

Monthly Performance Pack

May 2013



Ian Walker, Publicist, BBC iPlayer
BBC Communications
0770 388 6273 | Ian.Walker@bbc.co.uk



Monthly summary headlines – May 2013

- **257 million** BBC iPlayer requests in May – equalling that of April, with trend of requests across PC, mobile, tablet and connected TV remaining consistent with previous month.
- Average daily requests remained strong at just under **8 million**, and weekly requests were steady on **53 million**.
- Record **76 million requests** for radio programmes – continuing the trend of listening to BBC radio programmes via BBC iPlayer
- Radio 4 comedy including ***The Unbelievable Truth*** and ***The Now Show***, and sport coverage including **rugby** and **cricket**, were most popular for BBC iPlayer radio listening as usual. Content from ***Radio 1's Big Weekend*** (24-26 May) also appeared in the top 20.
- ***Doctor Who***, ***The Apprentice*** and ***The Voice*** dominated the top 10 TV episodes for May, with ***Waterloo Road*** and ***Russell Howard's Good News*** following closely behind.

Consistent with previous months:

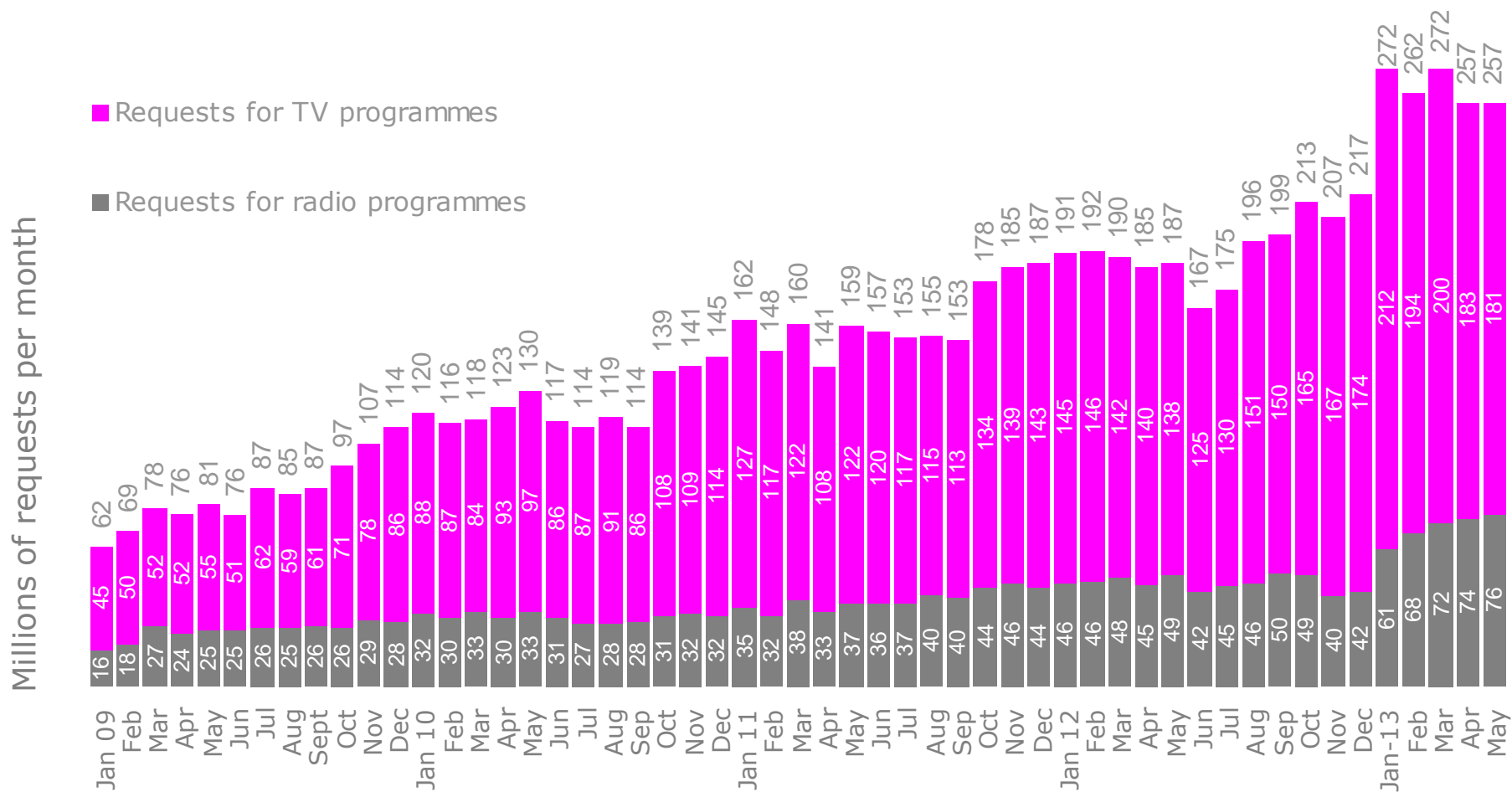
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly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

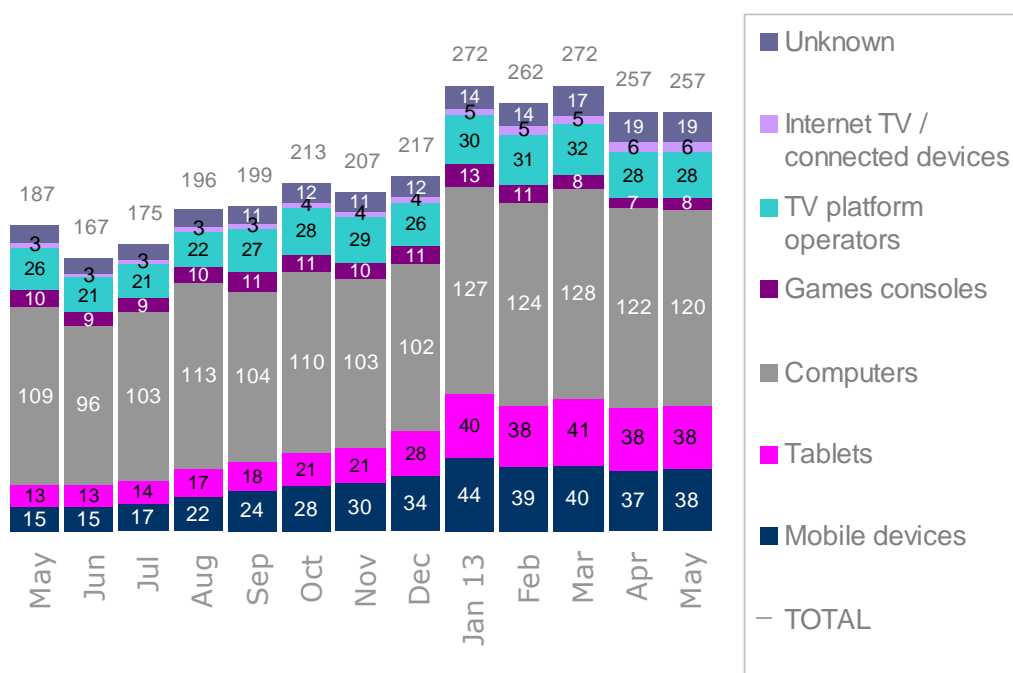
BBC iPlayer delivered a consistent 257m requests in May, equalling that of April



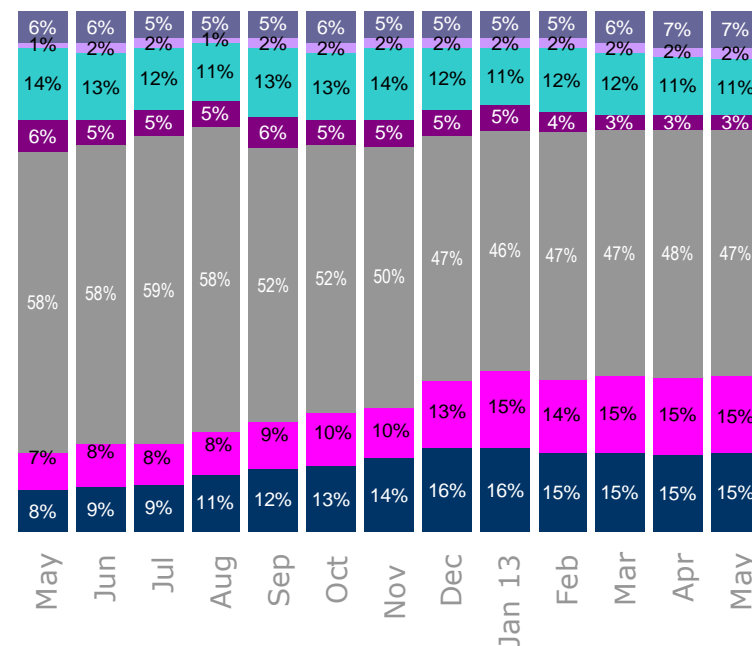
Requests for programmes by device type – TV and radio

The contribution made by different devices also remained consistent with the previous 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, Sky and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

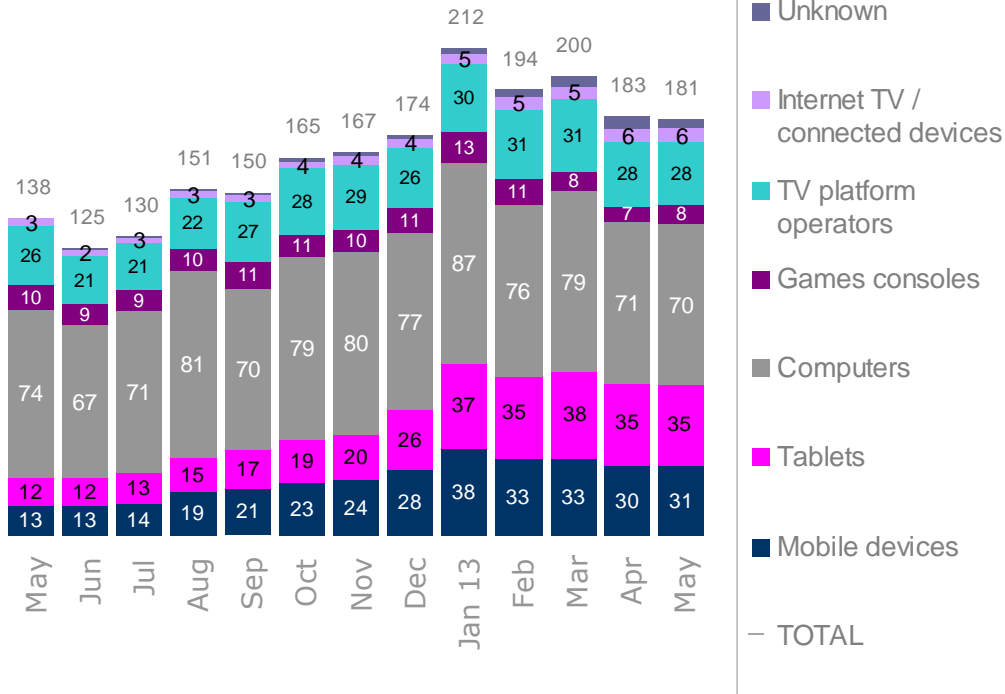
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

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

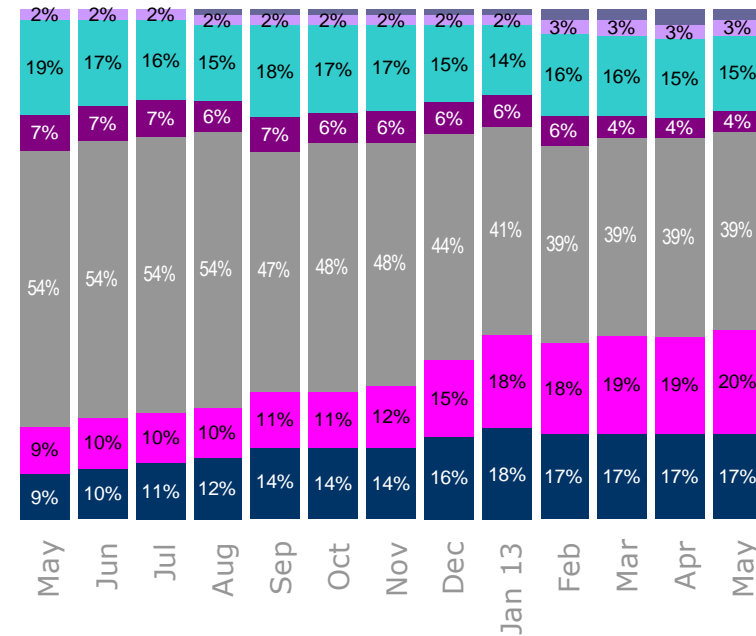
Requests for programmes across BBC iPlayer by device type – TV only

TV only requests via BBC iPlayer remained consistent month-on-month.

Number of requests (millions)



% of requests



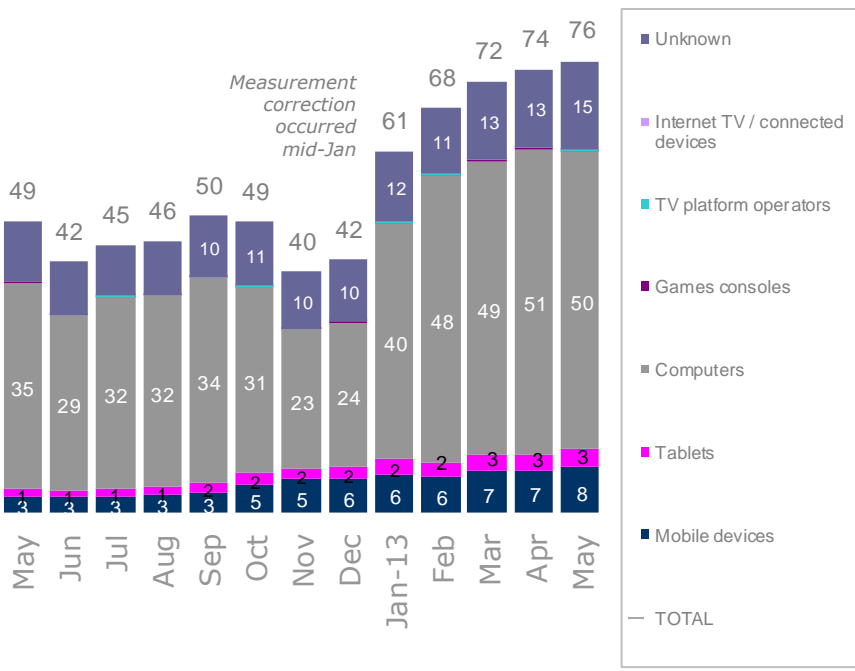
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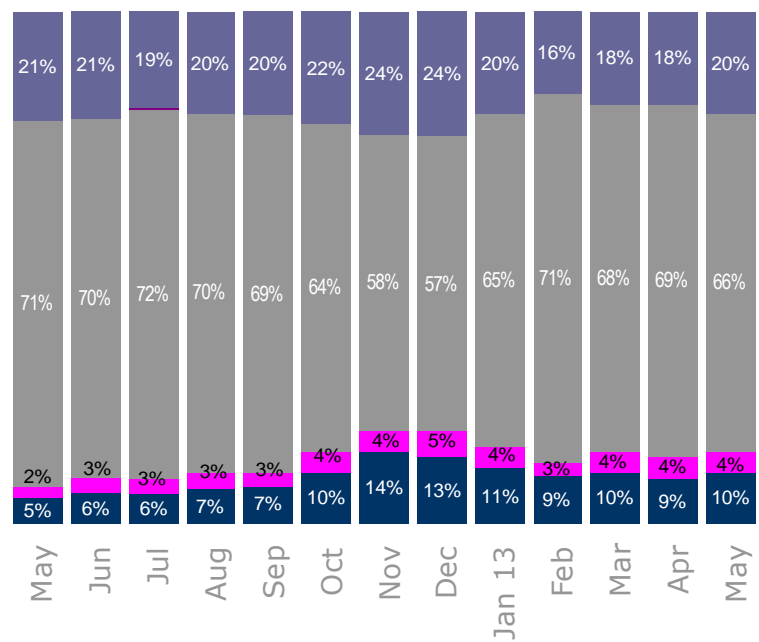
Requests for programmes across BBC iPlayer by device type – radio only

Record 76 million radio requests - up a further +2% 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.
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Notes for figures in this report

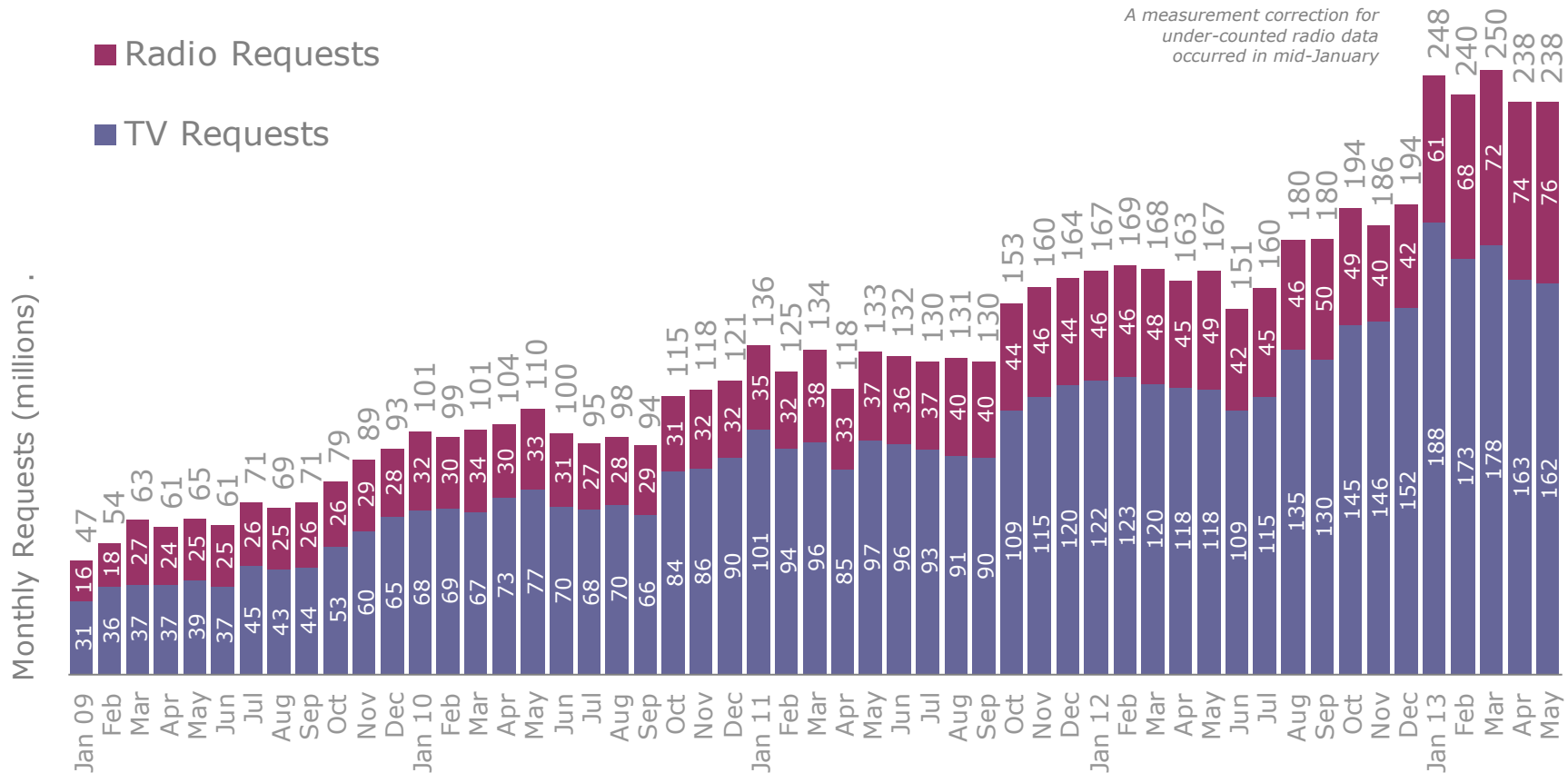
The **remainder of this report excludes data** from **Virgin Media cable** and **Sky**. Virgin Media cable is not included as the data arrives later than BBC internal AV stats and Sky is treated separately as it is not currently consolidated within BBC iStats AV systems.

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)

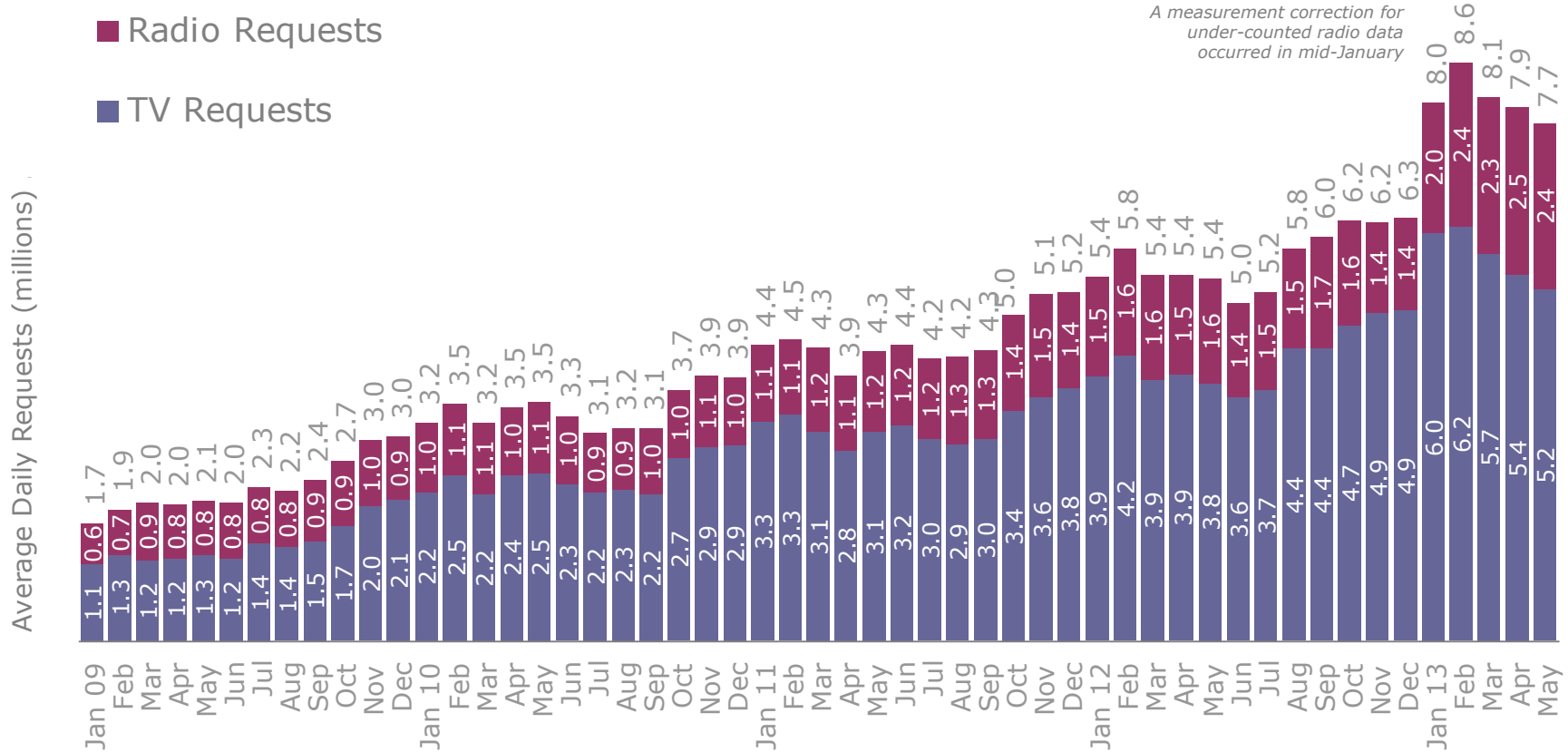
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details). Total monthly requests remained stable at 238 million in May



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).

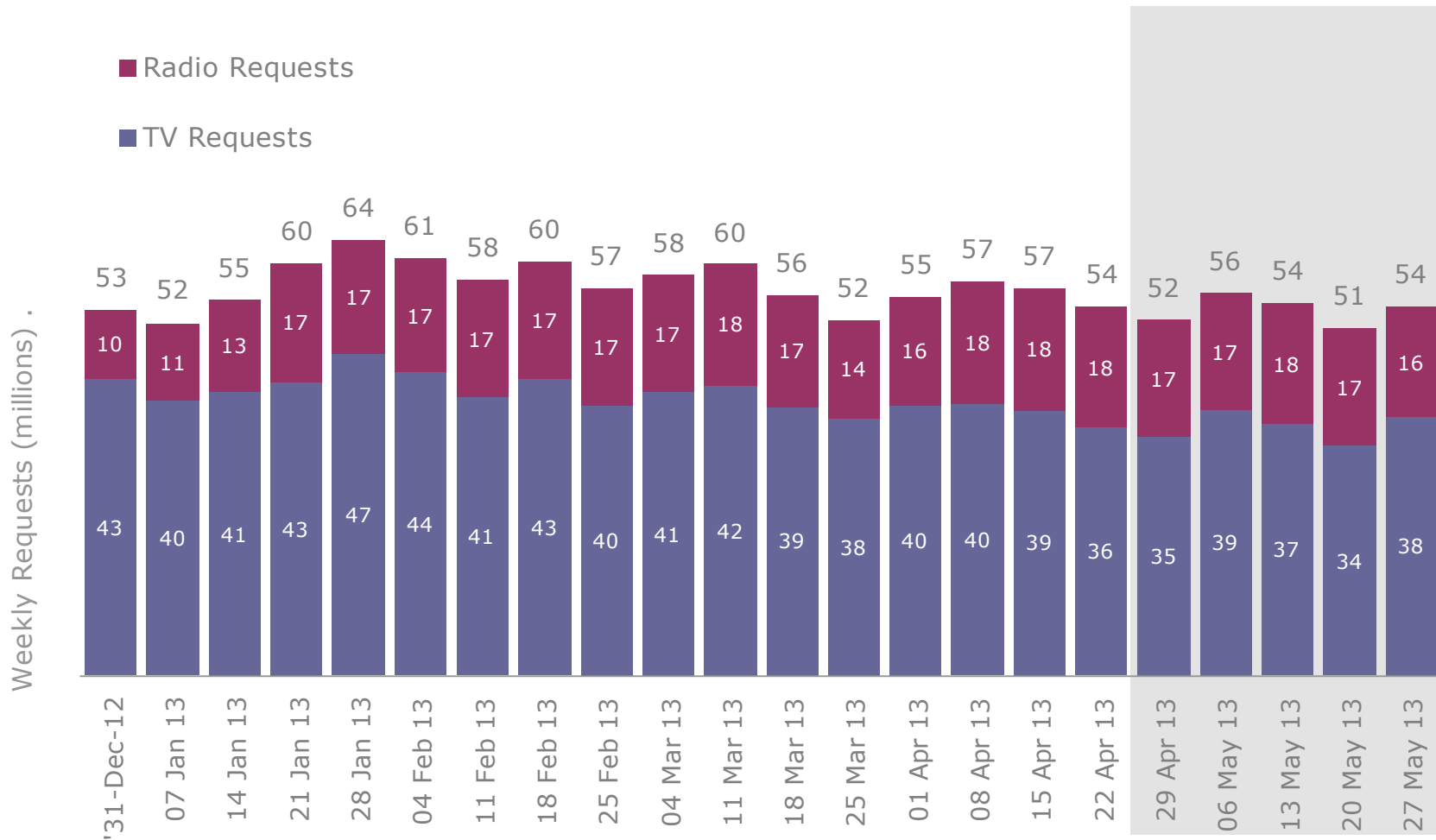
Average daily requests remained strong at 7.7 million



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 of May, with an average of **53 million**.



BBC iPlayer - top 20 TV episodes, May 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).

Doctor Who, The Apprentice and The Voice dominated the top 10 TV episodes for May, with Waterloo Road and Russell Howard's Good News following closely behind.

BBC iPlayer Top 20 TV episodes – All

Total requests
per Ep.

Doctor Who Series 7 Part 2 Episode 8	1,866,000
The Apprentice Series 9 Episode 2	1,761,000
The Apprentice Series 9 Episode 1	1,710,000
Doctor Who Series 7 Part 2 Episode 7	1,709,000
Doctor Who Series 7 Part 2 Episode 6	1,693,000
The Apprentice Series 9 Episode 3	1,677,000
The Voice UK Series 2 Blind Auditions 6 Episode 6	1,546,000
The Voice UK Series 2 Battle Rounds 3 Episode 9	1,448,000
The Apprentice Series 9 Episode 4	1,427,000
The Apprentice Series 9 Episode 5	1,357,000
The Voice UK Series 2 Battle Rounds 2 Episode 8	1,329,000
The Voice UK Series 2 Battle Rounds 1 Episode 7	1,290,000
Waterloo Road Series 8 Episode 21	1,057,000
Russell Howard's Good News Series 8 Episode 3	1,028,000
Russell Howard's Good News Series 8 Episode 4	1,022,000
Russell Howard's Good News Series 8 Episode 2	1,018,000
Waterloo Road Series 8 Episode 23	1,008,000
The Fall Episode 1	1,001,000
Russell Howard's Good News Series 8 Episode 5	988,000
Waterloo Road Series 8 Episode 24	987,000

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

Total requests
per Ep.

Doctor Who Series 7 Part 2 Episode 8	1,866,000
The Apprentice Series 9 Episode 2	1,761,000
The Voice UK Series 2 Blind Auditions 6 Episode 6	1,546,000
Waterloo Road Series 8 Episode 21	1,057,000
Russell Howard's Good News Series 8 Episode 3	1,028,000
The Fall Episode 1	1,001,000
The Graham Norton Show Series 13 Episode 8	983,000
EastEnders 24/05/13	833,000
The Premier League's Most Amazing Moments	812,000
Have I Got News for You Series 45 Episode 5	552,000
MasterChef Series 9 Episode 23	547,000
Eurovision Song Contest 2013 Grand Final	536,000
Not Going Out Series 6 Episode 4	533,000
Would I Lie to You? Series 7 Episode 1	511,000
The Politician's Husband Episode 2	495,000
Top Gear Series 14 Bolivia Special Episode 6	490,000
The Village Episode 6	460,000
Ice Age Giants Episode 1	441,000
Abby and Brittany: Joined for Life Episode 2	441,000
Britain's Biggest Hoarders Series 1 Episode 1	413,000

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

Radio 4 comedy including *The Unbelievable Truth* and *The Now Show*, and sport coverage including rugby and cricket, were most popular for BBC iPlayer radio listening as usual. Content from Radio 1's Big Weekend (24-26 May) also appeared in the top 20.

BBC iPlayer Top 20 radio episodes – All

Total requests

The Unbelievable Truth Series 11 Episode 6	138,000
The Now Show Series 40 Episode 1	130,000
The Unbelievable Truth Series 11 Episode 5	126,000
The News Quiz Series 80 Episode 5	124,000
Coming up on 5 live sports extra 27/05/13	121,000
The News Quiz Series 80 Episode 4	117,000
Weekend Breakfast 04/05/13	116,000
The Now Show Series 40 Episode 2	103,000
5 live Sport 5 live Rugby Premiership Final	99,000
Test Match Special 27/05/13	98,000
Coming up on 5 live sports extra 25/05/13	96,000
Test Match Special 17/05/13	96,000
Coming up on 5 live sports extra 18/05/13	96,000
The Radio 1 Breakfast Show 02/05/2013	93,000
Test Match Special 28/05/13	93,000
Coming up on 5 live sports extra 19/05/13	93,000
The Unbelievable Truth Series 11 Episode 4	92,000
Sara Cox 24/05/13	92,000
Test Match Special 16/05/13	91,000
Scott Mills 03/05/13	90,000

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

Total requests

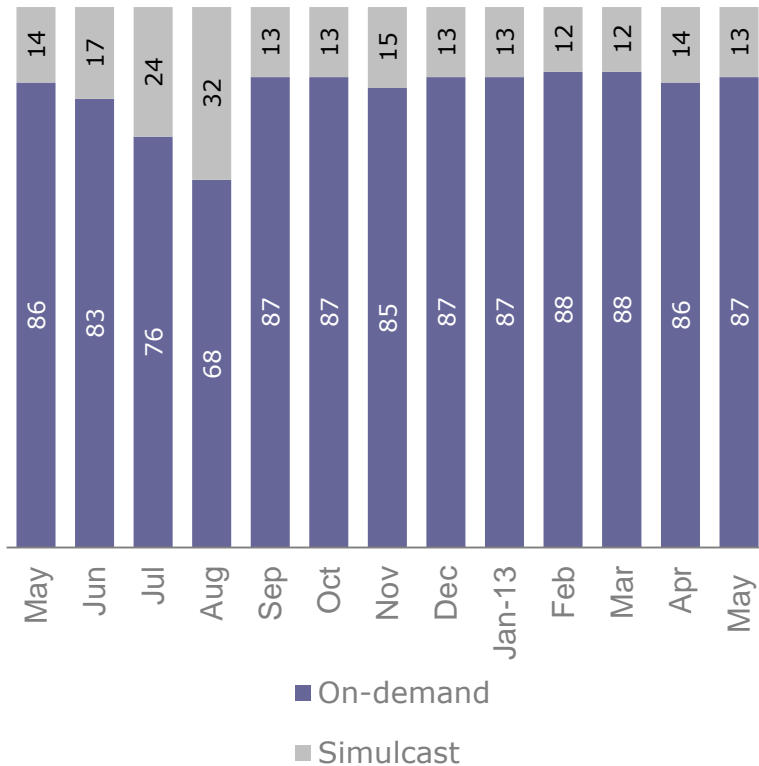
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The News Quiz Series 80 Episode 5	124,000
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5 live Sport 5 live Rugby Premiership Final	99,000
Test Match Special 27/05/13	98,000
The Radio 1 Breakfast Show 02/05/2013	93,000
Sara Cox 24/05/13	92,000
Scott Mills 03/05/13	90,000
Just a Minute Series 66 Episode 1	84,000
Sunday Breakfast 12/05/13	82,000
The Danny Baker Show 04/05/13	80,000
Saturday Breakfast 11/05/13	80,000
BBC R1's BWDerry~Londonderry Matt Edmondson	78,000
Shelagh Fogarty 14/05/13	77,000
Cricket 31/05/13	75,000
BBC Radio 1's Essential Mix 25/05/2013	73,000
Huw Stephens 14/05/13	72,000
Gemma Cairney Adele Roberts sits in 26/05/2013	72,000

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

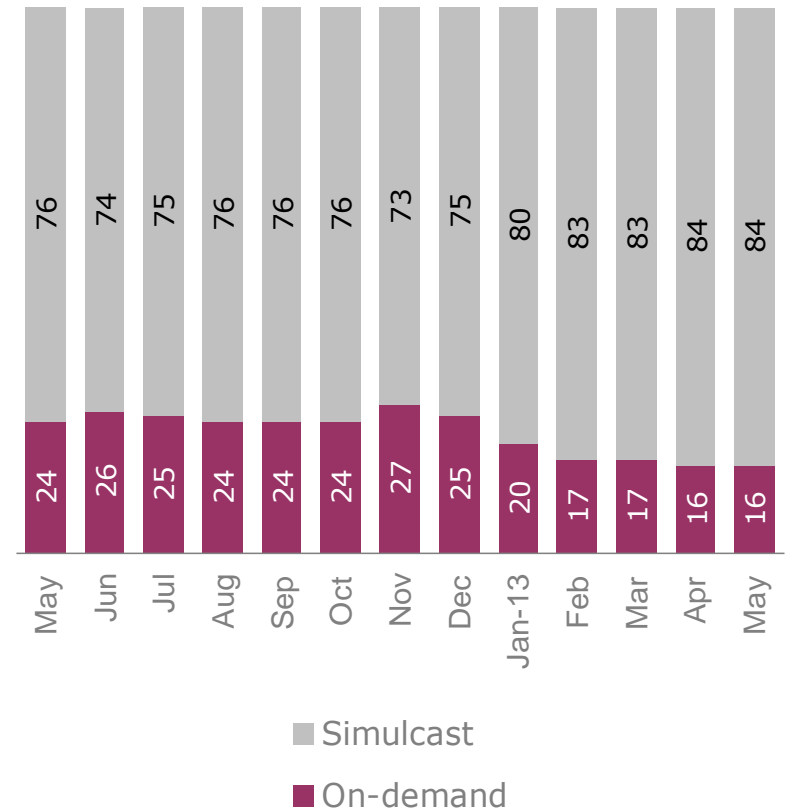
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

The proportion of requests for live programmes remained stable for radio-listening at 84% in May; while for TV viewing, the proportion of live viewing returned to a more usual 13% of requests, following the boost caused by Baroness Thatcher’s funeral in April.

% requests for TV programmes

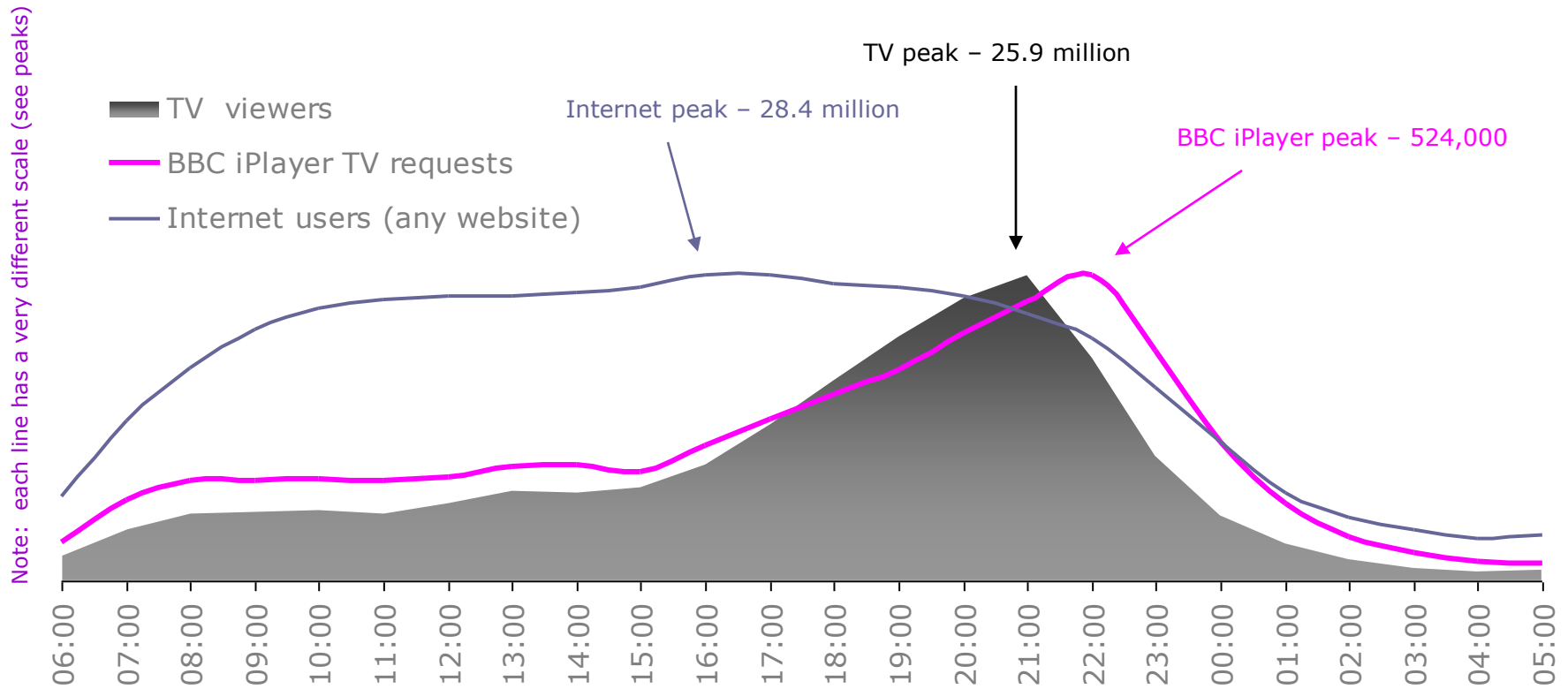


% requests for radio programmes



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

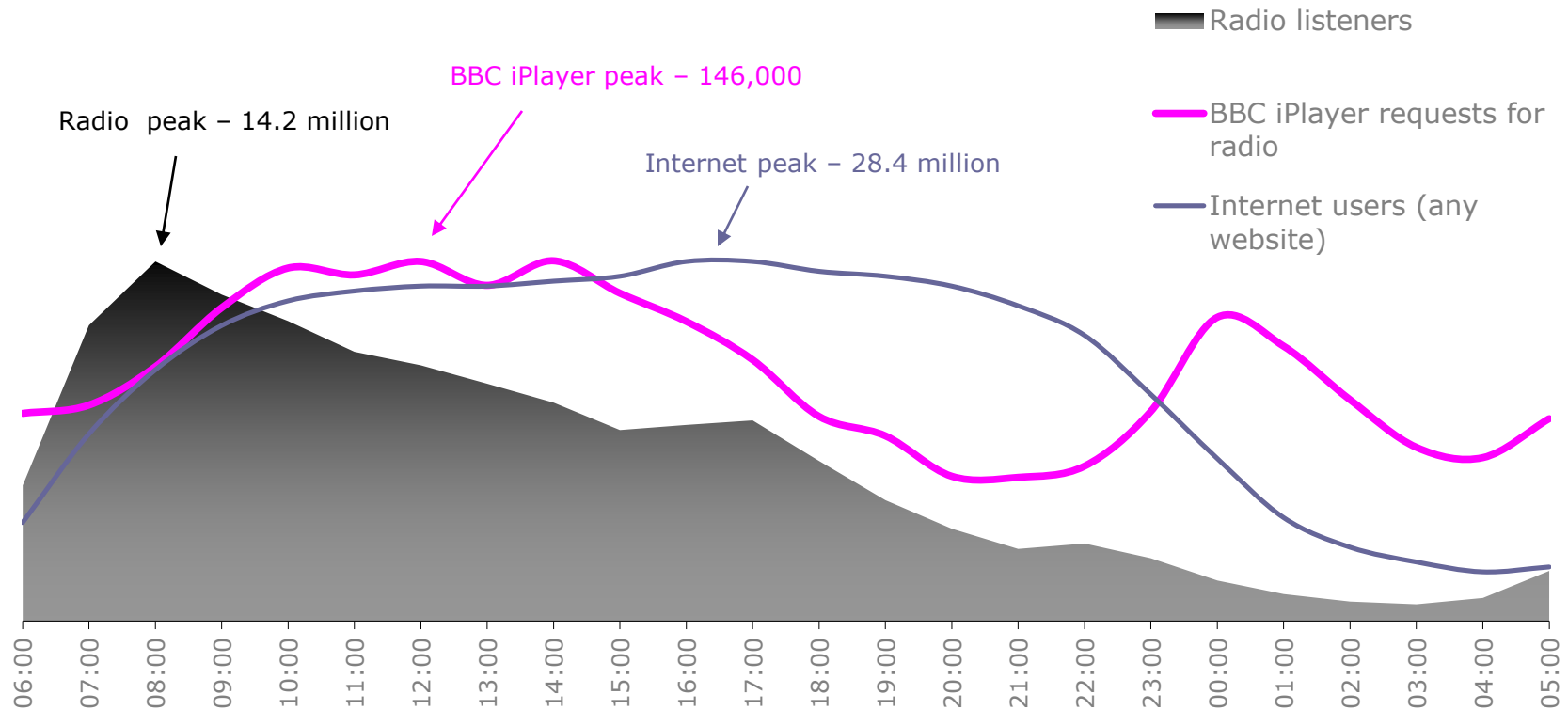
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

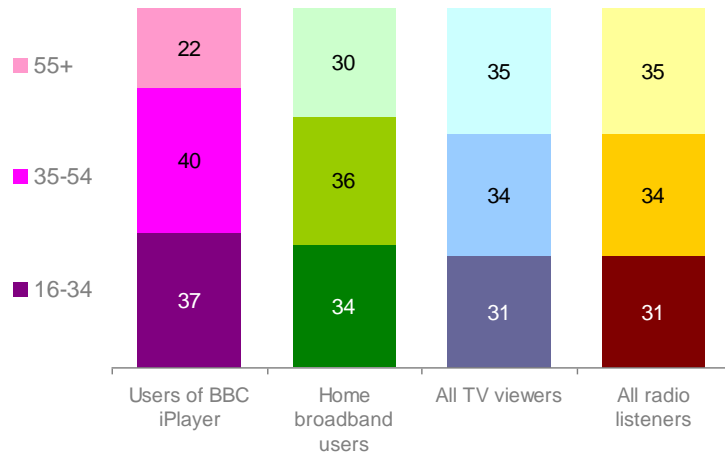
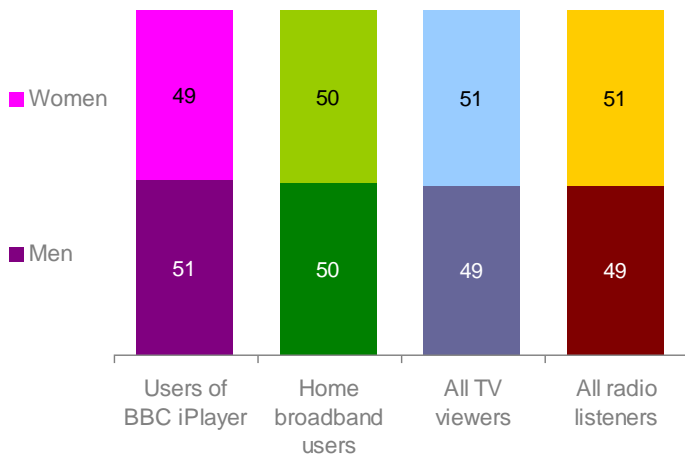
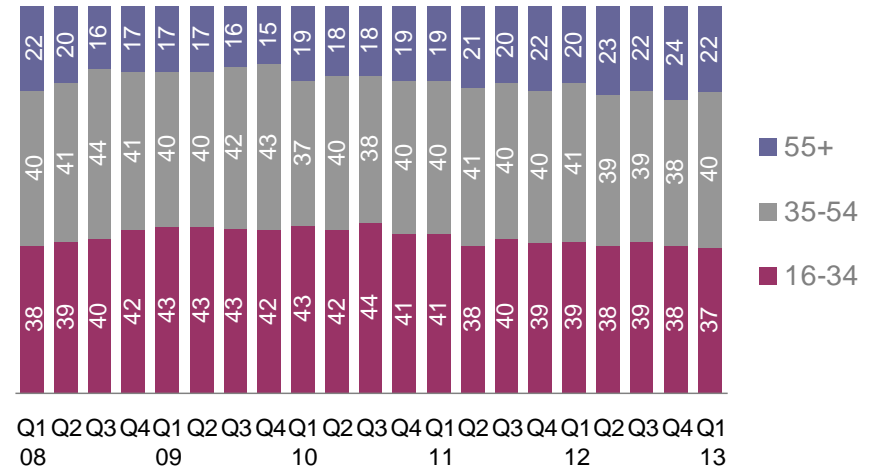
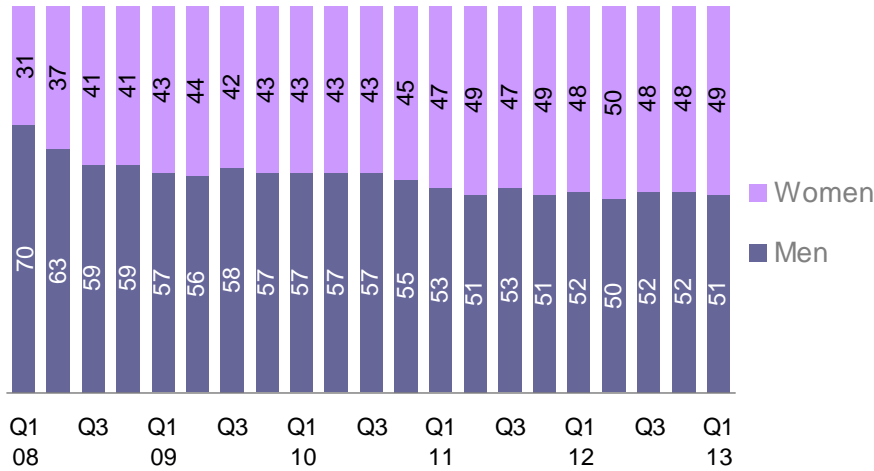
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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