

Monthly Performance Pack

October 2013



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 | Marketing & Audiences

Monthly summary – October 2013

- **261m** BBC iPlayer requests in October - **up +23%** on October last year, with 199m TV requests – **the third highest figure ever recorded.**
- **Mobile** and **tablet** requests increased to a new high of **37% of total requests**, and are almost in line with computers which reached **39%**.
- The autumn schedule continued to prove popular in October. **Bad Education** and **Some Girls** - the first BBC Three comedies to be premiered on iPlayer - topped the list for the month along with episode 9 of **The Great British Bake Off**. **The Wrong Mans**, **Atlantis** and **Waterloo Road** were also popular.
- Premier league and international football topped the list for radio in October. Nick Grimshaw's **Radio 1 Breakfast Show** remained a strong performer while the return of **The Reith Lectures** appeared in the top 10.
- October saw an average of **7.8m daily requests**, with weekly requests peaking in the first week of the month and the last week of the month at **57m**.

Consistent with previous months:

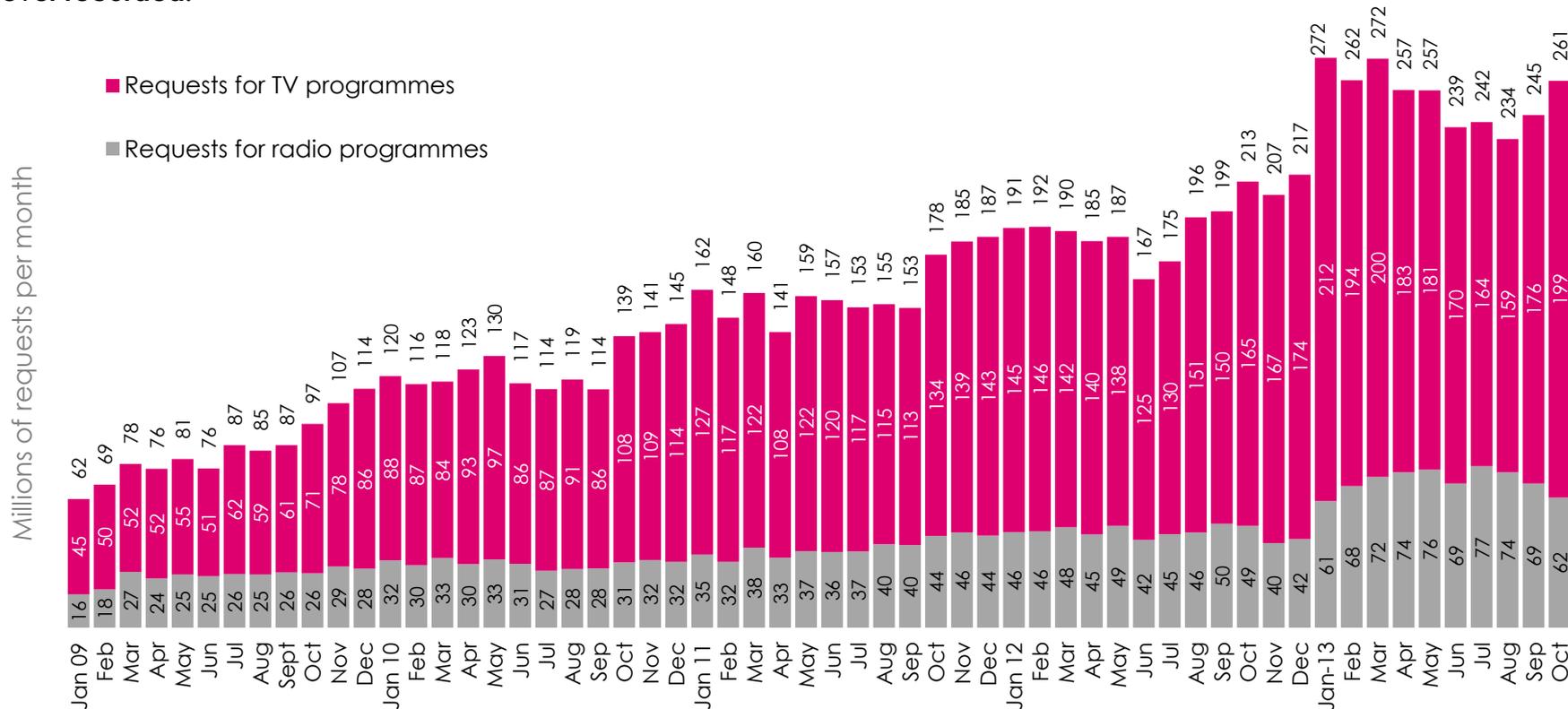
- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly 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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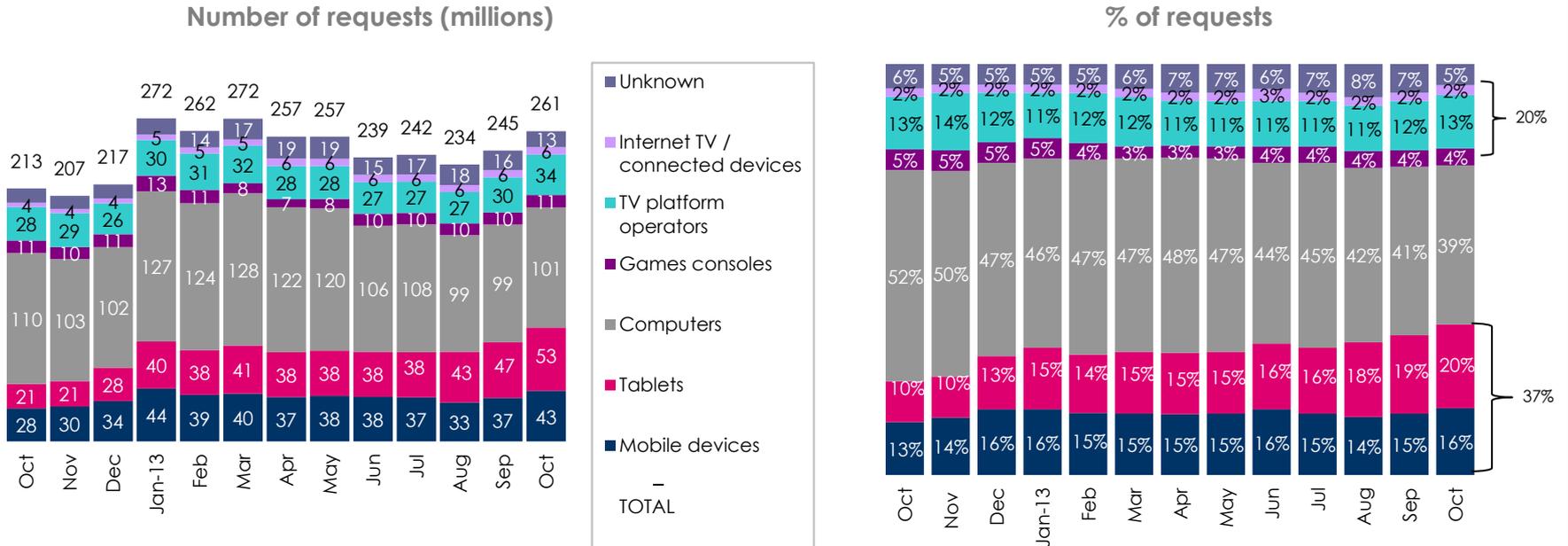
Total monthly BBC iPlayer requests across all platforms, since 2009

261m BBC iPlayer requests in October - **up +23%** on October last year, with 199m TV requests – **the third highest figure ever recorded.**



TV and radio: Requests for programmes by device type

Mobile and tablet requests increased to a new high of 37% of total requests, almost in line with computers which reached 39%.



Notes:

Before July 13, some Android devices were being mistakenly counted within the "mobile" category. This has now been corrected.

Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

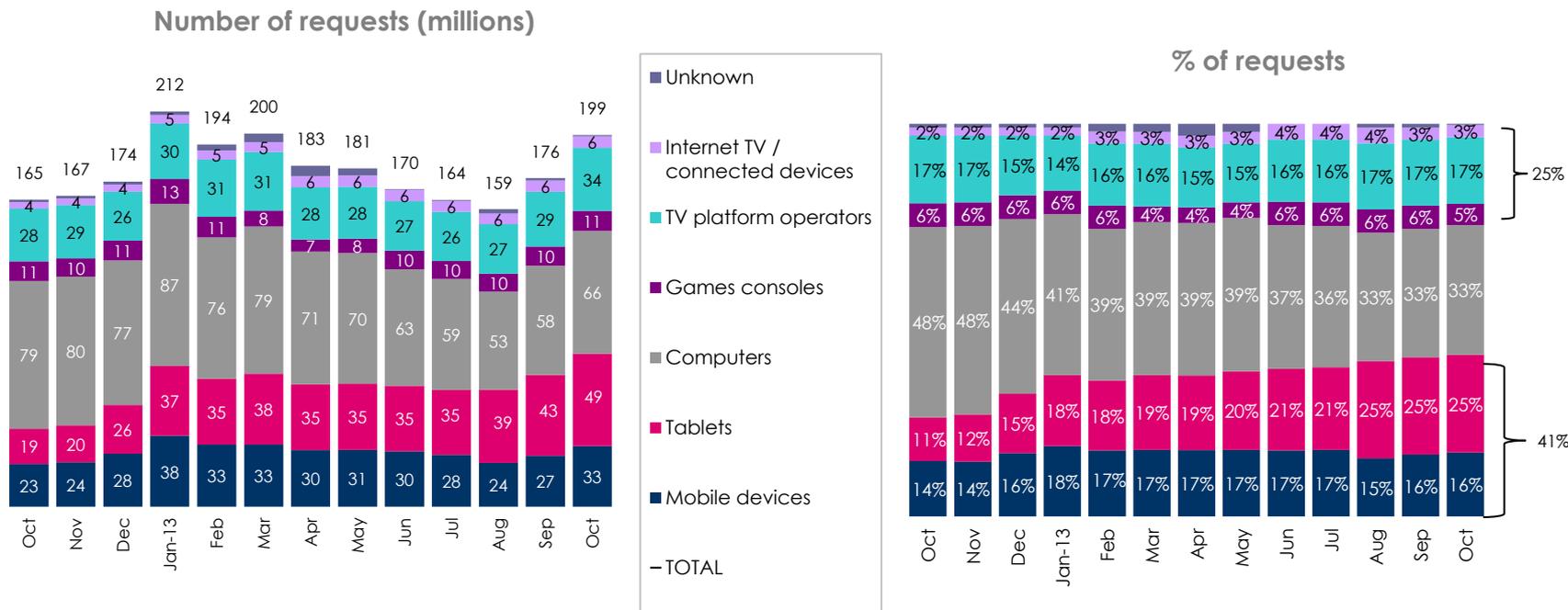
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony PS3, Nintendo Wii and Microsoft Xbox 360.

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.

Some stats from PS3 devices were missing between 18 Feb – 21 May 2013, and radio data was under-counted until mid-Jan 2013.

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

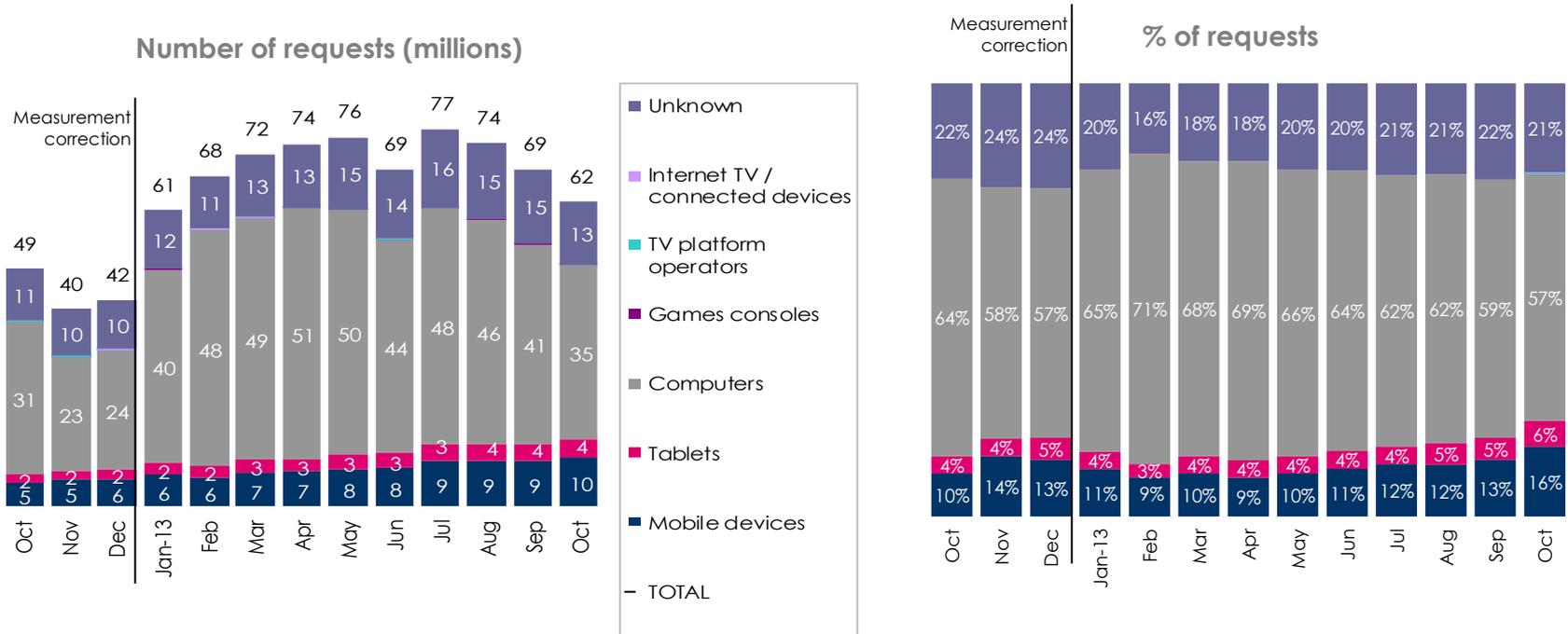
199m TV requests in October – the third highest number of requests ever recorded, with tablet requests reaching another record high of 49 million.



Notes:
 Due to a measurement fix, a greater number of tablets are now being correctly identified which caused a step change in tablet requests in August 13.
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 PS3, Nintendo Wii and Microsoft Xbox 360.
 Some stats from PS3 devices were missing between 18 Feb – 21 May 2013.

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

62m radio requests in October - up +28% on this time last year.



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 PS3, Nintendo Wii and Microsoft Xbox 360.
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.
 Some stats from PS3 devices were missing between 18 Feb – 21 May 2013, and radio data was under-counted until mid-Jan 2013.

Notes for figures 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.

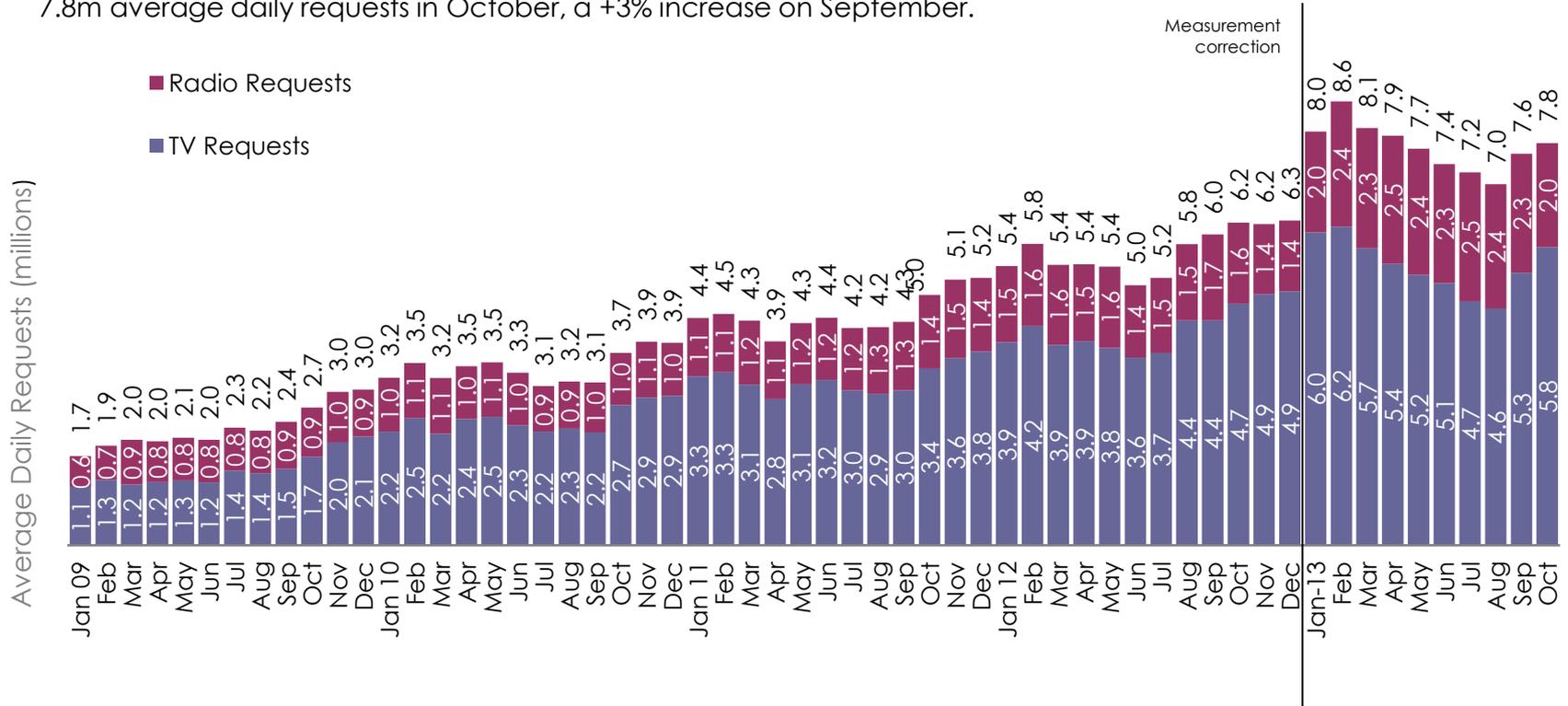
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 18.

- 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.
- BBC iPlayer stats measurement was under-representing radio data up to mid-January 2013, when a problem was corrected.

Monthly BBC iPlayer online requests (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

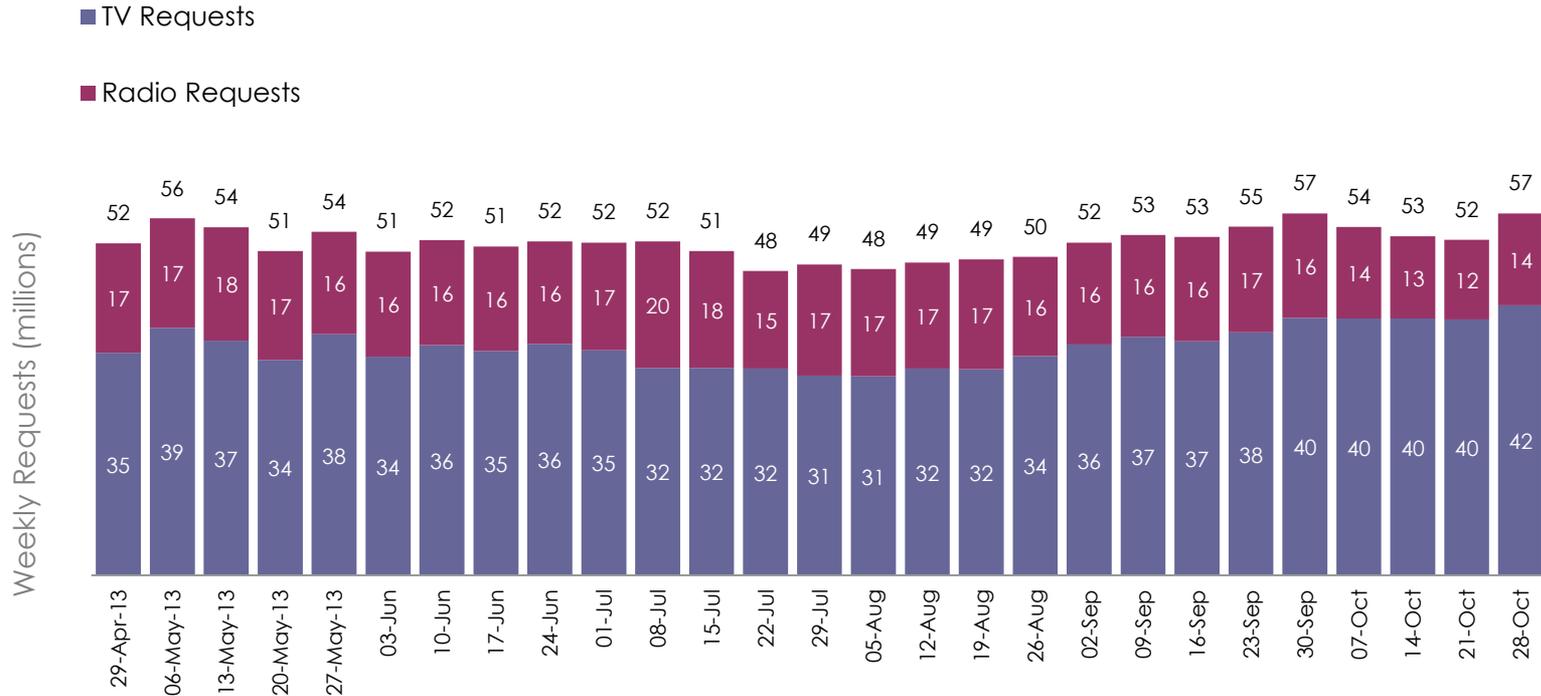
7.8m average daily requests in October, a +3% increase on September.



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

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

54m average weekly requests in October, stable on last month.



BBC iPlayer - top 20 TV episodes, October 2013

(excluding Virgin Media cable and Sky)

The autumn schedule continued to prove popular in October. **Bad Education** and **Some Girls** - the first BBC Three comedies to be premiered on iPlayer - topped the list for the month along with episode 9 of **The Great British Bake Off**. New autumn series like **Citizen Khan**, **The Ambassadors** and **The Paradise** were also strong performers.

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.
Bad Education Series 2 Episode 6	1,926,000	Bad Education Series 2 Episode 6	1,926,000
The Great British Bake Off Series 4 Episode 9	1,447,000	The Great British Bake Off Series 4 Episode 9	1,447,000
Some Girls Series 2 Episode 2	1,410,000	Some Girls Series 2 Episode 2	1,410,000
Some Girls Series 2 Episode 3	1,391,000	The Wrong Mans Episode 2	1,215,000
Some Girls Series 2 Episode 4	1,352,000	Citizen Khan Series 2 Episode 1	1,055,000
The Great British Bake Off Series 4 Episode 8	1,319,000	Atlantis Episode 2	1,029,000
Some Girls Series 2 Episode 5	1,269,000	Waterloo Road Series 9 Episode 6	870,000
The Great British Bake Off Series 4 Episode 7	1,266,000	Strictly Come Dancing Series 11 Week 2 Episode 4	794,000
The Wrong Mans Episode 2	1,215,000	EastEnders 11/10/13	785,000
The Great British Bake Off Series 4 Episode 10	1,206,000	The Graham Norton Show Series 14 Episode 1	691,000
Citizen Khan Series 2 Episode 1	1,055,000	Sex, Stags and Prague: Stacey Dooley Investigates	688,000
Atlantis Episode 2	1,029,000	Ambassadors Episode 1	585,000
The Wrong Mans Episode 3	933,000	Have I Got News for You Series 46 Episode 1	583,000
Some Girls Series 2 Episode 6	873,000	By Any Means Episode 3	551,000
Waterloo Road Series 9 Episode 6	870,000	The Paradise Series 2 Episode 1	517,000
The Wrong Mans Episode 4	865,000	Mock the Week Series 12 Episode 12	501,000
Waterloo Road Series 9 Episode 7	857,000	Peaky Blinders Episode 4	490,000
Citizen Khan Series 2 Episode 2	854,000	Wolfblood Series 2 Episode 9	472,000
Waterloo Road Series 9 Episode 5	850,000	Match of the Day 2013/2014 19/10/13	461,000
Atlantis Episode 3	834,000	Miranda Series 2 Episode 3	441,000

BBC iPlayer - top 20 radio episodes, October 2013

(excluding Virgin Media cable and Sky)

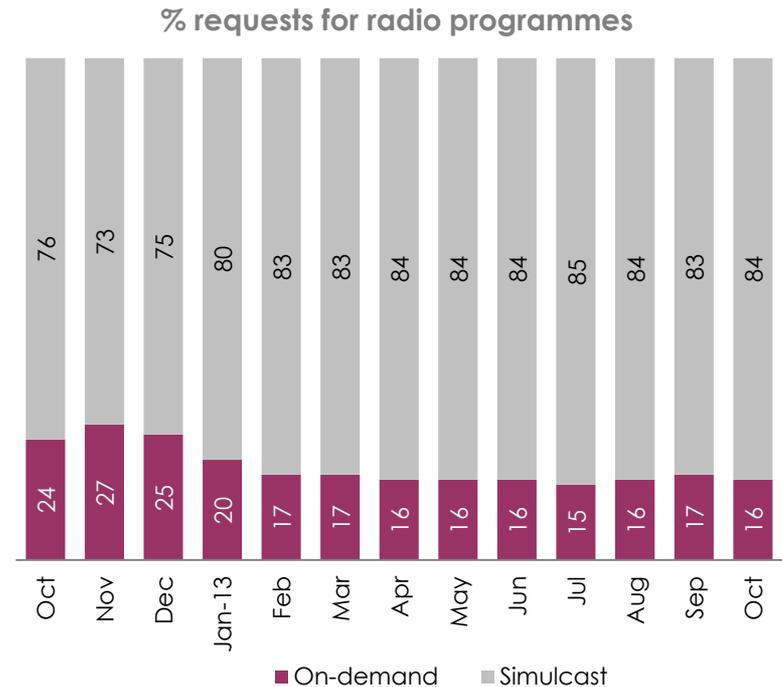
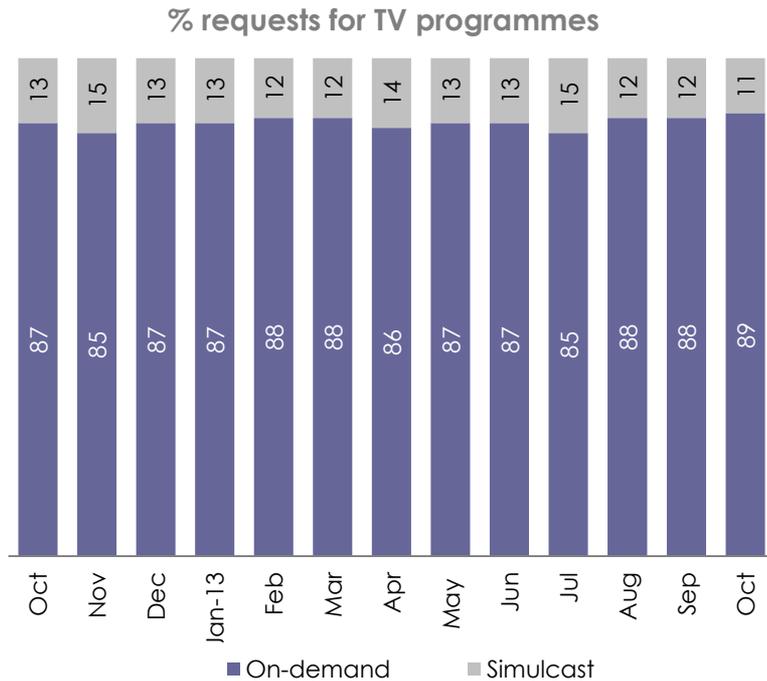
Premier league football and international football topped the list for radio for October. Radio 1 Nick Grimshaw's **Radio 1 Breakfast Show** remained popular while the return of **The Reith Lectures** appeared in the top 10.

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.
5LS Prem League Man Utd v Stoke 26/10/2013	126,000	5LS Prem League Man Utd v Stoke 26/10/2013	126,000
5LS Prem League West Brom v Arsenal 06/10/2013	121,000	5LS Int Football Eng v Pol 15/10/2013	112,000
5LS Prem League L'pool v Crystal Palace 05/10/2013	118,000	The Now Show Series 41 Episode 2	108,000
5LS Int Football Eng v Pol 15/10/2013	112,000	The Radio 1 Breakfast Show 04/10/13	107,000
The Now Show Series 41 Episode 2	108,000	The Reith Lectures Grayson Perry: Episode 1	104,000
The Radio 1 Breakfast Show 04/10/13	107,000	5LS League Cup Football Arsenal v Chelsea 29/10/2013	103,000
The Radio 1 Breakfast Show 03/10/2013	104,000	The Chris Evans Breakfast Show 11/10/2013	99,000
The Radio 1 Breakfast Show 02/10/13	104,000	BBC Radio 1Xtra Live Live from Liverpool 09/10/2013	92,000
The Reith Lectures Grayson Perry: Episode 1	104,000	Today 02/10/13	84,000
5LS League Cup Arsenal v Chelsea 29/10/2013	103,000	Scott Mills 25/10/13	82,000
The Radio 1 Breakfast Show 08/10/13	102,000	Annie Mac Breach Special Delivery 04/10/2013	80,000
The Radio 1 Breakfast Show 11/10/13	101,000	The Official Chart with Jameela Jamil 06/10/13	78,000
The Now Show Series 41 Episode 3	101,000	Steve Wright in the Afternoon 03/10/2013	77,000
The Radio 1 Breakfast Show 01/10/2013	100,000	5LS Champions League Man City v Bayern Munich	74,000
The Chris Evans Breakfast Show 11/10/2013	99,000	Fearne Cotton 04/10/2013	73,000
5LS Prem League Chelsea v Man City 27/10/2013	98,000	The Unbelievable Truth Series 3 Episode 4	72,000
The Radio 1 Breakfast Show 09/10/2013	98,000	Ken Bruce 11/10/2013	70,000
The Chris Evans Breakfast Show 04/10/2013	97,000	Huw Stephens 11/10/2013	70,000
5LS Prem League Man City v Everton 05/10/2013	94,000	Greg James 25/10/13	70,000
The Radio 1 Breakfast Show 07/10/13	94,000	BBC Radio 1's Dance Anthems ... 12/10/2013	65,000

TV and radio requests: live vs catch-up online requests (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 8 for more details).

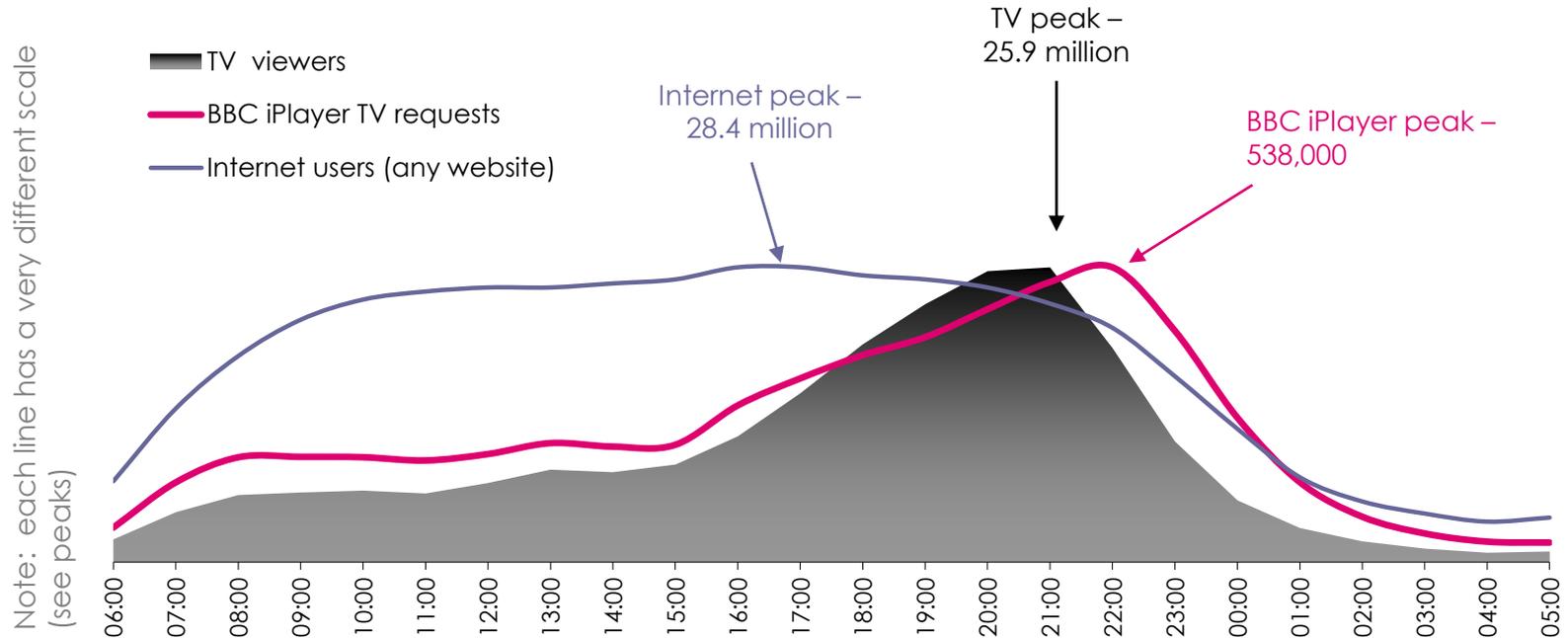
As catch-up viewing of autumn series grew, the proportion of live requests to TV decreased to 11%, while the proportion of live requests to radio increased to 84%, driven by sport.



Note: A measurement correction for under-counted radio data occurred in mid-January 2013

BBC iPlayer – use for TV online by time of day, October 2013

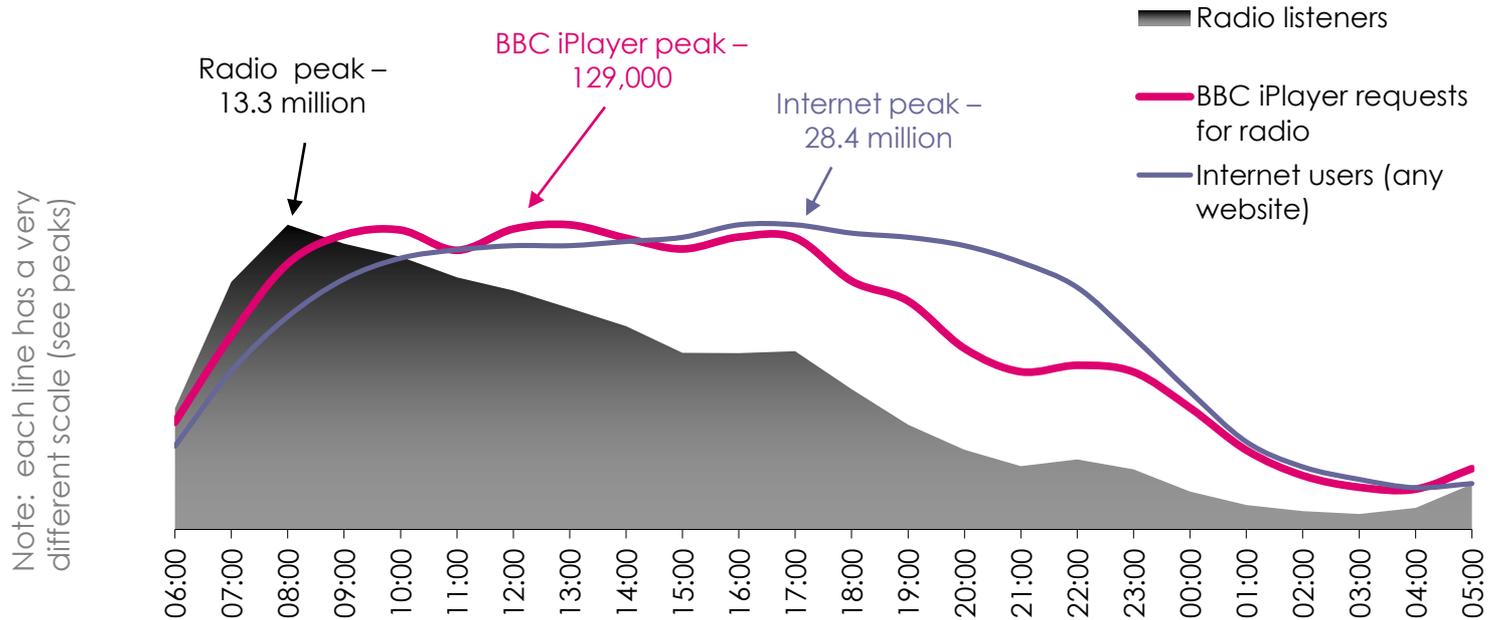
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing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



Sources – TV from BARB October 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats October 2013 - see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, October 2013

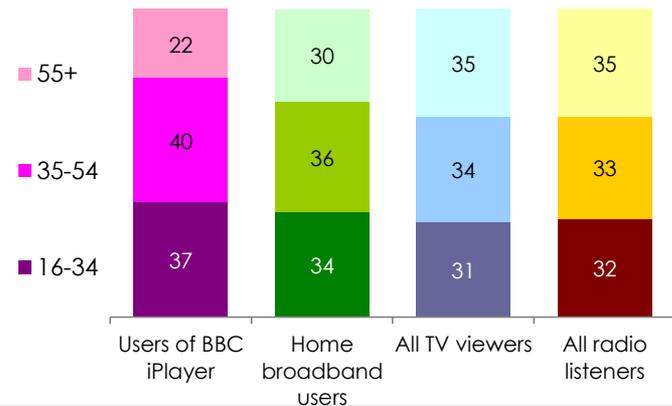
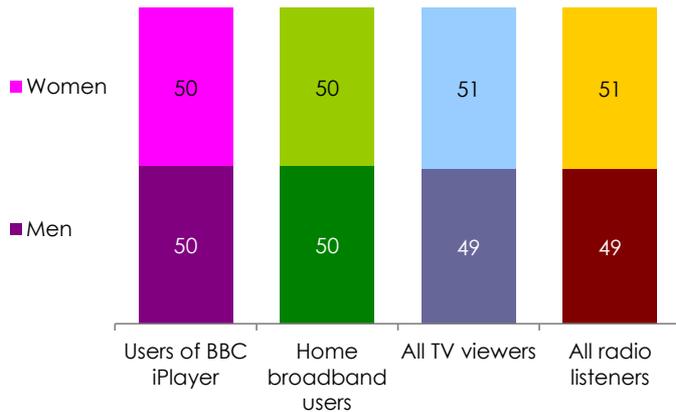
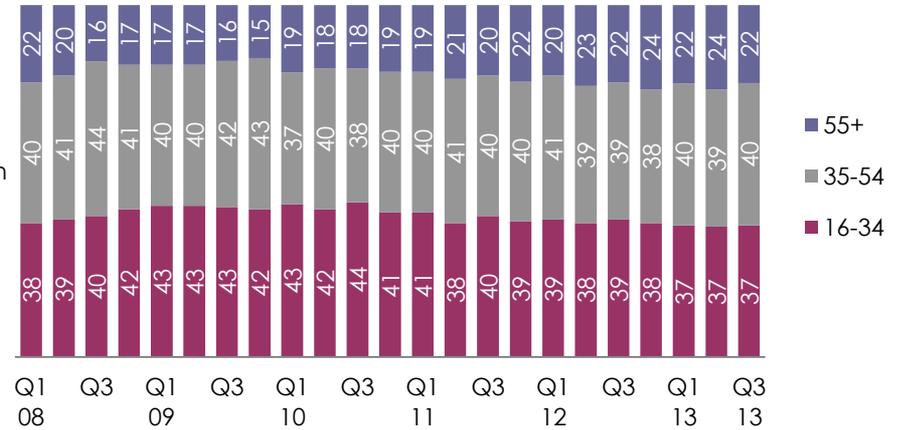
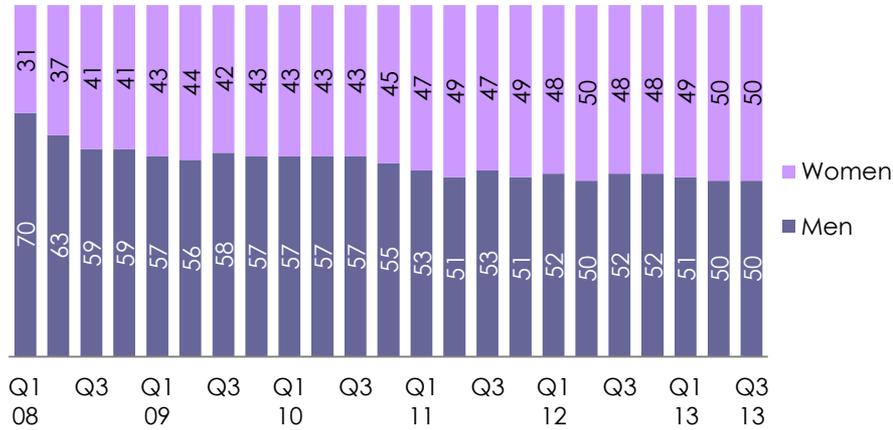
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally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



Sources – radio from RAJAR Q3 2013, internet from Nielsen March 2012, BBC iPlayer from BBC iStats October 2013 - 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 remained stable in recent months, and for Q3 13 the split is even. The age profile of users continues to be younger than TV viewers by some margin.



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** – 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