

# Monthly Performance Pack

# September 2012



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# Monthly summary headlines – September 2012

- Record-breaking **199 million** BBC iPlayer requests in September– driven by an increase in radio requests, which grew +8% compared with the previous month. This is the highest ever number of requests per month.
- Requests-per-week **remained high** in September (43 million average) and increased across the month, boosted by the start of the new TV autumn season.
- Average daily requests reached a **record 6 million programmes per day**

## Across devices:

- Mobile and tablet accounted for over a **fifth of requests** in September (21%).
- TV platform operators (+22%) and games consoles (+16%) saw the highest growth in requests.

## By demographic:

- The gender profile reached an **even balance** of male/female for the first time in Q2 2012 and a record **23% of requests by audiences over the age of 55**

## Popular content:

- The start of the new TV season saw the first episode of *Doctor Who Series 7* deliver the highest number of requests for a single programme (2.2m), and all 5 episodes featured in the top 10. *Citizen Khan* along with documentaries such as *Panorama* and *Andrew Marr's A History of the World* also performed strongly this month.
- On radio, the final episode of the *Chris Moyles Show* topped radio requests this month (427k), whilst sports coverage of Andy Murray winning the *The US Open* and Team Europe winning *The Ryder Cup* also proved popular.

## Consistent with previous months:

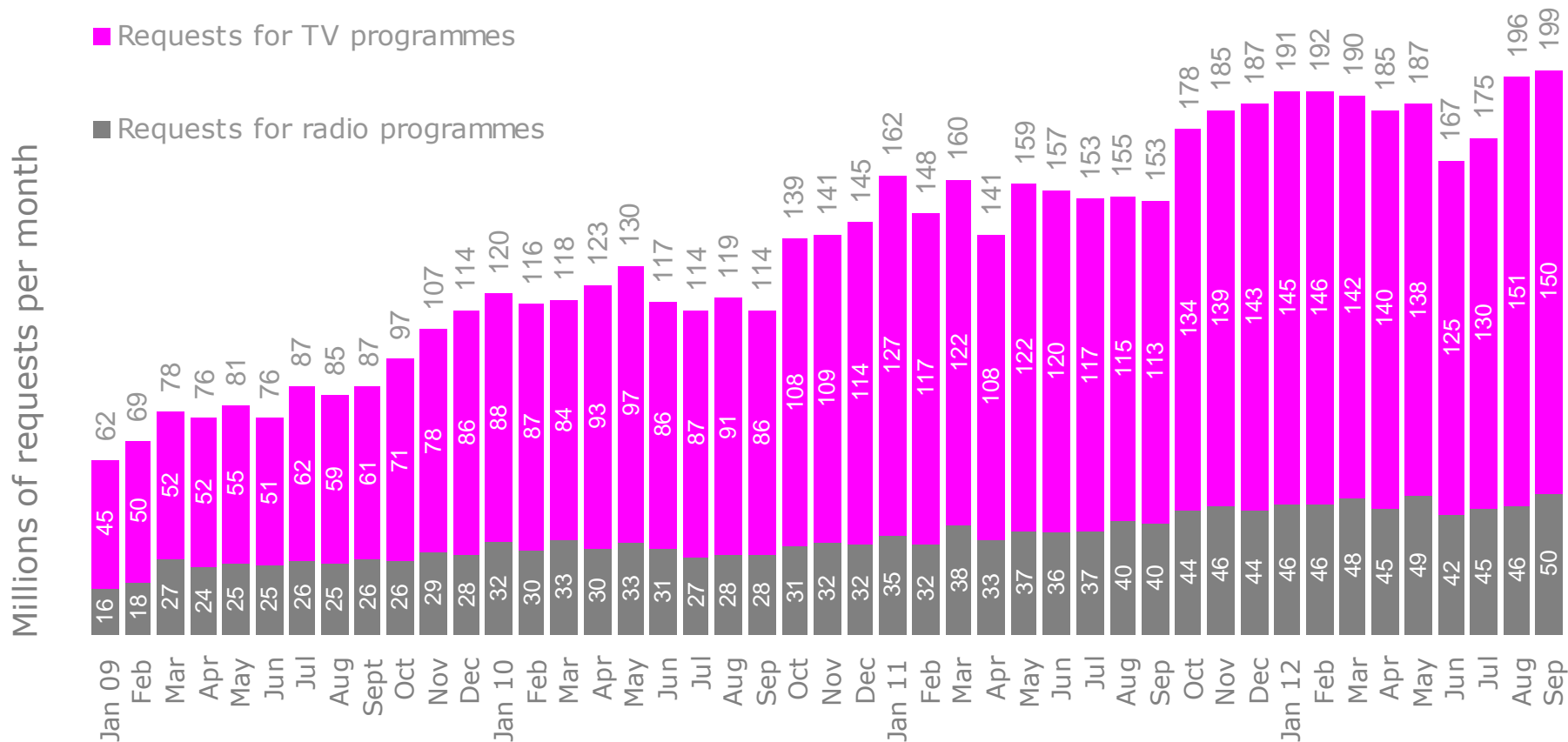
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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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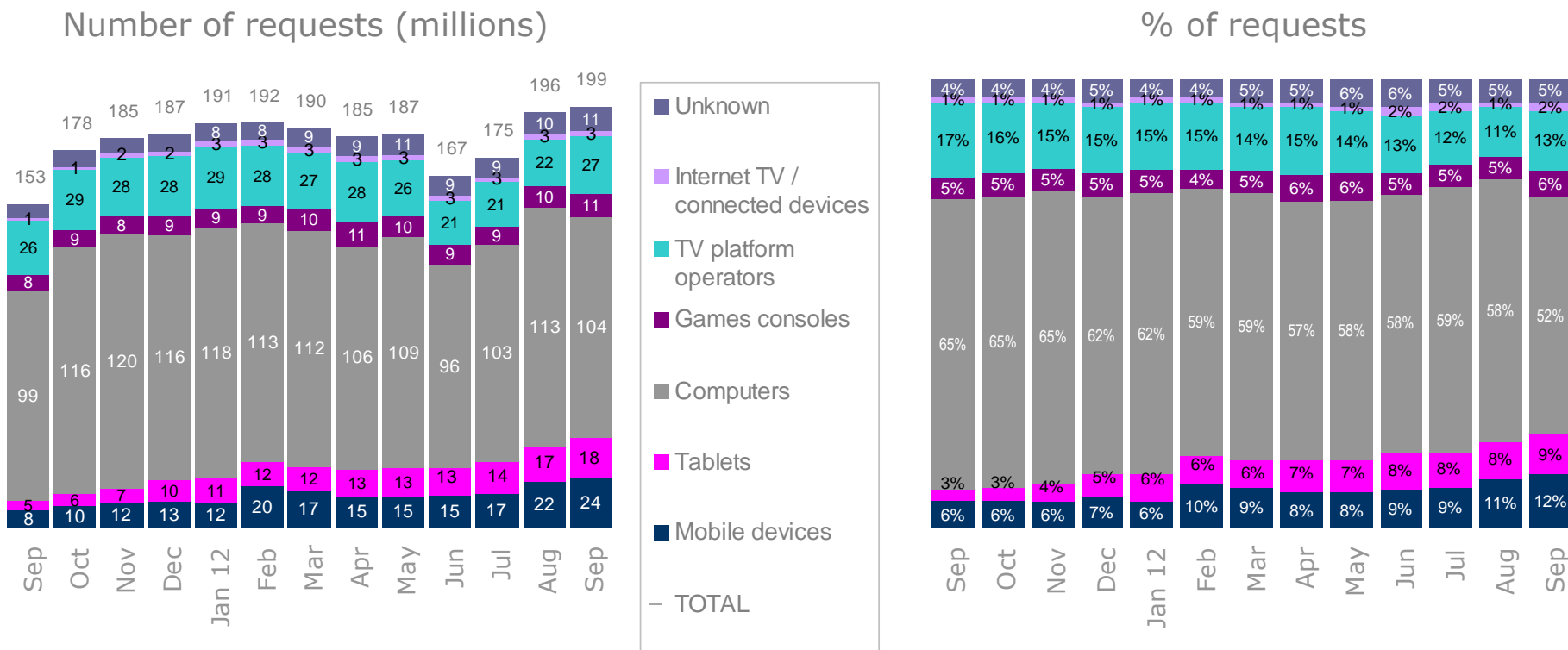
# Total monthly BBC iPlayer requests across all platforms, since 2009 (includes Virgin Media Cable)

Following the increase seen in August, BBC iPlayer requests continued to increase (+2%) in September to reach a record 199 million. As usual, the bulk of requests came from TV, but it was radio that drove the records this month, with an all-time high of 50m requests, and an increase of +8%.



# Requests for programmes by device type – TV and radio (includes Virgin Media Cable)

TV platform operators (+22%) and games consoles (+16%) saw the highest growth in requests. Handheld devices (mobile and tablet) accounted for over a fifth of requests in September (21%).



## 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 and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

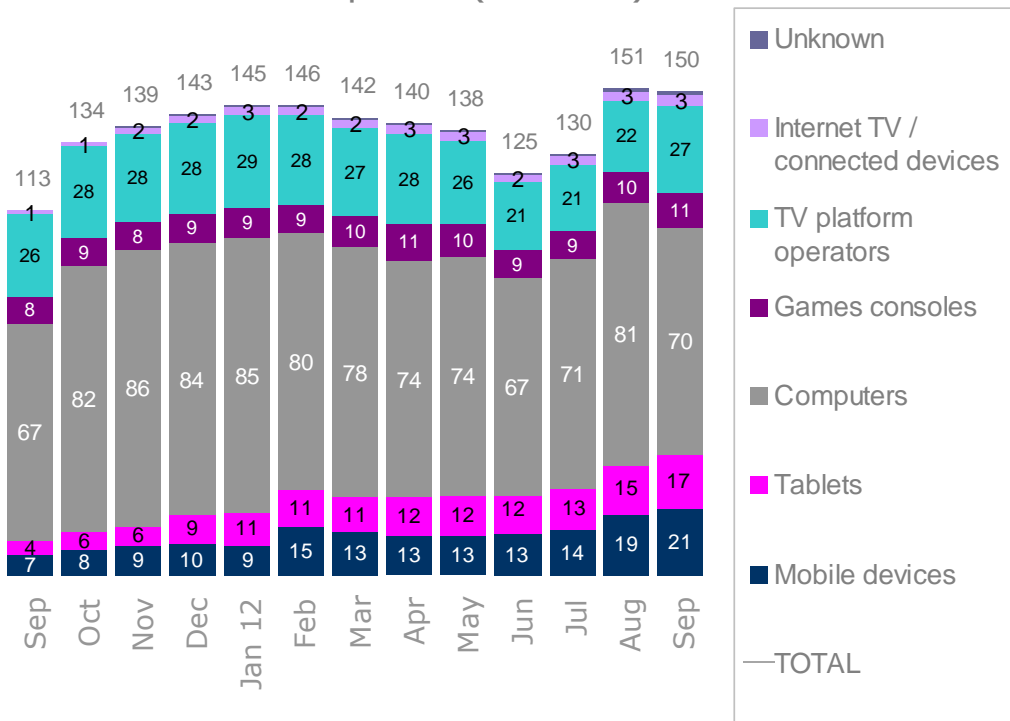
**Unknown devices** are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

The increase in **mobile requests in February 2012** was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November 2011, since technical problems caused over-counting.

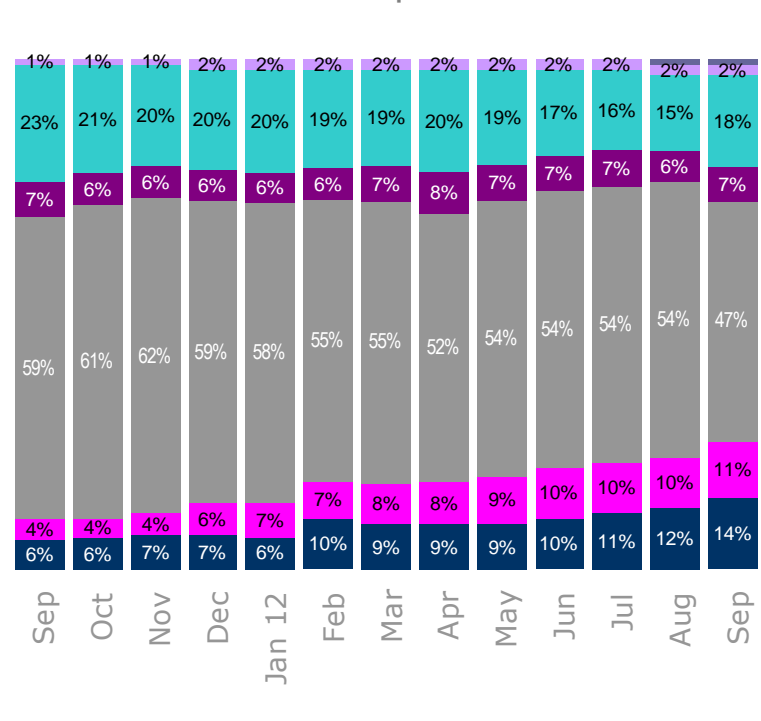
# Requests for programmes across BBC iPlayer by device type – **TV only** (including Virgin Media Cable)

Since TV requests drive the overall picture, the graphs below (for TV requests only) tell a similar story to the previous page.

Number of requests (millions)



% of requests

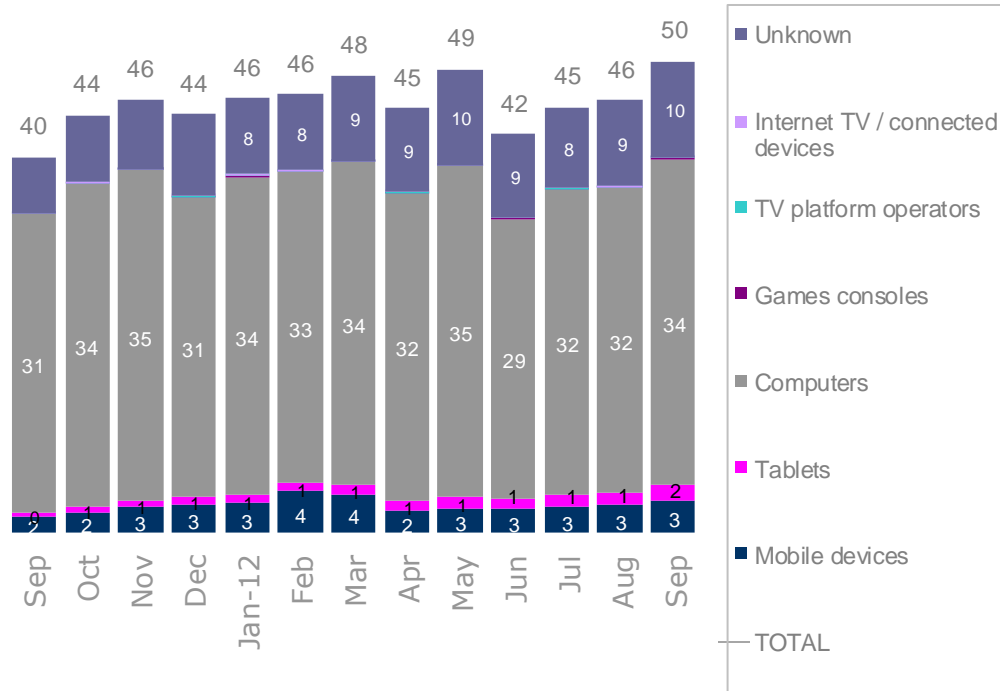


**Notes:**  
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.  
**TV platform operators** include Virgin Media and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.  
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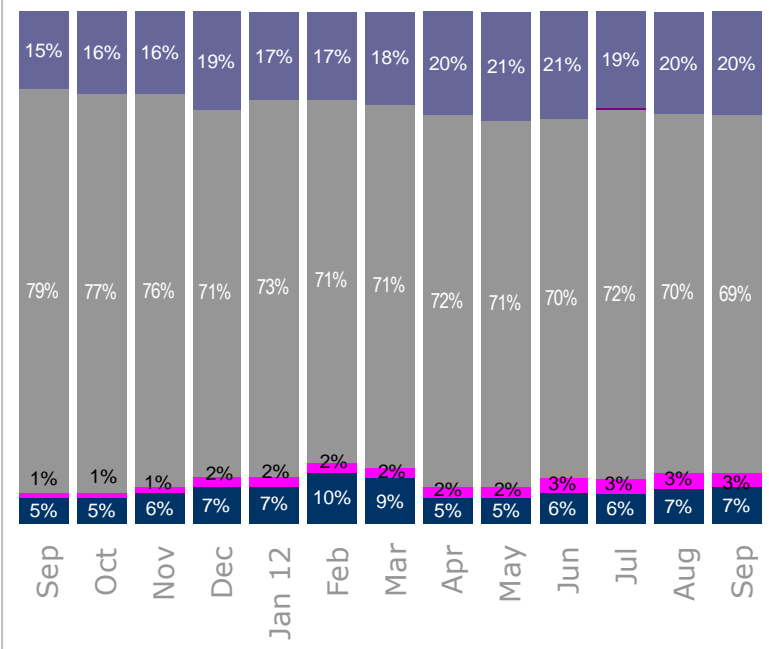
# Requests for programmes across BBC iPlayer by device type – radio only

BBC iPlayer radio requests increased in September to reach a record 50 million, with the most notable increase via games consoles (+82%)

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 and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.  
**Unknown devices** are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.  
 The increase in **mobile requests in February 2012** was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November 2011, since technical problems caused over-counting. In March 2012, a measurement problem meant iOS live streams are not being counted; this could explain the drop in mobile requests in March.



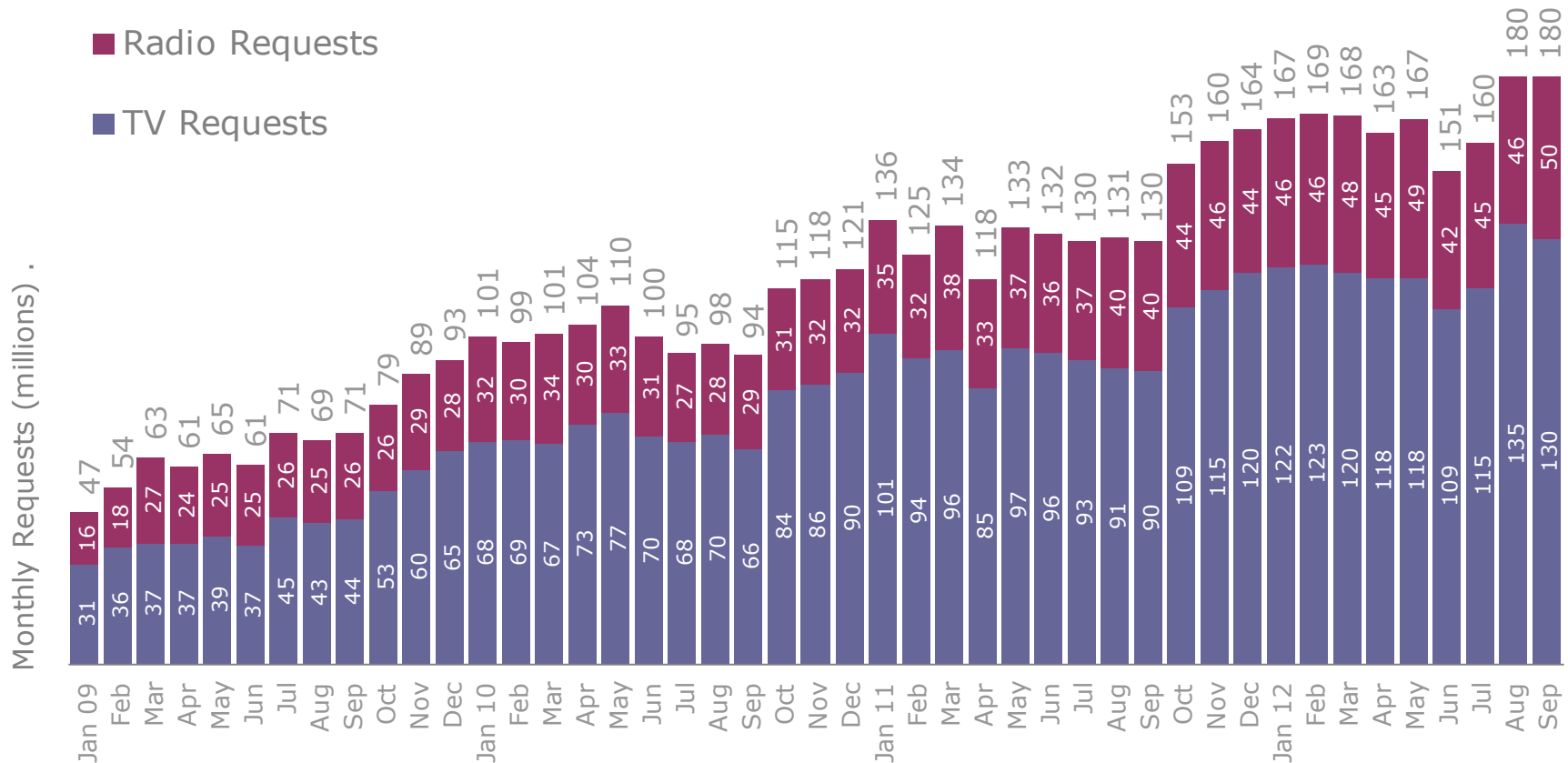
# Notes for figures in this report

- Virgin Media cable data arrives later than online stats, therefore **the remainder of this report is only for the online BBC iPlayer**, available via computers / mobile devices / games consoles, connected TVs, etc.  
**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 19.**
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBs and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months.
- In 2009 the BBC refined its methodology for measuring AV requests, so figures for 2007/8 are not comparable. There may be further changes in the data in future releases as we continue to refine the methodology.
- Please quote the source of these figures as "BBC iStats".
- Unless specified otherwise, figures include requests for both on-demand catch-up (streams and downloads), or views of live simulcasts.
- 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.
- Across 24 October to 27 November 2011, BBC iPlayer stats measurement was inadvertently affected during work undertaken to improve the BBC iPlayer PC service performance. Daily, weekly and monthly totals and averages have been corrected here.



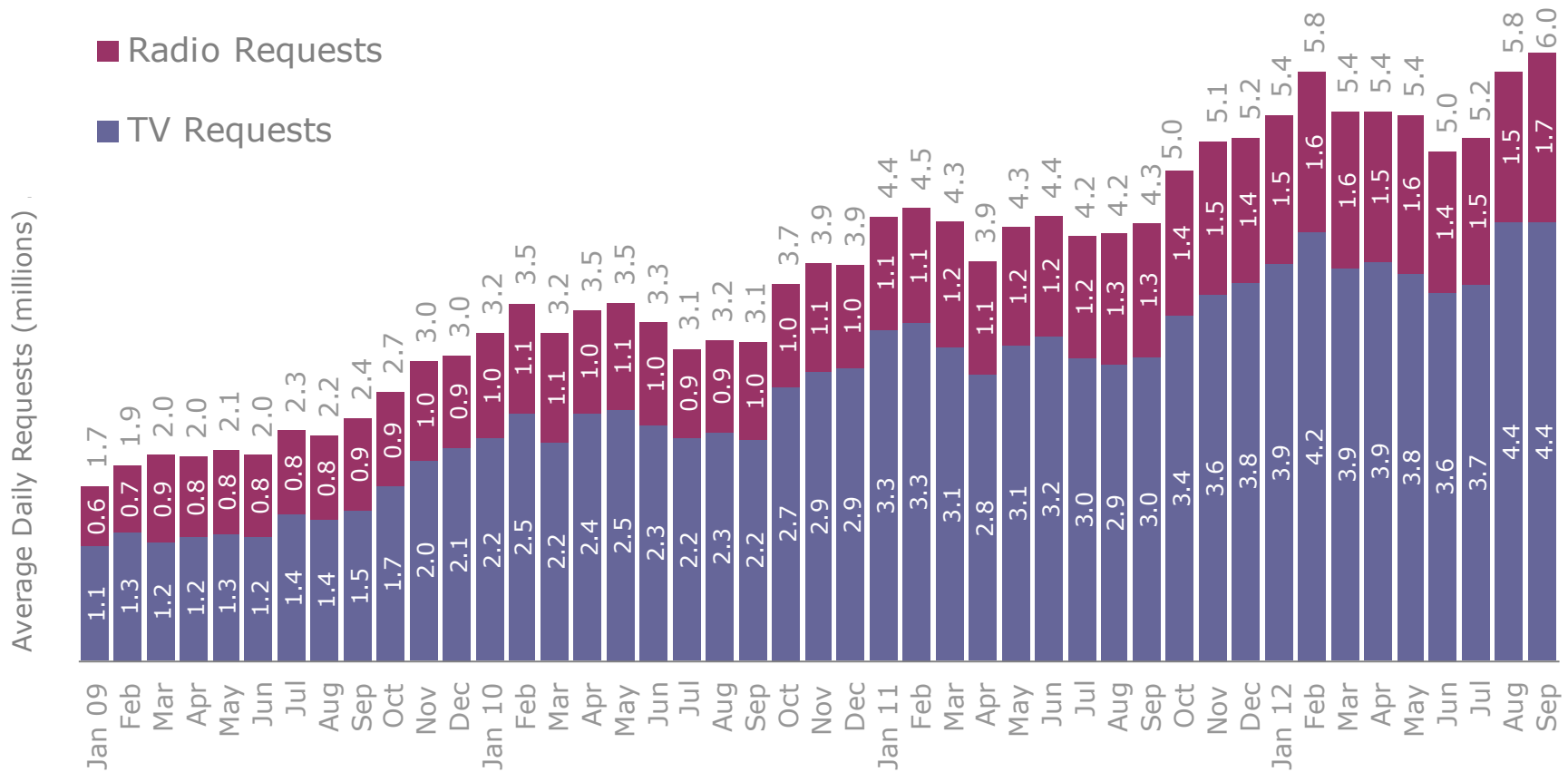
# Monthly BBC iPlayer online requests

Excluding the Virgin Media cable service (for which data arrives later in the month), BBC iPlayer received 180 million requests in September 2012, equalling the record of last month.



# Average daily BBC iPlayer online requests

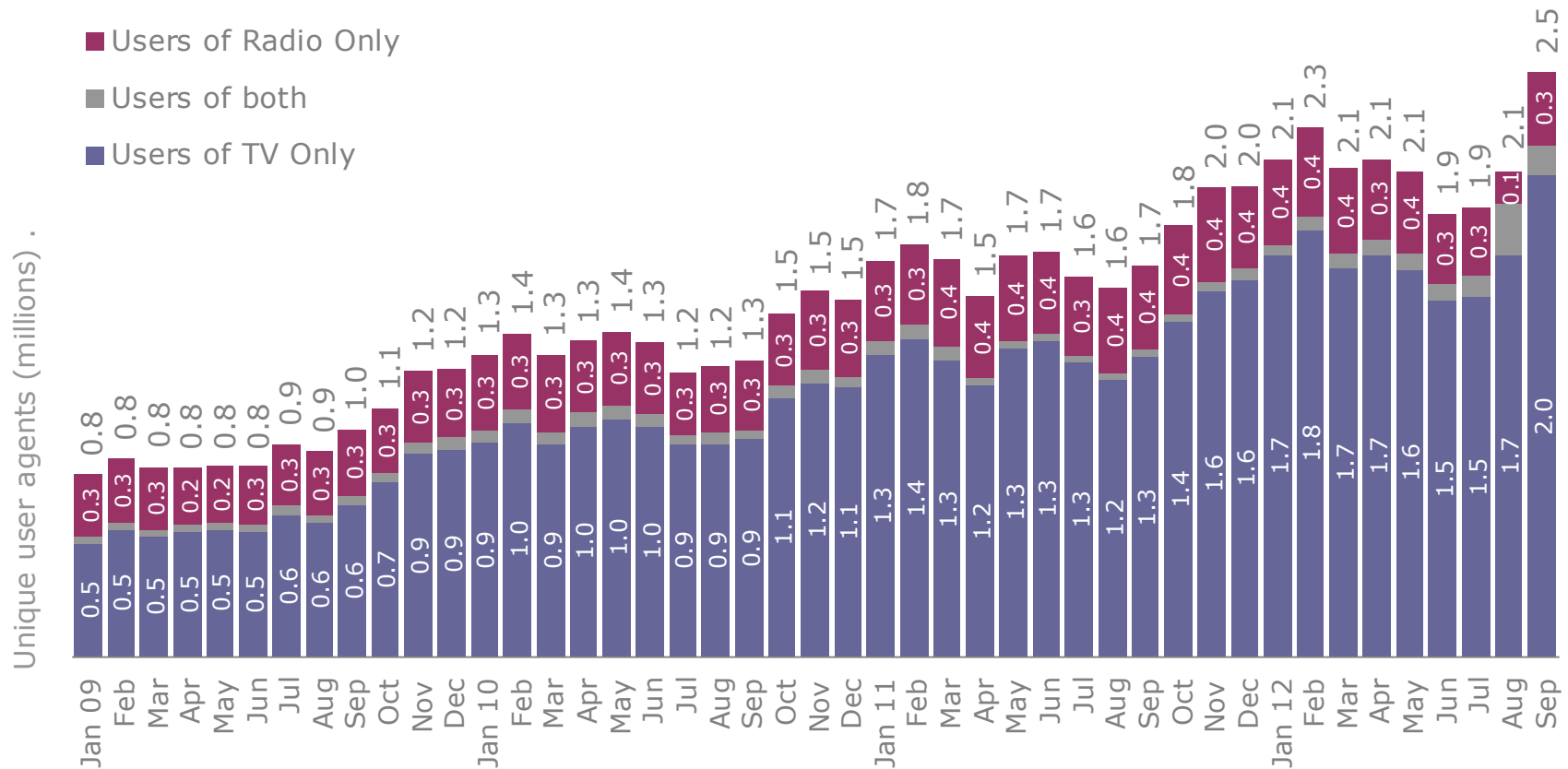
Average daily request numbers stood at a **record 6.0 million programmes per day** in September 2012, a slight increase on August.



# Average daily BBC iPlayer online users

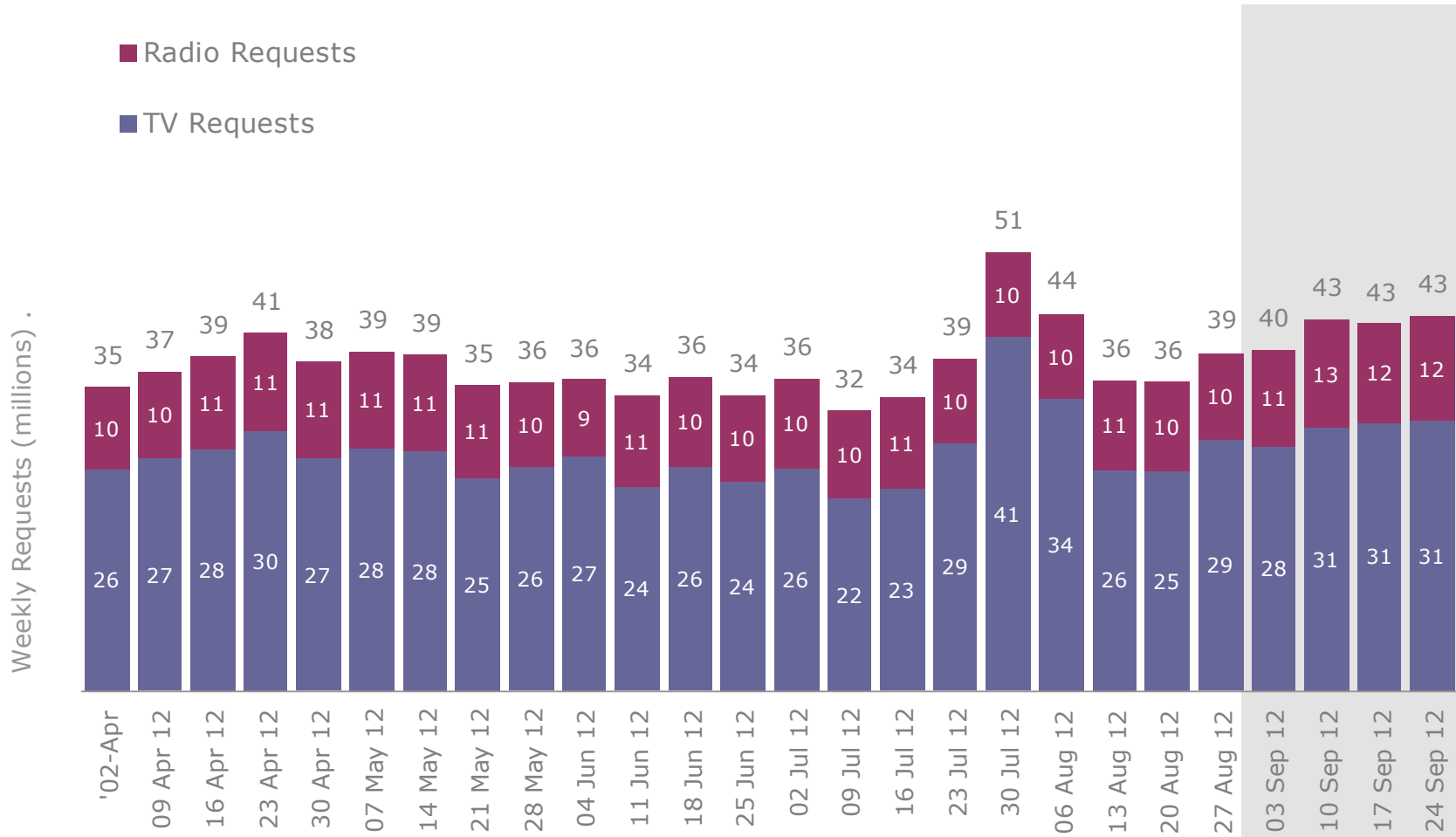
BBC iPlayer saw 2.5 million unique users playing TV or radio programmes per day in September, a new record.

Return-path stats do mask some patterns of user behaviour, such as someone playing radio at work on a desktop, and watching iPlayer at home on a different device – this overlap would not show up in device-specific data.



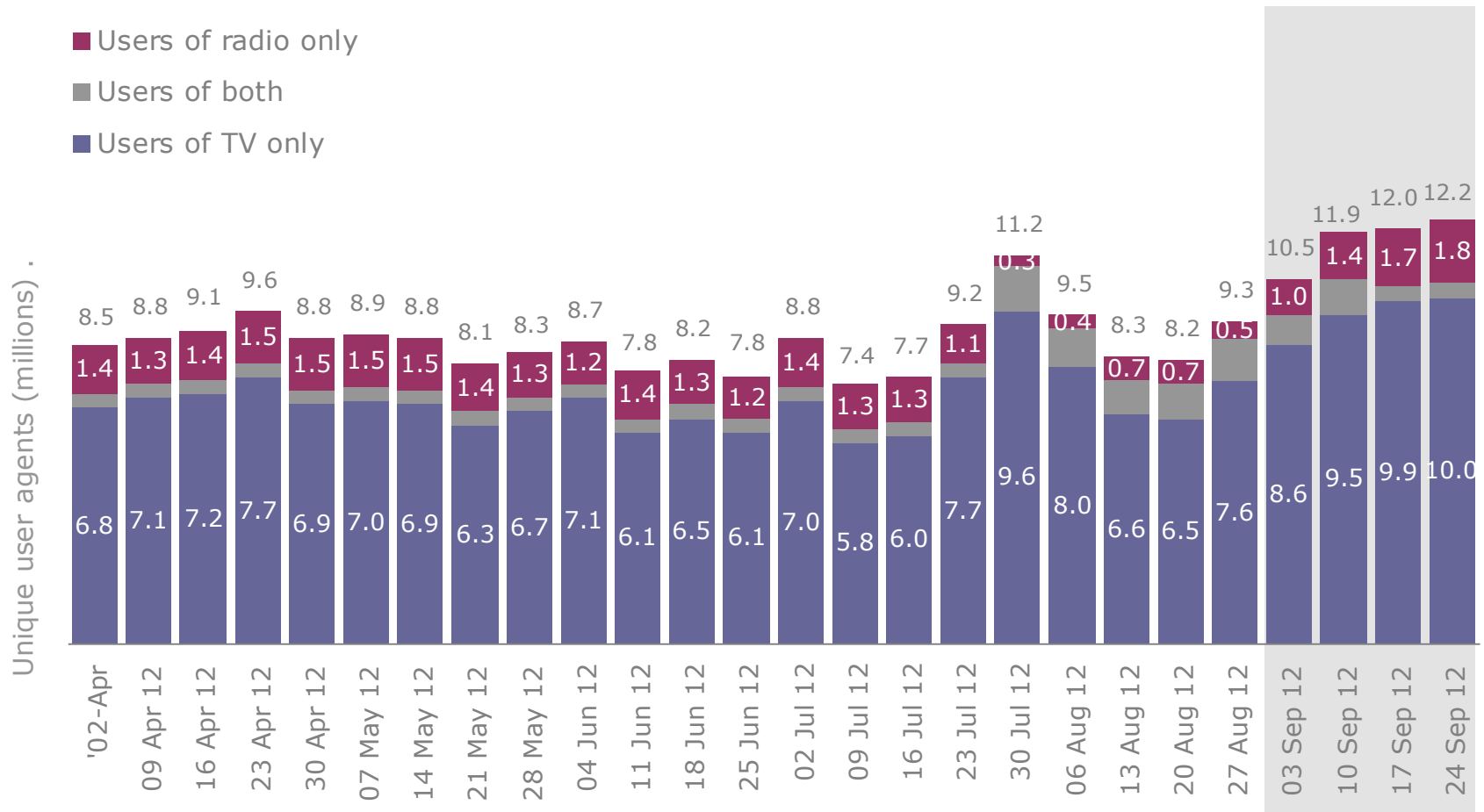
# Weekly BBC iPlayer online requests – latest 6 months

Weekly requests remained high in September and increased across the month, likely driven by the start of the new TV season. In line with autumn patterns we have seen in previous years, this was at the highest level seen to date, outside of the exceptional Olympics weeks.



# Weekly BBC iPlayer online users – latest 6 months

Weekly unique users increased throughout September to reach an all time high of 12.2 million in the last week of September.



# BBC iPlayer - top 20 TV episodes, September 2012

The start of the new TV season delivered the highest number of requests for episode one of *Doctor Who*, with 2.2m, and all 5 episodes featured in the top 10. Other new series *Citizen Khan*, *The Thick Of It* and *Strictly Come Dancing*, as well as the last episodes of *Bad Education*, also performed strongly this month, and factual titles such as *Panorama*, *Andrew Marr's History of the World* and *Our War* also featured.

## BBC iPlayer Top 20 TV episodes – All

Total requests  
per Ep.

Doctor Who Series 7 Episode 1	2,190,000
Doctor Who Series 7 Episode 2	1,771,000
Doctor Who Series 7 Episode 4	1,350,000
Doctor Who Series 7 Episode 3	1,345,000
Citizen Khan Episode 2	1,032,000
Bad Education Football Match Episode 5	924,000
Doctor Who Series 7 Episode 5	913,000
Bad Education School Trip Episode 4	882,000
Bad Education Politics Episode 6	880,000
Citizen Khan Episode 3	865,000
Citizen Khan Episode 1	852,000
Waterloo Road Series 8 Episode 4	826,000
Waterloo Road Series 8 Episode 3	820,000
Citizen Khan Episode 4	795,000
Waterloo Road Series 8 Episode 5	739,000
EastEnders 14/09/12	720,000
Strictly Come Dancing Series 10 Episode 1	677,000
EastEnders 18/09/12	670,000
EastEnders 21/09/12	665,000
The Thick of It Series 4 Episode 1	650,000

## BBC iPlayer Top 20 TV episodes – most requested episode per series

Total requests  
per Ep.

Doctor Who Series 7 Episode 1	2,190,000
Citizen Khan Episode 2	1,032,000
Bad Education Football Match Episode 5	924,000
Waterloo Road Series 8 Episode 4	826,000
EastEnders 14/09/12	720,000
Strictly Come Dancing Series 10 Episode 1	677,000
The Thick of It Series 4 Episode 1	650,000
Russell Howard's Good News Series 7 Episode 1	615,000
Dragons' Den Series 10 Episode 1	606,000
Good Cop	561,000
The Great British Bake Off Series 3 Episode 6	524,000
Mock the Week Series 11 Episode 9	499,000
Parade's End Episode 2	499,000
Panorama Trouble on the Estate 11/09/2012	429,000
Russell Howard: Right Here Right Now Live 20/09/12	427,000
Andrew Marr's History of the World Survival Episode 1	386,000
Never Mind the Buzzcocks Series 26 Episode 1	381,000
The Paradise Series 1 Episode 1	370,000
Our War Series 2 The Lost Platoon Episode 3	368,000
QI Series J Jargon Episode 1	354,000

# BBC iPlayer - top 20 radio episodes, September 2012

The last-ever episode of *The Chris Moyles Show* was the most popular programme this month, topping the list by some way at 427k requests – Nick Grimshaw's *First Breakfast Show* also attracting a strong 101k. *Radio 5 Live* sport coverage such as the *US Open* and the *Ryder Cup* also featured in the top 20, as well as the usual Radio 1 and Radio 4 shows.

## BBC iPlayer Top 20 radio episodes – All

Total requests  
per Ep.

The Chris Moyles Show 14/09/12	427,000
5 live Sport Tennis US Open '12 Men's Singles Final	274,000
Chris Moyles Show Almost the last show! 13/09/2012	227,000
The News Quiz Series 78 Episode 1	139,000
Fearne Cotton Sara Cox sits in for Fearne 14/09/2012	133,000
The News Quiz Series 78 Episode 3	132,000
The Chris Moyles Show 07/09/12	122,000
The News Quiz Series 78 Episode 2	121,000
The Chris Moyles Show 12/09/12	114,000
The Chris Moyles Show 11/09/12	111,000
BBC Radio 1's Residency Heidi 14/09/2012	106,000
The Chris Moyles Show 10/09/12	105,000
R1 Nick Grimshaw Grimmey's First Breakfast Show!	101,000
The Ryder Cup 2012 Day 3 30/09/2012	100,000
The Ryder Cup 2012 Day 1 28/09/2012	93,000
The Chris Moyles Show 06/09/12	89,000
The Chris Moyles Show 05/09/12	88,000
Fearne Cotton Sara Cox sits in with Muse 28/09/2012	86,000
The Chris Moyles Show 04/09/12	85,000
The News Quiz Series 78 Episode 4	84,000

## BBC iPlayer Top 20 radio episodes – most requested episode per series

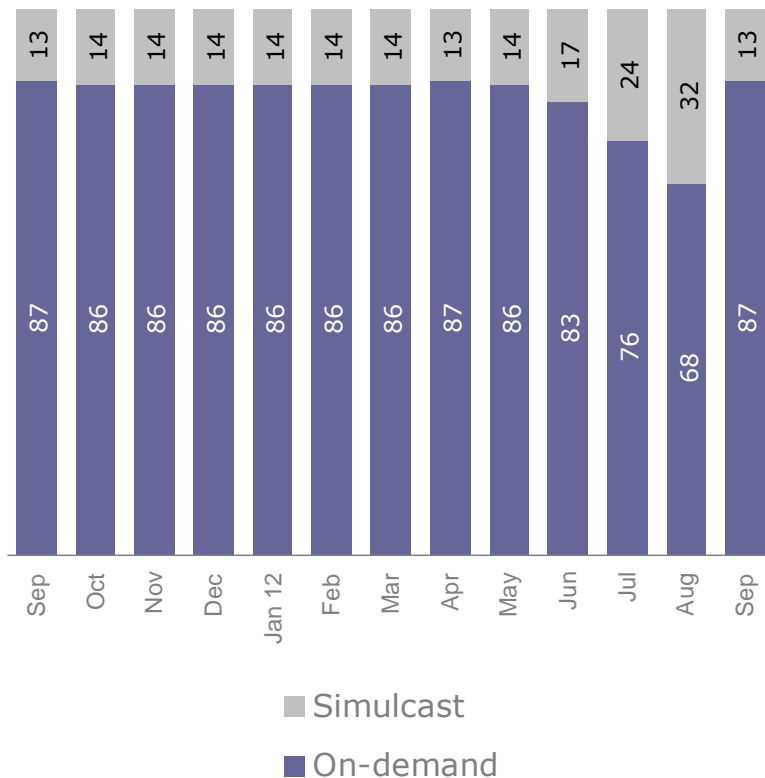
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R1 Nick Grimshaw Grimmey's First Breakfast Show!	101,000
The Ryder Cup 2012 Day 3 30/09/2012	100,000
5 live Drive 10/09/12	84,000
Toddla T 14/09/12	76,000
Ken Bruce - first play of Rick Astley's new single	74,000
Huw Stephens Splashh in session 13/09/2012	71,000
Scott Mills 24/09/12	69,000
Weekend Breakfast 29/09/12	69,000
Up All Night 11/09/12	68,000
Just a Minute Series 64 Episode 7	68,000
Steve Wright with Hugh Fearnley-Whittingstall	66,000
The Unbelievable Truth Series 2 Episode 6	63,000
Rock ShowD P Carter Teenage Bottle Rocket session	62,000
Zane Lowe The xx and the BBC Philharmonic	61,000
Desert Island Discs Goldie Hawn 23/09/2012	57,000

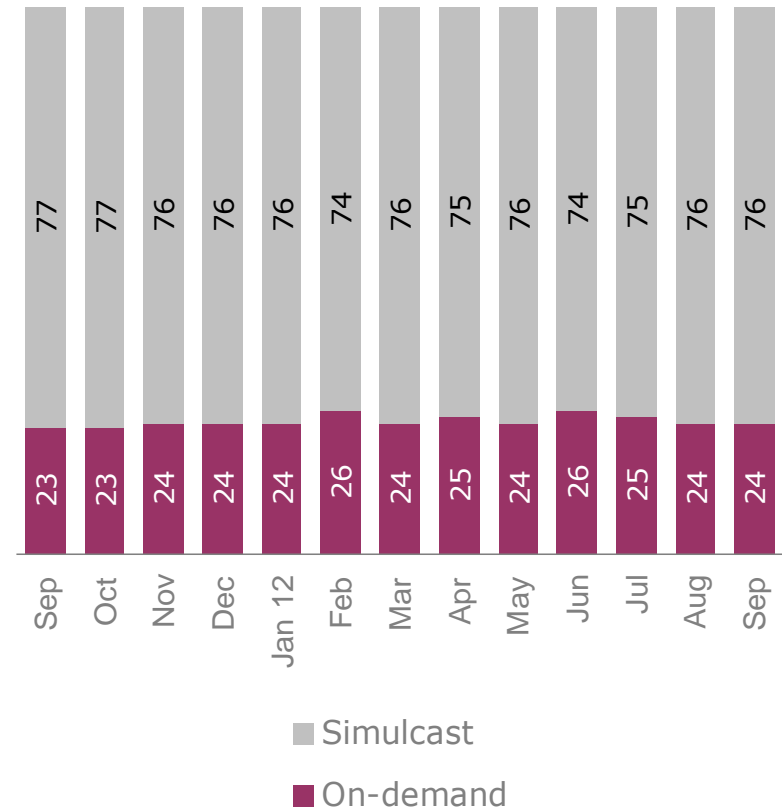
# TV and radio requests – live vs catch-up online requests

Following the record proportion of live requests in August, September saw a return to the usual proportion of live requests, as seen before the Olympics, at 13%. This is unsurprising given the reduction in live sporting events, which tend to drive simulcast viewing.

% requests for TV programmes



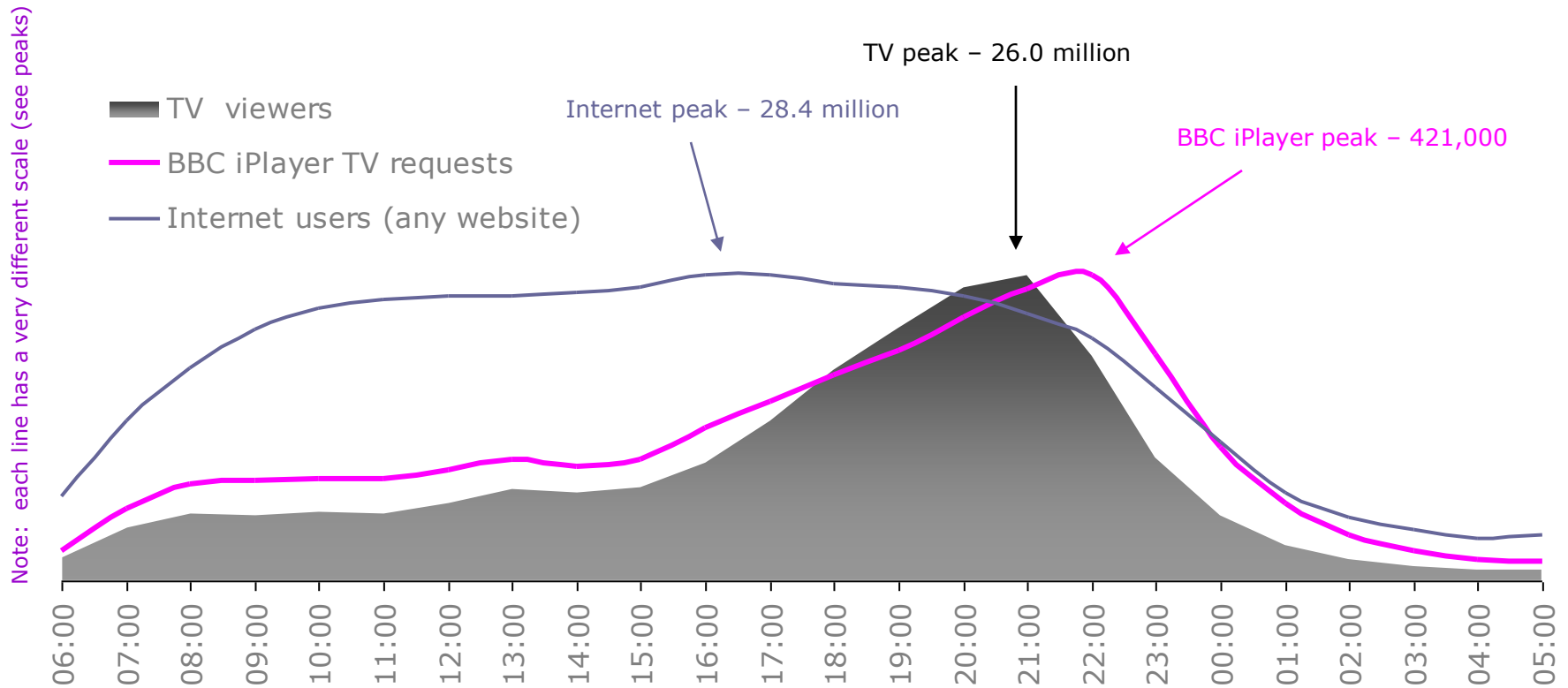
% requests for radio programmes





# BBC iPlayer – use for TV online by time of day, Sept 2012

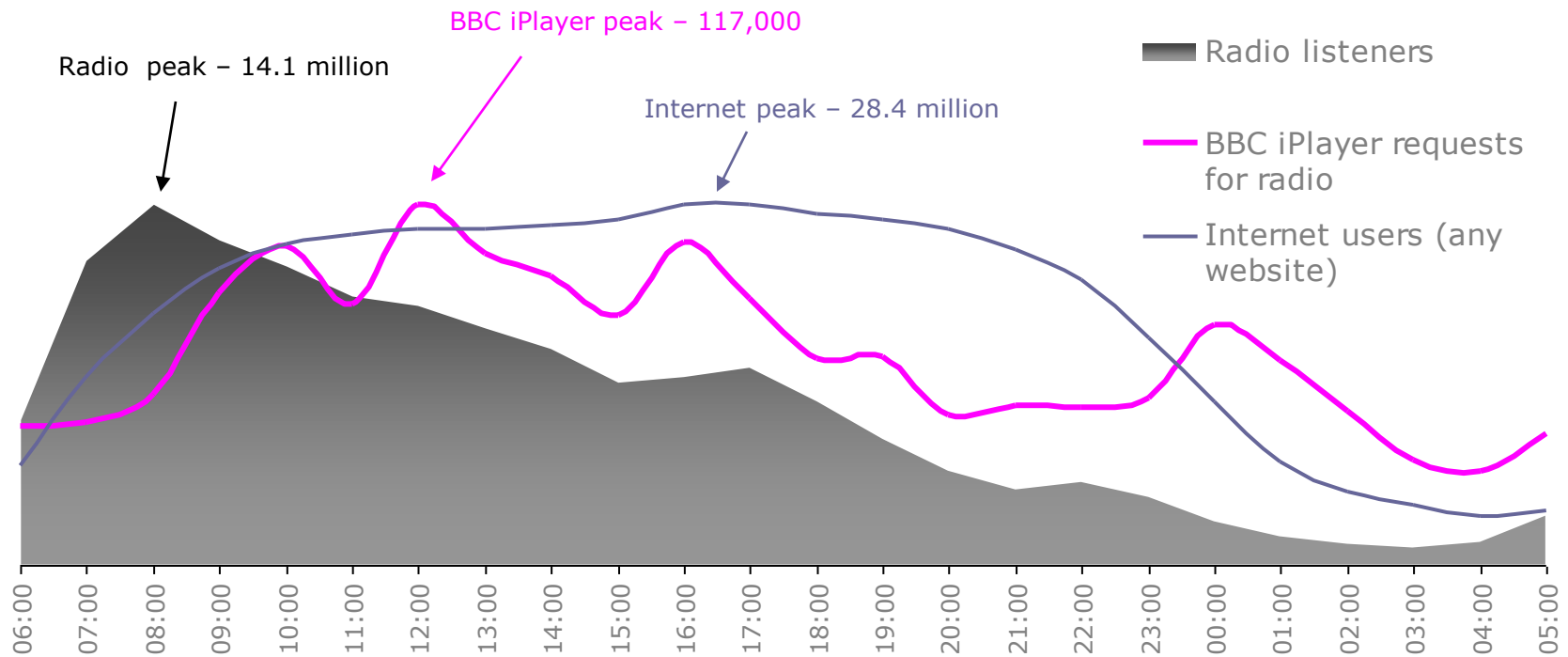
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



# BBC iPlayer – use for radio online by time of day, Sept 2012

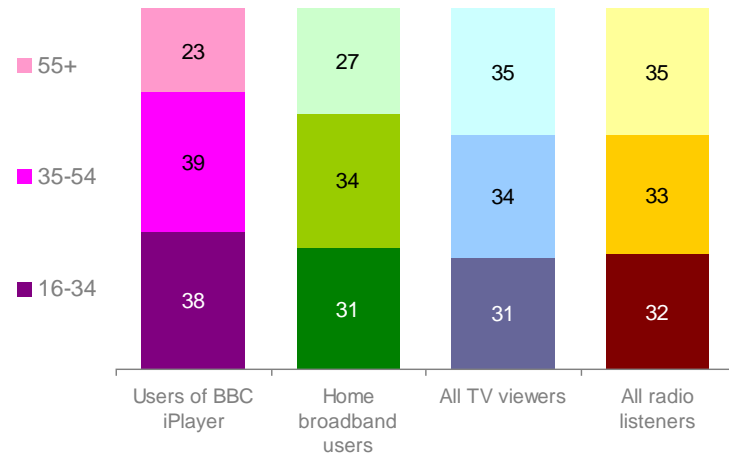
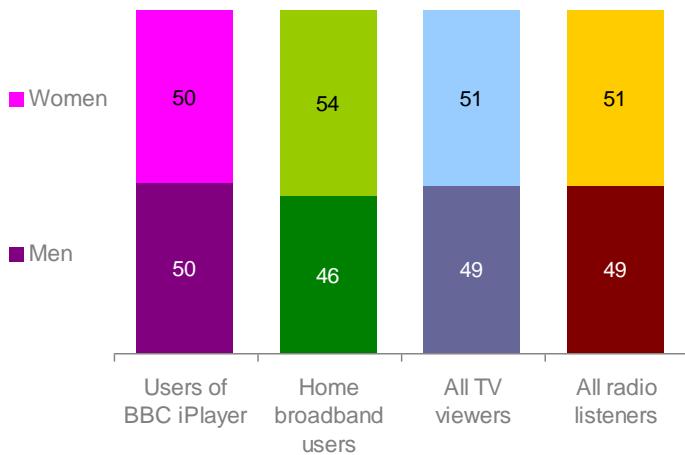
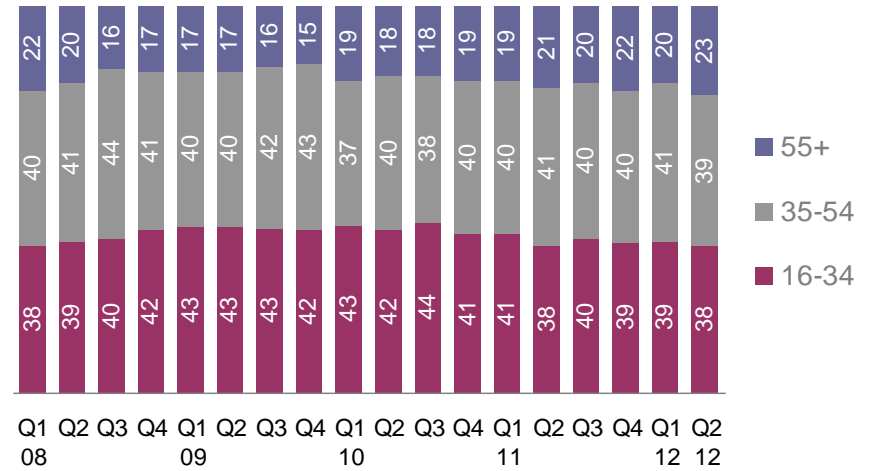
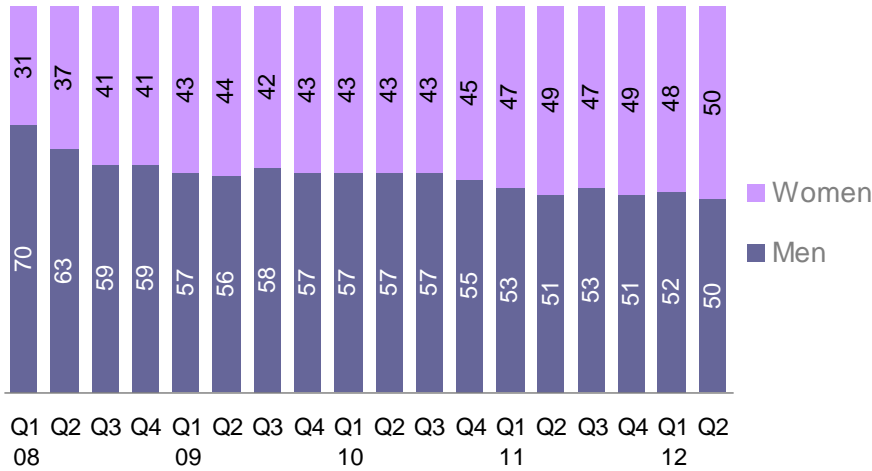
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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

Note: each line has a very different scale (see peaks)



# 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 reached an even balance for the first time in Q2 2012, and while most users (77%) continued to be aged under 55 years, this was an older profile than has been seen for many months.



# Glossary

- **Stream** – click to play instantly.
- **Download** – save to your computer to play later. We cannot report on playback of downloads due to technical and data privacy restrictions.
- **Users** – a count of computer browsers accessing the online BBC iPlayer service. So, please note: if someone has a different computer at work and at home, they are counted twice. If a family watches on a computer together, only one browser is counted. This is the industry-standard way of counting “users” or “visitors” to websites.
- **Requests** – the number of successful requests to stream or download a programme. We only count successful requests, where a stream or a download actually starts, rather than “clicks” which can be repeated if the user does not see an immediate reaction on the website.
- **Catch-up / on-demand** – programmes requested after they have gone out on traditional TV/radio stations and are available on BBC iPlayer.
- **Live / simulcast** – streaming of live TV channels / radio stations on the website, at exactly the same time as broadcast on traditional TV / radio stations.

## Extra footnotes for slides 17-18 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