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MAKOANE

# BRIGHT TV



# PRESENTATION

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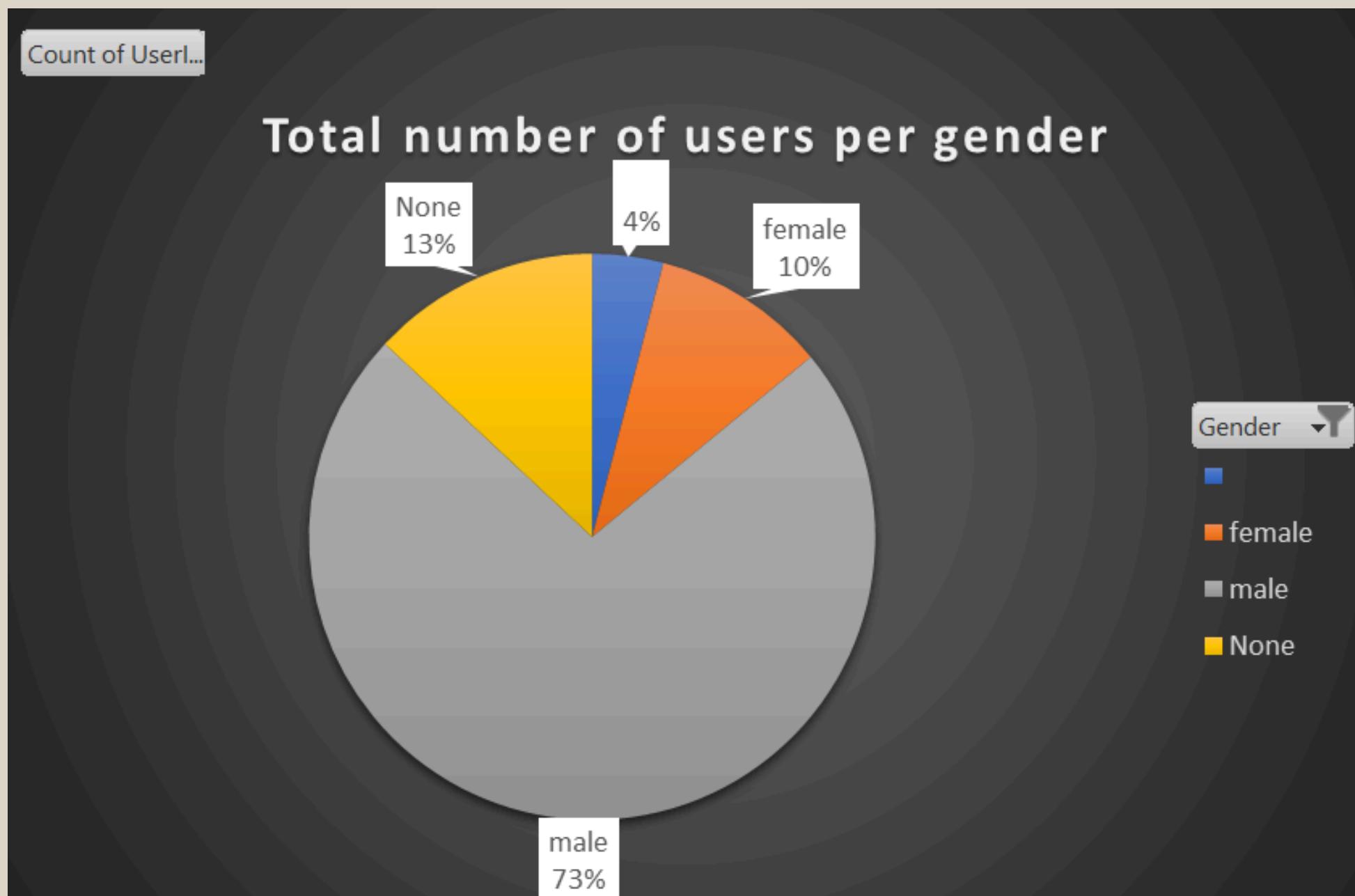
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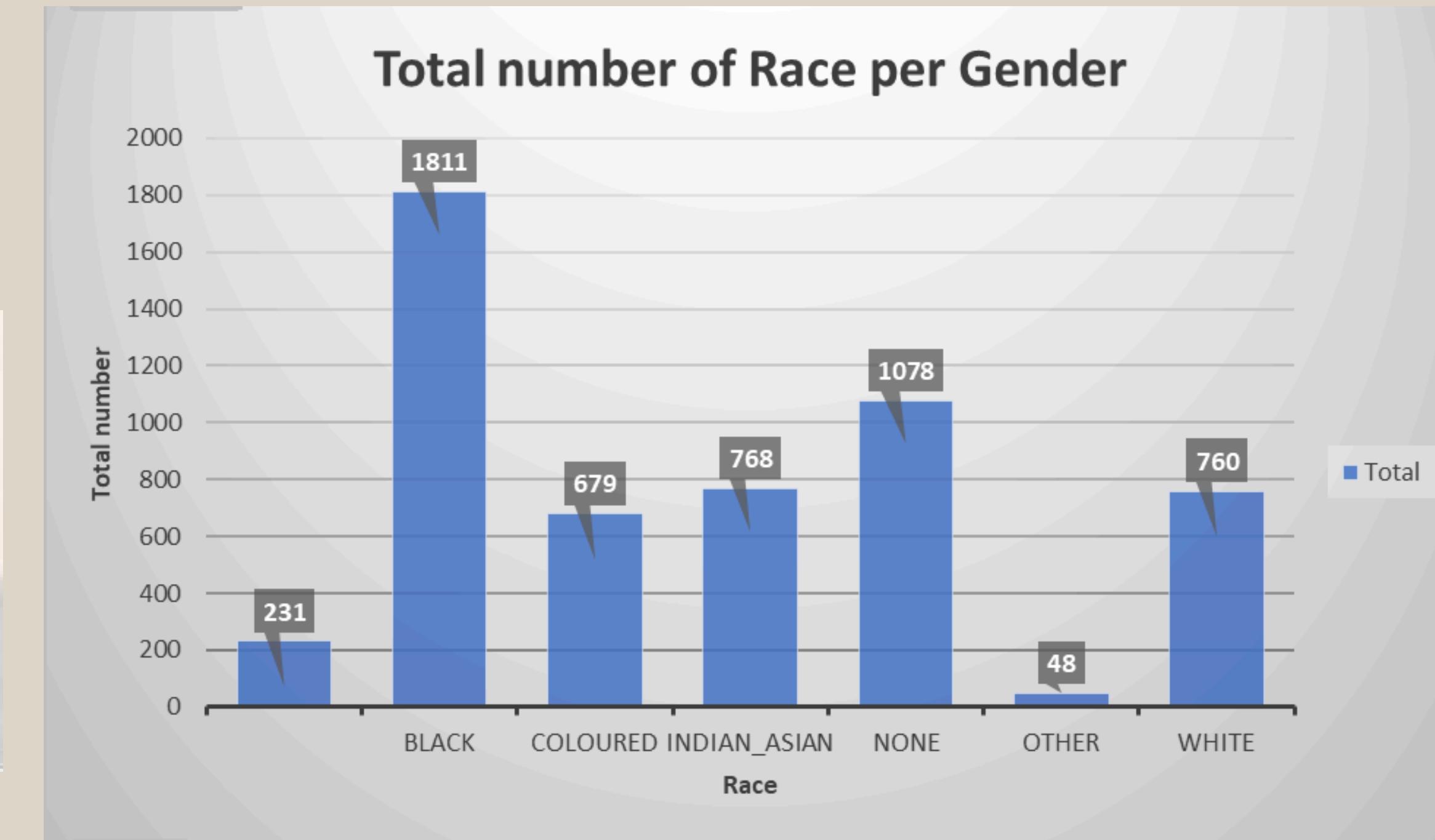
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# DEMOGRAPHICS



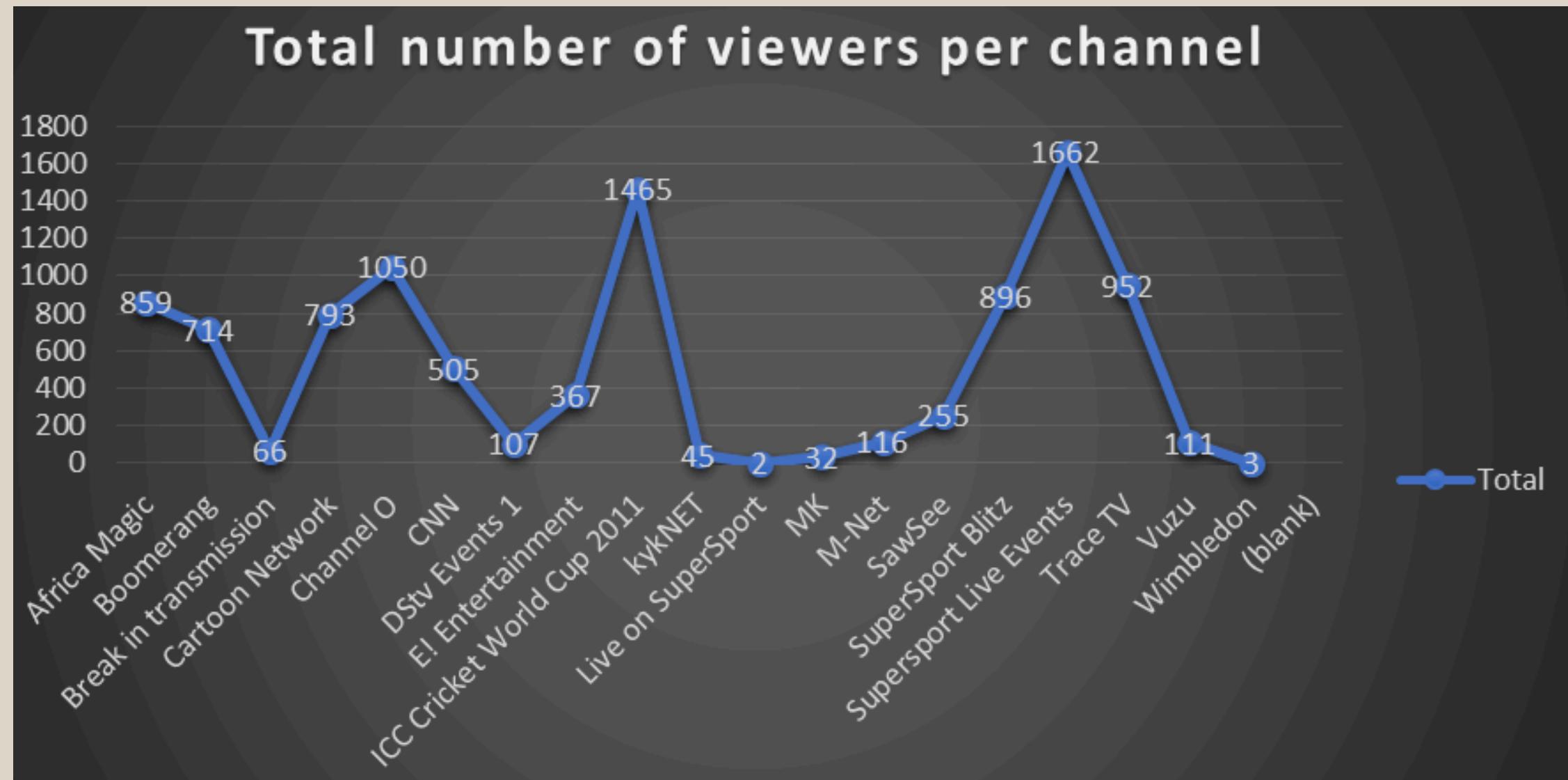
The pie chart clearly indicates the total number of users per gender, that being 5375 users. There are more males than females. Males users dominate platform usage at 73% - suggesting potential for more female-oriented content

# Race distribution

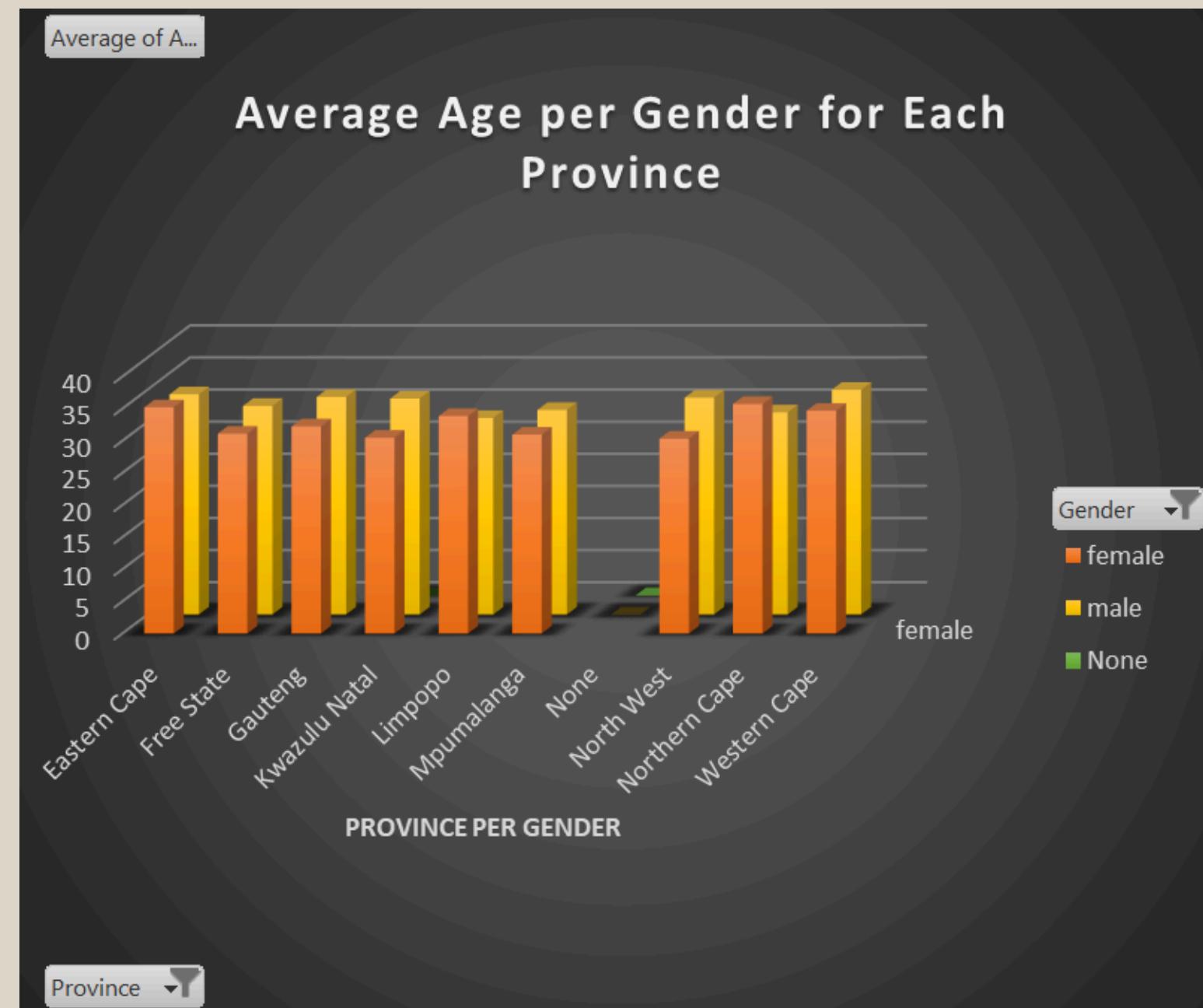


It is evident that there is more black people watching more shows compared to other races therefore we could create more content that caters to the other races so the views could increase.

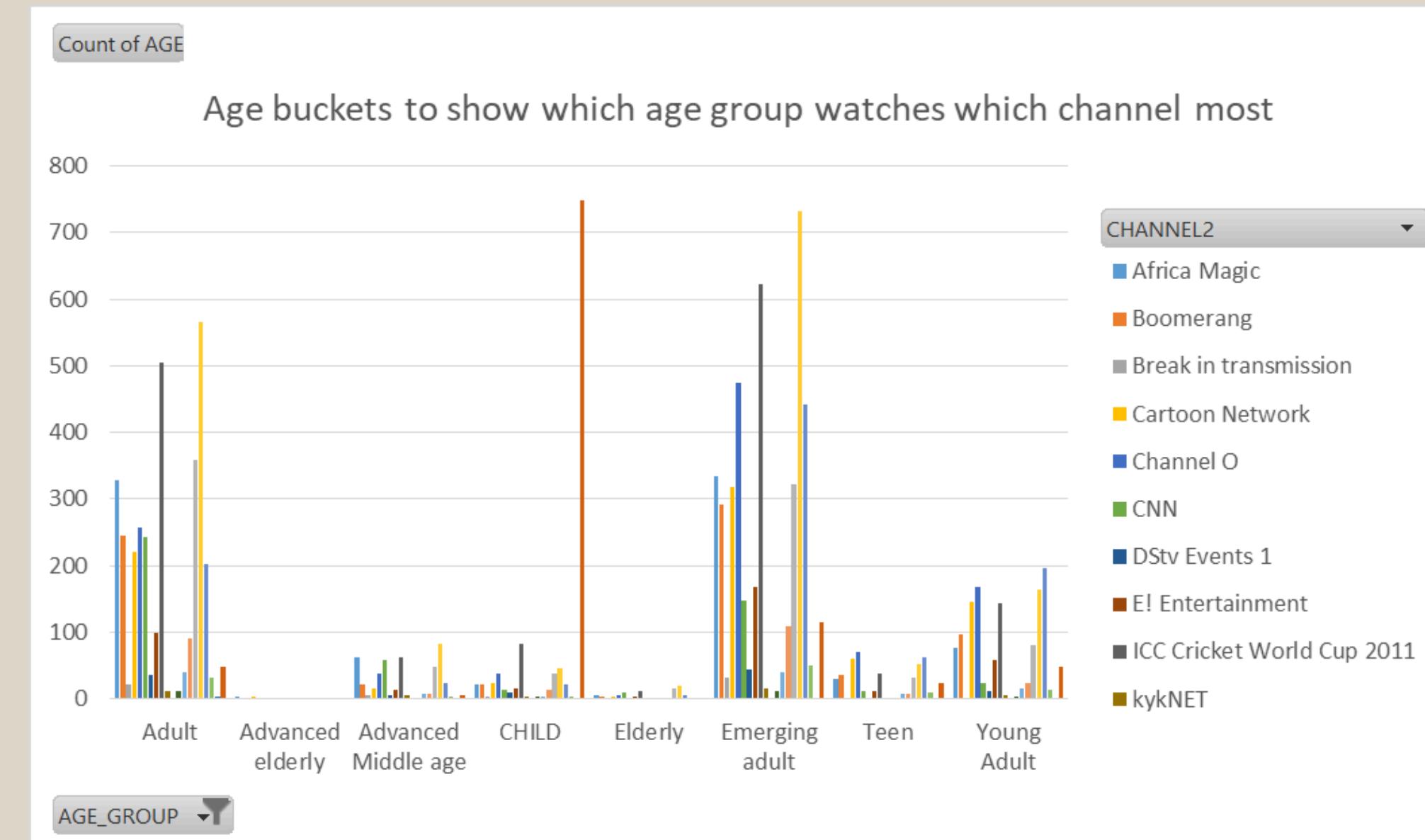
# Channel viewership



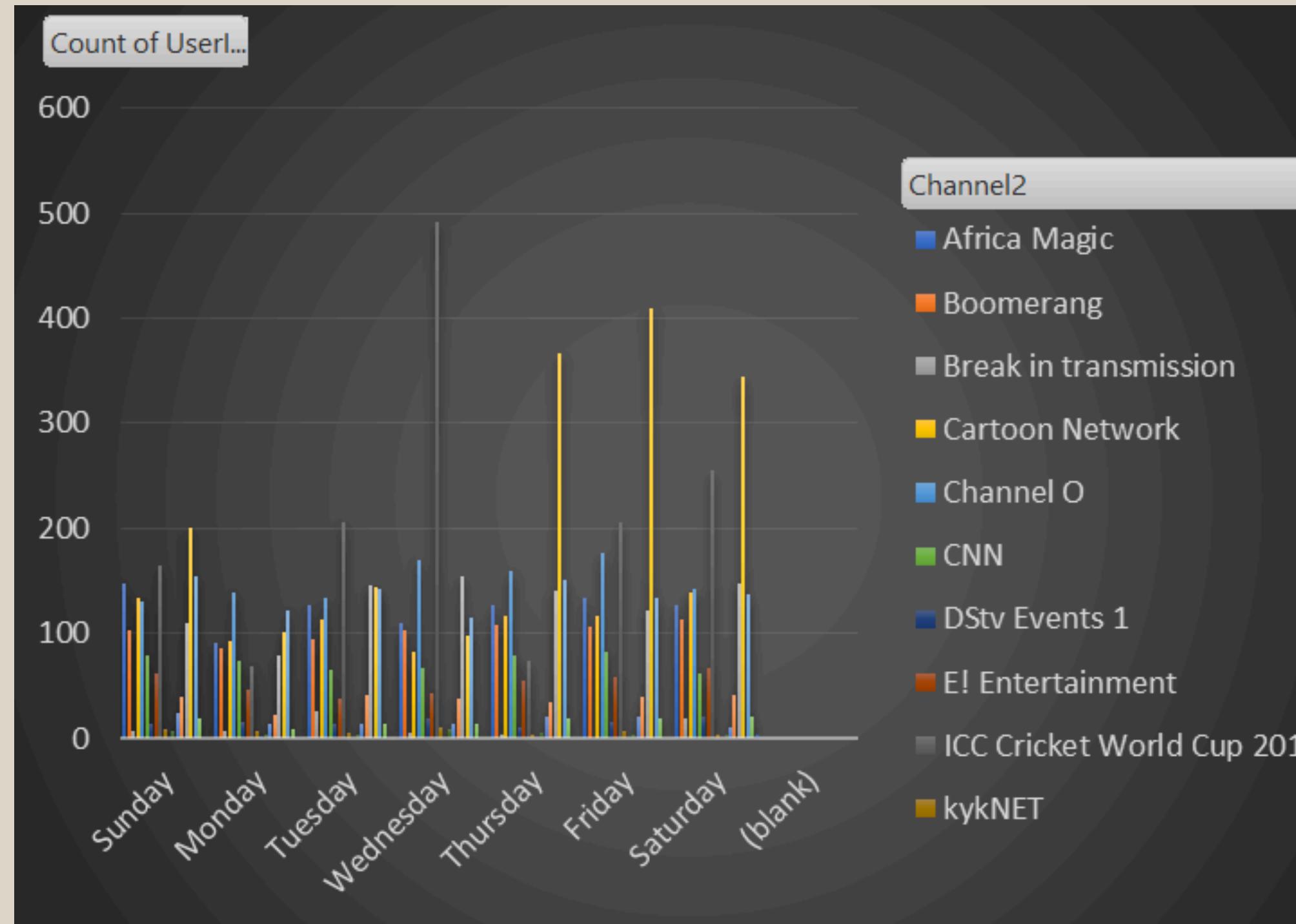
The above line graph shows that Supersport live has the highest viewership compared to the other channels



The above graph stipulates the average age per gender for each province. The average age in females is 32 and males is 33. Gauteng and Western Cape dominate the user base. Therefore there could be more content for the elderly so we gain more viewership for each province.



The above graph shows which age group watches which channel. This enables us to determine what channel is more in demand viewing. Most users are between 22 and 38 years old



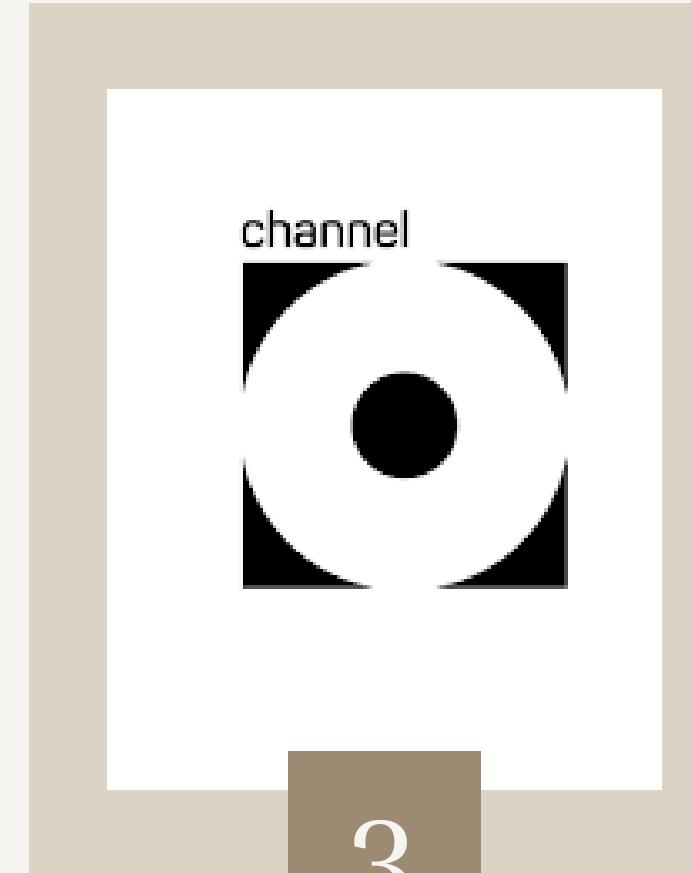
The above graph shows on which days the channels get watched on the most. The highest days are Fridays and Saturdays. Lowest on Mondays.



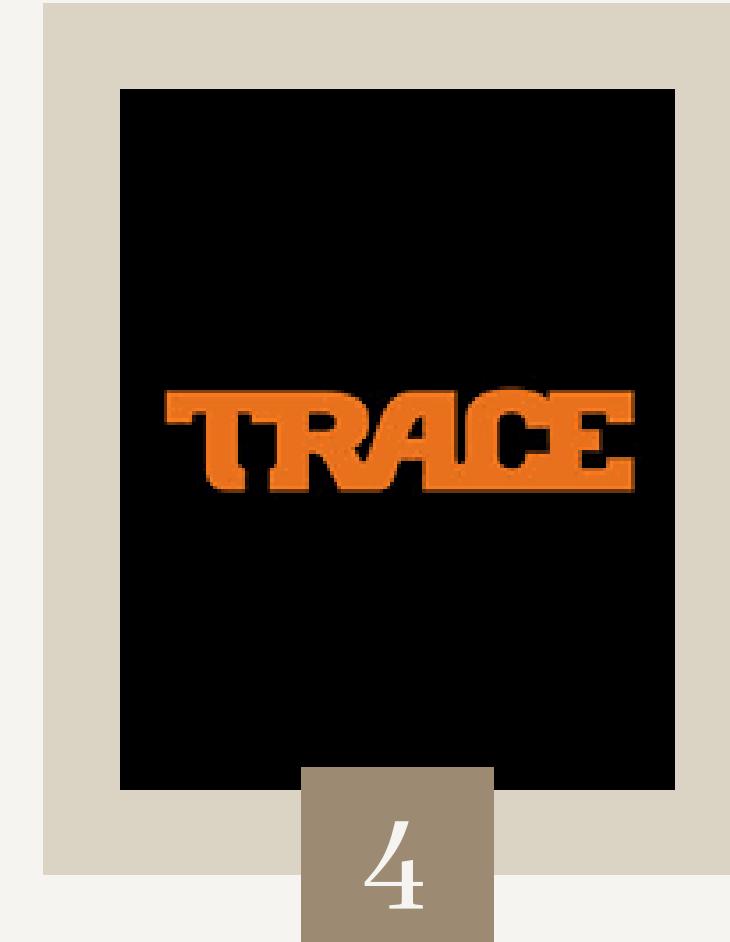
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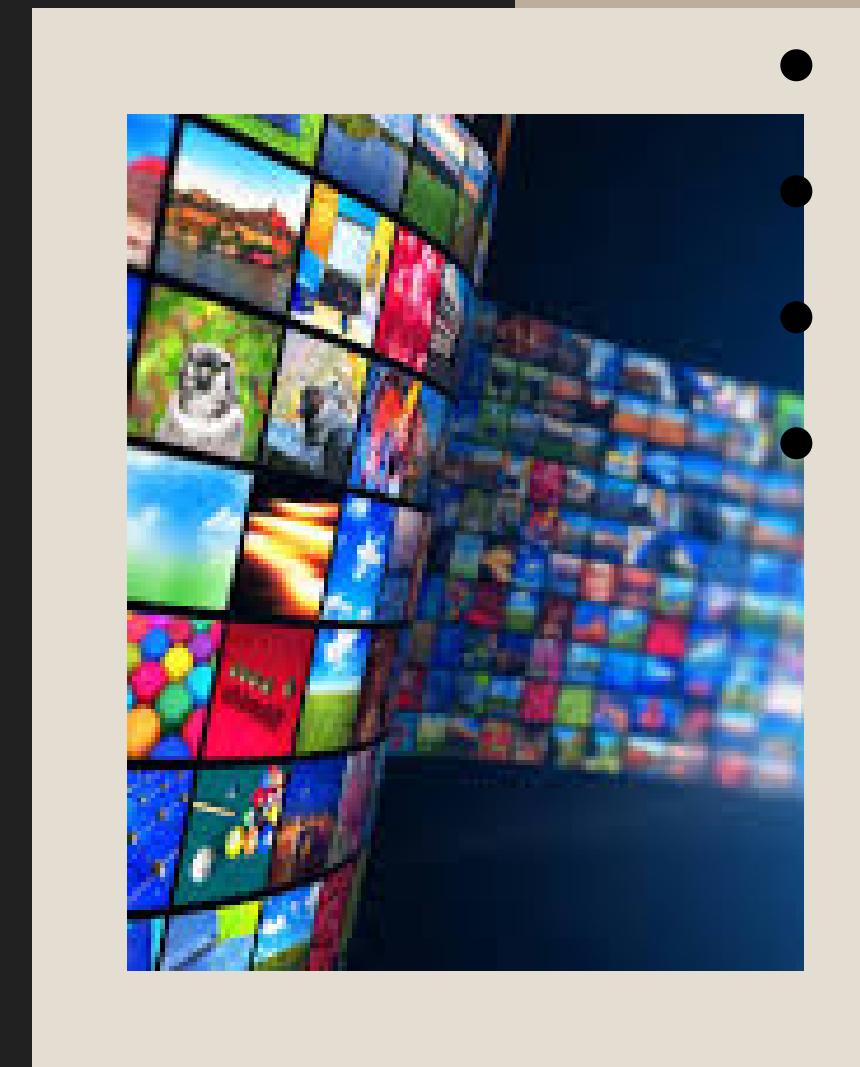


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# TOP 5 CHANNELS

The most watched TV channels

# Factors influencing consumption



- Time of Day: Peak in the evenings
- Day of week: Friday and Saturday
- Content type: Sports
- Demographics: Younger Audiences (22-38 years)

# *Introduce*

- “Monday specials”: Premieres or exclusive releases
- Gamification: Rewards for viewing during off-peak days

# *Push*

- Nostalgic Content (for 30+ age group)
- Short, high -energy series and live sports highlights



Strategies to  
increase Low-day  
consumption

- Personalized recommendations using AI.
- Regional content campaigns (focus on Gauteng, Western cape
- Loyalty programs tied to watch-time
- Partnerships with mobile data providers for cheaper streaming access.



## Initiatives to Grow User Base

- BrightTv holds a strong position among young, sports-loving viewers.
- Tactical improvements in content scheduling and marketing will boost subscriber base.



THANKYOU



THANKYOU