

BRIGHT TV

Viewership Analysis

Strategic insights for Viewership Growth



Points of Discussion

These are the broad topics this presentation will cover.

- | | | | |
|----|--------------------------|----|------------------------|
| 03 | Introduction & Objective | 07 | Who Watches Bright TV? |
| 04 | Approach & Methodology | 09 | Low Engagement Days |
| 05 | Peak Viewing Times | 10 | Provincial Viewership |
| 06 | Best Performing Content | 12 | Recommendations |

Introduction & Objectives

This analysis explores trends in viewership and user behavior using platform data.

01

Increasing content available for viewers on channels.

BrightTV's goal is to provide engaging content across all channels.

02

Doubling our current **active viewers**.

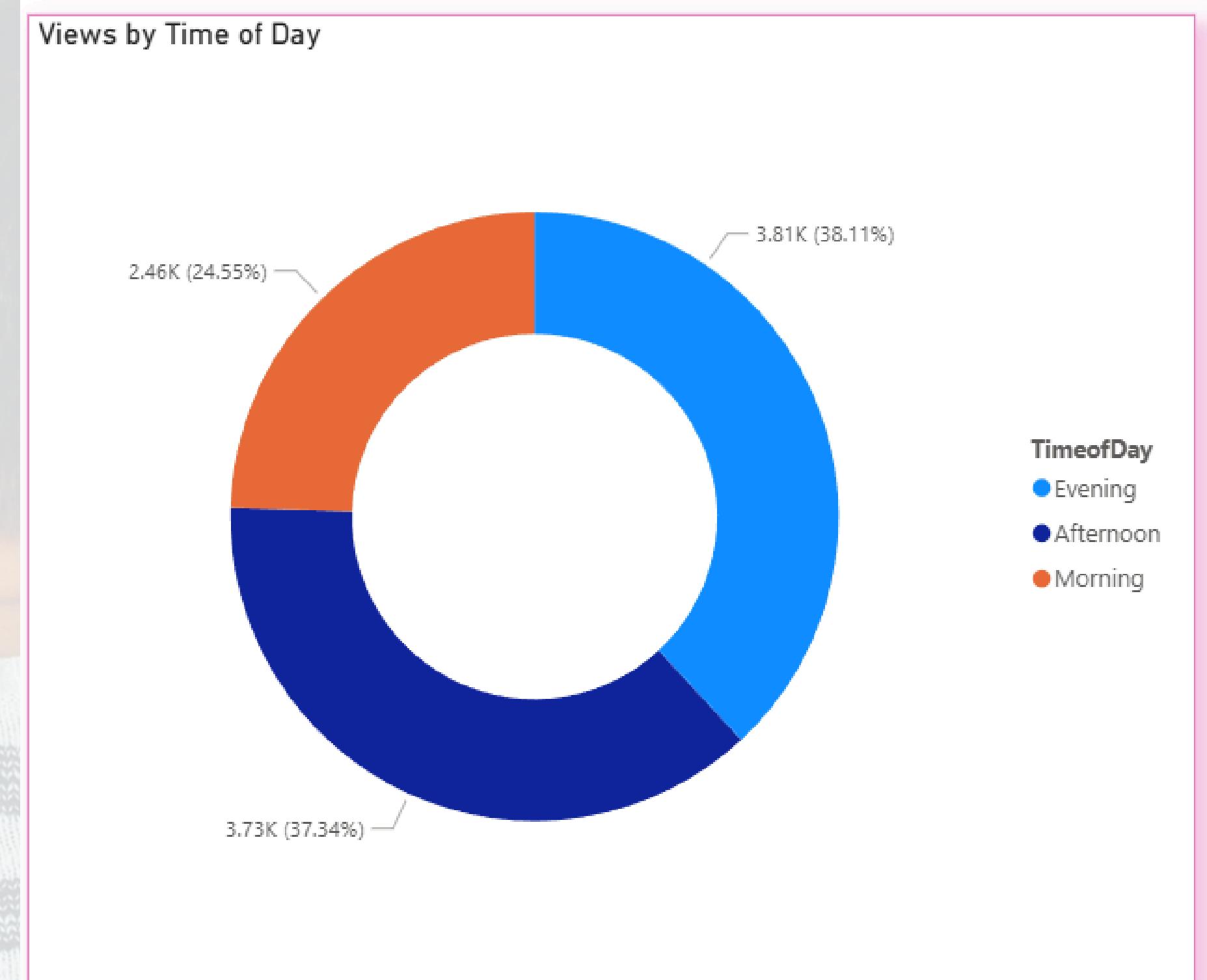
BrightTV aims to grow its user base.

Approach & Methodology

- Cleaned and merged viewership & user data in Excel
- Adjusted times to South African Time (UTC+2) in Excel
- Grouped views by day, hour, age, gender, and content in SQL
- Visualized insights in Power BI

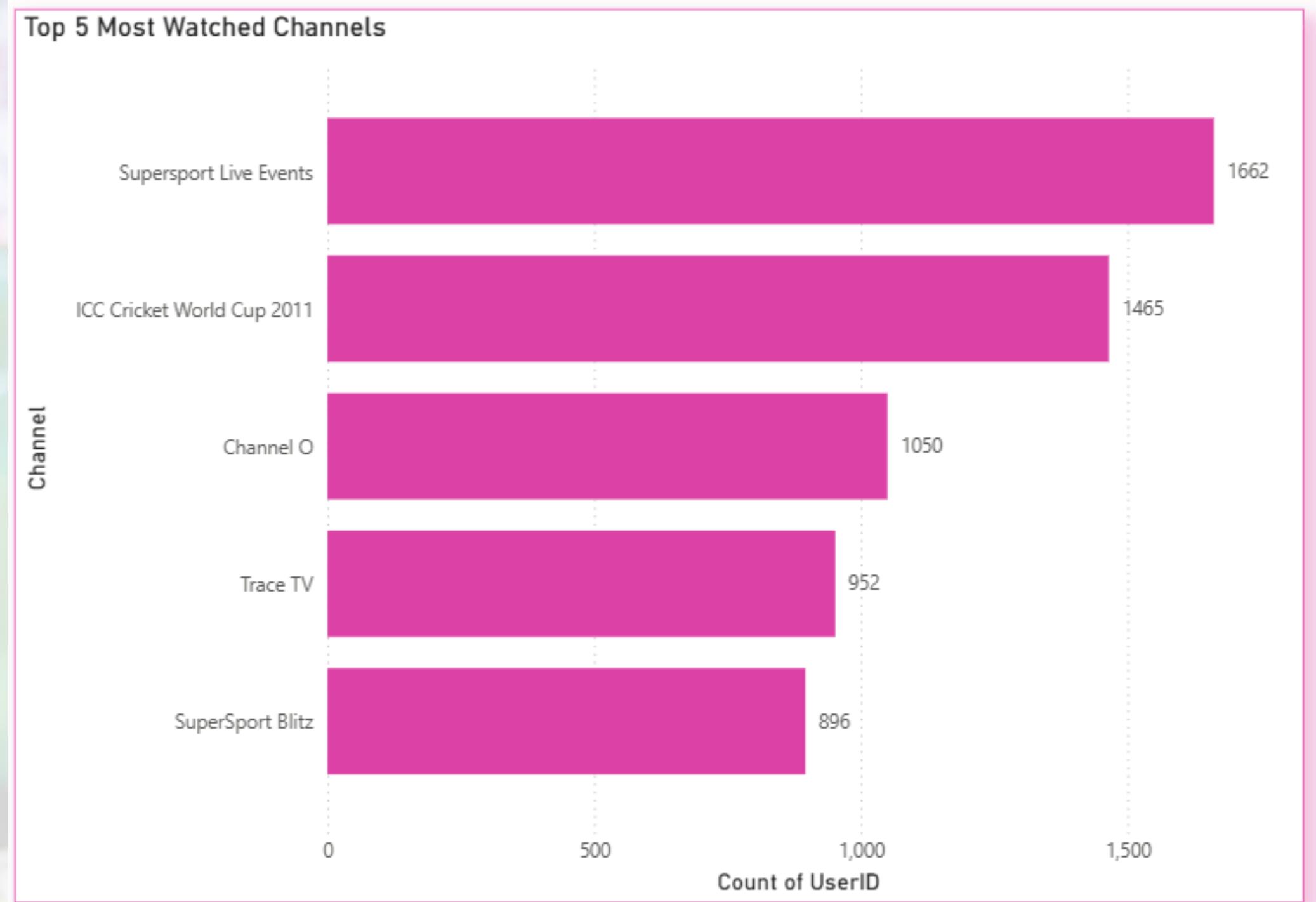
Peak Viewing Times

- Majority of users watch content between 18:00 and 22:00
- Morning (5AM-11AM) has the lowest engagement

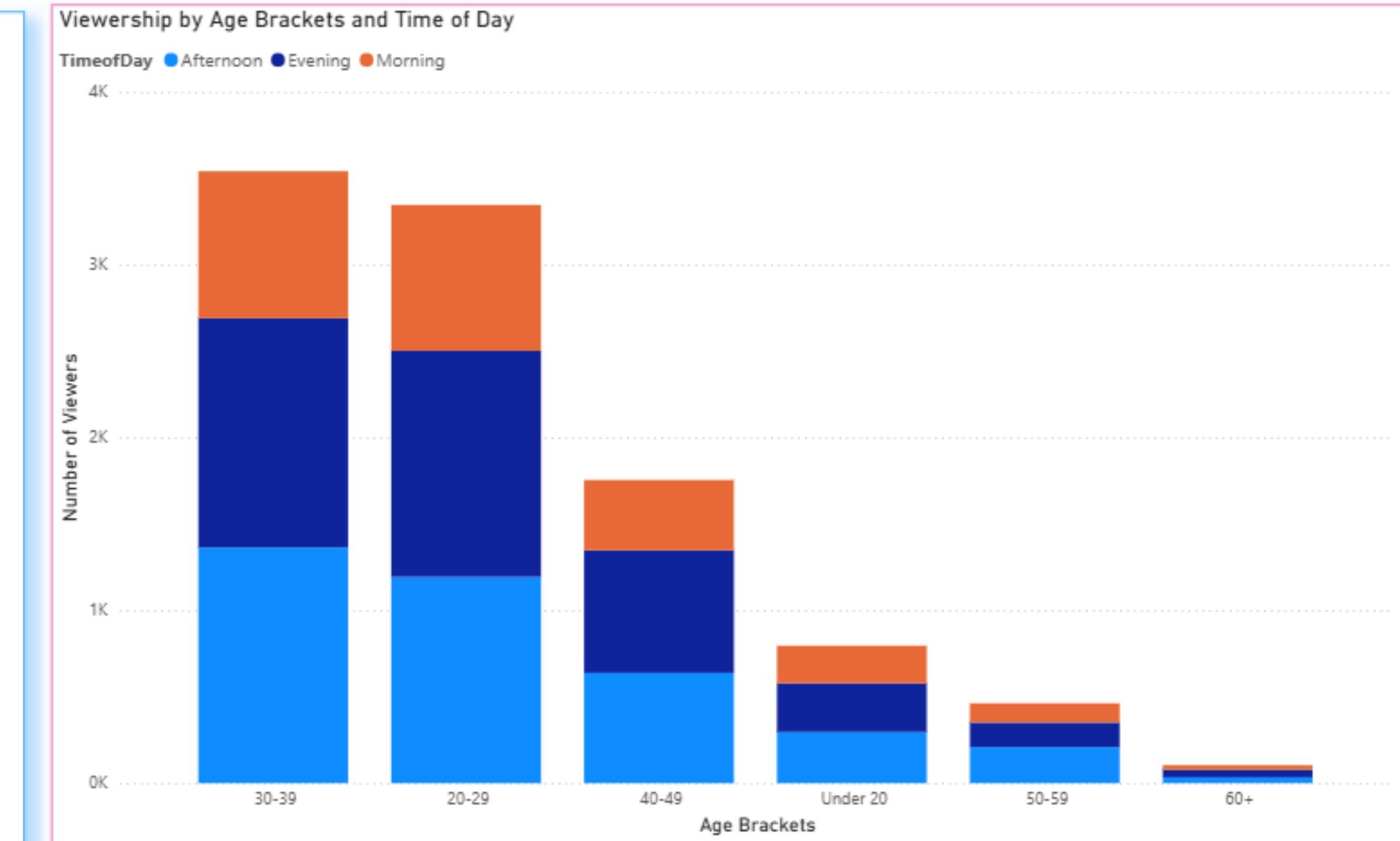
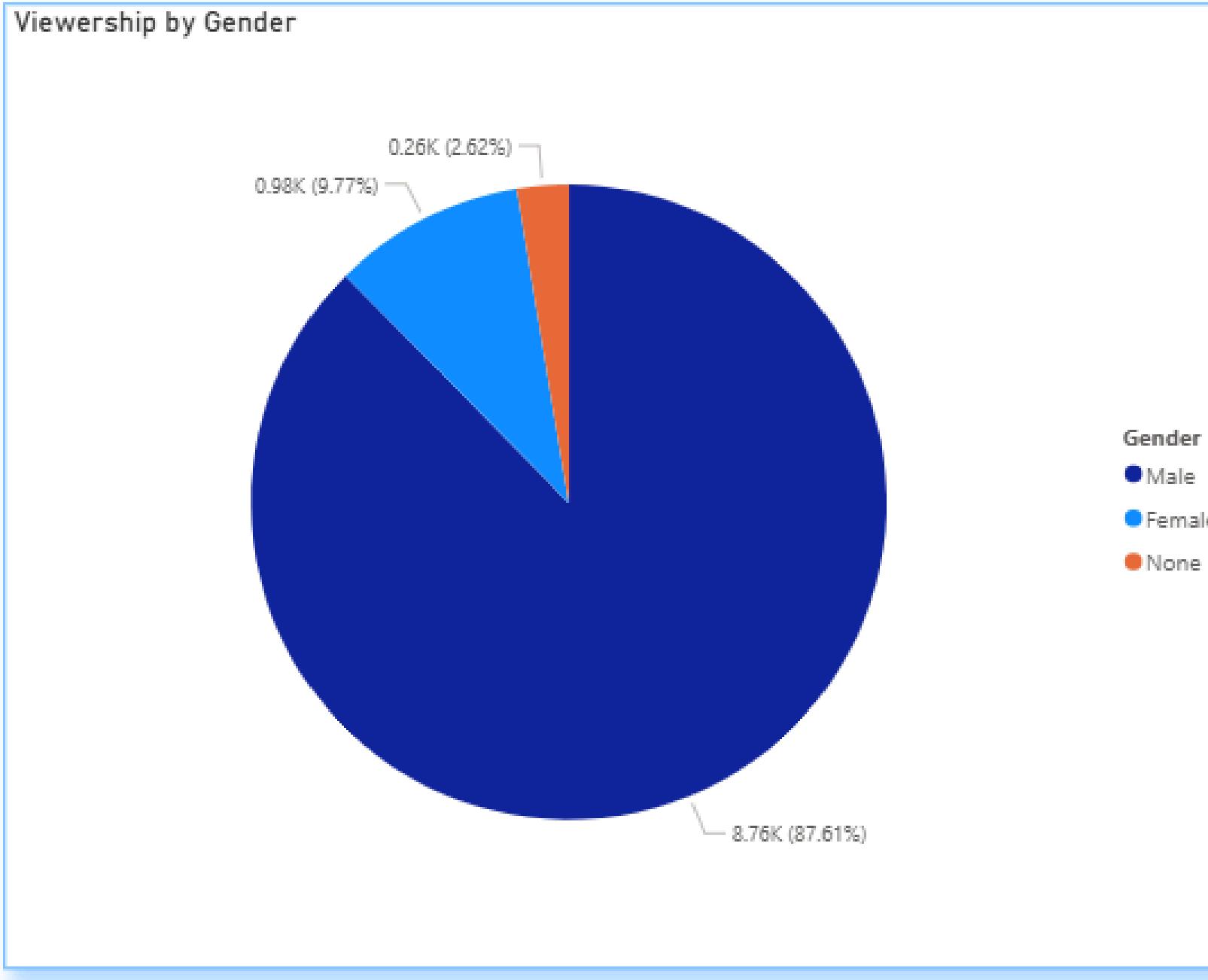


Top 5 Content

- Top Genres: Sports and Music

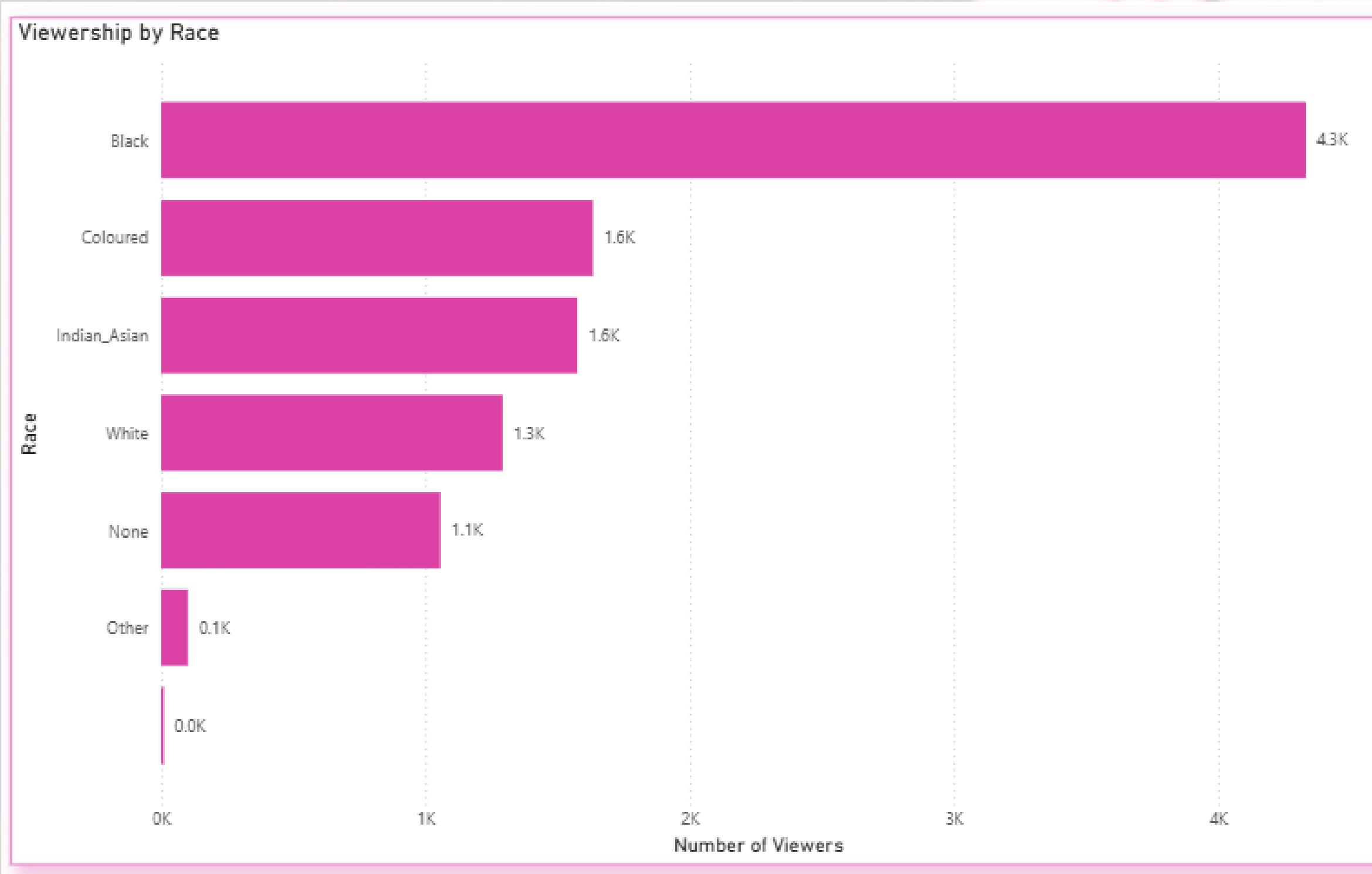


Who Watches BrightTV?



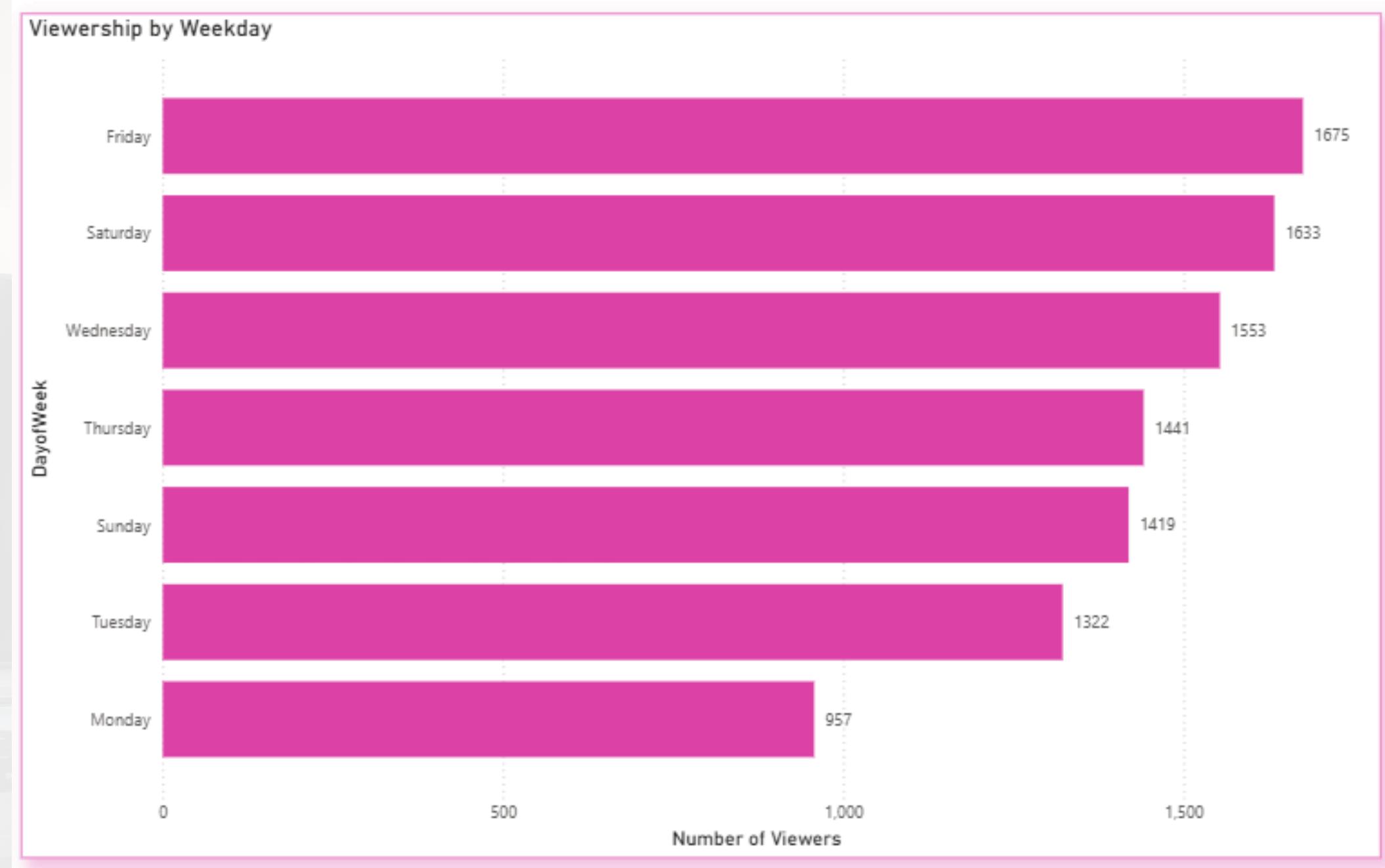
- Majority viewers: Males (60%+)
- Top age groups: 30-39 and 20-29 prefer afternoon and evening slots

Who Watches BrightTV?



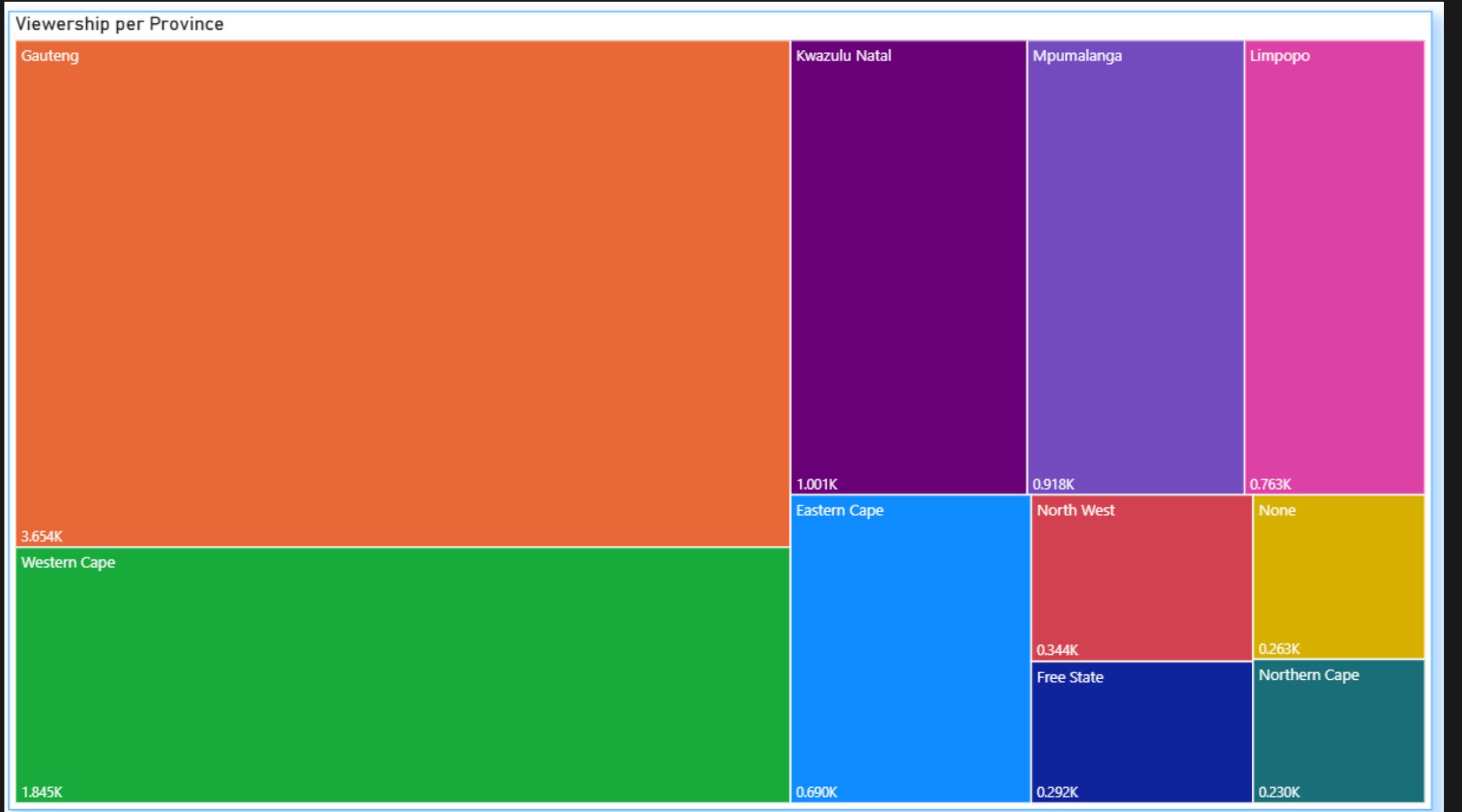
- Majority viewers by Race: Black (4k+)

Low Engagement Days



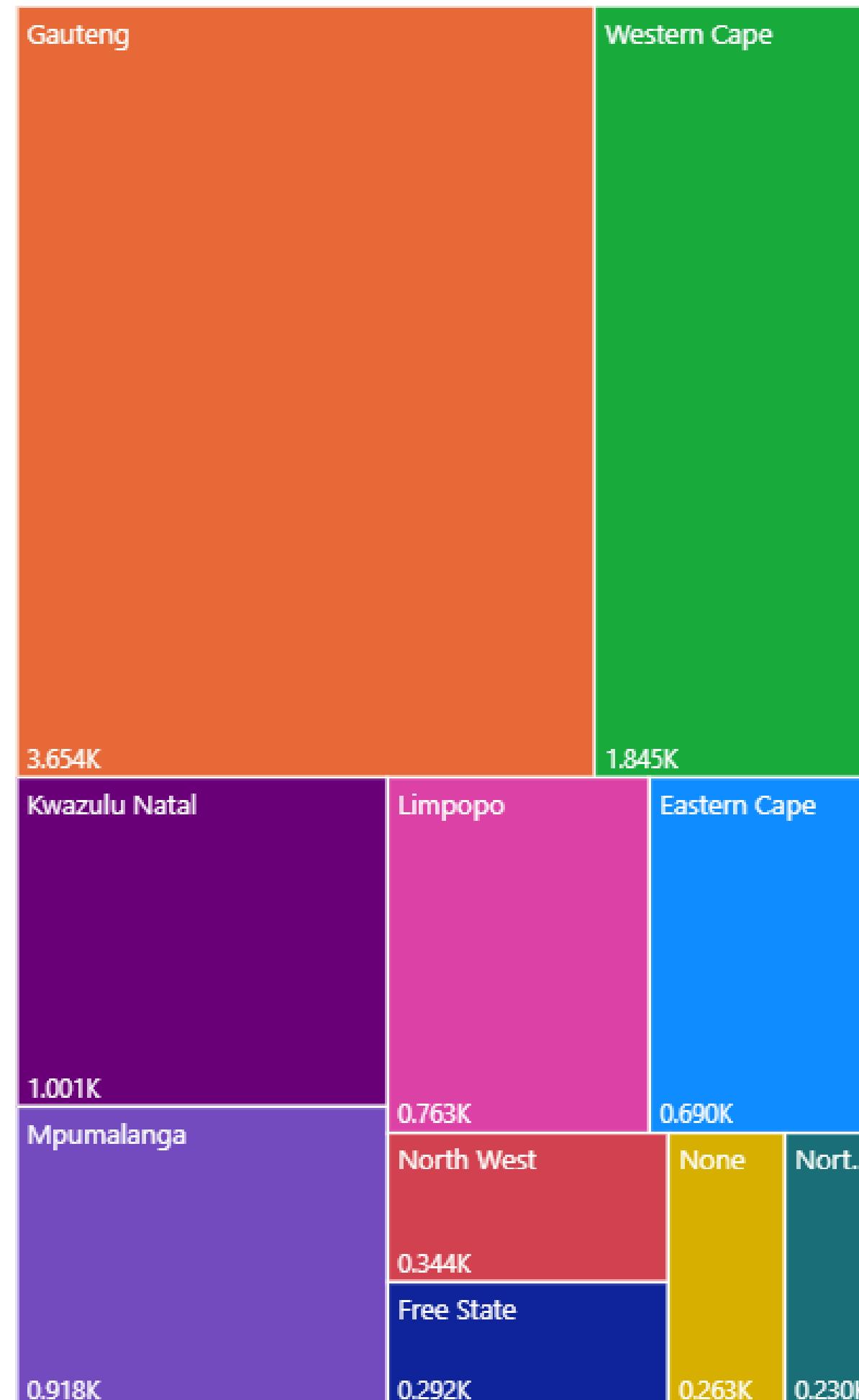
- Weekends have the highest engagement
- Monday & Tuesday are slowest

Which Provinces Watch the Most?

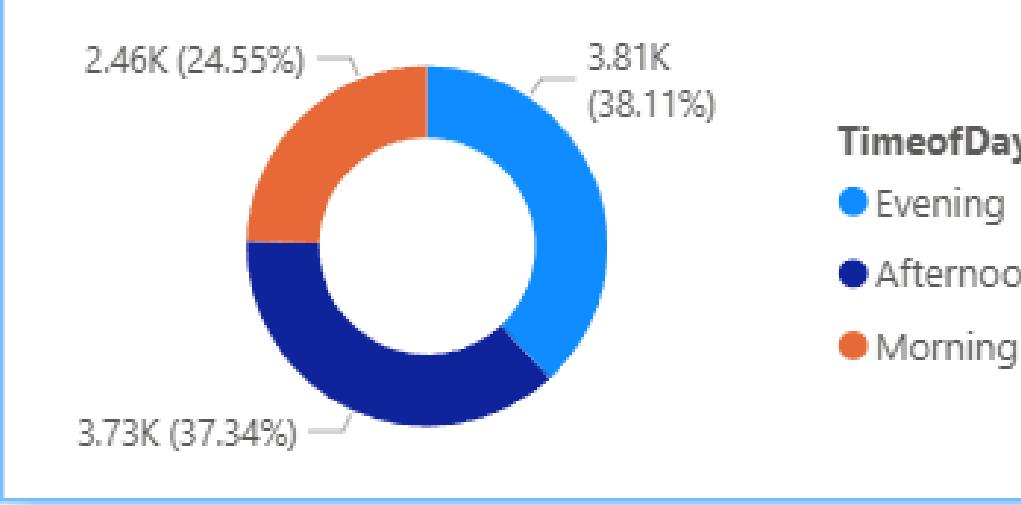


- **Gauteng** has the most viewers
- **Northern Cape** has the least viewers

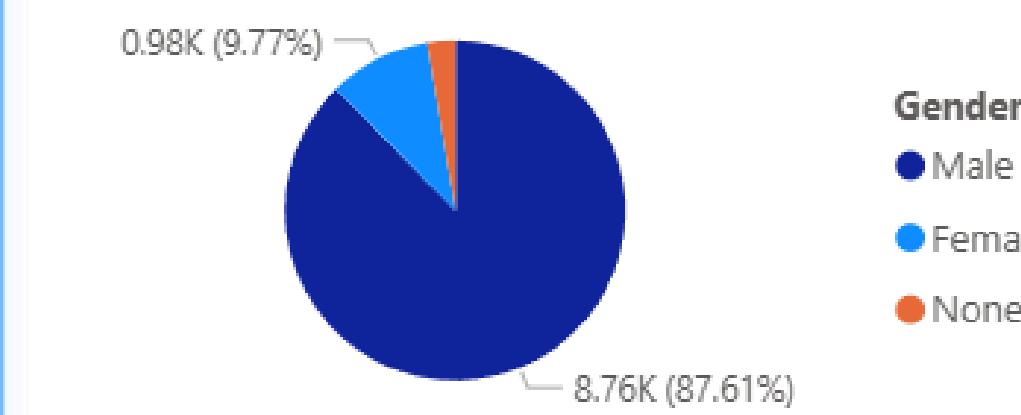
Viewership per Province



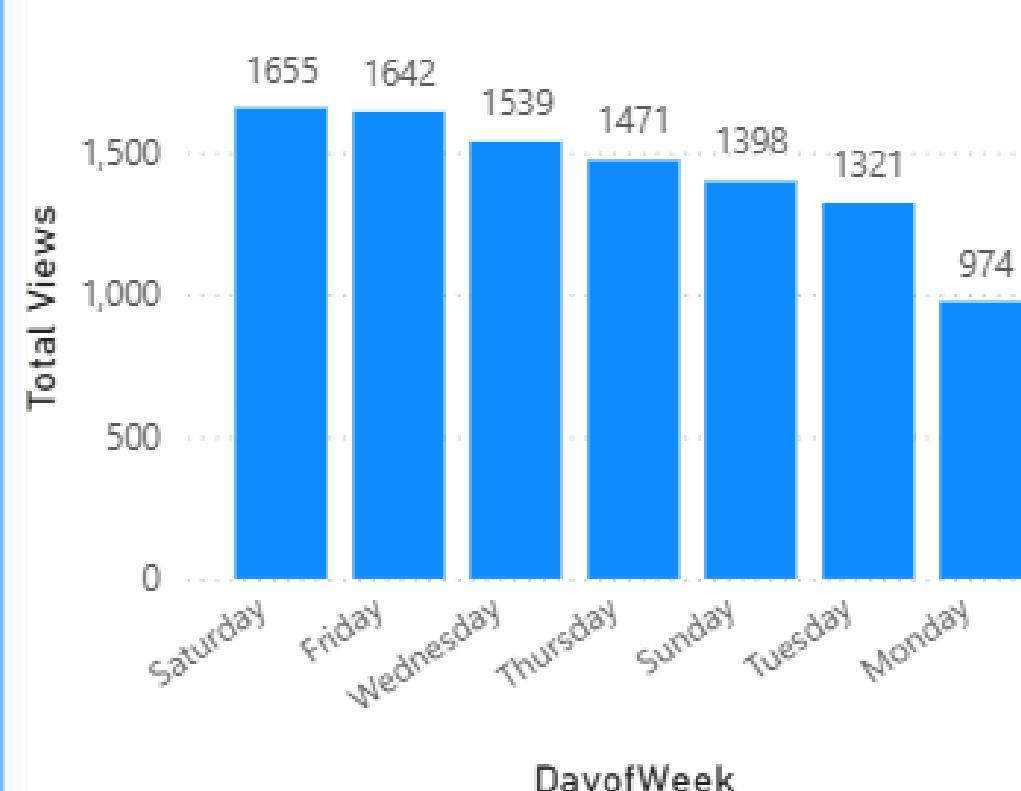
Views by Time of Day



Viewership by Gender



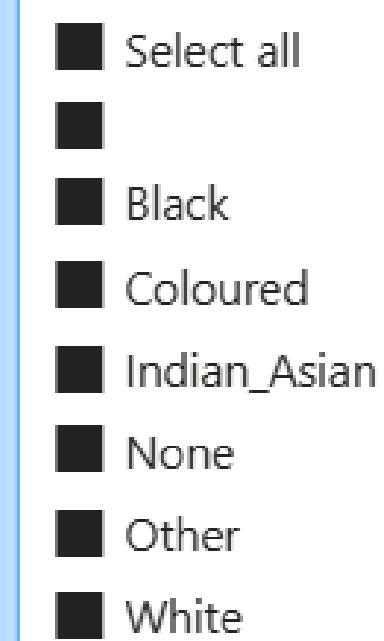
Total Views by Day of Week



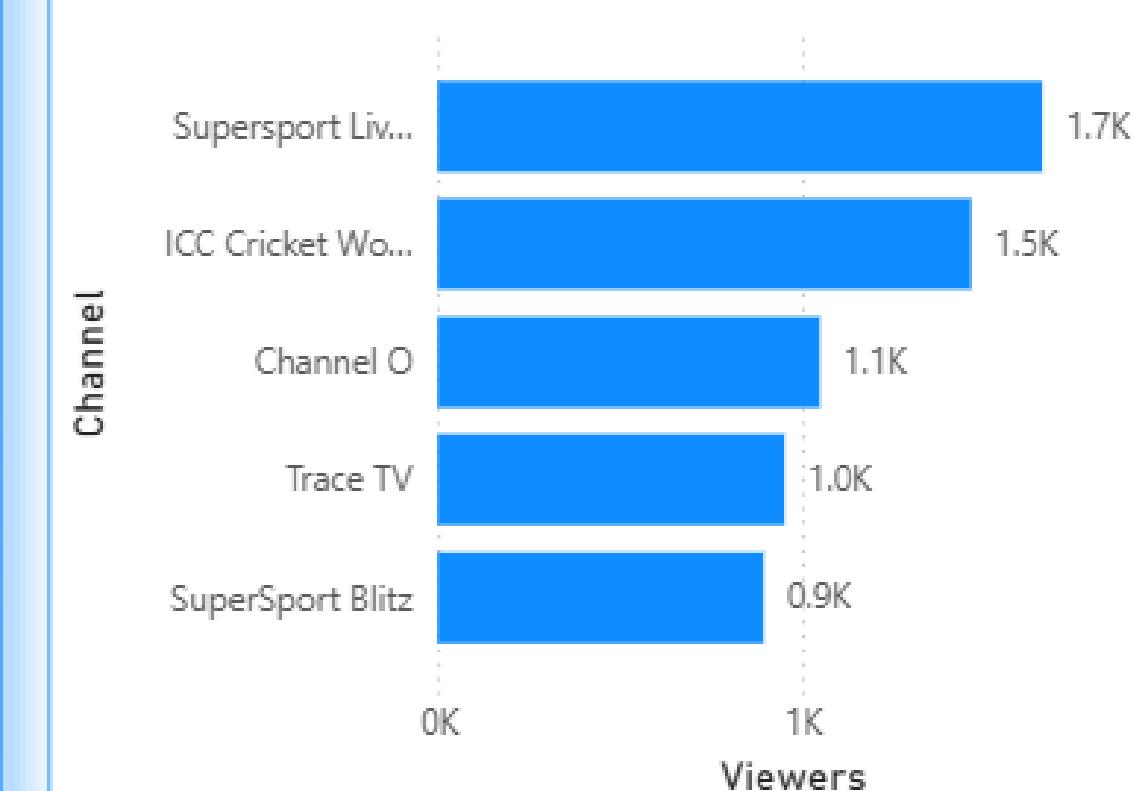
Channels



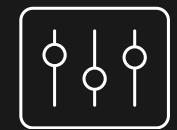
Race



Top 5 Most Watched Channels



What's Next for BrightTV?



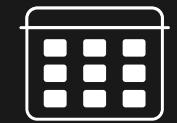
Push Notifications

Create push notifications during off-peak hours to encourage viewers to watch content



Loyalty Programs

Consider loyalty programs such as discounts on premiums to retain heavy watchers



Podcasts & Reality Shows

Promote social media genres like Podcasts & Reality shows during low slots



Thank you!
