

BRIGHT TV

PREMIUM

AGENDA

01

Viewership
Trends

02

Analysis

03

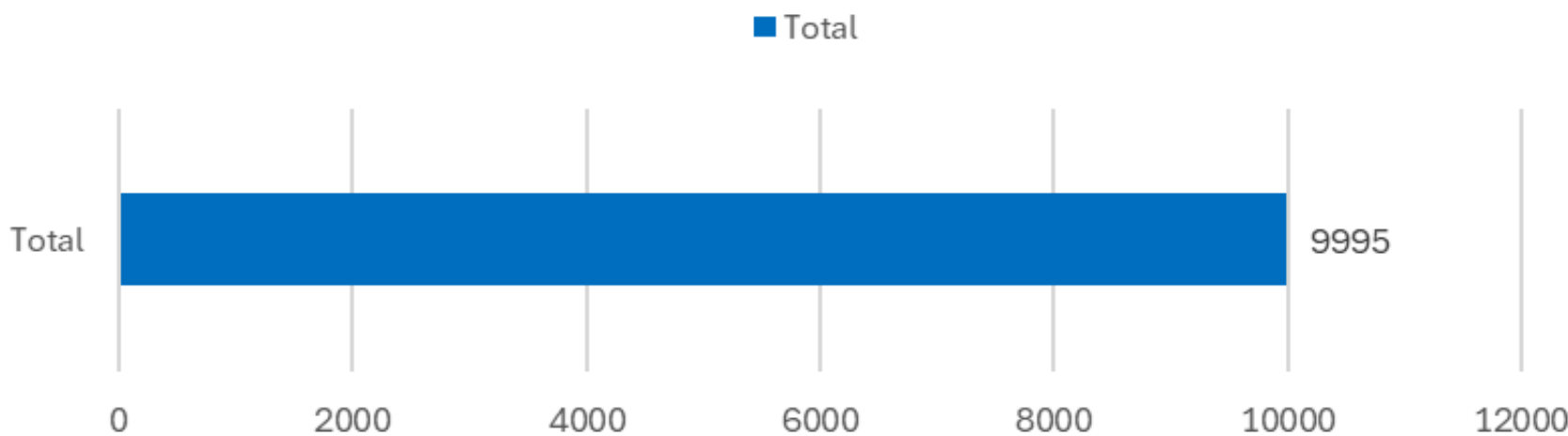
Recommendations

04

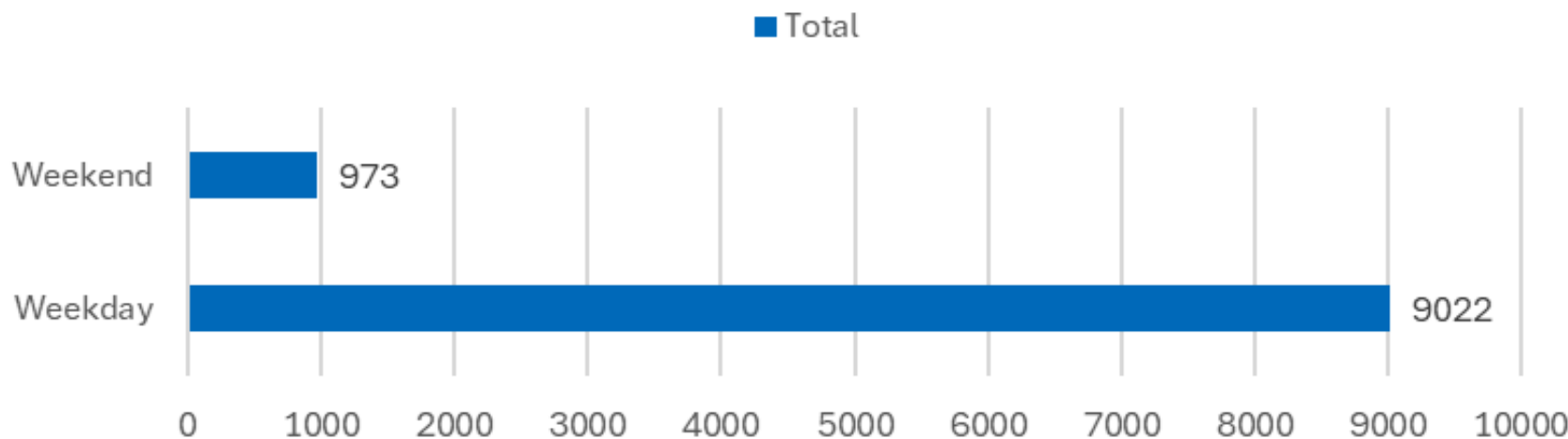
Closing remarks

VIEWERSHIP TRENDS

Total Viewers



Total Viewers By Week



Total Viewers Overview

- This is the cumulative number of viewers across all time periods measured.

Viewership by Time Period

- Weekday Viewers: 9,022 (= 90.3% of total)
- Weekend Viewers: 973 (= 9.7% of total)

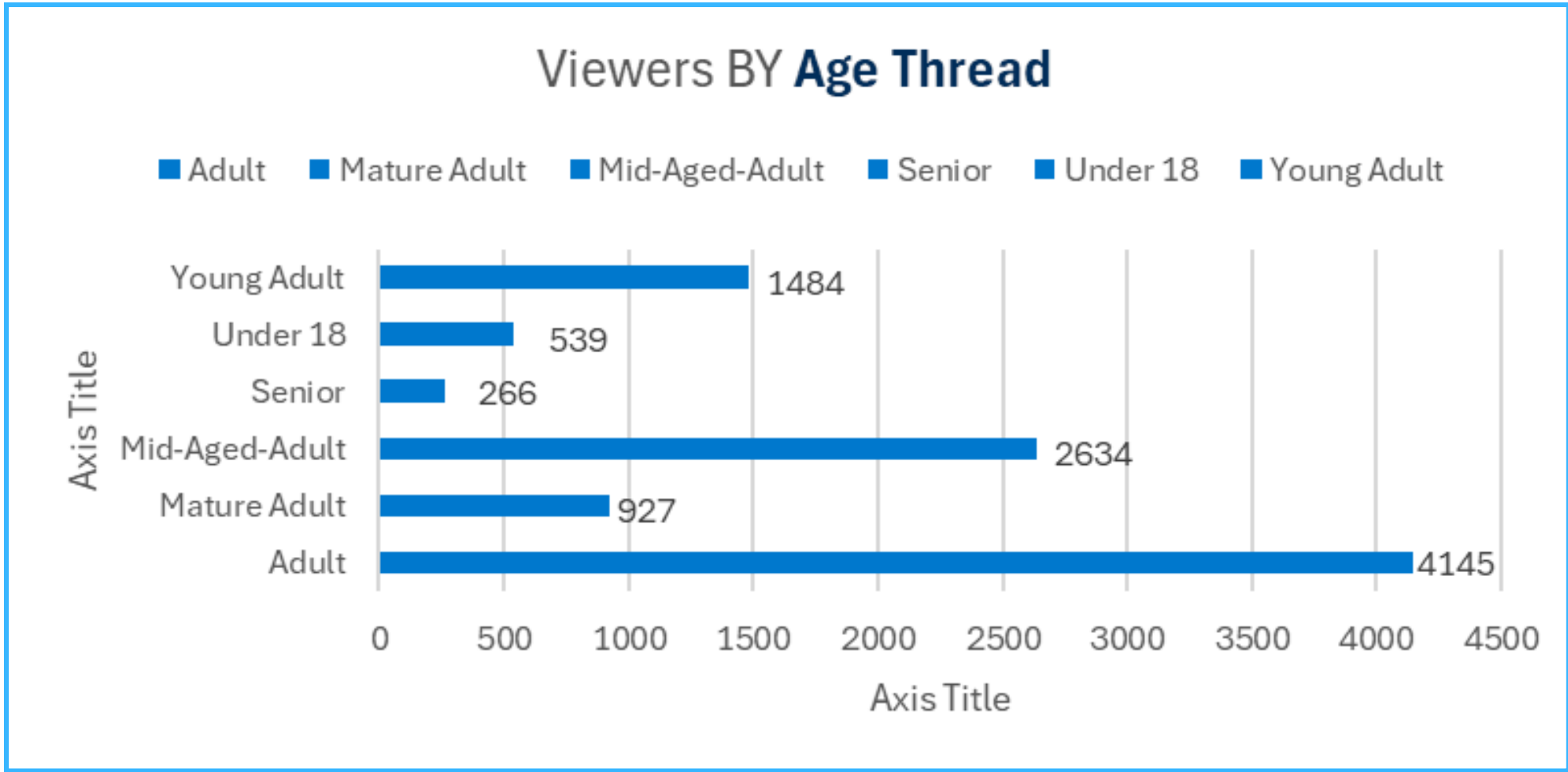
Key Insights

- **Weekday Dominance:** The vast majority of viewers engage during weekdays. This suggests that your content or platform is most active during standard workdays, possibly aligning with professional or routine usage patterns.
- **Weekend Drop-off:** Weekend viewership is significantly lower, indicating either reduced interest or competing priorities during leisure time.

Strategic Implications

- Execute content releases, promotions, or live events, weekdays are our prime window.
- Consider experimenting with weekend-specific content or formats to boost our engagement during off-peak times

VIEWERS AGE TRENDS



Key Takeaways

- **Dominant Segment:** Adults (likely 30–45 age range) make up nearly half of the viewership, suggesting content is resonating strongly with working professionals or parents.

- **Growth Opportunity**

Young Adults and Mid-Aged Adults together form a solid 44% — ideal for lifestyle, career, or entertainment content.

Underserved Audiences

- **Under18 (5.8%)**

Consider youth-focused outreach or gamified content.

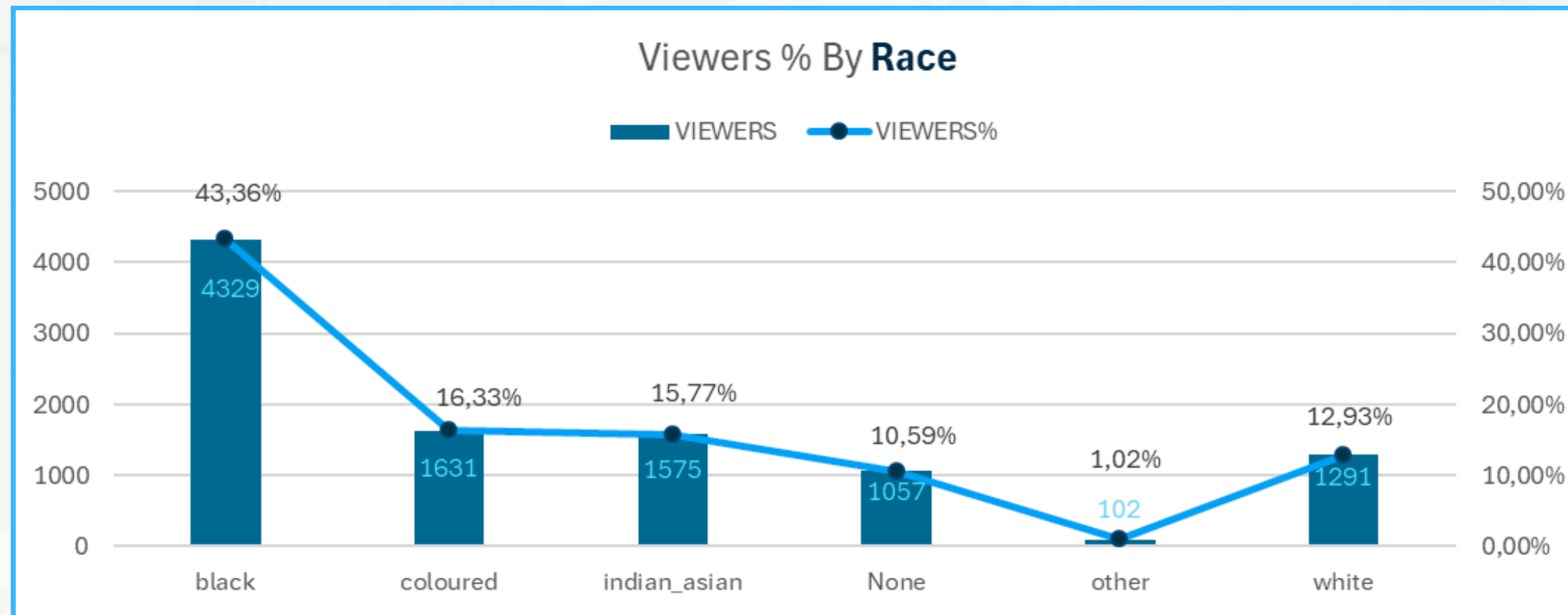
- **Seniors (2.9%)**

Could be a niche opportunity for health, finance, or legacy content.

- **Mature Adults (10%)**

May respond well to content around stability, family, or long-term planning.

VIEWERS PERCENTAGE TRENDS



Key Insights

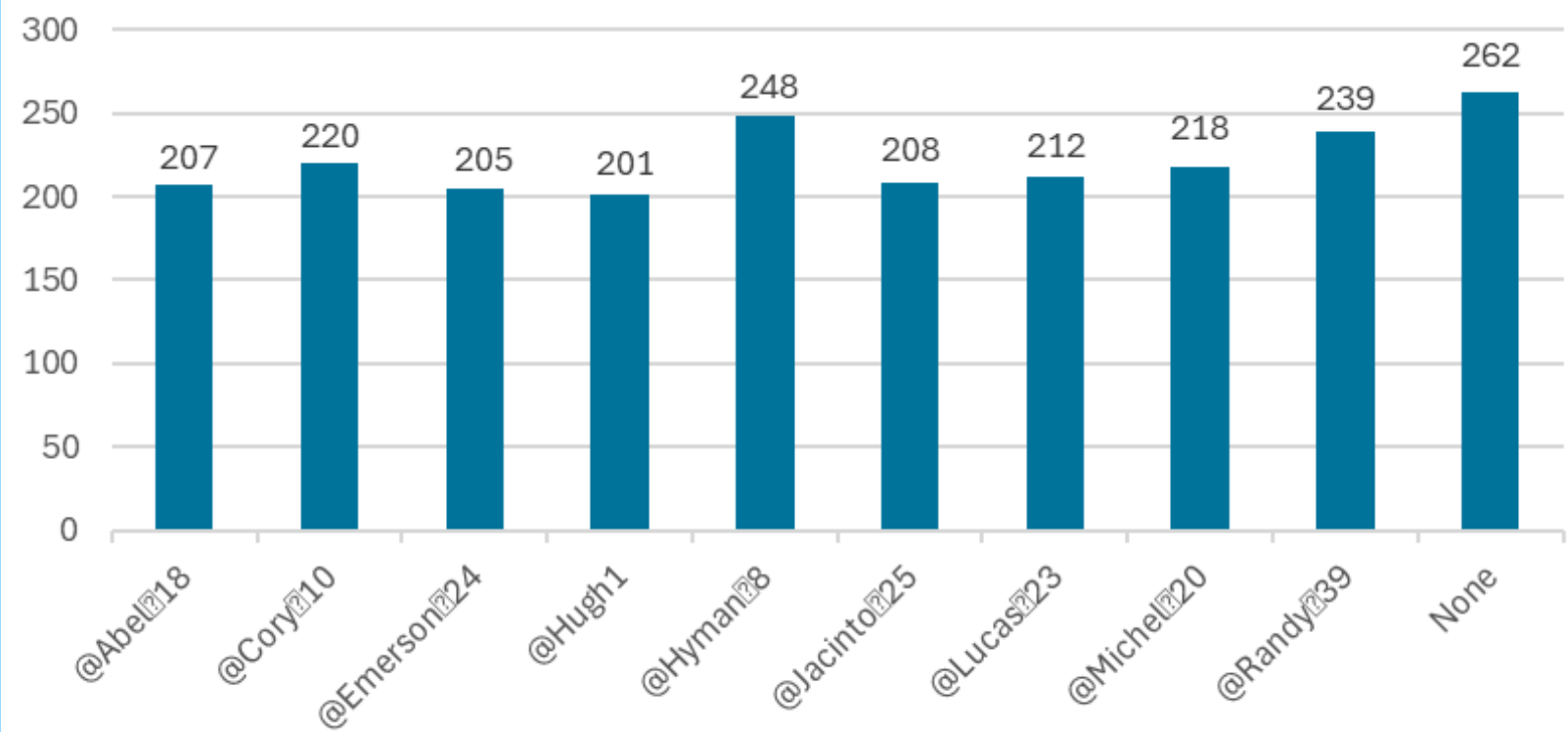
- **Black viewers** dominate the audience, accounting for over 43% — this is the primary segment to understand and serve.
- **Coloured** and **Indian/Asian** groups are nearly equal in size (~16%), representing strong secondary segments.
- **White** viewers form a notable 13%, suggesting potential for tailored outreach.
- **"None"** category (10.6%) may indicate missing or unclassified data — worth investigating for data quality or privacy opt-outs.
- **"Other"** category is minimal (1%), likely representing niche or mixed identities.

Strategic Recommendations

- **Content Strategy:** Prioritize cultural relevance and representation for Black audiences. Consider themes, language, and influencers that resonate.
- **Data Hygiene:** Review the "None" category — is it due to opt-outs, system gaps, or ambiguous classification?
- **Inclusive Messaging:** Ensure campaigns speak to Coloured, Indian/Asian, and White viewers with nuance — avoid one-size-fits-all.

CONSUMPTION & CATEGORICAL FACTORS

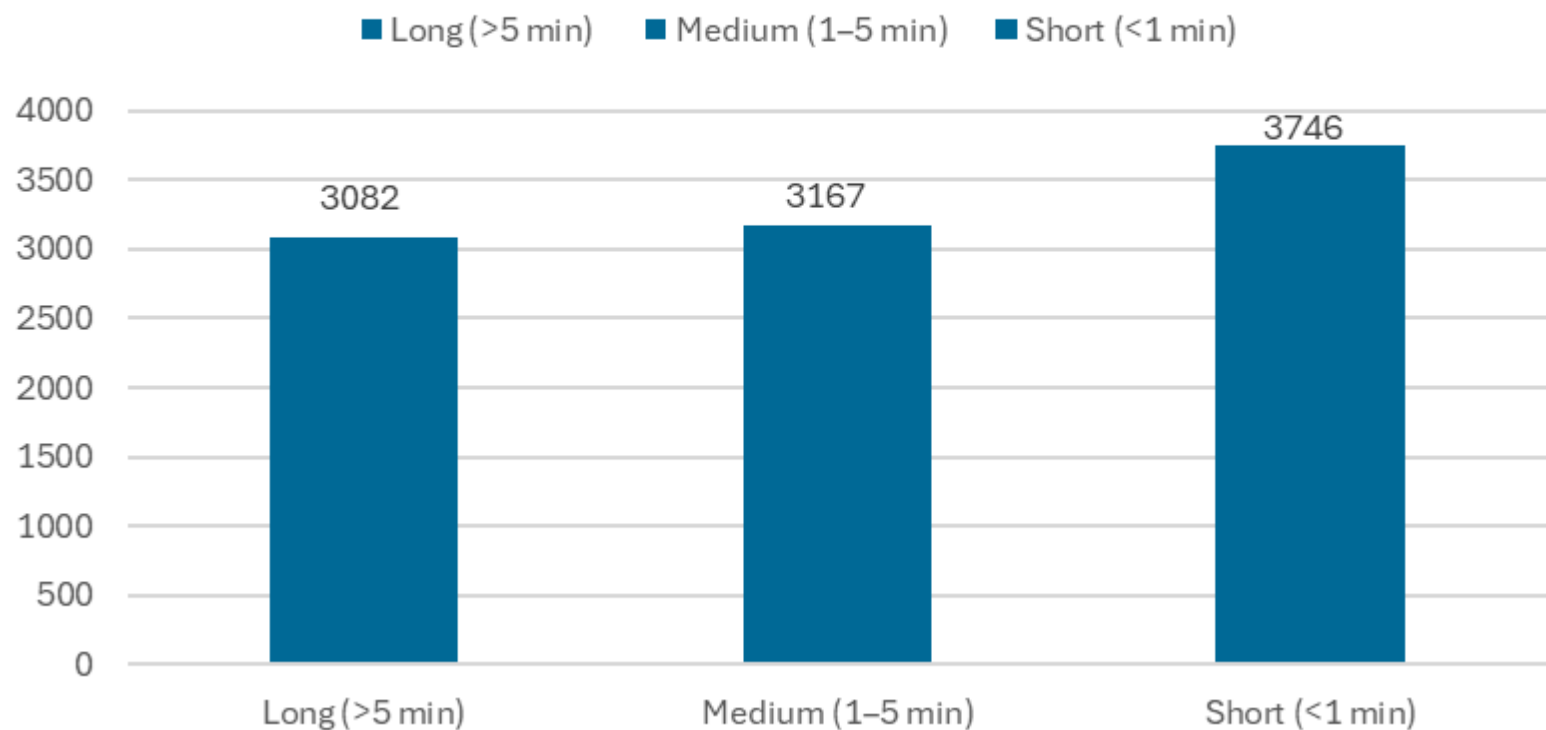
Top 10 Viewers By Social Handle



Key Observations

- **Anonymous Engagement** The highest viewer count (262) comes from users without a linked social handle, suggesting a large portion of your audience prefers anonymity or hasn't signed in.
- **Top Contributors** @Hyman28 and @Randy89 stand out as the most active identifiable viewers, which could be useful for targeted outreach or influencer engagement.
- **Engagement Spread** Viewer counts among named handles are relatively close, indicating a healthy distribution of engagement across your top users.

Total Viewers By Duration Category



Key Observations

- **High Bounce Rate** The largest group of viewers watched for less than a minute, which may indicate either curiosity without commitment or content that doesn't immediately hook.
- **Strong Mid-to-Long Engagement** Nearly two-thirds of viewers stayed for more than a minute, showing solid retention potential.
- **Optimization Opportunity** Consider refining the first 30 seconds of your content to better capture attention and convert short-duration viewers into longer ones.

- Develop customized plans aligned with individual customer requirements
- Design solutions informed by customer preferences and behavioral insights
- Leverage proven success drivers to enhance performance
- Prioritize product innovation focused on viewership growth trends
- Re-engage churned customers through targeted BTL campaigns reflecting prior viewing behavior.



Channels

- **Social Media (TikTok, Instagram Reels, YouTube Shorts):** Perfect for converting short-duration viewers into longer watchers with teasers and cliffhangers.
- **Email & SMS Campaigns:** Personalized nudges to medium-duration viewers, encouraging them to “finish the story” with exclusive rewards.
- **On-Platform Engagement:** Pop-ups or banners during short views that promote contests or highlight the leaderboard of top social handles.



Ads

- **Retention Ads (“Stay for the Story”):** Short, punchy clips that end on cliffhangers, driving viewers to full-length content.
- **Leaderboard Ads:** Spotlight top social handles (e.g., @Hyman28, @Randy89) with “Can you beat them?” messaging to gamify engagement.
- **Conversion Ads:** Target anonymous viewers with “Sign in to win” campaigns, offering first-time rewards for linking a handle.
- **Cross-Promotion Ads:** Use influencer-style shoutouts from loyal handles to amplify reach and credibility.



Target Audience

- **Short-Duration Viewers (<1 min):** Largest segment (3746). Strategy: hook them with teasers and cliffhangers, then funnel into longer content.
- **Medium-Duration Viewers (1–5 min):** Second-largest group (3167). Strategy: reward them with exclusive perks for completing full videos.
- **Long-Duration Viewers (>5 min):** Smaller but high-value group (3082). Strategy: turn them into advocates by offering loyalty rewards and spotlighting them in ads.
- **Top Social Handles:** Highly engaged individuals like @Hyman28 and @Randy89. Strategy: leverage them as micro-influencers to amplify campaigns.
- **Anonymous Viewers (262):** Untapped potential. Strategy: incentivize sign-ins with personalized rewards and gamified challenges.



Thank you!

Travel The World Through Your Eyes

SINDISWA JACHIN SHONGWE

