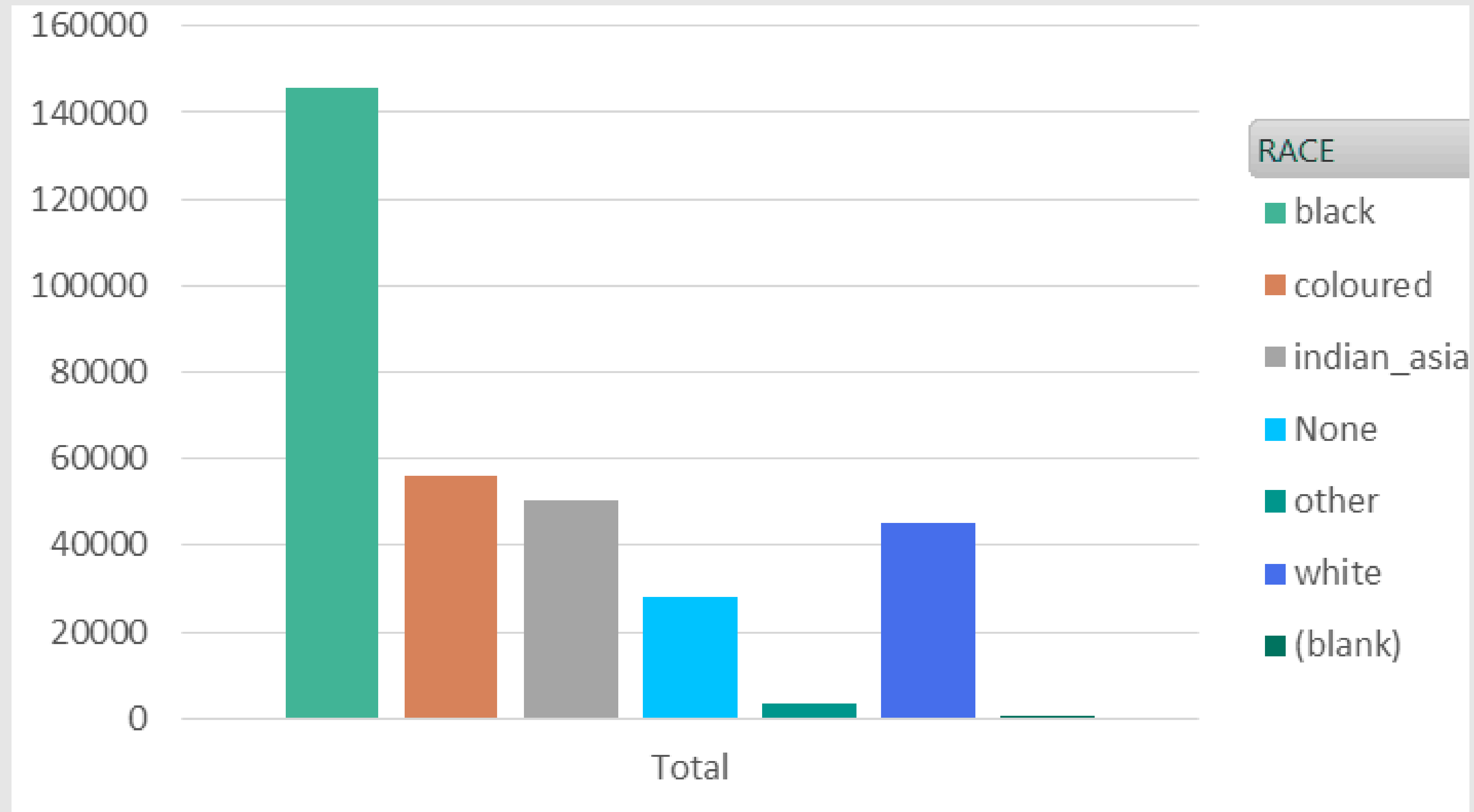


Bright Television

By Hernie Ngwana

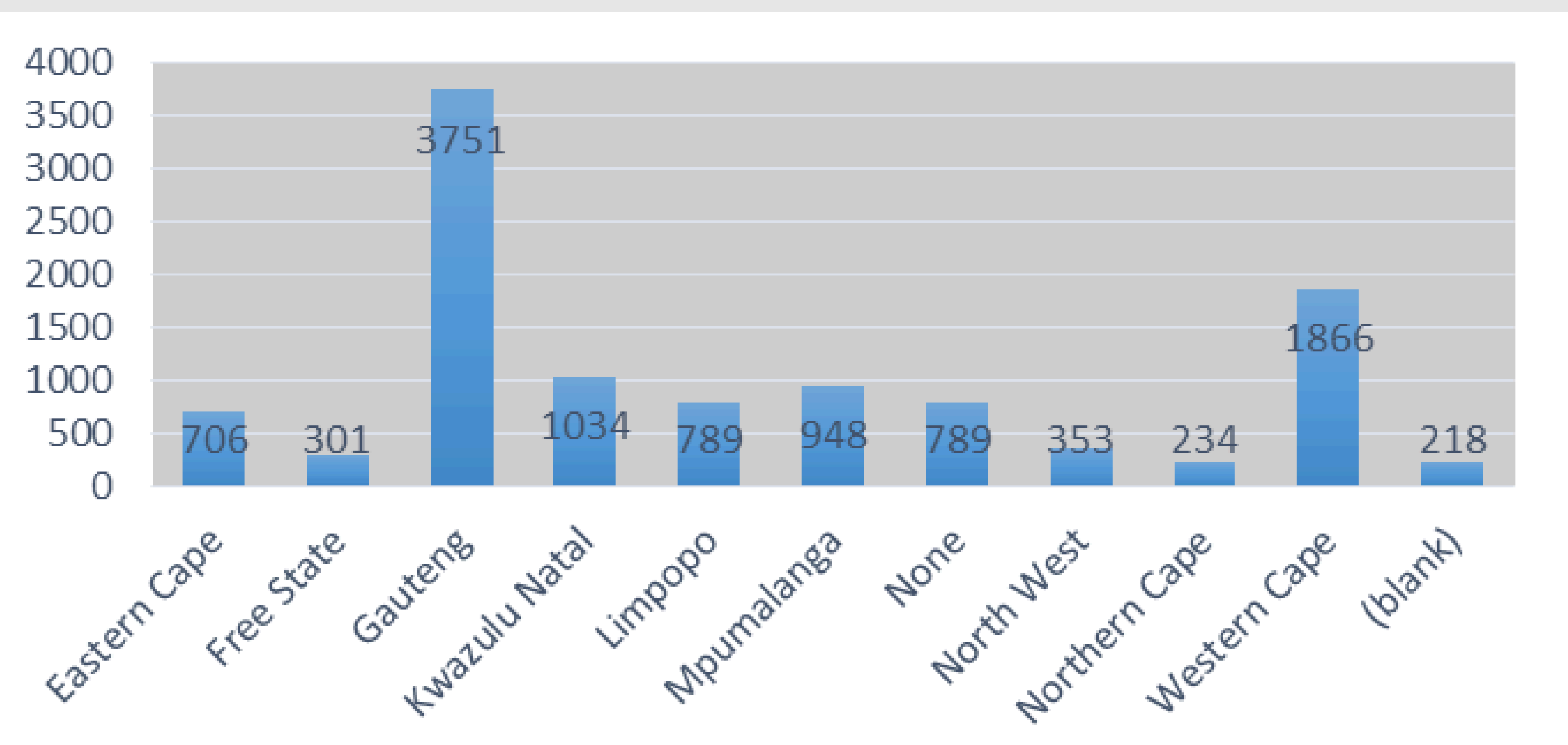


Viewership by Race



- Black audiences exhibit high level of viewership, blacks viewership remains notably ‘High’ according to recent audience analytics among the engaged demographic groups

Vieweship by Province



- Gauteng has more number of views than any other Province.
- Distinct viewers= 3751

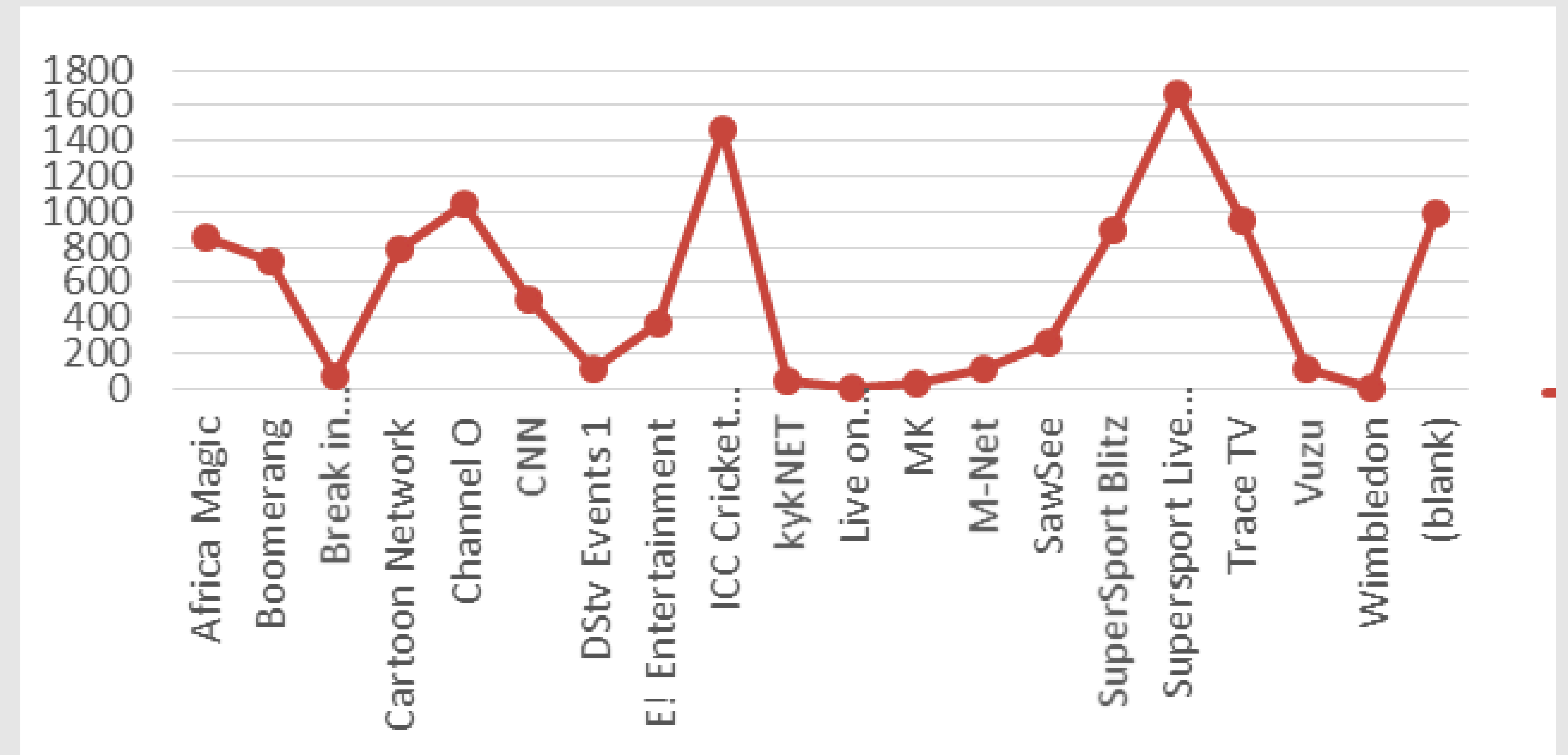




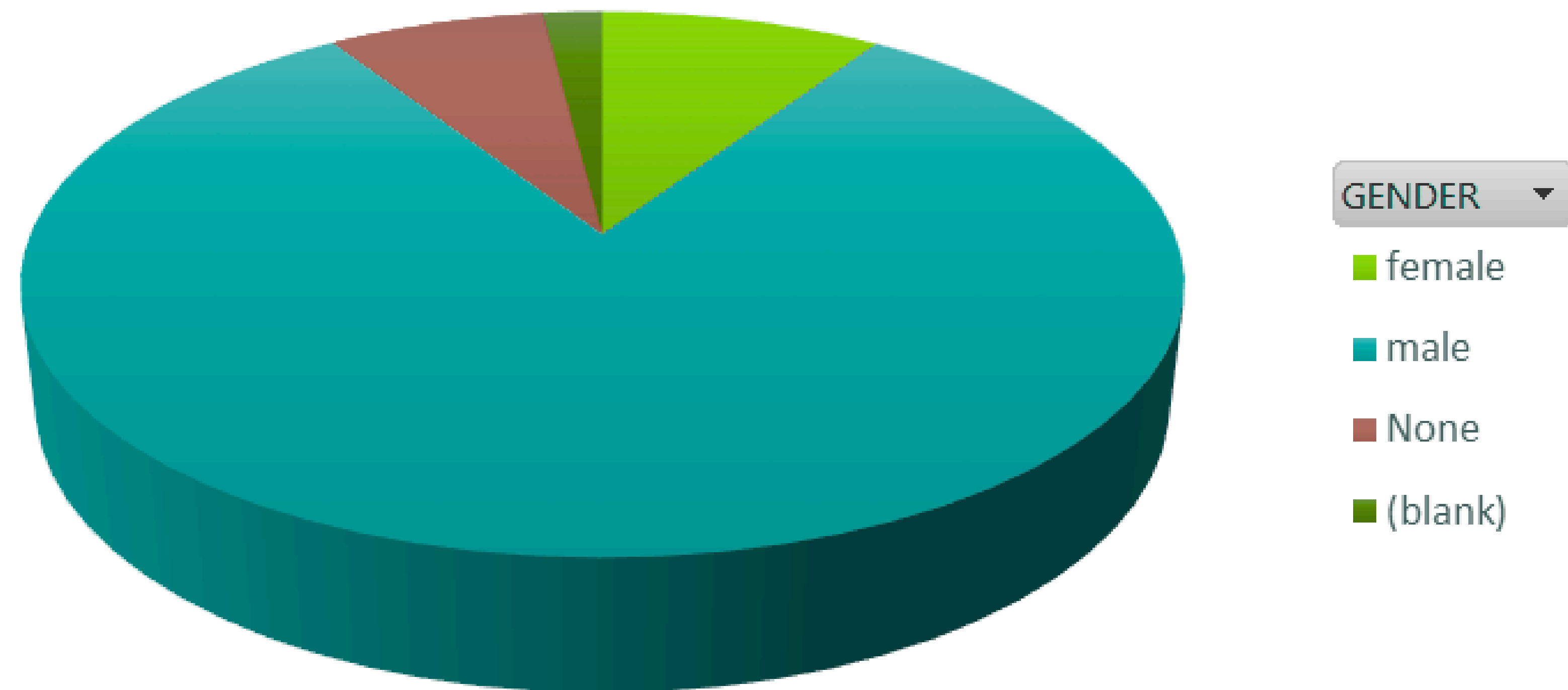
- Supersport Live Events outperforms all other channels in viewership, reflecting strong audience for real-time sport content.



Viewership by each Channel

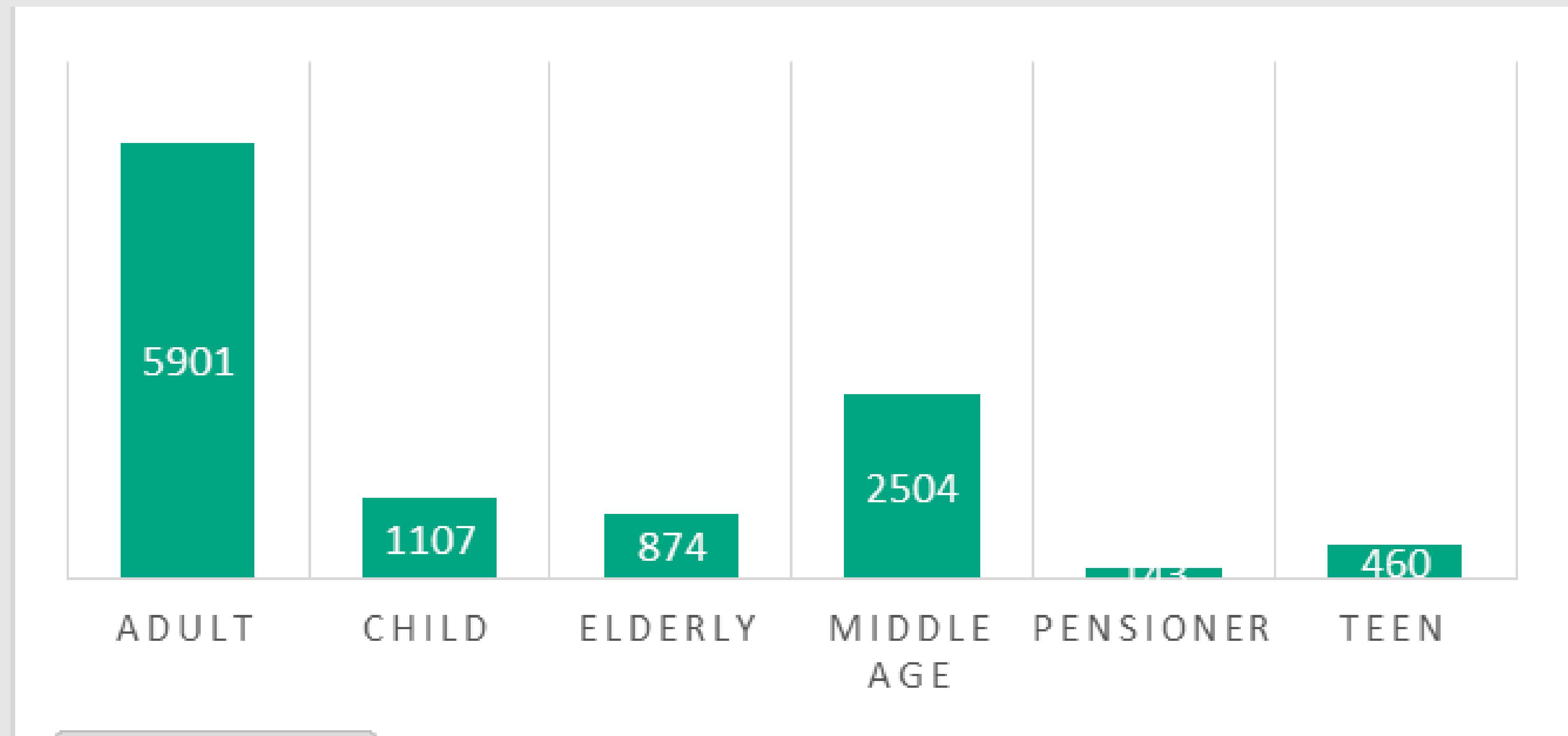


Viewership by Gender



- Males are the ones who dominated the views with 8956 viewers

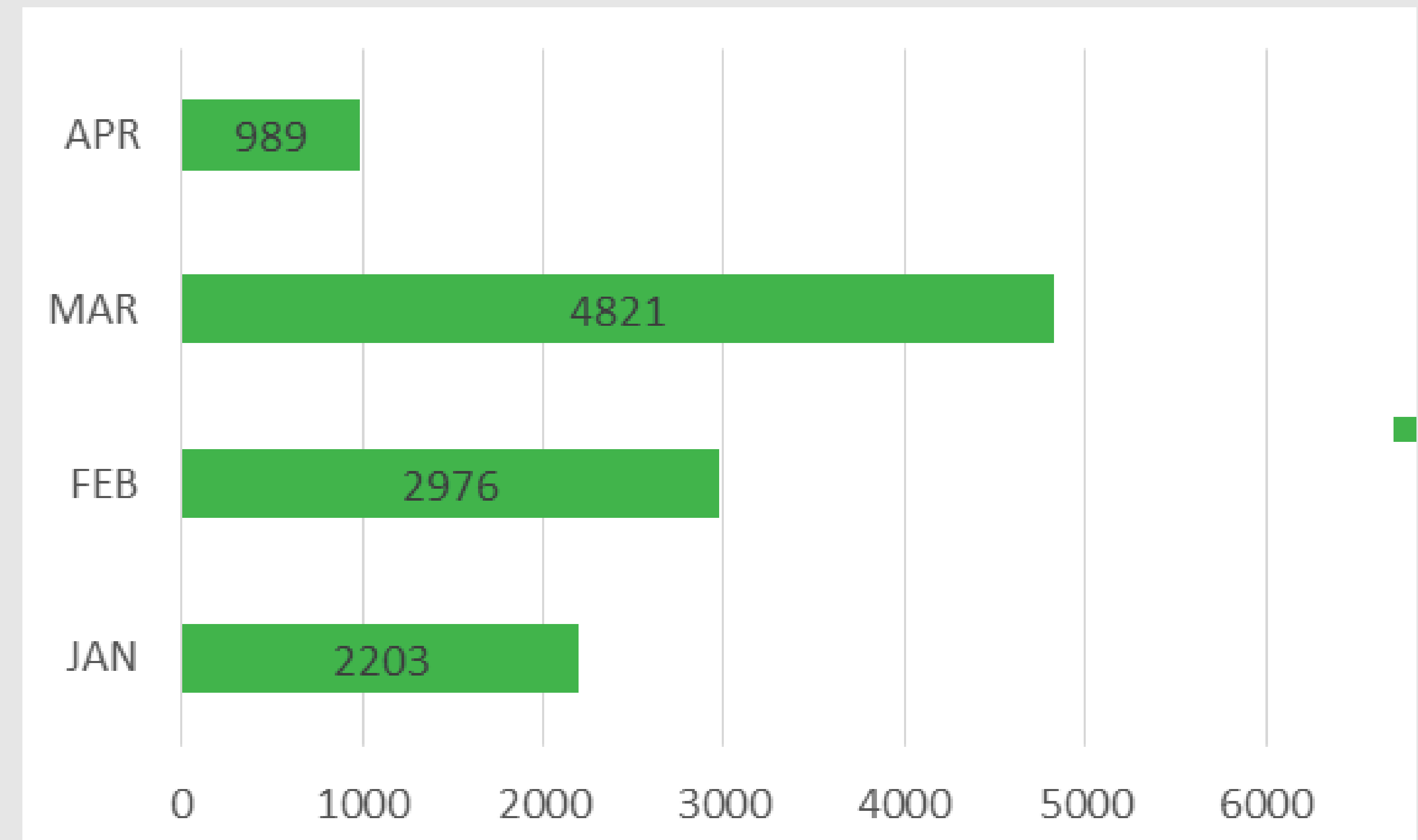
Viewership by Age group



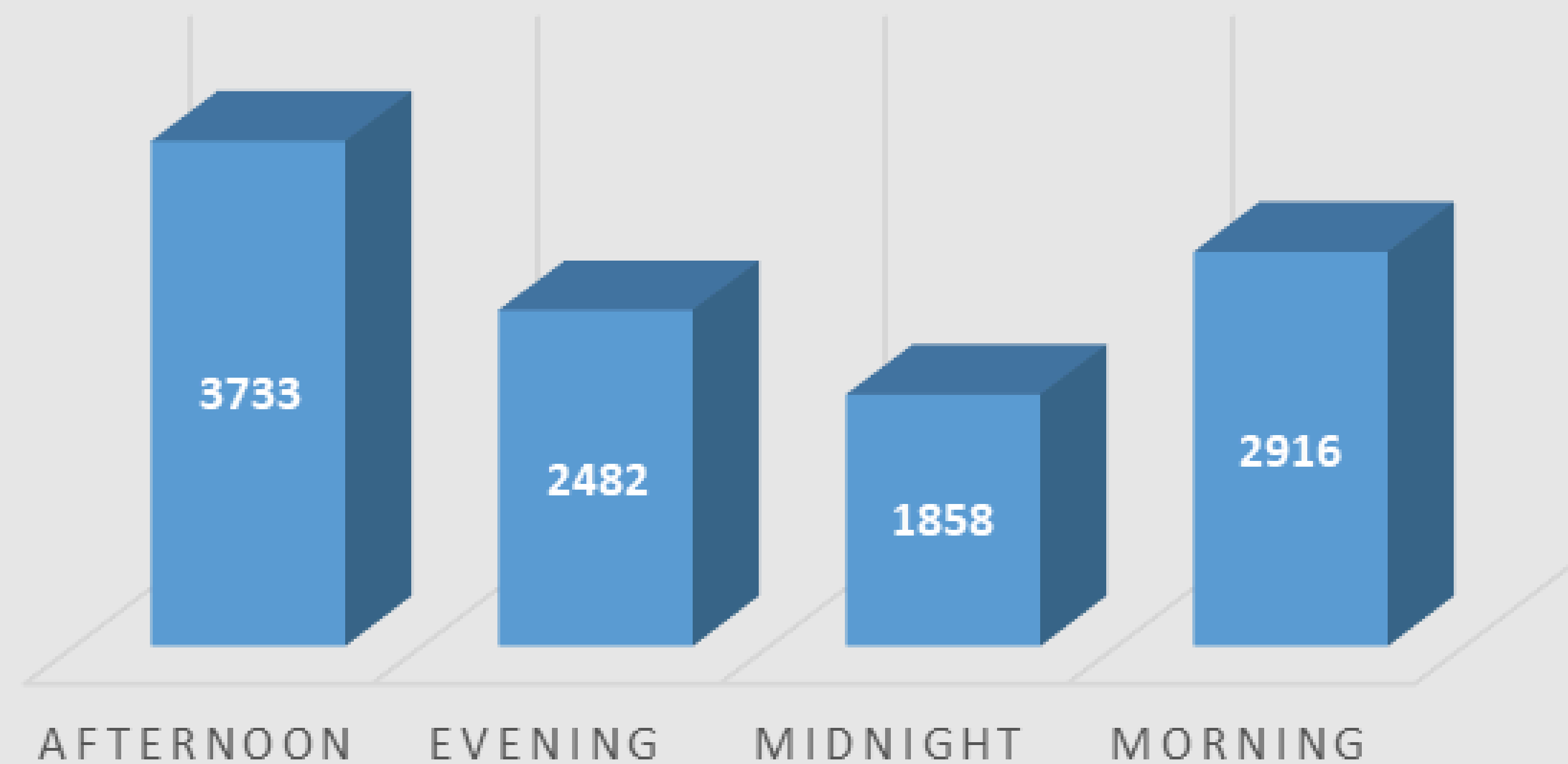
- Television is overwhelmingly dominated by adults with the total of 5901 viewers

Viewership from Jan-Apr

- The views kept on increasing from January to March, they drastically increased in March then in April the views dropped sharply



Viewership by time of the day



- Analysis indicates that television viewership is highest during the afternoon hours, with subsequent declines observed in the morning, evening and reach the lowest levels at midnight.

Factors affecting consumption

Location and Age have a great impact on number of views. When we take a look at Gauteng had the most viewership because it consist of high population of so many people from different races amongst all the Provinces. Then we see adults and middle age contributing to the viewership because they have interest in tv shows and trending stuff than pensioners.

Recomadations

- Create content that reflects values, experiences and stories of racial and age groups to foster stronger audience engagement.
- Provide content for underrepresented viewer segments to unlock new markets and expand overall audience base.
- Offer discounts and promotions to attract viewers

Thank You!