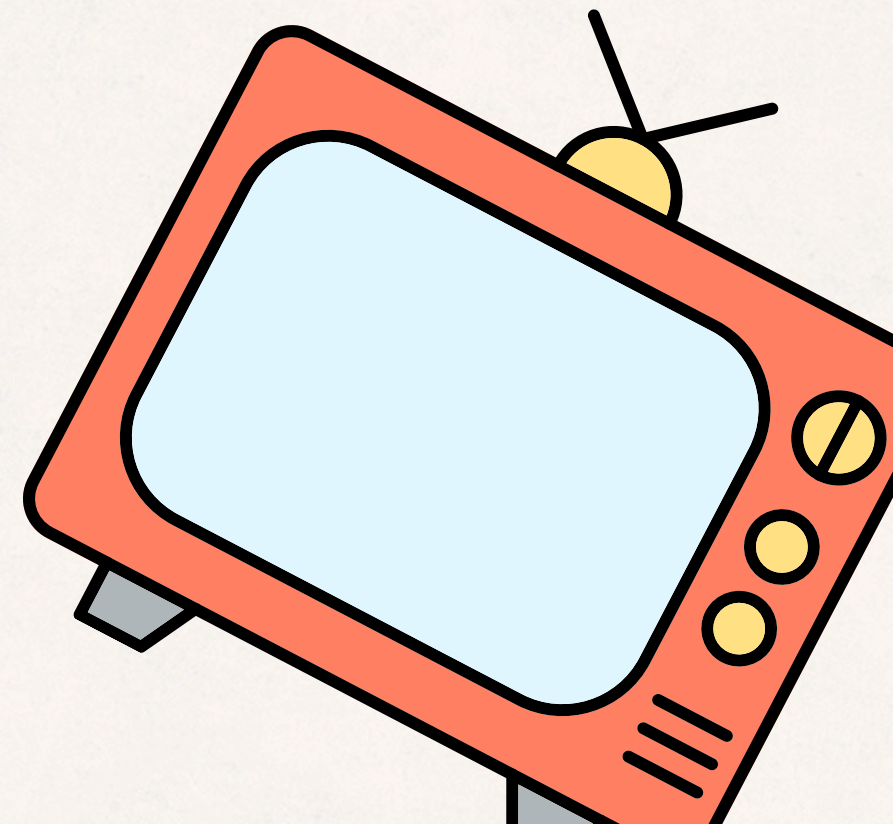




BrightTV Viewership Analytics

Innocetia Nemukula



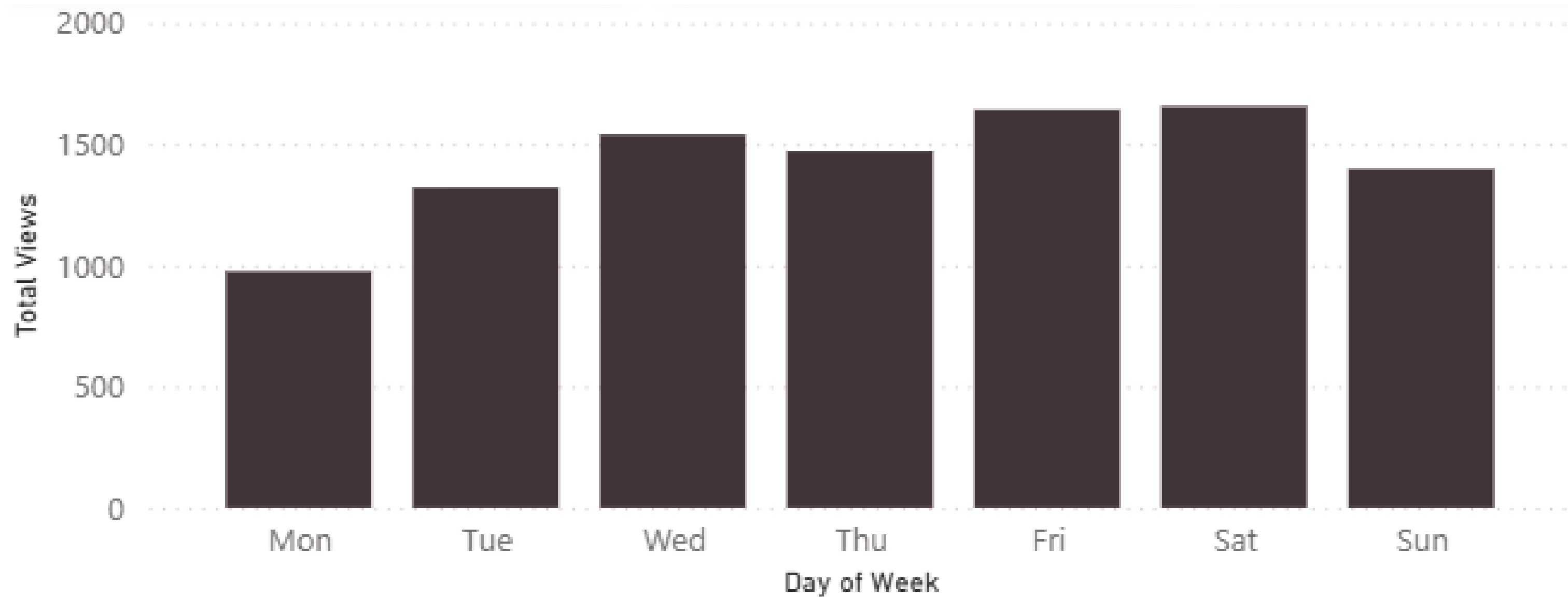
Agenda

- ✓ Objectives
- ✓ User and usage trends
- ✓ Key insights
- ✓ Recommendations
- ✓ Conclusion

Objectives

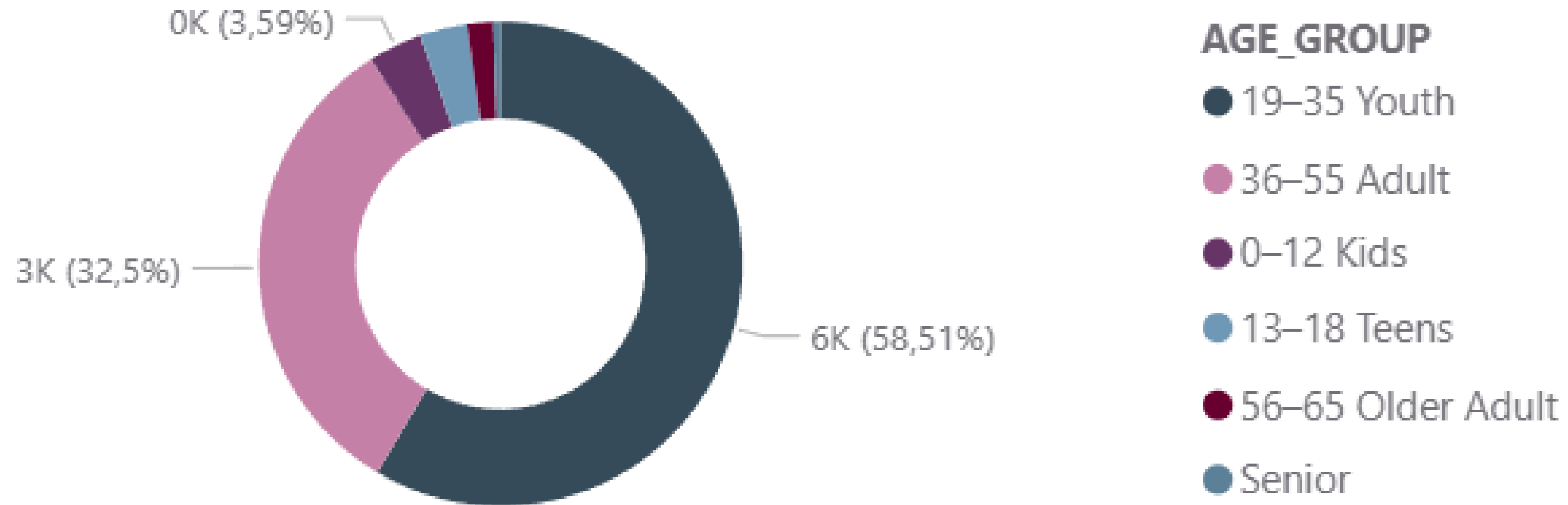
- ✓ Identify peak viewing times and content engagement
- ✓ Profile the BrightTV audience
- ✓ Analyze user behavior and viewing patterns
- ✓ Recommend strategies to grow the user base
- ✓ Conclusion

Weekly Viewership



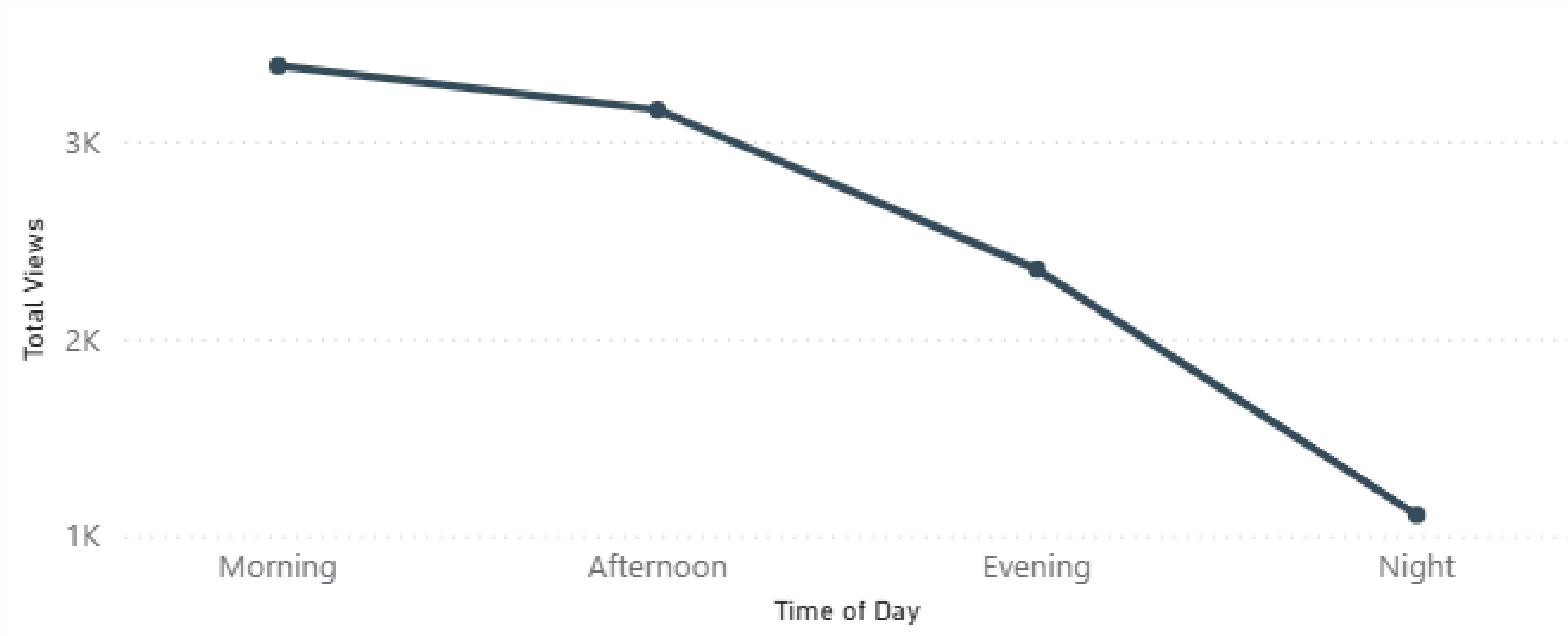
- **Monday has the lowest engagements**
- **The engagements peaks on Friday**

Viewership by Age group



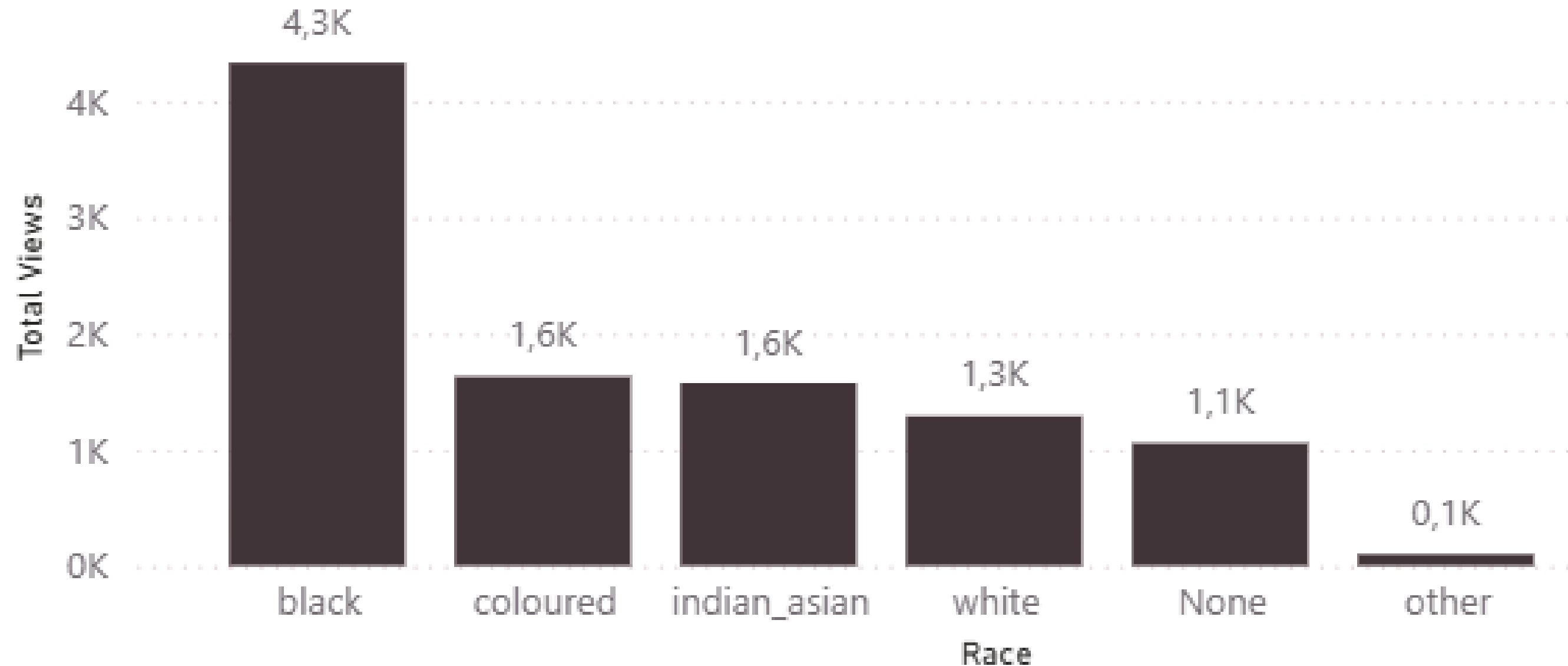
- The Youth contributes the most viewership with 58.5%
- Followed by the Adults with 32,5%
- Seniors have the least viewership

Viewership by Time of Day



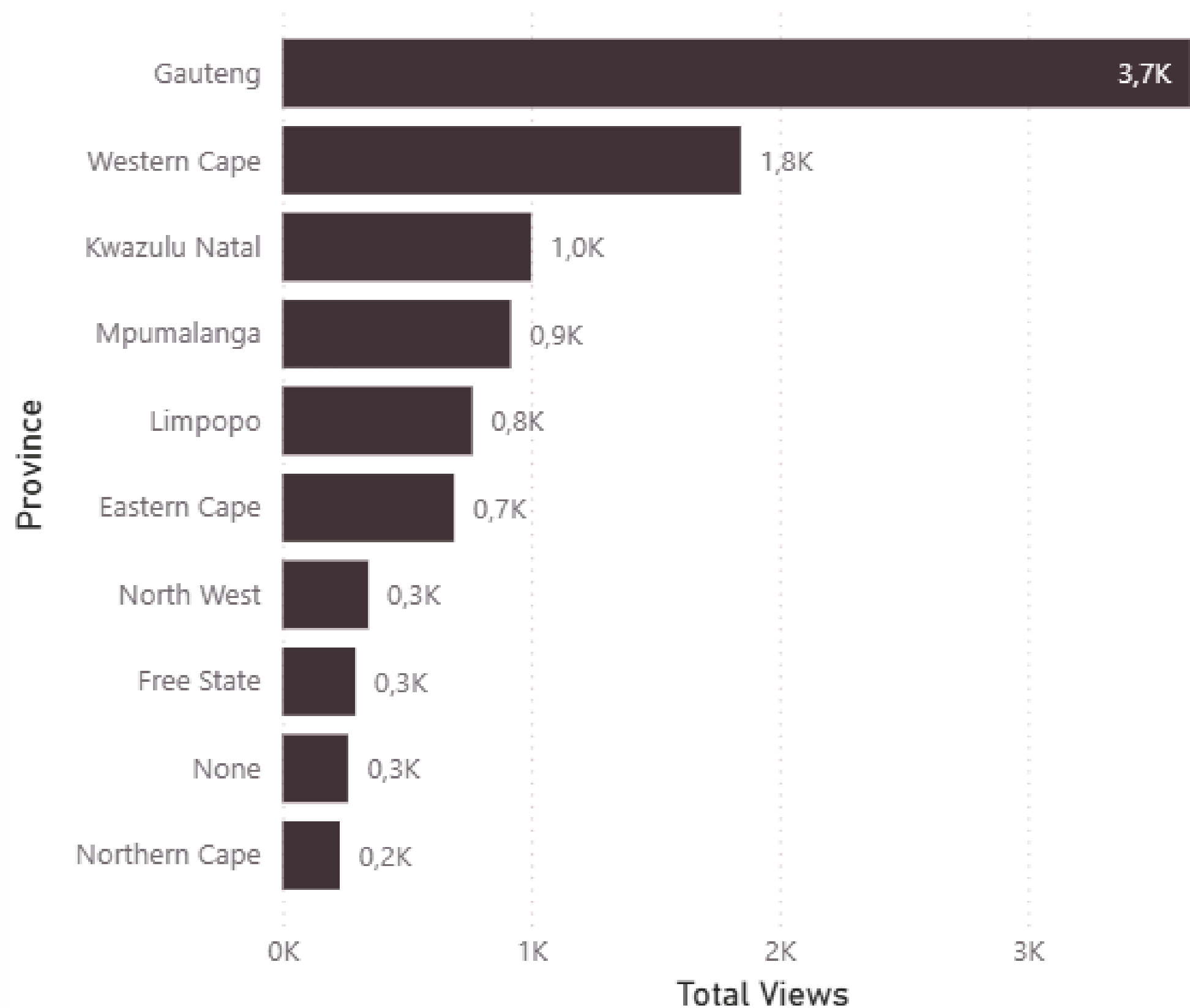
- There is a steady decline in views as the day progresses with morning having the highest number of views (around 3.3k) and Night has the lowest views (about 1.1k)

Viewership by Race



- **Black users make up the largest share of BrightTV's audience at 43.3%**
- **Uncategorized users contributes 10.7% of the audience**

Viewership by Province



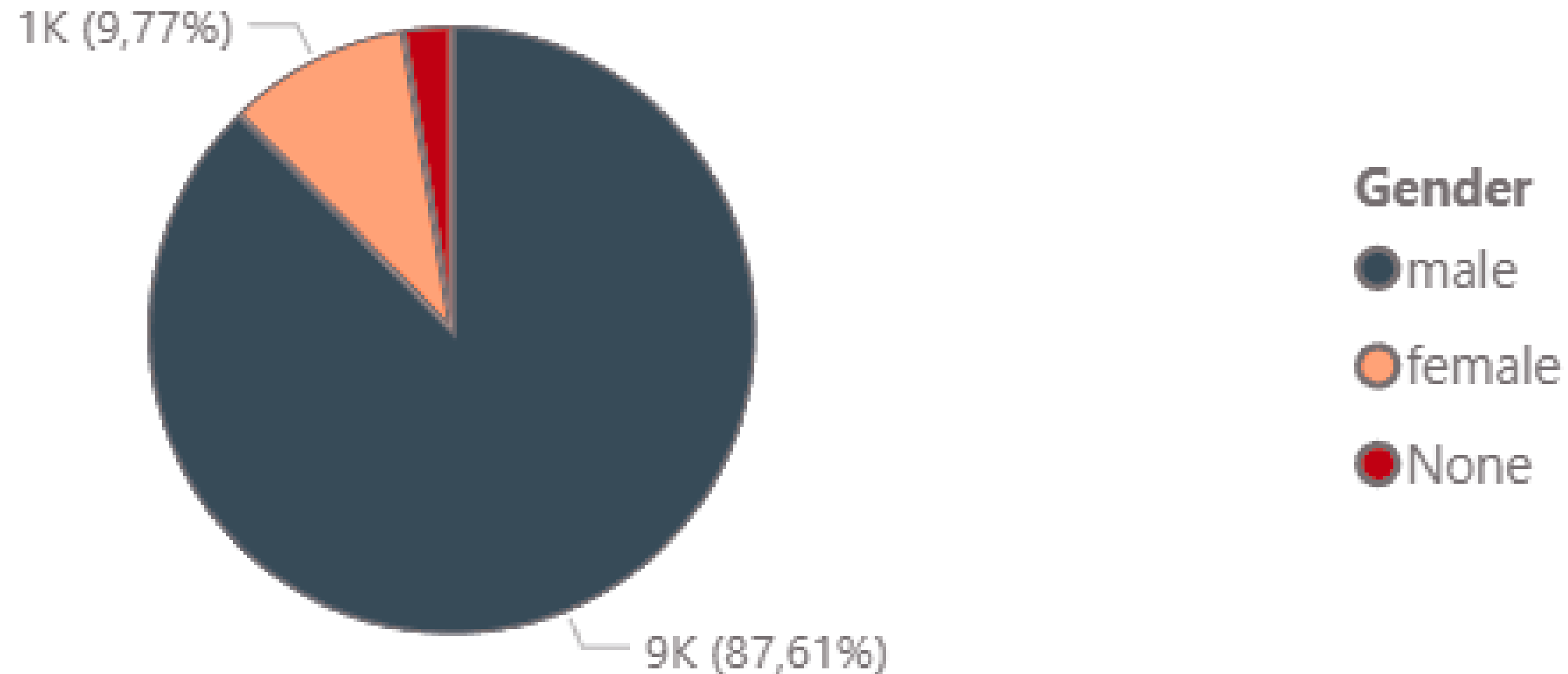
- **Gauteng has the highest viewership (3.7K)**
- **The least engagements comes from Northern Cape**

Viewership by Channel

CHANNEL_NAME ▲	Total Views
Africa Magic	859
Boomerang	714
Break in transmission	66
Cartoon Network	793
Channel O	1050
CNN	505
DStv Events 1	107
E! Entertainment	367
ICC Cricket World Cup 2011	1465
kykNET	45
Live on SuperSport	2
MK	32
M-Net	116
SawSee	255
SuperSport Blitz	896
Supersport Live Events	1662
Trace TV	952
Vuzu	111
Wimbledon	3
Total	10000

- **Most watched channel is Supersport Live Events with 1662 views**
- **MK is the least viewed channel**

Viewership by Gender



- **Male users accounts for 88% of the viewership**
- **Female users contribute 9.7% of the viewership**
- **About 2.6% of the views have no gender specified**

Factors influencing consumption



User demographics

- Factors such as Age, gender and geographic location show clear engagement differences with Youth and urban provinces driving the most activity



Content type

- Viewers consistently prefer Sports and Entertainment channels.
- This highlights the influence of content type on consumption habits.



Behavioral patterns

- This includes the time of the day, and day of the week which influence viewing.
- High engagements occurs toward the weekends and during evening hours

Recommendations to increase consumption

- ✔ Launch short, binge-worthy mini-series on Monday. For example, sports highlights, sports documentaries, music concert highlights, This will boost engagements since sports and entertainment showed higher engagements.
- ✔ Launch short, binge-worthy mini-series on Monday. For example, sports highlights, sports documentaries, music concert highlights, This will boost engagements since sports and entertainment showed higher engagements.
- ✔ Offer special weekday loyalty rewards for watching on Monday or Tuesday. This could be in the form of airtime, data or shopping vouchers.
- ✔ Release light-hearted, comedy and family-friendly content earlier in the week to encourage engagement when viewers feels least active.
- ✔ Promote catch-up specials.
- ✔ Use influencers to promote shows for the low consumption days.

Initiatives to grow user base

- ✓ **Use Youth-focused content strategy**
 - Create and promote content specifically designed for younger audiences (19 -35 years) such as trending sports, series, reality TV, anime or action-heavy content
- ✓ **Referral programs**
 - Introduce a referral incentive program where users get rewards or viewing credits when they invite friends to subscribe
- ✓ **Localized marketing by Province**
 - Run targeted ads or offers based on province-specific behaviour, for instance, campaigns tailored to Gauteng vs. Limpopo
- ✓ **Partner with Universities and colleges**
 - Offer special student pricing, campus ambassador programs or bulk deals in collaboration with higher institutions
- ✓ **Free-trial weekends**
 - Let non-subscribers stream for free on weekends when engagement is already high
- ✓ **Mobile-optimized content**
 - Ensure Bright TV's content platform is fast, low-data and easy to use on smart phones
 - This includes vertical video, downloads or short-form mobile first series

Thank You

