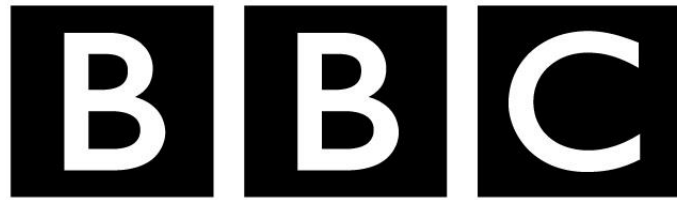


Performance Report

November 2016



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 | Marketing & Audiences

A note on the BBC's data sources

In July 2016 the BBC changed the reporting source for online video viewing.

An in-house system called 'BBC iStats AV' was built for BBC iPlayer's launch in 2007, but this has now been retired and replaced with the StreamSense measurement system from Adobe Digital Analytix.

The two measurement methods are extremely similar, and data should be comparable. However during the transition we have discovered some inaccuracies with iStats AV data of which we were previously unaware. This has resulted in a step-change in some data, which is marked on the following pages.

Most changes are due to device categorisation errors, and a small amount of data missing from BBC iStats AV. If you have questions about this, contact Richard Bell using the details in this Performance Report.

November 2016 summary

- In a triumph for David Attenborough's latest series, the first episode of **Planet Earth II** saw a huge 3.8 million requests - the most-requested episode on BBC iPlayer in 2016 so far. All four **Planet Earth II** episodes that were broadcast in November made it into the top 10 most-requested episodes for the month.
- There were 350 million TV and radio requests for programmes on BBC iPlayer and iPlayer Radio in November, maintaining the very high level of requests that were seen in October, and just short of breaking BBC iPlayer's previous record.
- There was an average of 11.7m daily requests across BBC iPlayer and iPlayer Radio in November. Again, this remains a very strong performance, on a par with October's figures, which set a new record for the highest number of daily requests in BBC iPlayer.
- 17% of TV requests were for live TV viewing (as opposed to on-demand viewing), increasingly slightly on the previous month, but below August's high of 28% of live viewing when the Rio Olympics were available to watch live in BBC iPlayer.

Consistent with previous months:

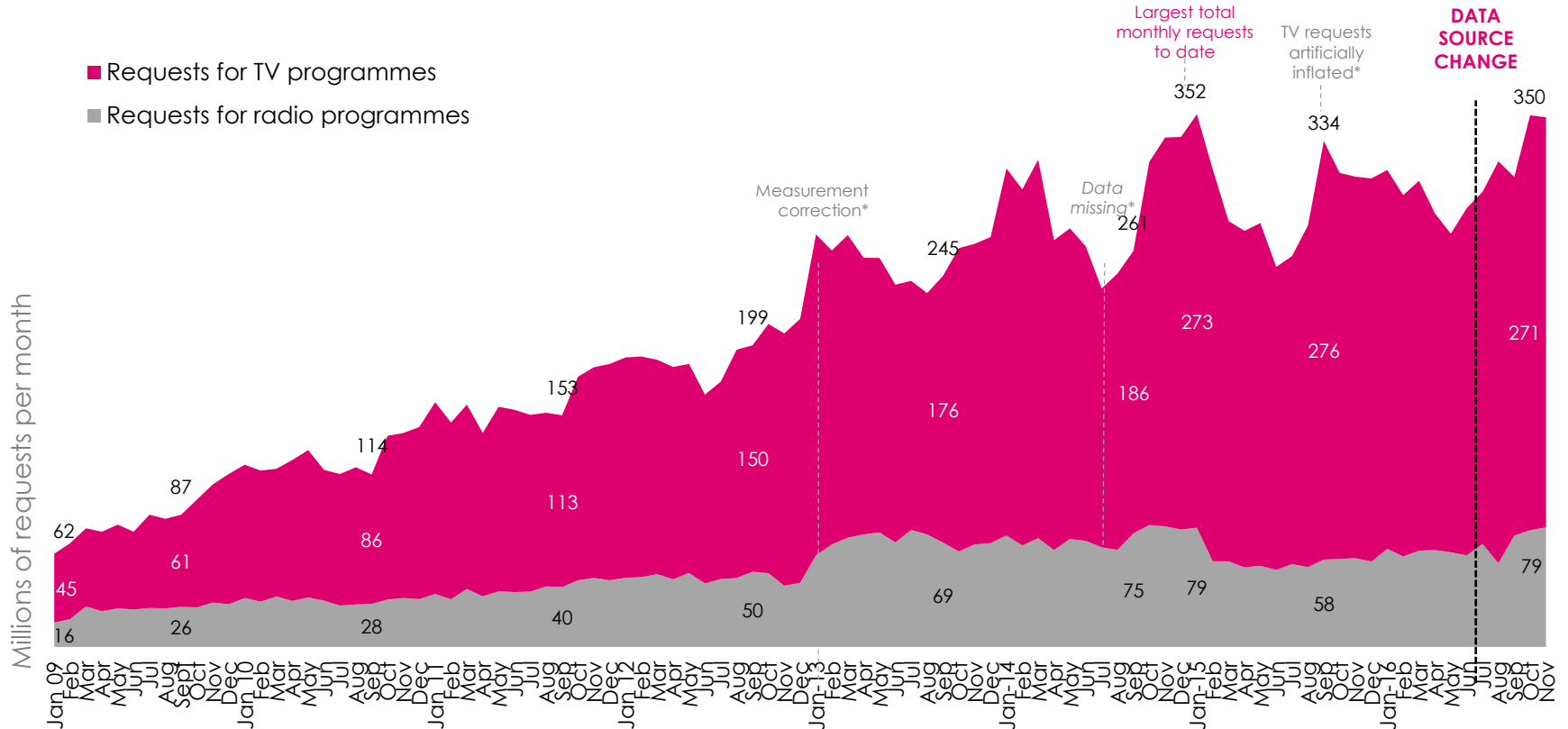
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, and now showing a slight female skew, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly the same time of day as linear TV viewing, although there is proportionally more daytime and later-peak use. BBC iPlayer Radio 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

There were **350 million TV and radio requests** for programmes on BBC iPlayer and iPlayer Radio in November, maintaining the very high level of requests that were seen in October, and just short of breaking BBC iPlayer's record.



Notes:

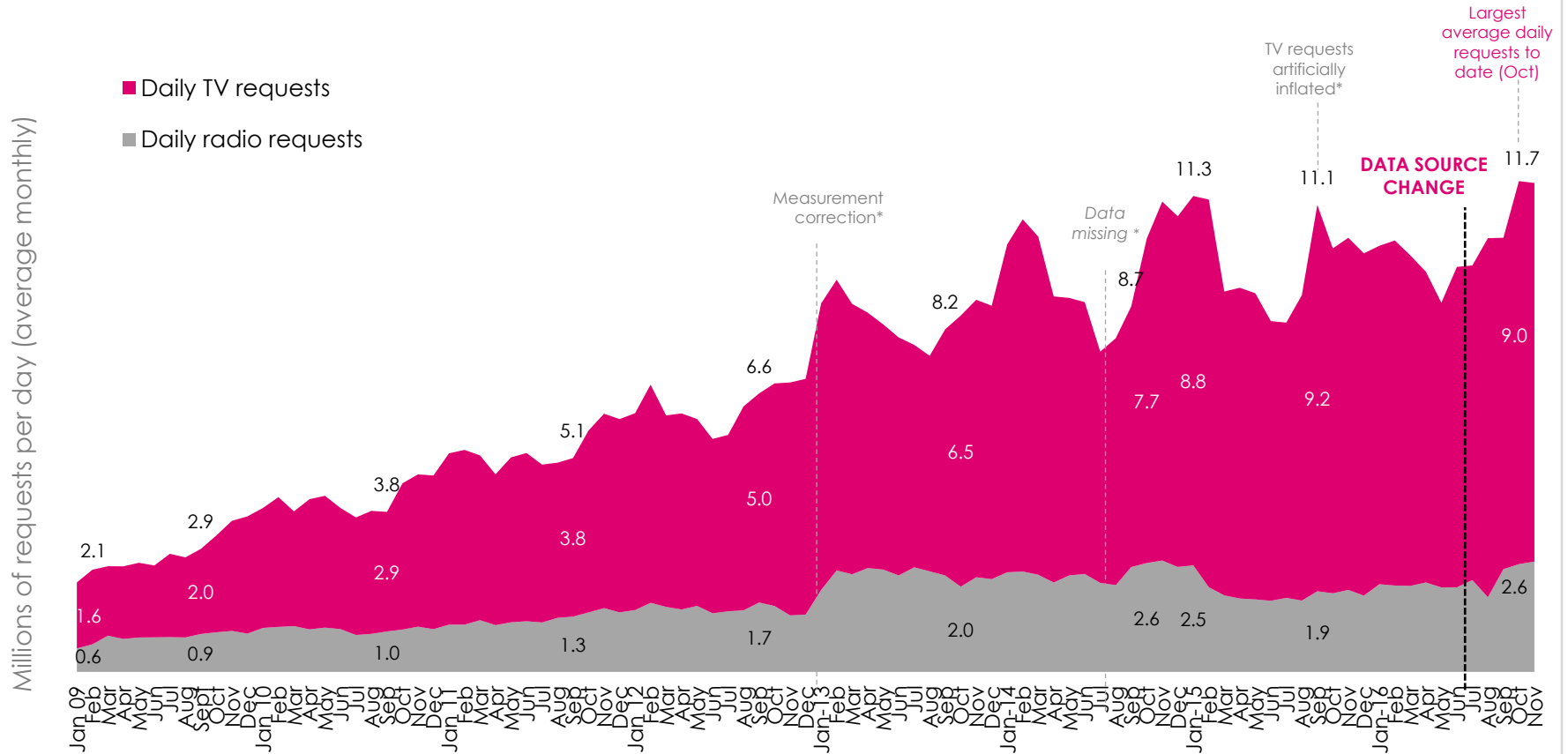
Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

RADIO DATA MISSING SINCE FEB 2015*

* Please refer to slide 12 for guide notes on months with data caveats

Average daily BBC iPlayer online requests

Overall there was an average of **11.7m daily requests** across BBC iPlayer and iPlayer Radio in November, remaining consistently high in comparison to October's figures, and remaining at the highest levels that BBC iPlayer has ever seen.



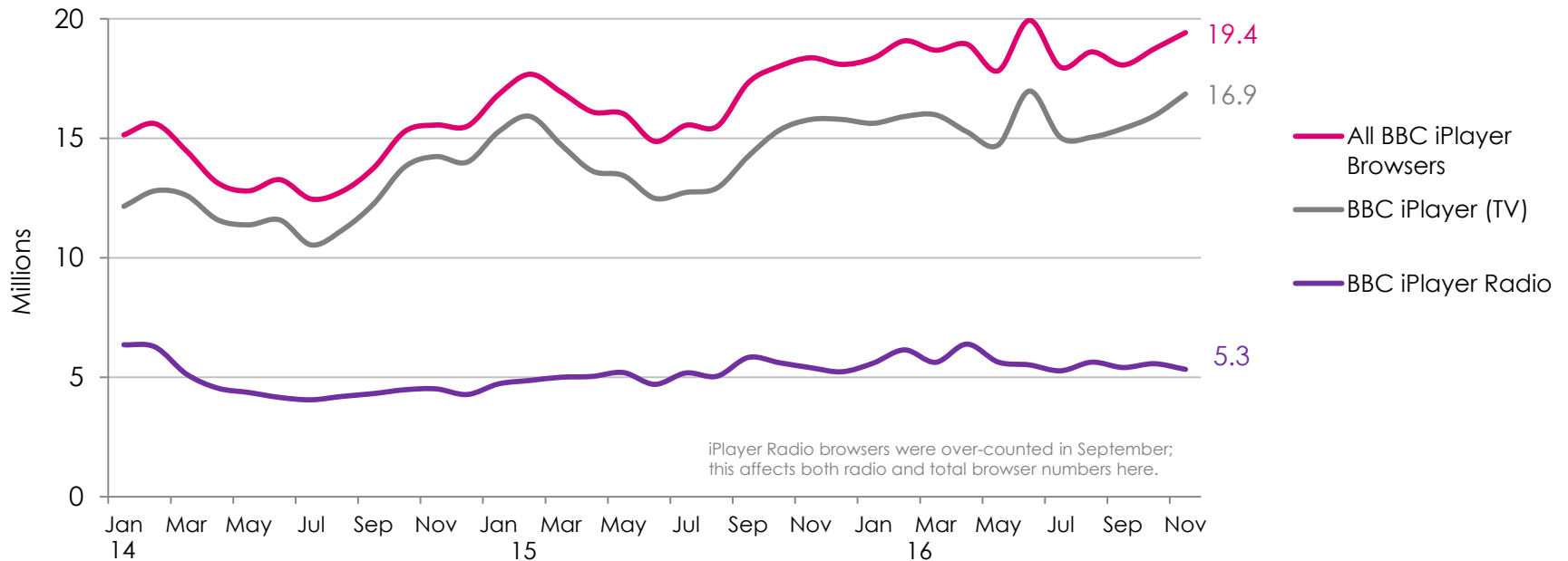
Notes:
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RADIO DATA MISSING SINCE FEB 2015*

Weekly unique browsers to BBC iPlayer

As well as measuring the number of requests for programmes, we also measure unique browsers to BBC iPlayer and iPlayer Radio. "Unique browsers" is an industry-standard measure of unique devices/web browsers (not individuals) accessing a service. If a person uses a different device at work and at home, or uses two different browsers on one computer, they would count as two unique browsers. Conversely, if multiple users watch or listen on the same device/browser, only one unique browser would be counted.

In November 2016, there was an average of **19.4m** unique browsers per week to BBC iPlayer (TV and BBC iPlayer Radio), a month-on-month increase of 0.7m browsers, driven by increases to BBC iPlayer (TV).

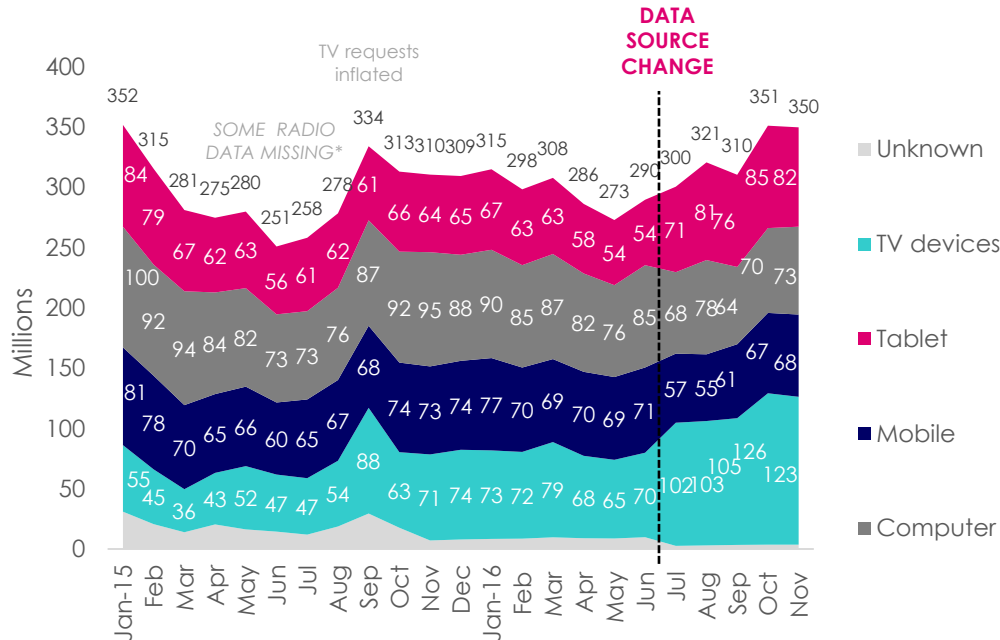


TV and radio: Requests for programmes by device type

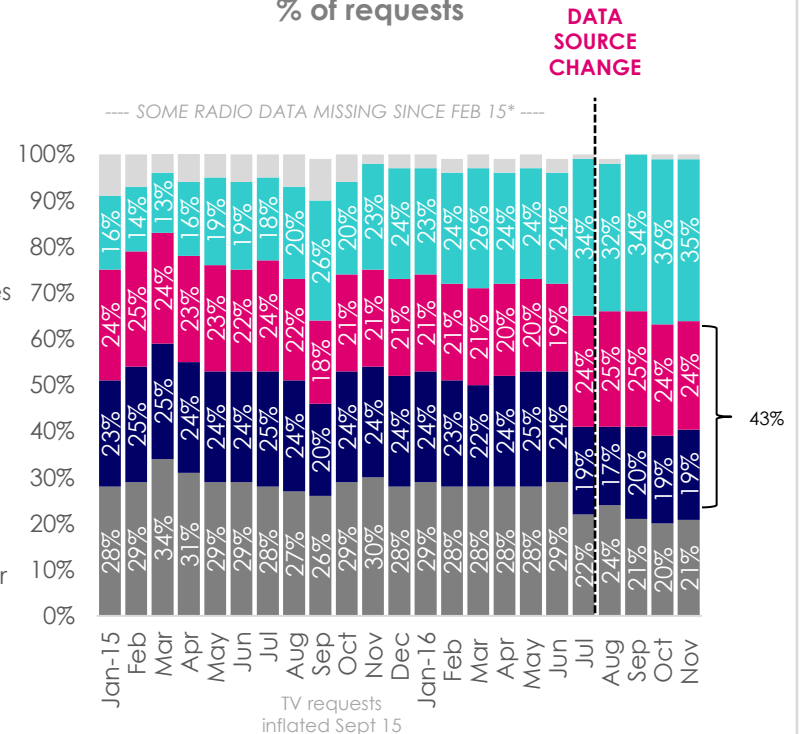
TV devices are being more accurately reported since the measurement change in July 2016, and reported a record high of 126 million requests in October. A step-change can be seen for other devices too, since the measurement change now correctly categorises devices that were previously mis-categorised or 'unknown'.

There were **350 million TV and radio requests** for programmes on BBC iPlayer & iPlayer Radio in November with increases seen on computers (+4%) and mobiles (+2%).

Number of requests (millions)



% of requests



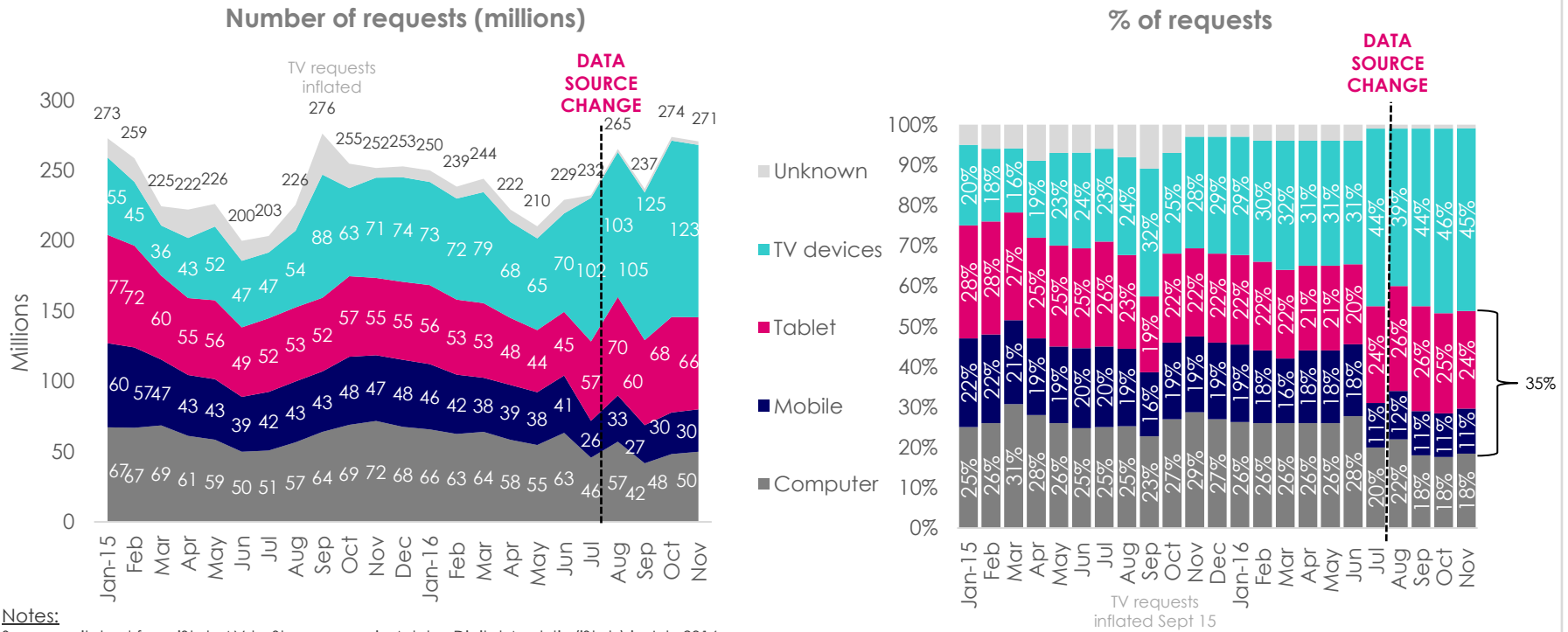
Notes:
Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

* Please refer to slide 12 for guide notes.

TV only: Requests for programmes by device type

A step-change in device data can be seen since the measurement change in July 2016, because some devices that were previously mis-categorised or 'unknown' are now being labelled correctly.

In November **total requests for TV programmes stayed high at 271 million** after October's peak of 274 million requests. Computers and mobiles saw month-on-month increases, whilst TVs and tablets saw slight decreases.

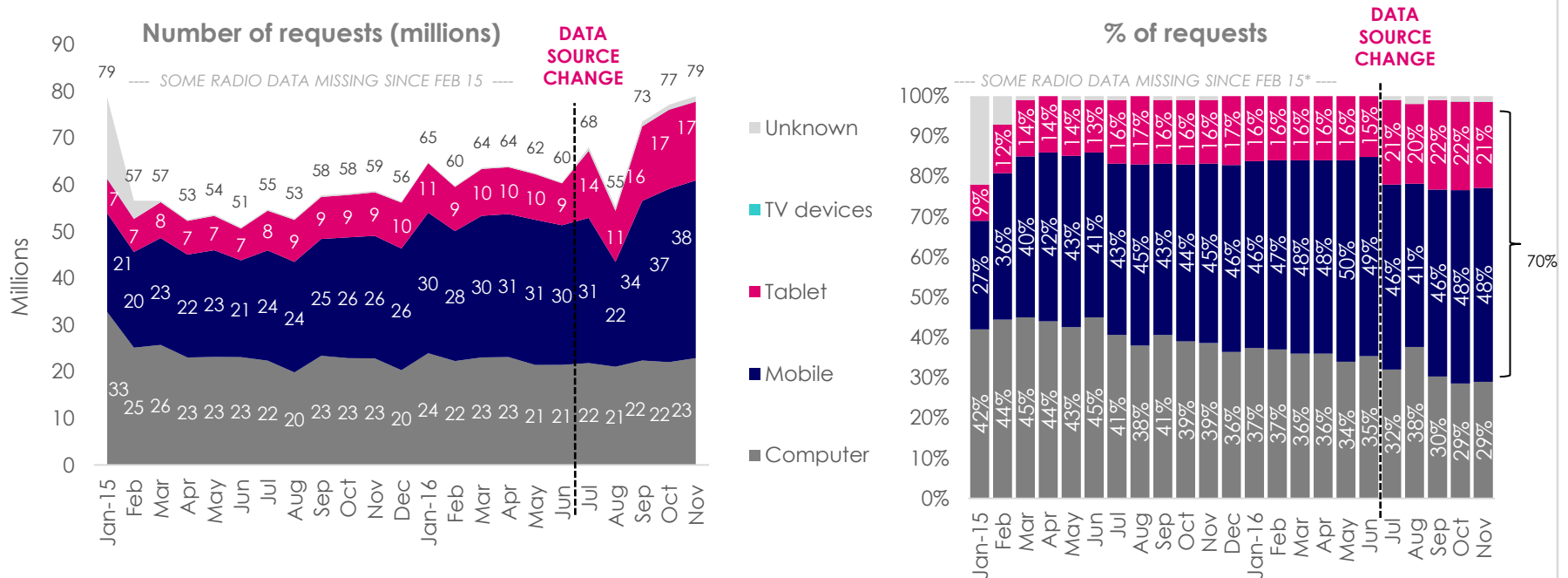


* Please refer to slide 12 for guide notes.

Radio only: Requests for programmes by device type

A step-change in device data can be seen since the measurement change in July 2016, because some devices that were previously mis-categorised or 'unknown' are now being labelled correctly.

There were **79m radio requests** recorded in November, with increases seen across the majority of platforms.

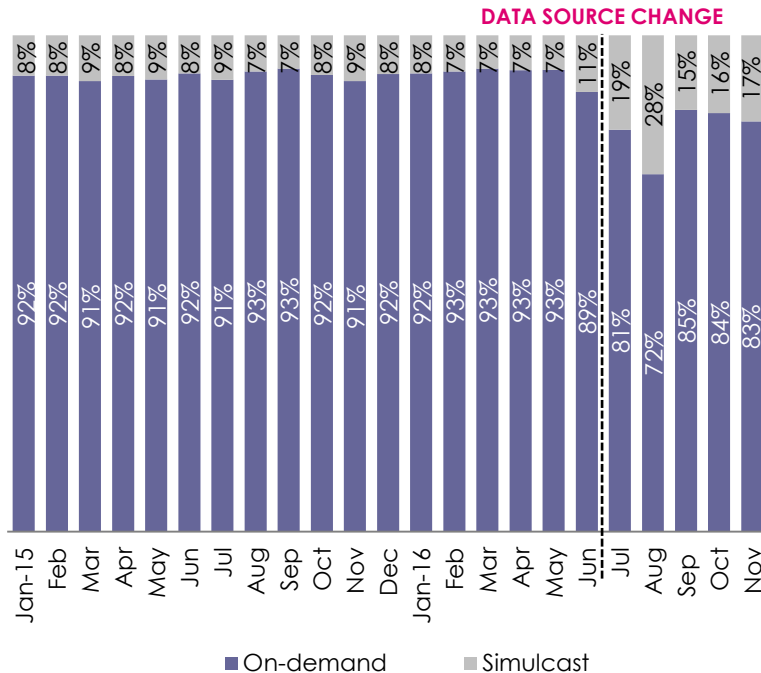


TV and radio requests: live vs catch-up online requests

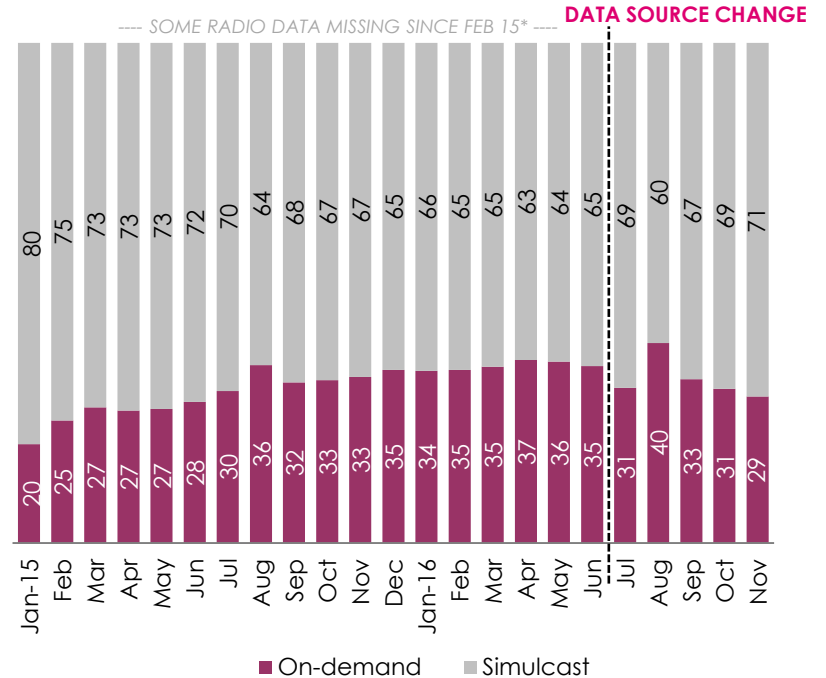
The measurement update in July 2016 has resulted in a clear step-change, with more accurate measurement of live TV requests showing that they make up a larger proportion of the total number of requests to BBC iPlayer.

In November, 17% of TV requests were for live TV viewing, increasingly slightly on the previous month, but way below August's high of 28% when the Rio Olympics were available to watch live in BBC iPlayer.

% requests for TV programmes



% requests for iPlayer Radio programmes



Notes:

Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016

* Please refer to slide 12 for guide notes.

Notes for figures in this report

Data issues to note

- Figures for Virgin Cable and Sky are interim estimates for September 2016. Games console requests were undercounted in January 2016, and Android devices were undercounted from 16th to 31st March 2016.
- TV requests were inflated in August and September 2015 by around 18-25%, please treat these figures with caution when looking at trends. iPlayer Radio Unique Browser figures were over counted in September 2016 as a result of inflated Android app figures.
- Please refer to the [BBC Internet blog](#) for details on missing Radio requests from February 2015.
- Some TV request data was not captured in March 2015 (estimated 17m requests). 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**. The data arrives later than that from other platforms and is not currently consolidated within BBC Digital Analytics systems.

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

- Prior to July 2016, requests data was measured via a BBC in-house system (BBC iStats AV). Since July 2016 the source has changed to StreamSense by Adobe Digital Analytix. Data is broadly comparable, and most step-changes are due to device categorisation correction, and a small amount of data missing from BBC iStats AV (such as live TV viewing on TV platforms, and webcasts).
- Unique browser data is reported from the Adobe Digital Analytix tool. Please quote the source of request figures as "BBC Digital Analytics".
- In 2009 the BBC refined its methodology for measuring AV requests, so figures for 2007/8 are not comparable.
- 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, and are only measured in the calendar month.
- Unless specified otherwise, figures include requests for both on-demand catch-up (streams and downloads), or views of live simulcasts. All data is for the UK only and excludes listening outside the UK. Requests are counted for BBC iPlayer on any BBC website or application – whether on a programme, channel or station page, or on the BBC iPlayer websites or bespoke mobile or TV apps. This report does not include requests for web-only content (such as online news or sport coverage). Webcasts are only included if they have been made available through BBC iPlayer. Figures in this report include requests for programmes which are only on iPlayer, as well as for programmes previously shown on linear TV. On average this has boosted the totals by 2% since 2014.

BBC iPlayer - top 20 TV episodes, November 2016 (excluding Virgin Media cable and Sky)

In a triumph for David Attenborough's latest series, the first episode of **Planet Earth II** saw a huge 3.8 million requests, making it the most-requested episode on BBC iPlayer in 2016 so far. All four Planet Earth II episodes made it into the top 10. Drama also featured heavily this month, with **The Missing**, **Close To The Enemy** and **My Mother And Other Strangers** the most popular, and iPlayer-exclusive **Frankie Boyle's American Autopsy** (along with other comedy) also performed very strongly.

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.
Planet Earth II Episode 1	3,836,000	Planet Earth II Episode 1	3,836,000
Planet Earth II Episode 2	2,710,000	The Missing Series 2 Episode 4	1,832,000
Planet Earth II Episode 3	2,196,000	The Apprentice Series 12 Episode 5	1,656,000
The Missing Series 2 Episode 4	1,832,000	EastEnders 04/11/16	1,033,000
The Missing Series 2 Episode 5	1,824,000	Strictly Come Dancing Series 14 Episode 15	858,000
The Apprentice Series 12 Episode 5	1,656,000	Close to the Enemy Episode 1	857,000
The Apprentice Series 12 Episode 7	1,603,000	My Mother and Other Strangers Episode 1	849,000
The Missing Series 2 Episode 6	1,600,000	Frankie Boyle's American Autopsy 20/11/16	843,000
The Apprentice Series 12 Episode 6	1,570,000	Have I Got News for You Series 52 Episode 6	840,000
Planet Earth II Episode 4	1,412,000	Citizen Khan Series 5 Episode 1	785,000
The Apprentice Series 12 Episode 8	1,402,000	Who Do You Think You Are? Series 13 Episode 1	735,000
The Missing Series 2 Episode 7	1,397,000	Poldark Series 2 Episode 10	697,000
EastEnders 04/11/16	1,033,000	Ordinary Lies Series 2 Episode 3	648,000
The Missing Series 2 Episode 3	973,000	Michael McIntyre's Big Show Series 2 Episode 1	599,000
EastEnders 11/11/16	963,000	Still Game Series 7 Episode 5	597,000
EastEnders 01/11/16	919,000	Match of the Day 26/11/16	587,000
EastEnders 15/11/16	917,000	Match of the Day 06/11/16	571,000
EastEnders 08/11/16	910,000	Walliams & Friend Series 1 Episode 1	563,000
EastEnders 10/11/16	895,000	Casualty Series 31 Episode 11	560,000
EastEnders 17/11/16	879,000	The Graham Norton Show Series 20 Episode 6	555,000

BBC iPlayer - top 20 TV episodes, October 2016 (excluding Virgin Media cable and Sky)

Three out of the top five titles in October were from **The Great British Bake Off**, with Episode 7 delivering over 2.1 million requests alone. The new series of **The Apprentice** also performed well and made two appearances in the top five titles, with Episode 1 achieving 2.0 million requests. The new series' of **The Missing** and **The Fall** also performed well in October, as did BBC iPlayer's online only film **Adam Curtis: HyperNormalisation**.

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.
The Great British Bake Off Series 7 Episode 7	2,154,000	The Great British Bake Off Series 7 Episode 7	2,154,000
The Apprentice Series 12 Episode 1	1,987,000	The Apprentice Series 12 Episode 1	1,987,000
The Great British Bake Off Series 7 Episode 8	1,957,000	Louis Theroux Savile 02/10/16	1,603,000
The Great British Bake Off Series 7 Episode 9	1,901,000	The Missing Series 2 Episode 2	1,325,000
The Apprentice Series 12 Episode 2	1,799,000	Our Girl Series 2 Episode 5	1,273,000
The Apprentice Series 12 Episode 3	1,624,000	The Fall Series 3 Episode 1	1,134,000
Louis Theroux Savile 02/10/16	1,603,000	Strictly Come Dancing Series 14 Episode 7	1,032,000
The Great British Bake Off Series 7 Episode 10	1,602,000	Adam Curtis HyperNormalisation	991,000
The Apprentice Series 12 Episode 4	1,359,000	EastEnders 11/10/16	954,000
The Missing Series 2 Episode 2	1,325,000	Poldark Series 2 Episode 5	872,000
Our Girl Series 2 Episode 5	1,273,000	Ordinary Lies Series 2 Episode 1	789,000
The Fall Series 3 Episode 1	1,134,000	Still Game Series 7 Episode 1	739,000
The Missing Series 2 Episode 1	1,127,000	Have I Got News for You Series 52 Episode 1	685,000
The Fall Series 3 Episode 2	1,075,000	The Graham Norton Show Series 20 Episode 1	647,000
Strictly Come Dancing Series 14 Episode 7	1,032,000	Match of the Day 2016/2017 15/10/16	641,000
The Fall Series 3 Episode 3	1,018,000	Reggie Yates: Life and Death in Chicago: 10/10/16	607,000
The Missing Series 2 Episode 3	1,010,000	Panorama Paxman on Trump v Clinton: 17/10/16	569,000
Adam Curtis: HyperNormalisation	991,000	Casualty Series 31 Episode 6	559,000
Strictly Come Dancing Series 14 Episode 5	974,000	The Dumping Ground Series 4 Episode 12	551,000
Strictly Come Dancing Series 14 Episode 9	956,000	The Next Step Series 4 Episode 10	506,000

BBC iPlayer - top 20 TV episodes, September 2016 (excluding Virgin Media cable and Sky)

Whilst the future of **The Great British Bake Off** was under scrutiny, its episodes continued to be BBC iPlayer's most popular content. Episode 3 (which was originally broadcast near the start of the month) delivered over 2.3 million requests alone. The new series of **Our Girl** with Michelle Keegan was also a winner in September with almost 2 million requests. The return of **Poldark**, **Strictly Come Dancing** and **EastEnders** made up the remainder of the top programmes in September.

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.
The Great British Bake Off Series 7 Episode 3	2,314,000	The Great British Bake Off Series 7 Episode 3	2,314,000
The Great British Bake Off Series 7 Episode 4	2,291,000	Our Girl Series 2 Episode 1	1,979,000
The Great British Bake Off Series 7 Episode 5	1,984,000	Poldark Series 2 Episode 1	1,256,000
Our Girl Series 2 Episode 1	1,979,000	EastEnders 02/09/16	1,104,000
The Great British Bake Off Series 7 Episode 2	1,949,000	Strictly Come Dancing Series 14 Launch Episode 2	1,084,000
Our Girl Series 2 Episode 2	1,411,000	One of Us Episode 3	862,000
The Great British Bake Off Series 7 Episode 6	1,397,000	Match of the Day 2016/2017 24/09/16	809,000
Poldark Series 2 Episode 1	1,256,000	Casualty Series 31 Episode 2	586,000
Our Girl Series 2 Episode 3	1,225,000	The Next Step Series 4 Episode 4	569,000
EastEnders 02/09/16	1,104,000	Would I Lie to You? Series 10 Episode 1	568,000
Strictly Come Dancing Series 14 Launch Episode 2	1,084,000	Drugs Map of Britain Dying For Weed	552,000
EastEnders 08/09/16	1,049,000	The Apprentice Series 12 Meet the Candidates	549,000
EastEnders 06/09/16	1,049,000	Dragons' Den Series 14 Episode 7	542,000
EastEnders 09/09/16	1,045,000	Goodnight Sweetheart Many Happy Returns 02/09/16	540,000
EastEnders 01/09/16	1,008,000	Class of '92: Out of Their League Series 2 Episode 2	535,000
EastEnders 13/09/16	993,000	The Doctor Who Gave Up Drugs Episode 1	509,000
Strictly Come Dancing Series 14 Week 1, Show 2	973,000	Topsy and Tim Series 3 Episode 10	497,000
EastEnders 05/09/16	967,000	Young Hyacinth 02/09/16	494,000
EastEnders 16/09/16	966,000	The Dumping Ground Preview	494,000
EastEnders 15/09/16	955,000	Absolutely Fashion: Inside British Vogue Episode 1	492,000

BBC iPlayer - top 20 TV episodes, August 2016 (excluding Virgin Media cable and Sky)

Amidst a flurry of flour, the the first episode of **The Great British Bake Off** became available in iPlayer in August, easily topping the most popular TV episodes list with just shy of 2 million requests. August was also the month of the **Olympics**, with a huge number of requests for the coverage, but **The Opening Ceremony** delivering the most requests for an 'episode'. For BBC Three, the documentary **Jade: Why I Chose Porn** was a stand-out performer, and **Fleabag** was also very popular.

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.
The Great British Bake Off Series 7 Episode 1	1,989,000	The Great British Bake Off Series 7 Episode 1	1,989,000
EastEnders 15/08/16	1,245,000	EastEnders 15/08/16	1,245,000
EastEnders 12/08/16	1,206,000	Jade: Why I Chose Porn	1,206,000
Jade: Why I Chose Porn	1,179,000	Olympic Ceremonies 2016 Opening Ceremony	1,179,000
EastEnders 02/08/16	1,158,000	Olympics 2016 Day 8 BBC One: 23.55-04.00 13/08/16	1,158,000
EastEnders 09/08/16	1,146,000	Match of the Day 2016/2017 13/08/16	1,146,000
EastEnders 05/08/16	1,128,000	Fleabag Episode 1	1,128,000
EastEnders 11/08/16	1,075,000	Life Inside Wandsworth Prison 13/08/16	1,075,000
EastEnders 17/08/16	1,074,000	One of Us The Storm Episode 1	1,074,000
EastEnders 04/08/16	1,071,000	Match of the Day 2 2016/17 14/08/16	1,071,000
EastEnders 23/08/16	1,052,000	Casualty Series 31 Episode 1	1,052,000
EastEnders 08/08/16	1,049,000	Britain's Most Wanted Motorbike Gangs?	1,049,000
EastEnders 18/08/16	1,045,000	Dragons' Den Series 14 Episode 4	1,045,000
EastEnders 19/08/16	1,041,000	Eat Well for Less? Series 3 Episode 4	1,041,000
Olympic Ceremonies 2016 Opening Ceremony	1,035,000	Versailles Episode 10	1,035,000
EastEnders 01/08/16	1,010,000	The Chronicles of Nadiya Episode 1	1,010,000
EastEnders 25/08/16	962,000	Ripper Street Series 4 Episode 1	962,000
Olympics 2016 Day 8 BBC One: 23.55-04.00 13/08/16	957,000	Robot Wars Episode 3	957,000
EastEnders 26/08/16	927,000	Class of '92: Out of Their League Series 2 Episode 1	927,000
Match of the Day 2016/2017 13/08/16	906,000	The Musketeers Series 3 Episode 10	906,000

BBC iPlayer - top 20 TV episodes, July 2016

(excluding Virgin Media cable and Sky)

The Euros proved hugely popular in July, with continued home nation interest in the Welsh match vs Belgium, though it was the **Match of the Day Live** episode containing Portugal vs France that was the most-requested in July. Elsewhere, **EastEnders** made up the majority of the list whilst **Mrs Brown's Boys Live**, **New Blood** and **Top Gear** also featured. BBC iPlayer online-premiere **New Blood** was the most popular new drama of the month.

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.
MOTD Live Euro 2016 Portugal v France 10/07/16	1,482,000	MOTD Live Euro 2016 Portugal v France 10/07/16	1,482,000
EastEnders 19/07/16	1,266,000	EastEnders 19/07/16	1,266,000
EastEnders 15/07/16	1,191,000	Mrs Brown's Boys Live: Mammy Sutra 23/07/16	1,113,000
EastEnders 05/07/16	1,162,000	New Blood Case 3, Part 1 Episode 6	1,011,000
MOTD Live Euro 2016 Quarter-Final: Wales v Belgium	1,118,000	Top Gear Series 23 Episode 6	914,000
EastEnders 18/07/16	1,113,000	The Secret Agent Episode 1	847,000
Mrs Brown's Boys Live: Mammy Sutra 23/07/16	1,113,000	Forces of Nature with Brian Cox Episode 1	839,000
MOTD Live Euro 2016 Quarter Final: Germany v Italy	1,080,000	Celebrity MasterChef Series 11 Episode 5	831,000
EastEnders 22/07/16	1,039,000	Sex, Drugs & Murder: Life in the Red Light Zone	770,000
EastEnders 12/07/16	1,035,000	The Living and the Dead Episode 1	713,000
EastEnders 21/07/16	1,020,000	NYPD: Biggest Gang in New York?	710,000
MOTD Live Euro 2016 Semi-Final: Germany v France	1,019,000	Versailles Episode 6	708,000
EastEnders 08/07/16	1,013,000	The Insider Reggie Yates in the Mexican Drug War	703,000
New Blood Case 3, Part 1 Episode 6	1,011,000	Fleabag Episode 1	690,000
EastEnders 04/07/16	1,001,000	Clean Eating's Dirty Secrets	566,000
EastEnders 26/07/16	995,000	Mock the Week Series 15 Episode 4	555,000
EastEnders 14/07/16	950,000	Unsolved: The Boy Who Disappeared The Night	554,000
Top Gear Series 23 Episode 6	914,000	Robot Wars Episode 1	554,000
EastEnders 11/07/16	895,000	The Great British Sewing Bee Series 4 Episode 8	533,000
EastEnders 25/07/16	856,000	BBC Weekend News 02/07/16	523,000

BBC iPlayer Radio - top 20 radio episodes, November 2016

Today 09/11/16 topped the most popular content list this month, gaining the highest total requests with 338k as the US election results were analysed and discussed. **The Now Show Series 49** performed well with three episodes in the top ten. **The Unbelievable Truth** achieved a second place ranking with 229k requests.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
Today 09/11/16	338,000
The Unbelievable Truth Series 17 Episode 6	229,000
5 live Formula 1 2016 Brazilian Grand Prix 13/11/16	220,000
I'm Sorry I Haven't A Clue Series 66 Episode 1	217,000
The Now Show Series 49 Episode 1	206,000
The Now Show Series 49 Episode 2	198,000
The Now Show Series 49 Episode 3	182,000
America Decides 08/11/16	180,000
I'm Sorry I Haven't A Clue Series 66 Episode 2	174,000
The Archers 08/11/16	160,000
Today 08/11/16	160,000
Today 10/11/16	158,000
The Archers 01/11/16	158,000
The Archers 20/11/16	158,000
The Archers 02/11/16	157,000
The Archers 06/11/16	156,000
The Now Show Series 49 Episode 4	156,000
Today 15/11/16	156,000
The Archers 07/11/16	155,000
The Archers 10/11/16	155,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
Today 09/11/16	338,000
The Unbelievable Truth Series 17 Episode 6	229,000
5 live Formula 1 2016 13/11/16	220,000
I'm Sorry I Haven't A Clue Series 66 Episode 1	217,000
The Now Show Series 49 Episode 1	206,000
America Decides 08/11/16	180,000
The Archers 08/11/16	160,000
Test Match Special Day 2 10/11/16	153,000
5 live Sport Premier League Football 2016-17 19/11/16	151,000
Ken Bruce 11/11/16	143,000
5 live Breakfast US Election 2016m09/11/16	130,000
The Archers Omnibus 06/11/16	128,000
Rich Hall's (US Election) Breakdown 02/11/16	116,000
BBC Radio London Sport Arsenal v Tottenham	111,000
The Chris Evans Breakfast Show 17/11/16	104,000
Clare in the Community Series 11 Episode 1	100,000
The Brig Society Series 4 Episode 1	93,000
Ian Rankin - Rebus Let It Bleed 25/04/10	90,000
The Radio 1 Breakfast Show 18/11/16	88,000
Inspector Resnick Cutting Edge Episode 1	86,000

BBC iPlayer Radio - top 20 radio episodes, October 2016

The Ryder Cup topped the most popular content list this month, with episode 5 gaining the highest total requests with 257k. **The News Quiz** performed well with four episodes in the top ten. The new series return of **The Unbelievable Truth** achieved a top five appearance with an additional two episodes appearing in the top 20.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
The Ryder Cup 2016 Episode 5	257,000
5LS Premier League Football Liverpool v Man Utd	240,000
The Unbelievable Truth Series 17 Episode 1	207,000
The News Quiz Series 91 Episode 5	201,000
The News Quiz 14/10/16	196,000
The News Quiz 21/10/16	190,000
The News Quiz Series 91 Episode 4	181,000
The Archers 02/10/16	179,000
The Unbelievable Truth Series 17 Episode 3	173,000
The Unbelievable Truth Series 17 Episode 2	172,000
The Ryder Cup 2016 Day Two Episode 3	172,000
The Archers 04/10/16	172,000
The Archers 03/10/16	170,000
The Archers 05/10/16	168,000
The Archers 09/10/16	167,000
The Archers 17/10/16	163,000
The Archers 10/10/16	163,000
The Archers 07/10/16	163,000
The Archers 16/10/16	161,000
5LS Premier League Football Chelsea v Man Utd	160,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
The Ryder Cup 2016 Day Three Episode 5	257,000
5LS Premier League Football Liverpool v Man Utd	240,000
The Unbelievable Truth Series 17 Episode 1	207,000
The News Quiz Series 91 Episode 5	201,000
The Archers 02/10/16	179,000
Today 10/10/16	146,000
5 live Formula 1 2016 US Grand Prix 23/10/16	134,000
5 live Sport 02/10/16	133,000
Test Match Special Bangladesh v England - Day 4	133,000
Rich Hall's (US Election) Breakdown 19/10/16	122,000
Mark Steel's in Town Series 7 Episode 5	119,000
The Archers Omnibus 02/10/16	110,000
The Chris Evans Breakfast Show 21/10/16	100,000
Ed Reardon's Week Series 11 Episode 1	96,000
The Radio 1 Breakfast Show with Nick Grimshaw 04/10/16	89,000
5LS EFL Cup Football Man Utd v Man City 26/10/16	84,000
Scott Mills Honey G Innuendo Bingo 25/10/16	83,000
The Reith Lectures Kwame Anthony Appiah: Episode 1	83,000
Ken Bruce 14/10/16	82,000
Robert Barr - Detective Series 1 Episode 1	81,000

BBC iPlayer Radio - top 20 radio episodes, September 2016

The Archers dominated the top radio content list in August, with the episode on 11th September (the "verdict") being by far the most popular with 430k requests. The only other titles to feature were the new series of **The News Quiz** and **Premier League Football**.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
The Archers 11/09/16	430,000	The Archers 11/09/16	430,000
The Archers 08/09/16	278,000	The News Quiz Series 91 Episode 1	225,000
The Archers 06/09/16	265,000	5LS Premier League Football Man United v Man City	203,000
The Archers 07/09/16	258,000	The Archers Omnibus 11/09/16	141,000
The Archers 12/09/16	248,000	Test Match Special England v Pakistan - 4th ODI 01/09/16	141,000
The Archers 05/09/16	241,000	5 live Paralympics Boxing - Brook v Golovkin 10/09/16	138,000
The Archers 09/09/16	236,000	Today 27/09/16	137,000
The Archers 04/09/16	225,000	The Ryder Cup 2016 Day One Foursomes Episode 1	131,000
The News Quiz Series 91 Episode 1	225,000	Mark Steel's in Town Series 7 Episode 1	128,000
The Archers 16/09/16	224,000	Just a Minute Series 76 Episode 5	115,000
The Archers 13/09/16	221,000	5 live Sport 16/09/16	110,000
The Archers 14/09/16	213,000	Tennis US Open 03/09/16	107,000
5LS Premier League Football Man United v Man City	203,000	Wimsey Have His Carcase Episode 1	106,000
The Archers 15/09/16	202,000	5LS Champions League Football Celtic v Man City	104,000
The News Quiz Series 91 Episode 2	192,000	Tom Wigglesworth's Hang-Ups Series 4 Episode 3	98,000
The Archers 19/09/16	191,000	The Chris Evans Breakfast Show 30/09/16	96,000
The Archers 18/09/16	183,000	Service of Thanksgiving for the Life of Sir Terry Wogan	96,000
The Archers 20/09/16	180,000	The Radio 1 Breakfast Show with Nick Grimshaw 09/09/16	92,000
The Archers 21/09/16	178,000	Cricket Middlesex v Yorkshire 23/09/16	91,000
The News Quiz Series 91 Episode 3	175,000	Scott Mills and Chris Stark sit in for Grimmy 23/09/16	83,000

BBC iPlayer Radio - top 20 radio episodes, August 2016

Radio drama rose to the top of the pack in August. **Gideon Fell – To Wake the Dead** was the most popular episode in this month with the much of the rest of the made up of drama and comedy titles from Radio 4 and Radio 4 Extra.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
Gideon Fell - To Wake the Dead Episode 1	114,000
Hitchhiker's Guide to the Galaxy Primary Phase Episode 1	94,000
Poirot Evil Under the Sun Episode 1	89,000
I'm Sorry I Haven't A Clue Series 65 Episode 5	87,000
The Unbelievable Truth Series 8 Episode 3	85,000
The Unbelievable Truth Series 8 Episode 4	78,000
BBC Radio 1's Summer Mixes 2016 Old Skool	76,000
Hitchhiker's Guide to the Galaxy Primary Phase Episode 2	74,000
The Unbelievable Truth Series 8 Episode 5	72,000
Gideon Fell - To Wake the Dead Episode 2	70,000
The Archers Omnibus 31/07/16	63,000
Hitchhiker's Guide to the Galaxy Primary Phase Episode 3	63,000
The Unbelievable Truth Series 8 Episode 6	59,000
Saturday Drama Classic Chandler Episode 1	58,000
Today 03/08/16	56,000
Poirot Evil Under the Sun Episode 2	56,000
Old Harry's Game Series 5 Episode 1	53,000
Ken Bruce 04/08/16	53,000
Poirot Evil Under the Sun Episode 3	52,000
Terry Pratchett Night Watch Episode 1	51,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
Gideon Fell - To Wake the Dead Episode 1	114,000
Hitchhiker's Guide to the Galaxy Primary Phase Episode 1	94,000
Poirot Evil Under the Sun Episode 1	89,000
I'm Sorry I Haven't A Clue Series 65 Episode 5	87,000
The Unbelievable Truth Series 8 Episode 3	85,000
BBC Radio 1's Summer Mixes 2016 Old Skool	76,000
The Archers Omnibus 31/07/16	63,000
Saturday Drama Classic Chandler Episode 1	58,000
Today 03/08/16	56,000
Old Harry's Game Series 5 Episode 1	53,000
Ken Bruce 04/08/16	53,000
Terry Pratchett Night Watch Episode 1	51,000
That Mitchell and Webb Sound Series 4 Episode 3	47,000
Drama The No 1 Ladies' Detective Agency Episode 1	46,000
Ethel Lina White - The Lady Vanishes 28/10/11	44,000
BBC Radio London Sport West Ham v NK Domzale	40,000
Chambers Series 1 Episode 1	39,000
John Graham - Resting 11/12/12	37,000
Scott Mills 04/08/16	37,000
Clare in the Community Series 2 Episode 1	35,000

BBC iPlayer Radio - top 20 radio episodes, July 2016

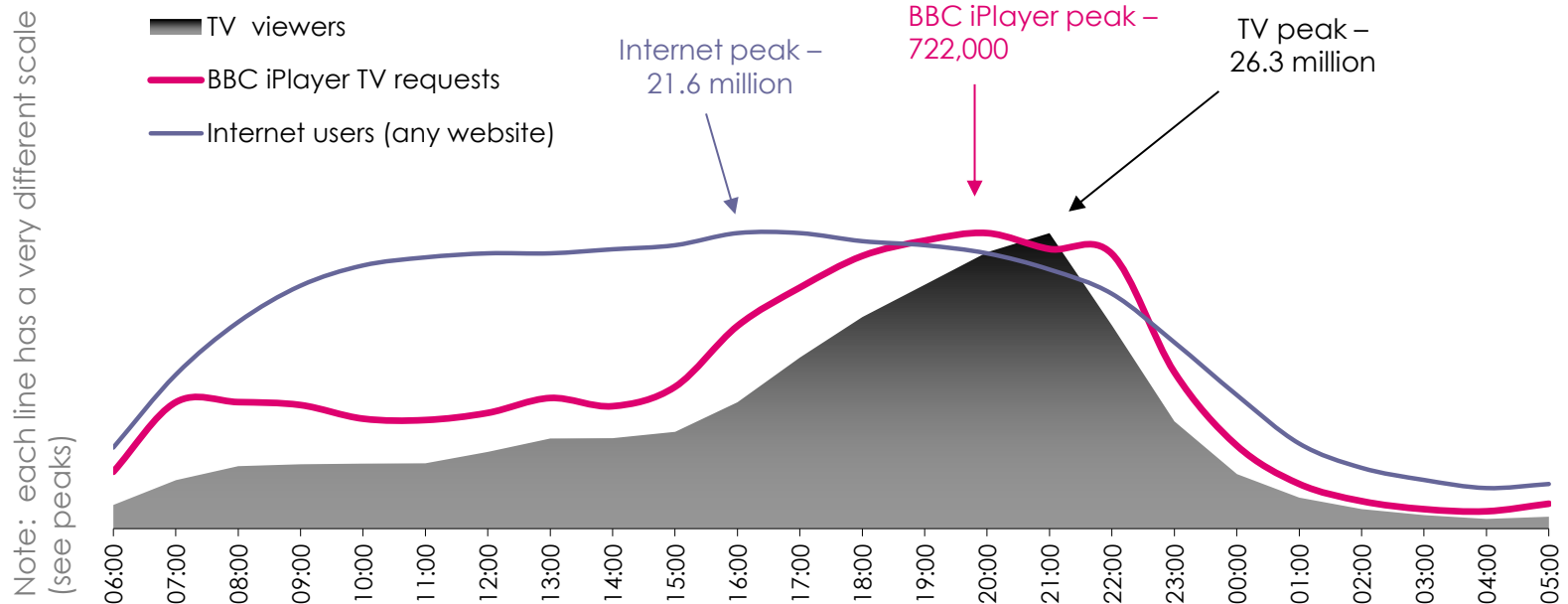
Cricket is often a top performer for iPlayer Radio, and July's **Test Match Special** proved no different, dominating the top 5 most requested radio programmes. Radio 4 comedies **I'm Sorry I Haven't A Clue** and **Dead Ringers** also continued to prove popular with listeners.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
Test Match Special England v Pakistan - Day 4 25/07/16	302,000
Test Match Special England v Pakistan - Day 2 23/07/16	270,000
Test Match Special England v Pakistan - Day 1 22/07/16	262,000
Test Match Special England v Pakistan - Day 4 17/07/16	247,000
Test Match Special England v Pakistan - Day 3 24/07/16	225,000
I'm Sorry I Haven't A Clue Series 65 Episode 2	199,000
Test Match Special England v Pakistan - Day 2 15/07/16	198,000
Dead Ringers Series 16 Episode 5	187,000
I'm Sorry I Haven't A Clue Series 65 Episode 3	186,000
Dead Ringers Series 16 Episode 3	181,000
Dead Ringers Series 16 Episode 6	178,000
Dead Ringers Series 16 Episode 4	176,000
5 live Sport Euro 2016 Portugal v Wales 06/07/16	169,000
Test Match Special England v Pakistan - Day 3 16/07/16	167,000
I'm Sorry I Haven't A Clue Series 65 Episode 4	165,000
Test Match Special England v Pakistan - Day 1 14/07/16	163,000
Today 14/07/16	153,000
Today 12/07/16	142,000
Today 15/07/16	141,000
Today 07/07/16	139,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
Test Match Special England v Pakistan - Day 4	302,000
I'm Sorry I Haven't A Clue Series 65 Episode 2	199,000
Dead Ringers Series 16 Episode 5	187,000
5 live Sport Euro 2016 Portugal v Wales	169,000
Today 14/07/16	153,000
The Archers 11/07/16	135,000
Golf - The Open 2016 Day 4	132,000
Wimbledon Milos Raonic v Andy Murray	131,000
Poirot The Mysterious Affair at Styles Episode 1	109,000
5 live Formula 1 2016 Austrian Grand Prix	109,000
The Archers Omnibus 03/07/16	95,000
The Chris Evans Breakfast Show Tom Daley and Hozier	87,000
Smiley's People Part 1	81,000
A Murder of Quality The Complete Smiley	81,000
The Radio 1 Breakfast Show with Nick Grimshaw 15/07/16	77,000
Annie Mac's Friday Night Radio 1 Live from T in the Park	77,000
The Now Show 1916	76,000
Ken Bruce Ward Thomas pick the Tracks of My Years	73,000
The Corbyn Story Episode 1	72,000
Desert Island Discs Nicole Farhi	72,000

BBC iPlayer – use for TV online by time of day, November 2016

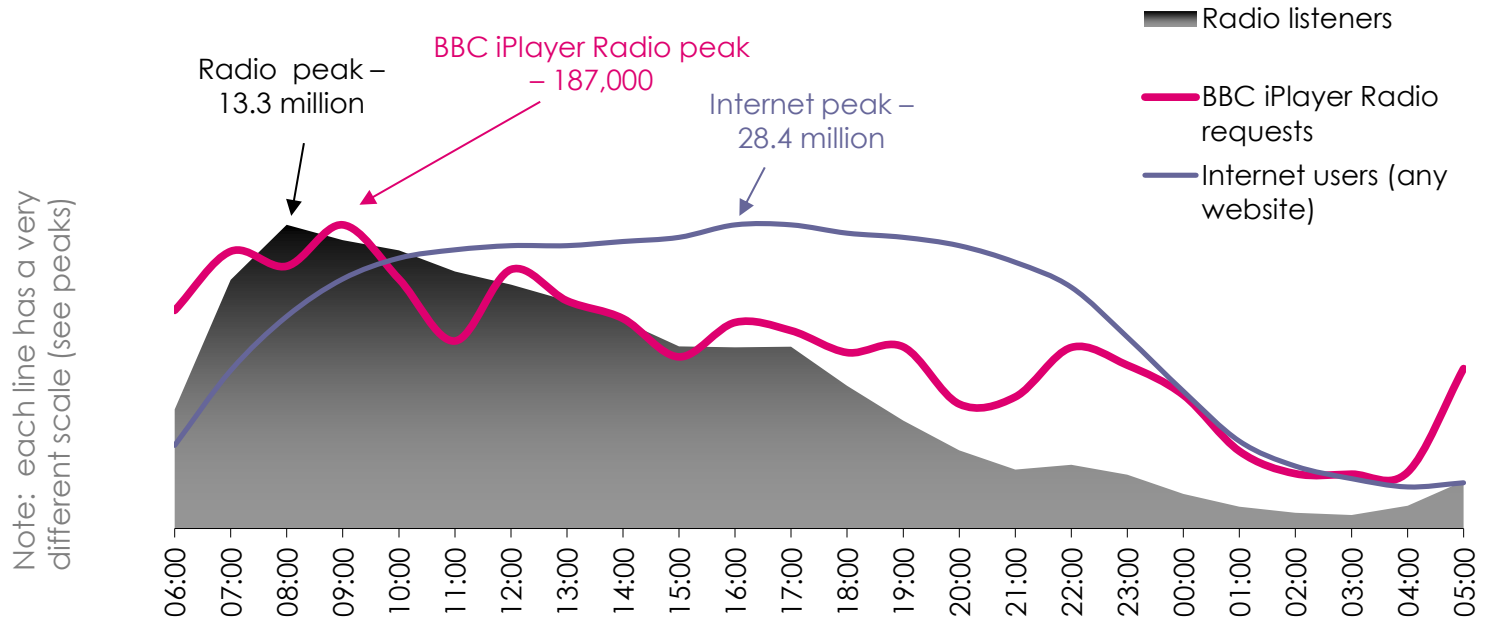
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB November 2016, internet from Nielsen March 2012, BBC iPlayer from Streamsense Adobe Digital Analytix (iStats) November 2016- see footnotes on final page for more detail

BBC iPlayer Radio – use for radio online by time of day, November 2016

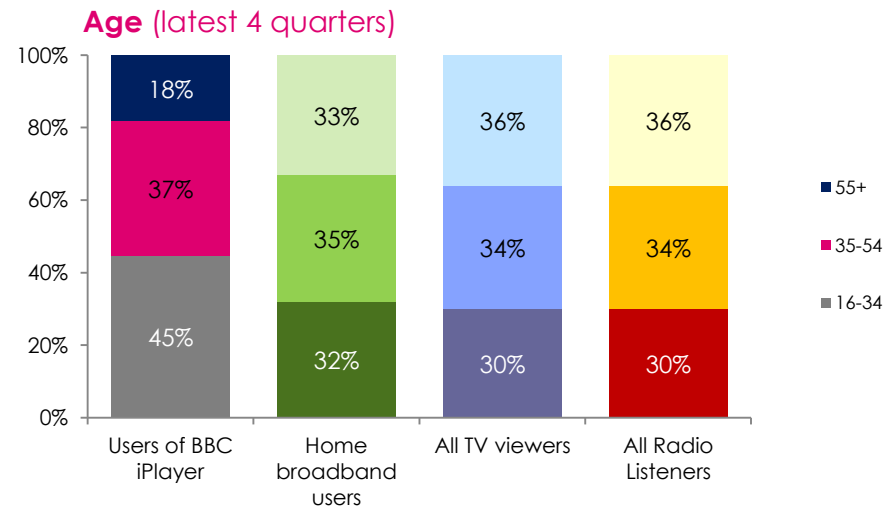
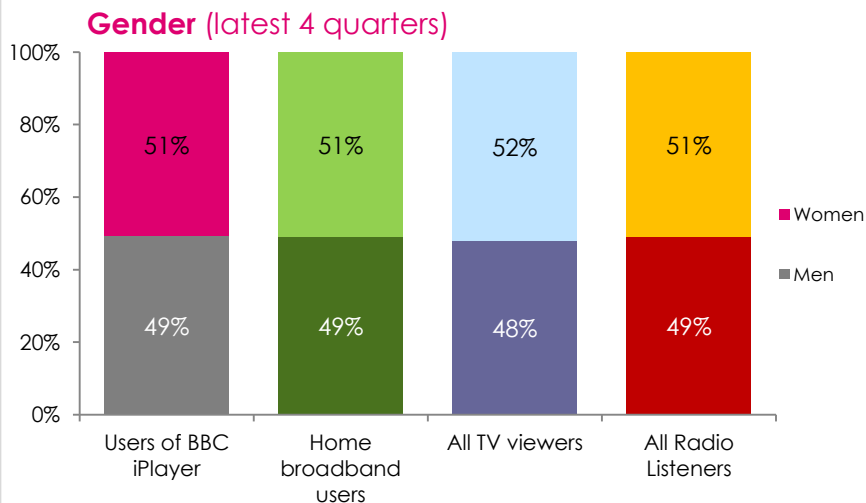
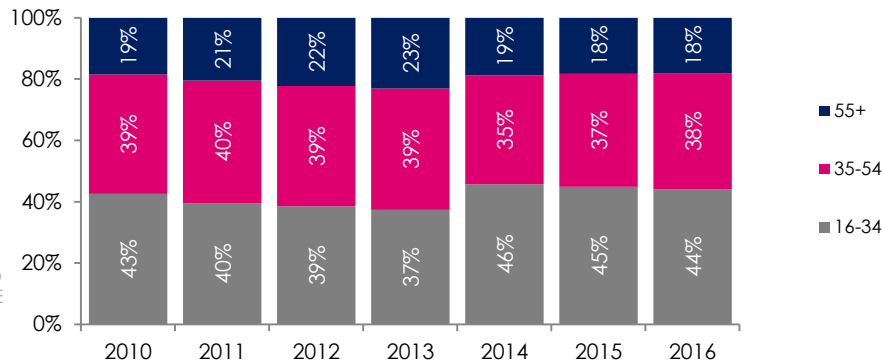
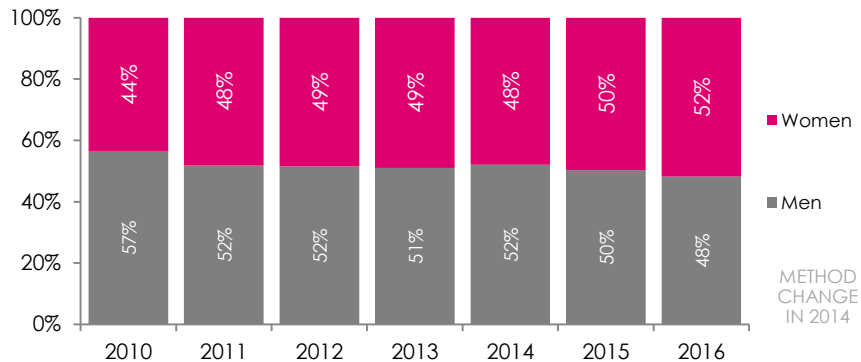
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer Radio use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer Radio being in-between the pattern of radio listening and internet use, with proportionally more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



Sources – radio from RAJAR Q3 2016, internet from Nielsen March 2012, BBC iPlayer from Streamsense Adobe Digital Analytix (iStats) November 2016 - see footnotes on final page for more detail

TV & iPlayer Product: demographics of BBC iPlayer users

BBC iPlayer usage is fairly equally balanced between men and women, with the largest share of audience aged 16-34.



Glossary

- **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. **Stream** – click to play instantly; **download** – save to your device to play later. We report download playback, rather than downloads, where possible.
- **Unique browsers** – a count of browsers accessing the online BBC iPlayer service, deduplicated across a week. 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. If a mobile phone uses an app and a browser, they are counted twice.
- **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 service, at exactly the same time as broadcast on traditional TV / radio stations. Since May 2016, this data also includes webcasts of live events that are available through BBC iPlayer but not available on linear TV.

Extra footnotes for slides 19-20 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