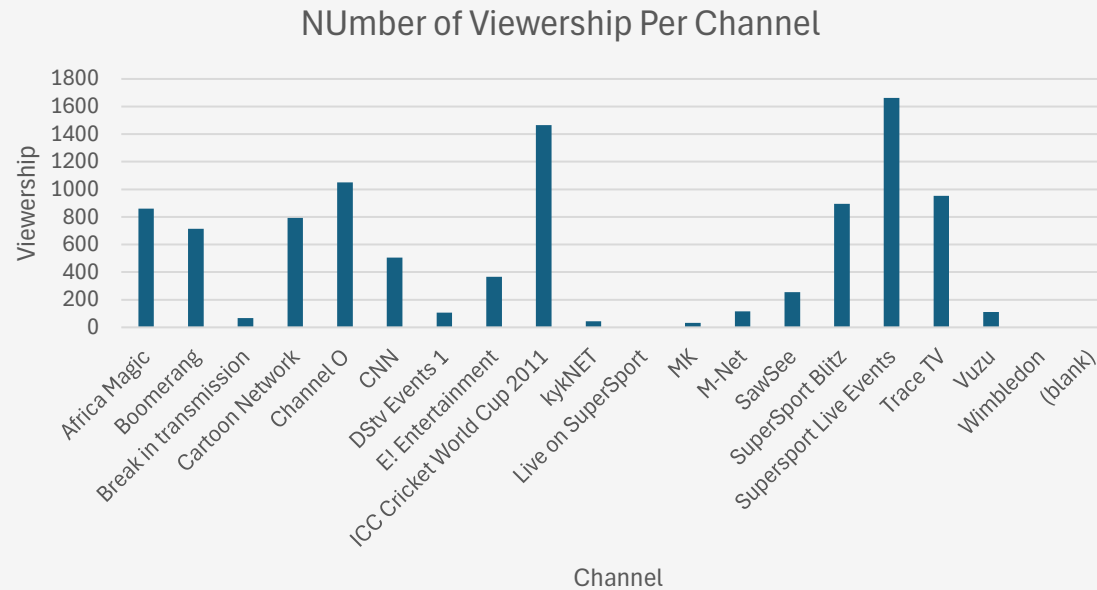


Bright TV Viewership Data Analysis



Channel Viewership

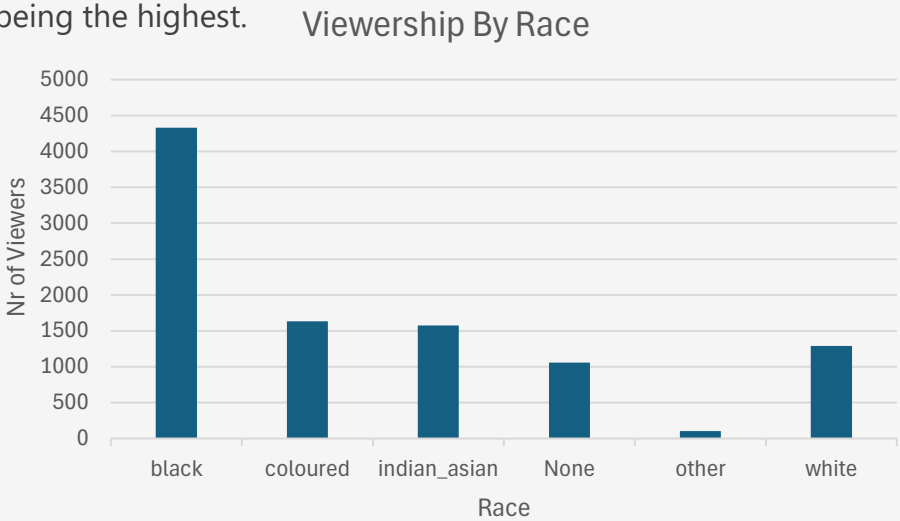
This presentation provides an in-depth review of channel viewership across the different channels.



Viewership By Race

Below is Viewership by Race with blacks being the highest.

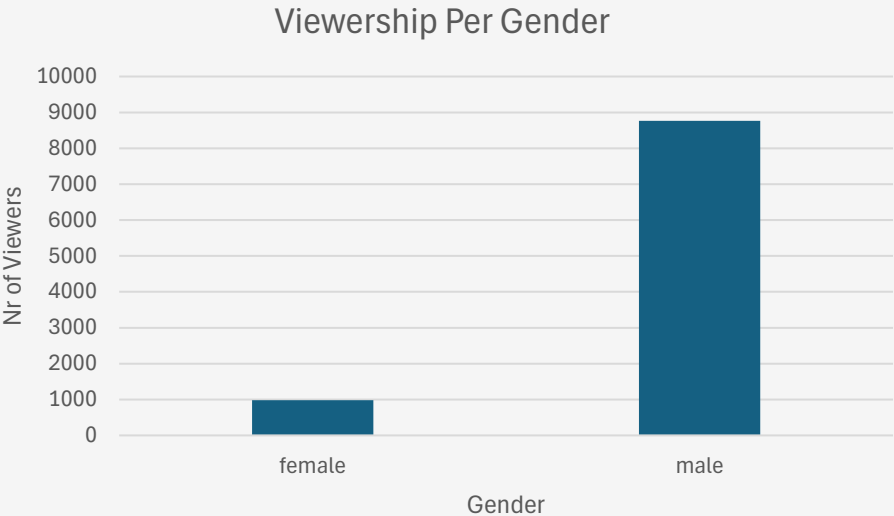
Race	Viewership
black	4331
coloured	1633
indian_asian	1575
None	1057
other	102
white	1292
Grand Total	9990



Viewership By Gender

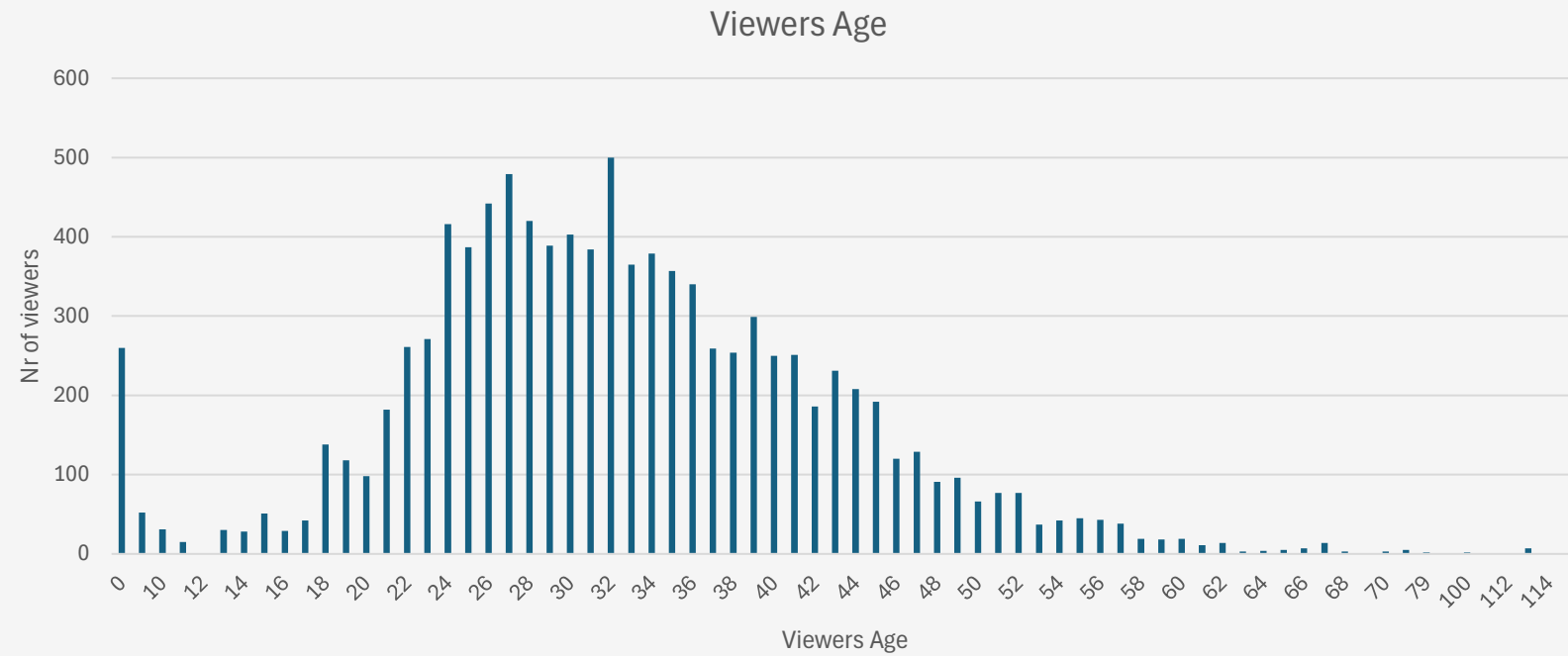
Below is Viewership by gender with males being the highest.

Gender	Nr of Viewers Based on Gender
female	977
male	8761
Grand Total	9738



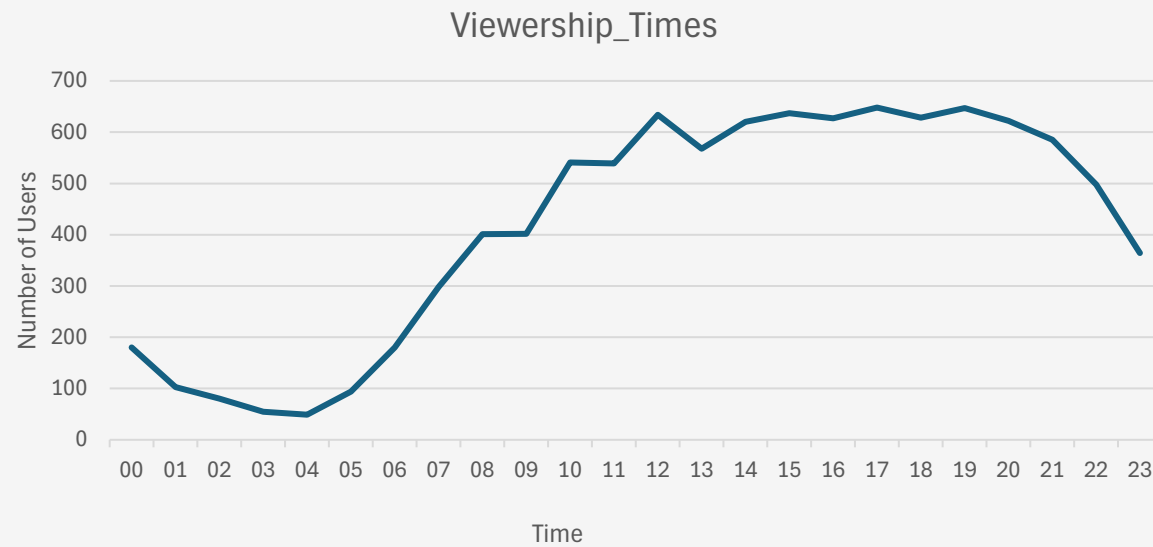
Viewership age

Below is Viewership age and the majority viewers range between 18-50.



Viewership Times

Below is Viewership time and the peak hrs are 8am-23pm.



Executive Summary

- More males are watching TV in comparison to Females.
- Blacks are the most viewers
- Viewership age and the majority viewers range between 18-50.

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Recommendations

- Come up with marketing strategies and programs that will attract females.
- Come up with marketing strategies and programs that will attract children between age of 8-17 years.

Thank you