

# Monthly Performance Pack

## March 2013



Ian Walker, Publicist, BBC iPlayer  
BBC Communications  
0770 388 6273 | [Ian.Walker@bbc.co.uk](mailto:Ian.Walker@bbc.co.uk)



# Monthly summary headlines – March 2013

- **272 million BBC iPlayer requests in March**, equalling the record breaking figures from January this year
- For the first time ever, there were **more requests on tablet devices than mobile devices** (200,000 requests ahead of mobiles) driven primarily by TV viewing. Both **mobile and tablet usage remained high**– making up 30% of overall requests – or 81 million requests in total
- Radio listening grew month-on-month to a record breaking **72 million requests** (up +7%), 83% of which was live listening on par with February's figures. The proportion of live TV viewing also remained stable at 12%.
- **New star-studded Radio 4 sci-fi drama *Neil Gaiman - Neverwhere* was the most popular radio programme** – in a change from popular Radio 4 comedies topping the radio list
- The ***Top Gear: Africa Special*** proved very popular, with a huge **5.7 million requests** across parts 1 and 2. One-off specials such as ***Comic Relief 2013 Funny for Money*** and ***Our Girl*** also did well, as did the new series of ***The Voice UK***
- Average daily requests remained high with an average of **8.1 million daily requests**. Weekly requests also continued to be strong, peaking at **60 million** in the second week of the month. The last week in March saw a small dip compared to recent weeks most likely caused by the Easter holiday; and the long weekend affected radio requests more than TV

## Consistent with previous months:

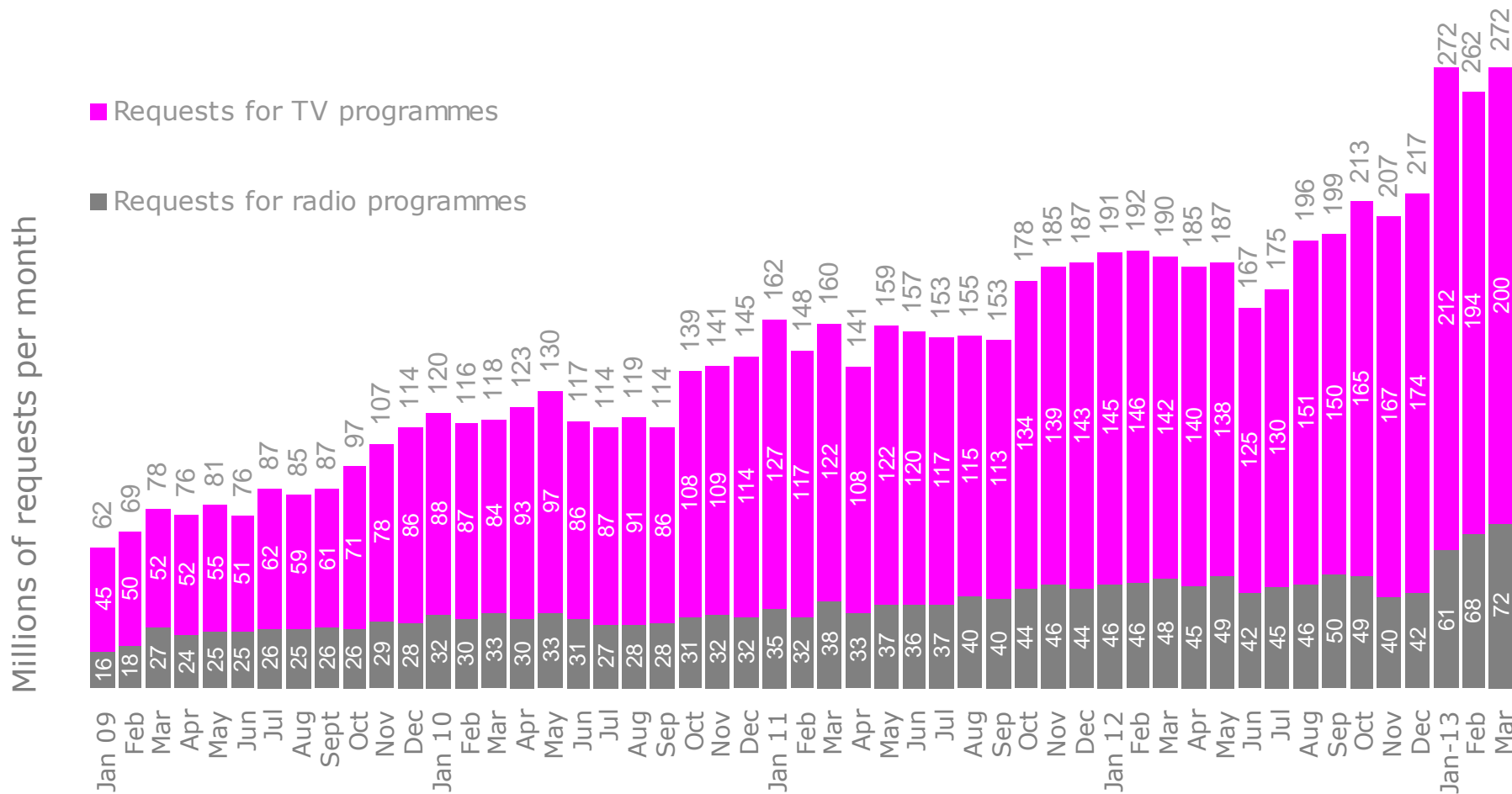
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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.
- The problem with measurement which has now been fixed was for the pop-out console for radio listening on computers – so a large increase in the number of requests via computers was seen overall in January as a result of this problem being resolved. This problem is believed to have affected previous Radio numbers for the past 18 months.

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# Total monthly BBC iPlayer requests across all platforms, since 2009

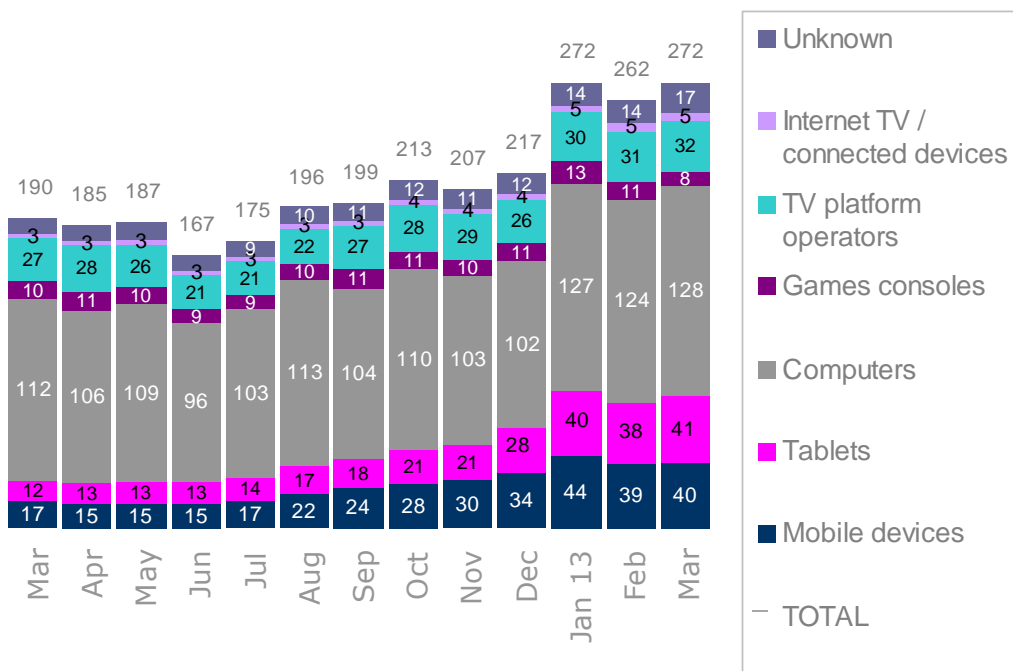
March total requests returned to the record peak of **272 million** (+4%) seen in January this year



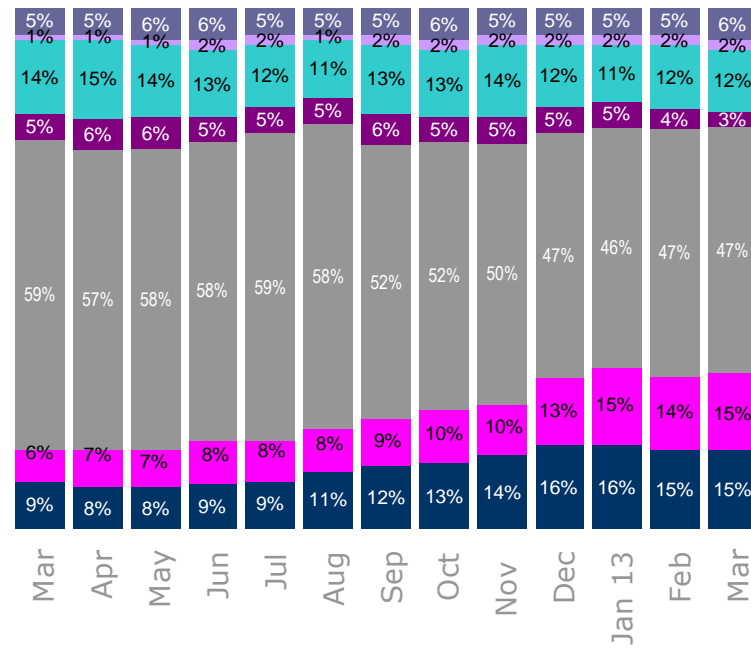
# Requests for programmes by device type – TV and radio

Requests from tablets reached a record breaking 41 million this month, outnumbering requests from mobile devices for the first time. Both mobile and tablet usage remained high – making up 30% of overall requests – or 81 million requests in total

Number of requests (millions)



% of requests



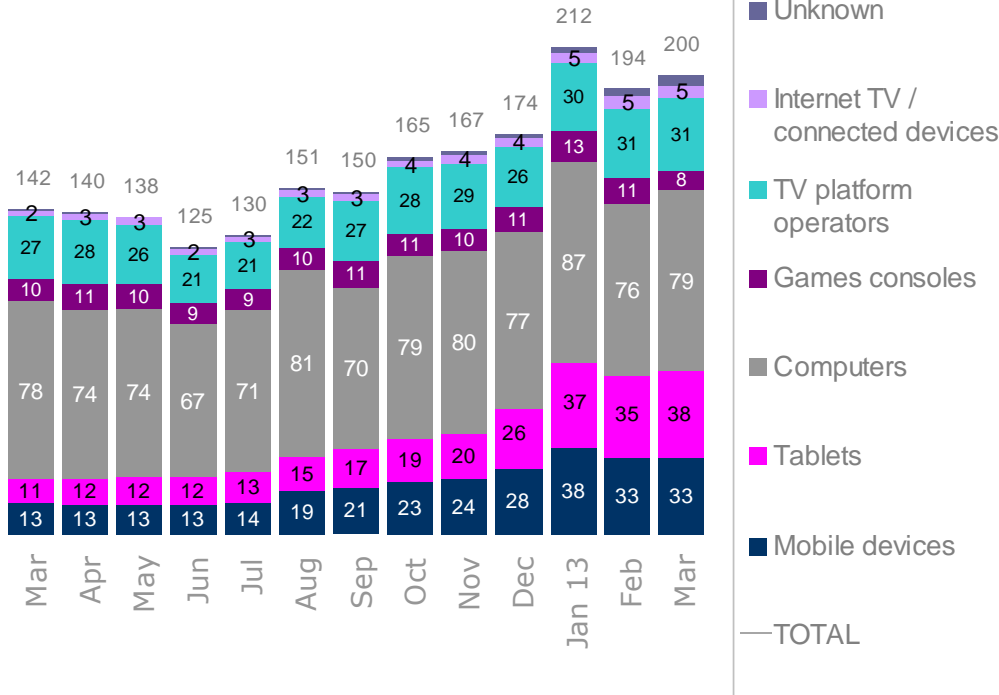
**Notes:**

**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.  
 An update in iStats AV means that **PS3** devices were incorrectly classified as unknown devices from week commencing 18th February 2013

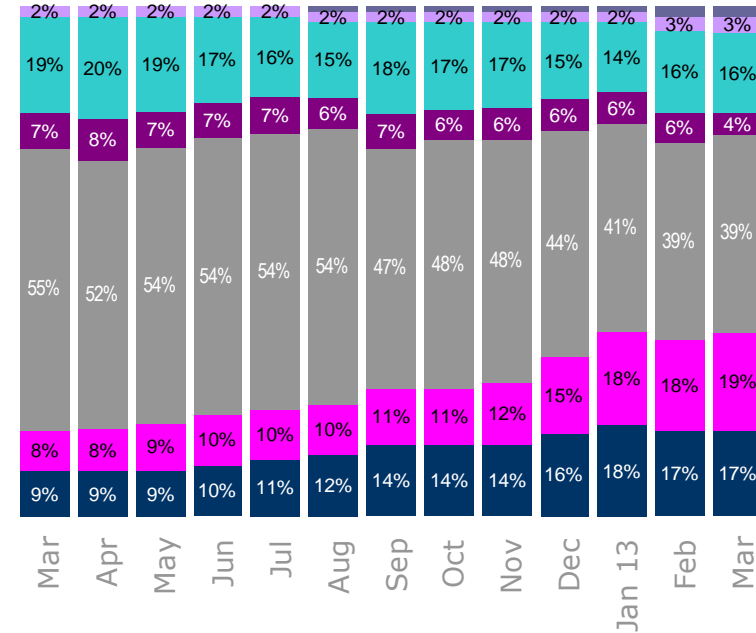
# Requests for programmes across BBC iPlayer by device type – **TV only**

TV requests in March increased to 200 million requests. While most devices remained stable, tablets saw an increase in requests that exceeded January's figures, accounting for 19% of all requests – an all-time high.

Number of requests (millions)



% of requests



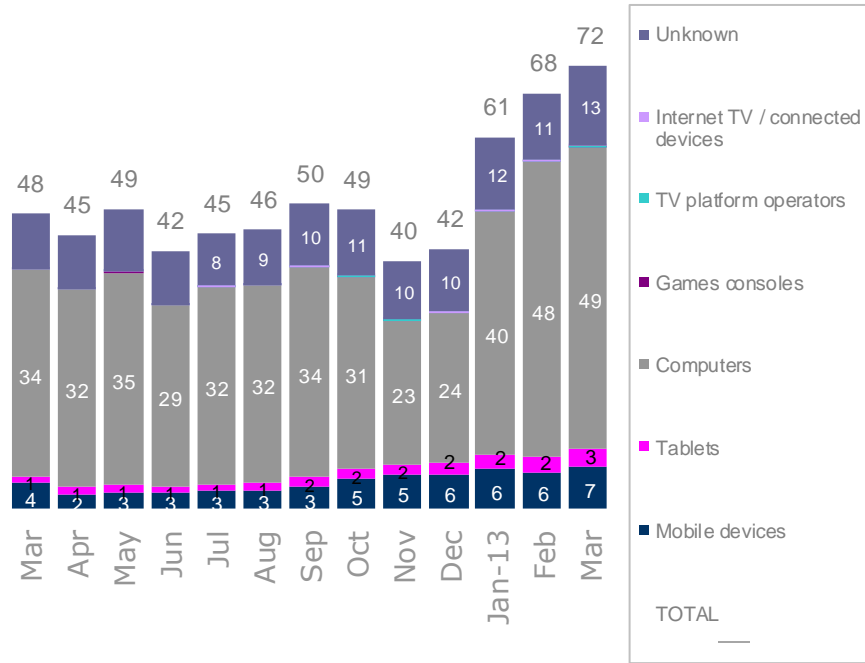
**Notes:**

**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. An update in iStats AV means that **PS3** devices were incorrectly classified as unknown devices from week commencing 18th February 2013

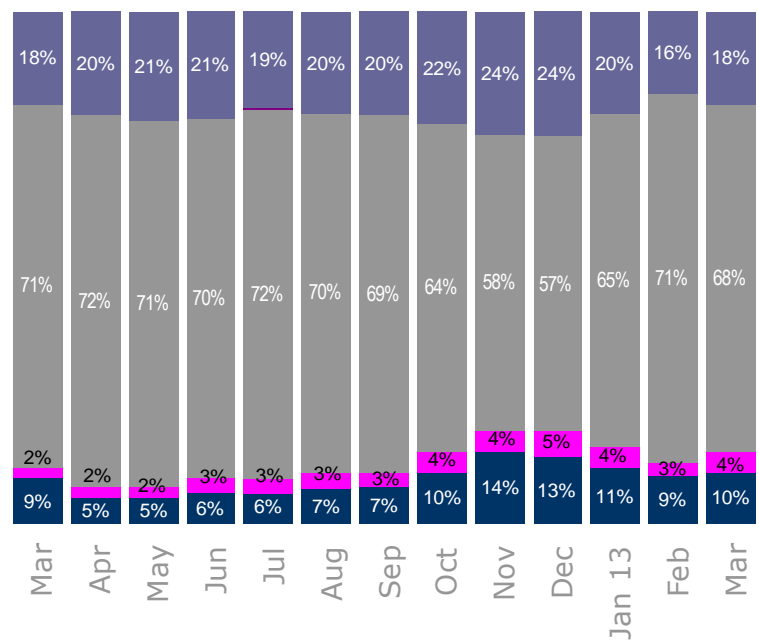
# Requests for programmes across BBC iPlayer by device type – radio only

Building on the increases seen in January and February following the measurement fix, March saw a record **72 million** radio requests, up +7% 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 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.  
 An update in iStats AV means that **PS3** devices were incorrectly classified as unknown devices from week commencing 18th February 2013



# 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.

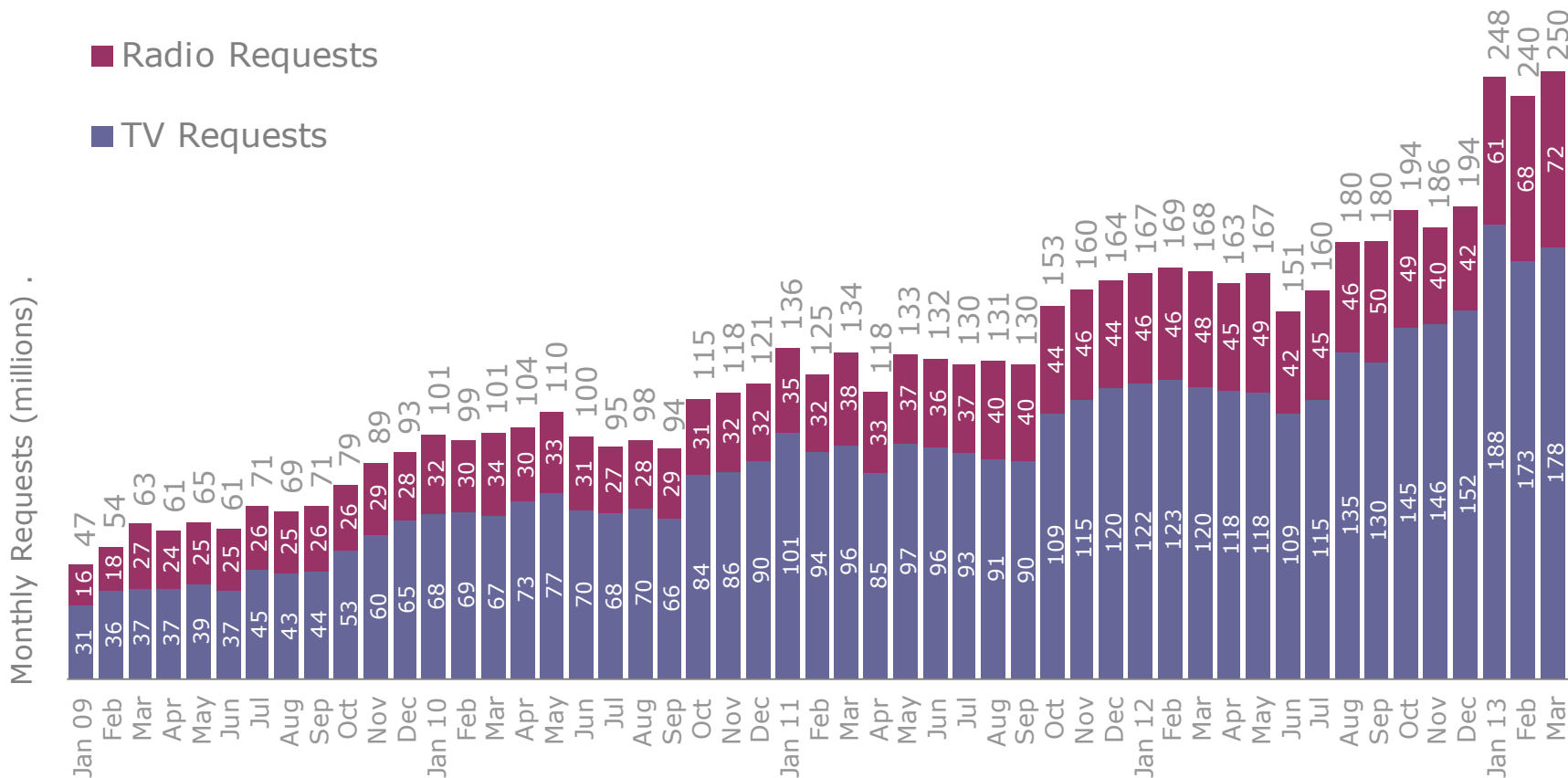
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBS and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming 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.
- Across 24 October to 27 November 2011, BBC iPlayer stats measurement was inadvertently affected during work undertaken to improve the BBC iPlayer PC service performance. Daily, weekly and monthly totals and averages have been corrected here. Other data gaps have not been 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).*

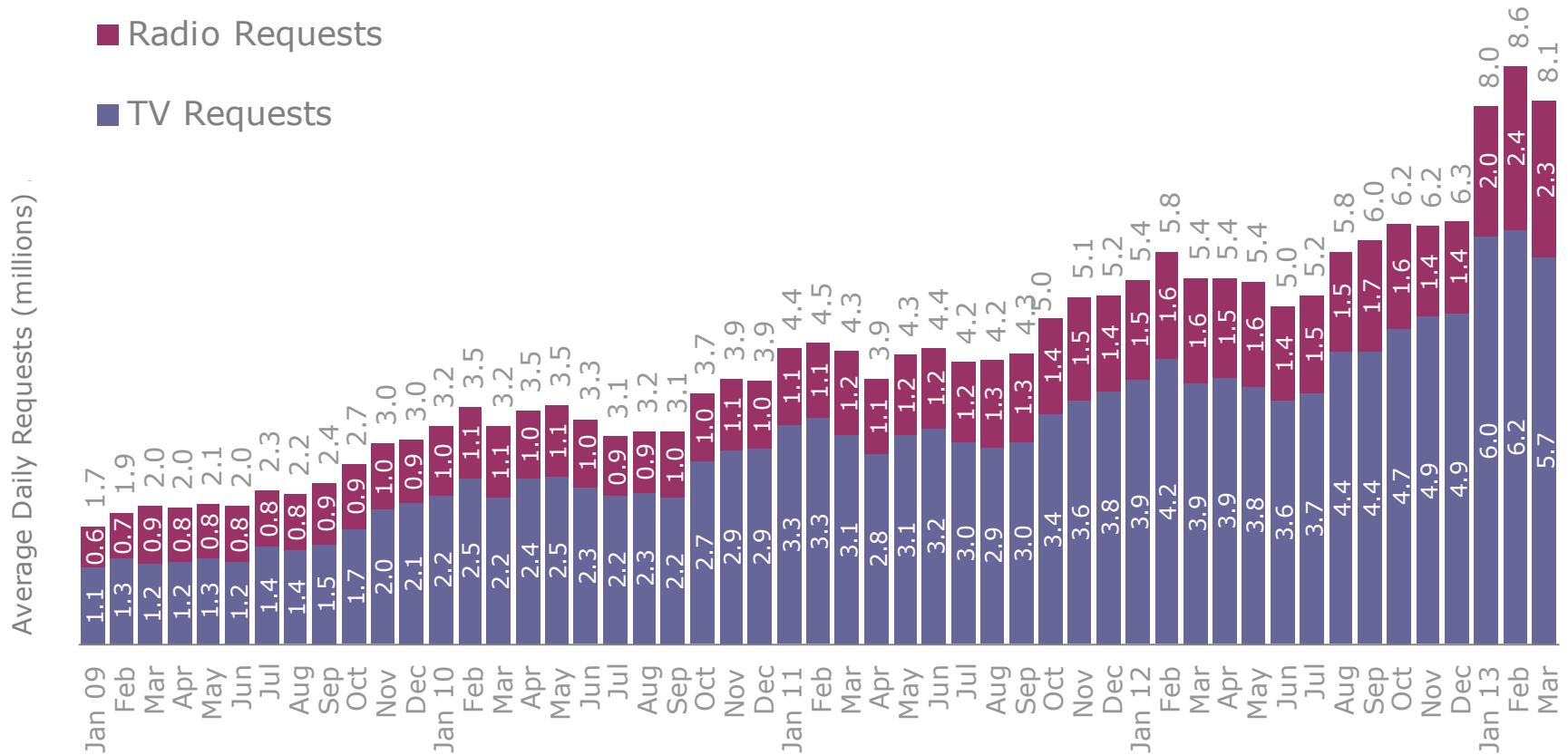
With a month-on-month increase of +4%, total monthly requests for iPlayer reached a record 250 million requests driven by increases to both TV and radio (+3% and +7% respectively).



# 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).*

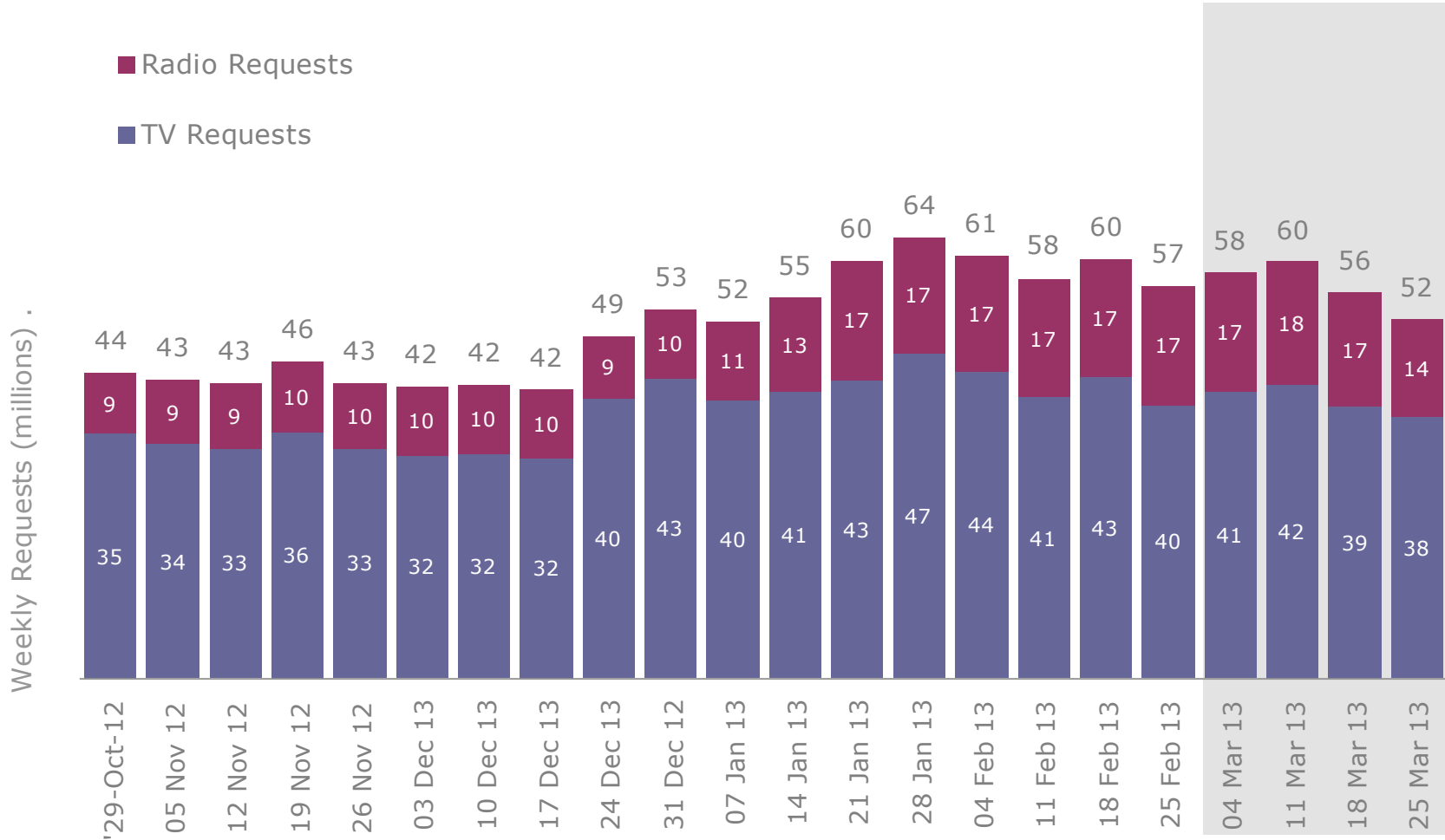
Average daily requests dipped slightly in March, following the record set in February, but remained strong with 8.1 million requests per day, on average.



# 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 number of weekly requests remained consistently high in March, with an average of **56 million** weekly requests across the month. The last week of the month saw a dip compared to recent weeks likely to be caused by the Easter bank holiday weekend, which affected radio requests more than TV.



# BBC iPlayer - top 20 TV episodes, March 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 *Top Gear: Africa Special* proved very popular in March with a staggering 5.7 million requests across part 1 and part 2. One off specials such as *Comic Relief 2013 Funny for Money* and *Our Girl* also did well, with the new series of *The Voice* also appearing in the top 20 for the month.

## BBC iPlayer Top 20 TV episodes – All

Total requests  
per Ep.

Top Gear Series 19 Africa Special: Part 1 Episode 6	3,215,000
Top Gear Series 19 Africa Special: Part 2 Episode 7	2,530,000
Comic Relief 2013 Funny for Money - Part 1 Episode 1	1,326,000
Kung Fu Panda 18/06/11	1,074,000
The Dumping Ground Episode 10	977,000
Doctor Who Series 7 Part 2 Episode 1	951,000
The Dumping Ground Episode 11	928,000
Our Girl 24/03/13	885,000
The Dumping Ground Episode 12	877,000
EastEnders 22/03/13	859,000
EastEnders 08/03/13	845,000
Call the Midwife Series 2 Episode 8	842,000
Waterloo Road Series 8 Episode 20	840,000
EastEnders 07/03/13	832,000
EastEnders 14/03/13	831,000
EastEnders 26/03/13	828,000
The Dumping Ground Episode 13	823,000
The Voice UK Series 2 Blind Auditions 1 Episode 1	820,000
EastEnders 28/03/13	791,000
EastEnders 21/03/13	784,000

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

Total requests  
per Ep.

Top Gear Series 19 Africa Special: Part 1 Episode 6	3,215,000
Comic Relief 2013 Funny for Money - Part 1 Episode 1	1,326,000
Kung Fu Panda 18/06/11	1,074,000
The Dumping Ground Episode 10	977,000
Doctor Who Series 7 Part 2 Episode 1	951,000
Our Girl 24/03/13	885,000
EastEnders 22/03/13	859,000
Call the Midwife Series 2 Episode 8	842,000
Waterloo Road Series 8 Episode 20	840,000
The Voice UK Series 2 Blind Auditions 1 Episode 1	820,000
Lara Croft: Tomb Raider 27/12/04	745,000
Prisoners' Wives Series 2 Episode 1	720,000
Mayday Episode 1	705,000
Bluestone 42 Episode 1	574,000
MasterChef Series 9 Episode 2	537,000
Oscar Pistorius: What Really Happened? 11/03/13	534,000
The Syndicate Series 2 Episode 1	525,000
In The Flesh Episode 1	510,000
The Graham Norton Show Series 12 Episode 18	489,000
Formula 1 2013 Australian Grand Prix - Highlights	484,000

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

In a change from popular Radio 4 comedies topping the Radio chart – new star-studded Radio 4 Sci-fi drama *Neil Gaiman - Neverwhere* was the most popular episode for the month.

BBC iPlayer Top 20 radio episodes – All	Total requests per Ep.
Neil Gaiman - Neverwhere Episode 1	147,000
Selection of BBC World Service Programmes*	139,000
The Now Show Series 39 Episode 3	116,000
The Now Show Series 39 Episode 6	110,000
The Now Show Series 39 Episode 4	109,000
The Now Show Series 39 Episode 5	105,000
Shelagh Fogarty 05/03/13	101,000
Double Take 03/03/13	94,000
Weekend Breakfast 02/03/13	91,000
The Danny Baker Show 16/03/13	89,000
Weekend Breakfast 16/03/13	85,000
The Danny Baker Show 02/03/13	85,000
Sara Cox 15/03/13	84,000
Just a Minute Series 65 Episode 5	84,000
The Radio 1 Breakfast Show Red Nose Day Challenge!	83,000
The Radio 1 Breakfast Show 15/03/13	83,000
Just a Minute Series 65 Episode 4	82,000
Weekend Breakfast 30/03/13	81,000
The Cheltenham Festival Day 2 13/03/2013	80,000
Sara Cox 01/03/13	79,000

BBC iPlayer Top 20 radio episodes – most requested episode per series	Total requests per Ep.
Neil Gaiman - Neverwhere Episode 1	147,000
Selection of BBC World Service Programmes*	139,000
The Now Show Series 39 Episode 3	116,000
Shelagh Fogarty 05/03/13	101,000
Double Take 03/03/13	94,000
Weekend Breakfast 02/03/13	91,000
The Danny Baker Show 16/03/13	89,000
Sara Cox 15/03/13	84,000
Just a Minute Series 65 Episode 5	84,000
The Radio 1 Breakfast Show Red Nose Day Challenge!	83,000
The Cheltenham Festival Day 2 13/03/2013	80,000
Ken Bruce 13/03/2013	78,000
5 live Sport Champ League Man Utd v Real Madrid	78,000
Richard Bacon 05/03/13	75,000
Scott Mills 22/03/13	73,000
Huey Morgan 09/03/13	73,000
Greg James 22/03/13	71,000
Janice Long 20/03/13	67,000
Steve Wright in the Afternoon 12/03/2013	65,000
Up All Night 24/03/13	65,000

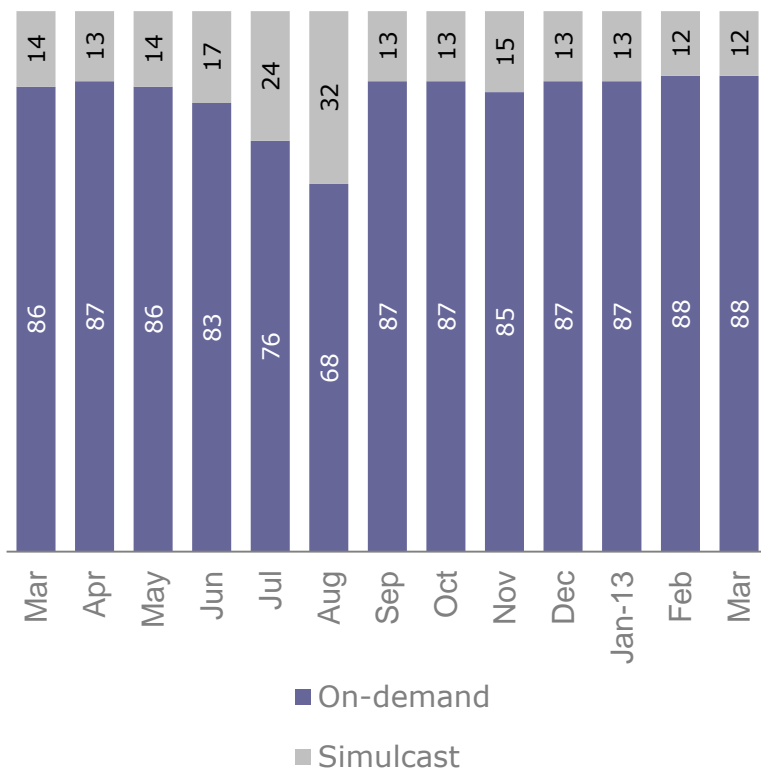
\* These stats are being investigated as they look anomalous

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

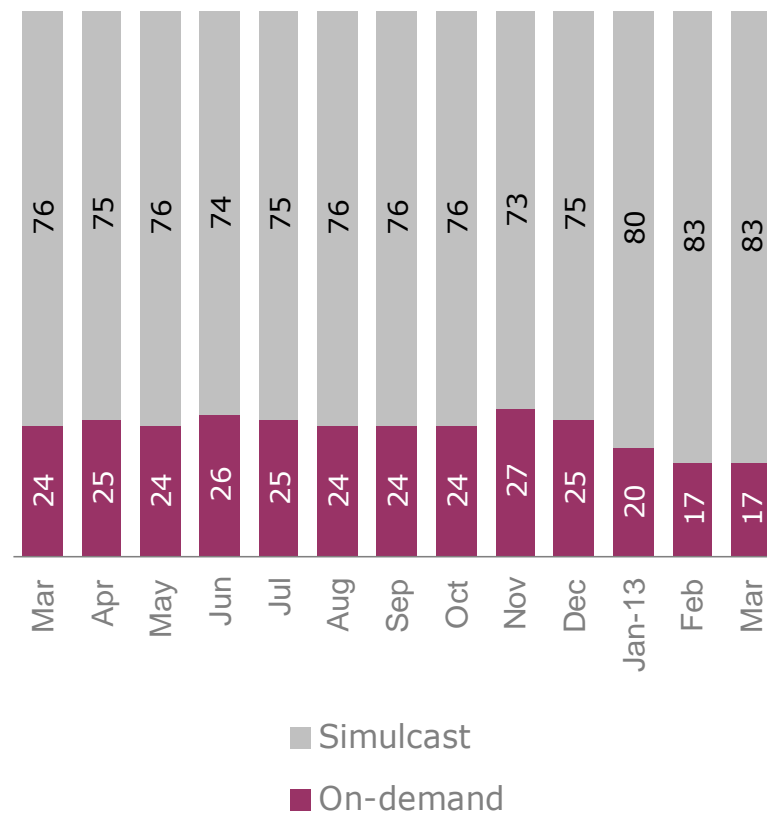
*This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).*

The proportion of live listening for radio was stable at 83% in March; and similarly live TV viewing on iPlayer remained at 12%.

% requests for TV programmes

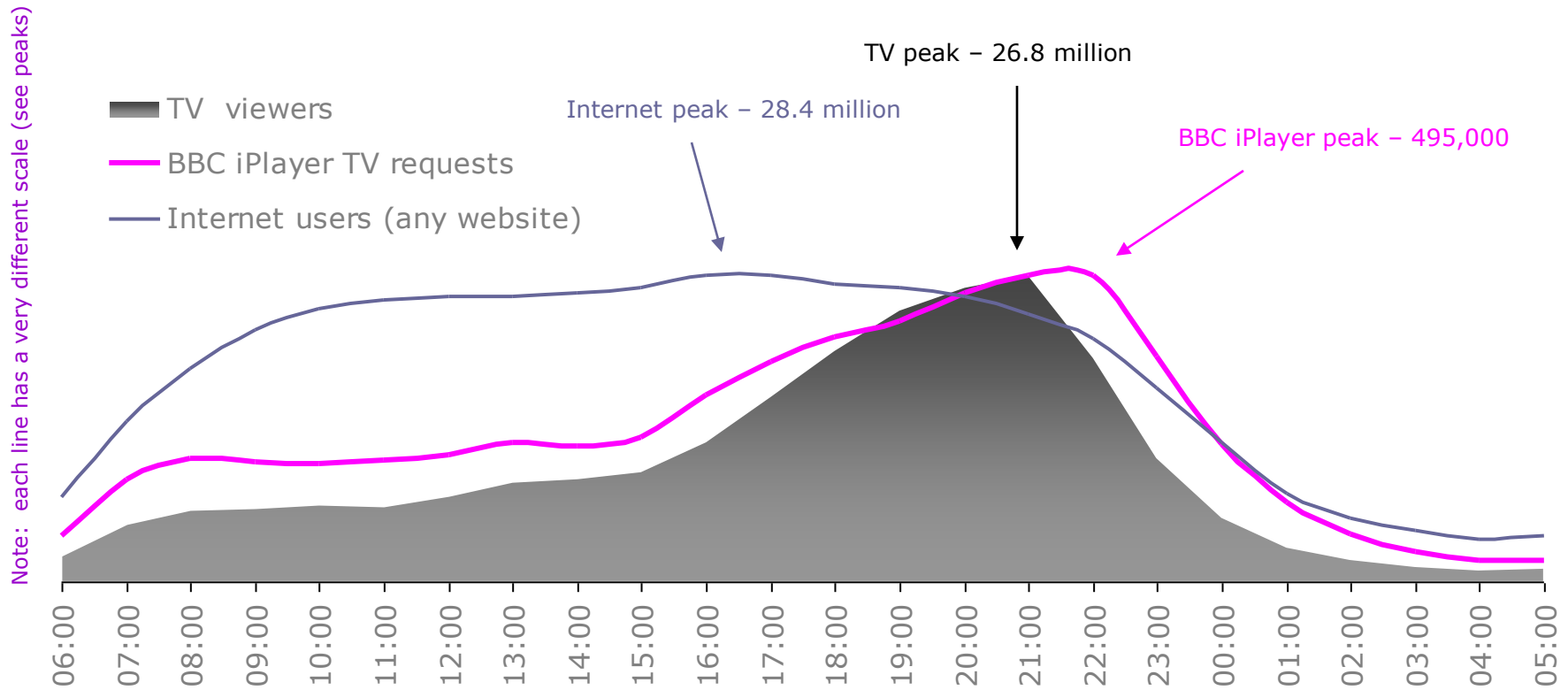


% requests for radio programmes



# BBC iPlayer – use for TV online by time of day, Mar 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.

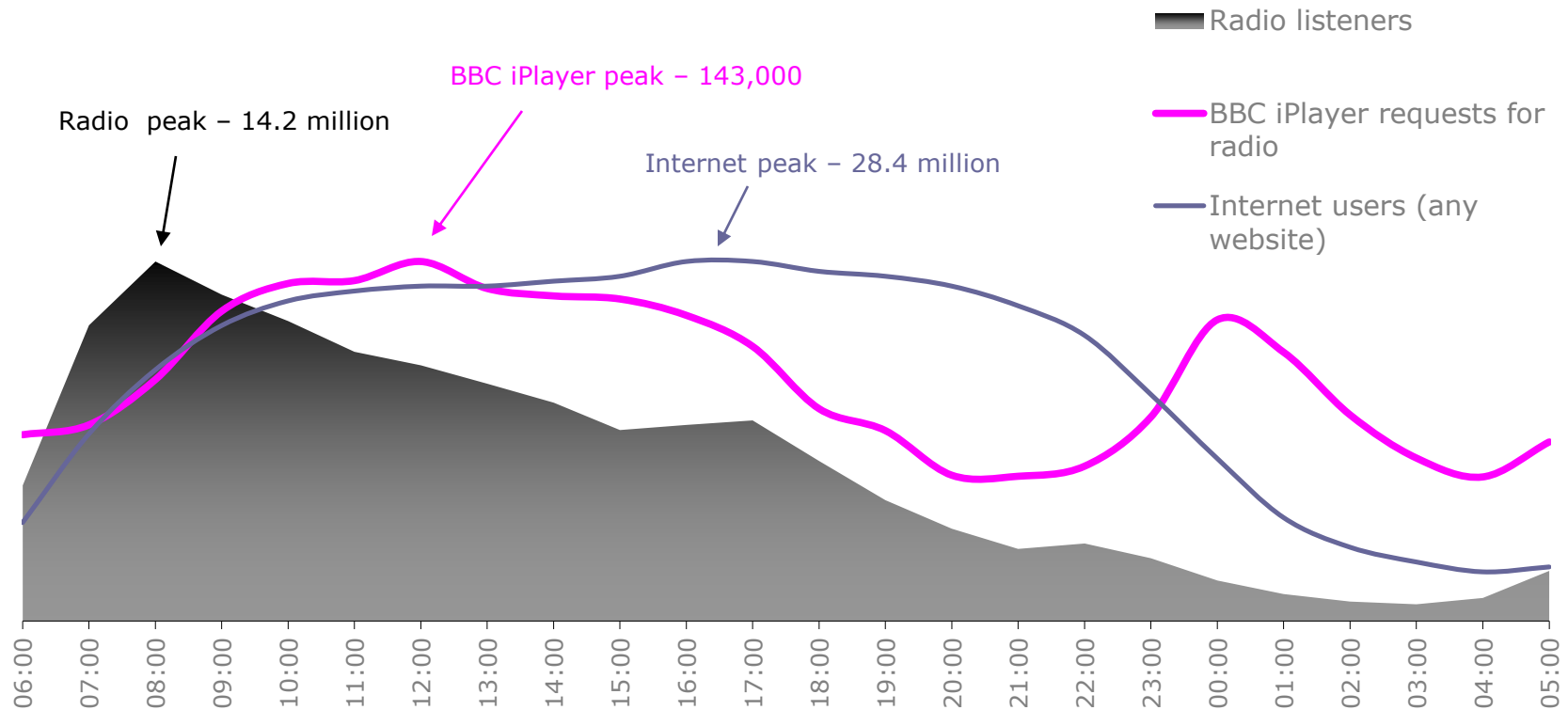


Sources – TV from BARB March 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats March 2013 - see footnotes on final page for more detail

# BBC iPlayer – use for radio online by time of day, Mar 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)

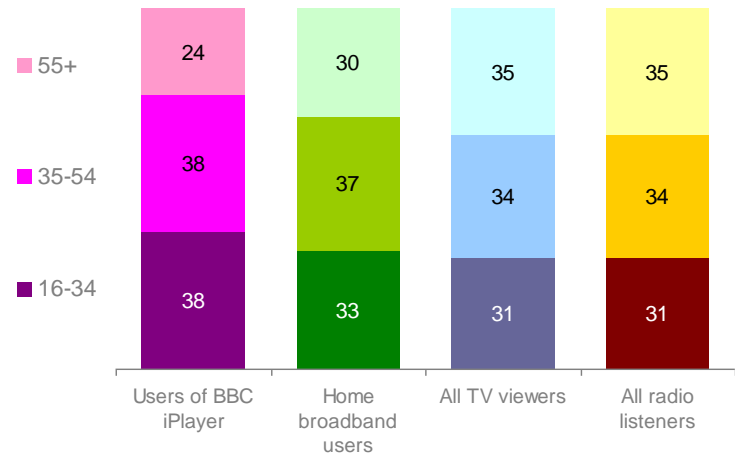
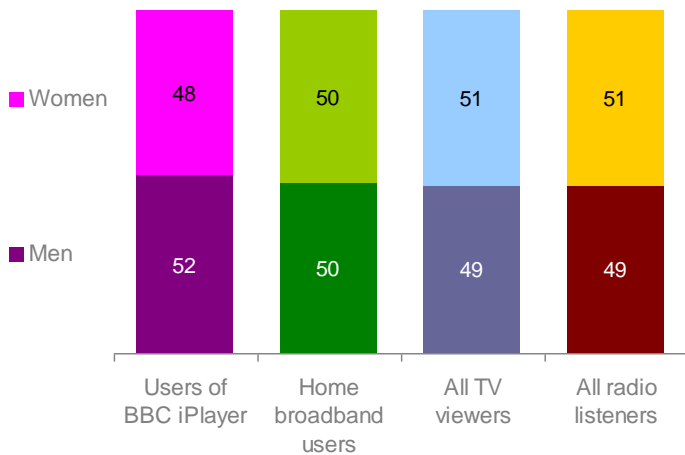
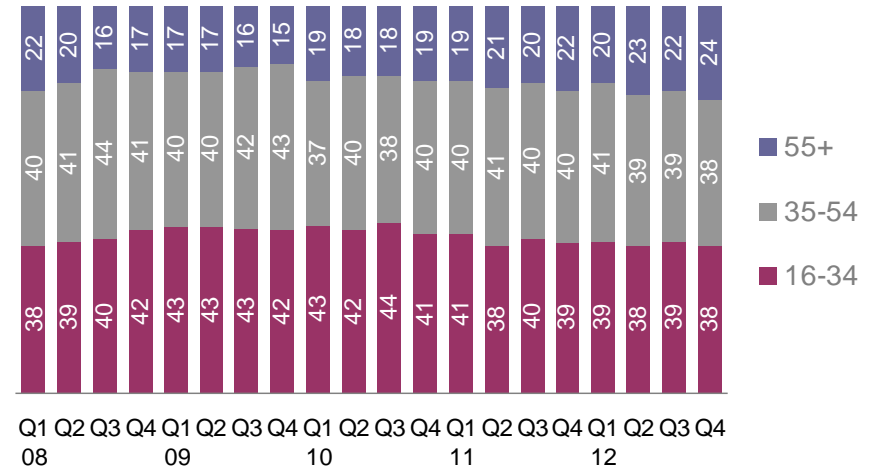
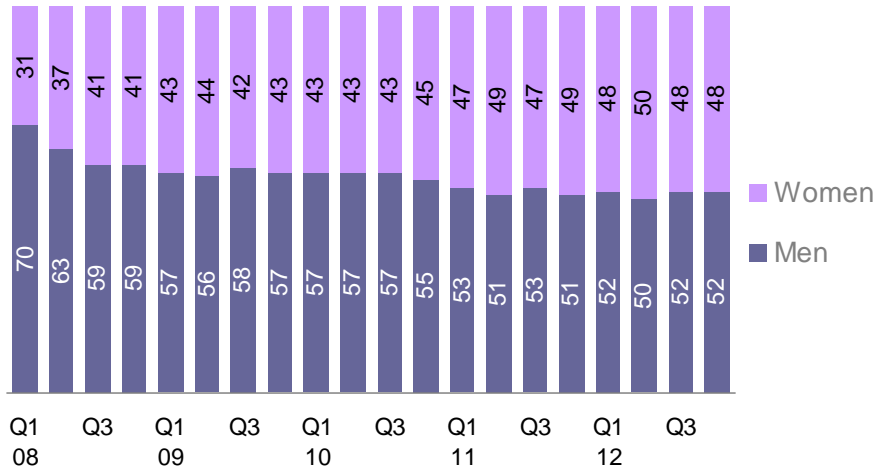


Sources – radio from RAJAR Q4 2012, internet from Nielsen March 2012, BBC iPlayer from BBC iStats March 2013 - see footnotes on final page for more detail



# BBC iPlayer use by demographic

The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The 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, however the percentage of 55+ users rose to 24% in Q4 2012, a pleasing sign that iPlayer reach is becoming more mainstream.



# 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