

# BRIGHT TV VIEWERSHIP ANALYTICS

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# AGENDA

- ☐ Introduction & Objectives
- ☐ Usage & Viewing Trends
- ☐ Factors Influencing Consumption
- ☐ Growth Initiatives
- ☐ Revenue Opportunities

## INTRODUCTION AND OBJECTIVES

### INTRODUCTION:

BrightTV aims to expand its subscription base and strengthen viewer engagement in the current financial year. To support this goal, user profiles and viewership data were analyzed to uncover consumption patterns, audience behaviors, and content preferences.

### OBJECTIVES:

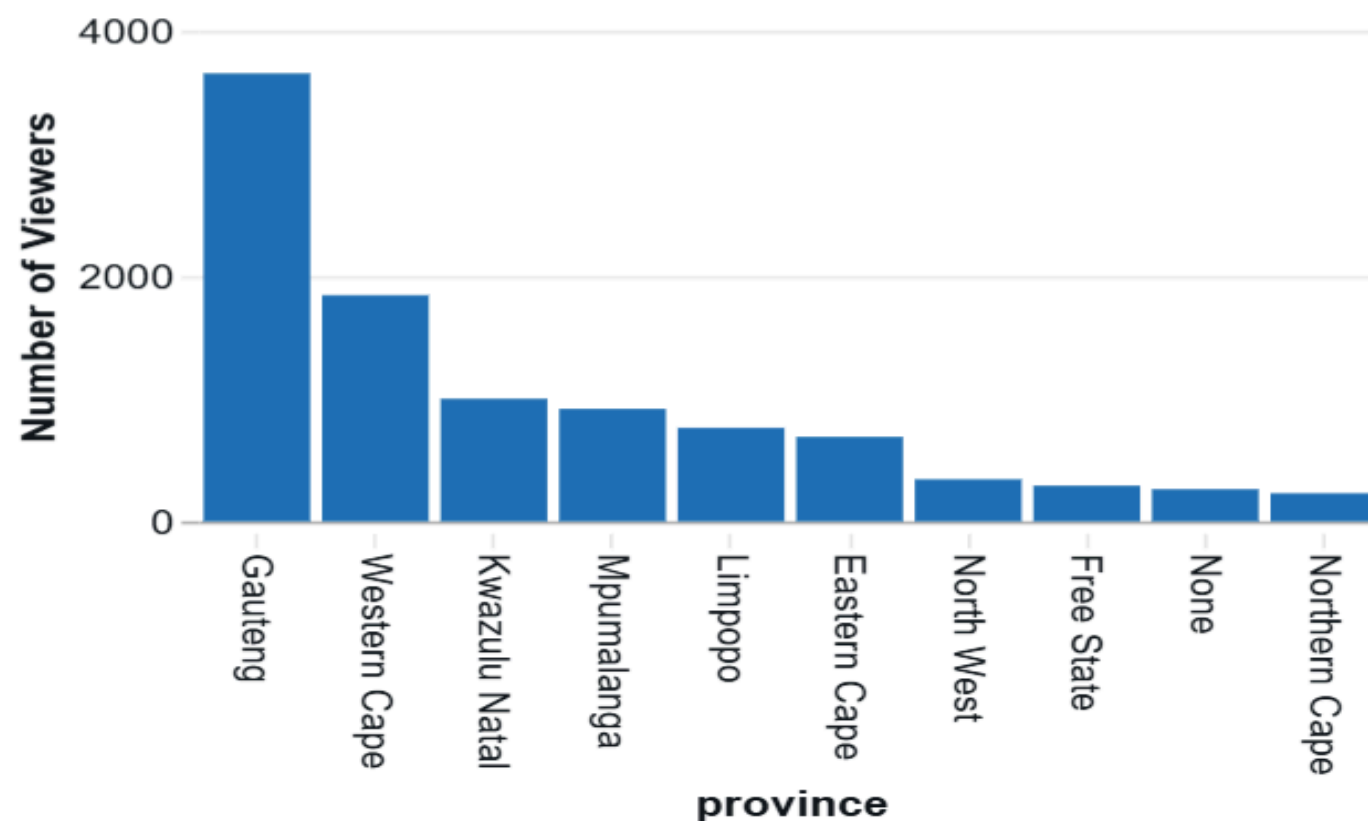
- Understand user demographics and usage trends.
- Identify key factors influencing consumption.
- Propose initiatives to grow the subscription base.
- Highlight revenue-generating opportunities.

# VIEWERSHIP BY PROVINCE

**VIEWERSHIP DATA-** 10 000 Views between January 2016 and April 2016

**DISTINCT VIEWERS-** The number of distinct viewers is 4 386

**INSIGHTS-** Gauteng has 2 times as much views than any other province



## USER BY RACE

**BLACK**- there are 3 830 males and 501 females

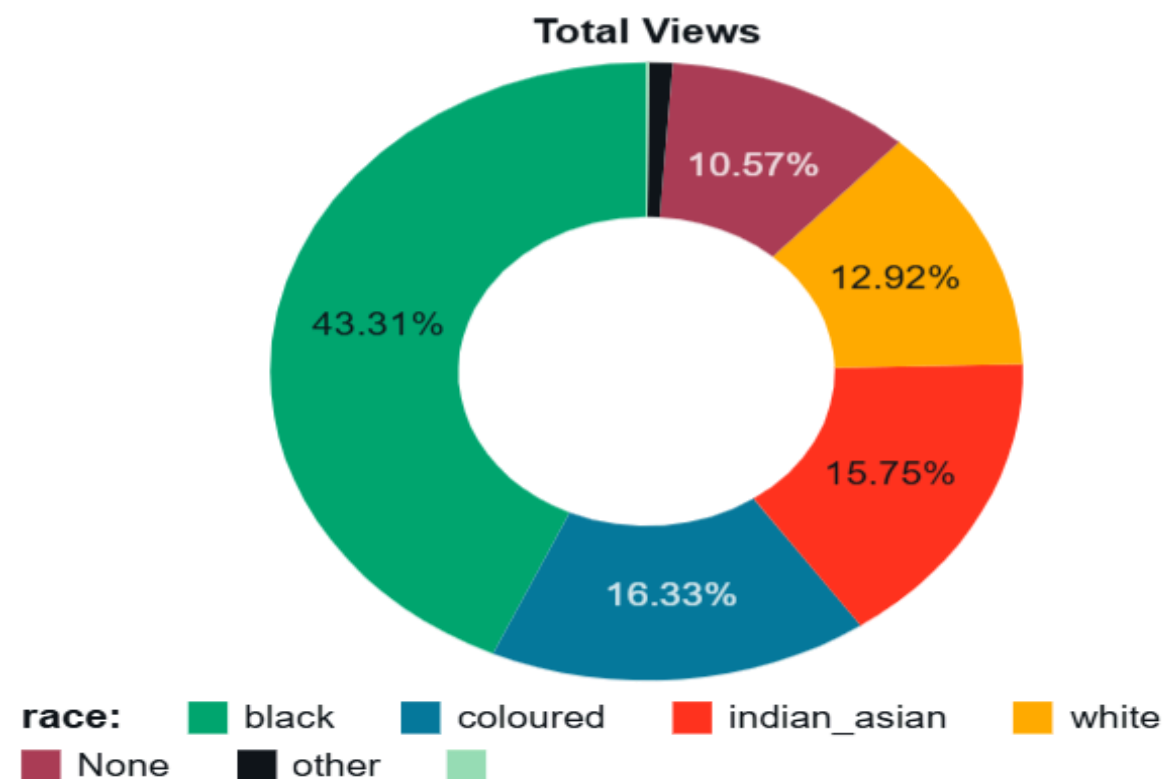
**COLOURED**- 1 498 males consume the content compared to 135 females

**WHITE**- A total of 1 177 males in this category consume content less than 1 292 females

**INDIAN-ASIANS** – 1 483 males consume content more than a fraction of females amounting to 92

On average, **MALES** consume content more than **FEMALES**.

Viewership by Race (Both Genders)



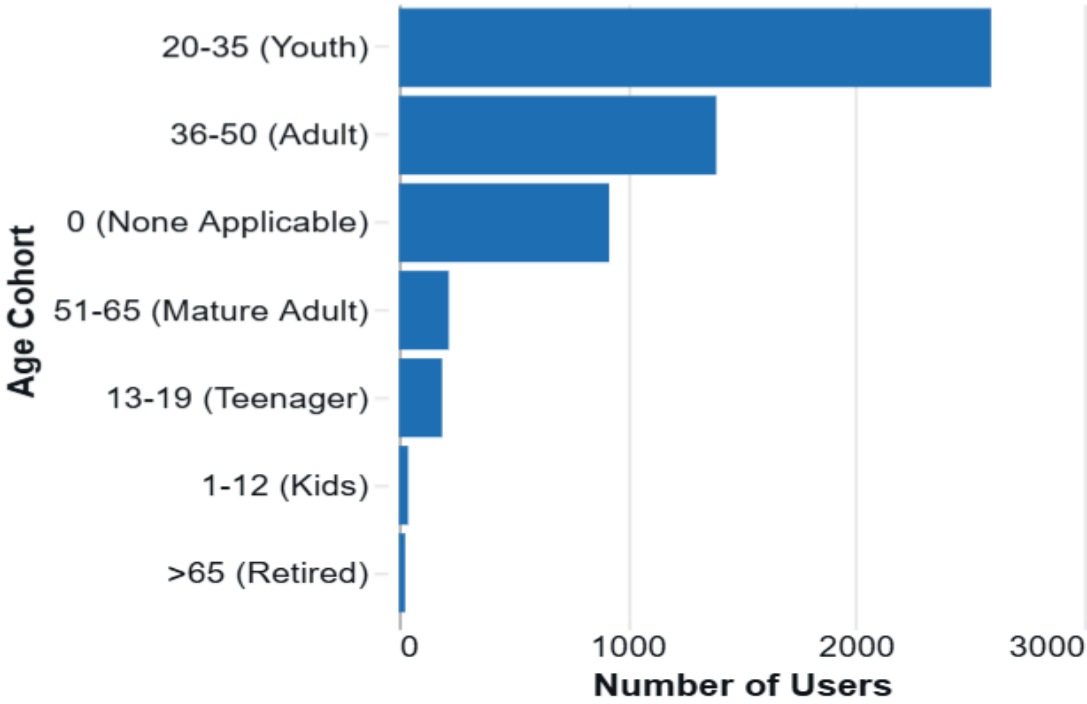
# VIEWERSHIP BY RACE AND GENDER

## INSIGHTS-

- ❑ Males form 88% of our viewership
- ❑ Females only makes 10% of that
- ❑ 2% of our viewers are uncategorised.

| RACE         | MALE | %  | FEMALE | %Col | NONE |
|--------------|------|----|--------|------|------|
| Blank        | 8    | 0  | 2      | 0    | 0    |
| None         | 670  | 7  | 125    | 1    | 262  |
| Black        | 3830 | 38 | 501    | 5    | 0    |
| Coloured     | 1498 | 15 | 135    | 1    | 0    |
| Indian Asian | 1483 | 15 | 92     | 1    | 0    |
| Other        | 95   | 1  | 7      | 0    | 0    |
| White        | 1177 | 12 | 115    | 1    | 0    |

# USAGE CONSUMPTION BY AGE COHORT

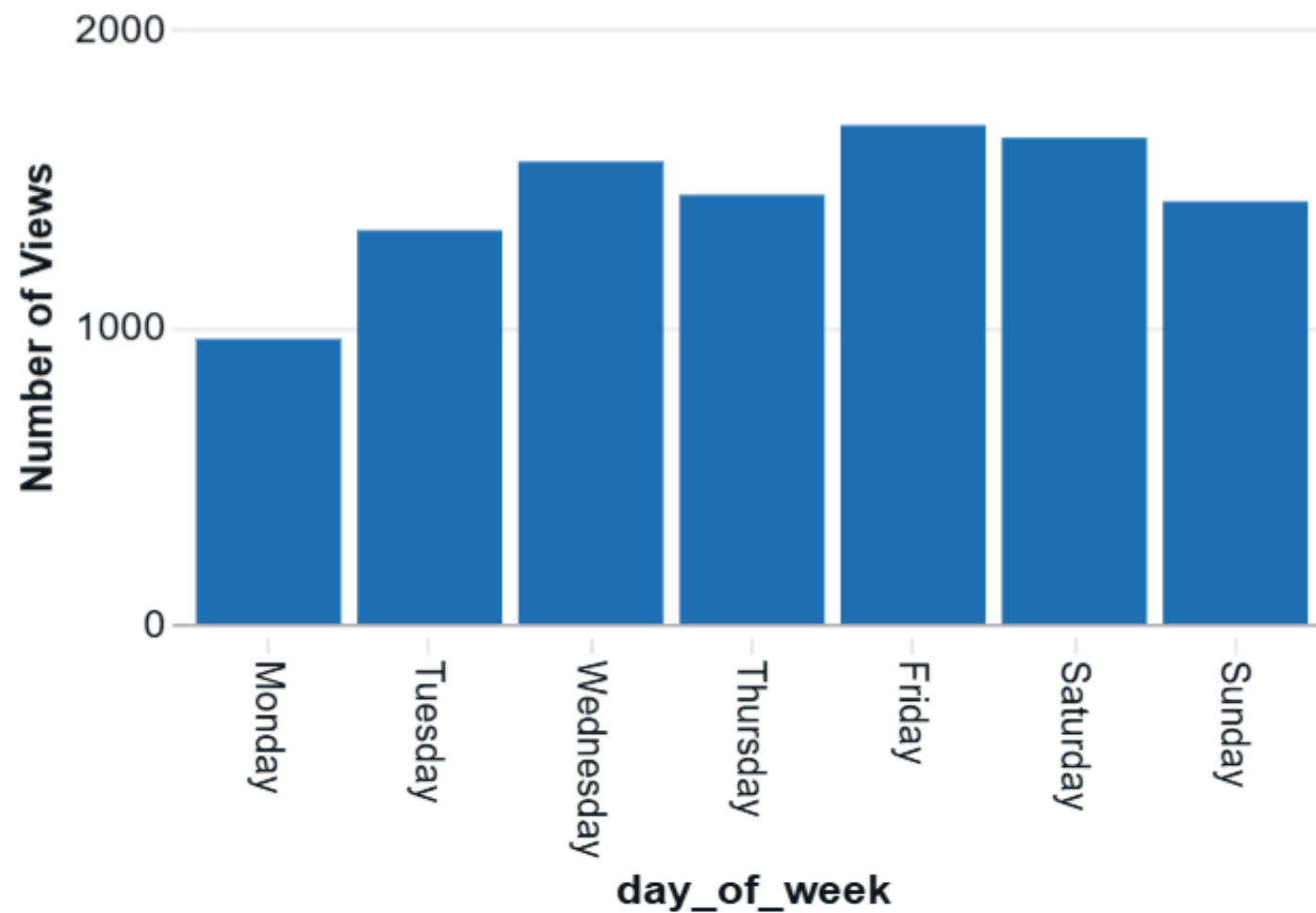


| AGE RANGE | DESCRIPTION     |
|-----------|-----------------|
| 0         | None Applicable |
| 1-12      | Kids            |
| 13-19     | Teenager        |
| 20-35     | Youth           |
| 36-50     | Adult           |
| 51-65     | Mature Adult    |
| >65       | Retired         |

# DAILY VIEWERSHIP

## INSIGHT-

We have less viewers on Mondays and most viewership happens on Friday





# TIME WITH MOST VIEWS

## INSIGHTS-

- Most views happen in the morning at 6 a.m. until midday
- On the other hand less views are between midday until 6 a.m. as expected

| TIME        | #VIEWS | %   |
|-------------|--------|-----|
| 00:00-06:00 | 565    | 6%  |
| 06:00-12:00 | 2368   | 24% |
| 12:00-15:00 | 1822   | 18% |
| 15:00-18:00 | 1911   | 19% |
| 18:00-21:00 | 1903   | 19% |
| 21:00-00:00 | 1431   | 14% |

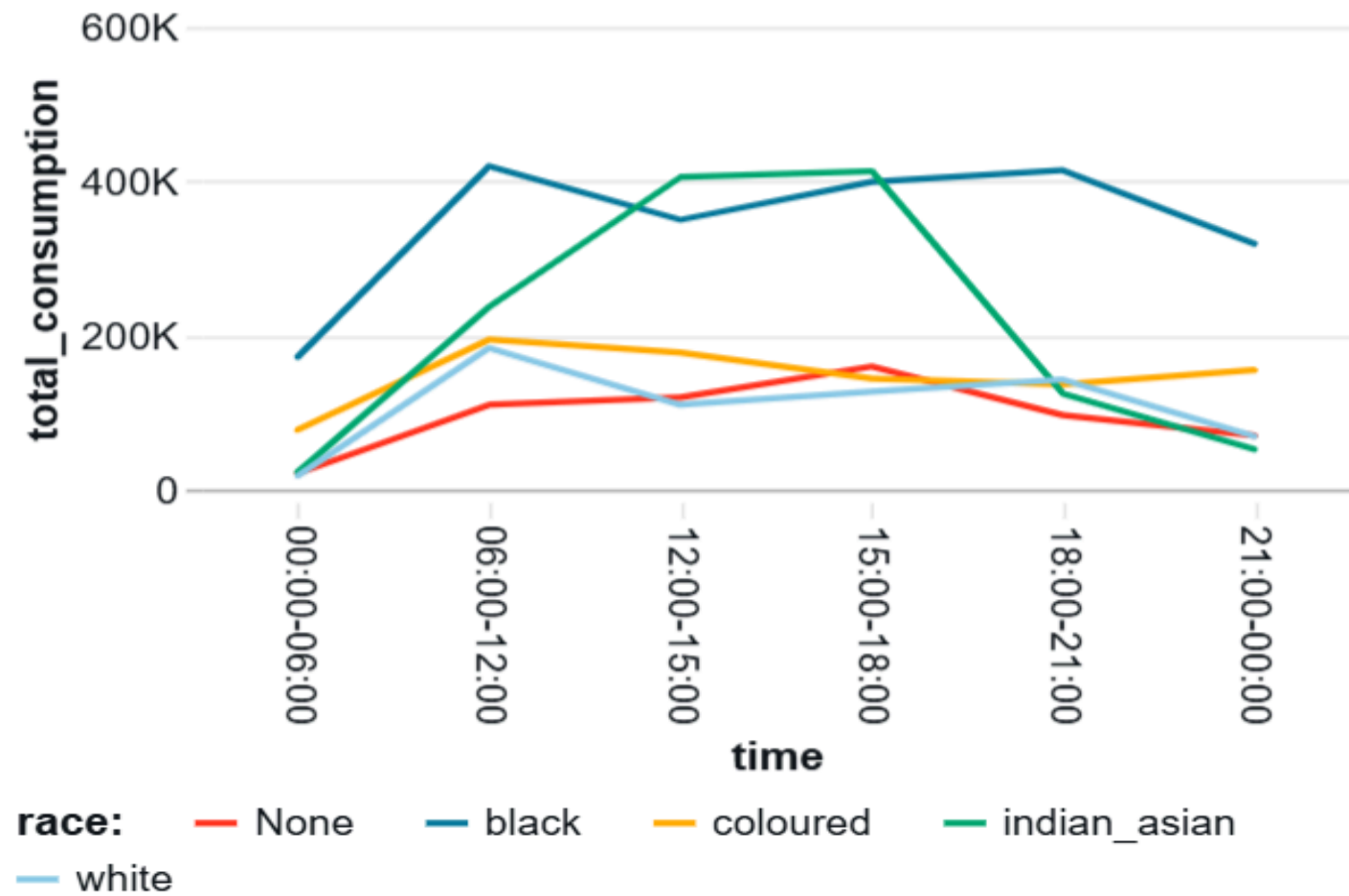
## INSIGHTS-

- Top 10 content viewed accounts for 90% of the total views
- SuperSport is the most viewed channel as supported by the high number of males accounting for 88% of the total views

| CONTENT                    | #VIEWS |
|----------------------------|--------|
| SuperSport Live Events     | 1638   |
| ICC Cricket World Cup 2011 | 1465   |
| Channel O                  | 1050   |
| Trace TV                   | 952    |
| SuperSport Blitz           | 896    |
| Africa Magic               | 859    |
| Cartoon Network            | 793    |
| Boomerang                  | 714    |
| CNN                        | 505    |

## TOP 10 SUCCESSFUL CONTENT

# CONSUMPTION BY TIME COHORT



# Factors Influencing Consumption

- **Time of day strongly influences consumption**, with peak viewing occurring during evenings and weekends when users have more free time.
- **Day of week impacts engagement**, with weekdays showing shorter sessions and weekends yielding longer, more relaxed viewing.
- **Age group shapes consumption patterns**, as younger viewers prefer short, mobile-friendly content while older viewers engage in longer sessions.
- **Gender plays a role in consumption**, with males watching more minutes per session, while females demonstrate higher content completion once engaged.
- **Province and regional context affect consumption**, since urban provinces like Gauteng and Western Cape show higher adoption, while rural provinces lag behind.
- **Content type drives session length**, with sports, drama, and blockbuster shows keeping viewers engaged longer than news or short clips.
- **Device usage influences engagement**, as mobile users consume content in shorter bursts, while smart TV users spend more time per session.
- **Subscription tenure affects viewing**, since long-term users tend to consume more consistently compared to new or trial users who sample selectively.

# INITIATIVES TO INCREASE BASE

## ☐ **Youth & Student Packages**

- ☐ Launch affordable, mobile-first bundles with data partnerships.
- ☐ Attract younger users (<25) who currently under-index in subscriptions.

## ☐ **Localized Content Expansion**

- ☐ Produce or license content in local languages (Zulu, Xhosa, Sotho).
- ☐ Tailor shows to cultural and regional preferences to attract underserved provinces.

## ☐ **Female-Centric Campaigns**

- ☐ Promote lifestyle, drama, and reality shows to balance the male-heavy audience.
- ☐ Use female influencers in marketing campaigns to widen appeal.

## ☐ **Referral & Family Plans**

- ☐ Introduce referral bonuses (e.g., “Bring a friend, get 1 month free” ).
- ☐ Offer household/family packages to grow multi-user adoption.

## ☐ **Flexible Payment & Trial Models**

- ☐ Add low-cost daily/weekly passes for casual users.
- ☐ Provide free trial periods or “content samplers” to reduce entry barriers.

# HOW TO GENERATE MORE REVENUE

- Introduce tiered subscription plans (Basic, Standard, Premium) with added benefits like 4K, ad-free viewing, or early content access.
- Offer targeted advertising opportunities using demographic and behavioral data.
- Partner with telecom companies for bundled data + BrightTV subscriptions.
- Introduce pay-per-view for live events, concerts, and exclusive premieres.
- License BrightTV original content to other broadcasters and platforms.
- Monetize anonymized viewer insights by offering audience intelligence to advertisers.
- Expand internationally with localized content for other African markets and diaspora audiences.
- Launch add-on services such as a premium kids' hub, gaming, or podcast integrations.
- Introduce referral programs and family sharing packages to boost uptake and stickiness.
- Allow 3 streamers at most on different devices on one subscription.

THANK YOU