



# Monthly Performance Pack September 2011

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## 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.

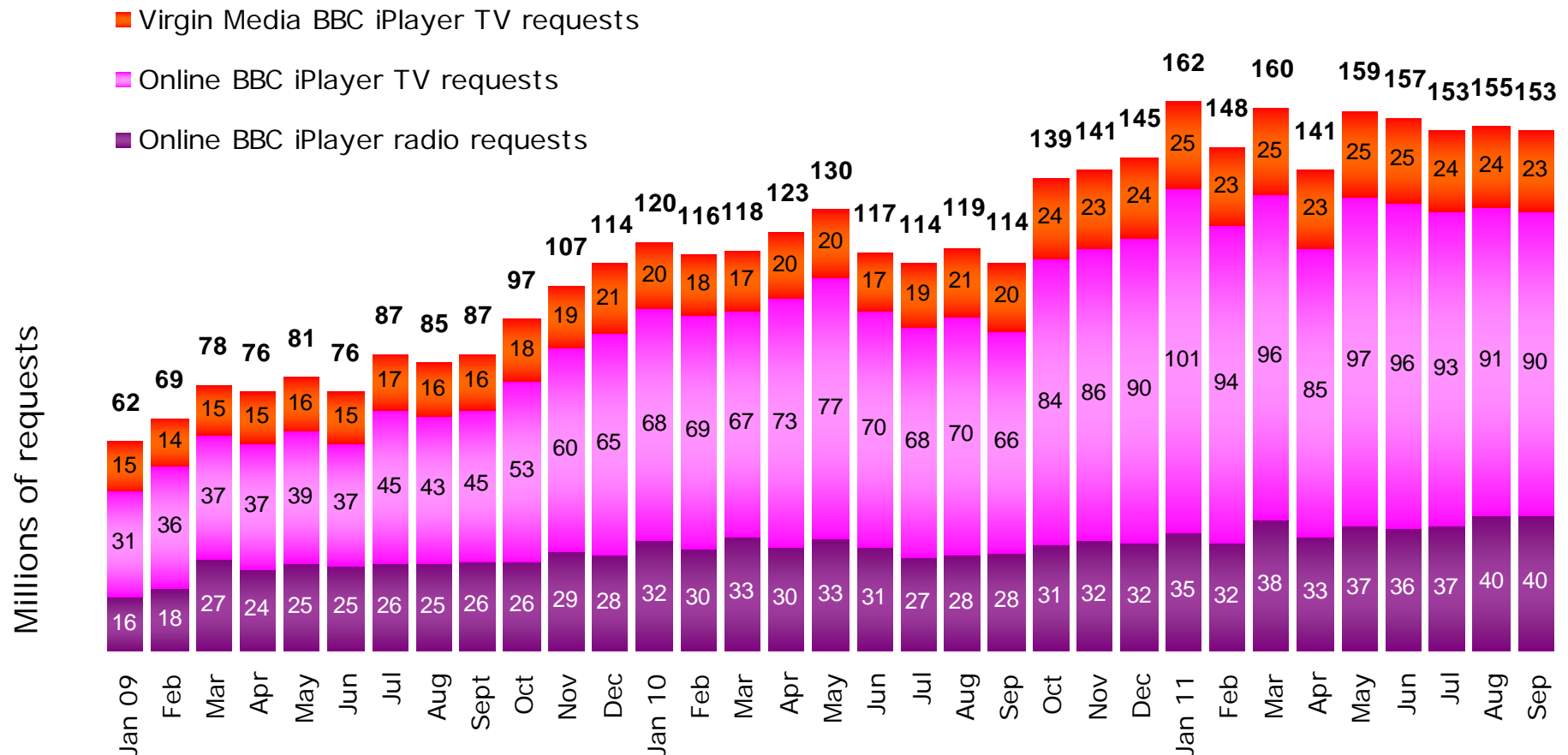
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# Total monthly BBC iPlayer requests across **all** platforms

## Includes Virgin Media

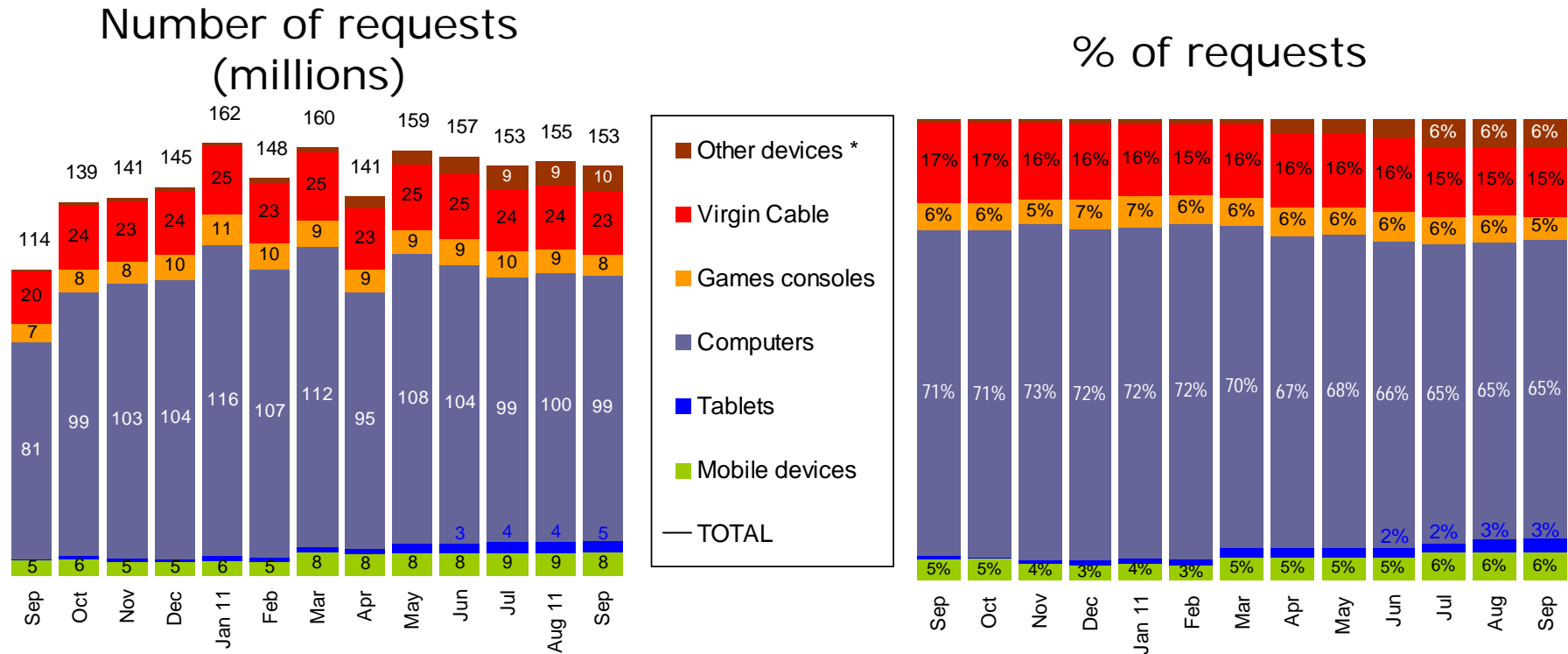
BBC iPlayer received **153 million requests** for TV and radio programmes across all platforms in September 2011.



# 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.



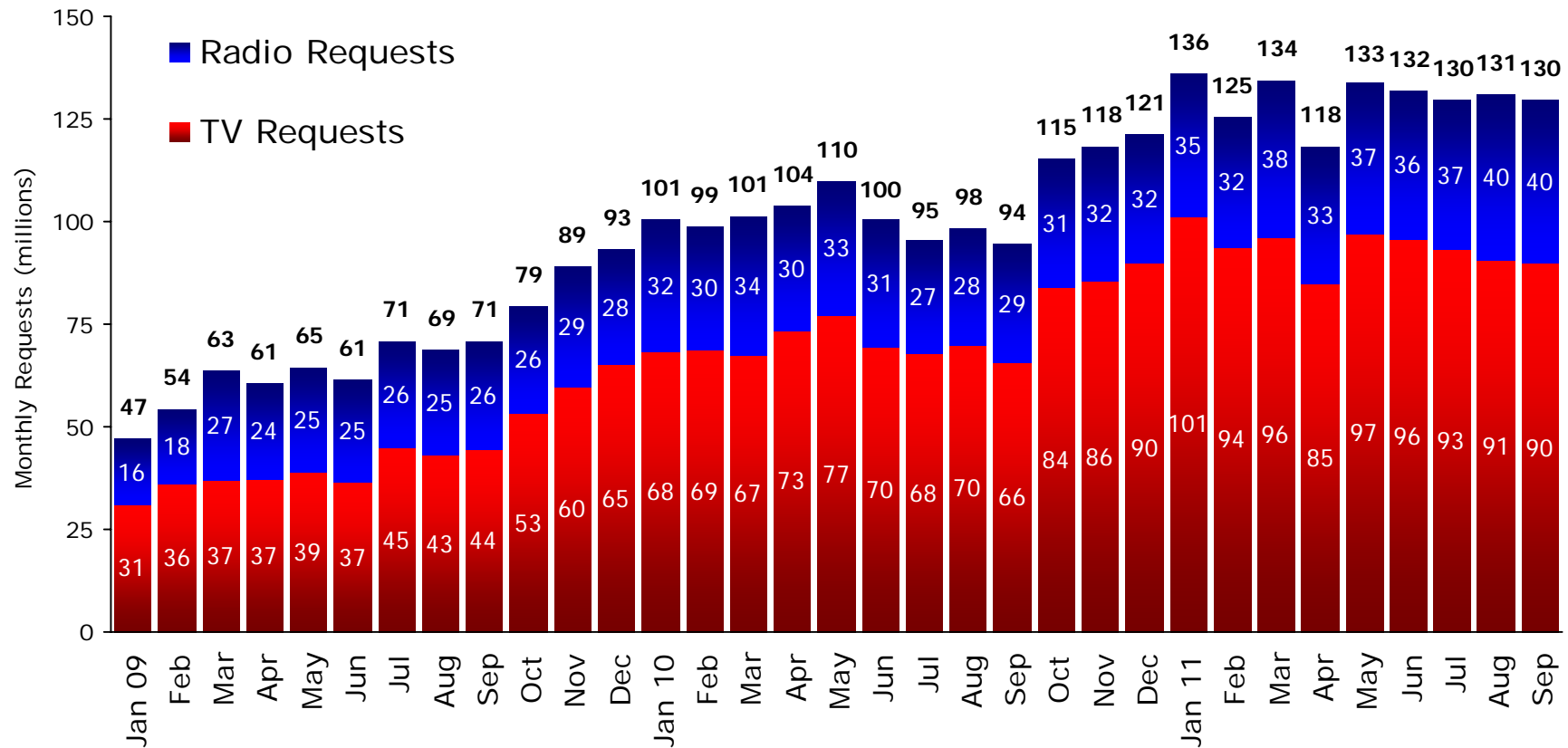
## Notes on figures in this report

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

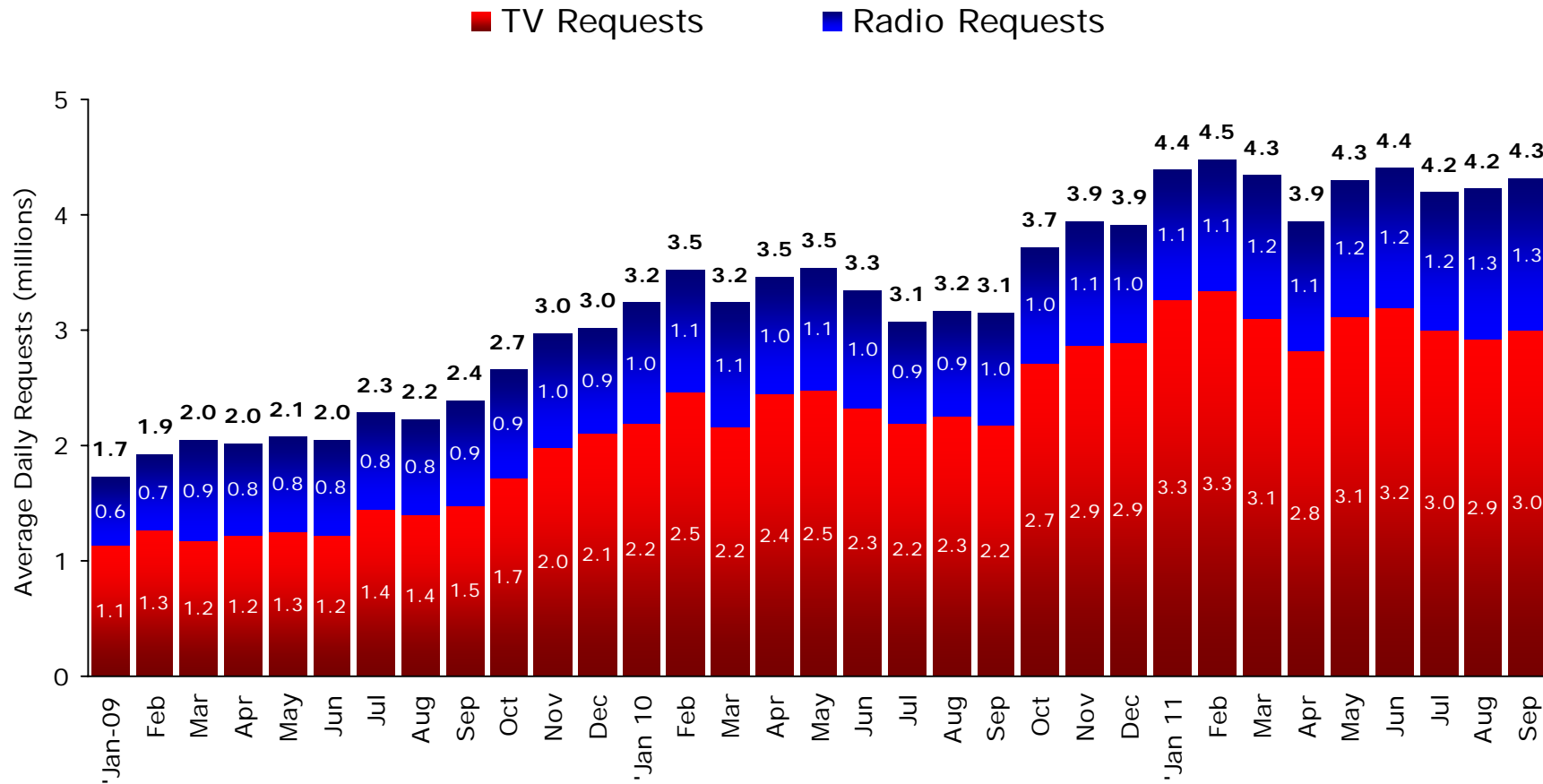
## Monthly BBC iPlayer online requests

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



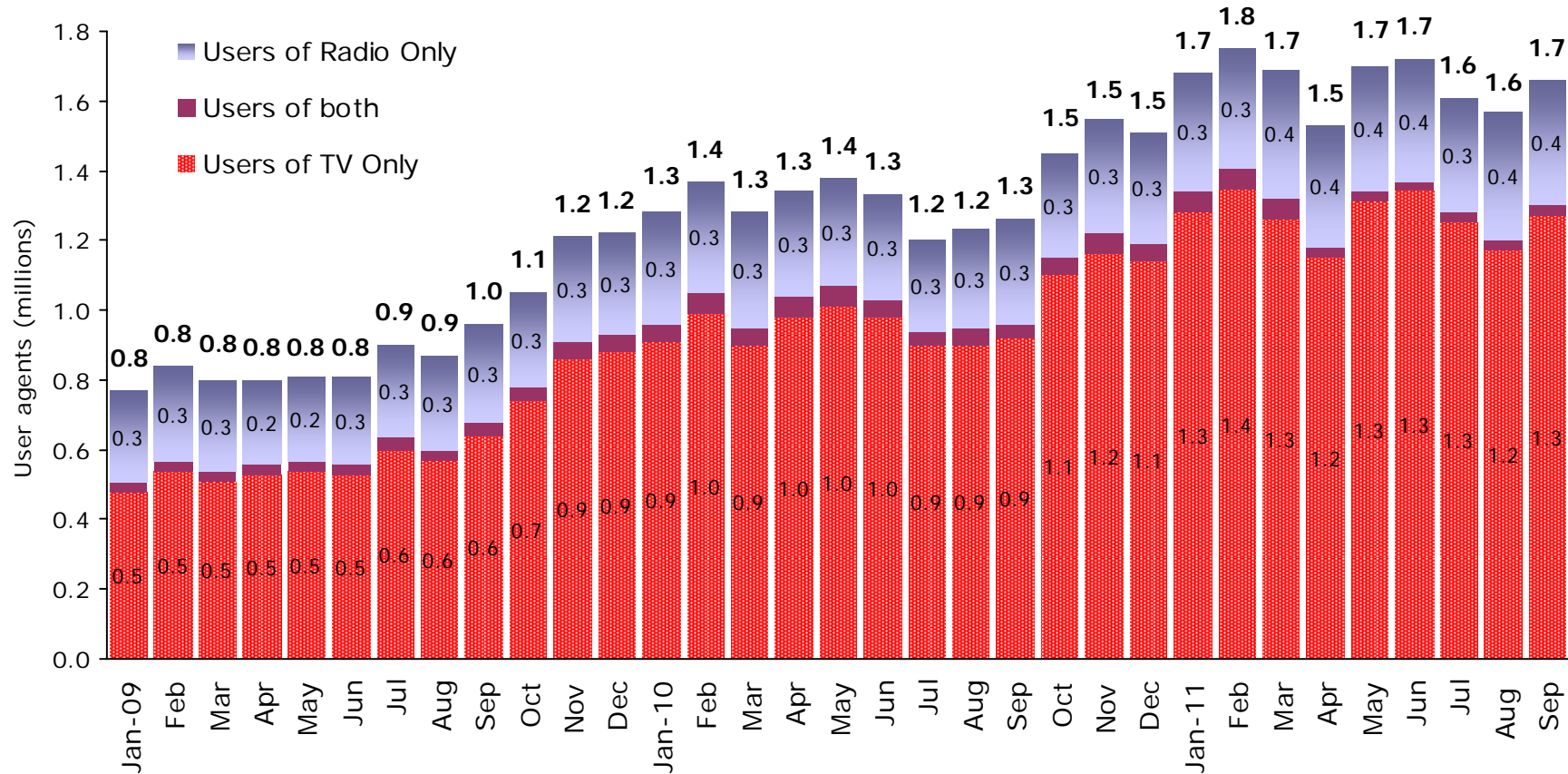
## Average daily BBC iPlayer requests

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.



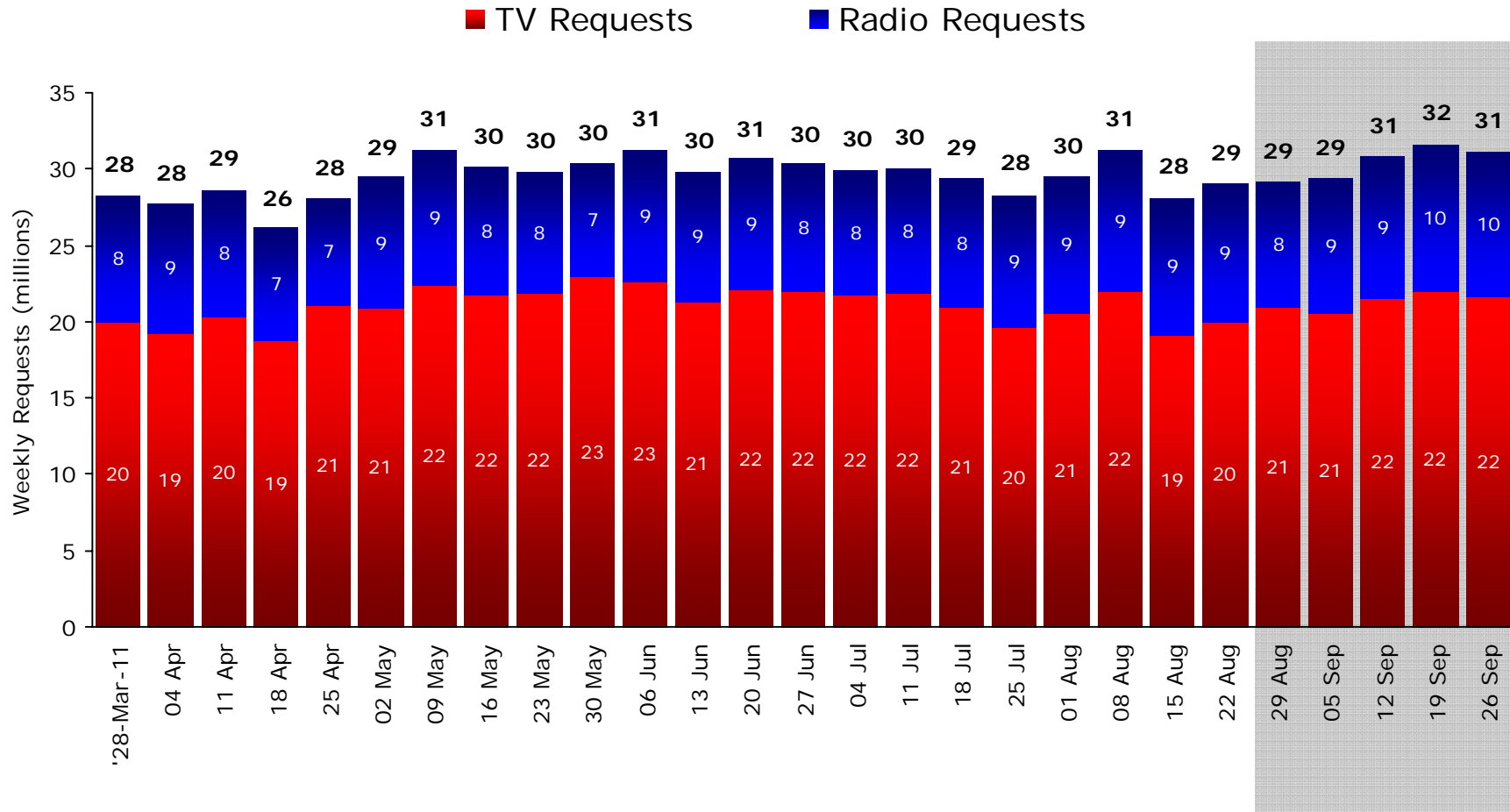
## Average daily BBC iPlayer users

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

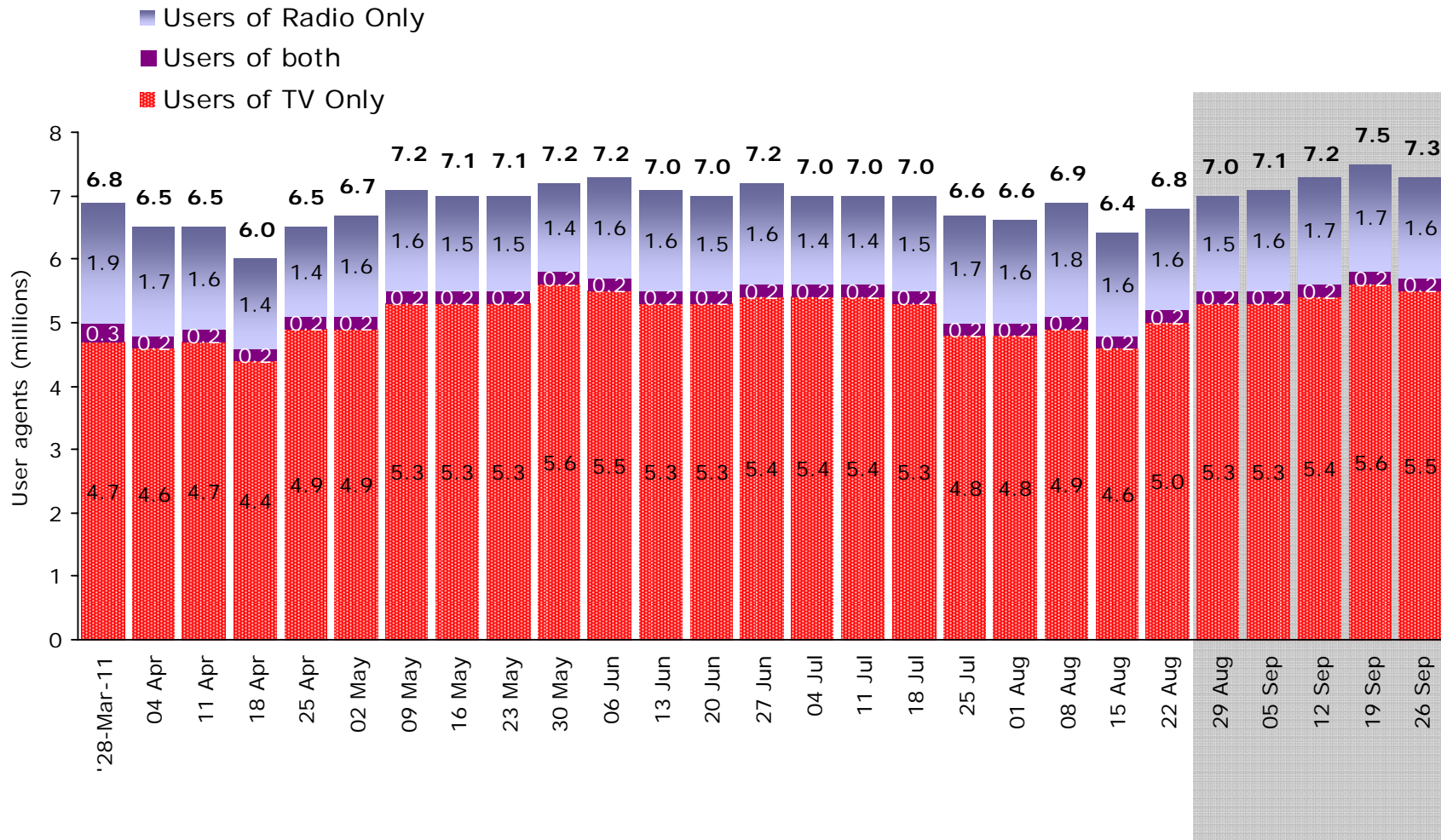
Weekly requests in September increased slightly towards the end of the month.



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.

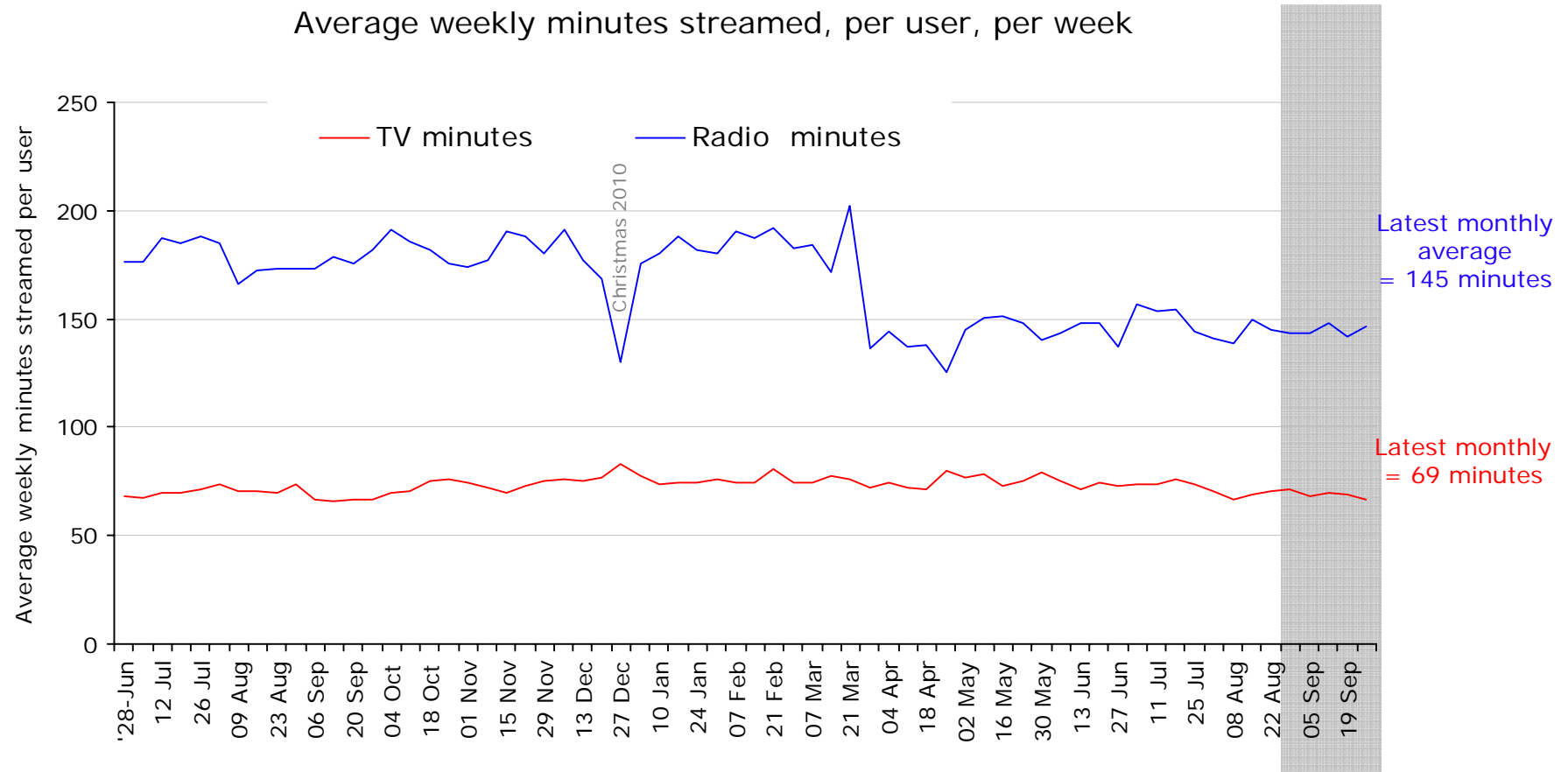


Please refer to slide 6 for guide footnotes.

## 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

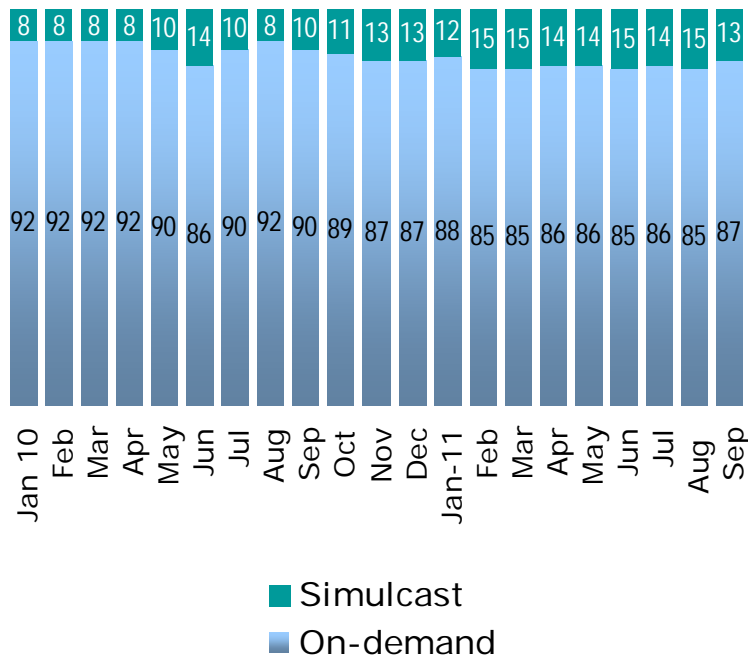
### – MOST-REQUESTED EPISODE PER SERIES

	<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

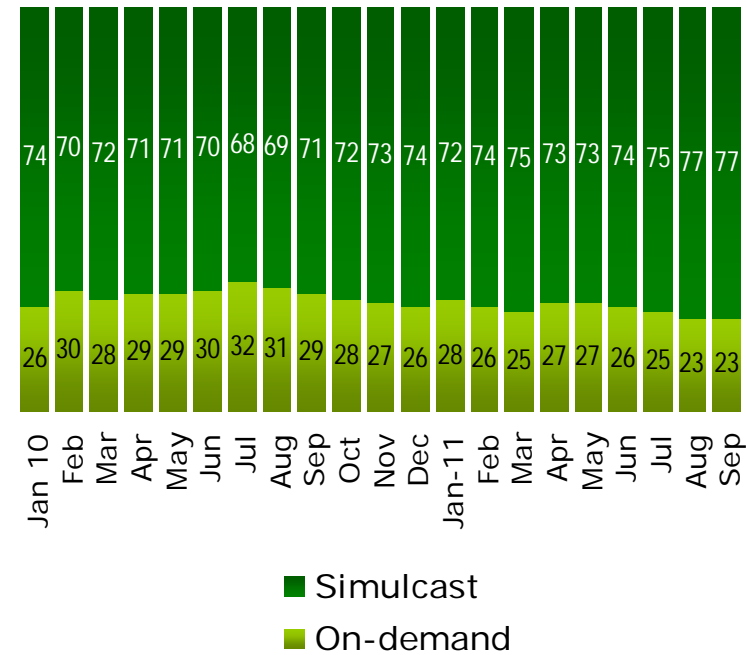
# Requests by on-demand catch-up vs live simulcast

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



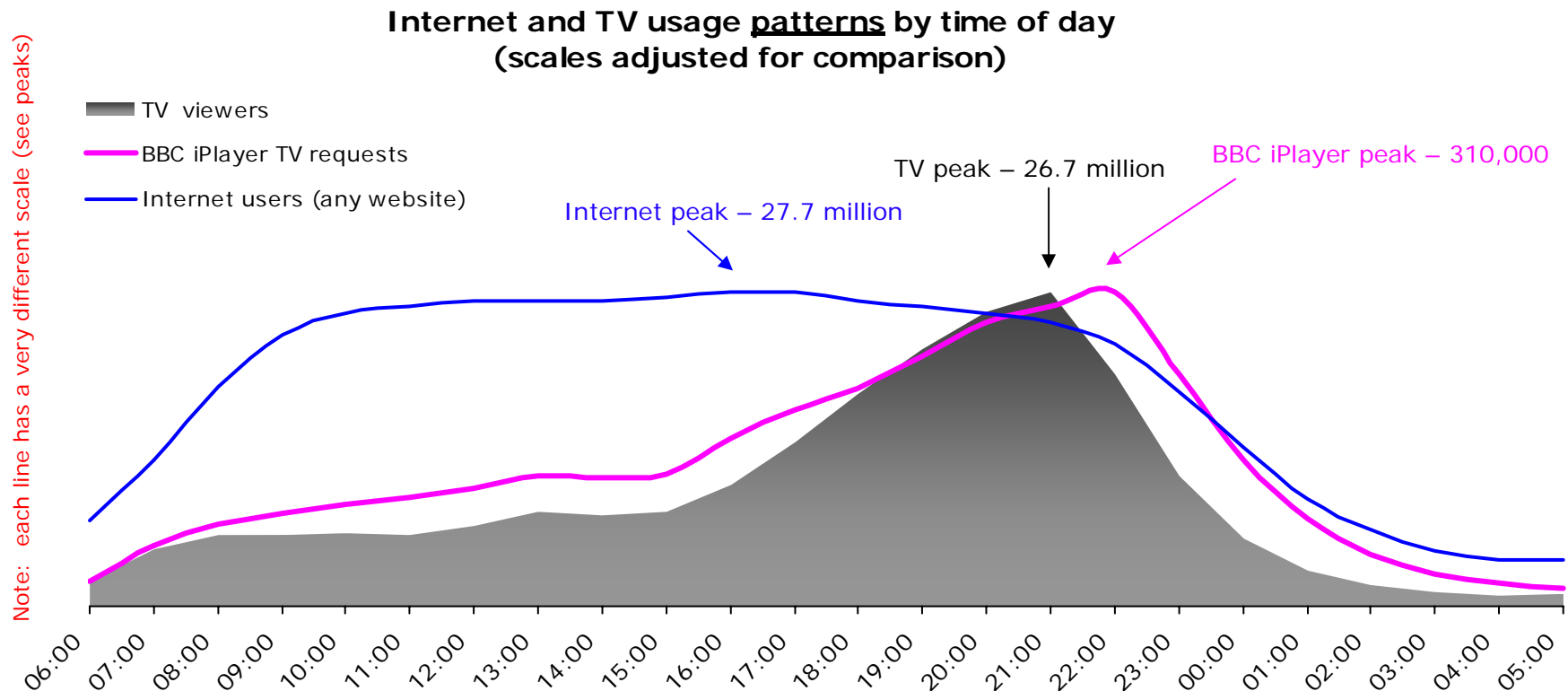
### Radio requests



Please refer to slide 6 for guide footnotes.

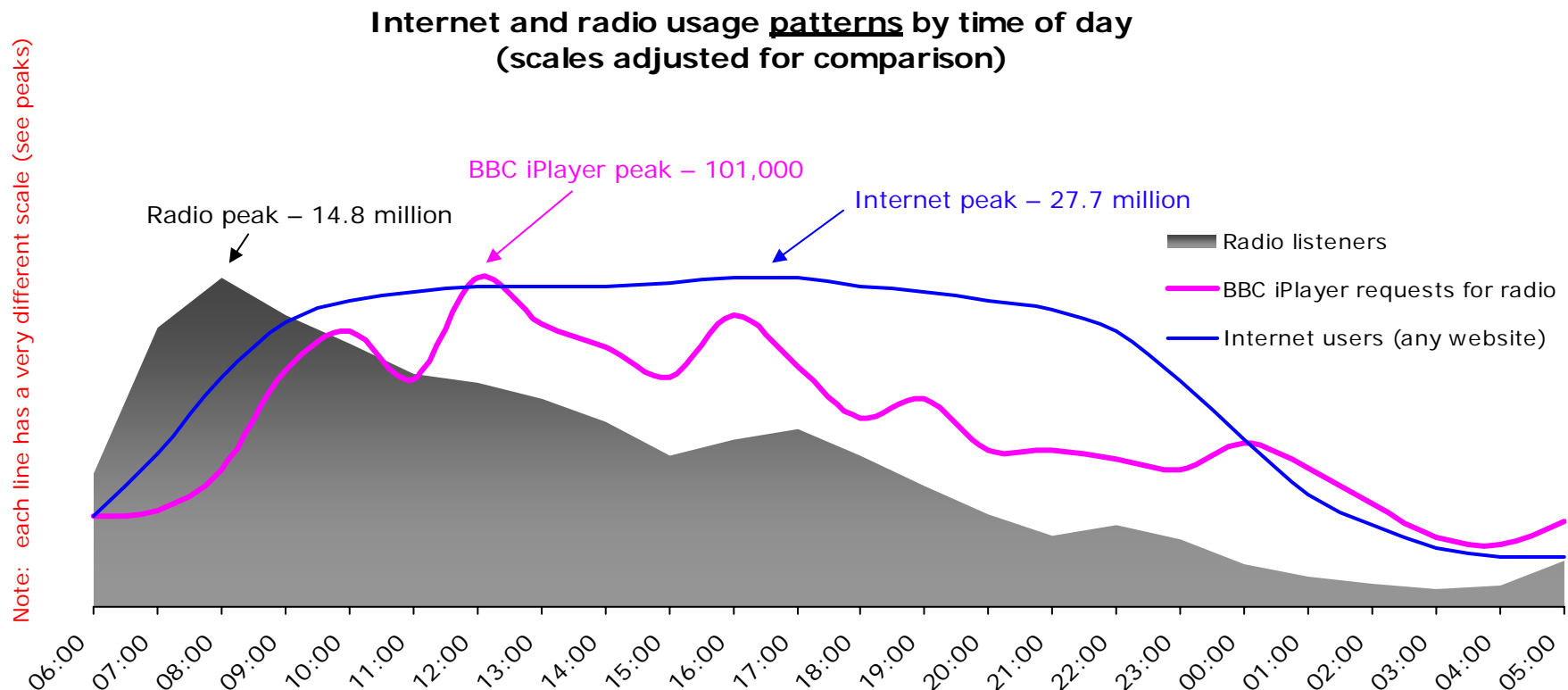
## BBC iPlayer – use for TV by time of day, September 2011

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.



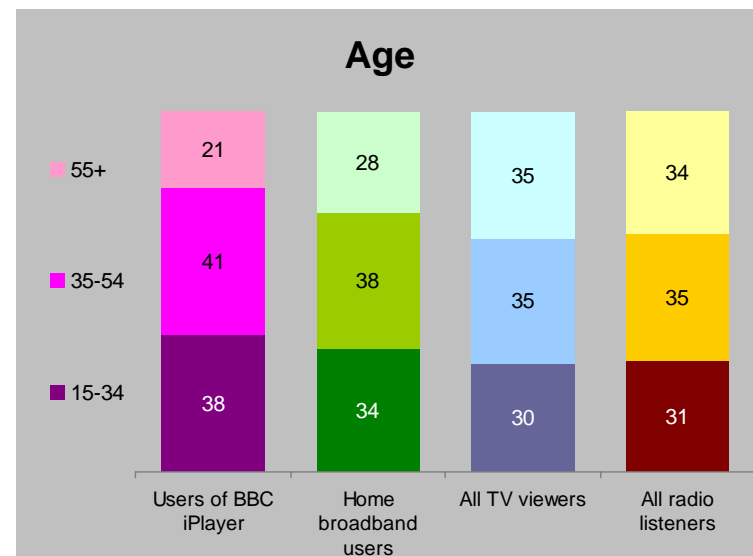
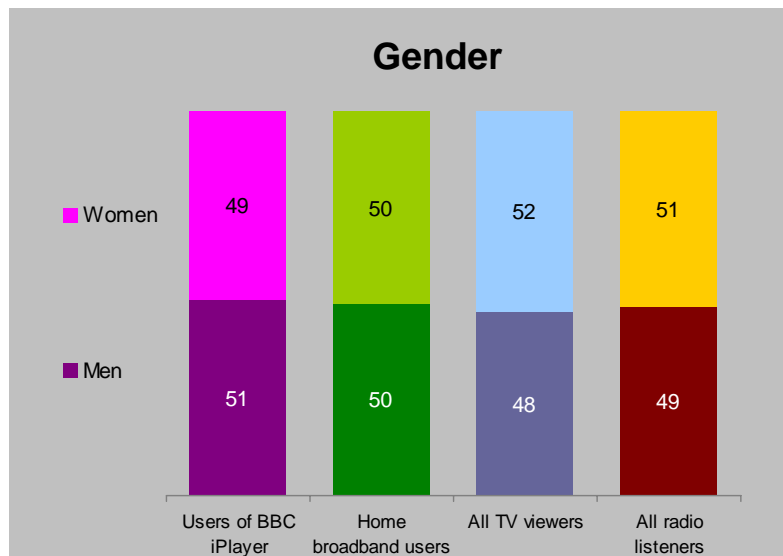
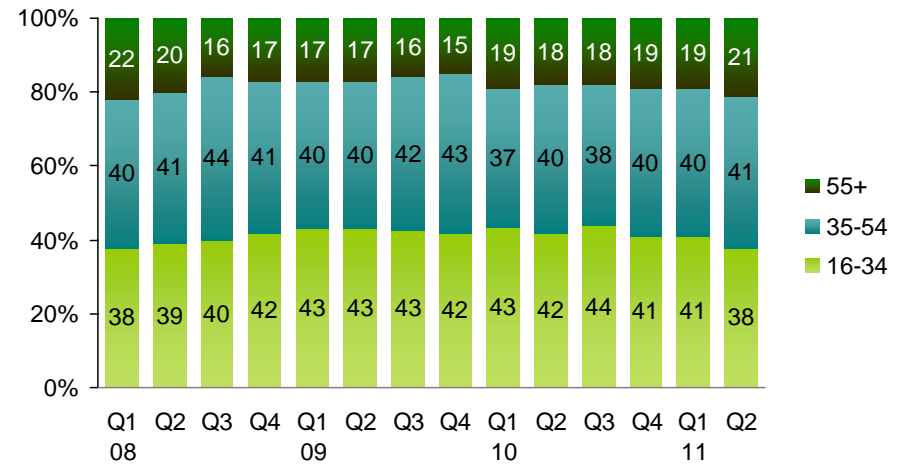
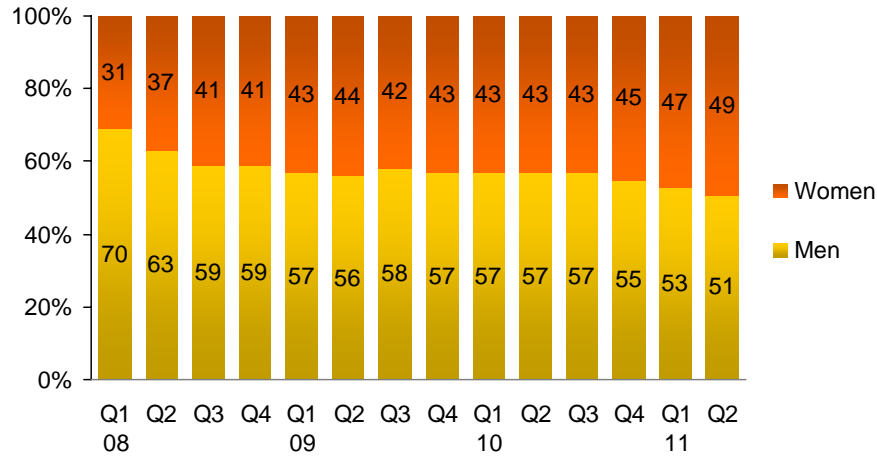
## BBC iPlayer – use for radio by time of day, September 2011

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