

Monthly Performance Pack

May 2014



Christopher Duggan, BBC iPlayer
BBC Communications
07753302778 | christopher.duggan@bbc.co.uk

 | Marketing & Audiences

Monthly summary – May 2014

- Requests to BBC iPlayer increased last month to 273m, up +6% on May 2013, and higher than at any point last year.
- May also saw the first increase in the proportion of requests coming from computers since July 2013. Computers constituted 33% of total requests last month, up from 31% from the previous month, with the increase driven entirely by growth in radio listening.
- It was also another strong month for **EastEnders** on BBC iPlayer as the Lucy Beale storyline continued to boost requests. New BBC One drama, **Happy Valley**, was popular with the first five episodes generating over 5 million requests in total. BBC Three comedy, **Jonah from Tonga**, also did well. The whole series was premiered on BBC iPlayer in early May, and across the month, episode one picked up an impressive 1.2 million requests.
- This month saw the usual mix of Sport, Radio 4 comedy and the **Radio 1 Breakfast Show** all performing well. The most requested programme this month was 5Live's coverage of **Froch vs Groves**, followed by Radio 4's **The Unbelievable Truth**.

Consistent with previous months:

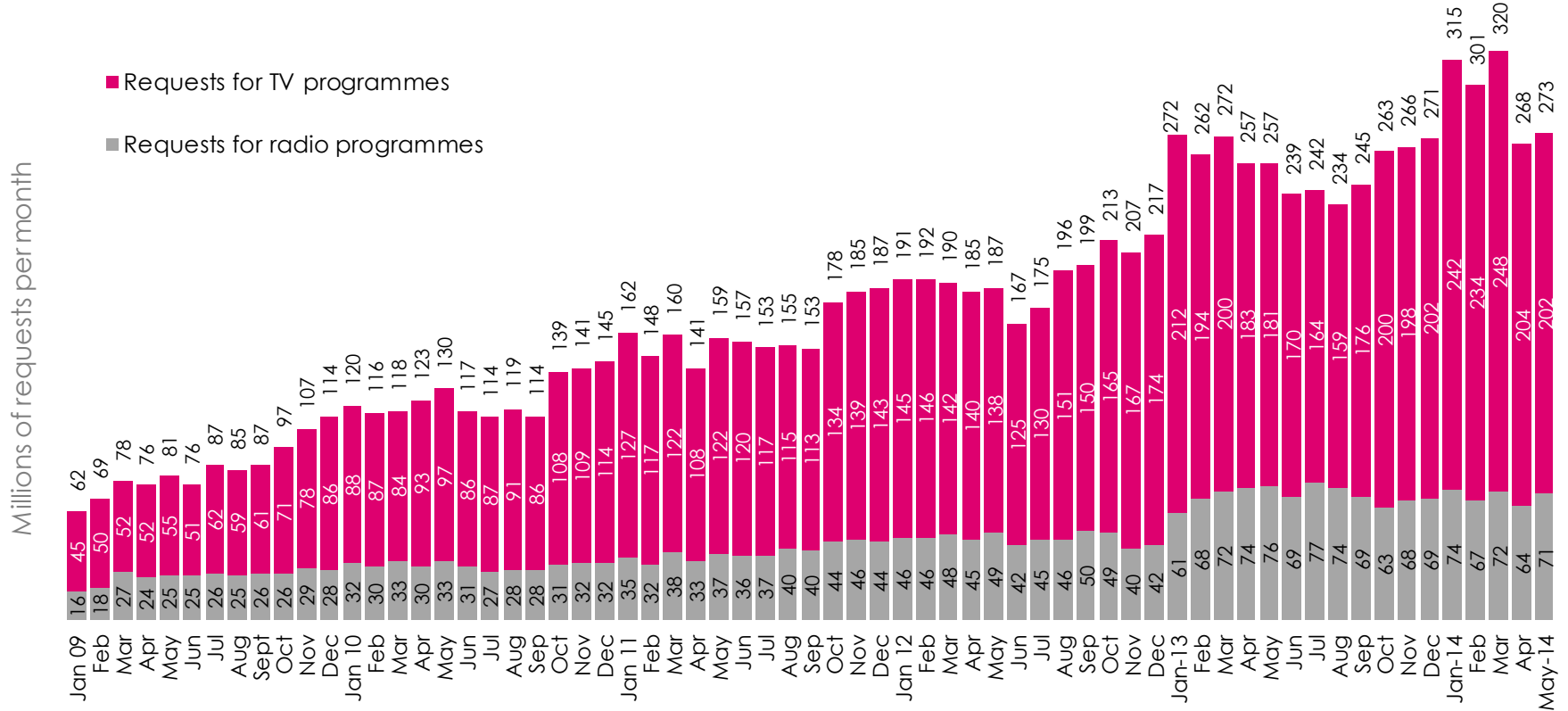
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the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

Index

<u>Page</u>	<u>Content</u>
4-8	Monthly BBC iPlayer requests by media type and device type
9	Notes about the data in this report
10	Weekly request latest 6 months
11	Top TV programmes
12	Top radio programmes
13	TV and radio requests - live vs catch-up
14	Use of BBC iPlayer for TV by time of day
15	Use of BBC iPlayer for radio by time of day
16	Profile of BBC iPlayer users
17	Glossary

Total monthly BBC iPlayer requests across all platforms, since 2009

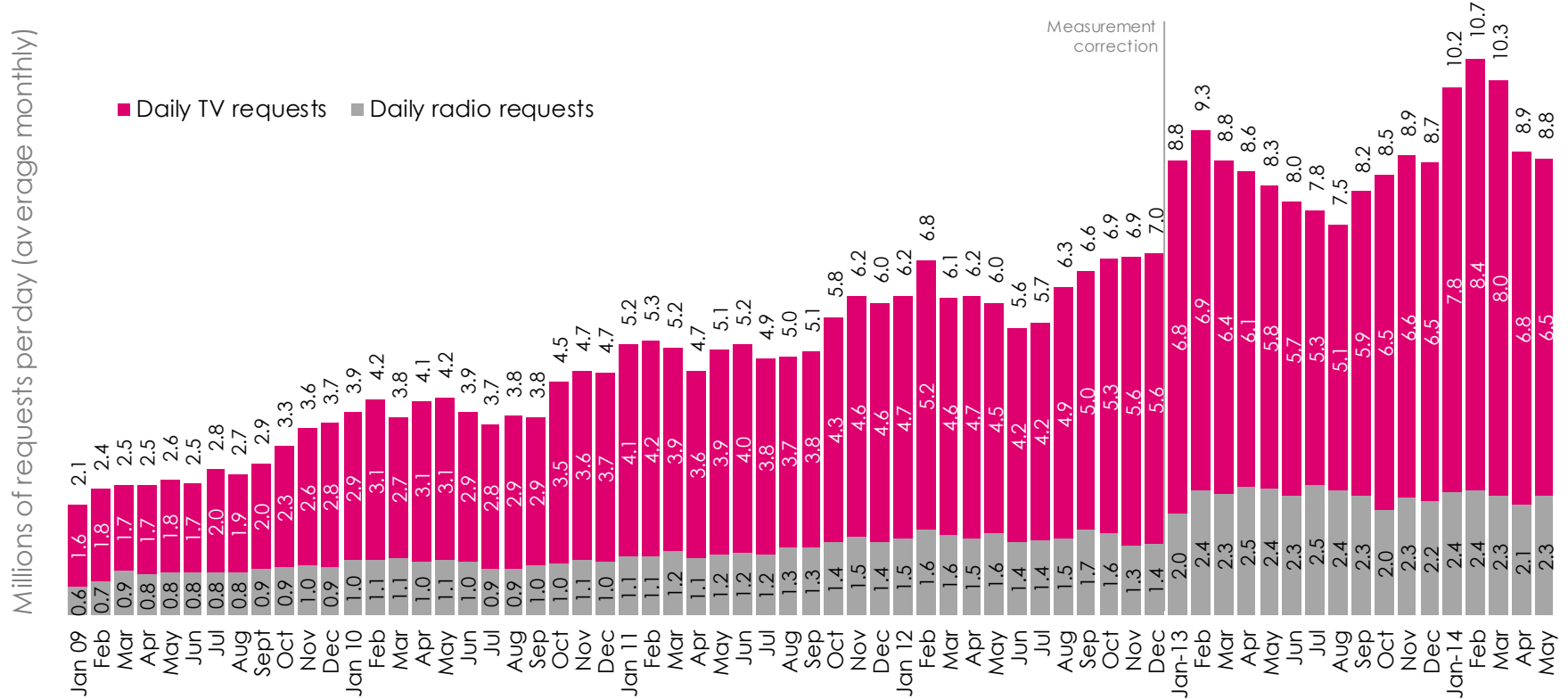
Requests to BBC iPlayer were up in May to 273m, higher than at any point last year, and up +2% on the previous month.



Please refer to slide 9 for guide notes

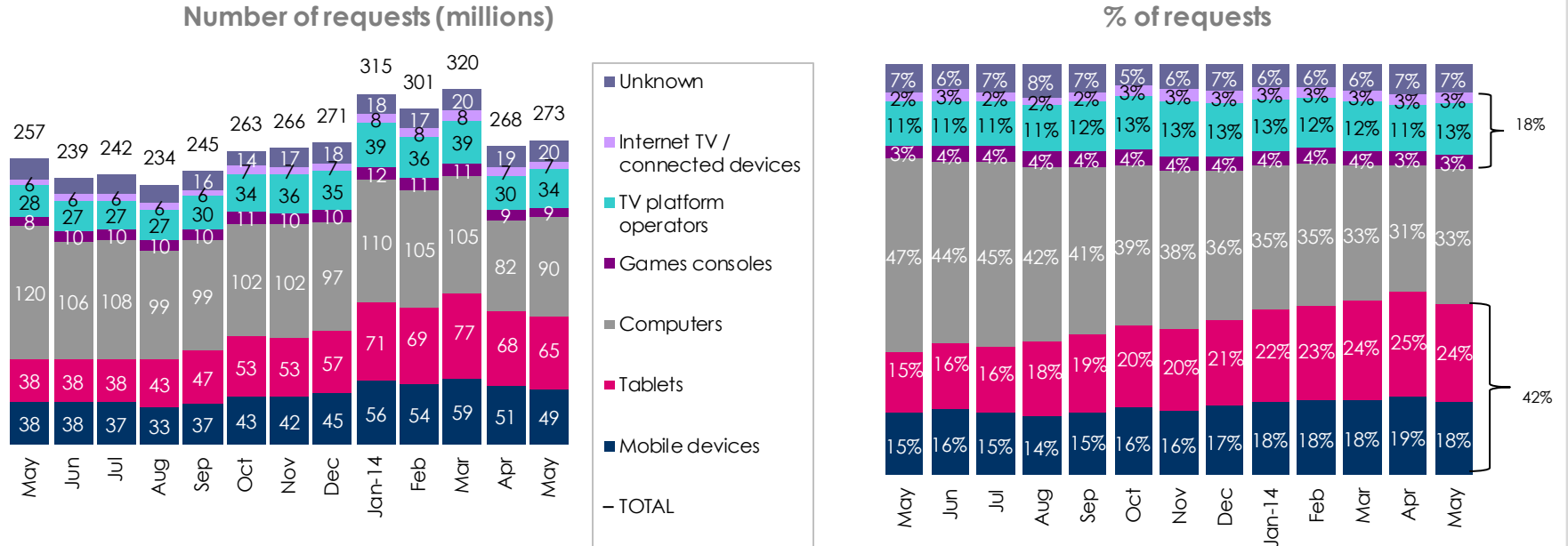
Average daily BBC iPlayer online requests

Average daily requests dipped slightly in May to 8.8 million, as we begin to see the start of the annual summer lull.



TV and radio: Requests for programmes by device type

The proportion of requests from mobiles and tablets decreased in May following a peak in April, while the proportion of computer requests was 33% in May, the first increase seen since July 2013. This increase has been entirely driven by a growth in radio listening on computers last month.



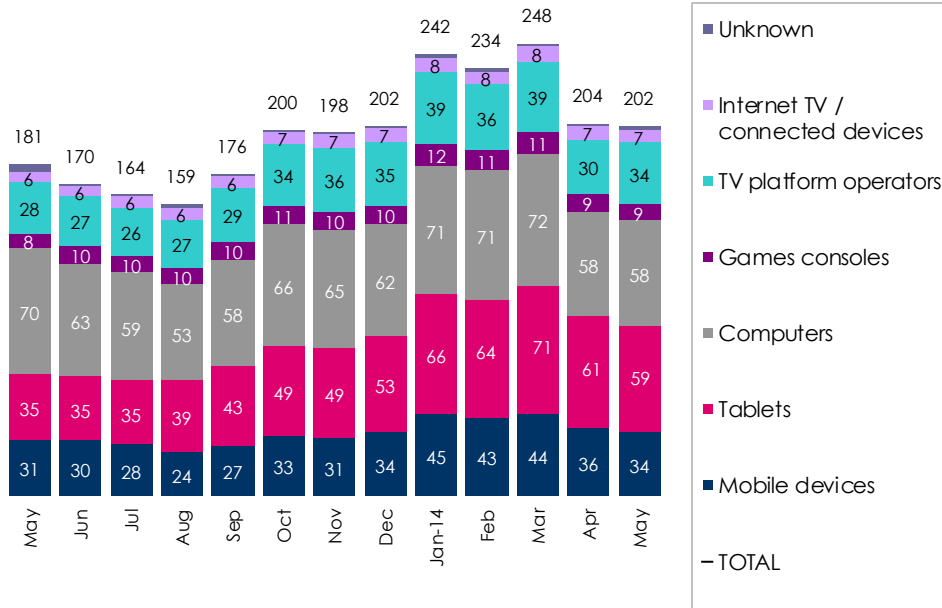
Notes:

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 TuneIn radio app, which we are currently unable to classify accurately by device.

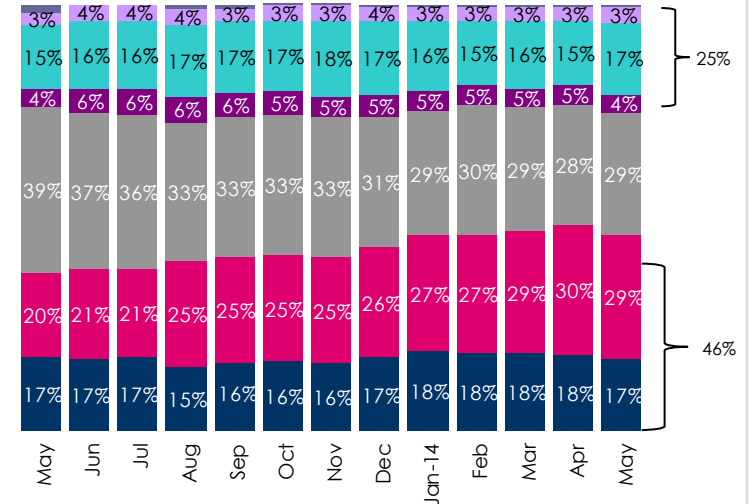
TV only: Requests for programmes across BBC iPlayer by device type

At 202 million, TV requests were stable month-on-month with tablets and computers continuing to account for the majority of requests, although there was also some modest growth in request from TV platforms in May.

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.

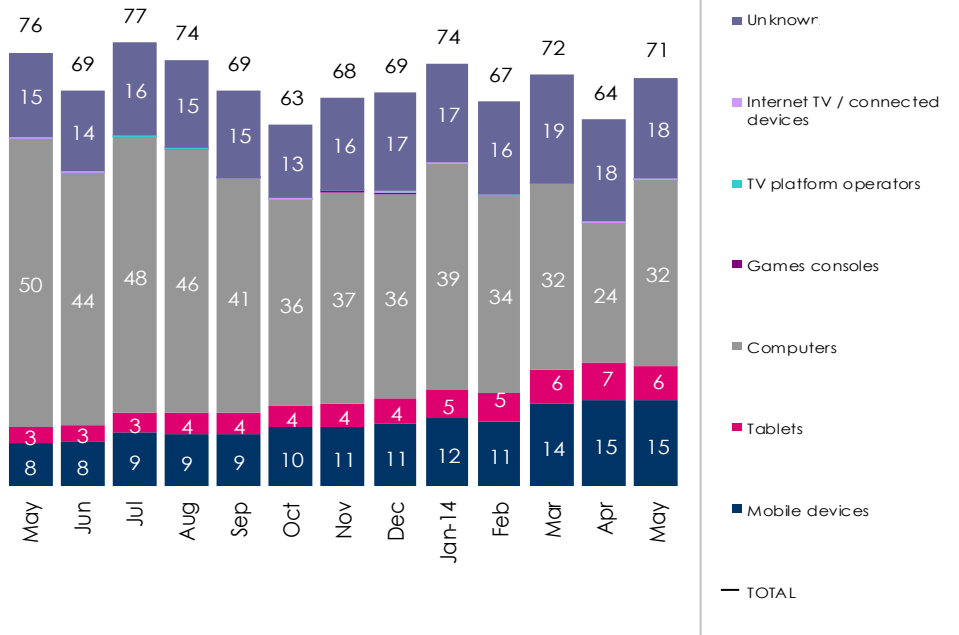
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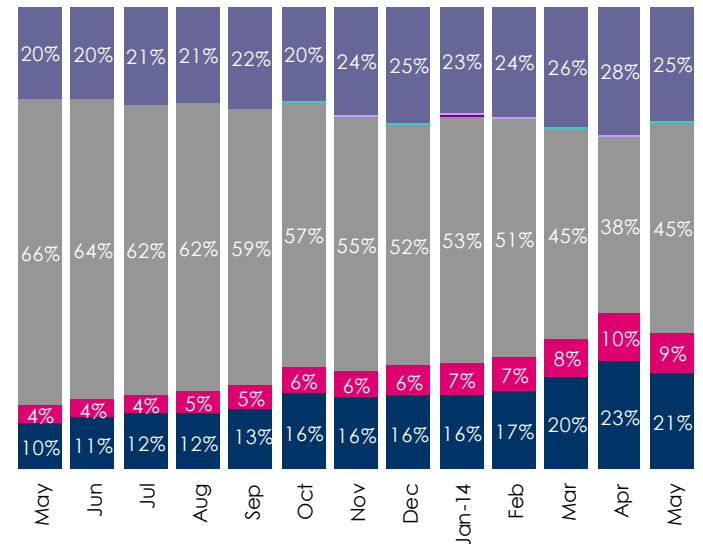
Radio only: Requests for programmes across BBC iPlayer by device type

There were 71m radio requests in May – up +12% month-on-month. With requests from computers jumping up from 24 million to 32 million, the proportion of requests from mobiles and tablets decreased slightly from last April's record high of 33%.

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, 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.

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.

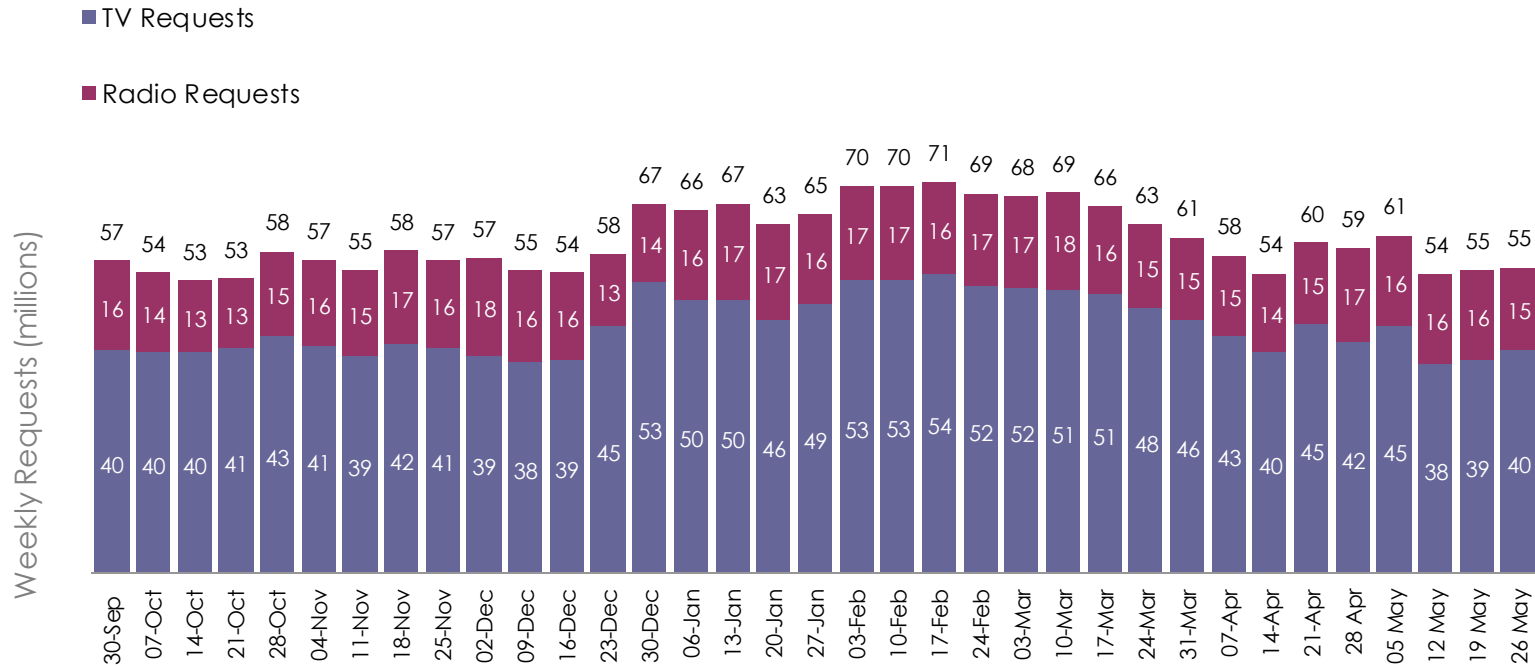
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEs 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 to Week 17 2014 are undercounted.
- Virgin TiVo request data was incomplete from 14th to 22nd April.

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 to 57m in May, as we begin to see the start of the annual summer lull.



BBC iPlayer - top 20 TV episodes, May 2014 (excluding Virgin Media cable and Sky)

It was another strong month for **EastEnders** on BBC iPlayer as the Lucy Beale storyline continued to boost requests. New BBC One drama, **Happy Valley**, was popular with the first five episodes generating over 5 million requests in total. BBC Three comedy, **Jonah from Tonga**, also did well. The whole series was premiered on BBC iPlayer in early May, and across the month, episode one picked up 1.2 million requests. Coverage of the **Eurovision Song Contest** also made it into the top 20 this month with 672k requests, around half of which were live streams as people away from their TV sets kept up-to-date with action as it happened.

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.
EastEnders 20/05/14	1,352,000	EastEnders 20/05/14	1,352,000
Happy Valley Episode 1	1,310,000	Happy Valley Episode 1	1,310,000
EastEnders 22/05/14	1,248,000	Tyger Takes On... Porn Episode 1	1,206,000
Tyger Takes On... Porn Episode 1	1,206,000	Jonah from Tonga Episode 1	1,161,000
Jonah from Tonga Episode 1	1,161,000	When Corden Met Barlow 05/05/14	900,000
EastEnders 26/05/14	1,123,000	Madagascar: Escape 2 Africa 26/12/11	827,000
EastEnders 02/05/14	1,105,000	The Crimson Field Episode 5	777,000
EastEnders 09/05/14	1,094,000	MasterChef Series 10 Episode 24	738,000
EastEnders 27/05/14	1,081,000	Have I Got News for You Series 47 Episode 6	687,000
EastEnders 16/05/14	1,079,000	The Graham Norton Show Series 15 Episode 5	676,000
Happy Valley Episode 2	1,060,000	Eurovision Song Contest 2014 Grand Final Episode 3	672,000
EastEnders 13/05/14	1,056,000	Snooker: World Champs 2014 Day 17, Part 3 05/05/2014	643,000
EastEnders 01/05/14	1,053,000	From There to Here Episode 1	585,000
EastEnders 19/05/14	1,039,000	The Next Step Episode 9	553,000
EastEnders 15/05/14	1,020,000	Episodes Series 3 Episode 1	548,000
EastEnders 05/05/14	1,014,000	Match of the Day 2013/2014 11/05/14	546,000
EastEnders 06/05/14	1,007,000	Barely Legal Drivers Series 2 Episode 1	532,000
Happy Valley Episode 4	999,000	Storyville 2013-2014 Blackfish - The Whale that Killed	523,000
EastEnders 08/05/14	998,000	Casualty Series 28 Episode 37	497,000
EastEnders 12/05/14	990,000	Surviving Summer 25/07/13	484,000

BBC iPlayer - top 20 radio episodes, May 2014 (excluding Virgin Media cable and Sky)

This month saw the usual mix of Sport, Radio 4 comedy and the **Radio 1 Breakfast Show** all performing well. The most requested programme this month was 5Live's coverage of **Froch vs Groves**, followed by Radio 4's **The Unbelievable Truth**.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
5 live Sport 5 live Boxing Froch v Groves 31/05/2014	214,000
The Unbelievable Truth Series 13 Episode 6	175,000
The Unbelievable Truth Series 13 Episode 5	153,000
5 live Sport Premier League Man City v West Ham	143,000
The Now Show Series 43 Episode 4	126,000
The Now Show Series 43 Episode 6	125,000
The Now Show Series 43 Episode 5	124,000
The Radio 1 Breakfast Show 16/05/2014	123,000
The Now Show Series 43 Episode 3	122,000
The Radio 1 Breakfast Show 02/05/2014	118,000
The Radio 1 Breakfast Show 07/05/14	114,000
5 live Sport Premier League Man Utd v Sunderland	113,000
5 live Sport Premier League Crystal Palace v Liverpool	112,000
The Radio 1 Breakfast Show 08/05/2014	111,000
The Radio 1 Breakfast Show 14/05/14	110,000
The Radio 1 Breakfast Show 23/05/2014	110,000
The Radio 1 Breakfast Show 01/05/14	109,000
The Radio 1 Breakfast Show 15/05/14	108,000
The Radio 1 Breakfast Show 09/05/14	107,000
The Radio 1 Breakfast Show 12/05/2014	107,000

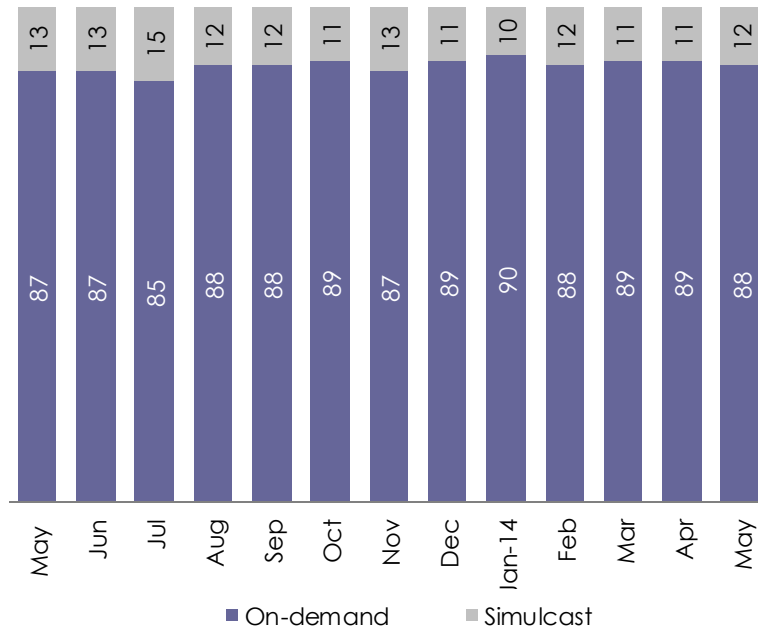
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5 live Sport Premier League Man City v West Ham	143,000
The Now Show Series 43 Episode 4	126,000
The Radio 1 Breakfast Show 16/05/2014	123,000
Cabin Pressure Series 4 Episode 5	107,000
The Chris Evans Breakfast Show 16/05/2014	106,000
The Archers 28/05/14	104,000
The Official Chart with Jameela Jamil 18/05/14	98,000
Scott Mills Innuendo with Kylie and Hugh! 15/05/2014	95,000
Cricket England v Sri Lanka 31/05/2014	94,000
Just a Minute Series 69 Episode 1	93,000
5 live Sport 07/05/14	89,000
Fearne Cotton 16/05/14	87,000
Desert Island Discs Jack Dee 11/05/2014	86,000
5 live Sport FA Cup Arsenal v Hull 17/05/2014	85,000
BBC Radio 1's Dance Anthems 17/05/2014	85,000
Today 12/05/14	84,000
Annie Mac 02/05/2014	82,000
BBC Radio 1's Big Weekend 2014 23/05/2014	81,000

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

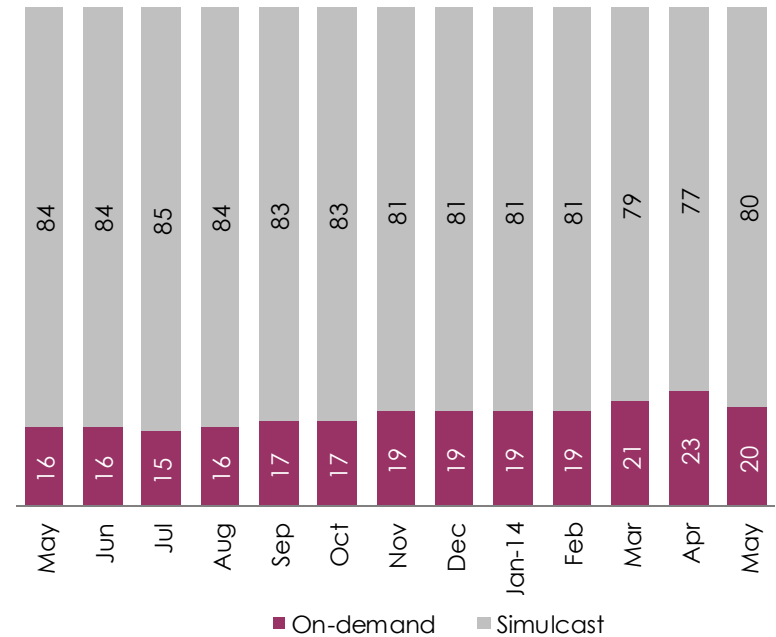
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

The proportion of live requests to TV increased to 12% boosted by coverage of the snooker and Eurovision, while Radio Live requests increased to 80%.

% requests for TV programmes

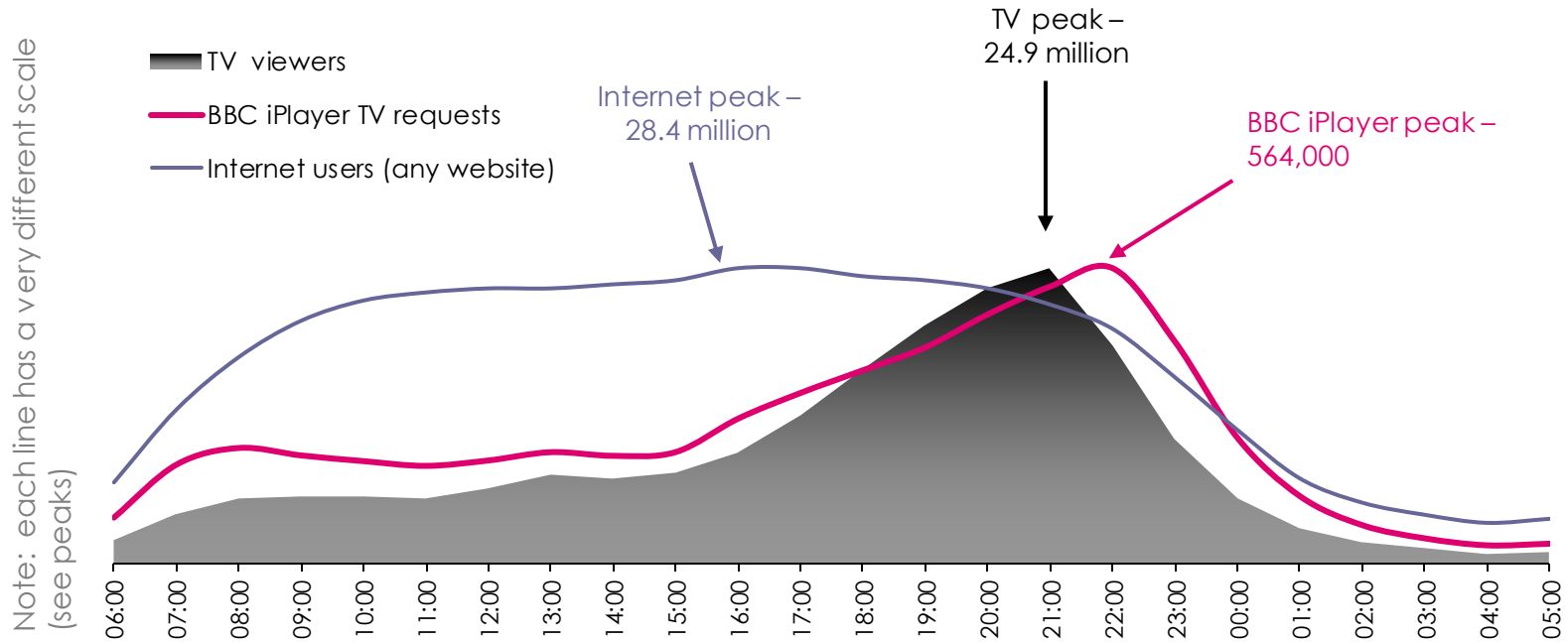


% requests for radio programmes



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

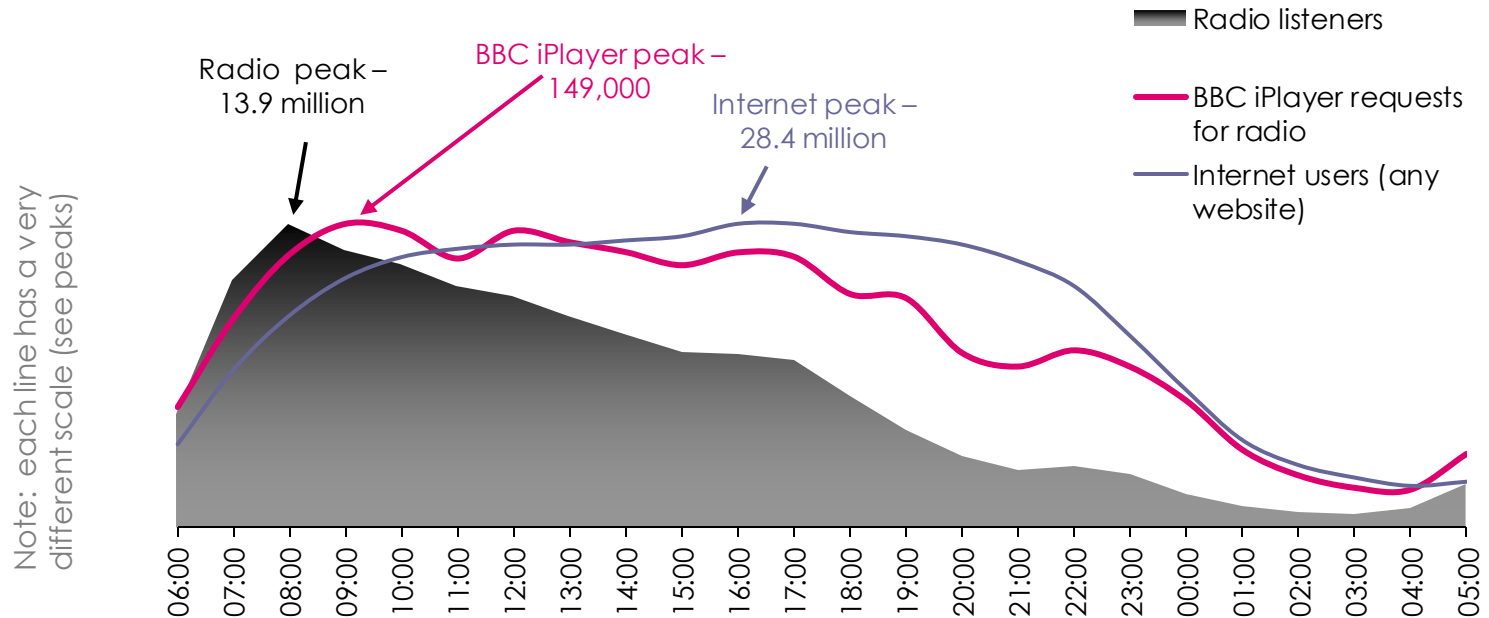
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

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

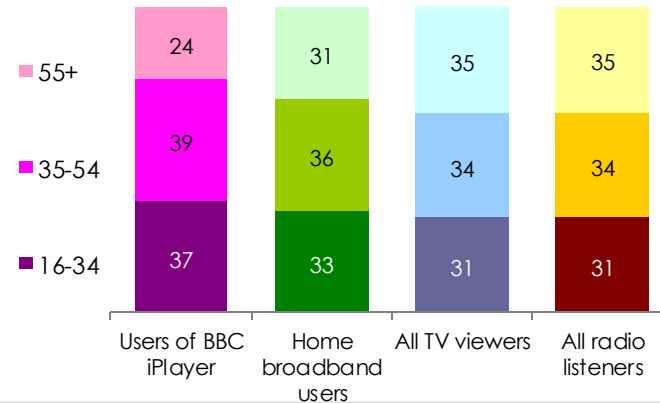
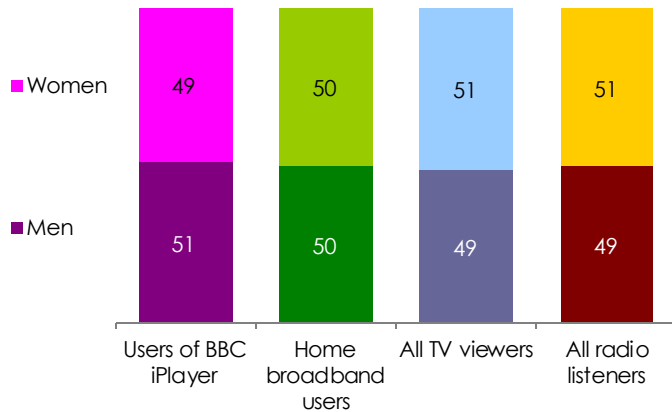
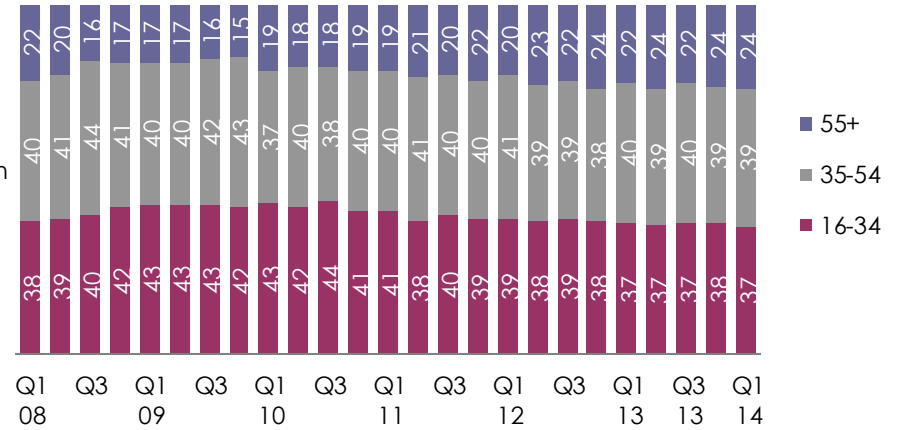
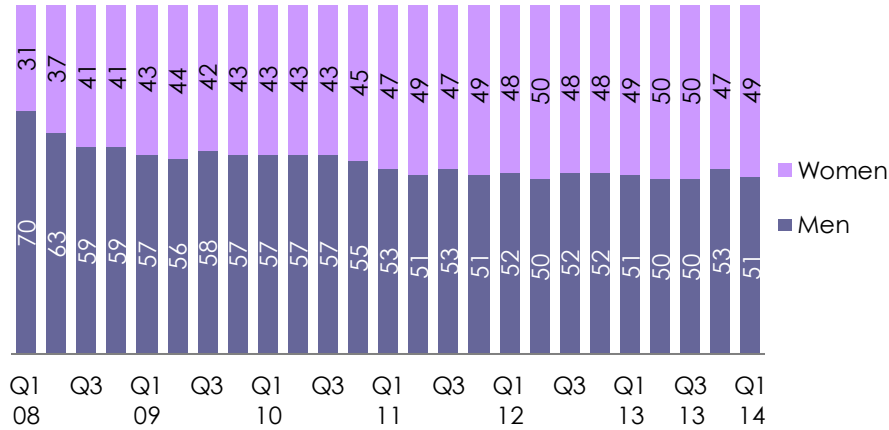
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q1 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats May 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 demographic profile has remained broadly stable in recent months, with an even gender split, and young skew.



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