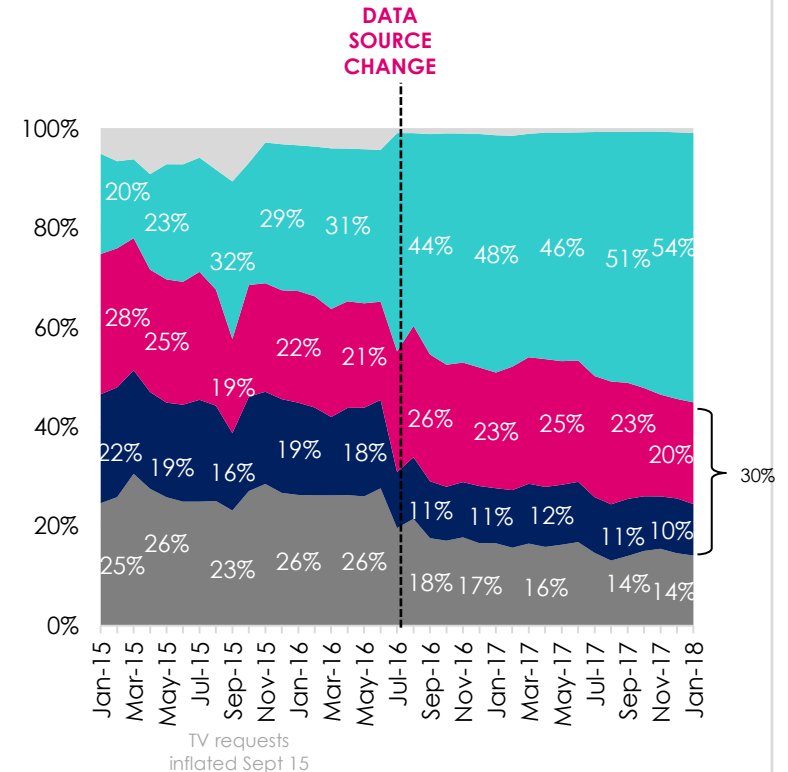
Requests for TV programmes by device type

Since the second half of 2017, the share of requests coming from TV platforms has been increasing, and in January 2018 the share reached a record high of 54% of total requests.

Number of requests (millions)



% of requests



Notes:

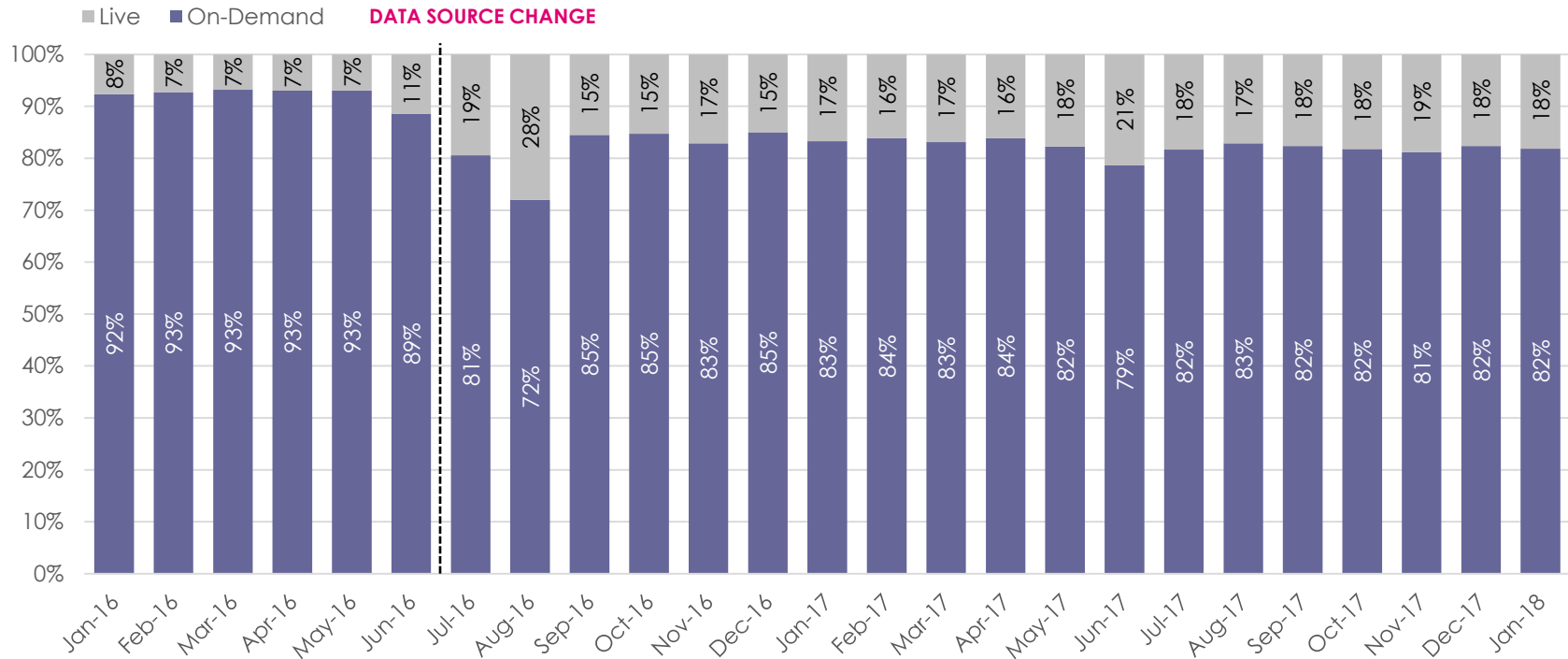
Source switched from iStats AV to Streamsense in Adobe Digital Analytics (iStats) in July 2016

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 January, 18% of TV requests were for live TV viewing – this is unchanged from December.

% requests for TV programmes



Notes:

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

Notes for figures in this report

Data issues to note

- No new data issues this month.
- Figures for Sky are undercounted in June 2017 by approximately 0.5m requests.
- 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 December, 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, January 2018 (excluding Virgin Media cable and Sky)

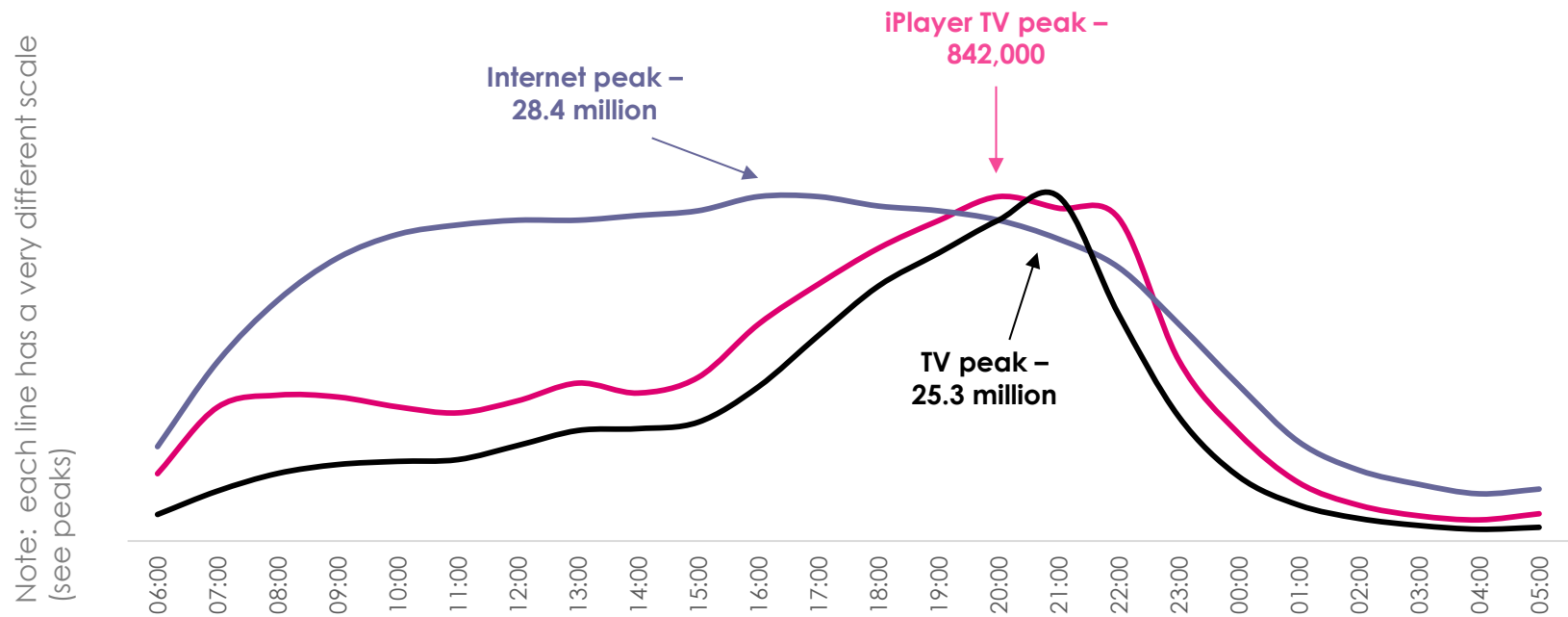
McMafia was the stand-out title in January, with the first episode earning 3.3m requests, and 5 of the episodes in the top 20. Returning drama *Silent Witness* and end-of-the-world drama *Hard Sun*, which was available as a box set, also performed well in January, with their first episodes getting well over 2m requests each.

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.
McMafia Series 1 Episode 1	3,356,000
Silent Witness Series 21 Moment of Surrender, Part One Episode 1	2,261,000
Hard Sun Series 1 Episode 1	2,191,000
McMafia Series 1 Episode 2	2,044,000
McMafia Series 1 Episode 3	1,793,000
EastEnders 02/01/2018	1,585,000
McMafia Series 1 Episode 4	1,488,000
EastEnders 04/01/2018	1,476,000
EastEnders 01/01/2018	1,426,000
Hard Sun Series 1 Episode 2	1,277,000
Silent Witness Series 21 Moment of Surrender, Part Two Episode 2	1,272,000
EastEnders 25/01/2018	1,173,000
McMafia Series 1 Episode 5	1,171,000
Hard Sun Series 1 Episode 3	1,163,000
EastEnders 03/01/2018	1,152,000
Big Cats Series 1 Episode 1	1,120,000
EastEnders 09/01/2018	1,116,000
Silent Witness Series 21 Duty of Candour, Part One Episode 3	1,113,000
EastEnders 08/01/2018	1,097,000
EastEnders 19/01/2018	1,095,000

BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
McMafia Series 1 Episode 1	3,356,000
Silent Witness Series 21 Moment of Surrender, Part One Episode 1	2,261,000
Hard Sun Series 1 Episode 1	2,191,000
EastEnders 02/01/2018	1,585,000
Big Cats Series 1 Episode 1	1,120,000
Call the Midwife Series 7 Episode 1	1,000,000
Death in Paradise Series 7 Episode 1	973,000
Mrs Brown's Boys Christmas Specials 2017 CSI: Mummy Episode 2	896,000
Hey Duggee Series 2 The Getting On Badge Episode 39	710,000
Match of the Day 2017/18 20/01/2018	692,000
Peaky Blinders Series 4 The Company Episode 6	690,000
Stacey Dooley Investigates Second Chance Sex Offenders	680,000
Would I Lie to You? Series 11 Episode 6	666,000
The FA Cup 2017/18 Third Round: Liverpool v Everton 05/01/2018	642,000
Inside No. 9 Series 4 Zanzibar Episode 1	614,000
Love and Hate Crime Series 1 Double Lives Episode 1	606,000
Surgeons: At the Edge of Life Series 1 The Longest Day Episode 1	597,000
The Coronation 14/01/2018	593,000
The Graham Norton Show Series 22 Episode 13	577,000
Gone Girl 23/01/2015	554,000

BBC iPlayer – use for TV online by time of day, January 2018

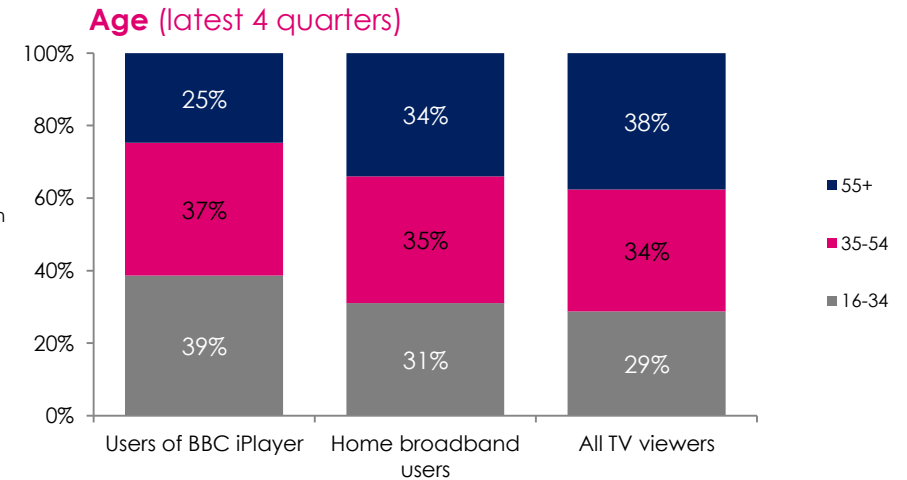
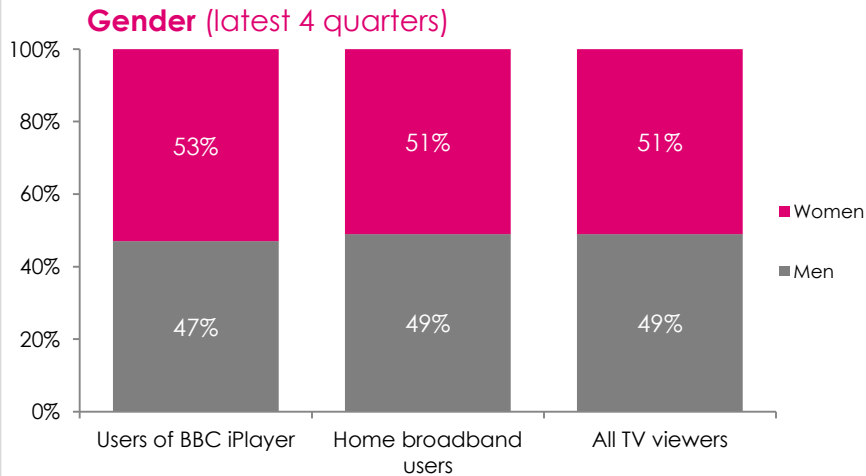
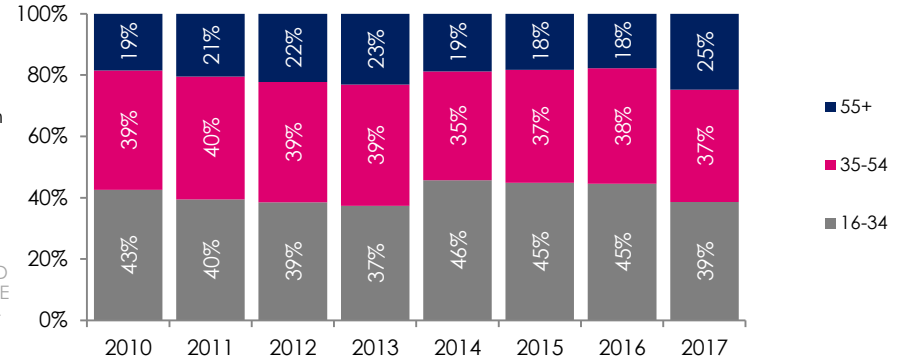
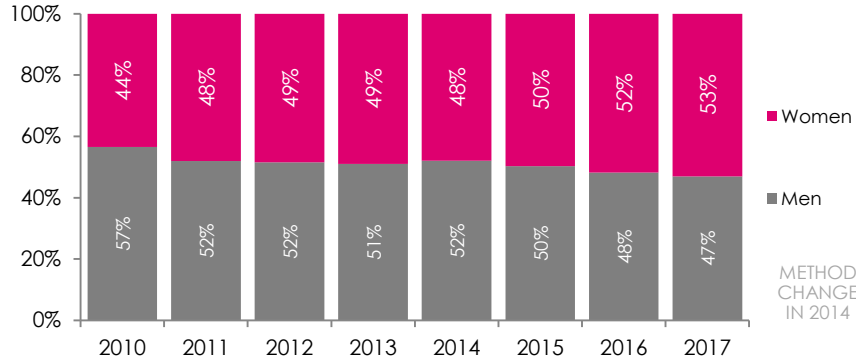
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the relative usage pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

TV & iPlayer Product: demographics of BBC iPlayer users

In 2017 there were slightly more women using BBC iPlayer than men, and it remains strongly under-55 years in terms of age.



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