

Performance Report

September 2017



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September 2017 summary

- September often brings an increase in BBC iPlayer's total requests as the TV schedule becomes busier and the more Autumnal weather creeps in. September 2017 followed this trend, with 239 million requests for TV programmes, up on August's figures and also up 1% on the previous year.
- *Doctor Foster* was back making audiences squirm, and was by far the most popular programme, with episodes 1-4 delivering over 9m requests in the total. Detective drama *Strike* also proved popular with both *The Silkworm* and *The Cuckoo's Calling* appearing in the top 20. The return of *Strictly* also featured, as well as new series crime drama series *Rellik*.
- Computer devices saw the largest increase in requests month-on-month, up +14%, speculatively the effect of being back to school and back to work.
- NB. this month's pack includes August's top 20 programmes, which were not released at the time.

Consistent with previous months:

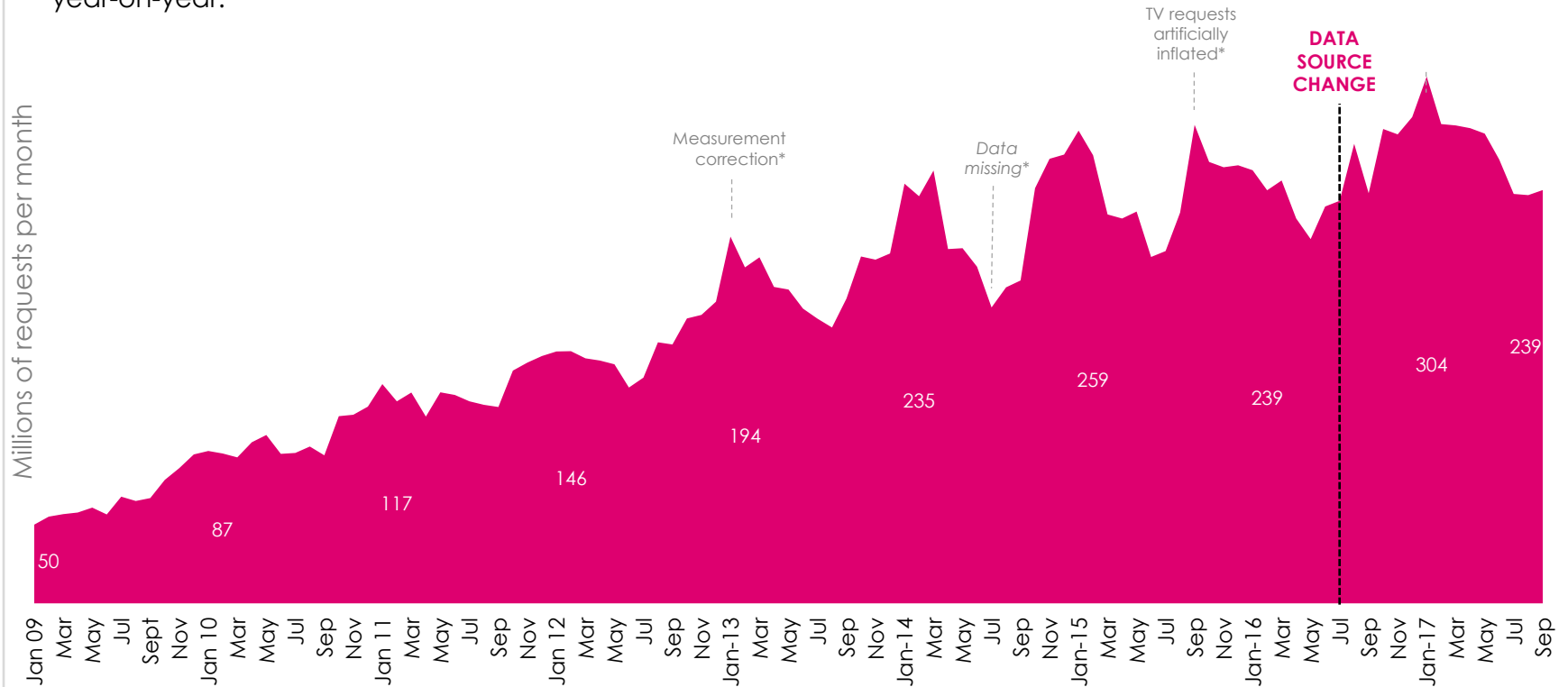
- The profile of devices being used to access BBC iPlayer has remained consistent with previous months, with TV platforms by far the largest type of device.
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which 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.

Index

<u>Page</u>	<u>Content</u>
4-5	Monthly BBC iPlayer TV programme requests
6	Weekly TV programme requests by device type
7	Live vs on-demand TV requests
8	Notes about the data in this report
9	Top TV programmes – latest month
10	Use of BBC iPlayer for TV viewing by time of day
11	Profile of BBC iPlayer users
12	Glossary

Monthly BBC iPlayer requests across all platforms, since 2009

In September BBC iPlayer viewing increased slightly as the Autumn schedule began to take effect. There were 239 million requests for TV programmes on BBC iPlayer in September, an increase of +1% month-on-month and up +1% year-on-year.



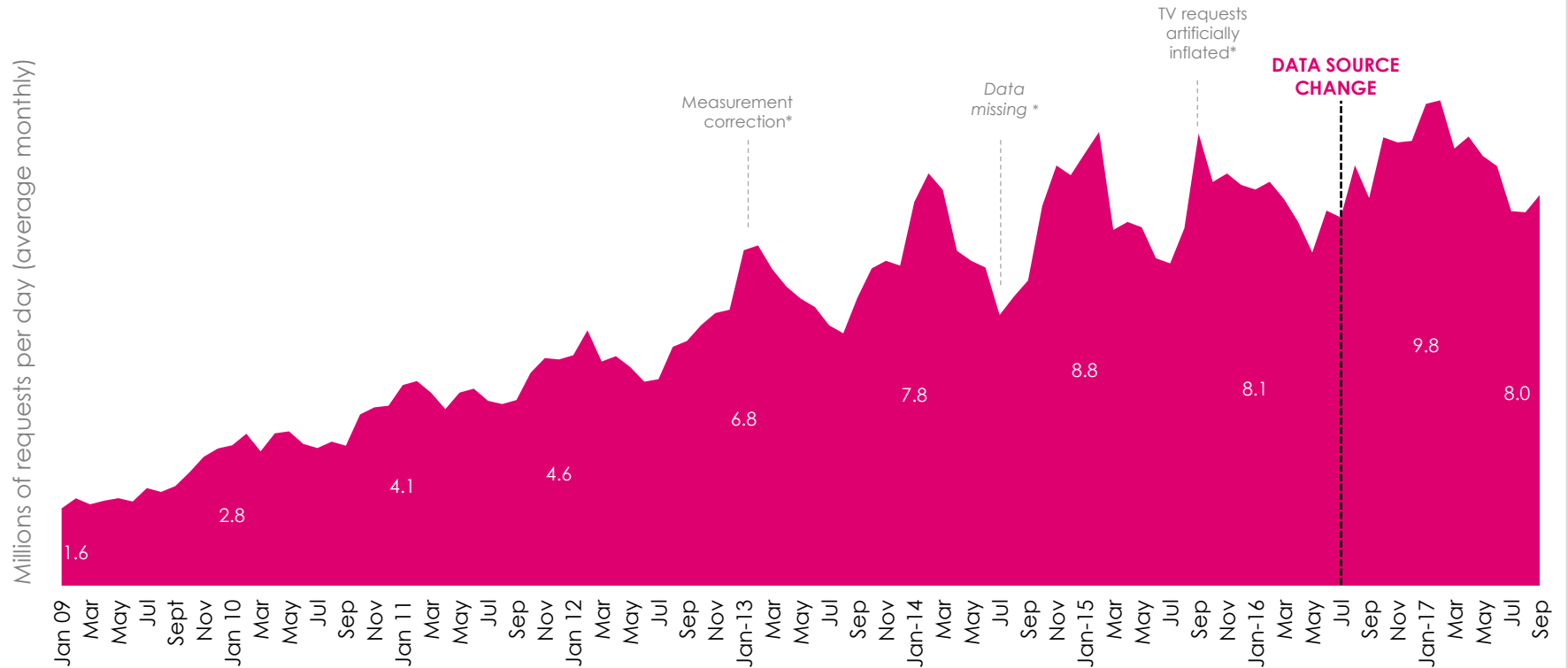
Notes:

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

* Please refer to slide 8 for guide notes on months with data caveats

Average daily BBC iPlayer online requests

There was an average of 8.0m daily requests for TV content in September.

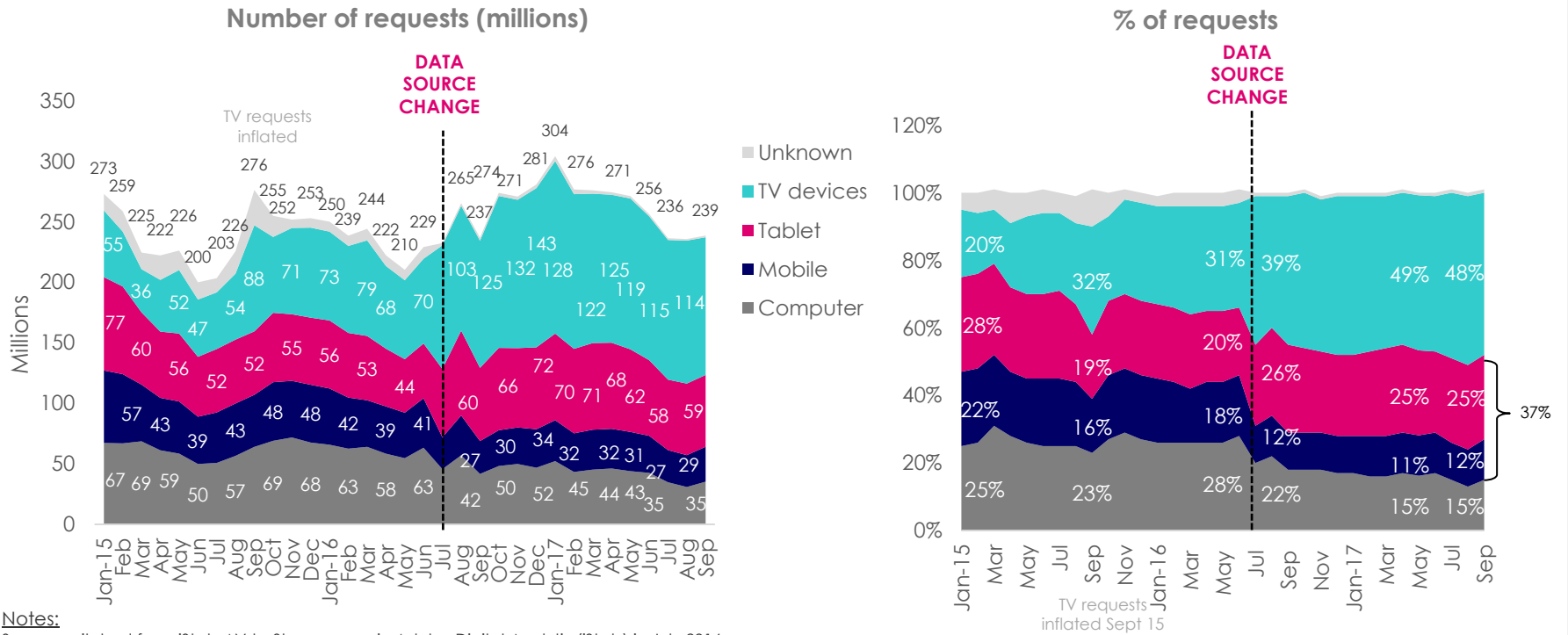


Notes:

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

Requests for TV programmes by device type

Computers saw the largest increase in requests month-on-month, up +14%, speculatively the effect of being back to school and back to work. The proportion of requests from TV devices remained high at 48% in September (the largest share for TV devices was 50% in August 2017).

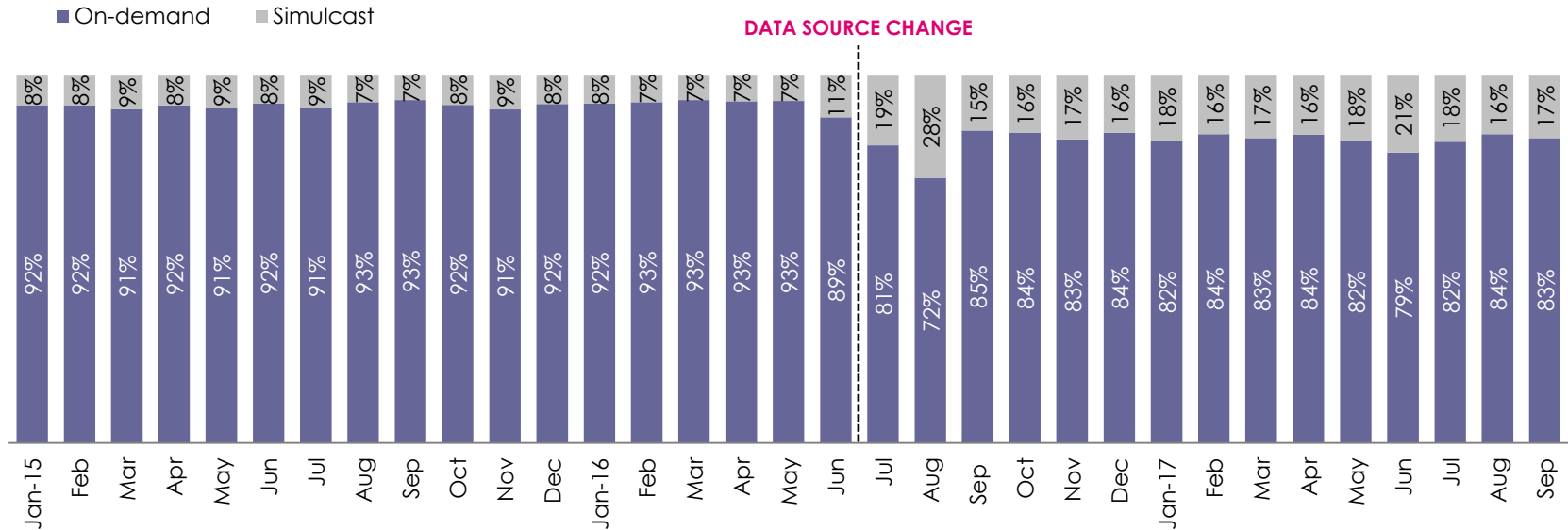


Live versus on-demand requests for TV programmes

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 September, 17% of TV requests were for live TV viewing.

% requests for TV programmes



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

- Figures for Sky are undercounted in June 2017 by approximately 0.5m requests.
- Figures for Virgin Cable and Sky are interim 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 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**. 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 Analytix. 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 (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, September 2017 (excluding Virgin Media cable and Sky)

The first episode in the new series of *Doctor Foster* was the most popular programme in September, with episodes 1-4 delivering over 9m requests in the total. *Strike* also proved popular with both *The Silkworm* and *The Cuckoo's Calling* appearing in the list. The return of *Strictly* also featured as well as new series *Rellik*.

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 1	2,996,000	Doctor Foster Series 2 Episode 1	2,996,000
Doctor Foster Series 2 Episode 2	2,448,000	Strike The Silkworm Episode 1	1,297,000
Doctor Foster Series 2 Episode 3	2,229,000	EastEnders 15/09/17	1,292,000
Doctor Foster Series 2 Episode 4	1,598,000	Strictly Come Dancing Series 15 Week 1 Episode 2	1,258,000
Strike The Silkworm Episode 1	1,297,000	Strike The Cuckoo's Calling Episode 3	1,253,000
EastEnders 15/09/17	1,292,000	Rellik Series 1 Episode 1	1,188,000
EastEnders 08/09/17	1,283,000	The Child in Time 24/09/17	825,000
Strictly Come Dancing Series 15 Week 1 Episode 2	1,258,000	Doctor Foster Series 1 Episode 5	790,000
Strike The Cuckoo's Calling Episode 3	1,253,000	Match of the Day 2017/18 23/09/17	708,000
EastEnders 05/09/17	1,205,000	Celebrity MasterChef Series 12 Episode 6	673,000
EastEnders 04/09/17	1,199,000	Whitney: Can I Be Me 02/09/17	591,000
Rellik Series 1 Episode 1	1,188,000	Casualty Series 32 Episode 3	582,000
EastEnders 01/09/17	1,183,000	Ambulance Series 2 Episode 3	572,000
EastEnders 07/09/17	1,122,000	W1A Series 3 Episode 1	571,000
EastEnders 12/09/17	1,118,000	Trust Me Series 1 Episode 4	568,000
Strike The Cuckoo's Calling Episode 1	1,083,000	Dragons' Den Series 15 Episode 4	547,000
EastEnders 22/09/17	1,049,000	People Just Do Nothing Series 4 Episode 4	514,000
EastEnders 18/09/17	1,048,000	Mock the Week Series 16 Episode 7	507,000
EastEnders 11/09/17	1,042,000	The Next Step Series 5 Episode 3	504,000
EastEnders 14/09/17	1,038,000	The Detectives: Murder on the Streets Series 1 Episode 1	475,000

BBC iPlayer - top 20 TV episodes, August 2017

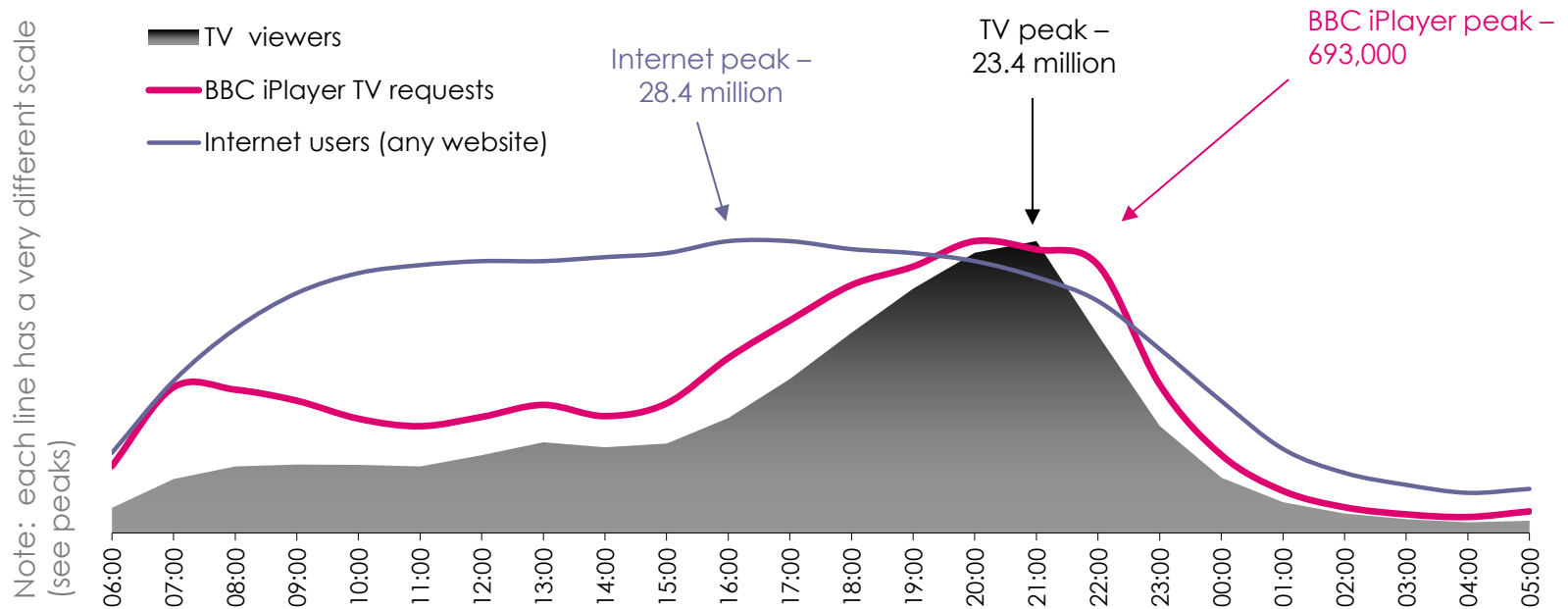
(excluding Virgin Media cable and Sky)

New series *Trust Me* was the most popular programme in August, with the first episode delivering over 1.8m requests. *Top of the Lake China Girl* also proved popular with three episodes in the top 20, whilst the remainder of the list was comprised of *EastEnders* episodes as well as continuing series' *In the Dark* and *Poldark*.

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.
Trust Me Series 1 Episode 1	1,803,000	Trust Me Series 1 Episode 1	1,803,000
Top of the Lake China Girl Episode 1	1,358,000	Top of the Lake China Girl Episode 1	1,358,000
Trust Me Series 1 Episode 2	1,172,000	EastEnders 03/08/2017 Part Two	1,120,000
EastEnders 03/08/2017 Part Two	1,120,000	Poldark Series 3 Episode 9	946,000
EastEnders 08/08/17	1,063,000	In the Dark Series 1 Episode 4	944,000
EastEnders 15/08/17	1,041,000	Match of the Day 2017/2018 12/08/17	888,000
EastEnders 01/08/17	1,018,000	Strike The Cuckoo's Calling Episode 1	826,000
EastEnders 03/08/2017 Part One	1,013,000	Diana, 7 Days 27/08/17	656,000
EastEnders 11/08/17	1,006,000	Celebrity MasterChef Series 12 Episode 2	648,000
Trust Me Series 1 Episode 3	1,002,000	People Just Do Nothing Series 4 Episode 1	606,000
EastEnders 18/08/17	966,000	Casualty Series 32 Episode 1	561,000
EastEnders 10/08/17	966,000	Who Do You Think You Are? Series 14 Episode 5	548,000
EastEnders 22/08/17	954,000	Stacey Dooley Investigates The Billion Pound Party	498,000
Poldark Series 3 Episode 9	946,000	Dragons' Den Series 15 Episode 1	493,000
EastEnders 07/08/17	945,000	The Next Step Series 4 Episode 37	488,000
In the Dark Series 1 Episode 4	944,000	Professor Green: Living in Poverty	463,000
EastEnders 17/08/17	921,000	Bing Woof! Episode 74	461,000
Top of the Lake China Girl Episode 2	903,000	Athletics: World Championships Day 9, Part 3 12/08/17	444,000
Top of the Lake China Girl Episode 3	901,000	Man In An Orange Shirt Series 1 Episode 1	439,000
EastEnders 25/08/17	893,000	Quacks Series 1 Episode 1	436,000

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

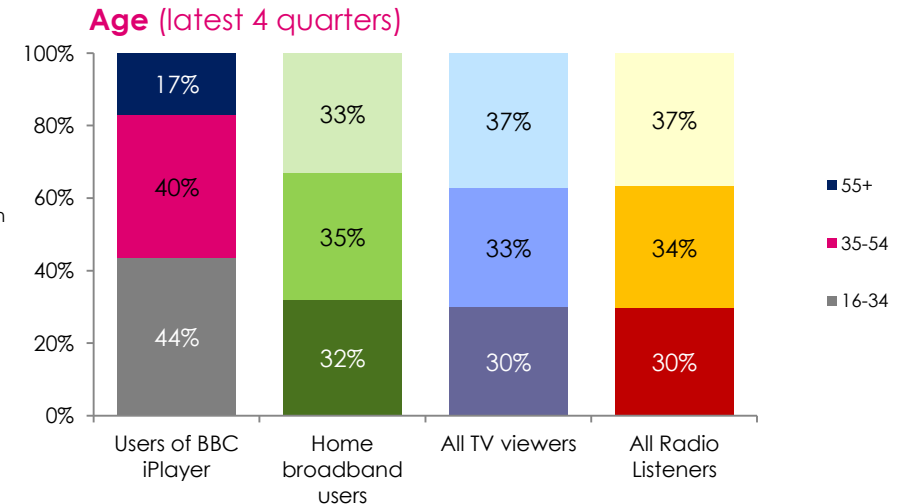
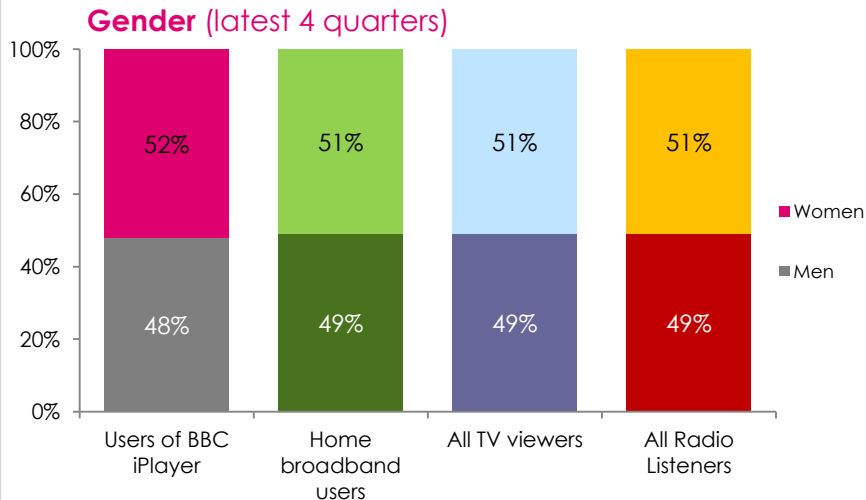
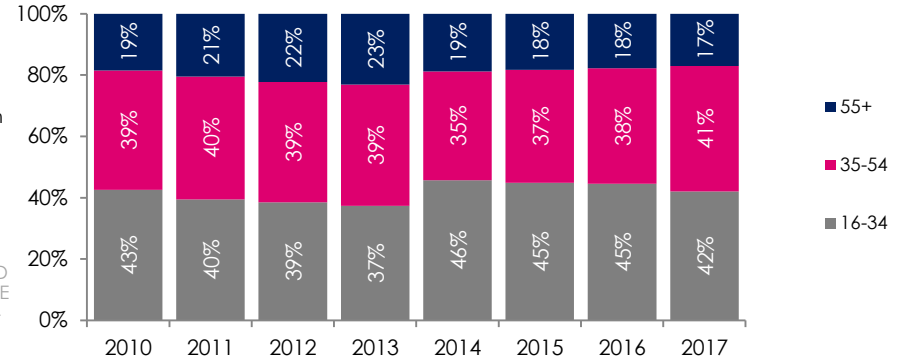
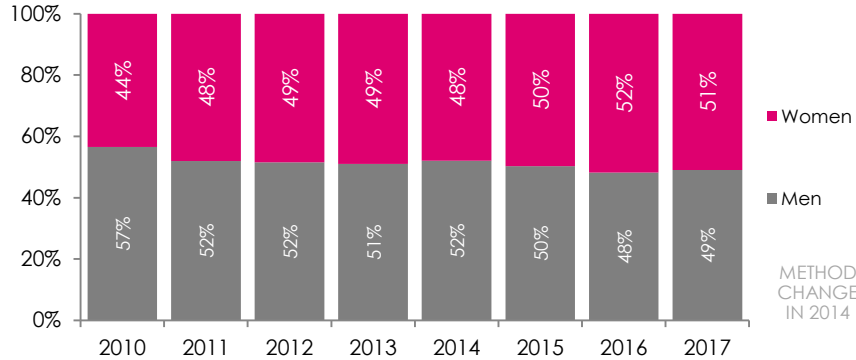
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the relative usage pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

TV & iPlayer Product: demographics of BBC iPlayer users

BBC iPlayer remains strongly under-55 years in terms of age, a younger profile than all TV viewers.



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.
- **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 slides 19-20 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