BrightTV

Viewership Analysis
Case Study 1
Katlego Tana

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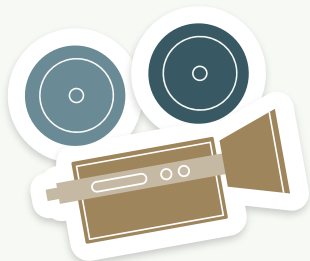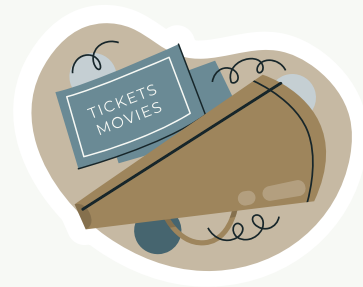**Recommendation to increase consumption**

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Strategies to grow user base

Objective

Grow BrightTV subscription base for current financial year.

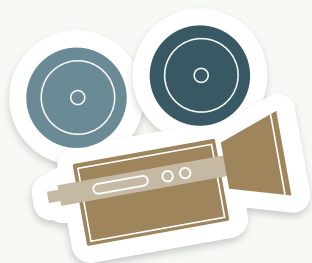# 4 MONTHS

Data is reported from 1 Jan 2016 – 1 Apr 2016

10 000
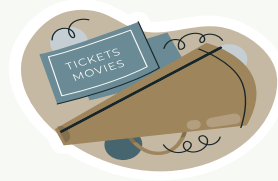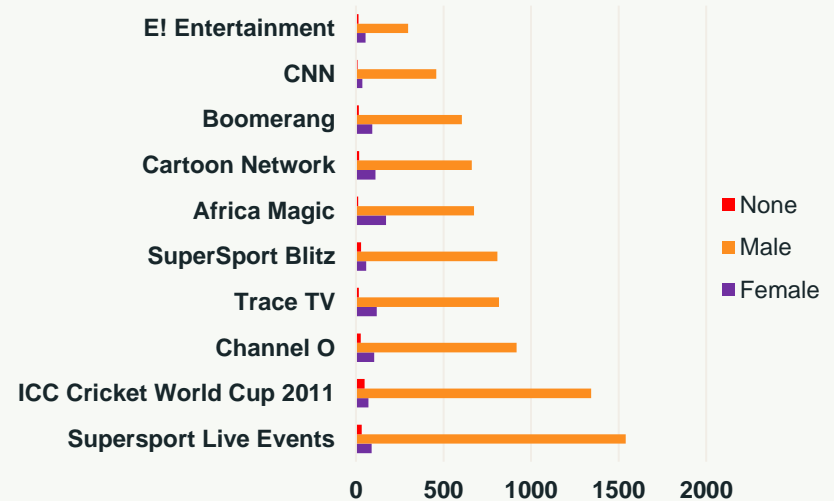
Viewers

4386

Distinct Viewers

Top 10 channels

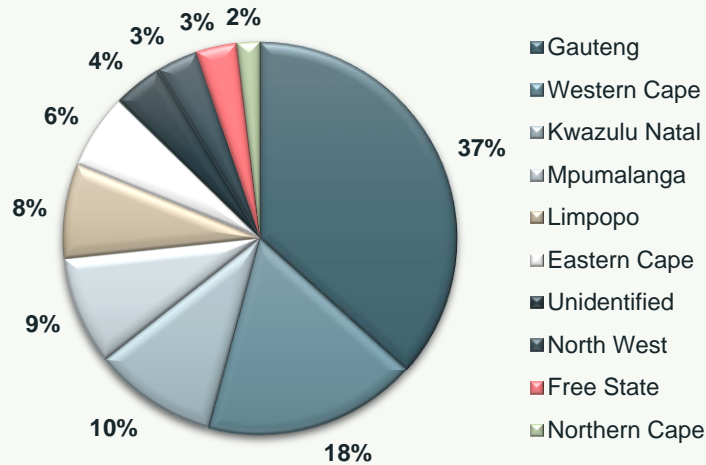| CHANNEL	VIEWERS
SuperSport Live Events	1638
ICC Cricket World Cup 2011	1465
Channel O	1050
Trace TV	952
SuperSport Blitz	896
Africa Magic	859
Cartoon Network	793
Boomerang	714
CNN	505
E! Entertainment	367

Key Insights

- **Sport** related content dominates viewership, especially amongst **males**.
- **Africa Magic** has the highest **female** viewership.

Viewership by gender

Viewership by province

Legend:
- Gauteng
- Western Cape
- Kwazulu Natal
- Mpumalanga
- Limpopo
- Eastern Cape
- Unidentified
- North West
- Free State
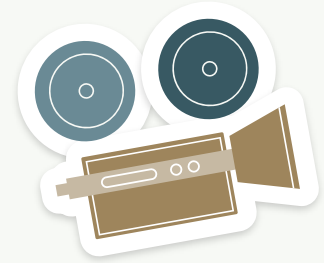- Northern Cape

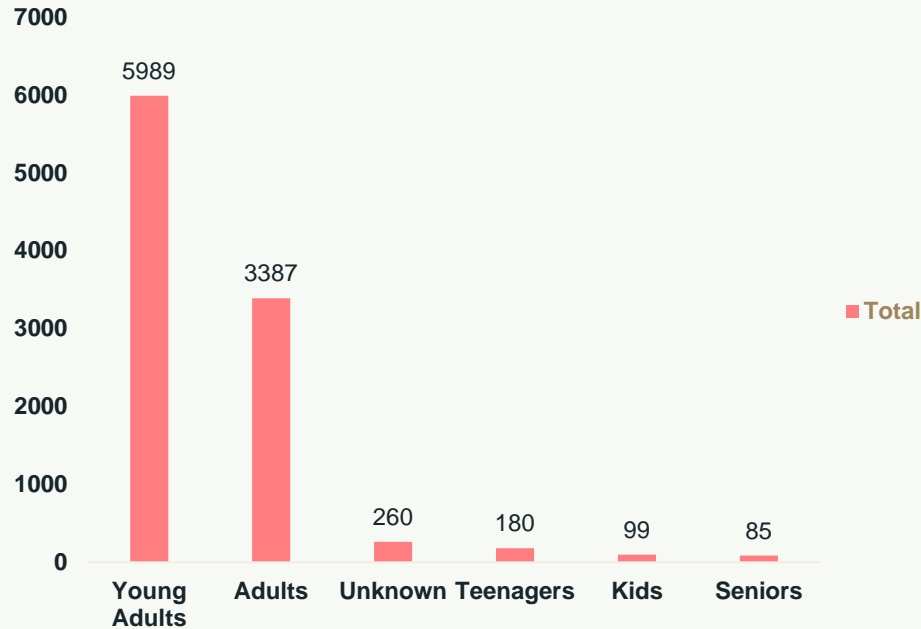Pie chart values: 37%, 18%, 10%, 9%, 8%, 6%, 4%, 3%, 3%, 2%

Key Insights

- **Gauteng** has the most viewership
- **Northern Cape** is the province with the least viewership
- Advertising can be made to attract viewers from the provinces with a viewership of <10%

Viewership distribution by age group

Age bucket

Age Range	Category
0	Unknown
1 - 5	Toddler
6 - 12	Kids
13 - 17	Teenagers
18 - 35	Young Adults
36 - 60	Adults
>60	Seniors

Key insights

- **Young Adults** dominate the viewership, making up over half of the audience (59%)
- **Unknown category** of viewers make up nearly (3%)

Viewership distribution by race

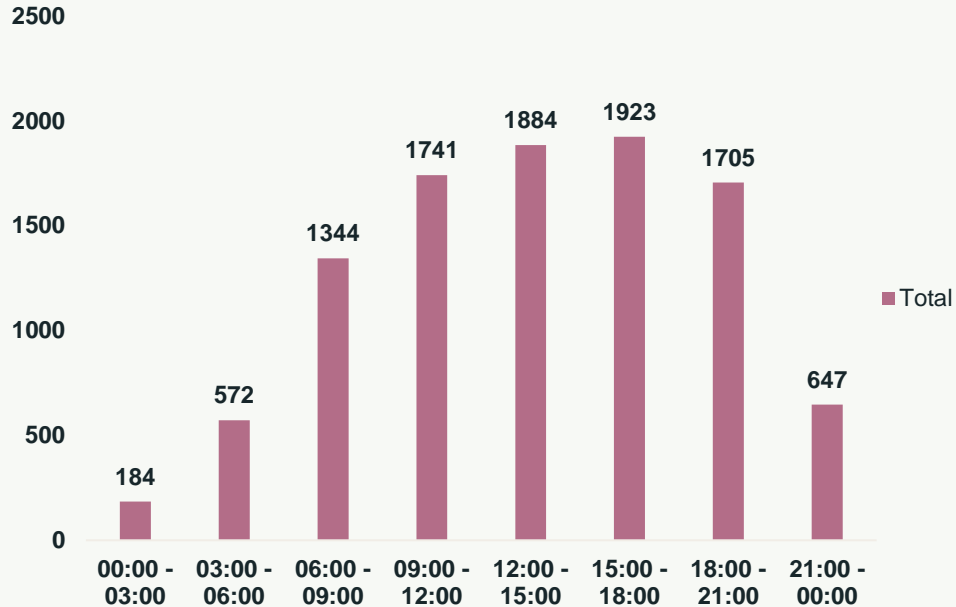|	
Unidentified 11%	Other 1%
White 13%	Black 43%
Indian_Asian 16%	
Coloured 16%	
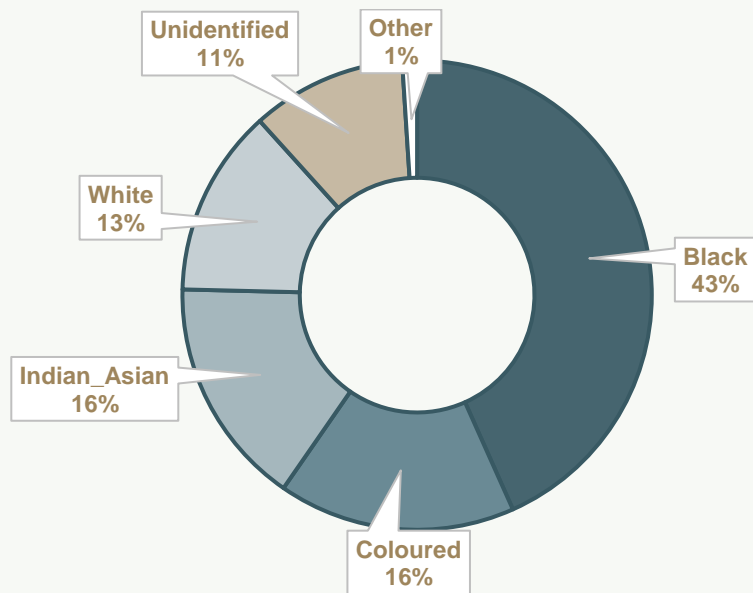
Key insights

- **Black viewers** account for 4331, which is the highest among all groups.
- **Coloured viewers** – 1633
- **Indian_Asian viewers** – 1575
- Coloured and Indian_Asian viewers together make up roughly one-third of the audience.
- **White viewers:** 1,292 – This group is smaller than the top 3 groups however it is still meaningful and might respond well to targeted content.
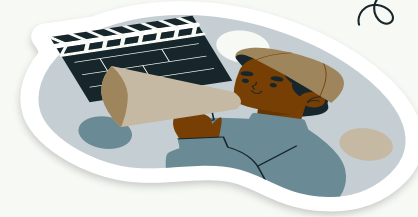
Viewership by time slots

| Time slot	Total
00:00 - 03:00	184
03:00 - 06:00	572
06:00 - 09:00	1344
09:00 - 12:00	1741
12:00 - 15:00	1884
15:00 - 18:00	1923
18:00 - 21:00	1705
21:00 - 00:00	647

Key Insights

- The highest number of viewers is during the **15:00 – 18:00** window.
- Viewership typically declines after midnight – **The 00:00 – 03:00** window has the lowest viewers.

Factors influencing consumption

- Demographics play a critical role in influencing BrightTv consumption. Viewership data segmented by province indicates that **Gauteng** has the highest number of active viewers, suggesting stronger regional engagement.
- In contrast, **Northern Cape** shows lower consumption, possibly due to limited content relevance or infrastructure constraints.

- Age group is a significant factor influencing consumption. Viewership is lowest among **kids** and **seniors**, likely due to limited age-specific content on BrightTv.
- Expanding programming for these groups could help capture a wider audience and increase overall platform engagement.
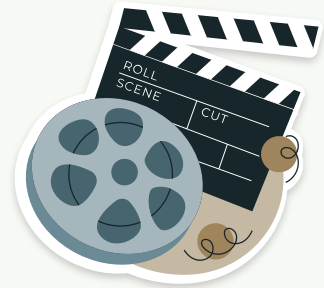
Recommendation to increase consumption

- **Province** - Focus content and marketing efforts in high-viewership provinces to boost engagement and subscriptions. In low-viewership areas, consider offering more region-specific content and improving access through local partnerships or promotions.

- **Age demographics** - Expanding programming for kids and senior groups could help capture a wider audience and increase overall platform engagement.

- **Gender** - Introduce more content that appeals to female audiences, such as beauty, lifestyle, home-making, and family-focused programming, to increase engagement and attract a more balanced viewer base.

Strategies to grow user base

Insight Area	Observation	Strategy
Province	High viewership in some provinces; low in others	- Target high-viewership provinces with promotions and premium content - Localize content for low-engagement provinces - Partner with regional providers for better access
Age Group	Kids and seniors show the least engagement	- Launch Kids Zone with cartoons and educational content - Add senior-friendly content (e.g., classics, news) - Tailor marketing to schools and retirement communities
Gender	Lower viewership among female audiences	- Introduce lifestyle, beauty, and home-making shows - Promote female-led content - Partner with influencers for curated content

Thank You!

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