BRIGHT TV VIEWERSHIP

Lebogang Mothiba
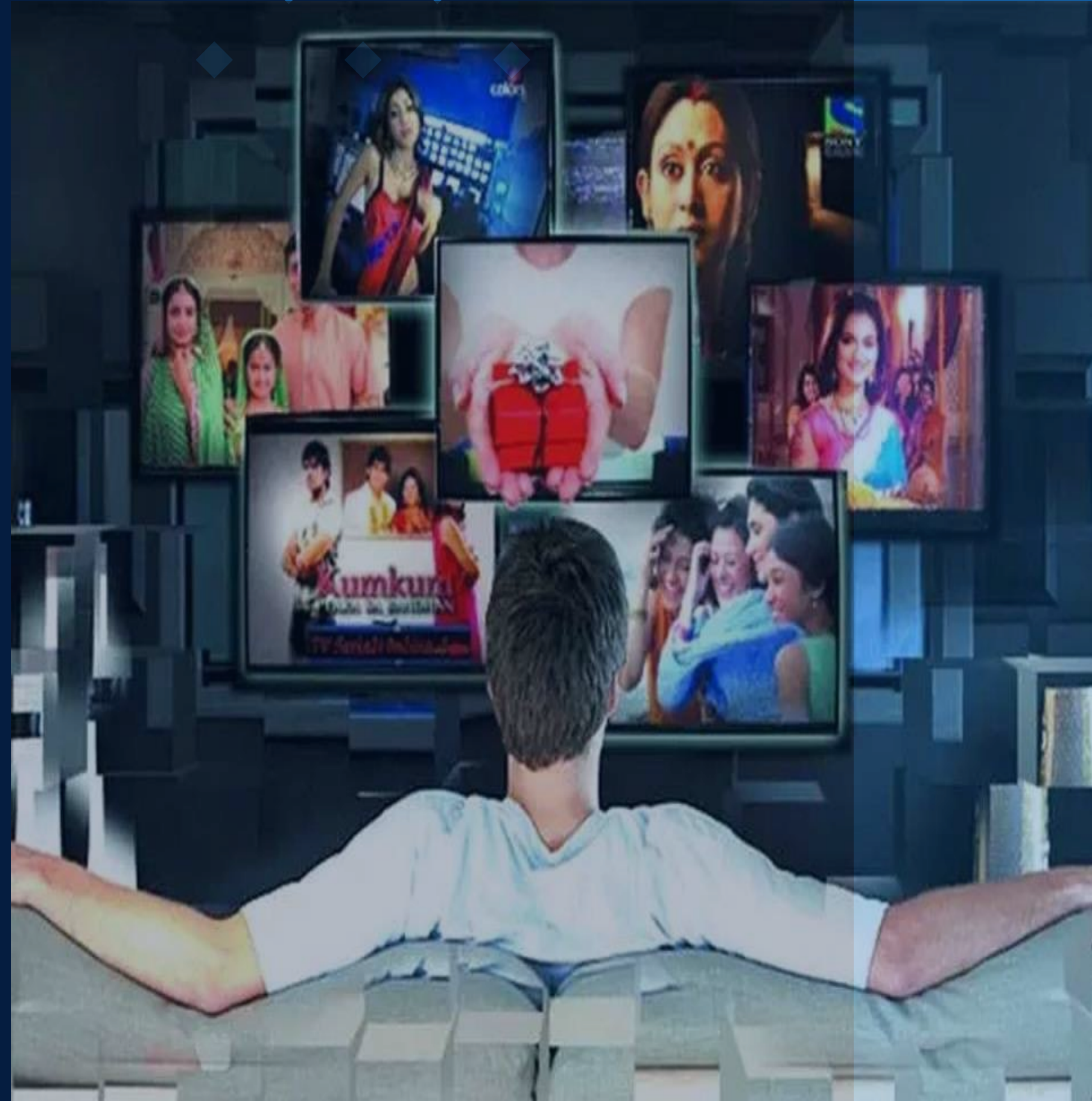
OVERVIEW

01 ___ Project Context	**02** ___ Project Data Timeframe	**03** ___ Analysis
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PROJECT CONTEXT

Growth

The insights will support the Customer Value Management team's strategies for customer acquisition and retention

Analysis

The analysis leverages historical usage trends and customer behaviour data

TIMELINE

The analysis use historical usage trends from 1 January 2016– 1 April 2016

Viewership by Province

- There were 10 000 views from 1 January 2016 to 1 April 2016.

- Gauteng, KZN, and Western Cape dominate the viewership. These provinces likely have better internet access and higher population density.
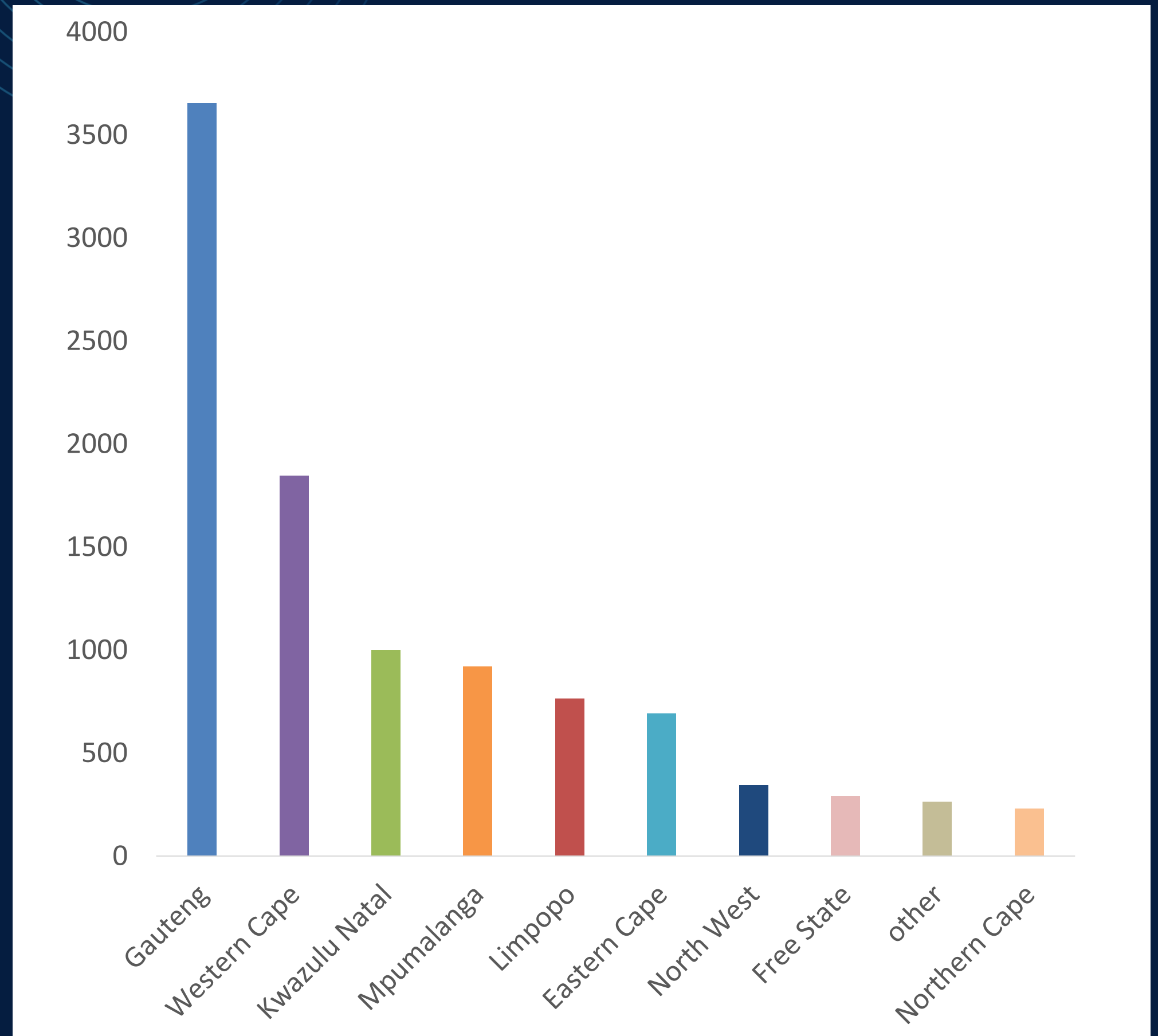
Top Five Viewed Channels

- The top 5 channels account for 60% of total views, showing strong audience preference for specific content.

- Supersport Live Events and ICC Cricket World Cup 2011 lead the chart, highlighting sports content as the main driver of viewer interest.

- Channels like Channel O and Trace TV reflect strong demand for music and youth-oriented entertainment.
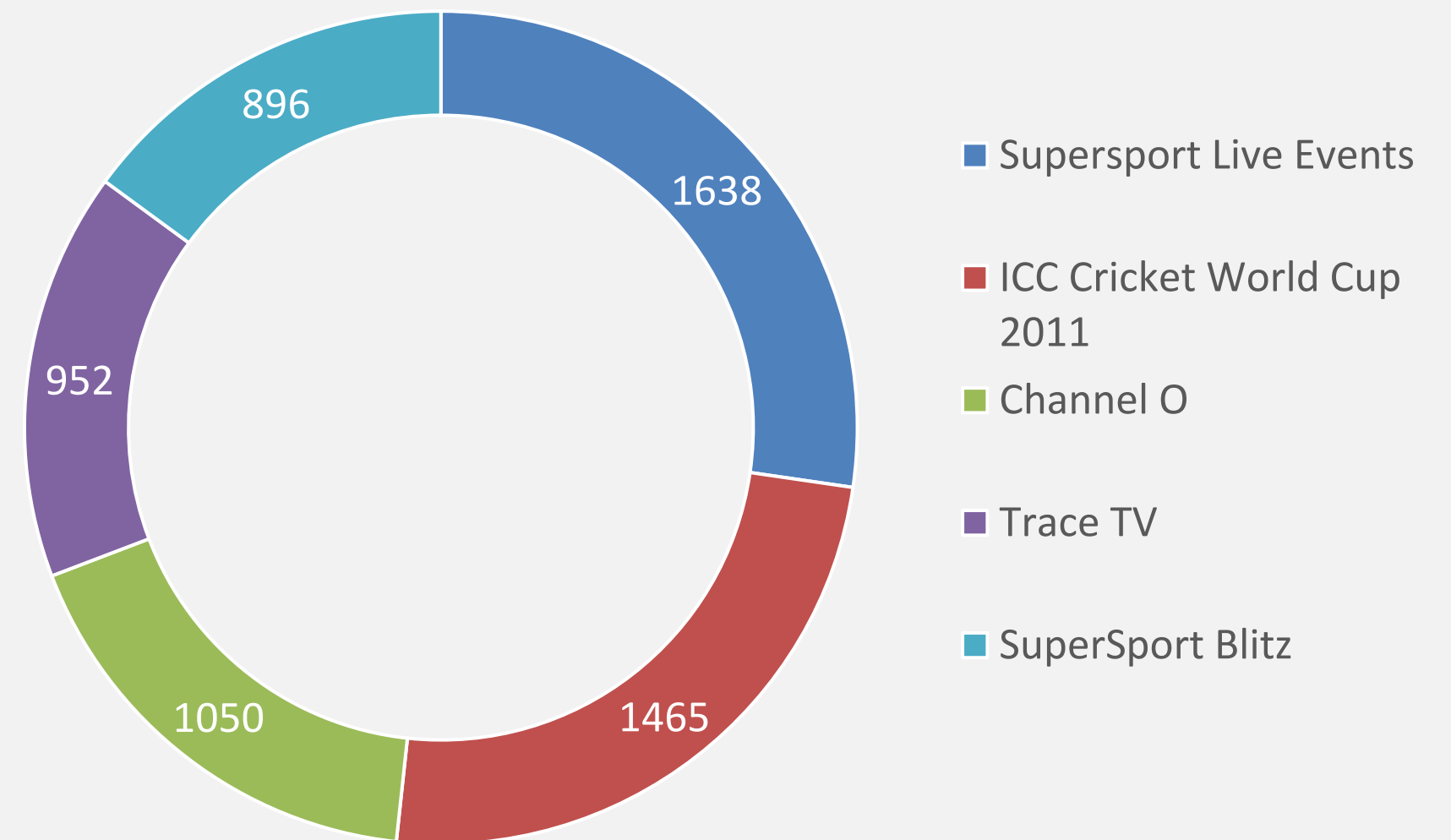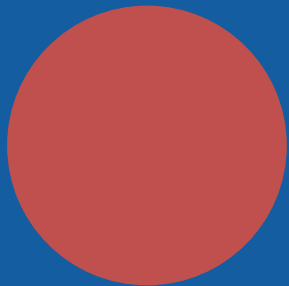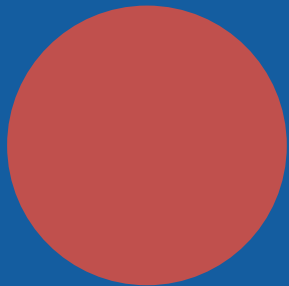
Viewership by Age Group

| Age_Group	Age Range	Viewer_Count
Early Adulthood	25-34	4148
Mid Adulthood	35-44	2635
Young Adults	20-24	1228
Mature Adults	45-54	927
Teenagers	13-19	436
Seniors	55+	267
Not Specified	0	260
Kids	1-12	99

INSIGHTS

The 25–34 age group (Early Adulthood) leads significantly with 4,148 viewers, making up over 40% of the total audience. This suggests BrightTV's content resonates most with millennials and young professionals.

Viewership remains high among the 35–44 (Mid Adulthood) and 20–24 (Young Adults) age groups, indicating that content tailored to working-age adults and students performs well.
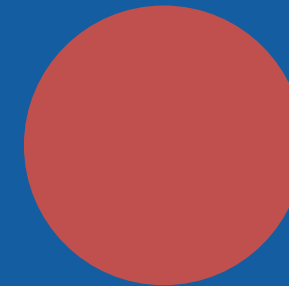
Lower engagement from Teenagers, Seniors, and Kids shows an opportunity to diversify content—e.g., educational shows, kids' entertainment, or classic films—for better coverage across age brackets.

Top User Viewers by Minutes

- The top user (UserID: 2415121) watched for 337 minutes, significantly higher than others. This suggests a highly engaged user, likely loyal and interested in specific content types—ideal for targeted campaigns or testing new features.

- The next few viewers—UserIDs 2000272 to 2092115—all logged over 190 minutes of viewing. This shows a strong cluster of active users, who may be binge-watchers or regular consumers across a variety of time slots.

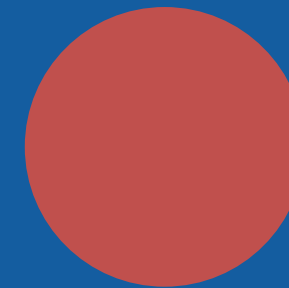- All top 10 viewers have logged over 160 minutes.

| User ID	Total Minutes watched
2415121	337.066667
2000272	226.033333
810145	197.250000
789220	196.700000
2092115	195.383333
789318	190.983333
2422252	187.733333
772477	165.583333
809369	163.250000
809056	160.650000

Viewership by Time
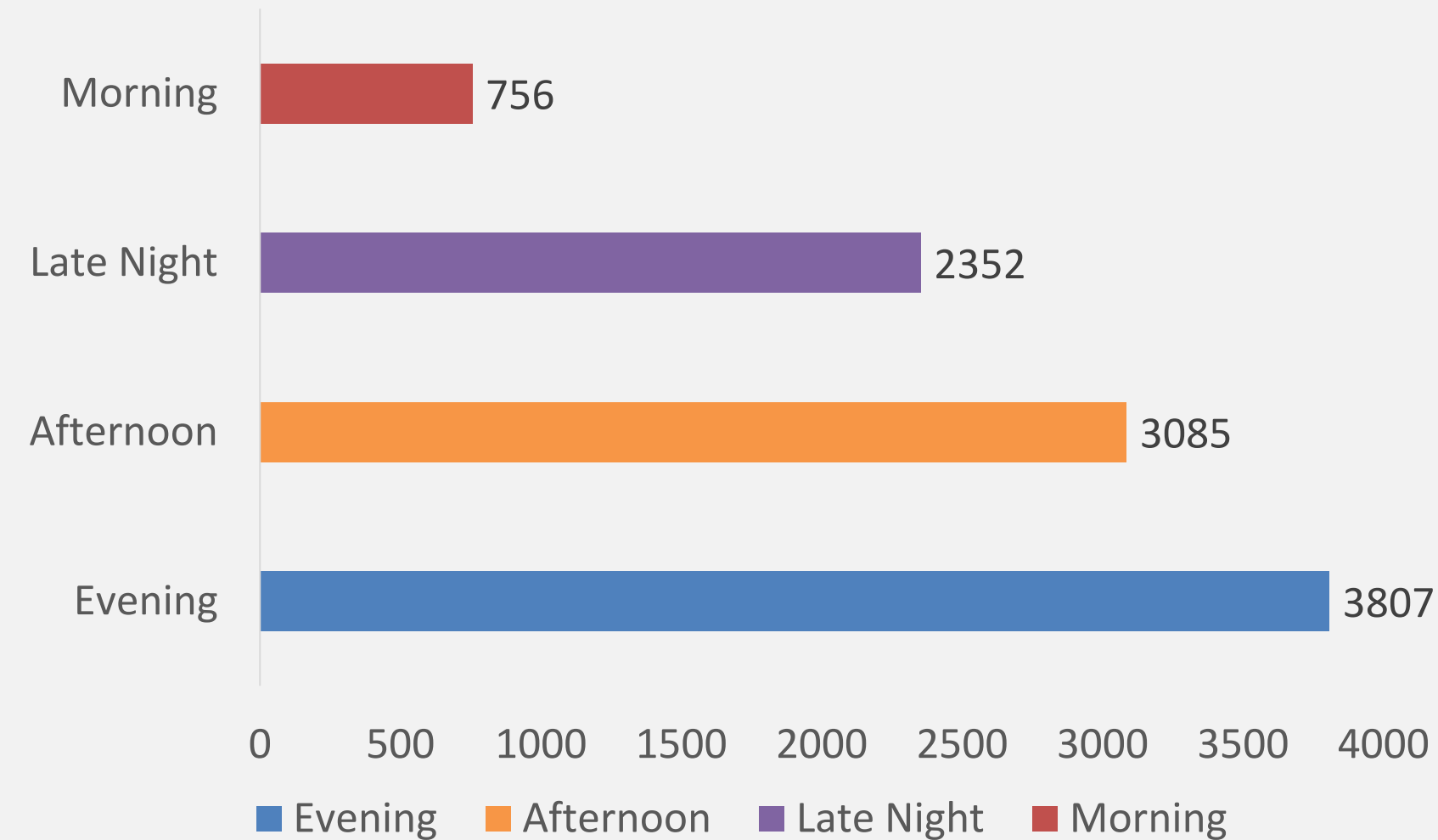
INSIGHTS

The Evening time slot leads with 3,807 views, confirming that BrightTV has peak engagement when users are likely off work or school. This is a prime window for premium content, live events, or premieres.
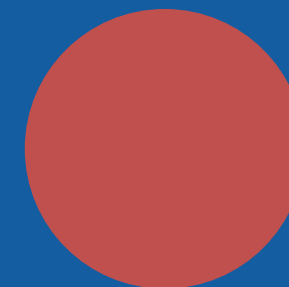
The Afternoon and Late-Night slots also show substantial viewership.

Viewership by Gender and Age Group

- The largest and most engaged segment is Early Adulthood, with a strikingly high proportion of male viewers relative to females and other genders, suggesting a significant skew in content appeal or marketing for young males.

- Kids, Teenagers, and Seniors represent a small fraction of total viewership.

- Across all age ranges, the 'Other' category is present but comparatively minimal.

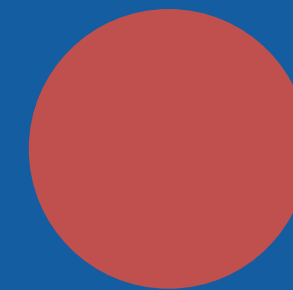- In every age group, male viewers outnumber female viewers.
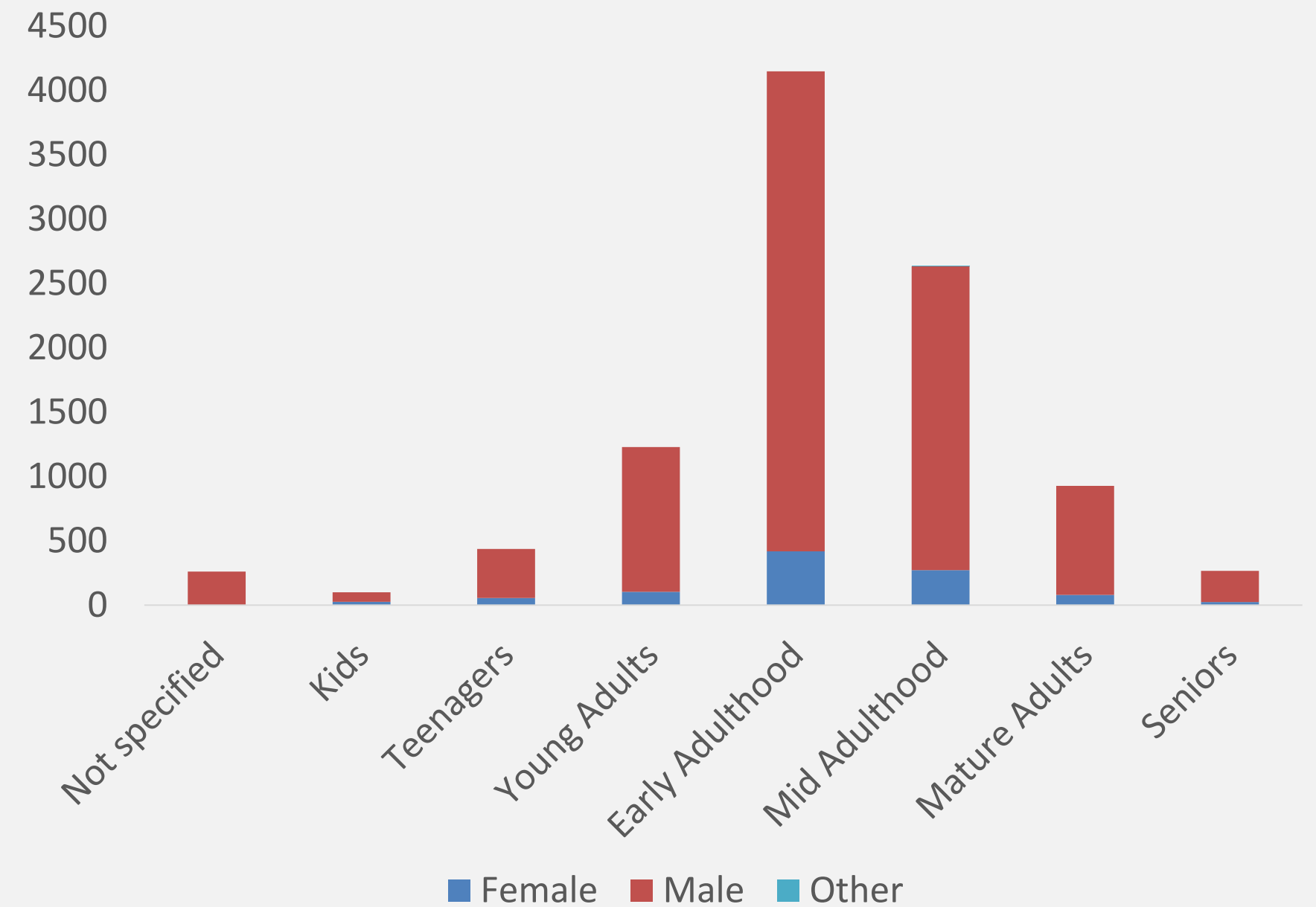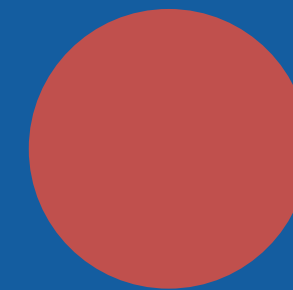
Viewership by Days Of The Week
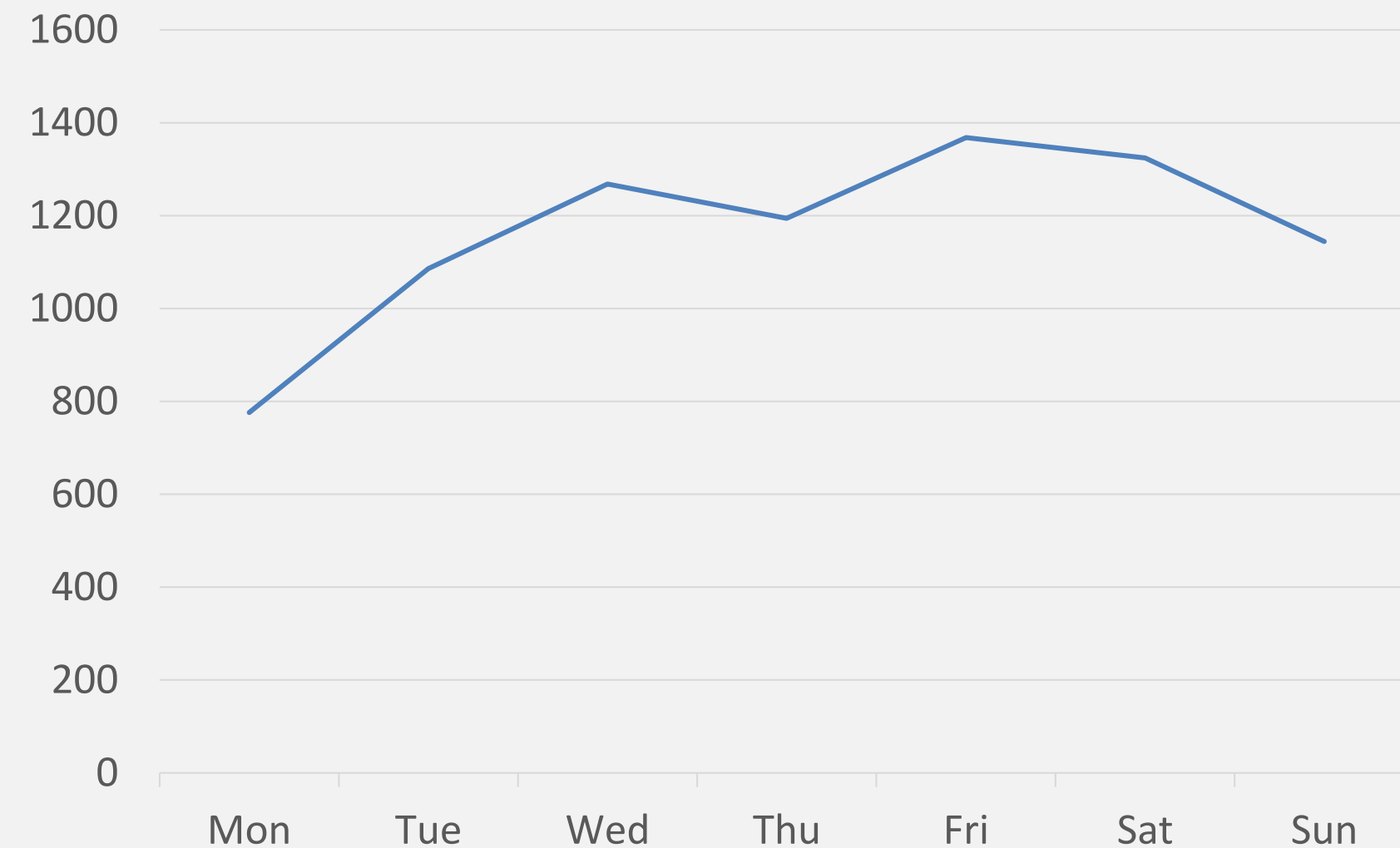
INSIGHTS

Viewership is at its lowest on Monday, suggesting that audience may be busier or less inclined to watch early in the week.

Friday sees the highest viewership. The weekend continues this trend indicating a robust engagement when audiences have more leisure time.

Factors Influencing Consumption

Audience Demographics

Early Adulthood (25–34) is the dominant viewer segment, especially male viewers, who consistently outnumber females across all age groups.

Content Type

Live sports and music dominate – e.g., SuperSport Live Events, ICC Cricket World Cup 2011, Channel O, Trace TV, and African Magic, suggesting that content preferences are entertainment-focused.

Time of Day

Peak viewing occurs in the evening, followed by afternoon and late-night slots.

Geographics

There is notable variation in consumption across different provinces, reflecting how regional factors such as content accessibility, cultural preferences, and infrastructure affect engagement.

Recommendations

Target Niche Audiences

Introduce morning news briefs or fitness/wellness content for working professionals and under-engaged age groups (e.g., Seniors).

Midweek Premieres

Launch exclusive mini-series or docuseries on Tuesdays to build anticipation. Promote Binge Wednesdays with entire seasons or themed playlists.
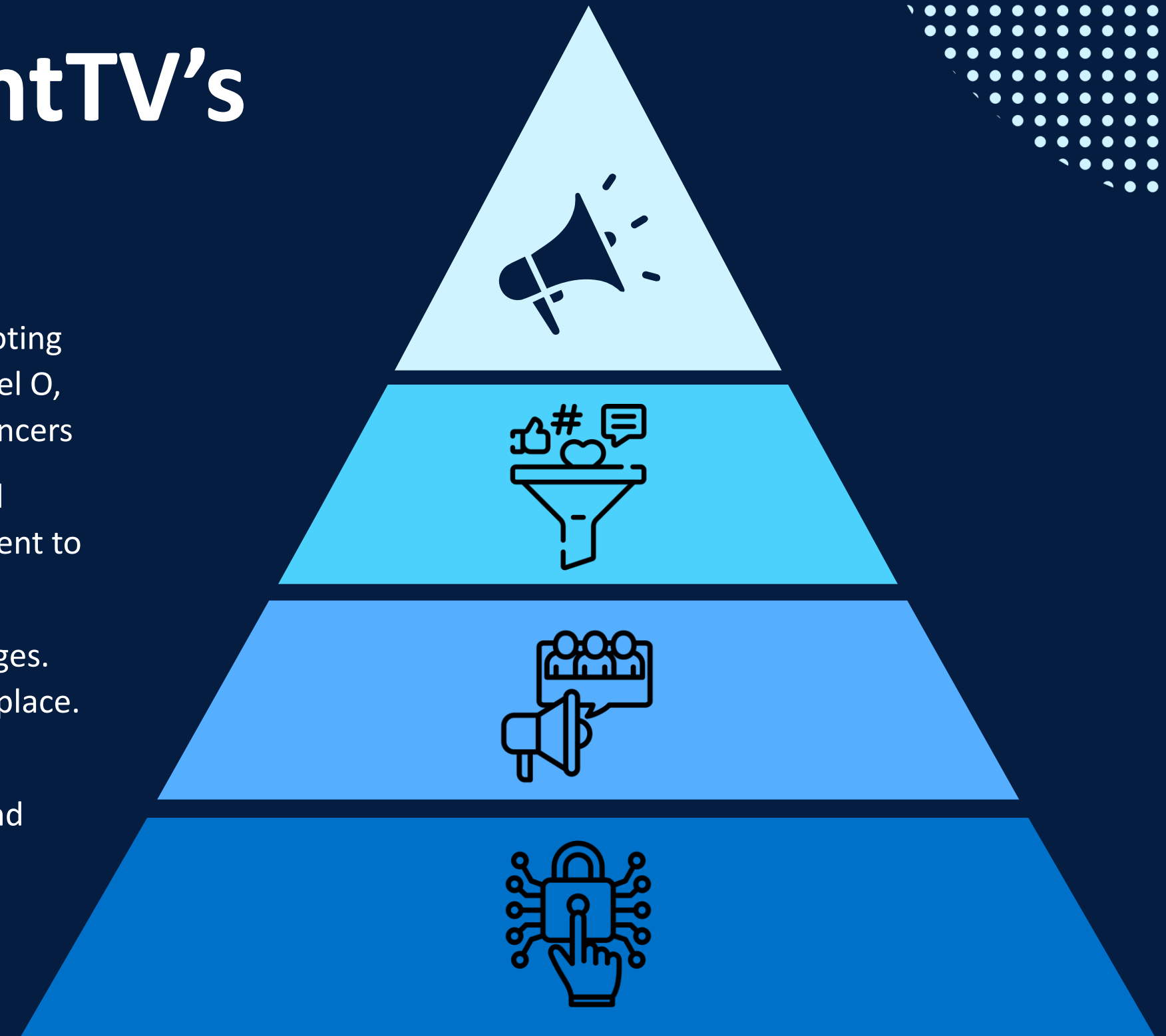
Creator & Influencer Live Sessions

Host Q&A or live watch-alongs with influencers and presenters from popular channels (e.g., a sports analyst from SuperSport), and build appointment viewing habits midweek.

Initiatives To Grow BrightTV's User Base

O1 **Cross-platform promotions:** Run social media campaigns promoting "Top 5 Shows This Week" with snippets from Trace TV or Channel O, and leverage partnerships with sports and entertainment influencers

O2 **Personalised content curation:** Use existing data to recommend content by age, gender and time preferences. (Push sports content to males 25-34 in the evening, and cultural shows to seniors.

O3 **Loyalty and referral programs:** Introduce reward-based challenges. Refer-a-friend incentives targeting university campuses or workplace.

O4 **Accessibility and inclusion:** Offer subtitles, language options, and family-safe-profiles to appeal to broader demographics.

THANK YOU