

BrightTV Viewership Review

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Understanding the data

Sample size

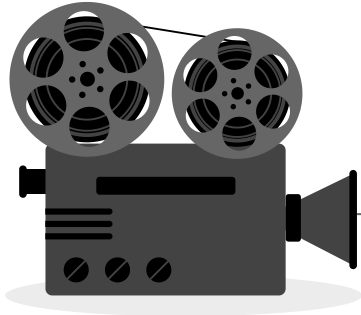
- ✓ 5 375 unique users
- ✓ 11 295 rows in data
- ✓ Various NULL values across the data set

Duration

- ✓ Jan – March 2016
- ✓ Sporting Events in Jan

Total Viewing Time

- ✓ 1523 Hours
- ✓ Most shows were viewed for less than 1 hour

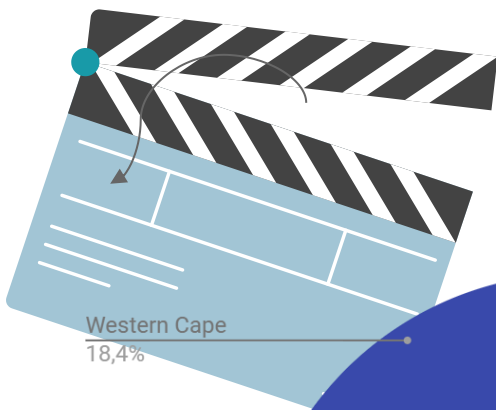


1

2

3

Viewership Split by Province



Western Cape
18,4%

Eastern Cape
7,0%
Free State
3,0%

Northern Cape
2,3%
North West
3,5%

Mpumalanga
9,4%

Limpopo
7,6%

Kwazulu Natal
11,9%

Gauteng
37,0%

37%

Gauteng
Gauteng has the most
number of viewers with
3786 viewers

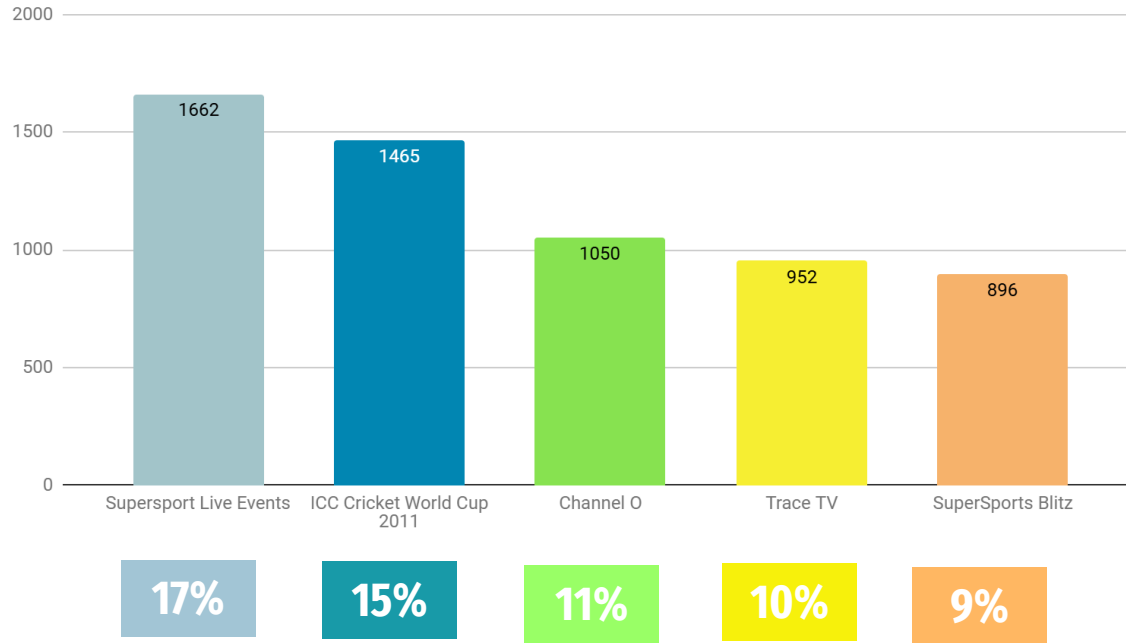
2.3%

Northern Cape
Least Number of
viewers with 236
viewers.

NULLS

No Province Provided
1049 Nulls that do not
have Province info

Top 5 Most watched shows by viewers



Total number of sessions watched is 10 000 in the data sample



Sports shows watched made up 40% of the views



Music channels made up 21% of the views.



Top 5 shows make up 60% of viewed shows

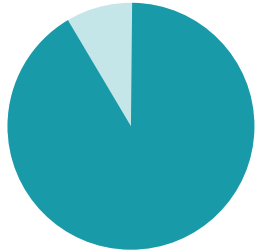


Least watched shows are M-net, SeeSaw, E! Entertainment and CNN with 1243 views (12%)

Viewership Split By Gender

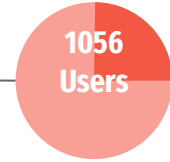


Male Viewers

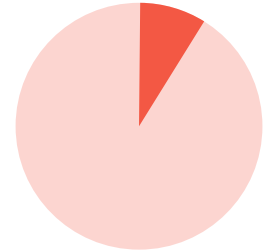


Nulls

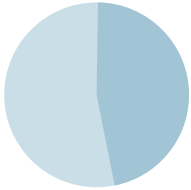
There are 1049 Users who did not provide any information about their gender(9%).



Female Viewers



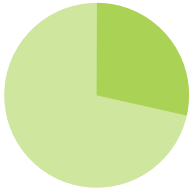
Viewership Split By Age Buckets



49%

Adults

Ages 30 -50
(5581 Viewership)

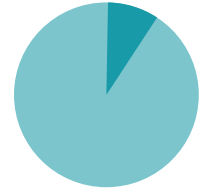


33%

Young Adults

Ages 18 – 30
(3782 Viewers)

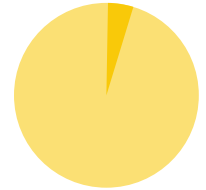
10%



Children

Ages 13 and younger
(1151 Viewers)

5%



Middle Age

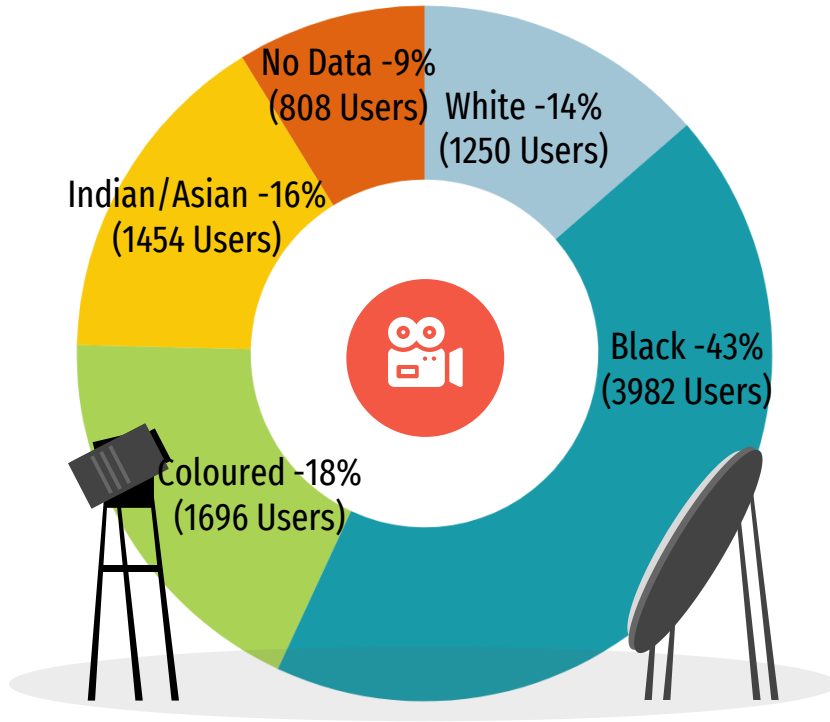
Ages 50 – 65
(529 Viewers)



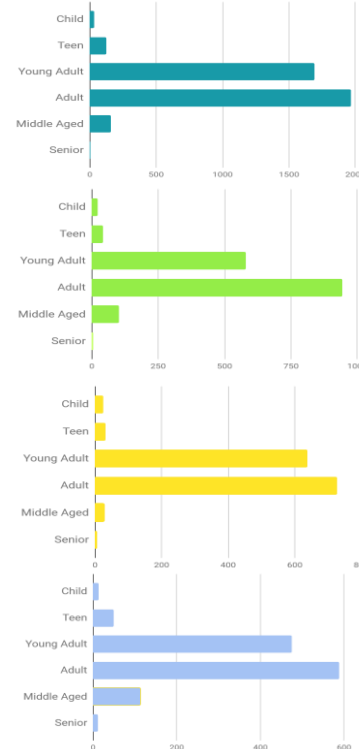
Male Viewership Profile – Breakdown

9 190 Male Users (81%)

Split by race



Split by age buckets



Black Men

Most Users are from
ages 18 – 50

Coloured Men

Most Users are from
ages 18 – 50





Indian/Asian Men

Most Users are from
ages 18 – 50




White Men

Most Users are from
ages 18 – 50

Viewership Split by Timeslot

	Afternoon viewing (12:00pm – 6:00pm) Most users watched shows in the afternoon	3 807 Users
	Morning viewing (6:00am – 12:00pm) Many users also watched shows in the morning	3 383 Users
	Evening viewing (6:00pm – 11:00pm) Fewer people were watching in the evening	2 353 Users
	Midnight viewing (00:00pm – 6:00am) Few users were watching in the late hours of the day	1 753 Users

Conclusions & Insights

		
Programs	Viewers	Conclusions
Sport is viewed most	Most viewers are black, middle aged men living in Gauteng	Create more engaging shows for sport and music
Music also has a high viewing	Least viewing audience is white females	Find shows that can cater to least viewing audience
Sports & Music = 60% of shows	Some Users did not give us enough information	Add more show to cater to females
M-Net & E! Entertainment least watched	The average age of viewer is adults between 30 - 50	Air more interesting shows in the evening to gain more viewership