

The header features a white background with several decorative elements: an orange semi-circle with a white spiral in the top left, a blue scalloped banner across the top center, a light blue flower on an orange background in the top right, a large yellow semi-circle on the left side, and a blue leaf-like shape at the bottom left. In the bottom right, there are blue wavy lines and a yellow and orange striped 'X' shape.

# Bright TV (Analytics)

Insights and Recommendations By Katleho Tsotetsi

# Agenda

Cover page

Agenda

Top 10 viewed  
channels

Viewership by time

Viewership by Age

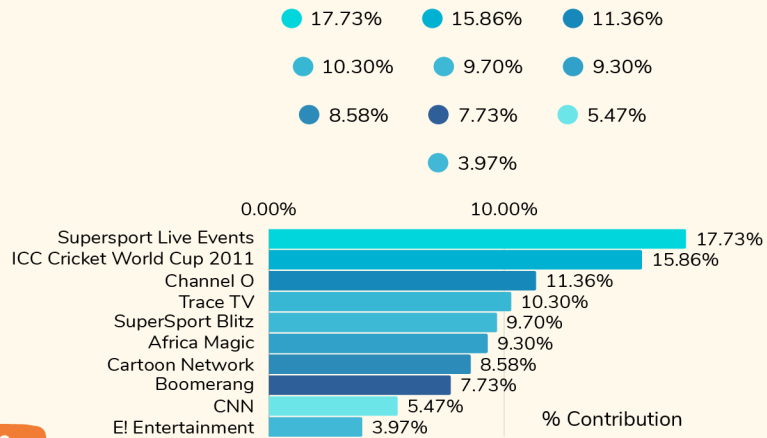
Viewership by  
demographics

Factors influencing  
consumption

Recommendations

Thank You Page

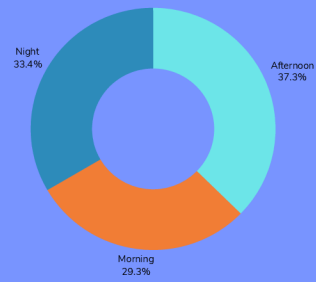
# Top 10 Viewed channels



SuperSport Live Events is the most viewed with 17.73%

# Viewership by Time

Time of the day	Number of Views
Morning	2927
Afternoon	3732
Night	3341

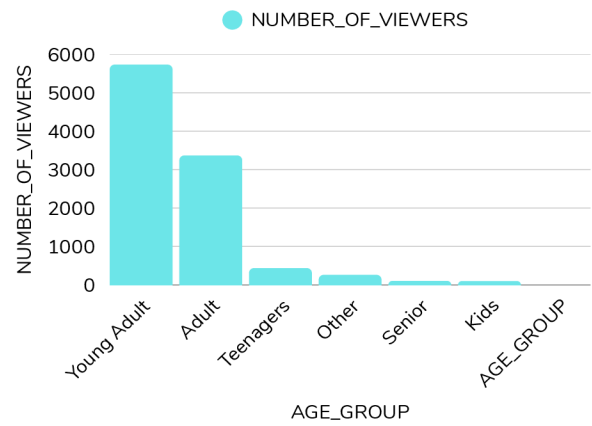


- **INSIGHTS**

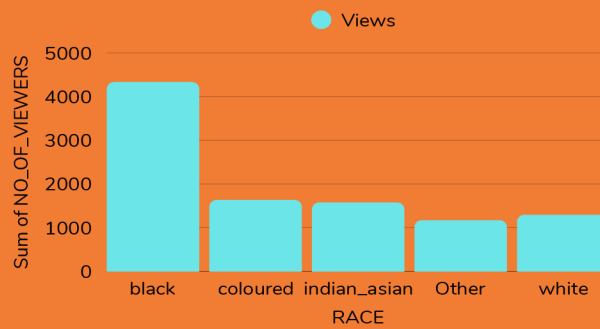
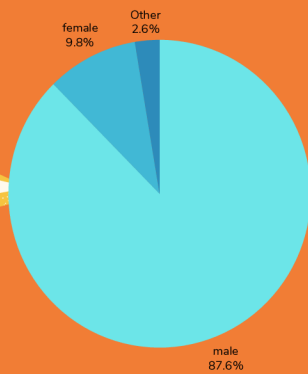
Afternoon's have the most watch hours.

## Viewership by Age

Age Group	Views
Adults	3368
Senior	104
Kids	99
Young Adults	5733
Teenagers	468
Other	260



## Viewers By Demographics



**Males contribute the highest % of Views sitting on 87.6%**

**Blacks are dominating the views by 43.3%**

## Factors influencing consumption





**AGE** -Different age groups prefer different shows as it is evident that young adults consume more than kids/ seniors.

**Race and Gender** -Cultural and gender variances influence channel choice.

**PROVINCE** -Gauteng has the most viewers and it might be because of the large population.



# Recommendations

- Create targeted content for viewers with low engagement
  - Track inactive viewers and email them campaigns/ advertisements of their favorite content
  - Broadcast original shows that viewers can only access through Bright TV channels
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- 



**THANK YOU!!**