

TV VIEWERSHIP INSIGHTS



Purpose:

Understand who is watching BrightTV and how they engage.

Identify key drivers of viewership across days, regions, and categories.

Uncover growth opportunities in low-performing segments.

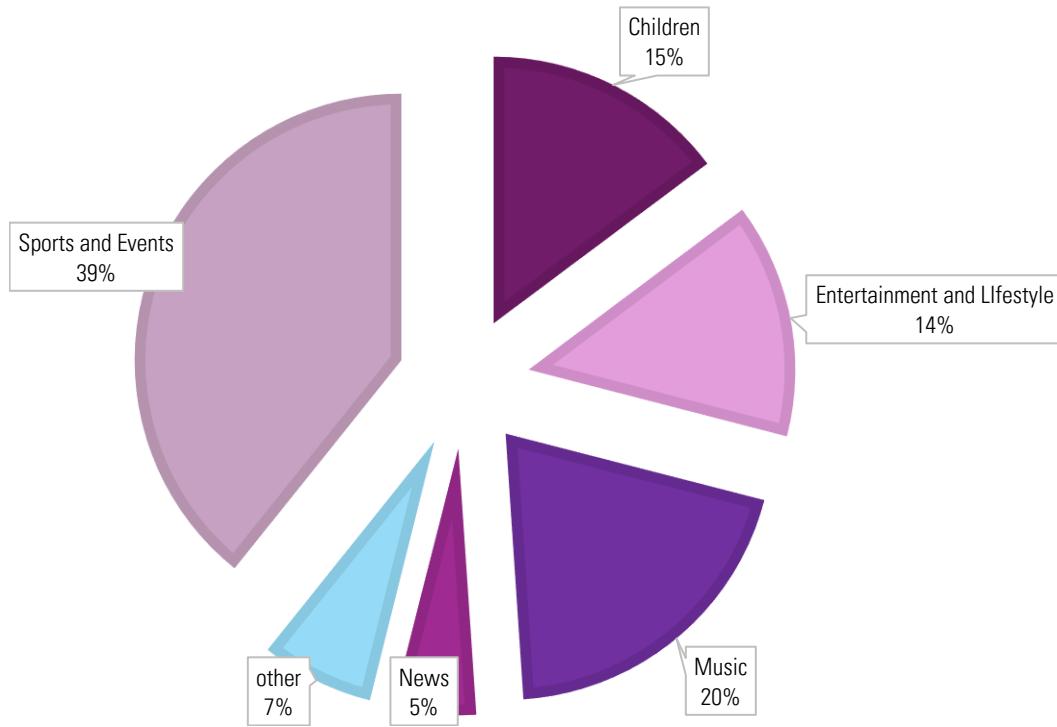
Provide data-driven recommendations to increase usage and expand the user base.

Insights:

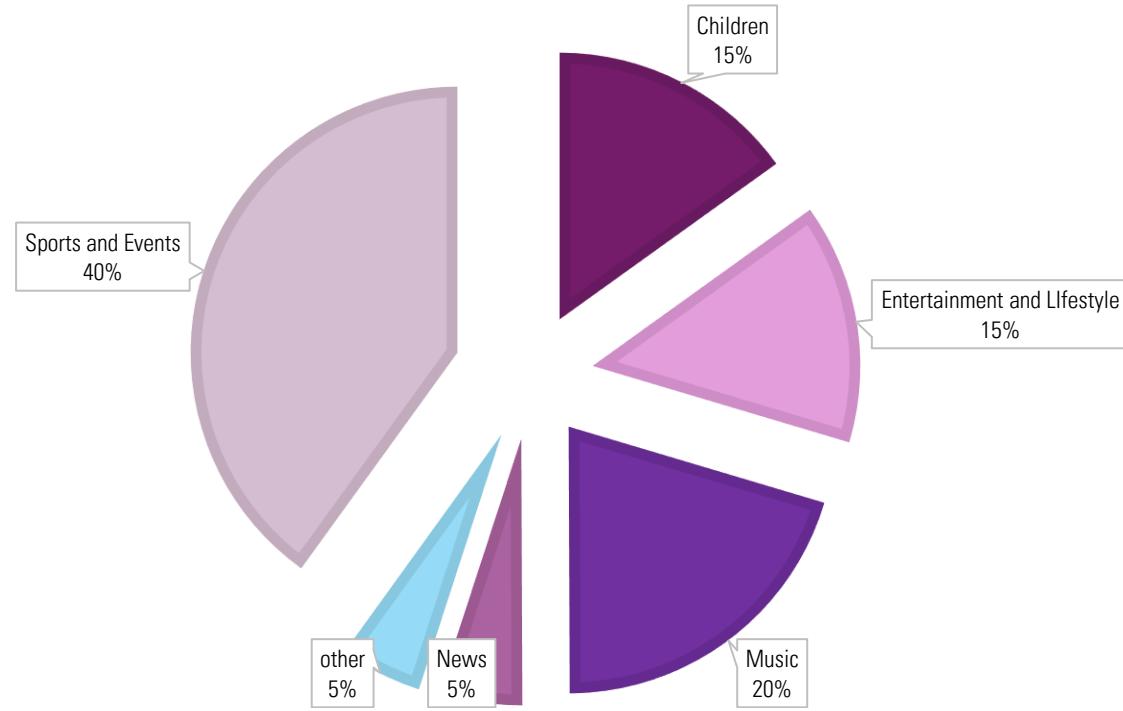
- Overall content consumption
- Engagement metrics
- Channel and category performance
- Geographic insights
- Demographic insights
- Behavioral Patterns
- Summary and Recommendations

Overall Content Consumption

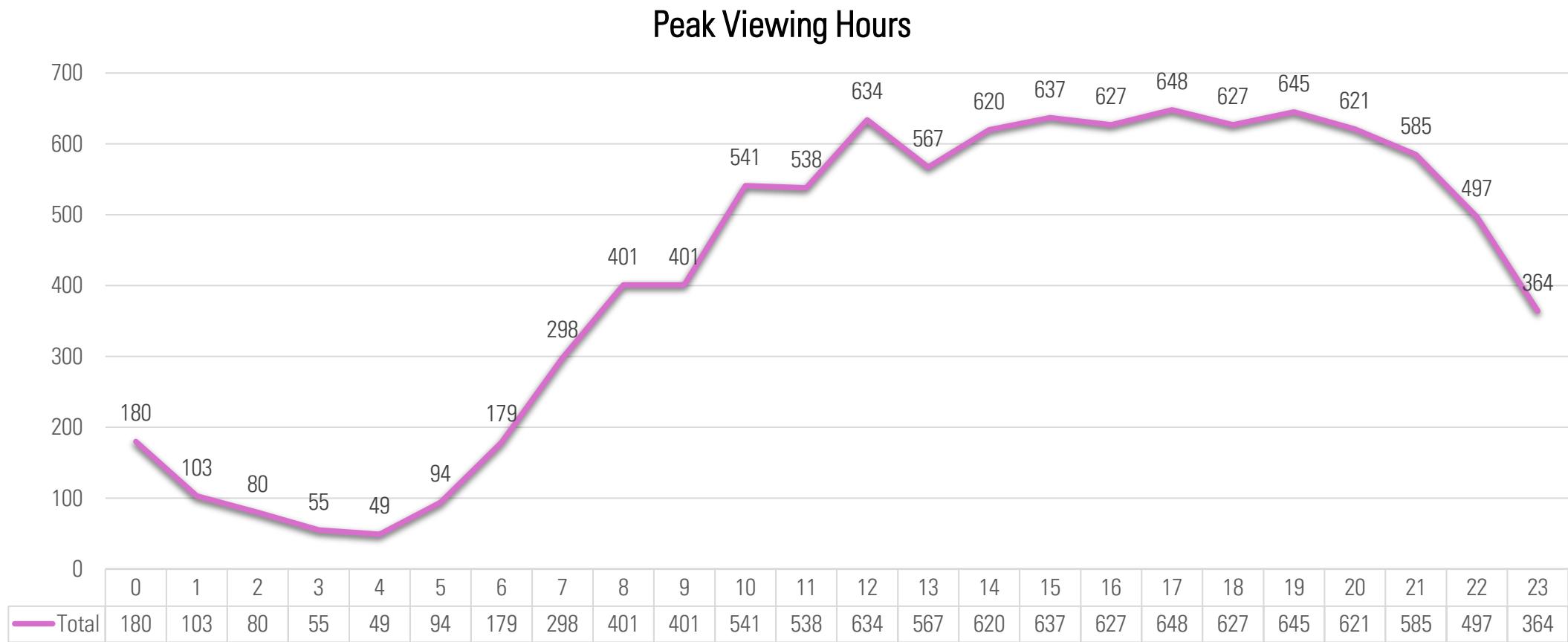
CONTENT CONSUMPTION BY WATCH TIME



TOTAL CONTENT CONSUMPTION BY USER



Sports and events dominate both metrics making them the top content category at 39-40 %

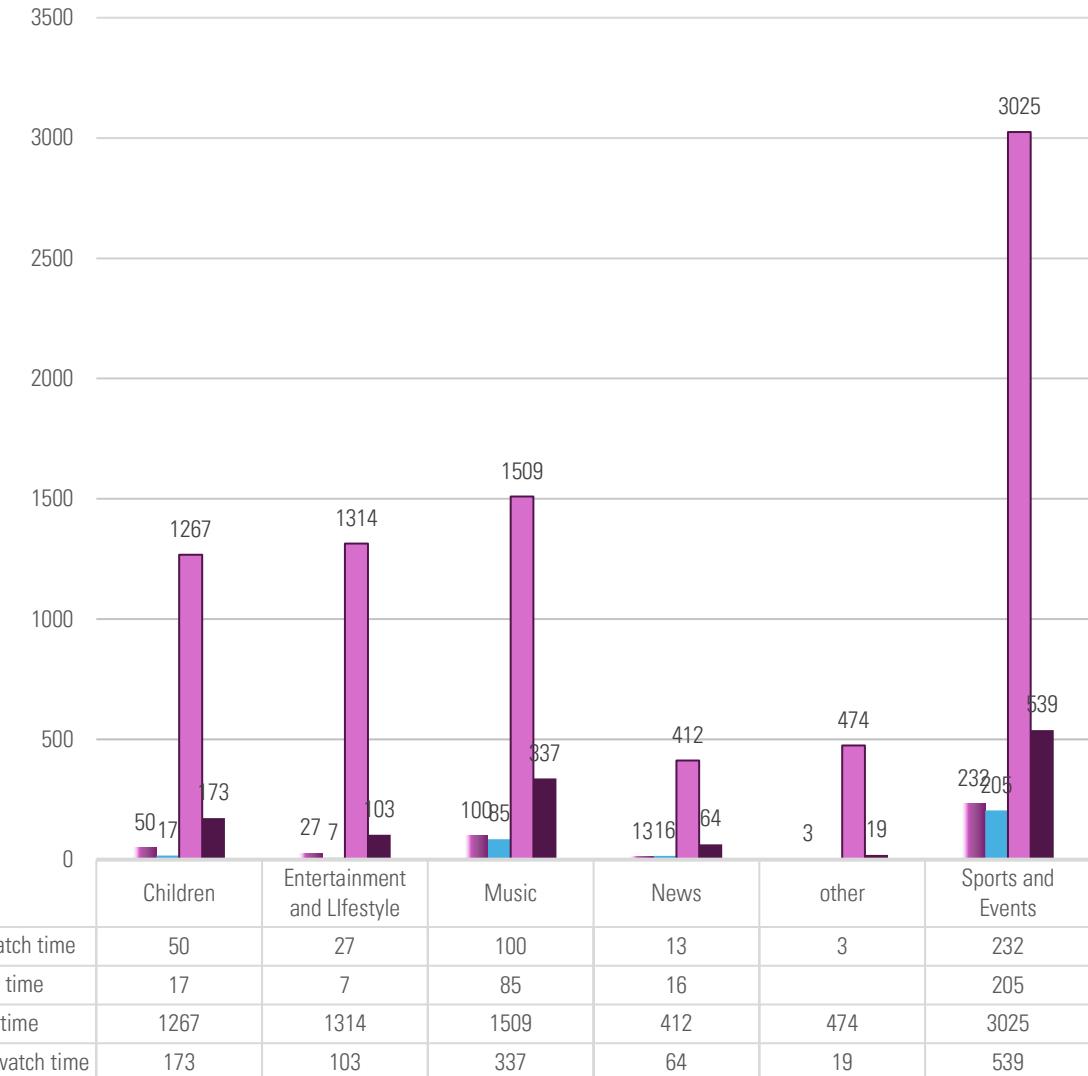


Lowest viewing occurs at 4:00
Absolute peak occurs at 13:00
Average viewing hours are 379hrs

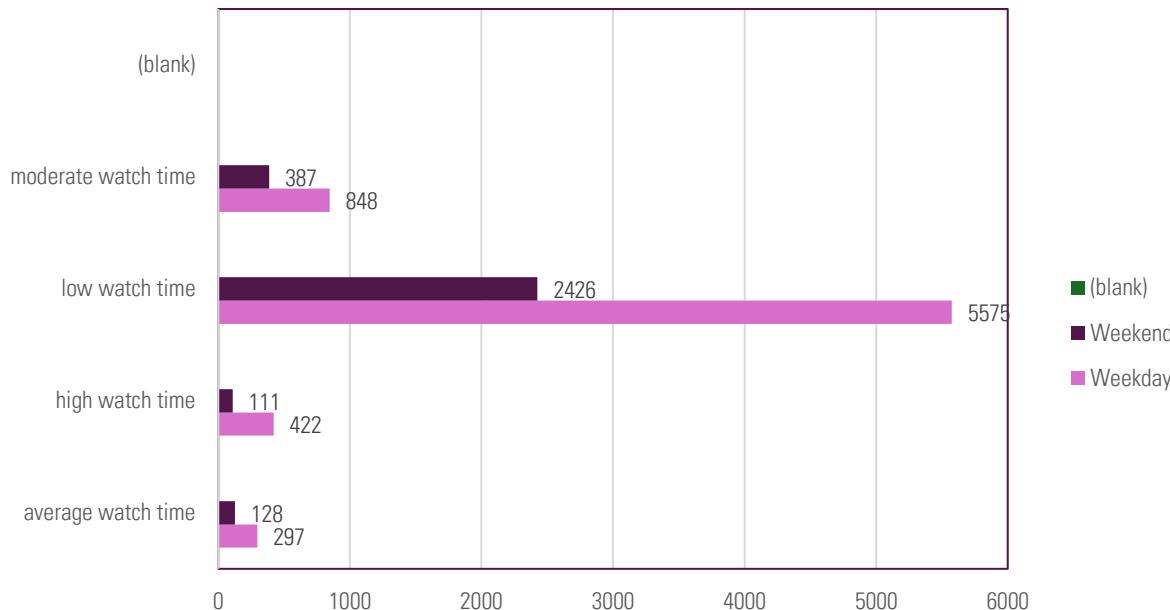
Sustained high values are 11:00 - 20:00
67% of views occur during the sustained high

Engagement Metrics

USER ENGAGEMENT BY CHANNEL AND WATCH TIME LEVEL



WEEKEND vs WEEKDAY WATCH TIME

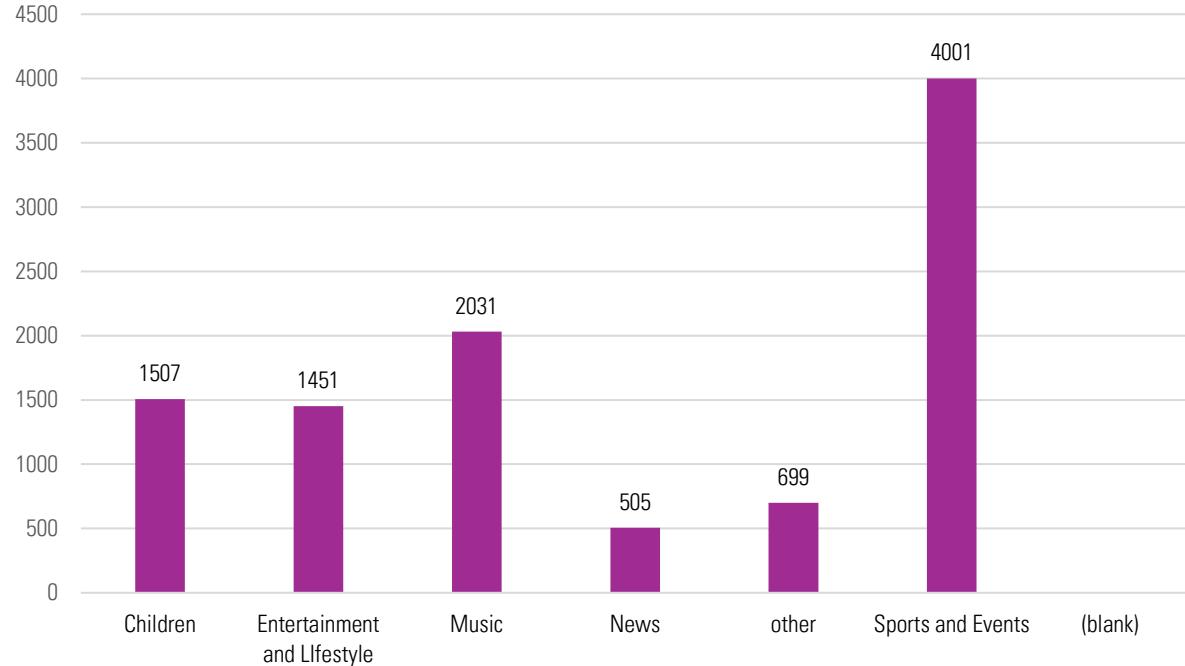


Users engage 70% more on weekdays than weekends
Sports and events dominate total engagement at 39%

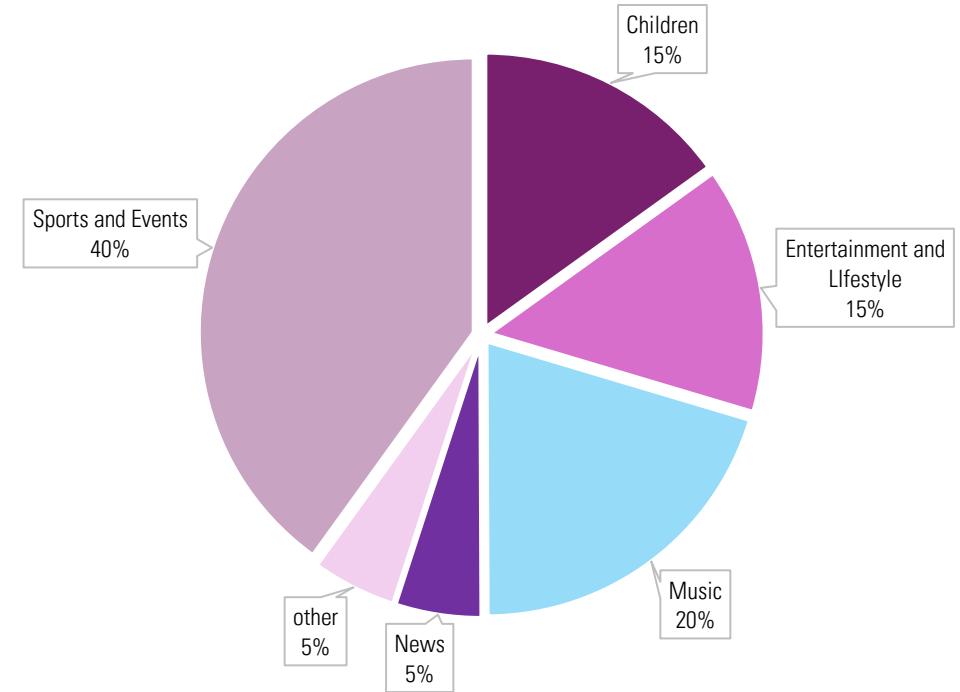
Low watch time spikes on weekdays
High watch time is also stronger on weekdays

Channel and Category Performance

Average Watch Time by Channel Classification

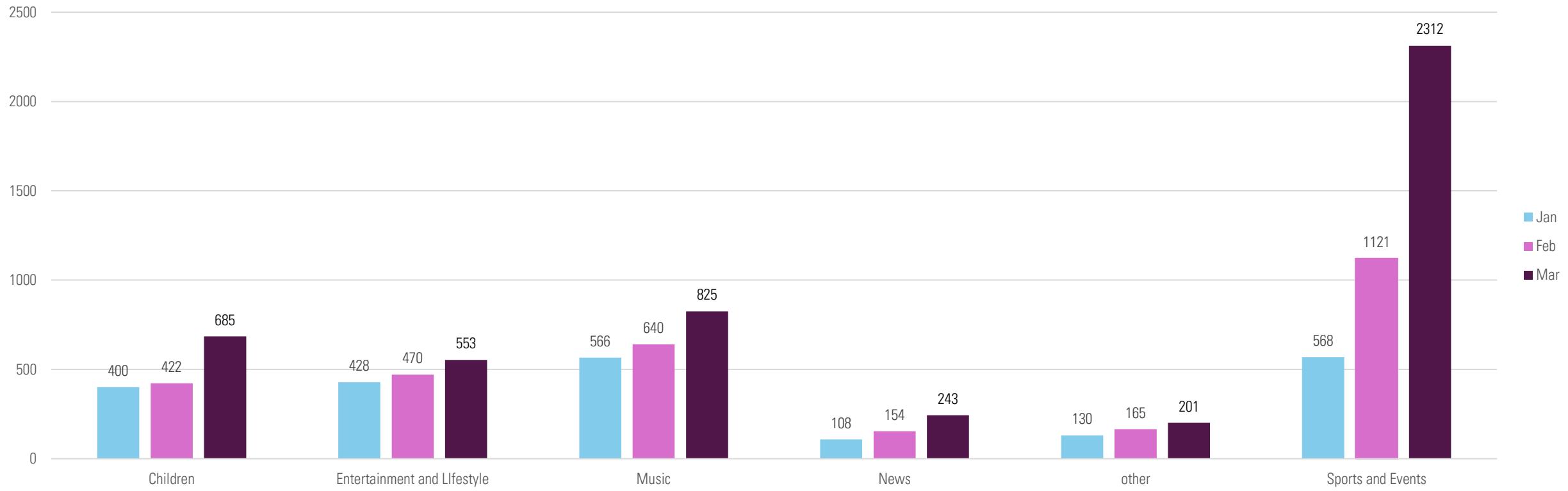


User Count by Channel Category



Sports and entertainment hold the highest watch time and largest user base
Making it the strongest overall performer by user count and watch time

Watch Time by Month and Channel



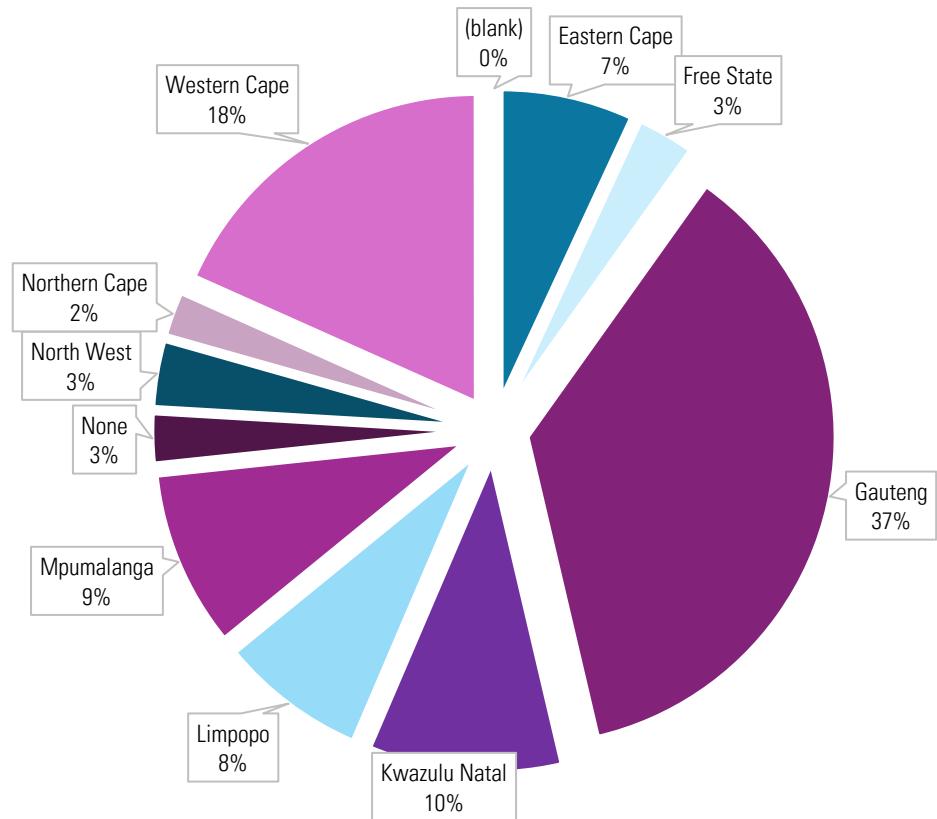
Sports and Events grew by 307% from January to March
All categories show consistent month to month increases

The average monthly growth rate across all categories is 106%

Average monthly growth:
Jan to Feb = 32.5%
Feb to Mar = 49.5%

Geographic Insights

Watch time by Province

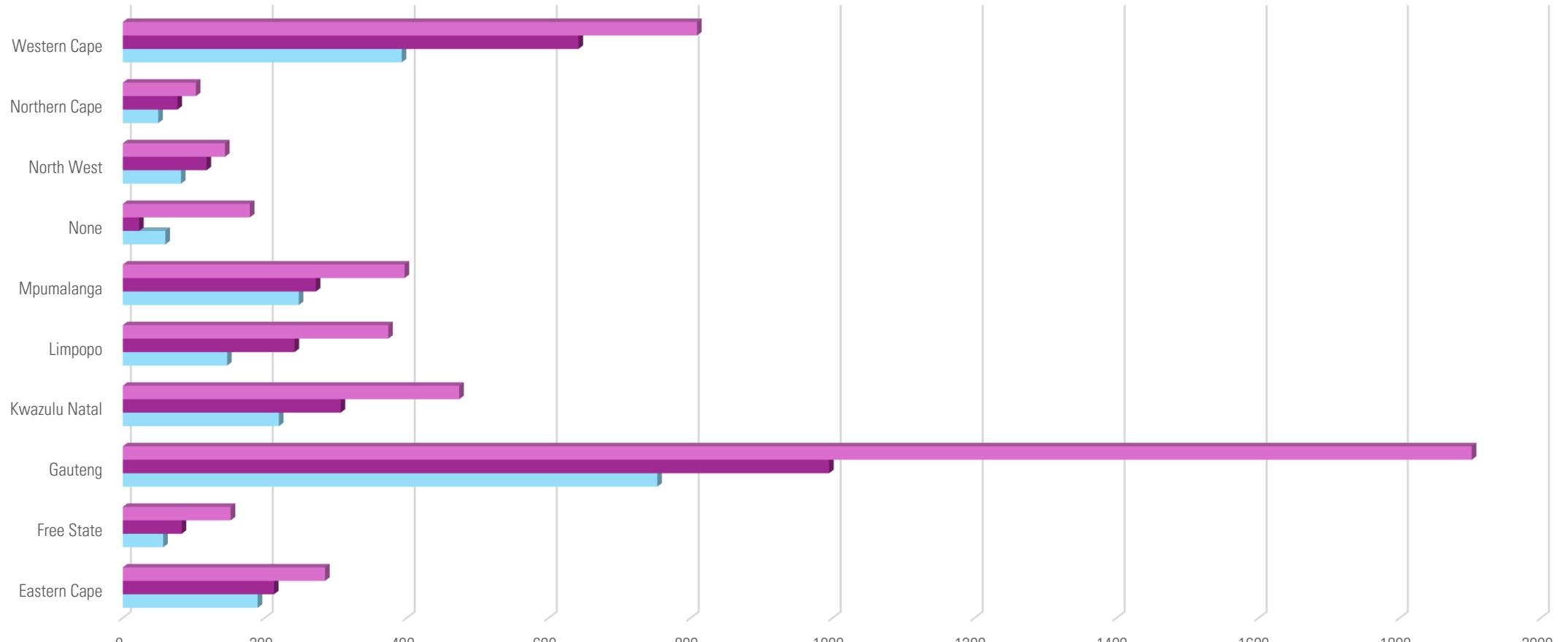


Gauteng dominates with 37% of total watch time
Northern Cape has the lowest watch time at 2%

To note (on next slides):

- March is the strongest performing month for all provinces
- Gauteng leads across all categories especially Sports and Events
- Northern Cape remains the lowest across all categories

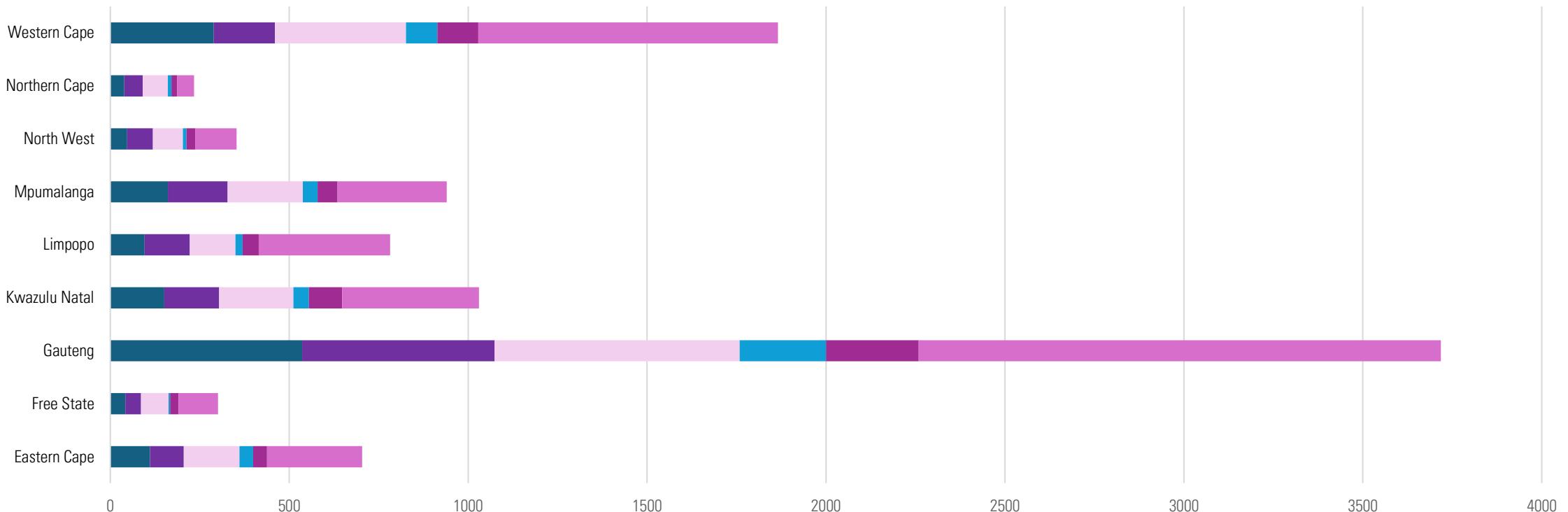
Watch Time by Province and Month



Gauteng's March watch time is 1746% higher than Northern Cape's

	Eastern Cape	Free State	Gauteng	KwaZulu Natal	Limpopo	Mpumalanga	None	North West	Northern Cape	Western Cape
Mar	285	152	1902	474	374	397	179	144	103	809
Feb	213	83	995	307	242	272	23	118	77	642
Jan	190	57	753	220	147	248	60	82	50	393

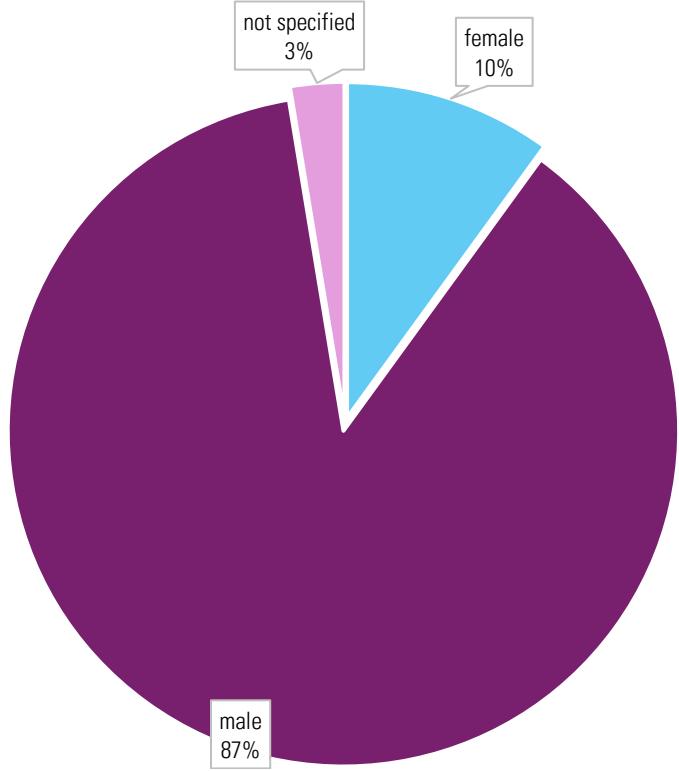
Watch Time by Province and Channel Category



Gauteng leads by 1989% across all categories compared to Northern Cape

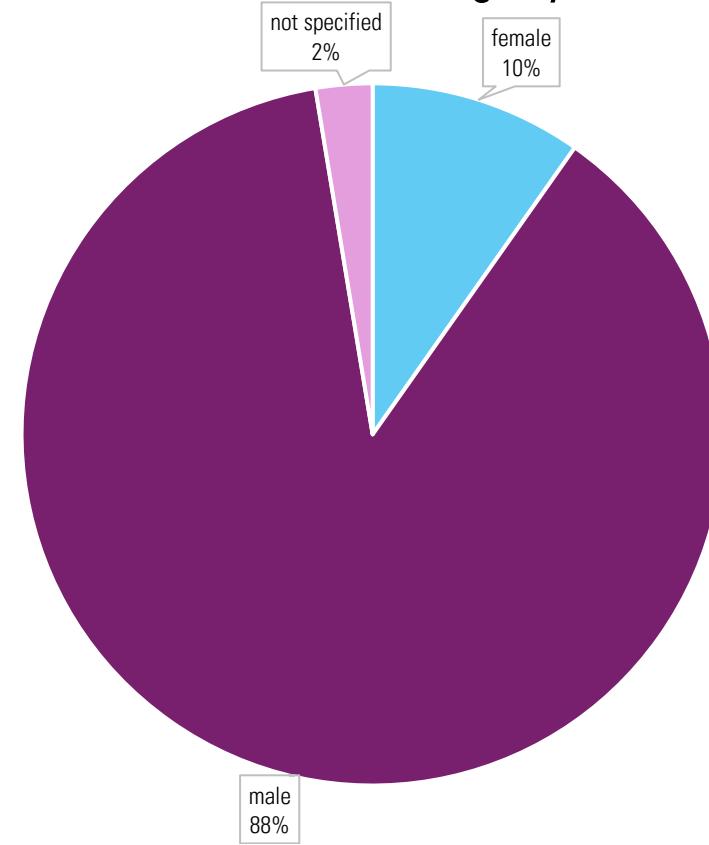
Demographic Insights

Watch Time by Gender



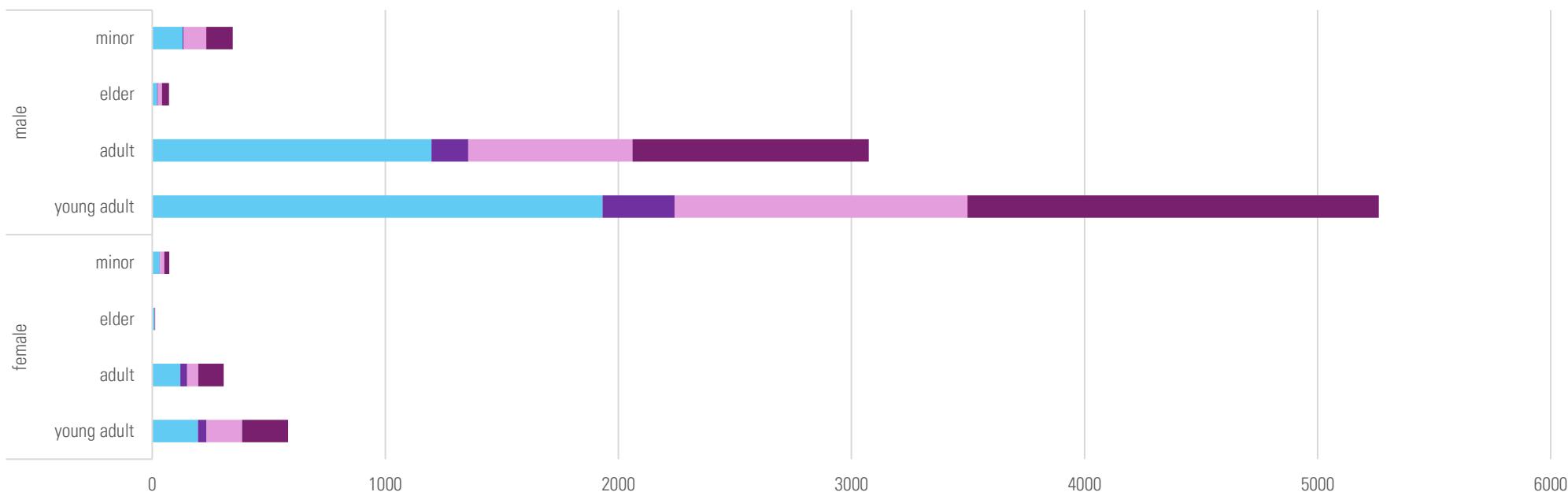
Men have 770% more watch time than women

User Percentage by Gender



Men have 780% more users than women

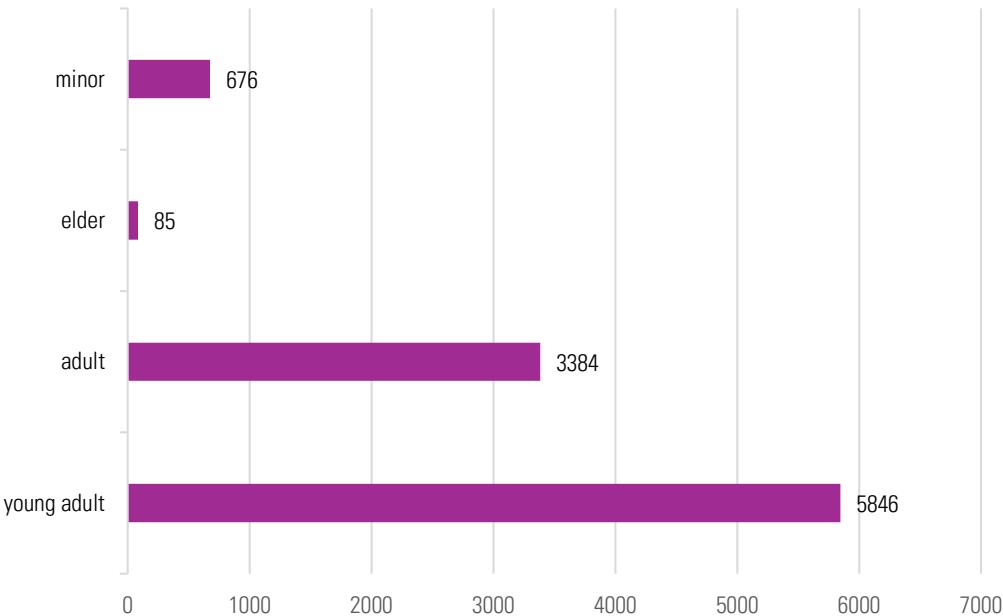
Watch Time by Gender and Time Frames



	female				male			
	young adult	adult	elder	minor	young adult	adult	elder	minor
Afternoon	196	121	9	32	1932	1198	21	130
Early_morning	37	29		1	309	158	3	5
late_morning	152	47	1	18	1257	704	18	97
Night	198	110	3	22	1765	1014	30	113

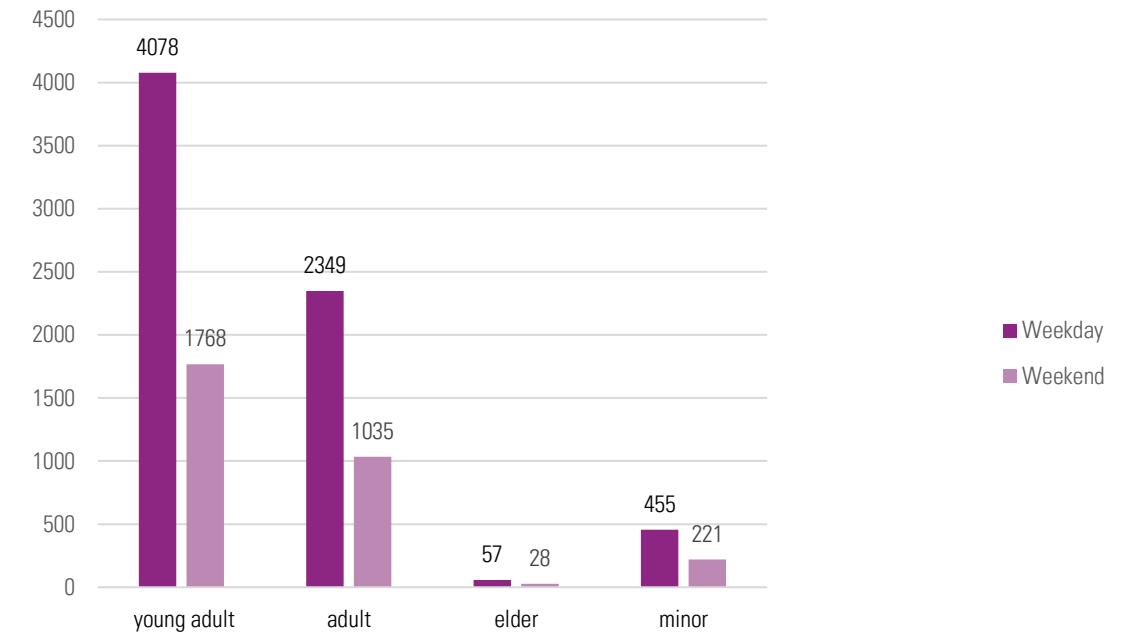
Female watch time is 89% lower across all age groups with female young adults the highest among females

Total Users by Age Group



Young adults (19-35) have approximately 6540% more users than elders (60+)

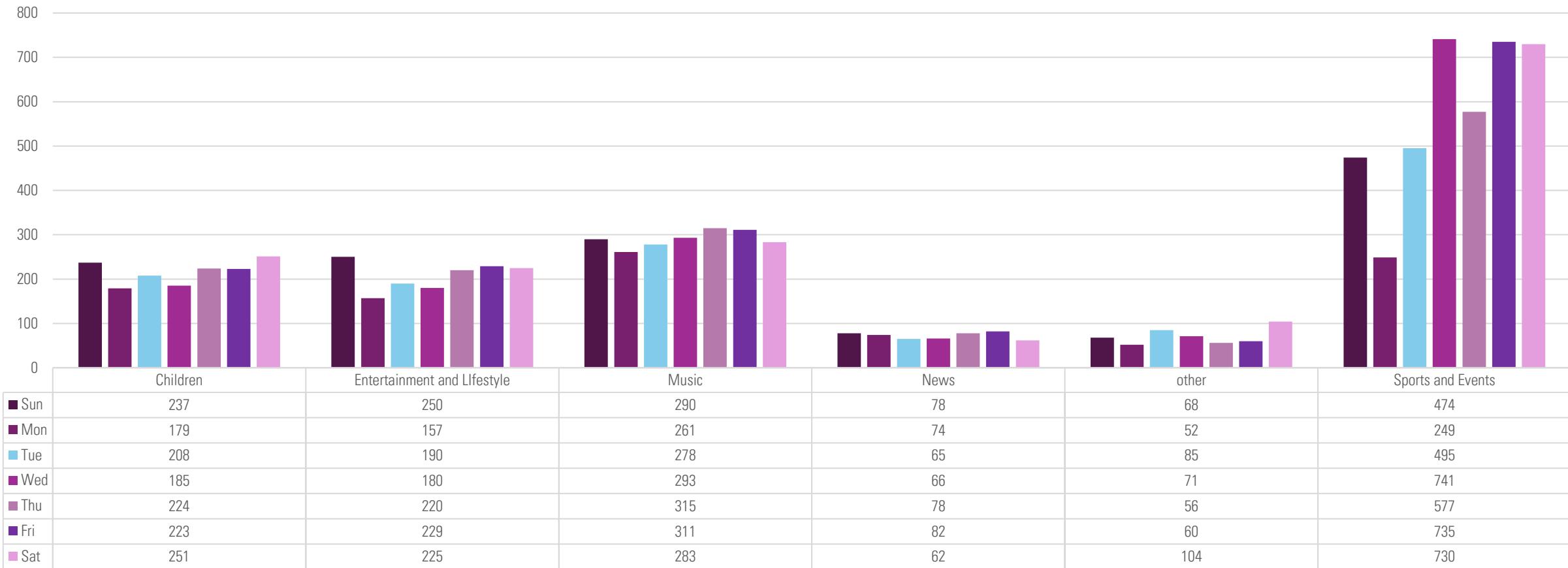
User Count by Day Classification and Age Group



Young adults watch approximately 131% more on weekdays than on weekends

Behavioral Patterns

Content Category by Day of Week



Sports and events drives the weeks biggest fluctuations

Thursdays is the strongest performing day across multiple categories

Monday consistently has the lowest engagement across all categories

Recommendations

Grow Engagement on Low-Performing Days:

- Introduce Monday Highlights to boost start-of-week viewership.
- Release weekend-exclusive content drops to lift Saturday/Sunday usage.

Increase Overall Consumption:

- Expand Sports & Events coverage as it's the strongest driver of engagement.
- Launch youth-focused promos targeting the 19–35 segment.

Grow User Base:

- Run Gauteng-led marketing campaigns to capitalize on its strong performance.
- Develop targeted content for women to close the gender usage gap.
- Invest in regional uplift initiatives for low-engagement provinces