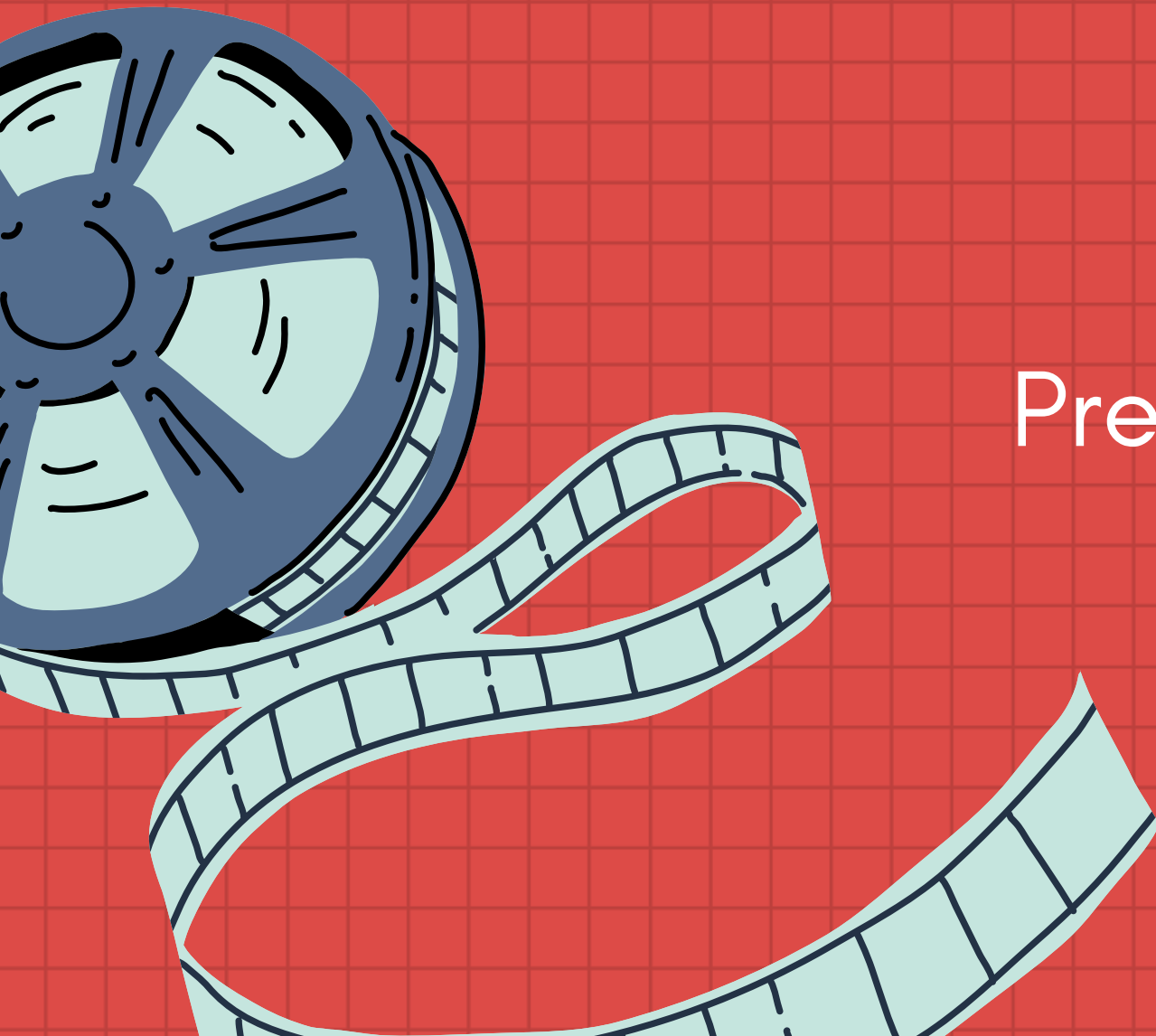


# Bright Tv Analysis

Presented by Morena Chalatsse





# Goals

1

Define what factors  
influence consumption

2

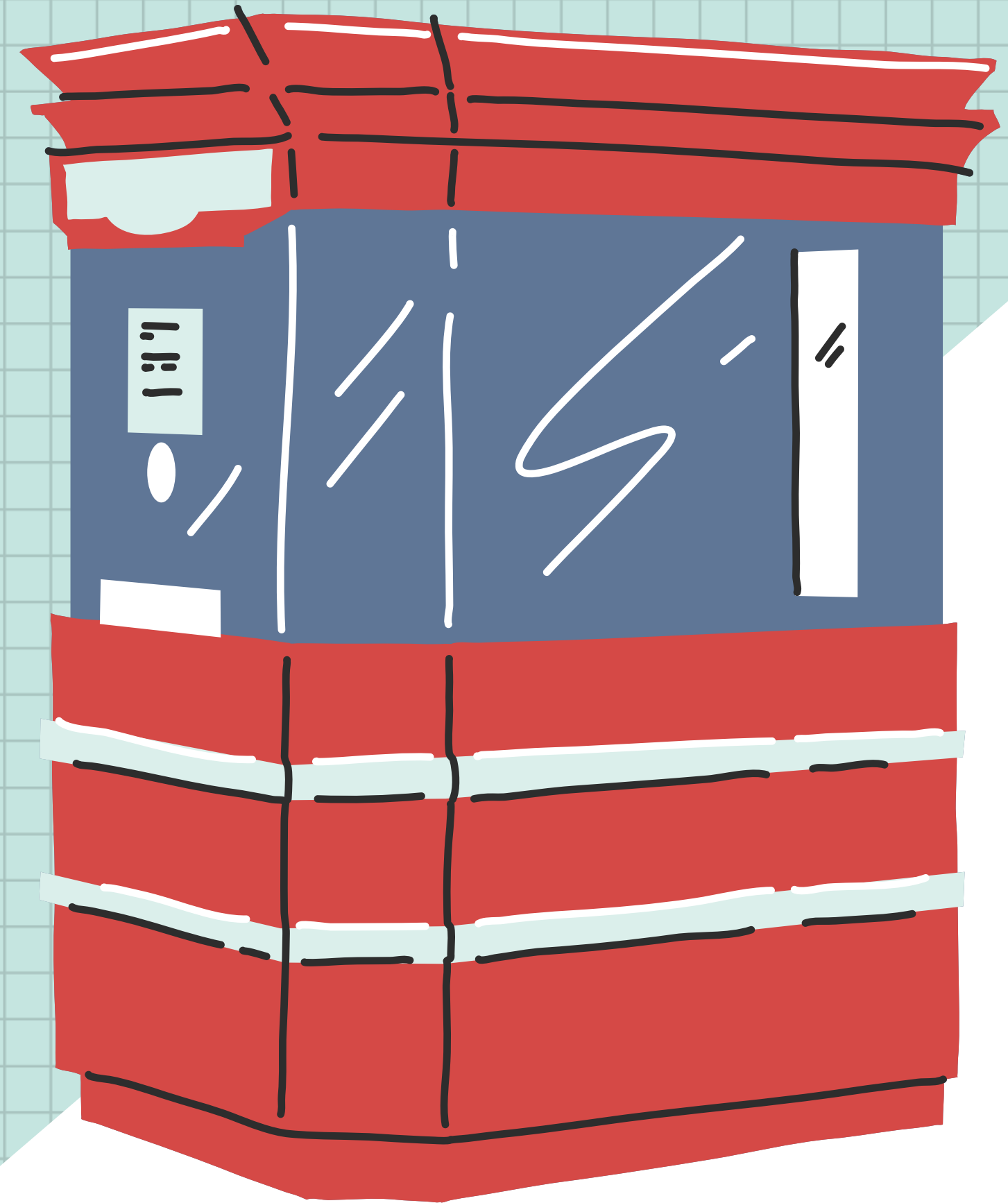
Recommend content  
to increase  
consumption on days  
with low consumption

3

Recommend initiatives  
to unlock the future of  
Bright TV

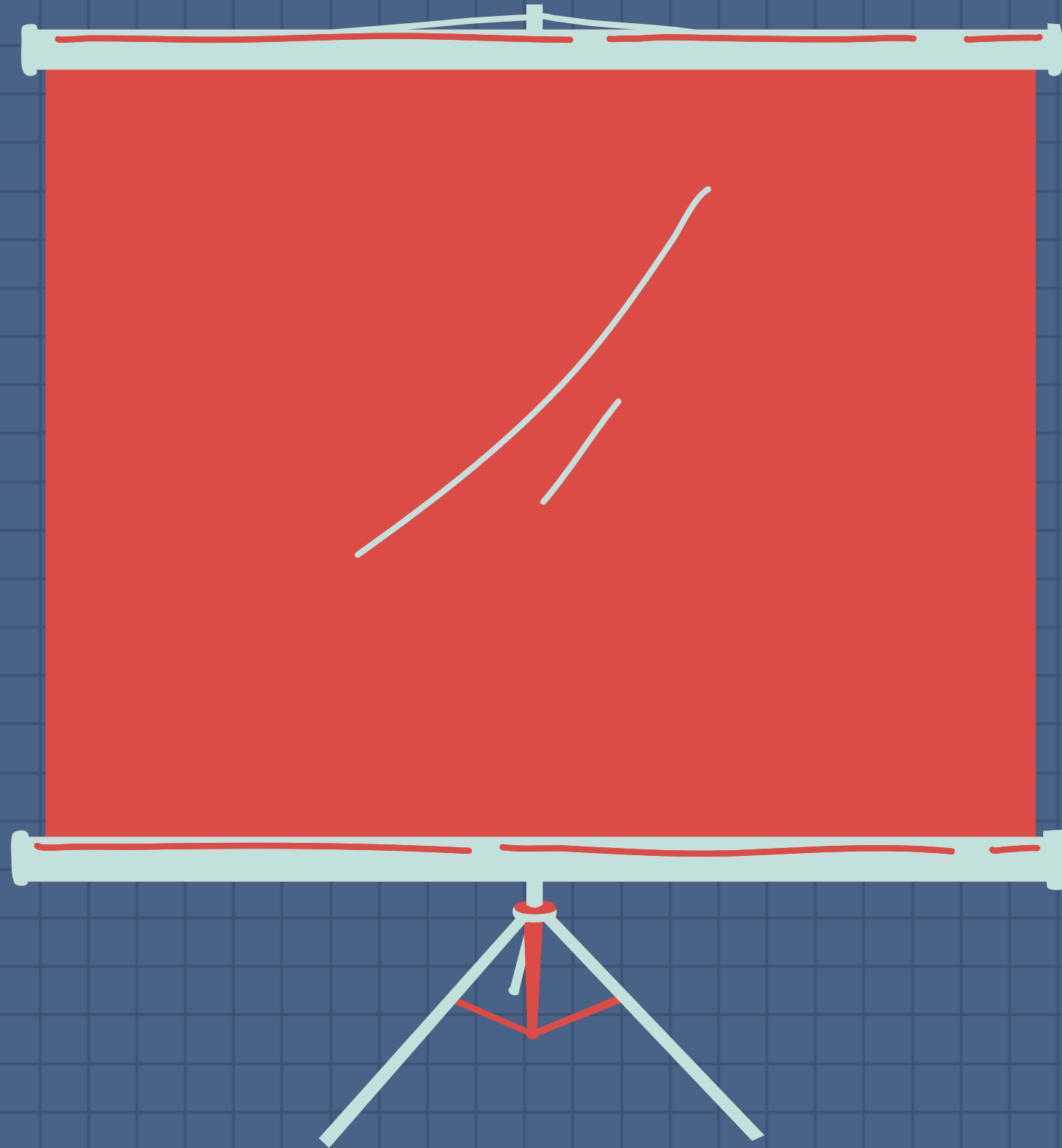
# Contents

- 1 Demographics
- 2 Documentary Genre
- 3 Documentary Conventions
- 4 Editing Processes



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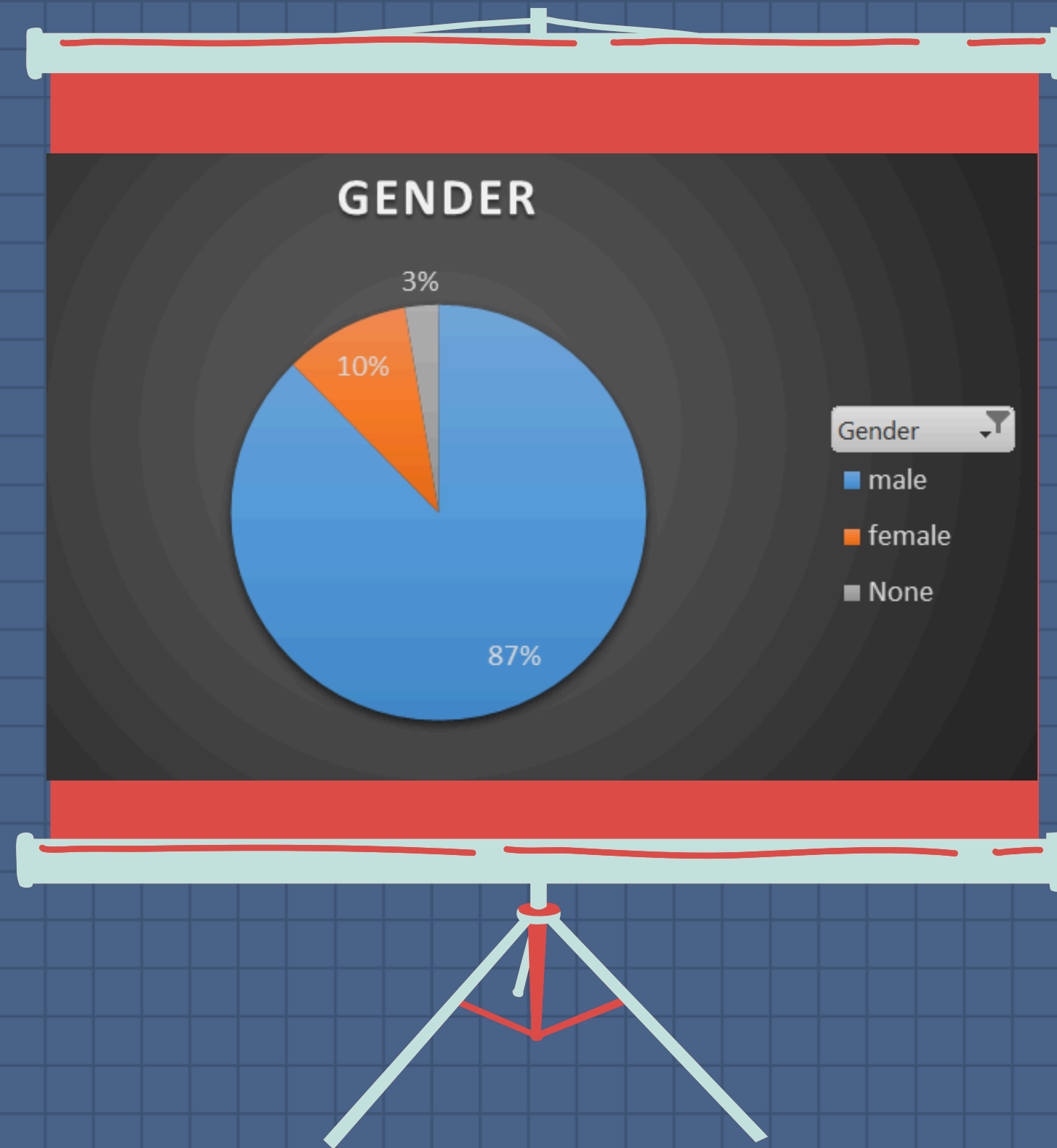
# Demographics

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× ×

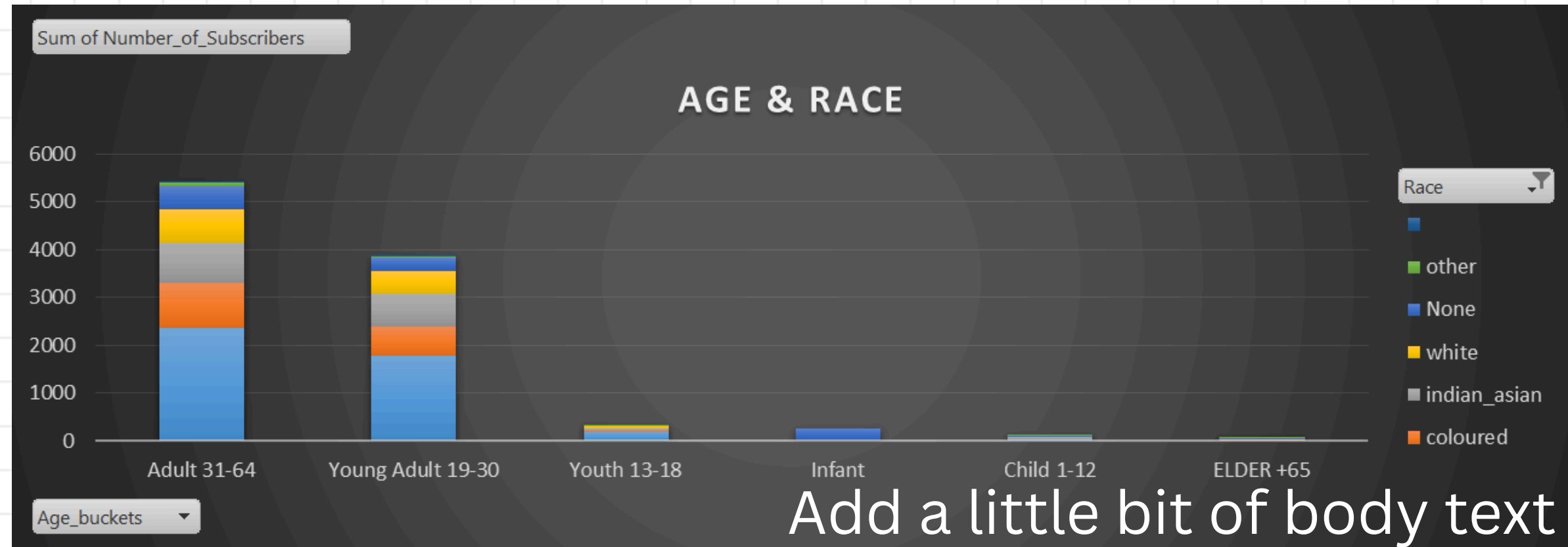
# GENDER



Majority of our views are male @ 87% share contribution (8.7k subs).

× ×

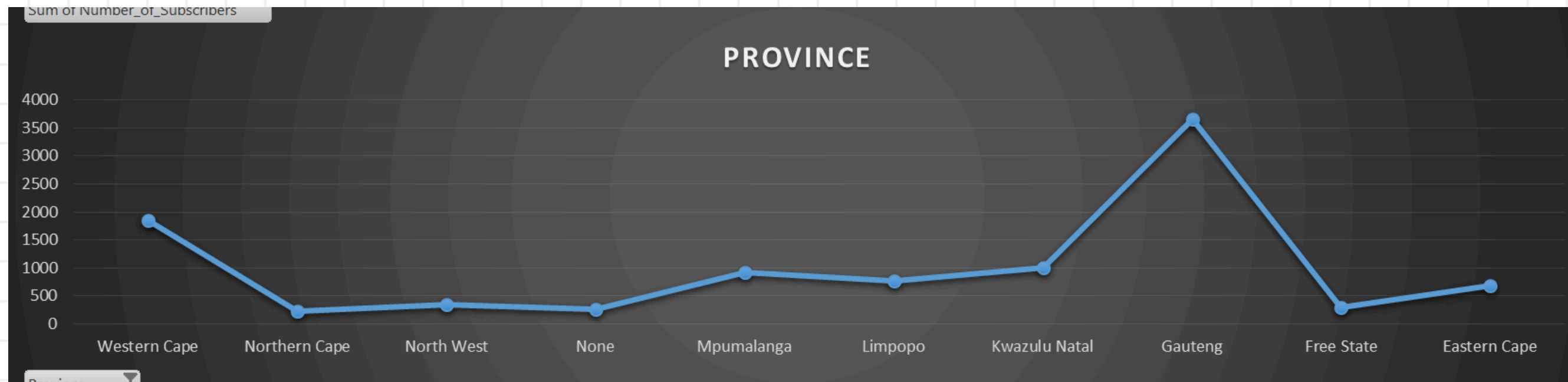
# RACE & AGE



## Viewer insights:

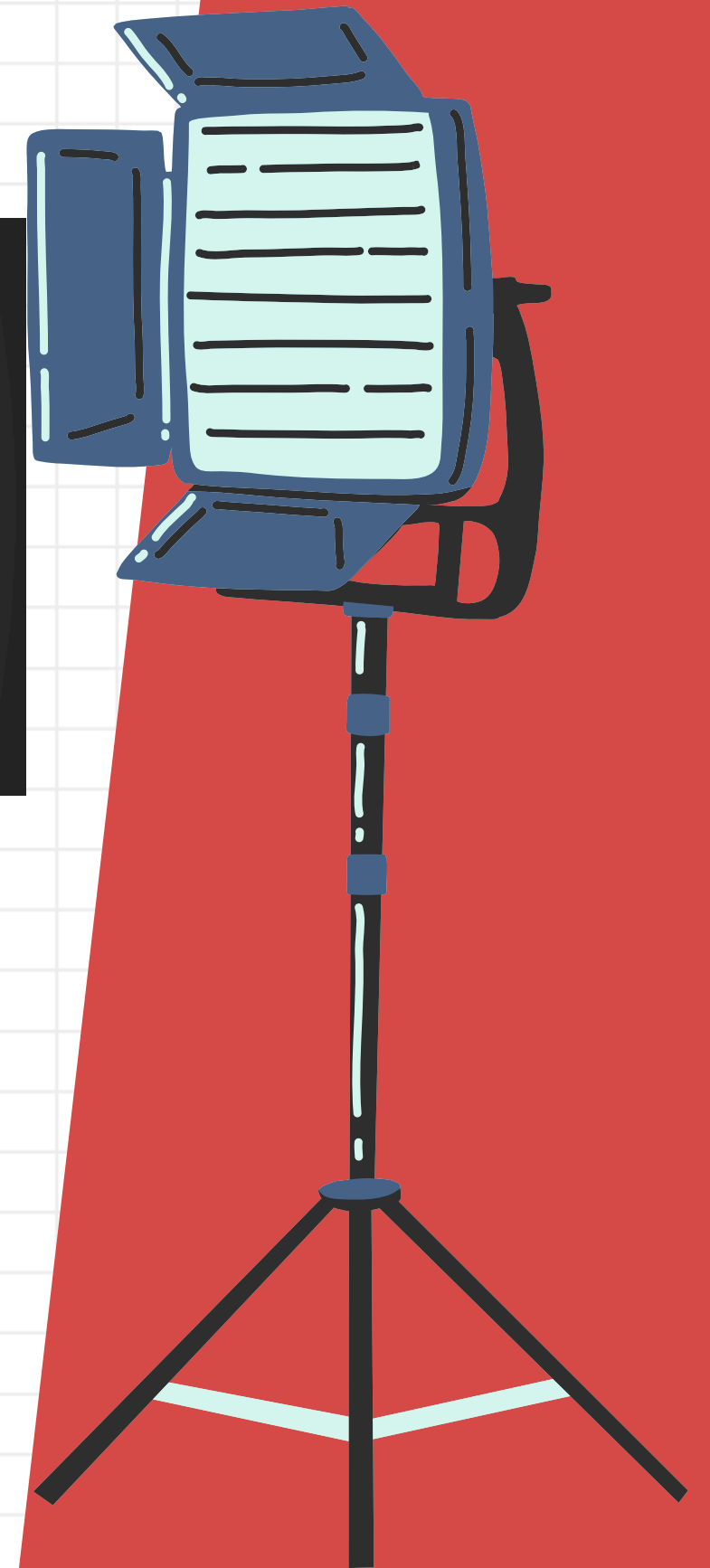
- 43% of our subscribers are black, sitting under the Adults (31 –64yrs) age group
- Overall Adults age group contributes 54%, driven by black @ 44% followed by coloured @ 18% share
- Young adult (19 – 30yrs) age group contributes 39% also driven by blacks @ 46% share

# PROVINCE

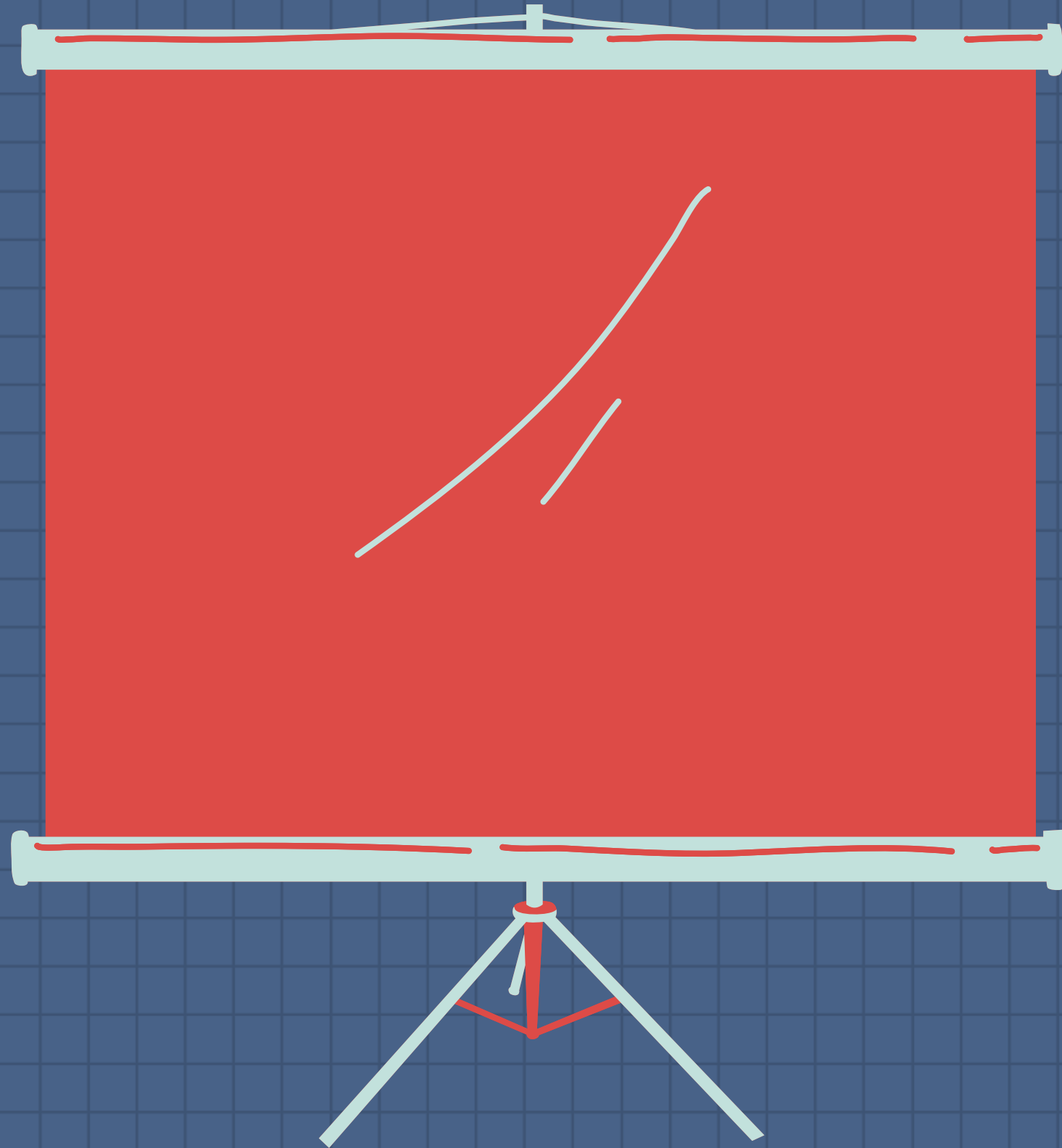


## Location insights

- Our viewers are located in 10 unique provinces
- Gauteng viewers make up 37% share
- Western Cape is second @ 18%
- Northern Cape third @ 10%



× ×

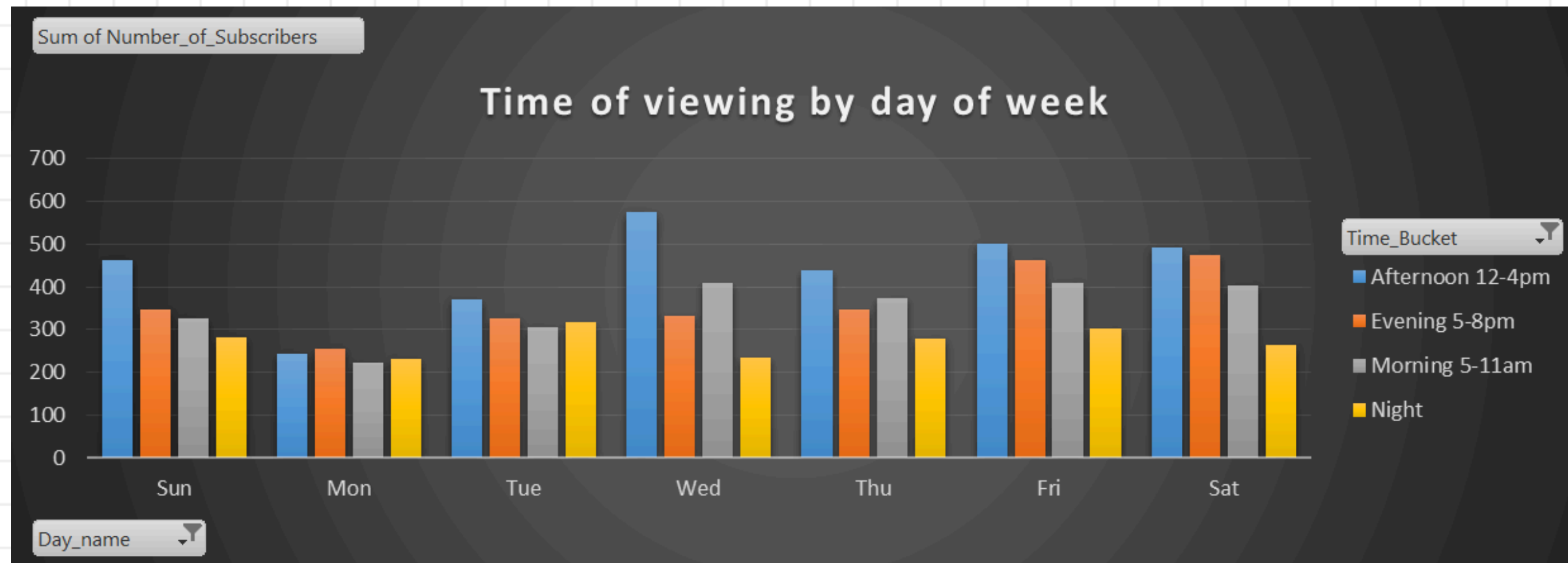


Time of viewing

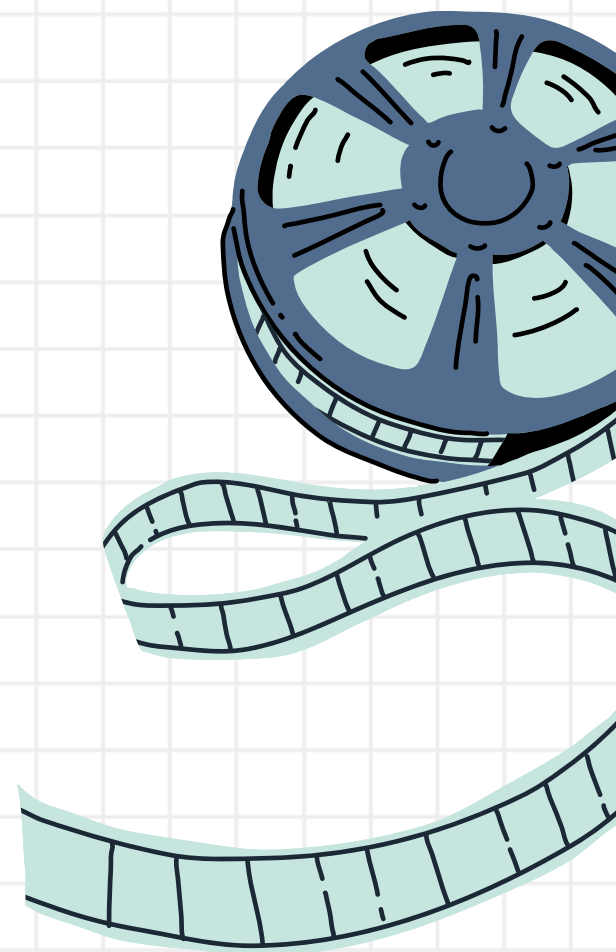
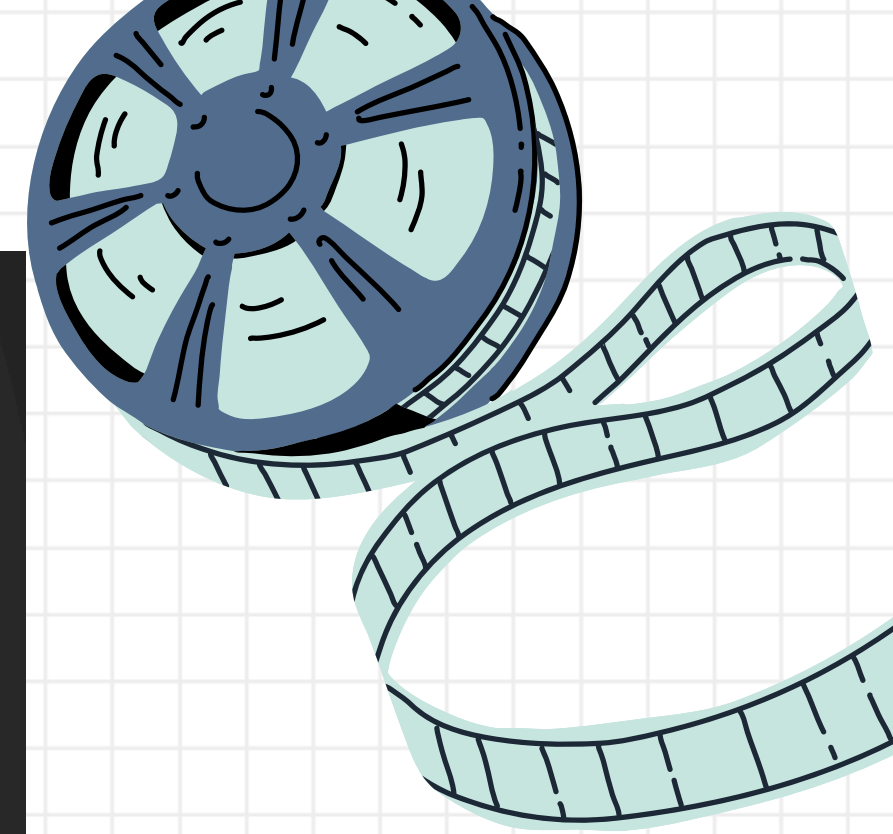
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# Time of viewing

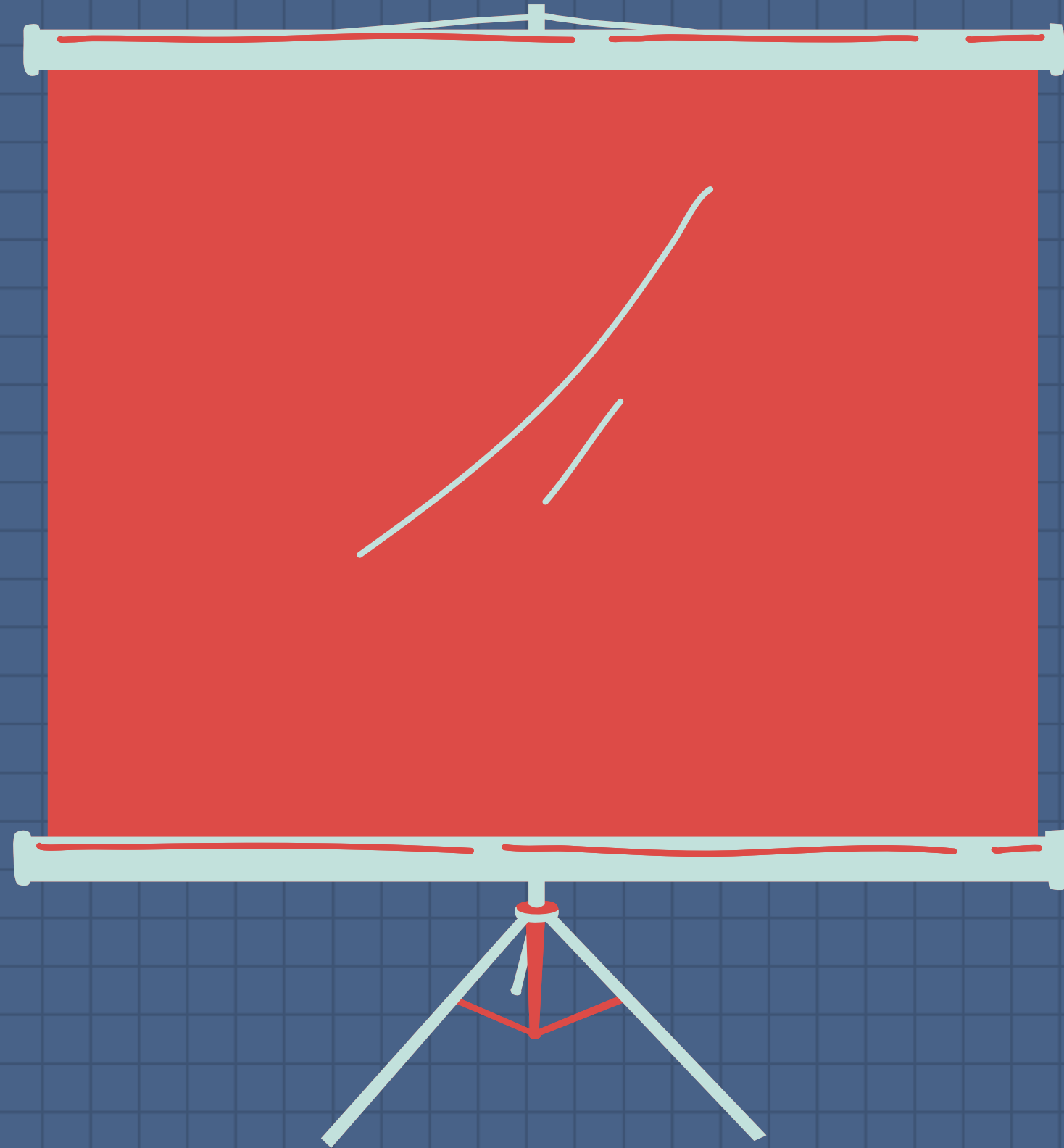


- 31% of our viewers tune in the afternoon between 12-4pm
- Evenings and mornings both contribute 25% share
- Friday (17% share), Saturday (16% share) and Wednesday (16% share) are the busiest days



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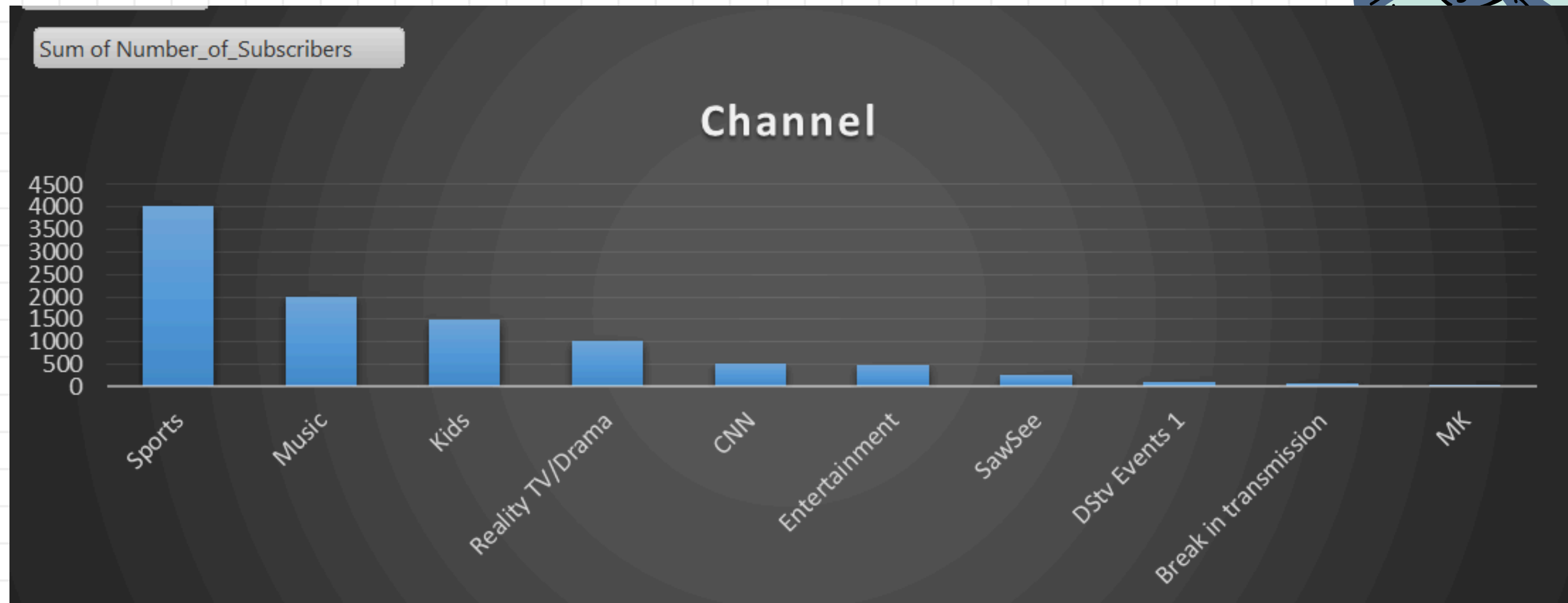


# Channels

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# Time of viewing



- We have 19 unique channels
- Sport channels are the most viewed @ 40% share driven by Live events
- Music follows at 20% share driven by Channel O
- Kids channels rank third @ 15% share

Four blue cinema tickets with 'CINEMA' and 'ADMIT ONE' written on them are scattered around the top of the slide.

# Key goal unlocks

Bright TV CEO objective is to grow the company's subscription based of this financial year.

## Factors that influence consumption

- Live Sport mainly consumed by the male consumer
- Variety of music channels
- News in the morning

## Recommendations

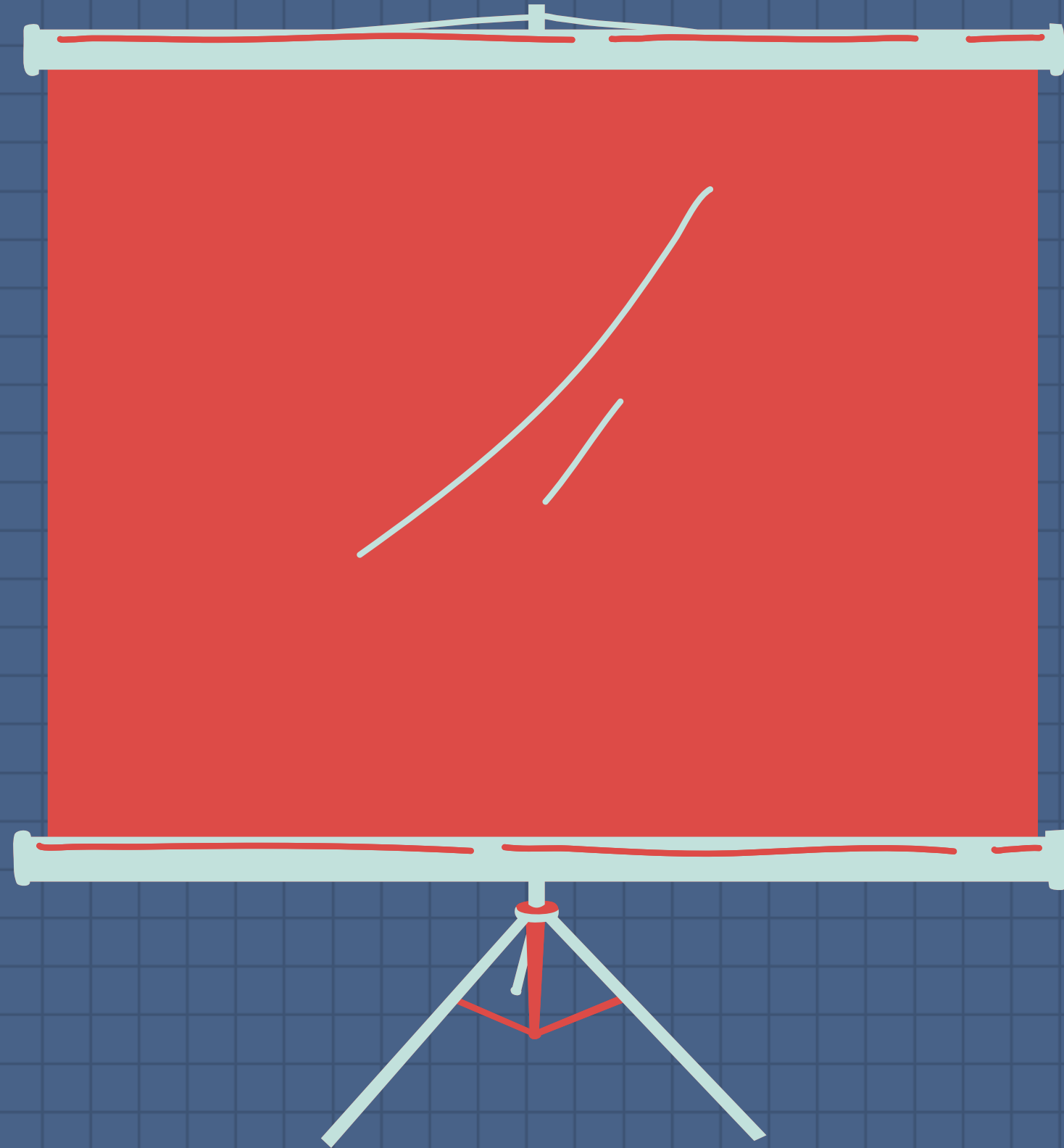
- Add more live sport leagues/sports
- Add more news channels
- Investing in reality TV will attract the female consumer
- Females consume music, there's an opportunity to grow

## Initiatives to unlock the future

- Mobile live streaming for sports
- Study the female consumer and cater for her
- Study the Youth consumer and cater for them i.e Educational channels

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THANK YOU

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