



# Driving Subscription Growth

Insights for this Financial Year

PRESENTED TO

Bright TV CEO & Customer  
Value Management

PRESENTED BY

KUHLEKONKE NALA



# AGENDA

1. **Executive Summary:** The Opportunity Ahead
2. **Understanding Our Viewers:** User & Usage Trends
3. **Key Drivers:** Factors Influencing Consumption
4. **Strategic Content:** Winning the Weekdays
5. **Growth Initiatives:** Acquiring New Subscribers
6. **Q&A**

P.S This presentation outlines **strategic insights** and actionable recommendations to enhance BrightTV's subscription base and drive user engagement throughout this financial year.

# The Opportunity Ahead: From Insights to Action

## Key Findings

- **Weekday Engagement Gap:** Viewership is heavily concentrated on weekends, leaving weekdays as a major growth opportunity.
- **Demographic-Driven Tastes:** Content preferences are strongly influenced by age, gender, and province.
- **Provincial Stronghold:** Gauteng is our largest and most engaged market, a perfect launchpad for growth.

## Recommendation Summary

- A dual strategy of enhancing **weekday content programming** and launching **demographic-specific marketing** will be key to achieving subscriber growth this financial year.



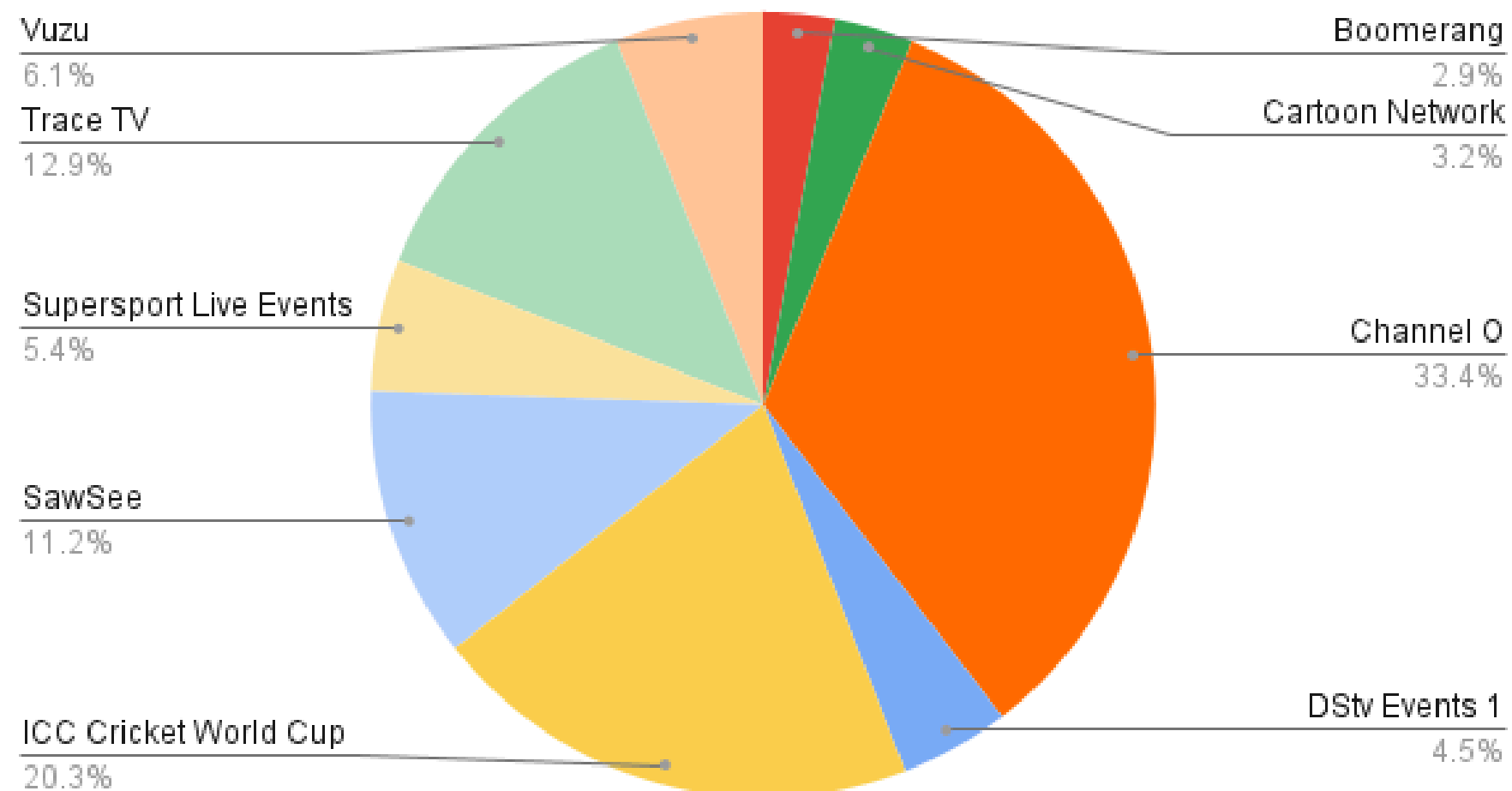


# A TALE OF TWO VIEWING HABITS: WEEKENDS ARE KING

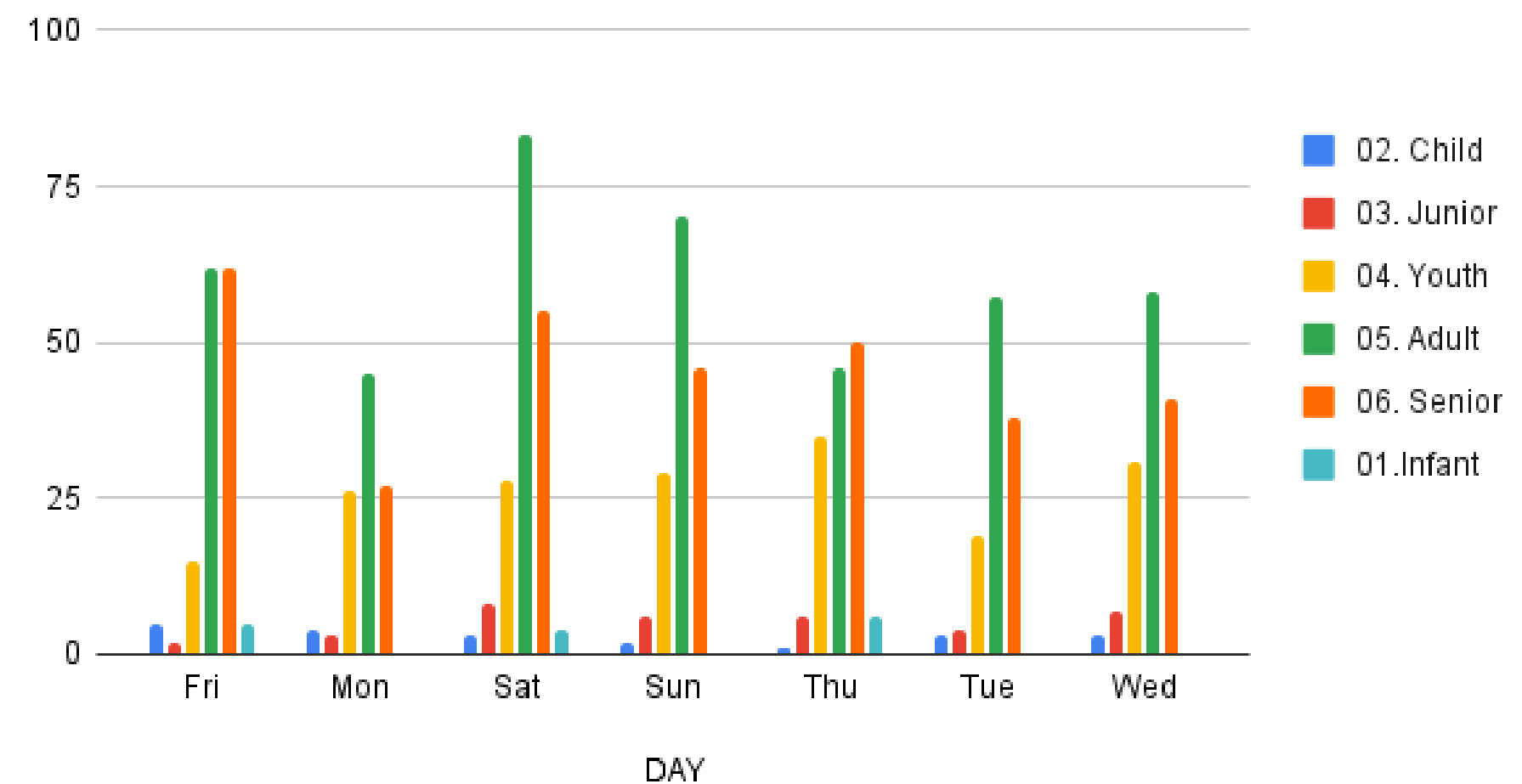
- **Key Insight:** Viewership on Saturday and Sunday is more than **double** the average weekday.
- **Opportunity:** Monday through Thursday represents a significant, untapped potential for increasing consumption.
- **Implication:** We must develop a strategy to make weekdays "essential viewing" to flatten this curve.

Insights into user engagement patterns

## DAILY CHANNEL TREND

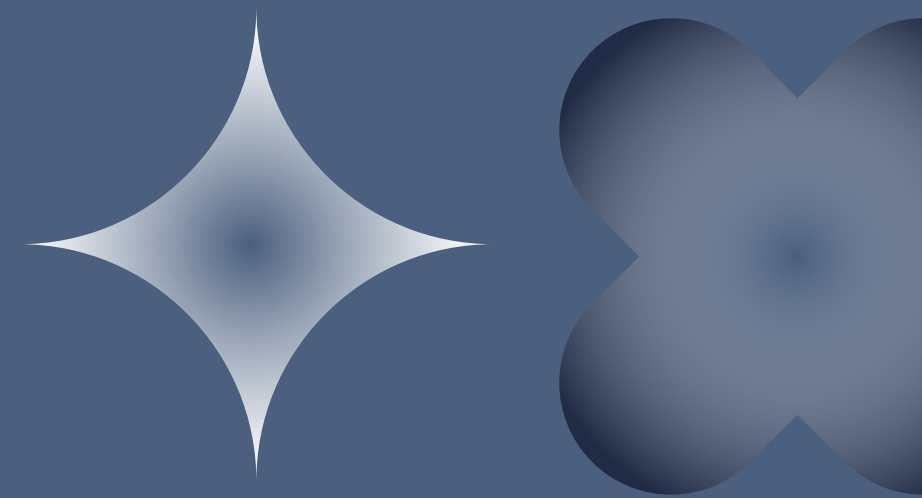


## DAILY VIEWERSHIP TREND BY DIFFERENT PROVINCES

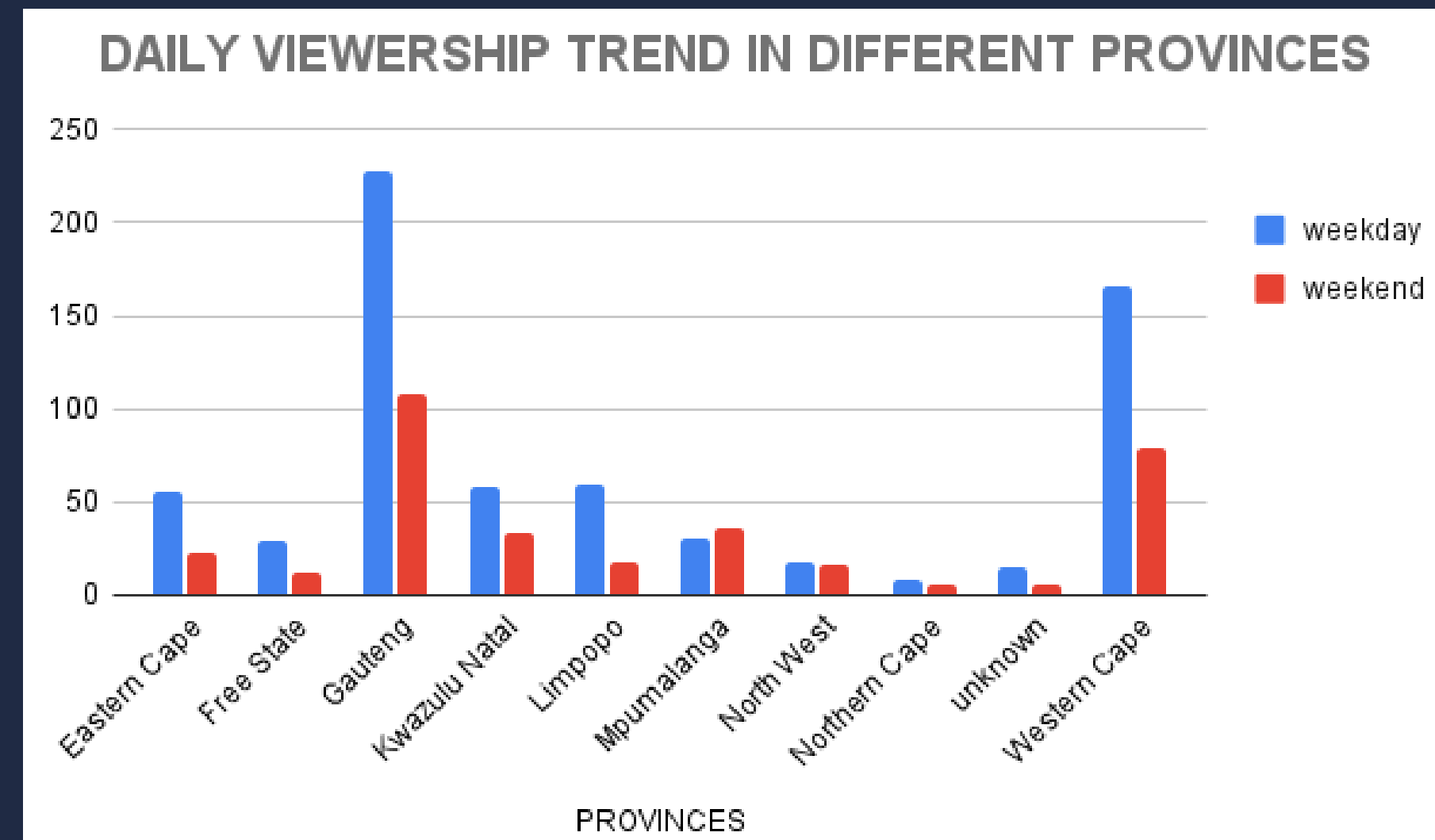
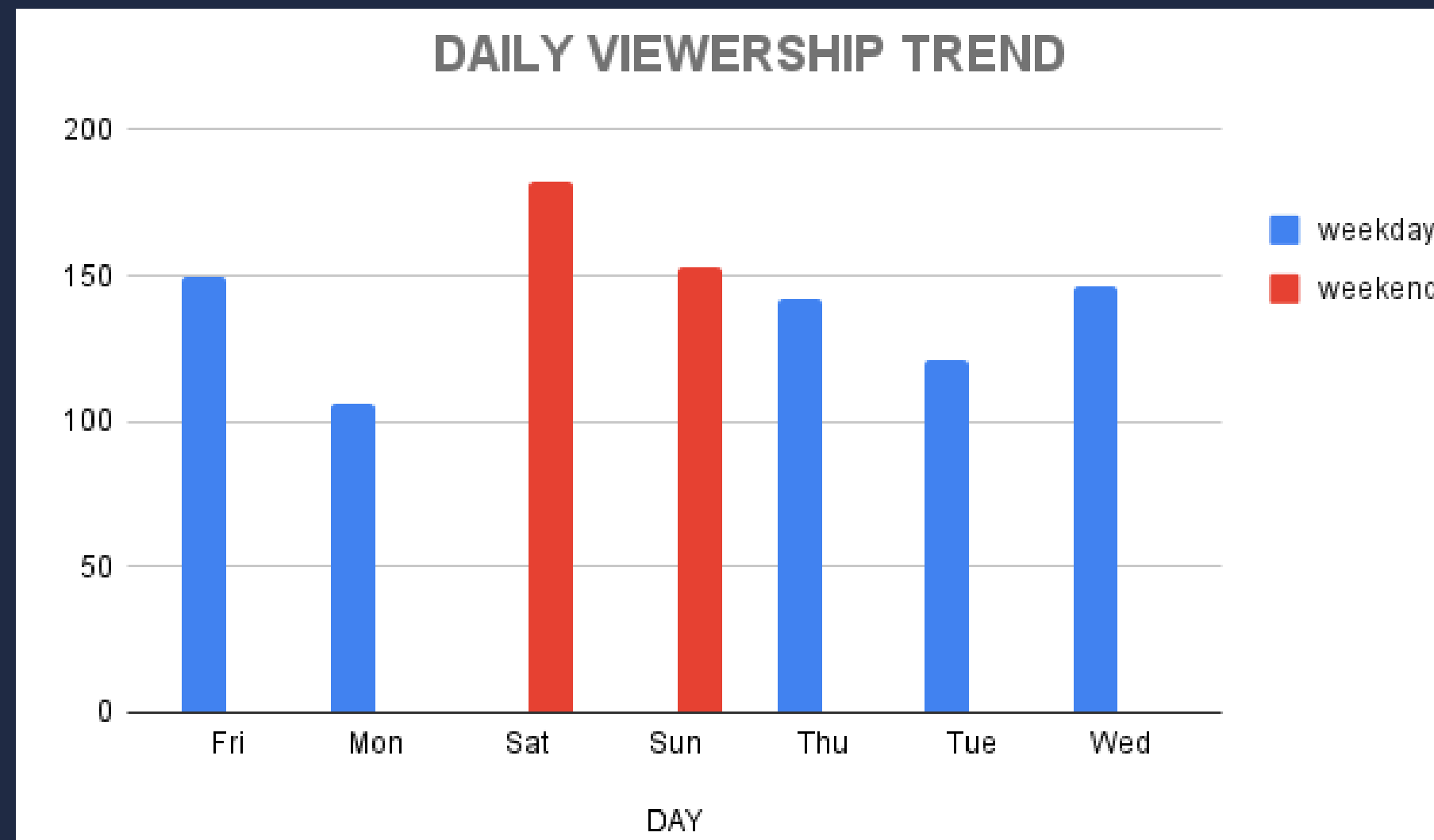


# AVERAGE VIEWING TIME TRENDS

- The area chart illustrates a **consistent increase** in average viewing time over recent months, indicating growing user engagement, particularly during weekends when consumption peaks significantly.

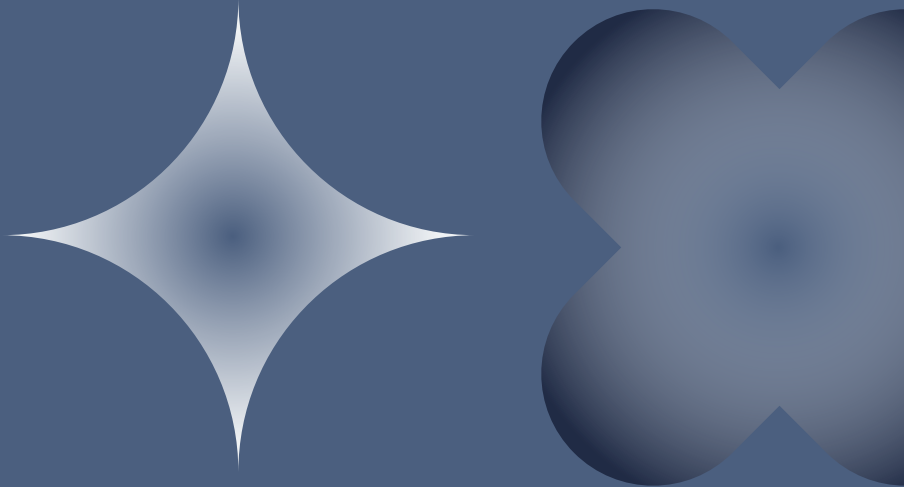


Insights into user engagement patterns

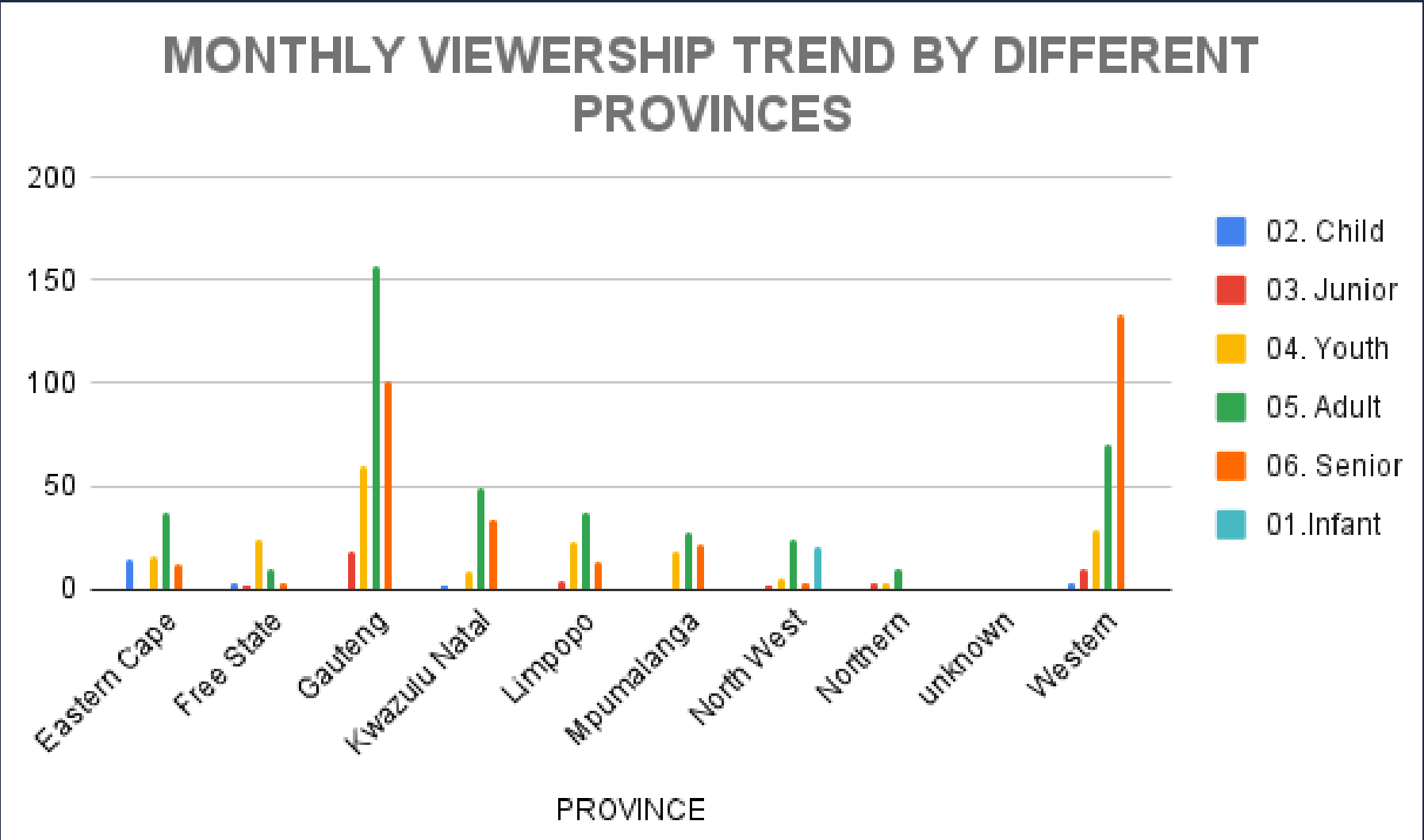
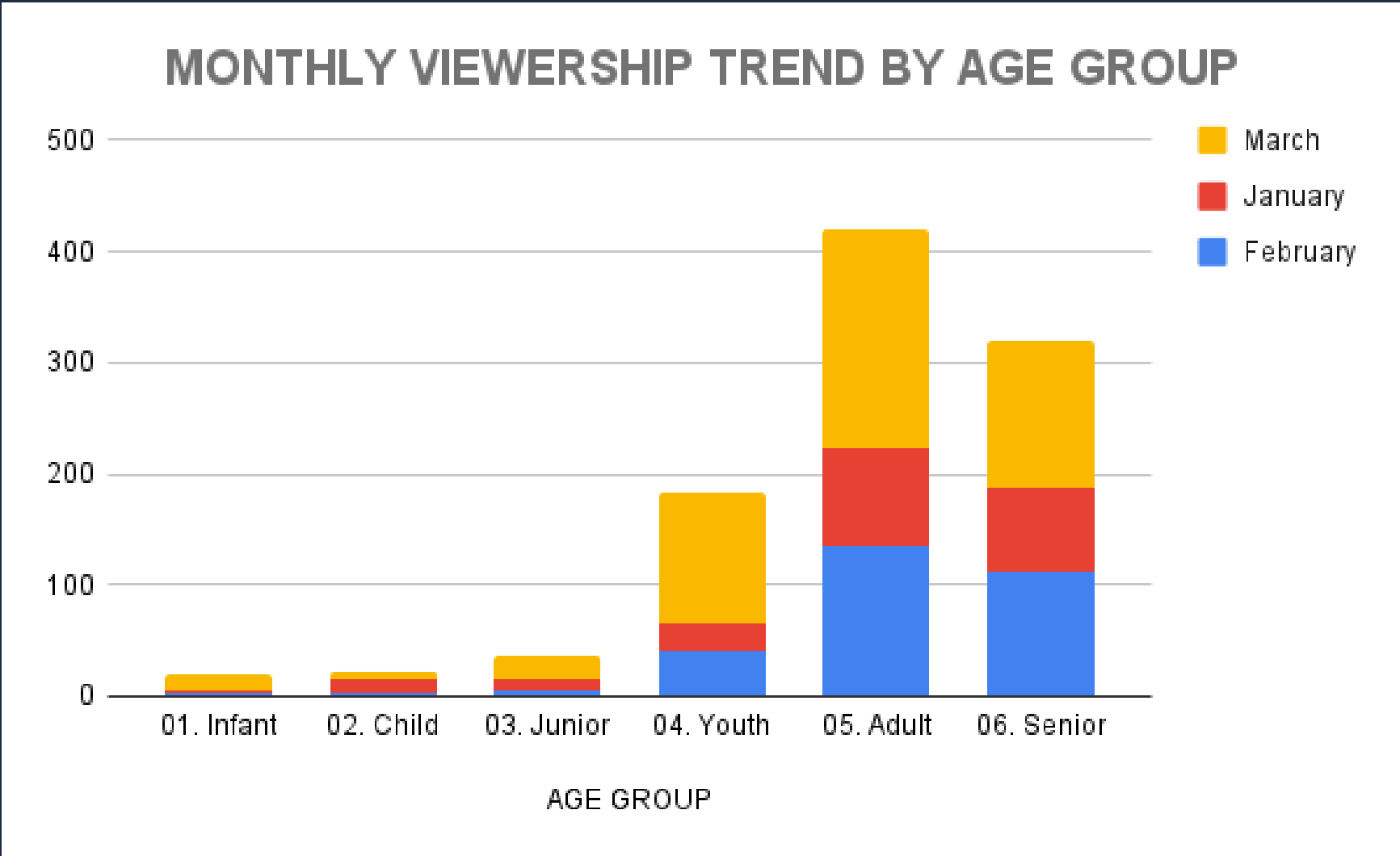


# WHO IS WATCHING? A LOOK AT AGE & LOCATION

- The 'Adult' demographic is our core, and Gauteng is our stronghold.
- The ‘Senior’ demographic is secondary’ and Western Cape is the location.
- The ‘Youth’ demographic is third’ and Gauteng is the location.
- The ‘Junior’ demographic is fourth and Gauteng is the location once again.



Insights into user engagement patterns



# Influencing Factors

## CONSUMPTION BOOSTERS

Engaging content during peak times drives higher viewer engagement.

## CONSUMPTION REDUCERS

Inconsistent release schedules can lead to viewer drop-off. Understanding the reasons behind low user engagement is crucial. Factors include content relevance, competing platforms, and time constraints affecting viewing habits.

## USER PREFERENCES

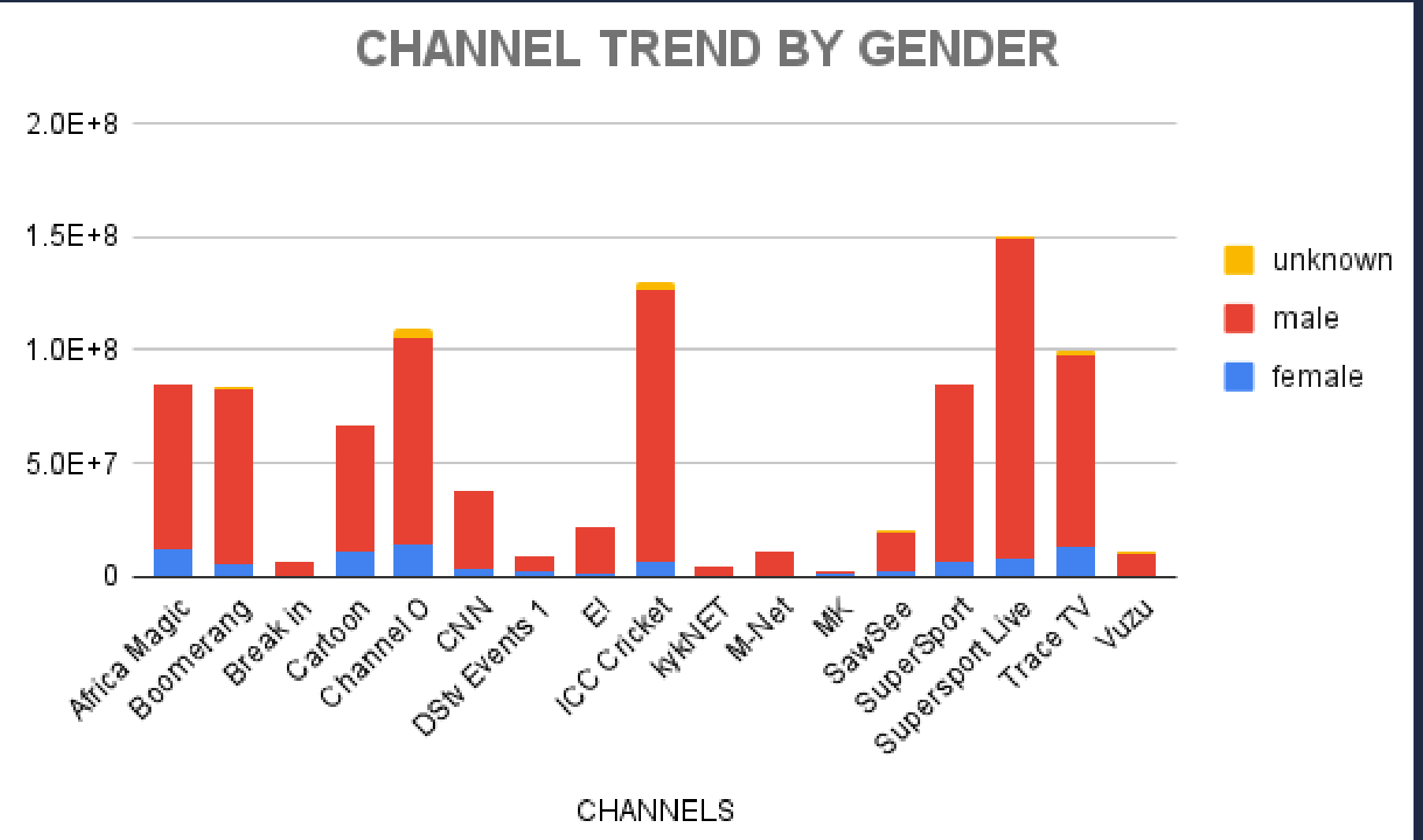
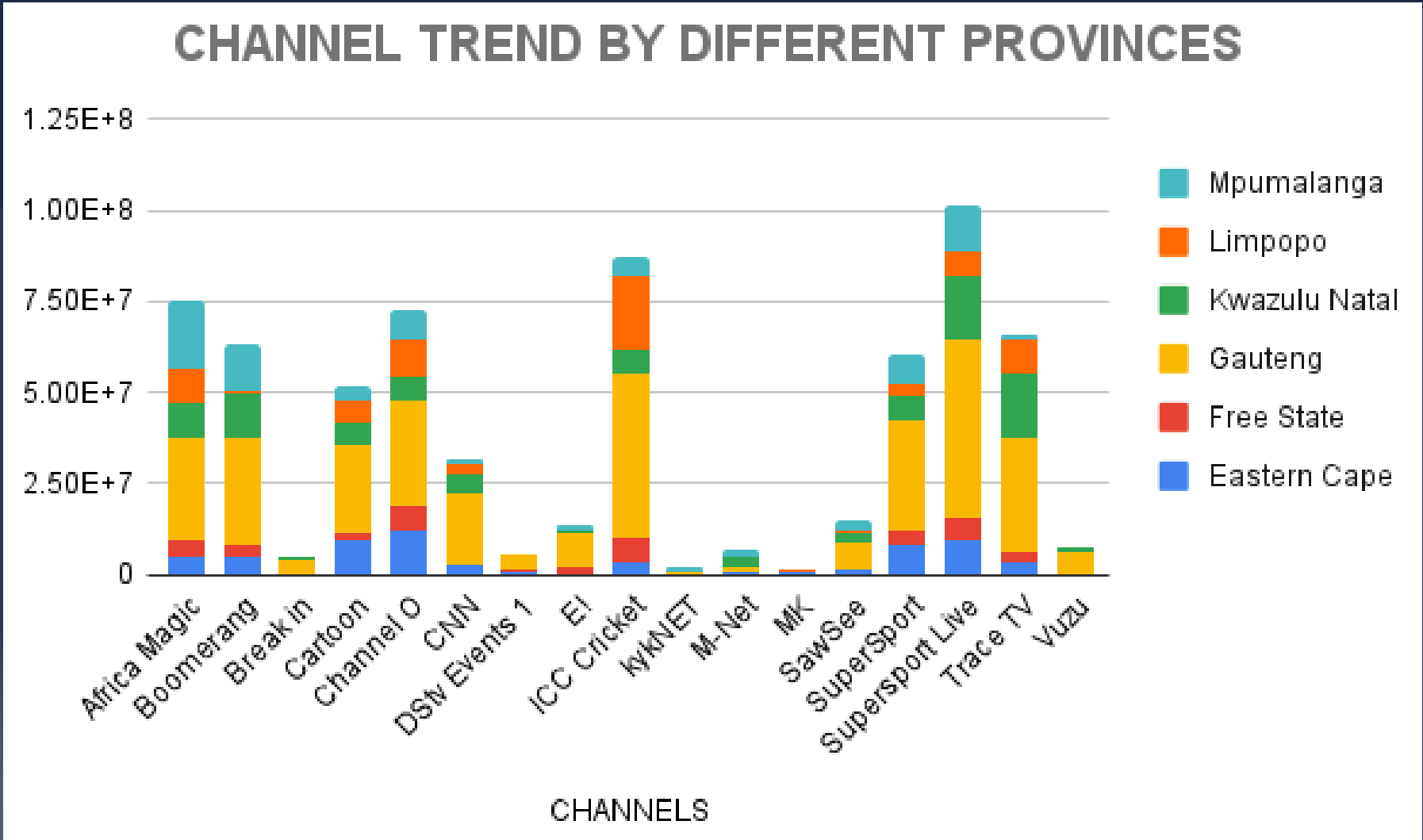
Personalized recommendations enhance satisfaction and encourage longer viewing sessions.

## DEMOGRAPHIC

Gender and location strongly correlate with channel choice. (Males: Sports, Females: Local/Drama).

## CONTENT DEMAND

Sports, local content, and movies are our "hero" pillars that anchor subscriptions.





# Content Recommendations for Engagement

## Strategies to enhance viewer experiences and interest

- Highlight popular genres for targeted promotions
- Schedule special events to attract viewers
- Introduce themed series based on user preferences
- Leverage trending topics to engage audiences
- Offer exclusive content to boost subscriptions

## Recommendation: Winning the Weekdays

- **Movie Mondays**
- Premiere blockbuster movies to attract the broad 'Adult' demographic.
- **Telenovela Tuesdays**
- Launch high-buzz local & international series to capture the female audience.
- **Winning Wednesdays**
- Schedule mid-week sporting events to engage our male viewers.



# Recommendation 2: Hyper-Targeted Acquisition

## The Provincial Blitz (Gauteng Focus)

**Action:** Launch a referral program: "Refer a friend in Gauteng and you both get one month free."

**Goal:** Leverage network effects in our most engaged region.

## Demographic Targeting

**Action:** Create tailored digital marketing campaigns based on content preferences.

**Example:** A Facebook ad for sports packages targeted at males, 25-49, in GP, KZN, & WC.





# Recommendation 3: Strategic Partnerships & Packages

- **Strategic Partnerships**
- Action: Collaborate with major local sports teams or cultural events.
- Value: Offer exclusive, "can't-get-anywhere-else" content and co-branded promotions.
- **Introductory / Niche Packages**
- Action: Attract new, price-sensitive users with tiered offerings.
- Examples: "BrightTV Local" (SA content only) or "BrightTV Sports Lite".





# Key Takeaways

## Summary of Opportunity

- Weekdays are our biggest **opportunity**.
- Targeted, demographic-based strategies are **essential**.
- Gauteng is our **power-base** for growth.





# PATH FORWARD

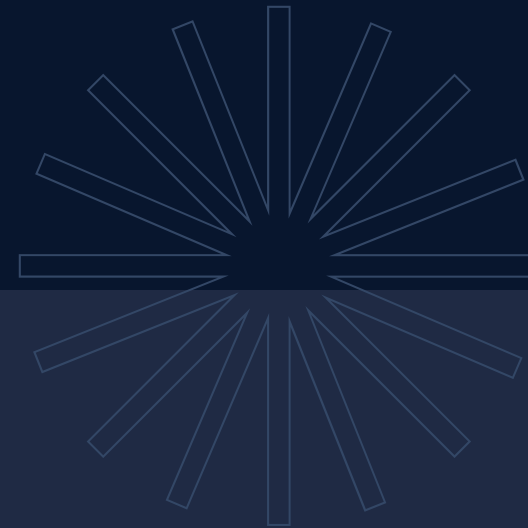
## Proposed Next Steps

- **CVM Team:** Model ROI of a referral program.
- **Content Team:** Analyze cost/feasibility of weekday hero content.
- **Marketing Team:** Develop creative for targeted campaigns.





# THANK YOU



EMAIL

**Kuhlekonkenala8@gmail.com**

PHONE

**0635183722**