



BrightLight Tv



who's watching what & when?



DATA OVERVIEW

Data sets provide

- 1. User profiles**
- 2. Viewership**

The performance analysis was based on 3 months worth of information that ran through the months of January-March respectively.





Bright Tv's objective is to significantly grow the companys subscription base for the current financial year.





EXECUTIVE SUMMARY

Key Findings

- Gender and age patterns
- Provincial viewership breakdown
- Racial/ethnic diversity trends
- Top content preferences

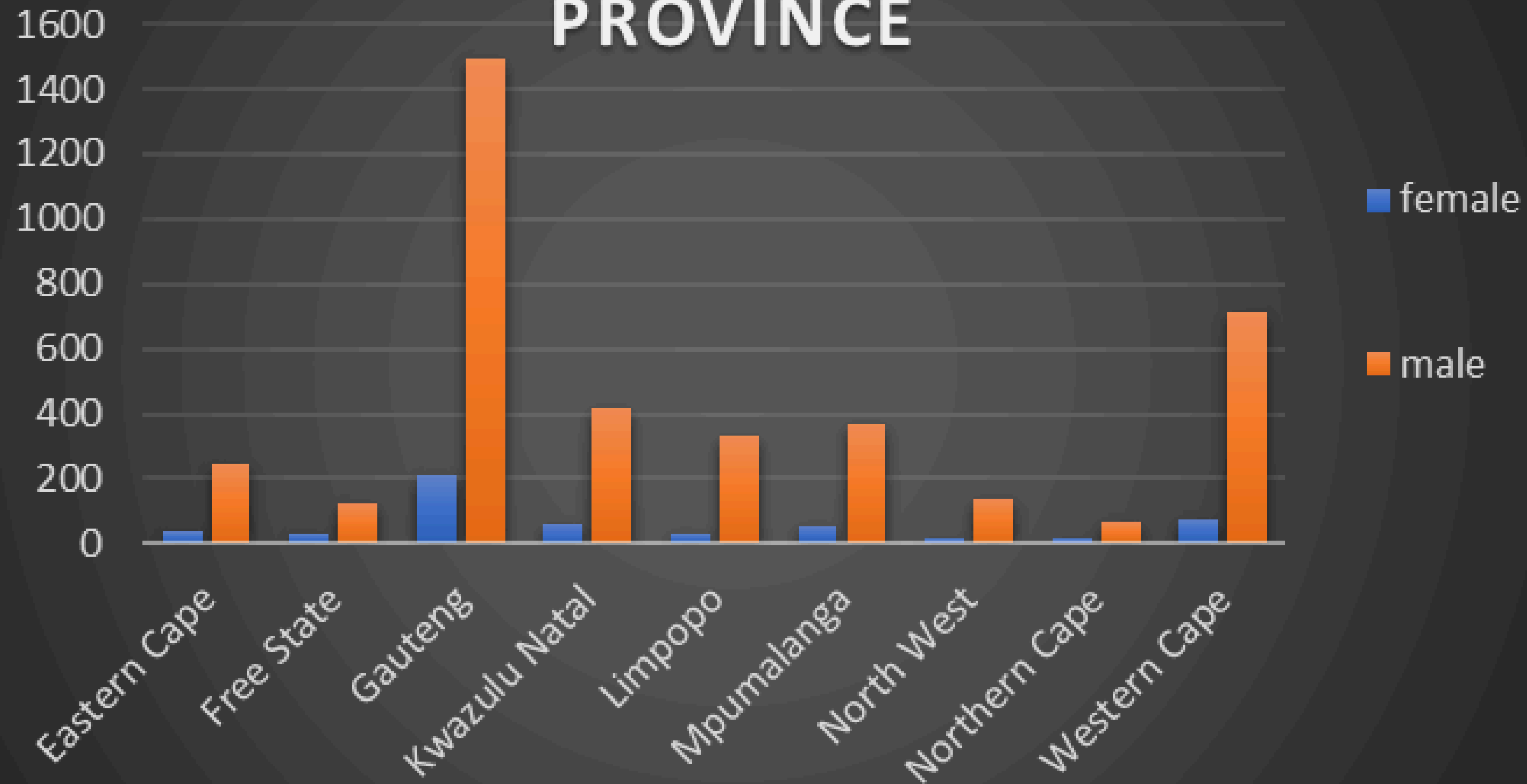


USER DEMOGRAPHICS

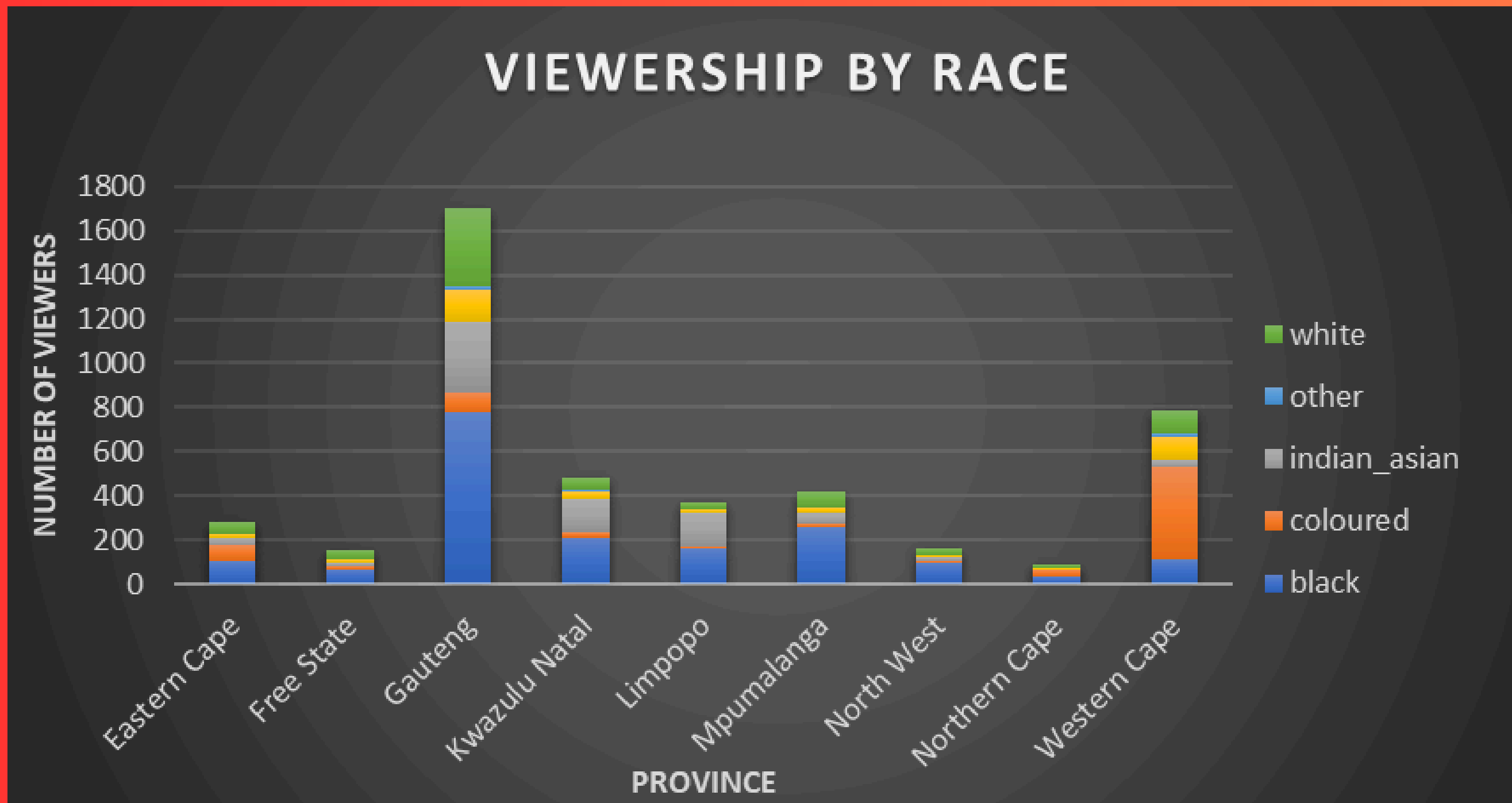


- **GENDER**
- **RACE**
- **PROVINCE**

VIEWERSHIP BY GENDER AND PROVINCE



- **Male viewership dominates across all provinces, especially Gauteng**
- **This indicates content is currently more appealing to male audiences**



1. Majority of viewers in gauteng are Black, but there's a noticeable presence across all racial categories.

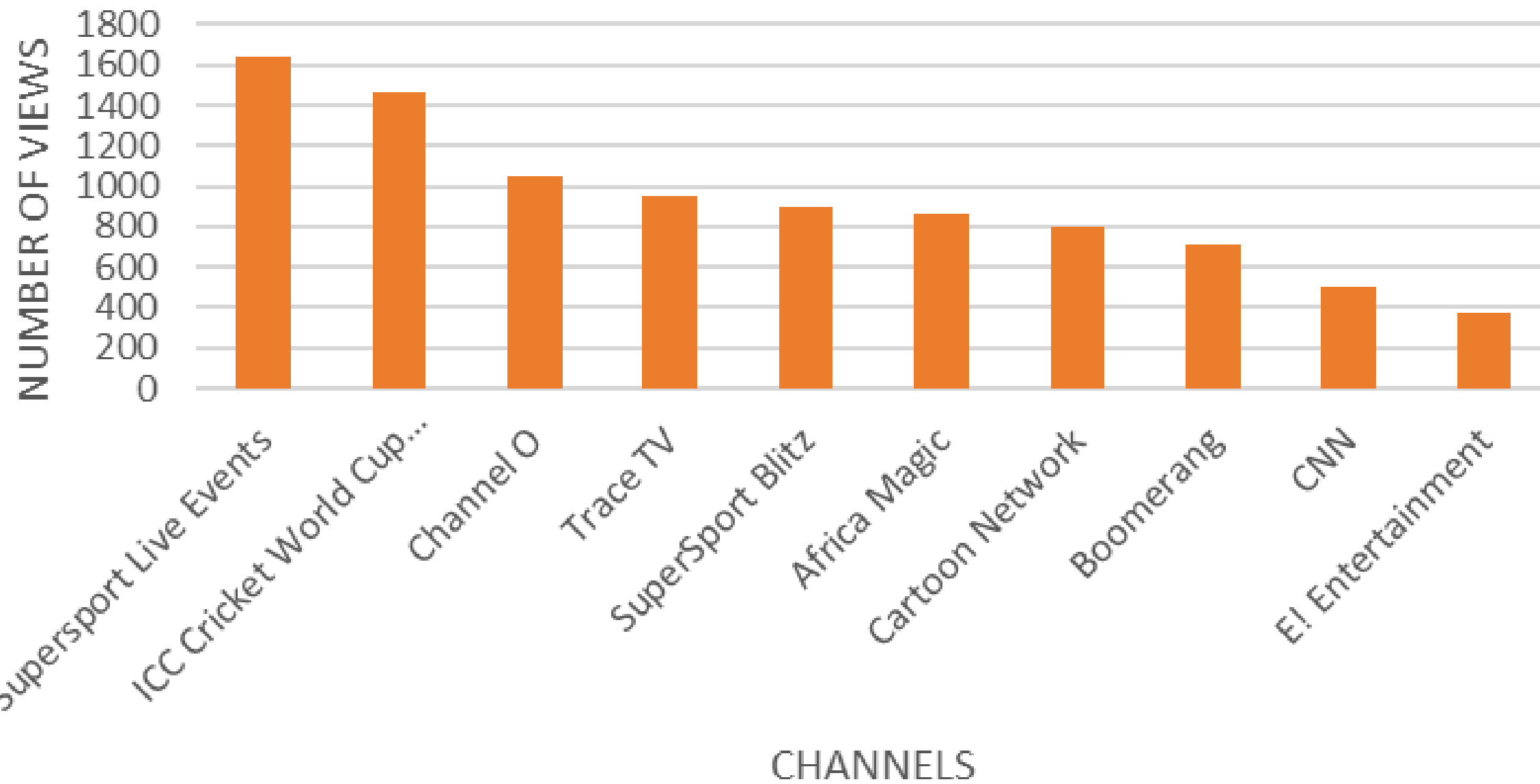
2. A large portion of viewers in the Western Cape are Coloured followed by white and black. Racial distribution here is more balanced than other provinces

3. Kwazulu natal has a visible section of asian/indian viewers- this aligns due to its demographic makeup

VIEWERSHIP DEMOGRAPHICS

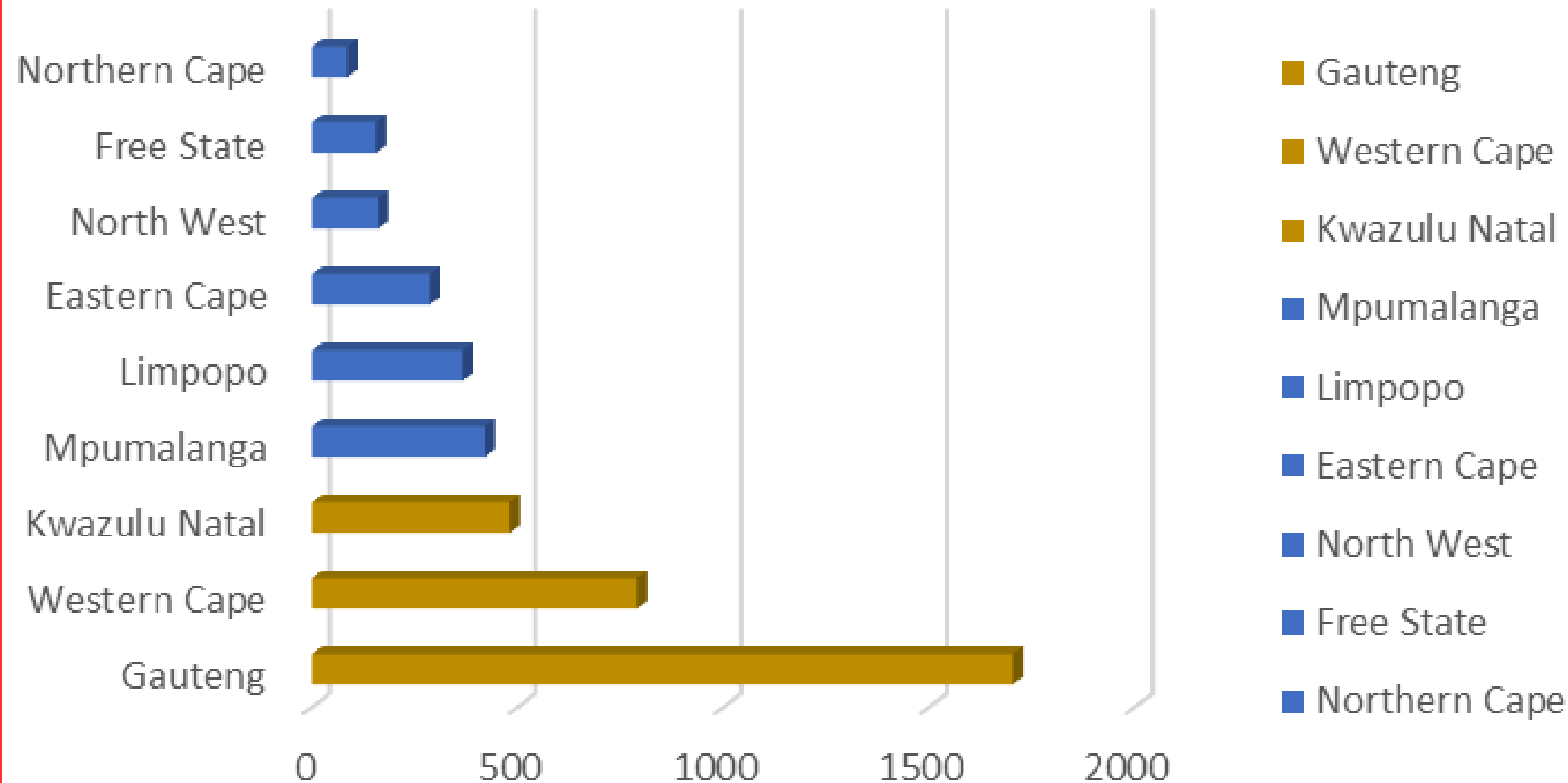


TOP 10 MOST WATCHED CHANNEL



- Live sports dominate viewership, with Supersport Live Events and ICC Cricket World Cup leading, highlighting a strong preference live shows
- Entertainment and music channels like Channel O and Trace TV rank highly, suggesting strong engagement with music and pop culture content.
- channels like Cartoon Network and Boomerang pointing to youth and family viewers, while Africa Magic and E! Entertainment attract drama and lifestyle fans.

TOP PROVINCES BY VIEWER COUNT

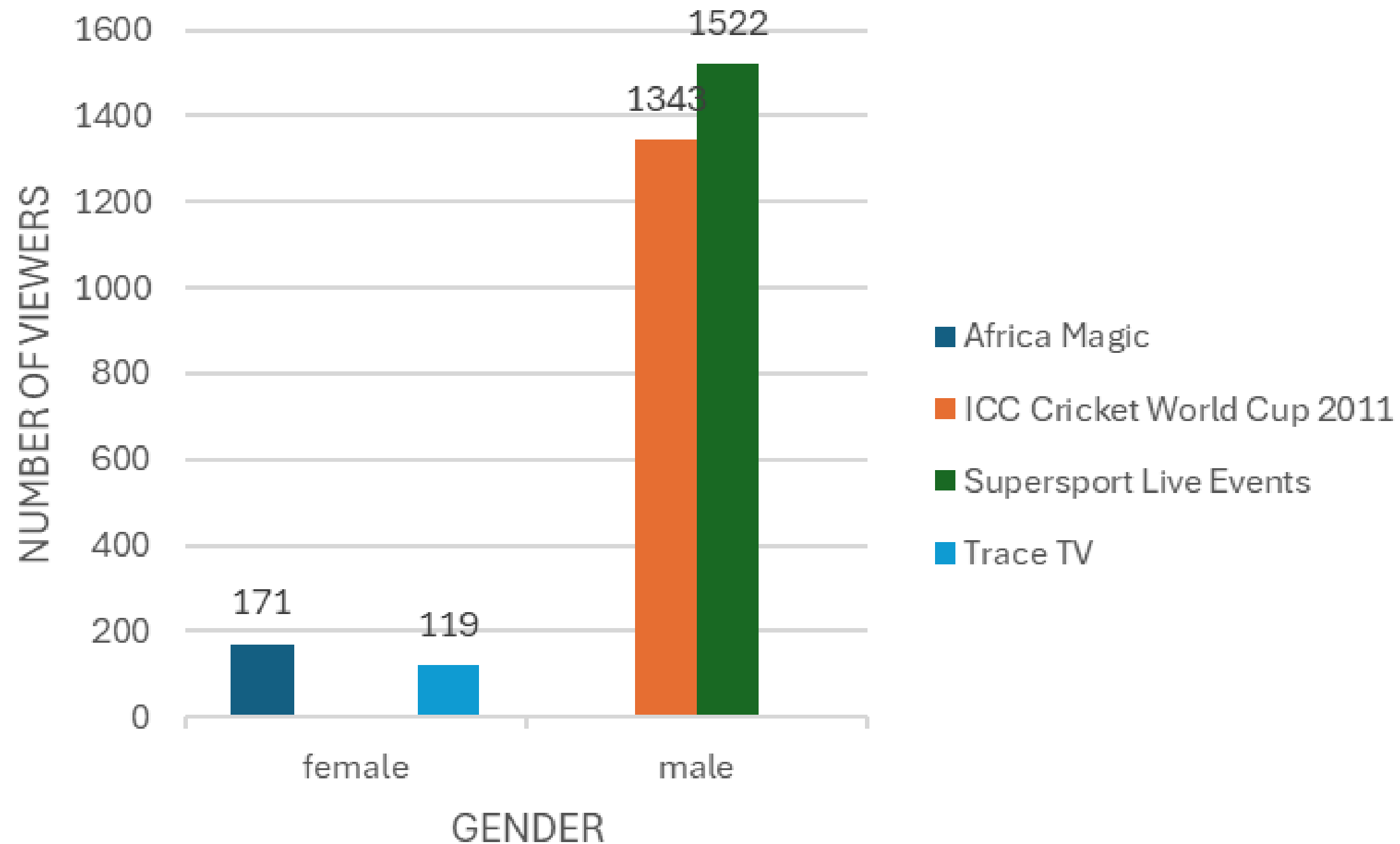
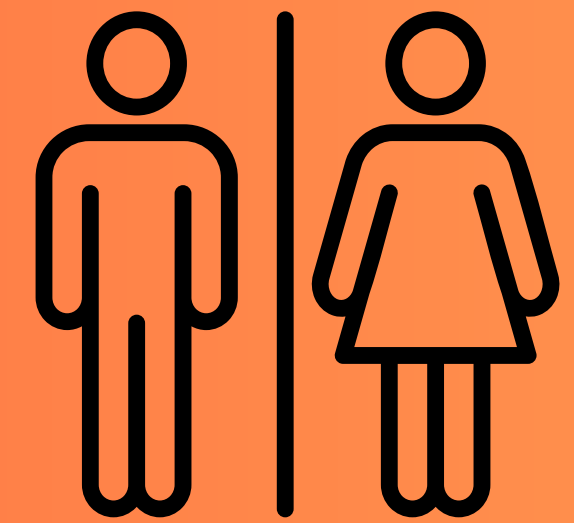


Top 3 Provinces

- This indicates a strong urban audience concentration.
- Most viewers are from highly populated, developed cities like Gauteng(Johannesburg/Pretoria) and Western cape (Cape town) where access to TV,internet and media is more widespread.

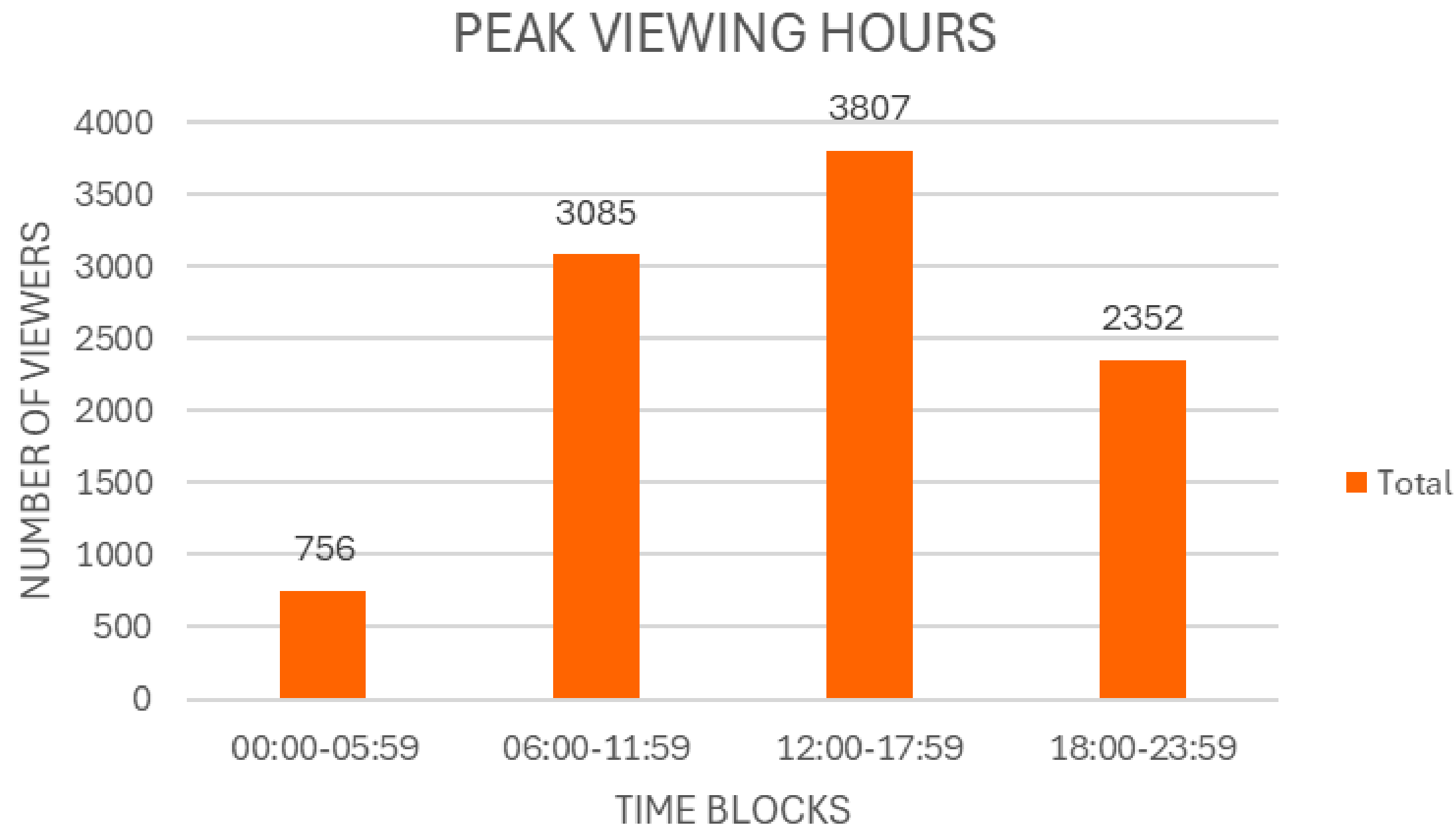


VIEWERSHIP BY GENDER



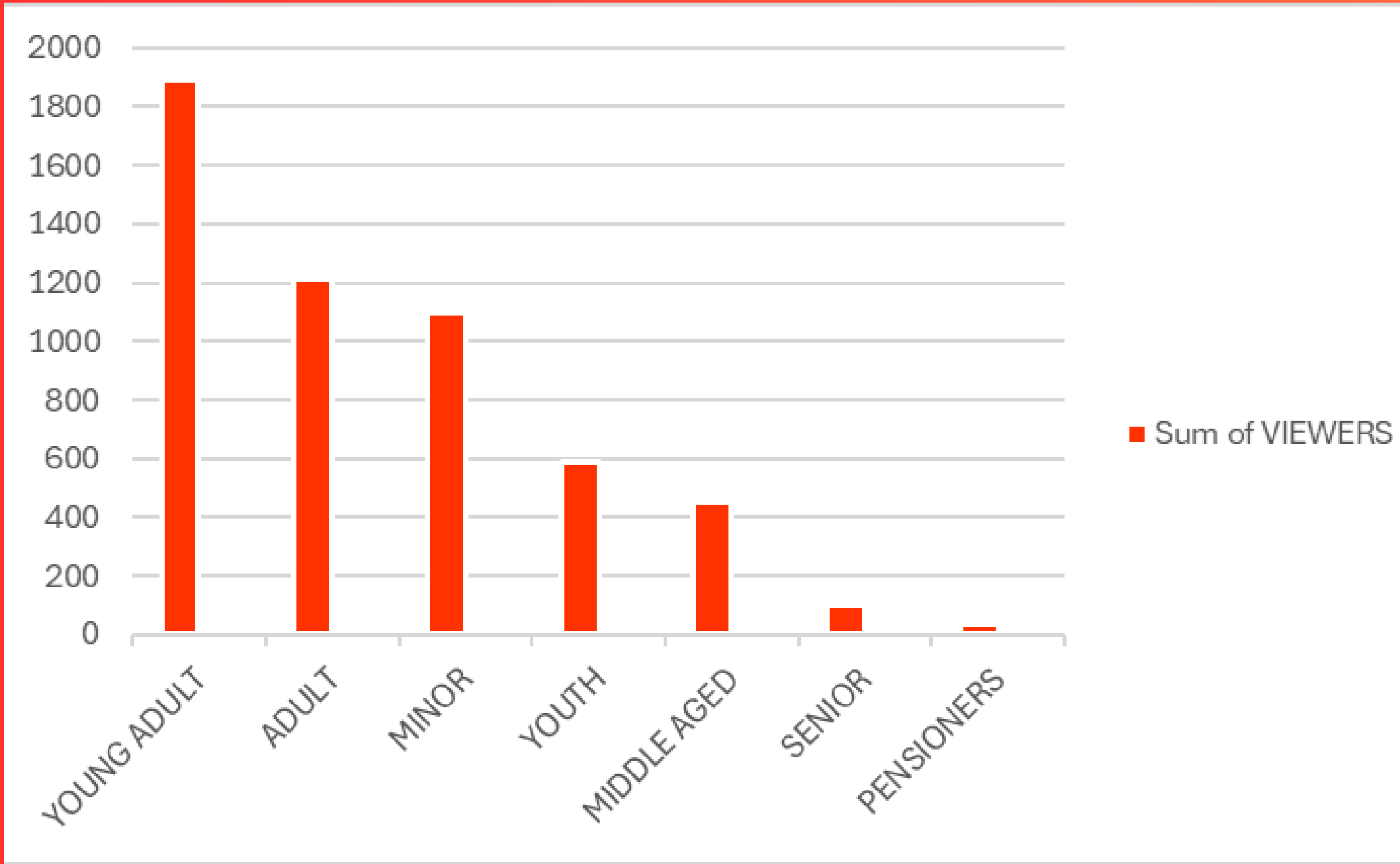
- Male viewers significantly outnumber females views.
- Strong male preference for sports channels
- Minimal female engagement with preferred entertainment channels.

PEAK VIEWING HOURS



- **Highest viewership: 12:00-17:59 (3,807 viewers)** this may reflect lunch-time/down time hours.
- **Morning engagement is quite high with 3085 viewers suggesting early risers/ at home audience.**
- **Lowest viewership : 00:00-05:59 (756 viewers)** naturally as this is time viewers are asleep.

VIEWERSHIP SPLIT BY AGE BUCKETS

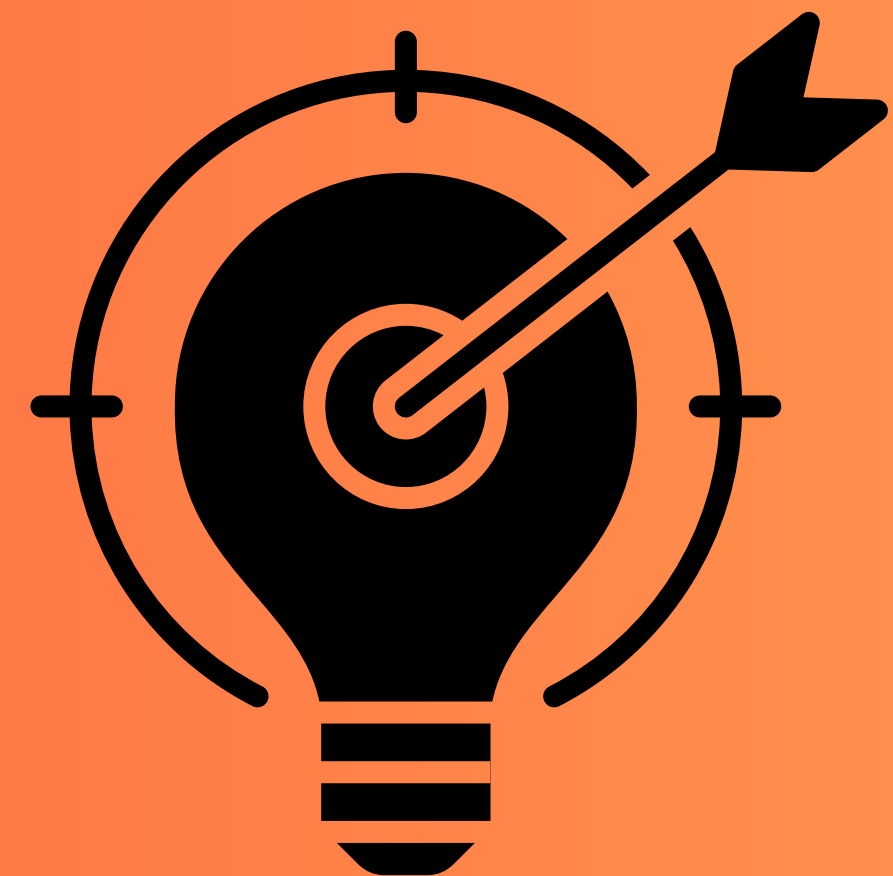


AGE BUCKET	DESCRIPTION
<18	MINOR
18-24	YOUTH
25-34	YOUNG ADULT
35-44	ADULT
45-54	MIDDLE AGE
55-64	SENIOR
65+	PENSIONERS



CONCLUSION & KEY INSIGHTS for Bright TV

- **Strong male dominated audience specifically in the Gauteng region highlighting a content engagement gap for female viewers**
- **Regional disparities exist, in the Northern Cape, Free state and Eastern Cape. these areas represent potential growth zones**
- **Midday is prime time viewing, making it the ideal window for premium content drops and advertisement.**
- **Content is mainly consumed by young adults and middle aged viewers.**
- **Night hours have low engagement making it suitable for low cost content.**



RECOMMENDATIONS FOR BRIGHT TV

- **Low female viewership** across all regions, suggests current content may not be catering well to female audiences.
- **Tailored programming** (e.g more reality shows, beauty ,home & lifestyle, cooking content) or **targetted marketing** could help **bridging the gap**.
- **In low viewership regions**, produce content that reflects local cultures, languages and interests.
- **Introduce affordable subscription plans** ; Including low cost or mobile only plans to appeal price sensitive areas/audiences or for viewers that are unable to access TV's.
- **launch a refer-a-friend program** or family subscriptions to encourage organic growth and household sharing.

