Monthly Performance Pack

November 2014

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Monthly summary – November 2014

- November saw a **record-breaking 334 million** requests, up +5% on the previous month and an impressive +26% on the same time last year, with the strong TV schedules and wintry weather giving people a reason to turn to BBC iPlayer.

- TV requests were at an all-time high at 255 million, with big titles continuing to dominate. **The Apprentice** was very popular with all four episodes generating more than 1.5 million requests. **Doctor Who** also continued to perform well with the final two episodes in the top 10. And new BBC One drama **The Missing** also proved a hit on BBC iPlayer, with the first three episodes all making it into the top programmes list.

- There were 80 million radio requests in November, equalling last month's record performance. The return of **I'm Sorry I Haven't a Clue,** and **The News Quiz** were popular last month, along with the Radio 1 and Radio 2 Breakfast Shows.

- Average daily requests increased in November to 11.1m.

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

Requests to BBC iPlayer increased to a record-breaking **334 million** in November, +5% up on the previous month and +26% on November last year, with strong TV schedules and wintery weather giving people a reason to turn to BBC iPlayer.

Some data was not captured in August, September and November 2014 – we estimate around 3.5m requests in August, 11.5m requests in September and 6m in November, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.
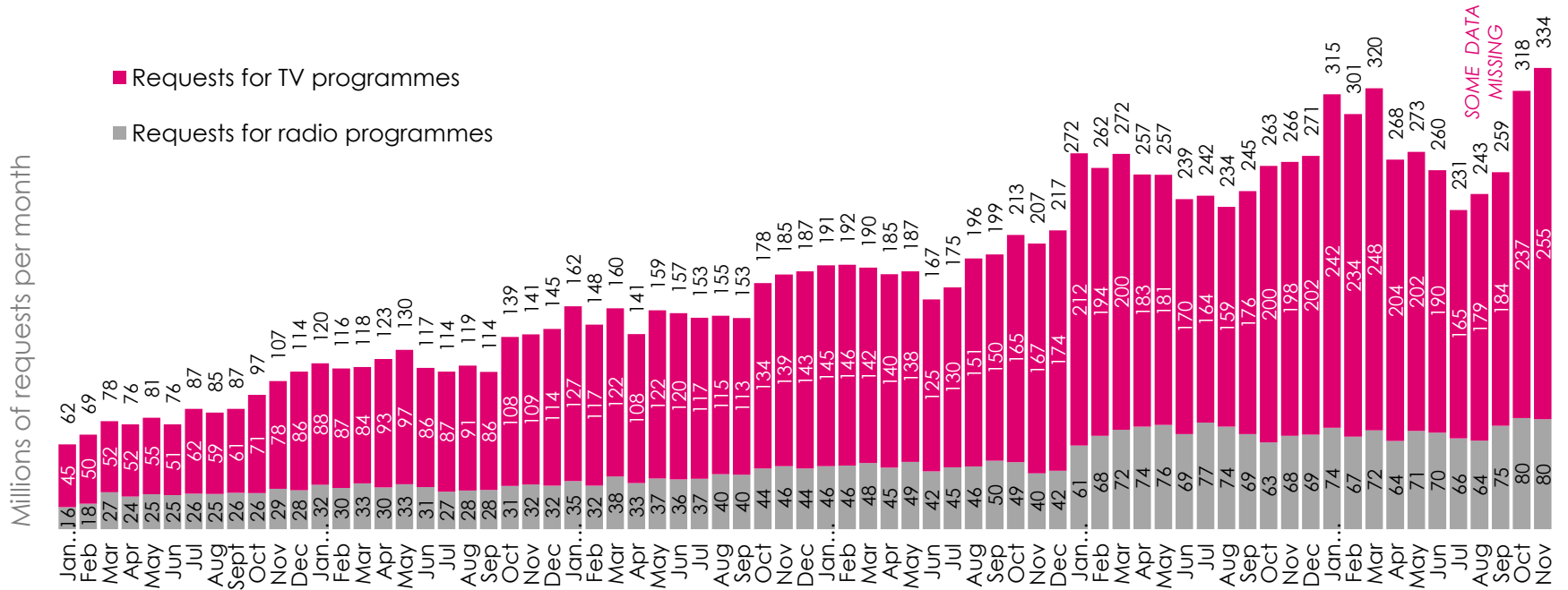
Average daily BBC iPlayer online requests

Average daily requests also increased in to **11.1 million** in November – another all-time high.

Some data was not captured in August, September & November 2014 – we estimate around 3.5m requests in August, 11.5m requests in September, and 6m in November, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.

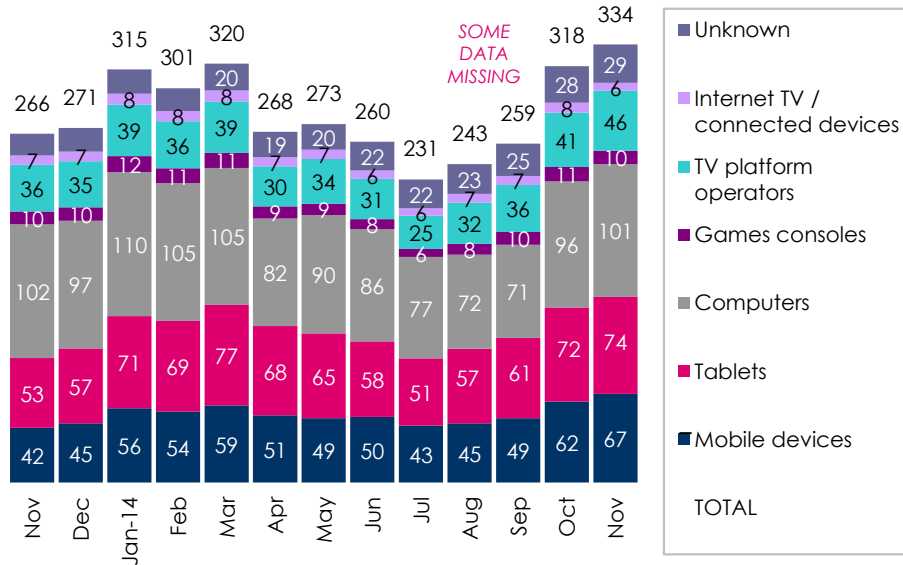Please refer to slide 9 for guide notes
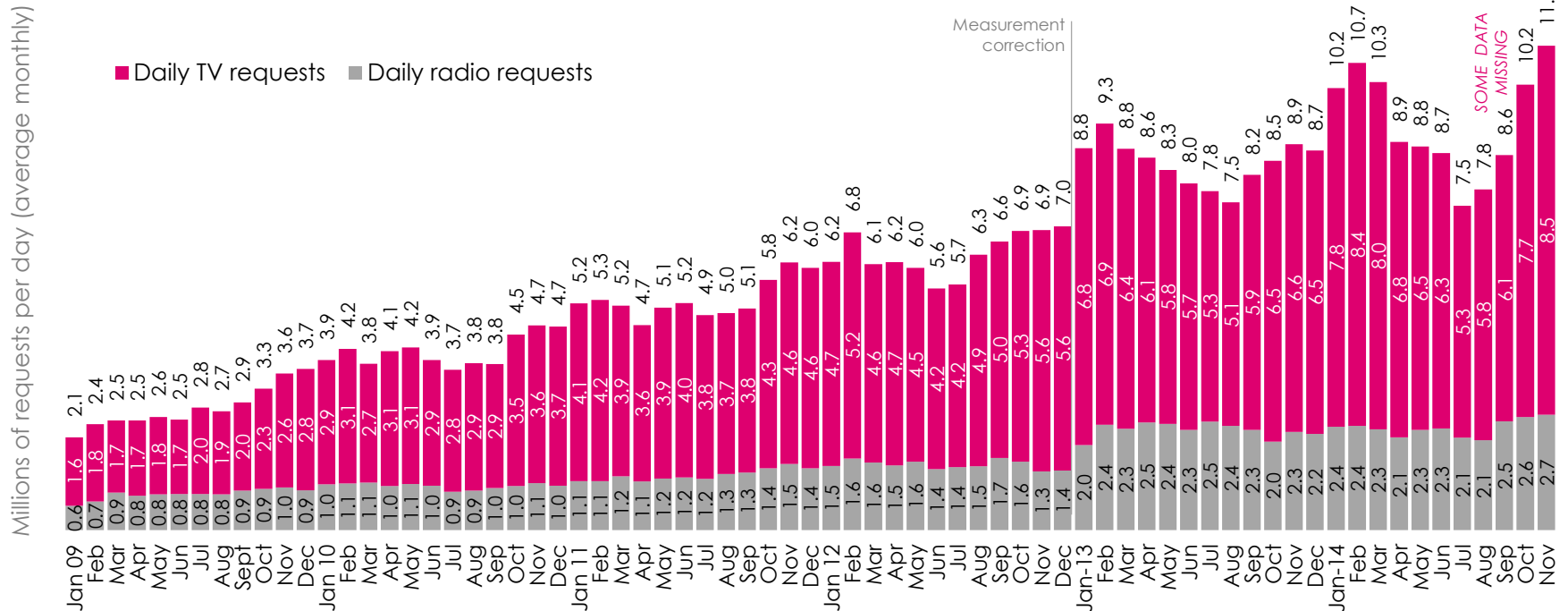
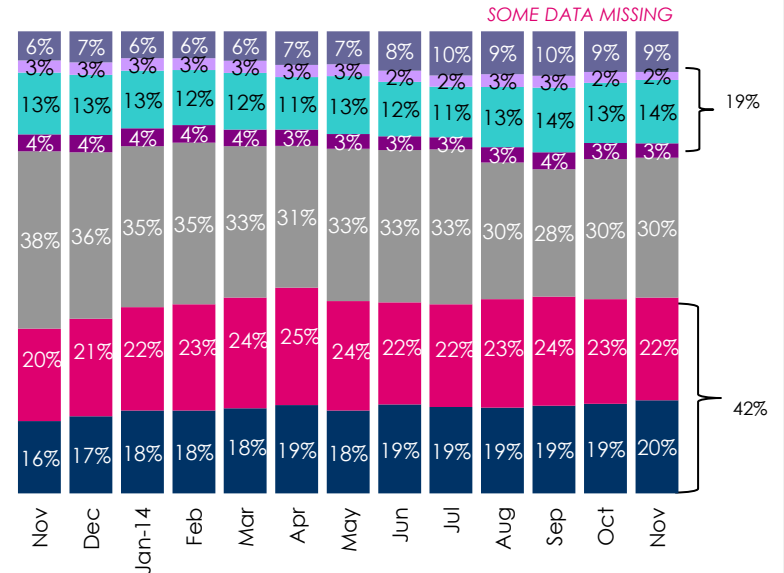# TV and radio: Requests for programmes by device type

The device profile for BBC iPlayer was stable on the previous month with mobiles and tablets making up 42% of all requests.

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Number of requests (millions)

% of requests

SOME DATA MISSING

Legend:
- Unknown
- Internet TV / connected devices
- TV platform operators
- Games consoles
- Computers
- Tablets
- Mobile devices
- TOTAL

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 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.

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

In November, computer requests increased to 25% of all requests to TV programmes on BBC iPlayer.

Some data was not captured in August, September and November 2014 – we estimate around 3.5m requests in August, 11.5m requests in September and 6m in November, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.

Number of requests (millions)

% of requests

SOME DATA MISSING

Legend:
- Unknown
- Internet TV / connected devices
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Notes:
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.
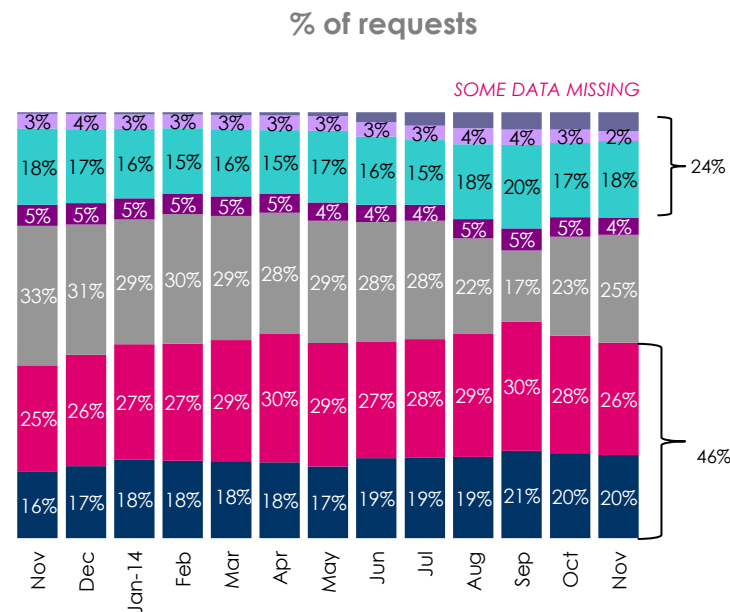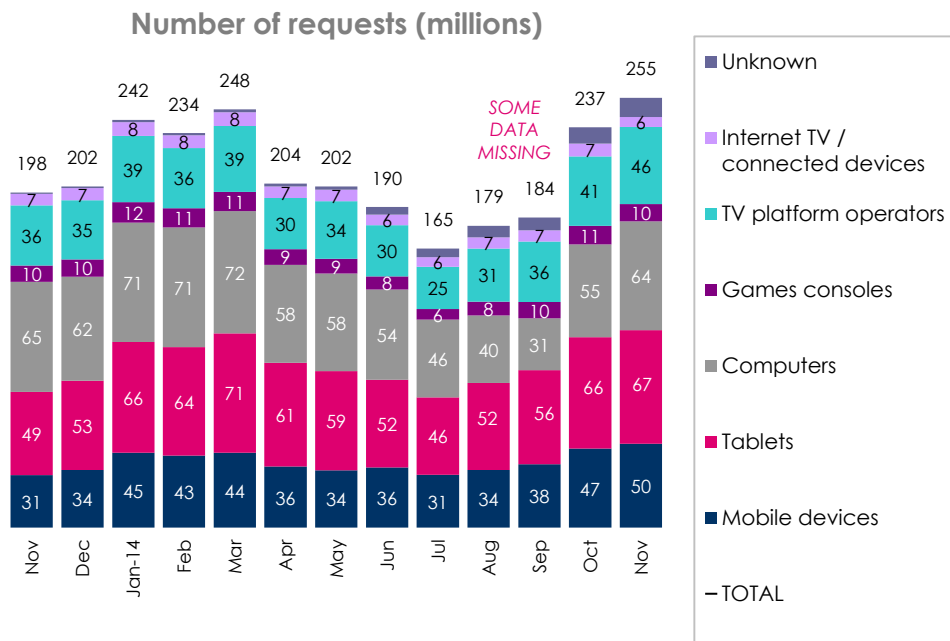**TV platform operators** include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft XBox 360.

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

There were 80m radio requests in November – equalling last month's all-time high. The proportion of requests from mobiles and tablets increased again to 31%, while computers dropped to 46%.

Number of requests (millions)

% of requests

Legend:
- Unknown
- Internet TV / connected devices
- TV platform operators
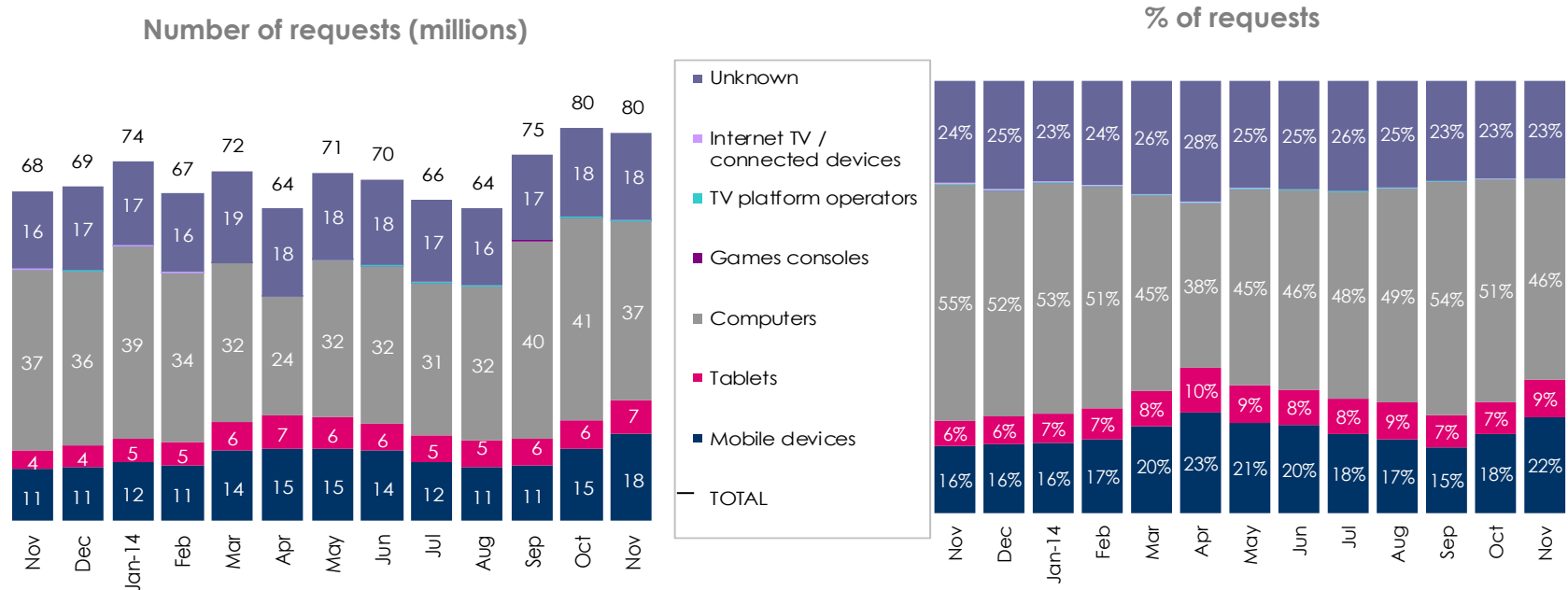- Games consoles
- Computers
- Tablets
- Mobile devices
- TOTAL

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 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.

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.
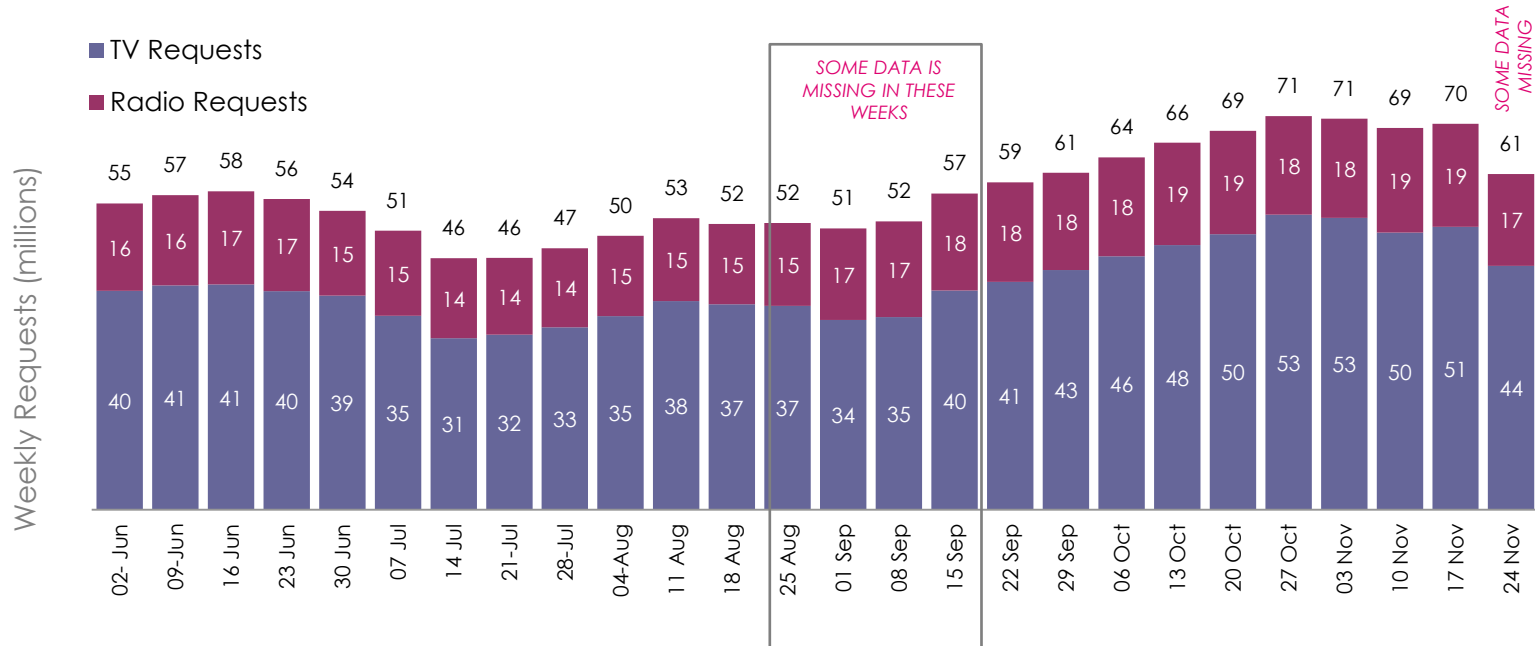
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBs and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months

- **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

- 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, and radio requests from week 12 2014 to week 17 2014 were undercounted.

- TV requests were undercounted from 20th August 2014 – 16th September 2014 due to a measurement issue – we estimate around 15 million requests were not captured during this time, mainly for catch-up requests on computers (but not exclusively). Around 6 million requests are also missing from November, across all device types.

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).

Average weekly requests increased to 68m in November.

Some data was not captured in August, September and November 2014 – we estimate around 3.5m requests in August, 11.5m requests in September and 6m in November, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.

Weekly Requests (millions)

■ TV Requests
■ Radio Requests

SOME DATA IS MISSING IN THESE WEEKS

SOME DATA MISSING

Week	Total	Radio	TV
02-Jun	55	16	40
09-Jun	57	16	41
16-Jun	58	17	41
23-Jun	56	17	40
30-Jun	54	15	39
07-Jul	51	15	35
14-Jul	46	14	31
21-Jul	46	14	32
28-Jul	47	14	33
04-Aug	50	15	35
11-Aug	53	15	38
18-Aug	52	15	37
25-Aug	52	15	37
01-Sep	51	17	34
08-Sep	52	17	35
15-Sep	57	18	40
22-Sep	59	18	41
29-Sep	61	18	43
06-Oct	64	18	46
13-Oct	66	19	48
20-Oct	69	19	50
27-Oct	71	18	53
03-Nov	71	18	53
10-Nov	69	19	50
17-Nov	70	19	51
24-Nov	61	17	44

BBC iPlayer - top 20 TV episodes, November 2014
(excluding Virgin Media cable and Sky)

Big titles continued to dominate requests in November. **The Apprentice** was the most popular programme with all four episodes generating more than 1.5 million requests. **Doctor Who** also continued to perform well, and new BBC One drama **The Missing** also proved a hit on BBC iPlayer, with the first three episodes all making it into the top 20. There were also more than half a million iPlayer requests for **BBC Children in Need.**

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.
The Apprentice Series 10 Episode 7	1,938,000
The Apprentice Series 10 Episode 5	1,911,000
The Apprentice Series 10 Episode 6	1,801,000
Doctor Who Series 8 Episode 11	1,671,000
Doctor Who Series 8 Episode 12	1,619,000
The Missing Episode 2	1,607,000
The Apprentice Series 10 Episode 8	1,564,000
The Missing Episode 3	1,370,000
The Missing Episode 1	1,347,000
Waterloo Road Series 10 Episode 4	1,281,000
Some Girls Series 3 Episode 2	1,260,000
The Missing Episode 4	1,258,000
Some Girls Series 3 Episode 1	1,251,000
Waterloo Road Series 10 Episode 5	1,191,000
EastEnders 04/11/14	1,088,000
Waterloo Road Series 10 Episode 6	1,067,000
EastEnders 13/11/2014	1,061,000
The Fall Series 2 Episode 1	1,051,000
EastEnders 07/11/14	1,027,000
Russell Howard's Good News Series 9 Episode 4	1,017,000

BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
The Apprentice Series 10 Episode 7	1,938,000
Doctor Who Series 8 Episode 11	1,671,000
The Missing Episode 2	1,607,000
Waterloo Road Series 10 Episode 4	1,281,000
Some Girls Series 3 Episode 2	1,260,000
EastEnders 04/11/14	1,088,000
The Fall Series 2 Episode 1	1,051,000
Russell Howard's Good News Series 9 Episode 4	1,017,000
Citizen Khan Series 3 Episode 1	978,000
Strictly Come Dancing Series 12 Week 6 Episode 12	811,000
Remember Me Episode 1	717,000
Atlantis Series 2 Episode 1	703,000
Life Story Episode 2	684,000
The Graham Norton Show Series 16 Episode 8	621,000
Casualty Series 29 Episode 9	589,000
Formula 1 2014 Abu Dhabi Grand Prix 23/11/2014	573,000
BBC Children in Need 2014 Part 1 14/11/2014	556,000
Human Universe What is our Future?	535,000
The Next Step Episode 23	532,000
MasterChef: The Professionals Series 7 Episode 1	530,000

BBC iPlayer - top 20 radio episodes, November 2014
(excluding Virgin Media cable and Sky)

The return of **I'm Sorry I Haven't a Clue**, and **The News Quiz** were popular last month, along with the Radio 1 and Radio 2 **Breakfast Shows**.
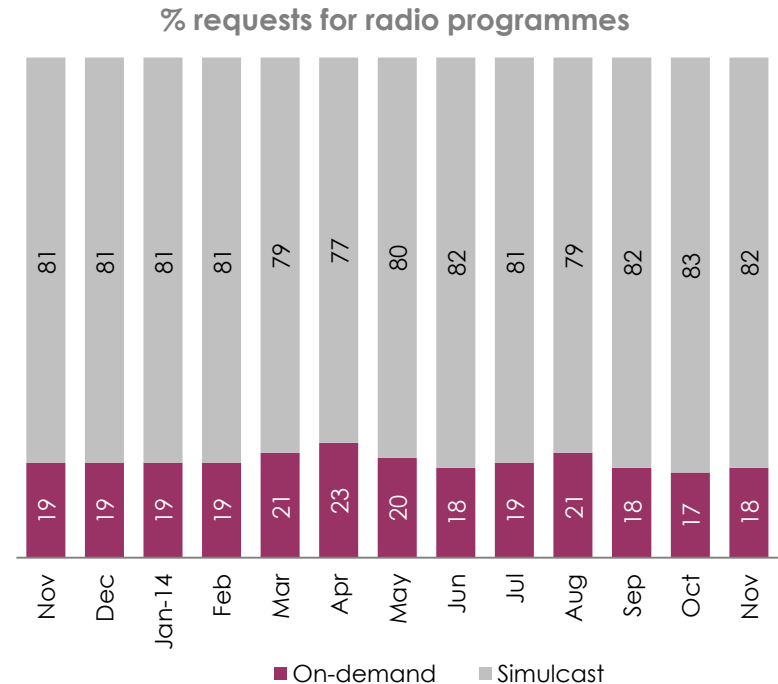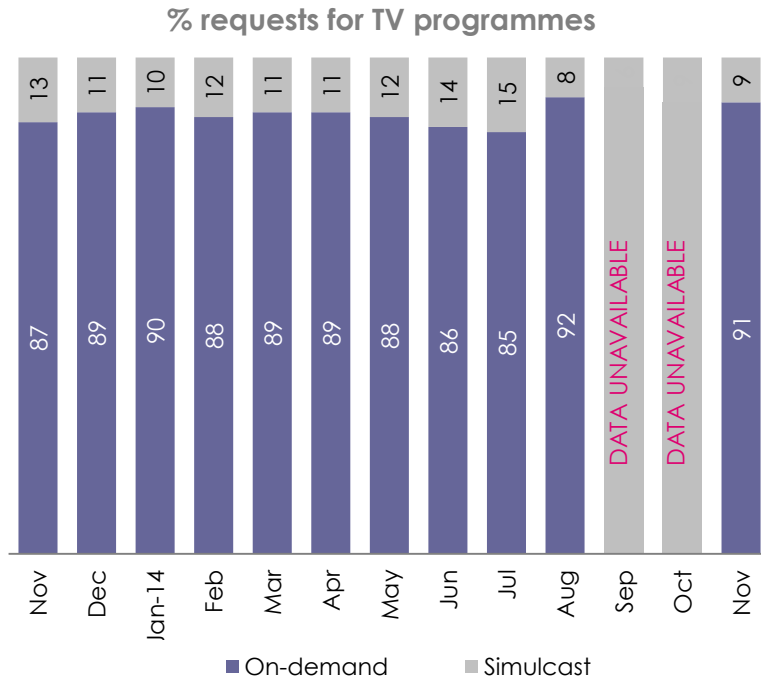
BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.
I'm Sorry I Haven't A Clue Series 62 Episode 1	174,000
The News Quiz Series 85 Episode 4	160,000
The News Quiz Series 85 Episode 3	155,000
The News Quiz Series 85 Episode 5	145,000
The Chris Evans Breakfast Show 19/11/14	137,000
The Chris Evans Breakfast Show 25/11/14	136,000
The Radio 1 Breakfast Show 14/11/14	135,000
The Chris Evans Breakfast Show 21/11/2014	133,000
The Radio 1 Breakfast Show 27/11/14	133,000
The Radio 1 Breakfast Show 21/11/14	132,000
The Chris Evans Breakfast Show 28/11/2014	130,000
The Chris Evans Breakfast Show 24/11/14	130,000
The Radio 1 Breakfast Show 12/11/14	129,000
The Chris Evans Breakfast Show 26/11/2014	129,000
The Chris Evans Breakfast Show 14/11/2014	128,000
The Chris Evans Breakfast Show 13/11/2014	128,000
The Chris Evans Breakfast Show 27/11/14	128,000
The Chris Evans Breakfast Show12/11/2014	128,000
The Chris Evans Breakfast Show 04/11/14	127,000
The Chris Evans Breakfast Show 20/11/14	124,000

BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
I'm Sorry I Haven't A Clue Series 62 Episode 1	174,000
The News Quiz Series 85 Episode 4	160,000
The Chris Evans Breakfast Show 19/11/14	137,000
The Radio 1 Breakfast Show 14/11/14	135,000
5LS Prem League Football L'pool v Chelsea 08/11/2014	122,000
5LS 5 live Rugby England v New Zealand 08/11/2014	113,000
Ken Bruce Children in Need 14/11/2014	111,000
Scott Mills When Chris met Jennifer Aniston 25/11/2014	105,000
Steve Wright in the Afternoon 27/11/2014	102,000
Today 19/11/14	102,000
5 live Sport 02/11/14	94,000
5 live Formula 1 2014 09/11/14	92,000
Jeremy Vine 25/11/2014	91,000
Annie Mac 21/11/2014	91,000
The Archers 13/11/14	87,000
Fearne Cotton Kiesza in the Live Lounge 25/11/2014	84,000
The Country Music Association Awards 05/11/2014	80,000
Graham Norton 15/11/2014	77,000
Simon Mayo Drivetime Tunesday 25/11/2014	75,000
The Unbelievable Truth Series 5 Episode 6	75,000

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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 9 for more details).
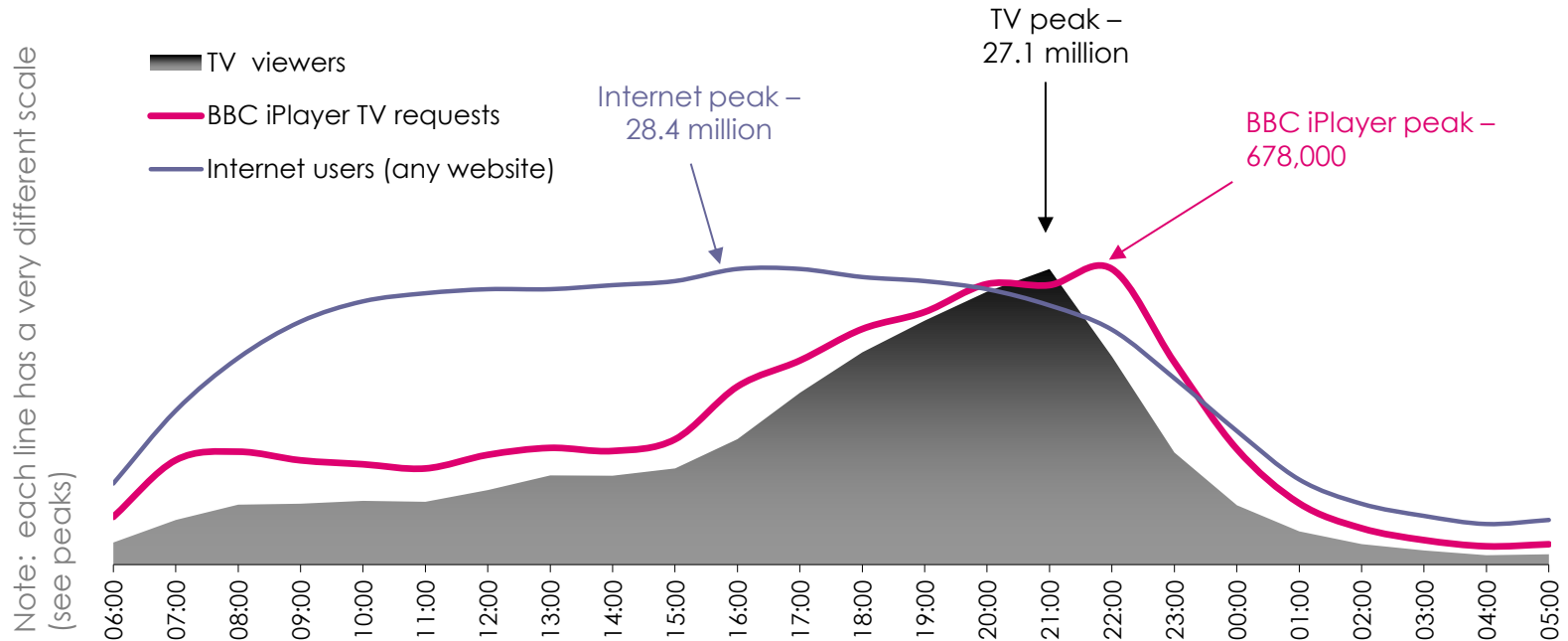
The proportion of live requests to TV was 9% in November, due to the strength of the TV schedules the proportion of live requests to Radio decreased slightly to 82%.

This information cannot be provided for TV requests in August and September 2014 due to the missing data.

% requests for TV programmes

	Nov	Dec	Jan-14	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Simulcast	13	11	10	12	11	11	12	14	15	8	DATA UNAVAILABLE	DATA UNAVAILABLE	9
On-demand	87	89	90	88	89	89	88	86	85	92			91

■ On-demand ■ Simulcast

% requests for radio programmes

	Nov	Dec	Jan-14	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Simulcast	81	81	81	81	79	77	80	82	81	79	82	83	82
On-demand	19	19	19	19	21	23	20	18	19	21	18	17	18

■ On-demand ■ Simulcast

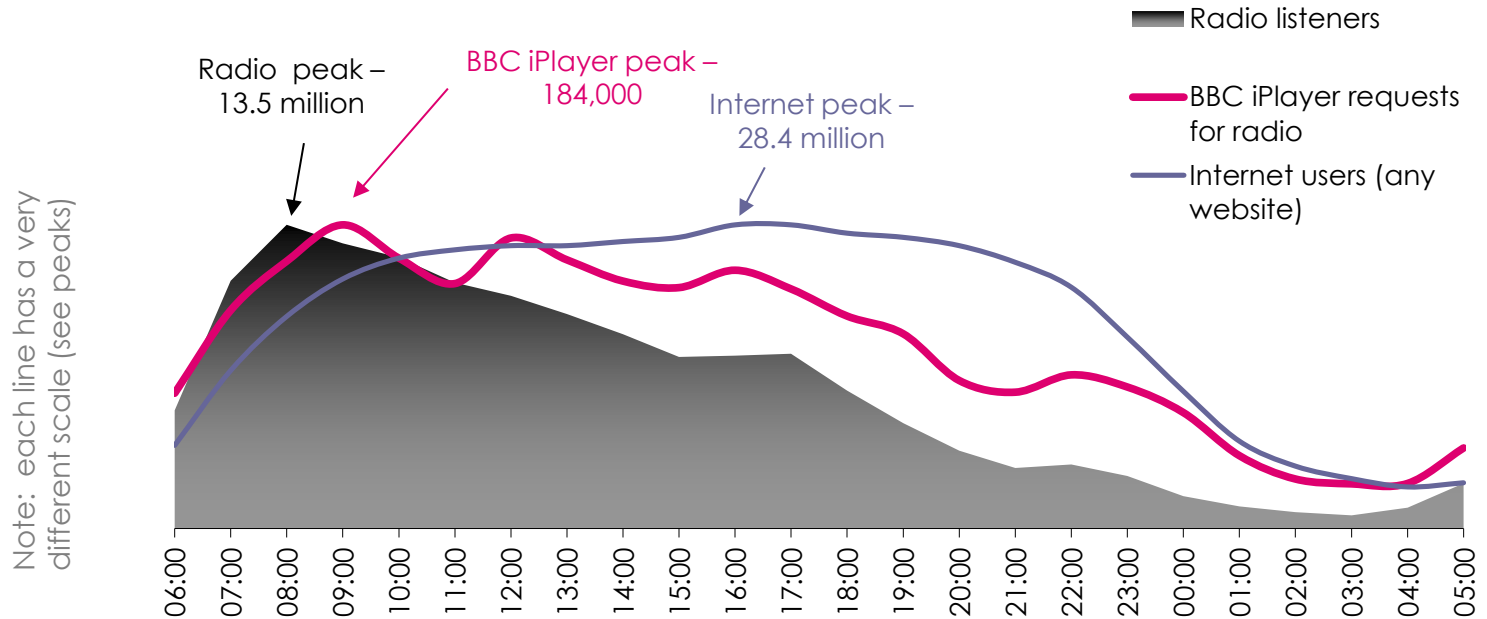# BBC iPlayer – use for TV online by time of day, November 2014

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

TV viewers

BBC iPlayer TV requests

Internet users (any website)

Internet peak –
28.4 million

TV peak –
27.1 million

BBC iPlayer peak –
678,000

Note: each line has a very different scale (see peaks)

06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00 00:00 01:00 02:00 03:00 04:00 05:00

Sources – TV from BARB November 2014, internet from Nielsen March 2012,
BBC iPlayer from BBC iStats November 2014 - see footnotes on final page for more detail

# BBC iPlayer – use for radio online by time of day, November 2014

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.

Radio listeners

BBC iPlayer requests for radio

Internet users (any website)

Radio peak – 13.5 million

BBC iPlayer peak – 184,000

Internet peak – 28.4 million

Note: each line has a very different scale (see peaks)

06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00 00:00 01:00 02:00 03:00 04:00 05:00

Sources – radio from RAJAR Q3 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats November 2014 - 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 is even between men and women in Q3 14.
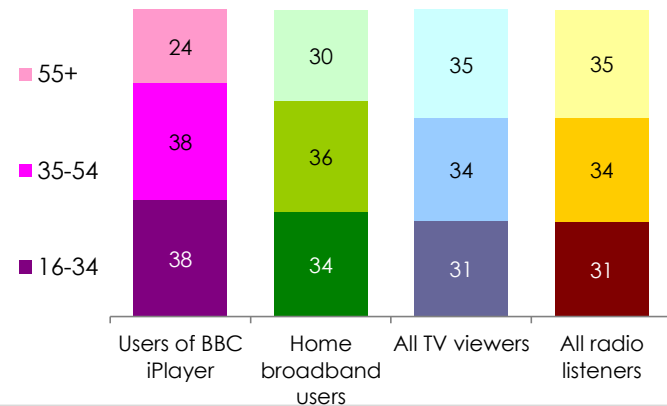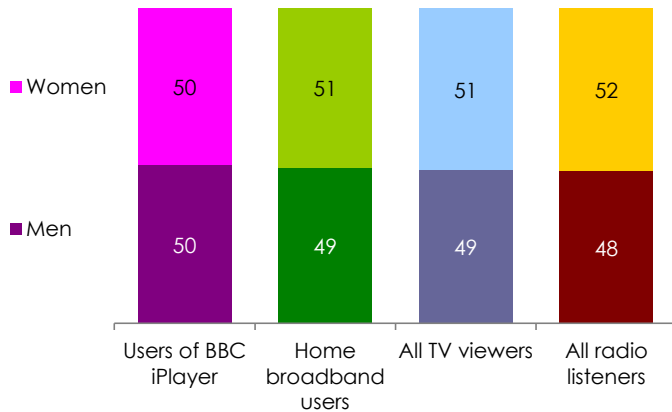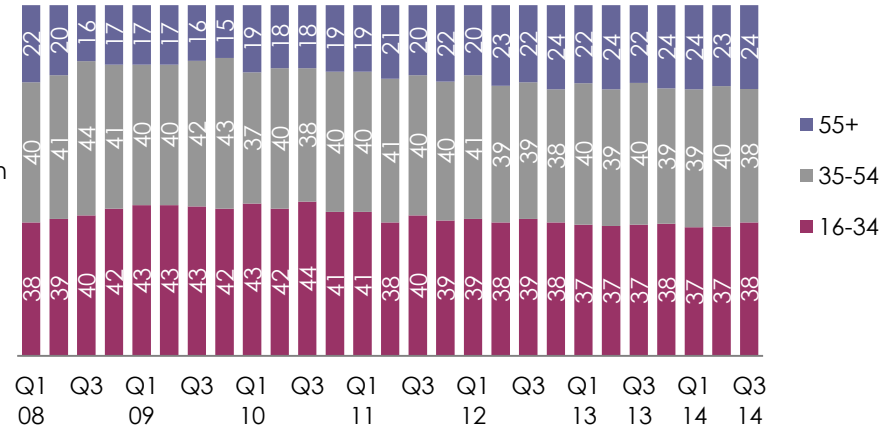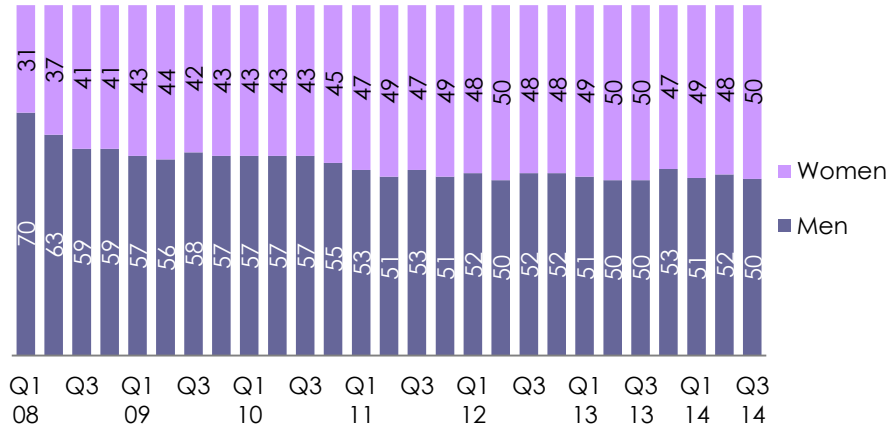
Glossary

- **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

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