

2016/17 IN NUMBERS



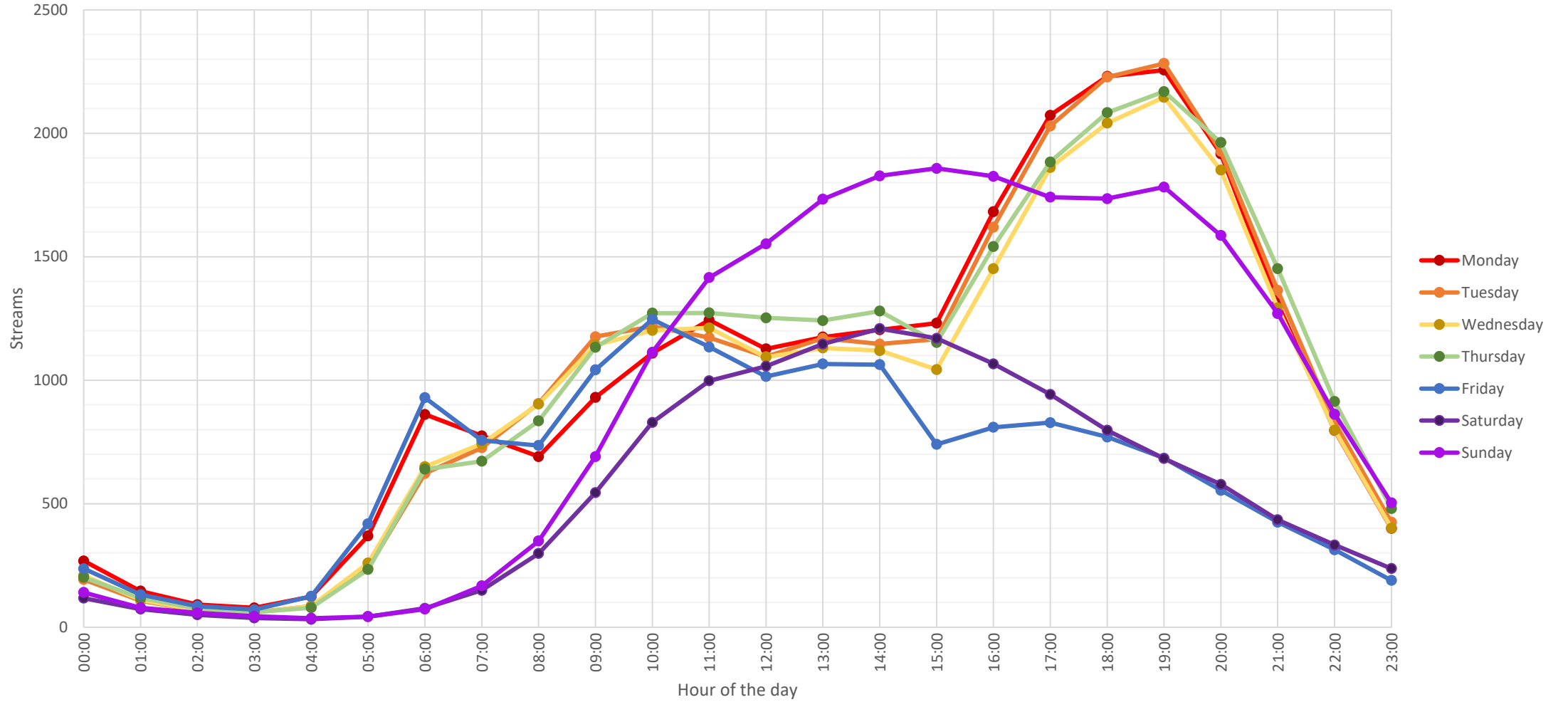
2016/17 USAGE

KEY FACTS

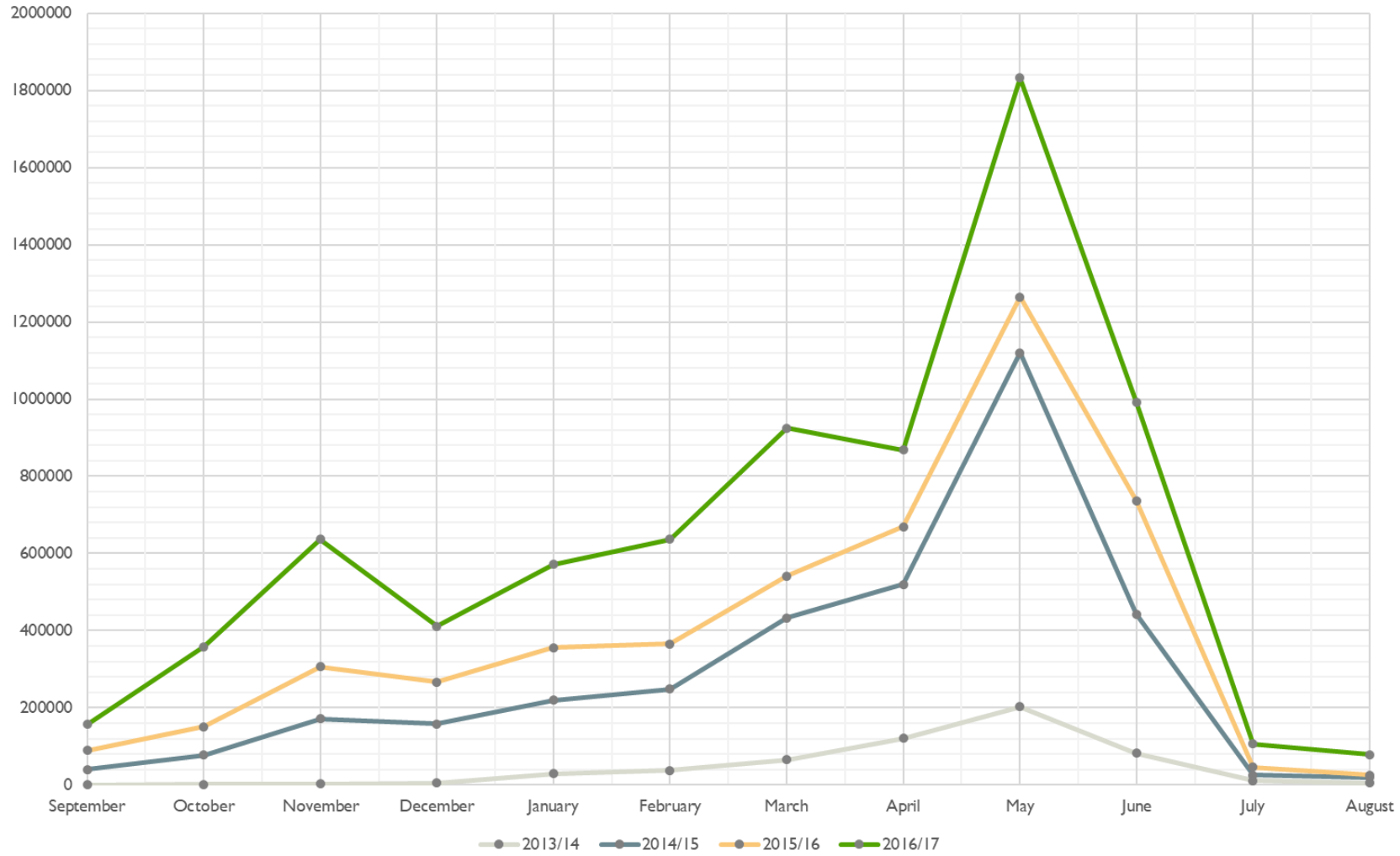
- **7,572,139** streams happened between 1st September 2016 and 31st August 2017
- This is a **57%** increase from last year's **4,818,344**
- The highest day of usage: Sunday 21st May. **170,916**
- This is **81%** higher than last year's record of **94,274**
- The most popular hour was 19:00, and the least 03:00
- The most popular Pod was Biology – Homeostasis with 42,080 views
- 23,305 assignments were published by teachers

Weekend Usage	After School Usage	Before School Usage	Out of School Usage	In-School Usage
1,840,410	2,834,721	830,084	5,505,215	2,089,674
24.2%	37.3%	10.9%	72.5%	27.5%

Average Usage by Hour (Spring Term)



Usage Growth Over Time

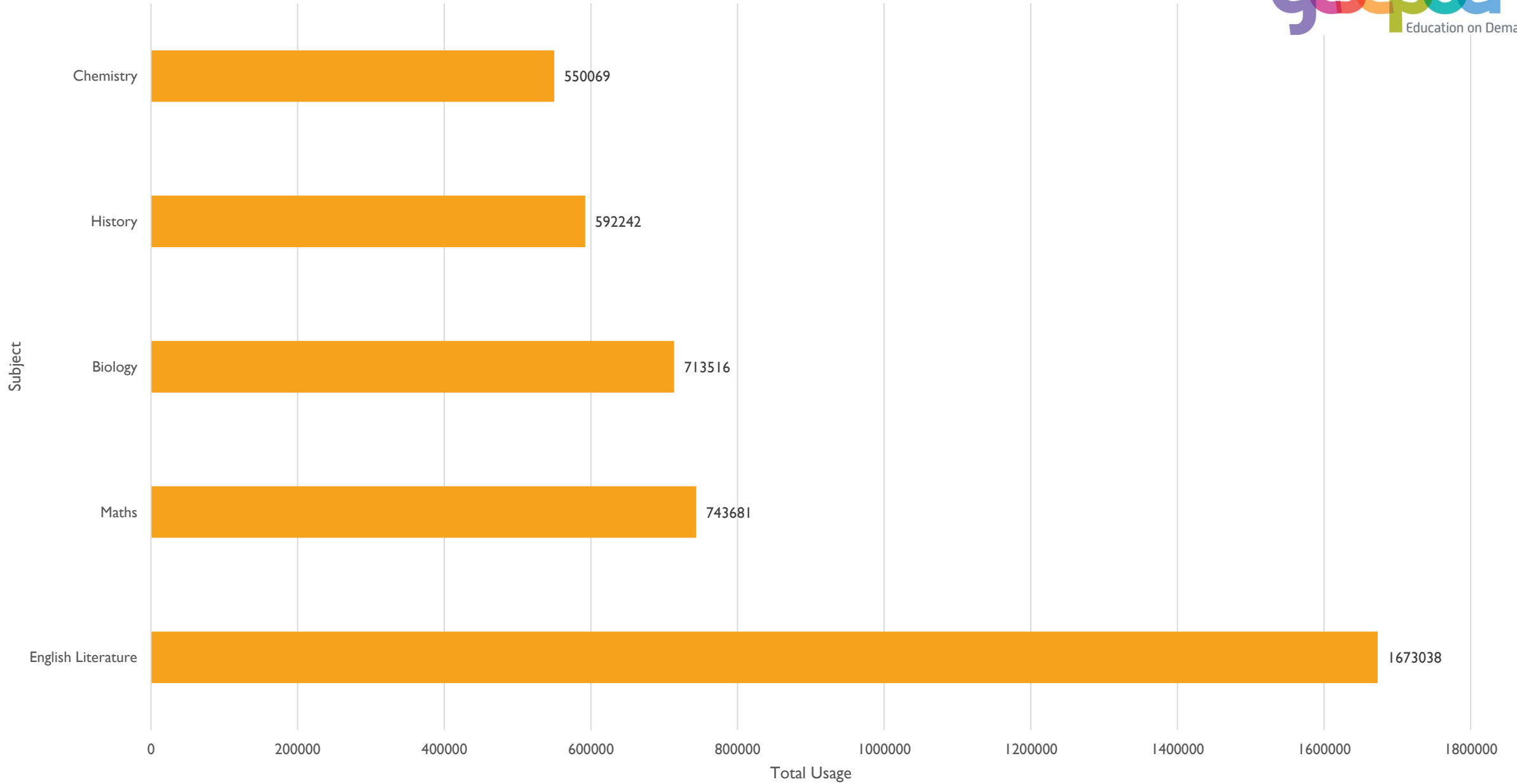


USAGE BY DEVICE

Device	2015/16 Streams	2016/17 Streams	Percentage
Windows Desktop/Laptop	2,339,110	3,584,071	47.3% (-1.3%)
iOS Mobile	1,466,987	2,366,899	31.3% (+4.6%)
OS X Desktop/Laptop	324,272	547,673	7.2% (+0.9%)
Android Mobile	232,385	425,566	5.6% (+1.1%)
iOS Tablet	247,140	378,347	5.0% (-0.3%)
Android Tablet	96,311	112,414	1.5% (-0.7%)



Top 5 Subjects in 2016/17



Progress 8 Scores in 2016 for Schools Subscribing for Different Lengths of Time (Academic Year Usage)

