BrightTV Viewership Trends Overview

UNDERSTANDING AUDIENCE HABITS AND PREFERENCES

BY

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Introduction

VIEWERSHIP TRENDS DATA

The presentation consists of the bright TV viewership, analyzing the trends and patterns of the most channel views, identifying the location and age group by race, and also time intervals. Several tools were used to prepare and document the presentation, such as Snowflake for coding and cleaning data, Excel pivot tables for visualization, PowerPoint for preparing the visuals, and lastly, Canvas for presentation.
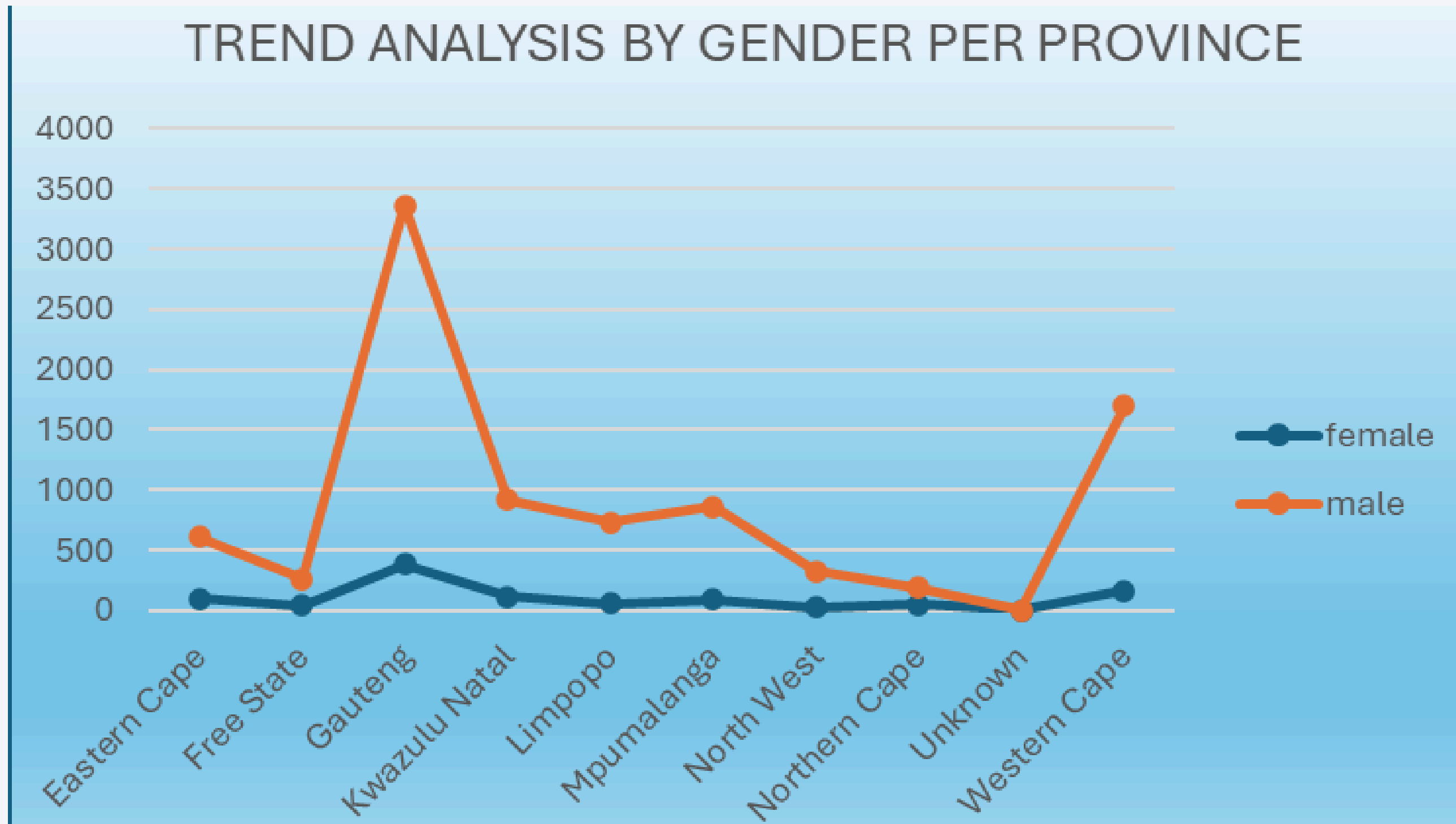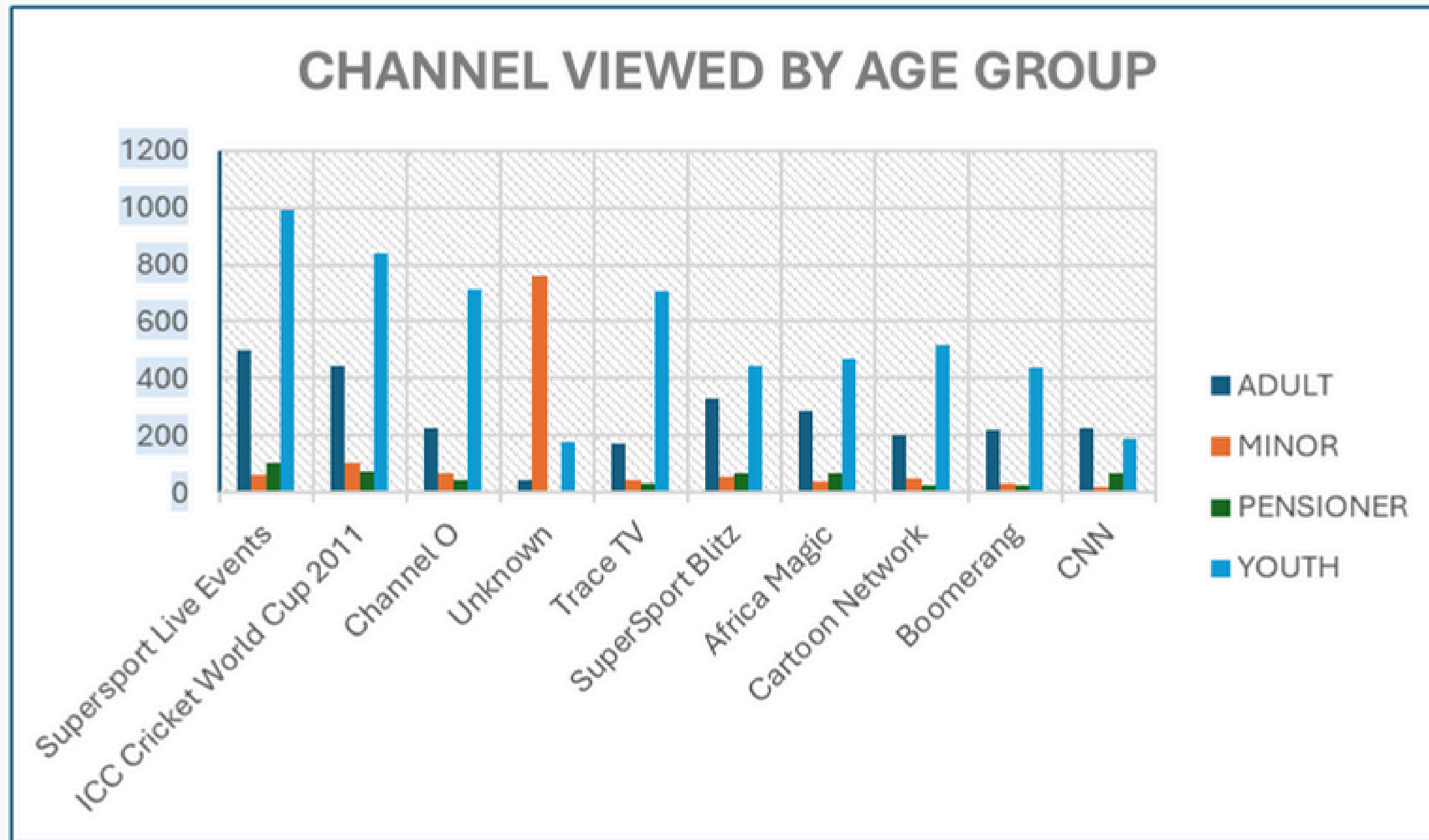
TOP 10 TV CHANNELS
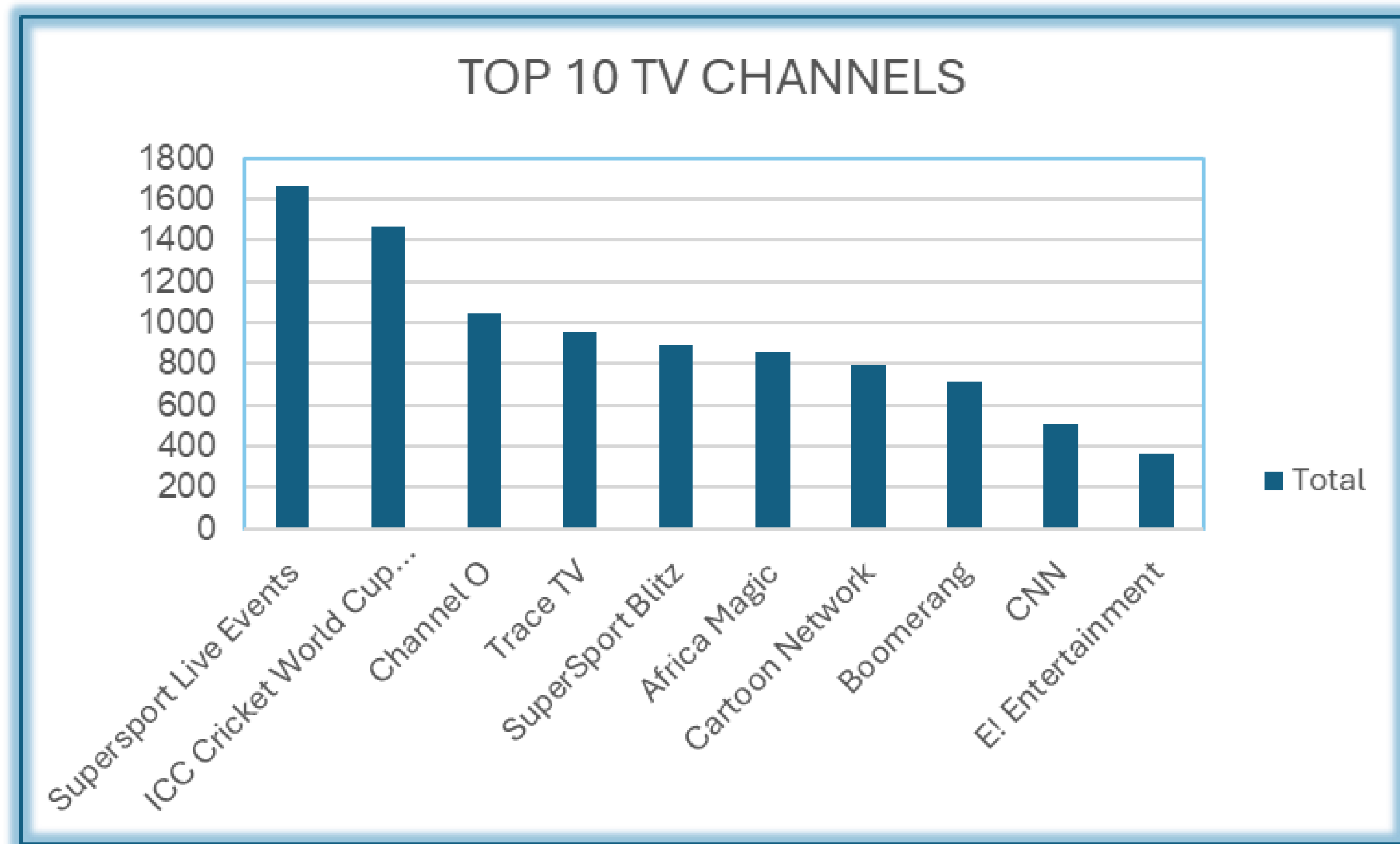
- Sports dominate viewership, with Supersport Live Events and ICC Cricket World Cup 2011 together accounting for over 33% of total views.
- Music and entertainment channels channel O, Trace TV, and Africa Magic are also highly popular, indicating a strong interest in local and youth-oriented content.
- Children's programming, such as Cartoon Network and Boomerang, shows
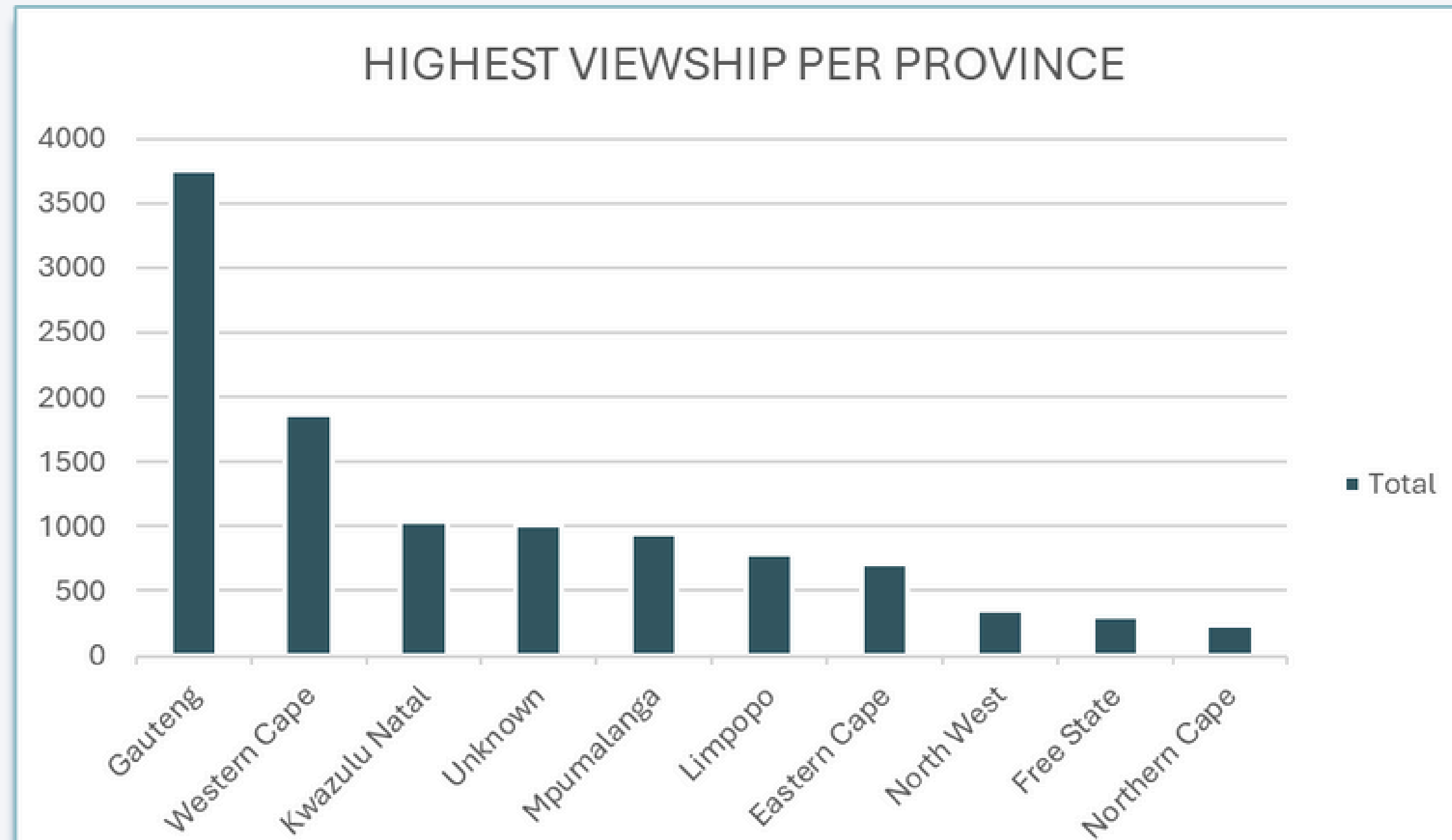
Gauteng (34%), Western Cape, and KwaZulu-Natal lead in viewership, showing the strongest audience concentration in urban areas.

TREND ANALYSIS BY GENDER PER PROVINCE

female

male

Eastern Cape, Free State, Gauteng, Kwazulu Natal, Limpopo, Mpumalanga, North West, Northern Cape, Unknown, Western Cape

MALES make up 90% WHILE FEMALES females make up 10%, skewing acrossS ALL provinces
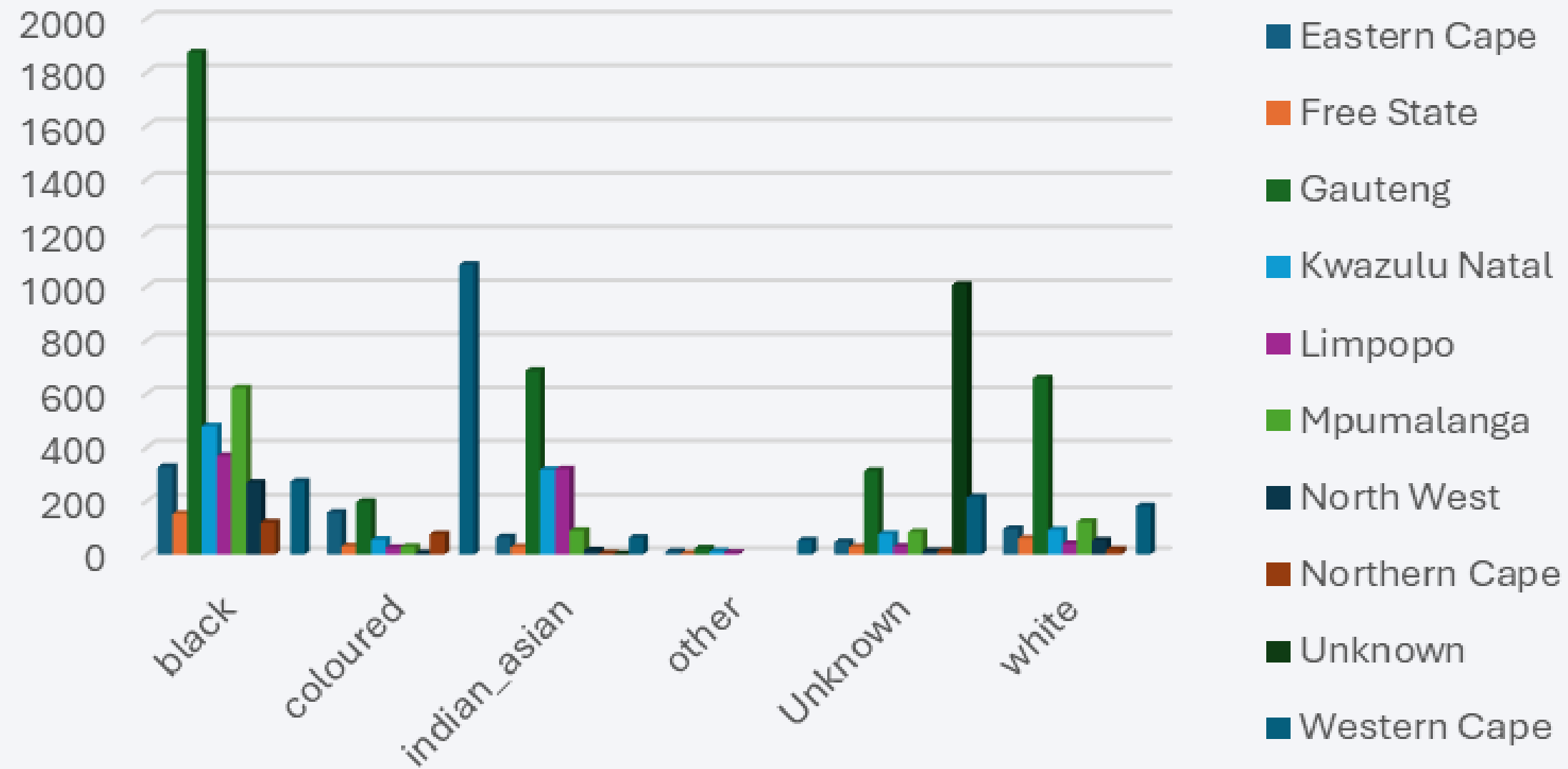
CHANNEL VIEWED BY AGE GROUP

Youth (55%) are the largest audience group, especially on sports and music channels like Supersport, Channel O, and Trace TV.

VIEWERSHIP BY RACE
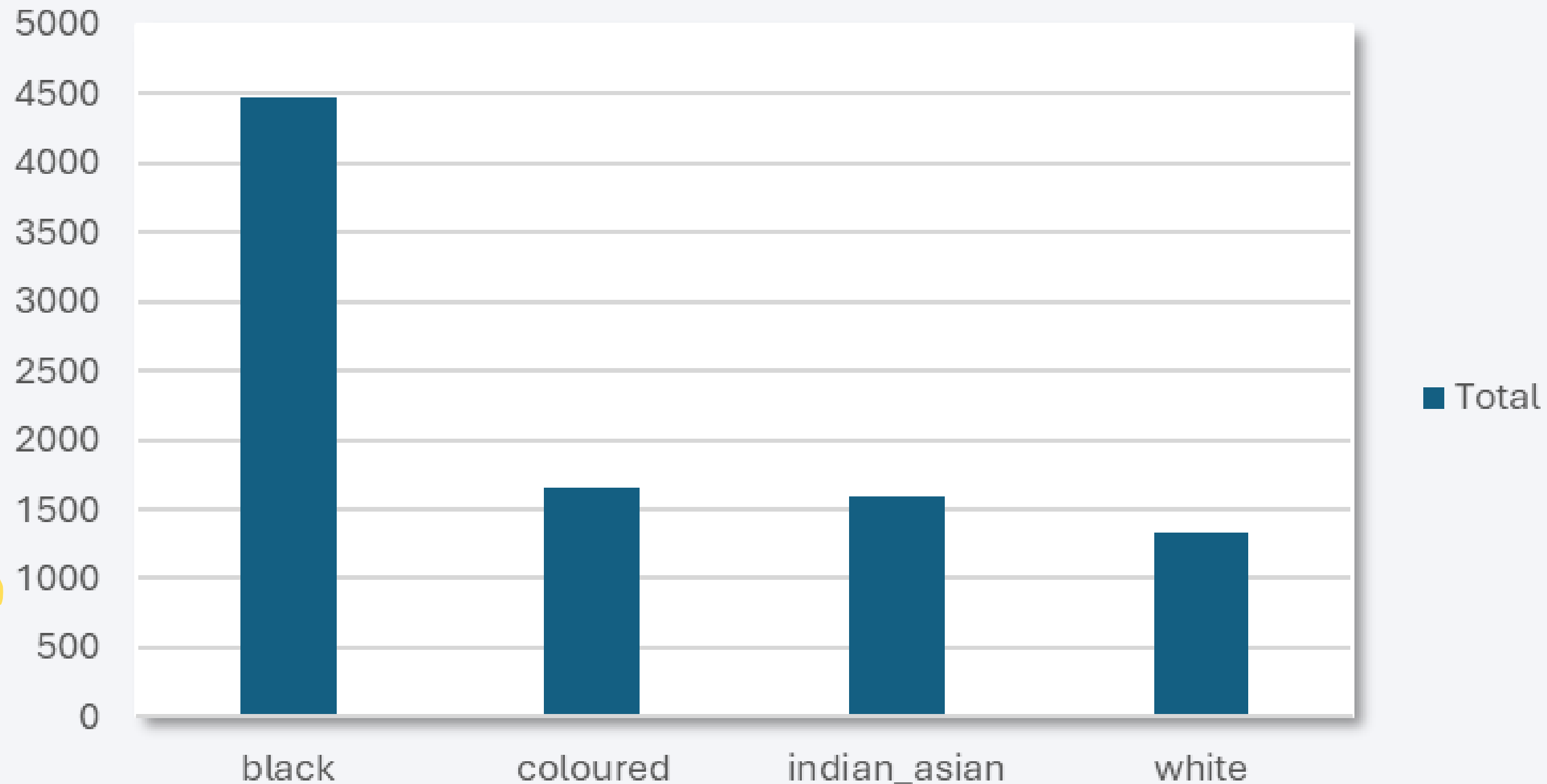
The dataset is diverse, with Black individuals representing the largest group at 49.5%. Coloured and Indian/Asian groups each make up around 18% and 17.5%, respectively

VIEWERSHIP BY RACE PER PROVINCE

Black individuals represent the largest group at 49.5% across the province, with Gauteng as the largest population

SESSION BY TIME BRACKET

NIGHT 26%

AFTERNOON 35%

- AFTERNOON
- EVENING
- MORNING
- NIGHT

MORNING 28%

EVENING 11%
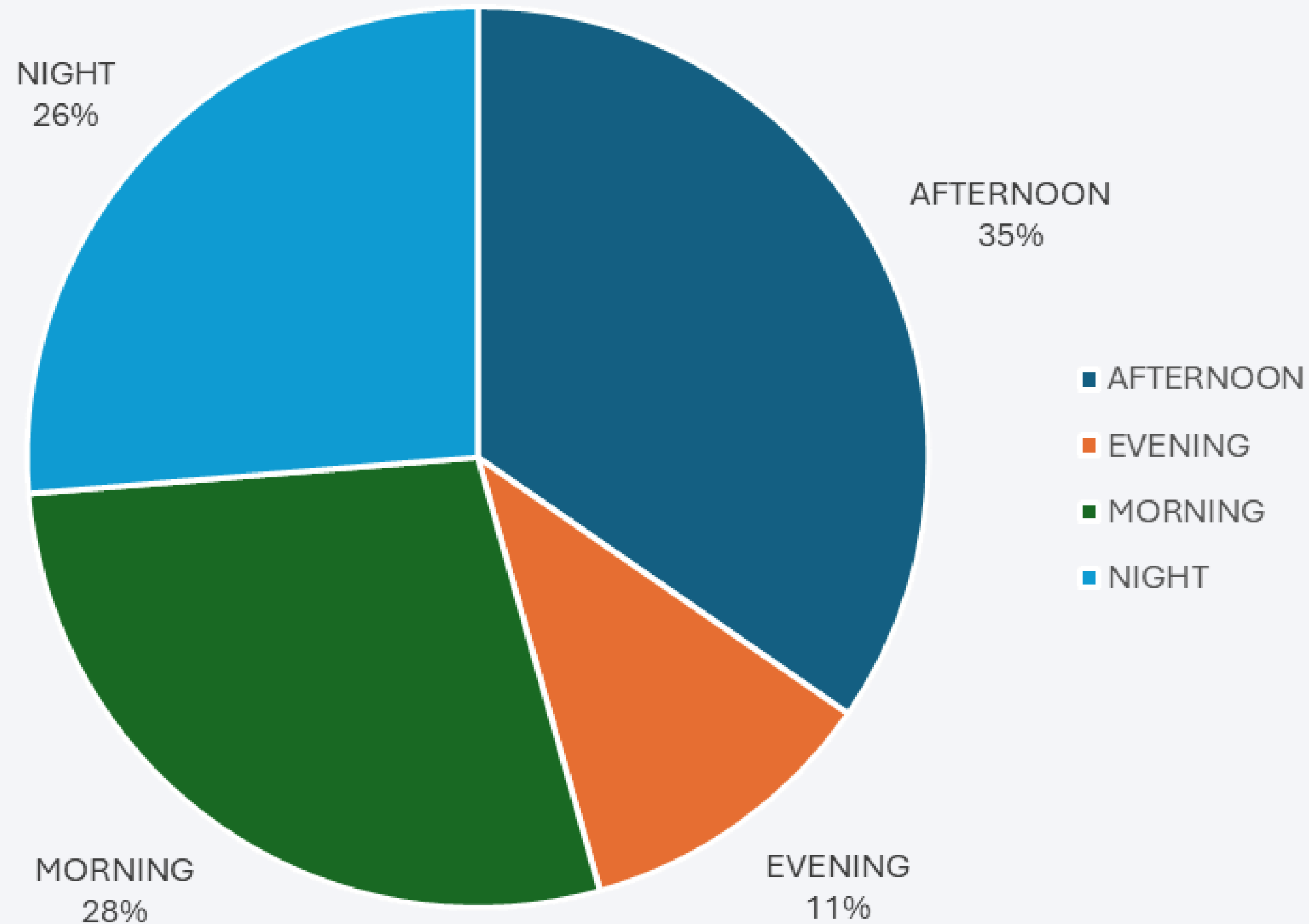
The dataset shows that the majority of sessions occur in the afternoon and morning, with afternoon having the highest count.

DAILY VIEWERSHIP
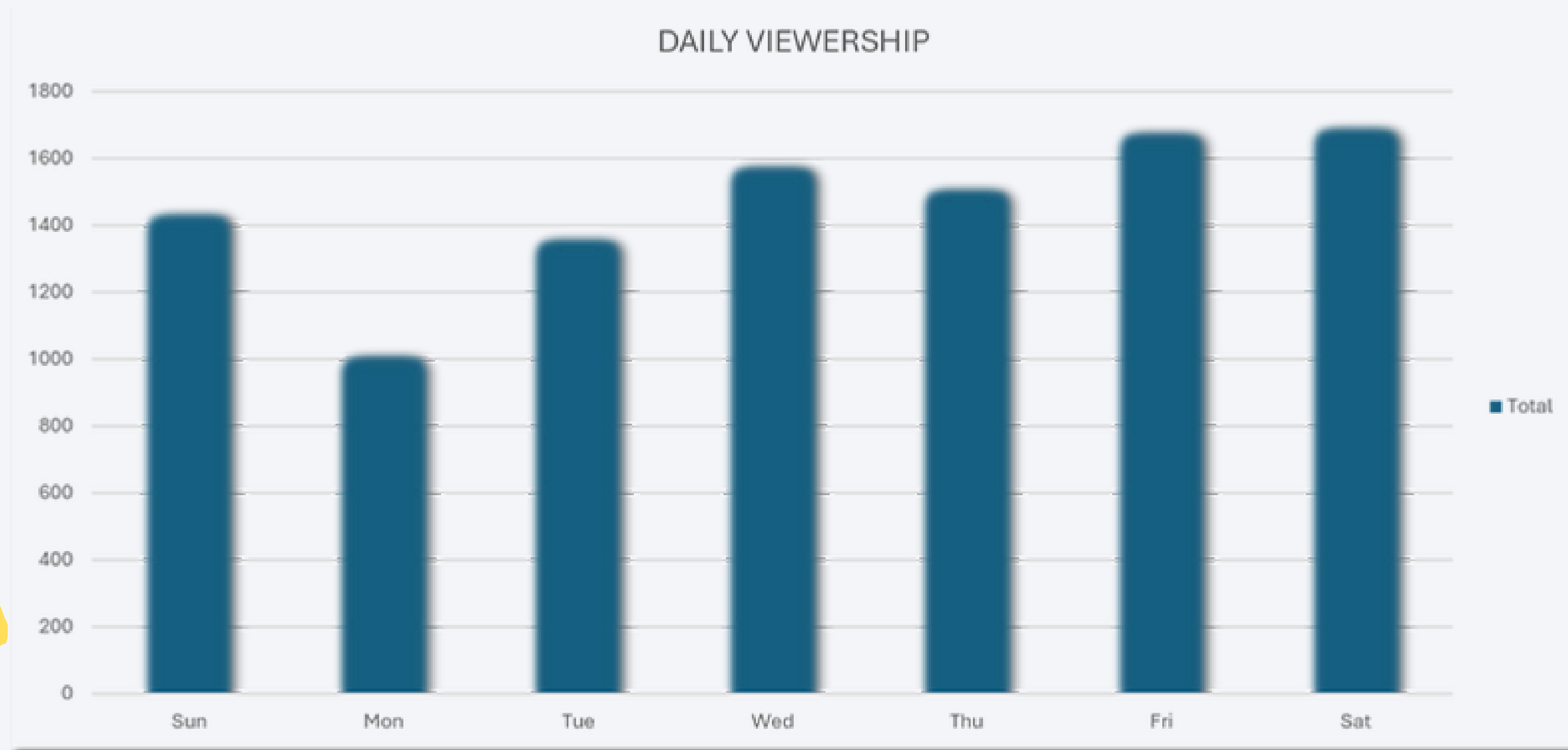
The overall trend indicates more activity toward the end of the week and less at the beginning of the week

FACTORS INFLUENCING CONSUPTION

- TIME OF DAY: PEOPLE ARE MORE LIKELY TO WATCH IN THE AFTERNOON AND LESS LIKELY TO ENGAGE IN THE EVENING.
- DAY OF THE WEEK: WEEKEND AND FRIDAY SESSIONS ARE MORE FREQUENT, POSSIBLY DUE TO MORE LEISURE TIME.
- CONTENT TYPE: CERTAIN TYPES OF CONTENT, SUCH AS ENTERTAINMENT OR WEEKEND-CENTRIC SHOWS, MAY DRIVE HIGHER WEEKEND ENGAGEMENT.
- USER BEHAVIOR: USERS MAY BE MORE ACTIVE WHEN THERE'S LESS WORK OR SCHOOL-RELATED PRESSURE (E.G., WEEKENDS OR AFTERNOONS).
- EXTERNAL FACTORS: SEASONAL TRENDS, HOLIDAYS, AND SOCIAL EVENTS COULD ALSO IMPACT USAGE.

RECOMMENDATIONS

- SPECIAL PROMOTIONS OR EVENTS: OFFER EXCLUSIVE CONTENT OR PROMOTIONS (E.G., LIMITED-TIME OFFERS, SPECIAL EPISODES) ON MONDAYS TO INCENTIVIZE USERS TO WATCH.

- TARGETED CONTENT FOR MONDAYS: INTRODUCE CONTENT TYPES THAT ALIGN WITH LOW-ENERGY DAYS, LIKE RELAXING SHOWS, MOTIVATIONAL TALKS, OR EASY-TO-WATCH ENTERTAINMENT.

- ENGAGEMENT THROUGH NOTIFICATIONS: SEND OUT PERSONALIZED NOTIFICATIONS OR REMINDERS ON MONDAYS, HIGHLIGHTING NEW CONTENT OR UPCOMING SHOWS TO SPARK INTEREST.

- COLLABORATIONS: PARTNER WITH INFLUENCERS OR CONTENT CREATORS TO LAUNCH EXCLUSIVE MONDAY-ONLY SHOWS OR EVENTS.

Initiatives to Further Grow BrightTV's Use

- CONTENT PERSONALIZATION: IMPLEMENT BETTER CONTENT RECOMMENDATION SYSTEMS BASED ON USER PREFERENCES AND VIEWING HISTORY, MAKING IT EASIER FOR USERS TO DISCOVER NEW CONTENT.
- USER ENGAGEMENT CAMPAIGNS: LAUNCH INTERACTIVE FEATURES LIKE LIVE CHATS, POLLS, OR COMMUNITY DISCUSSIONS RELATED TO POPULAR SHOWS TO INCREASE USER INTERACTION.
- SUBSCRIPTION AND LOYALTY PROGRAMS: OFFER TIERED SUBSCRIPTION PLANS WITH PERKS, SUCH AS EARLY ACCESS TO CONTENT OR EXCLUSIVE SHOWS, TO ENCOURAGE MORE COMMITTED USERS.
- MARKETING AND AWARENESS: INCREASE SOCIAL MEDIA PRESENCE AND DIGITAL ADVERTISING, FOCUSING ON BRIGHTTV'S UNIQUE CONTENT AND USER EXPERIENCE.
- CROSS-PROMOTE CONTENT: USE DATA TO CROSS-PROMOTE CONTENT THAT USERS ARE LIKELY TO ENJOY BASED ON THEIR VIEWING PATTERNS, BOOSTING THE LIKELIHOOD OF ADDITIONAL CONSUMPTION.
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CLOSURE

THANK YOU