

Monthly Performance Pack

June 2013



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Monthly summary headlines – June 2013

- **239m BBC iPlayer requests** in June, with requests affected by the annual summer lull. However, **requests were up 45% on this time last year**
- Mobile and tablet requests remained stable month-on-month with 79m requests in June comprising a **record 32% of all iPlayer requests**. Requests from PCs were down, making up **44% of all requests** in June
- An average **7.4m daily requests** in June with weekly requests remaining steady at **52m requests** during the month
- In a change to the usual dominance of Radio 4 comedy, **Cricket on Radio Five Live Sports Extra was the most popular**, with both the Radio 1 and Radio 2 Breakfast Shows also performing well.
- **New series' *The Call Centre* and *The White Queen* performed strongly**, with their top episodes both attracting over **1m requests**. ***The Apprentice* and *The Voice UK*** dominated the top TV episodes for June, although *Glastonbury* and *Wimbledon* content was also popular on iPlayer in June, with the *Rolling Stones* set and *Andy Murray: The Man Behind The Racquet* both attracting over **0.5m requests**.

Consistent with previous months:

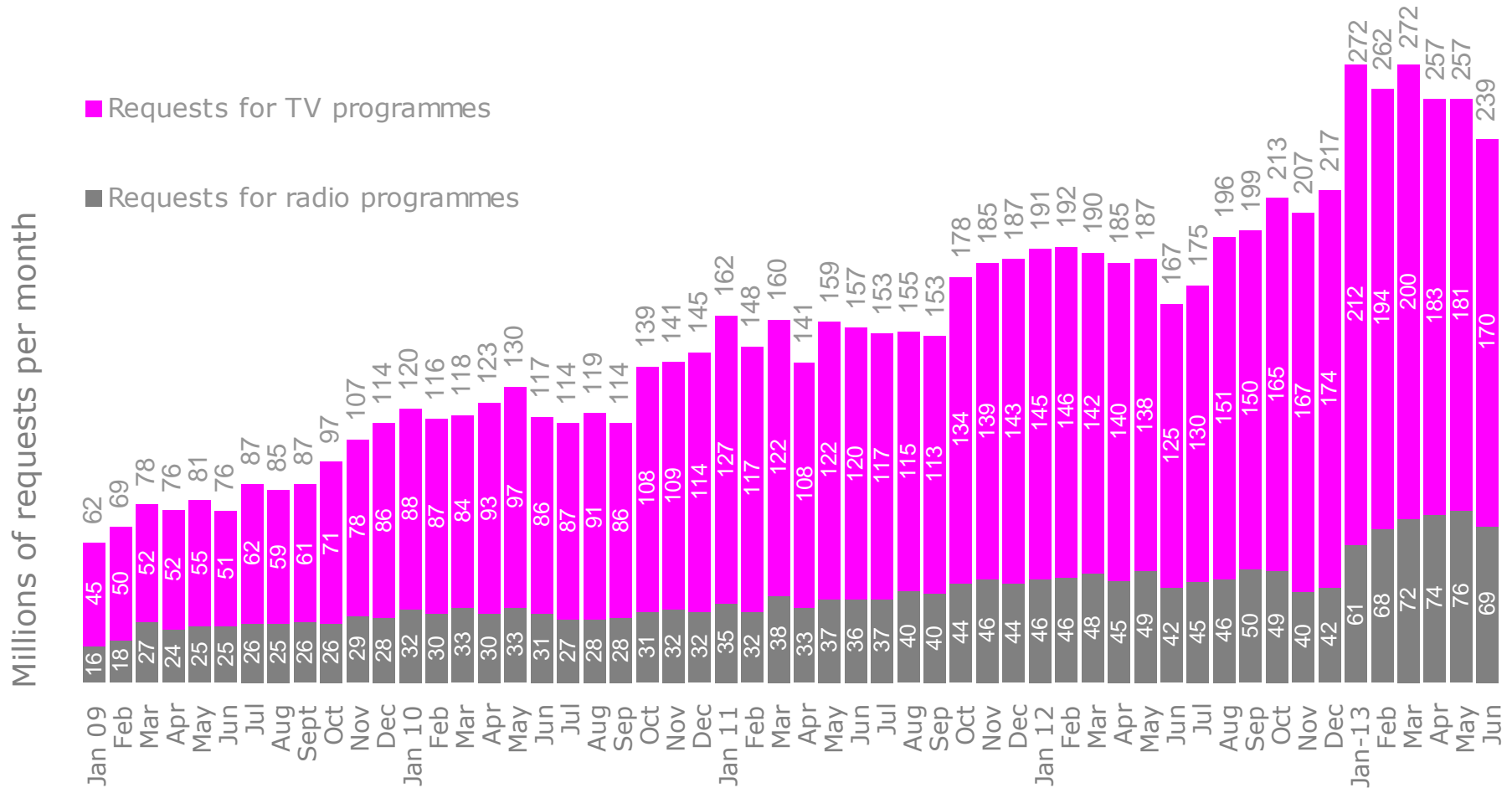
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly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

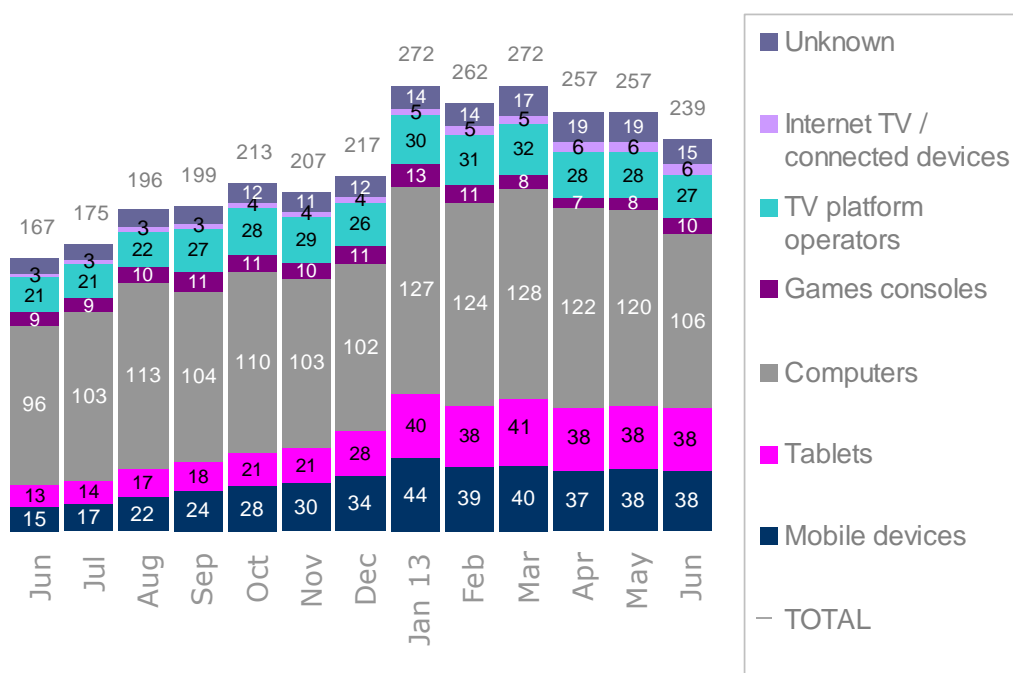
239m BBC iPlayer requests in June - as we start to see the effect of the annual summer lull. However total requests were up 45% on this time last year.



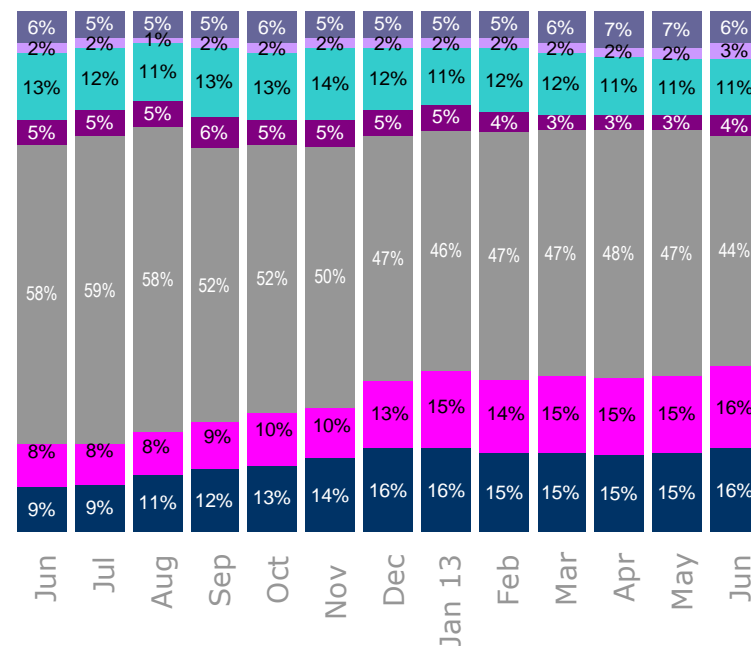
Requests for programmes by device type – TV and radio

Requests from mobiles and tablets reached a **record 32% of total iPlayer requests** – with 79m requests in total in June. Requests from PCs were down to 106m, making up a record low of 44% of all requests in June.

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.

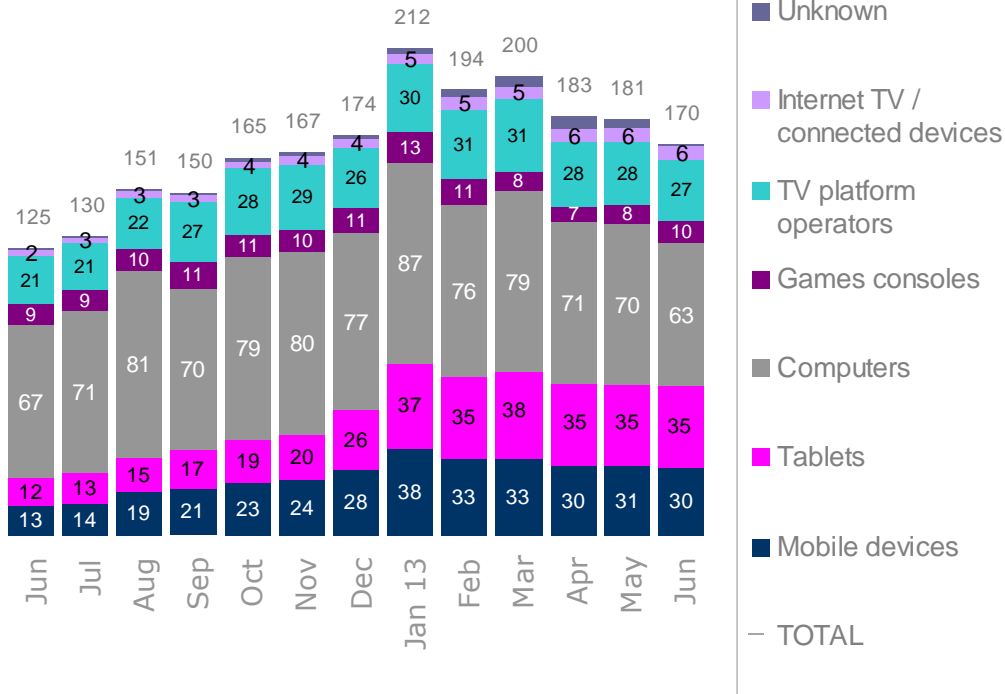
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

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

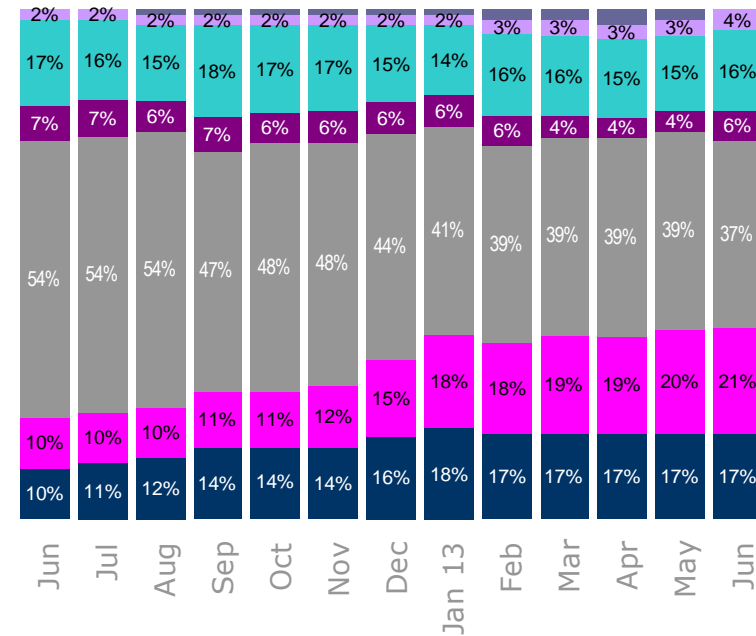
Requests for programmes across BBC iPlayer by device type – TV only

170m TV requests in June - impacted by the annual summer lull

Number of requests (millions)



% of requests



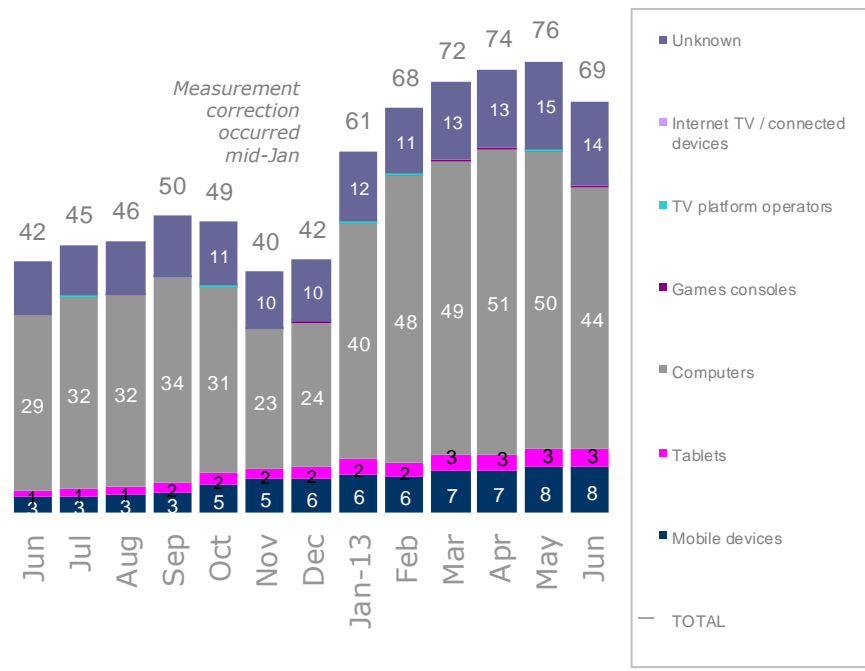
Notes:

Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.
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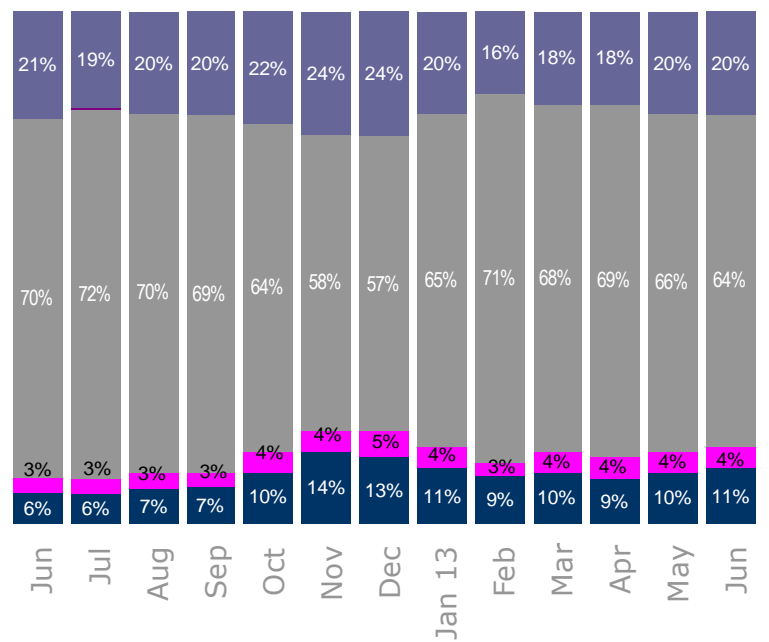
Requests for programmes across BBC iPlayer by device type – radio only

69m radio requests - impacted by the annual summer lull

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

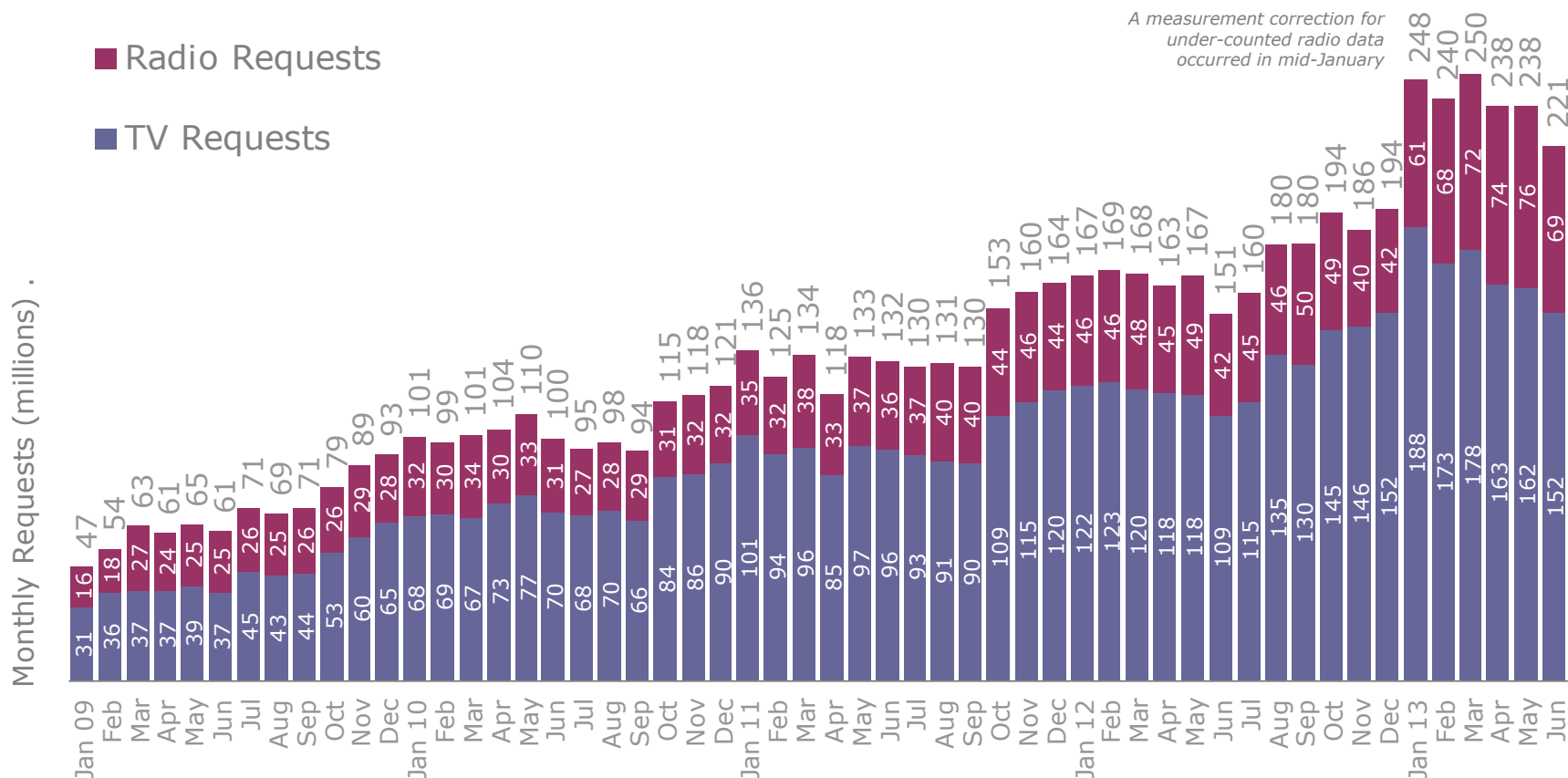
The **remainder of this report excludes data** from **Virgin Media cable** and **Sky**. Virgin Media cable is not included as the data arrives later than BBC internal AV stats and Sky is treated separately as it is not currently consolidated within BBC iStats AV systems.

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)

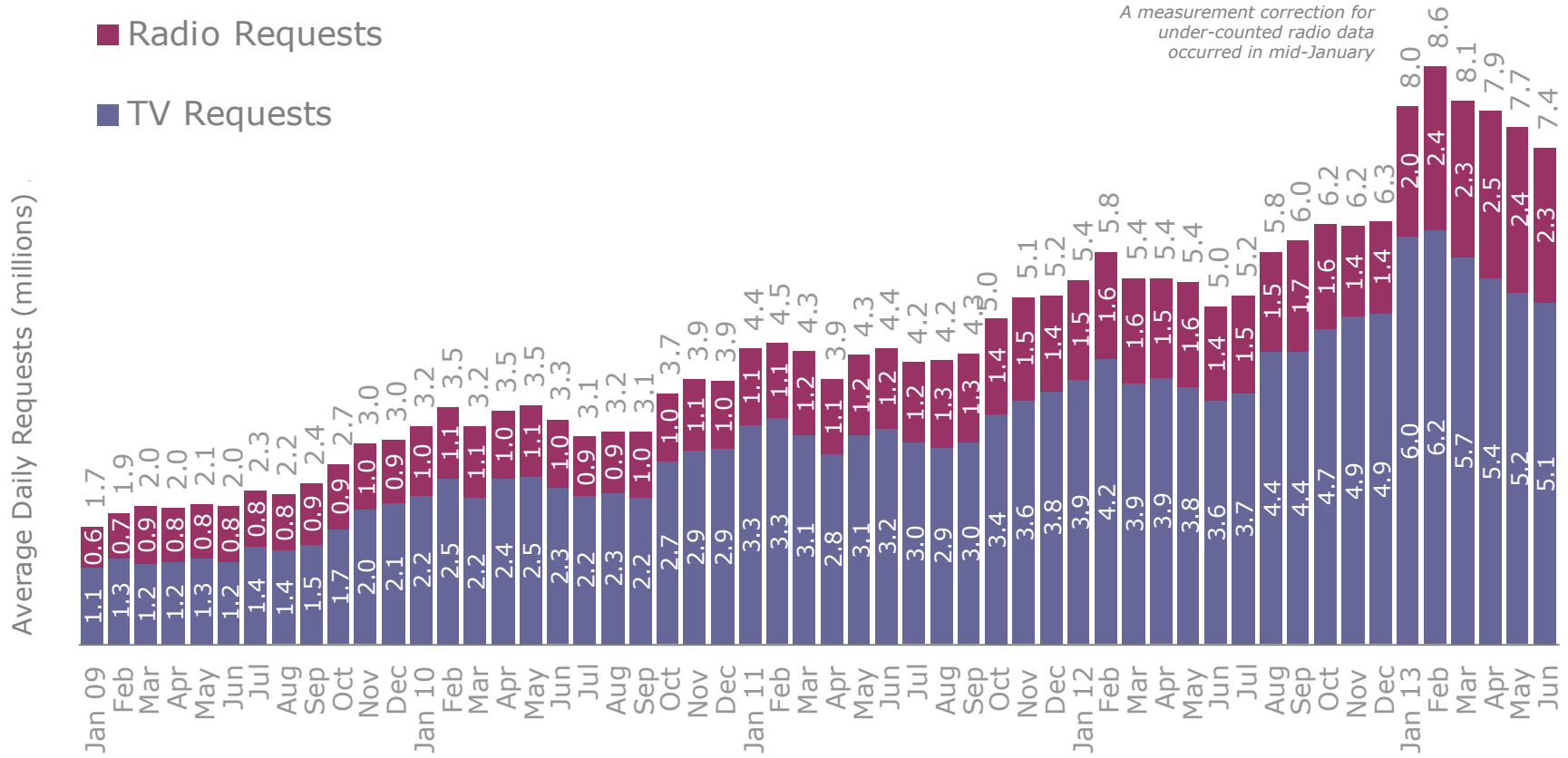
*This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).
221m total monthly requests in June, with 152m TV requests and 69m radio requests*



Average daily 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).

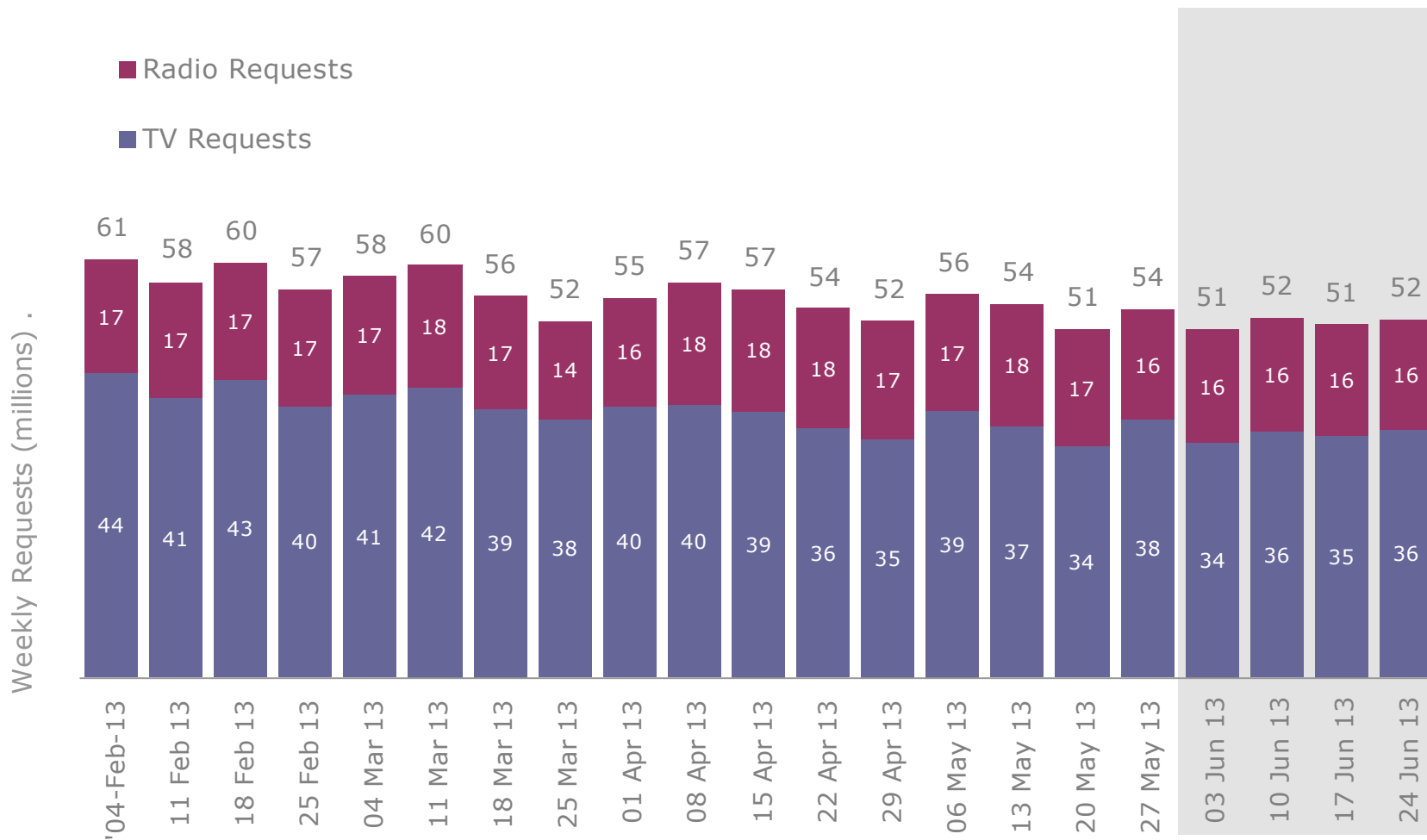
7.4m average daily requests



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).

The level of weekly requests was fairly stable across the month with an average of **52m**



BBC iPlayer - top 20 TV episodes, June 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).

The Apprentice and The Voice dominated the top TV episodes for June, although new series' The Call Centre and The White Queen were also very strong performers, with their top episodes both attracting over 1m requests. Glastonbury and Wimbledon content was also popular on iPlayer in June, with the Rolling Stones set and Andy Murray: The Man Behind The Racquet both attracting over 0.5m requests. (NB. the highest viewing to Wimbledon matches on iPlayer was in the first week of July, and will be shown in next month's report.)

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.
The Apprentice Series 9 Episode 6	1,704,000	The Apprentice Series 9 Episode 6	1,704,000
The Apprentice Series 9 Episode 8	1,660,000	The Voice UK Series 2 The Live Quarter-Finals Ep 12	1,471,000
The Apprentice Series 9 Episode 7	1,633,000	The White Queen Episode 1	1,159,000
The Voice UK Series 2 The Live Quarter-Finals Ep 12	1,471,000	Waterloo Road Series 8 Episode 26	1,118,000
The Apprentice Series 9 Episode 9	1,341,000	The Call Centre Episode 1	1,096,000
The White Queen Episode 1	1,159,000	Russell Howard's Good News Series 8 Episode 7	1,024,000
Waterloo Road Series 8 Episode 26	1,118,000	EastEnders 21/06/13	856,000
The Call Centre Episode 1	1,096,000	The Fall Episode 4	827,000
Russell Howard's Good News Series 8 Episode 7	1,024,000	Horizon-The Secret Life of the Cat Episode 12	823,000
The Voice UK Series 2 The Live Semi-Finals Episode 14	1,018,000	Don't Call Me Crazy Episode 1	634,000
Russell Howard's Good News Series 8 Episode 8	1,000,000	Mock the Week Series 12 Episode 1	628,000
The Voice UK Series 2 The Live Final Episode 15	988,000	Andy Murray: The Man Behind the Racquet 23/06/13	575,000
Waterloo Road Series 8 Episode 29	912,000	Billy Elliot 27/12/06	555,000
Russell Howard's Good News Series 8 Episode 9	904,000	Glastonbury 2013 The Rolling Stones 29/06/2013	542,000
Waterloo Road Series 8 Episode 27	894,000	Would I Lie to You? Series 7 Episode 7	510,000
The Voice UK Series 2 The Knockouts 2 Episode 11	863,000	The Graham Norton Show Series 13 Episode 10	500,000
EastEnders 21/06/13	856,000	Have I Got News for You Series 45 Episode 9	447,000
The Voice UK Series 2 The Knockouts 1 Episode 10	855,000	The Apprentice: You're Fired Series 9 Episode 7	440,000
EastEnders 25/06/13	841,000	Question Time 20/06/13	416,000
Waterloo Road Series 8 Episode 28	840,000	Not Going Out Series 6 Episode 8	404,000

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

In a change to the usual dominance of Radio 4 comedy, *Cricket* on Radio Five Live Sports Extra was the most popular, with both the Radio 1 and Radio 2 Breakfast Shows also performing well.

BBC iPlayer Top 20 radio episodes – All

Total requests

Cricket 23/06/13	280,000
Cricket 19/06/13	251,000
The Now Show Series 40 Episode 6	114,000
Coming up on 5 live sports extra 08/06/13	112,000
The Chris Evans Breakfast Show 28/06/2013	112,000
The Now Show Series 40 Episode 5	111,000
The Now Show Series 40 Episode 4	109,000
The Radio 1 Breakfast Show 21/06/2013	107,000
5 live Sport 16/06/13	104,000
Cricket 13/06/13	104,000
The Radio 1 Breakfast Show 25/06/2013	102,000
Cricket 16/06/13	102,000
The Radio 1 Breakfast Show 20/06/2013	101,000
The Radio 1 Breakfast Show 27/06/13	99,000
The Radio 1 Breakfast Show 19/06/13	99,000
The Radio 1 Breakfast Show 24/06/13	98,000
The Chris Evans Breakfast Show 20/06/13	98,000
The Radio 1 Breakfast Show 26/06/2013	98,000
The Chris Evans Breakfast Show 25/06/13	98,000
The Chris Evans Breakfast Show 19/06/13	98,000

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

Total requests

Cricket 23/06/13	280,000
The Now Show Series 40 Episode 6	114,000
Coming up on 5 live sports extra 08/06/13	112,000
The Chris Evans Breakfast Show Chris Evans 28/06/2013	112,000
The Radio 1 Breakfast Show 21/06/2013	107,000
5 live Sport 16/06/13	104,000
Huw Stephens 28/06/13	97,000
Wimbledon John Inverdale 29/06/13	97,000
The News Quiz Series 81 Episode 1	96,000
Sara Cox The Script in the Live Lounge 07/06/2013	92,000
Today 25/06/13	91,000
Desert Island Discs Hugh Laurie 23/06/2013	85,000
Just a Minute Series 66 Episode 3	83,000
Scott Mills Innuendo Bingo 18/06/2013	80,000
The Official Chart with Jameela Jamil 23/06/13	78,000
Steve Wright in the Afternoon 18/06/2013	76,000
US Open Golf 2013 Fourth Round 16/06/2013	70,000
BBC Radio 1's Dance Anthems ...29/06/2013	69,000
Gemma Cairney 08/06/13	68,000
The Matt Edmondson Show 02/06/13	67,000

Please refer to slide 8 for guide notes.

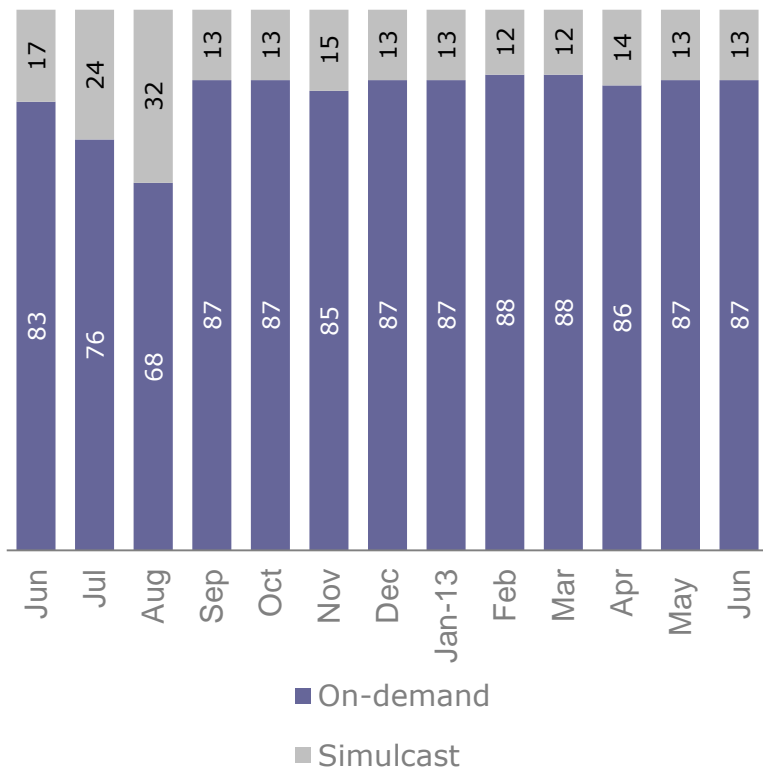
N.B. Please be aware that there has been some overcounting of mobile radio requests, which are being investigated. Please treat these numbers with caution

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

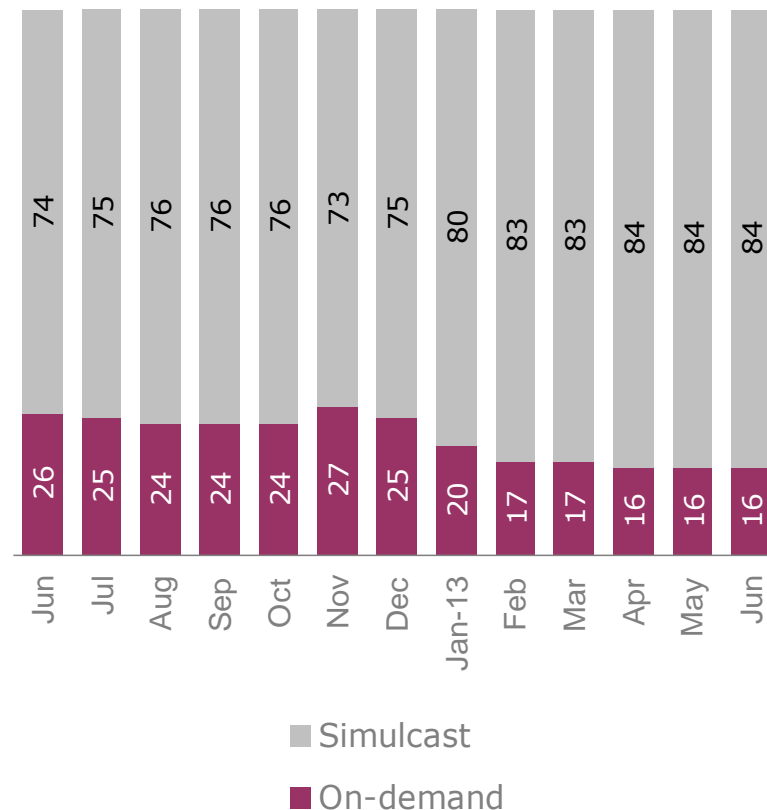
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

The proportion of requests for live programmes remained stable for radio-listening at 84% in June; while for TV viewing, the proportion of live viewing also remained 13% of requests.

% requests for TV programmes

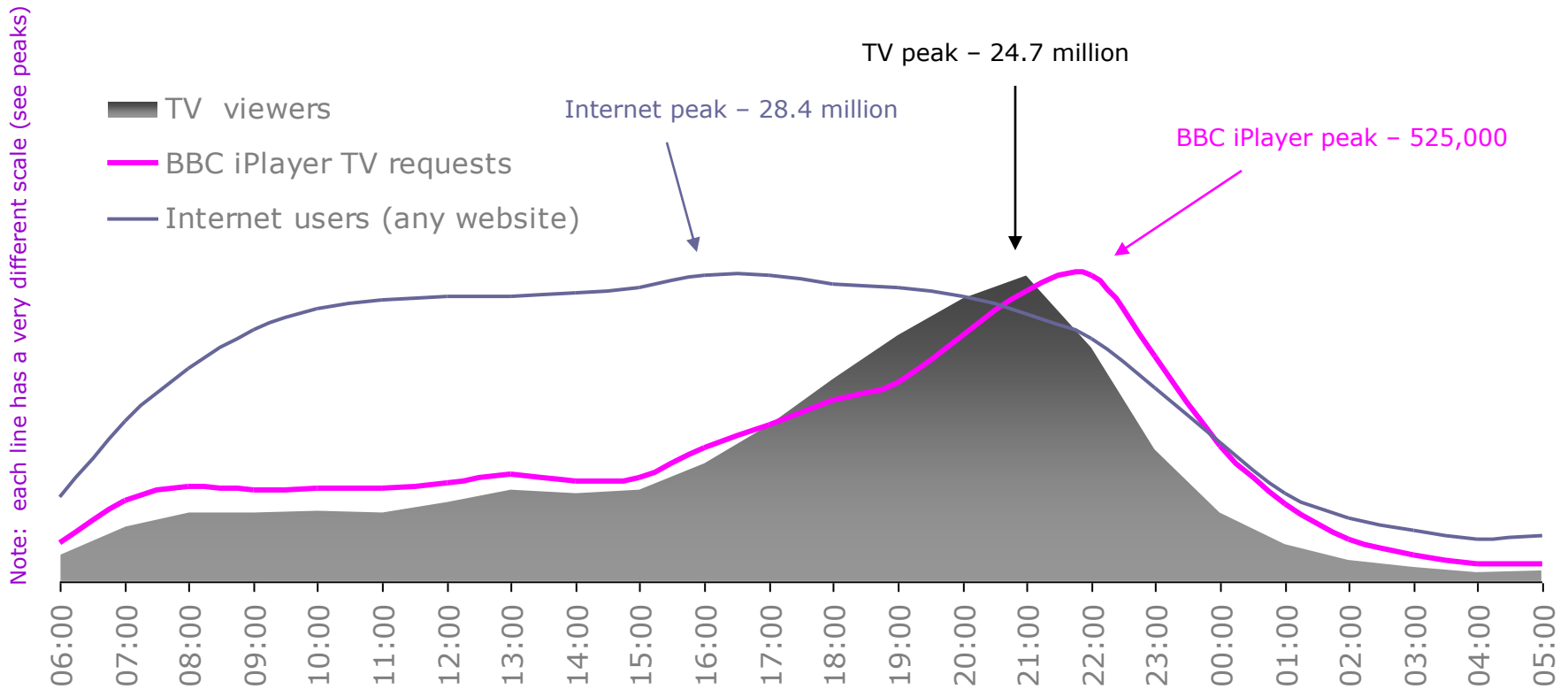


% requests for radio programmes



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

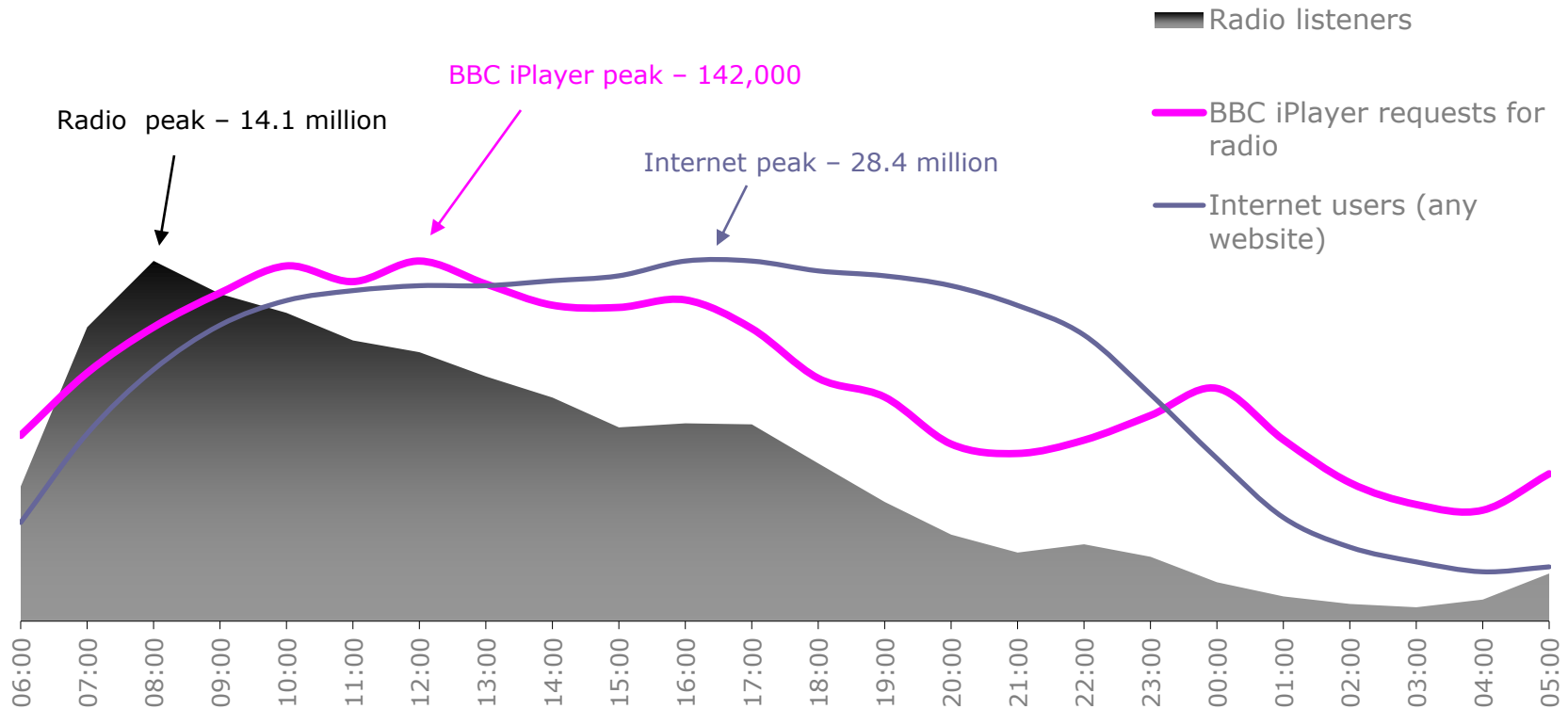
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

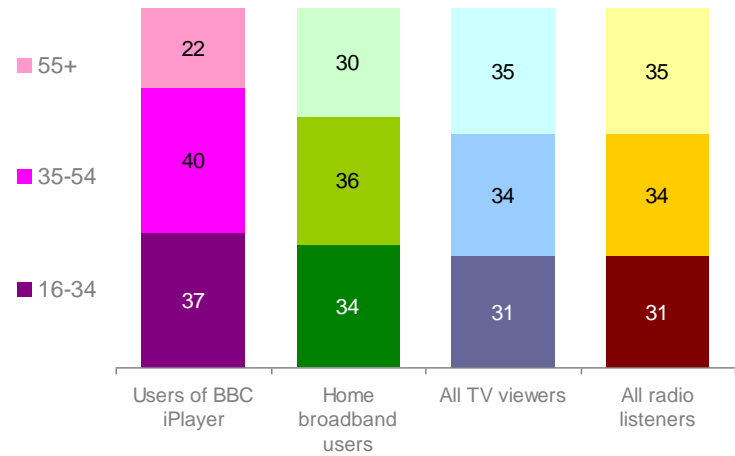
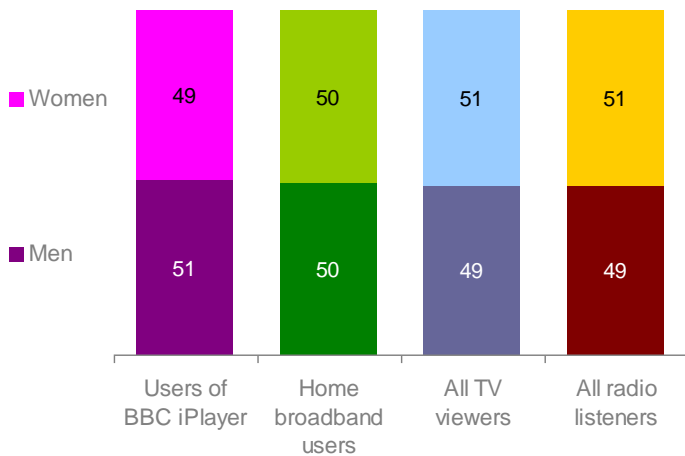
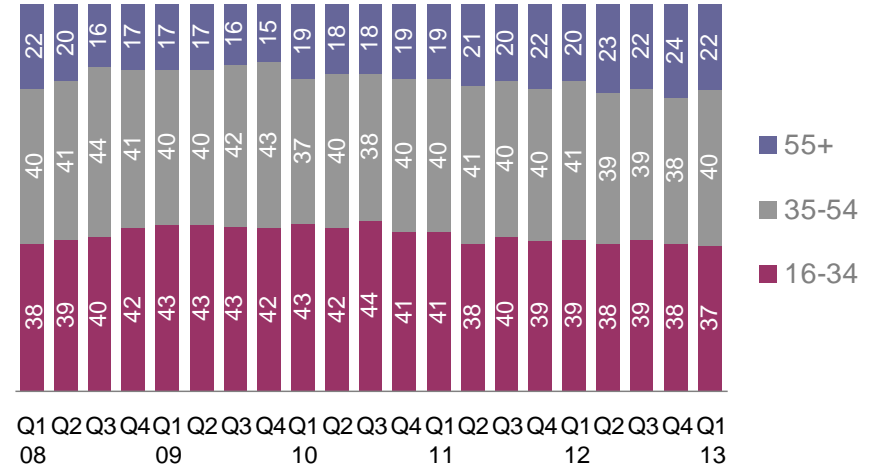
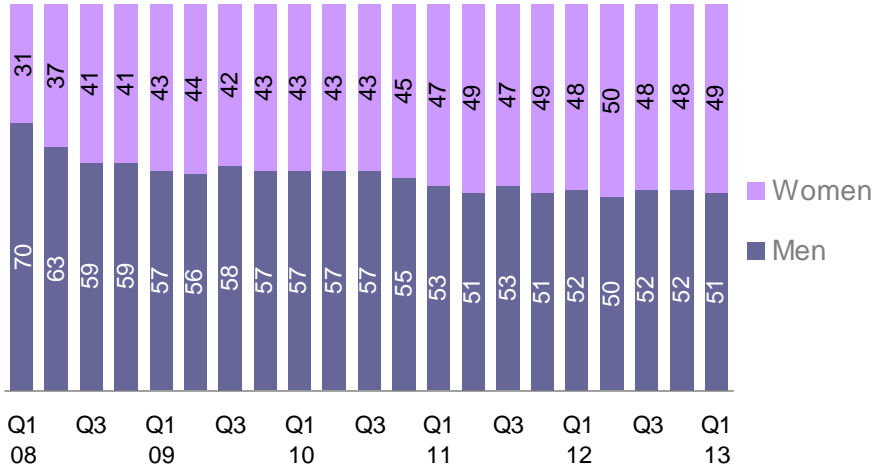
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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

Note: each line has a very different scale (see peaks)



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 for some months, with only a very slight male skew compared with TV viewers in general. The age profile of users continues to be younger than TV viewers by some margin.



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