

# Monthly Performance Pack

## November 2013



Ian Walker, BBC iPlayer

BBC Communications

0770 388 6273 | [Ian.Walker@bbc.co.uk](mailto:Ian.Walker@bbc.co.uk)

 | Marketing & Audiences

# Monthly summary – November 2013

- BBC iPlayer requests in November were **up +27%** on 2012 to 263m requests, making it the third biggest month on record (behind only January and March 2013 following last year's Christmas boost)
- Mobile and tablet requests remained stable at 36% of total requests, while computers delivered 38%
- The 50<sup>th</sup> anniversary episode of **Doctor Who** was very popular in November generating 2.8m requests, with a record-breaking 1.3m coming in the first 24 hours beating the previous record for the Olympics Opening Ceremony (1.0m requests). November was also a strong month for **EastEnders** with the episode where Michael Moon got murdered getting the most number of requests
- **Test Match Cricket** and Premier League Football topped the list for radio for November, along with Radio 4 comedies **I'm Sorry I Haven't a Clue** and **The News Quiz**
- November saw an average of **8.0m daily requests**, with **56m** average weekly requests

## Consistent with previous months:

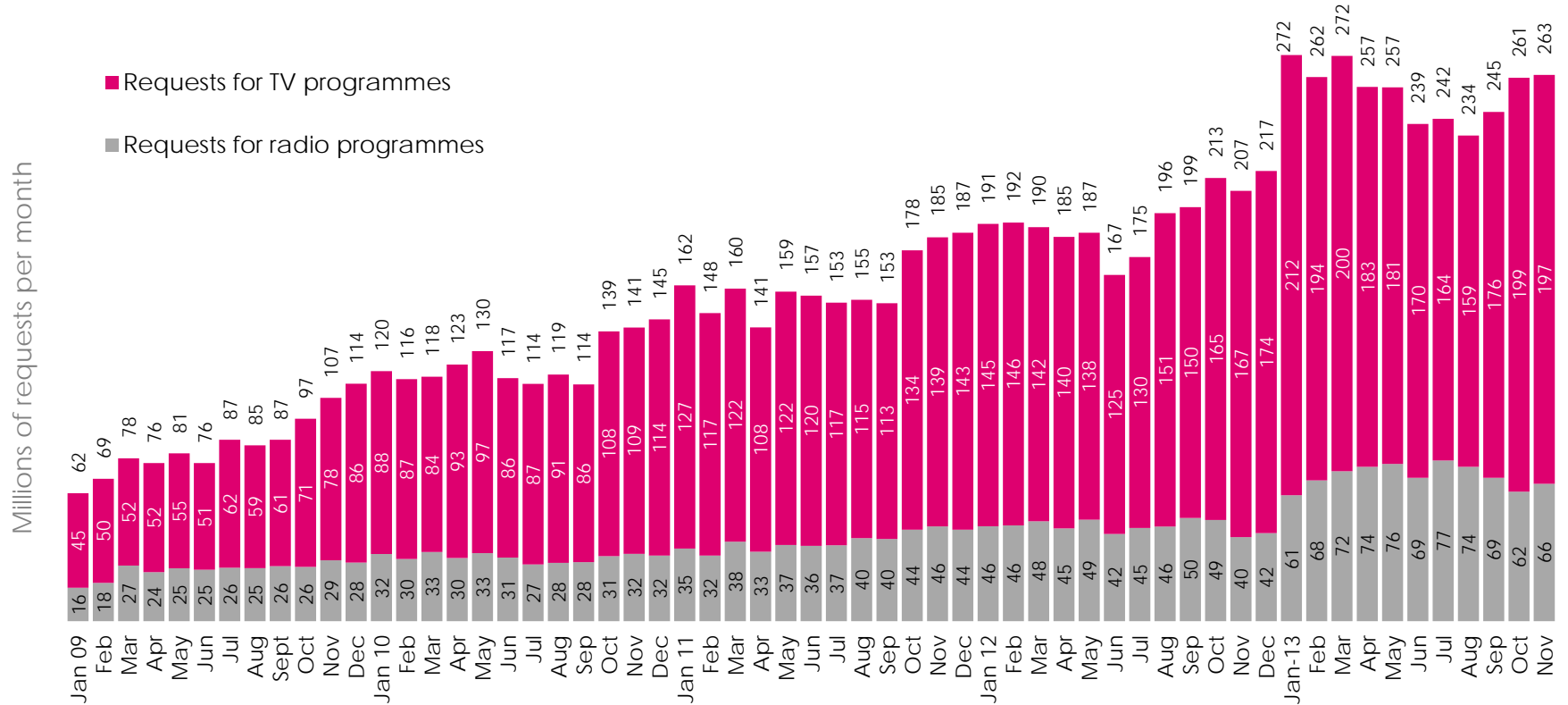
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users)
- BBC iPlayer is used for TV at roughly the 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>
4-7	Monthly BBC iPlayer requests by media type and device type
8	Notes about the data in this report
9	Monthly total requests
10	Average daily requests per month
11	Weekly request latest 6 months
12	Top TV programmes
13	Top radio programmes
14	TV and radio requests - live vs catch-up
15	Use of BBC iPlayer for TV by time of day
16	Use of BBC iPlayer for radio by time of day
17	Profile of BBC iPlayer users
18	Glossary

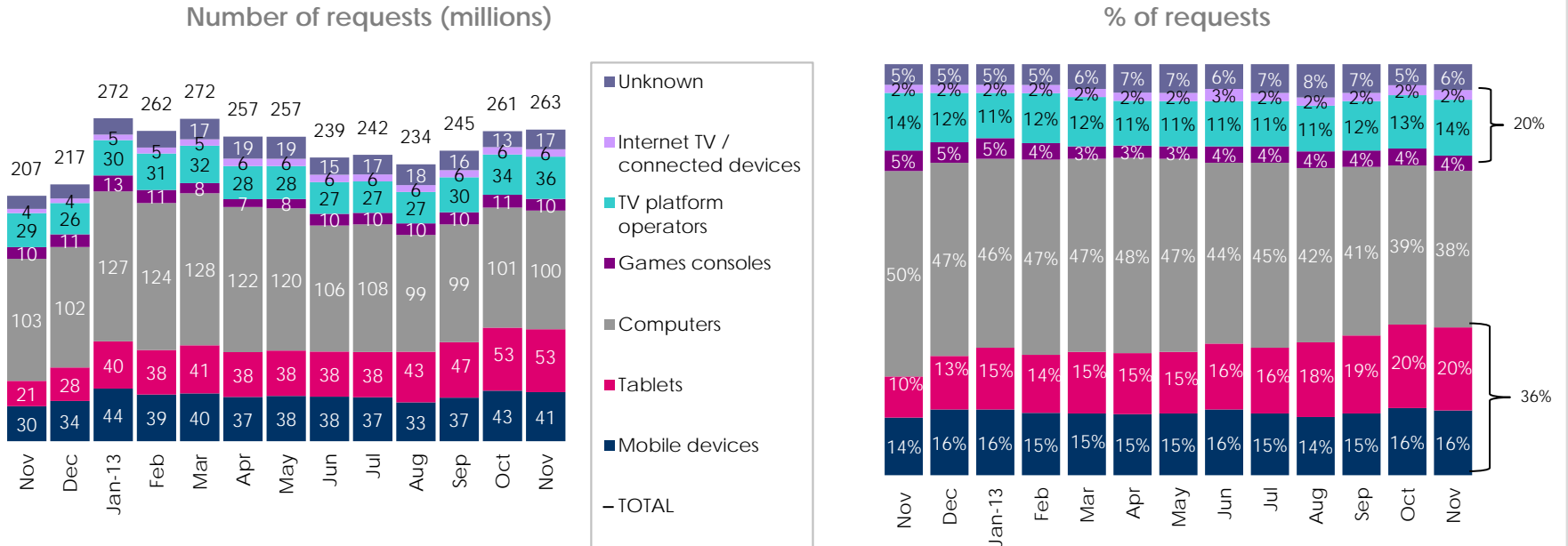
# Total monthly BBC iPlayer requests across all platforms, since 2009

BBC iPlayer requests in November were **up +27%** on last year with **263m requests**, making it the third biggest month on record.



# TV and radio: Requests for programmes by device type

Mobile and tablet requests reached 94 million and made up 36% of requests, while computers delivered 38%, and TV platforms reached 20%.

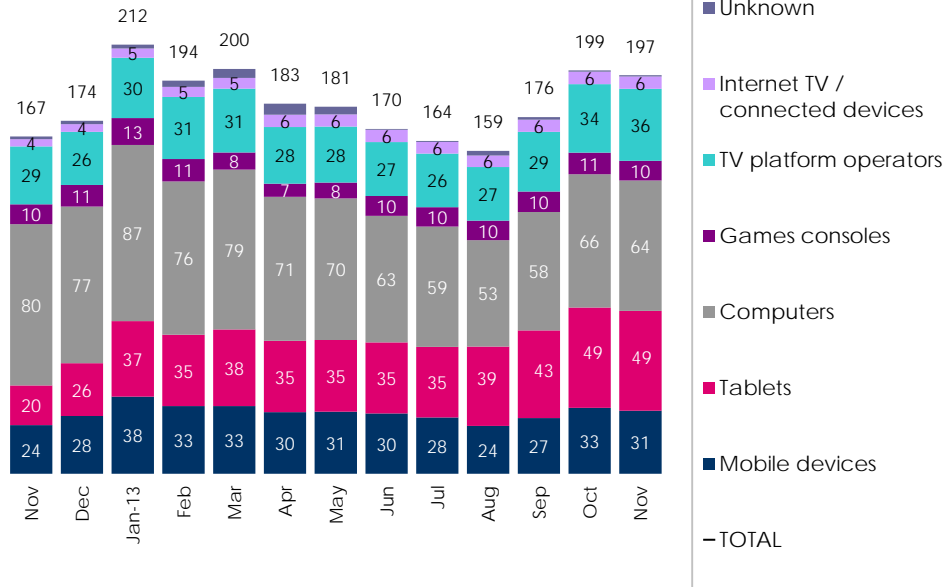


**Notes:**  
 Before July 13, some Android devices were being mistakenly counted within the "mobile" category. This has now been corrected.  
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.  
**TV platform operators** 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.

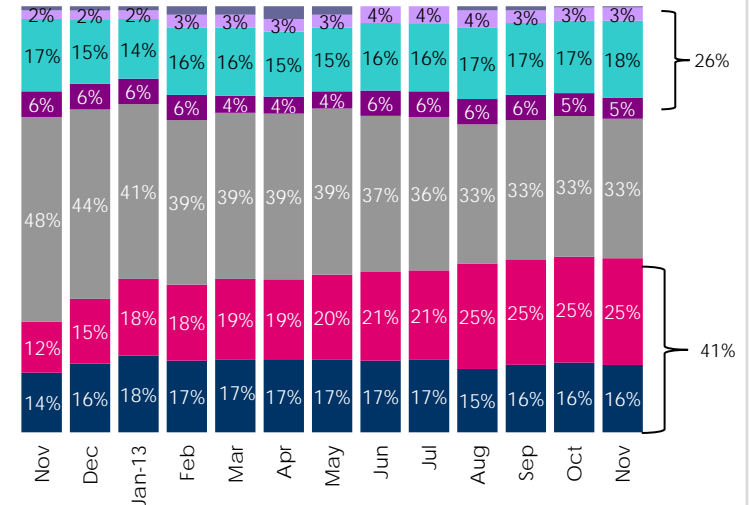
# TV only: Requests for programmes across BBC iPlayer by device type

There were 197m TV requests in November, with most devices stable on last month. TV platform operators reached a record high of 36 million.

Number of requests (millions)



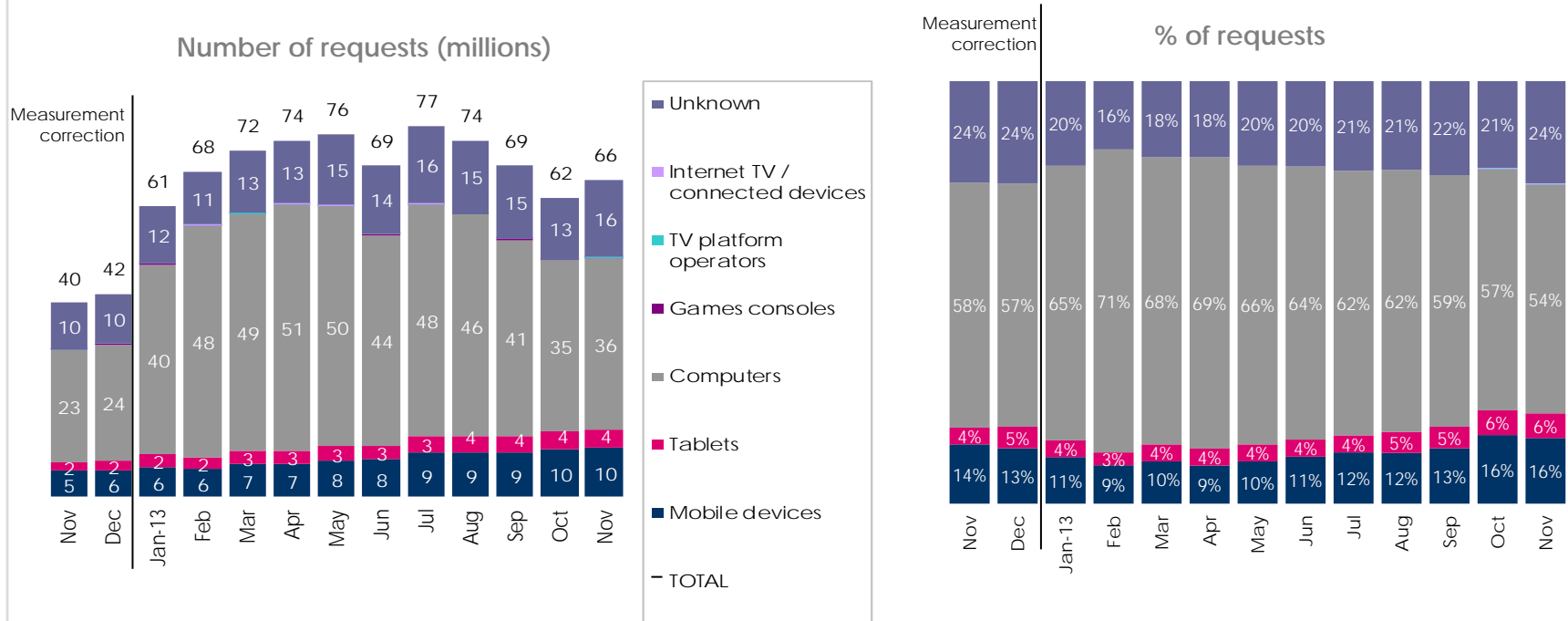
% of requests



**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 66m radio requests in November - up significantly on this time last year, although direct comparisons cannot be made due to a measurement change in January 2013.



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.

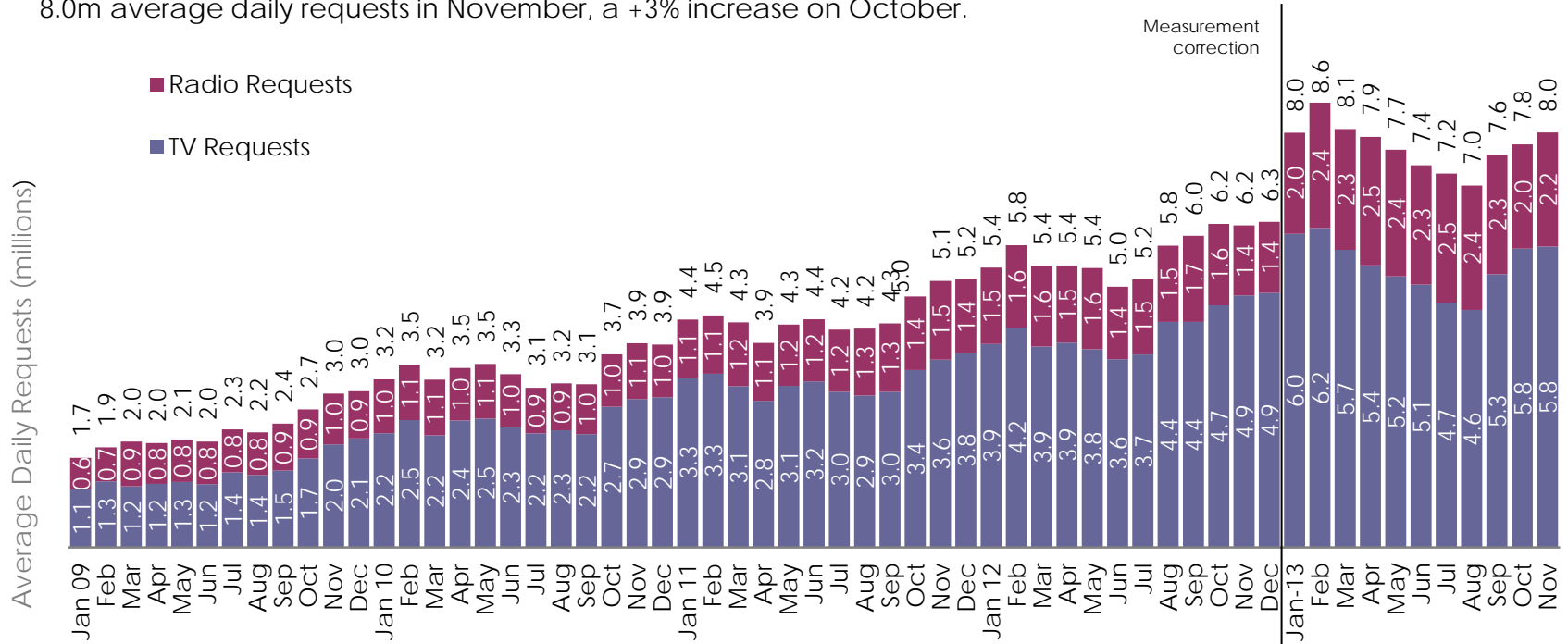
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBs and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months.
- 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).

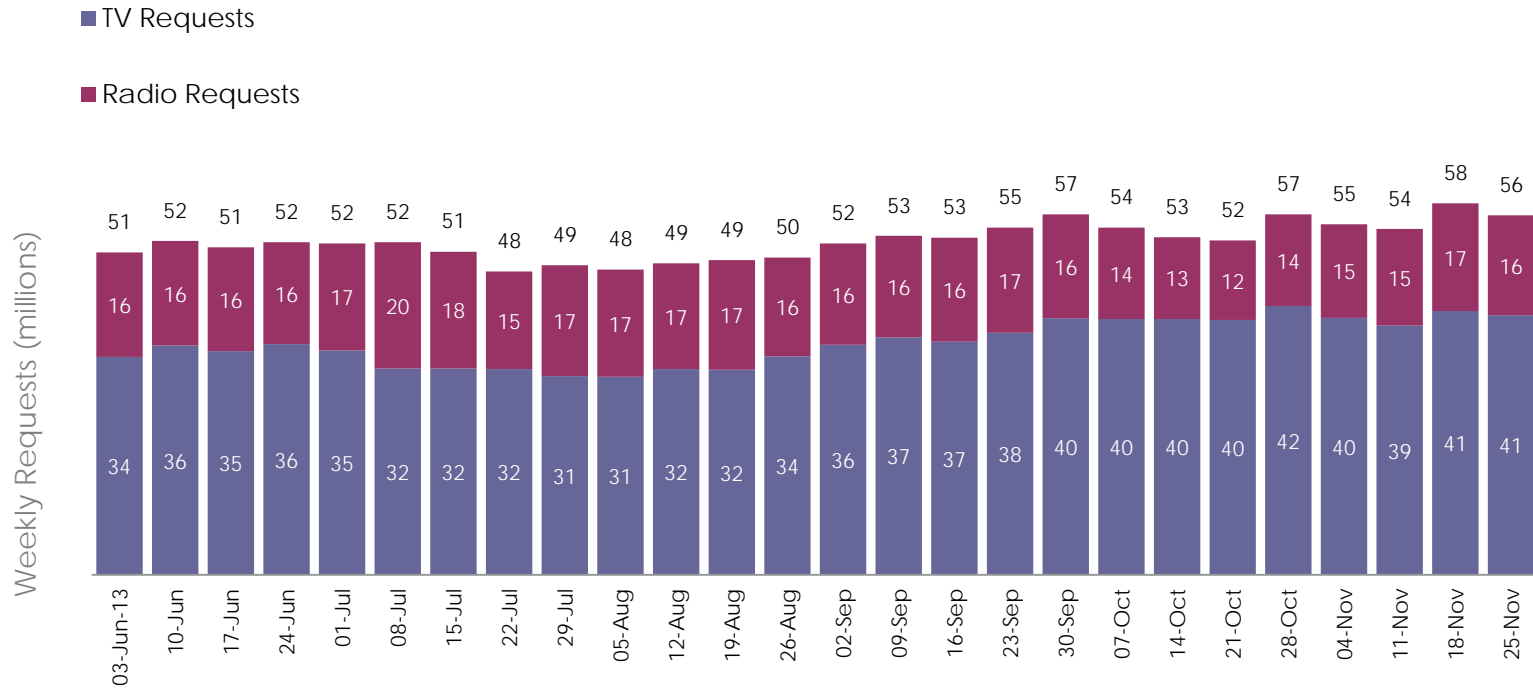
8.0m average daily requests in November, a +3% increase on October.



# 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).*

56m average weekly requests in November, slightly up on last month.



# BBC iPlayer - top 20 TV episodes, November 2013 (excluding Virgin Media cable and Sky)

**Doctor Who** was very popular in November with the 50<sup>th</sup> anniversary episode, **The Day of the Doctor**, generating 2.8m requests, a record-breaking 1.3m coming in the first 24 hours beating the previous record for the Olympics Opening Ceremony (1.0m requests). Three other Doctor Who themed titles also made it into the top 20. November was also a strong month for **EastEnders** (with the episode where Michael Moon got murdered getting the most number of requests), and **BBC Three** programmes.

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.
Doctor Who The Day of the Doctor 23/11/2013	2,813,000	Doctor Who 23/11/2013	2,813,000
EastEnders 01/11/13	1,198,000	EastEnders 01/11/13	1,198,000
EastEnders 26/11/13	1,009,000	Snow, Sex and Suspicious Parents Episode 1	887,000
EastEnders 22/11/13	968,000	Atlantis Episode 6	796,000
EastEnders 14/11/13	961,000	The Escape Artist Episode 2	776,000
EastEnders 12/11/13	898,000	Some Girls Series 2 Episode 6	769,000
Snow, Sex and Suspicious Parents Episode 1	887,000	Waterloo Road Series 9 Episode 10	765,000
EastEnders 19/11/13	875,000	Citizen Khan Series 2 Episode 6	745,000
EastEnders 05/11/13	875,000	Doctor Who: The Ultimate Guide 18/11/13	692,000
EastEnders 25/11/13	819,000	Strictly Come Dancing Series 11 Week 8 Episode 16	657,000
EastEnders 21/11/13	816,000	The Graham Norton Show Series 14 Episode 6	650,000
EastEnders 07/11/13	808,000	Animal Odd Couples Episode 1	639,000
EastEnders 28/11/13	803,000	The Science of Doctor Who 14/11/13	624,000
EastEnders 04/11/13	803,000	Him & Her The Wedding Episode 2	571,000
Atlantis Episode 6	796,000	Backchat with Jack Whitehall and His Dad Episode 1	569,000
EastEnders 11/11/13	781,000	Have I Got News for You Series 46 Episode 7	542,000
The Escape Artist Episode 2	776,000	Ripper Street Series 2 Episode 2	528,000
EastEnders 08/11/13	773,000	An Adventure in Space and Time 21/11/13	522,000
Some Girls Series 2 Episode 6	769,000	BBC Children in Need 2013 Part 1	520,000
EastEnders 18/11/13	768,000	Richard Hammond Builds a Planet Episode 1	507,000

# BBC iPlayer - top 20 radio episodes, November 2013

## (excluding Virgin Media cable and Sky)

The **Ashes Test Match Special** and **Premier League football** were very popular in November, along with Radio 4 comedies **I'm Sorry I Haven't a Clue** and **The News Quiz**. Also appearing in the top 20 last month were the Radio 4 special programme about **The JFK Assassination** and **The Country Music Associate Awards Live**.

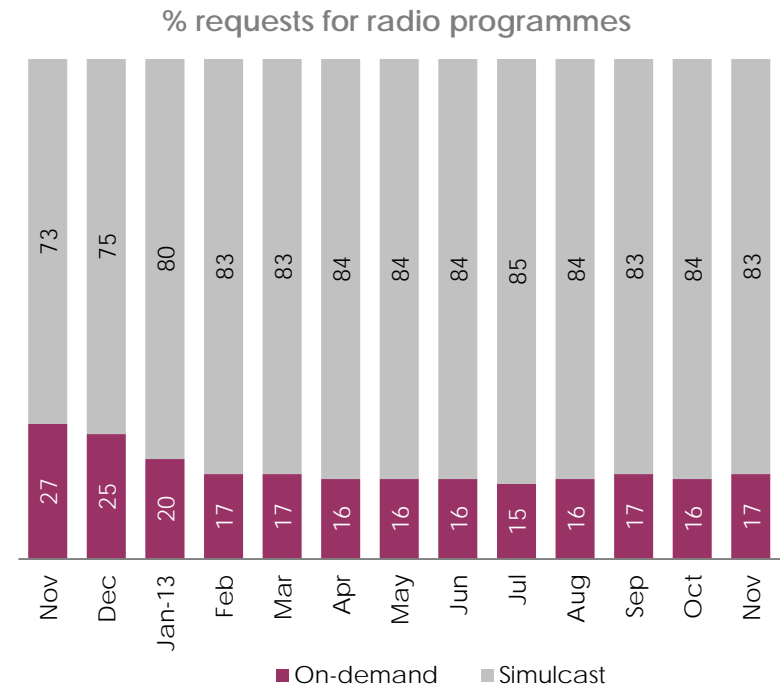
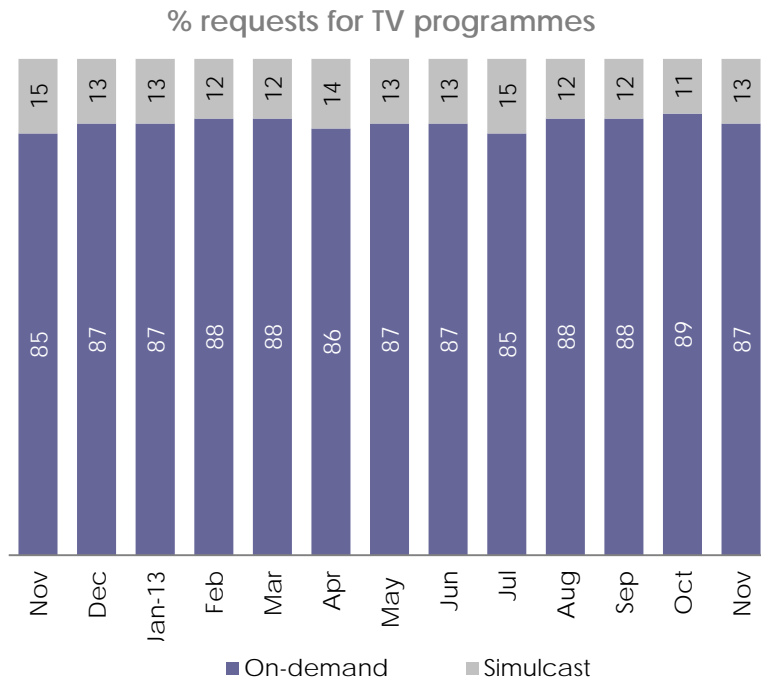
BBC iPlayer Top 20 TV episodes – All	Total requests per ep.
The Ashes Test Match Special 20/11/13	203,000
The Ashes Test Match Special 21/11/13	173,000
I'm Sorry I Haven't A Clue Series 60 Episode 1	152,000
5 live Sport Premier League Man Utd v Arsenal	152,000
The News Quiz Series 82 Episode 2	142,000
I'm Sorry I Haven't A Clue Series 60 Episode 2	137,000
The News Quiz Series 82 Episode 1	129,000
The Ashes Test Match Special 22/11/13	128,000
5 live Sport Premier League Everton v Liverpool	127,000
The News Quiz Series 82 Episode 3	127,000
The Radio 1 Breakfast Show 15/11/13	107,000
5 live Sport Premier League Arsenal v Southampton	105,000
The Ashes Test Match Special 23/11/13	104,000
The Now Show Series 41 Episode 6	102,000
The Chris Evans Breakfast Show 29/11/2013	97,000
The Radio 1 Breakfast Show 22/11/2013	96,000
The Radio 1 Breakfast Show 08/11/13	95,000
The Radio 1 Breakfast Show 29/11/2013	95,000
The Radio 1 Breakfast Show 19/11/2013	94,000
The Radio 1 Breakfast Show 27/11/2013	94,000

BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
The Ashes Test Match Special 20/11/13	203,000
I'm Sorry I Haven't A Clue Series 60 Episode 1	152,000
5 live Sport Premier League Man Utd v Arsenal	152,000
The News Quiz Series 82 Episode 2	142,000
The Radio 1 Breakfast Show 15/11/13	107,000
The Now Show Series 41 Episode 6	102,000
The Chris Evans Breakfast Show 29/11/2013	97,000
5 live Sport 5 live Boxing Froch v Groves 23/11/2013	93,000
The JFK Assassination: Minute by Minute 22/11/13	85,000
5 live Sport 5 live Rugby Eng v Aus 02/11/2013	83,000
606 10/11/13	81,000
The Country Music Association Awards Live	80,000
Scott Mills 12/11/13	79,000
Desert Island Discs Rt Hon Ed Miliband 24/11/2013	78,000
Fearne Cotton Miley Cyrus in the Live Lounge	78,000
The Official Chart with Jameela Jamil 17/11/13	78,000
Steve Wright in the Afternoon 11/11/2013	77,000
That Mitchell and Webb Sound Series 5 Episode 1	77,000
The Reith Lectures Episode 4	77,000
Ken Bruce 11/11/2013	75,000

# 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).

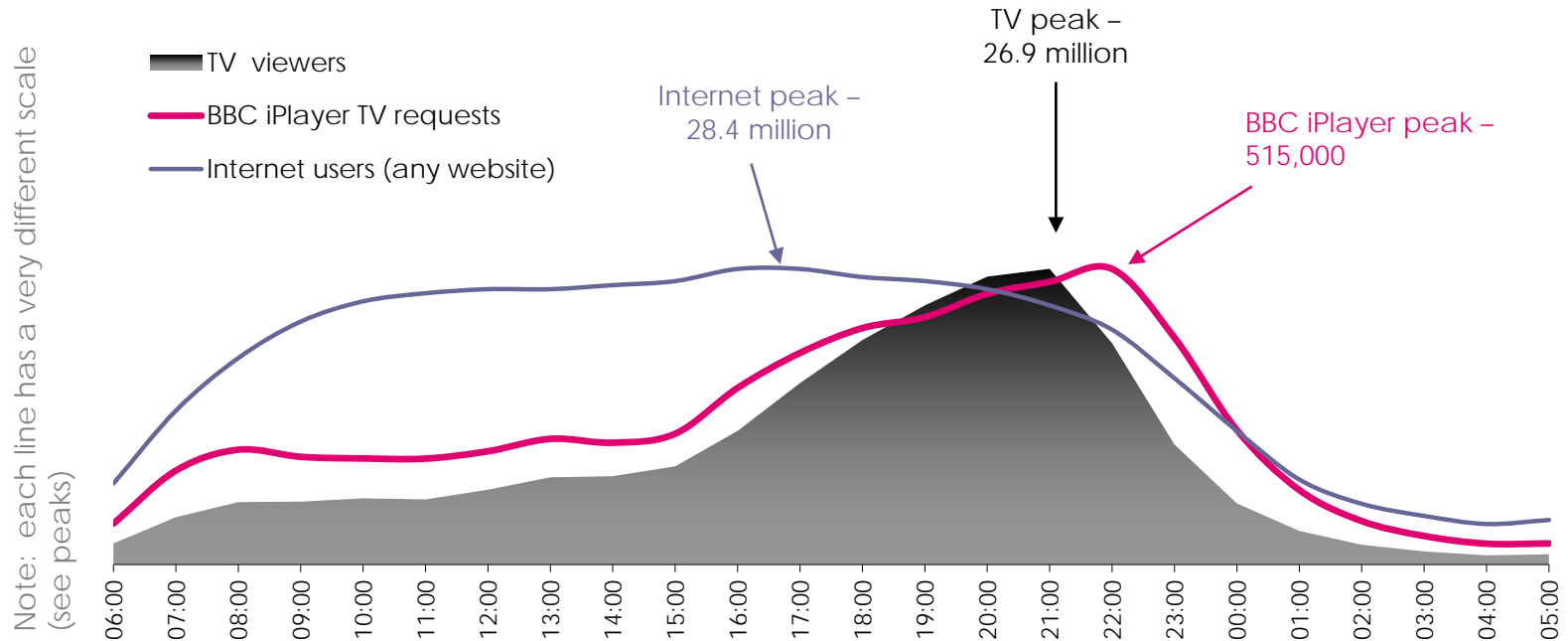
The proportion of live requests to TV increased to 13%, while the proportion of live requests to radio decreased to 83%.



Note: A measurement correction for under-counted radio data occurred in mid-January 2013

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

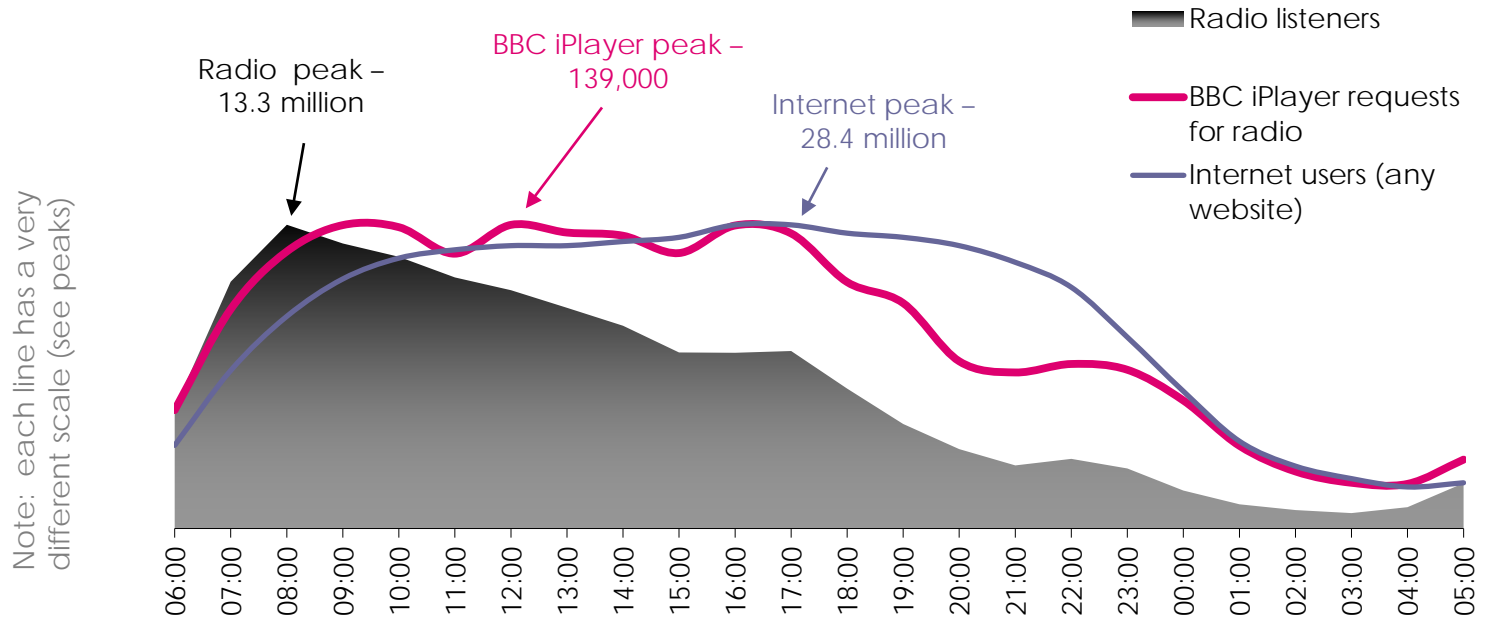
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB November 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats November 2013 - see footnotes on final page for more detail

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

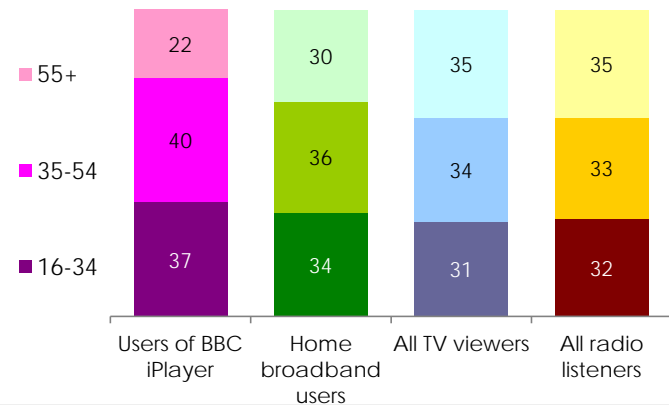
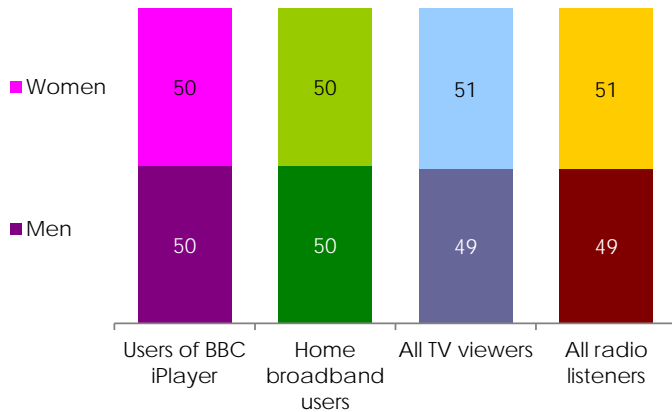
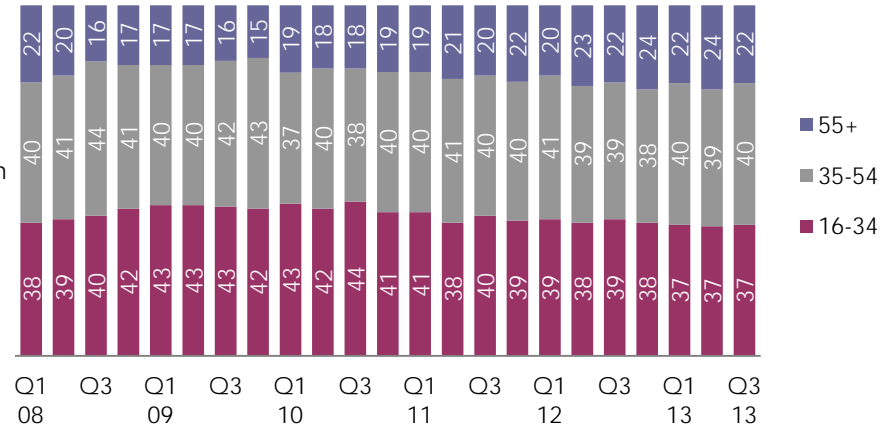
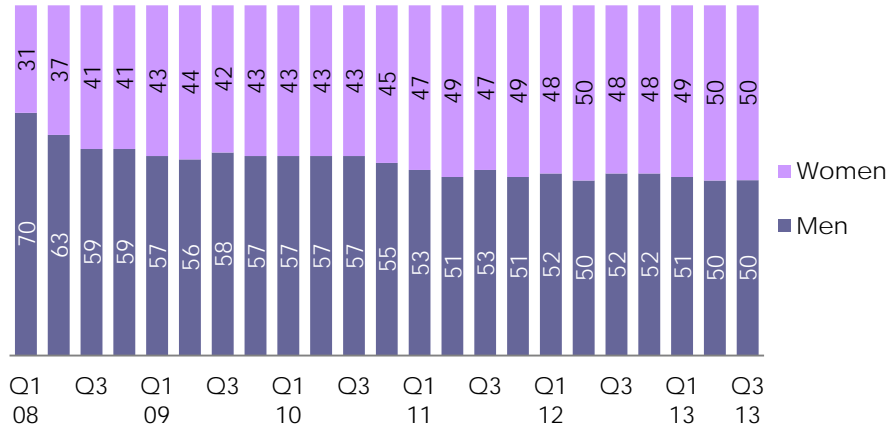
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q3 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats November 2013 - 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, and for Q3 13 the split is even. 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