



Monthly Performance Pack December 2011

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Monthly summary – December 2011

- December 2011 saw BBC iPlayer receive a record **187 million** requests for TV and radio programmes in total, driven by a very strong performance for TV viewing.
- Most devices and platforms continued to see month-on-month growth, particularly mobile and tablet devices, due in part to the new BBC iPlayer app which launched on 12th December.
- Following the pattern of previous years, Christmas week itself was slower for the BBC iPlayer as people were busy over the festive holiday – but the week after Christmas was the best seen to date for TV viewing on iPlayer, with Christmas catch-up viewing driving record numbers of requests and users.
- Christmas specials such as *Top Gear*, *EastEnders*, *Michael McIntyre* and *Doctor Who* were the top titles this month, along with *Frozen Planet*. Reflecting BBC iPlayer users' interest in new technology, documentaries about Steve Jobs and Mark Zuckerberg also featured.
- For radio, Radio 4 and Radio 1 were particularly strong as usual, including titles such as *I'm Sorry I Haven't A Clue*, *The News Quiz*, *Fearne Cotton* and *The Chris Moyles Show*.

Consistent with previous months:

- The profile of BBC iPlayer users is evening 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.
- 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.

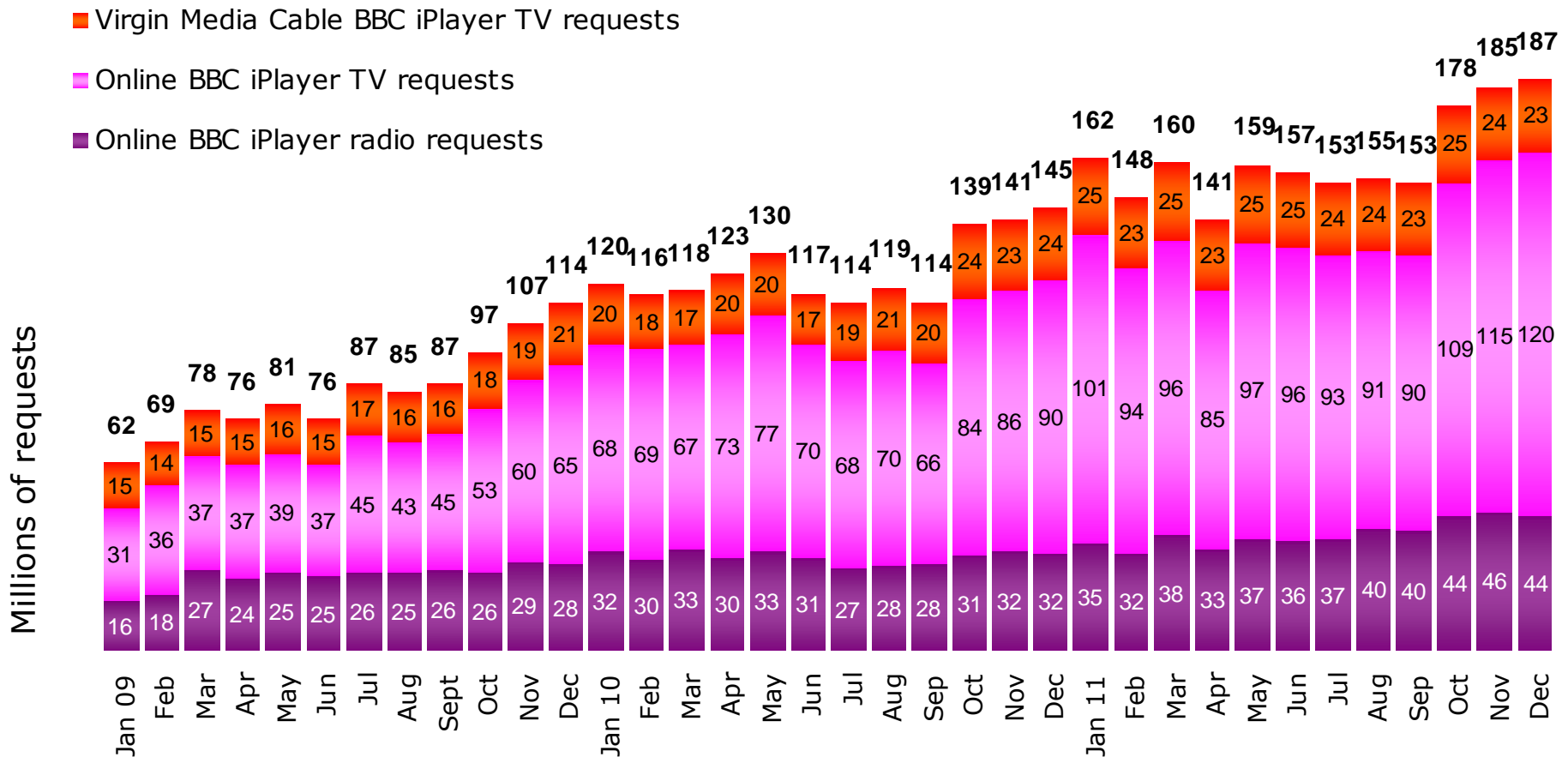
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Total monthly BBC iPlayer requests across **all** platforms

Includes Virgin Media Cable

BBC iPlayer received a record **187 million requests** for TV and radio programmes across all platforms in December 2011.

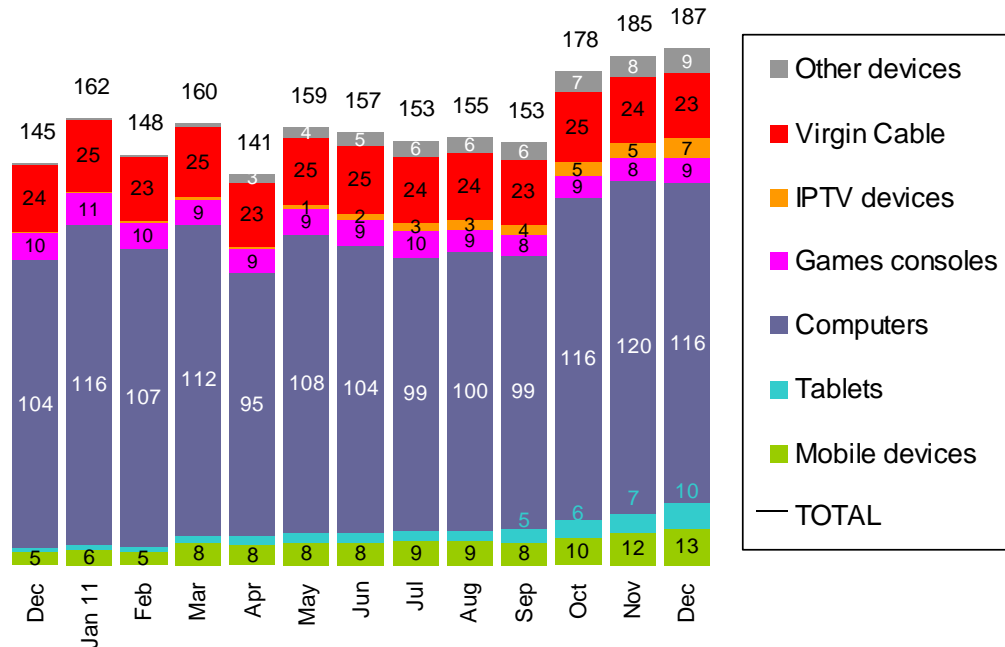


Requests for programmes by device type

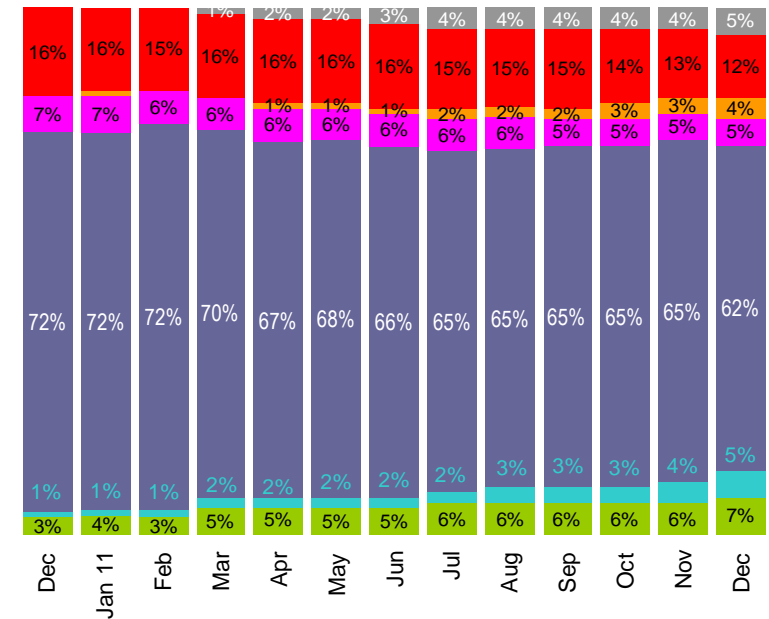
Includes Virgin Media Cable

Most devices and platforms continued to see month-on-month growth – particularly mobile and tablet devices, due in part to the new BBC iPlayer app which launched on 12th December.

Number of requests (millions)



% of requests



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, IPTVs, etc.

Notes

- **IPTV devices** include internet-connected set-top-boxes, DVD players and integrated TV sets, including BT Vision and Virgin Tivo; **other devices** are requests from unidentifiable devices – most of which are due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device. **Virgin cable** is the legacy system only.
- The increase in March 11 for mobile requests was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November, since technical problems caused +19% overcounting on average.

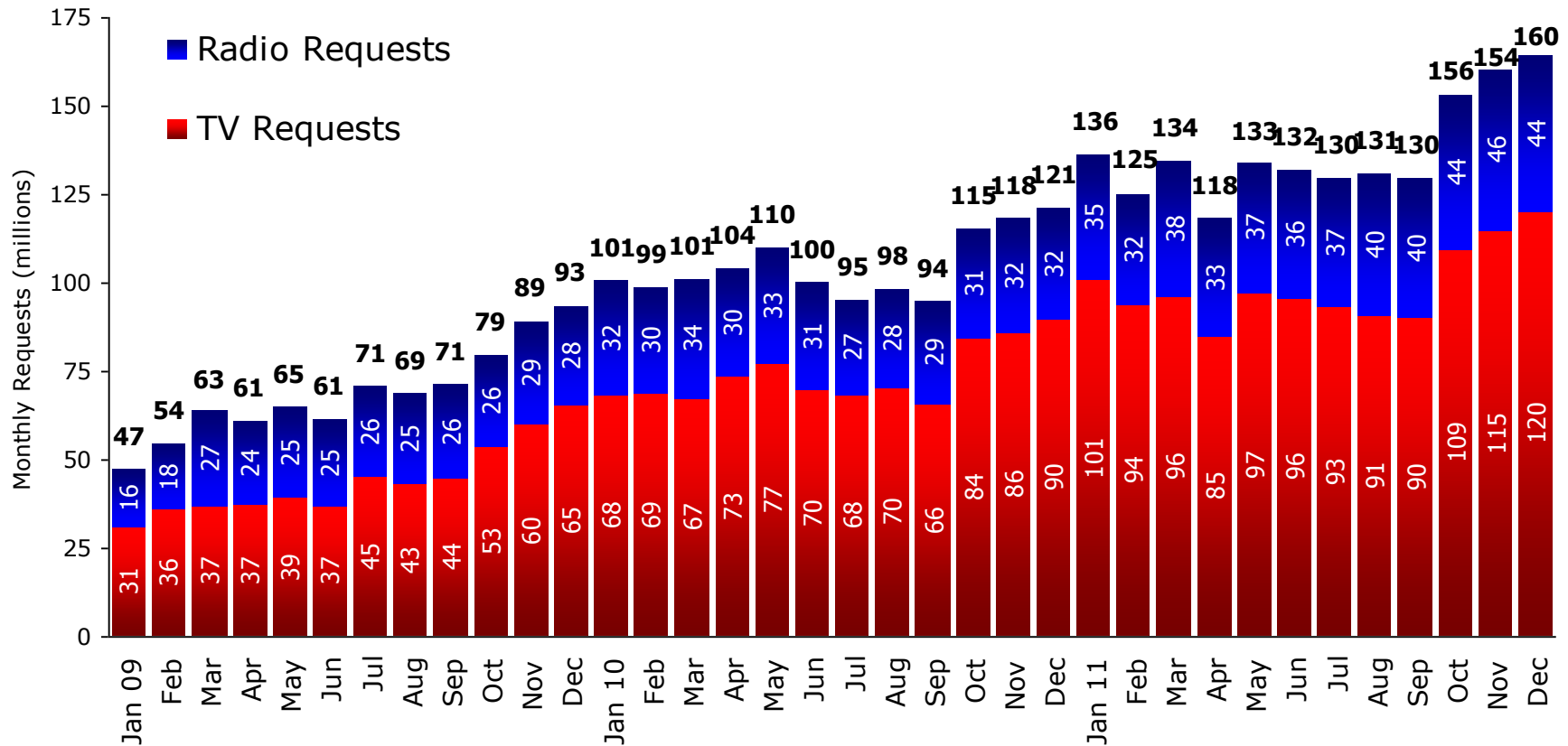
Notes for figures in this report

These notes apply to pages 4 to 17 in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 19.

- 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, however it is not possible to correct stats for each individual programme title, since each programme may have been affected differently by the stats issues (mainly relating to pop-out window viewing and pausing).
- 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

Monthly BBC iPlayer online requests

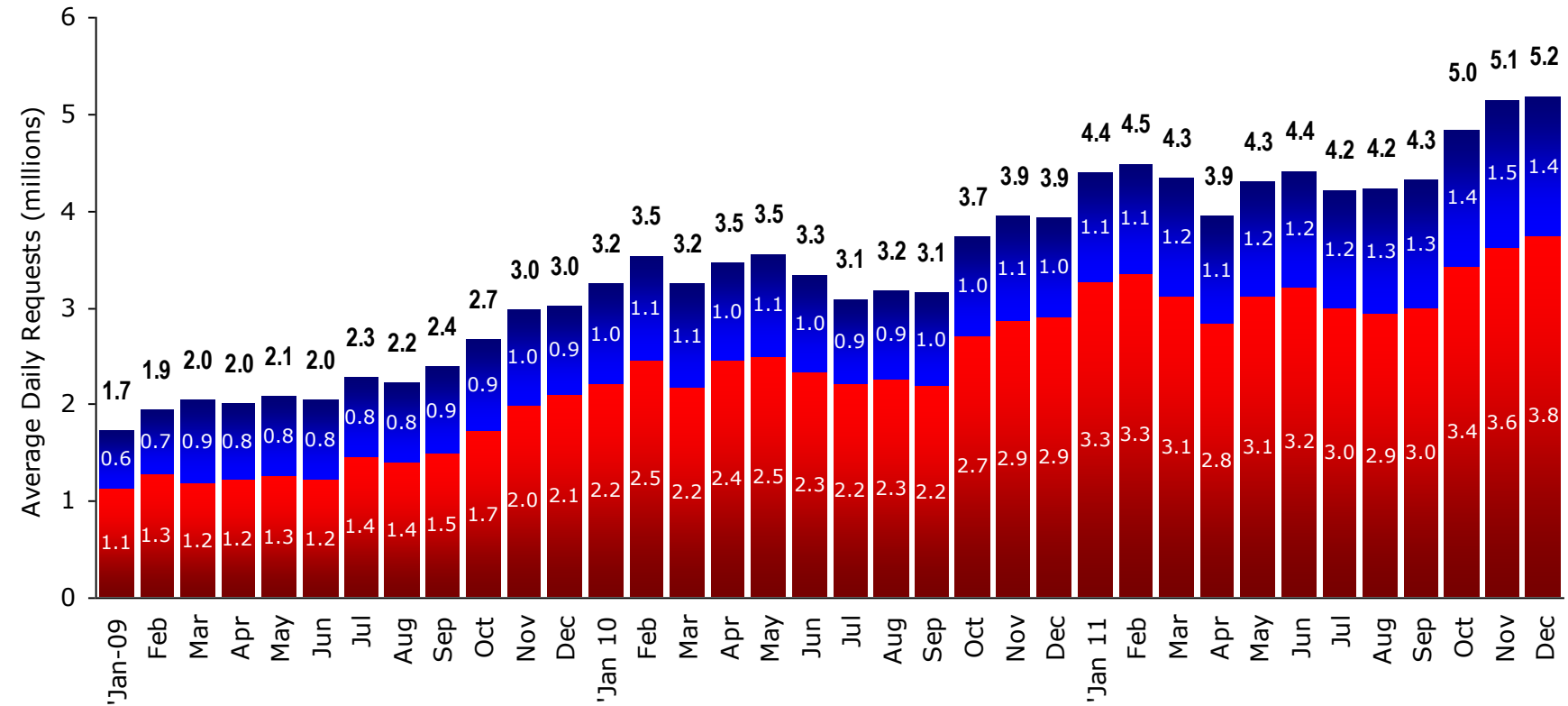
In December 2011 BBC iPlayer received a total of 160 million online requests - 116 million TV requests and 44 million radio programme requests.



Average daily BBC iPlayer requests

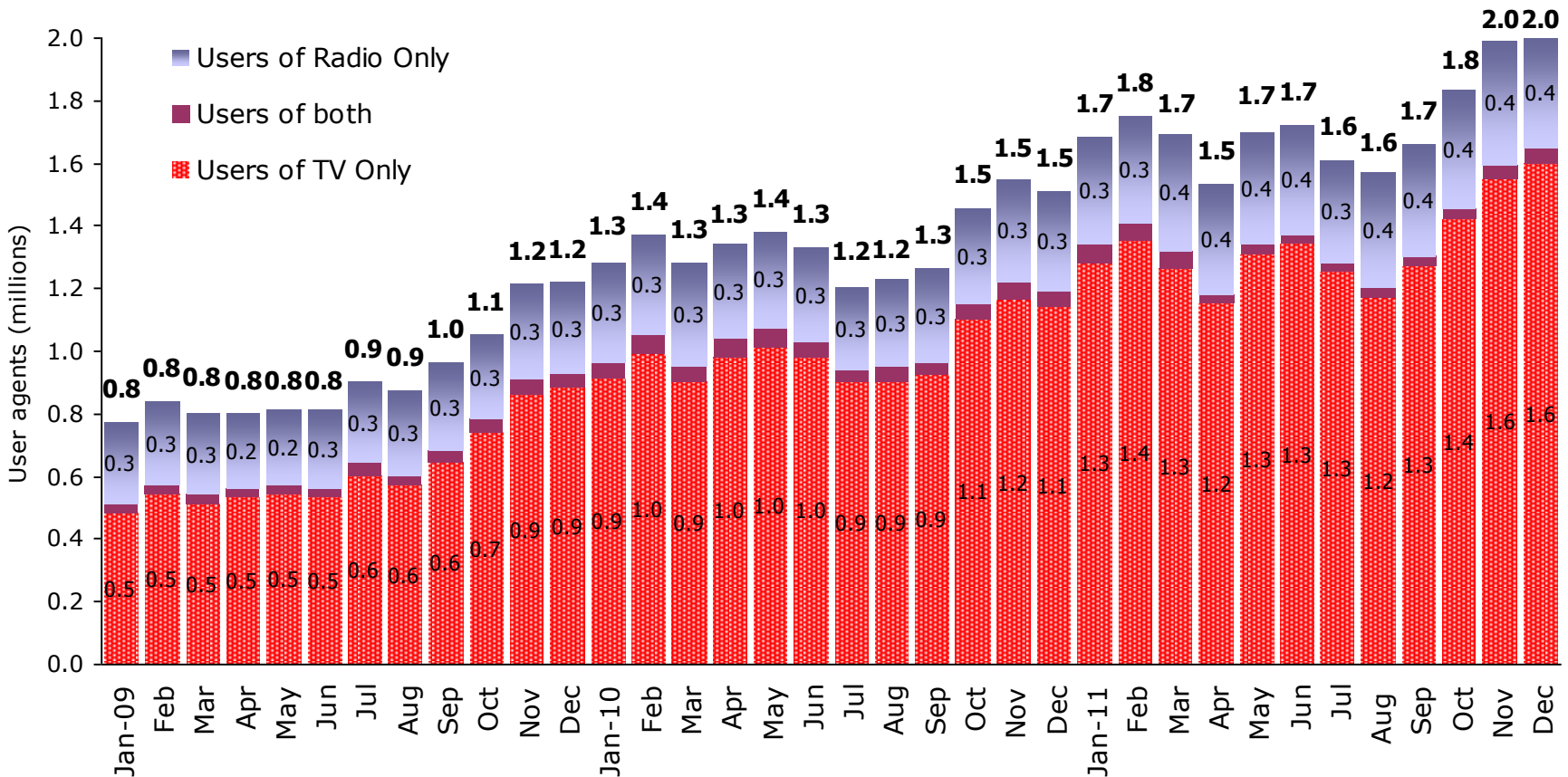
Average daily requests stood at **5.2m** in December 2011 – 1.4 million per day for radio programmes and 3.8 million for TV programmes.

■ TV Requests ■ Radio Requests



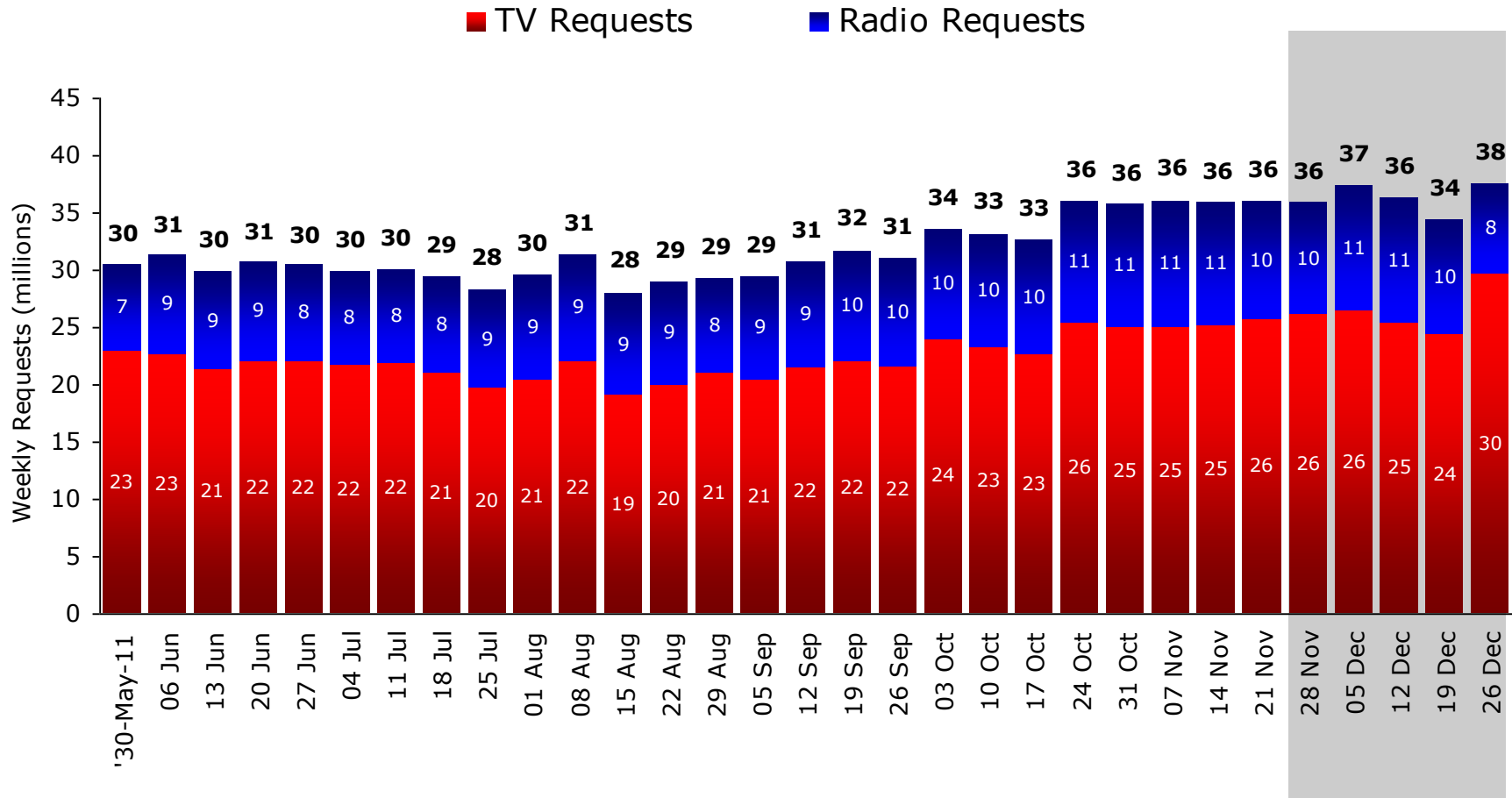
Average daily BBC iPlayer users

December 2011 saw an average of **2.0 million users per day**, with 1.6m for TV content only, 0.4m for radio only content and 0.05m using both.



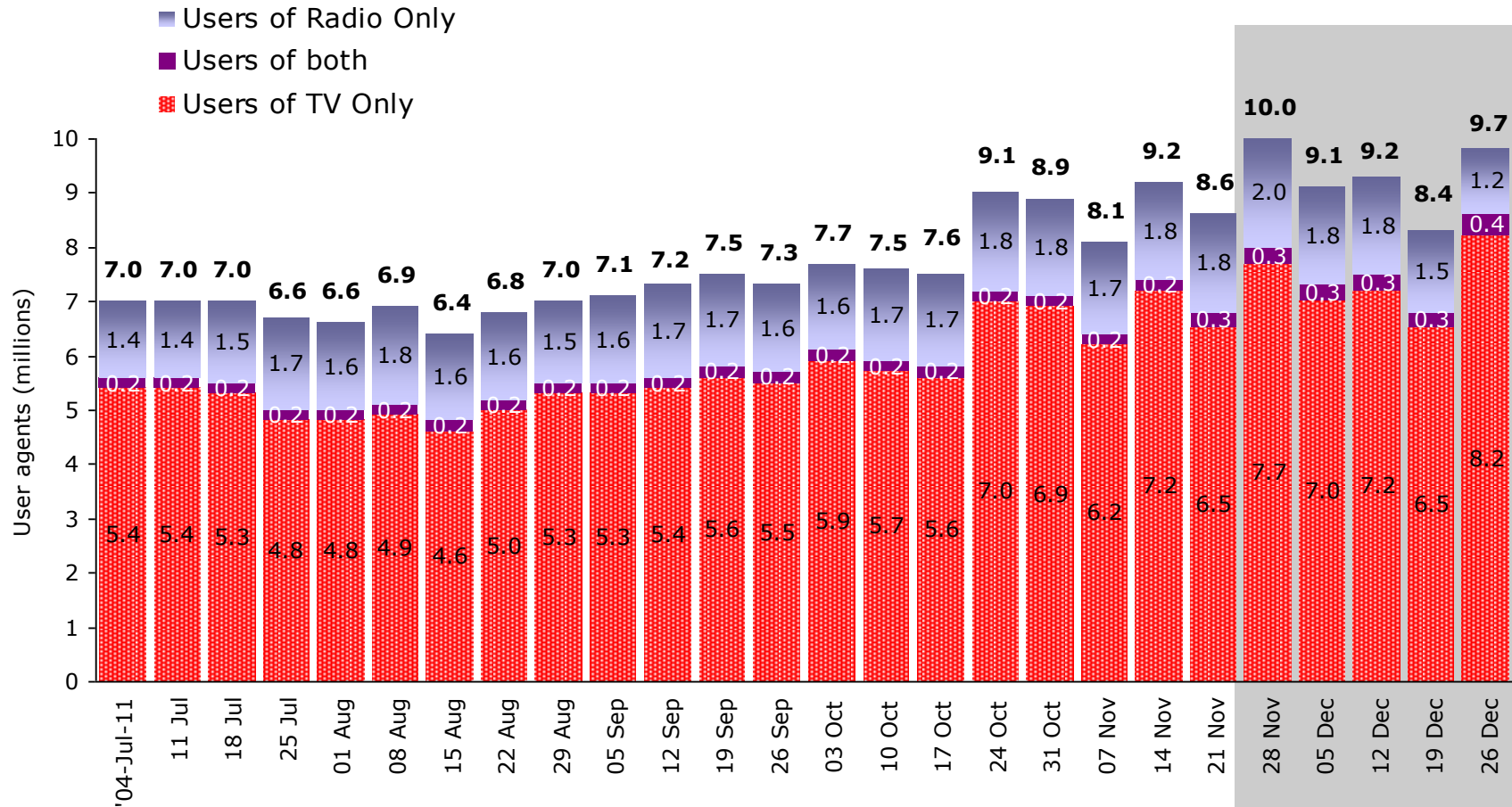
Weekly BBC iPlayer requests - latest 6 months

In December, weekly requests fluctuated a little across the month, reflecting the holiday pattern. The week following Christmas saw a new all-time weekly record set, driven by TV viewing, at 38 million requests for that week alone.



Weekly BBC iPlayer users – latest 6 months

Weekly user numbers followed the requests pattern across December – lowest in the week of Christmas Day, and with a new record for TV users set in the following week.



BBC iPlayer - top 20 TV episodes, December 2011

Christmas specials such as *Top Gear*, *EastEnders*, *Michael McIntyre* and *Doctor Who* were the top titles this month, along with *Frozen Planet*. Reflecting BBC iPlayer users' interest in new technology, documentaries about Steve Jobs and Mark Zuckerberg also featured.

BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>
1	Top Gear India Special 28/12/2011 1,311,000
2	Frozen Planet On Thin Ice Episode 7 1,098,000
3	Frozen Planet The Last Frontier Episode 6 977,000
4	EastEnders 25/12/11 935,000
5	EastEnders 26/12/11 933,000
6	Michael McIntyre's Comedy Roadshow 25/12/11 923,000
7	Doctor Who 25/12/2011 841,000
8	EastEnders 27/12/11 837,000
9	Life's Too Short Series 1 Episode 4 733,000
10	Young Apprentice Series 2 Popcorn Episode 7 730,000
11	Merlin Series 4 The Hunter's Heart Episode 11 662,000
12	Russell Howard's Good News Series 5 Ep 7 661,000
13	Young Apprentice Series 2 The Final Episode 8 656,000
14	Life's Too Short Series 1 Episode 5 640,000
15	Merlin Series 4 Episode 10 639,000
16	Russell Howard's Good News Series 5 Ep 6 633,000
17	Merlin Series 4 Episode 12 633,000
18	Absolutely Fabulous Identity 25/12/2011 631,000
19	EastEnders 22/12/11 608,000
20	EastEnders 02/12/11 606,000

BBC iPLAYER TOP 20 TV EPISODES

– MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>
1	Top Gear India Special 28/12/2011 1,311,000
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8	Merlin Series 4 The Hunter's Heart Episode 11 662,000
9	Russell Howard's Good News Series 5 Episode 7 661,000
10	Absolutely Fabulous Identity 25/12/2011 631,000
11	Outnumbered Christmas Special 2011 24/12/11 572,000
12	Great Expectations Episode 1 568,000
13	Mark Zuckerberg: Inside Facebook 04/12/11 545,000
14	CBeebies Panto 16/12/11 536,000
15	Tamara Drewe 18/05/11 499,000
16	Strictly Come Dancing Series 9 Episode 22 489,000
17	The Gruffalo's Child 25/12/11 450,000
18	Never Mind the Buzzcocks Series 25 Episode 10 450,000
19	Steve Jobs: Billion Dollar Hippy 14/12/11 444,000
20	Mock the Week Series 10 Episode 13 421,000

BBC iPlayer - top 20 radio episodes, December 2011

For radio listening, Radio 4 and Radio 1 were particularly strong as usual, including titles such as *I'm Sorry I Haven't A Clue*, *The News Quiz*, *Fearne Cotton* and *The Chris Moyles Show*.

BBC iPLAYER TOP 20 RADIO EPISODES – ALL

		<u>Total requests per Ep.</u>
1	I'm Sorry I Haven't A Clue Series 56 Episode 4	129,000
2	I'm Sorry I Haven't A Clue Series 56 Episode 5	127,000
3	I'm Sorry I Haven't A Clue Series 56 Episode 6	105,000
4	The News Quiz Series 76 Episode 1	102,000
5	Fearne Cotton! 08/12/2011	102,000
6	The Chris Moyles Show 09/12/11	95,000
7	The Chris Moyles Show 08/12/2011	89,000
8	Greg James 15/12/11	86,000
9	The Chris Moyles Show 16/12/2011	84,000
10	Fearne Cotton 09/12/2011	83,000
11	The Chris Moyles Show 02/12/2011	83,000
12	The Chris Moyles Show 06/12/11	81,000
13	The Chris Moyles Show 01/12/2011	80,000
14	The Now Show Series 35 Episode 5	80,000
15	The Chris Moyles Show 13/12/11	79,000
16	The Now Show Series 35 Episode 4	79,000
17	I'm Sorry I Haven't A Clue Series 56 Episode 3	79,000
18	The Chris Moyles Show 23/12/2011	78,000
19	Fearne Cotton 16/12/2011	78,000
20	Fearne Cotton 22/12/2011	78,000

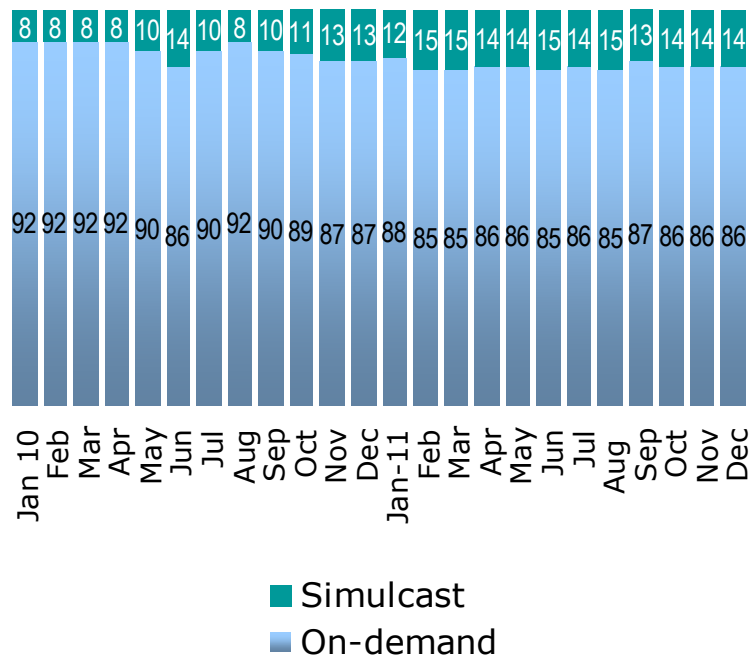
BBC iPLAYER TOP 20 RADIO EPISODES – MOST-REQUESTED EPISODE PER SERIES

		<u>Total requests per Ep.</u>
1	I'm Sorry I Haven't A Clue Series 56 Episode 4	129,000
2	The News Quiz Series 76 Episode 1	102,000
3	Fearne Cotton! 08/12/2011	102,000
4	The Chris Moyles Show 09/12/11	95,000
5	Greg James 15/12/11	86,000
6	The Now Show Series 35 Episode 5	80,000
7	Steve Wright in the Afternoon 15/12/11	75,000
8	5 live Sport Prem League Chelsea v Man City	74,000
9	5 live Sport Premier League Man Utd v B'burn	72,000
10	The Chris Evans Breakfast Show 02/12/11	66,000
11	5 live Sport Prem League Man Utd v Wolves	62,000
12	Ken Bruce 22/12/11	61,000
13	The Unbelievable Truth Series 8 Episode 1	57,000
14	The Official Chart with Reggie Yates 04/12/11	54,000
15	The Infinite Monkey Cage Series 5 Episode 3	54,000
16	Weekend Breakfast 31/12/11	54,000
17	Kissy Sell Out 09/12/2011	53,000
18	5 live Sport Prem League Man City v Arsenal	52,000
19	5 live Breakfast 26/12/11	51,000
20	Christmas and New Year on 1Xtra 25/12/2011	50,000

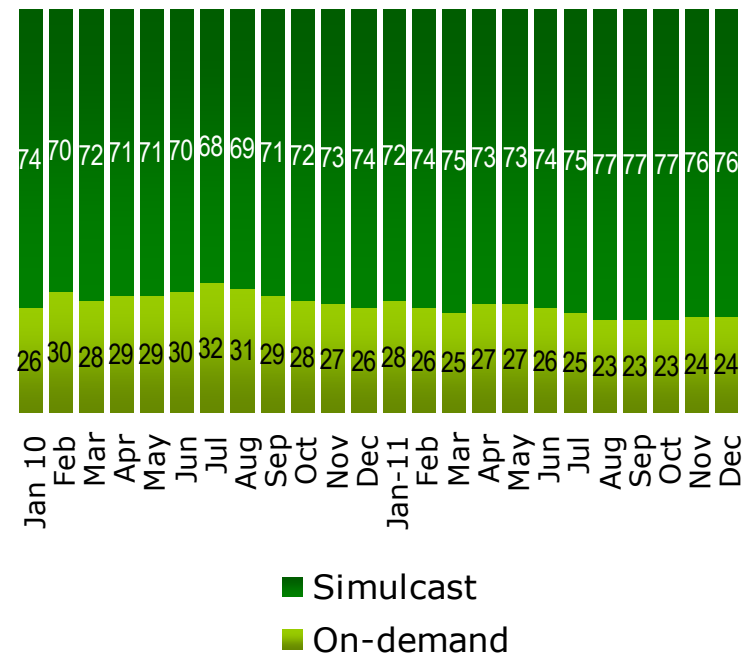
Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer continued to make up 14% of all TV requests in December, and live radio listening also remained stable at 76%.

TV Requests

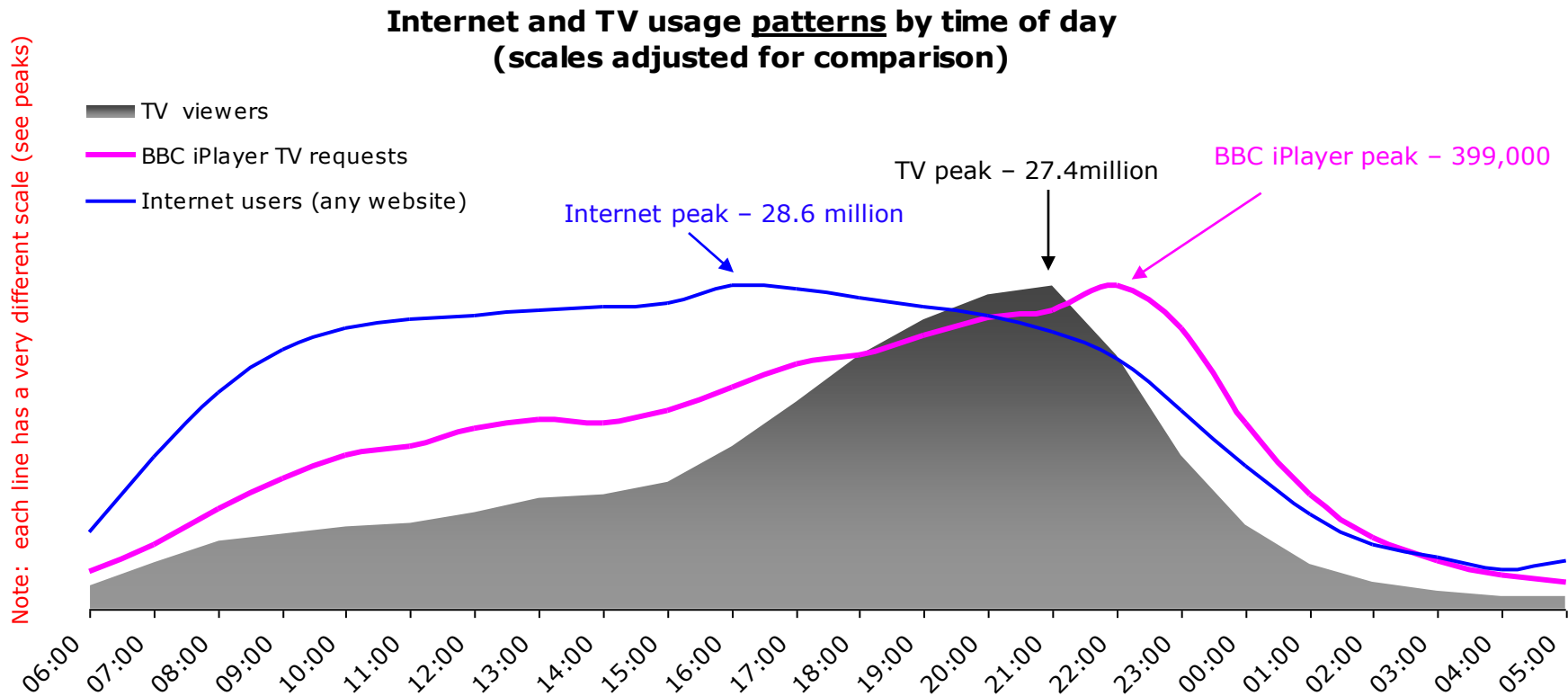


Radio requests



BBC iPlayer – use for TV by time of day, December 2011

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.

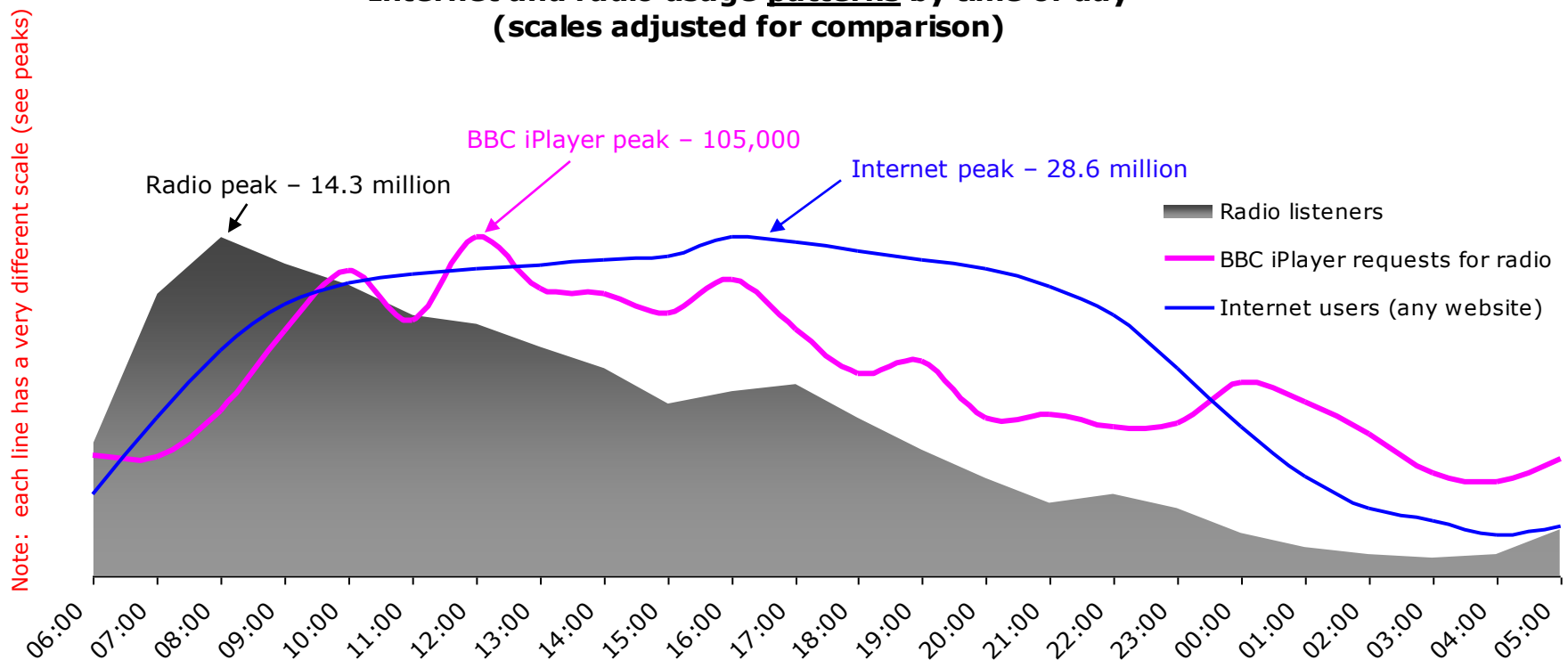


Sources – TV from BARB December 2011, internet from Nielsen November 2011, BBC iPlayer from BBC iStats December 2011 - see footnotes on final page for more detail

BBC iPlayer – use for radio by time of day, December 2011

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.

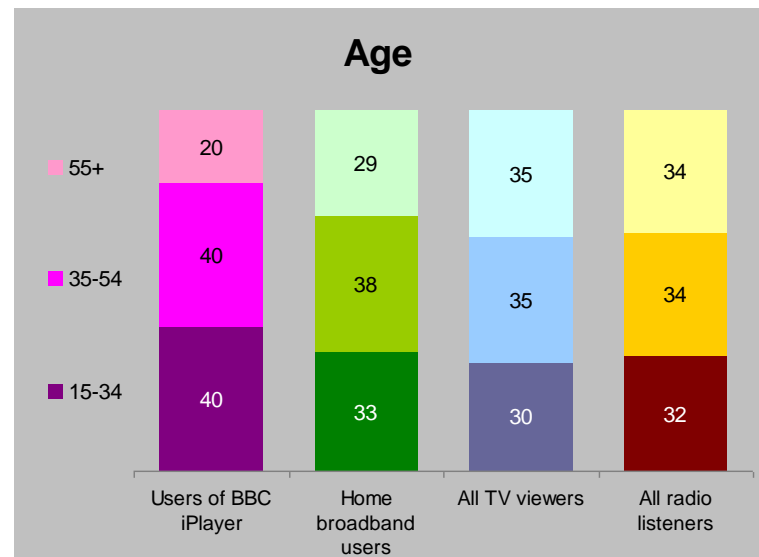
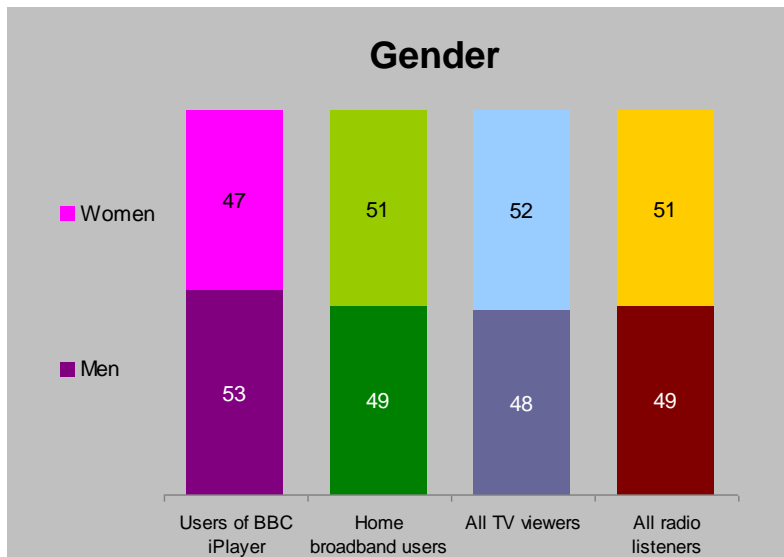
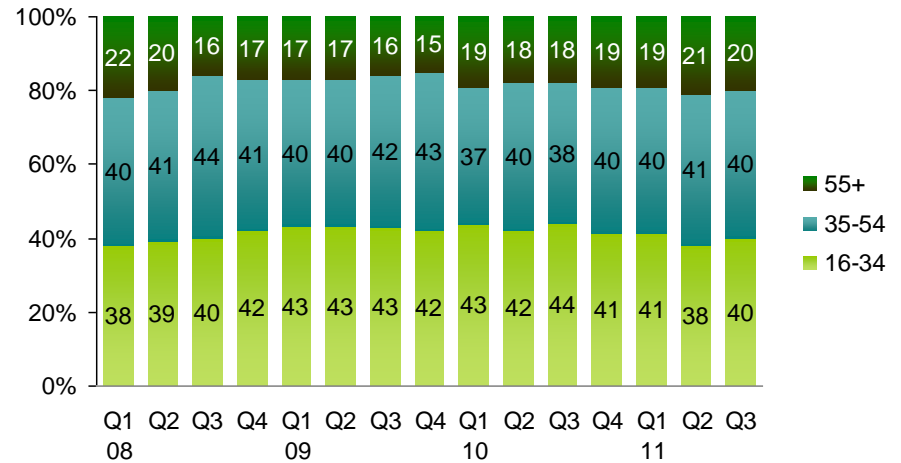
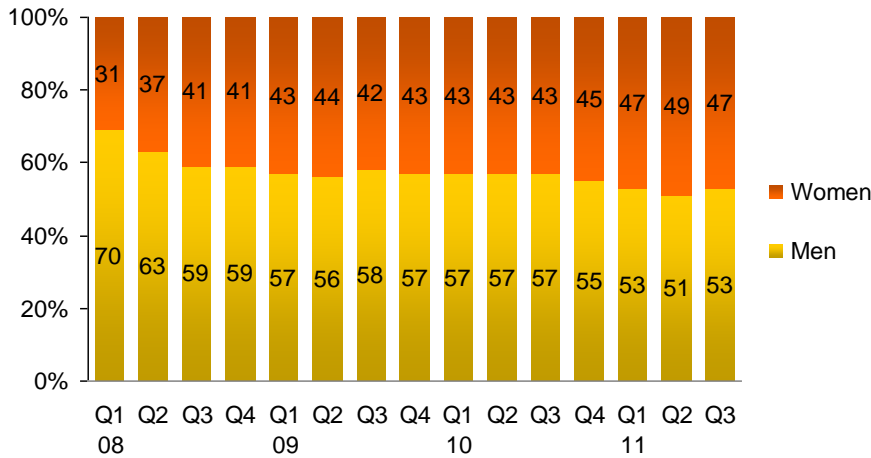
**Internet and radio usage patterns by time of day
(scales adjusted for comparison)**



Sources – radio from RAJAR Q3 2011, internet from Nielsen November 2011, BBC iPlayer from BBC iStats December 2011 - 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 drifted to a fairly even profile over time, but most users (80%) are aged under 55 years, roughly in line with home broadband use (71%).



Please refer to slide 6 for guide footnotes. User profiles - TV from BARB (Q4 11), radio from RAJAR (Q3 11), broadband from BARB (Q4 2011)

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 – number of successful requests to stream or download a programme

We only count successful requests, where a stream or a download actually start, 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 “normal” TV/radio channels 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 “normal” TV / radio

Special footnotes for slides 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