



BrightTV (Viewership Analytics) - User Demographic

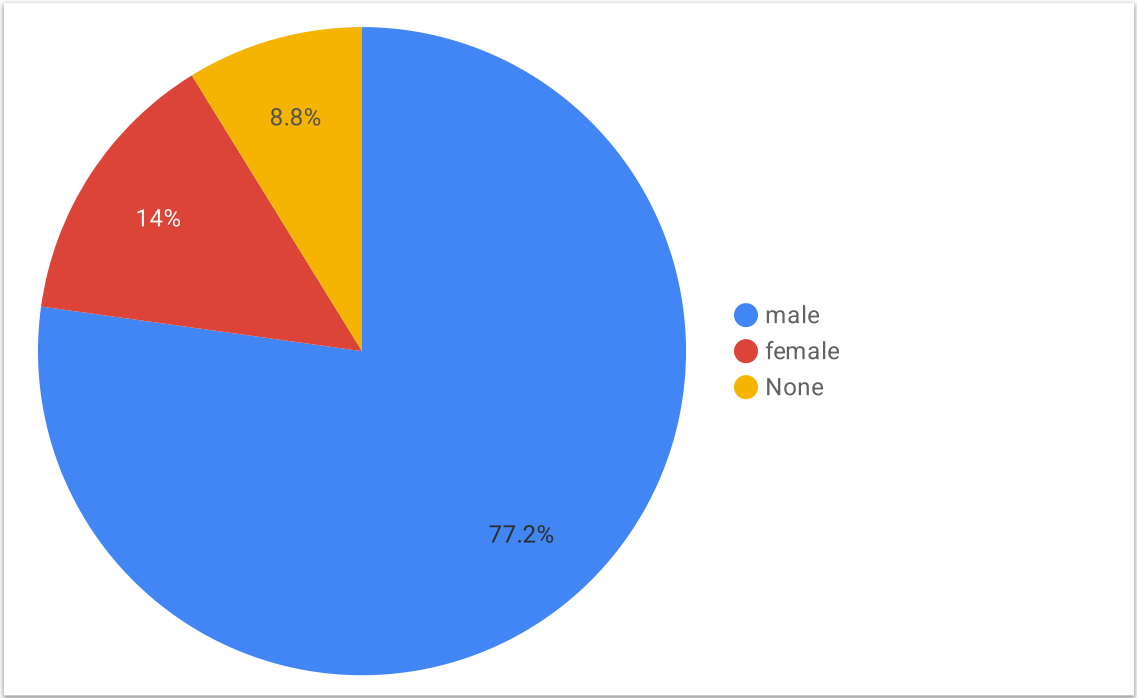
Number of Users

1.0K

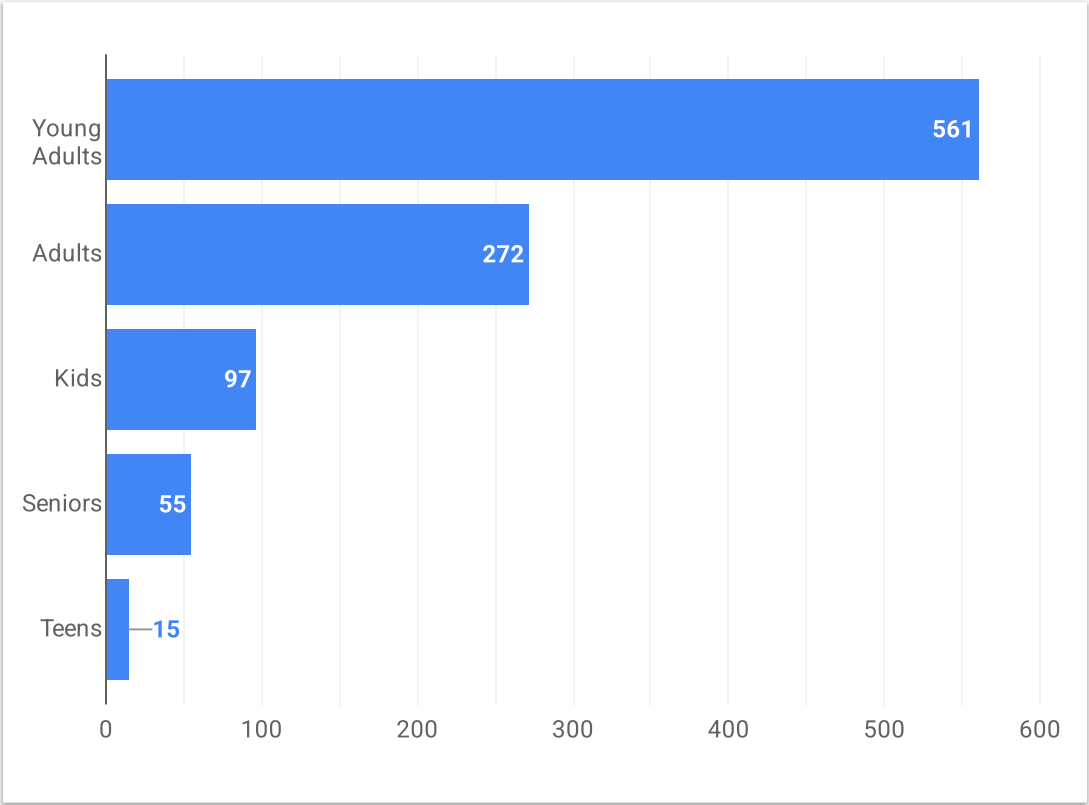
Users by Race and Gender

	Race	Gender	User ▼
1.	black	male	377
2.	white	male	144
3.	coloured	male	123
4.	None	None	88
5.	black	female	80
6.	None	male	72
7.	indian_asian	male	49
8.	white	female	19
9.	coloured	female	18
10.	None	female	13
11.	indian_asian	female	9
12.	other	male	7
13.	other	female	1
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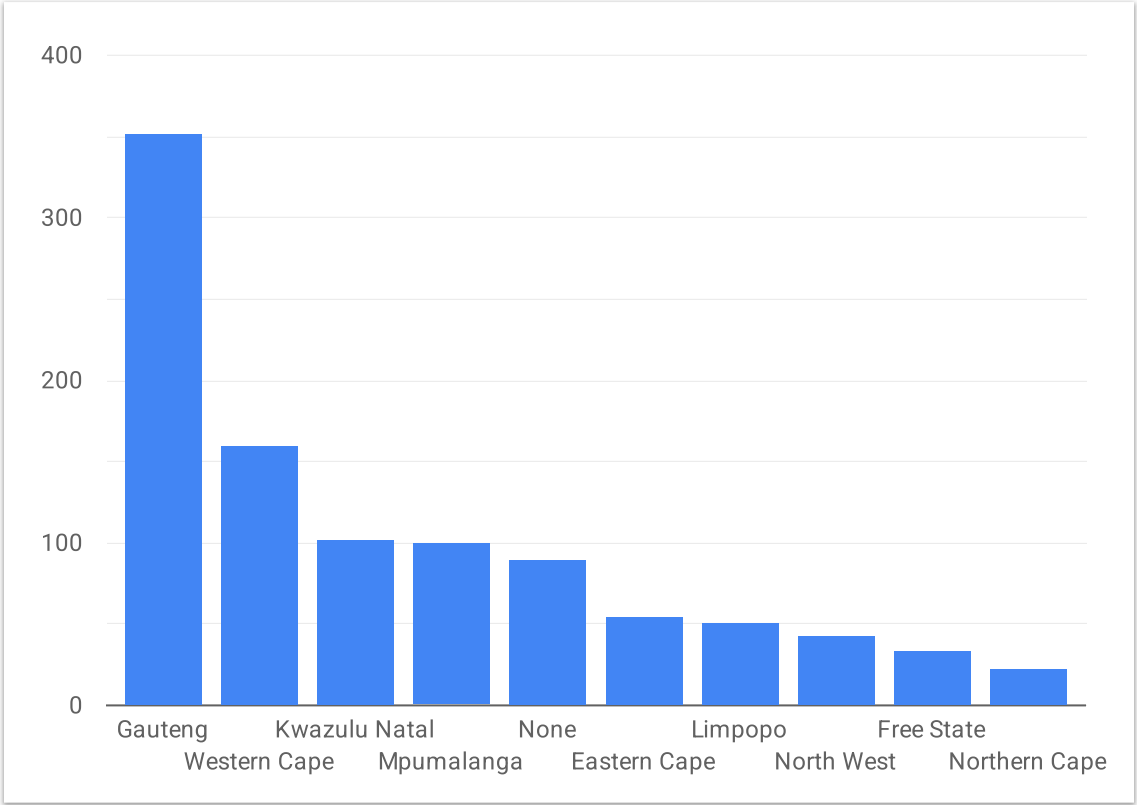
Proportion of Users by Gender



Distribution of Users by Age Group



Distribution of Users by Province





BrightTV (Viewership Analytics) - Viewership Patterns

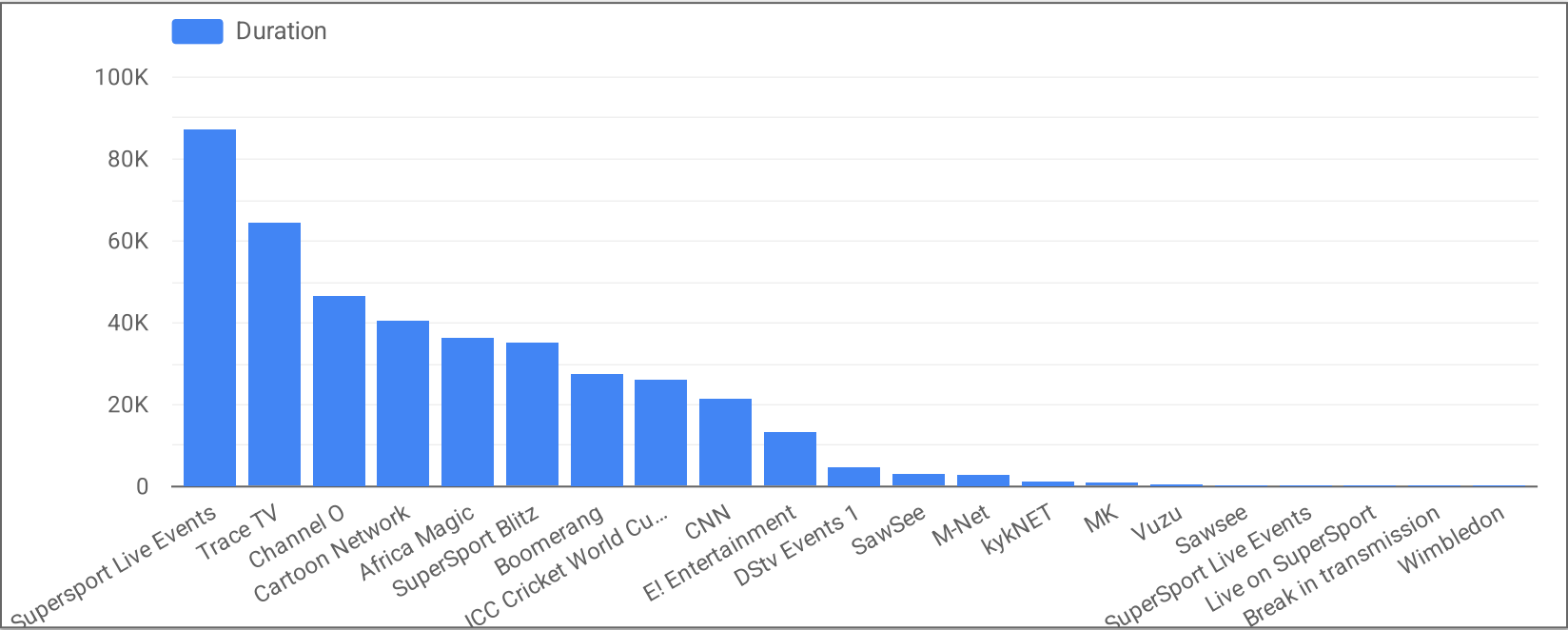
Filter Pane

Channel2

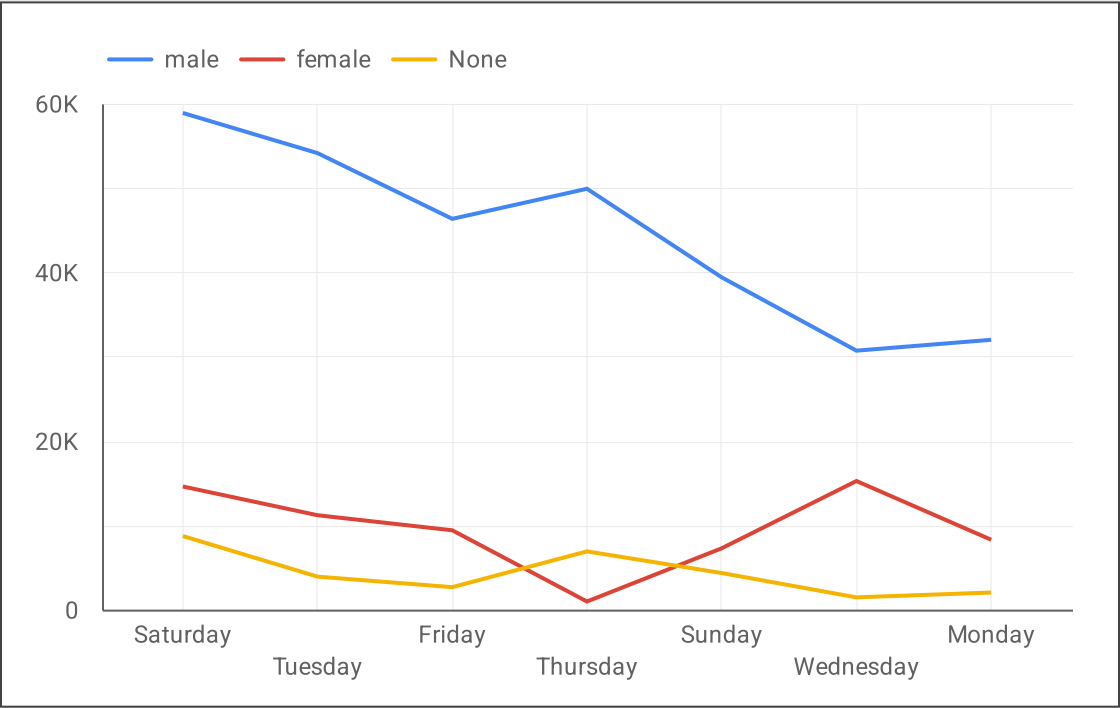
TimeBucket

Select date range

Duration by Channel



Viewership duration trends over time by Gender



Viewership by Time of Day

