

BRIGHTLIGHT TV ANALYSIS

BY CLEMENTINE MOHOLENG

AGENDA

- Project background
- User Behaviours
- Project Analysis
- Direction
- Summary/final statement



Viewership by province

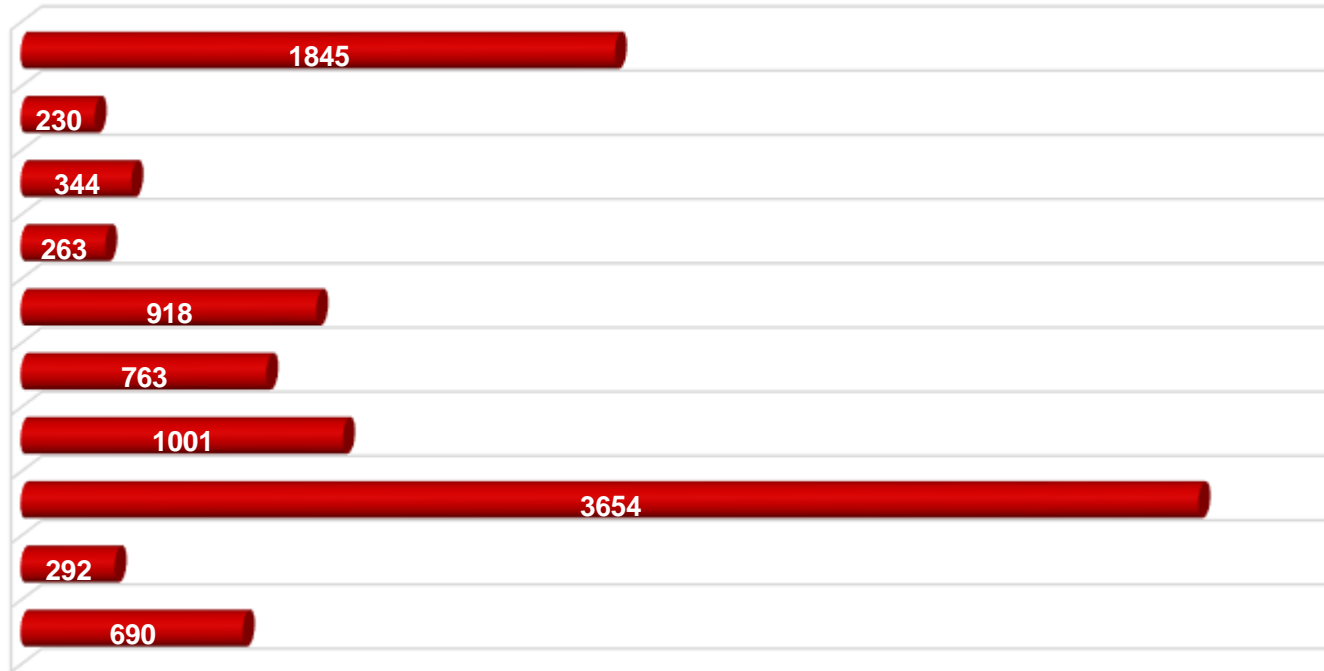
VIEWERSHIP DATA

10000 views for the 4 months (January 2016-April 2016)

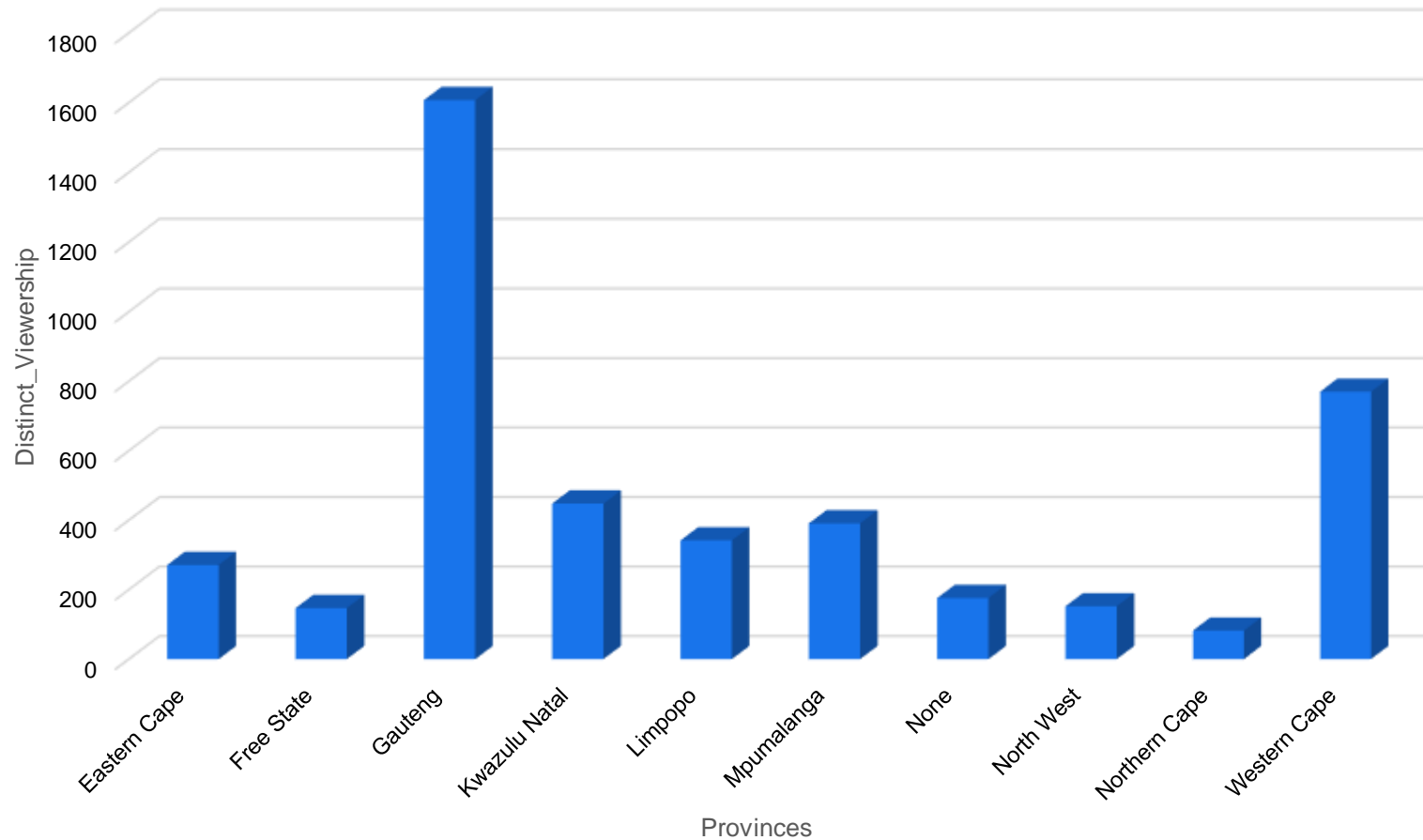
INSIGHT

There is a clear indication that Gauteng has the highest number, of viewership with WC following and Northern Cape being the lowest province with viewership.

WESTERN CAPE
NORTHERN CAPE
NORTH WEST
NONE
MPUMALANGA
LIMPOPO
KWAZULU NATAL
GAUTENG
FREE STATE
EASTERN CAPE



Distinct Viewership by province



VIEWERSHIP DATA

There are about 4386 distinct views in the past 4 months Jan-April 2016

INSIGHT

There is a clear indication that Gauteng has the highest number of viewership with WC following and Northern Cape being the lowest province with viewership.

Viewership by Race & Gender

VIEWERSHIP DATA

Total of 10000 views based on males, females and those who don't specify gender

INSIGHT

The data indicates that there is more male viewership compared to females and that there is high number of coloured men compared to other races.

RACE	FEMALE	MALE	NONE	
black	501	3830		
Blank		8		
Blanks	2			
coloured	135	1498		
indian_asian	92	1483		
None	125	670	262	
other	7	95		
white	115	1177		
Totals	977	8761	262	10000

Views based on time

Total_Views	Time_Range
1818	12 pm–3 pm
1747	4 pm–7 pm
1866	7 am–11 am
876	8 pm–11 pm
878	Midnight–6 am

VIEWERSHIP DATA

This indicates how many views take place on a specific time frame

INSIGHT

The most views happen during 7am and 11am, the least views happen from 8pm and 11pm

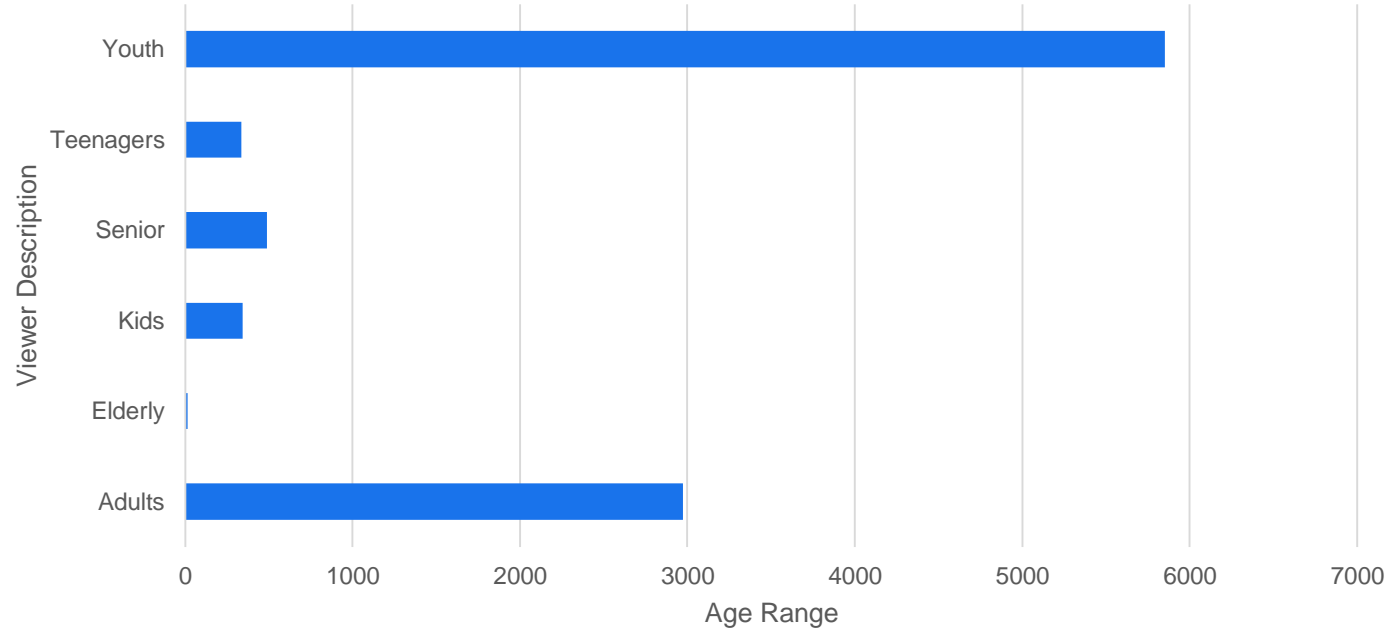
Viewership by Age consumption

VIEWERSHIP DATA

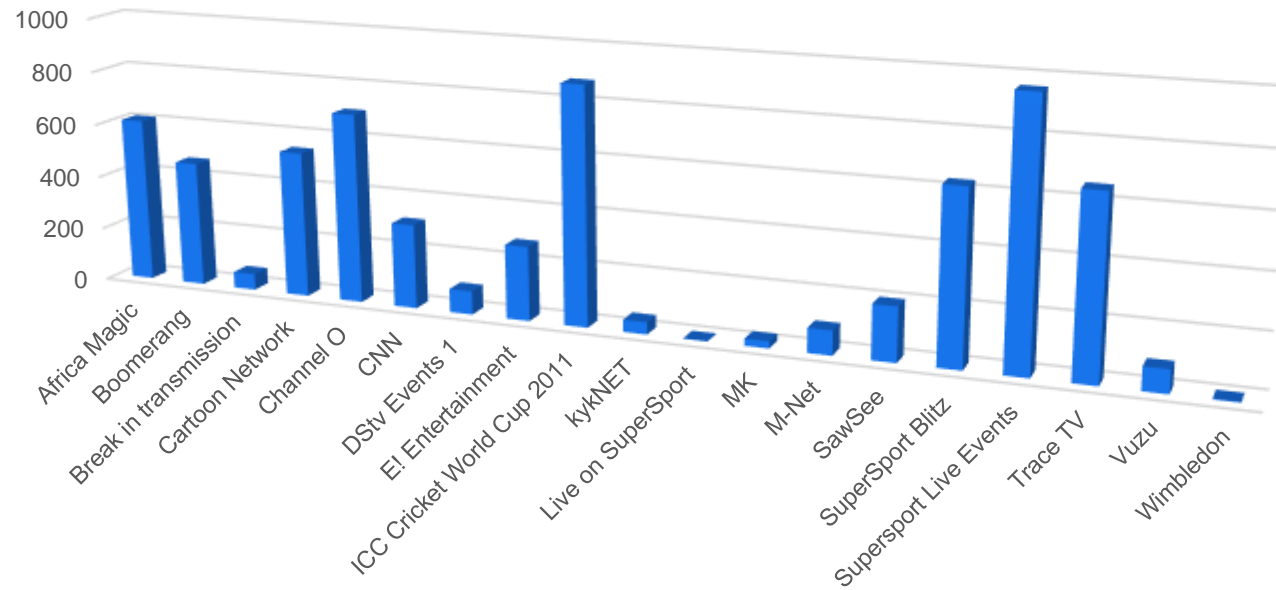
This indicates viewership based on age by indicating the age description

INSIGHT

High percentage of consumption comes from youth and adults, with elderly being the least consumption.



bottom 100 channels by users



This data indicates the bottom 100 channels based on users

INSIGHT

This data indicates that live events are at the bottom of the barrel

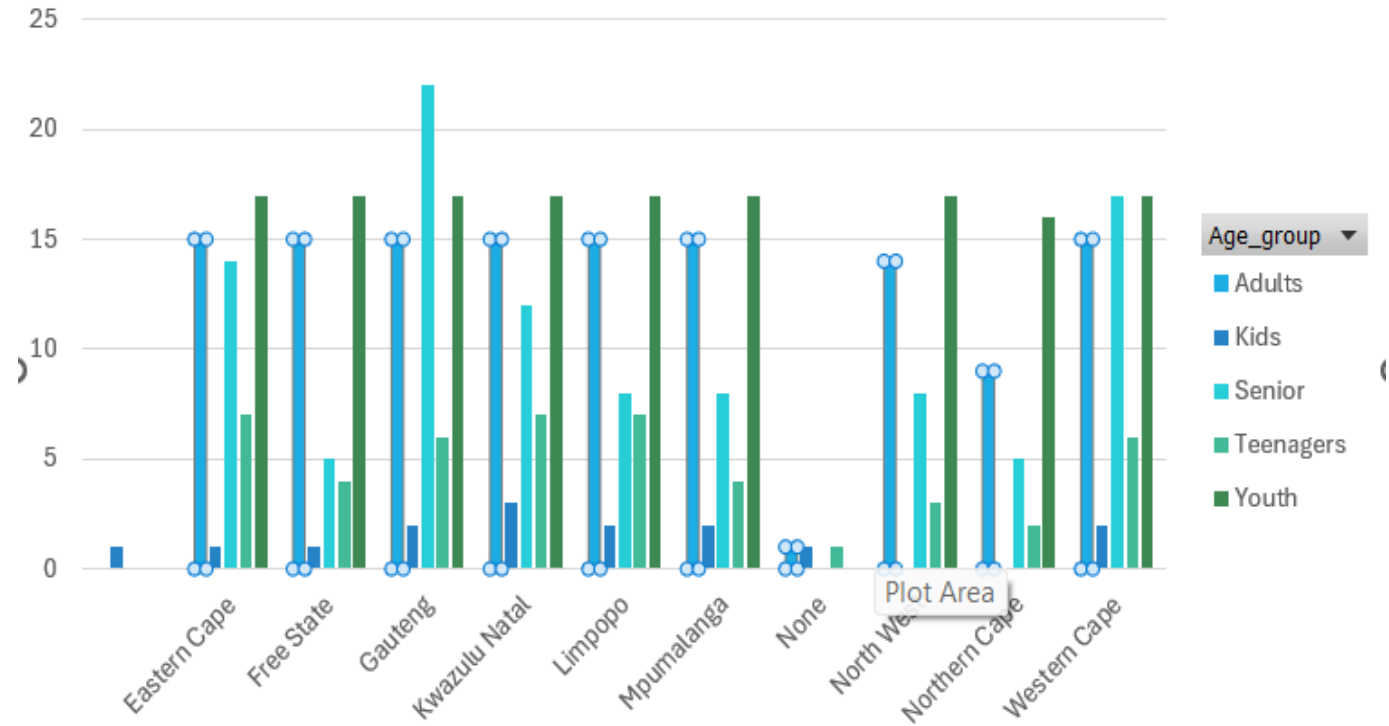
Viewers based on province and age

VIEWERSHIP DATA

This data indicates the age of people based on provinces

INSIGHT

Gauteng indicates a high number of seniors while Free State indicates a low amount of seniors using the count of age



FACTORS THAT INFLUENCE VIEWERSHIP

Location

It indicates that places with more drive and better internet access (Gauteng) and connection have more viewership compare to those that lack better access to internet (Free State)

Demographics

Demographics such as gender influence the consumption because women like shows that are soft, romantic while men like shows such sports, thriller movies and so forth

FACTORS

Standard/Product

The standard of products being shown helps in driving the viewership and also anything that is trending, channels such as African Magic which have high consumption indicates that

Family/Friends/social media

They influence viewership because people don't like being left out and they always want to be in the no hence they will watch something when a friend or social media tells them to

Recommendations for increasing viewership

- Create compelling, audience-centred content develop high-quality, original programs based on viewer interests, trends, and data insights to keep your audience engaged.
- Promote effectively across channels use social media, influencers, trailers, and cross-promotion to build buzz before and during showtimes.
- Optimize timing and accessibility air shows during peak viewing hours and make them available on-demand via websites, apps, or streaming platforms for flexible access.
- Encourage engagement and sharing foster interaction through contests, live discussions, viewer polls, and shareable content to boost organic reach and loyalty.



THANK YOU