

# Monthly Performance Pack

March 2015



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 | Marketing & Audiences

# Monthly summary – March 2015

- There were **278m requests** to BBC iPlayer in March, with a daily average of 9m requests. (Note: measurement issues in March meant we were unable to capture a large volume of TV requests, and radio requests have changed as a result of updates to radio streaming services. More details are on slide 4.)
- Weekly requests peaked in the first week of the month, driven by **Top Gear** and **The Voice** battle round episode
- **Top Gear** performed well, with the top 2 episodes delivering over 3.6 million requests in total. The remake of the BBC drama **Poldark** was on our screens in March, and the first episode earned 1.2m requests.
- Comic Relief 2015 took place in March, with over 1m requests for the second episode of the **Comic Relief Bake Off**. BBC iPlayer's online exclusive **Little Britain sketch** where Lou (David Walliams) met Stephen Hawking also earned 500k requests
- **The News Quiz** continued to prove popular in March, followed closely by Zane Lowe's Radio 1 show, with listeners tuning in online for **Zane's final show**.

## 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.

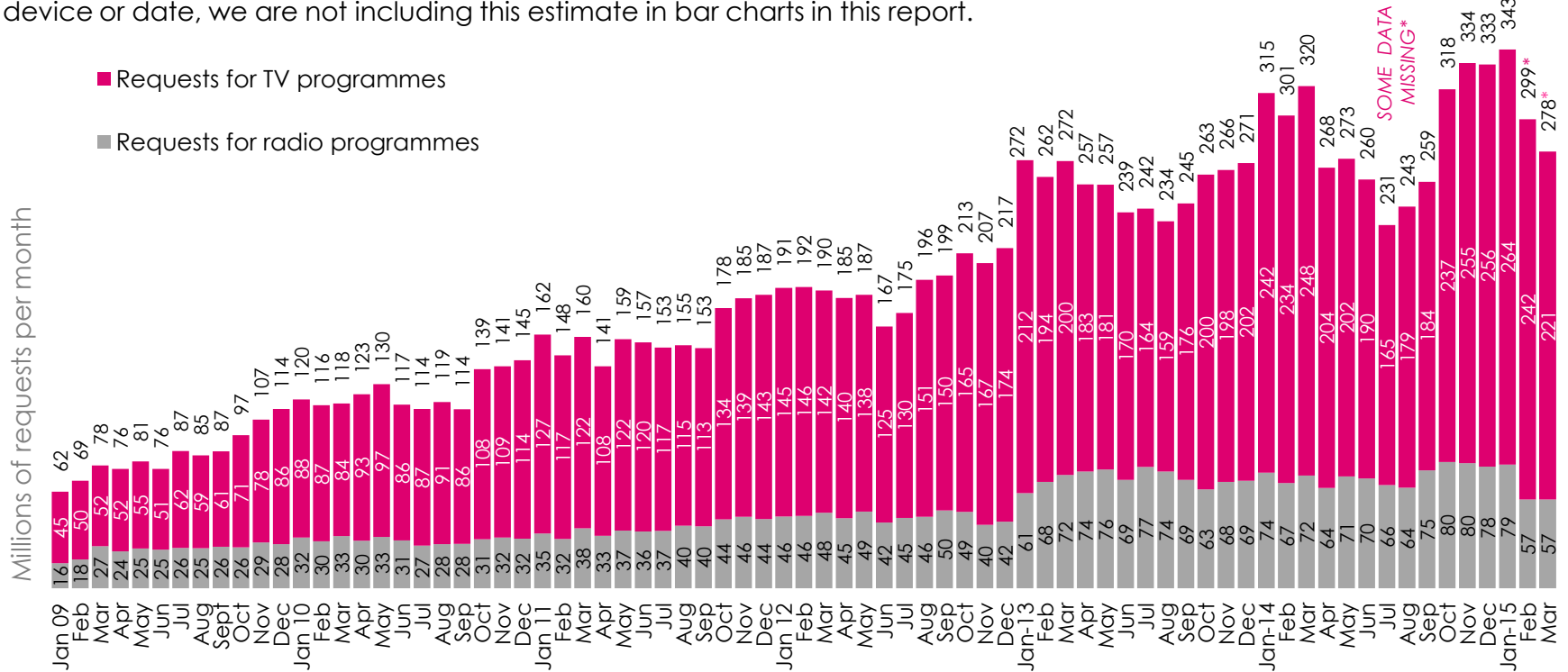
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# Total monthly BBC iPlayer requests across all platforms, since 2009

There were **278 million requests** to BBC iPlayer in March 2015. Radio requests remained consistent with last month after the changes made to radio streaming services (find out more on the [BBC Internet blog](#)).

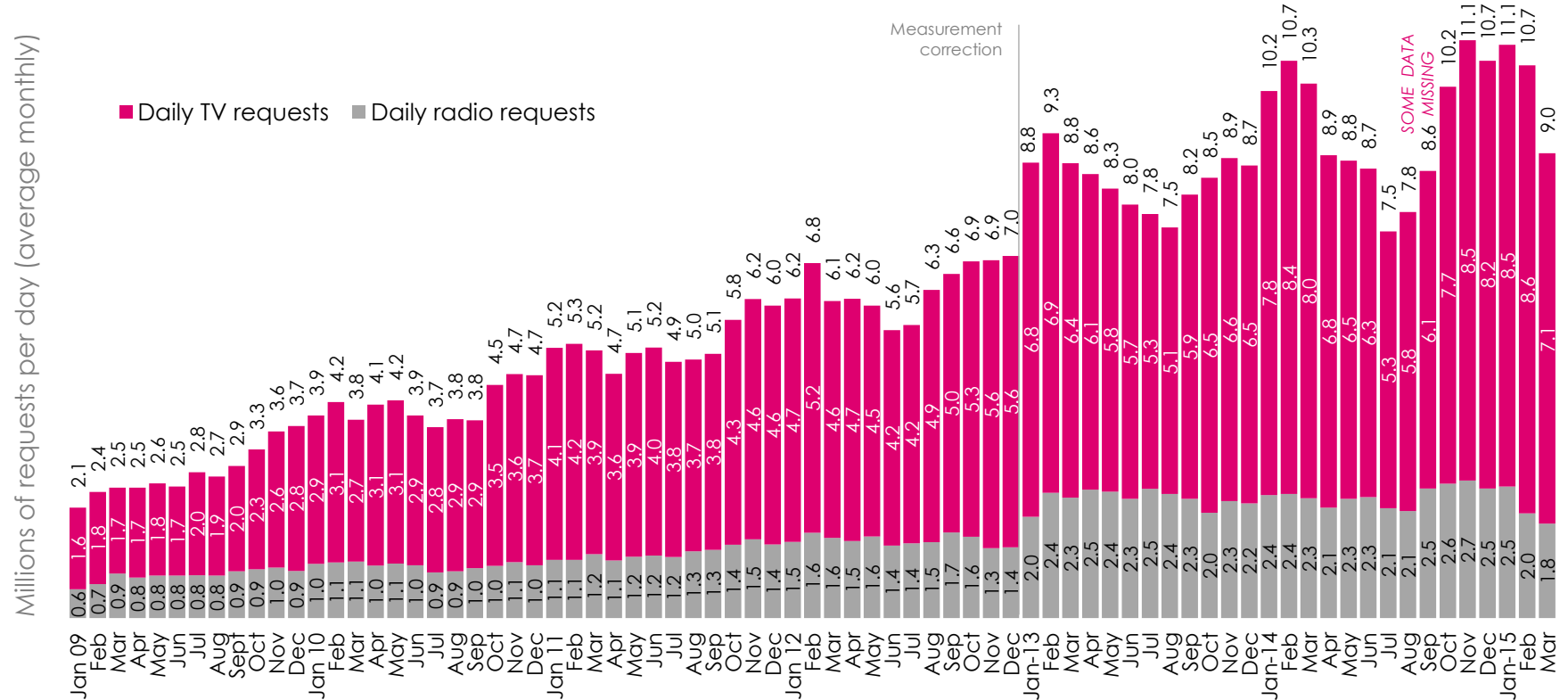
We are missing a large volume of requests from TV programmes in March, but since we cannot accurately assess by device or date, we are not including this estimate in bar charts in this report.



\* Please refer to slide 9 for guide notes

# Average daily BBC iPlayer online requests

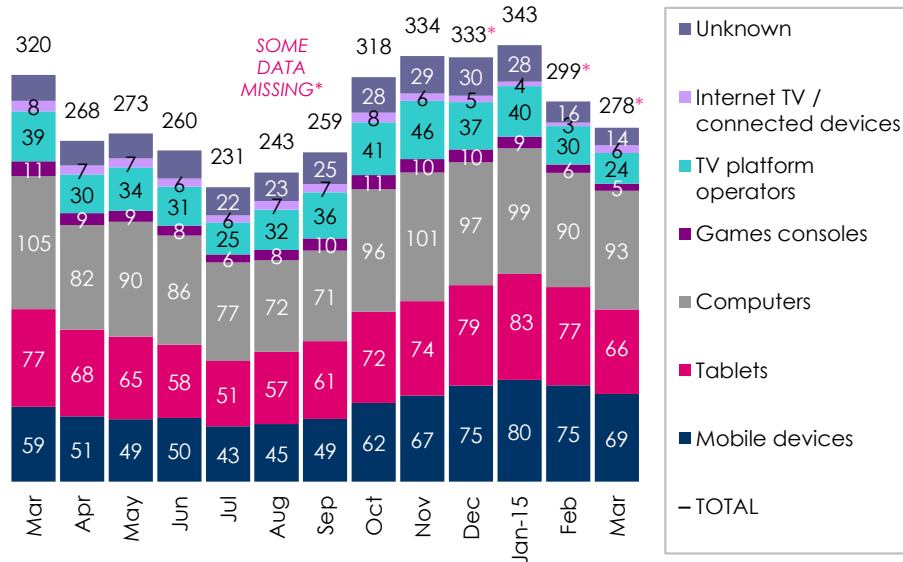
There was an average of **9.0m** daily requests to iPlayer in March. TV daily requests were at to 7.1 following a record last month.



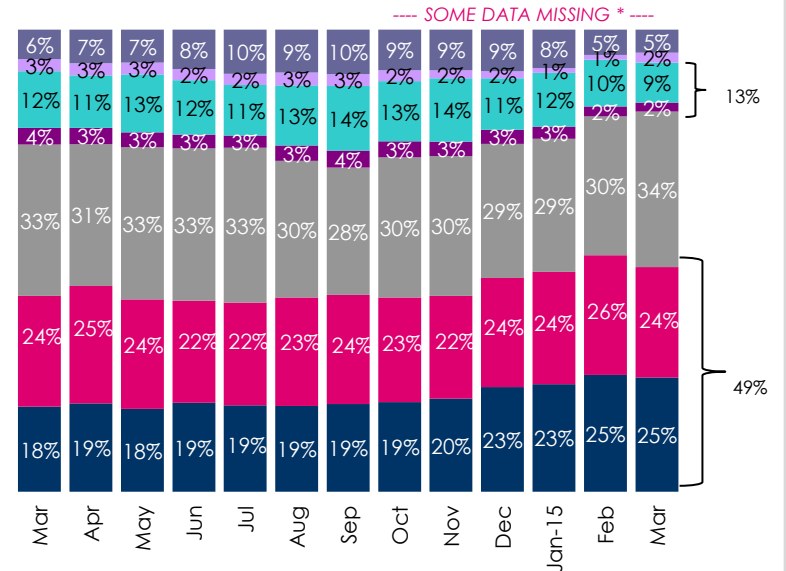
# TV and radio: Requests for programmes by device type

Requests from computers increased month on month, with 93m requests compared to 90m in February.

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 Playstation, Nintendo Wii and Microsoft Xbox.

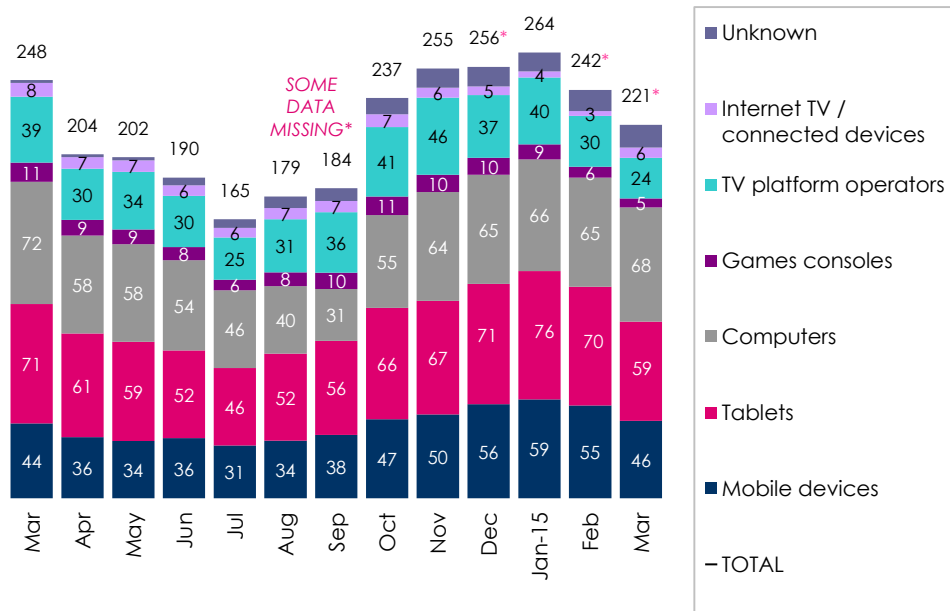
**Unknown devices** are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

\* Please refer to slide 9 for guide notes

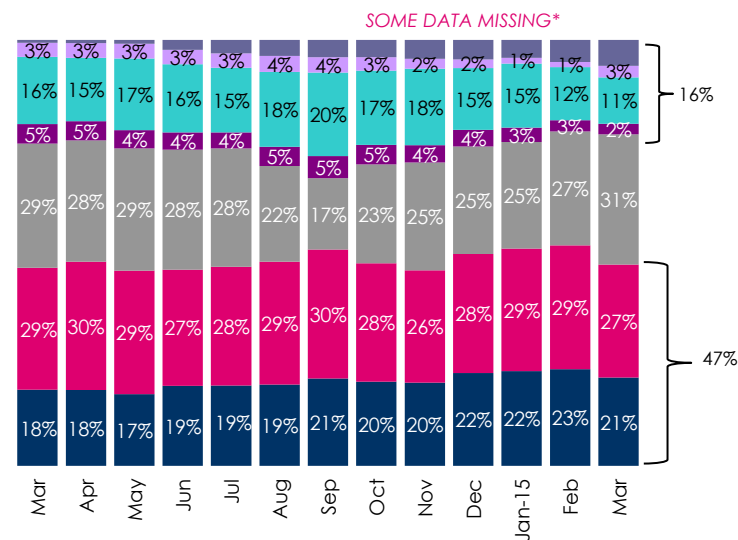
# TV only: Requests for programmes across BBC iPlayer by device type

TV requests were at 221m this month, down -9% on February. There were 68m requests from computers this month, the highest level since March 2014.

Number of requests (millions)



% of requests



**Notes:**

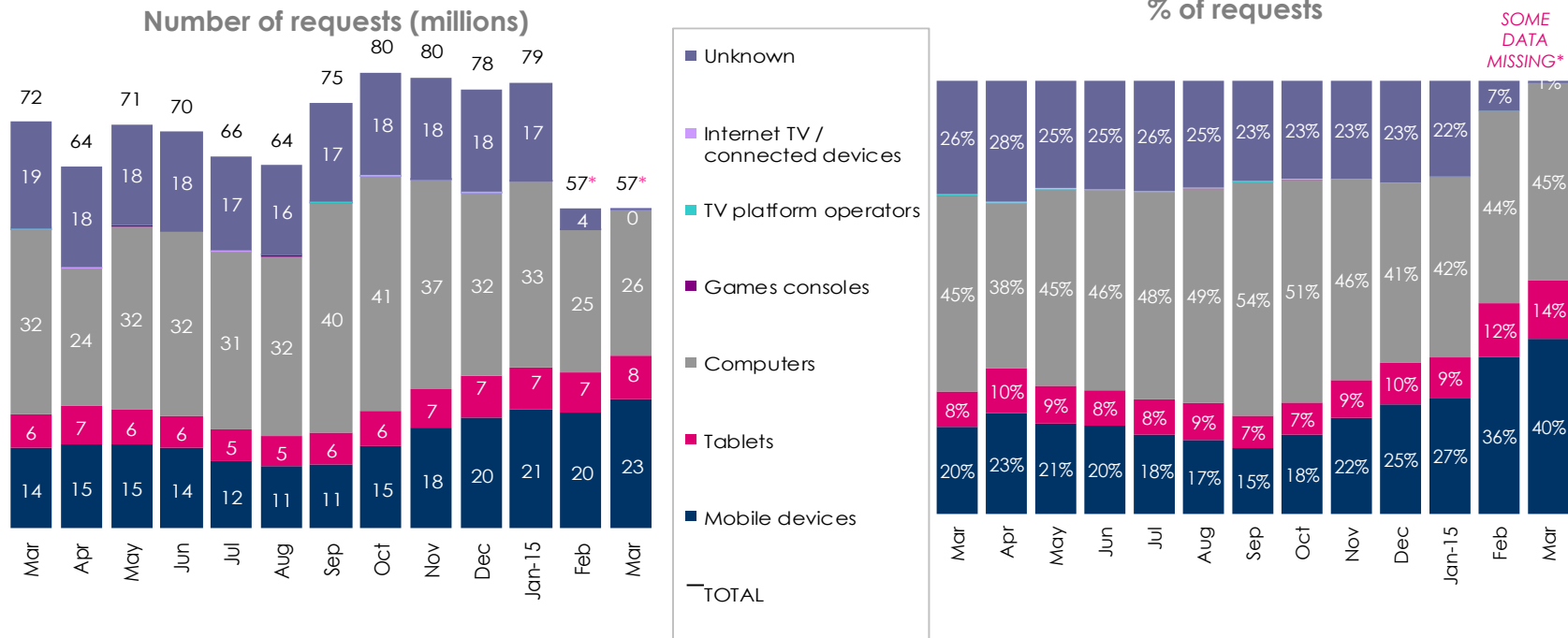
**Internet TV / connected devices** include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku.

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

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

There were **57m radio requests** in March, stable on last month when changes were made to radio streaming.

Find out more here: <http://www.bbc.co.uk/blogs/internet/entries/977a1954-658f-4fb2-a23c-71680c49882f>



**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. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

**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.

\* Please refer to slide 9 for guide notes



# Notes for figures in this report

**Some TV request data was not captured in March 2015.** We estimate around 10m requests are missing from TV platforms in March.

**Some changes were made to radio streaming services** in February – which has affected radio figures for February and March. Find out more on the [BBC Internet blog](#).

**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**. 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.

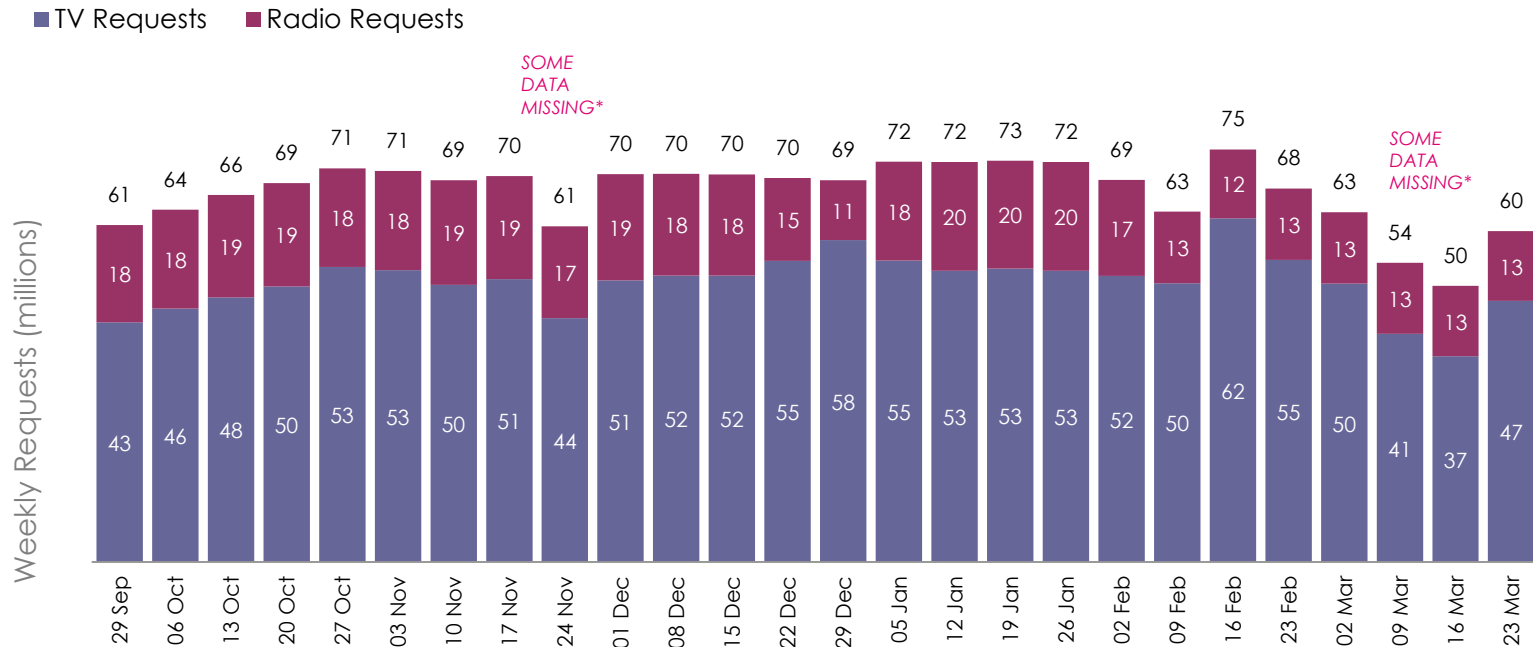
These notes apply to all the data in this pack and should be included as footnotes when quoting any of these figures. A **glossary** is on page 17.

- 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.
- **Note on the top 20 lists for TV and radio 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.
- 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.
- 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, and radio requests from week 12 2014 to week 17 2014 were undercounted.
- Please quote the source of these figures as "BBC iStats".

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

There was a weekly average of 57m requests to iPlayer. Weekly requests peaked in the first week of the month, driven by **Top Gear** and **The Voice** battle round.

*Some data is missing from this time-period \**



\* Please refer to slide 9 for guide notes

# BBC iPlayer - top 20 TV episodes, March 2015 (excluding Virgin Media cable and Sky)

**Top Gear** performed well, with the top 2 episodes delivering over 3.6 million requests in total. The remake of the BBC drama **Poldark** came back to our screens in March, and the first episode earned 1.2m requests.

Comic Relief 2015 took place in March, with over 1m requests for the second episode of the **Comic Relief Bake Off**. BBC iPlayer's online exclusive **Little Britain sketch** where Lou (David Walliams) met Stephen Hawking also earned 500k 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.
Top Gear Series 22 Episode 6	2,171,000	Top Gear Series 22 Episode 6	2,171,000
Top Gear Series 22 Episode 7	1,482,000	The Voice UK Series 4 Battles 1 Episode 8	1,224,000
The Voice UK Series 4 Battles 1 Episode 8	1,224,000	Poldark Episode 1	1,192,000
Poldark Episode 1	1,192,000	EastEnders 12/03/15	1,121,000
The Voice UK Series 4 Battles 2 Episode 9	1,142,000	The Great Comic Relief Bake Off Series 2 Episode 4	1,049,000
EastEnders 12/03/15	1,121,000	Louis Theroux By Reason of Insanity: Part 1	1,044,000
EastEnders 06/03/2015	1,071,000	Waterloo Road Series 10 Episode 19	930,000
EastEnders 03/03/15	1,057,000	Ordinary Lies Episode 1	849,000
The Great Comic Relief Bake Off Series 2 Episode 4	1,049,000	Banished Episode 1	842,000
Louis Theroux By Reason of Insanity: Part 1	1,044,000	The Dumping Ground Series 3 Episode 10	826,000
EastEnders 27/03/2015	984,000	The FA Cup 2014/15 Man United v Arsenal	812,000
Poldark Episode 3	980,000	Call the Midwife Series 4 Episode 7	710,000
EastEnders 05/03/15	971,000	Twin Sisters: A World Apart 03/03/15	703,000
EastEnders 02/03/15	969,000	The Billion Dollar Chicken Shop Episode 1	637,000
EastEnders 26/03/2015	932,000	The Casual Vacancy Episode 3	597,000
Waterloo Road Series 10 Episode 19	930,000	Comic Relief 2015 Face the Funny - Part 1 13/03/2015	573,000
Poldark Episode 2	911,000	MasterChef Series 11 Episode 1	570,000
EastEnders 24/03/15	883,000	The Musketeers Series 2 Episode 8	557,000
The Voice UK Series 4 Live Semi-Final Episode 14	875,000	Formula 1 2015 The Malaysian Grand Prix 29/03/2015	553,000
Waterloo Road Series 10 Episode 20	855,000	The Graham Norton Show Series 16 Episode 21	550,000

# BBC iPlayer - top 20 radio episodes, March 2015

The **News Quiz** continued to prove popular in March, followed closely by Zane Lowe's Radio 1 show, with listeners tuning in online for **Zane's final show**.

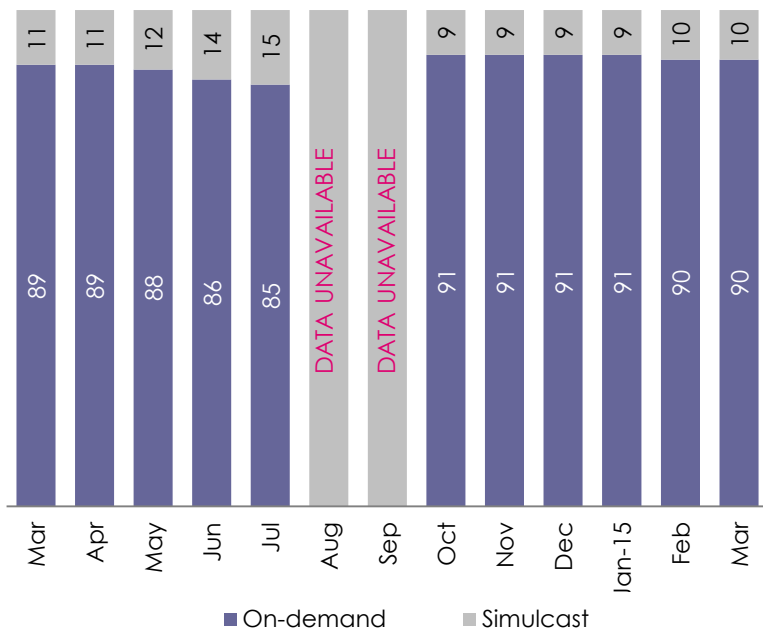
BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
The News Quiz Series 86 Episode 3	140,000	The News Quiz Series 86 Episode 3	140,000
The News Quiz Series 86 Episode 4	137,000	Zane Lowe 05/03/2015	100,000
The News Quiz Series 86 Episode 5	131,000	The Radio 1 Breakfast Show 27/03/15	97,000
The News Quiz Series 86 Episode 6	118,000	The Chris Evans Breakfast Show 20/03/2015	93,000
Zane Lowe Zane's final show! 05/03/2015	100,000	The Archers 03/03/15	91,000
The Radio 1 Breakfast Show 27/03/15	97,000	TMS Cricket World Cup 2015 England v Bangladesh	89,000
The Radio 1 Breakfast Show 13/03/2015	95,000	Just a Minute Series 71 Episode 4	82,000
The Radio 1 Breakfast Show 06/03/15	94,000	Ken Bruce 13/03/2015	73,000
The Radio 1 Breakfast Show 20/03/15	93,000	Fearne Cotton 04/03/2015	70,000
The Chris Evans Breakfast Show 20/03/2015	93,000	5 live Sport 04/03/15	69,000
The Chris Evans Breakfast Show 13/03/2015	92,000	Scott Mills 19/03/15	69,000
The Chris Evans Breakfast Show 27/03/2015	92,000	5LS Champions League - Chelsea v Paris Saint-Germain	68,000
The Radio 1 Breakfast Show 31/03/15	92,000	Jeremy Vine 26/03/15	67,000
The Archers 03/03/15	91,000	Steve Wright in the Afternoon 12/03/2015	66,000
The Radio 1 Breakfast Show 26/03/15	89,000	Van der Valk - King of the Rainy Country 09/12/12	65,000
TMS Cricket World Cup 2015 England v Bangladesh	89,000	Annie Mac 06/03/2015	62,000
The Radio 1 Breakfast Show 05/03/15	88,000	Annie Mac's Friday Night 13/03/2015	55,000
The Radio 1 Breakfast Show 03/03/15	88,000	The Archers Omnibus 08/03/15	52,000
The Radio 1 Breakfast Show 11/03/15	88,000	Wimsey The Unpleasantness at the Bellona Club Ep 6	51,000
The Archers 02/03/15	88,000	John Finnemore's Souvenir Programme Series 2 Ep 1	51,000

# TV and radio requests: live vs catch-up online requests

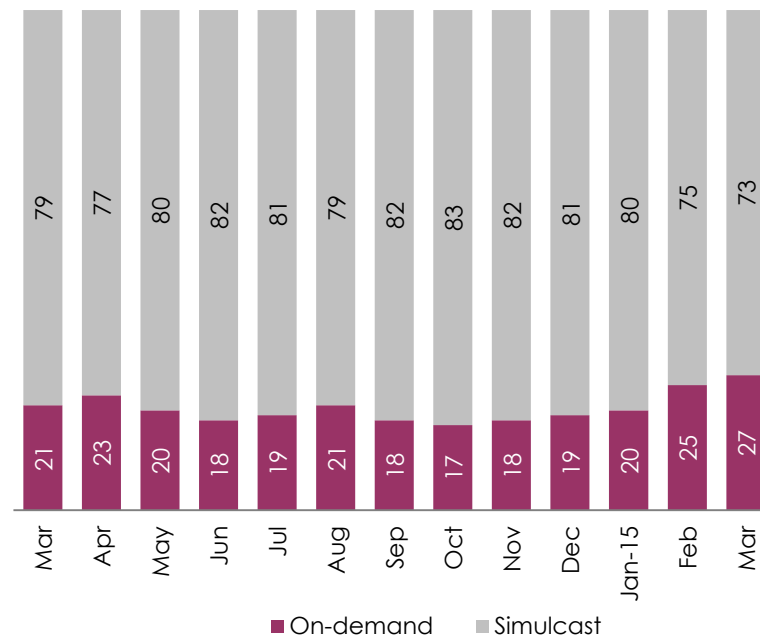
This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

The proportion of live requests to TV remained stable at 10% in March, For radio, live requests were at 73%.

% requests for TV programmes

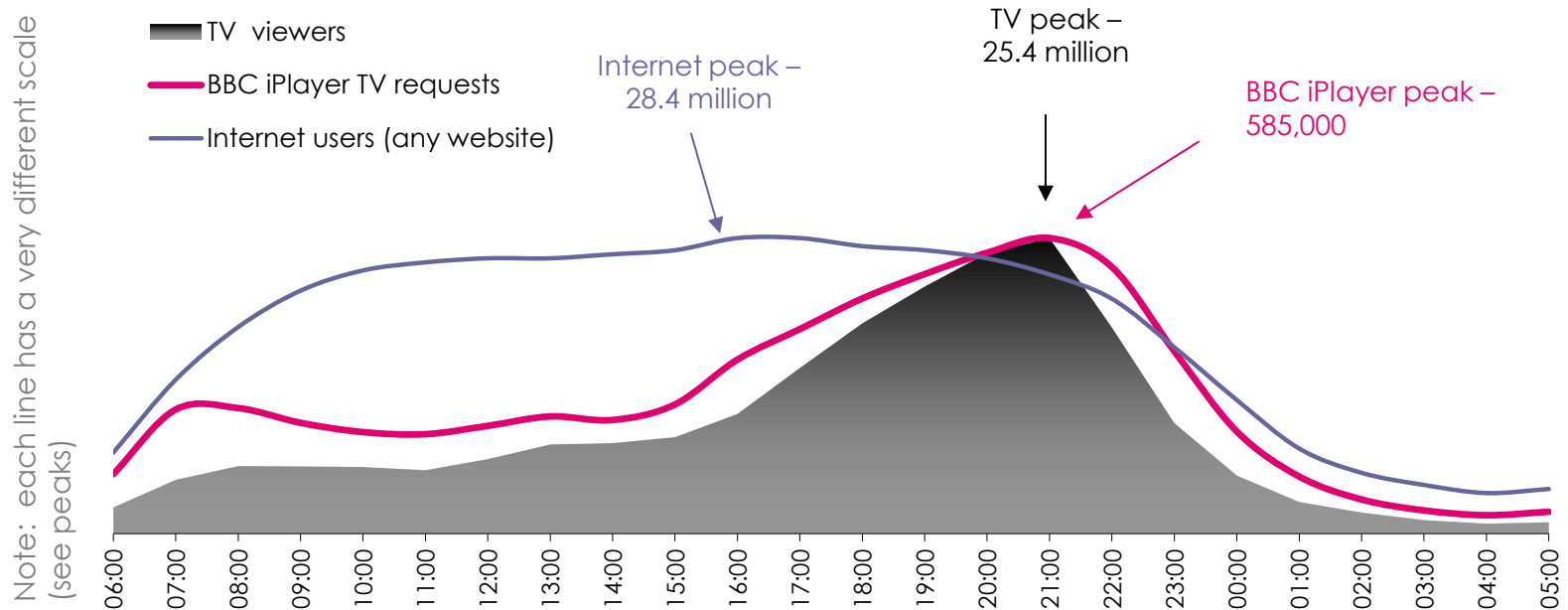


% requests for radio programmes



# BBC iPlayer – use for TV online by time of day, March 2015

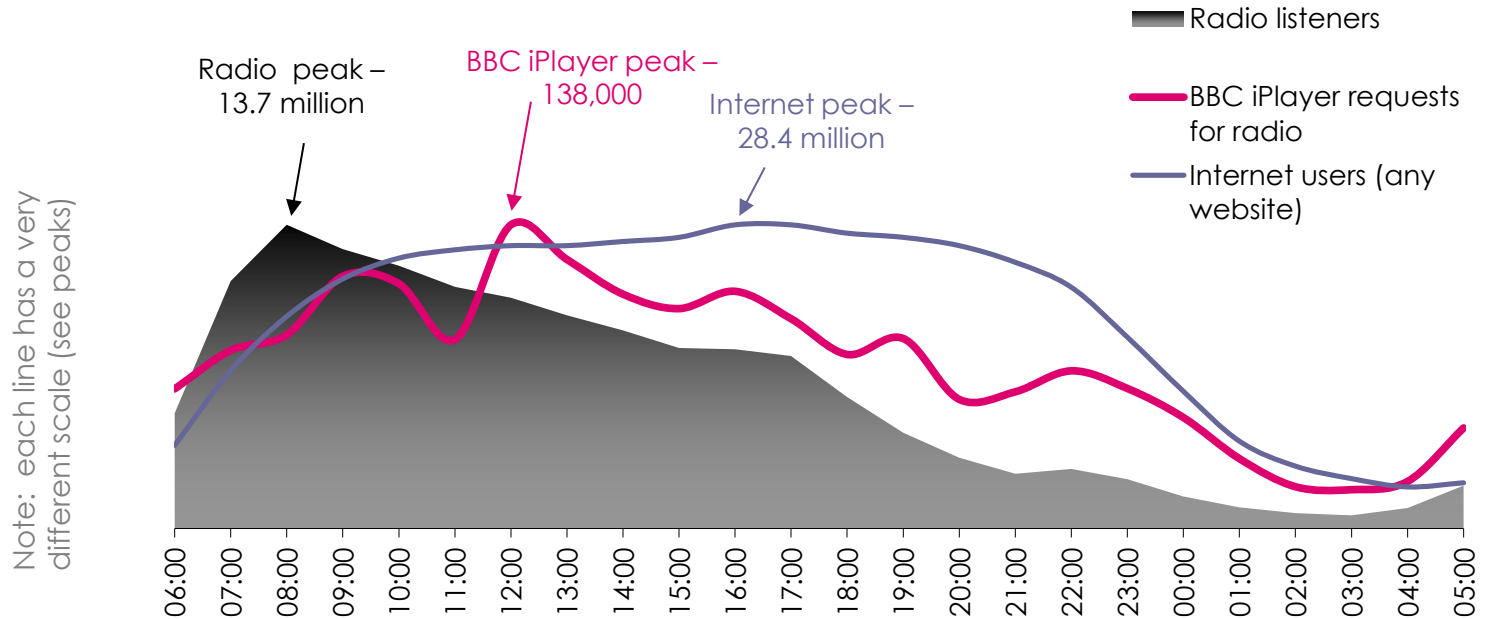
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB March 2015, internet from Nielsen March 2012, BBC iPlayer from BBC iStats March 2015- see footnotes on final page for more detail

# BBC iPlayer – use for radio online by time of day, March 2015

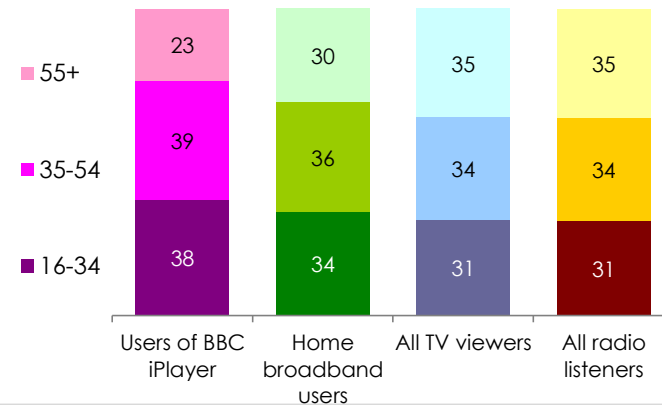
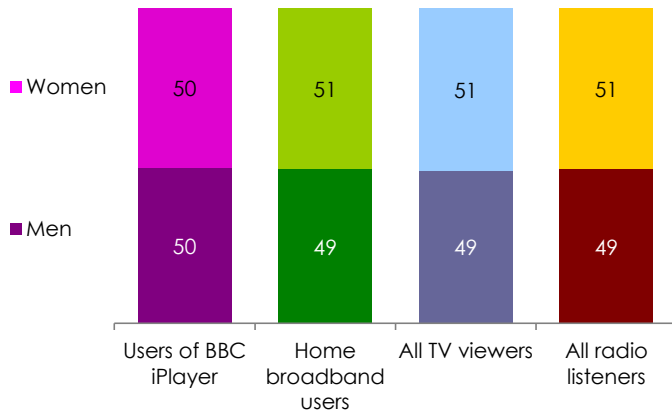
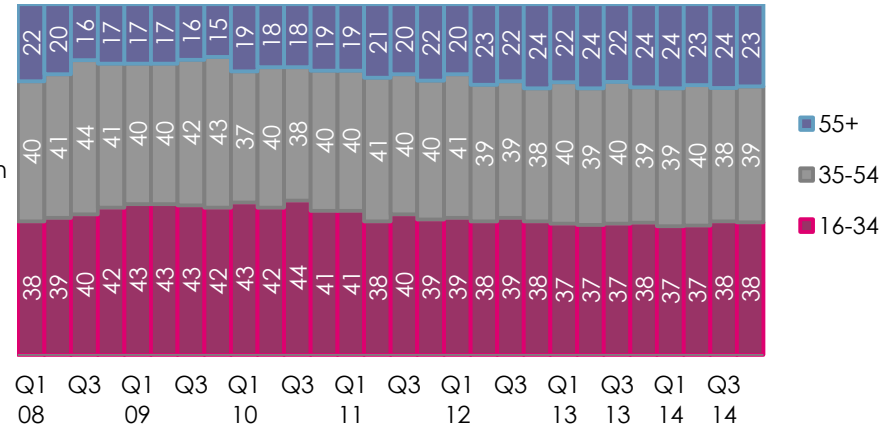
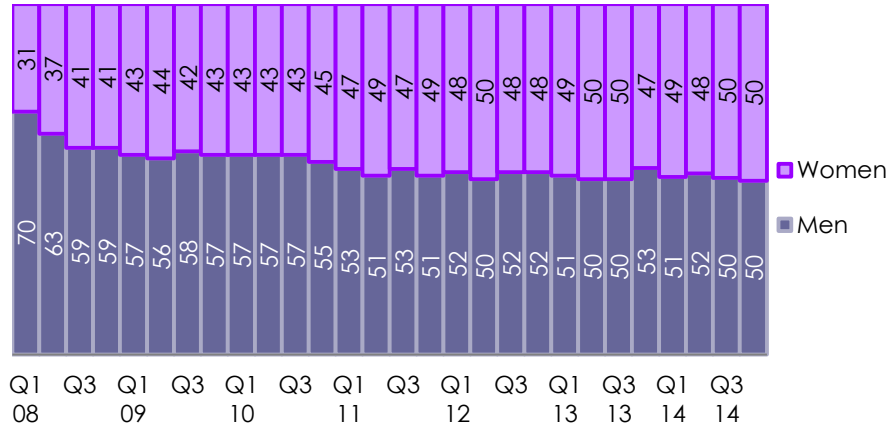
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q4 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats March 2015 - see footnotes on final page for more detail

# BBC iPlayer use by demographic

The profile of users of BBC iPlayer is measured on a monthly survey of 700+ UK adults. There is an equal balance between men and women, and the age profile has remained consistent across the end of 2014 and into 2015.





# Glossary

- **Stream** – click to play instantly
- **Download** – save to your device to play later. We cannot report on playback of downloads due to technical and data privacy restrictions
- **Users** – a count of browsers accessing the online BBC iPlayer service. So, please note: if someone has a different device at work and at home, they are counted twice. If a family watches on one device 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