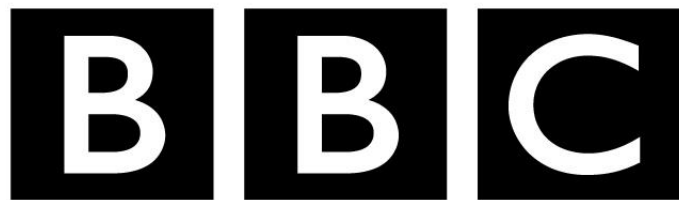


Performance Report

June 2017



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 | Marketing & Audiences

June 2017 summary

- Significant national events including the General Election and *One Love Manchester* concert had an impact on BBC iPlayer viewing in June, as audiences turned to BBC iPlayer to watch live coverage: 21% of requests were for live content this month, the highest amount since the Rio Olympics in 2016. *One Love Manchester* was also the most requested programme of the month, with over 2 million requests in total.
- The glorious heatwave that the UK enjoyed on several days in June also affected BBC iPlayer, as people took advantage of the good weather over watching video on demand. There were 256 million requests for TV programmes in June, with the impact of the good weather seen across all devices.
- New BBC series' *Broken* and *Paula* were well received on iPlayer in June (with 1.3m and 992k request for their top episodes respectively). *Poldark* returned with *Episode 1* delivering 934k requests.

Consistent with previous months:

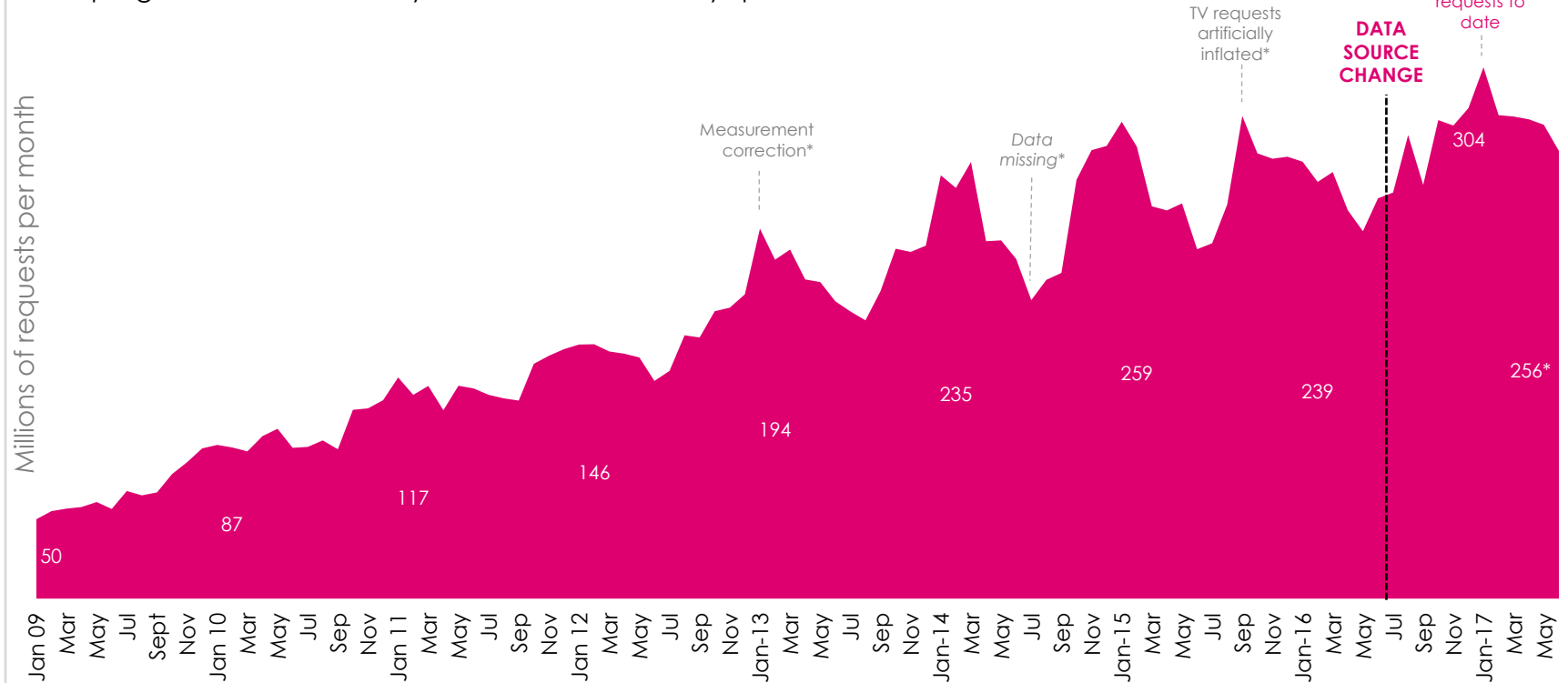
- The profile of devices being used to access BBC iPlayer has remained consistent with previous months, with TV platforms by far the largest type of device.
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which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

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Monthly BBC iPlayer requests across all platforms, since 2009

In June BBC iPlayer viewing was affected by both the significant national events that took place, and the heatwave that was enjoyed by much of the UK overall several days. There were 256 million requests for TV programmes on BBC iPlayer in June, a seasonally quiet month for the service.



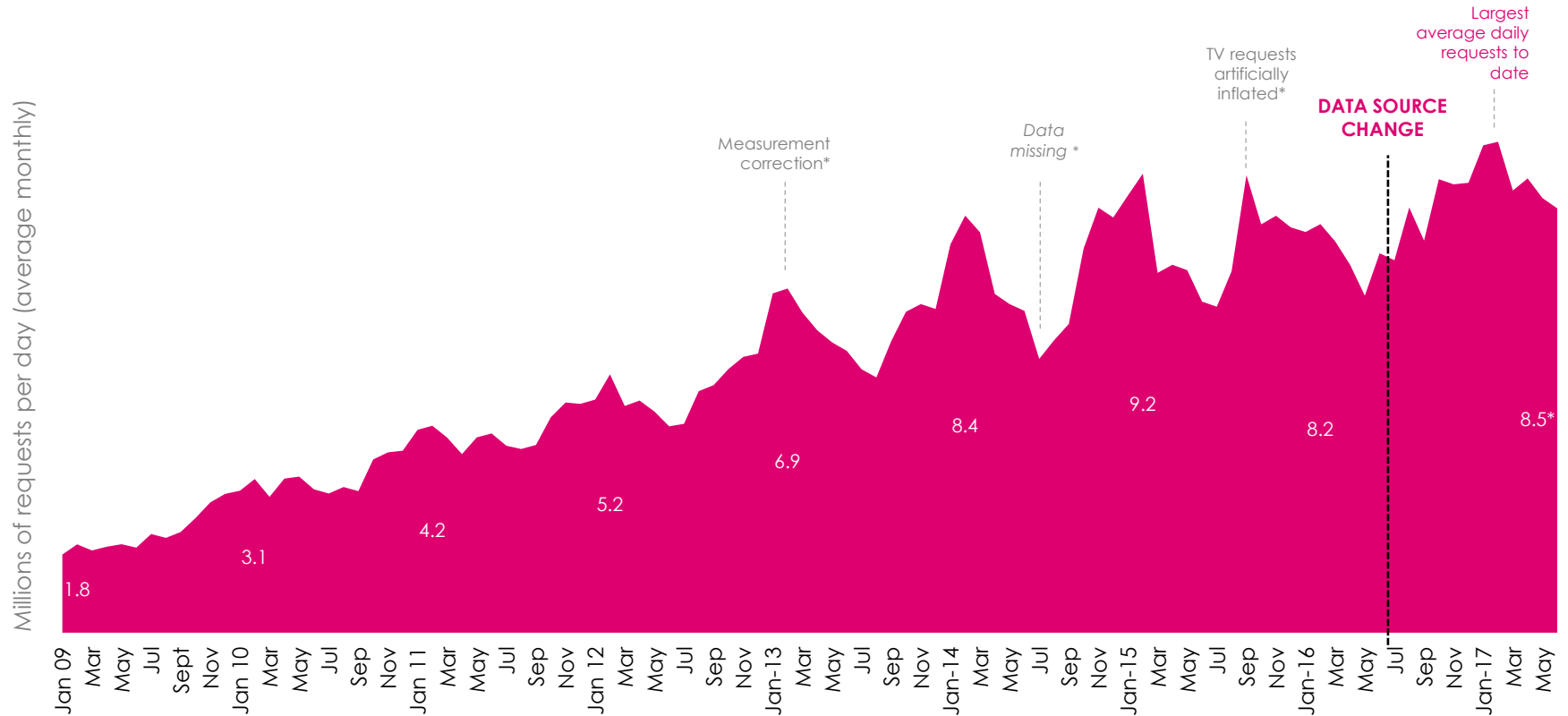
Notes:

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 8.5m daily requests for TV content in June.

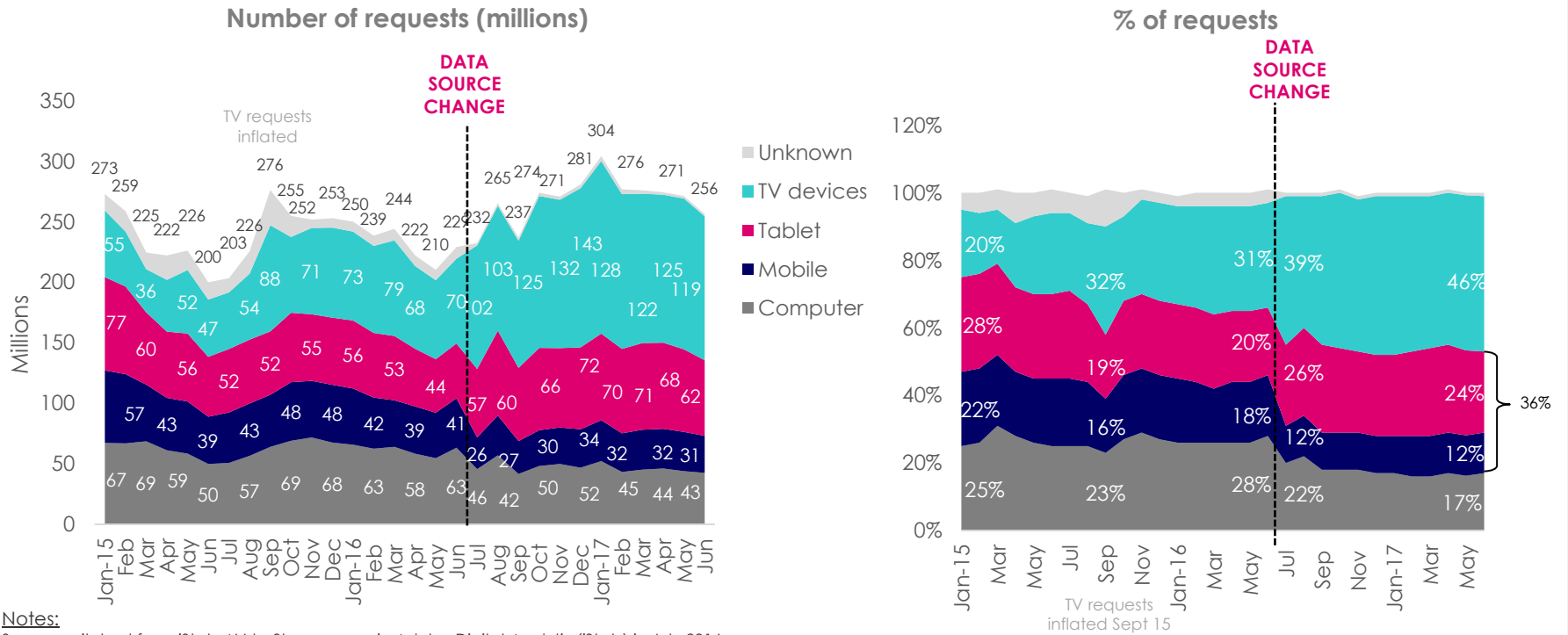


Notes:

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

Requests for TV programmes by device type

The effect of the good weather in June was felt across all devices, with requests slightly lower month-on-month on all four screens, a seasonal pattern that we see for BBC iPlayer in most years. The proportion of requests remained stable, with 46% coming from TV devices in June.



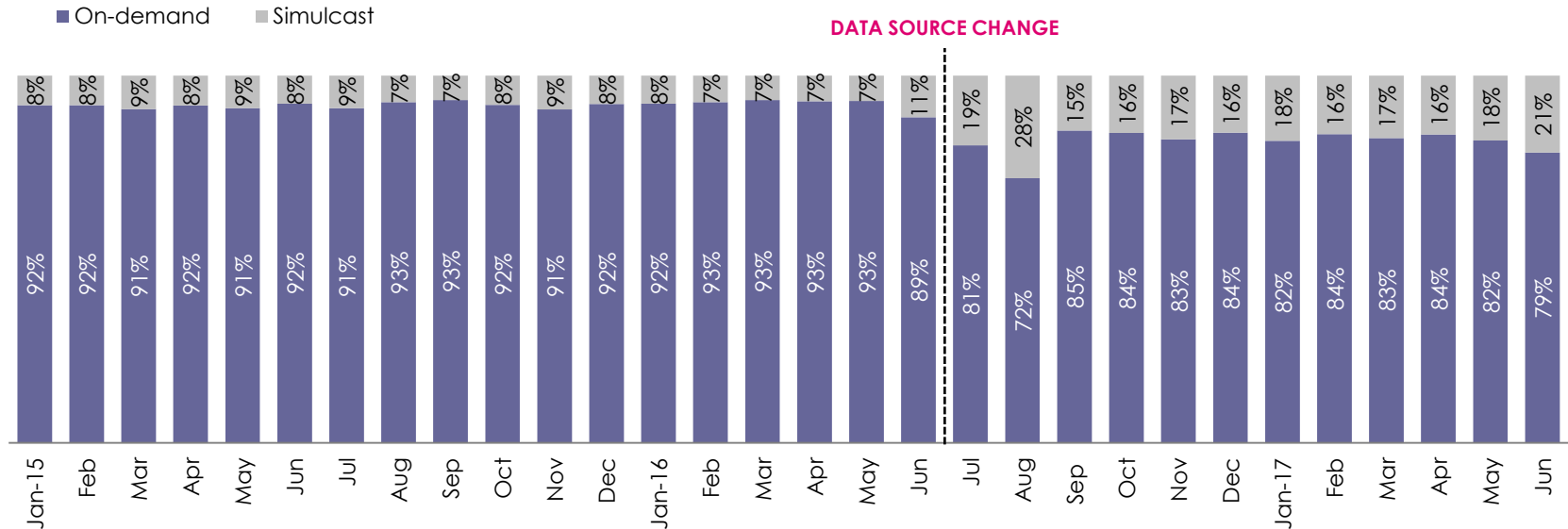
* Please refer to slide 8 for guide notes.

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 June, 21% of TV requests were for live TV viewing, the highest level since the Rio Olympic Games in August last year. This was driven by General Election coverage as well as *One Love Manchester*, and all the sets from *Glastonbury*.

% requests for TV programmes



Notes:

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

Notes for figures in this report

Data issues to note

- 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 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, June 2017

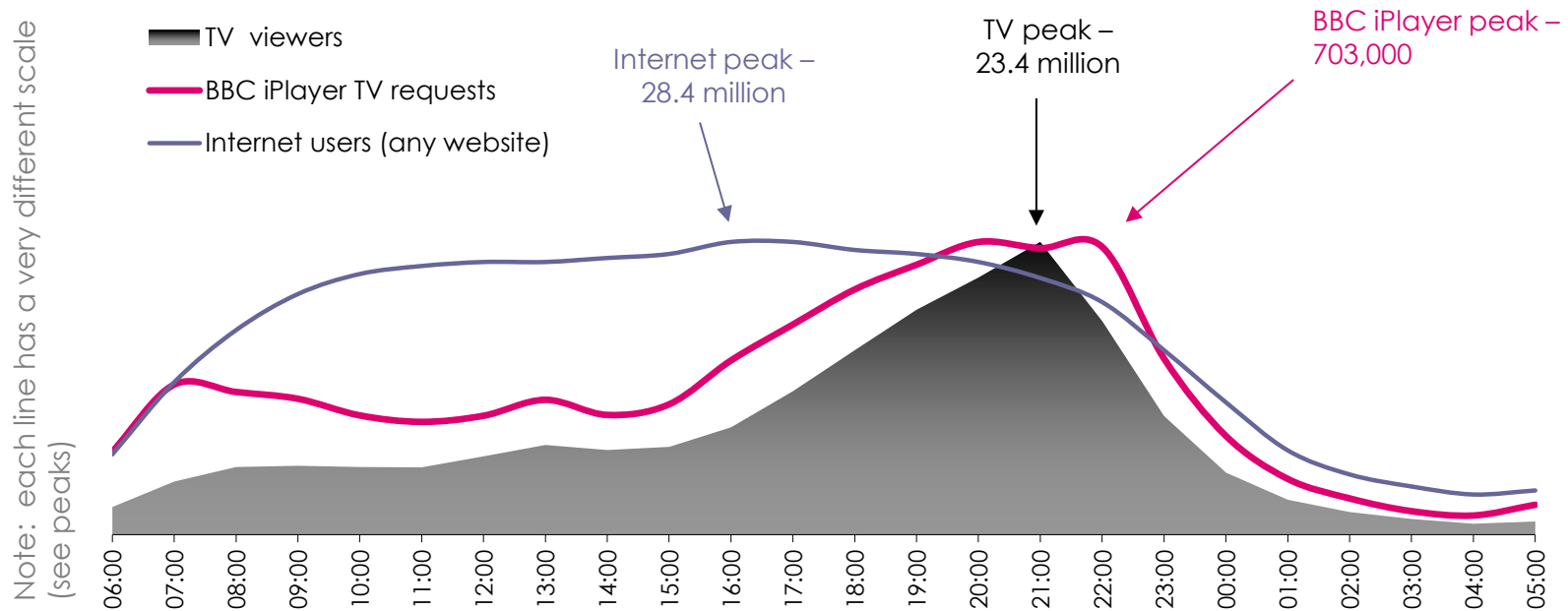
(excluding Virgin Media cable and Sky)

Coverage of the *One Love Manchester* event was the most popular programme by a long way this month, delivering over 2m requests. *Election 2017* coverage also proved popular. New series' *Broken* and *Paula* performed well with 1.3m and 992k requests for their top episodes respectively, as did the return of *Poldark* with *Episode 1* delivering 934k requests in June.

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.
One Love Manchester 04/06/17	2,057,000	One Love Manchester 04/06/17	2,057,000
Election 2017 Part One 08/06/17	1,314,000	Election 2017 Part One 08/06/17	1,314,000
Broken Series 1 Episode 1	1,255,000	Broken Series 1 Episode 1	1,255,000
EastEnders 02/06/17	1,118,000	EastEnders 02/06/17	1,118,000
EastEnders 01/06/17	1,042,000	Doctor Who Series 10 Episode 8	1,038,000
Doctor Who Series 10 Episode 8	1,038,000	Paula Series 1 Episode 2	992,000
Broken Series 1 Episode 2	1,018,000	Poldark Series 3 Episode 1	934,000
Election 2017 Part Two 09/06/17	1,012,000	Cardinal Episode 1	798,000
EastEnders 09/06/17	993,000	White Gold Series 1 Episode 1	756,000
Paula Series 1 Episode 2	992,000	The Met: Policing London Series 2 Episode 2	678,000
EastEnders 20/06/17	988,000	Have I Got News for You Series 53 Election Special	677,000
EastEnders 16/06/17	968,000	The Graham Norton Show Series 21 Episode 10	588,000
EastEnders 05/06/17	963,000	Glastonbury 2017 Day 3: Ed Sheeran 25/06/17	577,000
EastEnders 13/06/17	956,000	Kat & Alfie: Redwater Series 1 Episode 3	575,000
EastEnders 06/06/17	939,000	Panorama London Tower Fire: Britain's Shame 19/06/17	571,000
Poldark Series 3 Episode 1	934,000	Casualty Series 31 Episode 36	568,000
EastEnders 08/06/17	927,000	Hospital Series 2 Episode 1	551,000
EastEnders 23/06/17	911,000	Frankie Boyle's New World Order Series 1 Episode 1	546,000
EastEnders 15/06/17	911,000	Mock the Week Series 16 Election Special	544,000
EastEnders 12/06/17	901,000	Murdered for Being Different	540,000

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

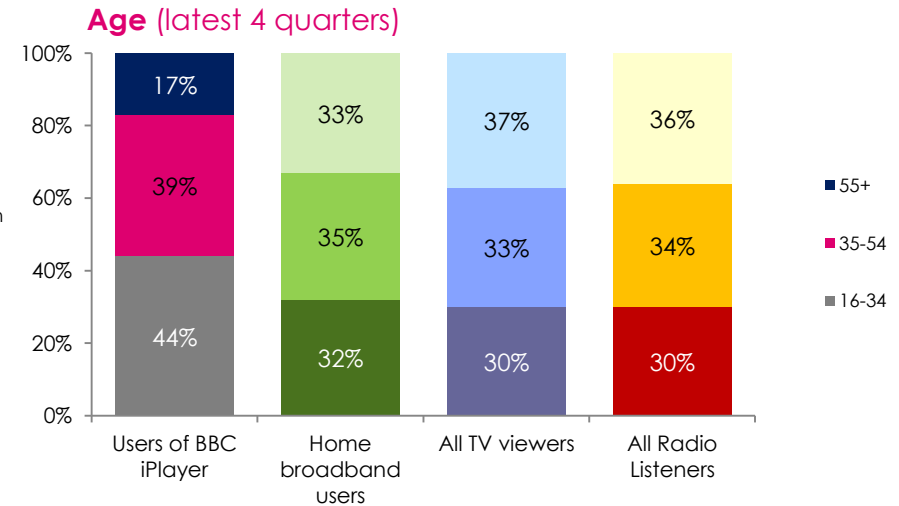
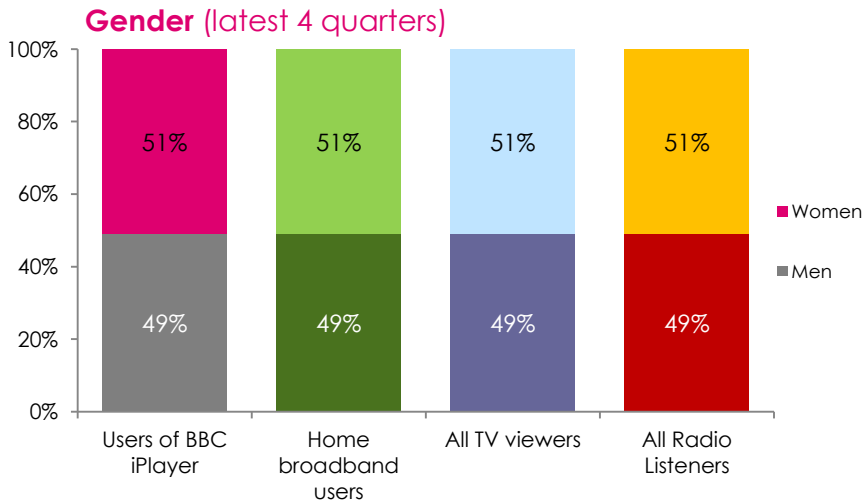
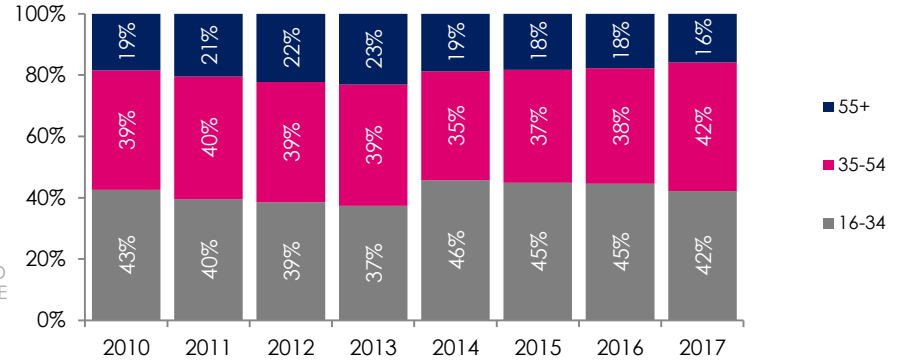
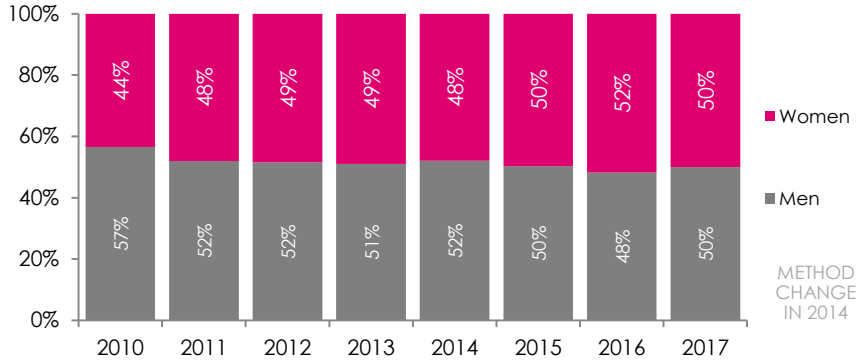
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the relative usage pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

TV & iPlayer Product: demographics of BBC iPlayer users

In 2017 so far BBC iPlayer is being used equally by men and women, 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 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