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
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).
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.

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.

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 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.

Please refer to slide 8 for guide notes
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 ABC e, 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.

Please refer to slide 9 for guide notes.
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.
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.
**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.

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- **% requests for TV programmes**
- **% requests for radio programmes**

Please refer to slide 9 for guide notes.
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.
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.

Radio peak – 14.1 million
BBC iPlayer peak – 151,000
Internet peak – 28.4 million

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.

User profiles - TV from BARB (Q4 13), radio from RAJAR (Q4 13), broadband from BARB (Q4 13)
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