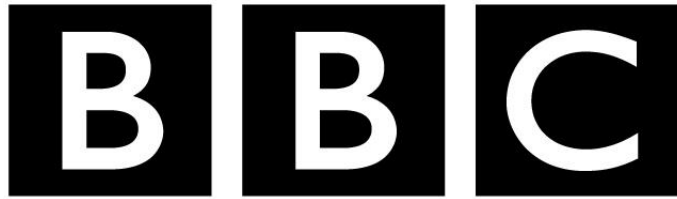


# Monthly Performance Pack

October 2015



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 | Marketing & Audiences

# Monthly summary – October 2015

- 313 million TV and radio requests for programmes on BBC iPlayer in October. As the nights draw in, TV increases in appeal and there were 15m more TV requests than in October last year.
- Requests from computers, mobiles and tablets all increased this month (up +5%, 9% and 8% respectively).
- *The Apprentice* topped the programmes list this month with Episode 2 receiving 1.9 million requests. Exclusively available on BBC iPlayer, Matt Edmondson's *Meet the Candidates* also performed well, with 1.1m requests. The stars of the Autumn schedule, *Doctor Foster* and *The Great British Bake Off* had their final episodes in October and these also performed strongly.
- *The News Quiz* proved particularly popular this month, making up four of the top five requested radio programmes. *Ken Bruce* also featured heavily as well as the usual mix of the *Radio 1* and *Radio 2 Breakfast Shows*.
- *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 2015.*

## 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.

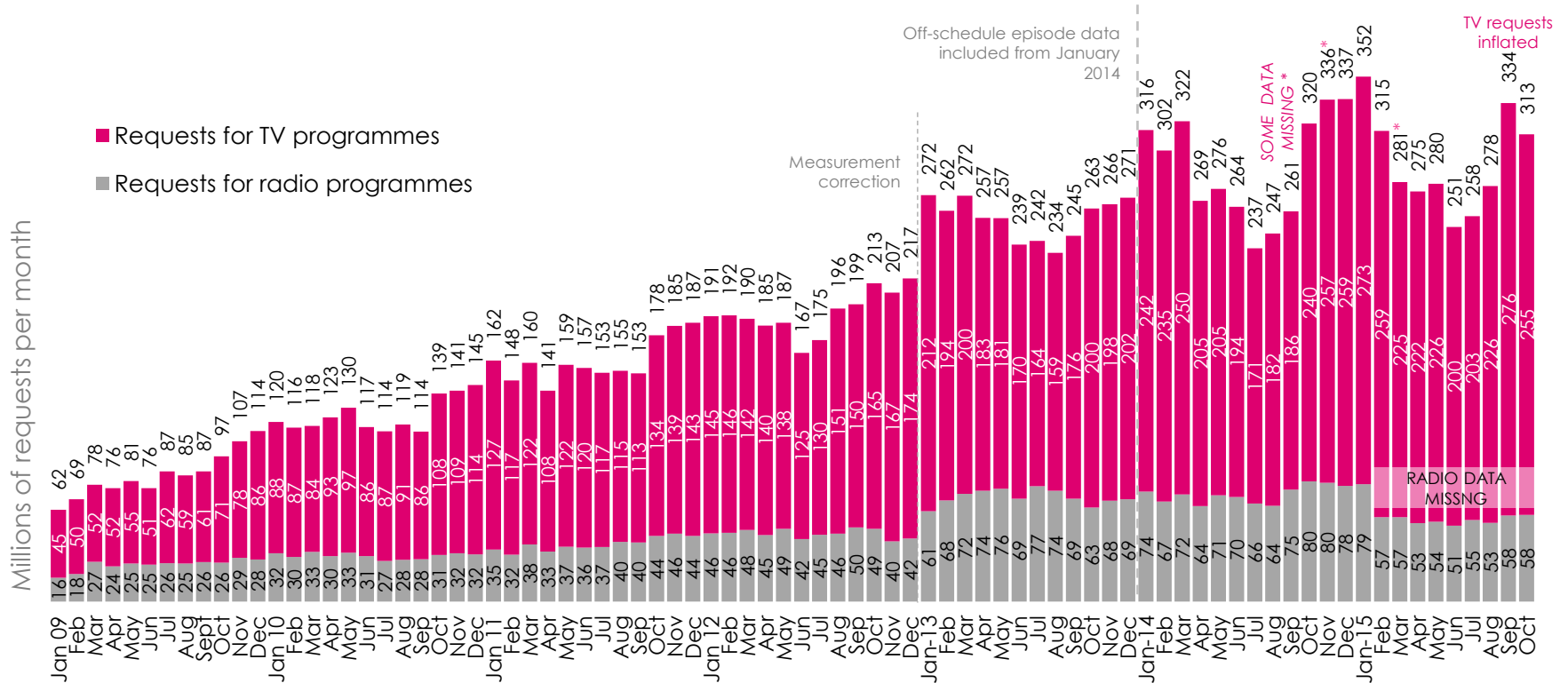
# Index

<u>Page</u>	<u>Content</u>
4-6	Monthly BBC iPlayer requests by media type
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8-10	Weekly requests by media and device type
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16	Use of BBC iPlayer for TV by time of day
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# Total monthly BBC iPlayer requests across all platforms, since 2009

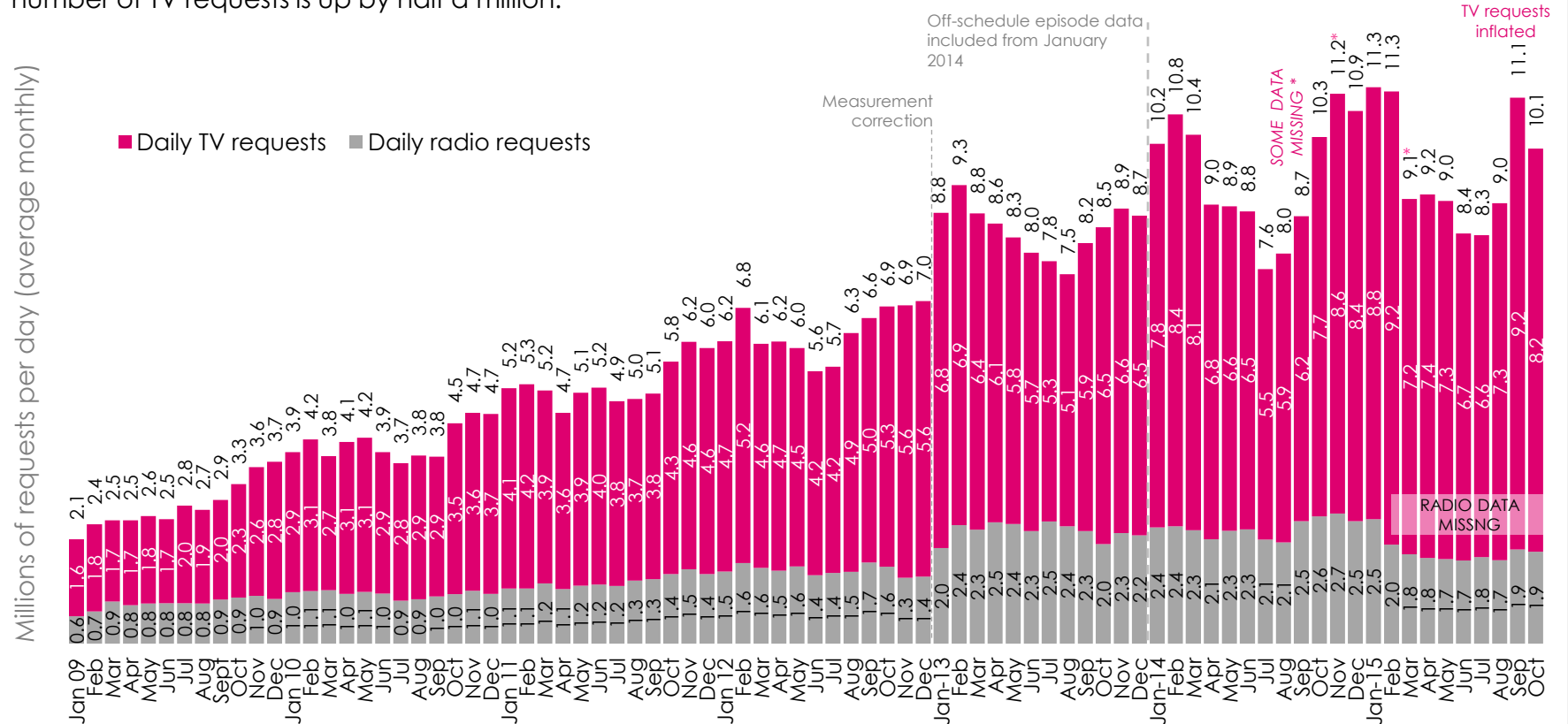
There were 313 million TV and radio requests for programmes on BBC iPlayer in October. As the nights draw in, TV increases in appeal and there were 15m more TV requests than in October last year. Radio requests are still being undercounted due to changes made to radio streaming services (find out more on the [BBC Internet blog](#)).

\* In September, TV request figures were inflated, please refer to slide 12 for details



# Average daily BBC iPlayer online requests

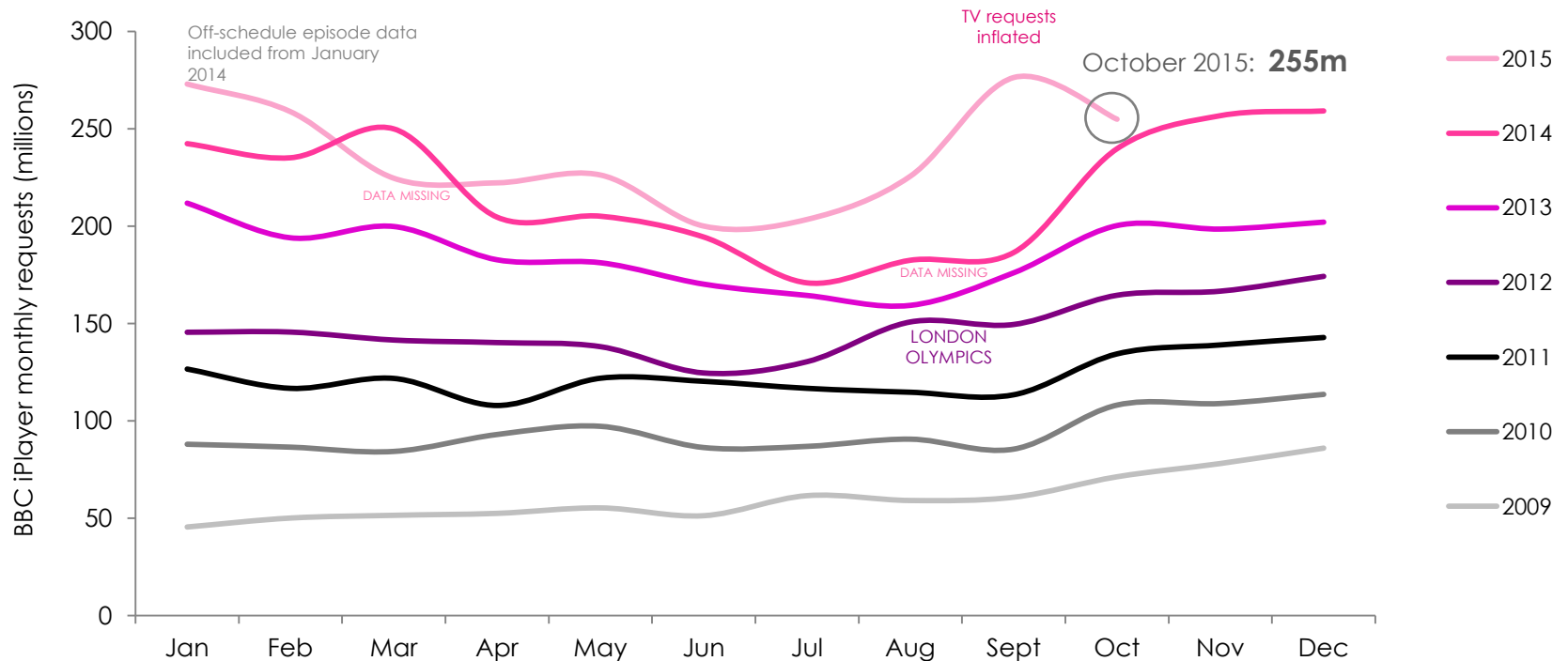
There was an average of **10.1m** daily requests on BBC iPlayer in October, with radio requests remaining stable month on month. TV requests were inflated in September – see slide 12 for details – but compared to October 2014, the daily number of TV requests is up by half a million.



\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

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

This shows the **seasonal pattern of BBC iPlayer**. Because a lot of BBC iPlayer viewing is 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. The line for 2015 shows that October is up year on year, and up by more than 50m compared to June this year.

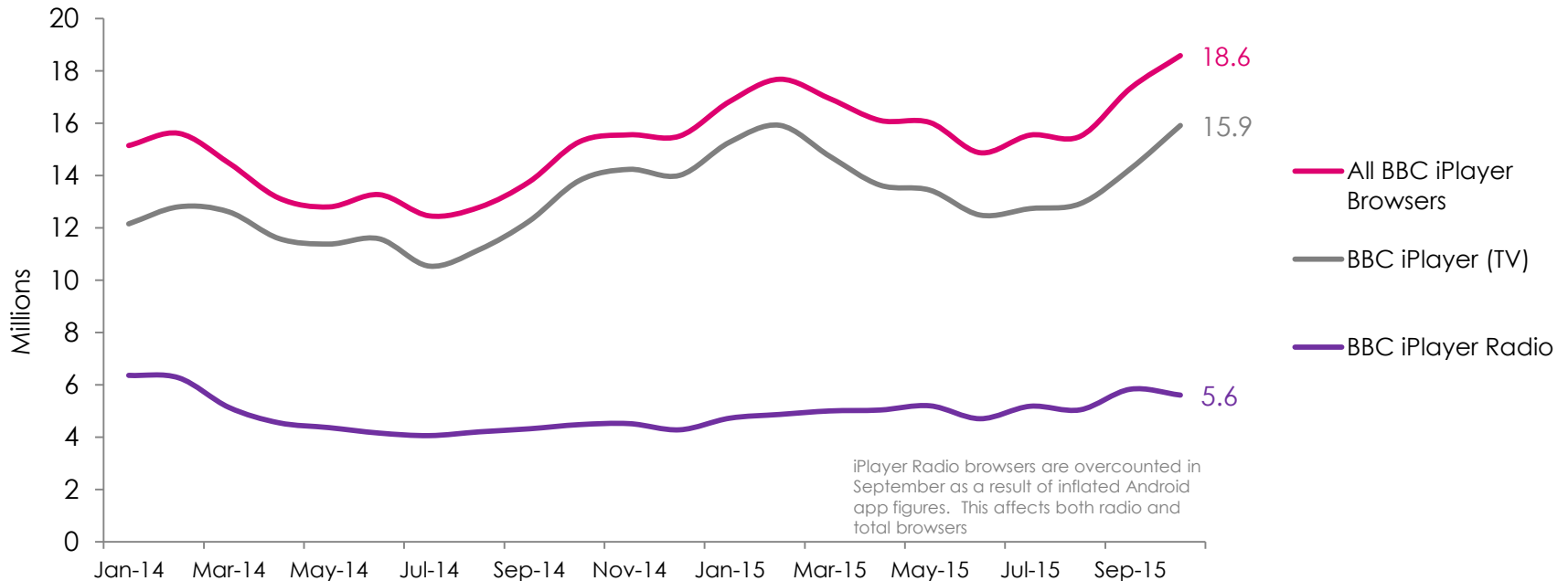


\* Figures now include requests for programmes only on iPlayer.  
Sept 2015 saw inflated TV requests. Please refer to slide 12 for guide notes

# Weekly unique browsers to BBC iPlayer

As well as measuring the number of requests for programmes, we also measure unique browsers to BBC iPlayer. "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.

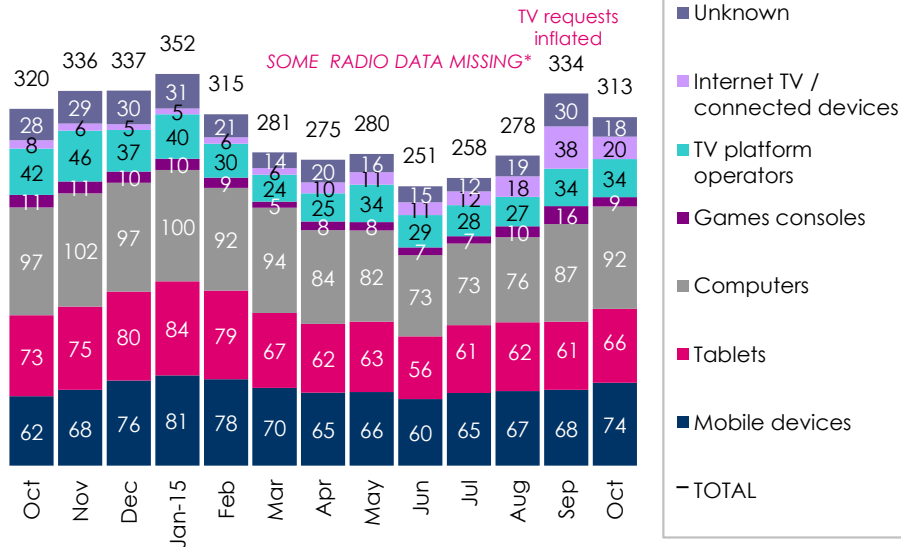
In October 2015, there were an average of **18.6m** unique browsers per week to BBC iPlayer (TV and Radio).



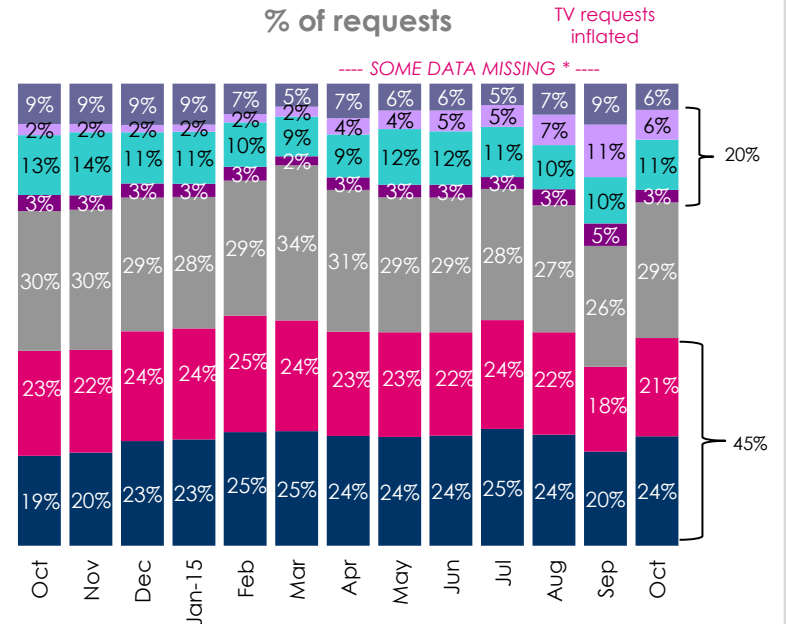
# TV and radio: Requests for programmes by device type

There were **313 million TV and radio requests** for programmes on BBC iPlayer in October. Requests from computers, mobiles and tablets all increased this month (up +5%, 9% and 8% respectively).

Number of requests (millions)



% of requests



**Notes:**

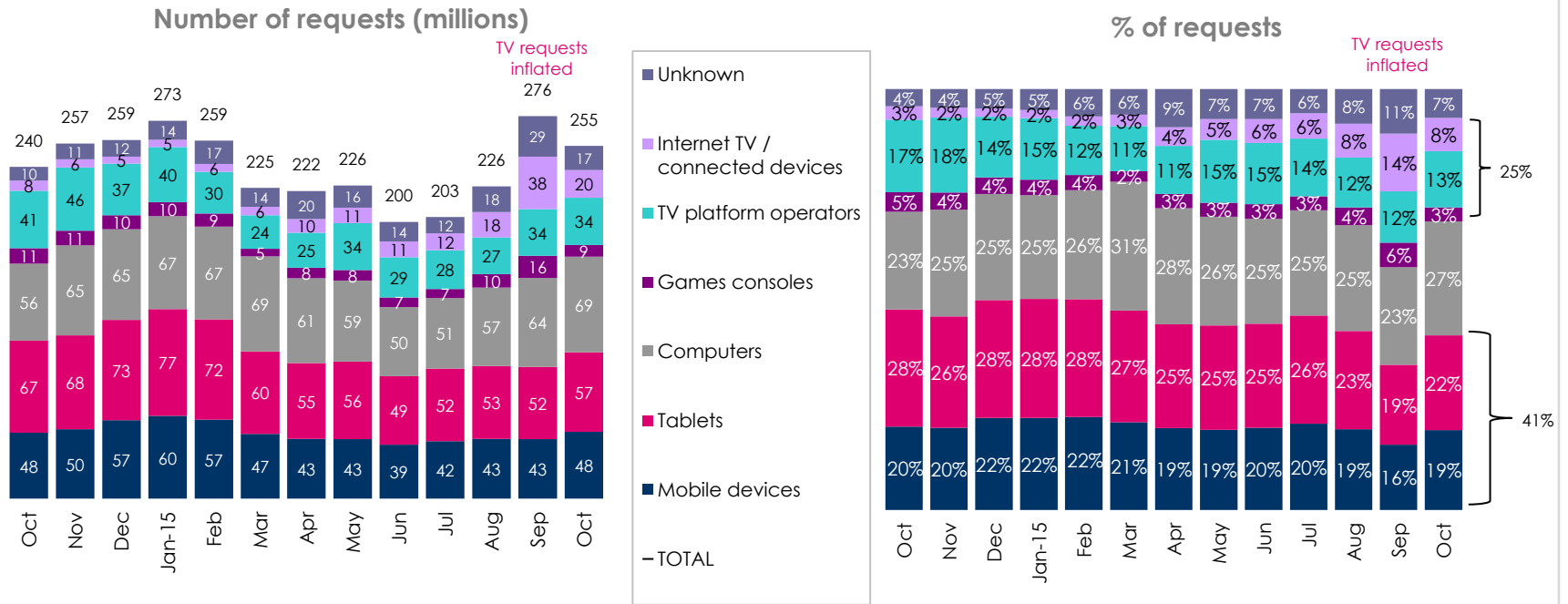
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.  
**TV platform operators** include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.  
**Unknown devices** are historically mostly due to online radio services such as the Tuneln radio app, or more recently due to changes to TV devices.

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes



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

Requests increased across almost all devices compared to September (the exceptions being on TVs and consoles where requests were artificially inflated in September).



**Notes:**

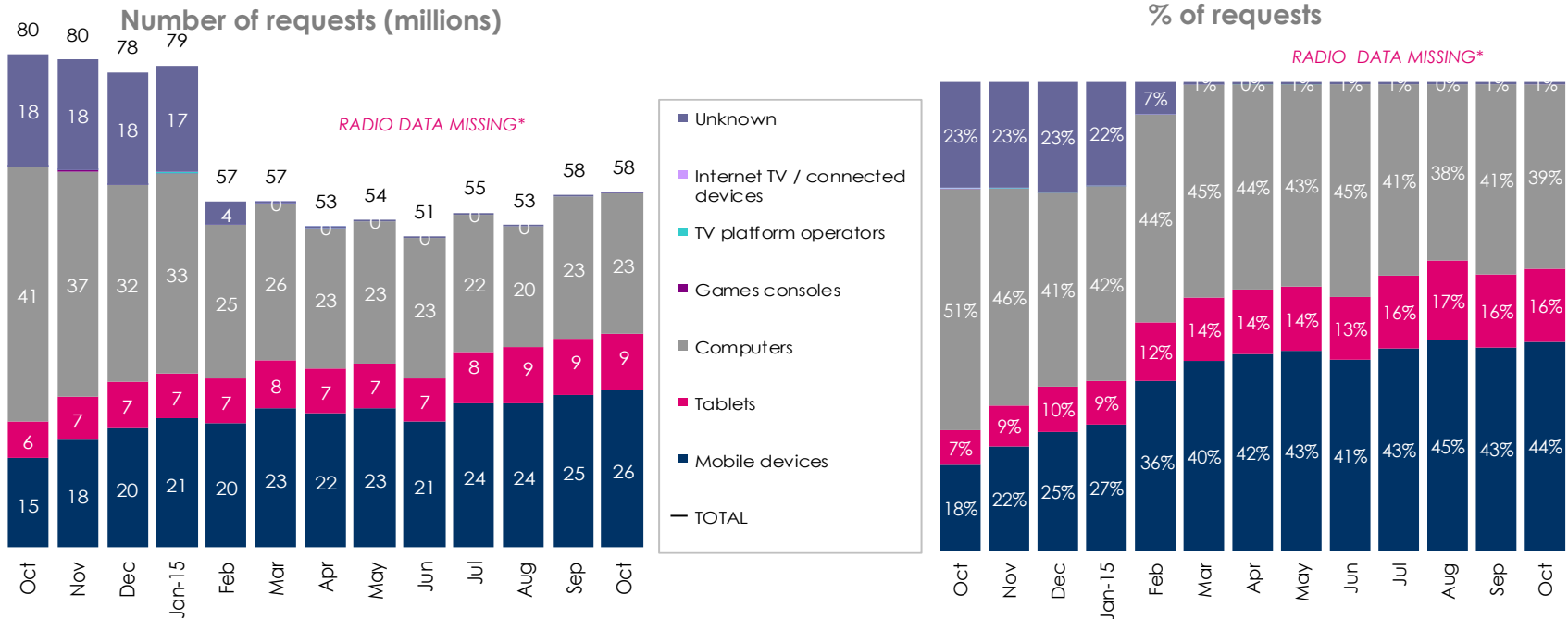
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku.

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

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

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

There were **58m radio requests** recorded in October, though some data is not being counted following changes to radio streaming - find out more here: <http://www.bbc.co.uk/blogs/internet/entries/977a1954-658f-4fb2-a23c-71680c49882f>



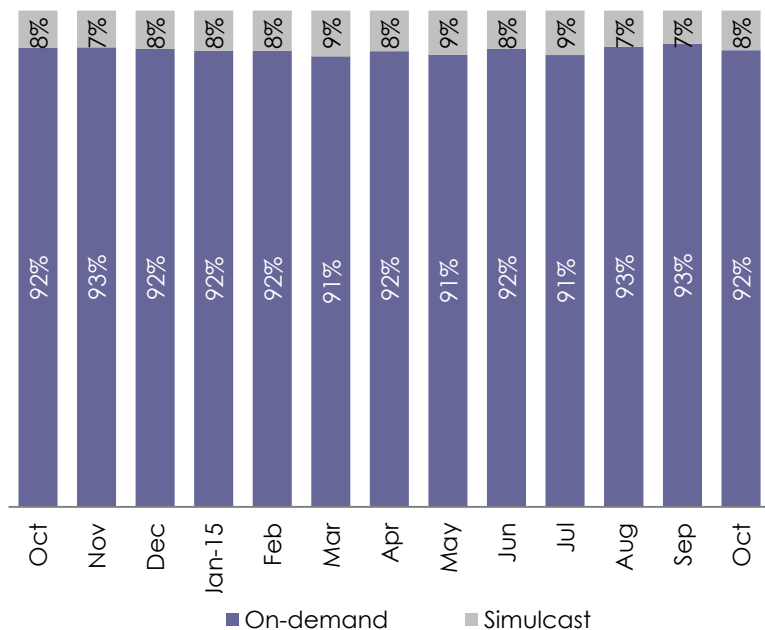
**Notes:**  
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.  
**TV platform operators** include Virgin Media, Sky, YouView. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.  
**Unknown devices** are historically mostly due to online radio services such as the TuneIn radio app, which we were unable to classify accurately by device.

\* Figures now include requests for programmes only on iPlayer. Please refer to slide 12 for guide notes

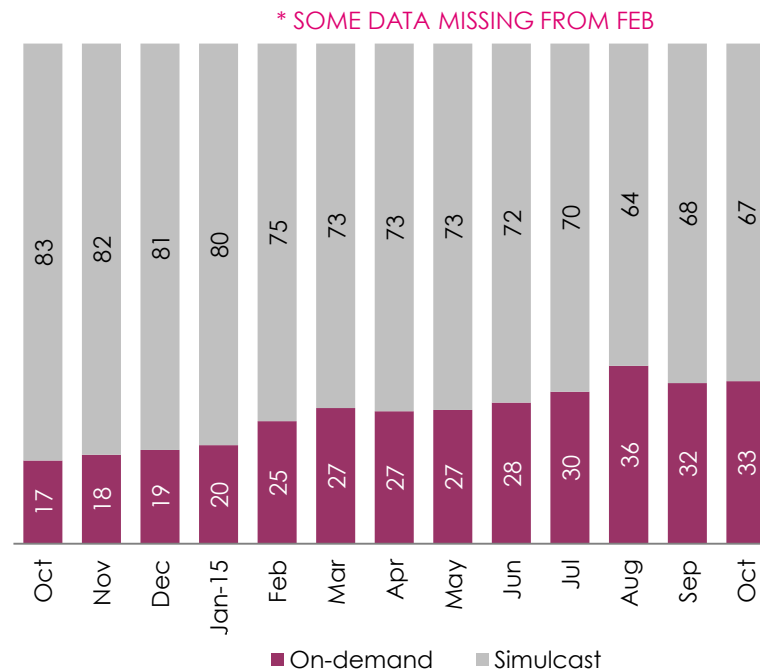
# TV and radio requests: live vs catch-up online requests

8% of TV requests were for live TV viewing in October. (Some live-listening radio data is missing currently, so radio trends should be treated with caution.)

% requests for TV programmes



% requests for radio programmes



# Notes for figures in this report

TV requests were inflated between 25<sup>th</sup> August and 29<sup>th</sup> September by around 18-25%, please treat these figures with caution.

iPlayer Radio figures were over counted in September as a result of inflated Android app figures.

In August we added requests for programmes which are only on iPlayer to the totals for programmes previously shown on linear TV. On average this has boosted the totals by 2%. This data has been back-dated to January 2014.

Some changes were made to radio streaming services in February, which has resulted in gaps in our reporting for some streams. Find out more 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 20.

- Requests 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. Unique browser data is reported by the Comscore Digital Analytix tool.
- 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.
- 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.
- Please quote the source of request figures as “BBC iStats”.

# BBC iPlayer - top 20 TV episodes, October 2015 (excluding Virgin Media cable and Sky)

**The Apprentice** topped the programmes list this month with **Episode 2** receiving 1.9 million requests. Exclusively available on BBC iPlayer, Matt Edmondson's **Meet the Candidates** also performed well, with 1.1m requests. The stars of the Autumn schedule, **Doctor Foster** and **The Great British Bake Off** had their final episodes in October and these 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 Apprentice Series 11 Episode 2	1,860,000	The Apprentice Series 11 Episode 2	1,860,000
Doctor Foster Episode 5	1,843,000	Doctor Foster Episode 5	1,843,000
Doctor Foster Episode 4	1,825,000	The Great British Bake Off Series 6 Episode 11	1,619,000
The Apprentice Series 11 Episode 1	1,782,000	Doctor Who Series 9 Episode 3	1,407,000
The Apprentice Series 11 Episode 3	1,663,000	Strictly Come Dancing Series 13 Episode 6	1,245,000
The Great British Bake Off Series 6 Episode 11	1,619,000	From Darkness Episode 1	1,210,000
Doctor Who Series 9 Episode 3	1,407,000	Rooney: The Man Behind the Goals 05/10/15	1,141,000
The Great British Bake Off Series 6 Episode 9	1,370,000	Have I Got News for You Series 50 Episode 1	1,074,000
Strictly Come Dancing Series 13 Episode 6	1,245,000	EastEnders 02/10/15	1,056,000
Doctor Who Series 9 Episode 4	1,237,000	River Episode 1	1,001,000
The Apprentice Series 11 Episode 4	1,227,000	The Dumping Ground Series 3 Episode 11	904,000
From Darkness Episode 1	1,210,000	The Last Kingdom Episode 1	767,000
Doctor Who Series 9 Episode 5	1,147,000	Topsy and Tim Series 3 Episode 3	755,000
Rooney: The Man Behind the Goals 05/10/15	1,141,000	The Next Step Series 3 Episode 15	738,000
The Apprentice Series 11 Meet the Candidates	1,121,000	Russell Howard's Good News Series 10 Episode 1	675,000
Have I Got News for You Series 50 Episode 1	1,074,000	Is Britain Racist? 05/10/15	642,000
EastEnders 02/10/15	1,056,000	Match of the Day 2015/2016 17/10/15	634,000
EastEnders 09/10/15	1,034,000	The Graham Norton Show Series 18 Episode 5	596,000
EastEnders 06/10/15	1,024,000	Mock the Week Series 14 Episode 11	591,000
Doctor Foster Episode 3	1,023,000	Sir Alex Ferguson: Secrets of Success 11/10/15	545,000

# BBC iPlayer - top 20 radio episodes, October 2015

**The News Quiz** proved particularly popular this month, making up four of the top five most requested radio programmes. **Ken Bruce** also featured heavily as well as **Radio 1** and **Radio 2 Breakfast Shows**.

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 News Quiz Series 88 Episode 3	164,000	The News Quiz Series 88 Episode 3	164,000
The News Quiz Series 88 Episode 5	156,000	Poirot Death in the Clouds 19/04/2008	141,000
The News Quiz Series 88 Episode 4	152,000	Hercule Poirot - The ABC Murders 23/06/07	127,000
The News Quiz Series 88 Episode 6	152,000	The Radio 1 Breakfast Show 23/10/2015	122,000
Poirot Death in the Clouds 19/04/2008	141,000	The Chris Evans Breakfast Show 23/10/2015	119,000
Hercule Poirot - The ABC Murders 23/06/07	127,000	Ken Bruce 12/10/2015	108,000
The Radio 1 Breakfast Show 23/10/2015	122,000	The Unbelievable Truth Series 15 Episode 6	107,000
The Chris Evans Breakfast Show 23/10/2015	119,000	Just a Minute Series 73 Episode 1	105,000
Ken Bruce 12/10/2015	108,000	Miss Marple The Murder at the Vicarage Episode 1	105,000
The Unbelievable Truth Series 15 Episode 6	107,000	Desert Island Discs 25/10/2015	99,000
Just a Minute Series 73 Episode 1	105,000	Charles Paris Mystery Episode 1	92,000
Ken Bruce 23/10/2015	105,000	The Archers 04/10/15	85,000
Miss Marple The Murder at the Vicarage Episode 1	105,000	Jeremy Vine 19/10/15	83,000
Desert Island Discs 25/10/2015	99,000	Miss Marple's Final Cases Episode 2	76,000
Ken Bruce 21/10/2015	98,000	Scott Mills 30/09/15	74,000
The Chris Evans Breakfast Show 22/10/2015	97,000	Steve Wright in the Afternoon 12/10/2015	74,000
Ken Bruce 22/10/2015	94,000	Miss Marple The Body in the Library 30/04/2005	73,000
Just a Minute Series 73 Episode 2	94,000	Clara Amfo 23/10/15	73,000
The Chris Evans Breakfast Show 09/10/2015	93,000	That Mitchell and Webb Sound Series 5 Episode 4	70,000
The Radio 1 Breakfast Show 16/10/15	93,000	5LS Premier League Football Chelsea v Liverpool	70,000

# BBC iPlayer - top 20 TV episodes, September 2015\*

## (excluding Virgin Media cable and Sky)

*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 2015. Requests data was inflated by 18-25% in September*

While **The Great British Bake Off** was hugely popular in September, new drama series **Doctor Foster** did even better. The return of **Doctor Who** and **Strictly Come Dancing** boosted viewing even further, and an honourable mention must go to the **Doctor Who Prologue** – only available on iPlayer – which earned 869,000 requests (enough to put it in the top 20 in any other 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.
Doctor Foster Episode 1 Episode 1	1,973,000	Doctor Foster Episode 1 Episode 1	1,973,000
The Great British Bake Off Series 6 Episode 5	1,930,000	The Great British Bake Off Series 6 Episode 5	1,930,000
The Great British Bake Off Series 6 Episode 6	1,869,000	Doctor Who Series 9 Episode 1	1,549,000
The Great British Bake Off Series 6 Episode 7	1,841,000	EastEnders 01/09/2015	1,237,000
The Great British Bake Off Series 6 Episode 8	1,748,000	Lady Chatterley's Lover 06/09/15	1,091,000
Doctor Foster Episode 2	1,706,000	Strictly Come Dancing Series 13 Episode 1	1,068,000
Doctor Who Series 9 Episode 1	1,549,000	Cradle to Grave Episode 1	1,052,000
Doctor Foster Episode 3	1,373,000	The Next Step Series 3 Episode 7	940,000
EastEnders 01/09/15	1,237,000	An Inspector Calls 13/09/15	877,000
EastEnders 11/09/15	1,226,000	The Gamechangers 15/09/15	830,000
EastEnders 18/09/15	1,187,000	Topsy and Tim Series 3 Episode 1	787,000
EastEnders 15/09/15	1,181,000	Secrets of China Episode 2	755,000
EastEnders 17/09/15	1,167,000	The Go-Between 20/09/15	678,000
EastEnders 04/09/15	1,111,000	Casualty Series 30 Episode 3	661,000
Lady Chatterley's Lover 06/09/15	1,091,000	Mock the Week Series 14 Episode 7	621,000
EastEnders 08/09/15	1,079,000	Special Forces - Ultimate Hell Week Episode 2	608,000
EastEnders 03/09/15	1,078,000	Dragons' Den Series 13 Episode 9	605,000
EastEnders 10/09/15	1,078,000	Boy Meets Girl Episode 1	579,000
Strictly Come Dancing Series 13 Episode 1	1,068,000	Would I Lie to You? Series 9 Episode 6	518,000
Cradle to Grave Episode 1	1,052,000	Eat Well for Less? Series 2 Episode 1	503,000

# BBC iPlayer - top 20 radio episodes, September 2015\*

\*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 2015

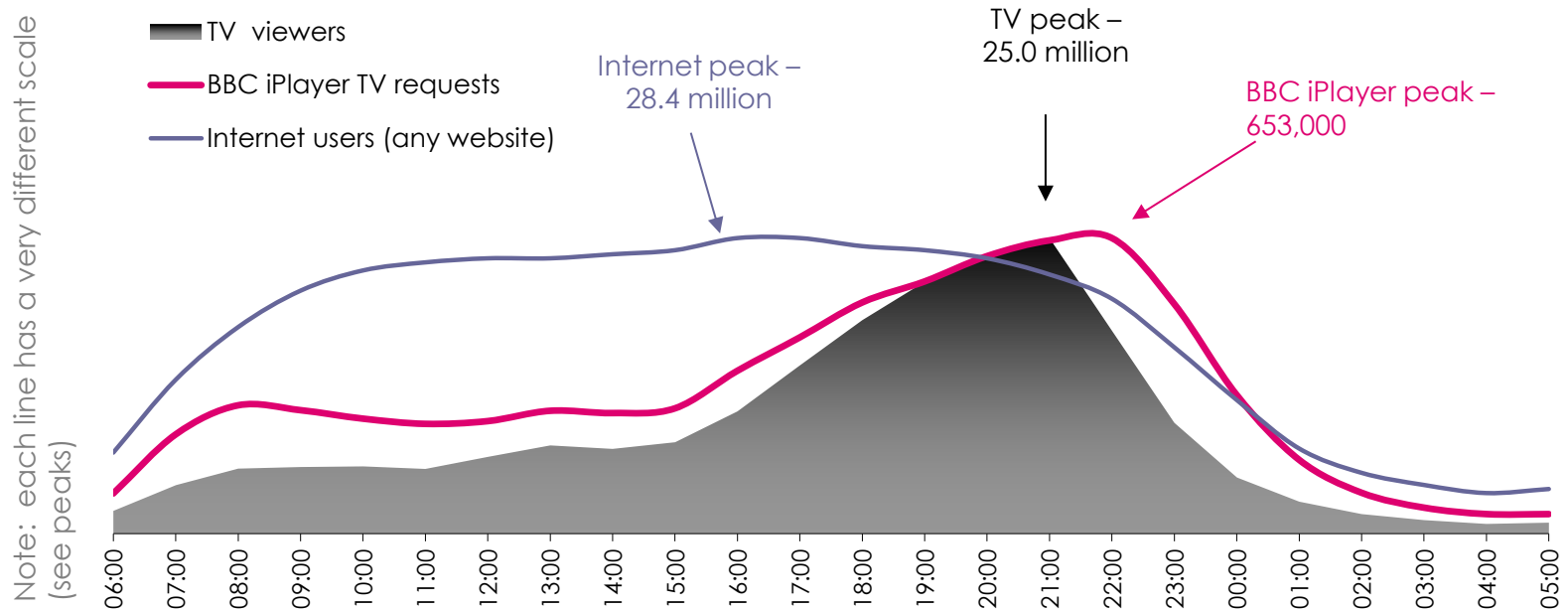
**Radio 4 comedy The News Quiz** topped the chart for Radio episodes again in September, and **drama** also continued to prove popular.

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 News Quiz Series 88 Episode 1	162,000	The News Quiz Series 88 Episode 1	162,000
The Unbelievable Truth Series 15 Episode 3	157,000	The Unbelievable Truth Series 15 Episode 3	157,000
The Unbelievable Truth Series 15 Episode 4	148,000	Miss Marple's Final Cases Tape-Measure Murder Ep 1	131,000
The Unbelievable Truth Series 15 Episode 2	137,000	Dead Ringers Series 15 Episode 5	115,000
The News Quiz Series 88 Episode 2	135,000	The Chris Evans Breakfast Show 25/09/2015	103,000
The Unbelievable Truth Series 15 Episode 5	134,000	Agatha Christie Crooked House Episode 1	102,000
Miss Marple's Final Cases Tape-Measure Murder Ep 1	131,000	Ken Bruce 23/09/2015	102,000
Dead Ringers Series 15 Episode 5	115,000	The Radio 1 Breakfast Show 25/09/15	99,000
Dead Ringers Series 15 Episode 4	104,000	The Archers 01/09/15	95,000
The Chris Evans Breakfast Show 25/09/15	103,000	That Mitchell and Webb Sound Series 5 Episode 1	92,000
Agatha Christie Crooked House Episode 1	102,000	Desert Island Discs 20/09/15	92,000
Ken Bruce 23/09/2015	102,000	Poirot The Adventure of the Clapham Cook 31/08/2015	91,000
The Radio 1 Breakfast Show 25/09/15	99,000	Wimsey Five Red Herrings Episode 1	85,000
The Archers 01/09/15	95,000	Clara Amfo 23/09/2015	81,000
That Mitchell and Webb Sound Series 5 Episode 1	92,000	Test Match Special England v Australia 11/09/2015	78,000
Desert Island Discs 20/09/15	92,000	Saturday Drama 13/11/2010	68,000
Poirot The Adventure of the Clapham Cook 31/08/2015	91,000	Meet David Sedaris Series 5 Episode 6	67,000
The Chris Evans Breakfast Show 18/09/15	90,000	5LS Premier League Football Man U v Sun 26/09/2015	67,000
The Chris Evans Breakfast Show 11/09/15	88,000	Jeremy Vine 14/09/15	66,000
The Radio 1 Breakfast Show with Nick Grimshaw	88,000	Steve Wright in the Afternoon 14/09/2015	64,000



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

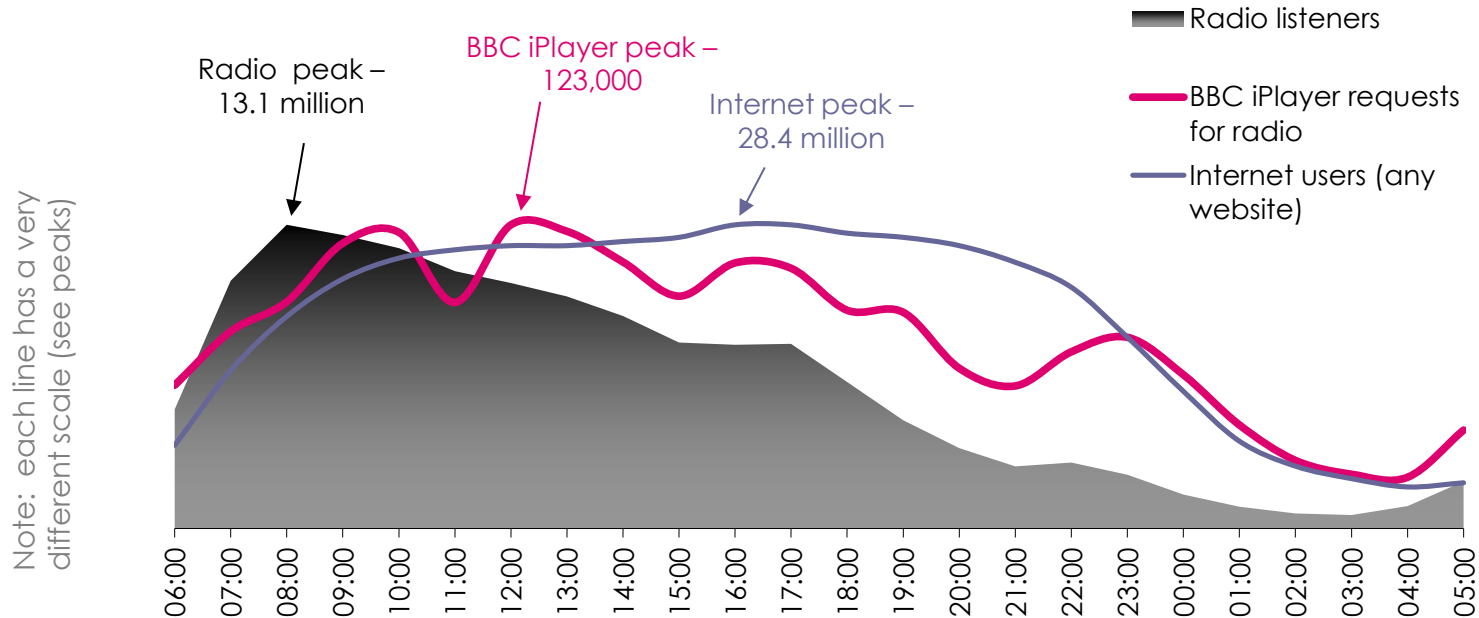
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

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

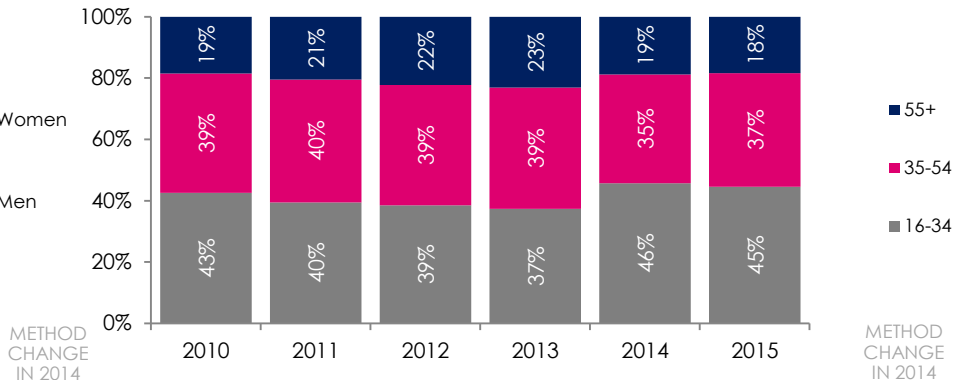
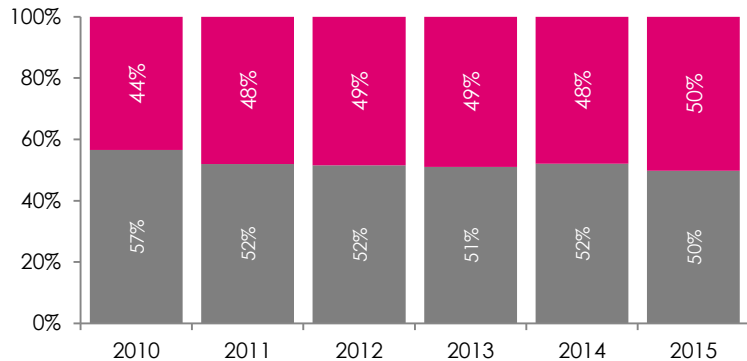
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



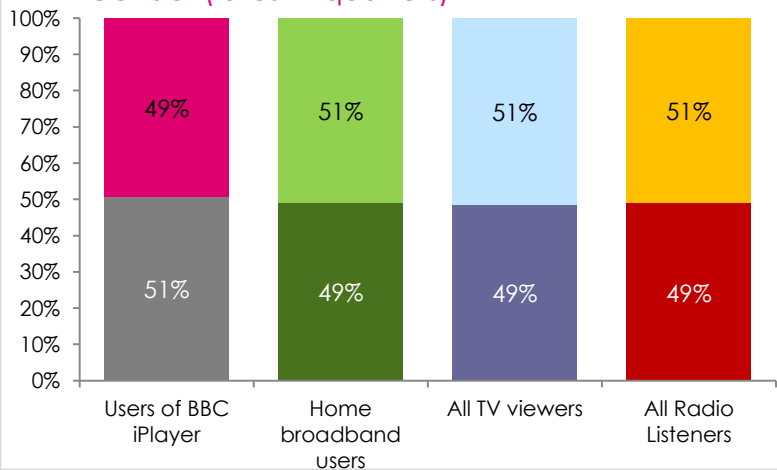
Sources – radio from RAJAR Q3 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats October 2015 - see footnotes on final page for more detail

# TV & iPlayer Product: demographics of BBC iPlayer users

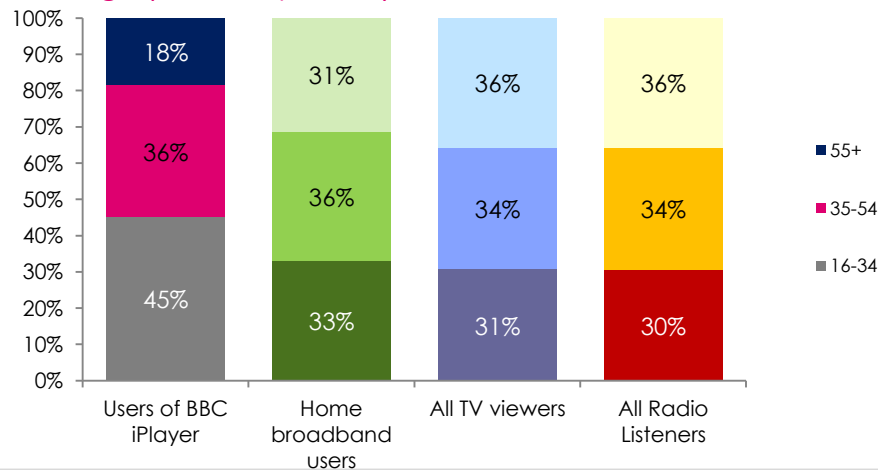
BBC iPlayer usage is equally balanced between men and women, with the largest share of our audience aged between 16 and 34.



## 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
- **Unique browsers** – A browser is a unique and valid identifier to measure the number of device profiles requesting digital content. Device profiles may include individual browser versions on a PC, mobile phone or internet enabled device. Any single device can use multiple browsers.

## 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