

BrightTV Viewership Analytics (Insights and Recommendations)

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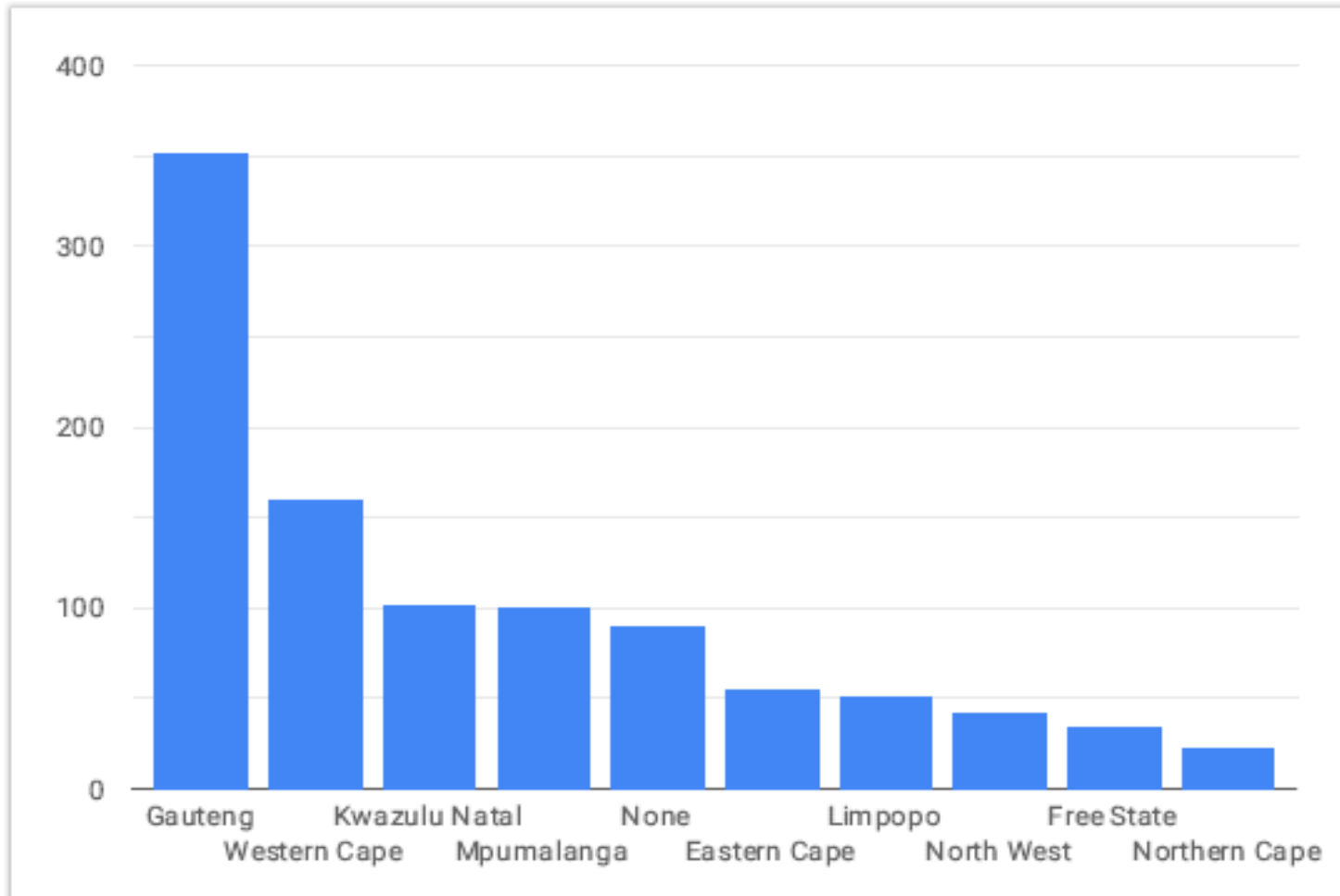
Agenda

- Introduction
- Insights on user and usage trends of BrightTV.
- Factors influence consumption
- Recommendations for Low Consumption Days
- Initiatives to Grow User Base

Introduction

- BrightTV's CEO has set a goal to grow the subscription base this financial year. To support this, I've analyzed user profiles and viewing sessions to uncover key trends, behaviors, and opportunities.
- This presentation shares insights on how users engage with BrightTV, what drives their viewing habits, and what strategies can help increase both consumption and subscriber growth.
- Let's dive in.

Viewers by Province



Gauteng Dominates User Base

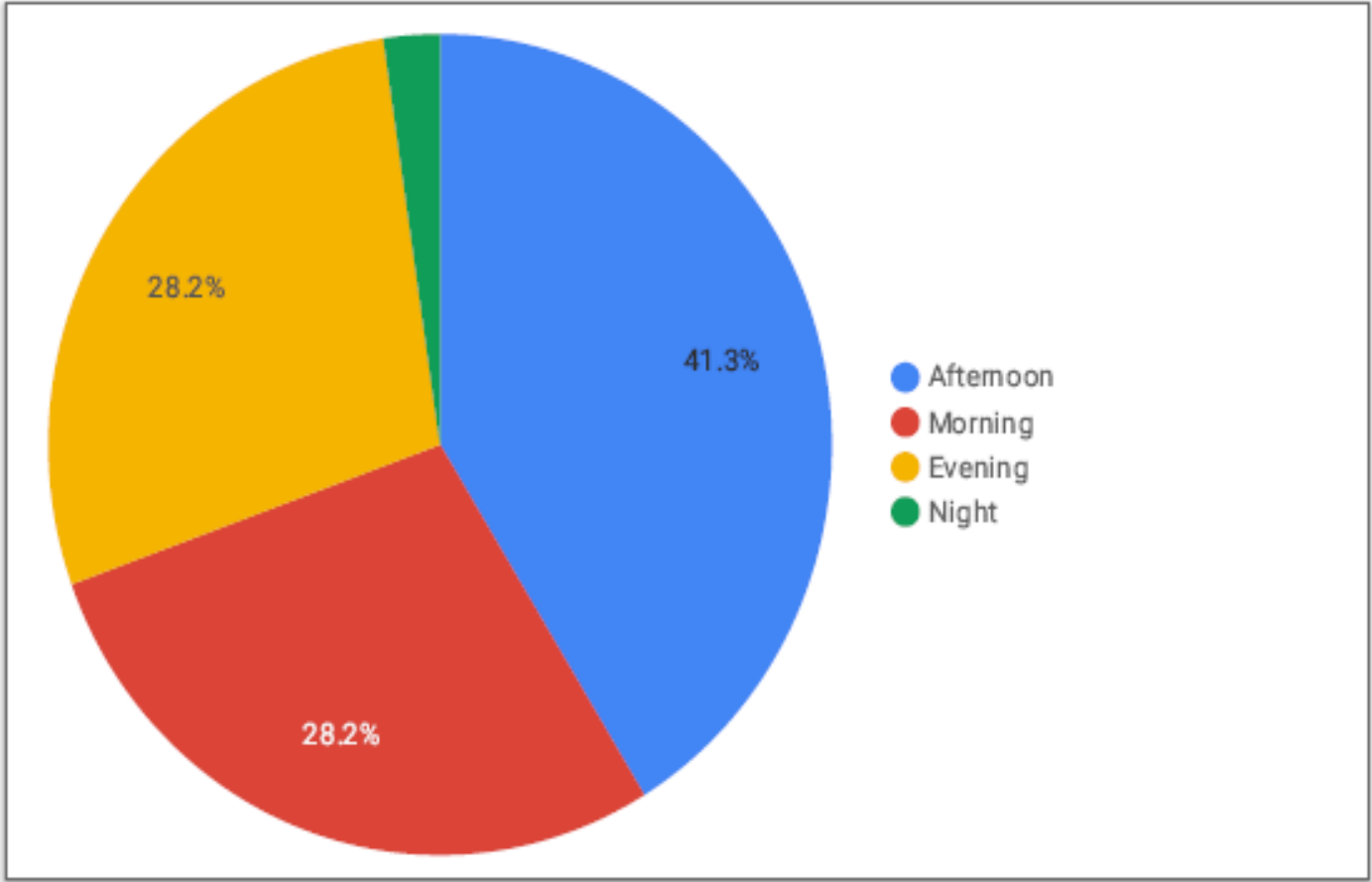
Gauteng has the highest number of viewers by a wide margin — well above 300

Western Cape & KwaZulu-Natal Are Strong Secondary Markets

Both provinces show solid user numbers, indicating strong engagement potential.

We have about **1.0K** total Number of Users

Viewership by Time of Day



Time	Number of Views
Afternoon	401
Morning	350
Evening	232
Night	17

Highest: Afternoon — 401 views
Lowest: Night — 17 views

Viewership by Race and Gender

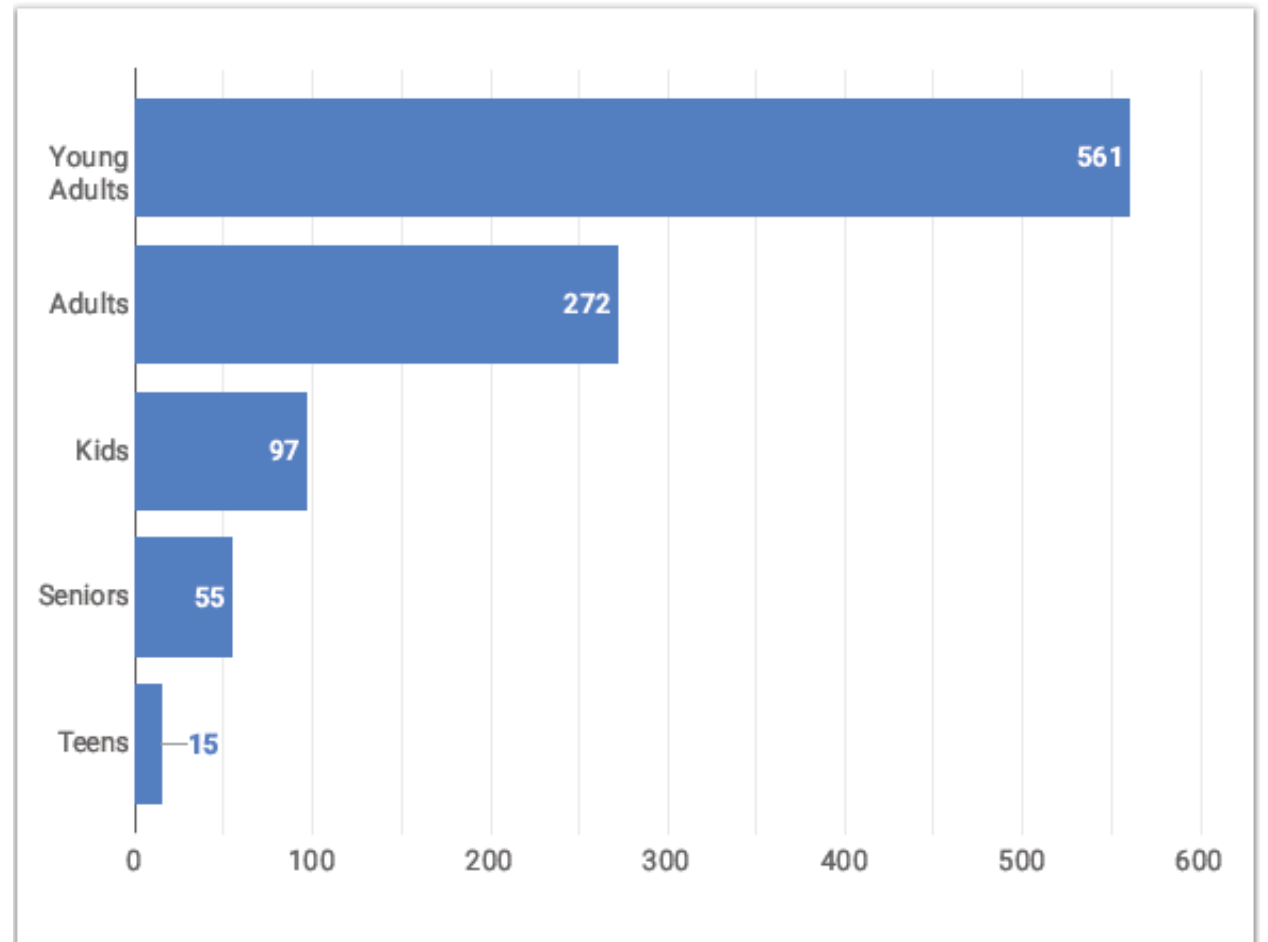
Race	Male	Female	None
Black	377	80	–
White	144	19	–
Coloured	123	18	–
Indian/Asian	49	13	–
Other	7	6	–
None	–	–	88
Total	772	149	88

Black users are the largest racial group, comprising 45.3% of total users. **White users** is 16.2%, followed by **Coloured** (14%), **Indian/Asian** (6.1%), and **Other** (1.3%). **None** is 9.3%, which may indicate gaps in data collection or user privacy preferences.

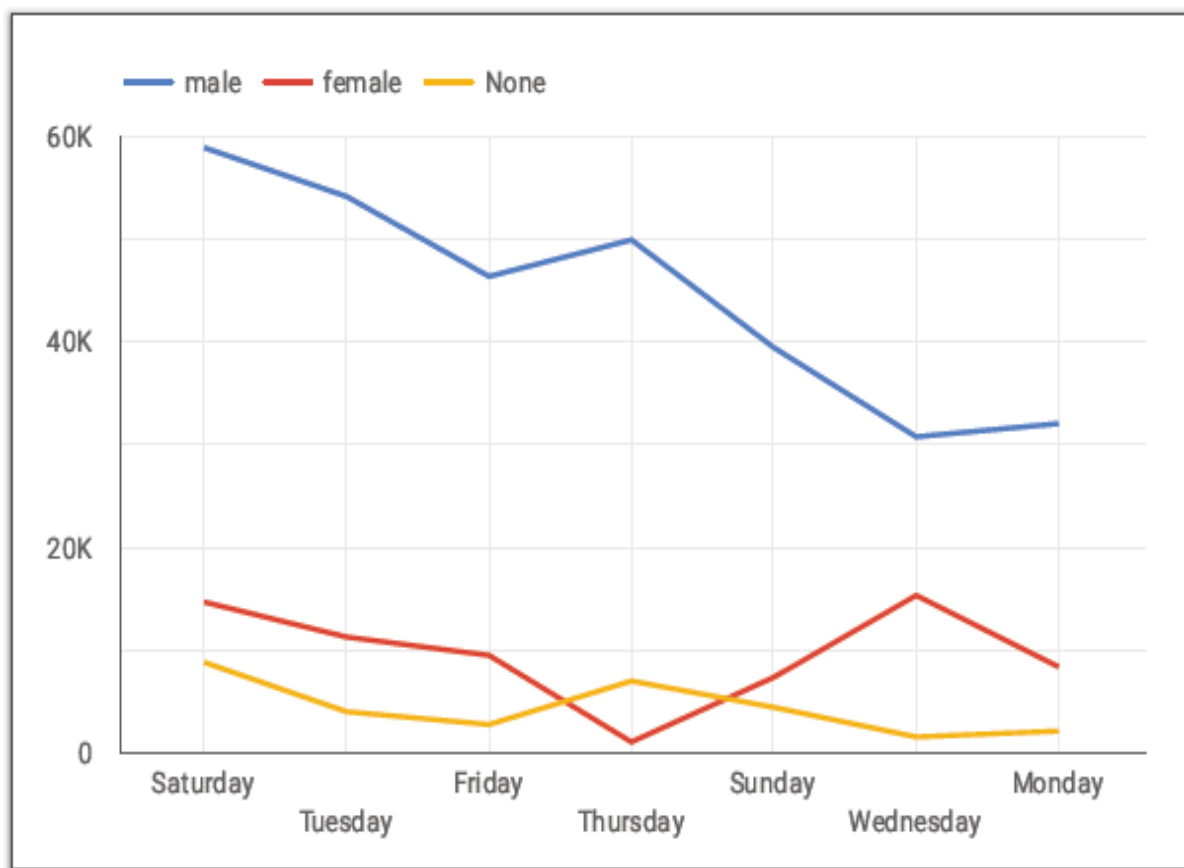
Viewers by Age Group

Age Range	Description
< 13	Kids
Between 13 and 17	Teens
Between 18 and 35	Young Adults
Between 36 and 50	Adults
> 50	Adults

Young Adults dominate the user base with 561 individuals — more than double the next group.



Viewership Duration (Seconds) by Day & Gender



Day	Duration
Saturday	82,192
Sunday	50,996
Monday	42,294
Tuesday	69,212
Wednesday	47,397
Thursday	57,753
Friday	58,388

Top Performing Days:
Saturday (82,192): Highest duration by far.
Tuesday (69,212): Strong midweek performance.

Top Ten (10) Channels

Rank	Channel Name	#Views
1	Supersport Live Events	146
2	Channel O	116
3	Africa Magic	114
4	Trace TV	113
5	Cartoon Network	103
6	SuperSport Blitz	88
7	Boomerang	84
8	ICC Cricket World Cup 2011	50
9	CNN	49
10	E! Entertainment	43

Live Sports Dominate Viewership:

Supersport Live Events leads with 146 records, and *SuperSport Blitz* ranks #6 with 88.

Factors Influencing Consumption

- **Day of the Week:** Saturday shows the highest engagement and midweek dips occur on Monday and Wednesday.
- **Time of Day:** Afternoon leads, followed by morning and night is the lowest
- **Content Type:** Sports and music channels (e.g., Supersport Live Events, Channel O, Trace TV) drive the most views.
- **Demographics:** Young adults (18–35) dominate the user base. Black male viewers are the largest segment.
- **Promotion Timing:** Campaigns launched in the afternoon or commute hours perform better.

Content Recommendations for Low Consumption Days

- To boost engagement on quieter days like Monday and Wednesday:
 - **Catch-Up Capsules:** Recap top content from the weekend.
 - **Interactive Polls & Quizzes:** Gamified formats to spark participation.
 - **Behind-the-Scenes or Creator Spotlights:** Build emotional connection and loyalty.
 - **Countdowns or Teasers:** Create anticipation for upcoming drops.
 - **Localized Content:** Feature region-specific stories or shoutouts (especially for Gauteng, Western Cape, and KZN).

Initiatives to Grow BrightTV's User Base

- **Referral Campaigns:** Reward users for inviting friends (e.g., unlock premium content).
- **Onboarding Series:** Short, engaging intro series to showcase platform features.
- **Demographic-Specific Marketing:** Target campaigns to high-engagement groups (18–35, urban clusters).
- **Content Partnerships:** Collaborate with influencers and creators to expand reach.



Thank You

