



BRIGHT TV VIEWERSHIP ANALYTICS -FY16

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September 14, 2025



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1.Introduction

BRIGHT TV VIEWERSHIP ANALYTICS -FY16

The Analysis

BrightTV is aiming to grow its subscription base this year, and understanding how users engage with the platform is key. In this presentation, we'll explore user and usage trends, identify what drives content consumption, and recommend strategies to boost engagement—especially on low-consumption days. The goal is to equip the CVM team with clear, data-driven actions to accelerate growth.



2. Bright TV Platform Overview

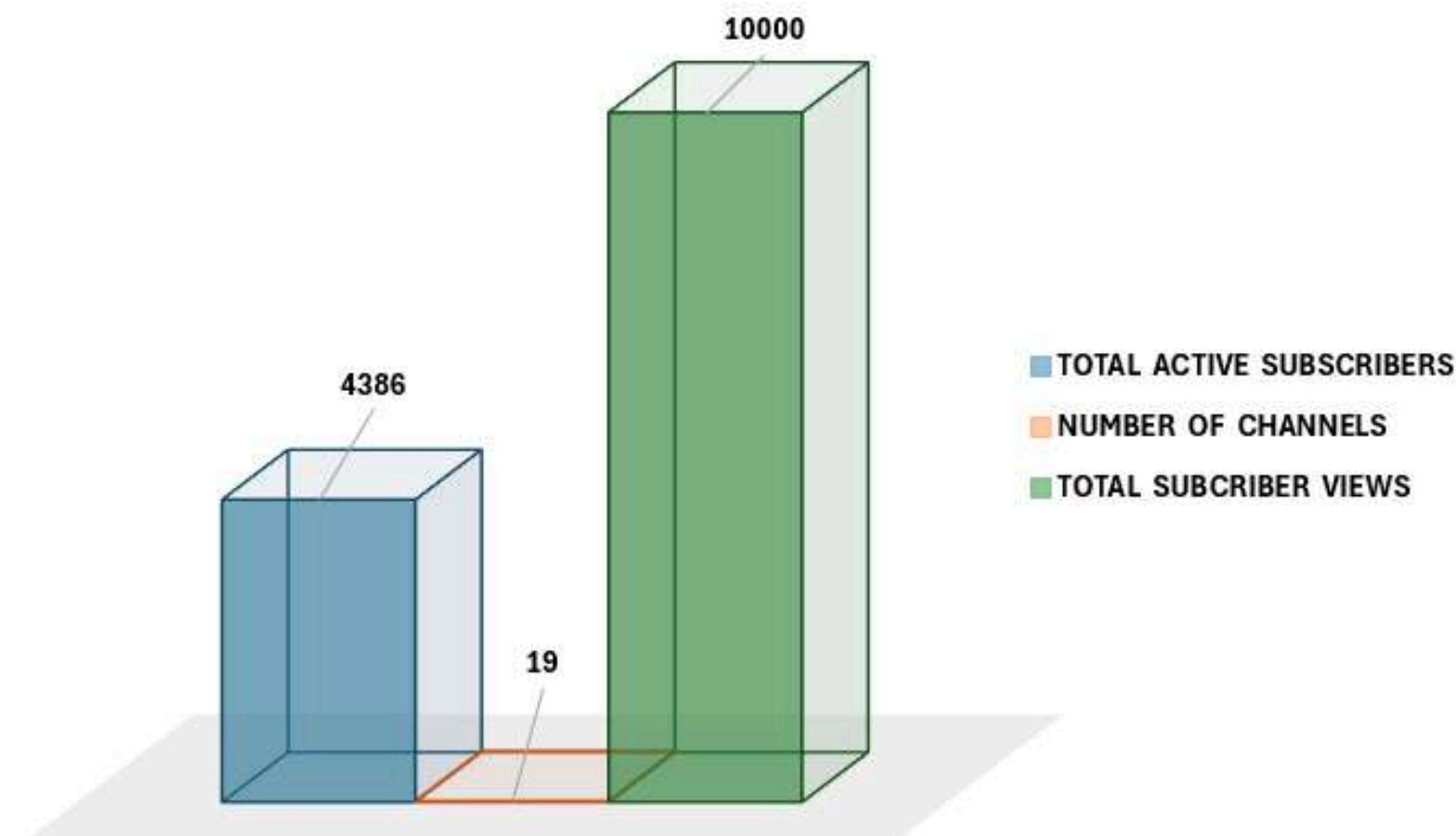
TV Channels/Views/Subscribers

The top chart shows that BrightTV has 4,386 active subscribers across 19 channels, generating 10,000 total views.

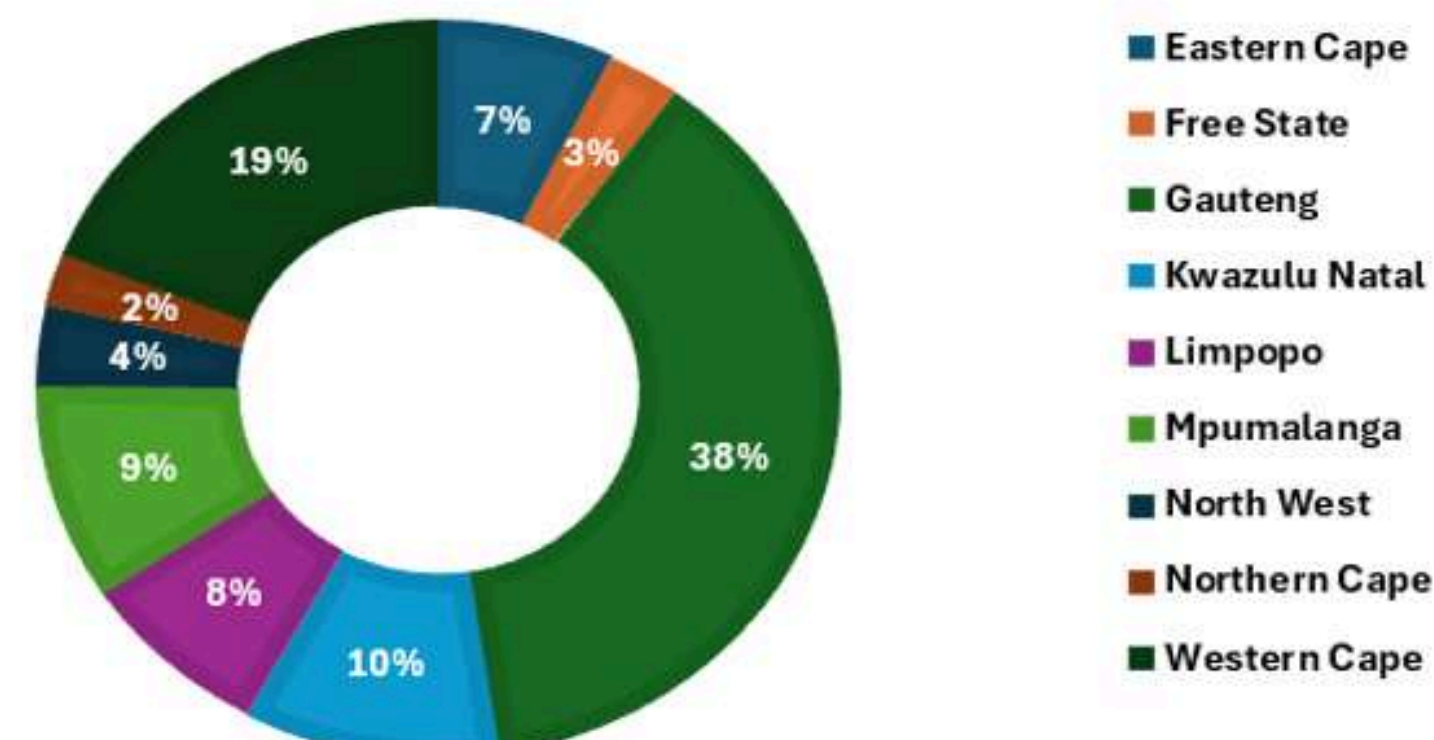
Subscribers/Province

- Gauteng leads with 38% of total active subscribers, showing it's BrightTV's strongest regional market.
- Kwazulu Natal (10%), Limpopo (9%), and Western Cape (8%) follow as key secondary markets.
- Smaller provinces like Northern Cape (1%) and North West (2%) have minimal share, indicating lower reach or engagement.

SUBSCRIBERS-CHANNELS-VIEWS



TOTAL ACTIVE SUBSCRIBER PER PROVINCE - %





3. Best performing TV Channel in terms of subscribers

Top vs Bottom 10 Channels

- Top 10: Led by Supersport Live Events, ICC Cricket World Cup, and Channel O - sports, music, and kids' content dominate subscriber interest.
- Bottom 10: Includes Wimbledon, Live on SuperSport, and MK - low engagement likely due to seasonal or niche programming.

Top 10 TV Channel/Subscriber Table

TV CHANNEL	TOTAL ACTIVE SUBSCRIBERS
Supersport Live Events	1661
ICC Cricket World Cup 2011	1465
Channel O	1048
Trace TV	952
SuperSport Blitz	896
Africa Magic	857
Cartoon Network	793
Boomerang	714
CNN	505
E! Entertainment	367
SawSee	255
M-Net	116
Vuzu	111
DStv Events 1	107
Break in transmission	66
kykNET	45
MK	32
Wimbledon	3
Live on SuperSport	2
Grand Total	9995



4. MOM% growth per TV Channel

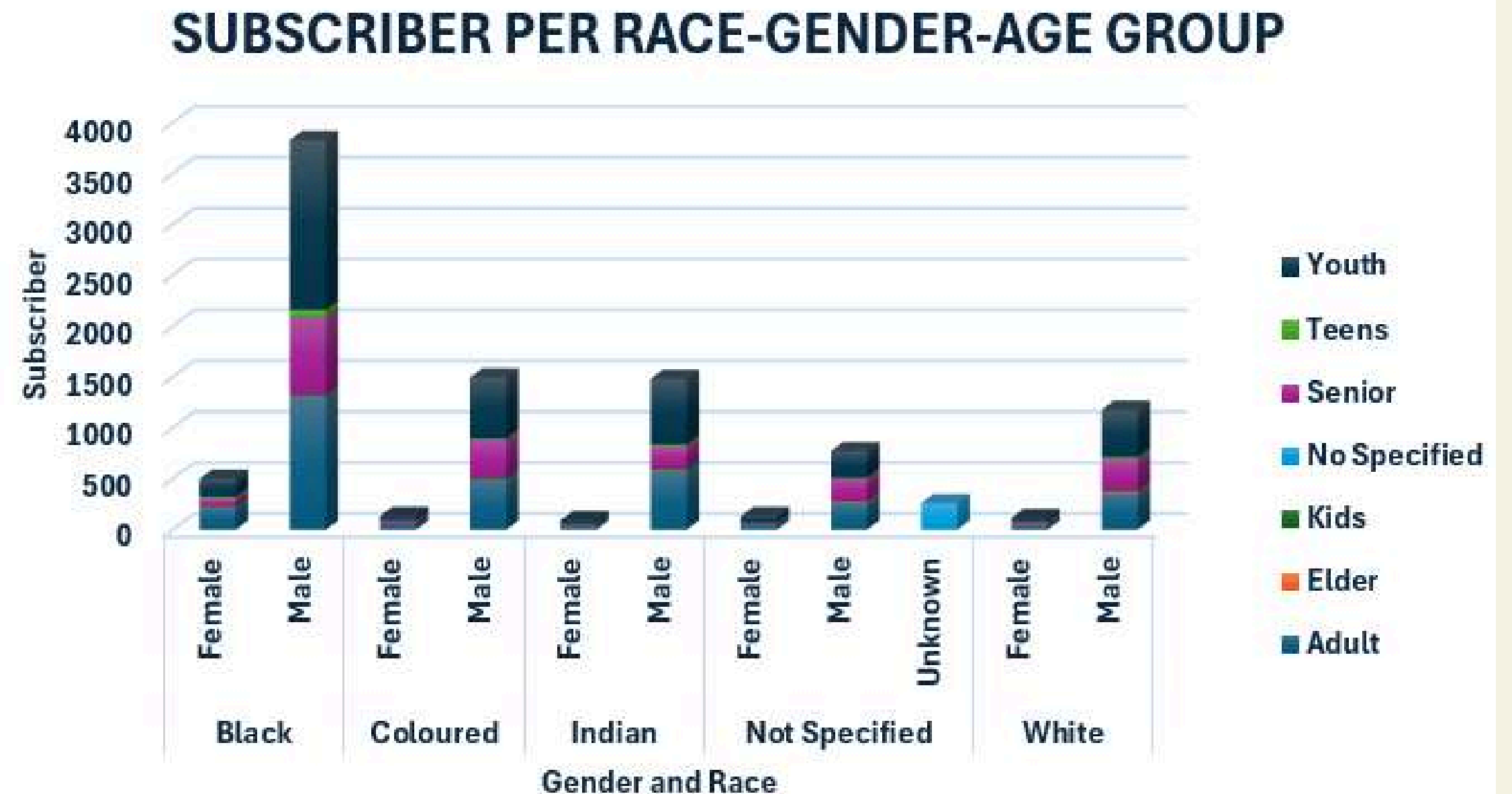
MOM % Growth Table

TV CHANNEL	Jan	Feb	Mar	Grand Total	Feb MOM%	Mar MOM%
Supersport Live Events	363	535	764	1662	47.38	42.80
ICC Cricket World Cup 2011		317	1148	1465	-	262.15
Channel O	272	367	411	1050	34.93	11.99
Trace TV	284	267	401	952	(5.99)	50.19
SuperSport Blitz	205	286	405	896	39.51	41.61
Africa Magic	264	279	316	859	5.68	13.26
Cartoon Network	222	216	355	793	(2.70)	64.35
Boomerang	178	206	330	714	15.73	60.19
CNN	108	154	243	505	42.59	57.79
E! Entertainment	99	114	154	367	15.15	35.09
SawSee	60	77	118	255	28.33	53.25
M-Net	39	39	38	116	-	(2.56)
Vuzu	27	39	45	111	44.44	15.38
DStv Events 1	54	19	34	107	(64.81)	78.95
Break in transmission		39	27	66	-	(30.77)
kykNET	16	10	19	45	(37.50)	90.00
MK	12	7	13	32	(41.67)	85.71
Wimbledon		3		3	-	(100.00)
Live on SuperSport		2		2	-	(100.00)
Grand Total	2203	2976	4821	10000	35.09	62.00

- Top Performers: ICC Cricket World Cup, Cartoon Network, Boomerang, and SuperSport channels drove strong growth.
- Volatile Channels: Trace TV and DStv Events showed sharp swings, likely tied to specific events.
- Low Activity: Wimbledon and Live on SuperSport had minimal viewership, possibly seasonal.



5. Number of Subscribers per Race, Gender and Age Group



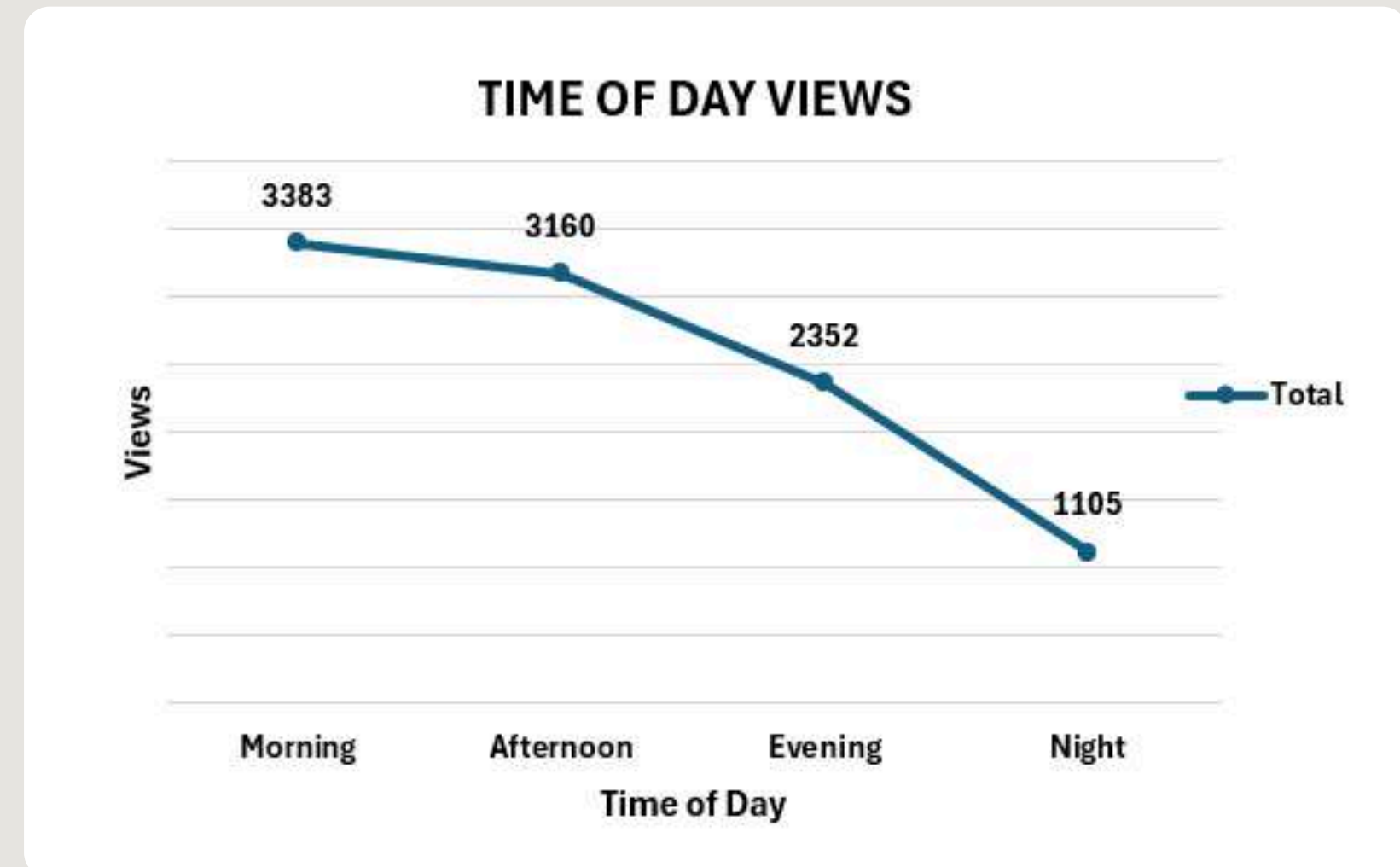
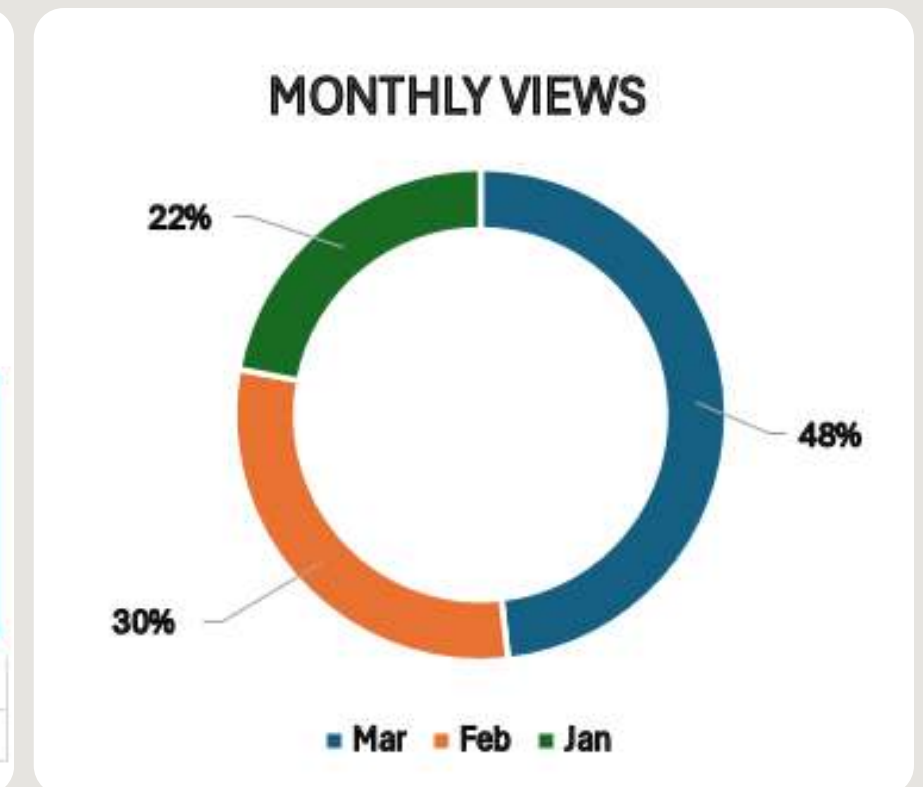
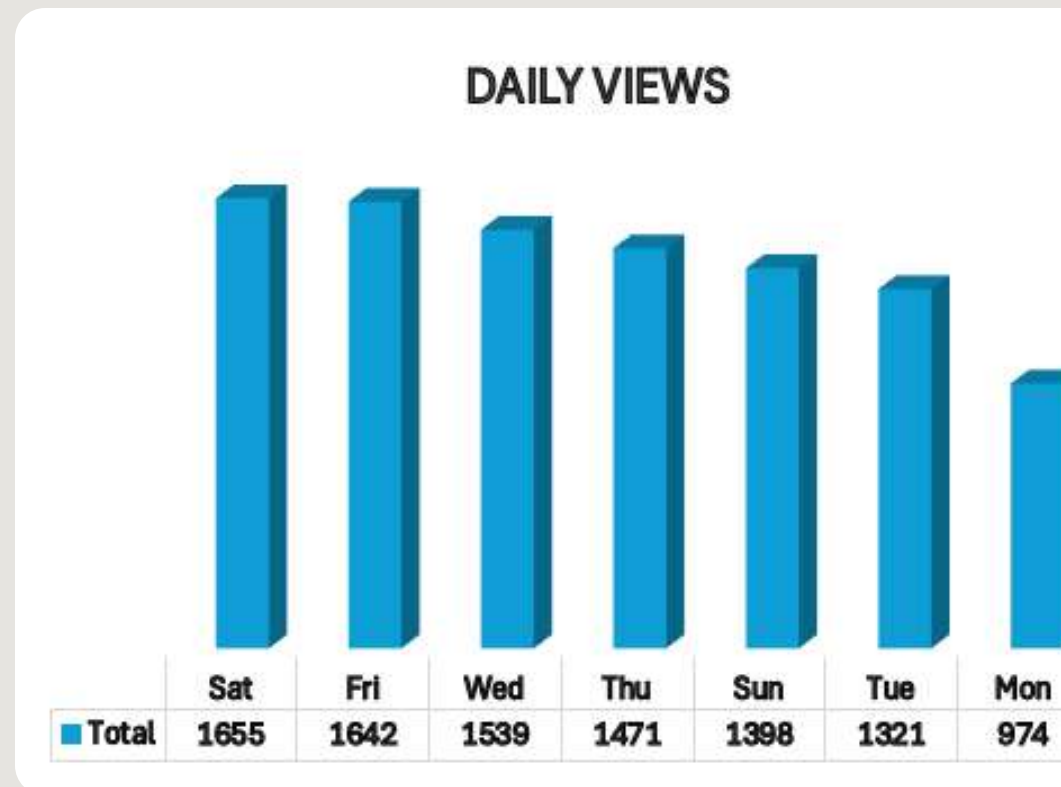
- Black male youth and adults are the largest subscriber group, indicating strong engagement from this segment.
- Other race-gender-age groups show lower subscription rates, suggesting untapped growth potential.
- The “Unknown” and “Not Specified” race-gender categories in the chart represent subscribers whose demographic data wasn’t captured or disclosed.



6. Viewing Trends

Views

- Top days: Saturday (1655 views) and Friday (1642 views)
- Lowest: Monday (974 views)
- March clearly dominated with 48% of monthly views, followed by February (30%) and January (22%)
- Audience clearly shows up strongest in the morning and afternoon, engagement dips in the evening and drops off at night





7. Consumption

Factors Influencing Consumption

- User Behavior Drivers:
 - Time of day
 - Device used (mobile vs smart TV)
 - Subscription tier
- External Factors:
 - Public holidays
 - Major events (e.g., sports finals)
 - Weather patterns (e.g., rainy days = higher viewership)



8. Recommendations

Recommendations Summary

- Content Strategy: Focus on sports, kids' content, and culturally relevant programming. Use themed drops and short-form entertainment to boost engagement on low-consumption days.
- User Growth: Launch referral programs, partner with telcos, and run targeted genre-based ads to attract new subscribers.
- Retention & Engagement: Personalize recommendations, reward loyal viewers, and gamify the experience with badges and streaks.
- Segmentation & Messaging: Group users by engagement, preferences, and churn risk. Use tailored outreach like push notifications, re-engagement emails, and in-app banners.
- Data-Driven Optimization: Leverage behavioral insights—especially for “Unknown” and “Not Specified” segments—to refine content and marketing strategies.



Thank you