Bright-light TV Viewership Analytics

Key Insights and Recommendations

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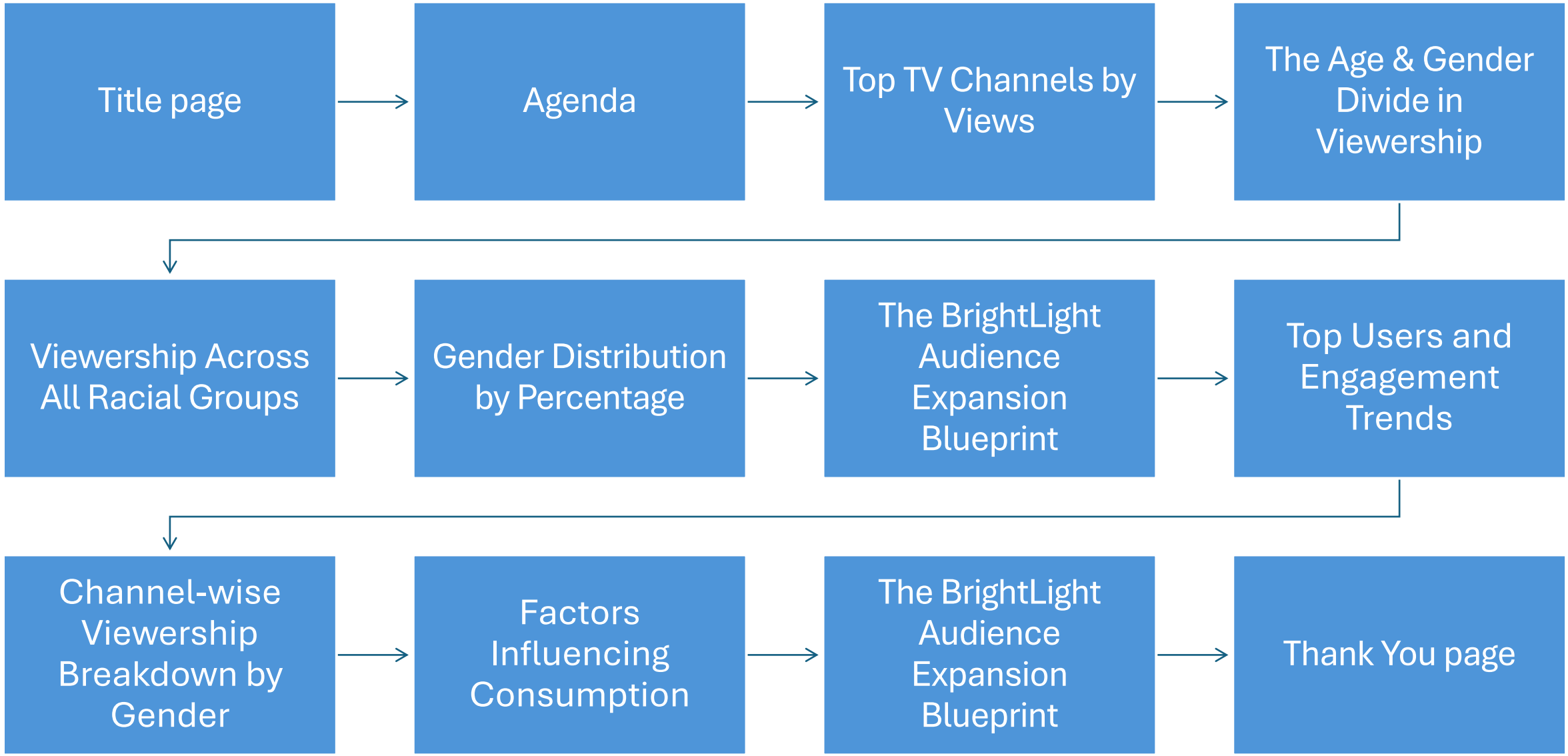
Agenda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Top TV Channels by Views

Performance Analysis

Sports Dominance

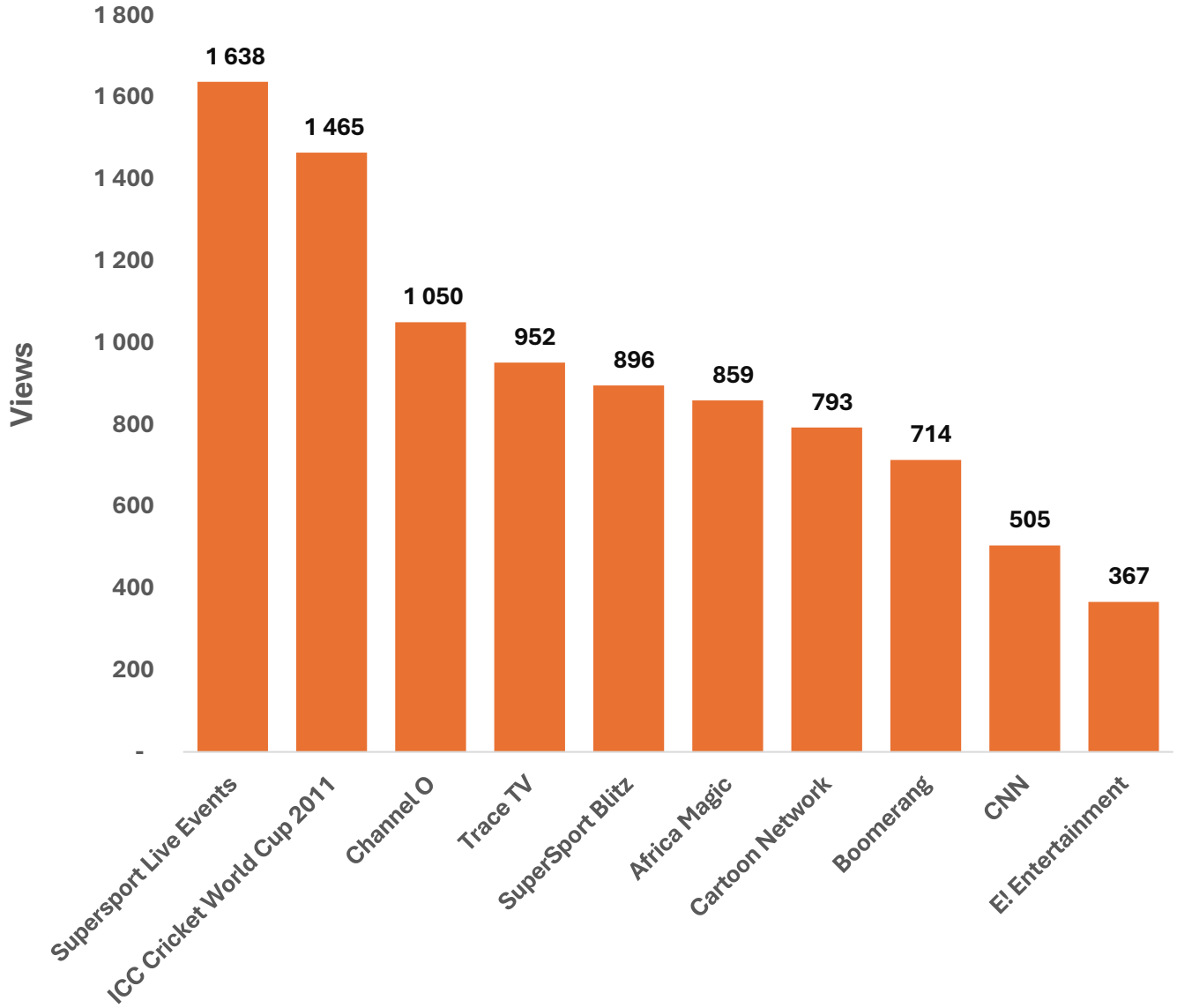
SuperSport Live Events leads with 1.638 views (12% ahead of competitors), demonstrating strong market demand for live sports content.

Concentrated Preferences

The top 3 channels (SuperSport, ICC Cricket World Cup, and Channel O) collectively capture 41.5% of total viewership, highlighting audience preference for sports and music content.

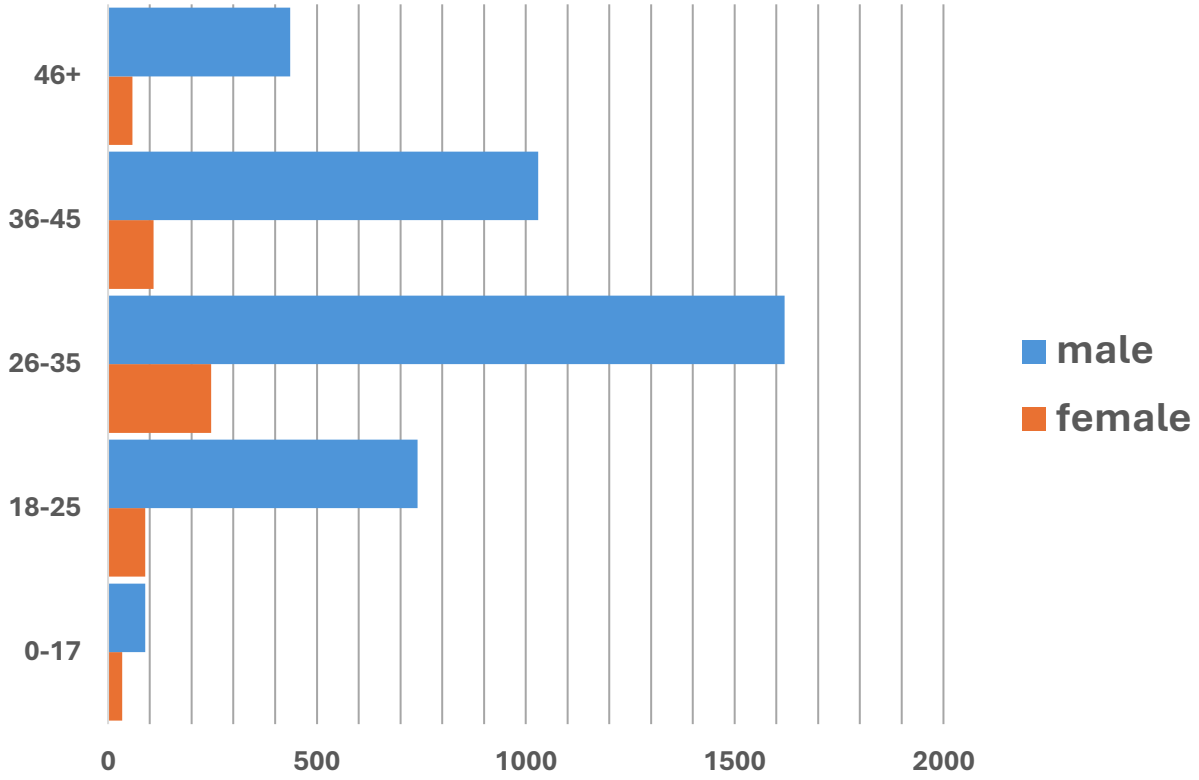
Entertainment Deficit

E! Entertainment's weaker performance (367 views) compared to sports/news channels suggests either:
Quality gaps in entertainment programming, or
Ineffective promotion of existing entertainment content



The Age & Gender Divide in Viewership

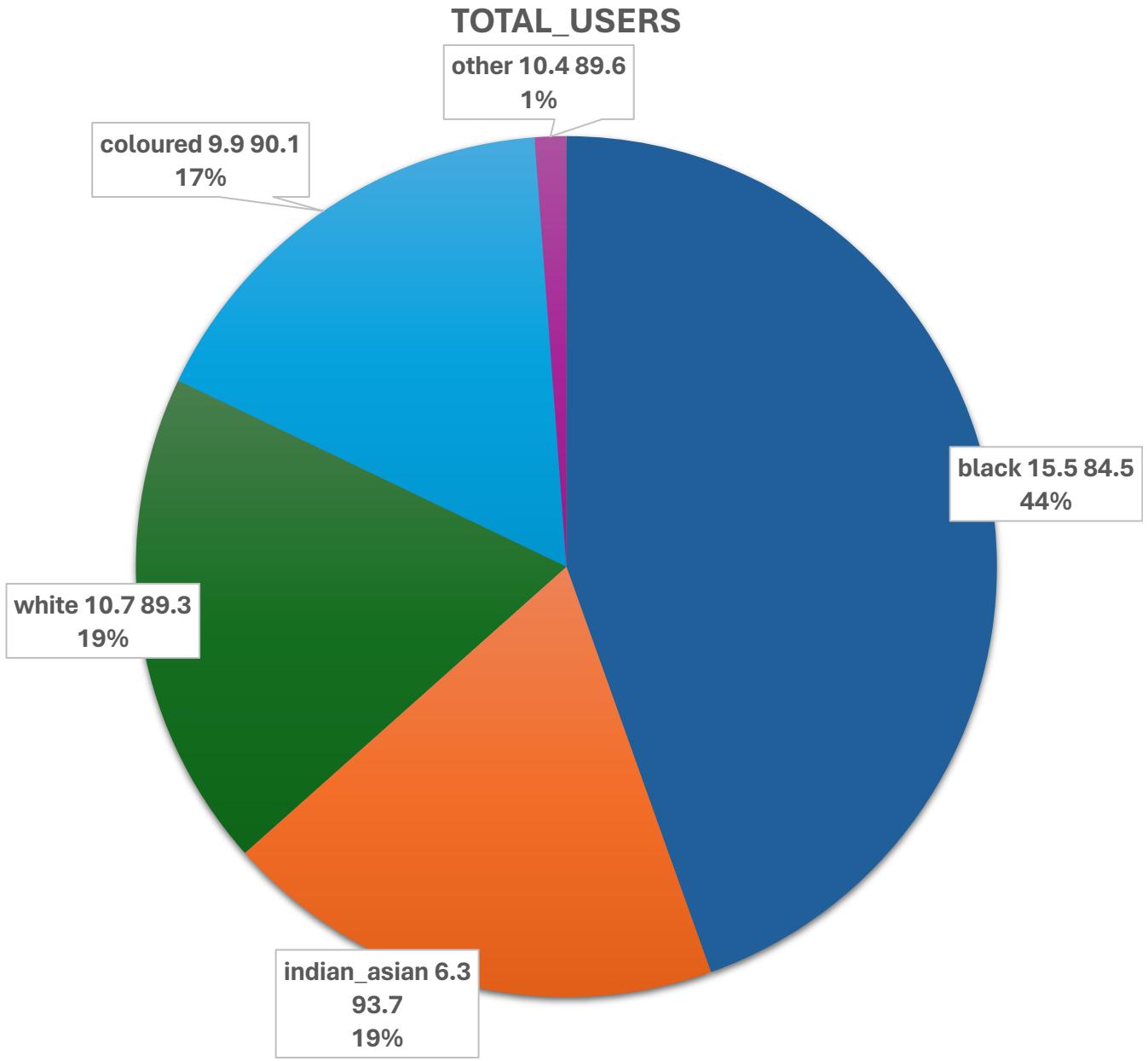
AGE_GROUP	MALE_USERS	FEMALE_USERS	TOTAL_USERS
0-17	89	34	123
18-25	741	89	830
26-35	1,62	247	1,867
36-45	1,03	109	1,139
46+	436	58	494



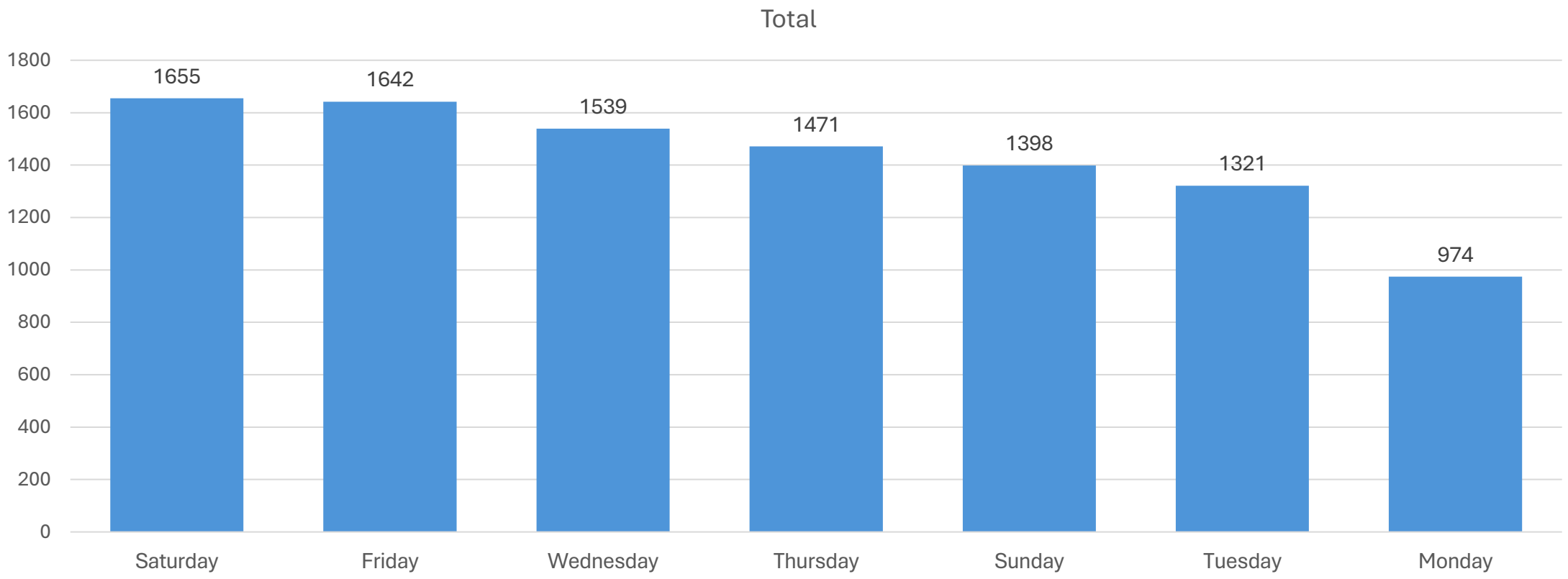
1. **Low female engagement**: All female age groups show minimal activity (e.g., 247 users in 26–35).
2. **Key opportunities**: Target males 26–35 with high-engagement content and females 18–45 with rom-coms/dramas.
3. **Untapped potential**: Family-friendly or dad-focused content could appeal to 36–45 males (1,030 users).

Viewership Across All Racial Groups

- **Male viewers dominate** – All groups are 84%+ male, with Indian Asian audiences having the biggest gap (94% men).
- **Black viewers engage most women** – At 15.5% female, they outperform other groups.
- **Content may need adjustment** – Such low female viewership suggests programming isn't reaching women equally.



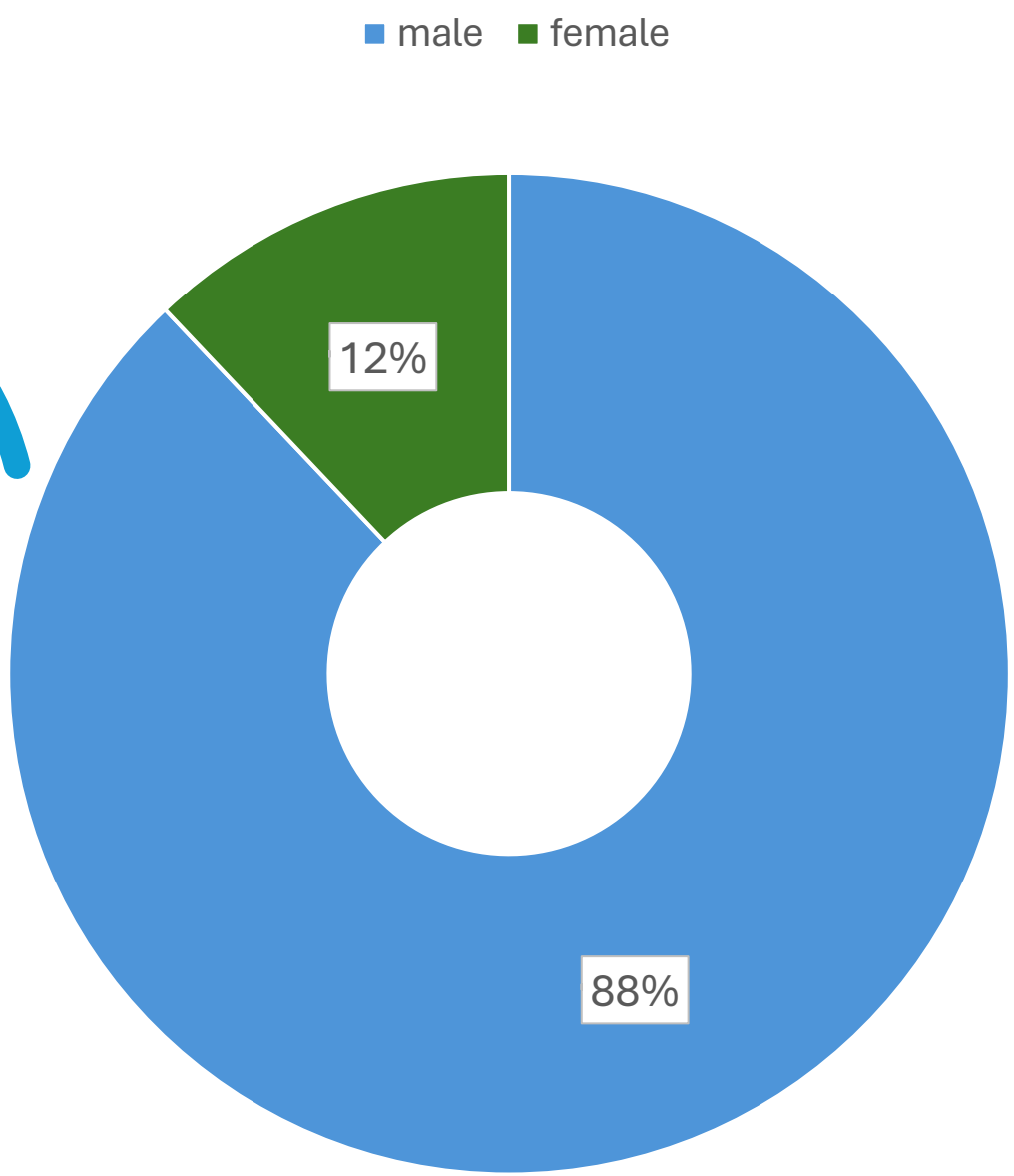
Top Days for Viewer Engagement



- **Saturday leads** in viewership — peak audience engagement happens on weekends.
- **Top 3 days (Sat, Fri, Wed)** drive over half of weekly views — focus content mid-to-late week.

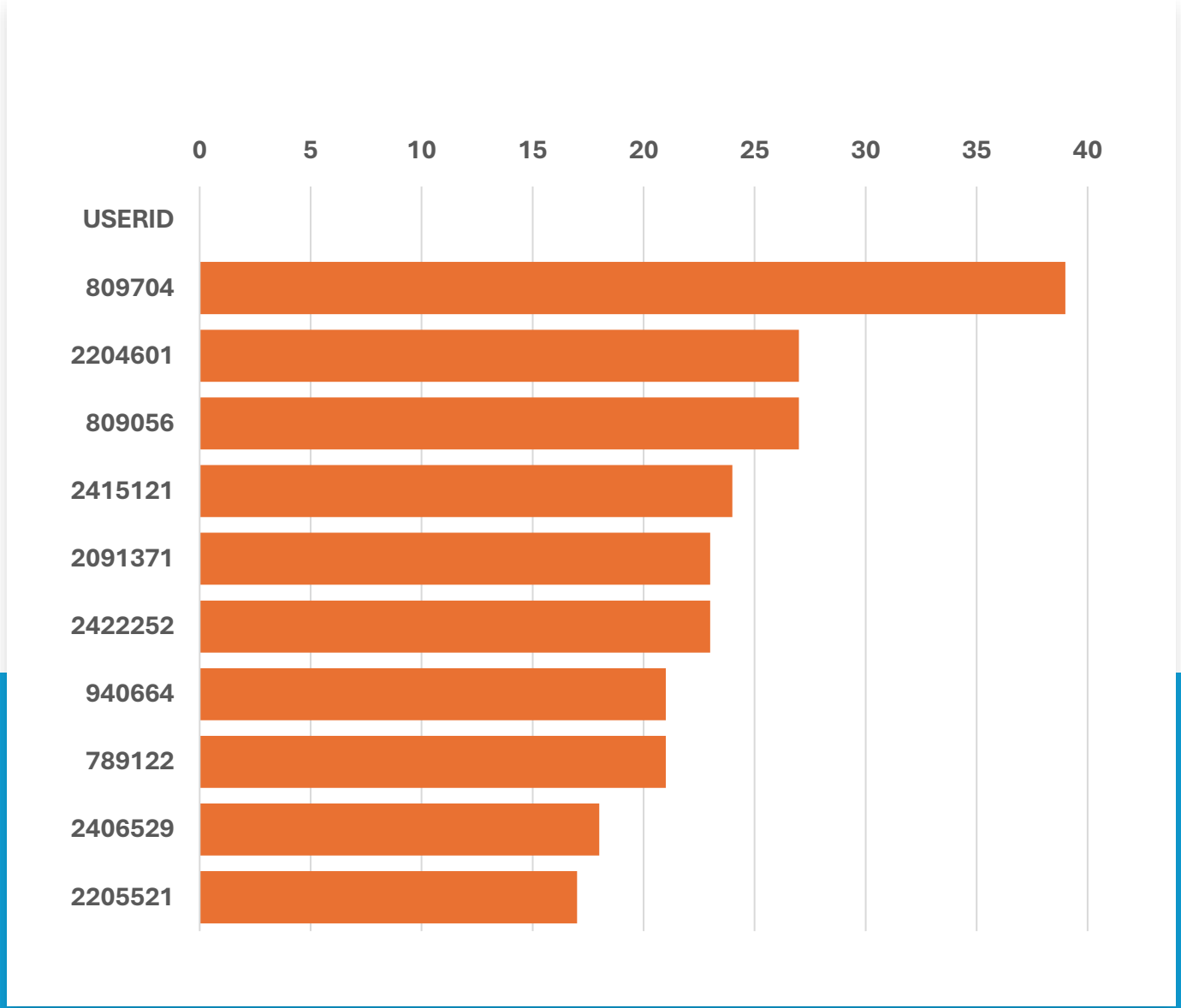
Gender Distribution by Percentage

- Insight: There’s a significant gender gap — male users dominate the platform.
- Female viewership is vastly underrepresented.
- Opportunity: Create targeted campaigns to attract female users



Top Users and Engagement Trends

- **High (20+ views)**: 3% of users (e.g., USERID 809704, 809056)
- **Medium (6–19 views)**: 37% of users
- **Low (2–5 views)**: 60% of users



Channel-wise Viewership Breakdown by Gender

CHANNEL	FEMALE VIEWS	MALE VIEWS	TOTAL VIEWS
Africa Magic	171	675	846
Trace TV	119	816	935
Cartoon Network	112	662	774
Channel O	105	918	1023
Boomerang	93	605	698
Supersport Live Events	84	1522	1606
ICC Cricket World Cup 2011	72	1343	1415
SuperSport Blitz	59	808	867
E! Entertainment	55	297	352
CNN	36	459	495
SawSee	24	215	239
DStv Events 1	14	86	100
M-Net	10	103	113
Vuzu	9	99	108
MK	5	25	30
Break in transmission	2	61	63
Live on SuperSport	1	1	2
kykNET	1	40	41
Wimbledon	0	3	3

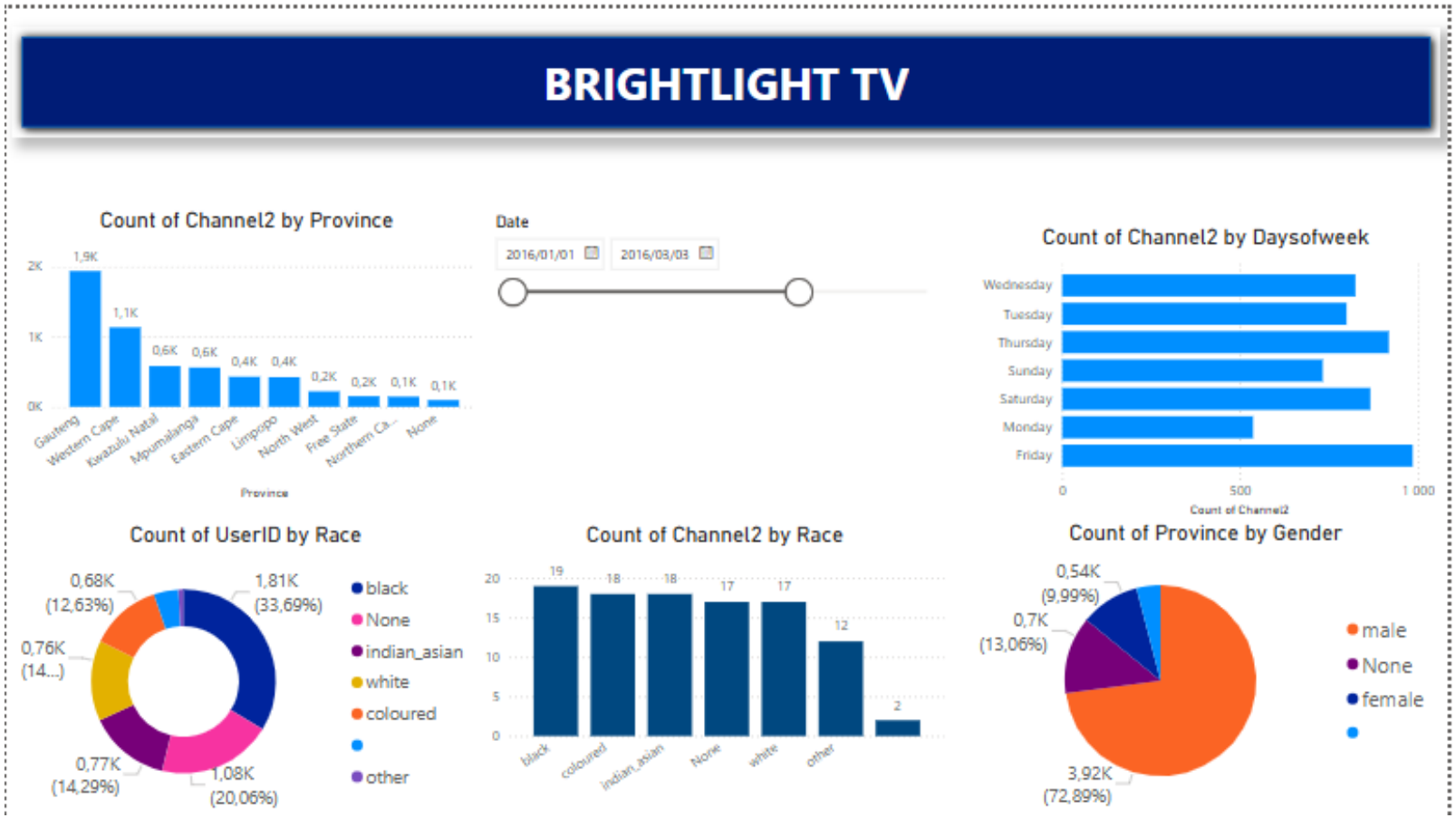
Male viewers dominate overall viewership with over 91% of total views. SuperSport Live Events and ICC Cricket World Cup 2011 are the top channels, driven largely by male audiences. Africa Magic, Trace TV, and Cartoon Network are most popular among females. Several channels show a strong gender imbalance, especially in sports content

Factors Influencing Consumption

Gender Disparity	Males dominate viewership (>90%), indicating potential content or access bias.
Age Group Preferences	Certain age brackets (e.g., 18–35) drive most engagement, pointing to generational content alignment.
Time of Day Usage	Prime time (5PM–9PM) sees the highest engagement, signaling consumption habits tied to daily routines.
Channel-Type Bias	Sports and music channels lead in views, suggesting underperformance of educational or lifestyle content.
Race-Based Engagement	Viewership trends differ across racial groups, which may reflect cultural or language-based content appeal.
Provincial Disparities	Certain provinces show disproportionately high or low consumption, indicating regional access or interest gaps.
Low Female Engagement	Female users are underrepresented in high viewership, hinting at possible content irrelevance or digital access gaps.
User Loyalty/Heavy Users	A small segment of users contribute a high number of views (top 10 users), suggesting dependency on power viewers.
Channel Overlap	Multiple users view the same top channels, which may lead to content fatigue or lack of diversity.

The BrightLight Audience Expansion Blueprint

- ❑ **More Sports Content** – Add exclusive cricket matches and sports documentaries to keep fans engaged.
- ❑ **Shows for Women** – Create romantic comedies and partner with female influencers to attract more women viewers.
- ❑ **Better Weekends** – Air top sports on Saturdays and offer binge-worthy show marathons.
- ❑ **Stronger Weekday TV** – Improve Wednesday-Friday lineups with big entertainment shows.
- ❑ **Family-Friendly Shows** – Add dad-focused reality shows and kids' programs to bring in families.
- ❑ **More African Music & Representation** – Feature Black female hosts and pan-African music to appeal to diverse audiences.
- ❑ **Fix Entertainment Channel** – Improve E! Entertainment with local reality shows and popular dramas.
- ❑ **Extra Cricket Content** – Add behind-the-scenes cricket shows and live Q&As with players.



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