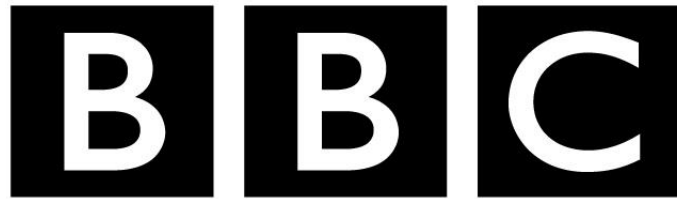


Performance Report

January 2017



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 | Marketing & Audiences

January 2017 summary

- The start of 2017 has seen continued growth, building on the strong performance of December, to set a new **record of 304 million requests in January**. This is up +8% on December, and an increase of over +50m requests on January 2016.
- Drama really shone on BBC iPlayer in January, with some very strong titles, including the return of both *Sherlock* and *Silent Witness*. The New Year's Day episode of *Sherlock* earned 3.3m requests, almost a million more than January 2016's *Sherlock* Special (*The Abominable Bride*). Brand-new series *Taboo* and *Apple Tree Yard* also performed well. The first three episodes of *Taboo*, starring Tom Hardy, all made the top 20, with *Episode 1* reaching 2.8 million requests.
- In line with the overall figures, the average daily requests for January have also shown an increase on December, now up to an average of 9.8m requests a day. This increase is across all devices, with TV once again the most popular device for BBC iPlayer programmes.
- Please note – radio requests have been taken out of this report so that they can be released separately in future.

Consistent with previous months:

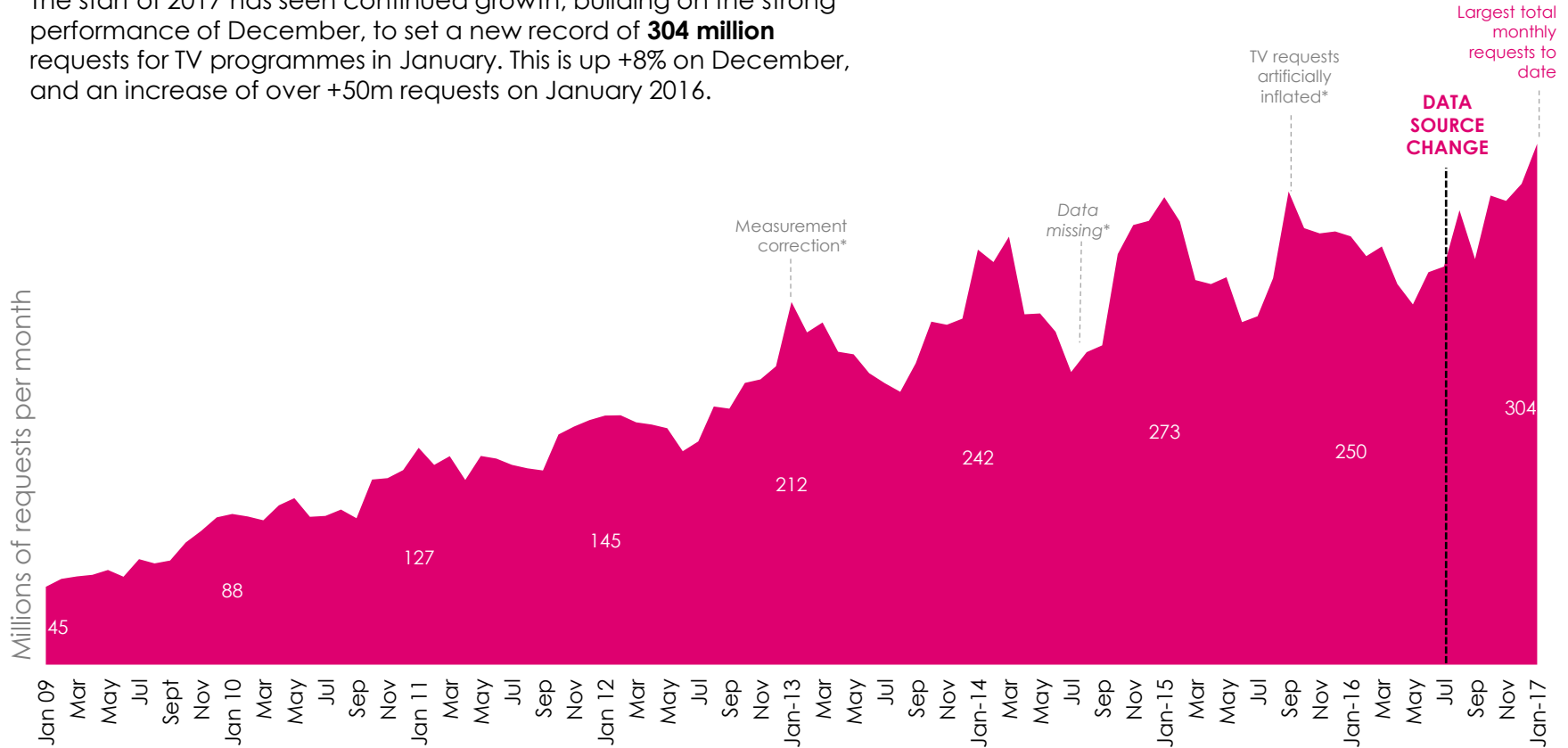
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, now showing a slight female skew, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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

The start of 2017 has seen continued growth, building on the strong performance of December, to set a new record of **304 million** requests for TV programmes in January. This is up +8% on December, and an increase of over +50m requests on January 2016.



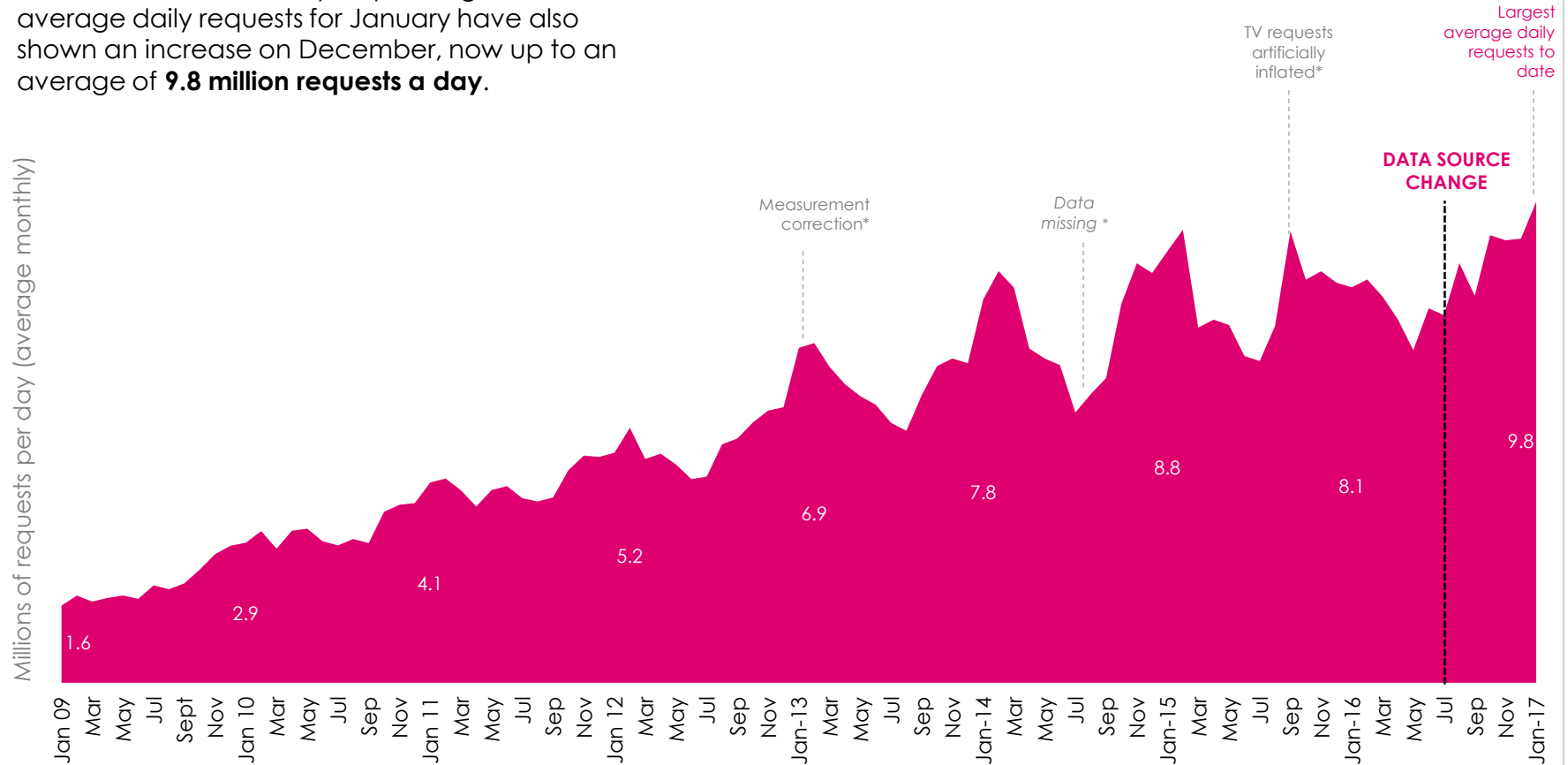
Notes:

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

* Please refer to slide 12 for guide notes on months with data caveats

Average daily BBC iPlayer online requests

In line with 'total monthly request' figures, average daily requests for January have also shown an increase on December, now up to an average of **9.8 million requests a day**.

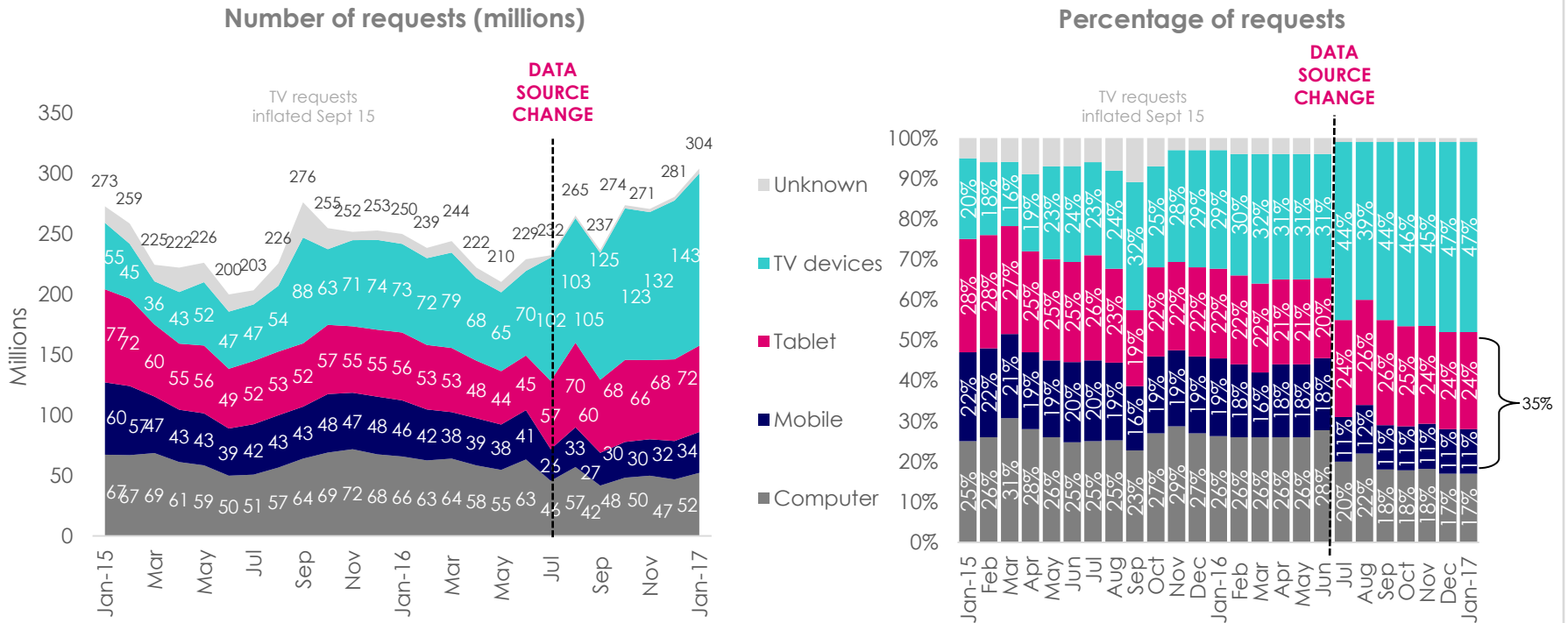


Notes:

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

Requests for TV programmes by device type

Total requests for TV programmes increased across all devices, with the largest increase being on computers, up +12% on December's figures. The percentage share across devices has remained consistent over recent months, with TV devices by far making up the largest proportion of requests for BBC iPlayer programmes.



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

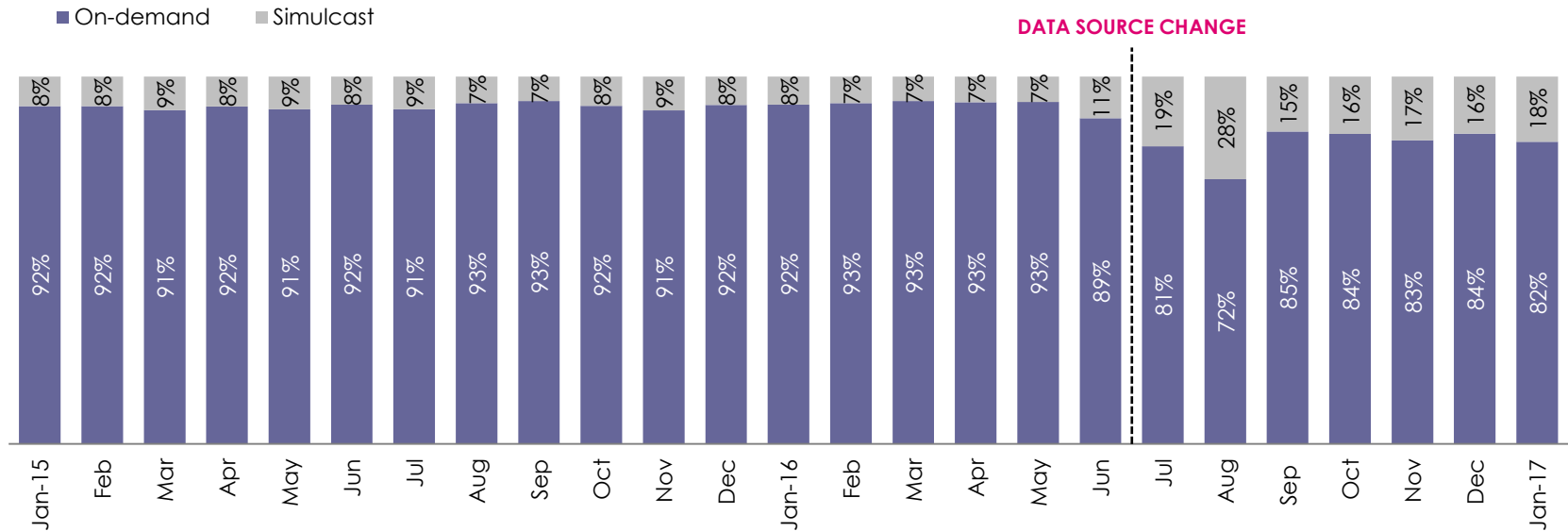
* Please refer to slide 12 for guide notes.

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 January, 18% of TV requests were for live TV viewing, up marginally on the previous month, but broadly in line with other figures across the second half of 2016 (with the exception of August's high of 28% due to the Rio Olympics content available to watch live on BBC iPlayer).

% 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, January 2017

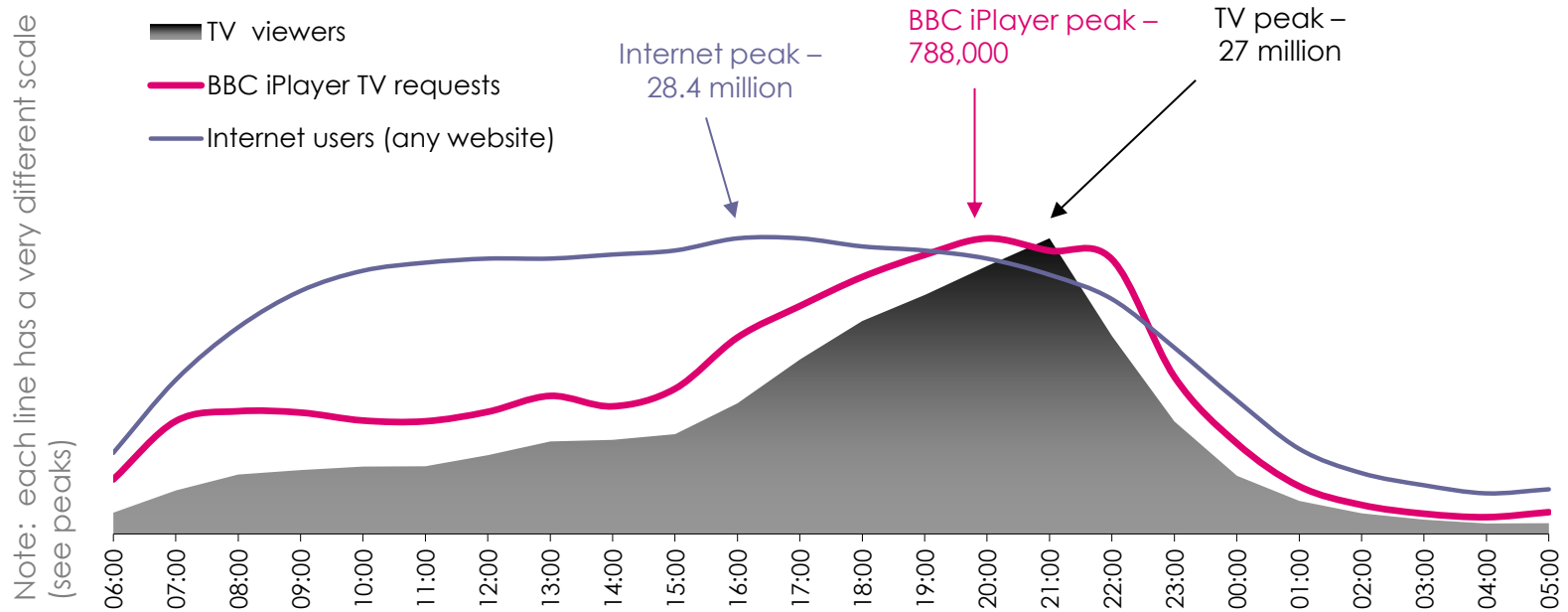
(excluding Virgin Media cable and Sky)

Drama really shone on BBC iPlayer in January, with some very strong titles, including the return of both *Sherlock* and *Silent Witness*. The New Year's Day episode of *Sherlock* earned 3.3m requests, almost a million more than January 2016's *Sherlock* Special (*The Abominable Bride*). Brand-new series *Taboo* and *Apple Tree Yard* also performed well. The first three episodes of *Taboo*, starring Tom Hardy, all made the top 20, with *Episode 1* reaching 2.8 million requests.

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.
Sherlock Series 4 Episode 1	3,340,000	Sherlock Series 4 Episode 1	3,340,000
Taboo Episode 1	2,835,000	Taboo Episode 1	2,835,000
Sherlock Series 4 Episode 2	2,713,000	EastEnders 01/01/17	1,934,000
Sherlock Series 4 Episode 3	2,266,000	Apple Tree Yard Series 1 Episode 1	1,727,000
EastEnders 01/01/17	1,934,000	Silent Witness Identity Part One	1,464,000
Taboo Episode 2	1,886,000	Mrs Brown's Boys Christmas Specials 2016 Episode 2	1,066,000
Apple Tree Yard Series 1 Episode 1	1,727,000	Death in Paradise Series 6 Episode 1	1,050,000
EastEnders 24/01/17	1,547,000	Call the Midwife Series 6 Episode 1	909,000
Taboo Episode 3	1,503,000	Let It Shine Episode 1	846,000
Silent Witness Identity Part One	1,464,000	Planet Earth II 01/01/17	810,000
EastEnders 26/01/17	1,387,000	Bing Toy Party Episode 76	772,000
EastEnders 05/01/17	1,326,000	Uncle Series 3 Episode 1	729,000
EastEnders 02/01/17	1,306,000	Not Going Out Series 8 Episode 2	717,000
EastEnders 03/01/17	1,205,000	Match of the Day 2016/2017 21/01/17	659,000
Silent Witness Discovery Part One	1,181,000	Thailand: Earth's Tropical Paradise Episode 1	625,000
EastEnders 23/01/17	1,161,000	Spy in the Wild Love Episode 1	624,000
Silent Witness Remembrance Part One	1,135,000	The Worst Witch Feature Length (Episode 1&2)	621,000
EastEnders 20/01/2017 Part Two 20/01/17	1,123,000	The Graham Norton Show Series 20 Episode 13	605,000
Silent Witness Identity Part Two	1,120,000	Hospital Episode 1	593,000
Silent Witness Discovery Part Two	1,088,000	The Dumping Ground Feature Length (Episode 1&2)	587,000

BBC iPlayer – TV viewing by time of day, January 2017

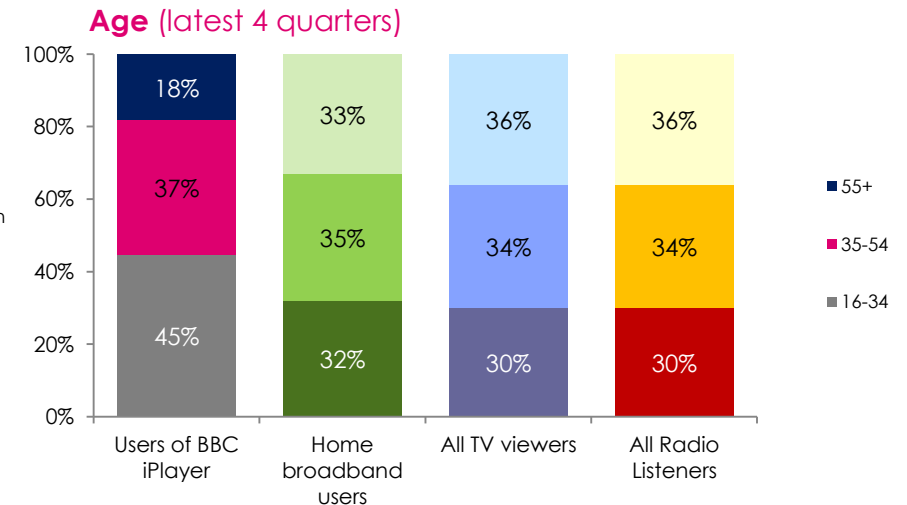
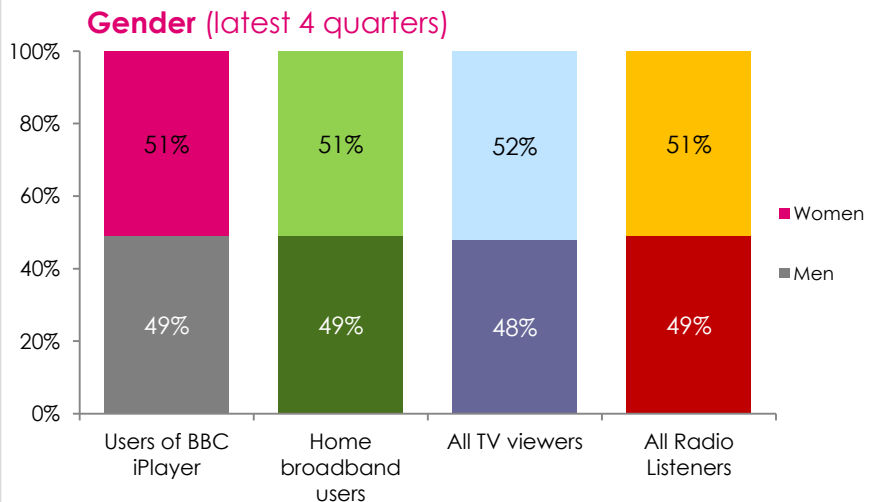
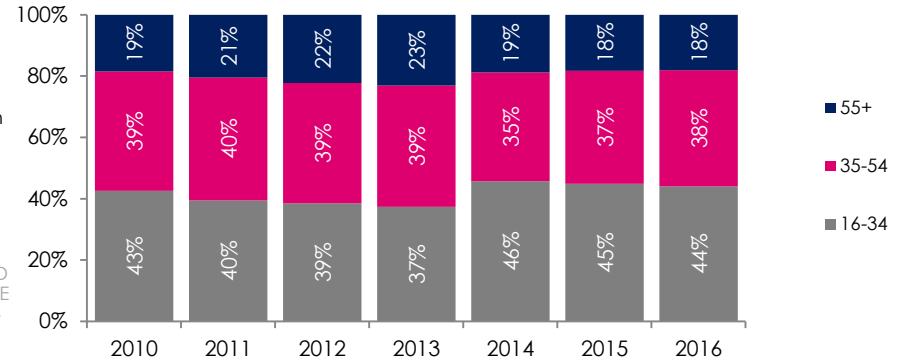
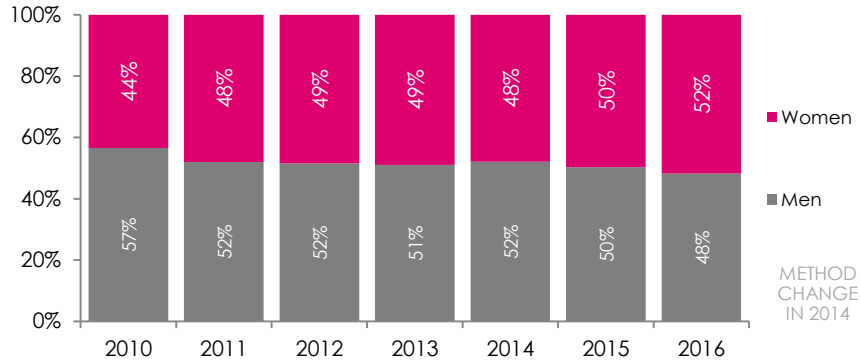
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the relative usage pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



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

Demographics of BBC iPlayer users

In 2016, BBC iPlayer usage skewed slightly more towards women for the first time. The largest share of audience is aged 16-34.



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