

Monthly Performance Pack

June 2014



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 | Marketing & Audiences

Monthly summary – June 2014

- June saw 260 million requests to BBC iPlayer, up +9% on the same time last year.
- One-off BBC Three drama **Murdered by my Boyfriend** was the most popular programme on BBC iPlayer last month with nearly 2 million requests, and David Beckham documentary **Into the Unknown** also did well with 1.2 million requests.
- **Live viewing** increased across TV and radio last month as audiences turned to BBC iPlayer to keep up to date with sporting action from the World Cup, Test Cricket and Wimbledon. On TV, the **Brazil v Chile** game generated over 1 million requests, 600k of which were live; and on radio there were over 1.5 million requests for the **England v Sri Lanka test**.
- Alongside the cricket, **Chris Evans' Breakfast Show** on Radio 2 was popular last month, as was Radio 4 comedy, **The News Quiz**.

Consistent with previous months:

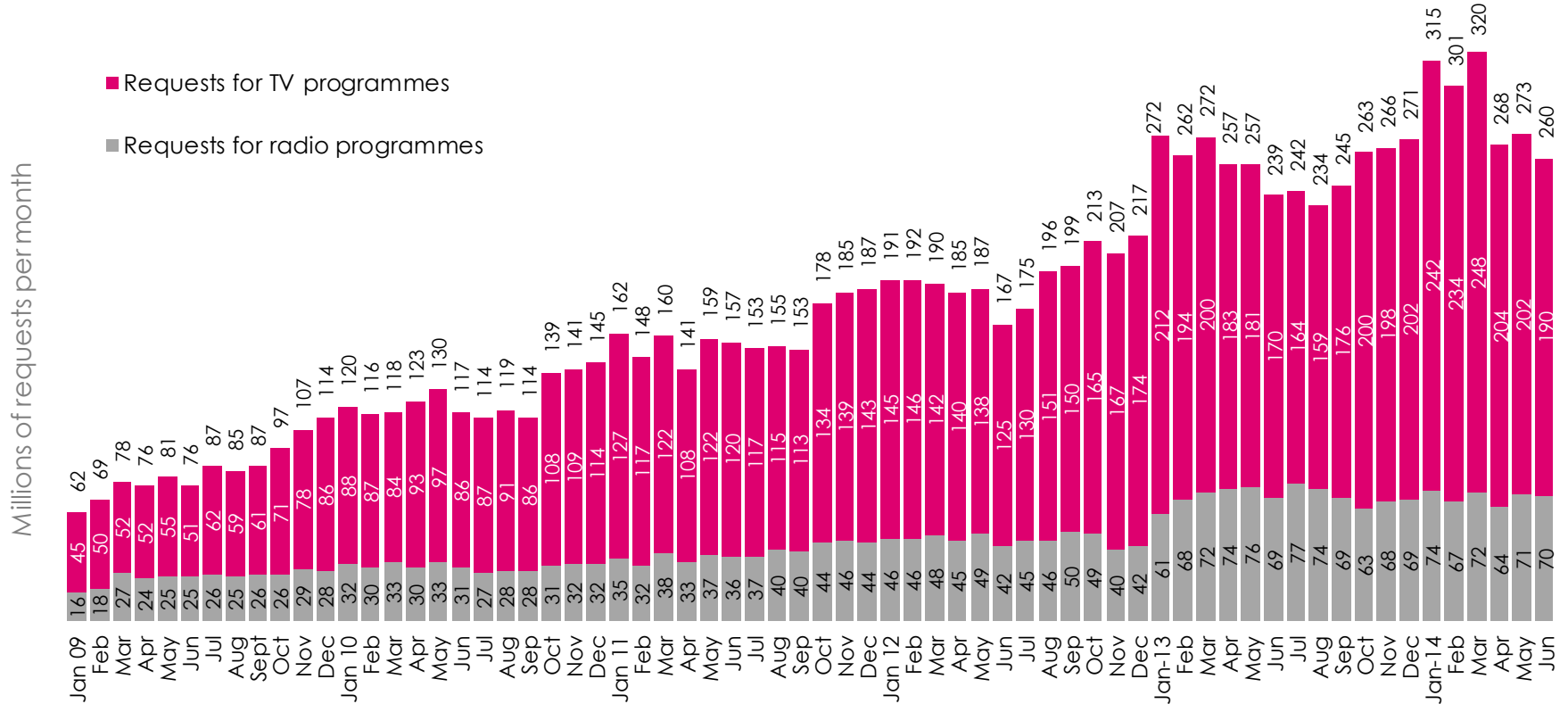
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the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

There were 260 million requests to BBC iPlayer in June, up +9% on the same time last year.

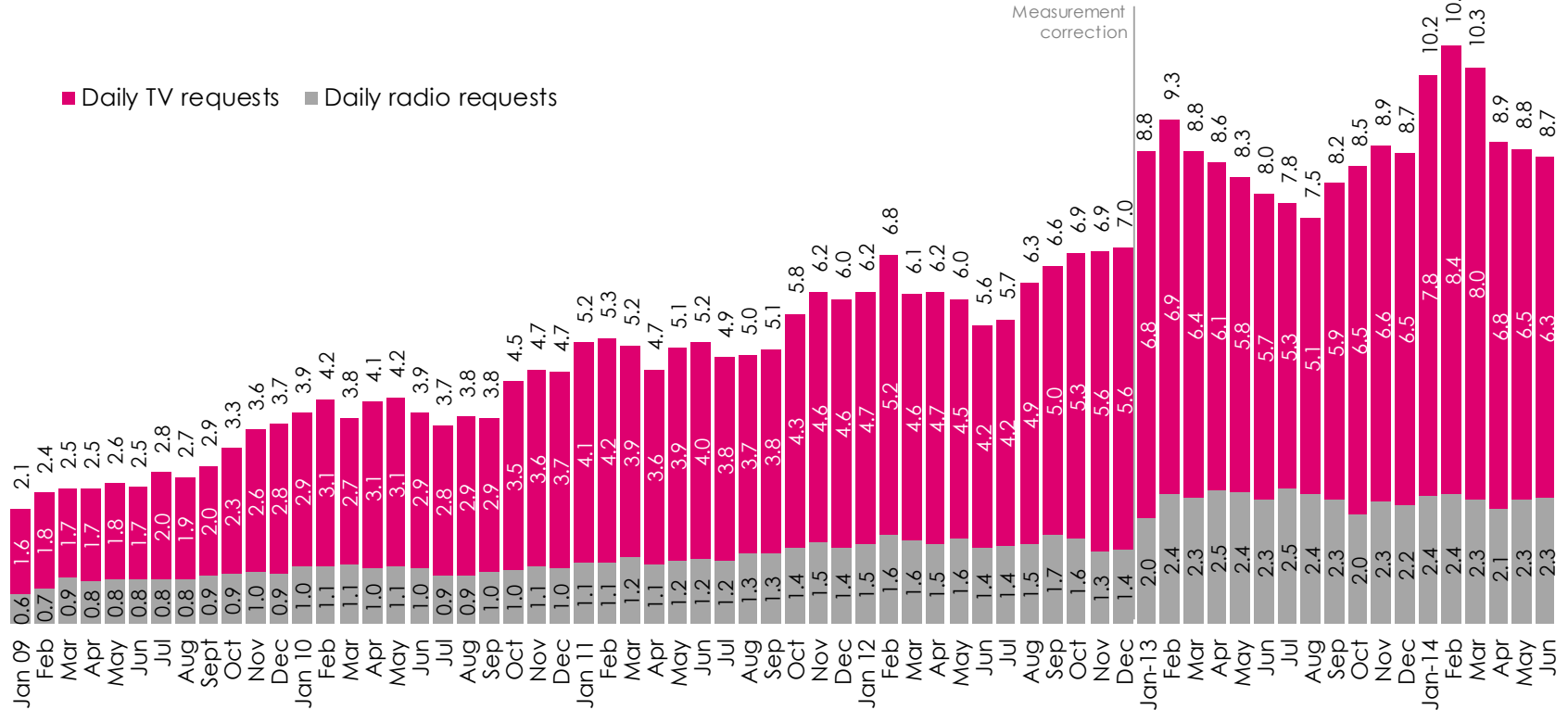


Please refer to slide 9 for guide notes

Average daily BBC iPlayer online requests

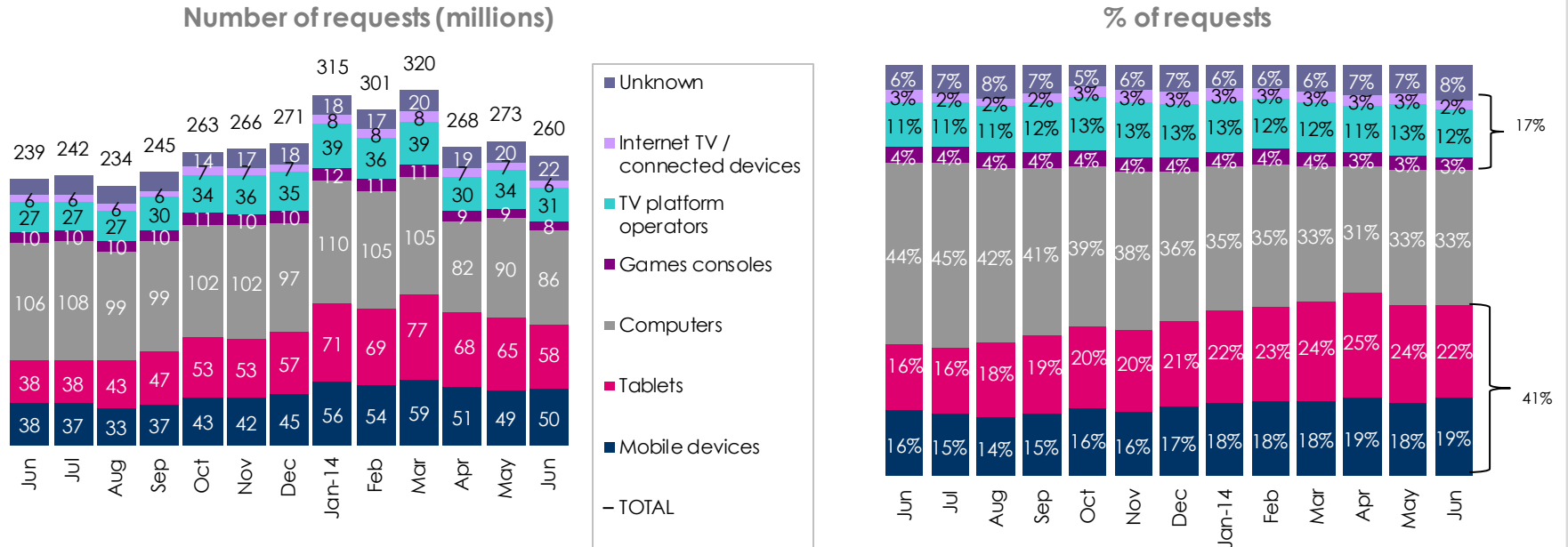
There were 8.7m average daily requests in June, 700k higher than they were at the same point last year.

Millions of requests per day (average monthly)



TV and radio: Requests for programmes by device type

The proportion of requests from each platform remained largely stable in June, with computers still the biggest single platform.



Notes:

Before July 13, some Android devices were being mistakenly counted within the "mobile" category. This has now been corrected.

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 PS3, Nintendo Wii and Microsoft Xbox 360.

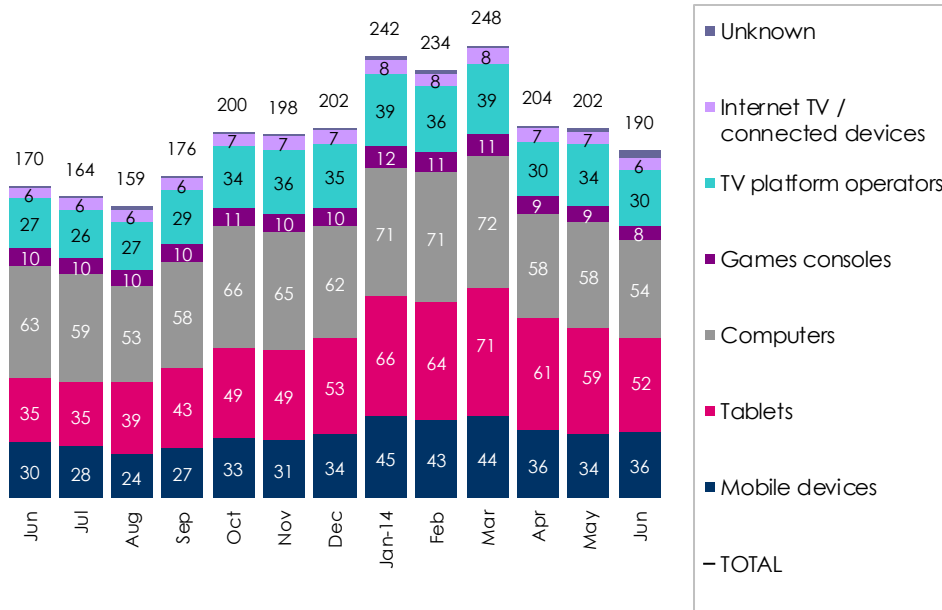
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

Radio requests from Week 12 2014 to Week 17 2014 are undercounted. Virgin TiVo request data was incomplete from 14th to 22nd April 2014.

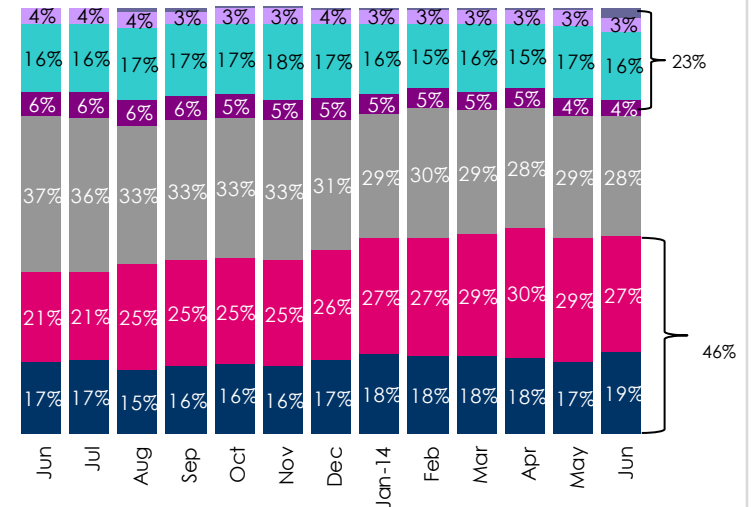
TV only: Requests for programmes across BBC iPlayer by device type

In June, the proportion of requests from tablets and computers remained relatively stable at just under 30% each.

Number of requests (millions)



% of requests



Notes:

Due to a measurement fix, a greater number of tablets are now being correctly identified which caused a step change in tablet requests in August 13.

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

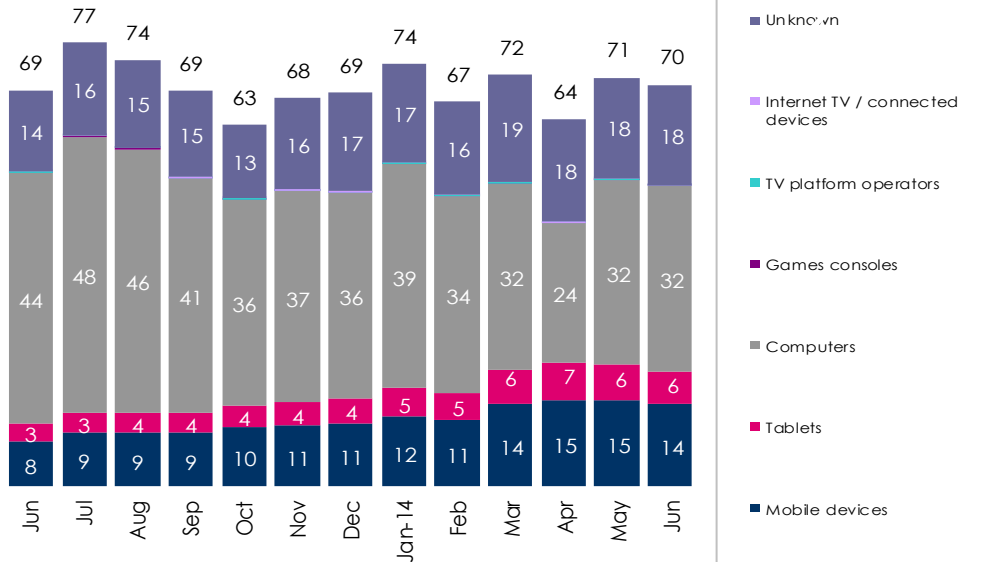
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013. Virgin TiVo request data was incomplete from 14th to 22nd April 2014.

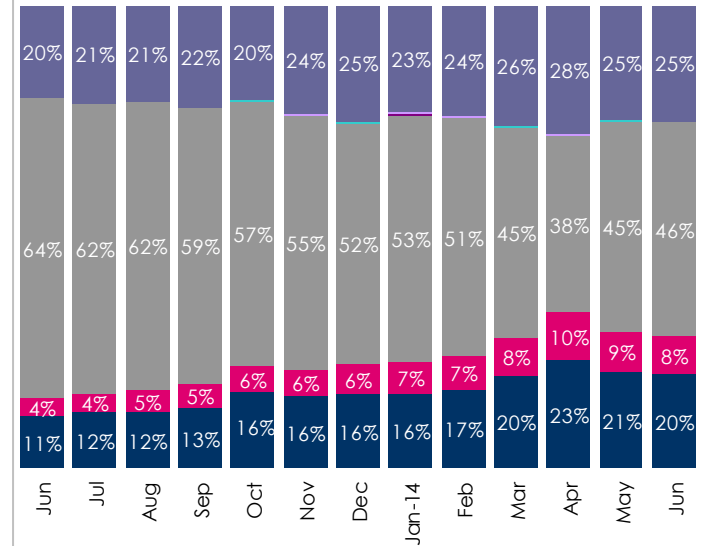
Radio only: Requests for programmes across BBC iPlayer by device type

There were 70 million radio requests in June, stable month-on-month, with the vast majority of requests coming from computers.

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 PS3, Nintendo Wii and Microsoft Xbox 360.
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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.

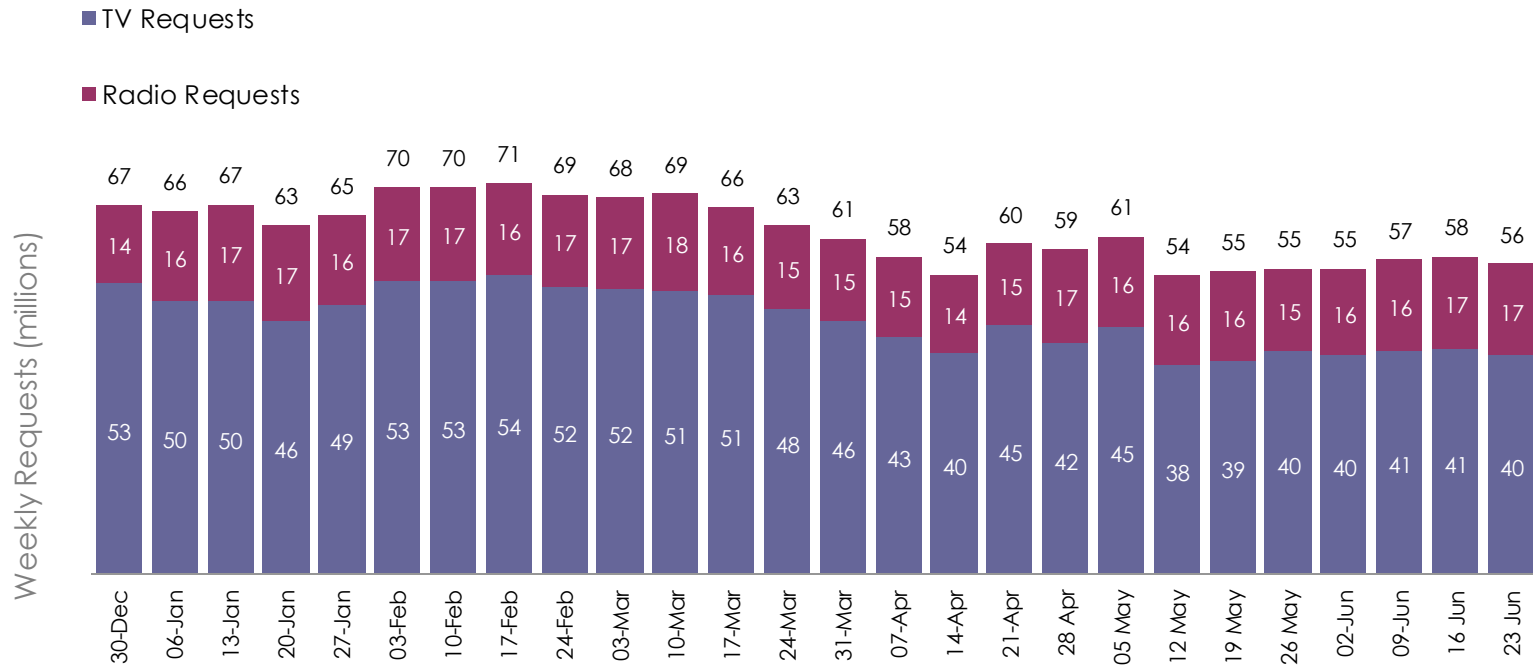
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEs 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
- 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.
- Radio requests from Week 12 2014 to Week 17 2014 are undercounted.
- Virgin TiVo request data was incomplete from 14th to 22nd April.

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).

Average weekly requests remained stable at 57m in June.



BBC iPlayer - top 20 TV episodes, June 2014

(excluding Virgin Media cable and Sky)

One-off BBC Three drama **Murdered by my Boyfriend** was the most popular programme on BBC iPlayer last month with nearly 2 million requests. The World Cup also proved popular on BBC iPlayer - the **Brazil v Chile** match got the most requests (over 1 million), 600k of which were live streams. Coverage of **Dolly Parton at Glastonbury 2014** also did well, generating 400k requests in the last two days of month.

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.
Murdered by My Boyfriend 23/06/14	1,942,000	Murdered by My Boyfriend 23/06/14	1,942,000
David Beckham Into the Unknown 09/06/14	1,284,000	David Beckham Into the Unknown 09/06/14	1,284,000
EastEnders 13/06/14	1,180,000	EastEnders 13/06/14	1,180,000
EastEnders 23/06/14	1,166,000	MOTD Live 2014 FIFA World Cup Brazil v Chile	1,041,000
EastEnders 16/06/2014	1,120,000	A Very British Airline Episode 1	1,004,000
EastEnders 18/06/14	1,120,000	Happy Valley Episode 6	910,000
EastEnders 17/06/14	1,097,000	The Graham Norton Show Series 15 Episode 12	679,000
EastEnders 27/06/2014	1,055,000	Mock the Week Series 13 Episode 1	654,000
EastEnders 03/06/14	1,048,000	The Next Step Episode 14	627,000
MOTD Live 2014 FIFA World Cup Brazil v Chile	1,041,000	Amber Episode 1	609,000
EastEnders 06/06/14	1,039,000	World Cup's 50 Greatest Moments Episode 1	601,000
EastEnders 10/06/14	1,016,000	Tyger Takes On... Episode 3	594,000
A Very British Airline Episode 1	1,004,000	Celebrity MasterChef Series 9 Episode 2	579,000
EastEnders 12/06/14	996,000	Jonah from Tonga Episode 5	569,000
EastEnders 24/06/14	995,000	Casualty Series 28 Episode 42	561,000
MOTD Live 2014 FIFA World Cup England v Italy	982,000	Tigers about the House Episode 1	513,000
EastEnders 20/06/14	981,000	Horizon 2013-2014 Episode 11	513,000
Happy Valley Episode 6	910,000	Backchat with Jack Whitehall and His Dad 03/06/2014	458,000
EastEnders 05/06/14	872,000	Holby City Series 16 Episode 36	454,000
EastEnders 02/06/14	871,000	Glastonbury 2014 Dolly Parton 29/06/2014	402,000

BBC iPlayer - top 20 radio episodes, June 2014

(excluding Virgin Media cable and Sky)

5 Live's coverage of **Test Match Special – England v Sri Lanka** was very popular last month, constituting eight then top 10 most listened-to programmes. **The Chris Evans Breakfast Show** also did well in June, as did the two England matches which each generated 125k requests.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
TMS - England v Sri Lanka - Day Four 23/06/2014	219,000
TMS - England v Sri Lanka - Day Two 13/06/2014	209,000
TMS - England v Sri Lanka - Day Five 16/06/2014	204,000
TMS - England v Sri Lanka - Day Five 24/06/2014	188,000
TMS- England v Sri Lanka - Day One 12/06/2014	181,000
The Chris Evans Breakfast Show 25/06/14	179,000
TMS - England v Sri Lanka - Day Two 21/06/2014	162,000
The News Quiz Series 84 Episode 1	156,000
TMS - England v Sri Lanka - Day Three 22/06/2014	155,000
TMS - England v Sri Lanka - Day One 20/06/2014	149,000
Today 25/06/14	139,000
The News Quiz Series 84 Episode 2	133,000
The News Quiz Series 84 Episode 3	127,000
World Cup Brazil 2014 Uruguay v England 19/06/2014	124,000
World Cup Brazil 2014 Costa Rica v England 24/06/2014	123,000
TMS - England v Sri Lanka - Day Four 15/06/2014	123,000
The Radio 1 Breakfast Show 25/06/2014	116,000
The Chris Evans Breakfast Show 24/06/14	115,000
The Chris Evans Breakfast Show 06/06/2014	114,000
The Chris Evans Breakfast Show 27/06/2014	113,000

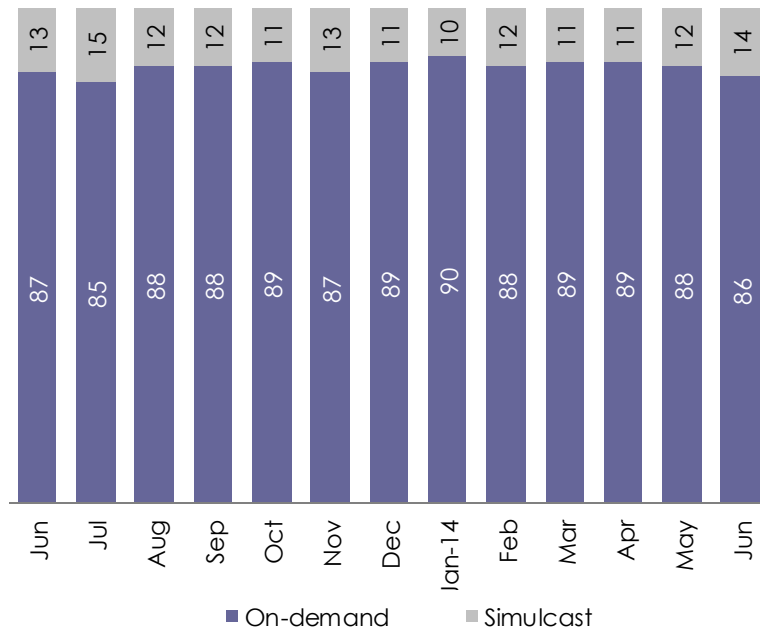
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Today 25/06/14	139,000
World Cup Brazil 2014 Uruguay v England 19/06/2014	124,000
The Radio 1 Breakfast Show 25/06/2014	116,000
Cricket England v Sri Lanka 03/06/2014	107,000
Jeremy Vine 23/06/14	100,000
Scott Mills 23/06/14	97,000
Just a Minute Series 69 Episode 3	93,000
Miss Marple: The Body in the Library 30/04/05	89,000
Glastonbury 2014 Fearnie Cotton 27/06/2014	82,000
Ken Bruce 30/06/2014	79,000
Annie Mac 20/06/2014	79,000
Agatha Christie: The Pale Horse 29/04/06	78,000
Steve Wright 23/06/2014	77,000
Fearnie Cotton Annie Mac sits in for Fearnie 06/06/2014	77,000
The Official Chart with Jameela Jamil 01/06/14	73,000
The Archers 22/06/14	72,000
BBC Radio 1's Dance Anthems 07/06/2014	70,000

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

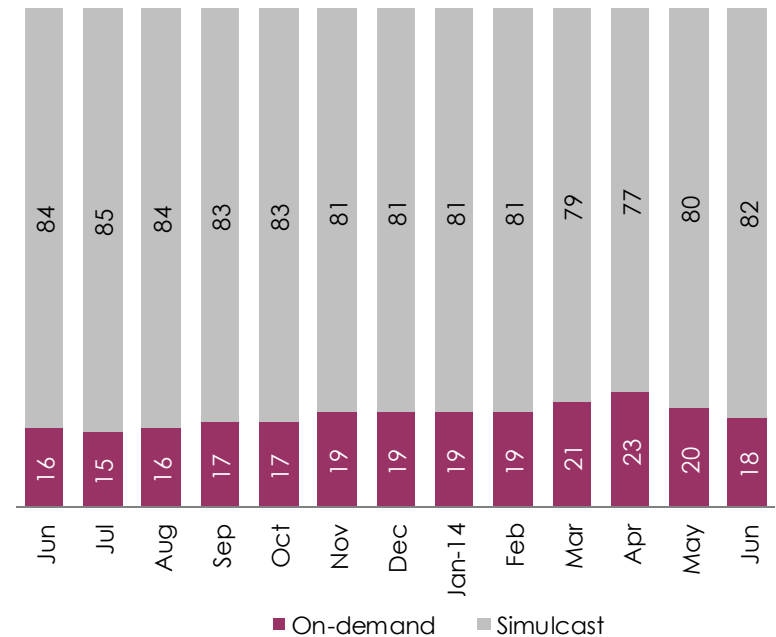
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

The proportion of live requests to TV increased to 14% while Radio live requests increased to 82%, both figure boosted by live sport last month.

% requests for TV programmes

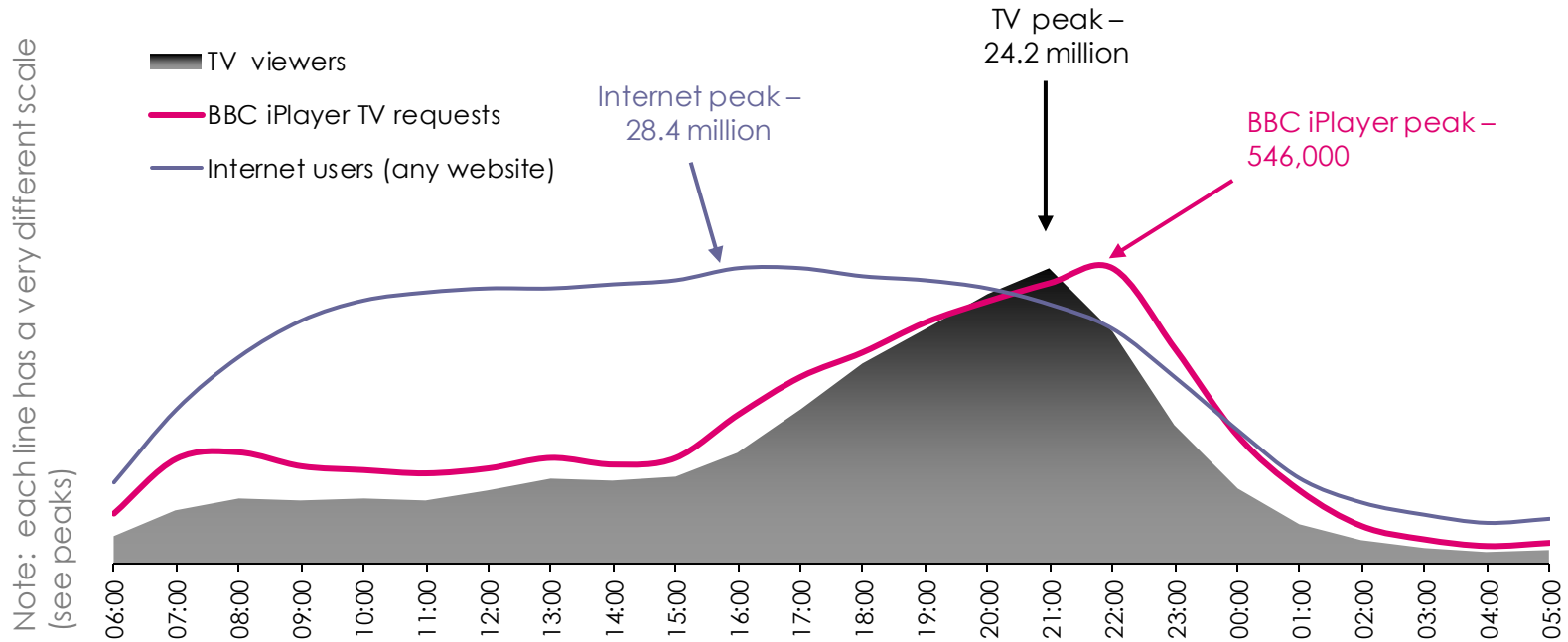


% requests for radio programmes



BBC iPlayer – use for TV online by time of day, June 2014

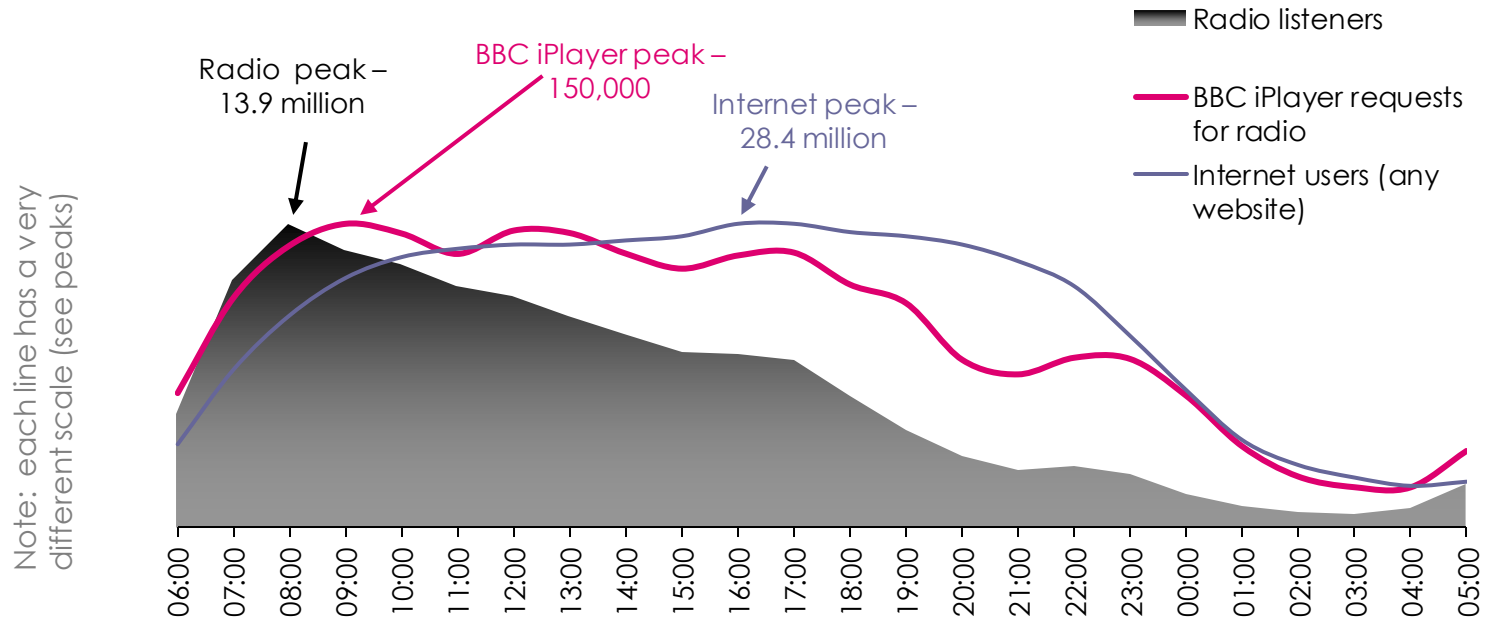
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB June 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats June 2014 - see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, June 2014

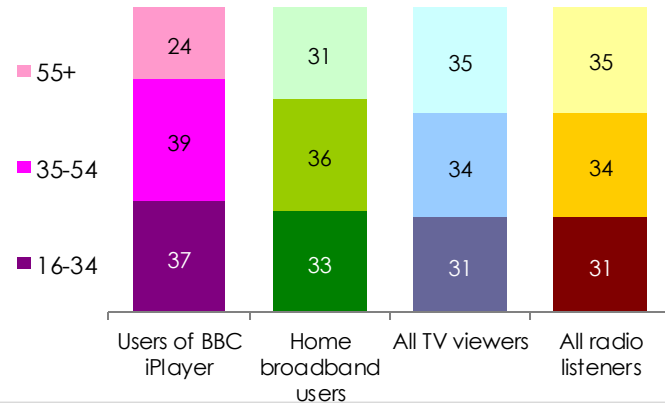
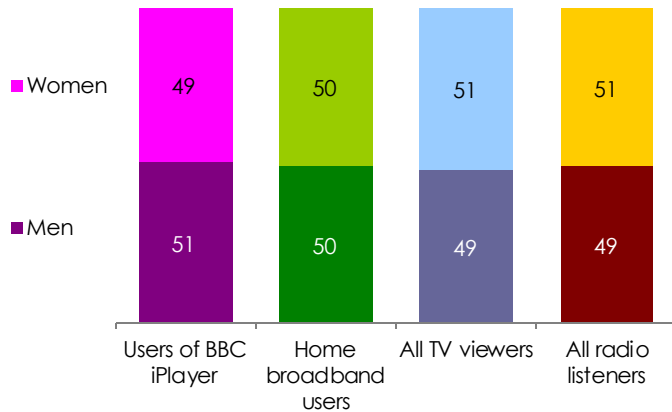
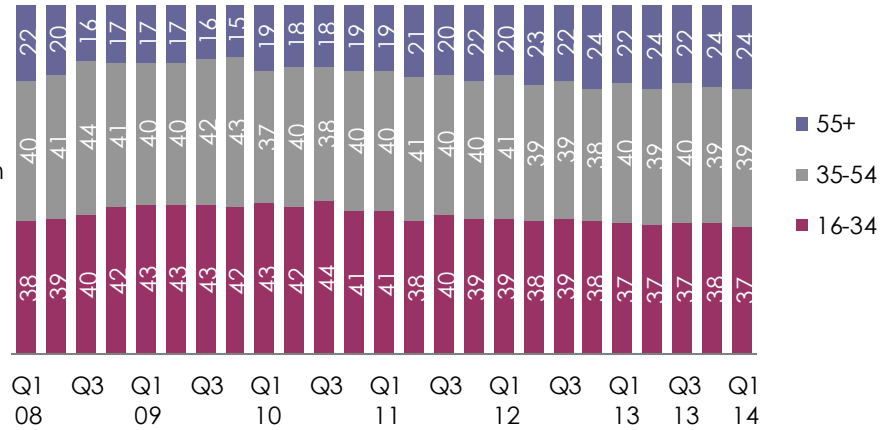
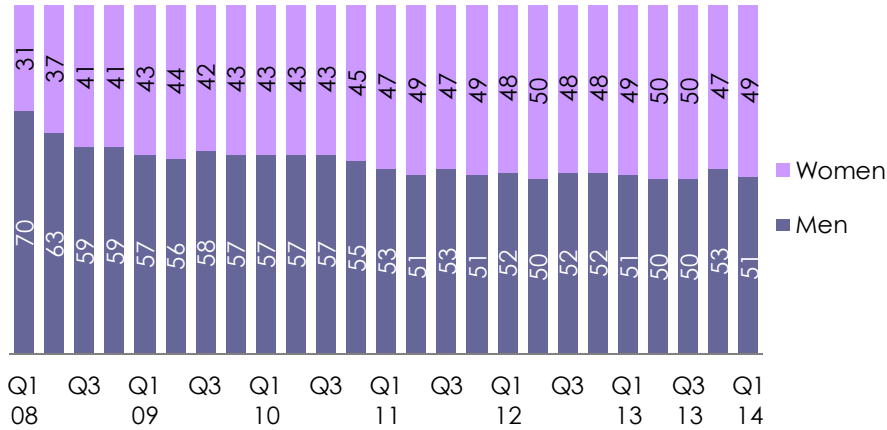
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q1 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats June 2014 - 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. The demographic profile has remained broadly stable in recent months, with an even gender split, and young skew.



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