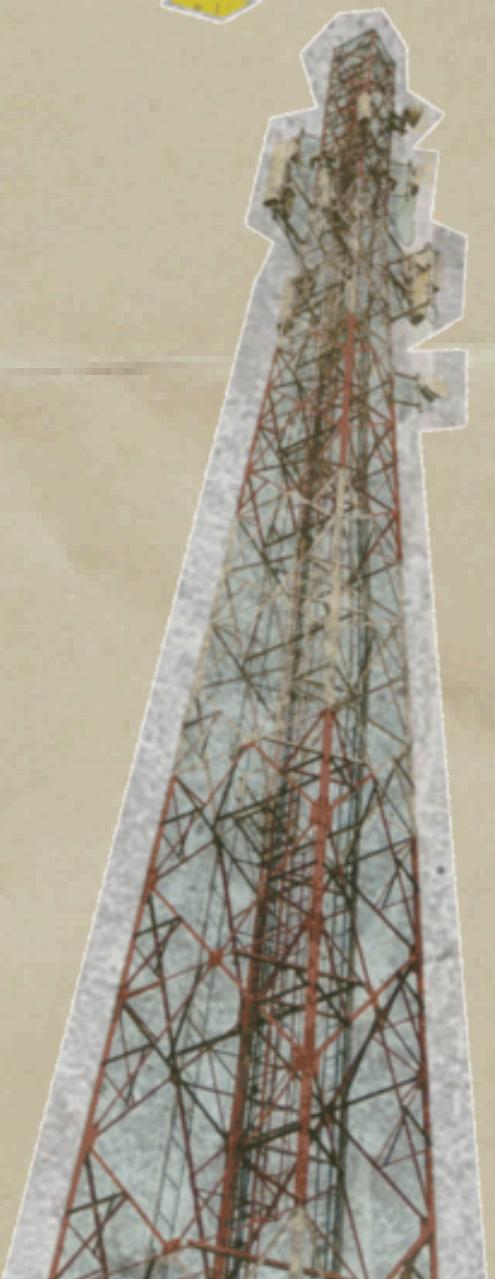


Bright TV

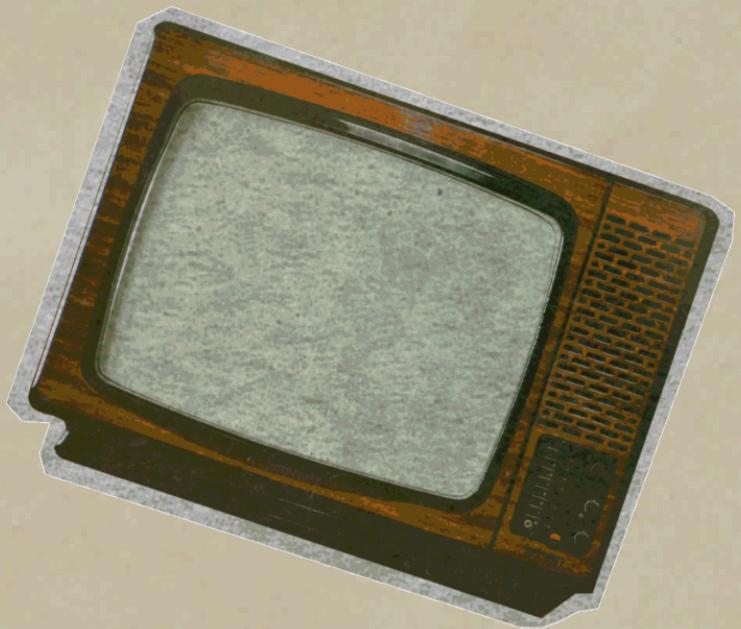
Viewership analysis

Justice Mabugana



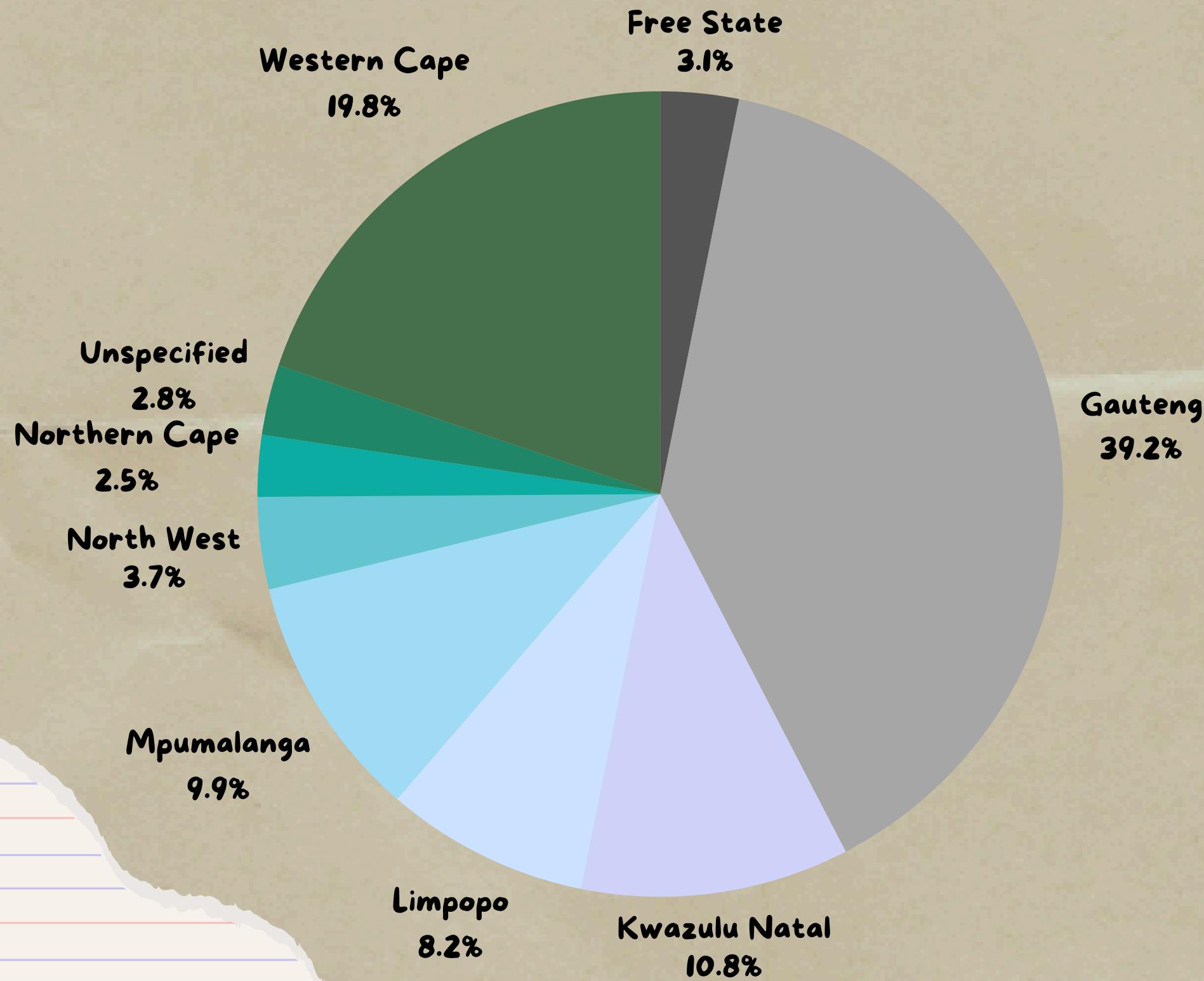
Bright TV

- This presentation shares insights on user/usage trends between 1 Jan 2016 and 31 March 2016
- It also focuses on factors that influence consumption
- We end off the presentation with recommendations to increase viewership and initiatives to promote growth.



Provincial Viewership

Viewership per province



- We had a total of 10 000 views from 4386 distinct viewers.
- Majority of our viewership was from Gauteng, which accounts for over a third of our views for the period.
- Gauteng and Western Cape combined account for over 50% of viewership for the period.

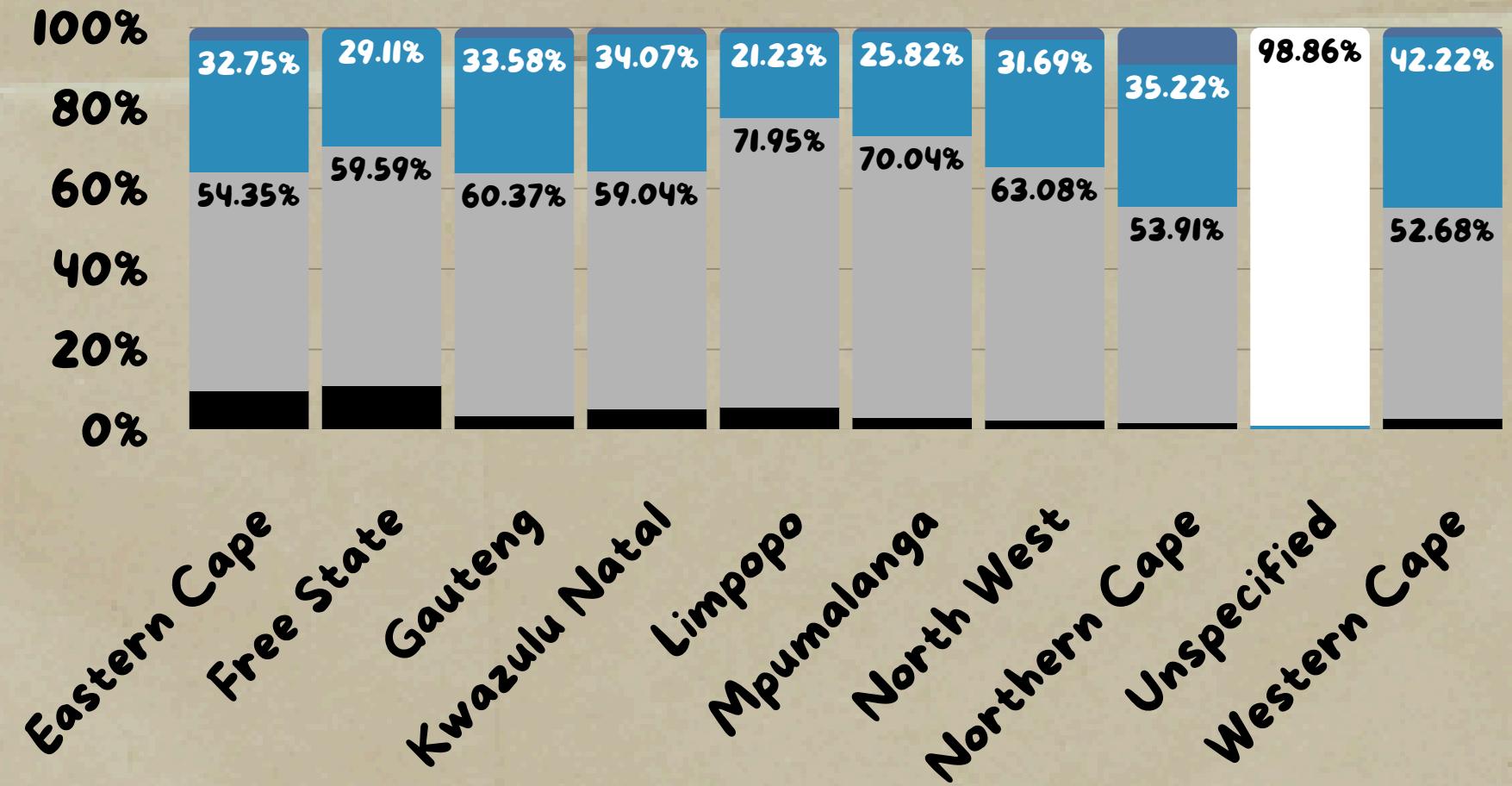
Provincial Viewership

Age group per province

● 01. Minor (1-17) ● 02. Young Adult (18-35)

● 03. Adult (36-55) ● 04. Senior (55+)

● Unspecified



- Generally, the majority of viewers fall within the age range of 18 to 35 years old.
- This aligns with the age group analysis, as nearly 60% of our audience consists of young adults.

Age analysis

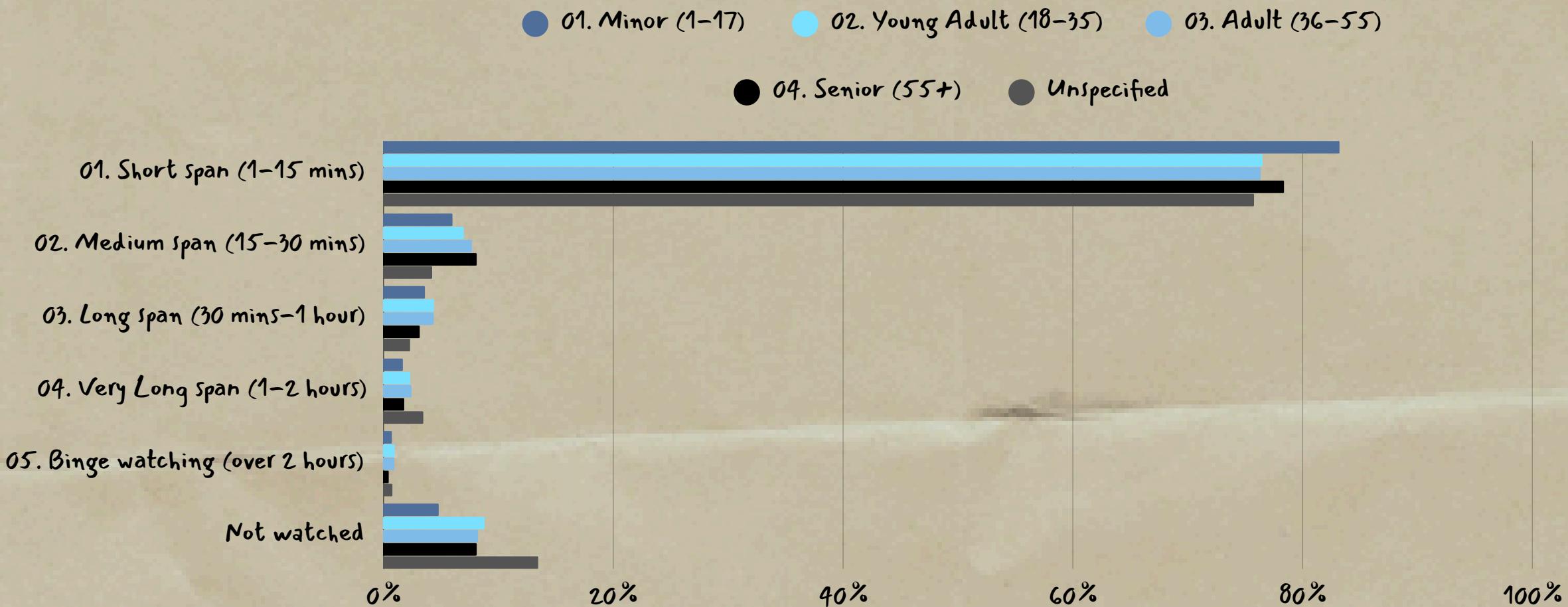


Age Group classification	Viewers
01. Minor (1-17)	4.17%
02. Young Adult (18-35)	58.51%
03. Adult (36-55)	32.50%
04. Senior (55+)	2.22%
Unspecified	2.60%

- The majority of our audience consists of young adults, representing ****58.51%**** of our viewers.
- It's worth highlighting that our minor viewers surpass the number of senior viewers in terms of viewership.

Age analysis

Viewing Span per Age Group

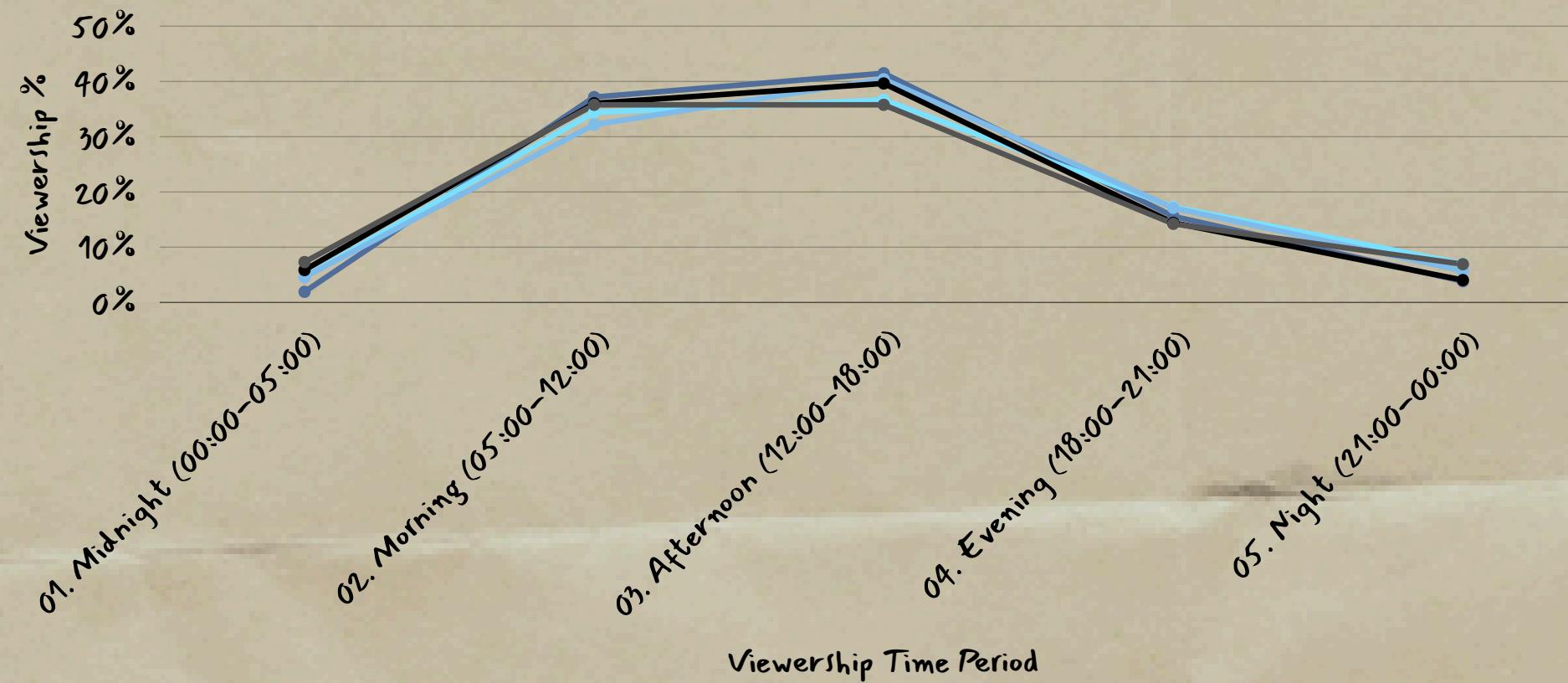


- The majority of our audience tends to watch shows for brief periods (0-15mins).
- Viewers are increasingly gravitating towards shorter videos, like those found on TikTok and YouTube Shorts.
- Most of the shows that are binged are related to sports, as will be illustrated in the upcoming slides.

Age analysis

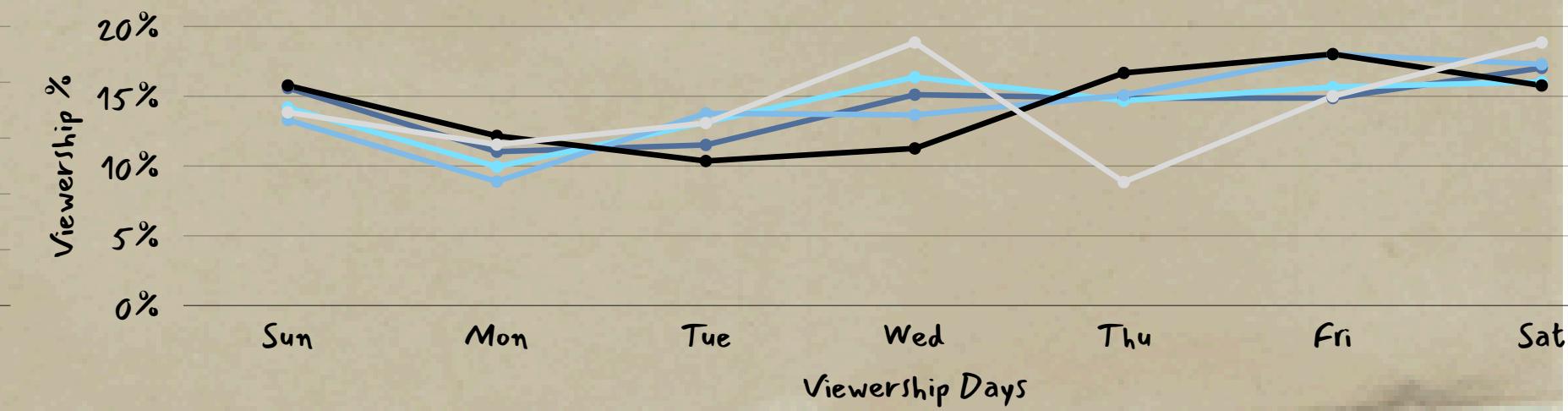
Viewing Time per Age Group

● 01. Minor (1-17) ● 02. Young Adult (18-35) ● 03. Adult (36-55)
 ● 04. Senior (55+) ● Unspecified



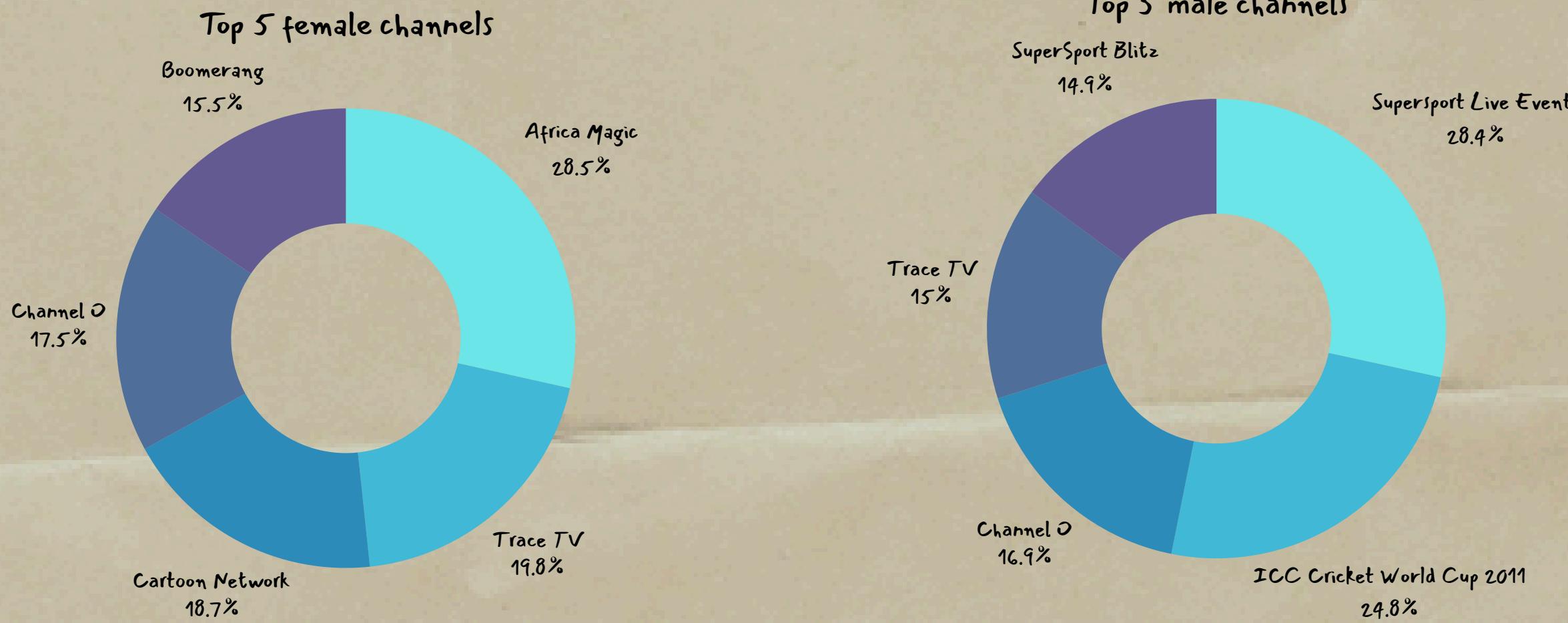
Viewing Days per Age Group

● 01. Minor (1-17) ● 02. Young Adult (18-35) ● 03. Adult (36-55)
 ● 04. Senior (55+) ● Unspecified



- The largest portion of our audience typically watches shows during the morning and afternoon hours.
- Viewership appears to rise as the weekend approaches, but it tends to decline on Mondays.

Channel Analysis

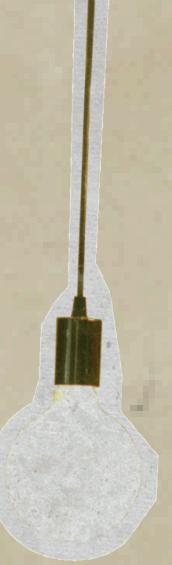


- There is a vast contrast between male channels and female channels, with Sport channels dominating male viewership and a drama channel dominating female views.

FACTORS THAT INFLUENCE CONSUMPTION

- Consumption patterns are influenced by gender, with different genders showing preferences for various channels, as indicated by our Channel Analysis.
- Viewership duration varies based on channel type; for instance, sports channels tend to have longer viewership because sports programming is typically extended.
- Provincial viewership may correlate with employment levels, as our subscription services attract the highest audiences in the Western Cape and Gauteng, which boast the most jobs.
- There is a notable connection between age demographics and viewership, with young adults and adults comprising the majority of our audience.

RECOMMENDATIONS FOR INCREASE CONSUMPTION



- We might consider launching a channel featuring bite-sized shows, as the majority of our audience prefers content within the 1 to 15-minute range.
- Additionally, we could create kids' channels with extended sing-along programs, similar to the popular shows available on YouTube (like Baby Shark).
 - This would not only attract a younger audience but also extend viewership for non-sports related programs.
- Given that the Cricket World Cup is a 2011 event and the viewership data is from 2016, this indicates an opportunity to introduce more tournament highlights, which could enhance the longevity and duration of viewership for our shows.

INITIATIVES FOR GROWTH IN USERS

- Sponsorship of Women's Sports: We could invest in female sports to boost viewership among women, who currently represent only 8.93% of the audience.
- Region-Specific Packages: We could create tailored packages for each province, featuring a selection of locally produced shows. This approach would not only foster relatable content but also empower and engage individuals from those regions.
- Loyalty Discounts: We could implement price reductions for our loyal customers.
- More Educational Channels: We could expand our offerings by introducing additional educational channels, allowing episodes to be downloaded for easier access.



Thank you