

Bright TV Viewership case analysis

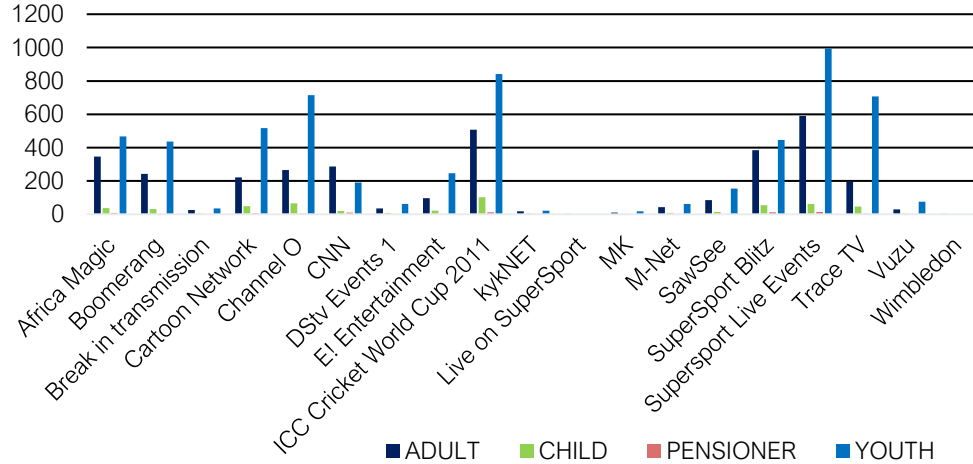


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Data Analyst**

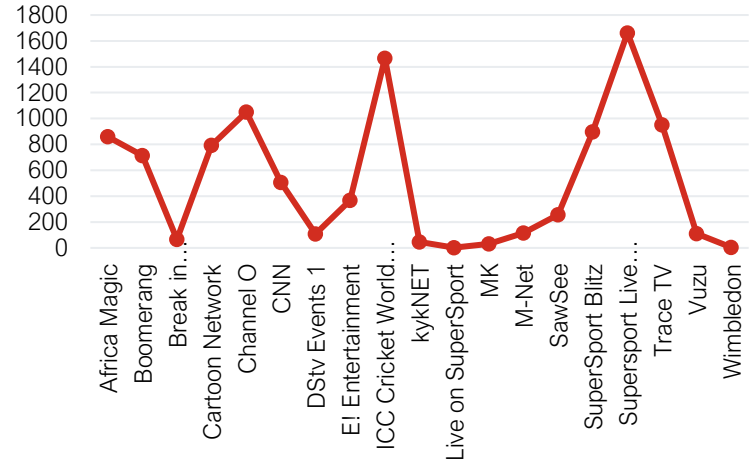


Channel2 programs viewership

Channel2 performance per age group



Channel2 programs performance

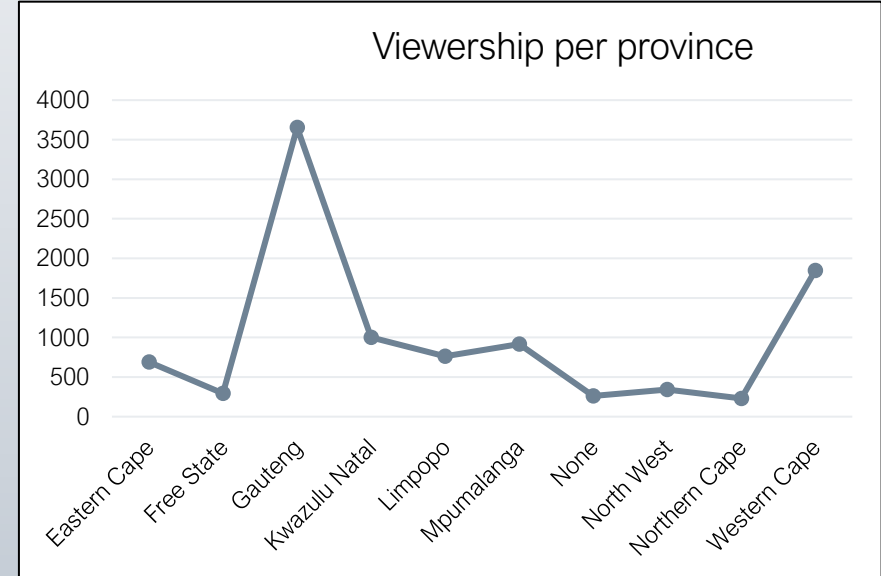
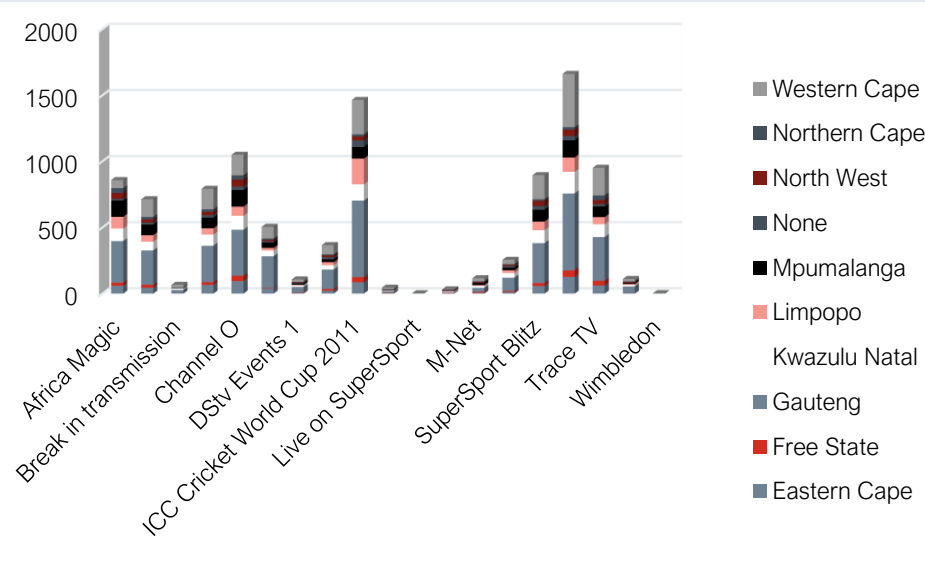


Top 5 Most Popular Channels

1. SuperSport Live Events with 1 638 views
2. ICC Cricket Word Cup 2011 – with 1 465 views
3. Channel O with 1 050 views
4. Trace TV with 952 views
5. SuperSport Blitz – 896 views

Viewership is mostly dominated by age-group of Youth and Adult

Channel2 programs performance per province



Each province has unique viewing habits, often aligning with regional interests or due to access to Digital infrastructure and Industrialization.

Gauteng registered the highest viewership during the ICC Cricket World Cup 2011

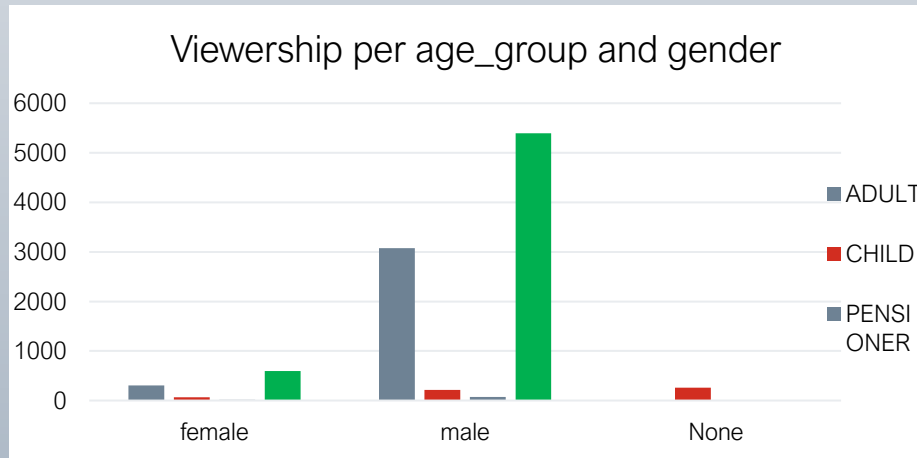
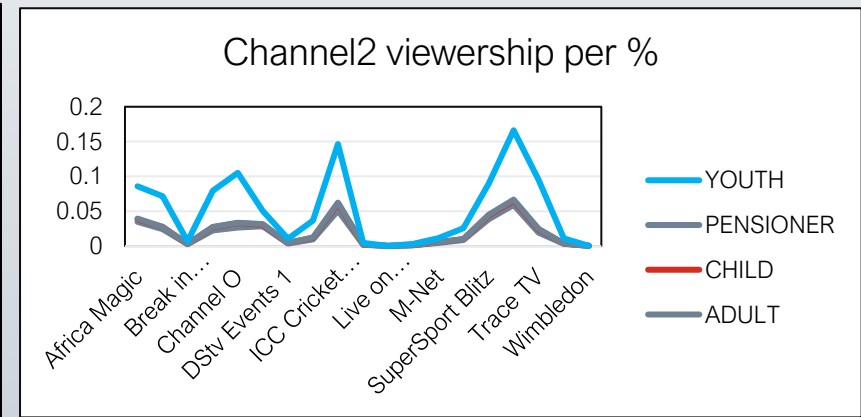
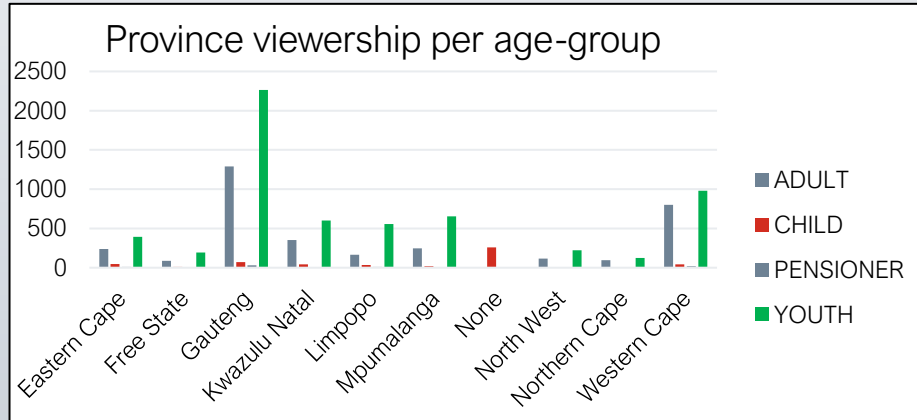
The Western Cape followed with viewership of the SuperSport Live Events

The North West registered the highest viewership for Channel O music channel while the

Northern Cape's viewership was highest for Africa Magic shows.

The less urbanised areas eg, Freestate and Northern Cape has the lowest viewership numbers

Channel2 Viewership per age-group, gender and province

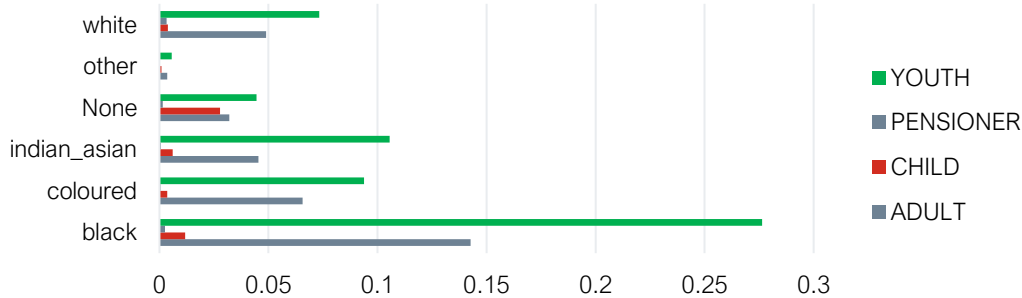


Age group category (18-34) Youth, (36 – 60)Adult
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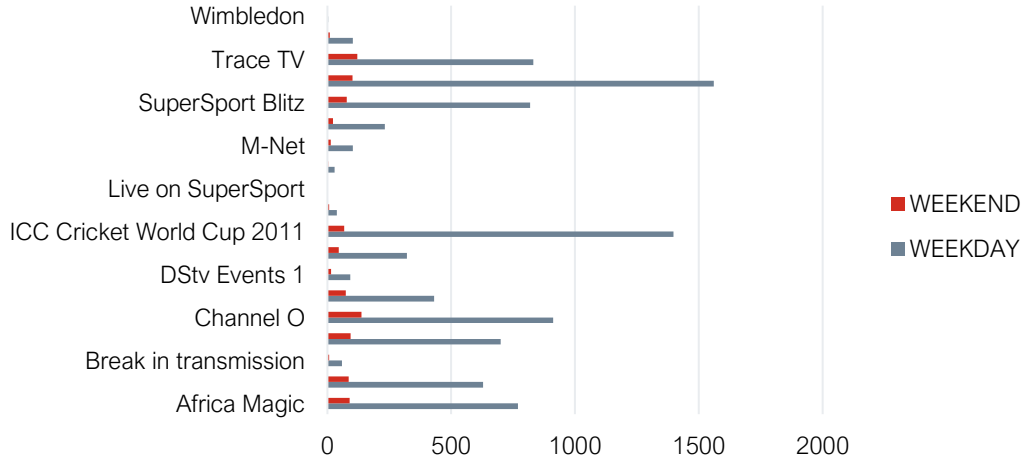
The male viewers in the Youth and Adult category, across all provinces, dominate the overall engagement mainly by watching Sports programmes.

Channel2 Viewership per age group and race

Viewership per age_group and race

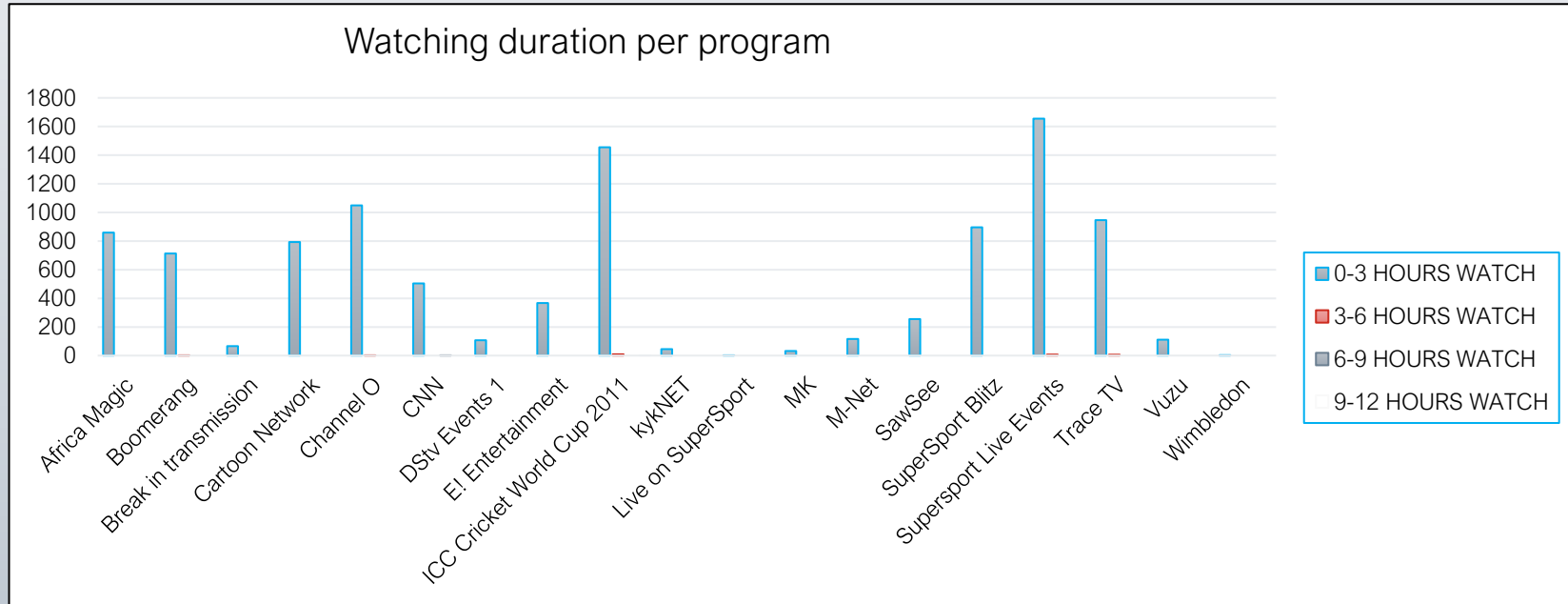


Black users in the Youth and Adult age – group category make up the largest audience followed by Indian-Asian group.



Sports channels dominate weekdays while weekends show a slight shift towards entertainment and youth focused content like Africa magic

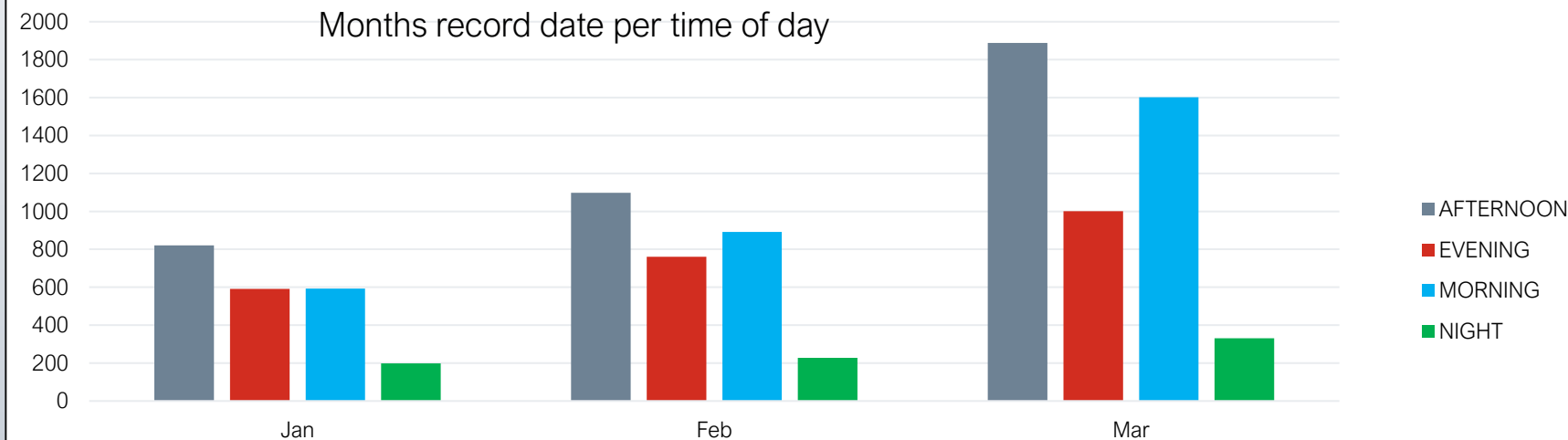
Channel2 programs performance per watching duration



Of the popular programmes watched, The watch-duration is for 0-3 hrs (maximum 3Hrs)
Sports dominate afternoons and evenings, while Channel O is popular at night, possibly due to music programming.

Channel2 programs performance

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Afternoon is the peak viewing time followed by morning. Night viewership is significantly lower suggesting limited engagement during late hours

Key findings and Recommendations

Key findings:

- Black male users in urban areas are the largest audience and more inclined to watch sports programmes.
- Music programs are the second best preferred programmes.
- The highest viewership is in Gauteng followed by Western Cape and Mpumalanga.
- The popular programmes run for 3 Hrs.

Recommendations:

- To increase viewership in regions with lower viewership, a local targeted advertisement campaigns can be introduced to market the programs.
- Introduce more family and feminine orientated programmes to cater for all age groups and for a variety of interests.
- Strengthen the evening programs
- Introduce more digital accessible programs since the Youth and Adult groups have access to technology and data.



THANK YOU