

BRIGHT TV VIEWERSHIP ANALYSIS

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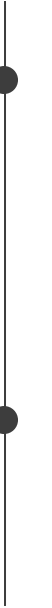
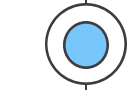
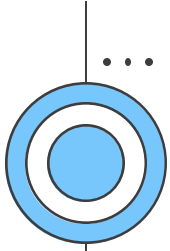
Our Consultants

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Introduction

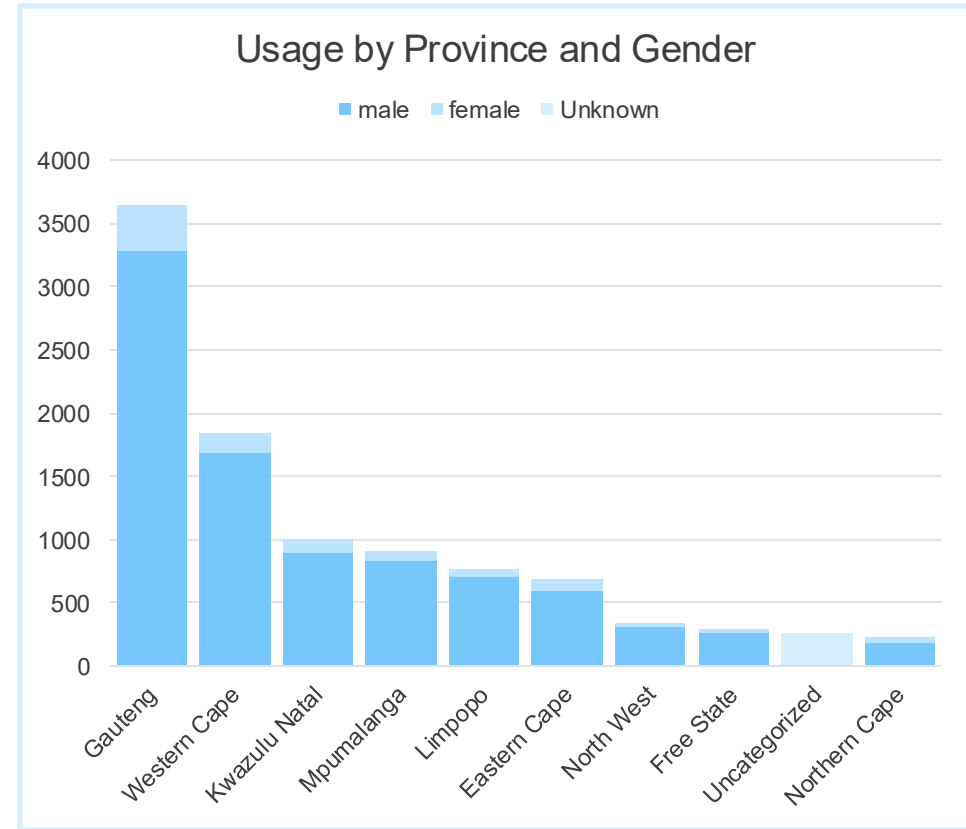
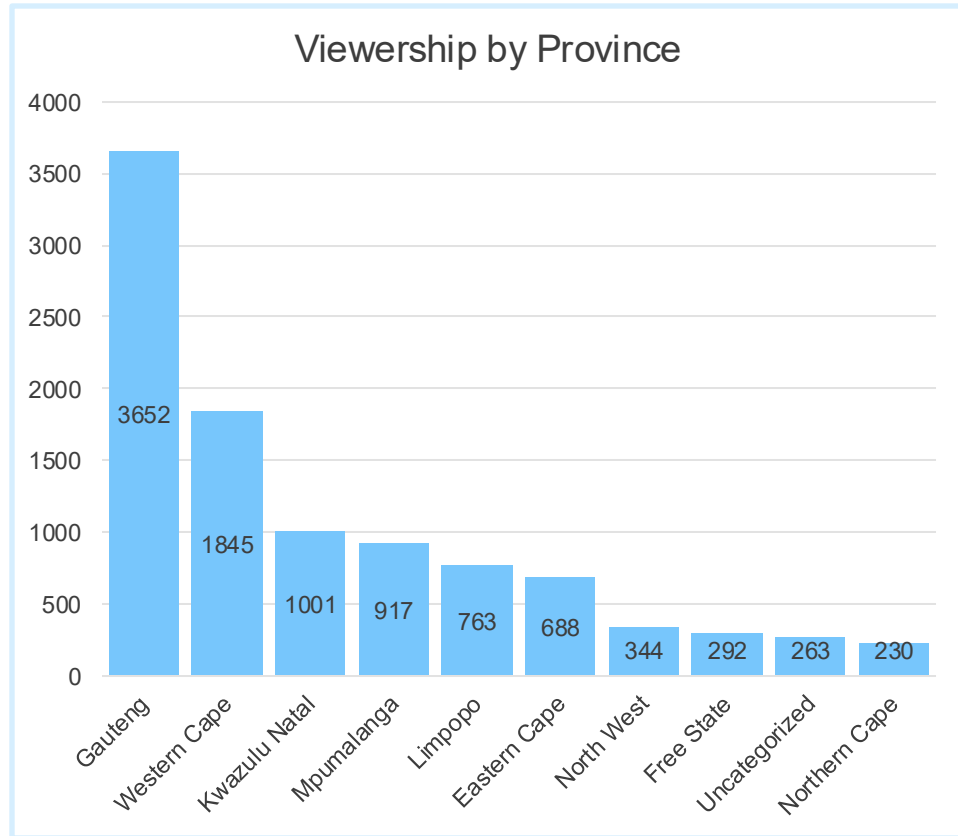
Bright TV is aiming to grow its subscription base in the current financial year, with a strategic focus on deepening customer engagement and optimizing viewing experiences. To support this goal, the Customer Value Management (CVM) team requires actionable insights into user behaviour, content consumption patterns, and the drivers of viewership.

This case study utilizes Bright TV's user profile and viewership data to uncover key trends, identify influencing factors behind consumption, and recommend strategies to boost engagement during low-consumption periods. It also outlines initiatives designed to expand the subscriber base.



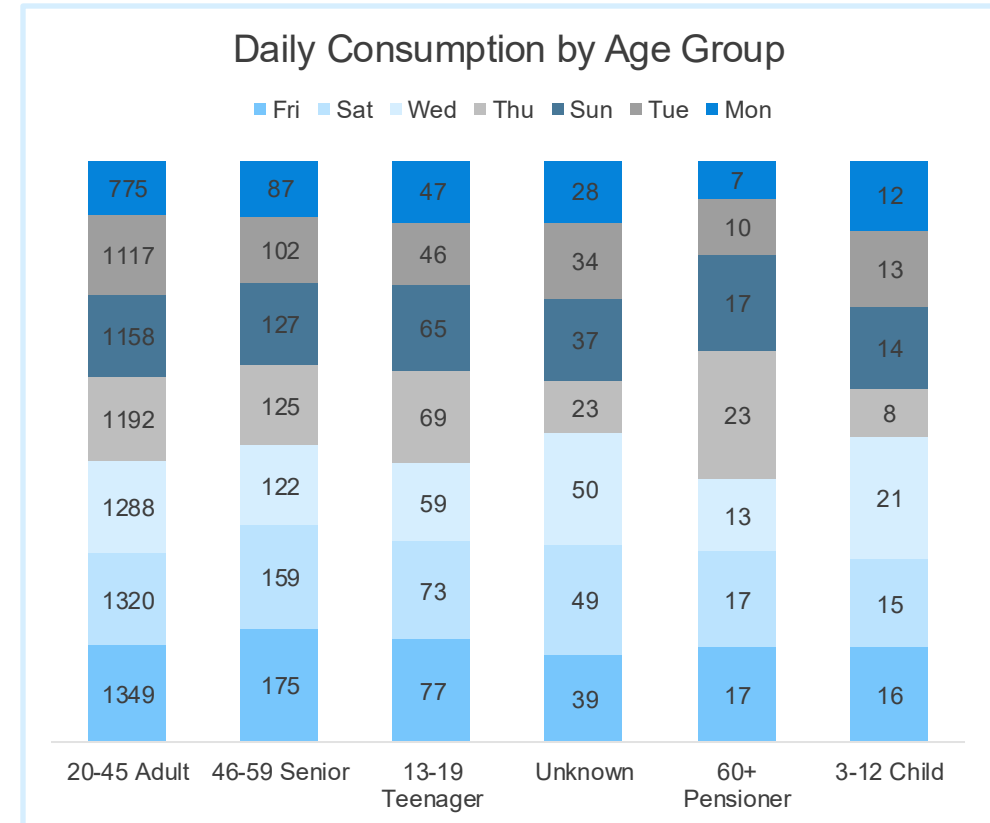
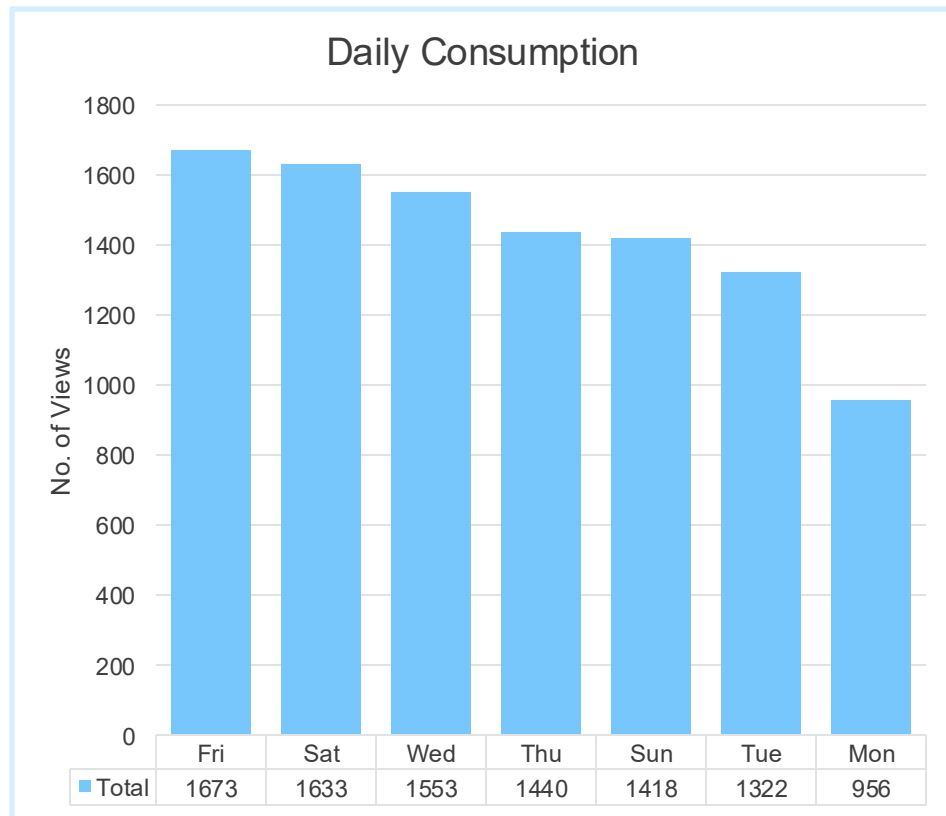
Usage by Province

Gauteng is the province with the most views that are 2-3 times more than the rest of the provinces.



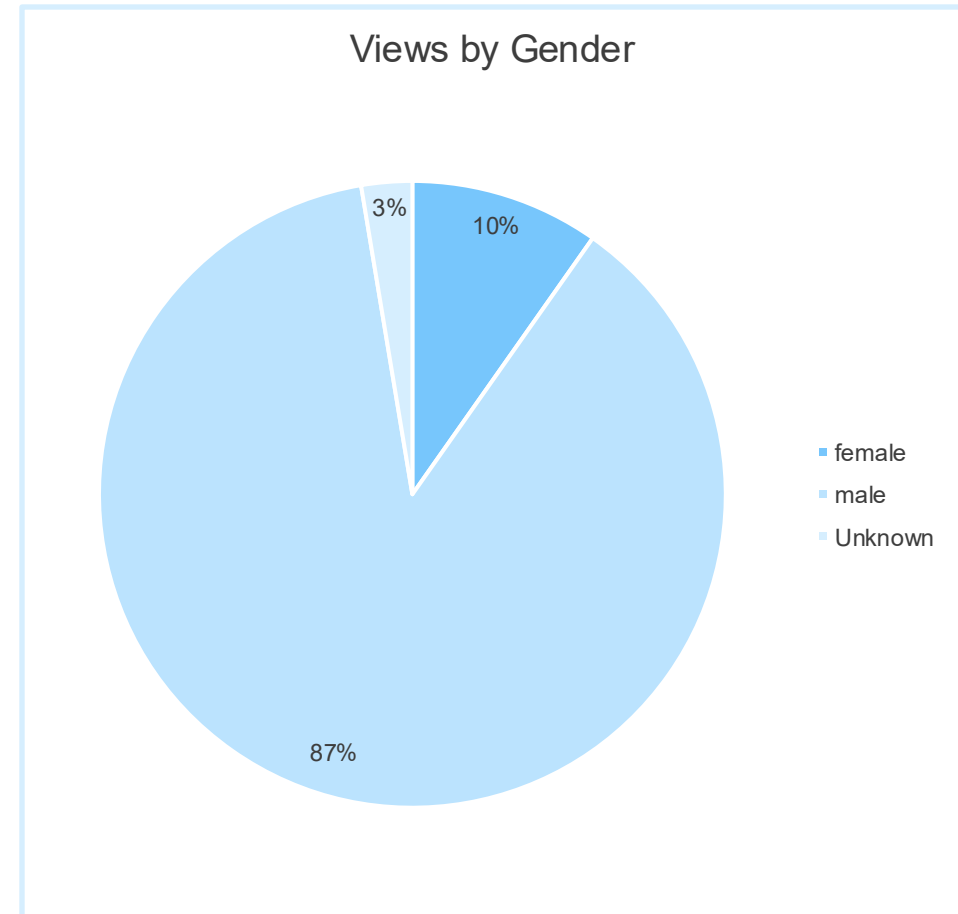
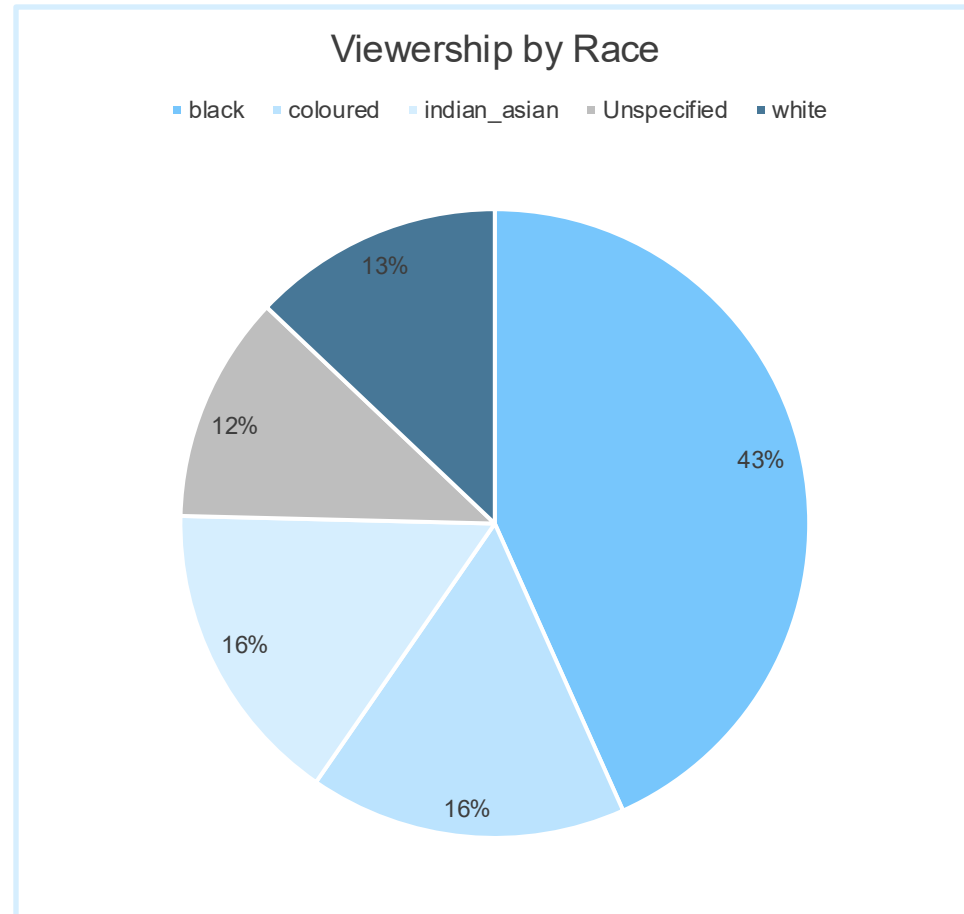
Daily Consumption

Most views are on Friday with adults being the top streaming age group



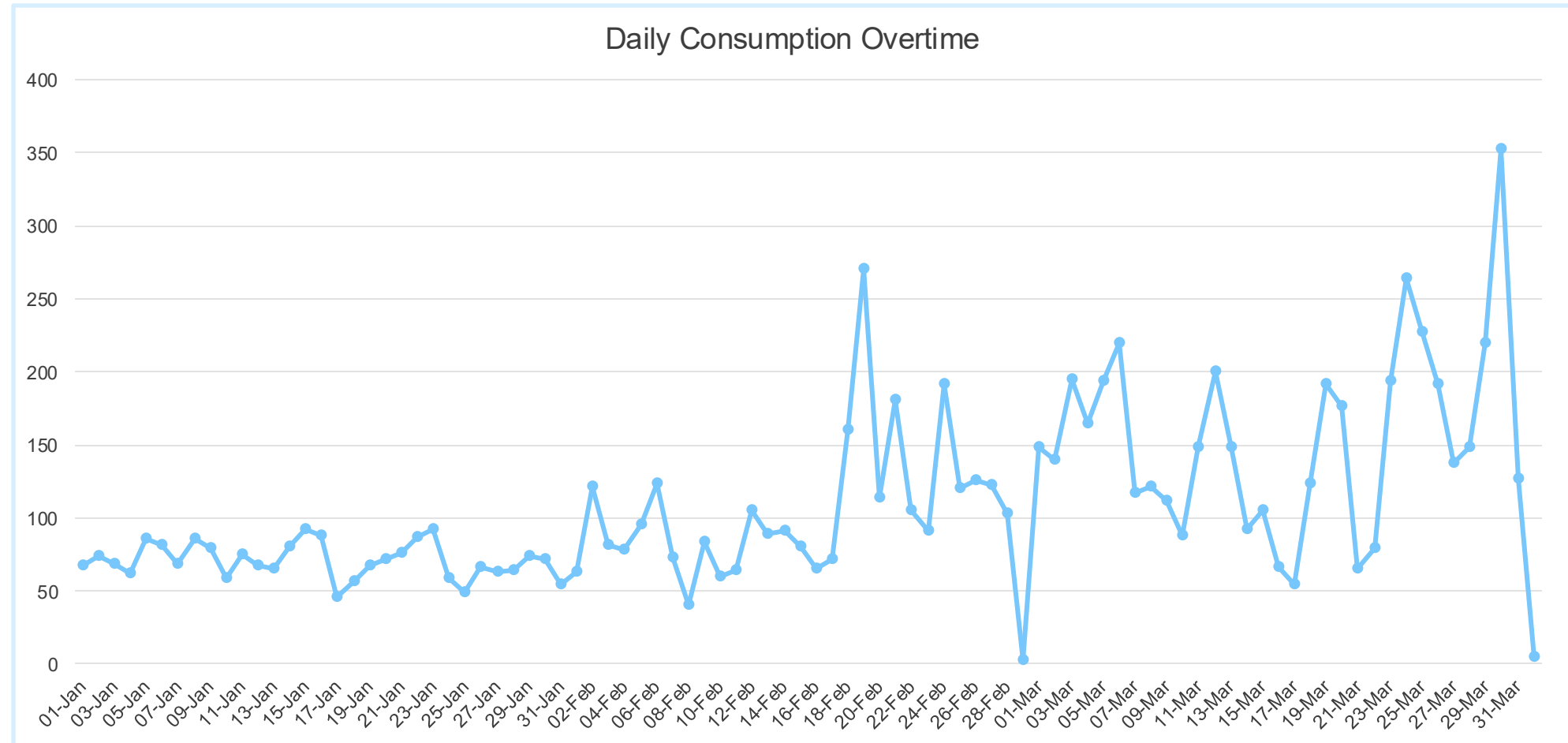
Viewership by Age Group and Gender

The black racial group contributes more to the viewership with males dominating at 87%.



Usage Consumption Over Time

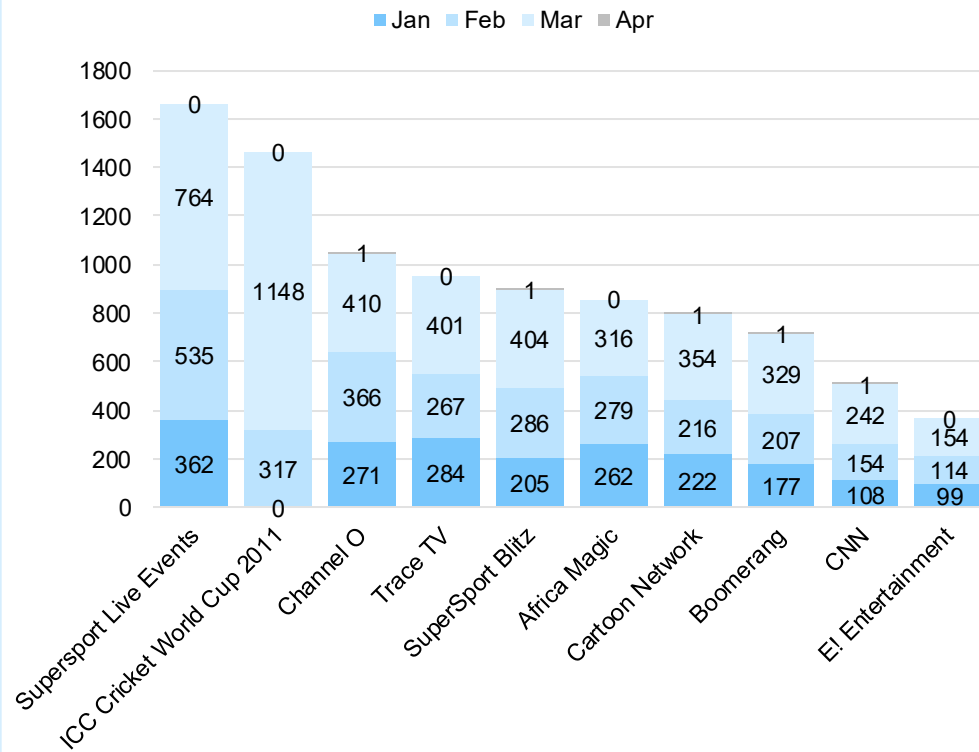
March is the month with most views, reaching its peak views approaching month end.



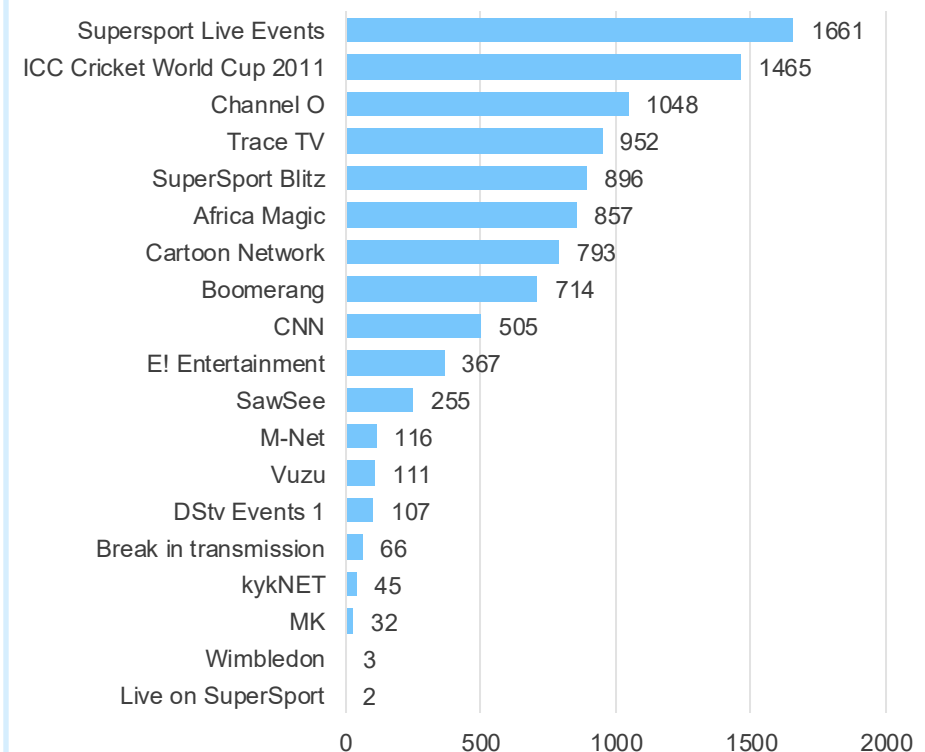
Top 10 Channels Usage Trend Overtime

Best performing channels with overall views of over 90%. Supersport Live Events had the most views in January and February but ICC cricket outperformed it in March.

Top 10 Viewed Channels

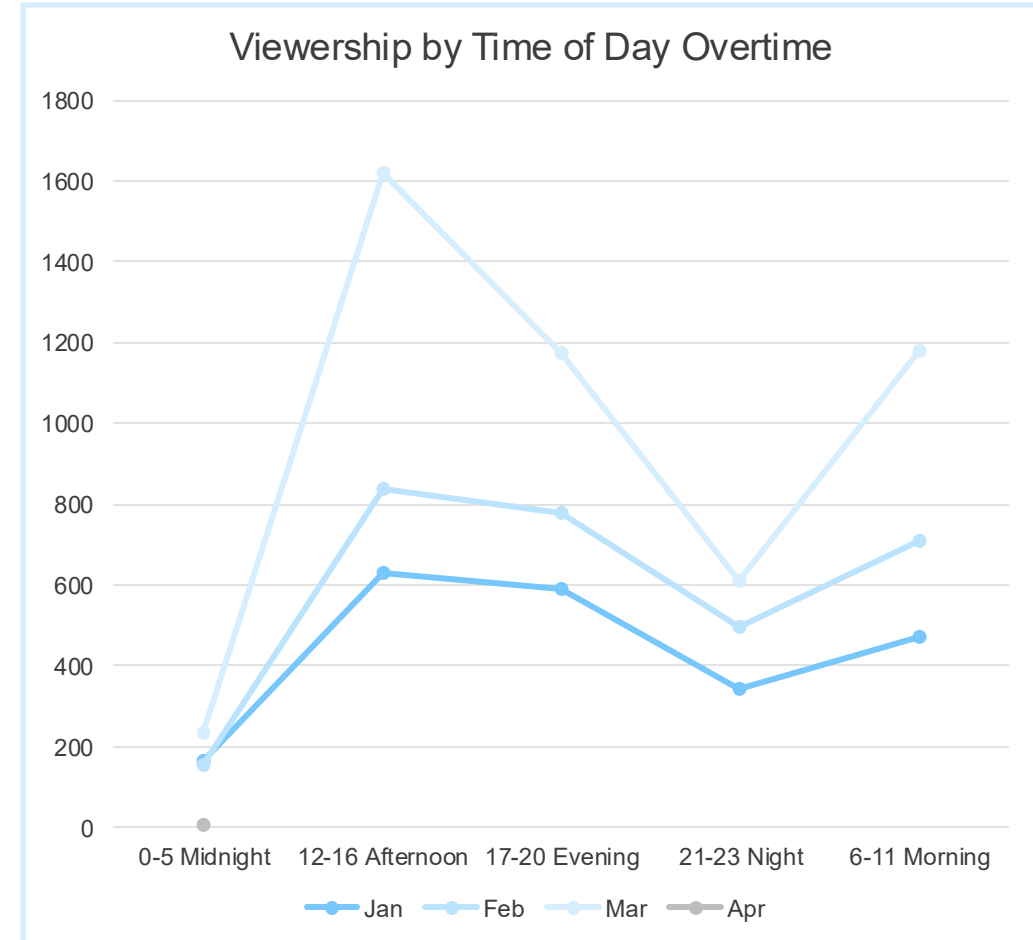
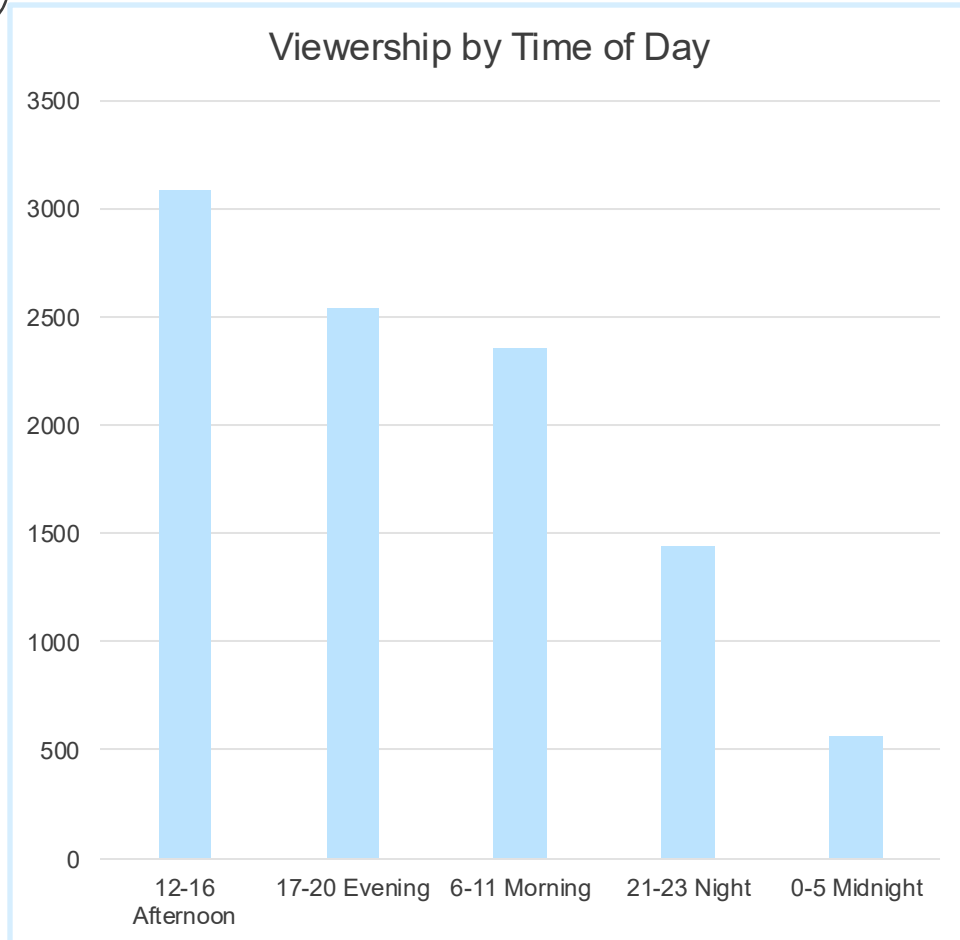


Views per Channel



Time of Day Usage Overtime

Most streams occur in the afternoon between 12pm and 16pm with March being the month with most streams



Factors Influencing Consumption

01 Age and Racial groups

Parental guidance plays crucial role in content consumption. Most youth prefer live sports and entertainment content while older people prefer soapies content

02 Location

Overpopulated areas with great internet connectivity essentially influence consumption, i.e, Gauteng and Western Cape

03 Channels

The type of show being streamed influence consumption as different cultures have their own preferences. Live sports events have most views as most people like sport

Initiatives to Increase Fan Base

Create family plans
subscriptions at a
discounted rate

01

Stream more of developing
content within peak hours to
attract more views

02

03

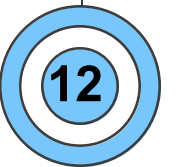
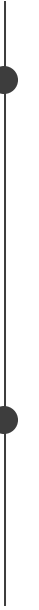
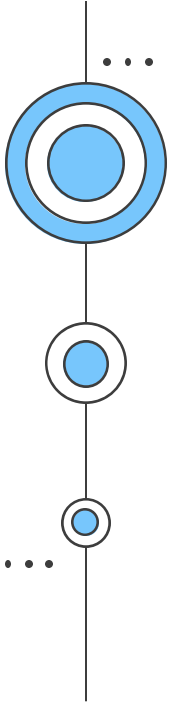
04

Make content available on
all streaming platforms
and have catch-up of
past live events

Give an account access
to stream simultaneously
on different devices

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**Thank
You**



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