# Monthly Performance Pack October 2012



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## Monthly summary headlines – October 2012

- Record high number of BBC iPlayer requests in October with 213 million request for TV and radio programmes – breaking 200 million in a month for the first time
- Driven by increases in all types of device mobile, tablet, TV and computer boosted by the new autumn TV schedule
- **Mobiles and tablets** now contribute nearly a quarter (23%) of all requests, and requests from **connected TV devices** now make up 20%, as iPlayer gains traction on newer platforms
- Weekly requests remained high across October, increasing for TV as the month progressed with the start of new series including *Merlin* and *Hunted* (1.1m and 0.9m requests respectively)
- Other returning TV series also delivered solid figures (*Russell Howard's Good News, Waterloo Road, EastEnders*), and other highlights included the final of *The Great British Bake-Off* and one-off documentaries such as *Panorama: Jimmy Savile* (1m) and *Top Gear 50 Years of Bond Cars* (0.7m)
- On radio, top programmes included Radio 4's News Quiz, Fearne Cotton and The Breakfast Show with Nick Grimshaw on Radio 1. Live sport also did well, with Radio 5 Live's coverage of Poland v England football and the Indian Grand Prix, as well as a sports documentary Sport Peddlers – Cycling's Dirty Truth.
- The proportion of live requests stabilised in October at levels seen before the London 2012 Olympic Games. On TV, around 1 in 8 requests are live, whereas on radio the reverse is true – over three quarters of requests are simulcast

#### **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.



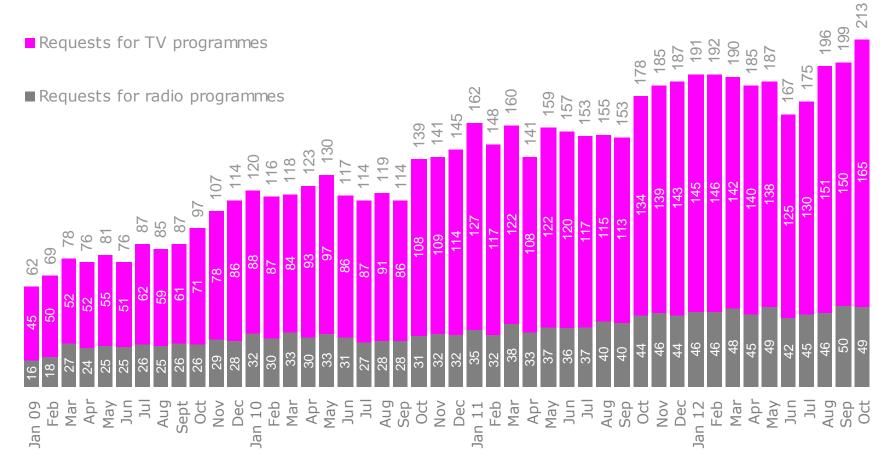
## Index

Page	Content
4-7	Monthly BBC iPlayer requests by media type and device type
8	Notes about the data in this report
9	Monthly total requests
10	Average daily requests per month
11	Average daily users per month
12	Weekly requests – latest 6 months
13	Weekly users – latest 6 months
14	Top TV programmes
15	Top radio programmes
16	TV and radio requests - live vs catch-up
17	Use of BBC iPlayer for TV by time of day
18	Use of BBC iPlayer for radio by time of day
19	Profile of BBC iPlayer users
20	Glossary



## Total monthly BBC iPlayer requests across all platforms, since 2009 (includes Virgin Media Cable)

Following an increase in September, requests to iPlayer increased a further 7% in October to reach a record 213 million.



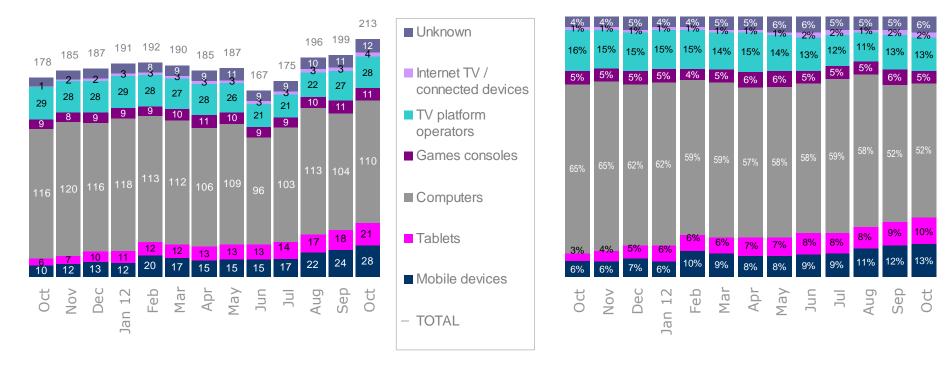


## Requests for programmes by device type – TV and radio (includes Virgin Media Cable)

Most devices and platforms delivered an increase in the volume of requests in October compared with September. A fifth of all requests now from internet-connected TV devices, and requests from mobiles & tablets have increased by +17% since September.

#### Number of requests (millions)

% of requests



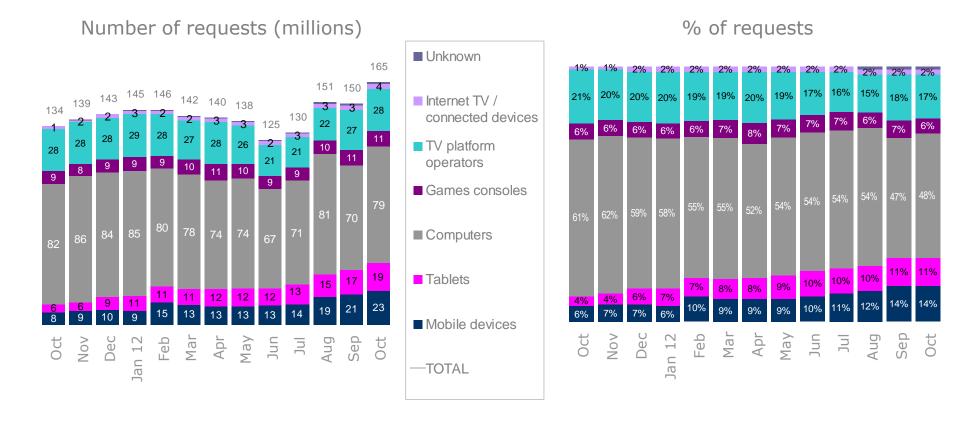
#### Notes:

**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 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 TuneIn radio app, which we are currently unable to classify accurately by device. The increase in **mobile requests in February 2012** was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November 2011, since technical problems caused over-counting.



## Requests for programmes across BBC iPlayer by device type – **TV only** (including Virgin Media Cable)

Since TV requests drive the overall picture, the graphs below tell a similar story to the previous page. (Please note that the step-change in mobile/tablet requests in February was partly due to a measurement problem being fixed.)



#### 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 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 TuneIn radio app, which we are currently unable to classify accurately by device. The increase in **mobile requests in February 2012** was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November 2011, since technical problems caused over-counting.

BBC

6

## Requests for programmes across BBC iPlayer by device type – radio only

BBC iPlayer radio requests decreased slightly in October to 49 million (-2%). This was mainly driven by computers, which declined by -9% compared to September. Requests on most other devices increased. (*Please see footnotes*)

#### 50 Unknown 49 48 46 46 46 44 16% 17% 45 17% 44 19% 19% 20% 21% 21% 20% 42 Internet TV / connected devices TV platform operators Games consoles Computers Tablets 2% 2% 1% 1% 9% 6% 6% 5% 5% 6% 5% Mobile devices Oct Sep Oct Nov Dec n-12 Feb Mar Apr May Jun Jul Aug Mar Apr Oct Nov Dec n 12 Feb Чау յսր Jul Sep Aug Oct - TOTAL

We are investigating the drop in radio requests from mobile devices in April - this may be due to a measurement problem

#### Notes:

Number of requests (millions)

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 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 TuneIn radio app, which we are currently unable to classify accurately by device. The increase in mobile requests in February 2012 was due to a measurement problem fix, and TV stats for computers have been modelled over 24 October to 27 November 2011, since technical problems caused over-counting. In March 2012, a measurement problem meant iOS live streams are not being counted; this could explain the drop in mobile requests in March.



% of requests

## Notes for figures in this report

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

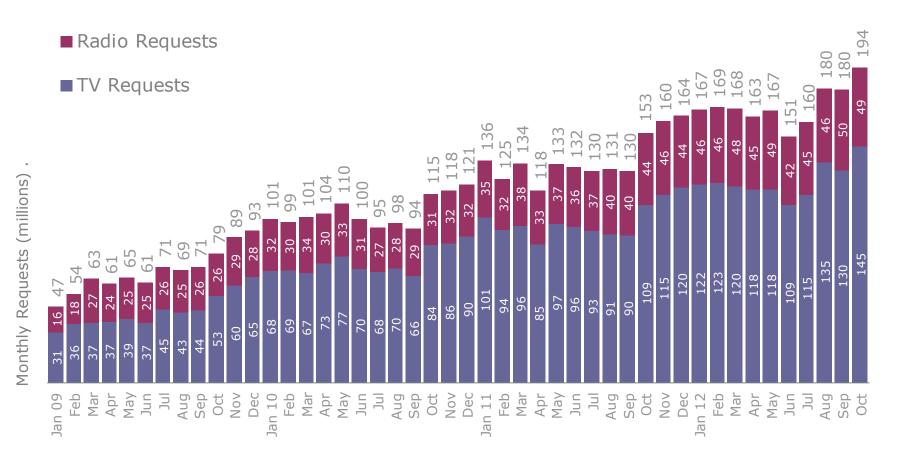
These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 19.

- Across 24 October to 27 November 2011, BBC iPlayer stats measurement was inadvertently affected during work undertaken to improve the BBC iPlayer PC service performance. Daily, weekly and monthly totals and averages have been corrected here.
- 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 <u>both</u> 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.



### Monthly BBC iPlayer online requests

Excluding the Virgin Media cable service (for which data arrives later in the month), BBC iPlayer received 194 million requests in October 2012, a record high. As usual, the majority of this was made up of TV requests (75%).

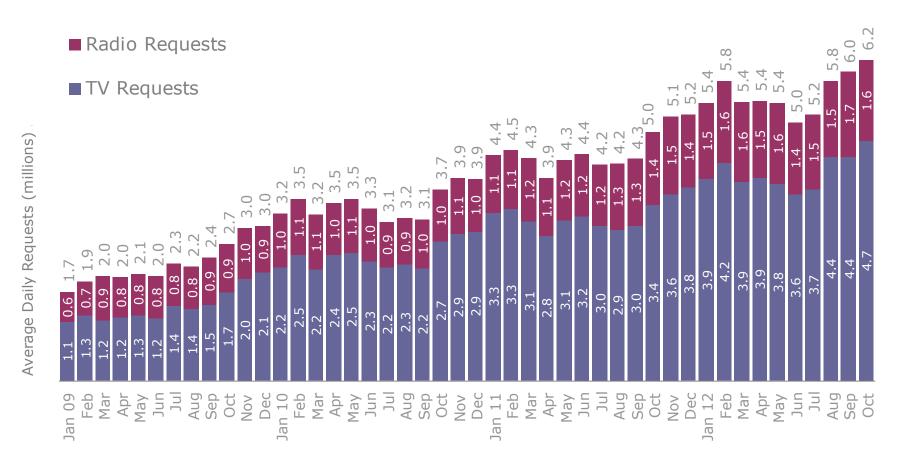


Please refer to slide 8 for guide notes.



#### Average daily BBC iPlayer online requests

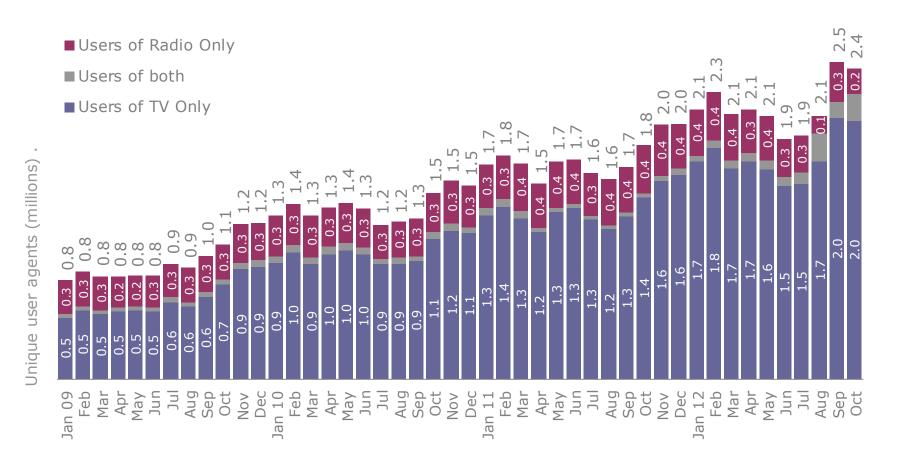
Average daily requests hit a new high at 6.2 million programmes per day in October 2012. This was driven by TV requests – which increased 7% to a record 4.7 requests per day. Daily radio requests remained stable with previous months.





#### Average daily BBC iPlayer online users

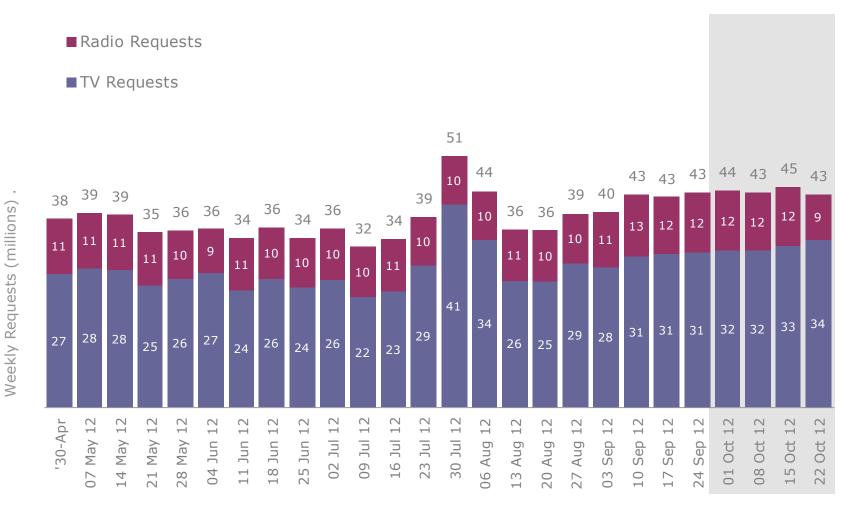
BBC iPlayer saw 2.4 million unique users playing TV or radio programmes per day in October. Continuing with the previous two months, there were 200K users of both radio and TV in October – much higher than the levels seen prior to August 2012. Users of TV only maintained the record 2.0m from the previous month, driven by the strong autumn TV schedule.





#### Weekly BBC iPlayer online requests – latest 6 months

Weekly requests remained high in October, but fairly consistent with weeks in September. The third week in October was the second highest to date – beaten only by the first week of the Olympics.





### BBC iPlayer - top 20 TV episodes, October 2012

The start of several new series was reflected in the TV top 20 this month as the first episodes of *Merlin* and *Hunted* delivered high levels of requests (1.1m and 0.9m respectively). Other highlights included one-off documentaries such as *Panorama: Jimmy Savile* (1m) and *Top Gear 50 Years of Bond Cars* (0.7m).

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.
Merlin Series 5 Arthur's Bane - Part 1 Episode 1	1,063,000	Merlin Series 5 Arthur's Bane - Part 1 Episode 1	1,063,000
Panorama Jimmy Savile - What the BBC Knew	998,000	Panorama Jimmy Savile - What the BBC Knew	998,000
Hunted Mort Episode 1	900,000	Hunted Mort Episode 1	900,000
Russell Howard's Good News Series 7 Episode 2	862,000	Russell Howard's Good News Series 7 Episode 2	862,000
Russell Howard's Good News Series 7 Episode 4	816,000	Waterloo Road Series 8 Episode 7	782,000
Merlin Series 5 Part 2 Episode 2	814,000	Top Gear 50 Years of Bond Cars: A Top Gear Special	743,000
Waterloo Road Series 8 Episode 7	782,000	EastEnders 05/10/12	739,000
Merlin Series 5 Episode 3	753,000	Doctor Who Series 7 Episode 5	716,000
Russell Howard's Good News Series 7 Episode 3	752,000	The Great British Bake Off Series 3 The Final	682,000
Top Gear 50 Years of Bond Cars: A Top Gear Special	743,000	Citizen Khan Episode 6	660,000
EastEnders 05/10/12	739,000	The Thick of It Series 4 Episode 6	630,000
Russell Howard's Good News Series 7 Episode 5	731,000	Strictly Come Dancing Series 10 Week 3 Episode 6	583,000
Waterloo Road Series 8 Episode 9	729,000	Have I Got News for You Series 44 Episode 1	554,000
Waterloo Road Series 8 Episode 8	718,000	Cuckoo Family Meeting Episode 2	547,000
Doctor Who Series 7 Episode 5	716,000	Unsafe Sex in the City Episode 1	532,000
EastEnders 16/10/12	710,000	The Paradise Series 1 Episode 2	529,000
EastEnders 09/10/12	696,000	Welcome to India Episode 1	527,000
EastEnders 12/10/12	688,000	Sydney White 17/02/10	526,000
The Great British Bake Off Series 3 The Final	682,000	Mock the Week Series 11 Episode 12	504,000
EastEnders 23/10/12	677,000	Dragons' Den Series 10 Episode 5	477,000



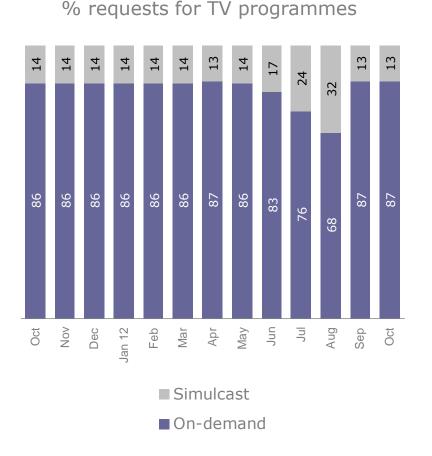
The News Quiz was the most popular this month, as well as Radio 1 shows from *Fearne Cotton* and *The Breakfast Show with Nick Grimshaw.* As usual, live sport did well, with 5 Live coverage of *Poland v England* football and the *Indian Grand Prix*, as well as a sports documentary *Sport Peddlers – Cycling's Dirty Truth*.

DDC iDiaway Tay 20 wadia awisa dag All		DDC iDlaway Tan 20 yadia ayiandan	
BBC iPlayer Top 20 radio episodes – All	Total requests		al re Ep.
	per Ep.	most requested episode per series	-cp.
The News Quiz Series 78 Episode 7	129,000	The News Quiz Series 78 Episode 7	1
The News Quiz Series 78 Episode 6	126,000	Fearne Cotton 17/10/12	
The News Quiz Series 78 Episode 5	122,000	5 live Sport Peddlers - Cycling's Dirty Truth	
Fearne Cotton 17/10/12	95,000	Ken Bruce 17/10/12	
5 live Sport Peddlers - Cycling's Dirty Truth	90,000	5 live Sport Int Football 2012-13 Poland v England	
Ken Bruce 17/10/12	85,000	The Radio 1 Breakfast Show 10/10/12	
5 live Sport Int Football 2012-13 Poland v England	82,000	Weekend Breakfast 20/10/12	
The Radio 1 Breakfast Show 10/10/12	77,000	5 live Formula 1 2012 Indian Grand Prix 28/10/2012	
Fearne Cotton's Live Lounge - Bullet For My Valentine	e 71,000	Scott Mills 04/10/12	
Weekend Breakfast 20/10/12	71,000	Victoria Derbyshire 17/10/12	
Fearne Cotton 03/10/12	71,000	Huw Stephens 17/10/12	
Fearne Cotton 19/10/12	70,000	News Quiz Extra Series 5 22/10/2012 Episode 7	
The Radio 1 Breakfast Show 02/10/12	70,000	The Chris Evans Breakfast Show 11/10/12	
The Radio 1 Breakfast Show 12/10/12	69,000	BBC Radio 1's Teen Awards 2012 Live from Wembley	
Fearne Cotton 12/10/12	68,000	Breakfast Wednesday - Sara Mohr-Pietsch 24/10/2012	
5 live Formula 1 2012 Indian Grand Prix 28/10/2012	68,000	Classic Serial The Gothic Imagination Dracula: Part 1	
The Radio 1 Breakfast Show With Taylor Swift	68,000	The Official Chart with Reggie Yates 14/10/12	
The Radio 1 Breakfast Show with 19/10/12	67,000	Steve Wright Stand Up for Pudsey Week Episode 1	
Fearne Cotton 05/10/12	67,000	Jeremy Vine 02/10/12	
Fearne Cotton With Ellie Goulding 02/10/2012	66,000	The Museum of Curiosity Series 5 Episode 1	

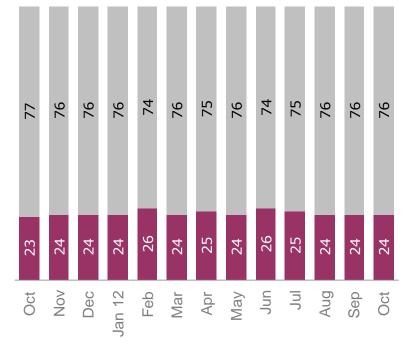


### TV and radio requests – live vs catch-up online requests

The proportion of live requests stabilised in October at levels seen before the *London 2012 Olympic Games*. On TV, around 1 in 8 requests are live, whereas on radio the reverse is true – over three quarters of requests are simulcast.



#### % requests for radio programmes



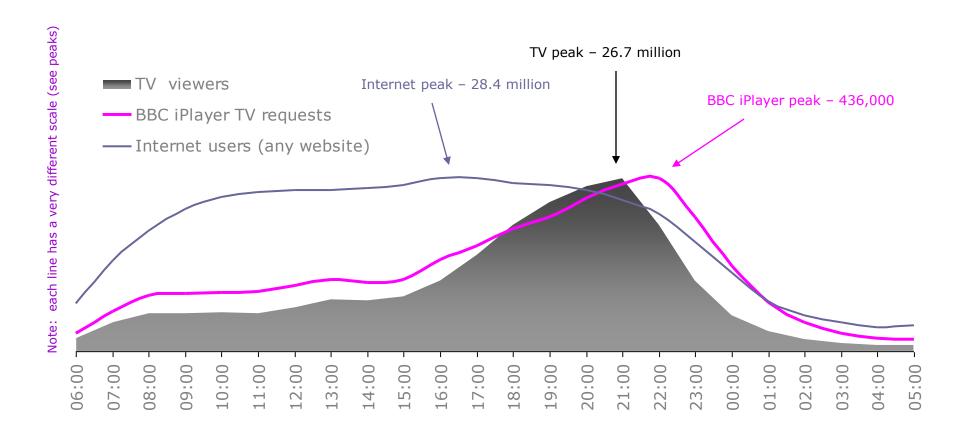
Simulcast

On-demand

BIB

## BBC iPlayer – use for TV online by time of day, Oct 2012

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.



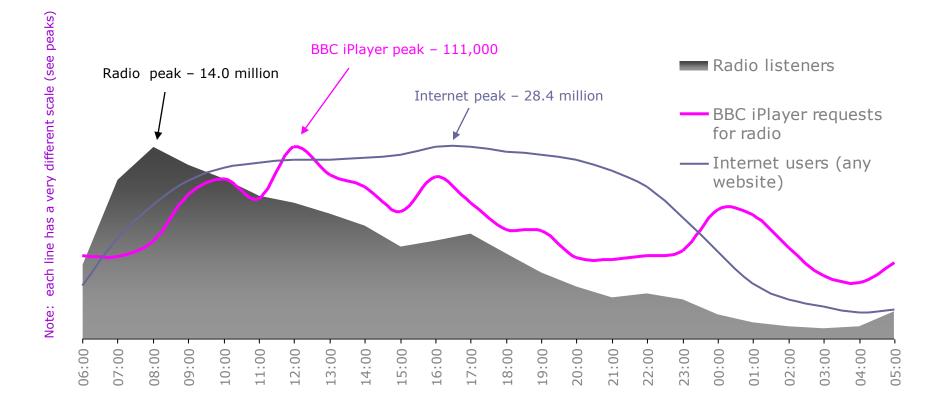
Sources – TV from BARB September 2012, internet from Nielsen March 2012, BBC iPlayer from BBC iStats September 2012 - see footnotes on final page for more detail





## BBC iPlayer – use for radio online by time of day, Oct 2012

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 inbetween the pattern of radio listening and internet use, with proportionally more listening in daytime and evening compared with the traditional linear breakfast peak.



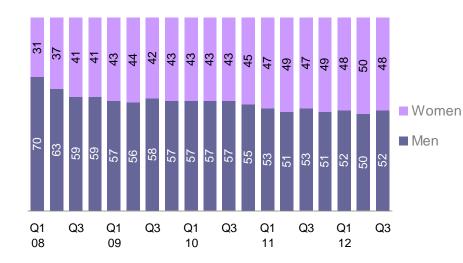
Sources – radio from RAJAR Q1 2012, internet from Nielsen March 2012, BBC iPlayer from BBC iStats September 2012 - see footnotes on final page for more

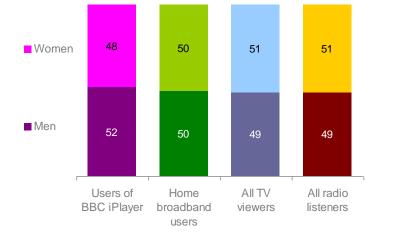


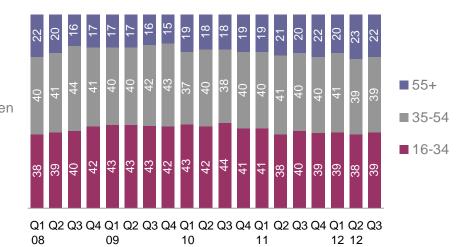
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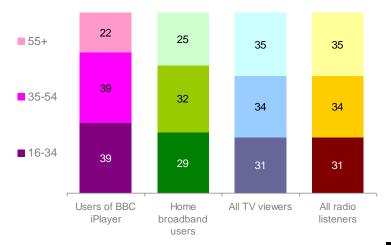
### BBC iPlayer use by demographic

The profile of users of the BBC iPlayer is measured on a monthly survey of 700 UK adults. The gender profile returned to a more typical split in Q3 2012, and similarly the percentage of users 55+ also decreased slightly this quarter to a more typical level.









Please refer to slide 8 for guide notes.

User profiles - TV from BARB (Q2 12), radio from RAJAR (Q2 12), broadband from BARB (Q2 12)



#### 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 23-24 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 ondemand, UK only
- Nielsen user numbers, aged 2+ based on internet population estimate of 38 million individuals

Please note: In order to exclude Olympic Sport data from iPlayer stats we have had to temporarily exclude requests for the BBC News Channel content which were made from the BBC News website, for the weeks of 23 and 30 July. After the Olympics we will revert back to usual reporting.