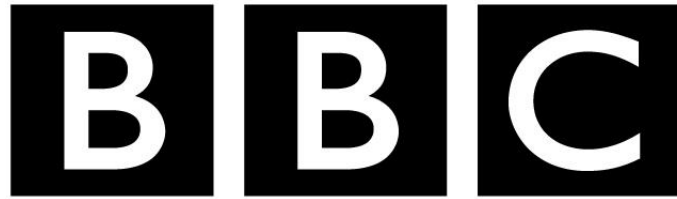


Monthly Performance Pack

June and July 2015



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 | Marketing & Audiences

Monthly summary – June and July 2015

We have also included June 2015 top 20 charts in this report since data issues prevented the publishing of June data.

- **250 million TV and radio requests** on BBC iPlayer in July – up +2% on June despite the summer weather which often affects TV viewing. Mobiles and tablets saw strong increases (+9% and +7% on June respectively). Radio requests are still being undercounted due to changes made to radio streaming services (more details are on slide 4.)
- **TV requests were at 196m** in July, **up +1% on June (and up +18% on July 2014)** and viewing across the 4 screens was fairly stable month-on-month.
- **EastEnders** was the most-requested programme in July, and the final episode of **Top Gear** continued to attract viewing, having been originally broadcast on 28th June. BBC Three documentary **Teenage Millionaire: The Year I Won the Lottery** performed strongly, as did new drama series **The Outcast**. CBBC series **The Next Step** also continued to feature in the top 20 titles.
- For radio, **The Ashes** dominated the top programmes in July, although a typical mix of breakfast shows as well as BBC Radio 4 drama and comedy also featured.

Consistent with previous months:

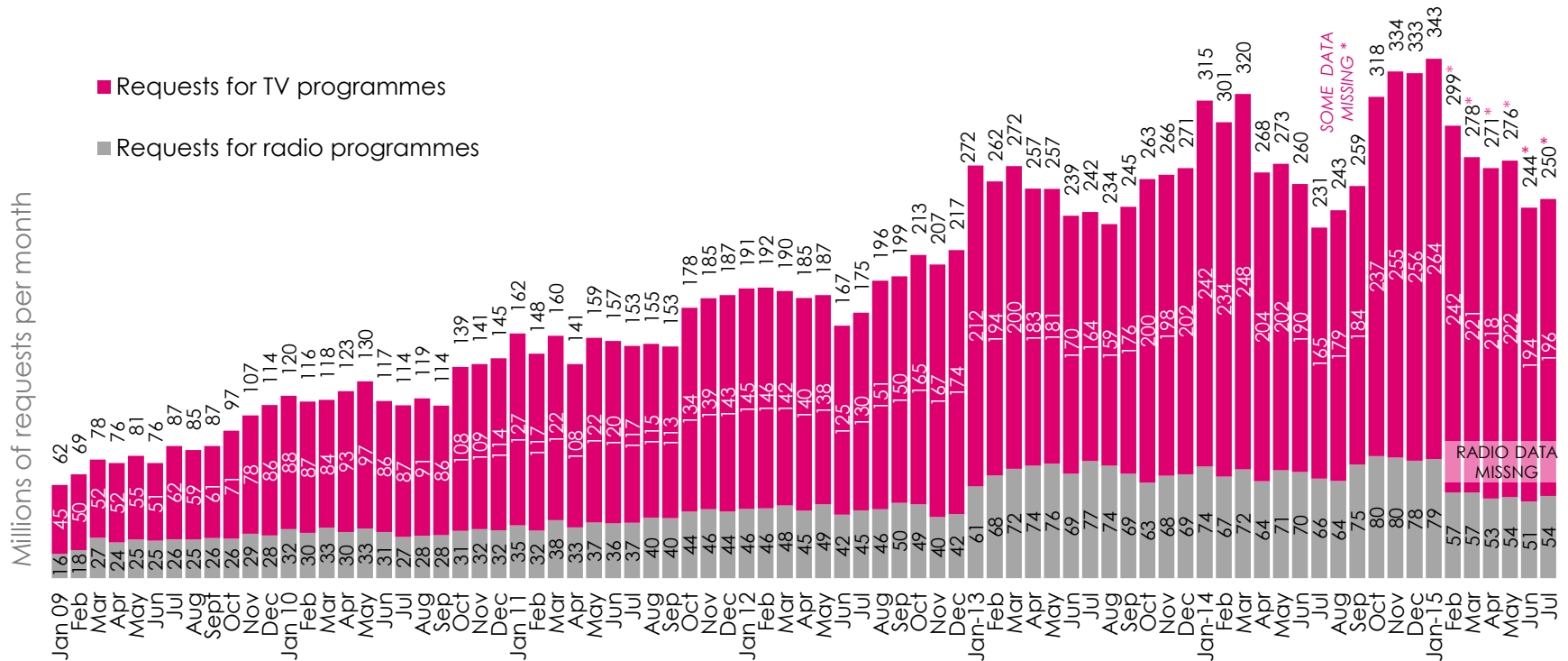
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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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20	Glossary

Total monthly BBC iPlayer requests across all platforms, since 2009

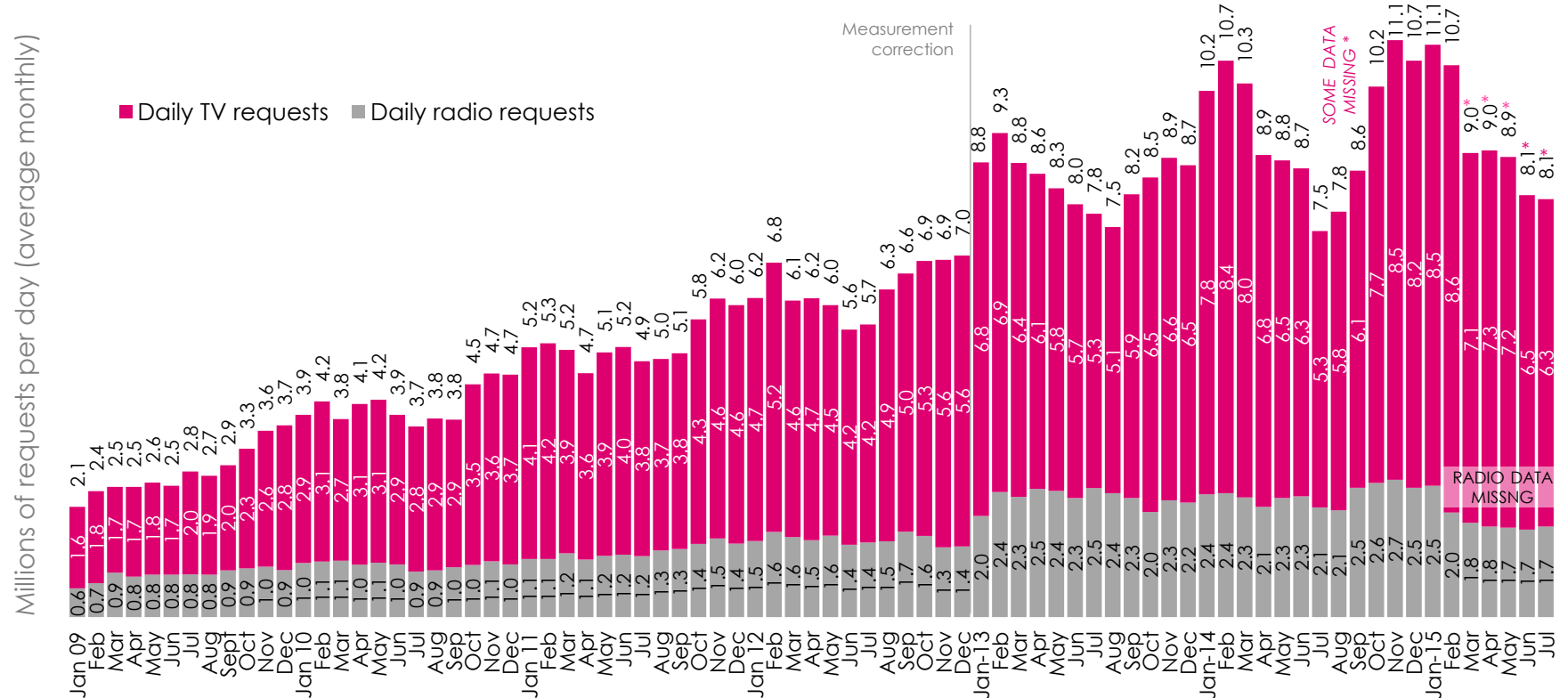
250 million TV and radio requests on BBC iPlayer in July – up +2% on June despite the summer weather which often affects TV viewing. Mobiles and tablets saw strong increases (+9% and +7% on June respectively). Radio requests are still being undercounted due to changes made to radio streaming services (find out more on the [BBC Internet blog](#)).



* Please refer to slide 12 for guide notes

Average daily BBC iPlayer online requests

There was an average of **8.1m** daily requests on BBC iPlayer in July, relatively stable month-on-month. Radio requests are still affected by changes made to radio streaming services (find out more on the [BBC Internet blog](#)).

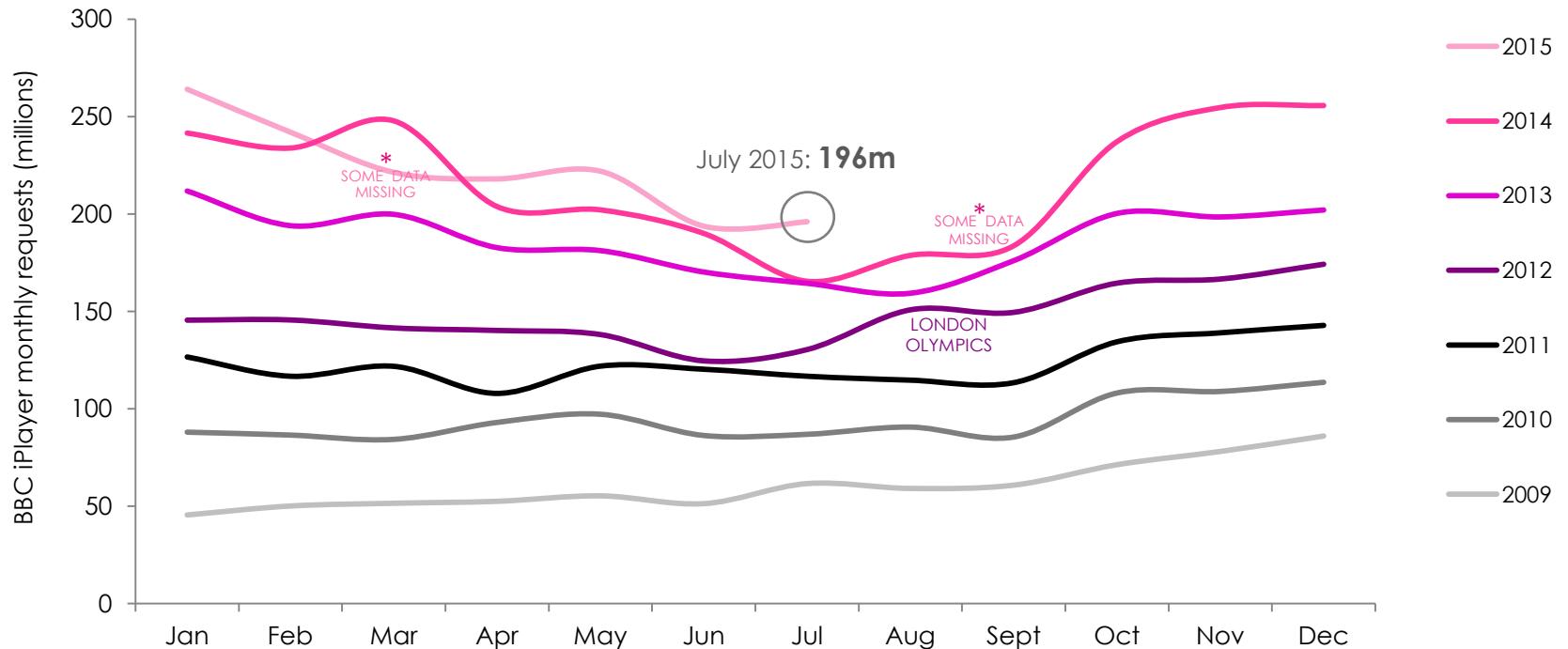


* Please refer to slide 12 for guide notes

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

This 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.

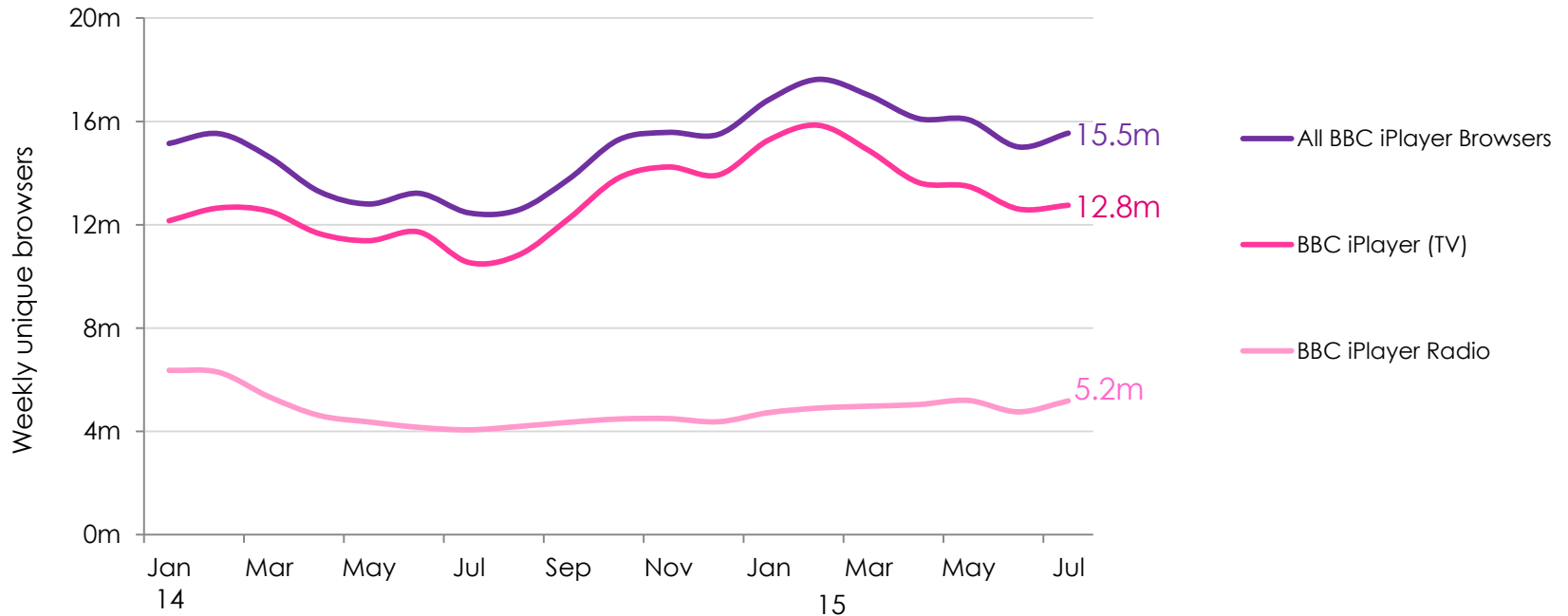
In July, TV requests were up +18% year-on-year to **196m**, with an additional **32m** requests compared to July 2014.



Weekly unique browsers to BBC iPlayer

As well as measuring the number of requests for programmes, we also measure unique browsers to BBC iPlayer. “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.

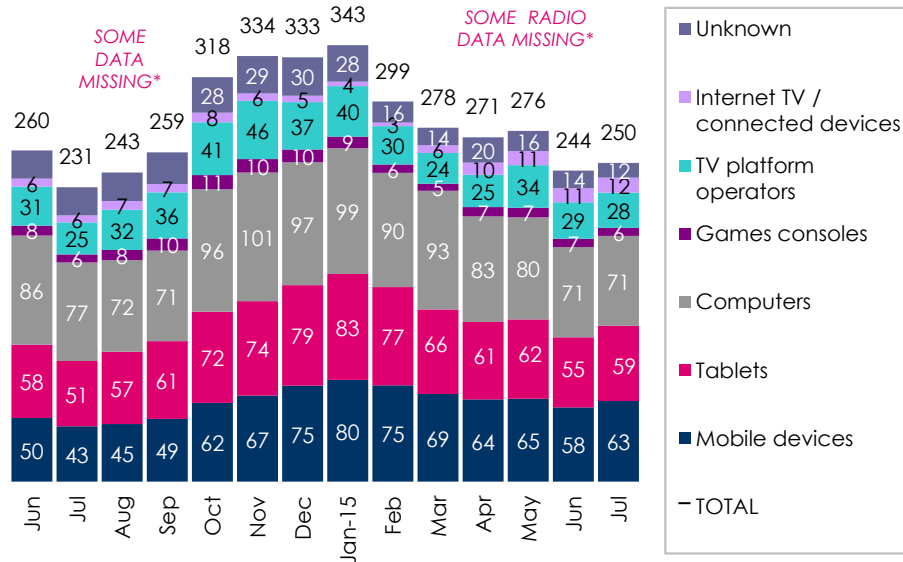
In July 2015, there were an average of **15.5m** unique browsers per week to the iPlayer website (both TV and Radio).



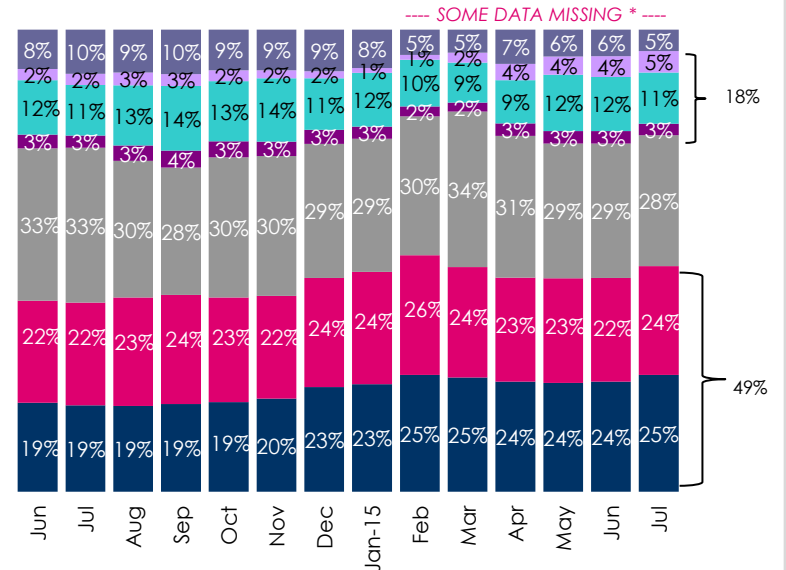
TV and radio: Requests for programmes by device type

250 million TV and radio requests on BBC iPlayer in July, **up +2% on June 2015**. Mobiles and tablets saw strong increases (+9% and +7% on June respectively).

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.

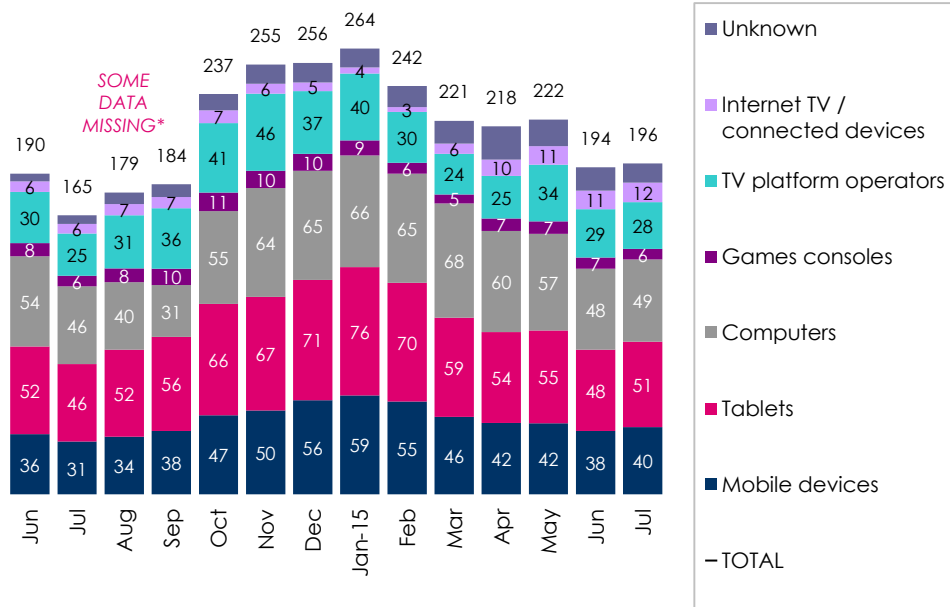
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

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.

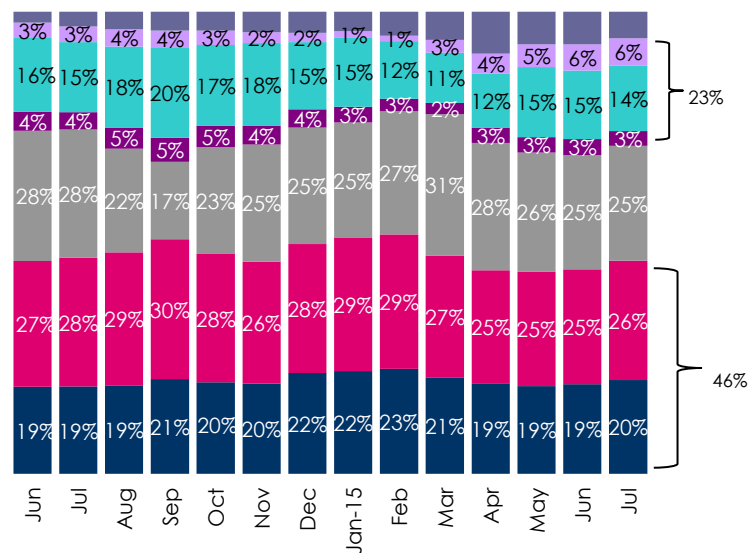
TV only: Requests for programmes across BBC iPlayer by device type

TV requests were at **196m** this month, up +1% on June and up +18% on July last year. Viewing across the 4 screens was fairly stable month-on-month.

Number of requests (millions)



% of requests



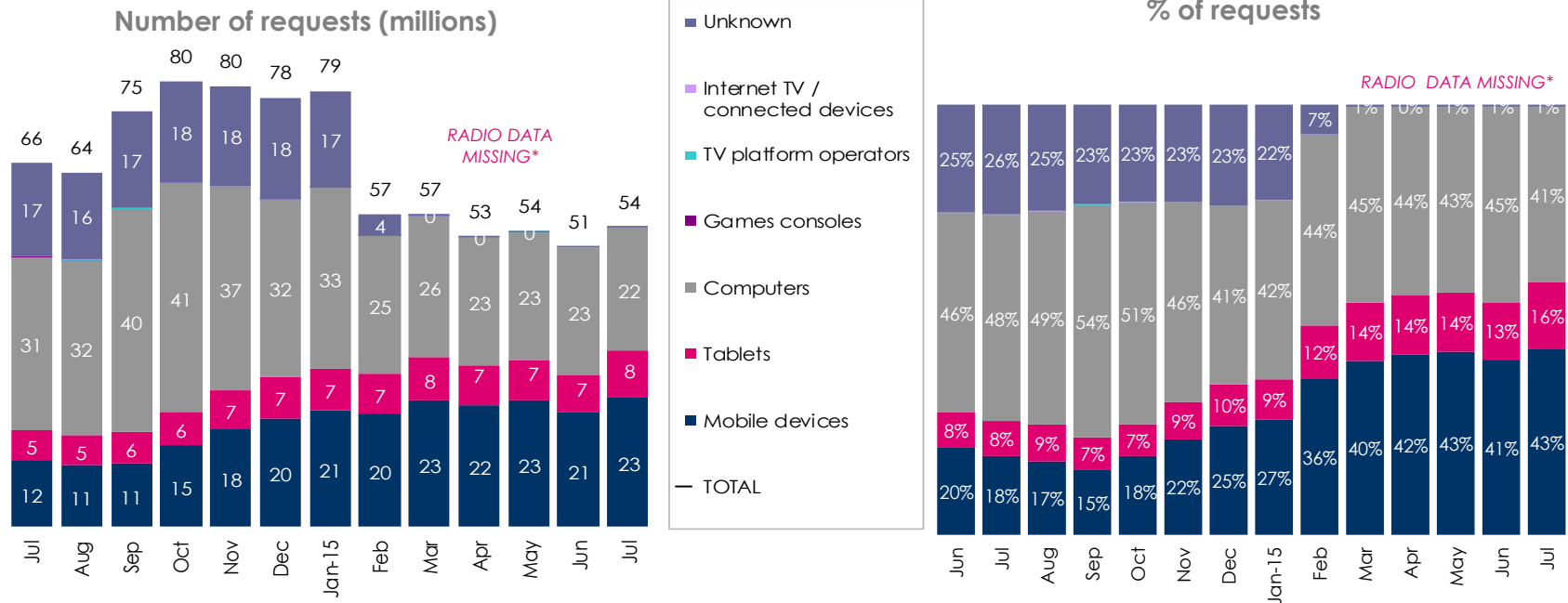
Notes:

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

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

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

54m radio requests recorded in July, though some data is not being counted following recent changes to radio streaming - find out more here: <http://www.bbc.co.uk/blogs/internet/entries/977a1954-658f-4fb2-a23c-71680c49882f>

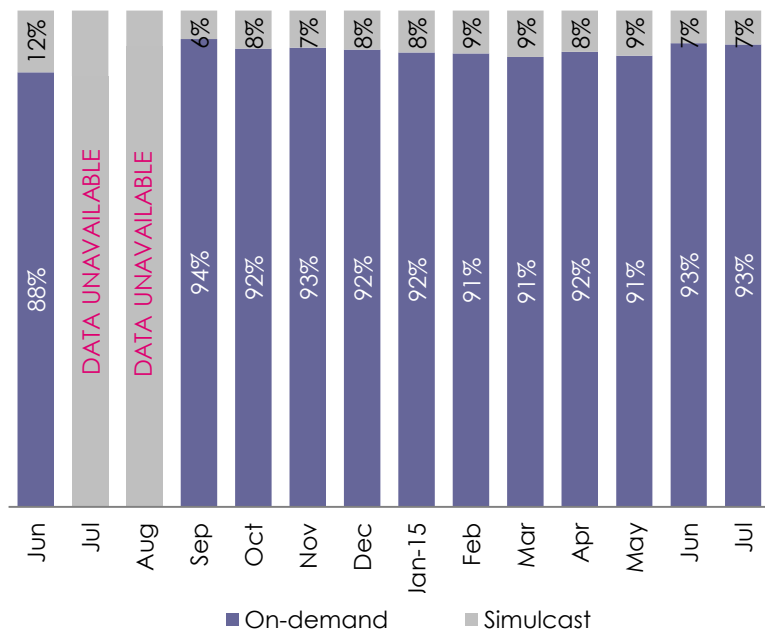


Notes:
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.
TV platform operators include Virgin Media, Sky, YouView. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.
Unknown devices are historically mostly due to online radio services such as the TuneIn radio app, which we were unable to classify accurately by device.

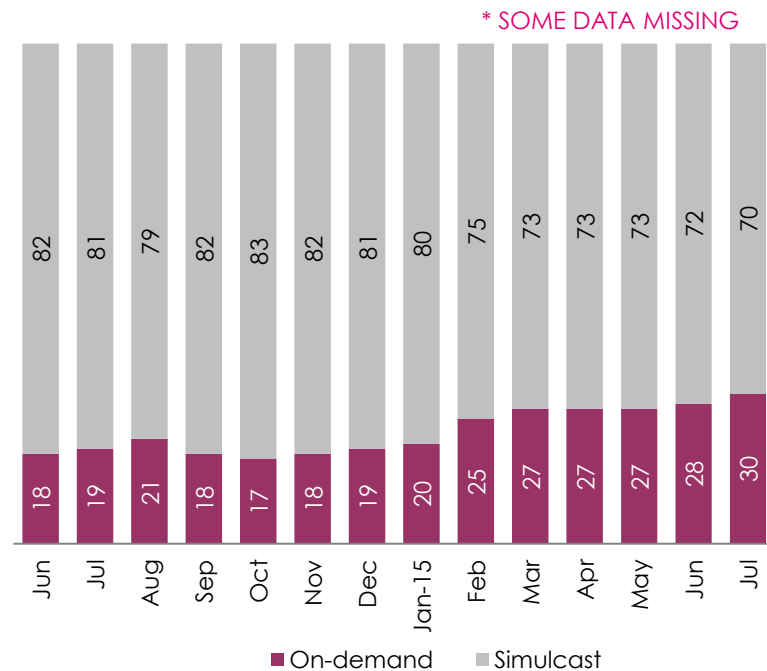
TV and radio requests: live vs catch-up online requests

7% of TV requests were for live TV viewing in July. (Some live-listening radio data is missing currently, so radio trends should be treated with caution.)

% requests for TV programmes



% requests for radio programmes



Notes for figures in this report

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

Some TV request data was not captured in March 2015. We estimate around 17m requests are missing from TV platforms in March.

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 November, 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**. 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 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 iStats”.

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

EastEnders was the most-requested programme in July, and the final episode of **Top Gear** continued to attract viewing, having been originally broadcast on 28th June. BBC Three documentary **Teenage Millionaire: The Year I Won the Lottery** performed strongly, as did new drama series **The Outcast**. CBBC series **The Next Step** also continued to feature in the top 20 titles.

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 03/07/2015	1,118,000	EastEnders 03/07/2015	1,118,000
Top Gear Series 22 Episode 8	1,044,000	Top Gear Series 22 Episode 8	1,044,000
EastEnders 10/07/2015	1,027,000	The Outcast Episode 1	924,000
EastEnders 17/07/15	987,000	The Next Step Series 2 Episode 34	910,000
EastEnders 14/07/2015	952,000	Teenage Millionaire: The Year I Won the Lottery	854,000
EastEnders 23/07/2015	949,000	Dragons' Den Series 13 Episode 1	692,000
EastEnders 02/07/2015	947,000	Sun, Sex and Suspicious Parents Series 5 Episode 1	676,000
EastEnders 07/07/2015	940,000	The Syndicate Series 3 Episode 6	659,000
EastEnders 16/07/15	927,000	Mock the Week Series 14 Episode 6	645,000
The Outcast Episode 1	924,000	The Jackal 18/02/04	615,000
EastEnders 09/07/2015	923,000	Partners in Crime Part One Episode 1	564,000
EastEnders 24/07/15	922,000	Celebrity MasterChef Series 10 Episode 10	543,000
The Next Step Series 2 Episode 34	910,000	A Song for Jenny 05/07/15	500,000
EastEnders 21/07/2015	910,000	Wimbledon 2015 Men's Final 12/07/2015	488,000
EastEnders 06/07/2015	904,000	Casualty Series 29 Episode 38	483,000
EastEnders 13/07/2015	857,000	Formula 1 2015 The British Grand Prix 05/07/2015	459,000
Teenage Millionaire: The Year I Won the Lottery	854,000	The Interceptor Episode 4	452,000
EastEnders 20/07/15	854,000	Dani's Castle Series 3 Episode 1	449,000
EastEnders 28/07/15	781,000	Don't Tell the Bride Episode 2	444,000
The Next Step Series 2 Episode 31	781,000	Odyssey Episode 3	441,000

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

— included this month because data issues prevented us from publishing a June report

The last episode of series 22 of **Top Gear** was the most popular title in June with 1.5m requests, significantly more than any other title. New series' **The Syndicate** and **The Interceptor** also performed well. Other popular content included **Stonemouth, Japan: Earth's Enchanted Islands, Napoleon** and one off documentary **Where Am I Sleeping Tonight?**

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.
Top Gear Series 22 Episode 8	1,504,000	Top Gear Series 22 Episode 8	1,504,000
EastEnders 12/06/15	1,091,000	EastEnders 12/06/15	1,091,000
EastEnders 02/06/15	1,088,000	The Syndicate Series 3 Episode 1	886,000
EastEnders 19/06/15	1,086,000	The Interceptor Episode 1	796,000
EastEnders 16/06/15	1,073,000	Mock the Week Series 14 Episode 1	670,000
EastEnders 26/06/15	1,032,000	Have I Got News for You Series 49 Episode 9	662,000
EastEnders 05/06/15	1,030,000	The Graham Norton Show Series 17 Episode 11	613,000
EastEnders 11/06/15	1,023,000	The Next Step Series 2 Episode 25	606,000
EastEnders 04/06/15	998,000	Stonemouth Episode 1	570,000
EastEnders 09/06/15	990,000	Japan: Earth's Enchanted Islands Episode 1	553,000
EastEnders 25/06/15	973,000	Freshers, Sex & Suspicious Parents 23/06/15	521,000
EastEnders 01/06/15	954,000	The Met: Policing London Episode 3	499,000
EastEnders 18/06/15	952,000	Where Am I Sleeping Tonight? 01/06/15	499,000
EastEnders 15/06/15	948,000	Festivals, Sex and Suspicious Parents Series 2 Episode 3	494,000
EastEnders 23/06/15	944,000	Celebrity MasterChef Series 10 Episode 1	470,000
EastEnders 08/06/15	912,000	Napoleon Episode 1	470,000
The Syndicate Series 3 Episode 1	886,000	An Education 13/05/11	462,000
EastEnders 22/06/15	863,000	Casualty Series 29 Episode 34	441,000
The Interceptor Episode 1	796,000	Jonathan Strange & Mr Norrell Episode 3	436,000
The Syndicate Series 3 Episode 2	778,000	I Capture the Castle 28/12/04	430,000

BBC iPlayer - top 20 radio episodes, July 2015

The Ashes dominated the top programmes in July, although a typical mix of breakfast shows as well as Radio 4 drama and comedy also featured.

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.
The Ashes TMS England v Australia - Day 2 30/07/2015	339,000	The Ashes TMS England v Australia - Day 2 30/07/2015	339,000
The Ashes TMS England v Australia - Day 3 31/07/2015	273,000	I'm Sorry I Haven't A Clue Series 63 Episode 1	170,000
The Ashes TMS England v Australia - Day 1 29/07/2015	262,000	Desert Island Discs 19/07/2015	161,000
The Ashes TMS England v Australia - Day 3 10/07/2015	255,000	The Now Show Series 46 Episode 1	137,000
The Ashes TMS England v Australia - Day 1 08/07/2015	243,000	The Chris Evans Breakfast Show 16/07/2015	132,000
The Ashes TMS England v Australia - Day 2 09/07/2015	233,000	Annie Mac's Friday Night 31/07/2015	96,000
The Ashes TMS England v Australia - Day 4 11/07/2015	209,000	Drama Rumpole & the Portia of our Chambers Episode 1	94,000
The Ashes TMS England v Australia - Day 1 16/07/2015	179,000	The Radio 1 Breakfast Show 03/07/15	88,000
I'm Sorry I Haven't A Clue Series 63 Episode 1	170,000	Scott Mills 10/07/2015	86,000
The Ashes TMS England v Australia - Day 2 17/07/2015	161,000	Just a Minute Series 72 Episode 8	82,000
Desert Island Discs Noel Gallagher 19/07/2015	161,000	The Archers 05/07/15	80,000
The Ashes TMS England v Australia - Day 3 18/07/2015	146,000	Clare in the Community Series 10 Episode 1	68,000
I'm Sorry I Haven't A Clue Series 63 Episode 2	137,000	Ken Bruce 07/07/2015	68,000
The Now Show Series 46 Episode 1	137,000	Clara Amfo 31/07/15	66,000
The Chris Evans Breakfast Show 16/07/2015	132,000	Val McDermid - Dead Clever Omnibus 11/07/15	65,000
The Now Show Series 46 Episode 2	118,000	The Matt Edmondson Show 31/07/2015	64,000
The Now Show Series 46 Episode 3	108,000	Golf - The Open 2015 4th Round 20/07/2015	63,000
The Ashes TMS England v Australia - Day 4 19/07/2015	105,000	The Archers Omnibus 05/07/15	61,000
The Now Show Series 46 Episode 4	104,000	Book at Bedtime The Girl on the Train Episode 1	59,000
Annie Mac's Friday Night 31/07/2015	96,000	Robert Barr - Galbraith and the Midas Touch Episode 1	58,000

BBC iPlayer - top 20 radio episodes, June 2015

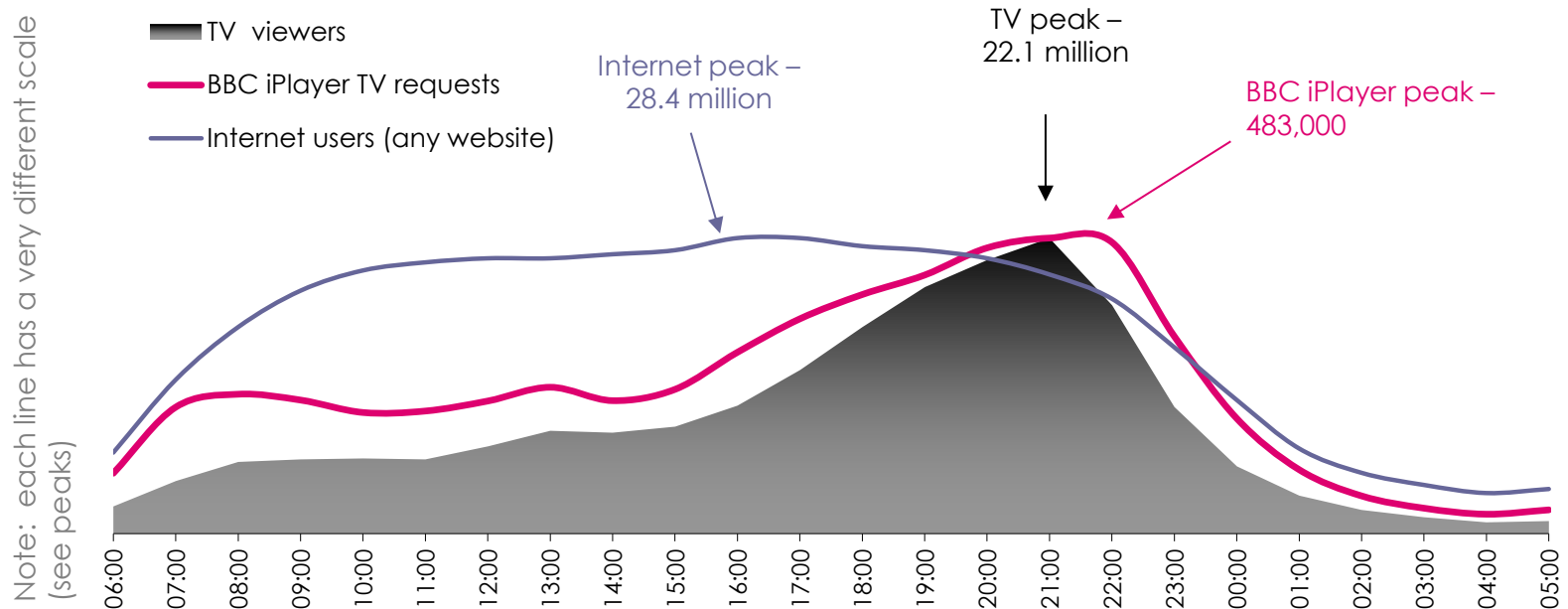
– included this month because data issues prevented us from publishing a June report

The News Quiz continued to prove popular in June, and **The Chris Evans Breakfast Show** also performed well, with nine episodes making it into the top 20.

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.
The News Quiz Series 87 Episode 5	133,000	The News Quiz Series 87 Episode 5	133,000
The News Quiz Series 87 Episode 4	130,000	The Chris Evans Breakfast Show 17/06/15	107,000
The News Quiz Series 87 Episode 6	130,000	Desert Island Discs 21/06/2015	103,000
The News Quiz Series 87 Episode 7	121,000	Wimsey Whose Body? 01/05/2005	93,000
The Chris Evans Breakfast Show 17/06/15	107,000	Test Match Special England v New Zealand 12/06/2015	87,000
Desert Island Discs 21/06/2015	103,000	The Radio 1 Breakfast Show 19/06/15	86,000
Wimsey Whose Body? 01/05/2005	93,000	Scott Mills sits in for Grimmy 26/06/2015	83,000
The Chris Evans Breakfast Show 02/06/15	92,000	Ken Bruce 02/06/2015	79,000
The Chris Evans Breakfast Show 12/06/2015	90,000	Mark Steel's in Town Series 6 Episode 3	71,000
The Chris Evans Breakfast Show 23/06/15	88,000	The Archers 21/06/15	71,000
Test Match Special England v New Zealand 12/06/2015	87,000	Sherlock Holmes The Beekeeper's Apprentice Episode 1	70,000
Test Match Special England v New Zealand 02/06/2015	87,000	Just a Minute Series 72 Episode 4	69,000
The Chris Evans Breakfast Show 18/06/15	87,000	Jeremy Vine 16/06/15	63,000
The Chris Evans Breakfast Show 24/06/15	87,000	Steve Wright in the Afternoon 29/06/2015	62,000
The Chris Evans Breakfast Show 19/06/2015	86,000	Glastonbury 2015 26/06/2015	62,000
The Chris Evans Breakfast Show 26/06/2015	86,000	Clara Amfo 05/06/15	60,000
The Radio 1 Breakfast Show 19/06/15	86,000	Clare in the Community Series 9 Episode 6	58,000
The Radio 1 Breakfast Show 05/06/15	84,000	Annie Mac's Friday Night 05/06/15	56,000
The Chris Evans Breakfast Show 25/06/15	84,000	The Archers Omnibus 07/06/15	54,000
Test Match Special England v New Zealand 20/06/2015	83,000	Edgar Wallace - The Mind of Mr JG Reeder Episode 1	53,000

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

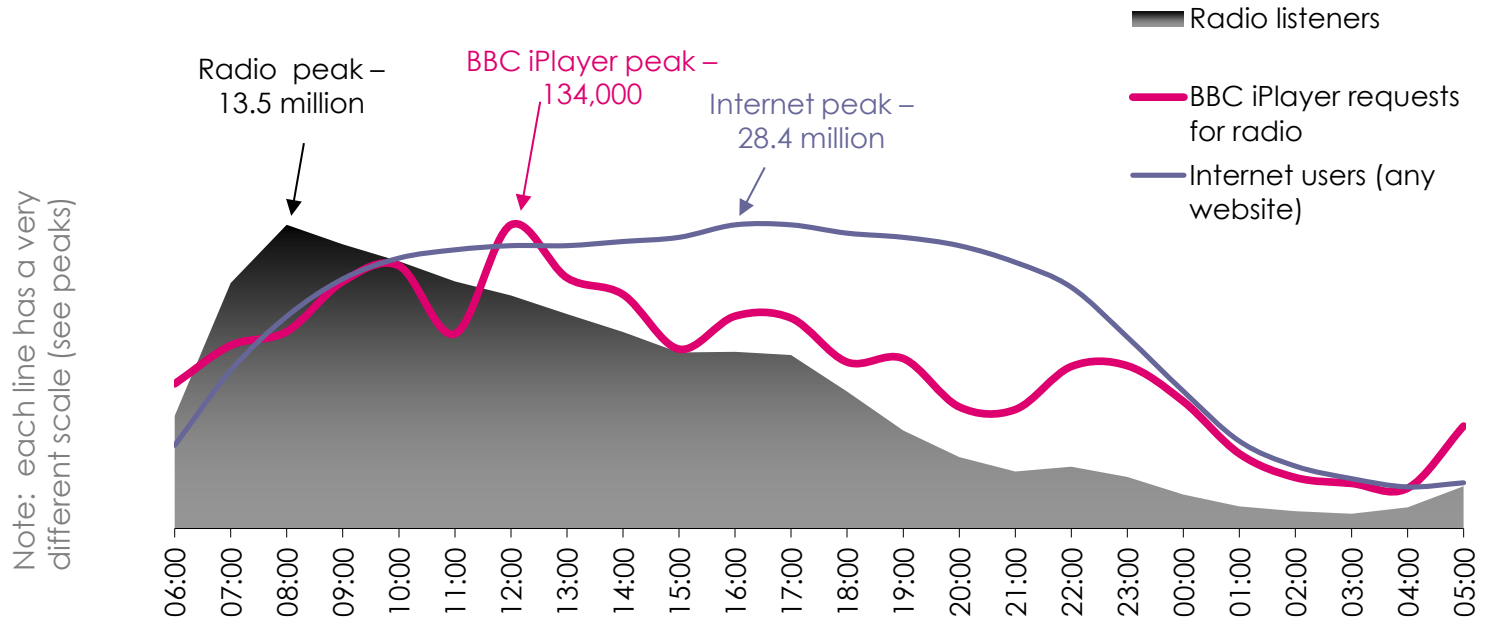
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

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

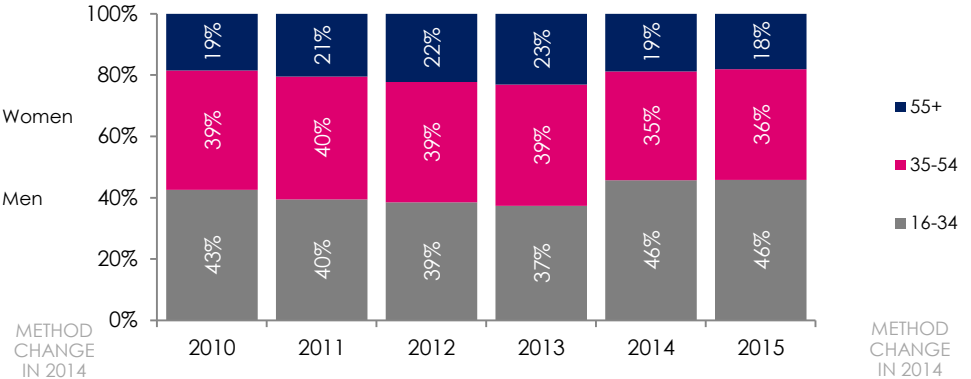
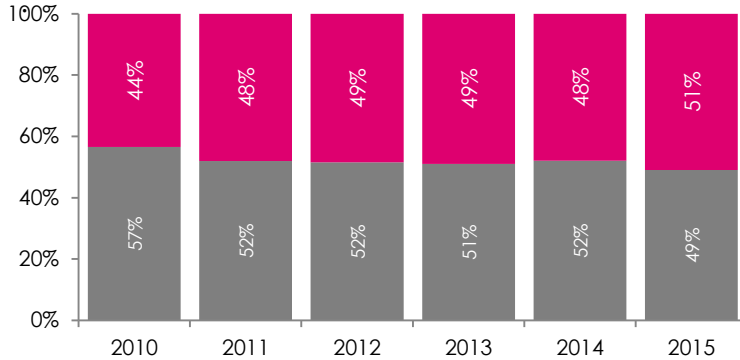
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



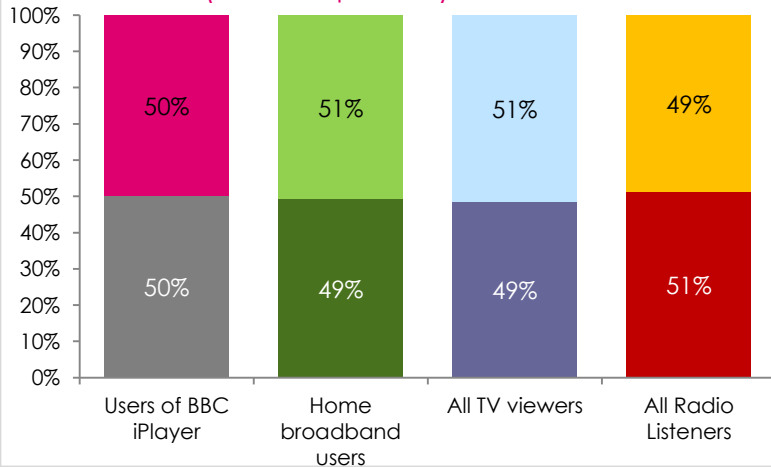
Sources – radio from RAJAR Q1 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats July 2015 - see footnotes on final page for more detail

TV & iPlayer Product: demographics of BBC iPlayer users

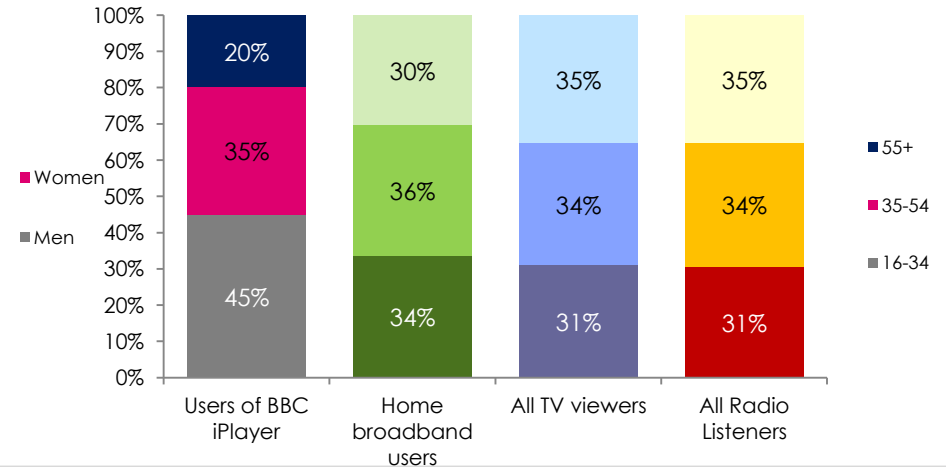
BBC iPlayer usage is equally balanced between men and women, and the age profile has remained consistent across 2014 and into 2015.



Gender (latest 4 quarters)



Age (latest 4 quarters)



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 18-19 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