

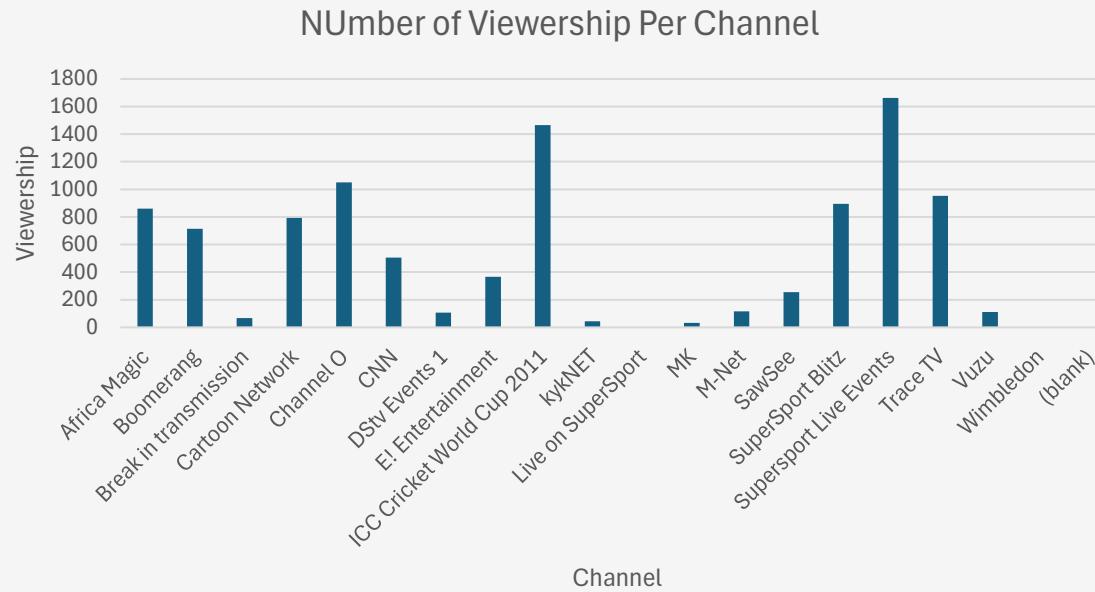
# Bright TV Viewership Data Analysis



# Channel Viewership

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

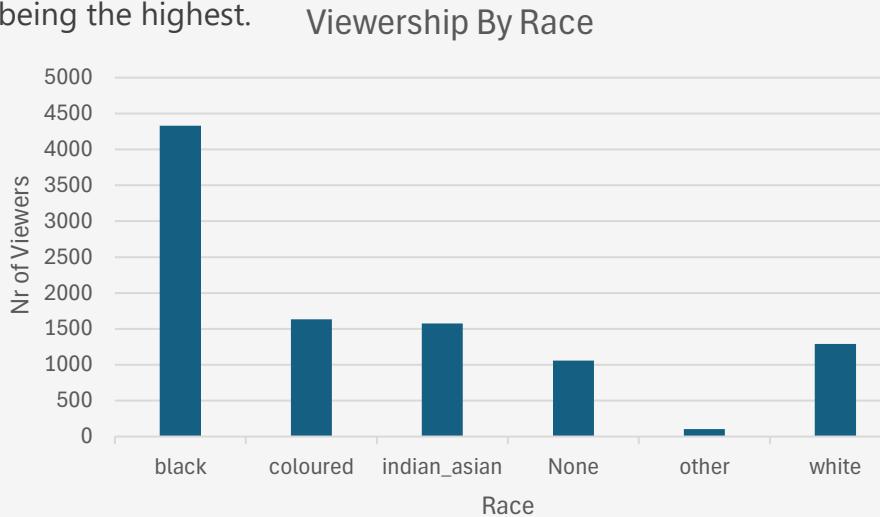


# Viewership By Race

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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
<b>Grand Total</b>	<b>9990</b>

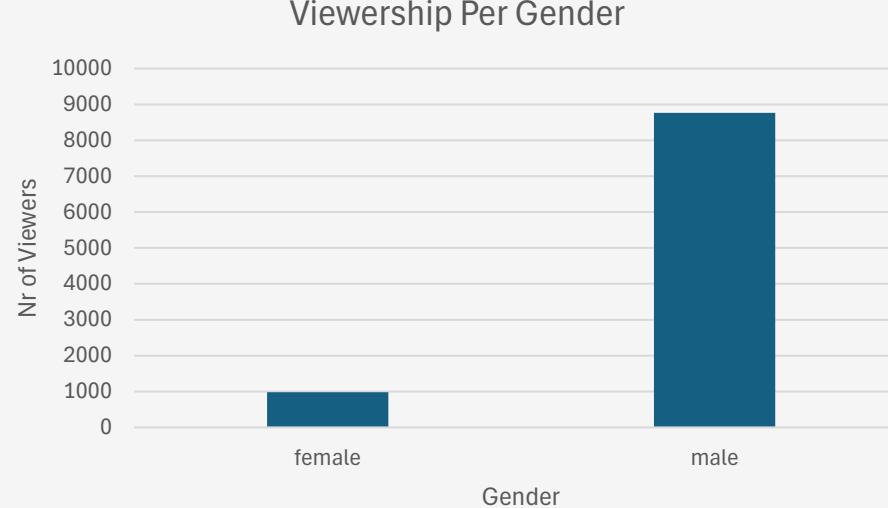


# Viewership By Gender

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Below is Viewership by gender with males being the highest.

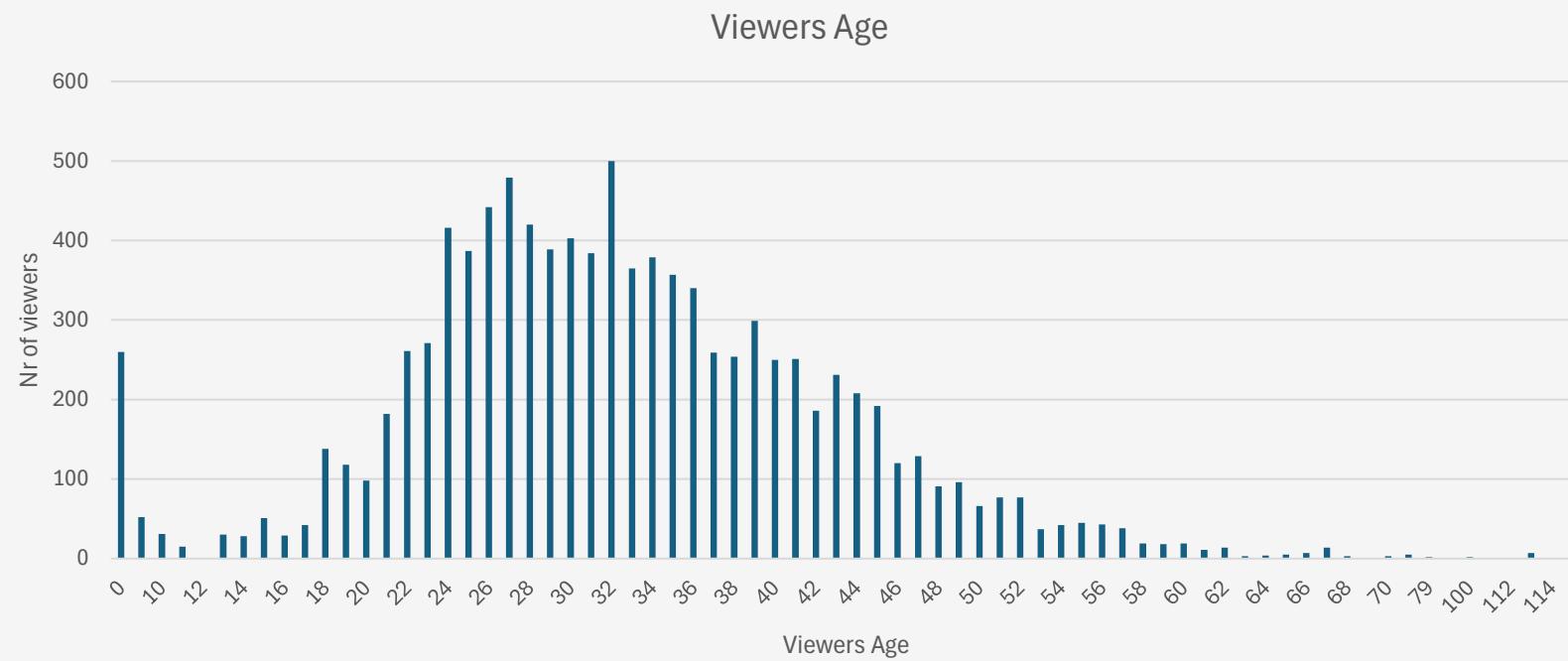
Gender	Nr of Viewers Based on Gender
female	977
male	8761
<b>Grand Total</b>	<b>9738</b>



# Viewership age

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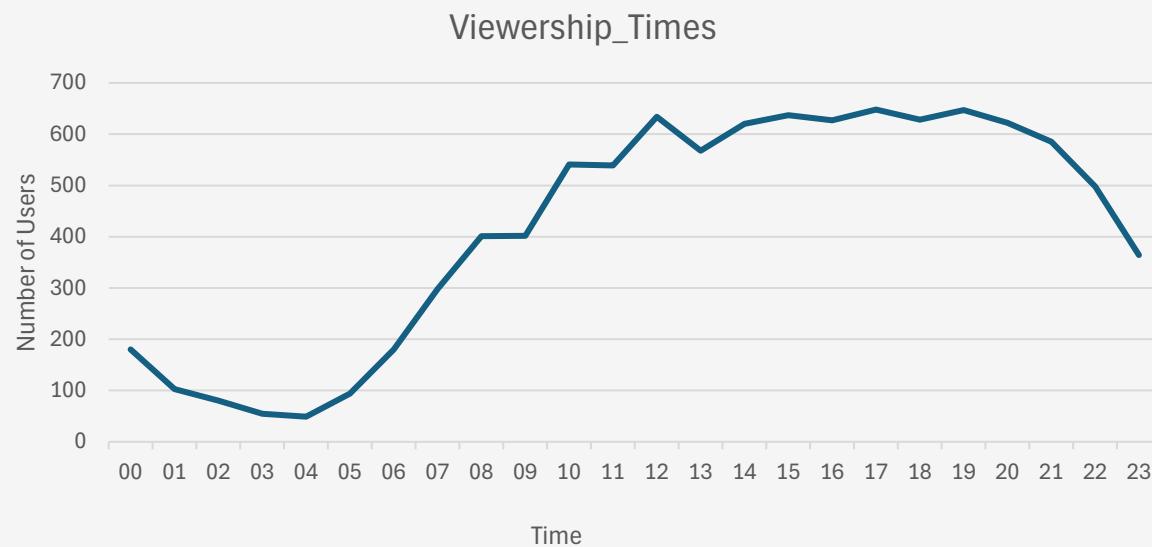
Below is Viewership age and the majority viewers range between 18-50.



# Viewership Times

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



# Executive Summary

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

## Recommendations

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- 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.

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Thank you