

Monthly Performance Pack

October 2014



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 | Marketing & Audiences

Monthly summary – October 2014

- October saw **318 million** programme requests on BBC iPlayer, the second highest monthly request figure ever (only March 2014 has beaten this, with 320m). Average daily requests increased in October to **10.2m**, also close to record-beating.
- (Note: measurement issues in August and September meant that we were unable to capture around 15 million requests, we estimate, in those months. More details are on slide 4.)
- The big autumn titles dominated the top 20 for TV programmes, as expected – **The Apprentice, The Great British Bake Off and Doctor Who**. Drama series **Our Girl** also continued to perform very strongly.
- In October there was **80m** requests on BBC iPlayer for radio programmes, an all time record. The return of **The News Quiz** proved popular in October along with the breakfast shows for Radio 1 and Radio 2, and **Premier League Football**.
- The proportion of requests across the 4 screens remained fairly stable in October, with computers delivering 30% of requests, tablets 23%, mobiles 19% and TV platforms 19%. For TV viewing only, requests from computers made up 23% of the total – behind TV platforms (25%) as well as tablets (28%) for the first time.
- *Note: we have included September top 20 tables in this report as well as October, since data issues prevented us from publishing a report in September 2014.*

Consistent with previous months:

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

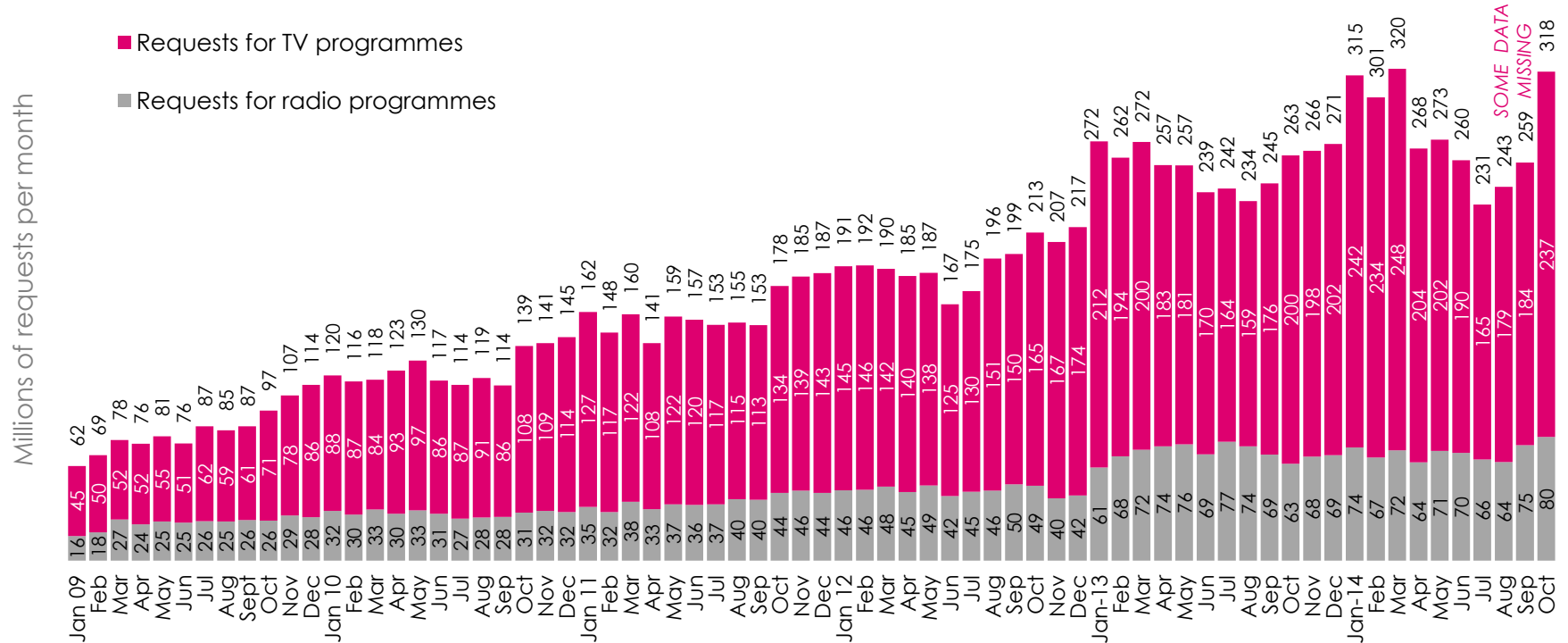
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Total monthly BBC iPlayer requests across all platforms, since 2009

October saw **318 million programme requests on BBC iPlayer**, the second highest monthly figure ever, with only March getting more at 320m.

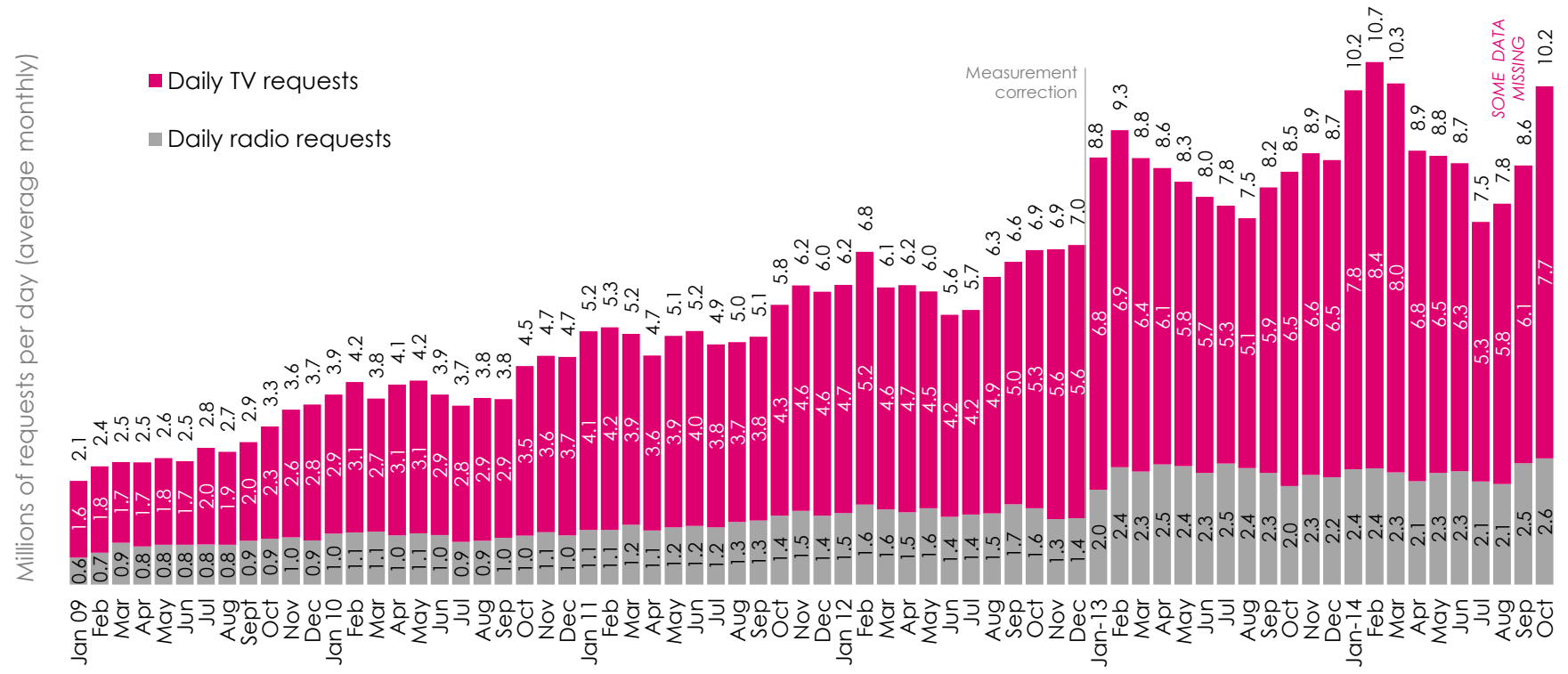
Some data was not captured in August and September 2014 – we estimate around 3.5m requests in August, and 11.5m requests in September, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.



Average daily BBC iPlayer online requests

Average daily requests increased in October to **10.2 million**, close to the records seen earlier in 2014.

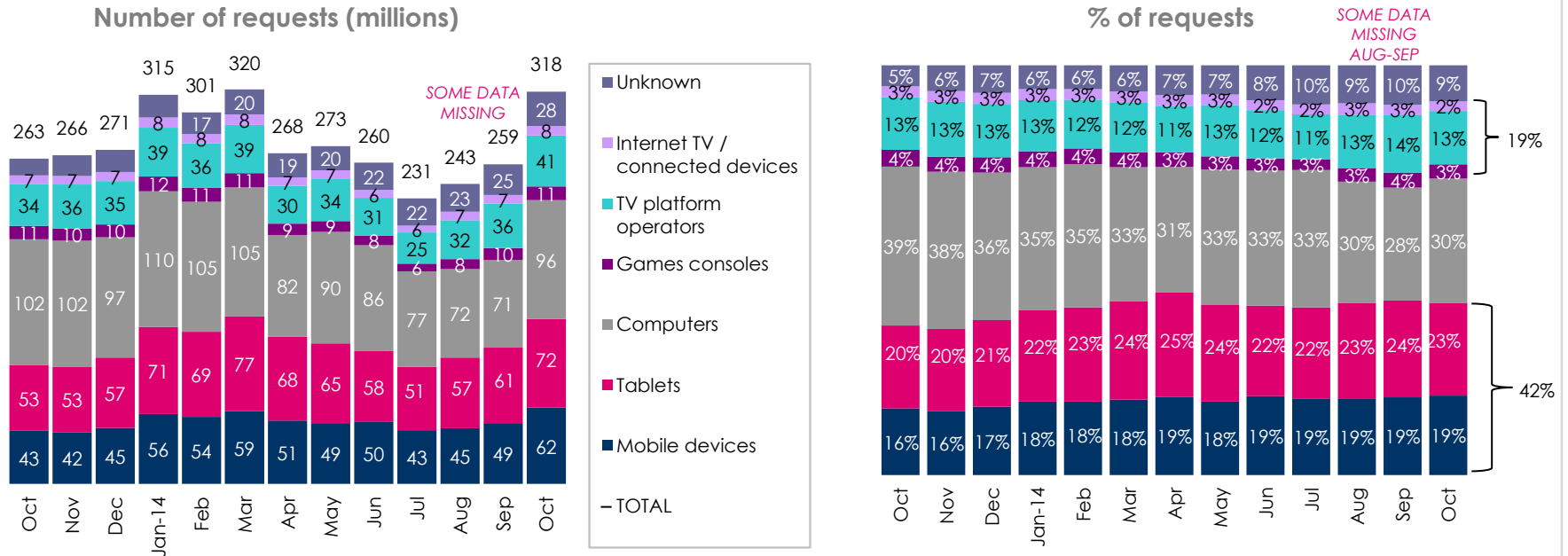
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TV and radio: Requests for programmes by device type

The proportion of requests across the four screens remained fairly stable in October.

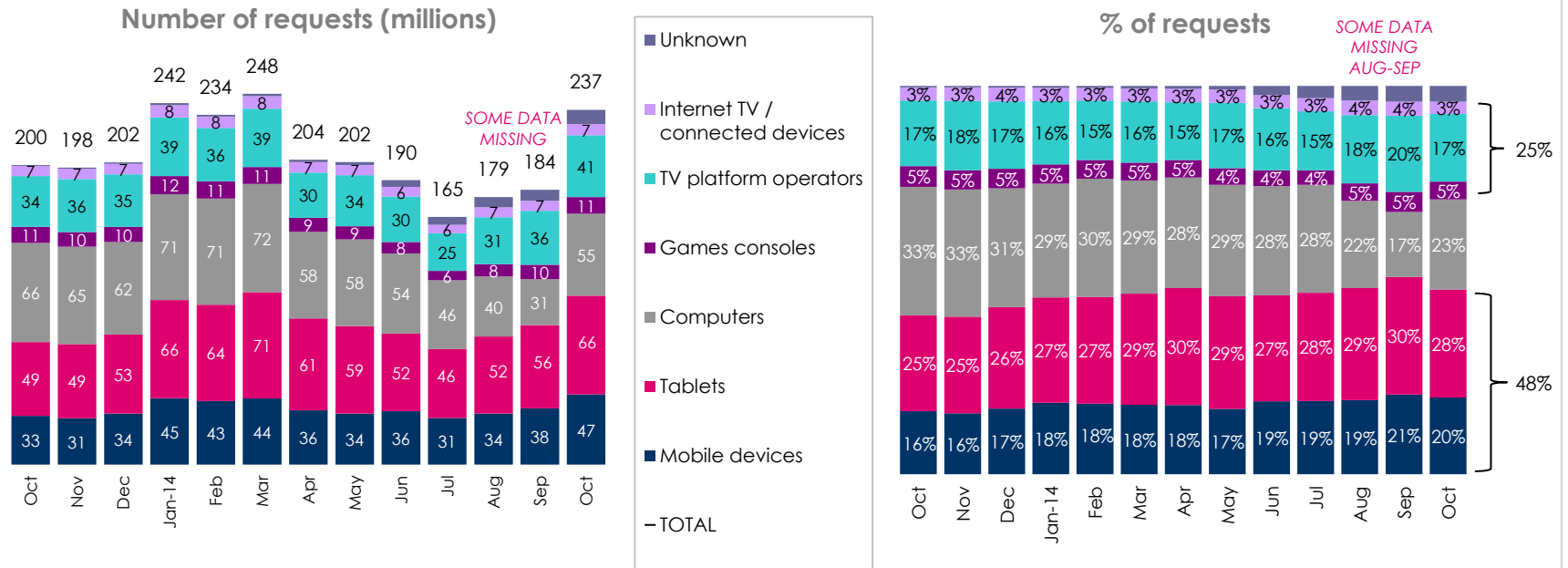
Some data was not captured in August and September 2014 – we estimate around 3.5m requests in August, and 11.5m requests in September, mainly on computers, so figures for these months should be treated with caution.



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 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

In October, TV requests from computers made up 23% of the total – behind TV platforms as well as tablets for the first time. Some data was not captured in August and September 2014 – we estimate around 3.5m requests in August, and 11.5m requests in September, mainly on computers, so figures for these months should not be trusted.



Notes:

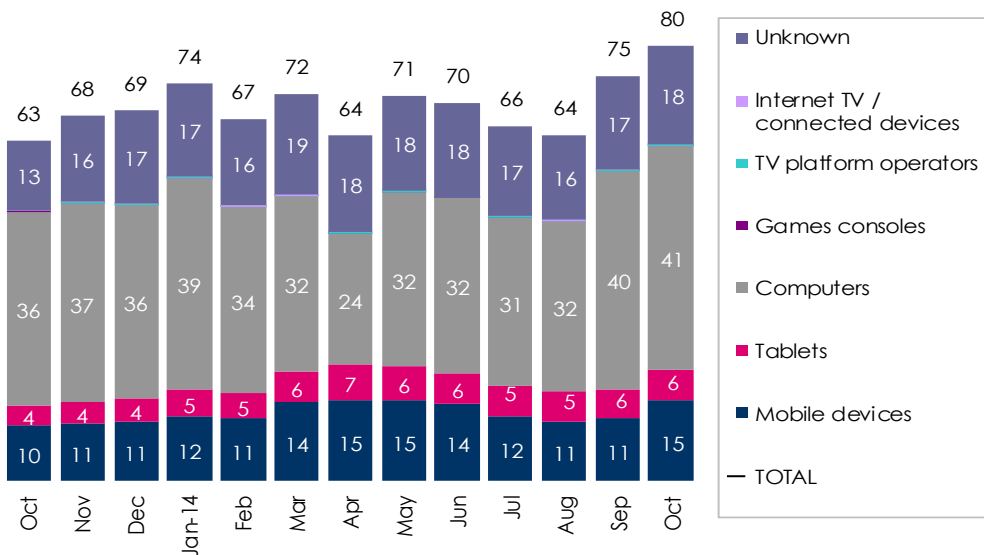
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox 360.

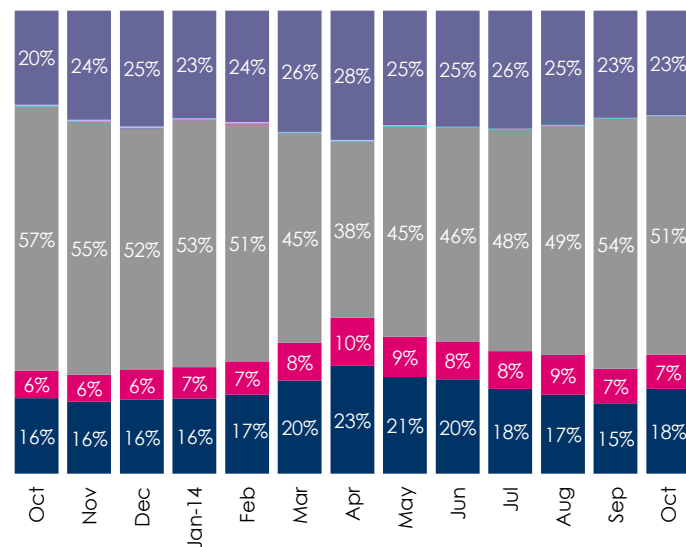
Radio only: Requests for programmes across BBC iPlayer by device type

There were **80 million** radio requests in October – up +7% month-on-month and an **all time record**. The proportion of requests from mobiles and tablets increased to 26%, while those from computers decreased to 51%.

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 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.

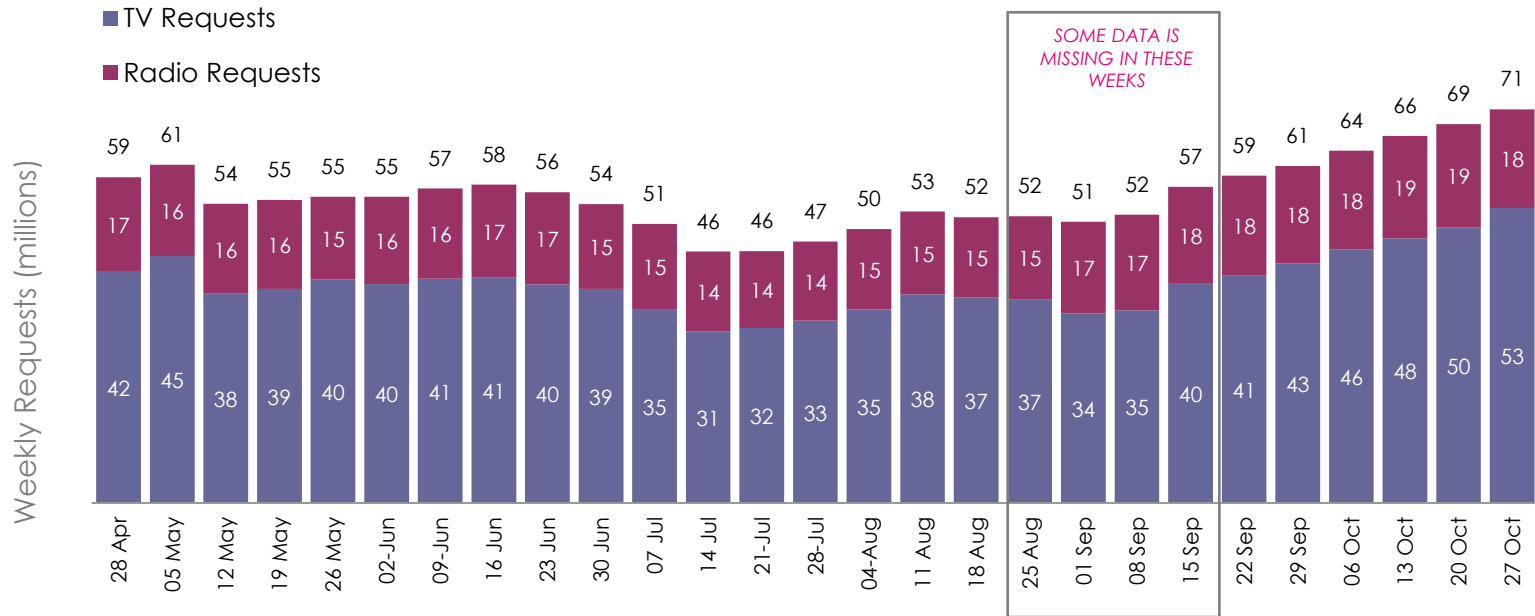
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBS and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming 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
- 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, and radio requests from week 12 2014 to week 17 2014 were undercounted.
- TV requests were undercounted from 20th August 2014 – 16th September 2014 due to a measurement issue – we estimate around 15 million requests were not captured during this time, mainly for catch-up requests on computers (but not exclusively).

Weekly BBC iPlayer online requests – latest 6 months

(excluding Virgin Media cable and Sky) *See page 9 for more details*

Average weekly requests increased to **66 million** across October, with the last week of the month achieving an **all-time record of 71m** requests.

Some data was not captured in August and September 2014 – we estimate around 3.5m requests in August, and 11.5m requests in September, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.



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

The Apprentice returned at the top of the list in October, and the iPlayer-exclusive 'Meet The Candidates' delivered a strong 693k requests. The final episodes of **The Great British Bake Off** were also in the top 5 episode of the month, and **Our Girl**, **Doctor Who** and **Bad Education** continued to perform 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.
The Apprentice Series 10 Episode 1	1,922,000	The Apprentice Series 10 Episode 1	1,922,000
The Apprentice Series 10 Episode 2	1,917,000	The Great British Bake Off Series 5 Semi-final – Ep.9	1,668,000
The Apprentice Series 10 Episode 3	1,787,000	Our Girl Series 1 Episode 4	1,536,000
The Great British Bake Off Series 5 Semi-final – Ep.9	1,668,000	Doctor Who Series 8 Episode 7	1,364,000
Our Girl Series 1 Episode 4	1,536,000	Bad Education Series 3 Episode 3	1,293,000
Our Girl Series 1 Episode 3	1,492,000	Waterloo Road Series 10 Episode 1	1,184,000
The Great British Bake Off Series 5 Episode 10	1,373,000	EastEnders 07/10/14	1,155,000
Doctor Who Series 8 Episode 7	1,364,000	Strictly Come Dancing Series 12 Week 2 Episode 4	967,000
Doctor Who Series 8 Episode 8	1,349,000	Russell Howard's Good News Series 9 Episode 1	907,000
The Apprentice Series 10 Episode 4	1,299,000	Human Universe Episode 1	754,000
Bad Education Series 3 Episode 3	1,293,000	Peaky Blinders Series 2 Episode 1	749,000
Our Girl Series 1 Episode 5	1,288,000	Life Story Episode 1	739,000
Doctor Who Series 8 Episode 9	1,282,000	The Apprentice 'Meet The Candidates' Exclusive	693,000
Bad Education Series 3 Episode 5	1,254,000	Casualty Series 29 Episode 5	683,000
Bad Education Series 3 Episode 4	1,237,000	The Driver Episode 3	677,000
Waterloo Road Series 10 Episode 1	1,184,000	Formula 1 2014 The Japanese Grand Prix 05/10/2014	662,000
EastEnders 07/10/14	1,155,000	The Missing Episode 1	657,000
EastEnders 03/10/2014	1,152,000	Not Going Out Series 7 Episode 1	635,000
EastEnders 06/10/2014	1,145,000	Mock the Week Series 13 Episode 11	560,000
Doctor Who Series 8 Episode 10	1,112,000	Have I Got News for You Series 48 Episode 4	520,000

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

The return of **The News Quiz** proved popular in October along with the breakfast shows for Radio 1 and Radio 2, and **Premier League Football**.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
The News Quiz Series 85 Episode 1	147,000
5LS Premier League Football Man Utd v Chelsea	146,000
The Now Show Series 44 Episode 6	136,000
The Radio 1 Breakfast Show 17/10/2014	134,000
The Chris Evans Breakfast Show 17/10/2014	133,000
The Now Show Series 44 Episode 5	131,000
The Now Show Series 44 Episode 4	129,000
The Radio 1 Breakfast Show 10/10/14	129,000
The Chris Evans Breakfast Show 10/10/14	127,000
5LS Premier League Football Liverpool v Hull City	124,000
The Chris Evans Breakfast Show 09/10/14	123,000
The Radio 1 Breakfast Show 23/10/14	119,000
The Radio 1 Breakfast Show 15/10/2014	117,000
The Radio 1 Breakfast Show 08/10/2014	117,000
The Radio 1 Breakfast Show 09/10/14	117,000
The Radio 1 Breakfast Show 03/10/2014	117,000
The Radio 1 Breakfast Show 16/10/14	116,000
The Chris Evans Breakfast Show 21/10/14	115,000
The Radio 1 Breakfast Show 21/10/2014	115,000
The Chris Evans Breakfast Show 23/10/14	114,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
The News Quiz Series 85 Episode 1	147,000
5LS Premier League Football Man Utd v Chelsea	146,000
The Now Show Series 44 Episode 6	136,000
The Radio 1 Breakfast Show 17/10/2014	134,000
The Chris Evans Breakfast Show 17/10/2014	133,000
Ken Bruce 17/10/2014	107,000
Annie Mac 10/10/2014	102,000
Today 21/10/14	97,000
Sherlock Holmes 18/10/2014	97,000
Fearne Cotton 17/10/2014	94,000
Steve Wright in the Afternoon 22/10/2014	94,000
Scott Mills 10/10/14	93,000
Just a Minute Series 70 Episode 8	89,000
Jeremy Vine 23/10/14	87,000
The Unbelievable Truth Series 5 Episode 1	85,000
Classic Serial Rebus: Set in Darkness Episode 2	84,000
The Archers 13/10/14	79,000
Graham Norton 18/10/2014	76,000
Pick of the Pops 1969 and 1984 18/10/2014	75,000
DI Cromwell Episode 1	70,000

BBC iPlayer - top 20 TV episodes, September 2014*

(excluding Virgin Media cable and Sky)

* We are including September top 20 tables in this report since data issues prevented us from publishing a report in Sept 2014. Data for these titles may be under-counting.

The Great British Bake Off and **Doctor Who** continued to prove very popular in September, making up 7 of the top 10. **Bad Education** and new series **Our Girl** also performed 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.
The Great British Bake Off Series 5 Episode 5	1,569,000	The Great British Bake Off Series 5 Episode 5	1,569,000
The Great British Bake Off Series 5 Episode 7	1,517,000	Doctor Who Series 8 Episode 3	1,377,000
The Great British Bake Off Series 5 Episode 8	1,402,000	Bad Education Series 3 Episode 1	1,245,000
The Great British Bake Off Series 5 Episode 6	1,385,000	Our Girl Series 1 Episode 1	1,153,000
Doctor Who Series 8 Episode 3	1,377,000	EastEnders 16/09/2014	972,000
Doctor Who Series 8 Episode 4	1,267,000	In the Club Episode 5	738,000
Bad Education Series 3 Episode 1	1,245,000	Strictly Come Dancing S12 Week 1 - Show 2 Episode 3	708,000
Doctor Who Series 8 Episode 5	1,194,000	Our Zoo Episode 1	620,000
Our Girl Series 1 Episode 1	1,153,000	Big School Series 2 Episode 1	618,000
Bad Education Series 3 Episode 2	1,019,000	The Driver Episode 1	591,000
Doctor Who Series 8 Episode 6	973,000	Cuckoo Series 2 Episode 5	571,000
EastEnders 16/09/2014	972,000	The Next Step Episode 15	471,000
EastEnders 23/09/2014	960,000	Mock the Week Series 13 Episode 8	469,000
EastEnders 19/09/2014	892,000	The Graham Norton Show Series 16 Episode 1	454,000
EastEnders 26/09/2014	886,000	Formula 1 2014 The Singapore Grand Prix Highlights	429,000
EastEnders 18/09/2014	866,000	Match of the Day 2 2014/15 21/09/14	422,000
Doctor Who Series 8 Episode 2	845,000	Casualty Series 29 Episode 3	395,000
EastEnders 22/09/2014	842,000	Would I Lie to You? Series 8 Episode 2	385,000
EastEnders 12/09/2014	833,000	Wolfblood Series 3 Episode 1	377,000
EastEnders 08/09/2014	826,000	Scotland Decides Part 1 18/09/2014	375,000

BBC iPlayer - top 20 radio episodes, September 2014*

(excluding Virgin Media cable and Sky)

* We are including September top 20 tables in this report since data issues prevented us from publishing a report in Sept 2014.

5 Live's coverage of **The Ryder Cup** proved popular in September along with **Premier League Football**. **The Chris Evans Breakfast Show** and the return of **The Now Show** also performed strongly.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
The Ryder Cup 2014 Day Three Singles 28/09/2014	217,000
The Ryder Cup 2014 Day Two Foursomes 27/09/2014	160,000
5LS Premier League Football Arsenal v Manchester City	139,000
The Chris Evans Breakfast Show 19/09/2014	132,000
Today 19/09/14	131,000
The Now Show Series 44 Episode 2	128,000
The Now Show Series 44 Episode 1	123,000
The Radio 1 Breakfast Show 30/09/2014	122,000
5LS Premier League Football Liverpool v Everton	121,000
The Radio 1 Breakfast Show 03/09/2014	118,000
Dead Ringers Series 12 Episode 6	115,000
The Radio 1 Breakfast Show 25/09/2014	113,000
Annie Mac 26/09/2014	113,000
5 live Sport Premier League Football 2014-15 13/09/14	113,000
5LS Premier League Football 2014 Man United v QPR	112,000
The Radio 1 Breakfast Show 12/09/14	111,000
The Ryder Cup 2014 Day Two Fourballs 27/09/2014	110,000
The Chris Evans Breakfast Show 04/09/14	110,000
The Radio 1 Breakfast Show 19/09/14	109,000
The Radio 1 Breakfast Show 16/09/14	109,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
The Ryder Cup 2014 Day Three Singles 28/09/2014	217,000
5LS Premier League Football Arsenal v Manchester City	139,000
The Chris Evans Breakfast Show 19/09/2014	132,000
Today 19/09/14	131,000
The Now Show Series 44 Episode 2	128,000
The Radio 1 Breakfast Show 30/09/2014	122,000
Dead Ringers Series 12 Episode 6	115,000
Annie Mac 26/09/2014	113,000
Just a Minute Series 70 Episode 6	99,000
Fearne Cotton 30/09/2014	95,000
Ken Bruce 30/09/2014	94,000
Cricket England v India 05/09/2014	94,000
5LS The Monday Night Club Transfer Deadline Special	94,000
Steve Wright in the Afternoon 17/09/2014	90,000
5LS League Cup Football Arsenal v Southampton	90,000
Zane Lowe 23/09/2014	88,000
Scott Mills 18/09/14	87,000
Jeremy Vine 17/09/2014	82,000
The Archers 15/09/14	81,000
Jeremy Hardy Speaks to the Nation Series 10 Episode 1	77,000

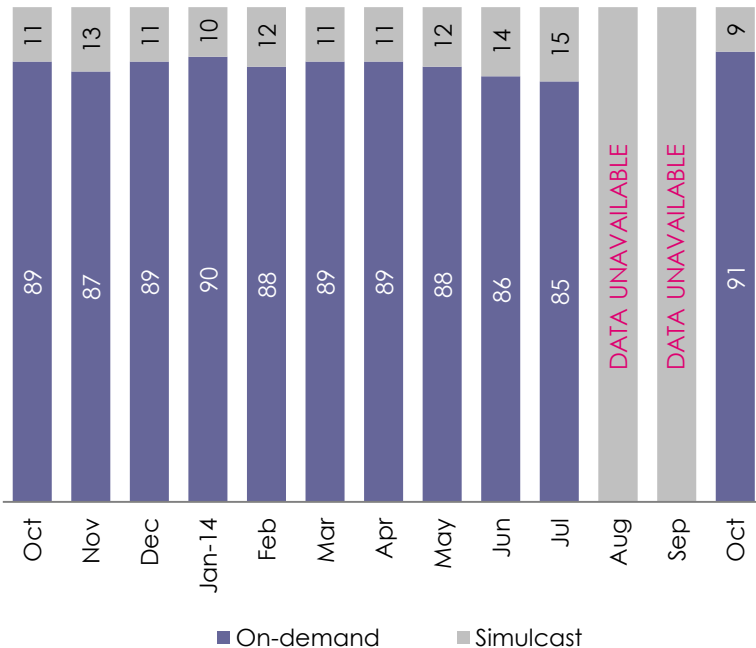
TV and radio requests: live vs catch-up online requests

(excluding Virgin Media cable and Sky) *See page 9 for more details*

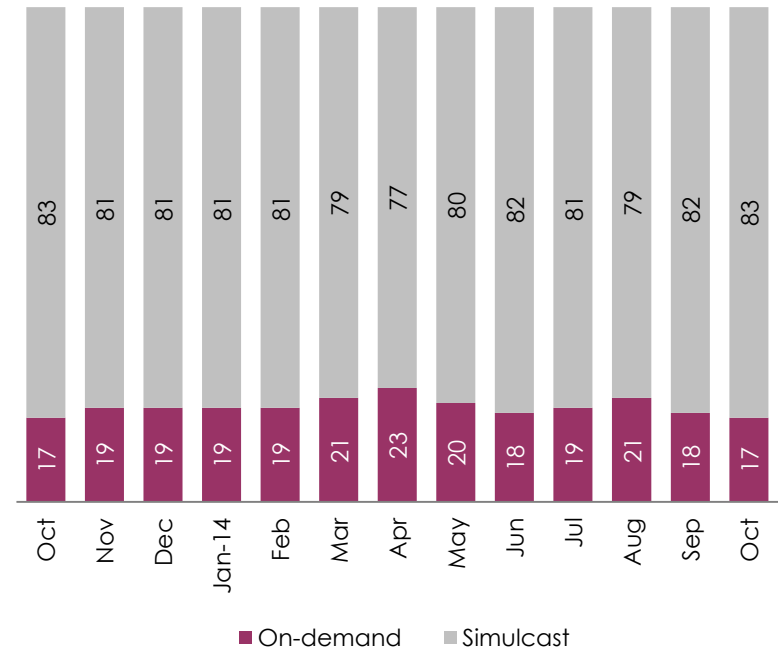
The proportion of live requests to TV decreased to 9% in October, with less live sport and music on air in the autumn. Live listening made up 83% of radio requests.

This information cannot be provided for TV requests in August and September 2014 due to the missing data.

% requests for TV programmes

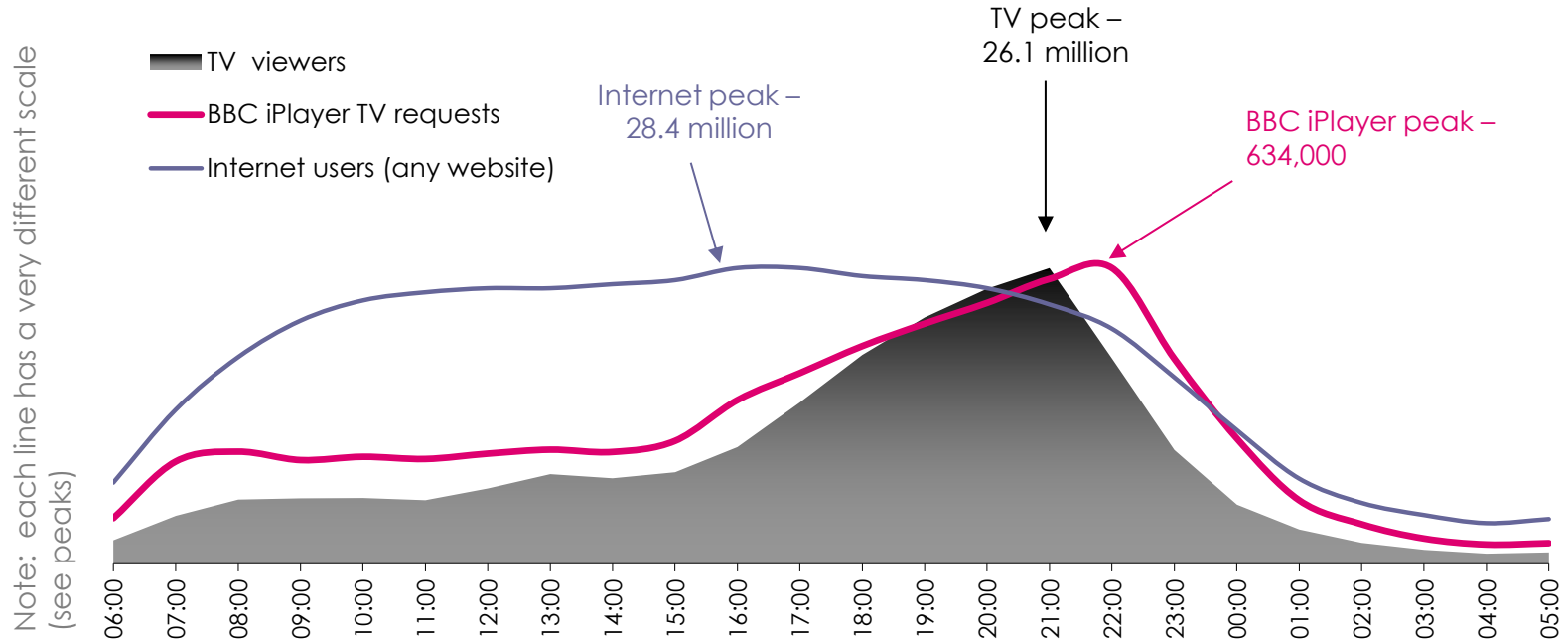


% requests for radio programmes



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

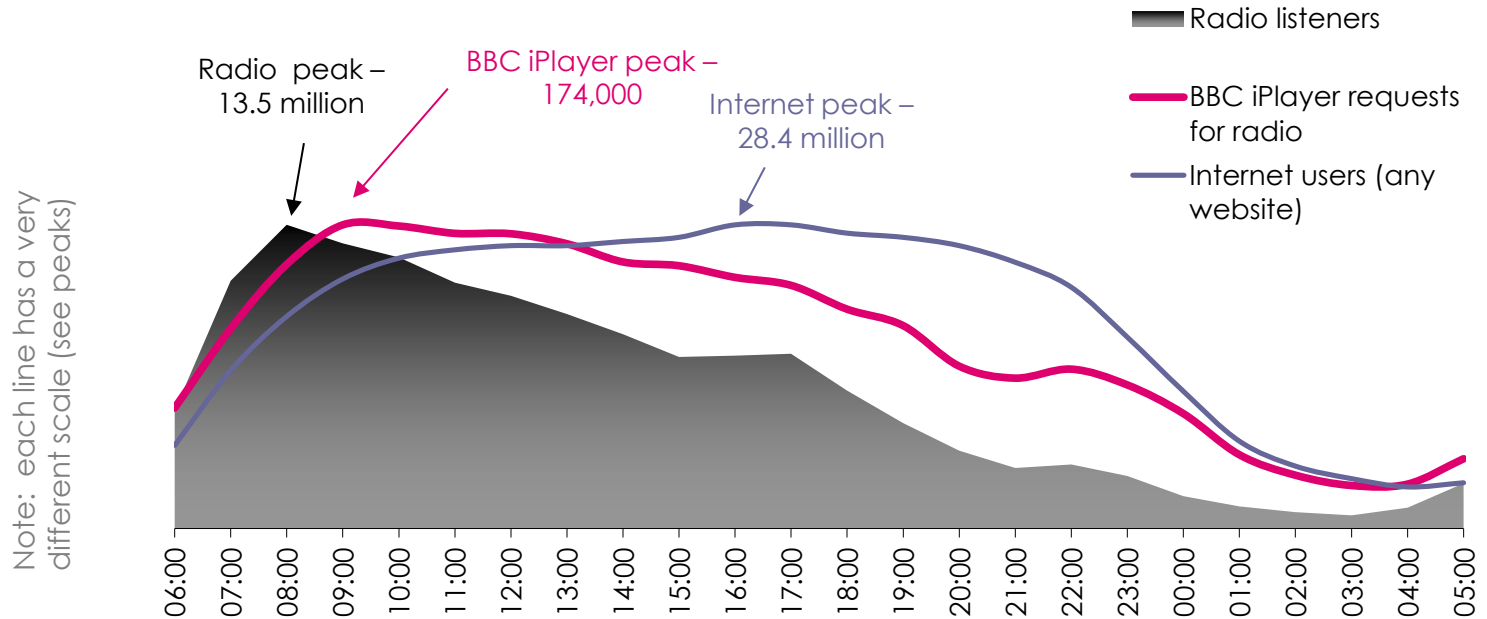
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

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

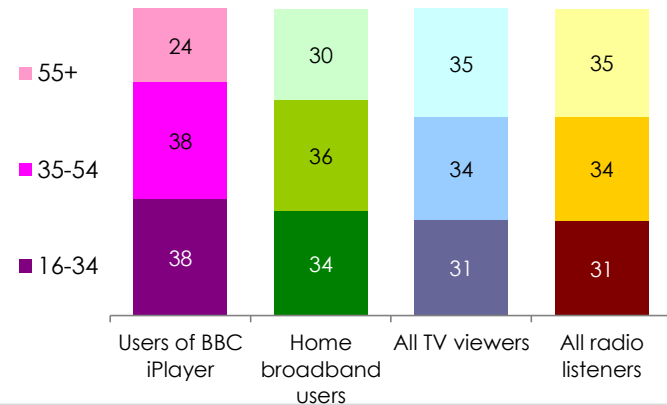
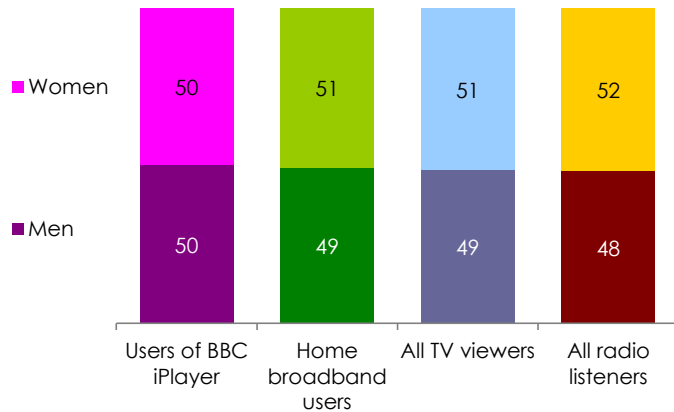
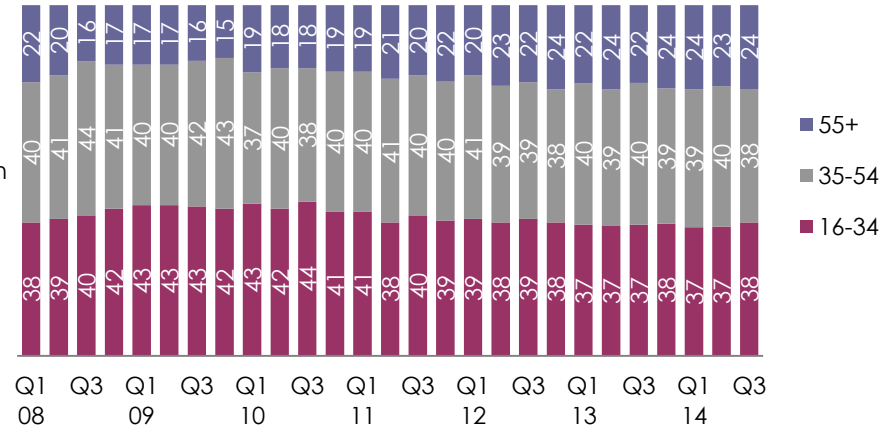
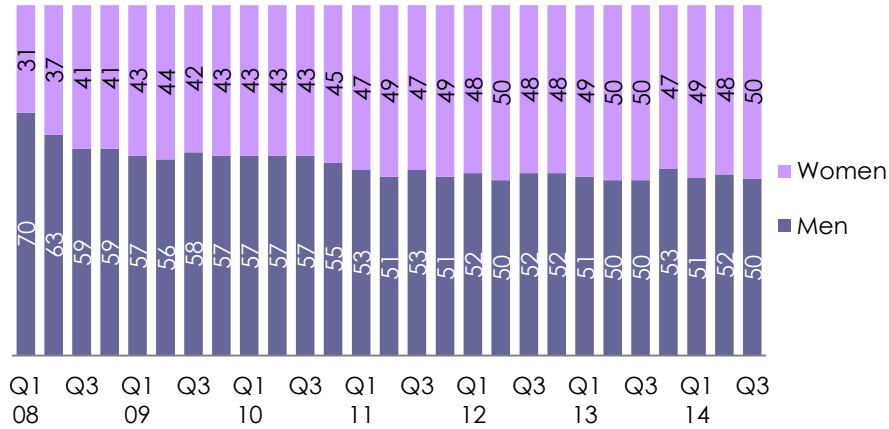
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q3 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats October 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 gender profile is even between men and women in Q3 14.



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