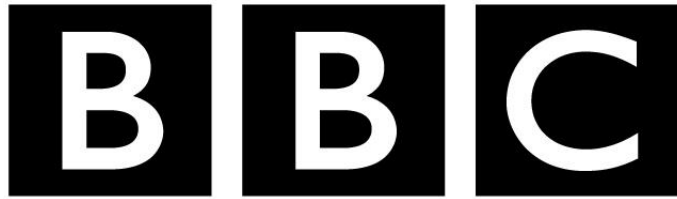


# Monthly Performance Pack

May 2015



Mimmi Andersson, BBC iPlayer  
BBC Communications  
07725641207 | [mimmi.andersson@bbc.co.uk](mailto:mimmi.andersson@bbc.co.uk)

 | Marketing & Audiences

# Monthly summary – May 2015

- There were **276 million requests** to BBC iPlayer in May. This was an increase of +2% month-on-month and bucked the trend we typically see in iPlayer at this time of year, where Spring and Summer brings a month-on-month slow down in requests.
- TV requests were up **+10%** year on year to **222 million**, with an additional **20m** requests compared to May 2014.
- Radio requests are still affected by changes made to radio streaming services (more details are on slide 4.)
- **Peter Kay's Car Share** continued to perform very well in May, with the first 4 episodes appearing in the top 5 titles. New documentary **Shark** also proved popular this month along with coverage of **The Election 2015**.
- Other popular TV content included **The C Word**, **The Eurovision Song Contest** and the first episodes of new drama series' **The Game** and **Jonathan Strange & Mr Norrell**.
- **Test Match Special** coverage of the **England V New Zealand** match was the most requested radio programme this month. **The News Quiz** also continued to prove popular in May, as well as the final episode of **Fearne Cotton** on Radio 1, and coverage of the **General Election** was also in the top 20 list.

## 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.

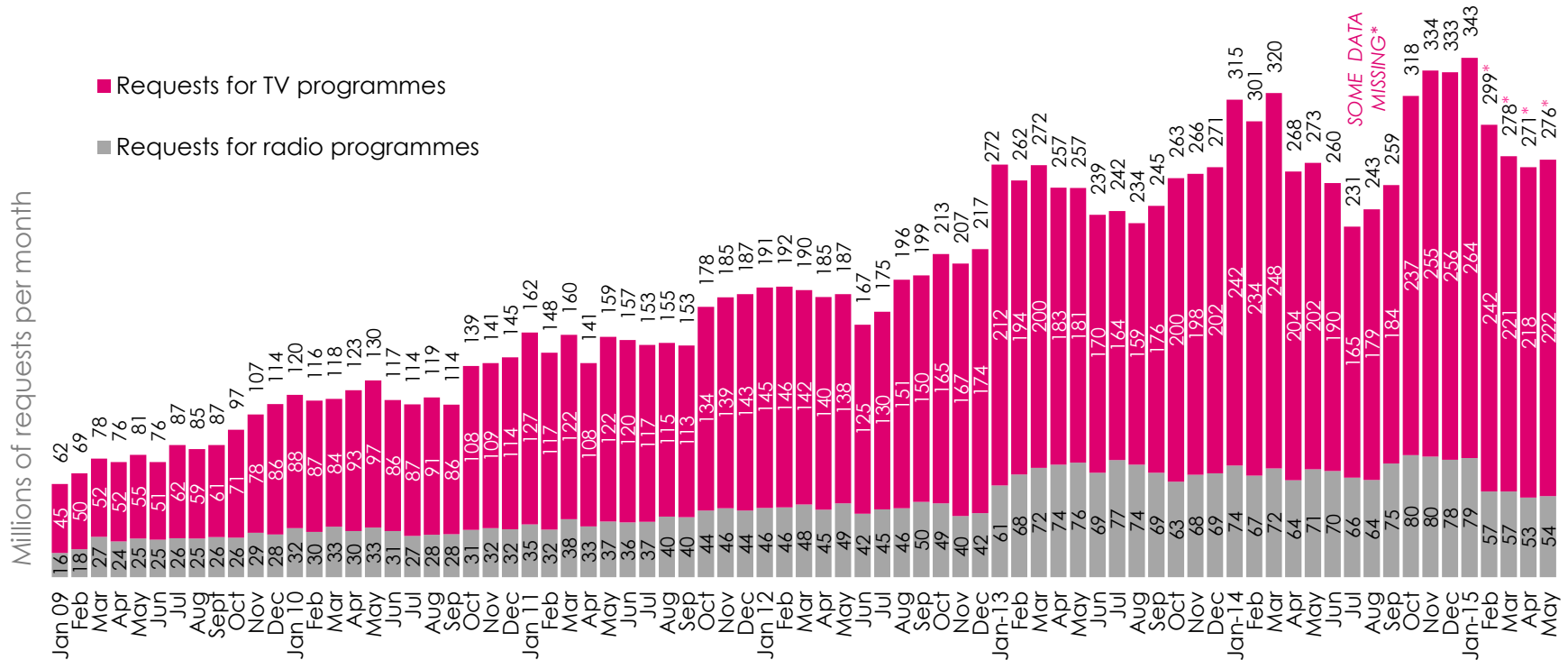
# Index

| <u>Page</u> | <u>Content</u>  |
|-------------|---|
| 4-9         | Monthly / weekly BBC iPlayer requests by media type and device type |
| 10          | Notes about the data in this report                                 |
| 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

There were **276 million** requests to BBC iPlayer in May. This is an increase of **+2%** on our request figures for April, and bucked the trend we typically see in iPlayer at this time of year, where Spring and Summer brings a month-on-month slow down in requests. Both radio and TV requests grew month-on-month.

Radio requests are affected by changes made to radio streaming services (find out more on the [BBC Internet blog](#)).

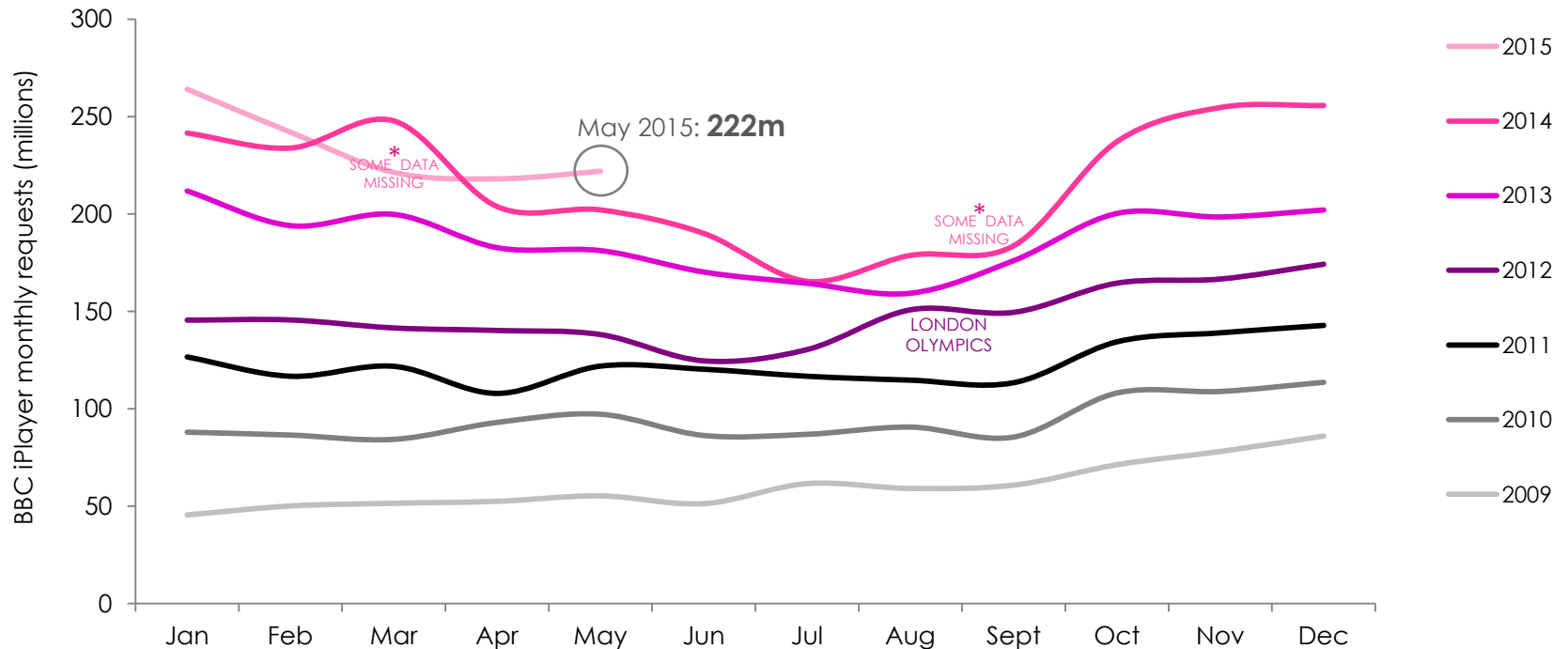


\* Please refer to slide 10 for guide notes

# TV only: Monthly requests to BBC iPlayer year-on-year

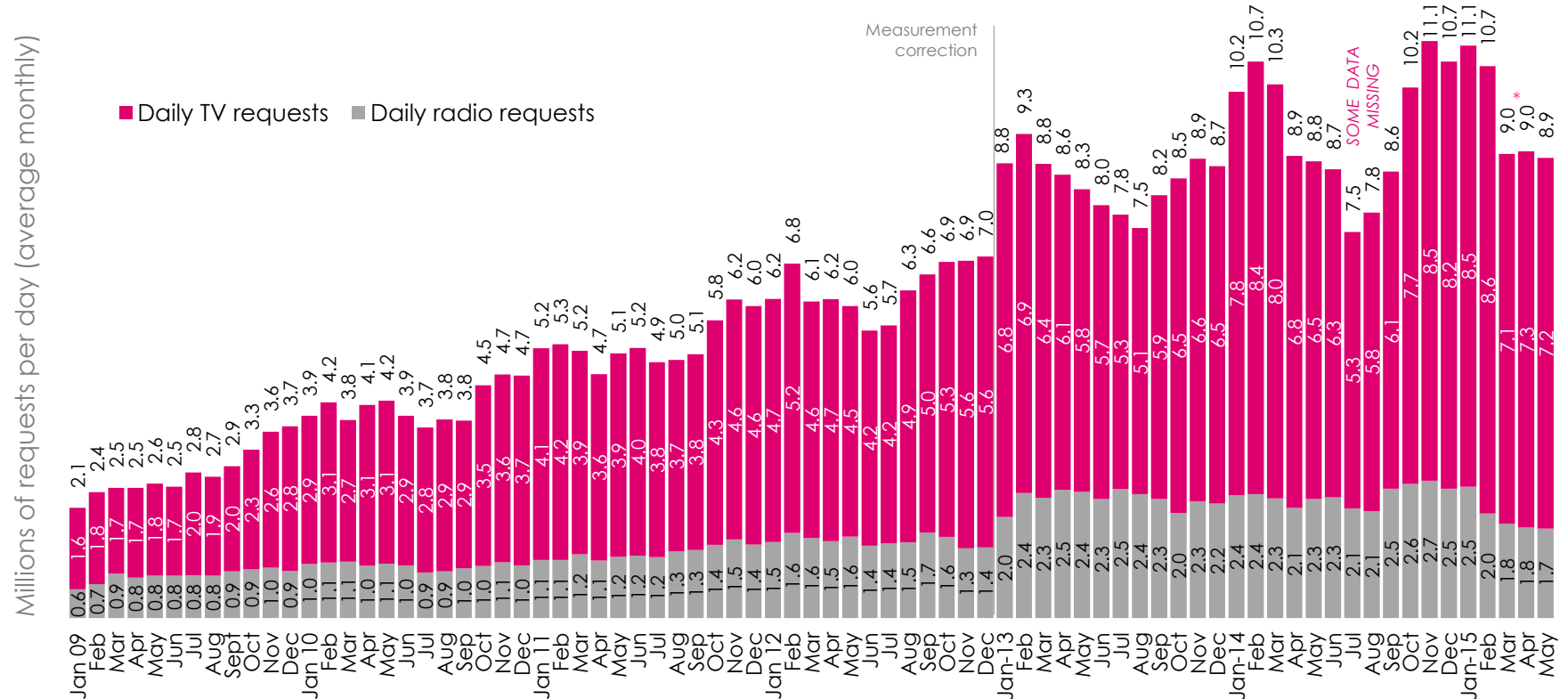
We recently created this graph for a [blog](#) about these stats, and we hope it will be a useful addition to this deck, showing the **seasonal pattern of BBC iPlayer**. Because a lot of iPlayer viewing is simple catch-up, there is a strong link with linear TV – so highest in autumn and winter; however major events and schedule variations cause significant monthly differences.

In May 2015, TV requests were up +10% year-on-year to **222m**, with an additional **20m** requests compared to May 2014.



# Average daily BBC iPlayer online requests

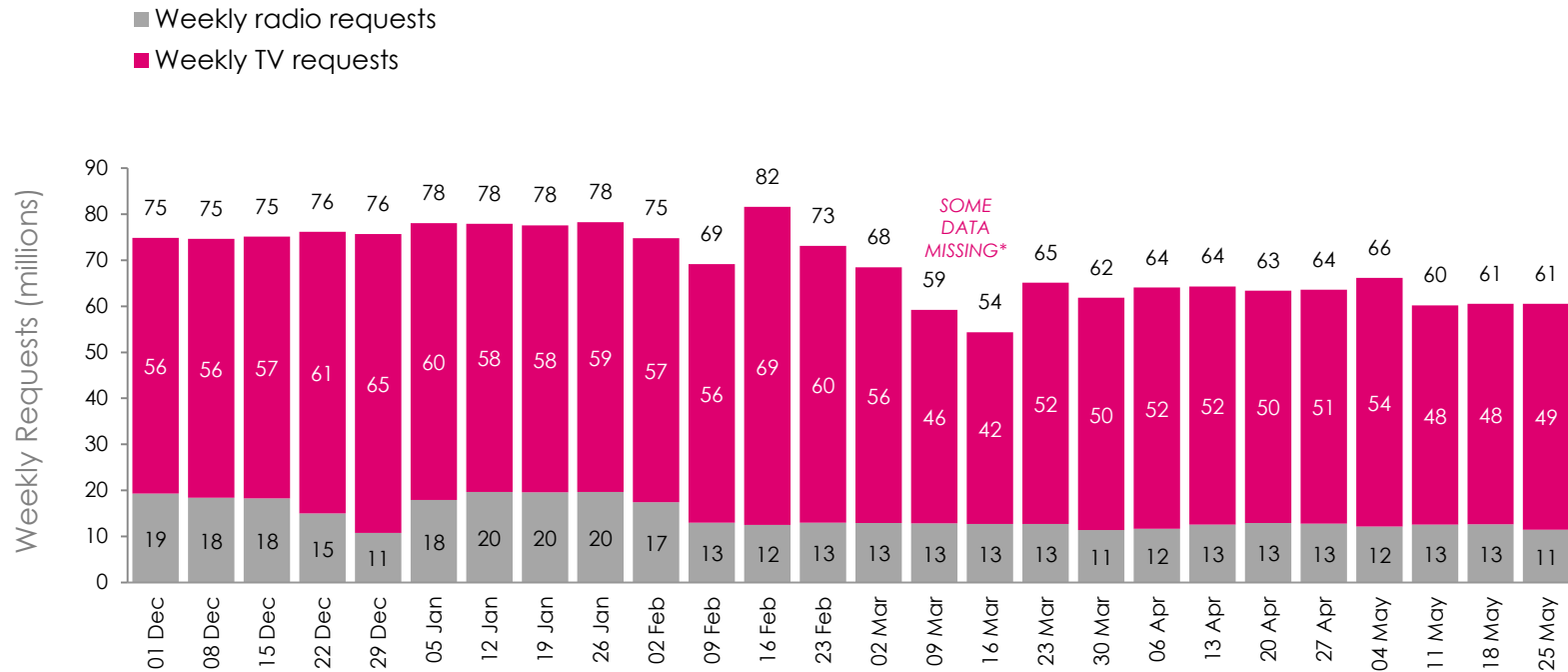
There was an average of **8.9m** daily requests to iPlayer in May. Radio requests are still affected by changes made to radio streaming services (find out more on the [BBC Internet blog](#)).



\* Please refer to slide 10 for guide notes

# Weekly BBC iPlayer online requests – latest 6 months

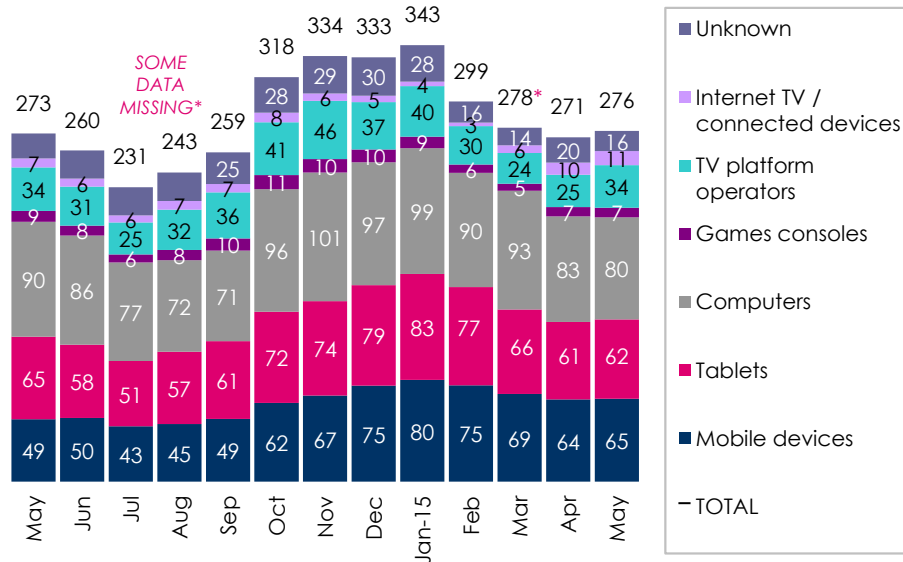
There was a weekly average of 62m requests to BBC iPlayer in May 2015, with the best week being the week commencing 4<sup>th</sup> May, which saw our best weekly average number of requests since the start of March.



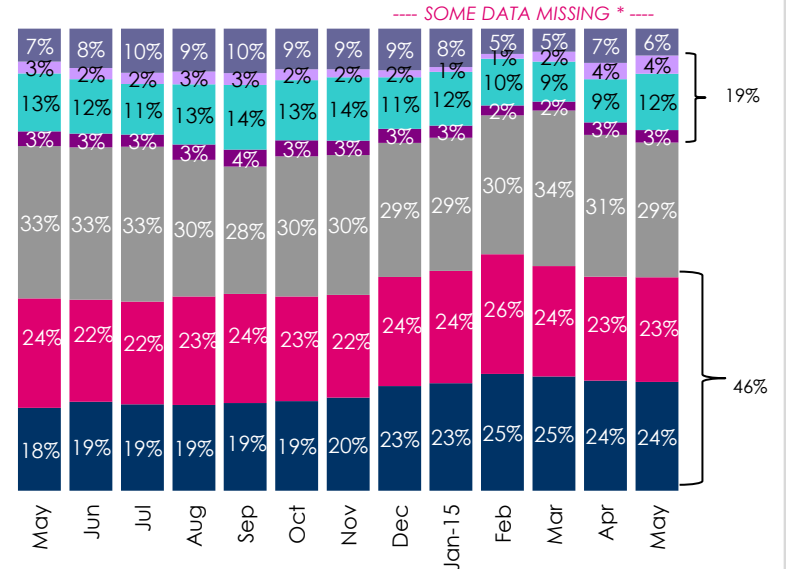
# TV and radio: Requests for programmes by device type

Total requests were at **276m** this month, up +2% on April 2015. The most obvious growth in requests this month came from TV devices, which was partly due to the correction of some measurement issues (TV devices previously counted as 'unknown'). Generally the picture was stable across all 4 screens.

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 Playstation, Nintendo Wii and Microsoft Xbox.  
**Unknown devices** are historically mostly due to online radio services such as the Tuneln radio app, or more recently due to changes to TV devices.

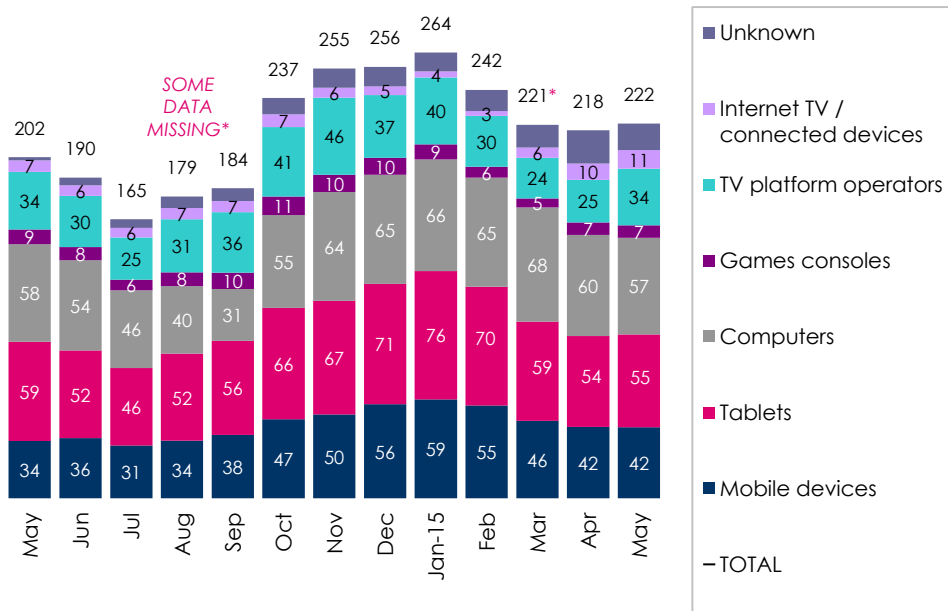
\* Please refer to slide 10 for guide notes



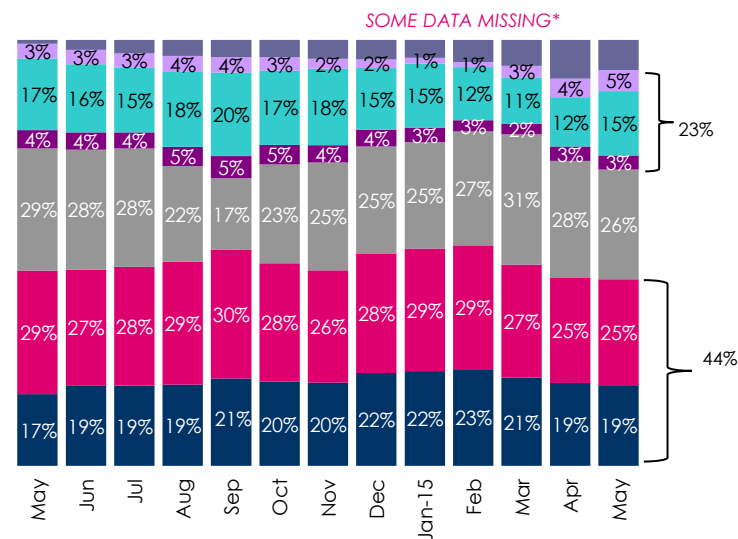
# TV only: Requests for programmes across BBC iPlayer by device type

TV requests were at **222m** this month, up +2% on April 2015 and up 10% on May last year. The most obvious growth in requests came from TV devices, which was partly due to the correction of some measurement issues (TV devices previously counted as 'unknown'). Generally the picture was stable across all 4 screens.

Number of requests (millions)



% of requests



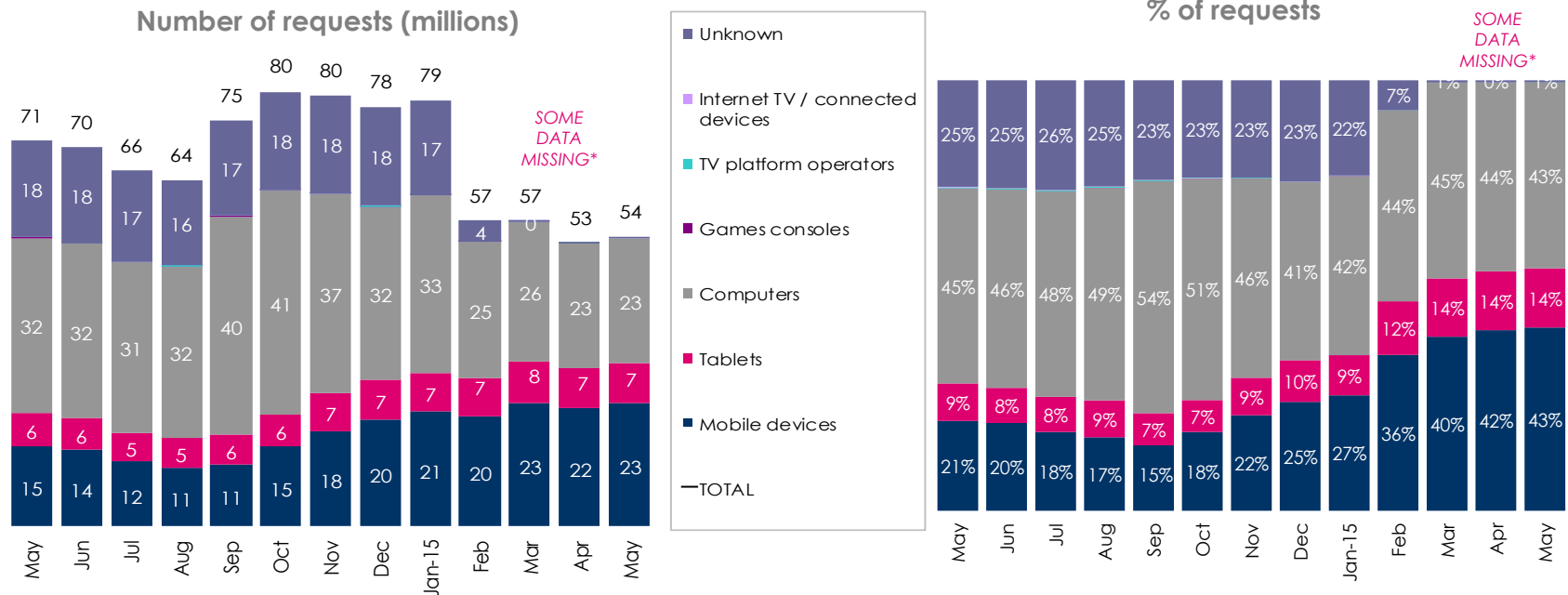
Notes:

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

**TV platform operators** include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

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

There were **54m radio requests** recorded in May, though some data is not being counted following recent changes to radio streaming - find out more here: <http://www.bbc.co.uk/blogs/internet/entries/977a1954-658f-4fb2-a23c-71680c49882f>



**Notes:**

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

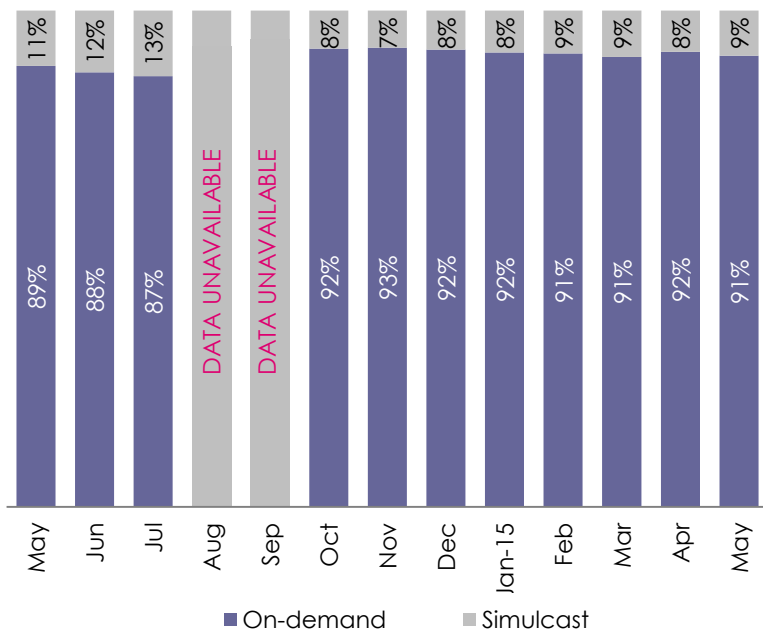
**TV platform operators** include Virgin Media, Sky, YouView. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

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

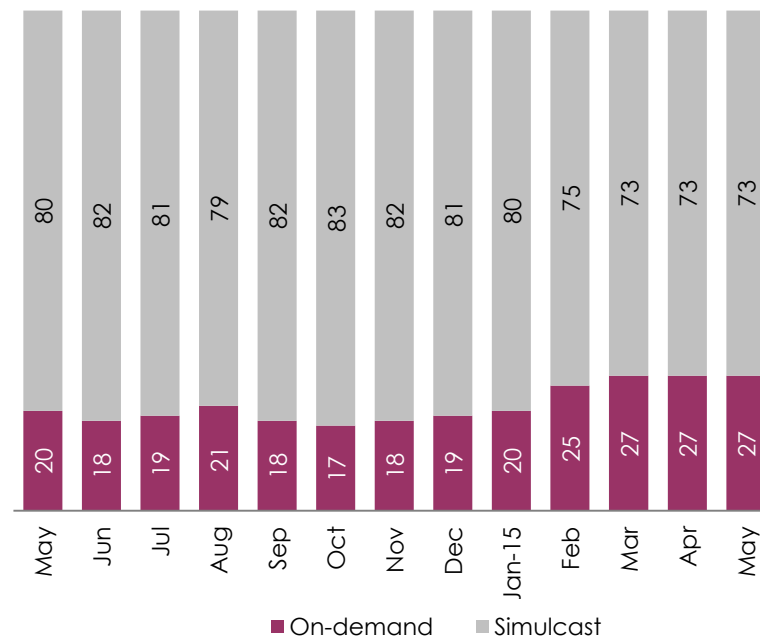
# TV and radio requests: live vs catch-up online requests

9% of TV requests were for live viewing in May. For radio, live requests were stable at 73% of the total.

% requests for TV programmes



% requests for radio programmes



# Notes for figures in this report

**Some changes were made to radio streaming services** in February, which has resulted in gaps in our reporting for some streams. Find out more about the changes on the [BBC Internet blog](#).

**Some TV request data was not captured in March 2015.** We estimate around 17m requests are missing from TV platforms in March.

**Some TV request data** is also missing for 2014 - about 3.5m requests in August and 11.5m requests in September from computer devices, and about 6m requests are missing in November, across all device types. We are not including these estimates in the graphs 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 when quoting any of these figures. A **glossary** is on page 17.

- 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.
- 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, and radio requests from week 12 2014 to week 17 2014 were undercounted.
- Please quote the source of these figures as "BBC iStats".

# BBC iPlayer - top 20 TV episodes, May 2015

## (excluding Virgin Media cable and Sky)

**Peter Kay's Car Share** continued to perform very well in May, with the first 4 episodes appearing in the top 5 titles. New documentary **Shark** also proved popular this month along with coverage of **The Election 2015**. Other popular content included **The C Word**, **The Eurovision Song Contest** and the first episodes of new series' **The Game** and **Jonathan Strange & Mr Norrell**.

| 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. |
|--------------------------------------|------------------------|--|------------------------|
| Peter Kay's Car Share Episode 2      | 1,452,000              | Peter Kay's Car Share Episode 2                                    | 1,452,000              |
| Peter Kay's Car Share Episode 3      | 1,423,000              | Shark Episode 1  | 1,318,000              |
| Peter Kay's Car Share Episode 1      | 1,391,000              | Election 2015 Part 1 Episode 1                                     | 1,249,000              |
| Shark Episode 1                      | 1,318,000              | The C Word 03/05/15  | 1,177,000              |
| Peter Kay's Car Share Episode 4      | 1,260,000              | EastEnders 12/05/15  | 1,098,000              |
| Election 2015 Part 1 Episode 1       | 1,249,000              | The Game Episode 1   | 960,000                |
| The C Word 03/05/15                  | 1,177,000              | The Next Step Series 2 Episode 11                                  | 790,000                |
| EastEnders 12/05/15                  | 1,098,000              | Have I Got News for You Series 49 Episode 5                        | 763,000                |
| EastEnders 08/05/15                  | 1,084,000              | Alan Partridge: Alpha Papa 06/05/14                                | 705,000                |
| EastEnders 25/05/15                  | 1,063,000              | Eurovision Song Contest 2015 Grand Final                           | 692,000                |
| EastEnders 22/05/15                  | 1,059,000              | Jonathan Strange & Mr Norrell Episode 1                            | 689,000                |
| EastEnders 21/05/15                  | 1,057,000              | The Graham Norton Show Series 17 Episode 7                         | 607,000                |
| EastEnders 26/05/15                  | 1,045,000              | Charlie Brooker's Election Wipe 06/05/15                           | 583,000                |
| EastEnders 15/05/15                  | 1,030,000              | Casualty Series 29 Episode 31                                      | 576,000                |
| EastEnders 01/05/15                  | 1,017,000              | Episodes Series 4 Episode 1  | 505,000                |
| EastEnders 05/05/15                  | 1,008,000              | Hetty Feather Episode 1  | 504,000                |
| EastEnders 19/05/15                  | 996,000                | Atlantis Series 2 Episode 12                                       | 492,000                |
| EastEnders 04/05/15                  | 991,000                | Festivals, Sex and Suspicious Parents Series 2 Episode 1           | 489,000                |
| EastEnders 07/05/2015                | 991,000                | The FA Cup 2014/15 Final: Arsenal v Aston Villa                    | 463,000                |
| Peter Kay's Car Share Episode 5      | 991,000                | Inspector George Gently Series 7 Episode 2                         | 441,000                |

# BBC iPlayer - top 20 radio episodes, May 2015

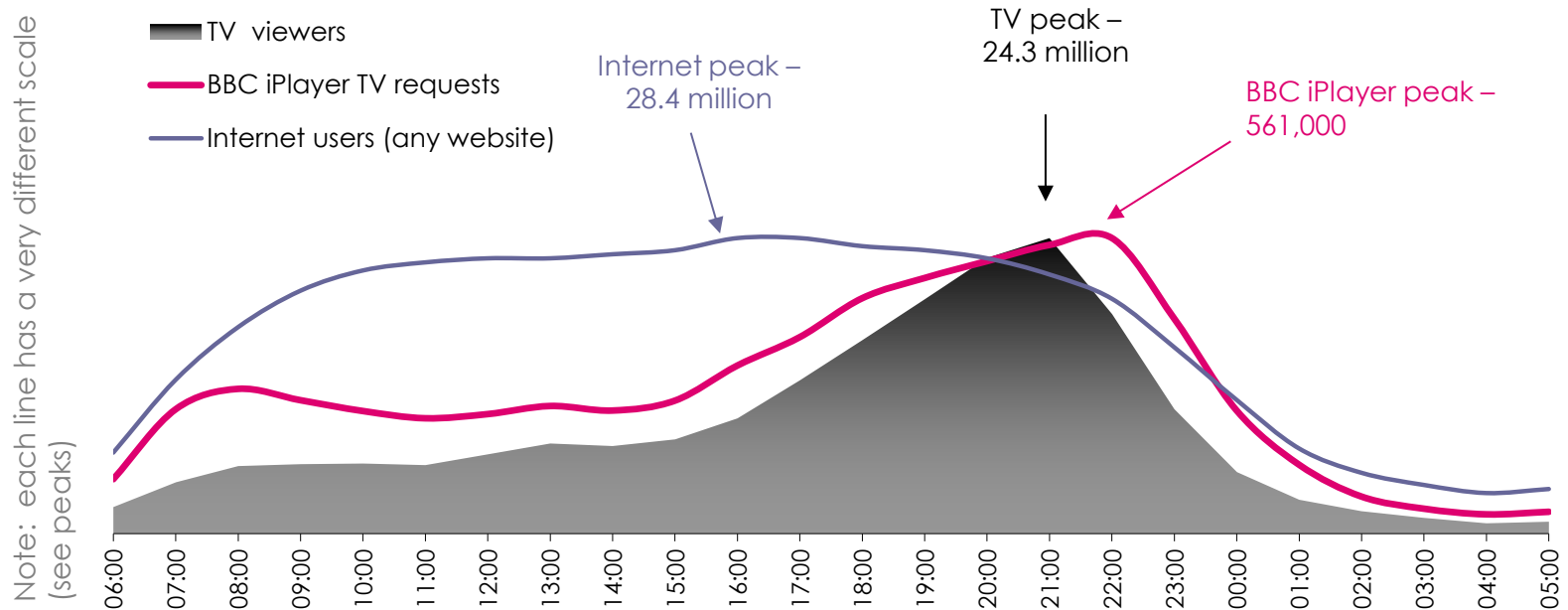
**Test Match Special** coverage of the **England V New Zealand** match was the most requested radio programme this month. **The News Quiz** also continued to prove popular in May, as well as the final episode of **Fearne Cotton** on Radio 1, and coverage of the **General Election** was also in the top 20 list.

| BBC iPlayer Top 20 Radio episodes – All             | Total requests per ep. |
|---|------------------------|
| Test Match Special England v New Zealand 25/05/2015 | 158,000                |
| The News Quiz Series 87 Episode 1                   | 152,000                |
| Fearne Cotton 22/05/2015                            | 140,000                |
| Desert Island Discs 10/05/2015                      | 124,000                |
| Dead Ringers Series 14 Episode 5                    | 123,000                |
| The News Quiz Series 87 Episode 2                   | 122,000                |
| 5LS 5 live Boxing Mayweather v Pacquiao 03/05/2015  | 113,000                |
| Test Match Special England v New Zealand 21/05/2015 | 112,000                |
| The Chris Evans Breakfast Show 21/05/2015           | 109,000                |
| Election 2015 08/05/15                              | 106,000                |
| Dead Ringers Series 14 Episode 4                    | 103,000                |
| Test Match Special England v New Zealand 22/05/2015 | 101,000                |
| The Radio 1 Breakfast Show 01/05/15                 | 99,000                 |
| The Vote Now Show Series 2 Episode 4                | 98,000                 |
| Test Match Special England v New Zealand 30/05/2015 | 98,000                 |
| The News Quiz Series 87 Episode 3                   | 96,000                 |
| Test Match Special England v New Zealand 29/05/2015 | 95,000                 |
| Test Match Special England v New Zealand 31/05/2015 | 95,000                 |
| Election 2015 Breakfast 08/05/2015                  | 94,000                 |
| The Radio 1 Breakfast Show 22/05/2015               | 94,000                 |

| BBC iPlayer Top 20 Radio episodes – most requested episode per series | Total requests per ep. |
|---|------------------------|
| Test Match Special England v New Zealand 25/05/2015                   | 158,000                |
| The News Quiz Series 87 Episode 1                                     | 152,000                |
| Fearne Cotton 22/05/2015  | 140,000                |
| Desert Island Discs 10/05/2015  | 124,000                |
| Dead Ringers Series 14 Episode 5                                      | 123,000                |
| 5LS 5 live Boxing Mayweather v Pacquiao 03/05/2015                    | 113,000                |
| The Chris Evans Breakfast Show 21/05/2015                             | 109,000                |
| Election 2015 08/05/15  | 106,000                |
| The Radio 1 Breakfast Show 01/05/15                                   | 99,000                 |
| The Vote Now Show Series 2 Episode 4                                  | 98,000                 |
| Scott Mills The Radio 1 Breakfast Show! 08/05/2015                    | 90,000                 |
| Today 08/05/15  | 78,000                 |
| The Archers 11/05/15  | 76,000                 |
| Ken Bruce 14/05/2015  | 73,000                 |
| The Inspector Alleyn Mysteries 06/11/2007                             | 73,000                 |
| Ian Rankin - The Serpent's Back 09/06/13                              | 70,000                 |
| Just a Minute Series 72 Episode 1                                     | 68,000                 |
| Jeremy Vine 12/05/15  | 67,000                 |
| Steve Wright in the Afternoon 14/05/2015                              | 65,000                 |
| Mark Steel's in Town Series 6 Episode 1                               | 65,000                 |

# BBC iPlayer – use for TV online by time of day, May 2015

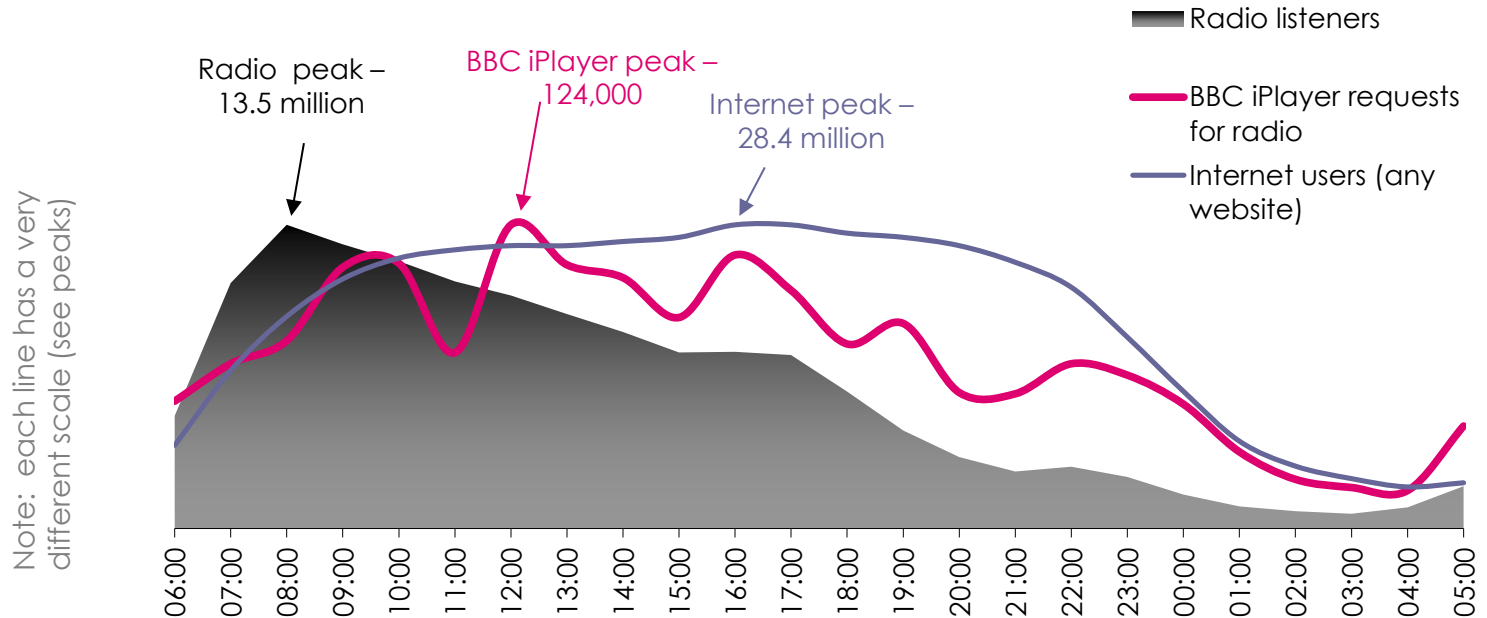
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB May 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats May 2015- see footnotes on final page for more detail

# BBC iPlayer – use for radio online by time of day, May 2015

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.

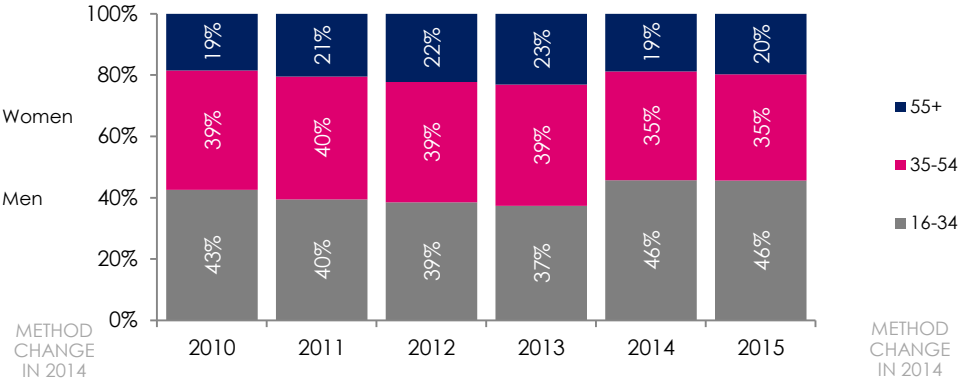
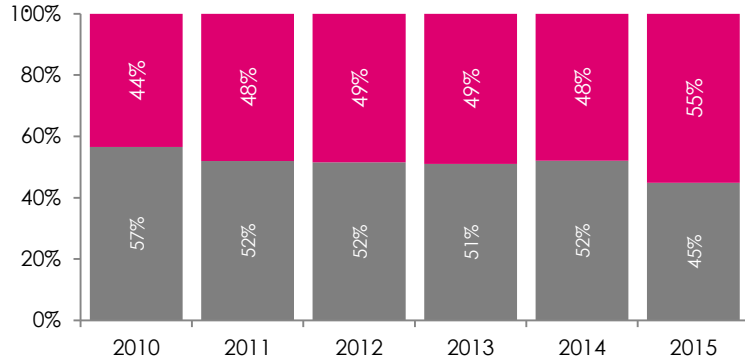


Sources – radio from RAJAR Q1 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats May 2015 - see footnotes on final page for more detail

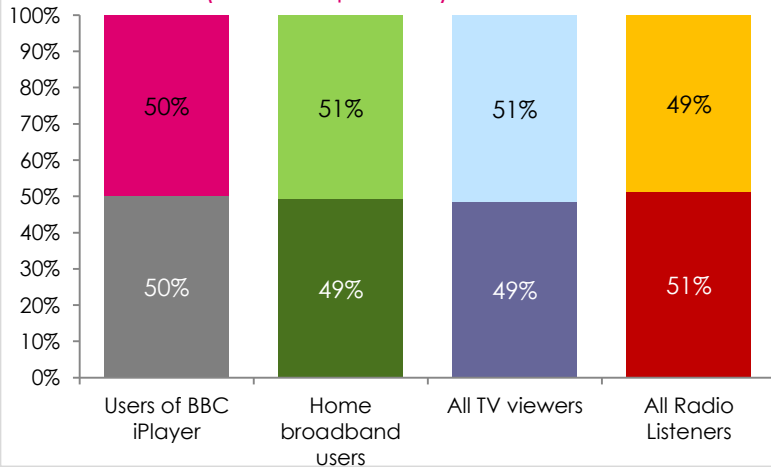


# TV & iPlayer Product: demographics of BBC iPlayer users

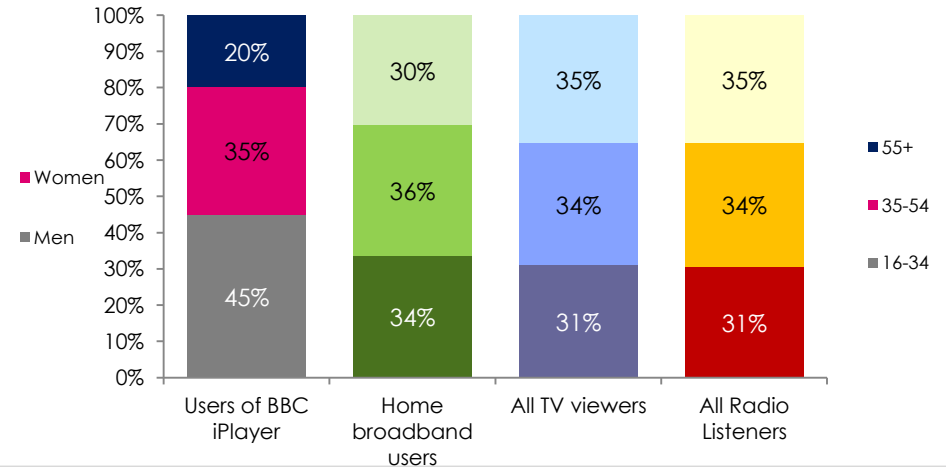
BBC iPlayer usage is equally balanced between men and women, and the age profile has remained consistent across the end of 2014 and into 2015.



## Gender (latest 4 quarters)



## Age (latest 4 quarters)



# Glossary

- **Stream** – click to play instantly
- **Download** – save to your device to play later. We cannot report on playback of downloads due to technical and data privacy restrictions
- **Users** – a count of browsers accessing the online BBC iPlayer service. So, please note: if someone has a different device at work and at home, they are counted twice. If a family watches on one device 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