

Performance Report

December 2017



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 | Marketing & Audiences

December 2017 summary

- December 2017 was a record-breaking month for BBC iPlayer, with a total of 327m requests. This is an increase on both the previous month and the previous year (increasing +13% compared to November 2017, and +17% compared to December 2016).
- Viewing by day was also at record levels - there were an average of 10.6m requests per day, which is the strongest performance to date.
- This was led by *Peaky Blinders* (both the concluding episodes of the most recent *Series 4*, and *Series 1* which was available as a box set over Christmas). *Blue Planet II* continued to impress, whilst *The Apprentice* and festive and extra content available on iPlayer over Christmas also performed well.
- This content was largely enjoyed on the TV, with a record 54% of requests from TV platforms in December.

Consistent with previous months:

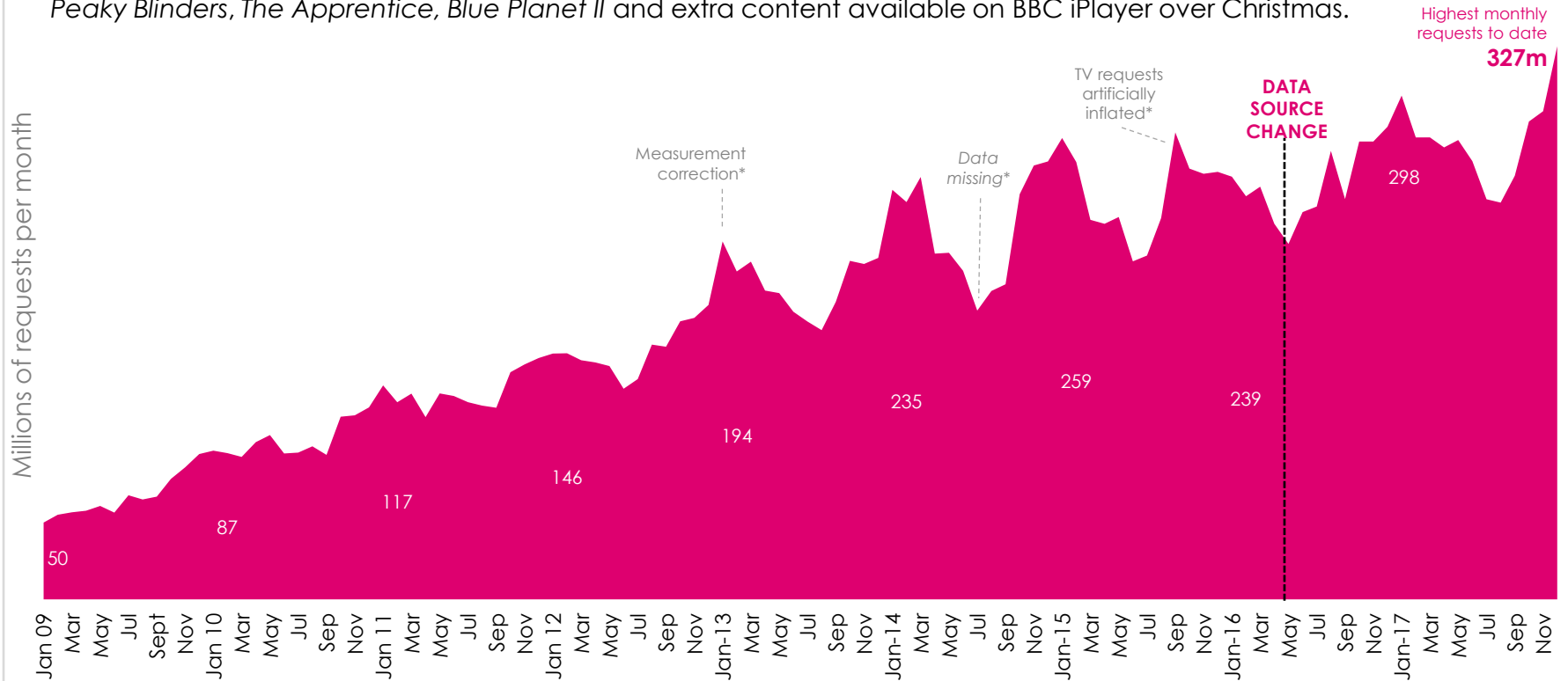
- TV platforms remain the largest device type accessing BBC iPlayer, whilst the percentage of viewing taking place live has remained fairly consistent month-on-month.
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer'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.

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Monthly BBC iPlayer requests across all platforms, since 2009

December 2017 was a record-breaking month for BBC iPlayer, with 327m requests over the month. This is a +13% increase compared to November, and also +17% growth on December 2016. The strong performance is thanks to *Peaky Blinders*, *The Apprentice*, *Blue Planet II* and extra content available on BBC iPlayer over Christmas.

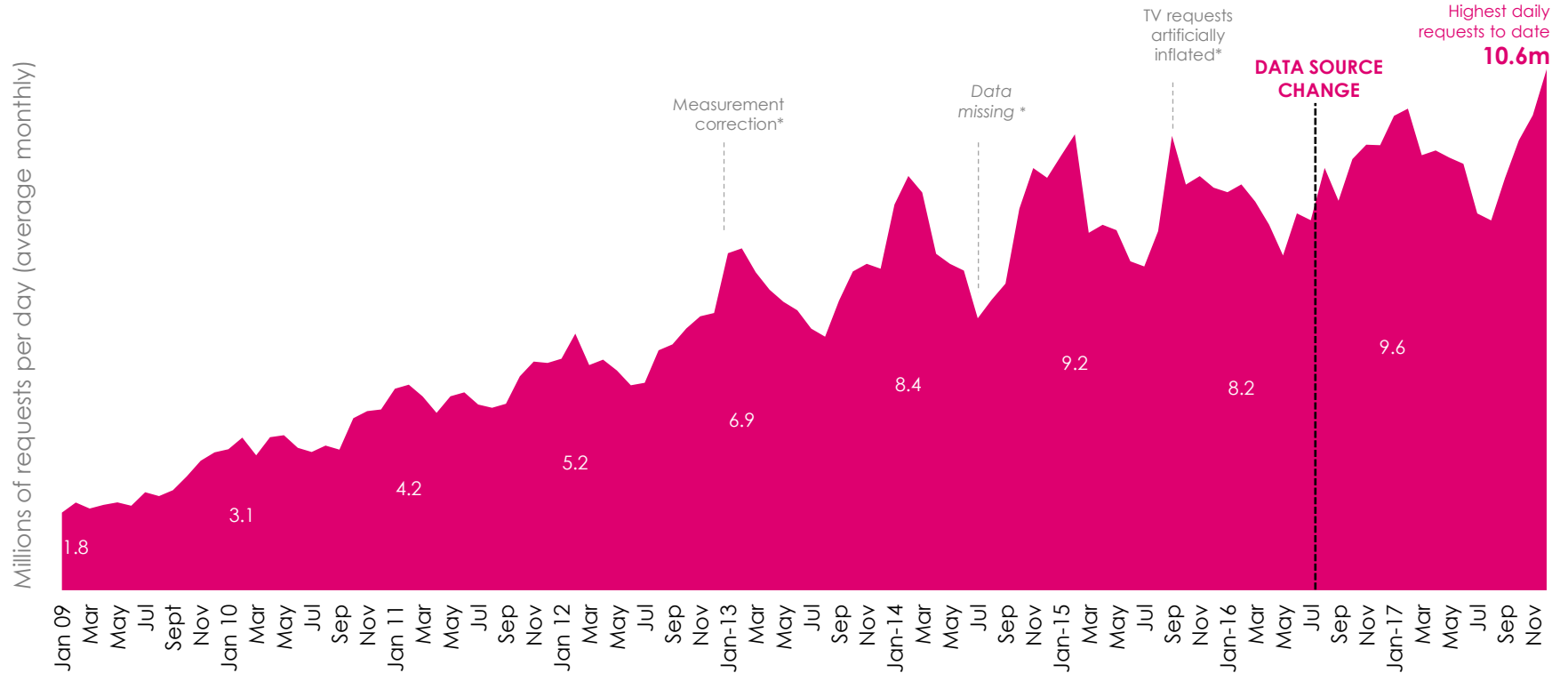


Notes:

Source switched from iStats AV to Streamsense in Adobe Digital Analytix (iStats) in July 2016. Some minor changes have been made to data since October 2016, to correct small data errors.

Average daily BBC iPlayer online requests

Breaking another record, there was an average of 10.6m daily requests for TV content in December.

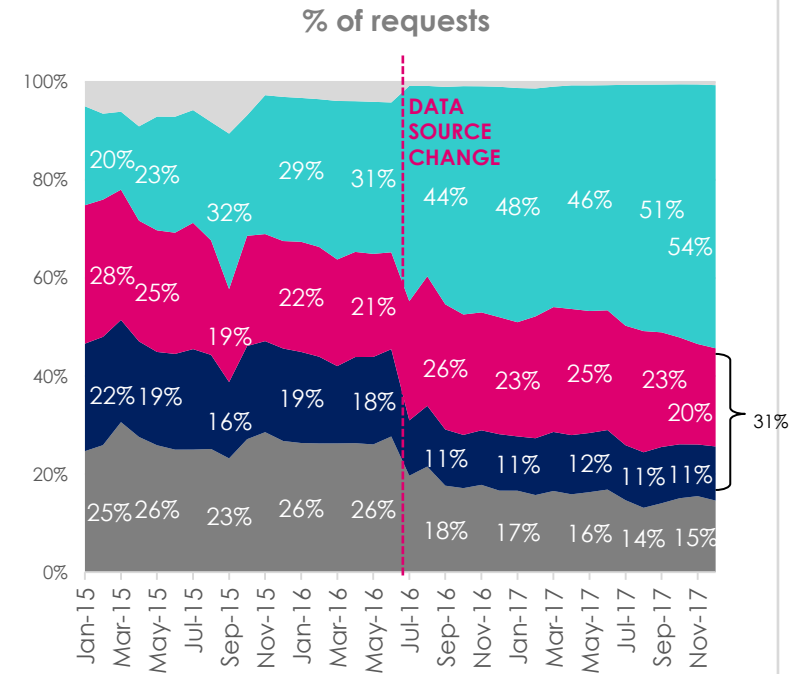
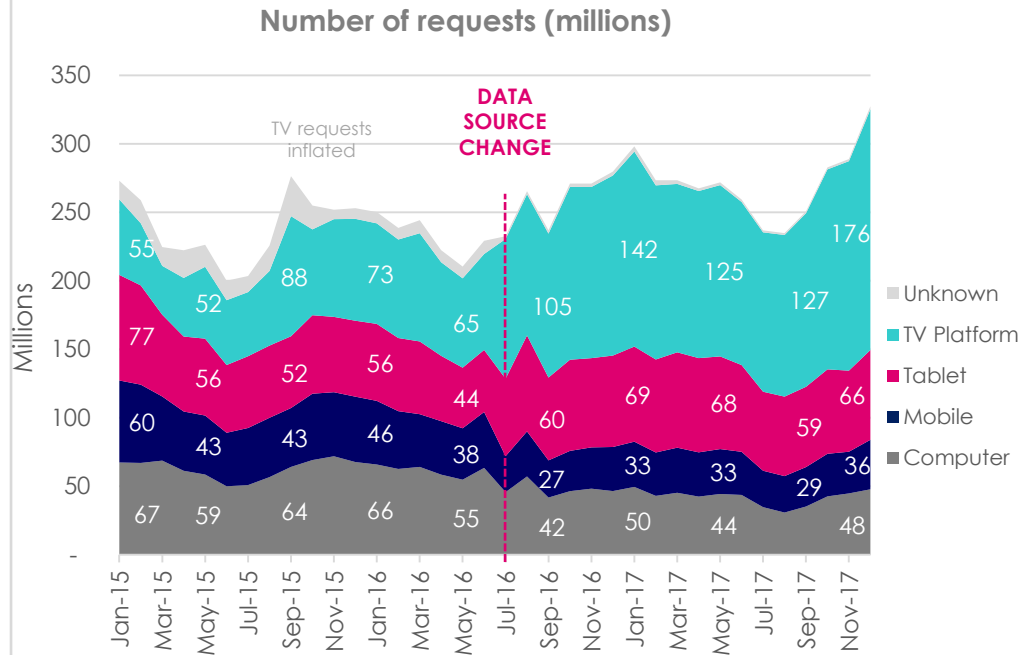


Notes:

Source switched from iStats AV to StreamSense in Adobe Digital Analytics (iStats) in July 2016. Some minor changes have been made to data since October 2016, to correct small data errors.

Requests for TV programmes by device type

Over the second half of 2017, the share of requests coming from TV platforms increased, and in December reached a record high share of 54% of total requests.



Notes:

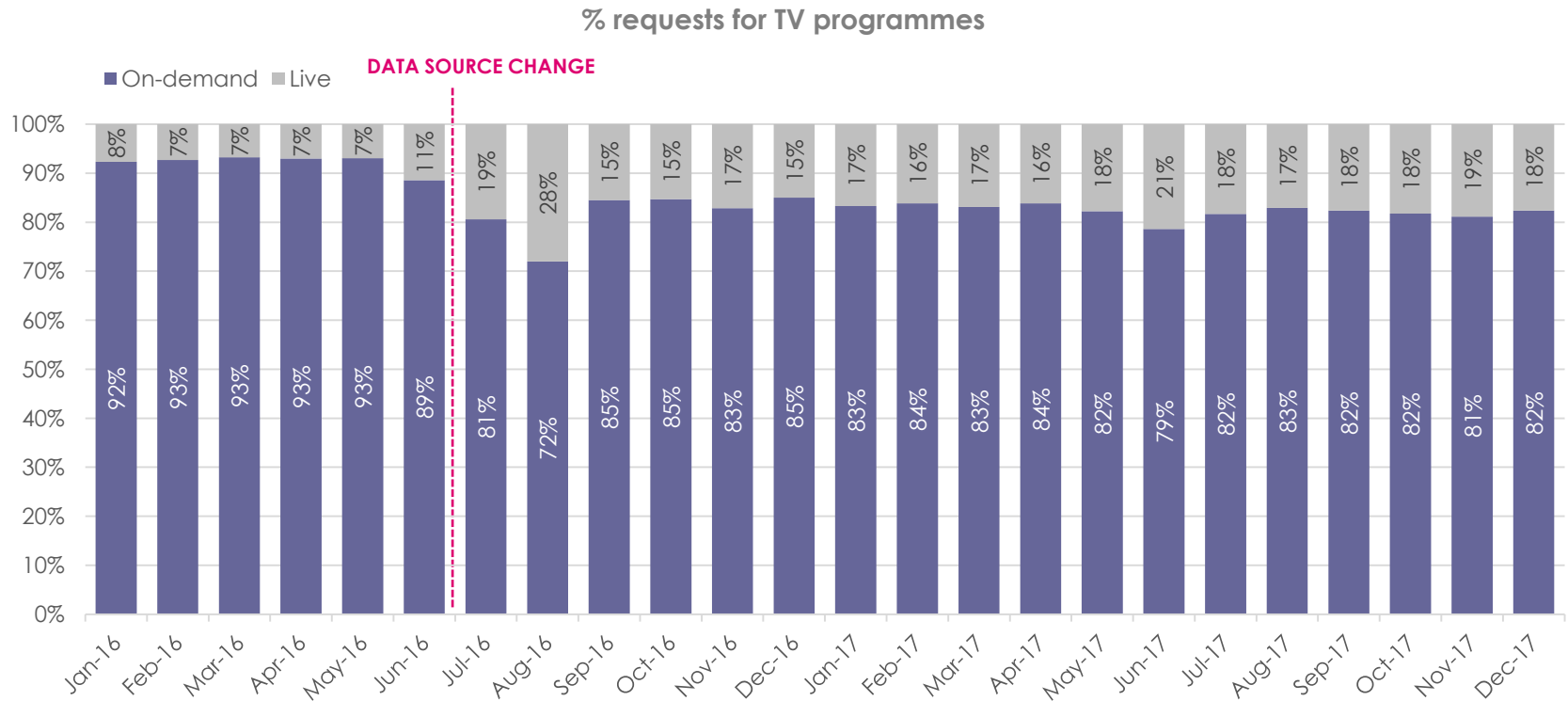
Source switched from iStats AV to StreamSense in Adobe Digital Analytics (iStats) in July 2016

TV requests inflated Sept 15

Live versus on-demand requests for TV programmes

The measurement update in July 2016 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 December, 18% of TV requests were for live TV viewing.



Notes:

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

Notes for figures in this report

Data issues to note

- Some minor changes have been made this month to data since October 2016, to correct small data errors.
- Figures for Sky are undercounted in June 2017 by approximately 0.5m requests.
- Figures for Virgin Cable and Sky are 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.
- 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 December, 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 Analytics. 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).
- 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 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. 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, December 2017

(excluding Virgin Media cable and Sky)

Peaky Blinders Episode 4 was the most popular episode in December, with Series 4 overall performing strongly, and Episode 1 of Series 1 (which returned to BBC iPlayer over Christmas) also making the top 20 of most requested episodes per series.

December's record-breaking performance is spread across many episodes, including Christmas specials and extra content available on iPlayer. All the top 20 episodes had over 1m requests each.

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.
Peaky Blinders Series 4 Dangerous Episode 4	1,998,000	Peaky Blinders Series 4 Dangerous Episode 4	1,998,000
Peaky Blinders Series 4 The Duel Episode 5	1,879,000	The Apprentice Series 13 The Final Episode 14	1,737,000
The Apprentice Series 13 The Final Episode 14	1,737,000	Blue Planet II Series 1 Coasts Episode 6	1,736,000
Blue Planet II Series 1 Coasts Episode 6	1,736,000	EastEnders 25/12/2017	1,623,000
The Apprentice Series 13 Fashion Show Episode 10	1,630,000	Strictly Come Dancing Series 15 The Final Episode 25	1,168,000
EastEnders 25/12/2017	1,623,000	Doctor Who Twice Upon a Time 25/12/2017	1,048,000
EastEnders 26/12/2017	1,575,000	Mrs Brown's Boys Christmas Specials 2017 Episode 1	1,035,000
The Apprentice Series 13 Interviews Episode 12	1,499,000	Call the Midwife Christmas Special 2017 25/12/2017	1,011,000
Peaky Blinders Series 4 Blackbird Episode 3	1,456,000	Peaky Blinders Series 1 Episode 1	985,000
Peaky Blinders Series 4 The Company Episode 6	1,402,000	Match of the Day 2017/18 02/12/2017	762,000
Peaky Blinders Series 4 The Noose Episode 1	1,331,000	Love, Lies & Records Series 1 Episode 5	742,000
Blue Planet II Series 1 Our Blue Planet Episode 7	1,284,000	The League of Gentlemen Series 4 Episode 1	728,000
Strictly Come Dancing Series 15 The Final Episode 25	1,168,000	The Miniaturist Series 1 Episode 1	725,000
EastEnders 28/12/2017 - Part 1 28/12/2017	1,127,000	Little Women Series 1 Episode 1	710,000
EastEnders 28/12/2017 - Part 2 28/12/2017	1,121,000	CBeebies' The Snow Queen Feature-Length 15/12/2017	696,000
EastEnders 08/12/2017	1,108,000	The Graham Norton Show Series 22 Episode 9	647,000
EastEnders 01/12/2017	1,088,000	The A Word Series 2 Episode 5	642,000
EastEnders 15/12/2017	1,081,000	300 Years of French and Saunders 25/12/2017	634,000
EastEnders 24/12/2017	1,073,000	Have I Got News for You Series 54 Episode 9	609,000
EastEnders 22/12/2017	1,053,000	Would I Lie to You? Series 11 Episode 4	591,000

BBC iPlayer - top 20 TV episodes, November 2017 (excluding Virgin Media cable and Sky)

Blue Planet II was particularly popular in November, with all 5 available episodes featuring in the top 20 titles and in total delivering 11.3m requests. The return of *Peaky Blinders* also performed well, as did *Louis Theroux's* one off *Scientology Movie* and *The Apprentice*. New series *Motherland* also featured, with *Episode 1* delivering 1.2 million requests following its release on 7th November.

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.
Blue Planet II Series 1 Episode 2	3,105,000	Blue Planet II Series 1 Episode 2	3,105,000
Blue Planet II Series 1 Episode 1	2,649,000	Peaky Blinders Series 4 Episode 1	2,025,000
Blue Planet II Series 1 Episode 3	2,385,000	The Apprentice Series 13 Episode 5	1,711,000
Peaky Blinders Series 4 Episode 1	2,025,000	Motherland Series 1 Episode 1	1,194,000
Blue Planet II Series 1 Episode 4	1,938,000	Louis Theroux My Scientology Movie 05/11/2017	1,082,000
The Apprentice Series 13 Episode 5	1,711,000	Strictly Come Dancing Series 15 Week 7 Episode 13	1,033,000
The Apprentice Series 13 Episode 6	1,646,000	EastEnders 16/11/2017 Part Two	1,030,000
The Apprentice Series 13 Episode 8	1,608,000	The A Word Series 2 Episode 1	933,000
The Apprentice Series 13 Episode 7	1,601,000	Our Girl Nepal Tour Episode 4	907,000
Peaky Blinders Series 4 Episode 2	1,254,000	Howards End Series 1 Episode 1	870,000
Blue Planet II Series 1 Episode 5	1,220,000	Gunpowder Series 1 Episode 1	846,000
Motherland Series 1 Episode 1	1,194,000	Match of the Day 2017/18 18/11/17	811,000
Louis Theroux My Scientology Movie 05/11/2017	1,082,000	Michael McIntyre's Big Show Series 3 Episode 1	716,000
Strictly Come Dancing Series 15 Week 7 Episode 13	1,033,000	Love & Drugs on the Street: Girls Sleeping Rough-Survival	683,000
EastEnders 16/11/2017 Part Two	1,030,000	Have I Got News for You Series 54 Episode 6	680,000
EastEnders 10/11/17	1,009,000	Detectorists Series 3 Episode 1	678,000
EastEnders 03/11/17	1,002,000	Love, Lies & Records Series 1 Episode 1	675,000
EastEnders 07/11/17	1,001,000	Drugsland Series 1 Episode 1	662,000
EastEnders 02/11/17	964,000	The Graham Norton Show Series 22 Episode 7	589,000
EastEnders 16/11/2017 Part One	956,000	The Last Post Series 1 Episode 6	582,000

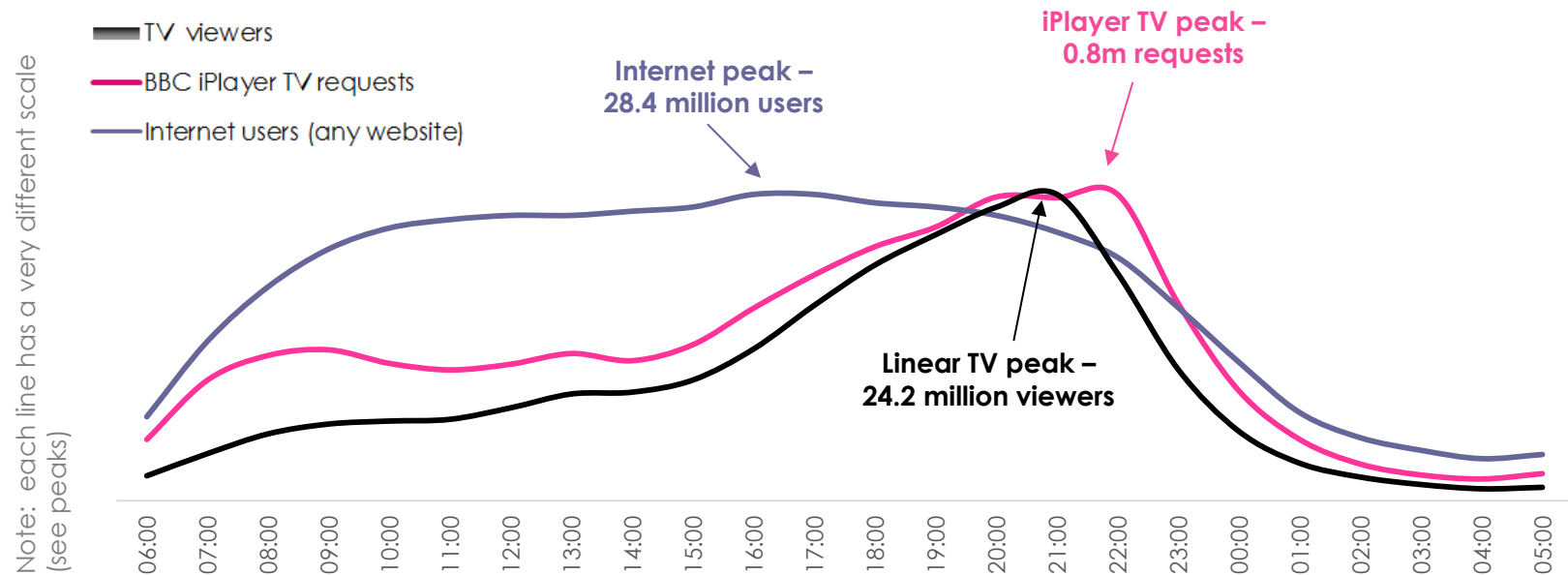
BBC iPlayer - top 20 TV episodes, October 2017 (excluding Virgin Media cable and Sky)

Doctor Foster remained popular as it continued to air in October, with Episode 5 delivering over 2.2m requests. The return of *The Apprentice* also performed well, as did *Louis Theroux's* 3 episode documentary series. The return of *Blue Planet* on 29th October resulted in 1.3m requests for the first episode with only 2 full days of availability in October. Topical drama *Gunpowder* also delivered high numbers of requests for *Episodes 1 & 2*.

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 Series 2 Episode 5	2,226,000	Doctor Foster Series 2 Episode 5	2,226,000
Gunpowder Series 1 Episode 1	2,110,000	Gunpowder Series 1 Episode 1	2,110,000
The Apprentice Series 13 Episode 1	2,012,000	The Apprentice Series 13 Episode 1	2,012,000
The Apprentice Series 13 Episode 2	1,818,000	Louis Theroux Dark States Episode 1	1,517,000
The Apprentice Series 13 Episode 3	1,672,000	Our Girl Nepal Tour Episode 1	1,443,000
Louis Theroux Dark States Episode 1	1,517,000	Blue Planet II Series 1 Episode 1	1,339,000
Our Girl Nepal Tour Episode 1	1,443,000	The Last Post Series 1 Episode 1	1,136,000
The Apprentice Series 13 Episode 4	1,404,000	EastEnders 03/10/17	1,069,000
Gunpowder Series 1 Episode 2	1,371,000	Strictly Come Dancing Series 15 Week 3 Episode 5	1,027,000
Blue Planet II Series 1 Episode 1	1,339,000	Snowfall Series 1 Episode 1	764,000
Louis Theroux Dark States Episode 2	1,301,000	Have I Got News for You Series 54 Episode 2	747,000
The Last Post Series 1 Episode 1	1,136,000	Match of the Day 2017/18 14/10/17	649,000
EastEnders 03/10/17	1,069,000	Valley Cops Series 1 Episode 1	622,000
EastEnders 13/10/17	1,029,000	The Graham Norton Show Series 22 Episode 2	609,000
Strictly Come Dancing Series 15 Week 3 Episode 5	1,027,000	Chris Packham: Asperger's and Me	569,000
EastEnders 06/10/17	1,011,000	Porridge Series 1 Episode 1	559,000
Doctor Foster Series 2 Episode 4	1,008,000	Josh Series 3 Episode 1	525,000
Louis Theroux Dark States Episode 3	1,006,000	Ambulance Series 2 Episode 8	517,000
Our Girl Nepal Tour Episode 2	1,001,000	Casualty Series 32 Episode 8	513,000
EastEnders 17/10/17	995,000	The Next Step Series 5 Episode 8	512,000

BBC iPlayer – use for TV online by time of day, December 2017

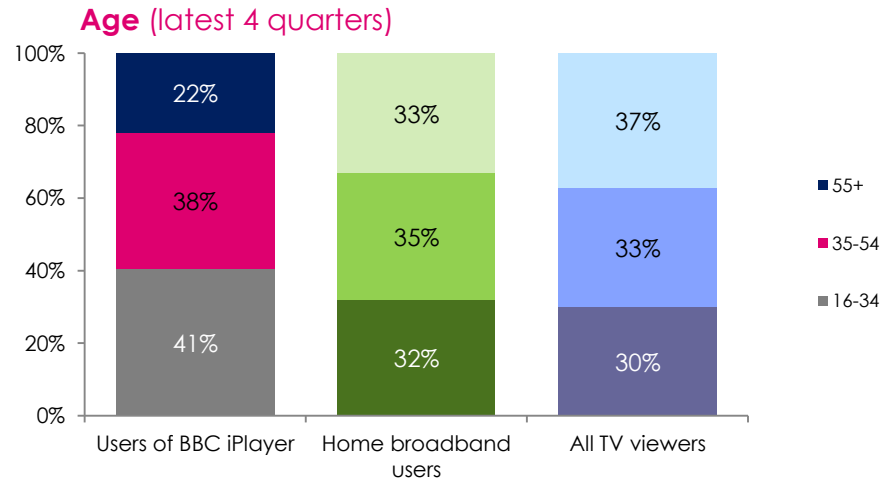
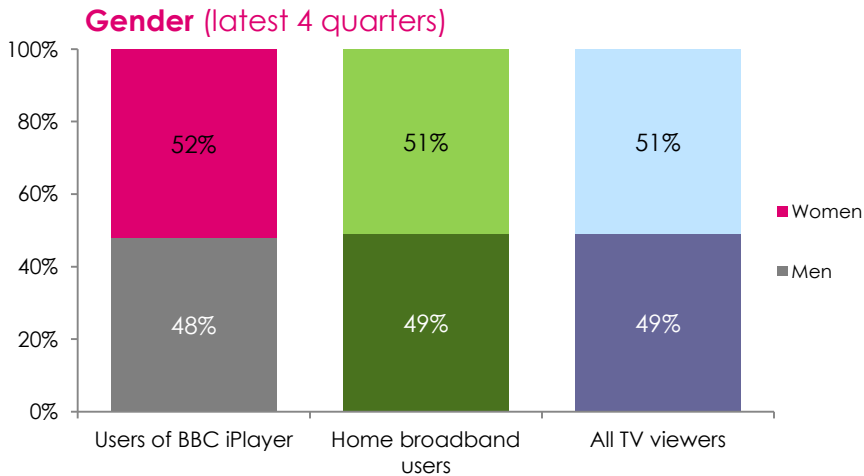
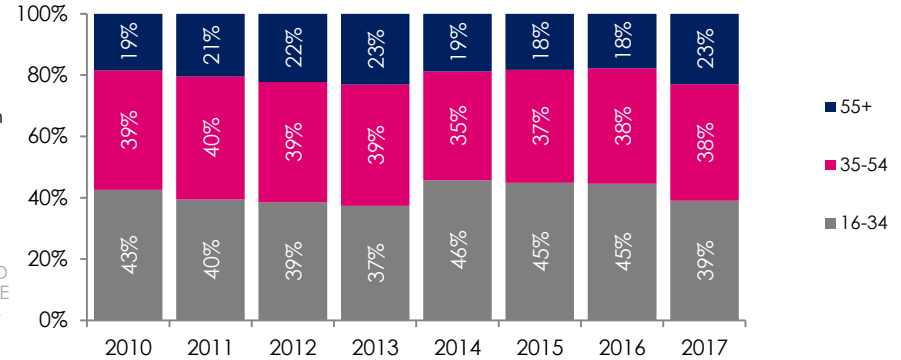
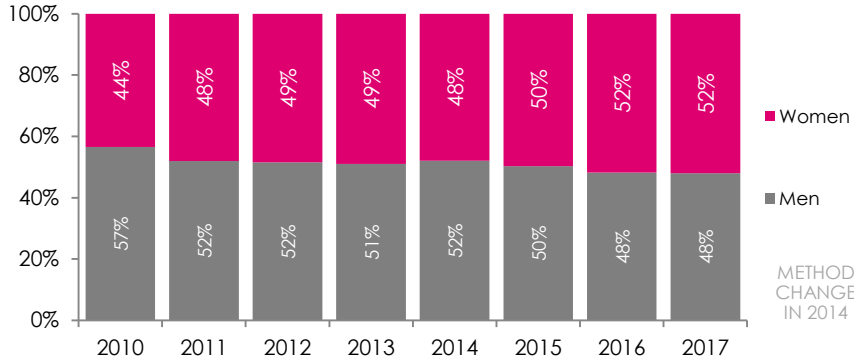
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the relative usage pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB December 2017, internet from Nielsen March 2012, BBC iPlayer from Streamsense Adobe Digital Analytix (iStats) December 2017 see footnotes on final page for more detail

Demographics of BBC iPlayer users

In 2017 there were slightly more women using BBC iPlayer than men, and it remains strongly under-55 years in terms of age.



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. Requests are made up of two components:
 - **Stream** – click to play instantly
 - **Download** – save to your device to play later. We report download playback, rather than downloads, where possible.
- **Catch-up / on-demand** – programmes requested after they have gone out on traditional TV and are available on BBC iPlayer.
- **Live / simulcast** – streaming of live TV channels on the service, at exactly the same time as broadcast on traditional TV. 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 slide 12 showing data for time of day

- TV data – BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV
- 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