

Monthly Performance Pack

September 2013



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 | Marketing & Audiences

Monthly summary – September 2013

- 245m BBC iPlayer requests in September - up +23% on September last year
- 20 million downloads of the BBC iPlayer mobile and tablet apps to date
- Mobile and tablet requests increased to a record high of 34% of total requests (41% of total TV requests). Computer requests decreased to make up 41% of total requests
- New dramas **Peaky Blinders**, **Orphan Black** and **What Remains** performing well, alongside old favourites like **The Great British Bake Off** and **Strictly Come Dancing**. However, the top episodes this month were dominated by comedy – notably **Bad Education** and **Some Girls**, the first BBC Three comedies to be premiered on BBC iPlayer, and new BBC Two comedy **The Wrong Mans**.
- Football dominated the top radio episodes in September with **Premier League Football** and the **Radio 1 Breakfast Show** also proving popular.
- September saw an average of 7.6m daily requests, with weekly requests increasing to 55m by the end of the month.

Consistent with previous months:

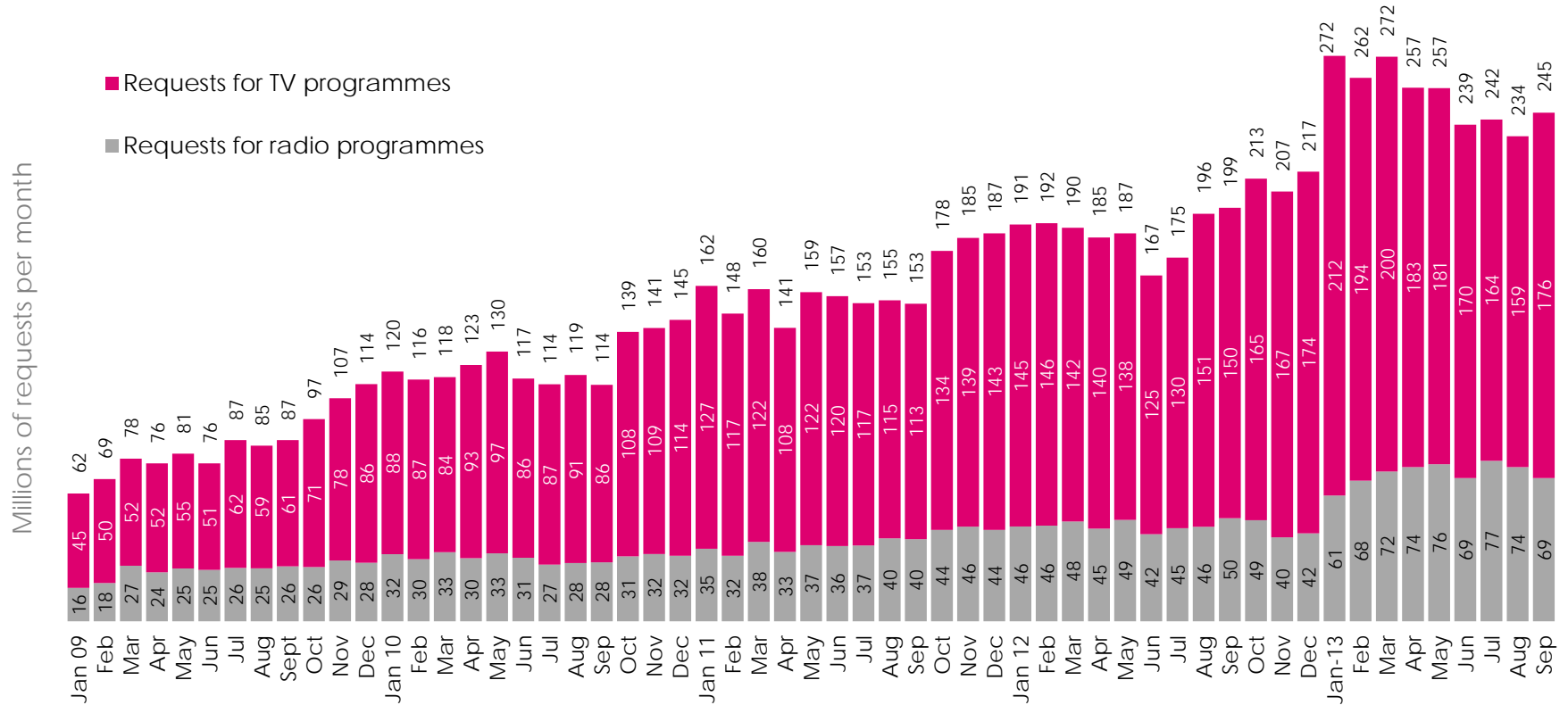
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly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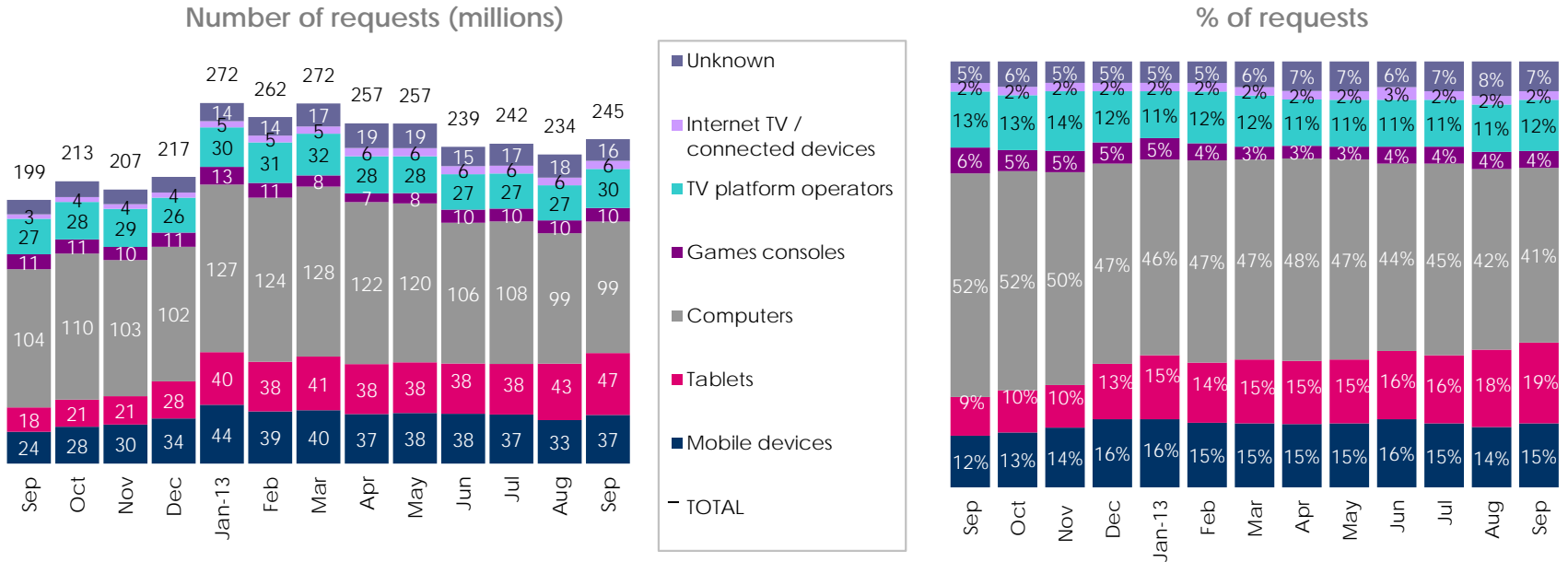
Total monthly BBC iPlayer requests across all platforms, since 2009

245m BBC iPlayer requests in September - up +23% on September last year.



TV and radio: Requests for programmes by device type

Mobile and tablet requests increased to a new high of 34% of total requests. Computer requests decreased to make up 41% of total requests



Notes:

Before July 23, some Android devices were being mistakenly counted within the "mobile" category. This has now been corrected.

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 PS3, Nintendo Wii and Microsoft Xbox 360.

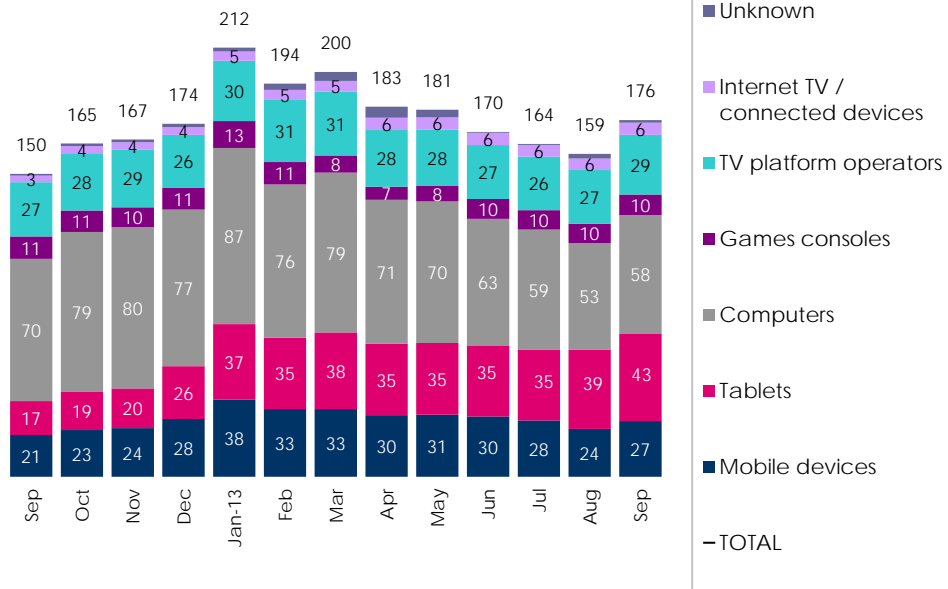
Unknown devices are mostly due to online radio services such as the Tuneln radio app, which we are currently unable to classify accurately by device.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013, and radio data was under-counted until mid-Jan 2013.

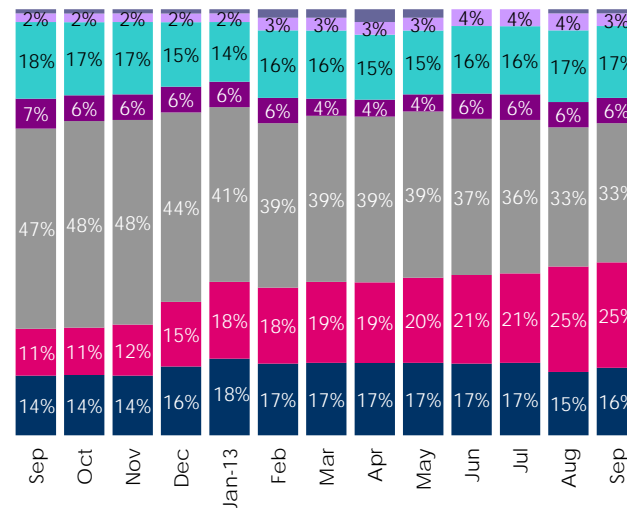
TV only: Requests for programmes across BBC iPlayer by device type

176m TV requests in September – up +17% on September 2012, and tablet requests reached a record high of 43 million – as the new autumn TV schedule gets underway.

Number of requests (millions)



% of requests



Notes:

Due to a measurement fix, a greater number of tablets are now being correctly identified which boosted tablet requests in August.

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

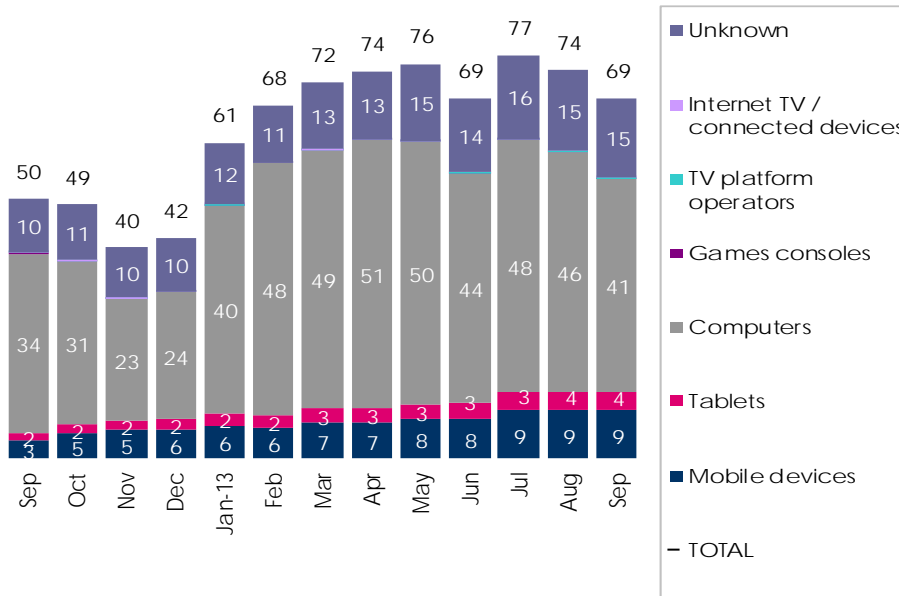
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013.

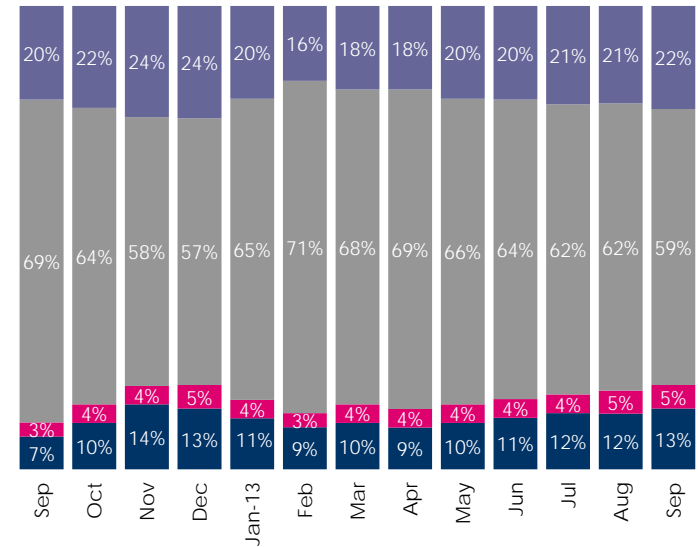
Radio only: Requests for programmes across BBC iPlayer by device type

69m radio requests in September - up +39% on this time last year.

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 PS3, Nintendo Wii and Microsoft Xbox 360.
Unknown devices are mostly due to online radio services such as the Tuneln radio app, which we are currently unable to classify accurately by device.
 Some stats from PS3 devices were missing between 18 Feb – 21 May 2013, and radio data was under-counted until mid-Jan 2013.

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.

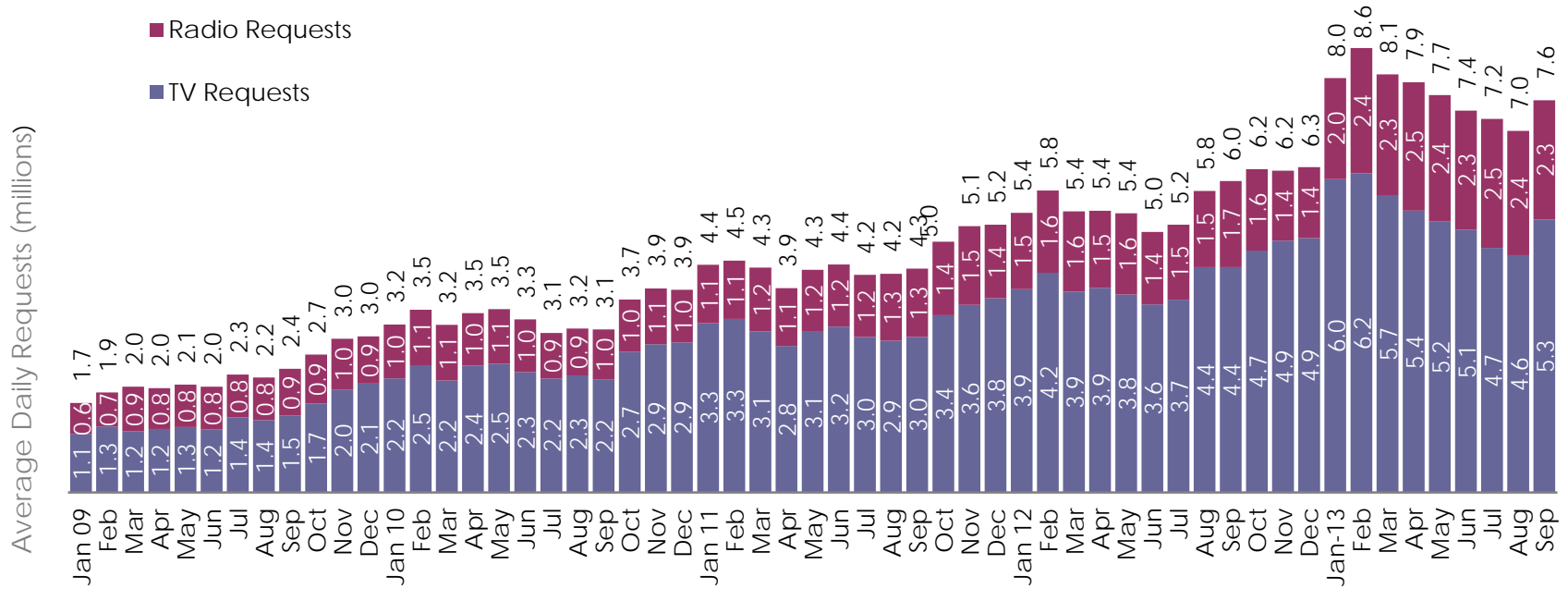
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- 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.
- 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.

Average daily BBC iPlayer online requests (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

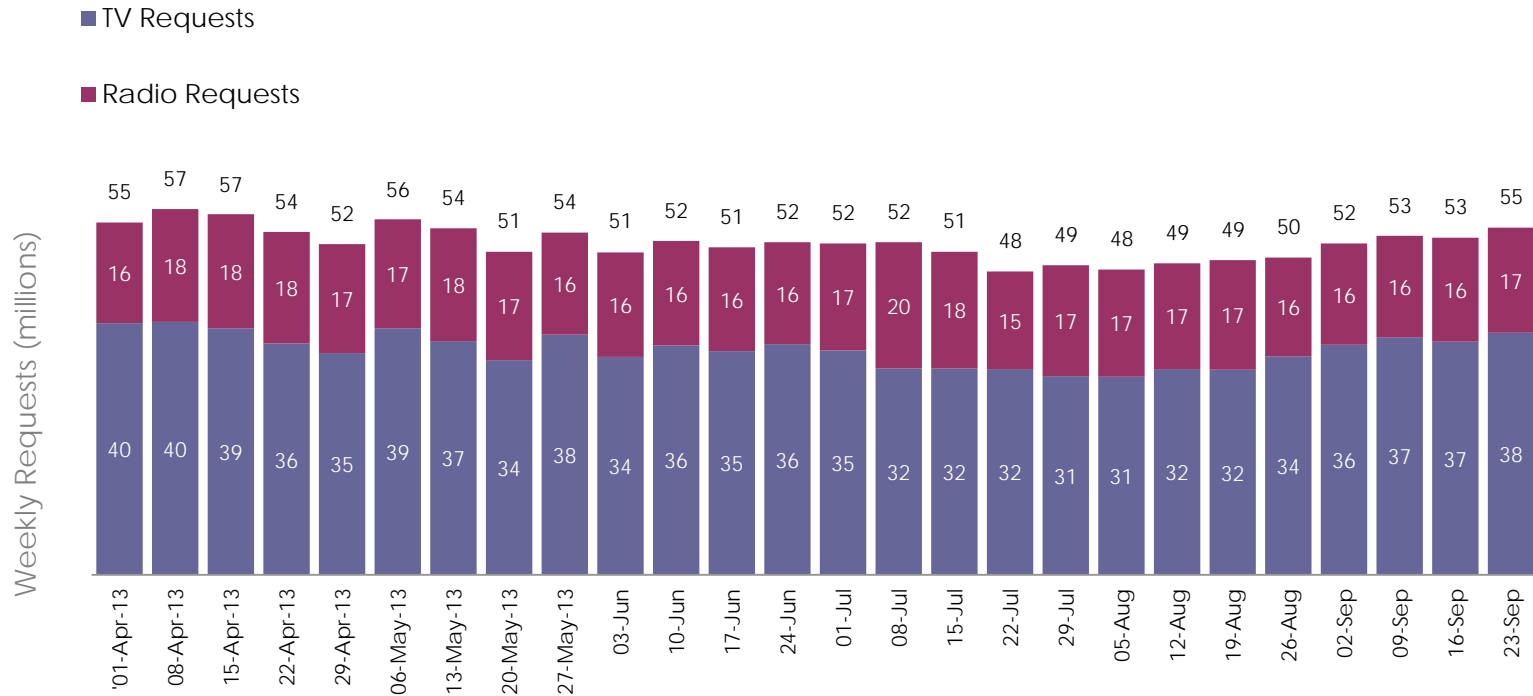
7.6m average daily requests in September, the highest they have been since May this year.



Weekly BBC iPlayer online requests – latest 6 months (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

Weekly requests also increased towards the end of the month to 55m.



BBC iPlayer - top 20 TV episodes, September 2013

(excluding Virgin Media cable and Sky)

There was a strong start to the autumn schedule with new dramas **Peaky Blinders**, **Orphan Black** and **What Remains** performing well, alongside old favourites like **The Great British Bake Off** and **Strictly Come Dancing**. However, the top episodes this month were dominated by comedy. **Bad Education** and **Some Girls** - the first BBC Three comedies to be premiered on iPlayer - proved very popular this month, as well as BBC Two comedy **The Wrong Mans**.

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.
Bad Education Series 2 Episode 2	2,133,000	Bad Education Series 2 Episode 2	2,133,000
Bad Education Series 2 Episode 3	1,822,000	The Great British Bake Off Series 4 Episode 3	1,265,000
Bad Education Series 2 Episode 4	1,709,000	Waterloo Road Series 9 Episode 1	1,089,000
Bad Education Series 2 Episode 1	1,532,000	Some Girls Series 2 Episode 1	1,087,000
Bad Education Series 2 Episode 5	1,528,000	The Wrong Mans Episode 1	974,000
The Great British Bake Off Series 4 Episode 3	1,265,000	EastEnders 20/09/13	939,000
The Great British Bake Off Series 4 Episode 4	1,189,000	Strictly Come Dancing Series 11 Episode 1	752,000
The Great British Bake Off Series 4 Episode 5	1,128,000	Peaky Blinders Episode 1	729,000
Waterloo Road Series 9 Episode 1	1,089,000	Orphan Black Episode 1	724,000
Some Girls Series 2 Episode 1	1,087,000	Big School Episode 4	686,000
The Wrong Mans Episode 1	974,000	What Remains Episode 2	663,000
The Great British Bake Off Series 4 Episode 6	966,000	Dragons' Den Series 11 Episode 4	632,000
EastEnders 20/09/13	939,000	Atlantis Episode 1	612,000
EastEnders 11/09/13	923,000	By Any Means Episode 1	567,000
EastEnders 03/09/13	867,000	The Story of the Jews Episode 1	524,000
Waterloo Road Series 9 Episode 3	863,000	QI Series K Episode 1	520,000
Waterloo Road Series 9 Episode 2	861,000	Match of the Day 2013/2014 14/09/13	493,000
EastEnders 13/09/13	814,000	Mock the Week Series 12 Episode 9	489,000
EastEnders 06/09/13	797,000	Science Britannica Episode 1	427,000
EastEnders 10/09/13	790,000	Gareth Bale - The Real Deal 03/09/13	421,000

BBC iPlayer - top 20 radio episodes, September 2013

(excluding Virgin Media cable and Sky)

For a second consecutive month, sport dominated the top radio with premier league football constituting almost the entire top ten episodes. September was also a strong month for Radio 1 Nick Grimshaw's **Radio 1 Breakfast Show**, Scott Mills, Fearn Cotton and Annie Mac appearing in the top 20.

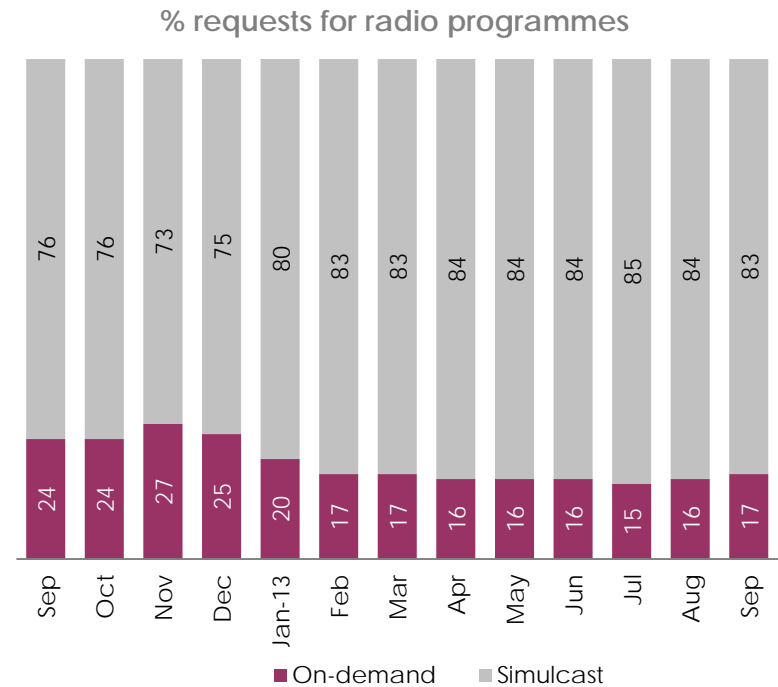
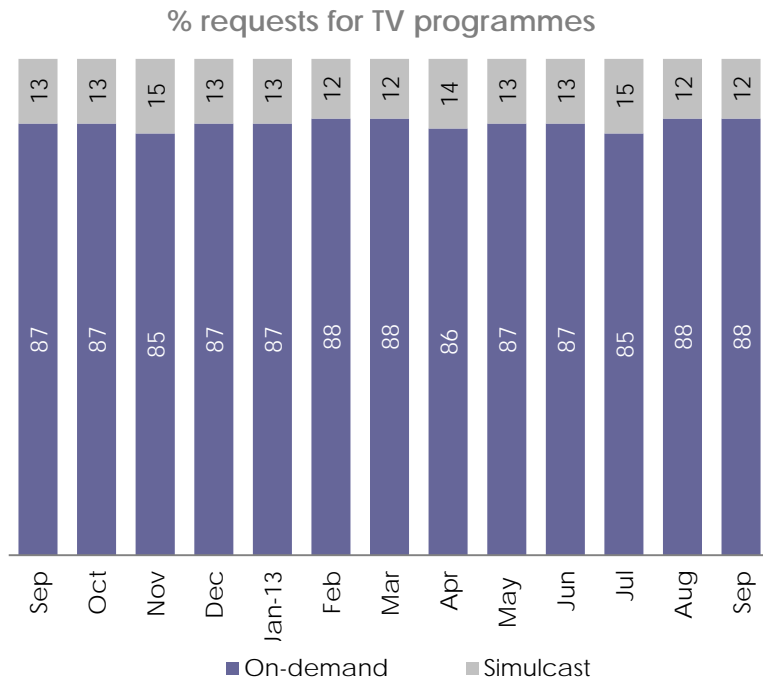
BBC iPlayer Top 20 TV episodes – All	Total requests per ep.
5LS Prem League Football Man City v Man United	177,000
5LS Prem League Football Tottenham v Chelsea	165,000
5LS Prem League Football Man United v West Brom	156,000
5LS League Cup Football Manchester United v Liverpool	147,000
5LS Prem League Football Arsenal v Tottenham	147,000
5LS Prem League Football Man United v Crystal Palace	132,000
5LS Prem League Football Sunderland v Arsenal	131,000
5 live Sport The Monday Night Club 02/09/13	125,000
5LS Prem League Football Liverpool v Southampton	119,000
5LS Prem League Football Swansea v Liverpool	118,000
The Radio 1 Breakfast Show with Nick Grimshaw	116,000
The Radio 1 Breakfast Show with Nick Grimshaw	115,000
The Radio 1 Breakfast Show with Nick Grimshaw	108,000
Even More Music... Radio 1's A List 27/09/13	106,000
Scott Mills 05/09/13	105,000
The Radio 1 Breakfast Show with Nick Grimshaw	105,000
Scott Mills 09/09/13	104,000
The Chris Evans Breakfast Show 24/09/13	104,000
The Radio 1 Breakfast Show with Nick Grimshaw	104,000
The Radio 1 Breakfast Show with Nick Grimshaw	101,000

BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
5LS Premier League Football Man City v Man United	177,000
5LS League Cup Football Man United v Liverpool	147,000
5 live Sport The Monday Night Club 02/09/13	125,000
The Radio 1 Breakfast Show with Nick Grimshaw	116,000
Even More Music... Radio 1's A List 27/09/13	106,000
Scott Mills 05/09/13	105,000
The Chris Evans Breakfast Show 24/09/13	104,000
Fearn Cotton Arctic Monkeys in the Live Lounge	98,000
Today 24/09/13	91,000
5 live Sport International Football Ukraine v England	87,000
Cricket 16/09/13	85,000
Just a Minute Series 67 Episode 4	84,000
The Now Show Series 41 Episode 1	84,000
Annie Mac Annie's Back! 13/09/2013	80,000
Steve Wright in the Afternoon 05/09/2013	79,000
Sports Report 28/09/13	79,000
5LS Champions League Football Marseille v Arsenal	77,000
MOTD2 Extra 22/09/13	76,000
Ken Bruce With John Rzeznik on Tracks of My Years	76,000
5 live Sport 18/08/13	78,000

TV and radio requests: live vs catch-up online requests (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

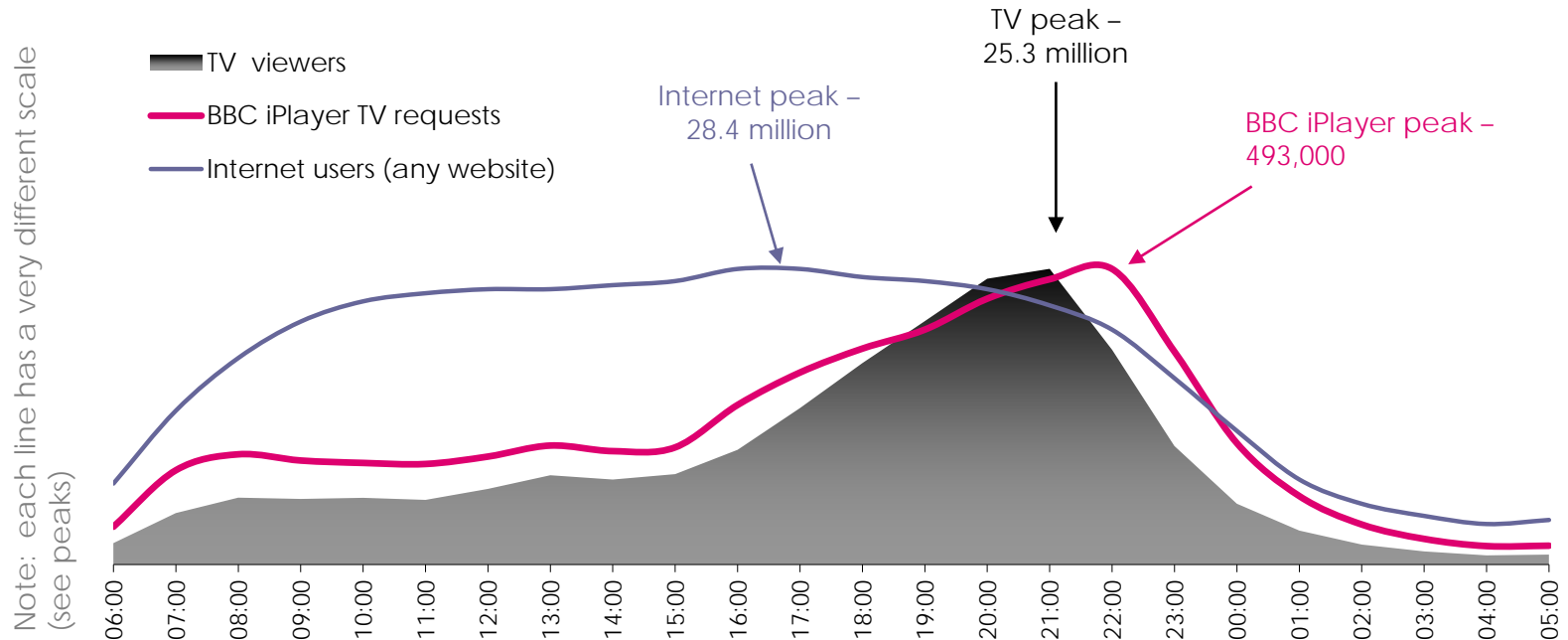
The proportion of live requests to TV and radio were both down month-on-month to 12% and 83% respectively



Note: A measurement correction for under-counted radio data occurred in mid-January 2013

BBC iPlayer – use for TV online by time of day, September 2013

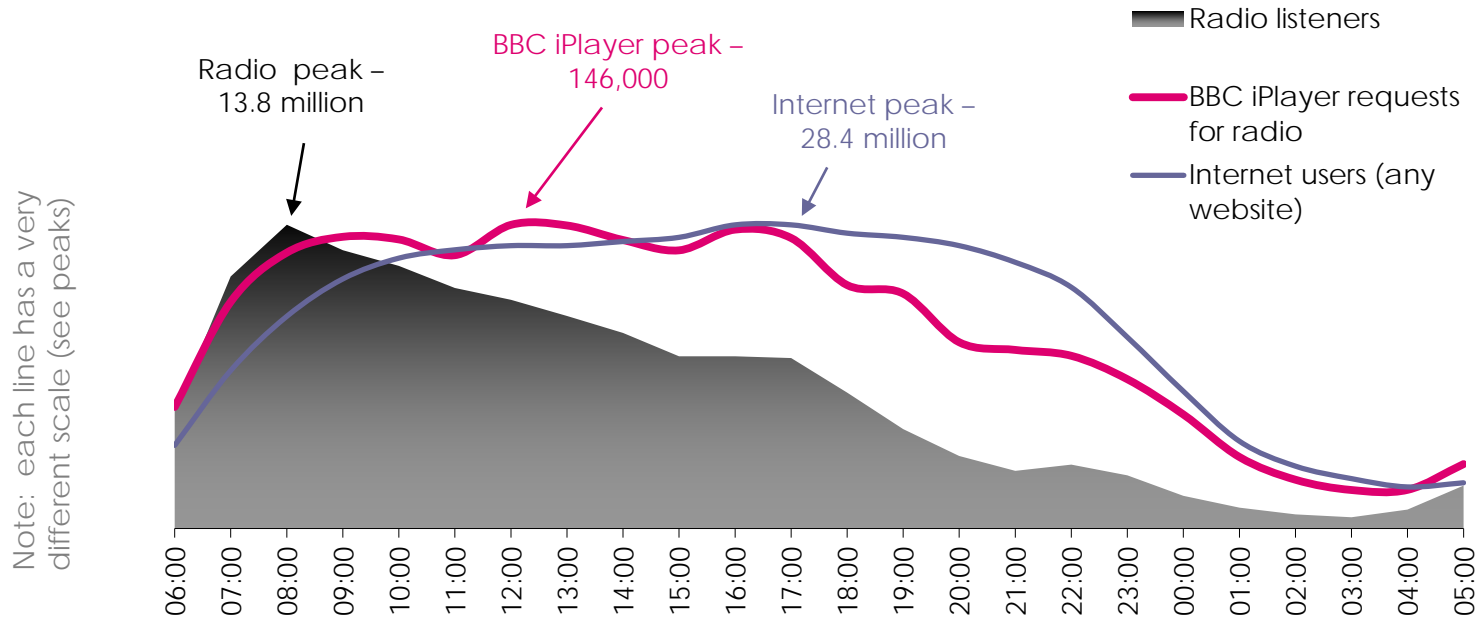
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB September 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats September 2013 - see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, September 2013

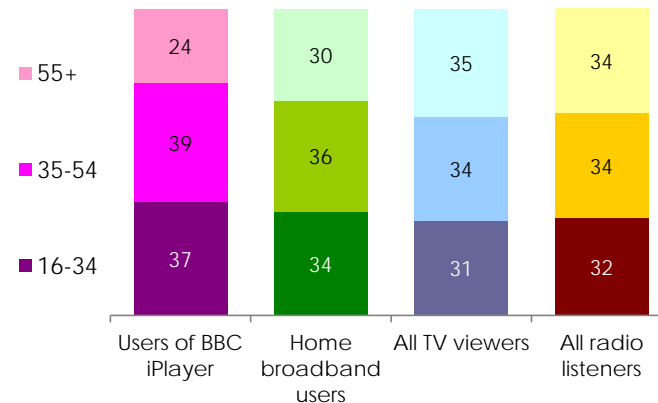
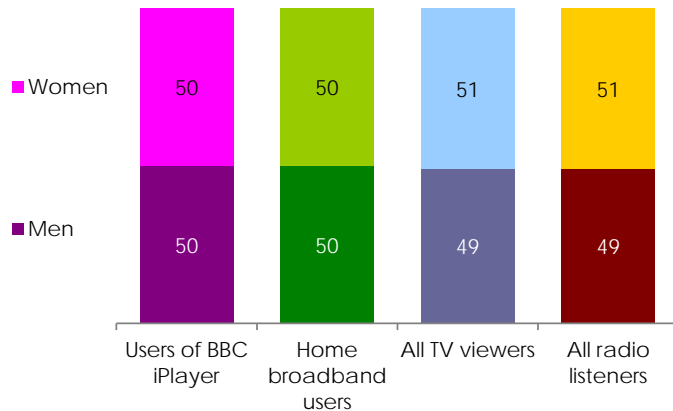
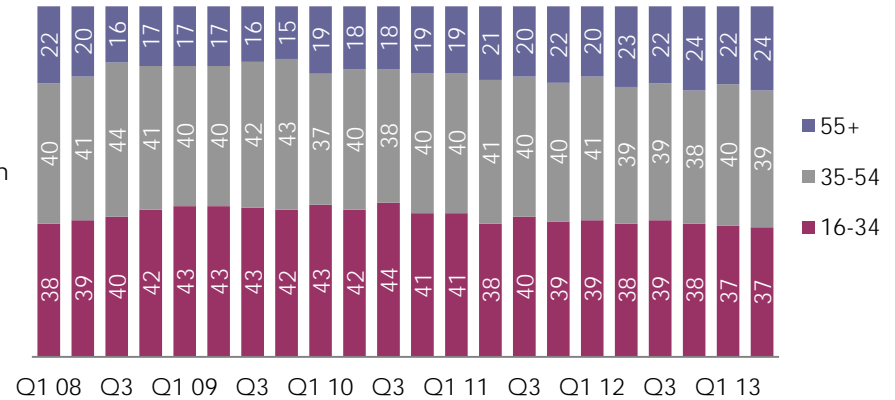
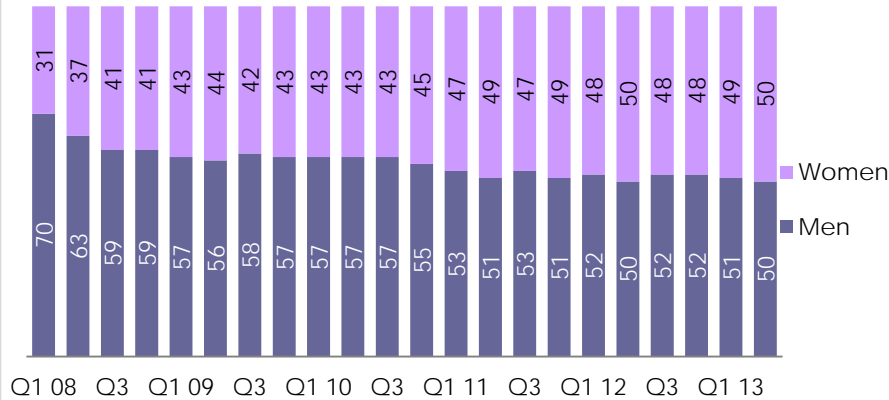
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q2 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats September 2013 - 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 has remained stable in recent months, and for Q2 13 the split is even. The age profile of users continues to be younger than TV viewers by some margin, but use by the over 55s is growing.



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 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