



# Monthly Performance Pack September 2011

Caroline Inman, Communications Manager, BBC iPlayerBBC Communications  
T. 020 8008 5310|M. 07764 335434|E. [caroline.inman@bbc.co.uk](mailto:caroline.inman@bbc.co.uk)

## Monthly summary – September 2011

- September 2011 saw BBC iPlayer receive **153 million** requests for TV and radio programmes in total, with newer devices continuing to grow in usage - tablet requests specifically rose from 4.0m in August to 4.6m in September.
- *Doctor Who*, *Outnumbered* and *Waterloo Road* were the top titles this month, with a range of genres featured in the top 20 – drama, comedy, factual and sport.
- For radio, *The News Quiz* and *The Chris Moyles Show* coverage performed especially well this month.

### 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.

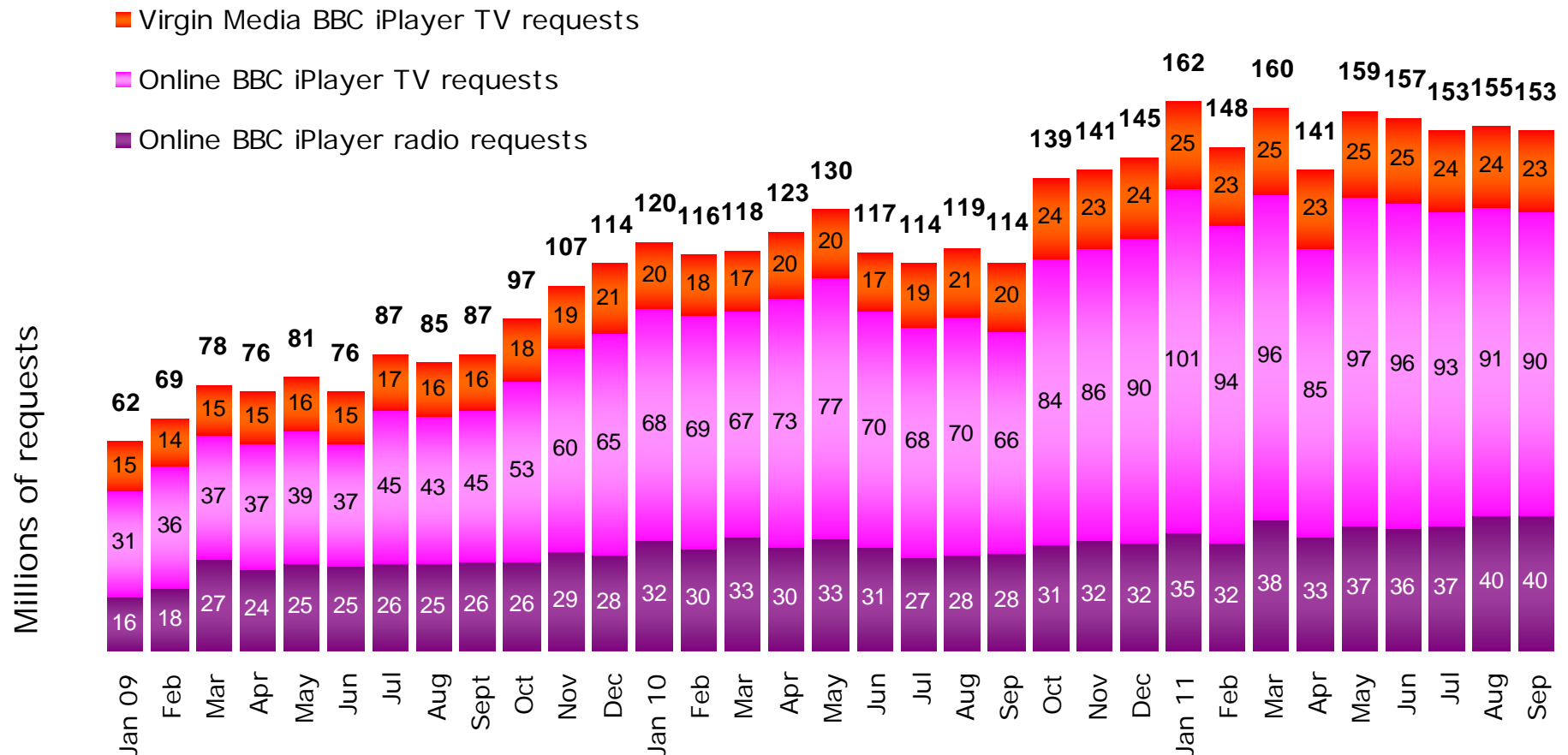
# Index

	<u>Page</u>
Overview for BBC iPlayer across all platforms	4
Monthly requests	7
Average daily requests	8
Average daily users	9
Weekly requests	10
Weekly users	11
Minutes per user per week	12
Top TV programmes	13
Top radio programmes	14
Live vs on-demand	15
Use of BBC iPlayer for TV by time of day	16
Use of BBC iPlayer for radio by time of day	17
Profile of BBC iPlayer users	18
Glossary	19

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

## Includes Virgin Media

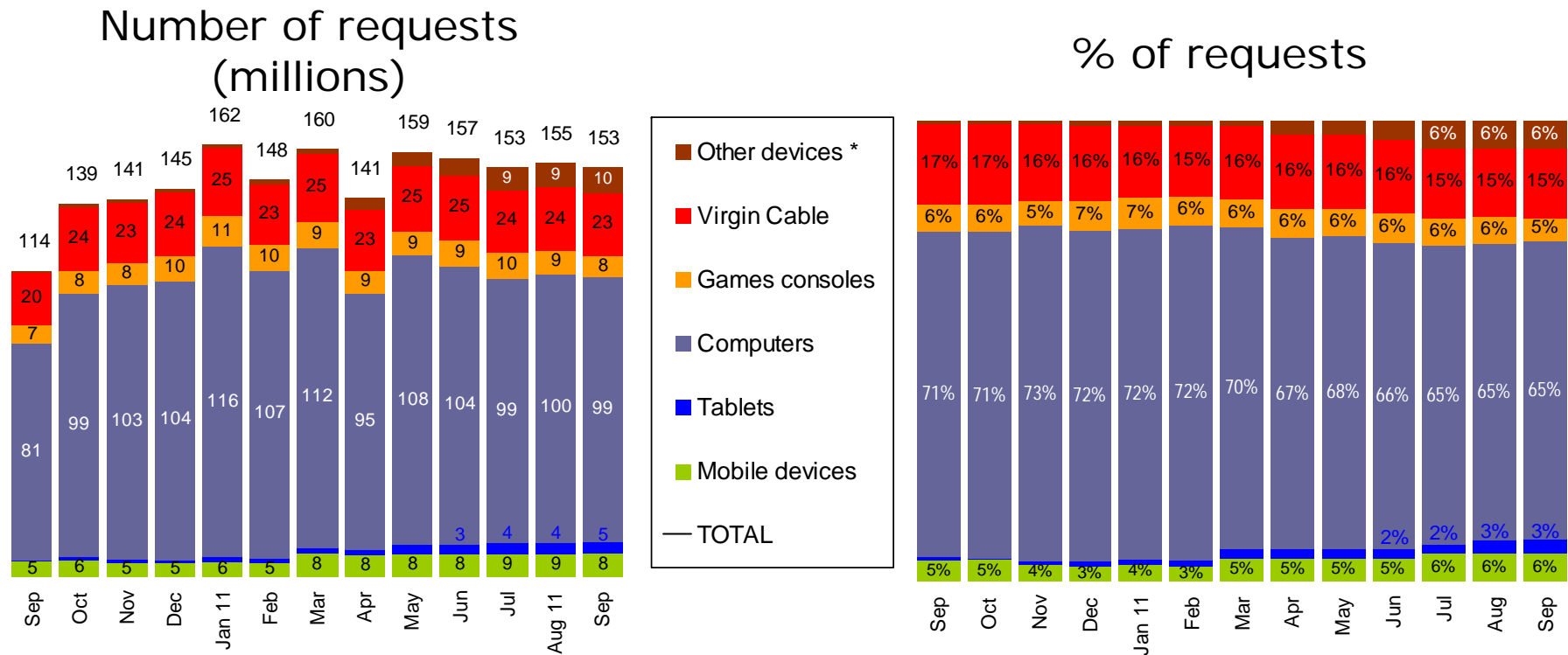
BBC iPlayer received **153 million requests** for TV and radio programmes across all platforms in September 2011.



# Requests for programmes by device type

## Includes Virgin Media

The largest platforms for BBC iPlayer – computers and Virgin Media cable – saw slight decreases month-on-month; requests from tablets continue to increase over time.



Virgin Media cable data arrives later than online stats, therefore **the remainder of this report is only for the online BBC iPlayer**, available via computer / mobile / games consoles.

\* The "Other Devices" category currently contains all IPTV devices, including Freesat, Freeview, BT Vision, Blu-Ray and Virgin TiVo, as well as internet radio services such as "TuneIn" for which we are currently unable to accurately identify device type.

NB: the increase in mobile requests in March was due to a measurement problem fix.

Please refer to slide 6 for guide footnotes.



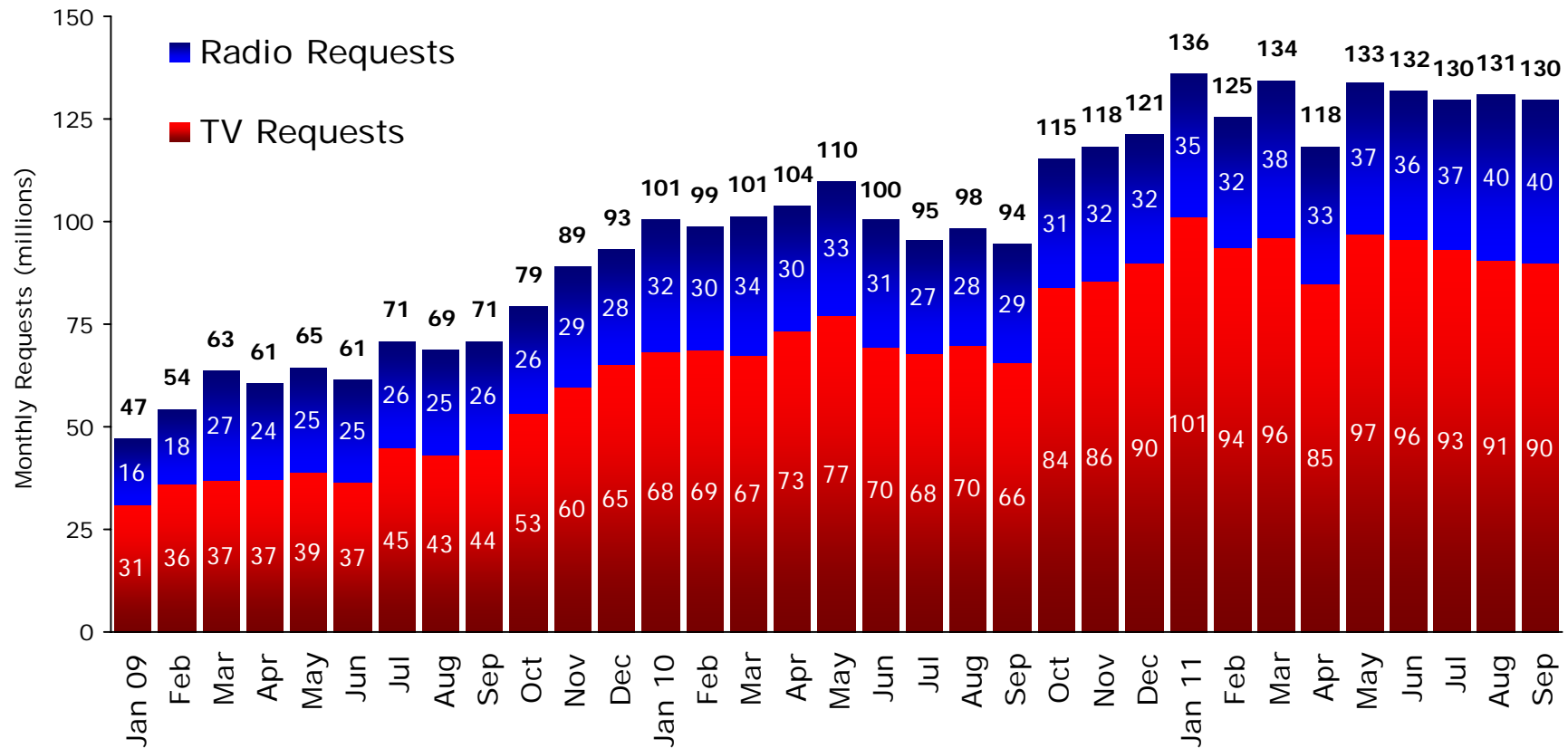
## Notes on figures in this report

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.

- 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
- January 09 data excludes 1-4 January 09 since changes were made to the measurement system on 5 January
- 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
- **None of this data following is for the BBC iPlayer on Virgin Media's TV service** - all is for the online BBC iPlayer, available via computer / mobile / games consoles
- 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

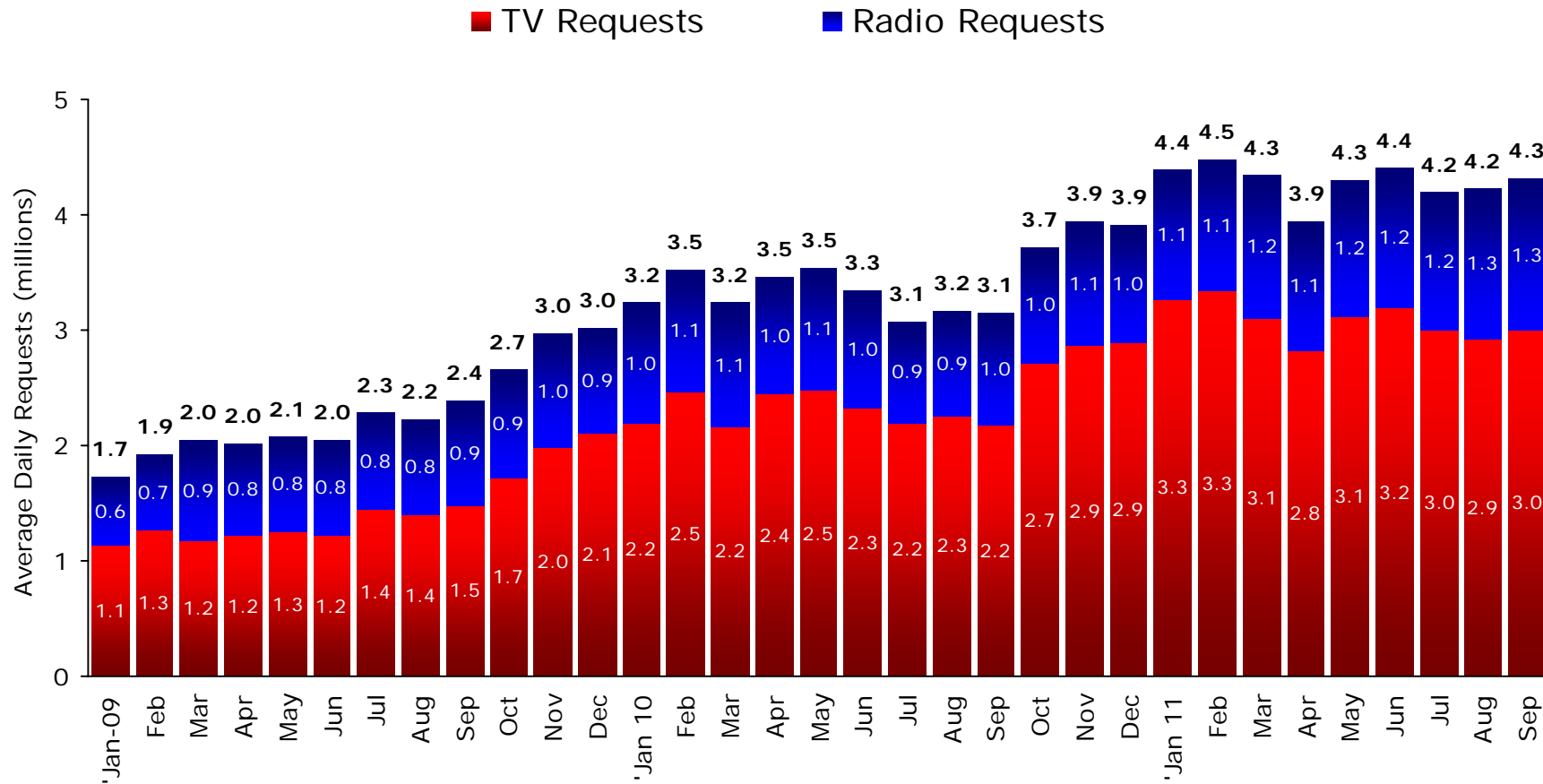
## Monthly BBC iPlayer online requests

In September 2011 BBC iPlayer received a total of 130 million online requests, 90 million TV requests and 40 million Radio requests.



## Average daily BBC iPlayer requests

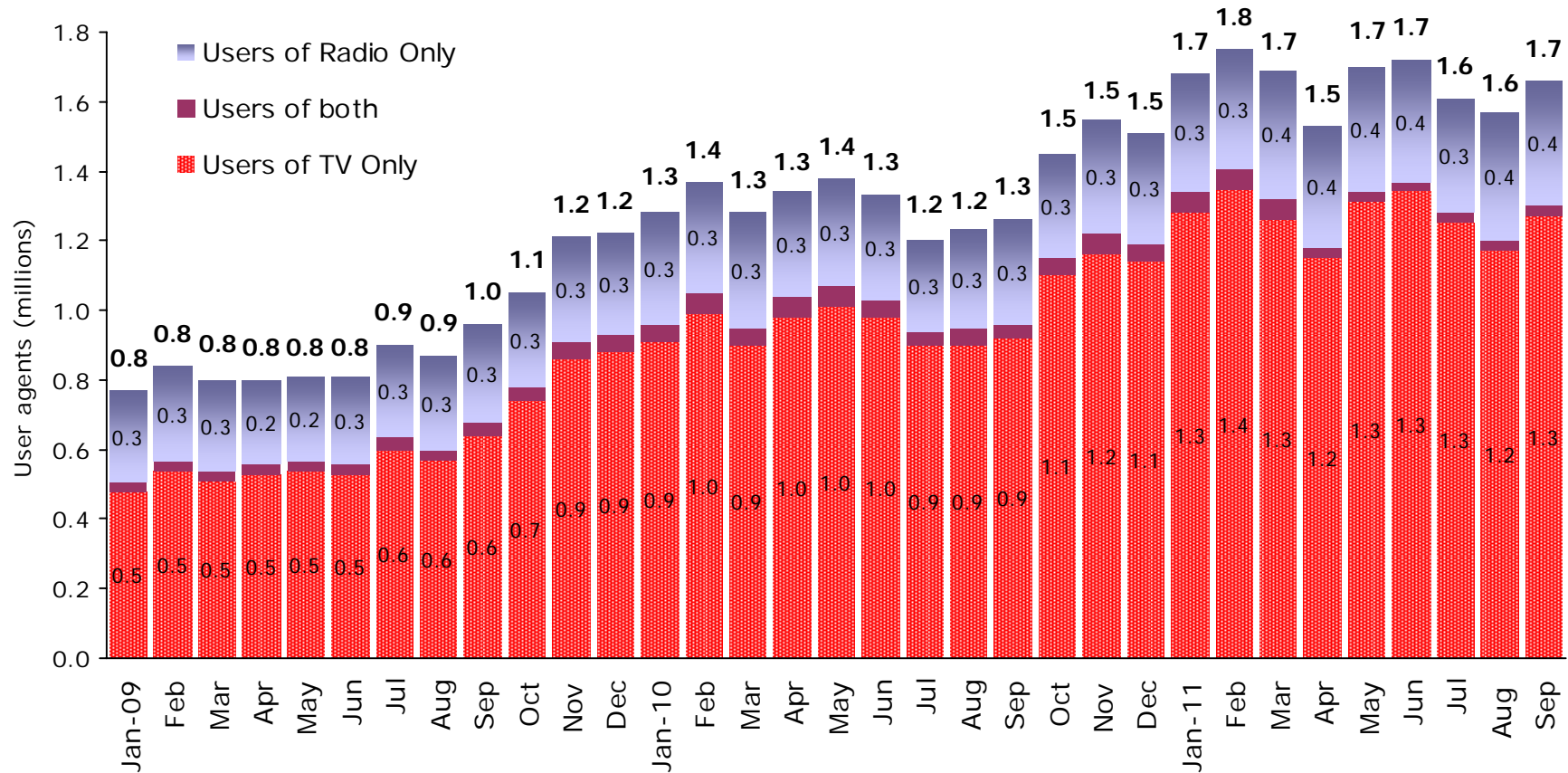
Average daily requests stood at **4.3m** in September 2011 – 1.3 million per day for radio programmes and 3.0 million for TV programmes.





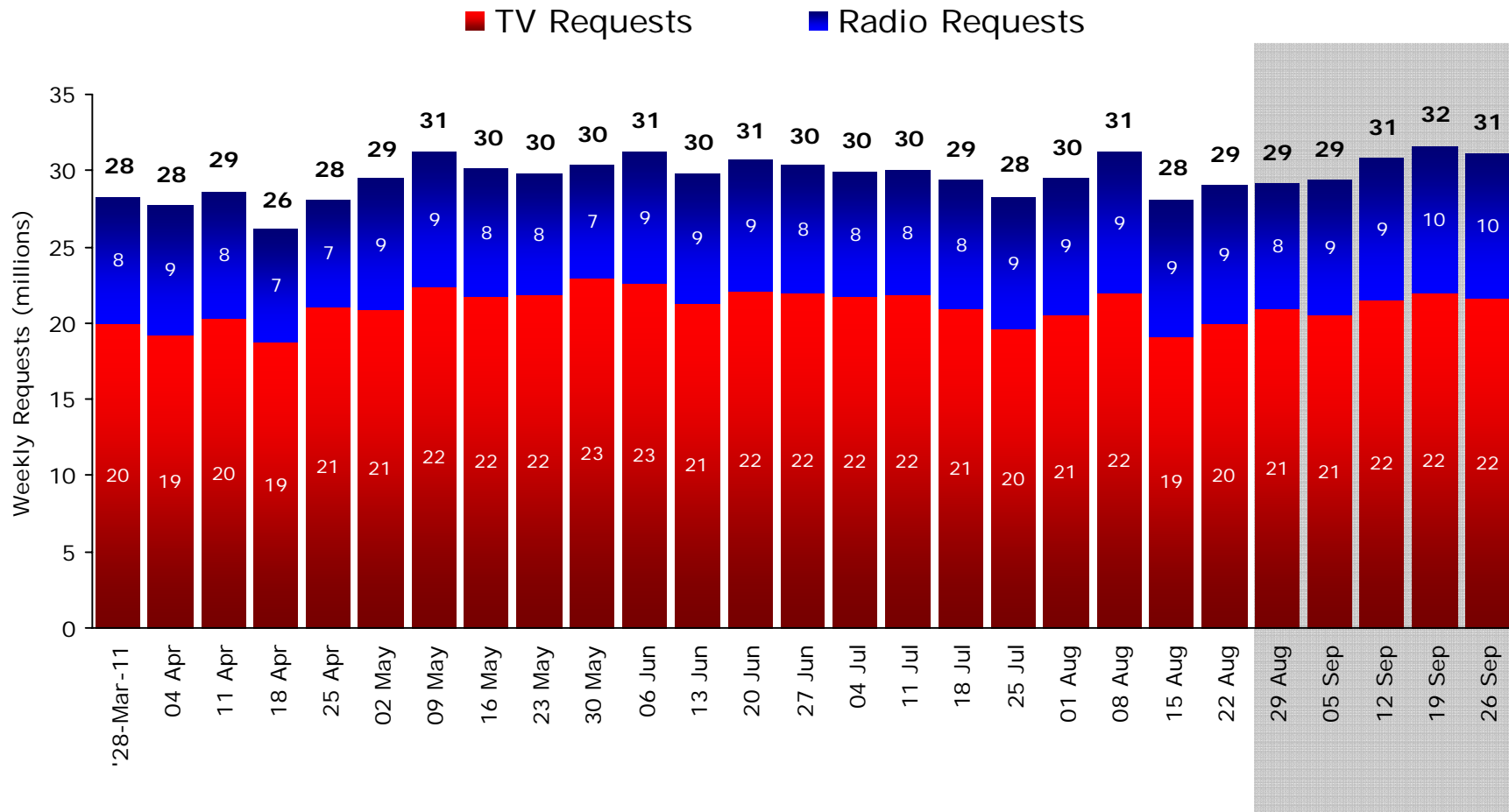
## Average daily BBC iPlayer users

September 2011 saw an average of **1.7 million users per day**, with 1.3m for TV content only, 0.4m for radio only content and 0.03m using both.



# Weekly BBC iPlayer requests - latest 6 months

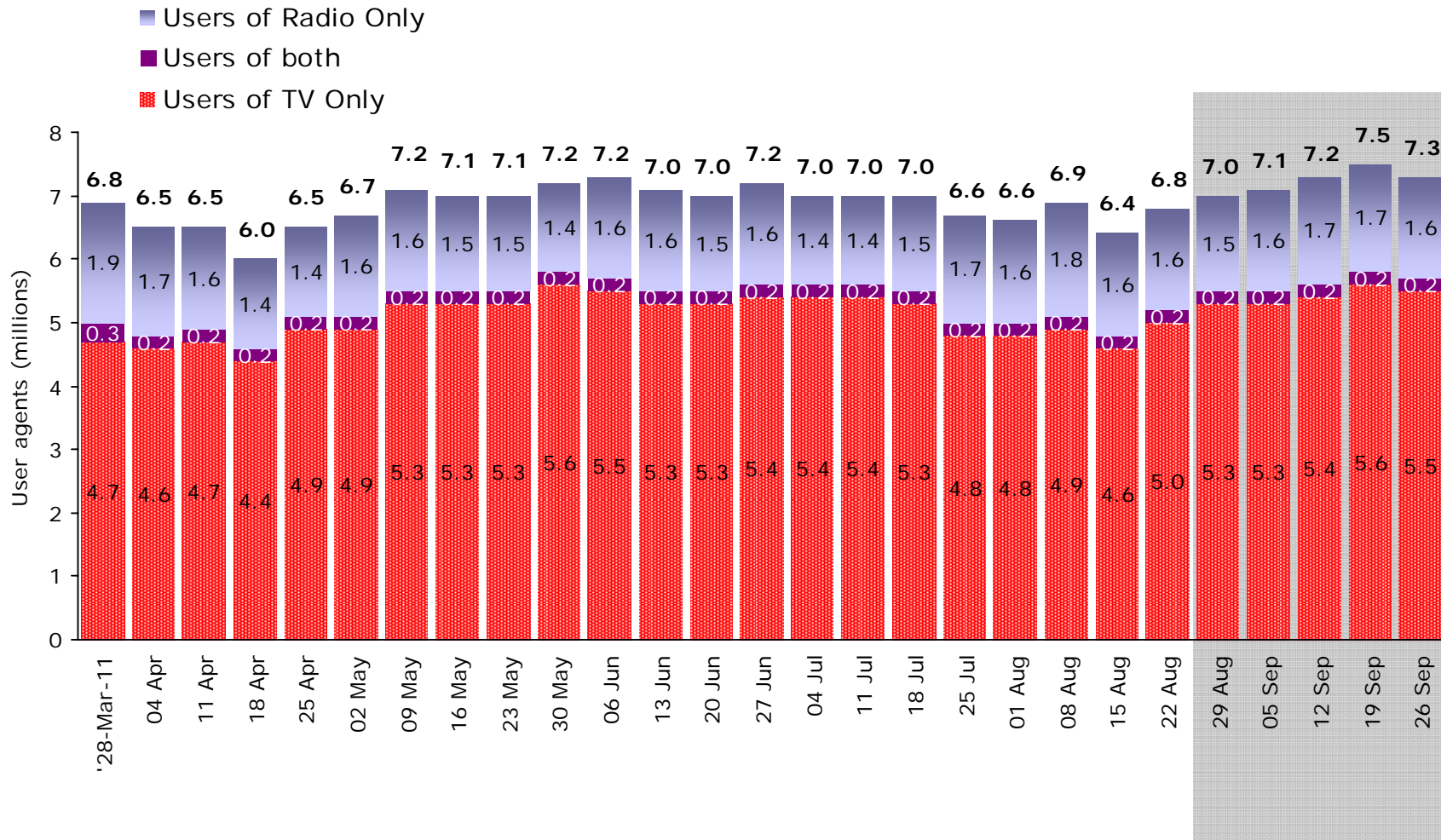
Weekly requests in September increased slightly towards the end of the month.



Please refer to slide 6 for guide footnotes.

# Weekly BBC iPlayer users – latest 6 months

In line with requests, weekly user numbers were higher towards the end of September.

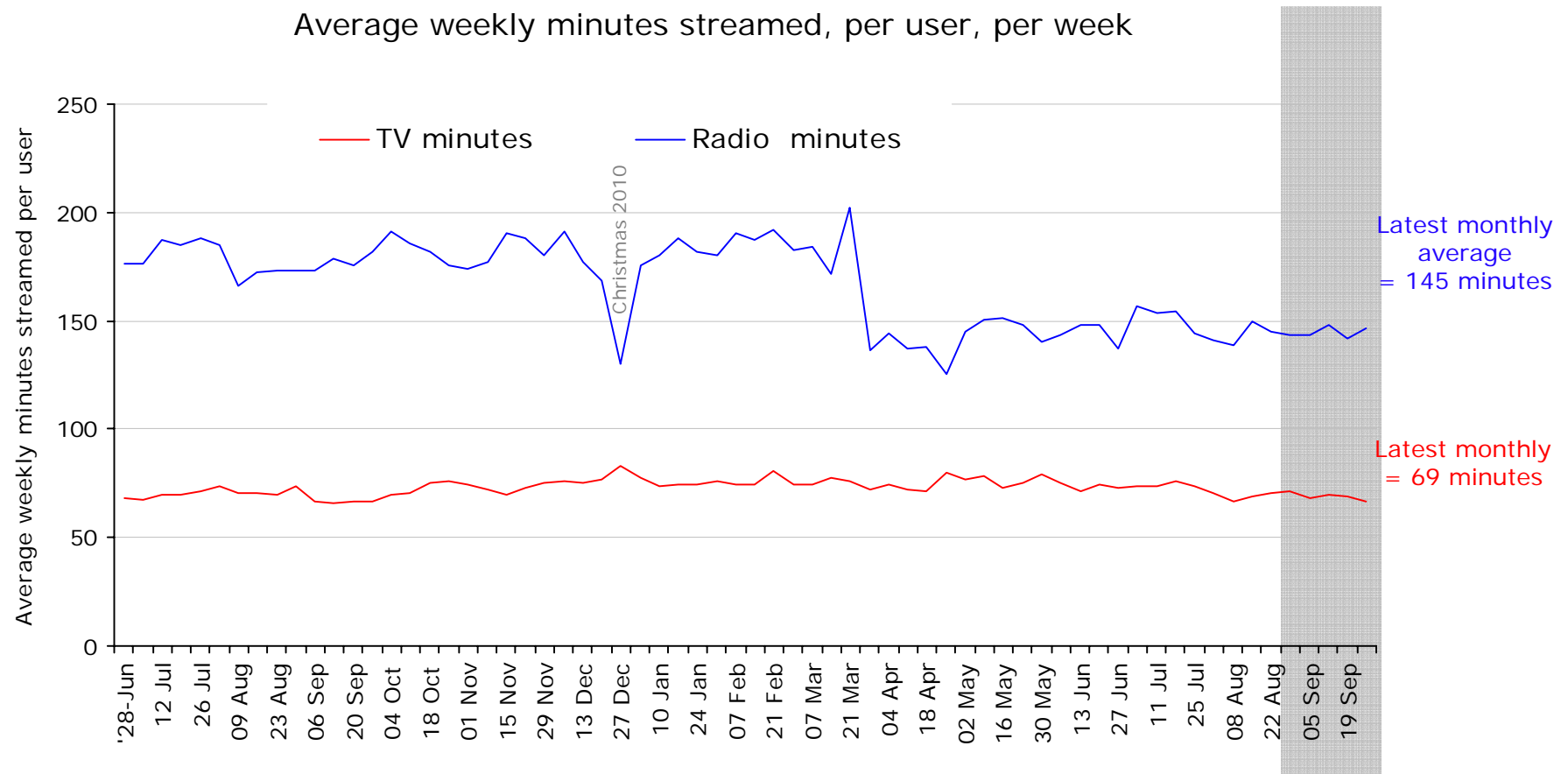


Please refer to slide 6 for guide footnotes.

## Requests and average minutes per user per week

On a weekly basis in September, each user of TV on BBC iPlayer requested, on average, 4 programmes, and streamed over an hour of TV content. Each weekly user of radio content requested over 5 programmes, and streamed over two hours of radio content.

*(We are still investigating the dip in radio durations in March, which may be due to stats measurement problems.)*



## BBC iPlayer - top 20 TV episodes, September 2011

*Doctor Who*, *Outnumbered* and *Waterloo Road* were the top titles this month, with a range of genres featured in the top 20 lists – drama, comedy, factual and sport.

### BBC iPLAYER TOP 20 TV EPISODES – ALL

	<u>Total requests per episode</u>	
1	Doctor Who Series 6 Episode 10	1,156,000
2	Doctor Who Series 6 Episode 9	1,105,000
3	Outnumbered Series 4 Episode 1	1,039,000
4	Doctor Who Series 6 Episode 11	1,011,000
5	Doctor Who Series 6 Episode 12	965,000
6	Outnumbered Series 4 Episode 2	806,000
7	Waterloo Road Series 7 Episode 11	711,000
8	Outnumbered Series 4 Episode 3	686,000
9	Outnumbered Series 4 Episode 4	622,000
10	Torchwood Miracle Day Episode 8	612,000
11	Planet Dinosaur Lost World Episode 1	604,000
12	Torchwood Miracle Day Episode 9	590,000
13	Spooks Series 10 Episode 1	583,000
14	Waterloo Road Series 7 Episode 12	573,000
15	Torchwood Miracle Day Episode 10	566,000
16	Doctor Who Series 6 Episode 8	545,000
17	EastEnders 16/09/11	526,000
18	Mock the Week Series 10 Episode 8	518,000
19	Mock the Week Series 10 Episode 9	502,000
20	EastEnders 13/09/11	491,000

### BBC iPLAYER TOP 20 TV EPISODES

#### – MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per episode</u>	
1	Doctor Who Series 6 Episode 10	1,156,000
2	Outnumbered Series 4 Episode 1	1,039,000
3	Waterloo Road Series 7 Episode 11	711,000
4	Torchwood Miracle Day Episode 8	612,000
5	Planet Dinosaur Lost World Episode 1	604,000
6	Spooks Series 10 Episode 1	583,000
7	EastEnders 16/09/11	526,000
8	Mock the Week Series 10 Episode 8	518,000
9	Dragons' Den Series 9 Episode 6	381,000
10	Strictly Come Dancing Series 9 Episode 1	373,000
11	Would I Lie To You? Series 5 Episode 1	293,000
12	John Bishop's Britain Series 2 Episode 6	275,000
13	Formula 1 2011 25/09/11	262,000
14	Match of the Day 2 2011/12 18/09/11	261,000
15	Young, Dumb and Living Off Mum S3 Ep 4	256,000
16	Miranda Series 2 Just Act Normal Episode 5	253,000
17	Don't Tell the Bride Series 5 Episode 2	249,000
18	The Body Farm Episode 1	248,000
19	Lee Nelson's Well Good Show Series 2 Episode 2	237,000
20	Fry's Planet Word Babel Episode 1	233,000

# BBC iPlayer - top 20 radio episodes, September 2011

For radio, *The News Quiz*, *The Chris Moyles Show* and *5 Live Sport Premier League Football* coverage performed well this September.

## BBC iPLAYER TOP 20 RADIO EPISODES – ALL

	<u>Total requests per Ep</u>
1	The News Quiz Series 75 Episode 1 107,000
2	The News Quiz 16/09/11 103,000
3	The Chris Moyles Show 20/09/11 102,000
4	The News Quiz Series 75 Episode 3 95,000
5	The Chris Moyles Show 29/09/11 85,000
6	The Chris Moyles Show 06/09/11 79,000
7	5 live Sport Premier League Man Utd v Chelsea 78,000
8	The Chris Moyles Show 23/09/11 77,000
9	Ken Bruce 21/09/11 75,000
10	Fearne Cotton Live Lounge Special 30/09/2011 75,000
11	Fearne Cotton 29/09/11 74,000
12	The Chris Moyles Show 21/09/11 73,000
13	The Chris Moyles Show 14/09/11 71,000
14	The Chris Moyles Show 30/09/11 71,000
15	The Chris Moyles Show 16/09/11 70,000
16	The Chris Moyles Show 22/09/11 69,000
17	Fearne Cotton Sara sits in for Fearne 16/09/2011 69,000
18	The Chris Moyles Show 01/09/11 68,000
19	The Chris Moyles Show Live from Liverpool 68,000
20	The Chris Moyles Show 09/09/11 67,000

## BBC iPLAYER TOP 20 RADIO EPISODES

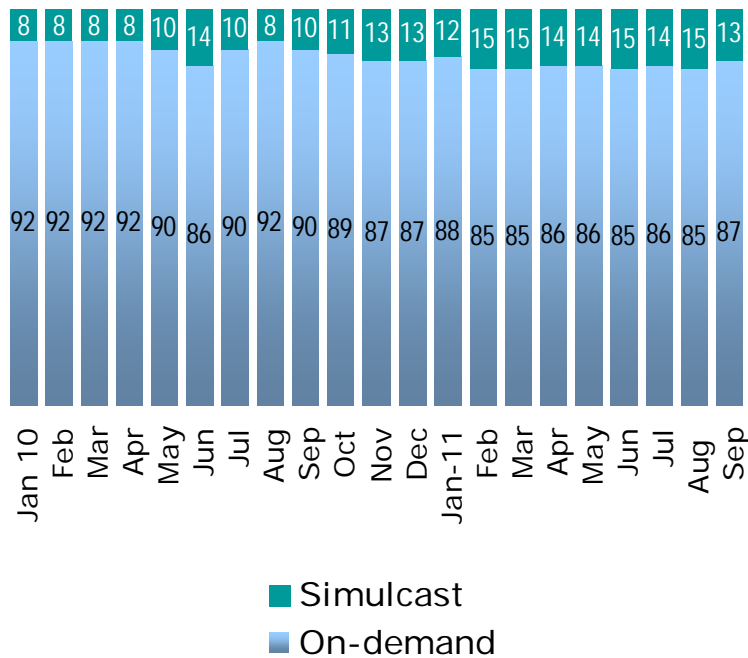
### – MOST-REQUESTED EPISODE PER SERIES

	<u>Total requests per Ep</u>
1	The News Quiz Series 75 Episode 1 107,000
2	The Chris Moyles Show 20/09/11 102,000
3	5 live Sport Prem League Man Utd v Chelsea 78,000
4	Ken Bruce 21/09/11 75,000
5	Fearne Cotton Live Lounge Special 30/09/2011 75,000
6	The Official Chart with Reggie Yates 18/09/11 61,000
7	Greg James With Elmo 06/09/2011 58,000
8	BBC Radio 1's Essential Mix Creamfields special 55,000
9	5 live Sport International F'ball Bulgaria v Eng 55,000
10	Just a Minute Series 61 Episode 6 53,000
11	Desert Island Discs Martin Clunes 18/09/2011 52,000
12	Tennis 10/09/11 47,000
13	Weekend Breakfast 24/09/11 45,000
14	5 live Sport Champions League Bay v Man City 45,000
15	Great North Run 18/09/11 45,000
16	Steve Wright in the Afternoon 06/09/11 43,000
17	Pete Tong Swedish House Mafia sit in for Pete 42,000
18	I've Never Seen Star Wars Series 4 Episode 1 41,000
19	The Danny Baker Show 40,000
20	Jeremy Vine 20/09/11 40,000

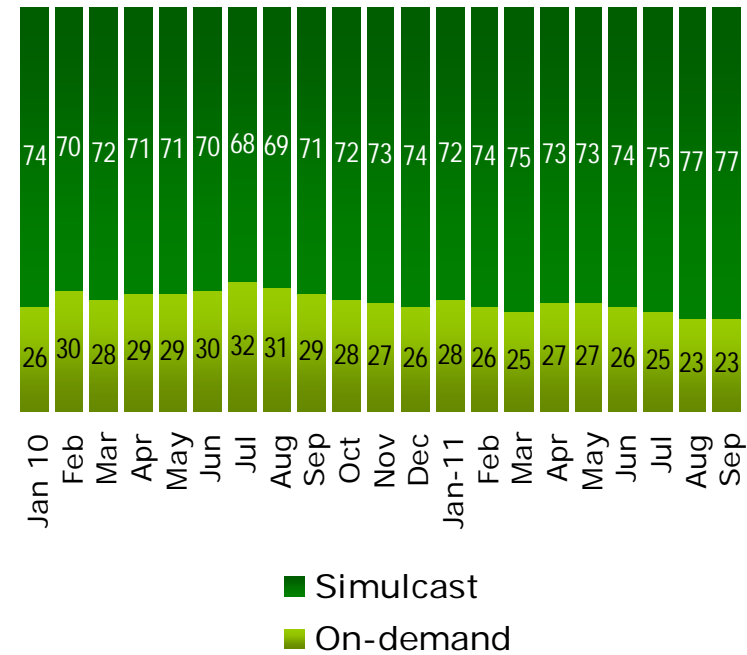
# Requests by on-demand catch-up vs live simulcast

Live TV viewing via BBC iPlayer made up 13% of all TV requests (down-2pts month-on-month), while live radio listening remained stable at 77%.

### TV Requests



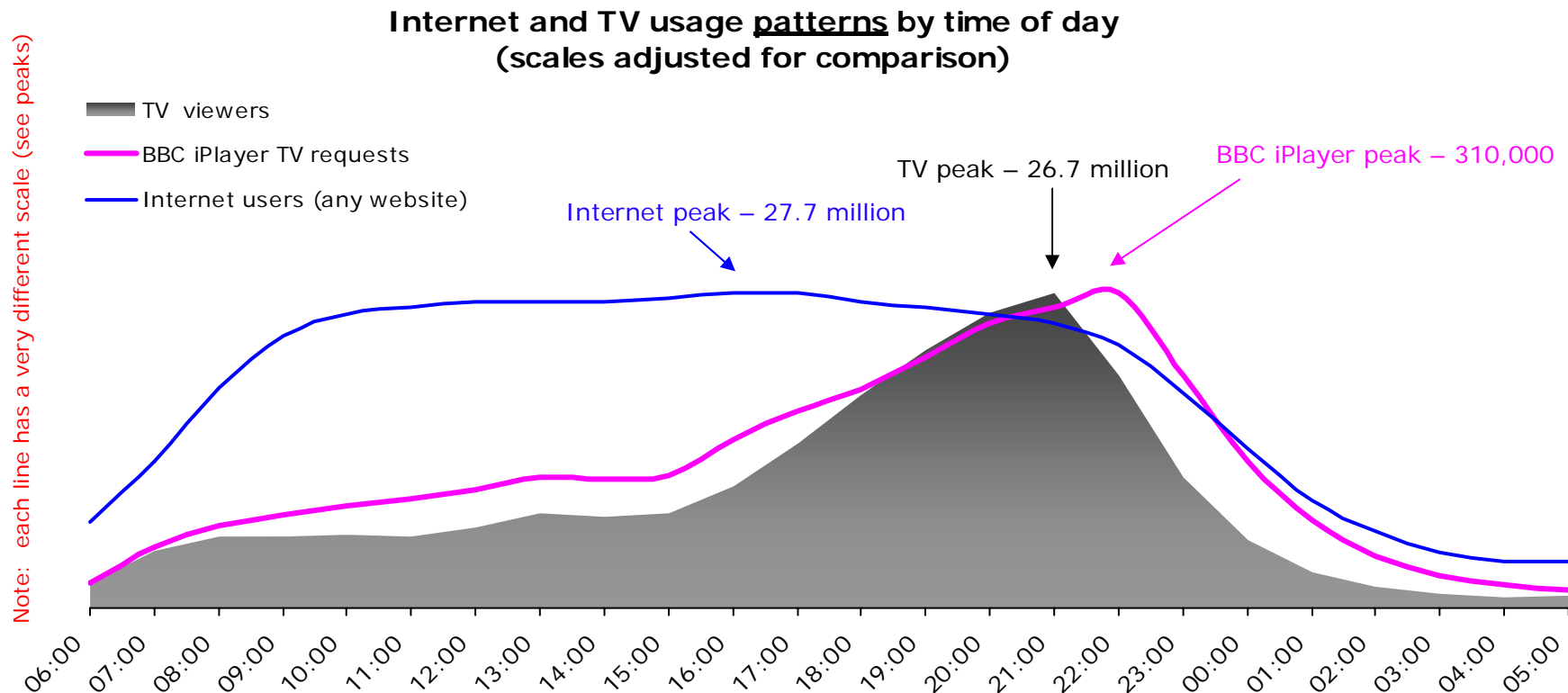
### Radio requests



Please refer to slide 6 for guide footnotes.

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

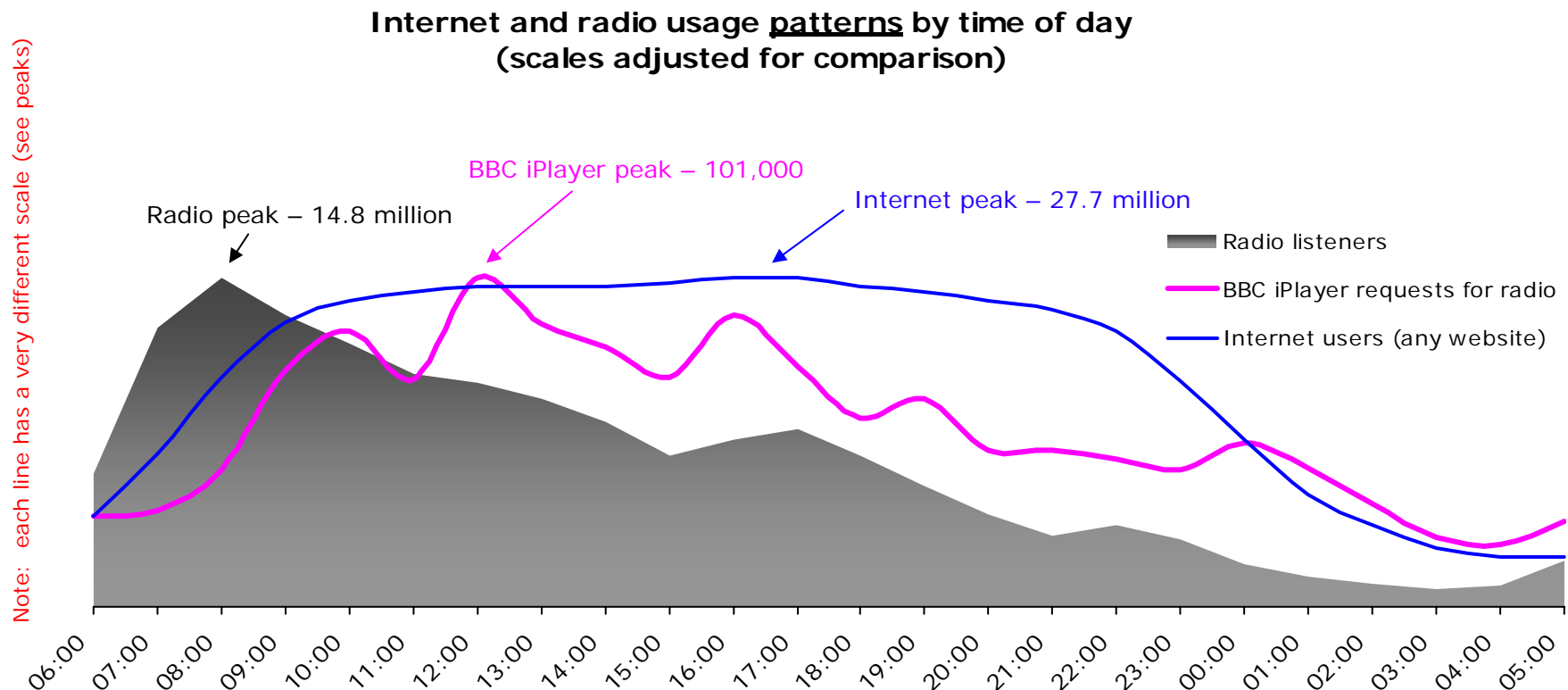
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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





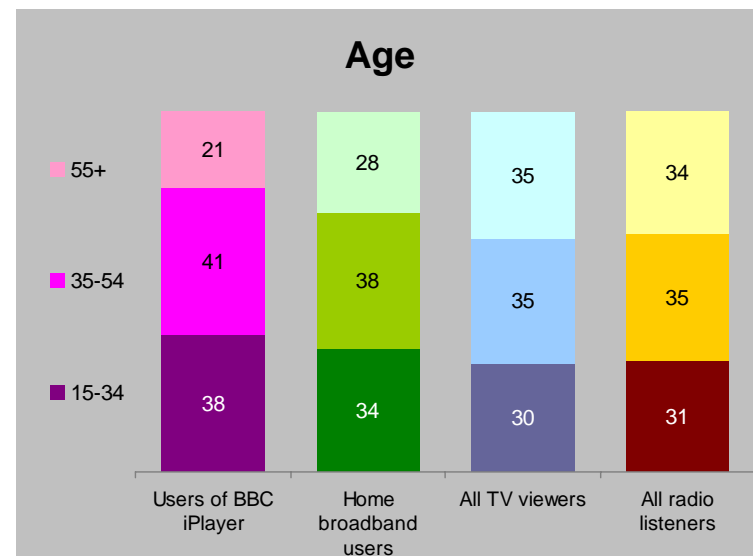
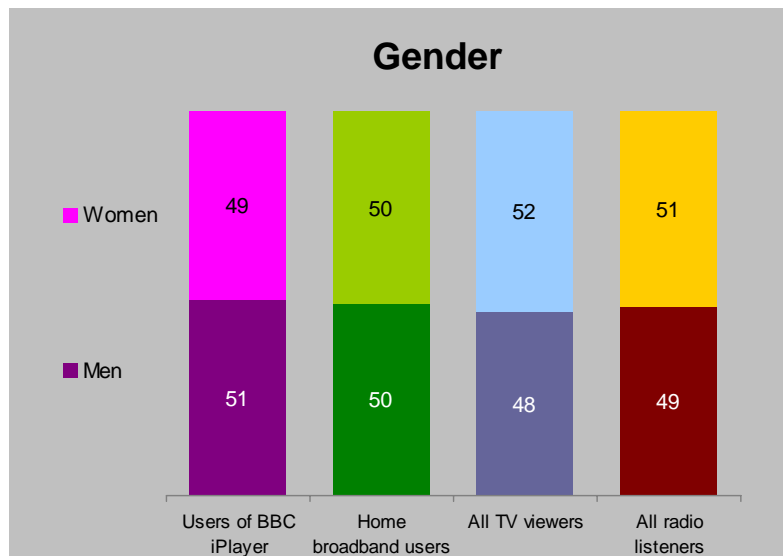
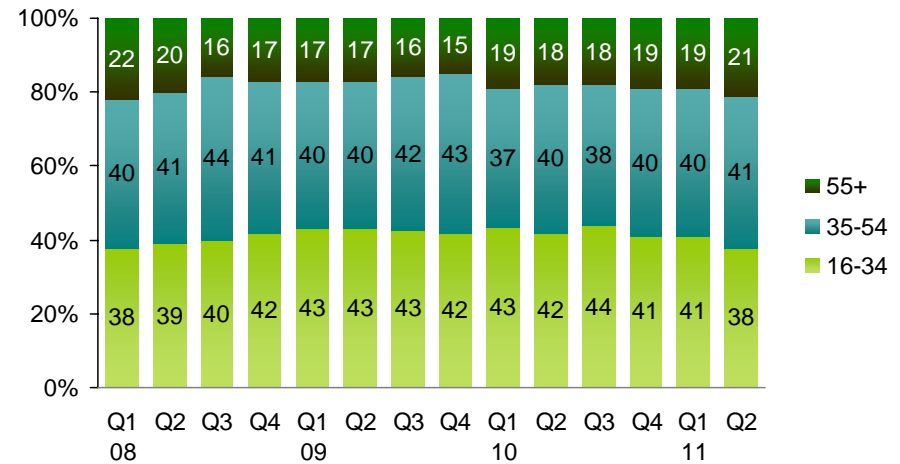
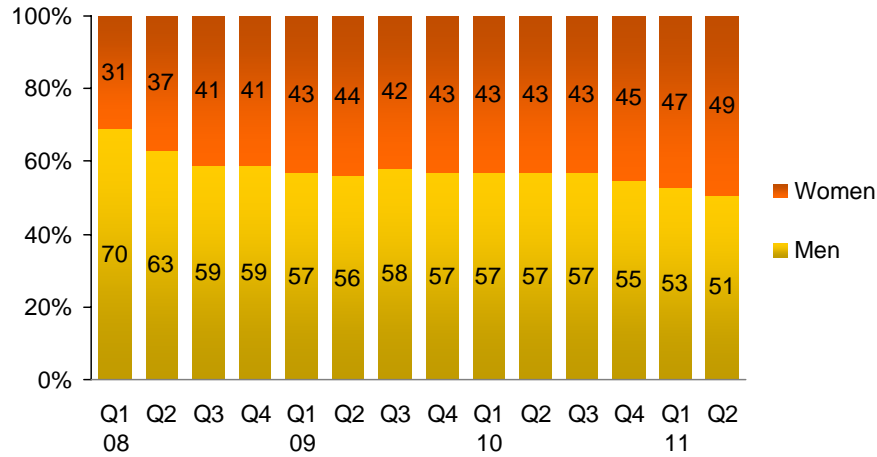
## BBC iPlayer – use for radio by time of day, September 2011

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.



# 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 an even profile over time, but most users (79%) are aged under 55 years, roughly in line with home broadband use (74%).



Please refer to slide 6 for guide footnotes. User profiles - TV from BARB (Q2 11), radio from RAJAR (Q2 11), broadband from BARB (Q2 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