

BRIGHT TV VIEWERSHIP ANALYSIS

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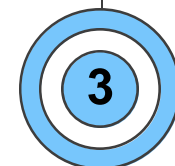
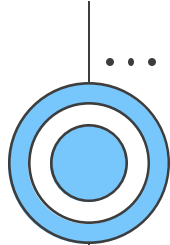
Our Consultants

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Introduction

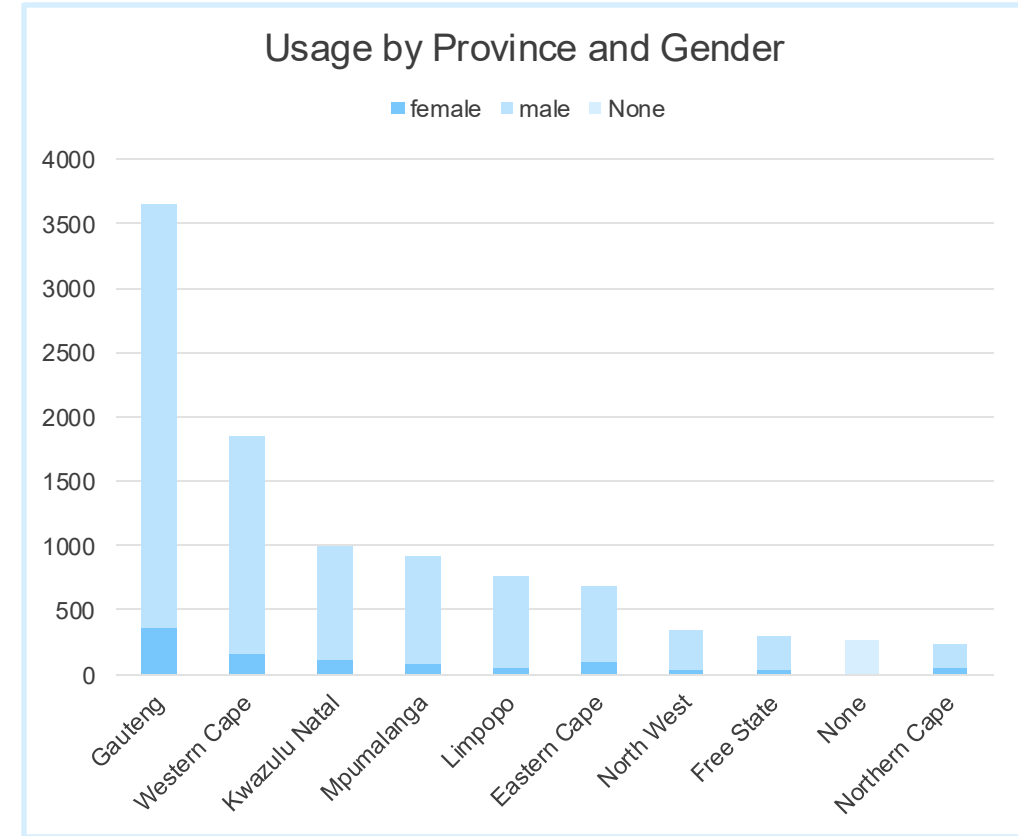
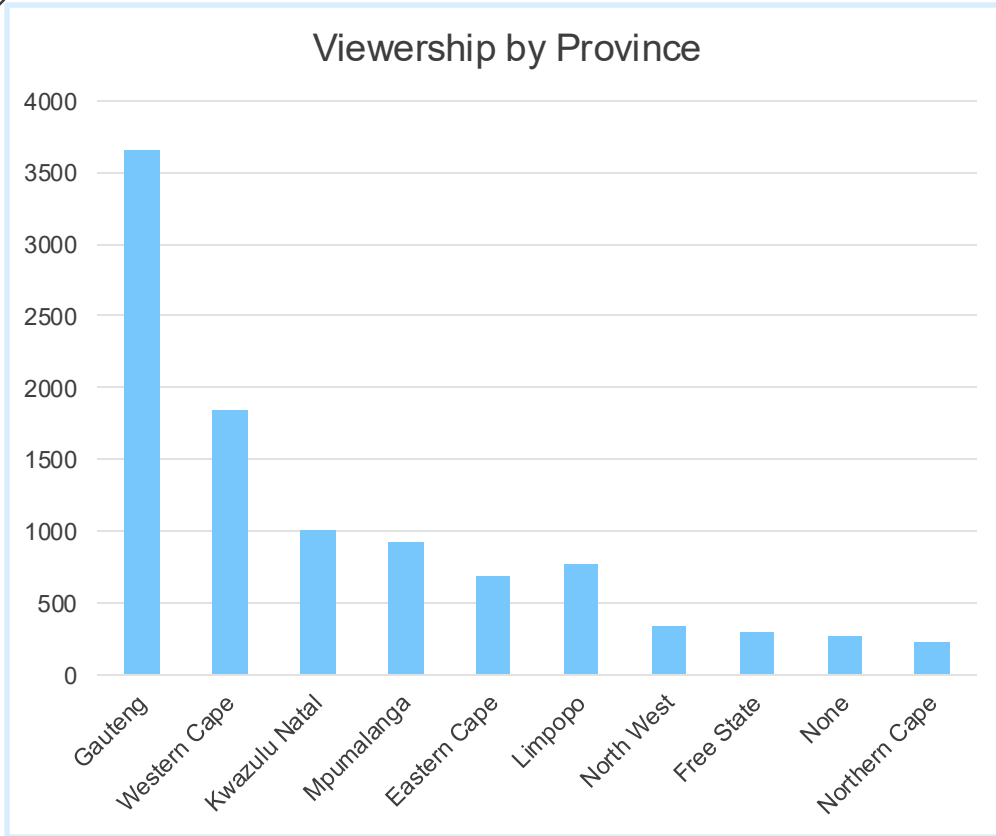
BrightTV is aiming to grow its subscription base in the current financial year, with a strategic focus on deepening customer engagement and optimizing viewing experiences. To support this goal, the Customer Value Management (CVM) team requires actionable insights into user behaviour, content consumption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

This case study utilizes BrightTV'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.



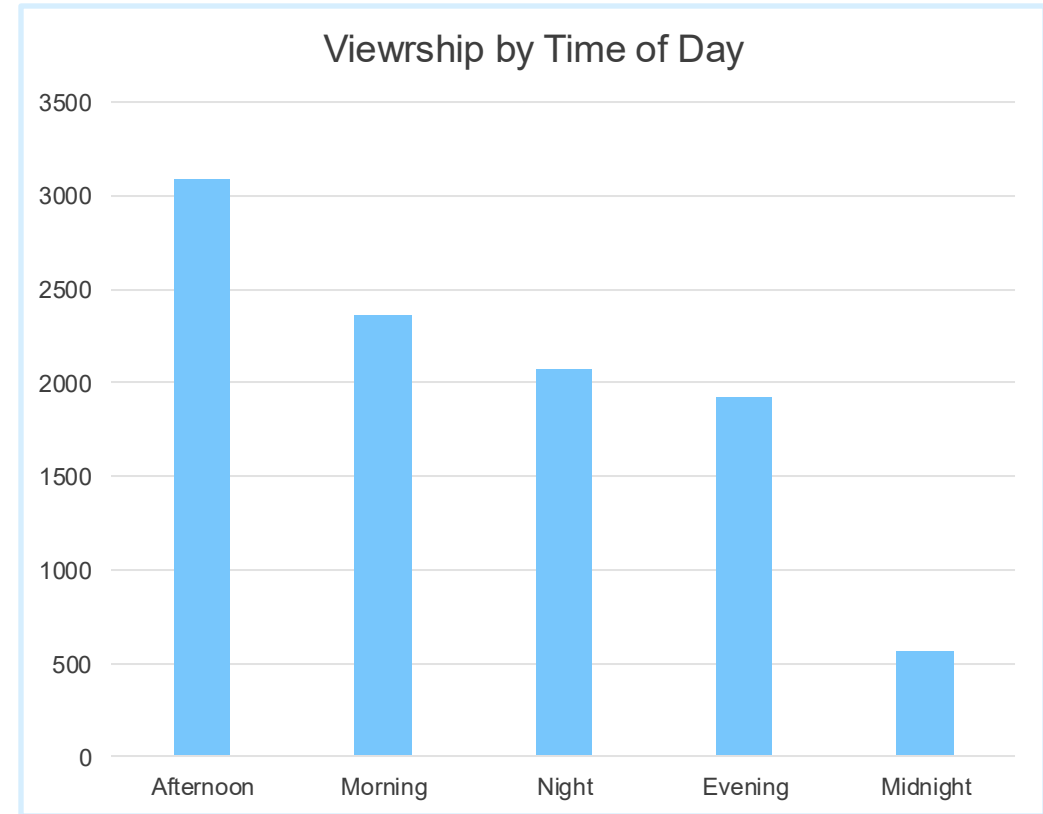
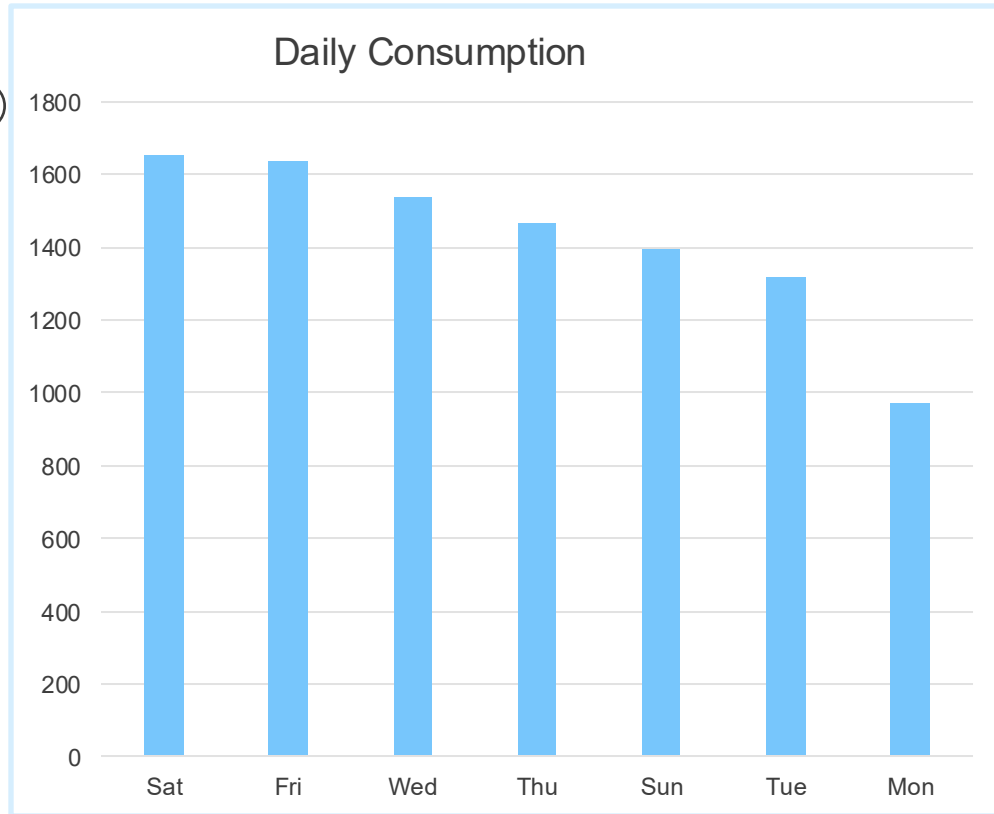
Usage by Province

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



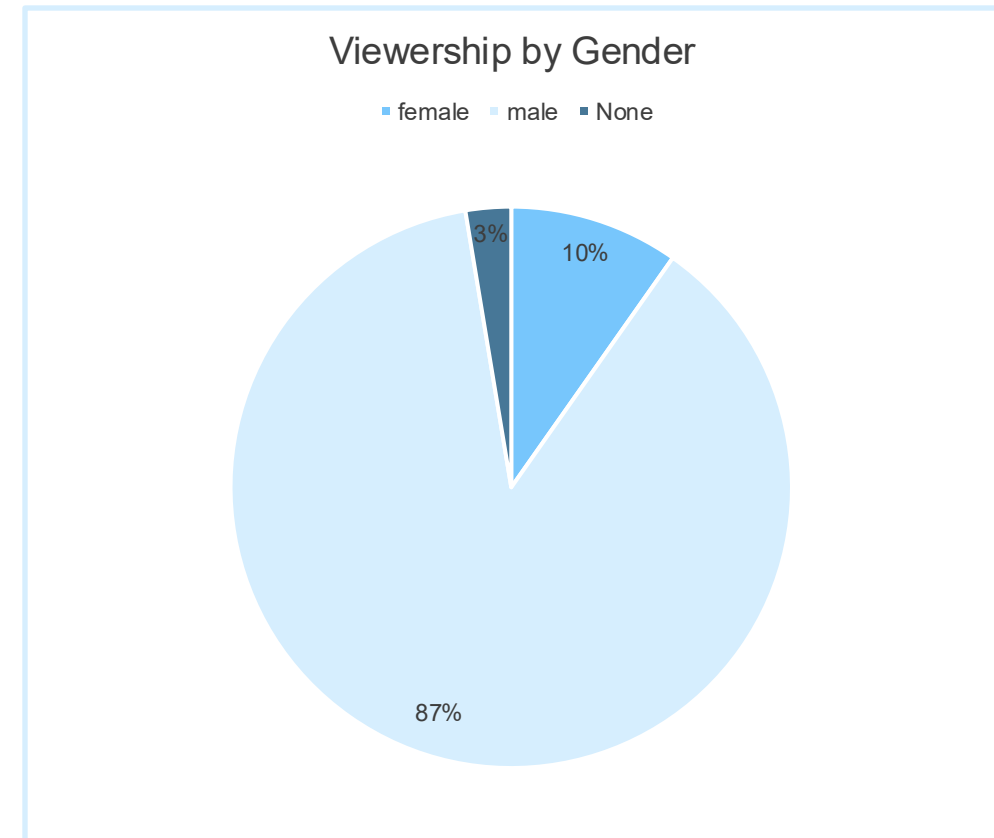
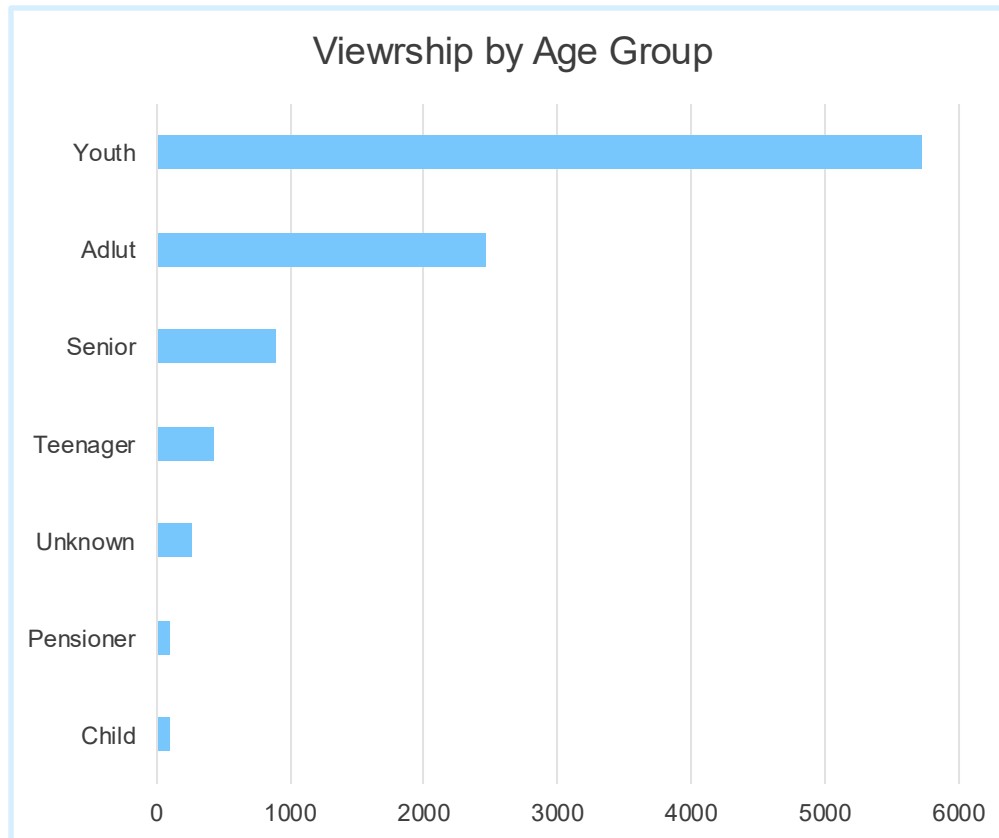
Daily Consumption

Most views are on Saturday during midday(afternoon with least views at midnight and on Mondays



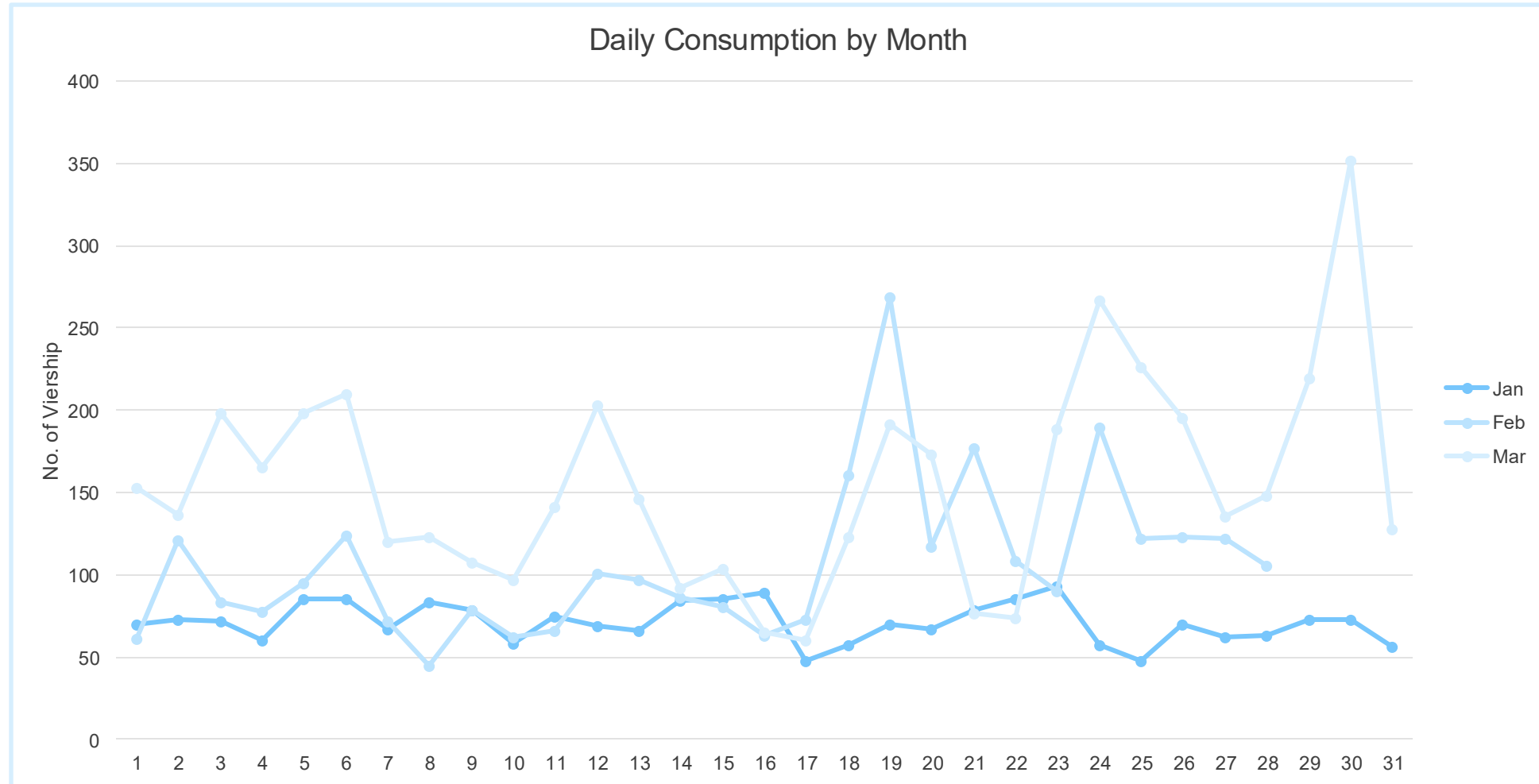
Viewership by Age Group and Gender

The youth contributes more to the viewership with males dominating at 87%, and 3% each of an unknown gender and age group



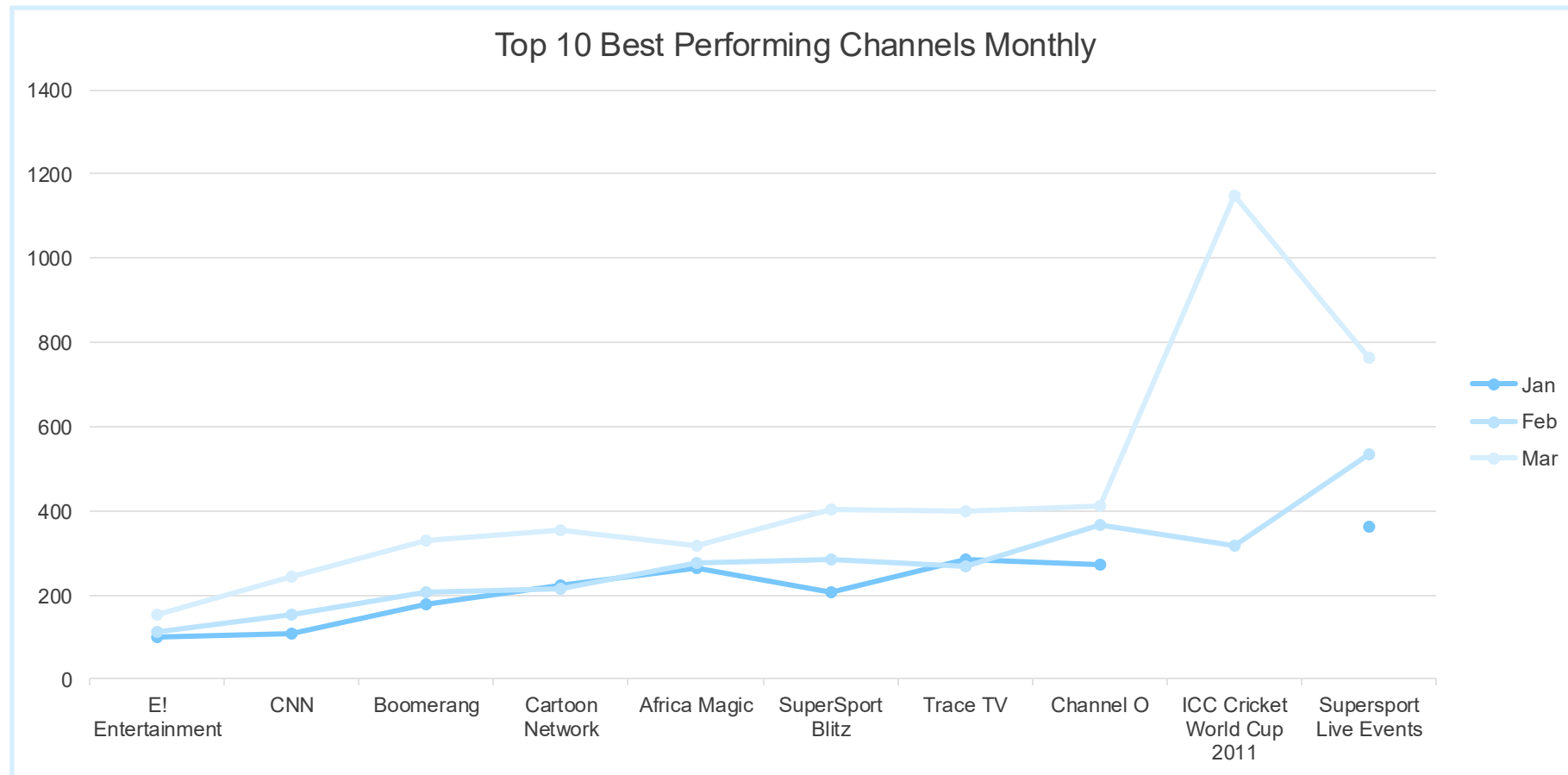
Usage Consumption Over Time

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.

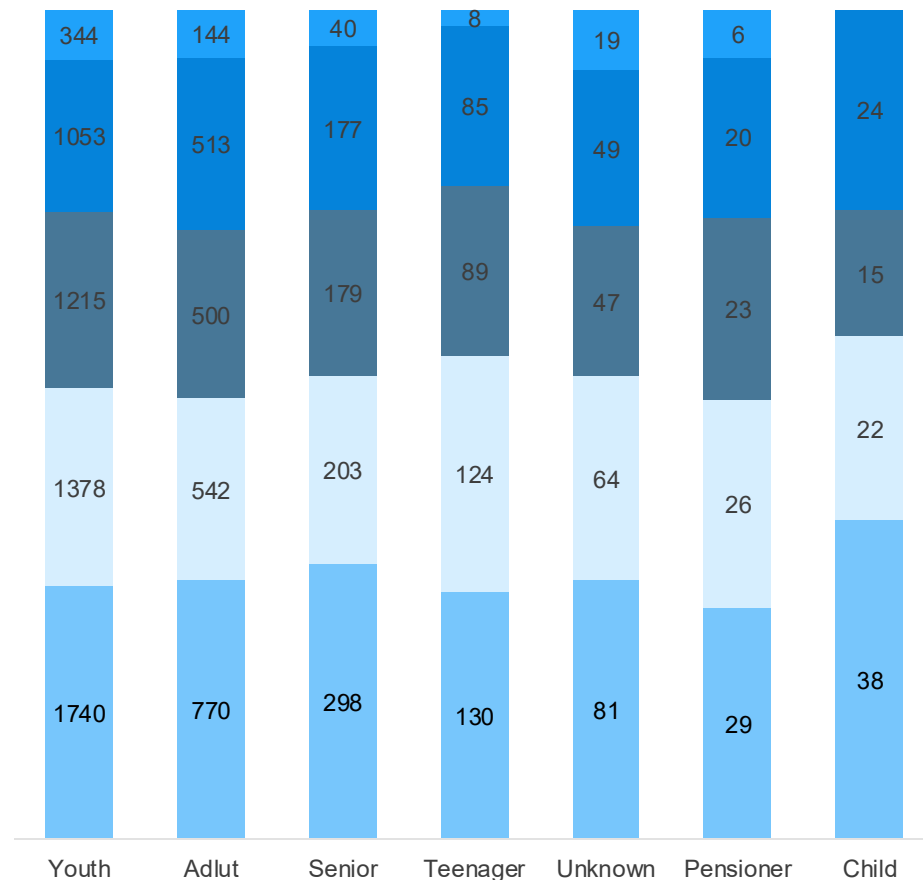


Time of Day Usage by Race and Age Group

Youth and black racial group contribute the most to the views of all channels, watching mostly in the afternoon.

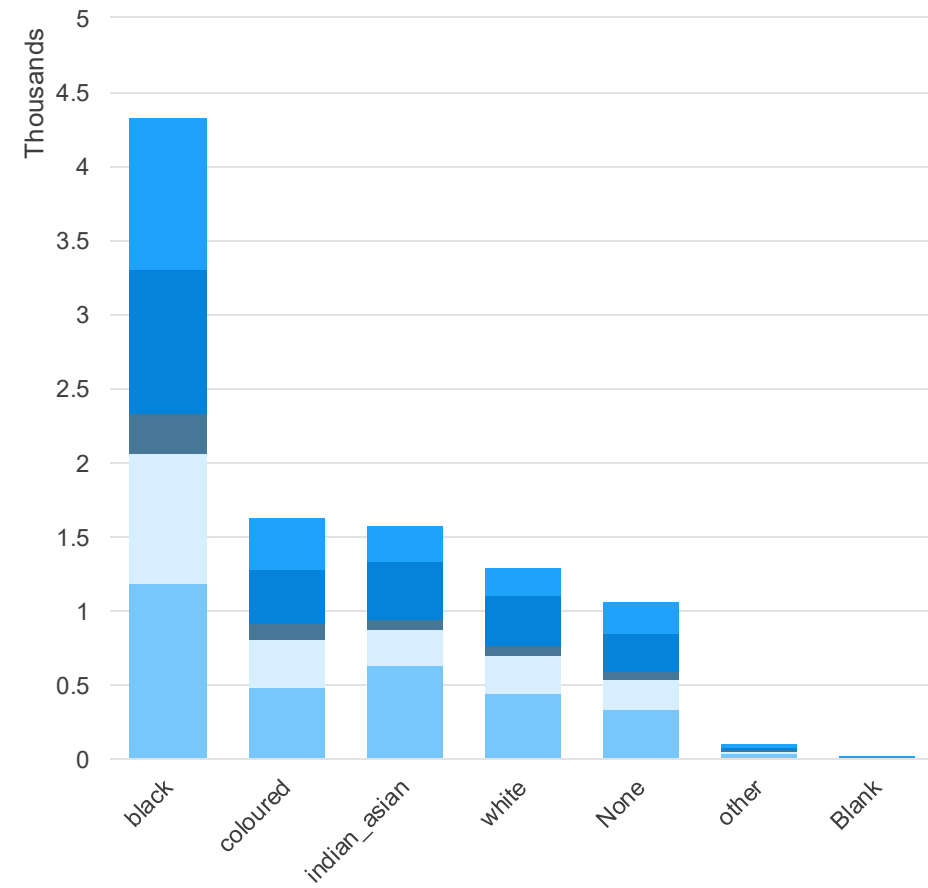
Time of Day Usage by Age Group

Afternoon Morning Night Evening Midnight



Time of Day Viewership by Race

Afternoon Evening Midnight Morning Night



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

11

**Thank
You**

