

# Monthly Performance Pack

March 2014



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 | Marketing & Audiences

# Monthly summary – March 2014

- **Record 320 million TV and radio requests in March**, up +18% year-on-year and breaking the previous high of 315 million requests set in January this year
- **248 million TV programme requests** – beating the previous all-time high set in January (242 million)
- **For the first time ever, TV requests from tablets and PCs were on par, both constituting 29% of all TV requests. Mobiles and tablets contributed almost half of all requests to TV programmes** on BBC iPlayer, accounting for 115 million requests.
- **The Top Gear Burma Special** proved very popular, with a total of 6.1m requests for part 1 and part 2. Other popular shows included **The Voice UK** and **Outnumbered**. **The Life and Death Row** series proved a big hit for BBC Three on BBC iPlayer last month with 1.2 million requests for episode 1. **Sport Relief** also did well, with episode 1 generating over 1 million requests
- Top radio programmes were dominated by sports coverage, however the new series of **The News Quiz** was also popular, alongside the **Radio 1 and Radio 2 Breakfast Shows**

## Consistent with previous months:

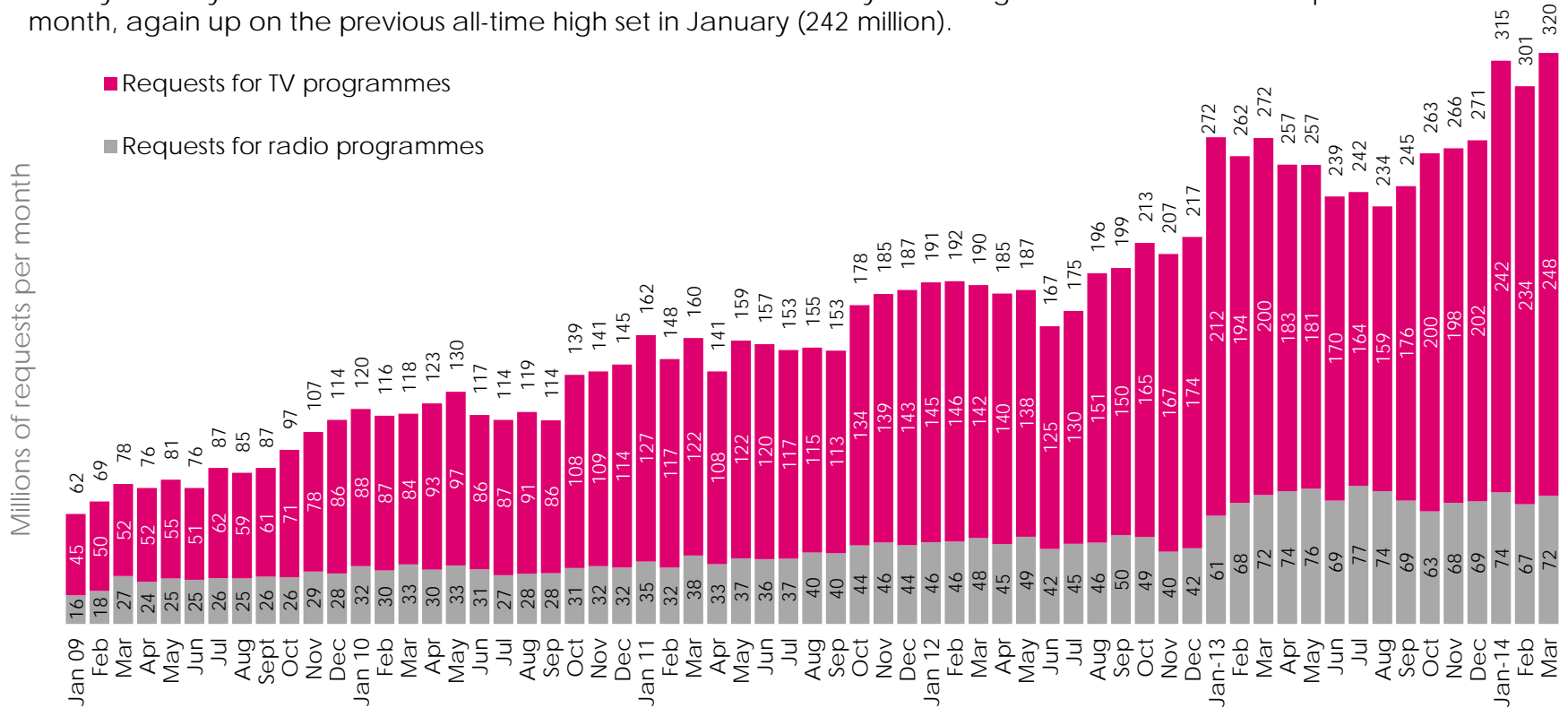
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the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

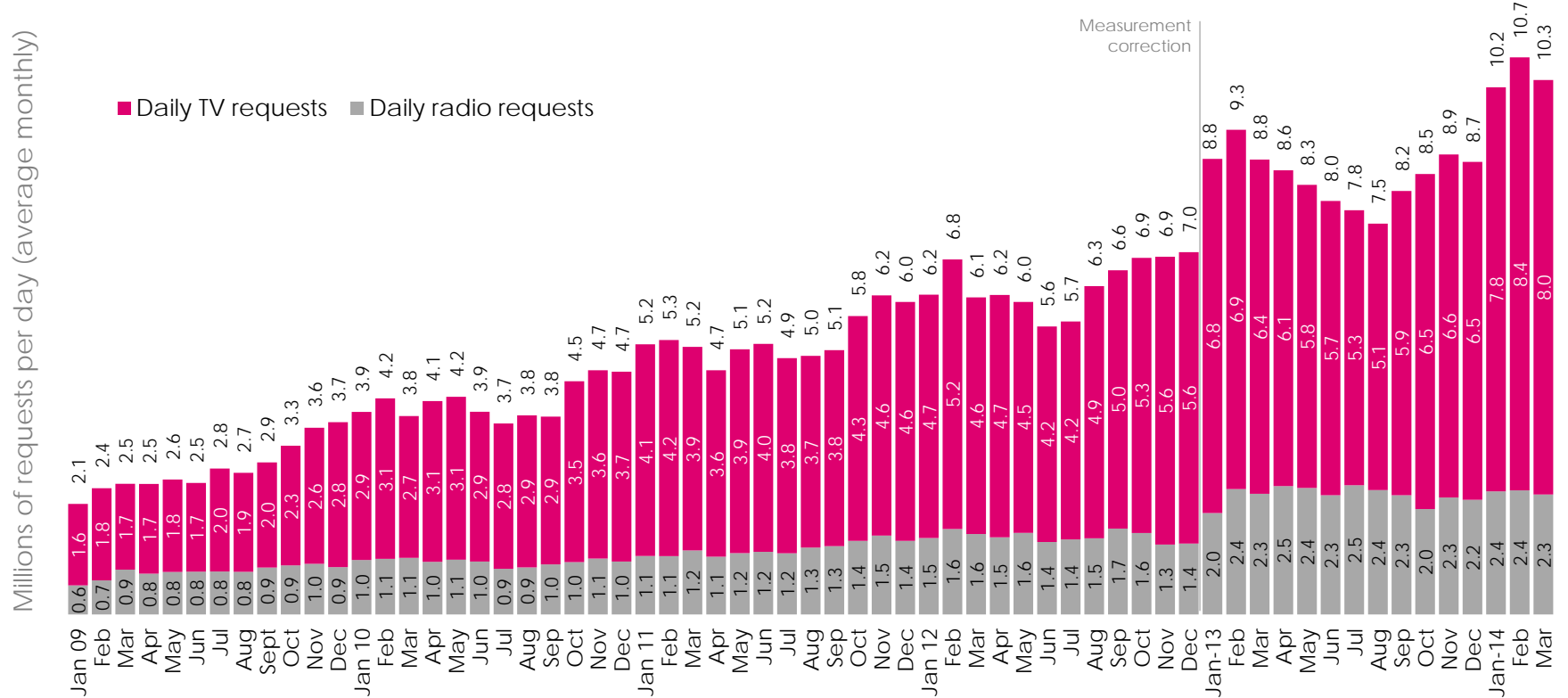
Following a strong start to the year, March was another record-breaking month for BBC iPlayer with 320 million requests across TV and radio, up on the previous high of 315 million set in January this year, and up an impressive +18% year-on-year. It was also a record for TV content on BBC iPlayer which generated 248 million requests last month, again up on the previous all-time high set in January (242 million).



Please refer to slide 8 for guide notes

# Average daily BBC iPlayer online requests

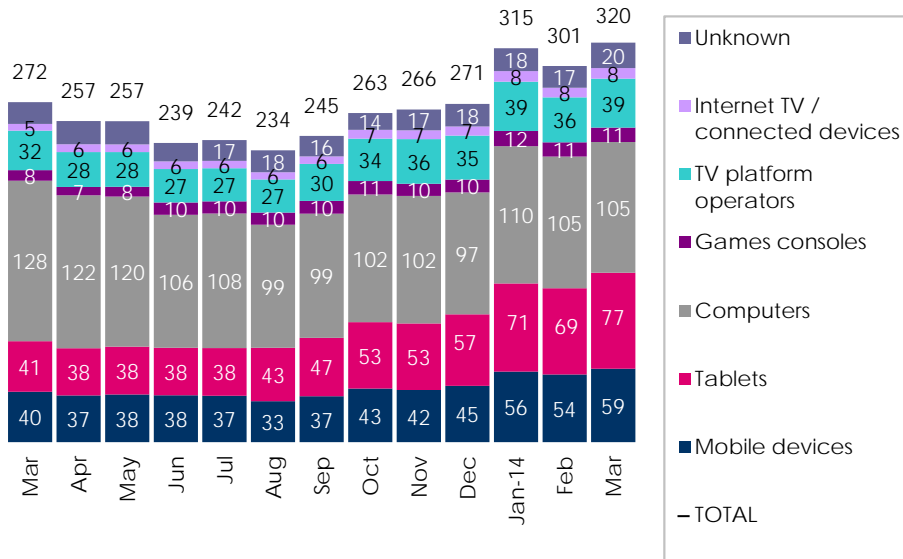
Average daily requests dropped slightly in March from the record high in February, but remained above 10 million for the third consecutive month.



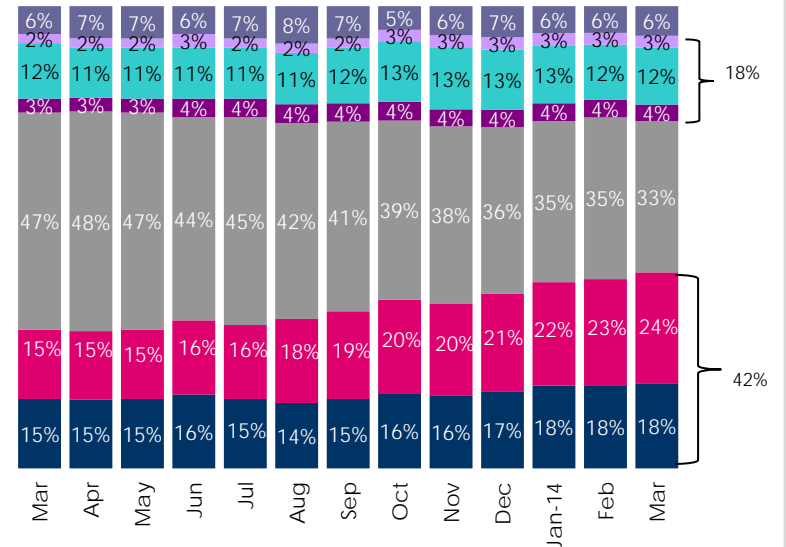
# TV and radio: Requests for programmes by device type

Mobiles and tablets made up 42% of all requests in March, another all-time high for BBC iPlayer.

Number of requests (millions)



% of requests



**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.

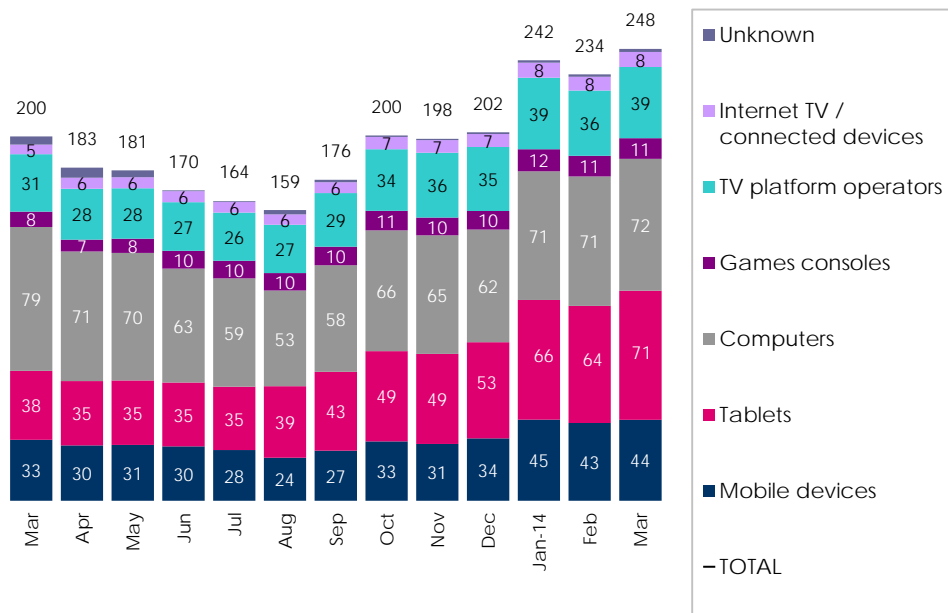
**Unknown devices** are mostly due to online radio services such as the Tuneln radio app, which we are currently unable to classify accurately by device.

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

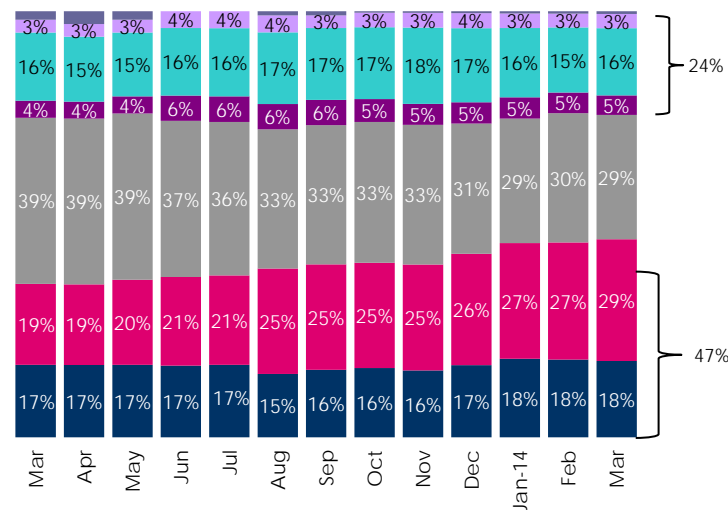
# TV only: Requests for programmes across BBC iPlayer by device type

In March, mobiles and tablets contributed almost half of all requests to TV programmes on BBC iPlayer, accounting for 115 million requests. And for the first time ever, requests from tablets and PCs were on par, both constituting 29% of all requests.

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.

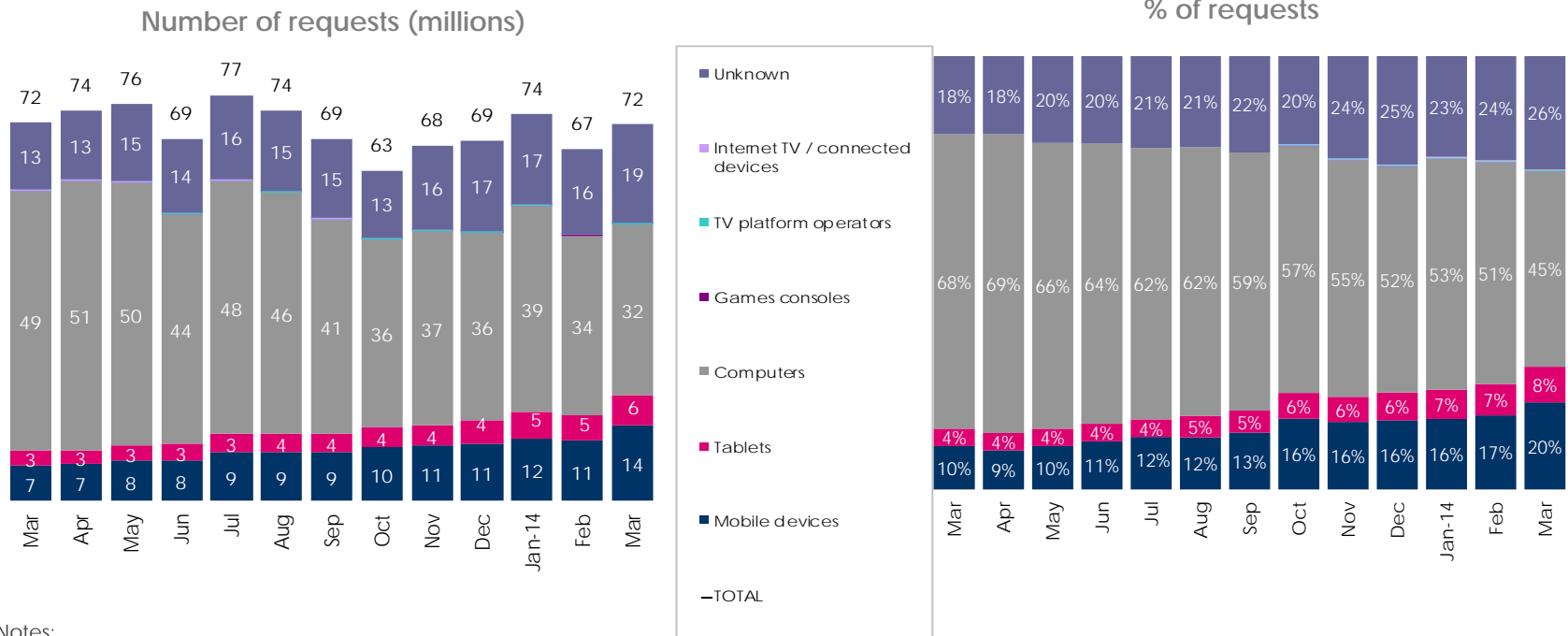
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

**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.

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

There were 72m radio requests in March – up +7% month-on-month with mobiles and tablets once again seeing a record high accounting for almost 30% of radio 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.  
**Unknown devices** are mostly due to online radio services such as the Tuneln 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.



# 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.

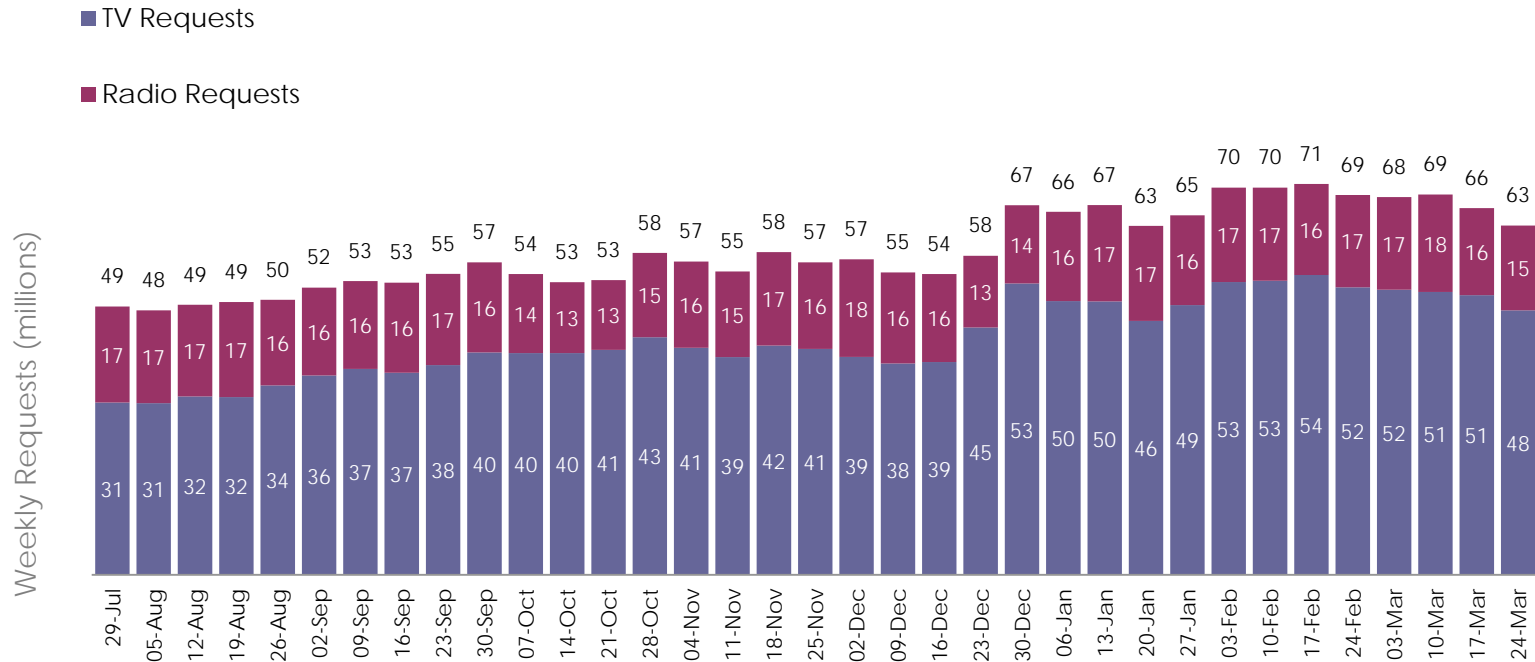
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A glossary is on page 18.

- 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
- **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 are currently under investigation

# 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 decreased slightly to 67m in March.



# BBC iPlayer - top 20 TV episodes, March 2014

## (excluding Virgin Media cable and Sky)

The **Top Gear Burma Special** proved very popular in March with a total of 6.1m requests for part 1 and part 2. Other popular linear shows like **The Voice** and **Outnumbered** also did well. **The Life and Death Row** season proved a big hit for BBC Three on BBC iPlayer last month with 1.2 million requests for episode 1, and **Sport Relief** also did well, with episode 1 generating over 1 million requests

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 21 Burma Special - Part 1	3,324,000	Top Gear Series 21 Burma Special - Part 1	3,324,000
Top Gear Series 21 Burma Special - Part 2	2,773,000	The Voice UK Series 3 Battle Rounds 1 Episode 8	1,622,000
Top Gear Series 21 Episode 5	2,319,000	Outnumbered Series 5 Episode 6	1,404,000
The Voice UK Series 3 Battle Rounds 1 Episode 8	1,622,000	Life and Death Row Episode 1	1,229,000
Outnumbered Series 5 Episode 6	1,404,000	Waterloo Road Series 9 Episode 19	1,190,000
The Voice UK Series 3 Battle Rounds 2 Episode 9	1,308,000	EastEnders 20/03/14	1,164,000
Life and Death Row Episode 1	1,229,000	Sport Relief 2014 Part 1 Episode 1	1,114,000
Waterloo Road Series 9 Episode 19	1,190,000	Ja'mie: Private School Girl Episode 5	1,050,000
EastEnders 20/03/14	1,164,000	The Dumping Ground Series 2 Episode 11	1,016,000
Sport Relief 2014 Part 1 Episode 1	1,114,000	Jonathan Creek Series 5 Episode 1	864,000
EastEnders 04/03/14	1,072,000	Call the Midwife Series 3 Episode 8	851,000
Waterloo Road Series 9 Episode 20	1,071,000	Line of Duty Series 2 Episode 4	767,000
Ja'mie: Private School Girl Episode 5	1,050,000	The Michael McIntyre Chat Show Episode 1	763,000
EastEnders 25/03/14	1,032,000	The Musketeers Episode 6	730,000
EastEnders 07/03/14	1,019,000	Turks & Caicos 20/03/14	710,000
The Dumping Ground Series 2 Episode 11	1,016,000	W1A Episode 1	664,000
EastEnders 14/03/14	1,014,000	The Graham Norton Show Series 14 Episode 18	648,000
The Voice UK Series 3 Episode 12	1,012,000	Silk Series 3 Episode 2	647,000
EastEnders 18/03/14	1,000,000	New: Prostitution: What's the Harm? 17/03/14	627,000
EastEnders 13/03/14	985,000	Louis Theroux's LA Stories Episode 1	623,000

# BBC iPlayer - top 20 radio episodes, March 2014

## (excluding Virgin Media cable and Sky)

The top list for radio this month was, as ever, dominated by sports coverage, however the new series of **The News Quiz** was also popular, alongside the **Radio 1 and Radio 2 Breakfast Shows**.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
5 live Sport Prem League Man United v Man City	295,000
5 live Sport Prem League Chelsea v Arsenal	165,000
The News Quiz Series 83 Episode 4	151,000
The News Quiz Series 83 Episode 5	151,000
The News Quiz Series 83 Episode 6	143,000
5 live Sport Prem League Liverpool v Tottenham	140,000
5 live Sport Prem League Cardiff v Liverpool	138,000
The Radio 1 Breakfast Show 21/03/14	131,000
The Radio 1 Breakfast Show 28/03/14	128,000
The Radio 1 Breakfast Show 26/03/14	124,000
5 live Sport 16/03/14	124,000
The News Quiz Series 83 Episode 7	122,000
The Radio 1 Breakfast Show 27/03/2014	121,000
The Chris Evans Breakfast Show 28/03/14	121,000
5 live Sport Prem League Man United v Aston Villa	121,000
The Chris Evans Breakfast Show 21/03/2014	120,000
The Radio 1 Breakfast Show 24/03/14	120,000
The Radio 1 Breakfast Show 20/03/14	119,000
5 live Sport Prem League Tottenham v Arsenal	119,000
The News Quiz Series 83 Episode 3	119,000

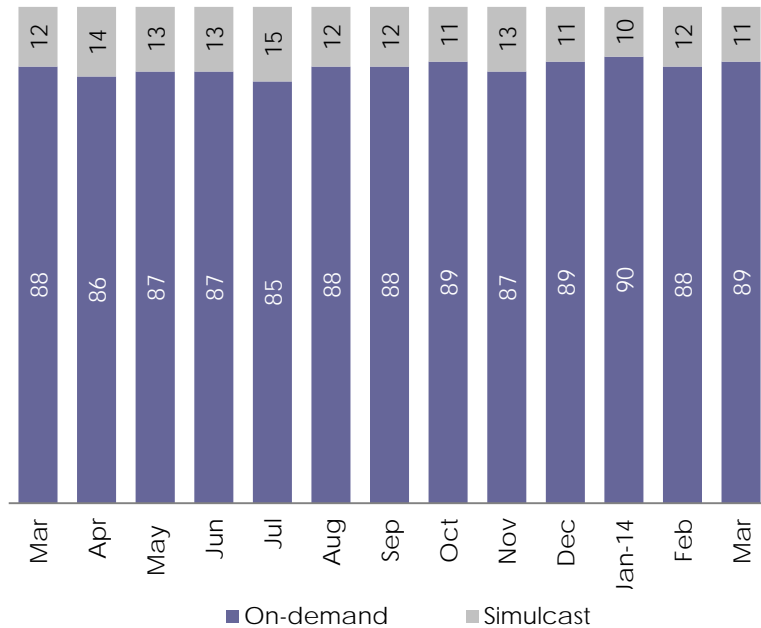
BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
5 live Sport Prem League Man United v Man City	295,000
The News Quiz Series 83 Episode 4	151,000
The Radio 1 Breakfast 21/03/14	131,000
5 live Sport 16/03/14	124,000
The Chris Evans Breakfast Show 28/03/14	121,000
5 live Sport League Cup Man City v Sunderland	115,000
Afternoon Drama Rumpole Episode 1	109,000
The Hitchhiker's Guide to the Galaxy Episode 1	94,000
Just a Minute Series 68 Episode 4	93,000
Scott Mills 18/03/14	92,000
Today 25/03/14	89,000
Cricket 27/03/14	87,000
5 live Sport Champions League Barcelona v Man City	84,000
Fearne Cotton 06/03/14	84,000
Annie Mac Scuba Special Delivery 07/03/2014	83,000
Ken Bruce 31/03/2014	79,000
Steve Wright in the Afternoon 18/03/2014	78,000
The Archers 17/03/14	78,000
The Official Chart with Jameela Jamil 09/03/14	75,000
BBC Radio 1's Dance Anthems ...With Annie Mac	74,000

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

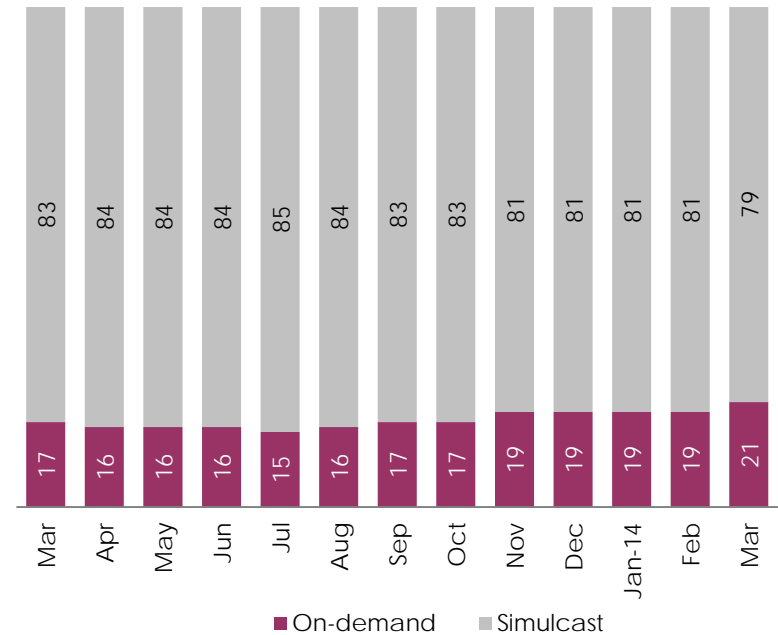
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

The proportion of live requests to TV and Radio decreased to 11% and 79% respectively.

% requests for TV programmes

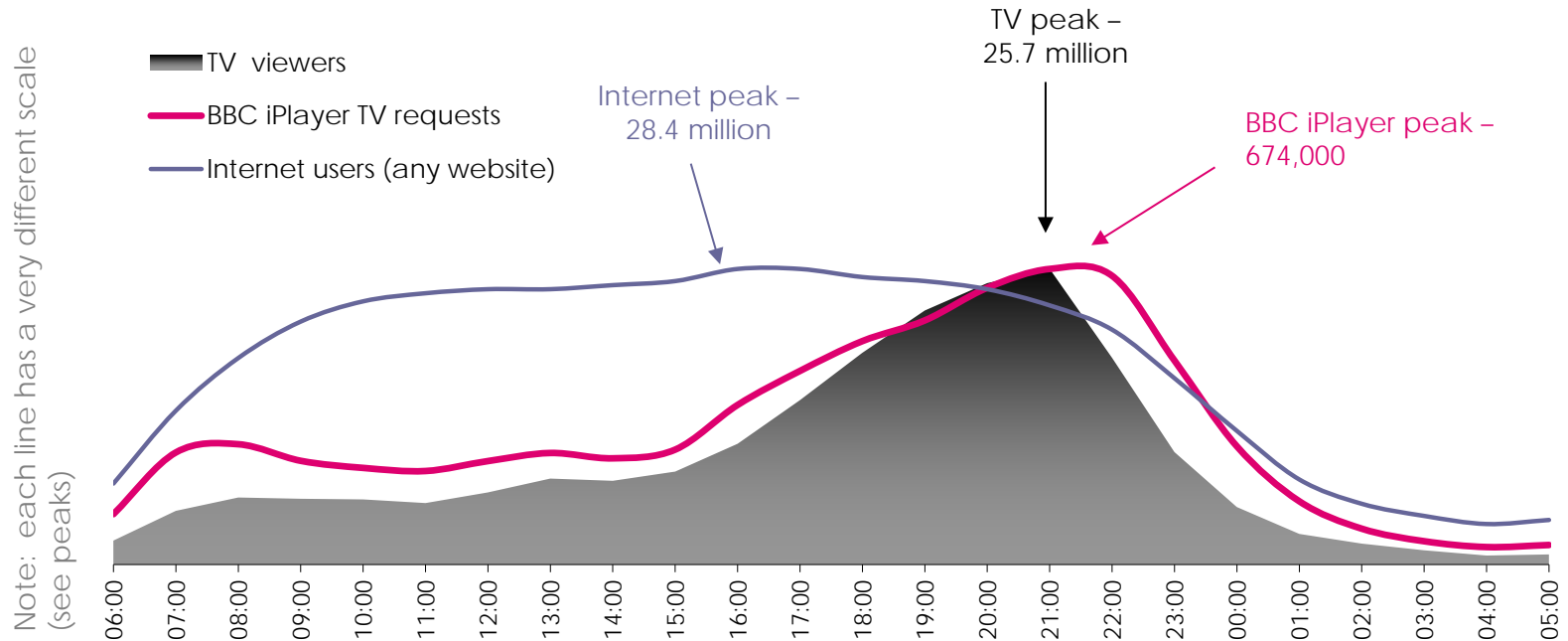


% requests for radio programmes



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

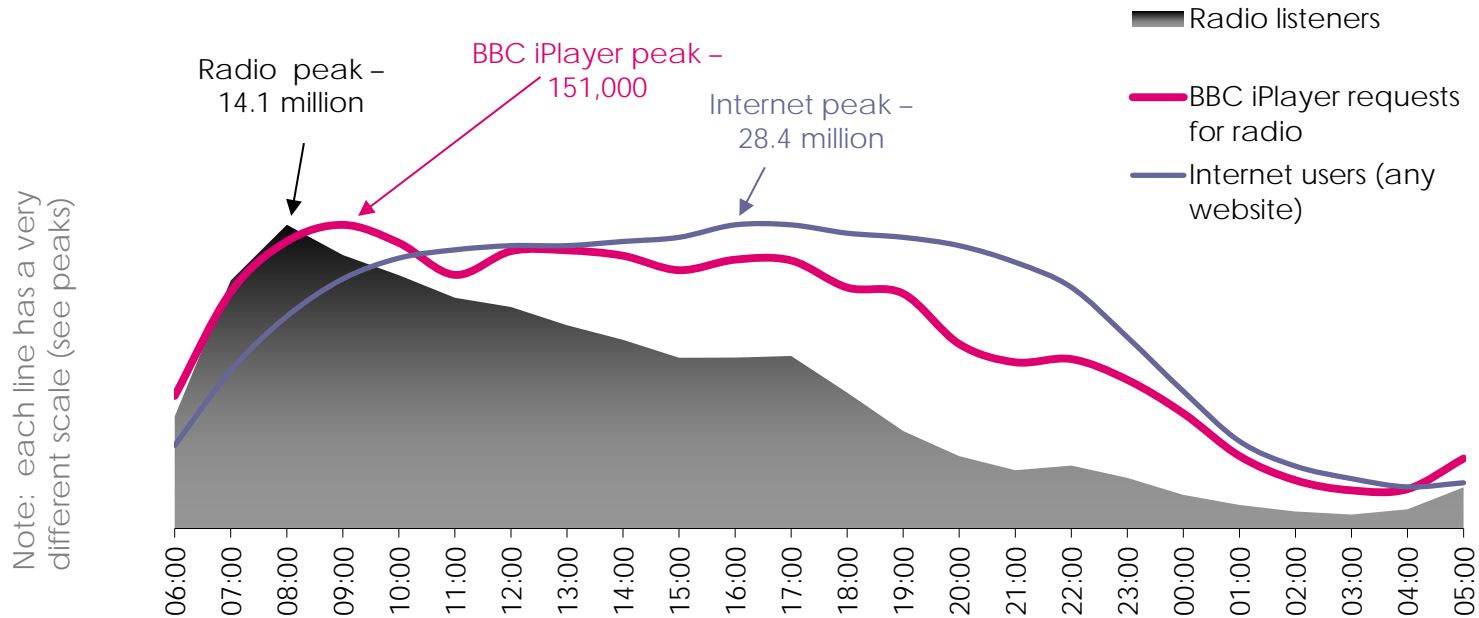
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

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

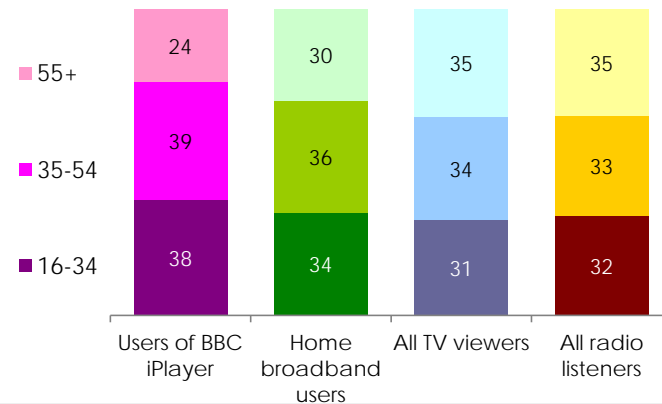
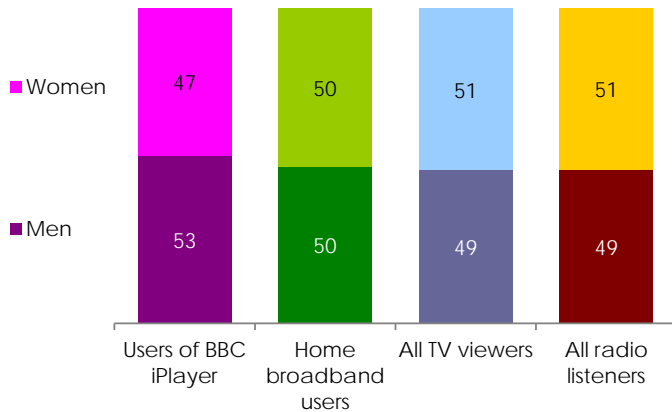
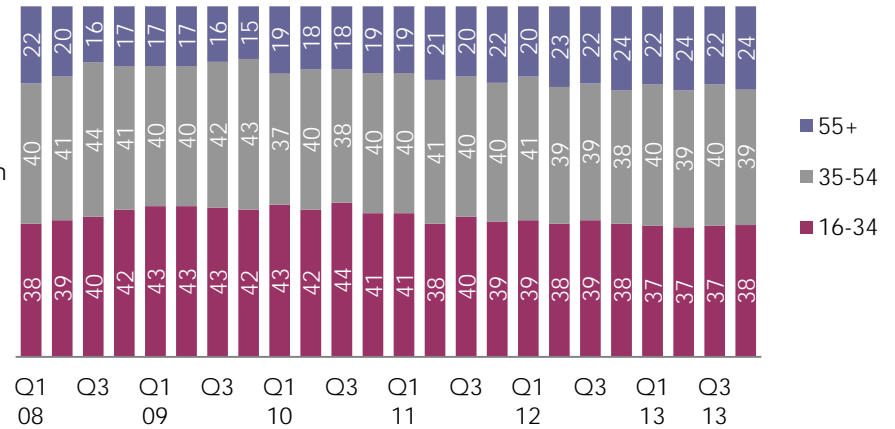
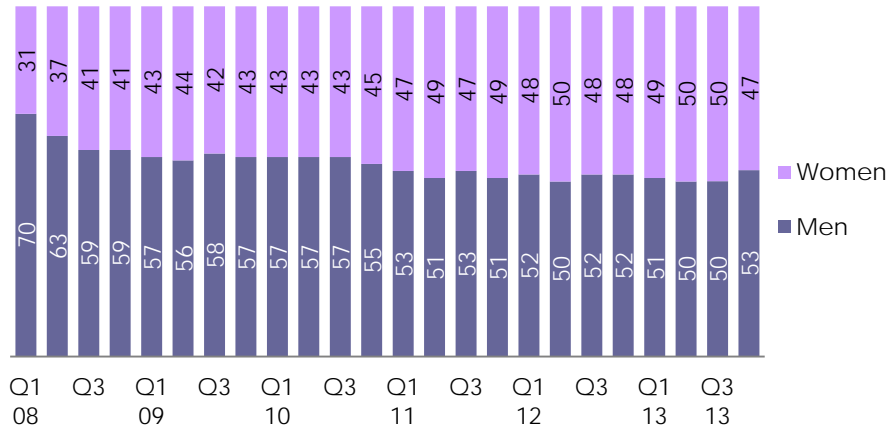
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q4 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats March 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 gender profile has remained stable in recent months, however for Q4 13 the split is skewed towards a male audience.





# 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