

Monthly Performance Pack

July 2013



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Monthly summary headlines – July 2013

- **242m BBC iPlayer requests** in July - **up +38% on this time last year**
- **Sport boosted live viewing and listening** on BBC iPlayer this month, with the proportion of live requests to TV and radio both up month-on-month to 15% and 85% respectively
- **Record 77m radio requests in July**, with requests from **mobiles** also the highest they have ever been. Listeners took **The Ashes** on-the-go with them, with **9 out of the top 10 radio requests**
- On TV, the new series of **Top Gear** proved extremely popular, with episodes 1-4 each receiving over 2m requests. Other top performing programmes included **The Apprentice, Luther** and **The White Queen**. **The Wimbledon Men's Final** also proved popular with almost **800,000 requests via iPlayer** (in addition to those viewed on the BBC Sport site) - the vast majority of which were live streams.
- Mobile and tablet requests remained stable month-on-month, comprising 31% of total requests
- July saw an average **7.2m daily requests** with weekly requests remaining steady at **51m requests** during the month

Consistent with previous months:

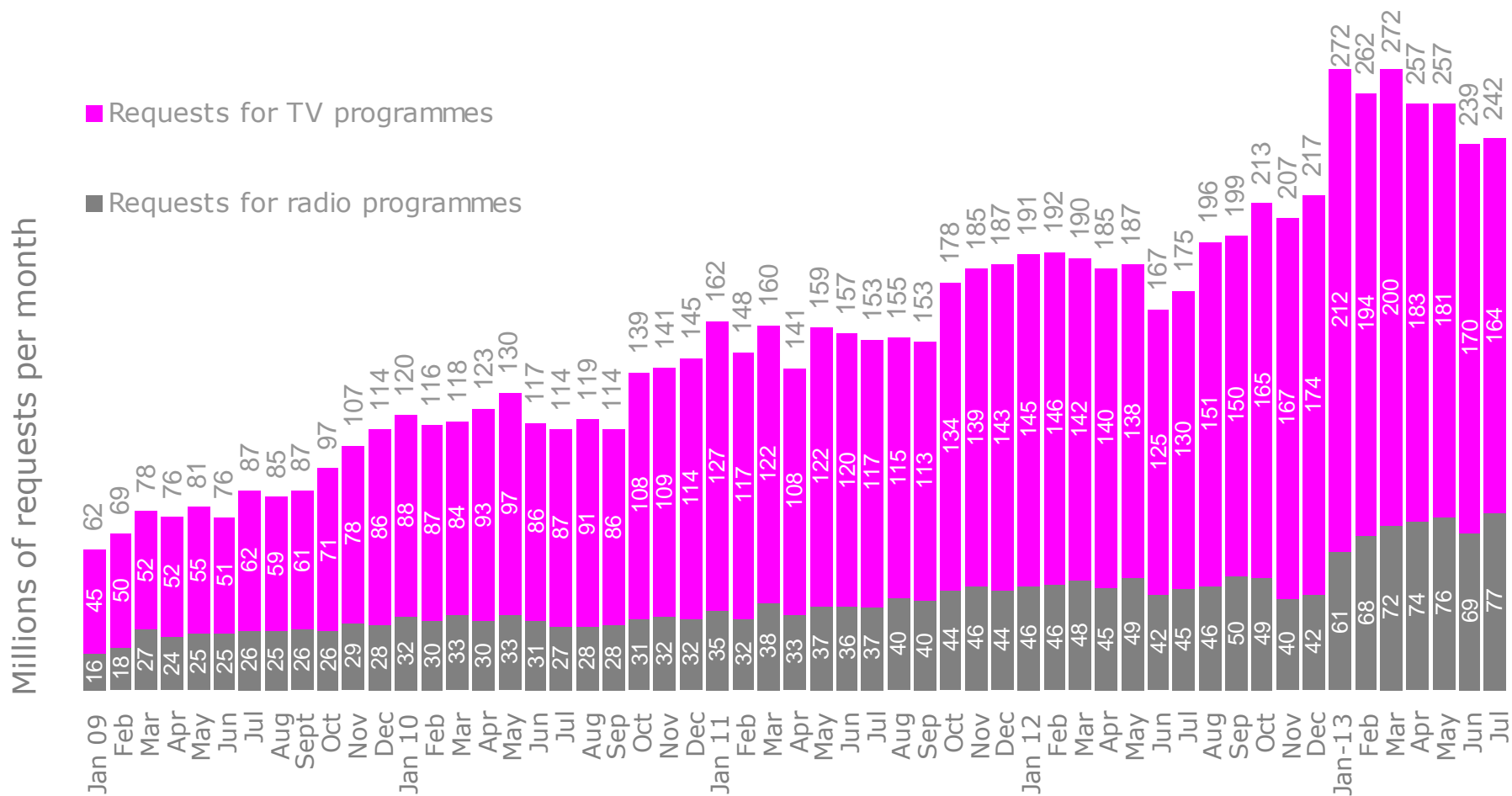
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly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

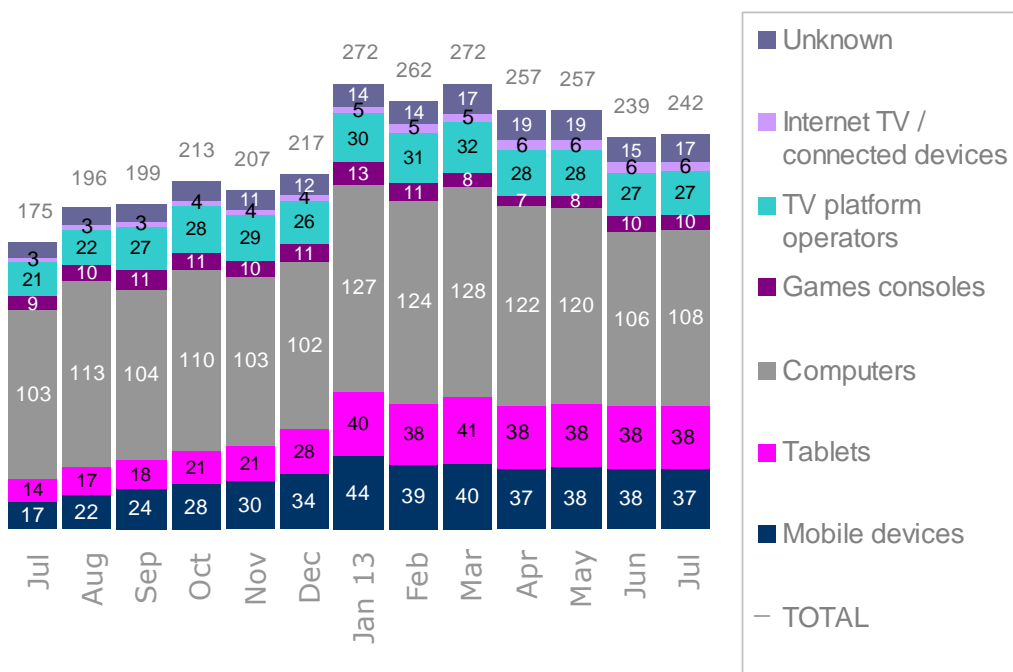
242m BBC iPlayer requests in July - **up +38%** on this time last year



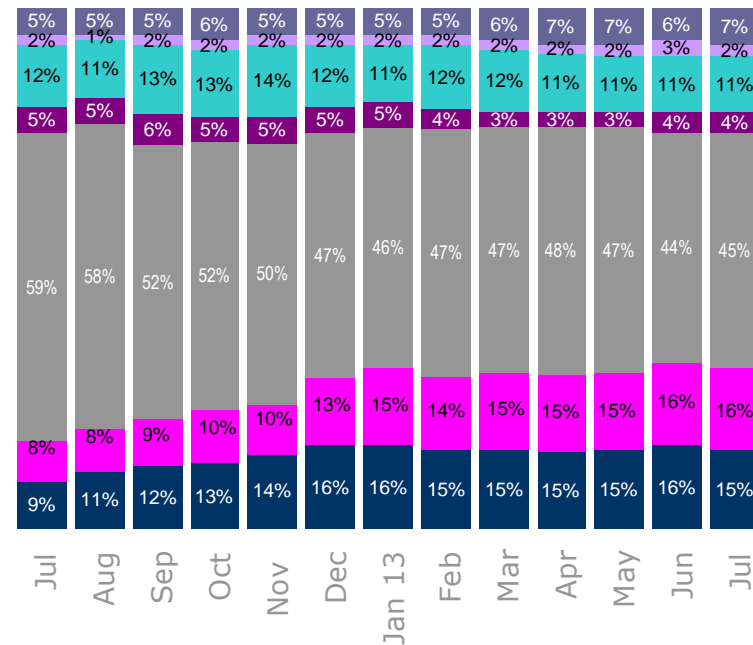
Requests for programmes by device type – TV and radio

Mobile and tablet requests remained stable month-on-month – **comprising 31% of total requests**

Number of requests (millions)



% of requests



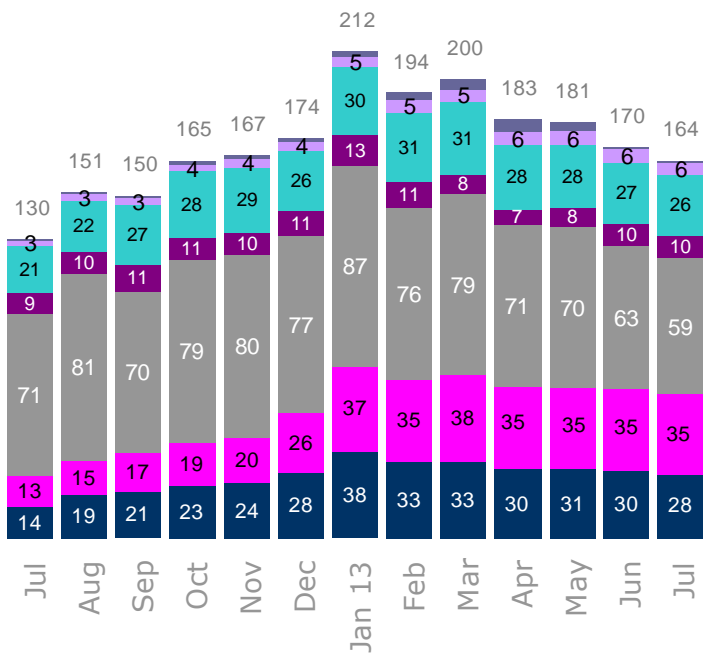
Notes:

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

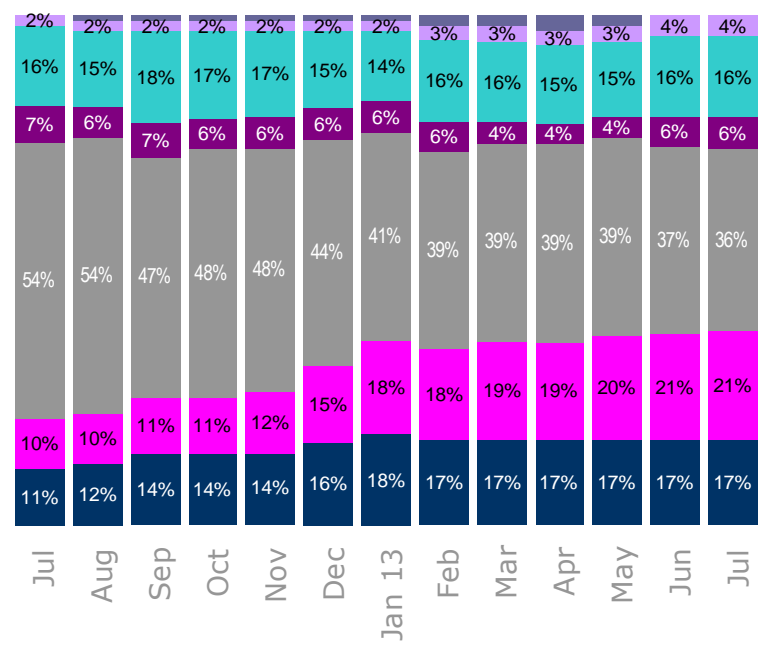
Requests for programmes across BBC iPlayer by device type – TV only

164m TV requests in July – slightly down on June's figures – as we continue to see the impact of the annual summer lull

Number of requests (millions)



% of requests



- Unknown
- Internet TV / connected devices
- TV platform operators
- Games consoles
- Computers
- Tablets
- Mobile devices
- TOTAL

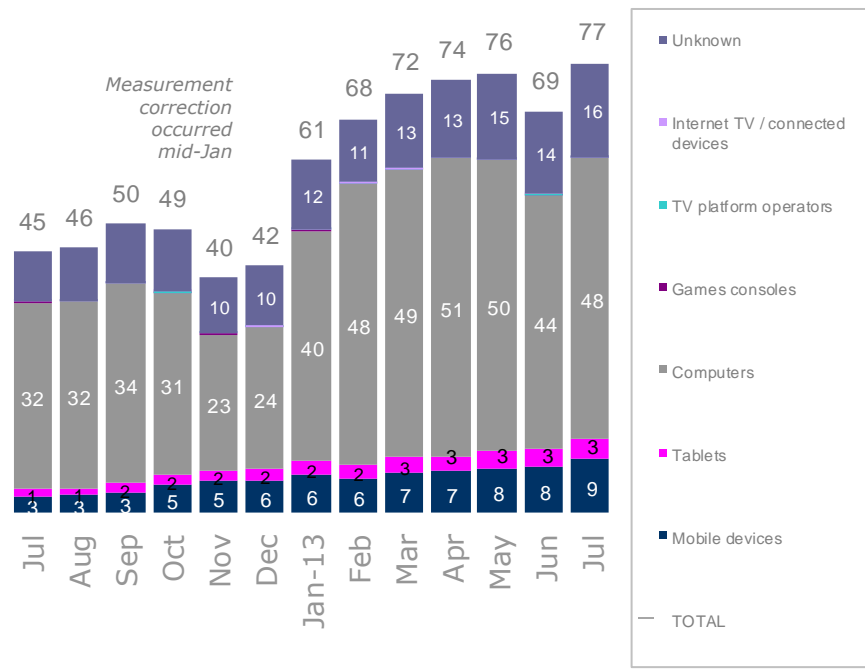
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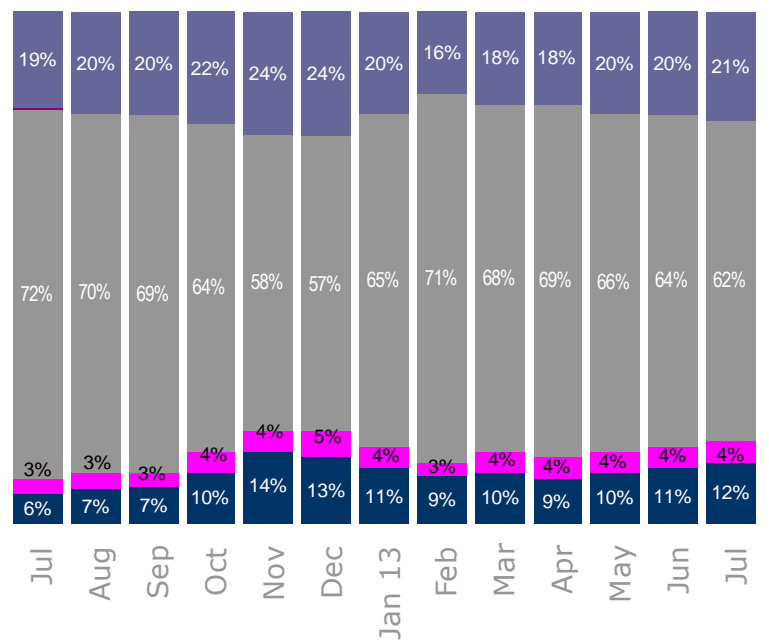
Requests for programmes across BBC iPlayer by device type – radio only

Record 77m radio requests in July, with requests from mobiles also the highest they have ever been

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 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.
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Notes for figures in this report

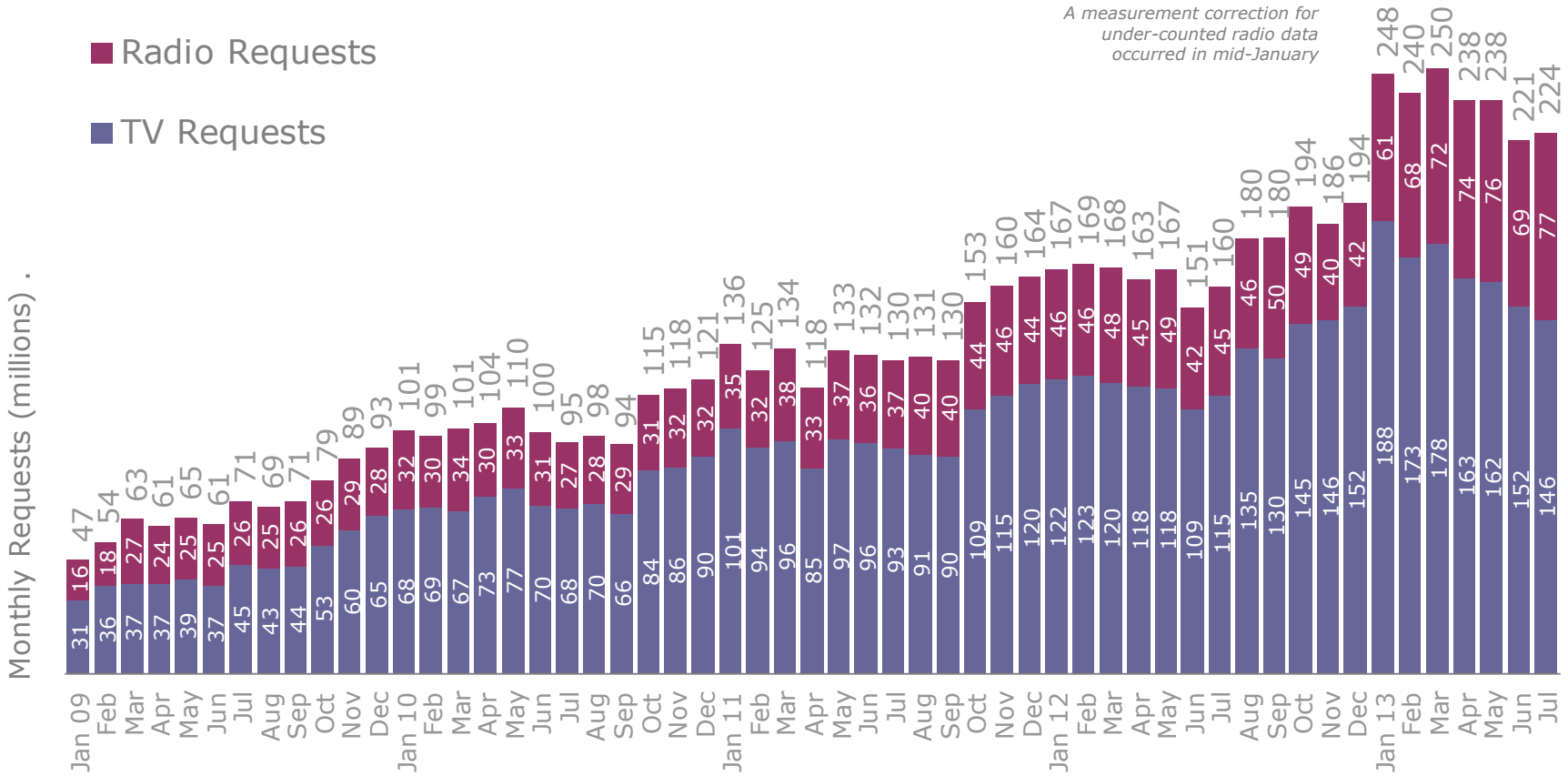
The **remainder of this report excludes data** from **Virgin Media cable** and **Sky**. Virgin Media cable is not included as the data arrives later than BBC internal AV stats and Sky is treated separately as it is not currently consolidated within BBC iStats AV systems.

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.
- BBC iPlayer stats measurement was under-representing radio data up to mid-January 2013, when a problem was corrected.

Monthly BBC iPlayer 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).
There were 224m total monthly requests in July, with 146m TV requests and 77m radio requests, slightly up on last month



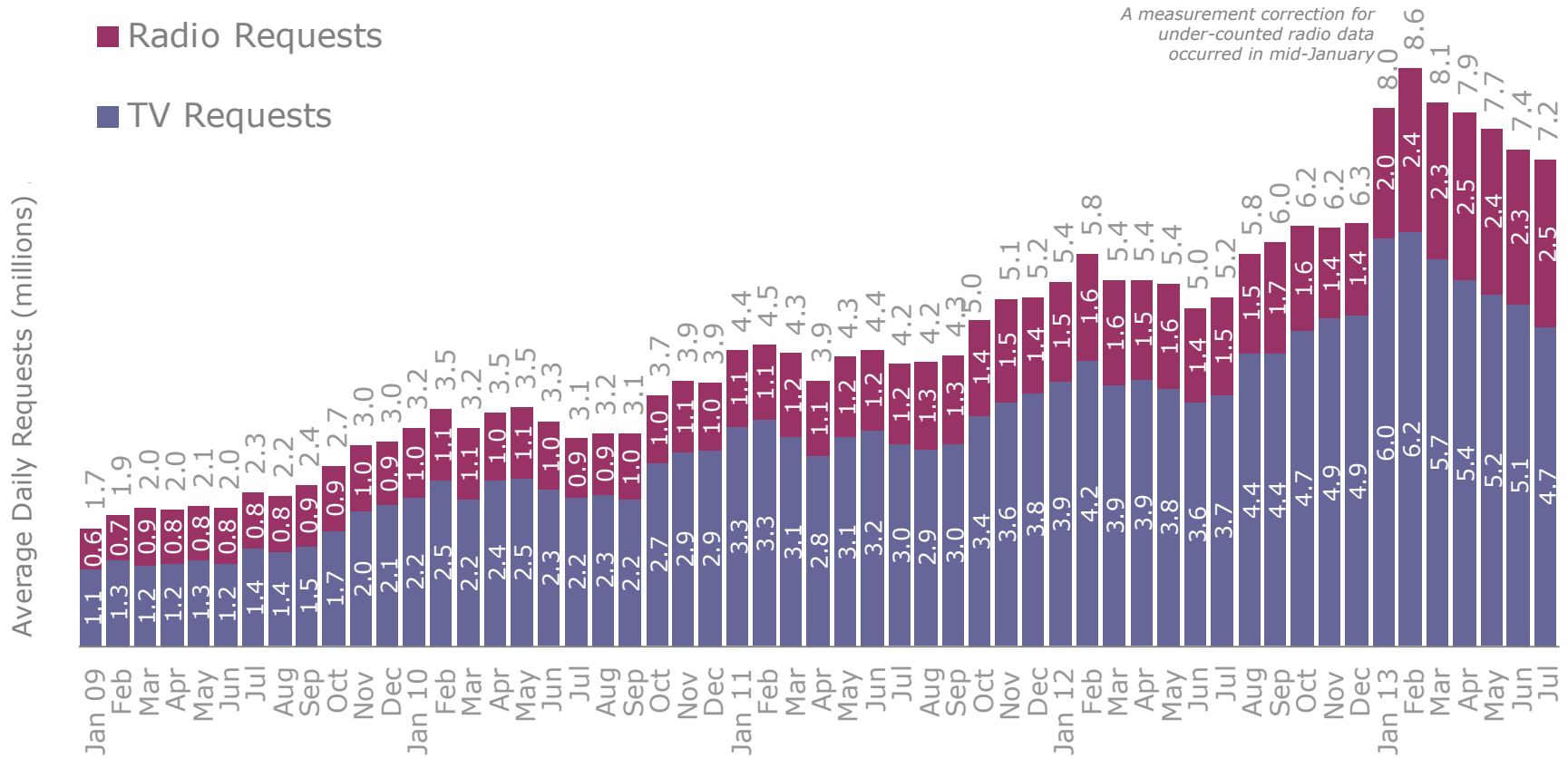
Please refer to slide 8 for guide notes.



Average daily BBC iPlayer online requests (excluding Virgin Media cable and Sky)

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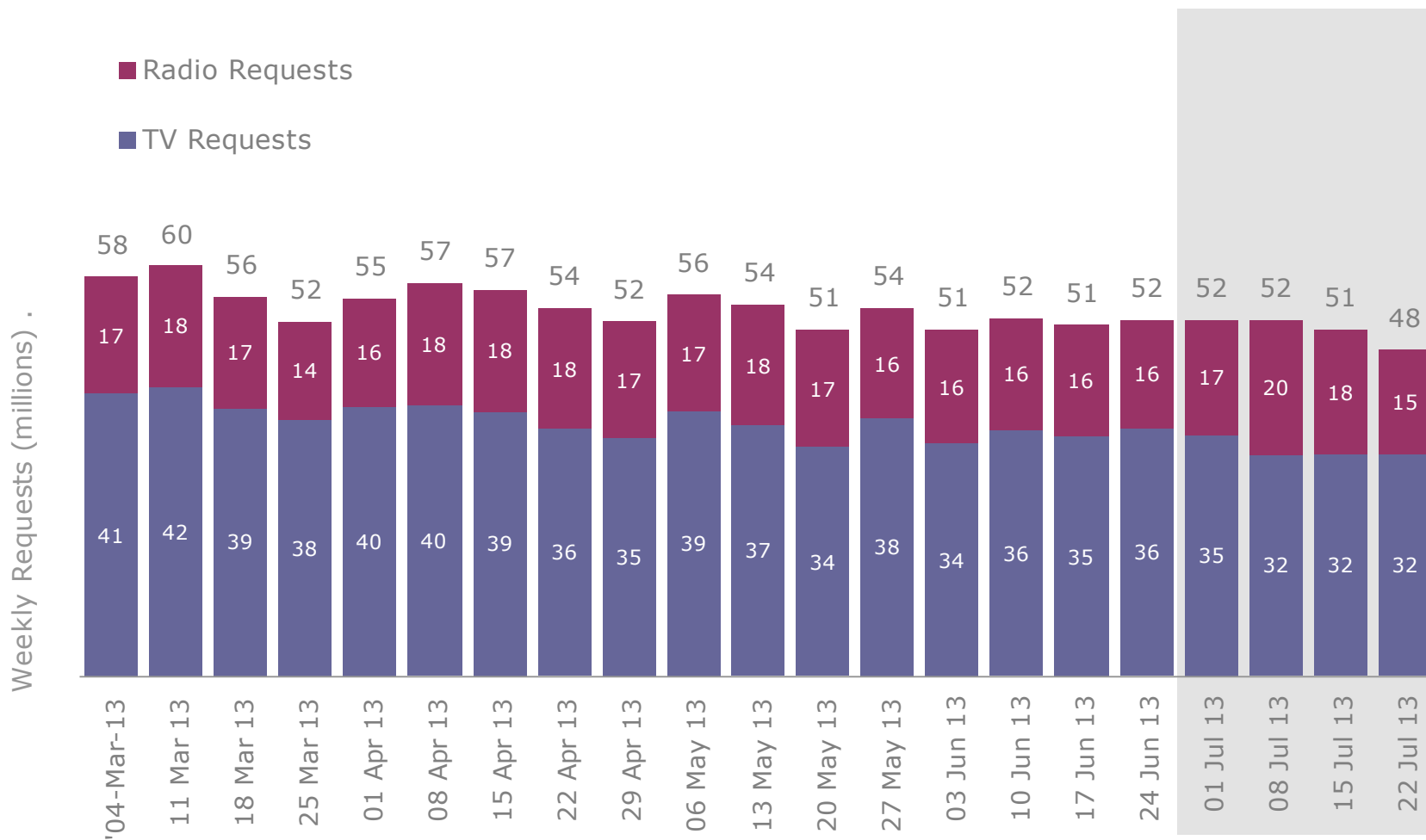
7.2m average daily requests in July



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 8 for more details).

Weekly requests were high across the beginning of the month with sports content driving viewing.



BBC iPlayer - top 20 TV episodes, July 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).

On TV, the new series of **Top Gear** proved extremely popular, with episodes 1-4 each receiving over 2m requests. Other top performing programmes included **The Apprentice**, **Luther** and **The White Queen**. **The Wimbledon Men's Final** also proved popular with almost **800,000 requests** - the vast majority of which were live streams.

BBC iPlayer Top 20 TV episodes – All

Total requests
per Ep.

Top Gear Series 20 Episode 1	2,442,000
Top Gear Series 20 Episode 2	2,171,000
Top Gear Series 20 Episode 4	2,020,000
Top Gear Series 20 Episode 3	2,003,000
The Apprentice Series 9 Episode 14	1,625,000
The Apprentice Series 9 Episode 12	1,571,000
The Apprentice Series 9 Episode 10	1,558,000
Luther Series 3 Episode 1	1,503,000
Top Gear Series 20 Episode 5	1,322,000
The Apprentice Series 9 Episode 11	1,104,000
Luther Series 3 Episode 2	1,044,000
EastEnders 05/07/13	975,000
Waterloo Road Series 8 Episode 30	956,000
Luther Series 3 Episode 3	915,000
The White Queen Episode 4	905,000
The White Queen Episode 3	868,000
The White Queen Episode 5	803,000
Wimbledon 2013 BBC One: Men's Final 07/07/2013	799,000
EastEnders 02/07/13	780,000
EastEnders 12/07/13	777,000

BBC iPlayer Top 20 TV episodes – most requested episode per series

Total requests
per Ep.

Top Gear Series 20 Episode 1	2,442,000
The Apprentice Series 9 Episode 14	1,625,000
Luther Series 3 Episode 1	1,503,000
EastEnders 05/07/13	975,000
Waterloo Road Series 8 Episode 30	956,000
The White Queen Episode 4	905,000
Wimbledon 2013 BBC One: Men's Final 07/07/2013	799,000
Russell Howard's Good News Series 8 Episode 11	752,000
Mock the Week Series 12 Episode 6	661,000
Top of the Lake Episode 1	650,000
Don't Call Me Crazy Episode 2	604,000
Sherlock Series 2 Episode 1	557,000
The Call Centre Episode 5	485,000
Surviving Summer 25/07/13	480,000
Natural World 2013-2014 Giant Squid: Episode 2	468,000
Burton and Taylor 22/07/13	451,000
The Real White Queen and Her Rivals Episode 1	438,000
Britain's Favourite Supermarket Foods Series 1 Ep1	401,000
Dara O Briain's Science Club Series 2 Episode 1	374,000
Andy Murray: The Man Behind the Racquet 23/06/13	368,000

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

In a change to the norm, sport dominated the top radio episodes in July with **The Ashes** and **Wimbledon** making up the entire top 10. **The Open Golf** and **Radio 4 comedies** were also popular.

BBC iPlayer Top 20 radio episodes – All

Total requests

The Ashes Test Match Special 12/07/13	693,000
The Ashes Test Match Special 19/07/13	686,000
The Ashes Test Match Special 11/07/13	686,000
The Ashes Test Match Special 10/07/13	620,000
The Ashes Test Match Special 18/07/13	612,000
The Ashes Test Match Special 13/07/13	603,000
The Ashes Test Match Special 21/07/13	530,000
Wimbledon John Inverdale Djokovic v Murray	494,000
The Ashes Test Match Special 20/07/13	485,000
The Ashes Test Match Special 14/07/13	454,000
Wimbledon Shelagh Fogarty 05/07/13	259,000
5 live Sport 14/07/13	167,000
I'm Sorry I Haven't A Clue Series 59 Episode 1	159,000
I'm Sorry I Haven't A Clue Series 59 Episode 3	149,000
Wimbledon Shelagh Fogarty 03/07/13	141,000
I'm Sorry I Haven't A Clue Series 59 Episode 2	136,000
Open Golf 2013 Fourth Round 21/07/2013	135,000
I'm Sorry I Haven't A Clue Series 59 Episode 4	125,000
The News Quiz Series 81 Episode 4	123,000
Open Golf 2013 First Round 18/07/2013	121,000

BBC iPlayer Top 20 radio episodes – most requested episode per series

Total requests

The Ashes Test Match Special 12/07/13	693,000
Wimbledon John Inverdale Djokovic v Murray	494,000
Wimbledon Shelagh Fogarty 05/07/13	259,000
5 live Sport 14/07/13	167,000
I'm Sorry I Haven't A Clue Series 59 Episode 1	159,000
Open Golf 2013 Fourth Round 21/07/2013	135,000
The News Quiz Series 81 Episode 4	123,000
Scott Mills Brand New One Direction 19/07/2013	115,000
Desert Island Discs Russell Brand 21/07/2013	112,000
The Radio 1 Breakfast Show 12/07/2013	110,000
The Chris Evans Breakfast Show 02/07/13	108,000
Today 02/07/13	92,000
The Official Chart with Jameela Jamil 14/07/13	88,000
BBC Radio 1's Dance Anthems 06/07/2013	86,000
Sara Cox 12/07/13	82,000
Greg James 19/07/2013	80,000
Ken Bruce 02/07/2013	78,000
Steve Wright in the Afternoon 22/07/2013	77,000
The Matt Edmondson Show 13/07/2013	77,000
Huw Stephens 13/07/2013	76,000

Please refer to slide 8 for guide notes.

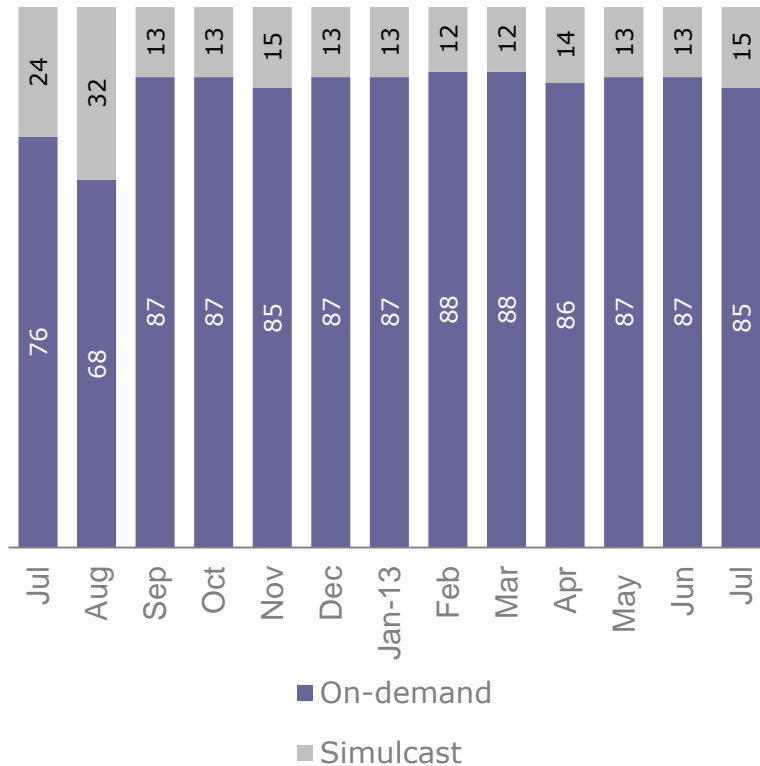
N.B. Please be aware that there has been some overcounting of mobile radio requests, which are being investigated. Please treat these numbers with caution

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

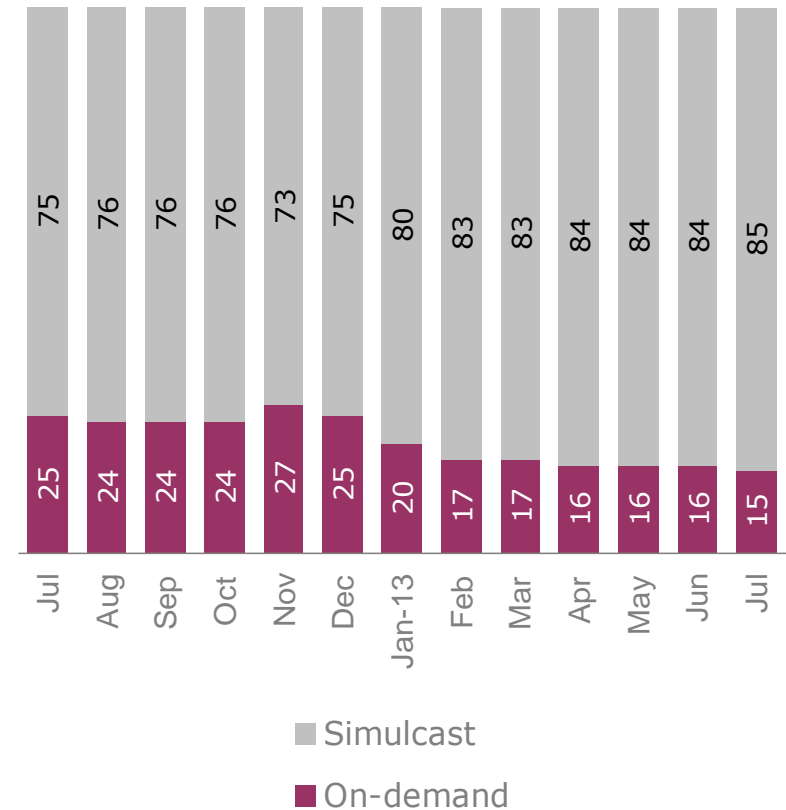
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Sport boosted live viewing and listening on BBC iPlayer this month, with the proportion of live requests to TV and radio both up month-on-month to 15% and 85% respectively

% requests for TV programmes

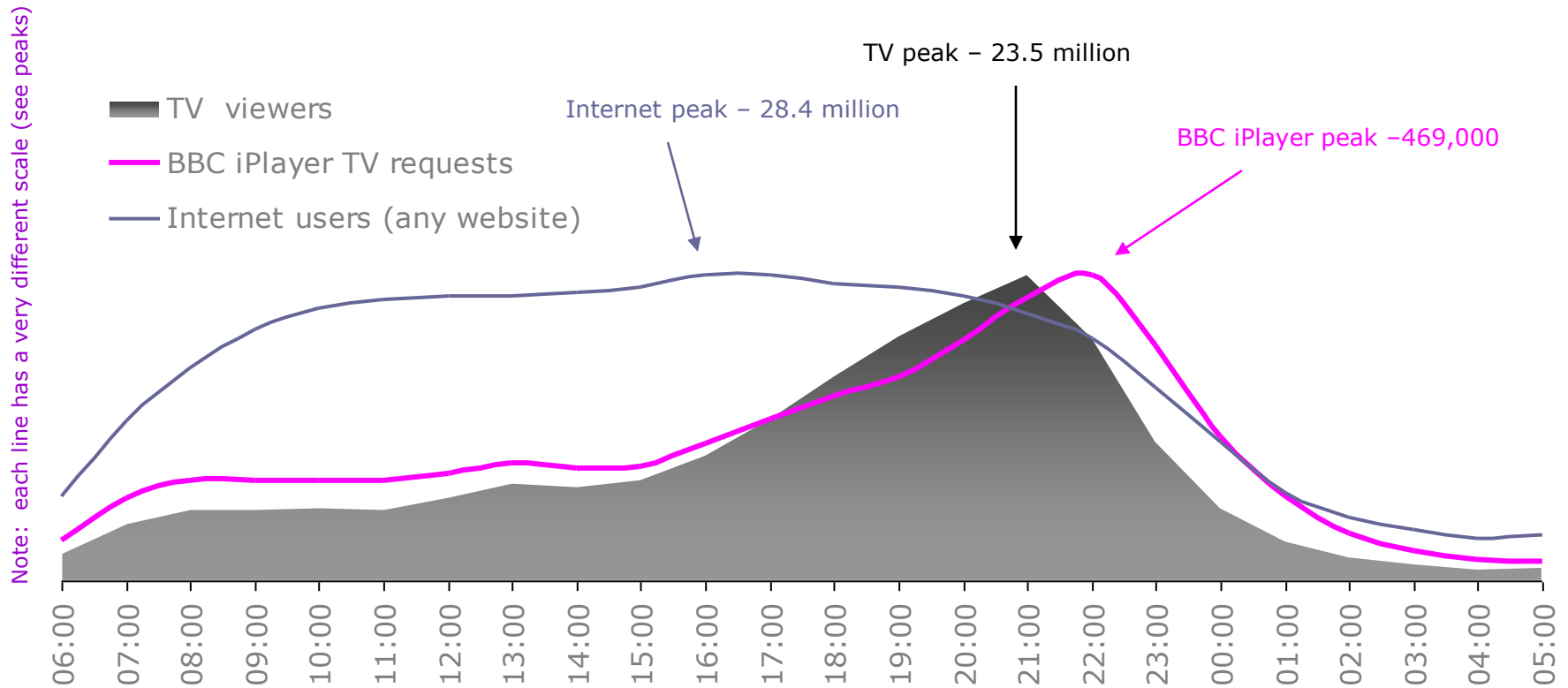


% requests for radio programmes



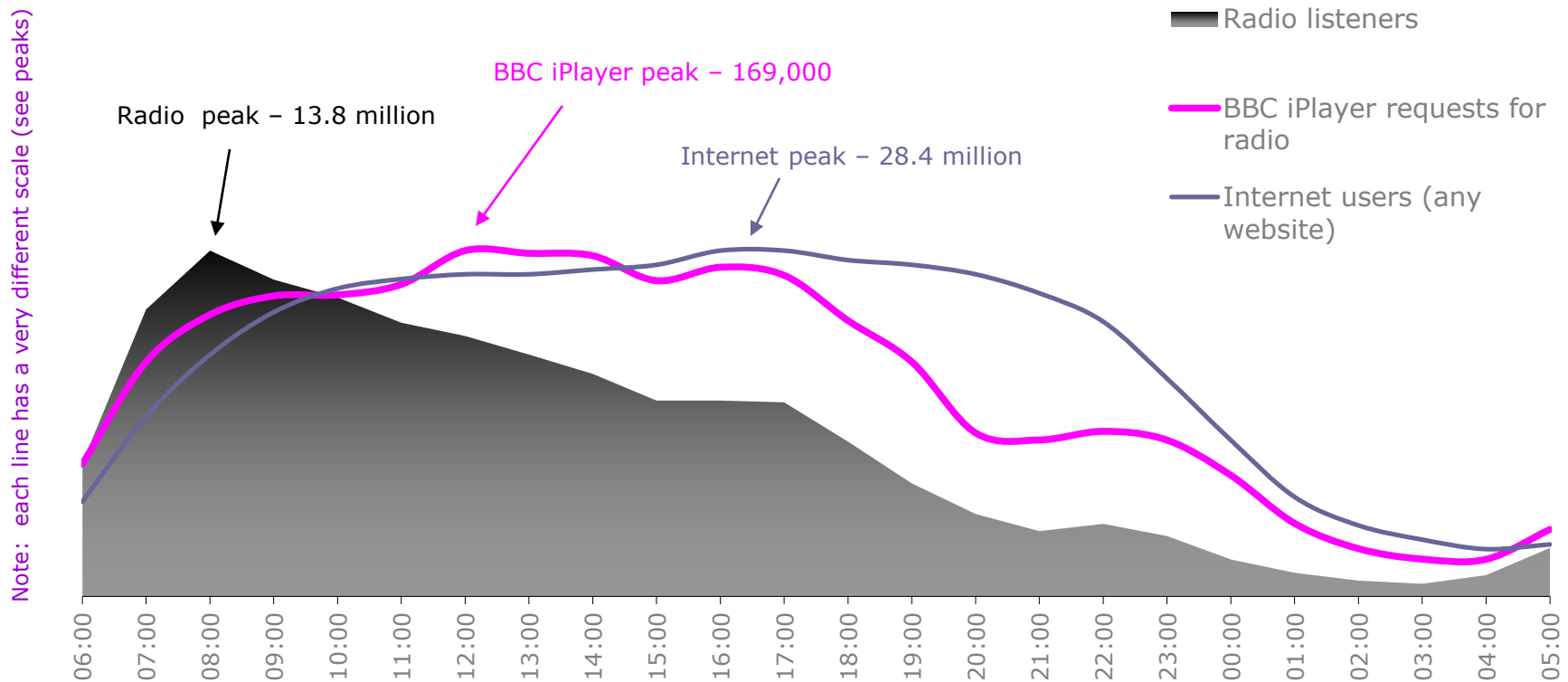
BBC iPlayer – use for TV online by time of day, July 2013

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.



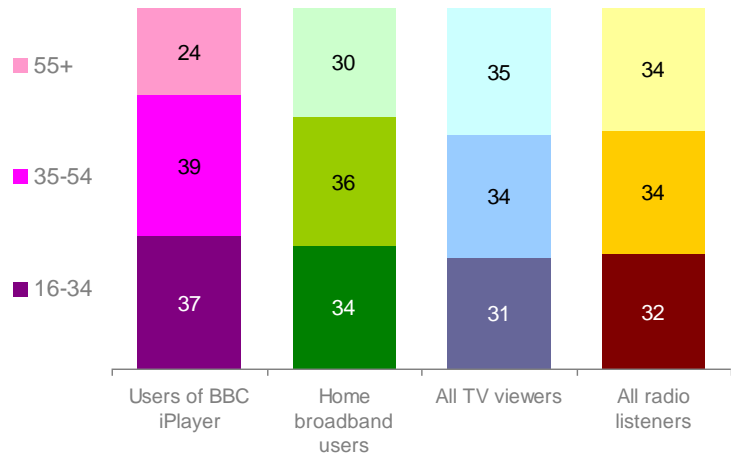
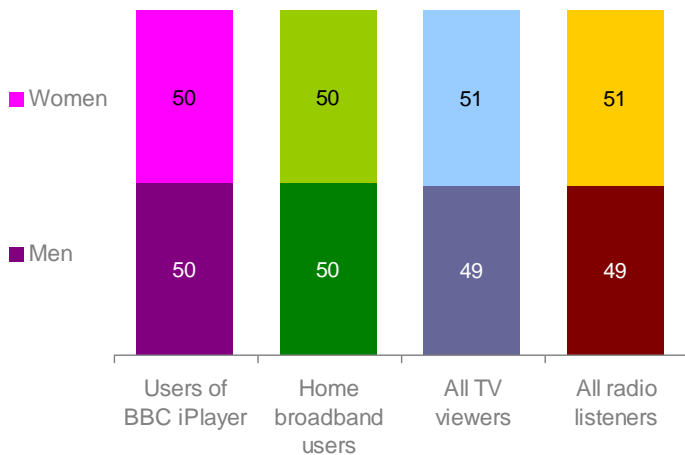
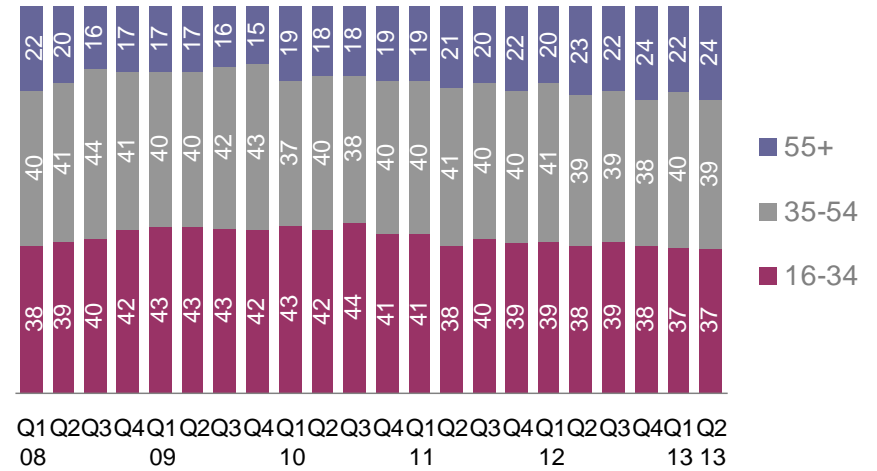
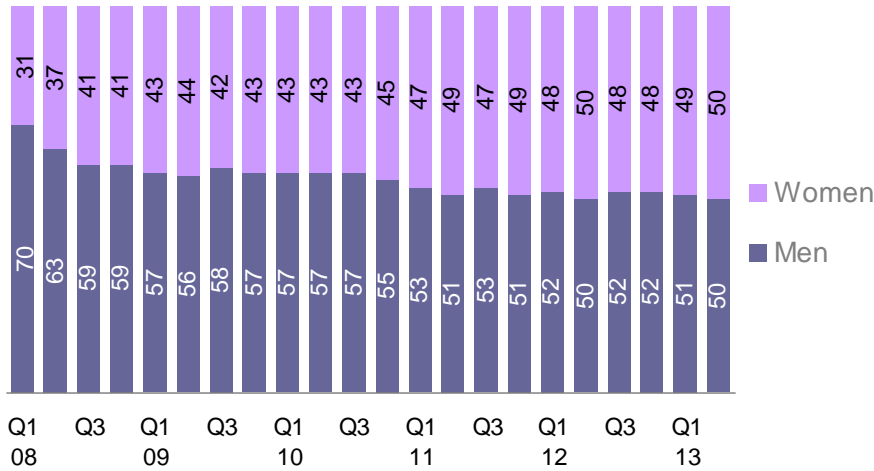
BBC iPlayer – use for radio online by time of day, July 2013

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 in recent months, and for Q2 13 the split is even. The age profile of users continues to be younger than TV viewers by some margin, but use by the over 55s is growing.



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 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