

AGENDA

1.INTRODUCTION & KEY METRICS

TOTAL SESSIONS AND USERS

VIEWER CATEGORIES (GENDER, AGE, DURATION)

2.SESSIONS & USER TRENDS

SESSIONS OVER TIME

USERS BY MONTH

3.AUDIENCE DEMOGRAPHICS & VIEWING BEHAVIOR

AGE AND GENDER DISTRIBUTION

CHANNEL PREFERENCES AND DURATION

4.RACE & REGIONAL DISTRIBUTION

USER BREAKDOWN BY RACE

USERS AND SESSIONS BY PROVINCE

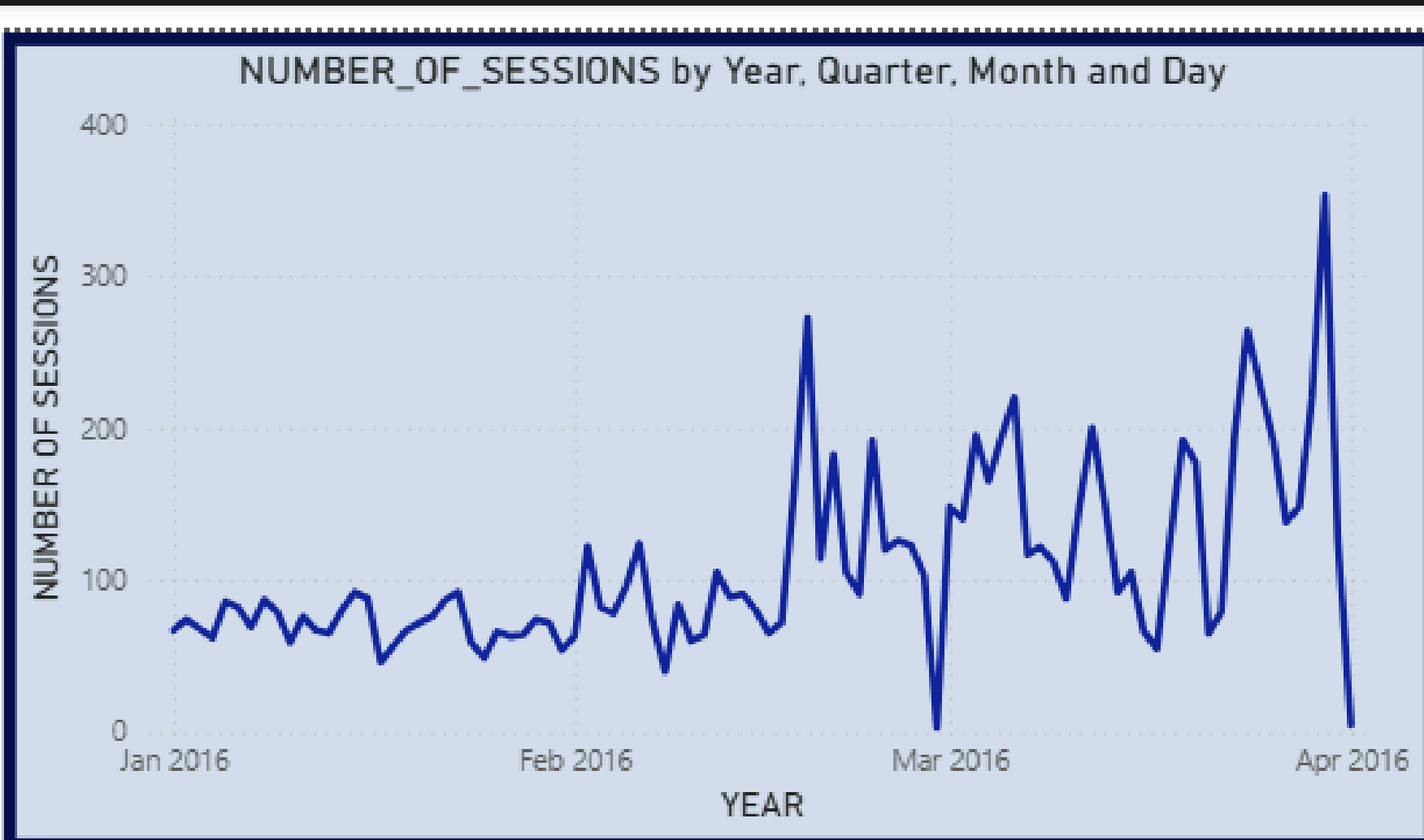
5.KEY INSIGHTS & RECOMMENDATIONS

OPPORTUNITIES FOR GROWTH

STRATEGIC FOCUS AREAS

BRIGHT TV VIEWERSHIP ANLYSIS PRESENTATION



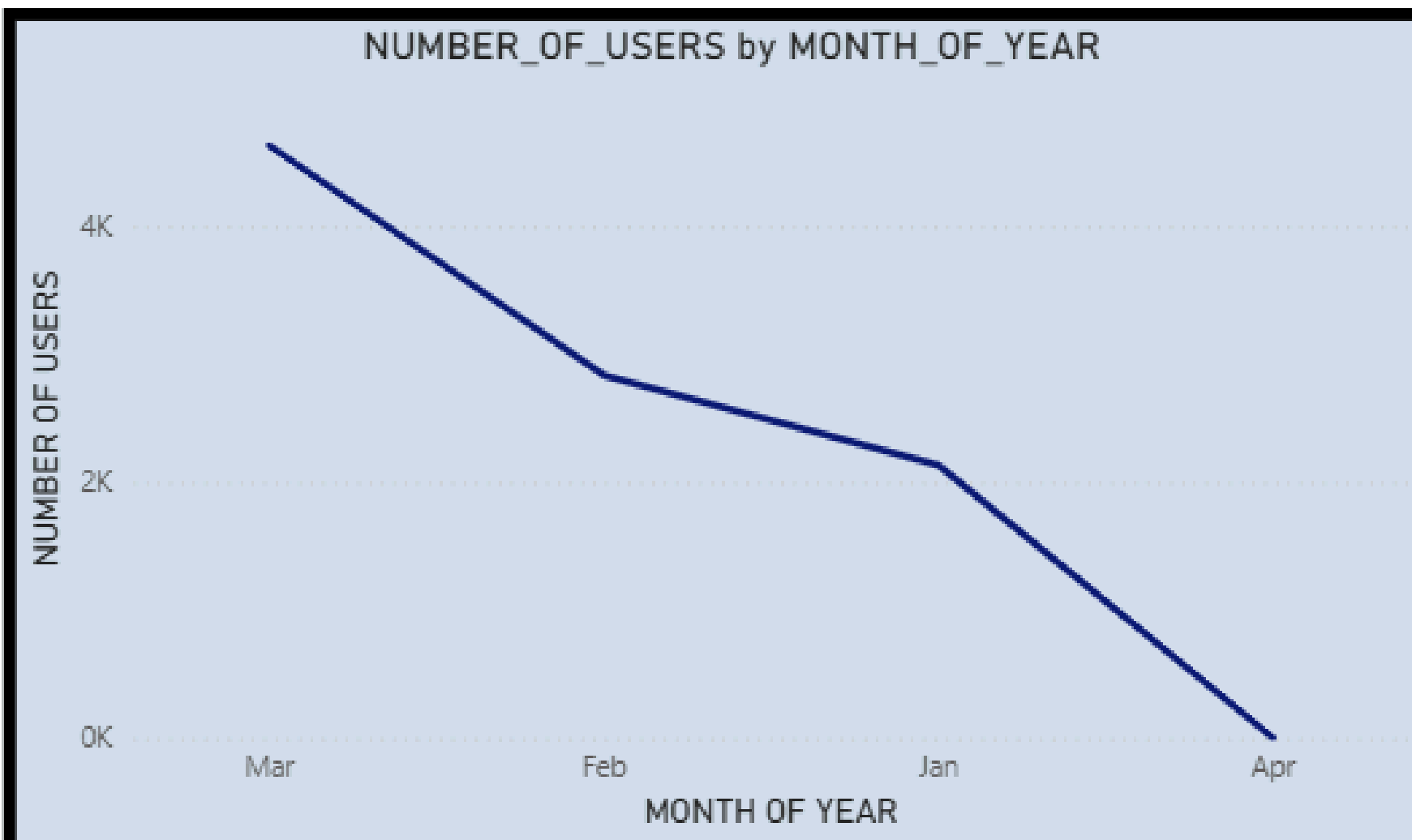


TOTAL NO OF SESSIONS
10K

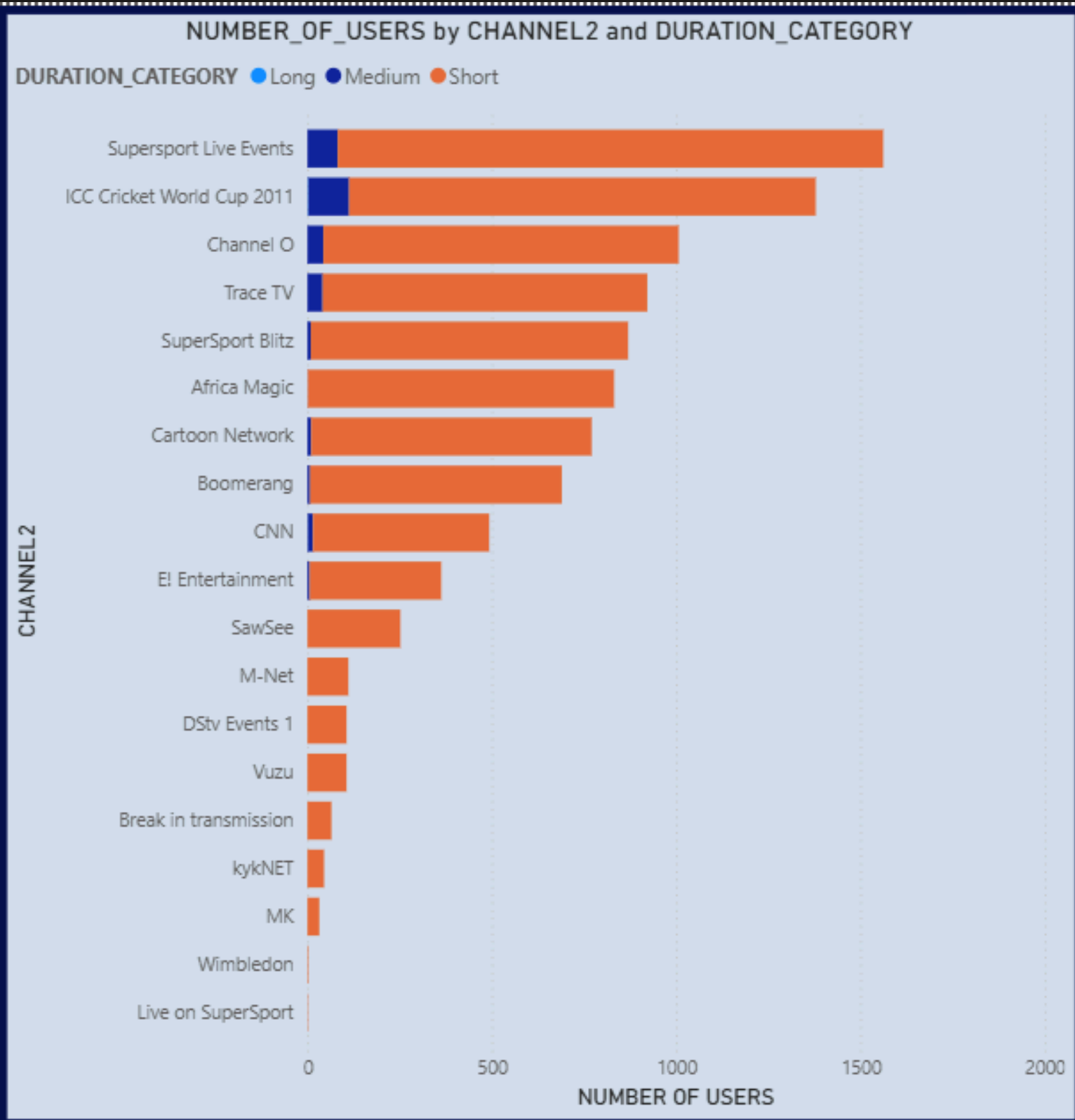
TOTAL NO OF USERS
9611

KEY METRICS

SESSIONS: THERE'S A STEADY UPWARD TREND FROM JAN TO APR, WITH NOTICEABLE PEAKS TOWARD THE END OF MARCH AND APRIL. THIS SUGGESTS PERIODIC SPIKES IN ACTIVITY, POSSIBLY TIED TO LIVE EVENTS OR PROMOTIONS.



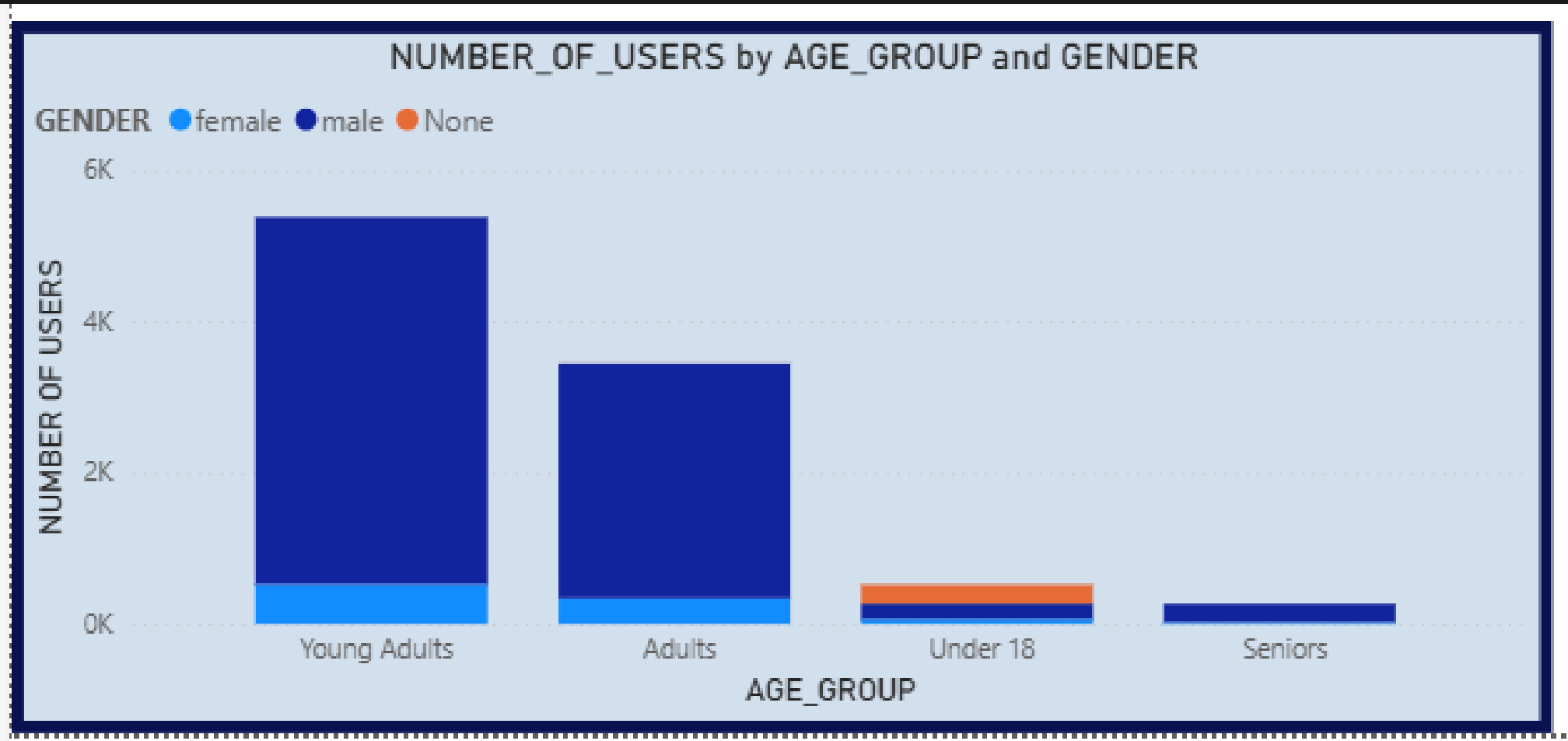
USERS: DESPITE SESSIONS RISING, THE NUMBER OF USERS IS DECLINING MONTH BY MONTH (FROM ~2K IN JAN ,4K IN MARCH TO ~2K IN APR). THIS POINTS TO FEWER USERS GENERATING MORE SESSIONS EACH, WHICH COULD MEAN: CORE LOYAL USERS ARE DRIVING ACTIVITY. NEW USER ACQUISITION IS WEAK.



CHANNEL & DURATION:

LONG-DURATION VIEWING IS CONCENTRATED IN SPORTS CHANNELS (SUPERSPORT LIVE EVENTS, ICC CRICKET WORLD CUP).

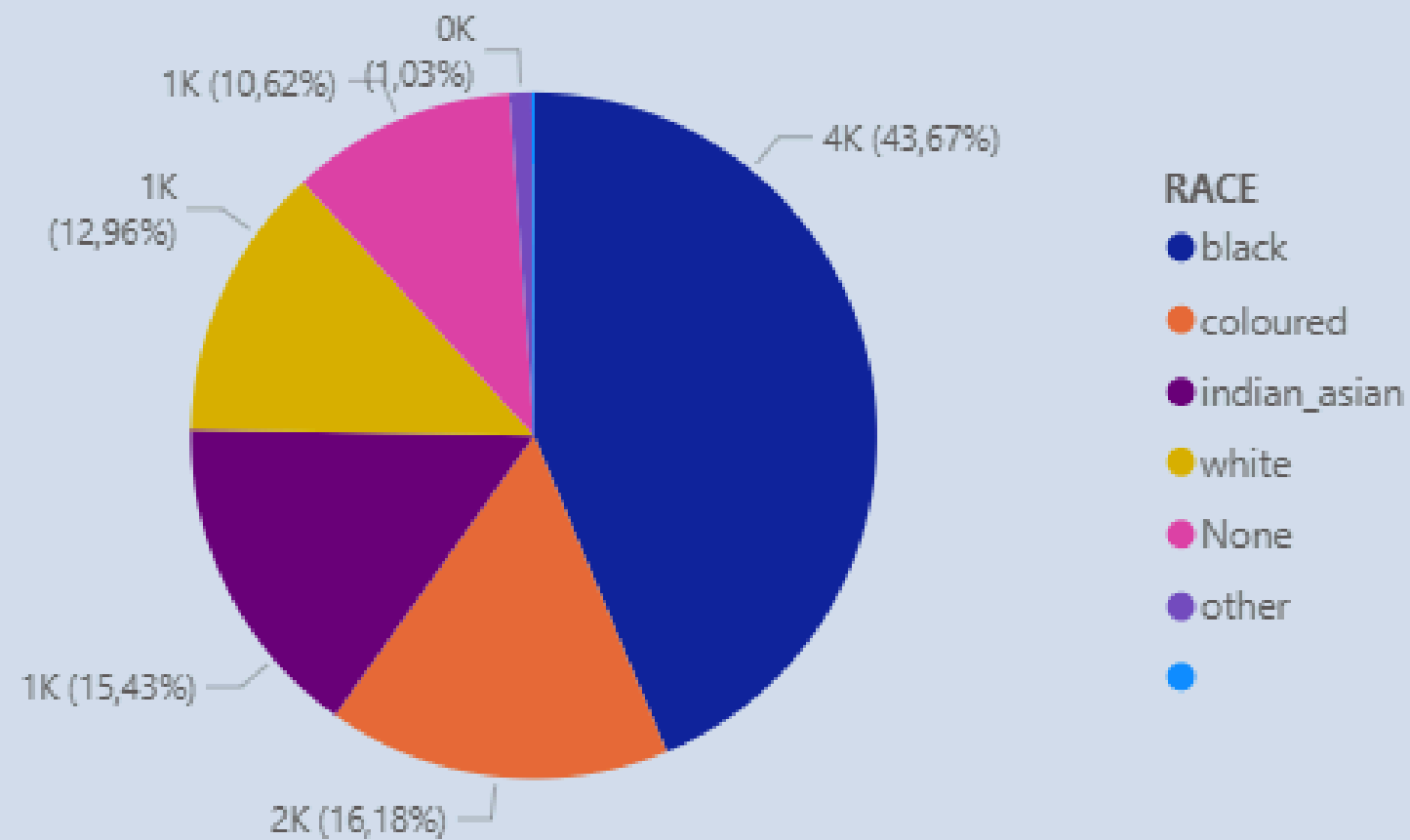
SHORT-DURATION DOMINATES ACROSS ENTERTAINMENT CHANNELS LIKE MK, WIMBLEDON, LIVE ON SUPER SPORT.



AGE & GENDER:

YOUNG ADULTS DOMINATE VIEWERSHIP, WITH STRONG REPRESENTATION OF BOTH MALE AND FEMALE USERS WITH MALES DOMINATING MORE OF VIEWERS. ADULTS FOLLOW, WHILE SENIORS AND UNDER 18 GROUPS BARELY FEATURE, SUGGESTING CONTENT MAY NOT APPEAL TO THESE GROUPS.

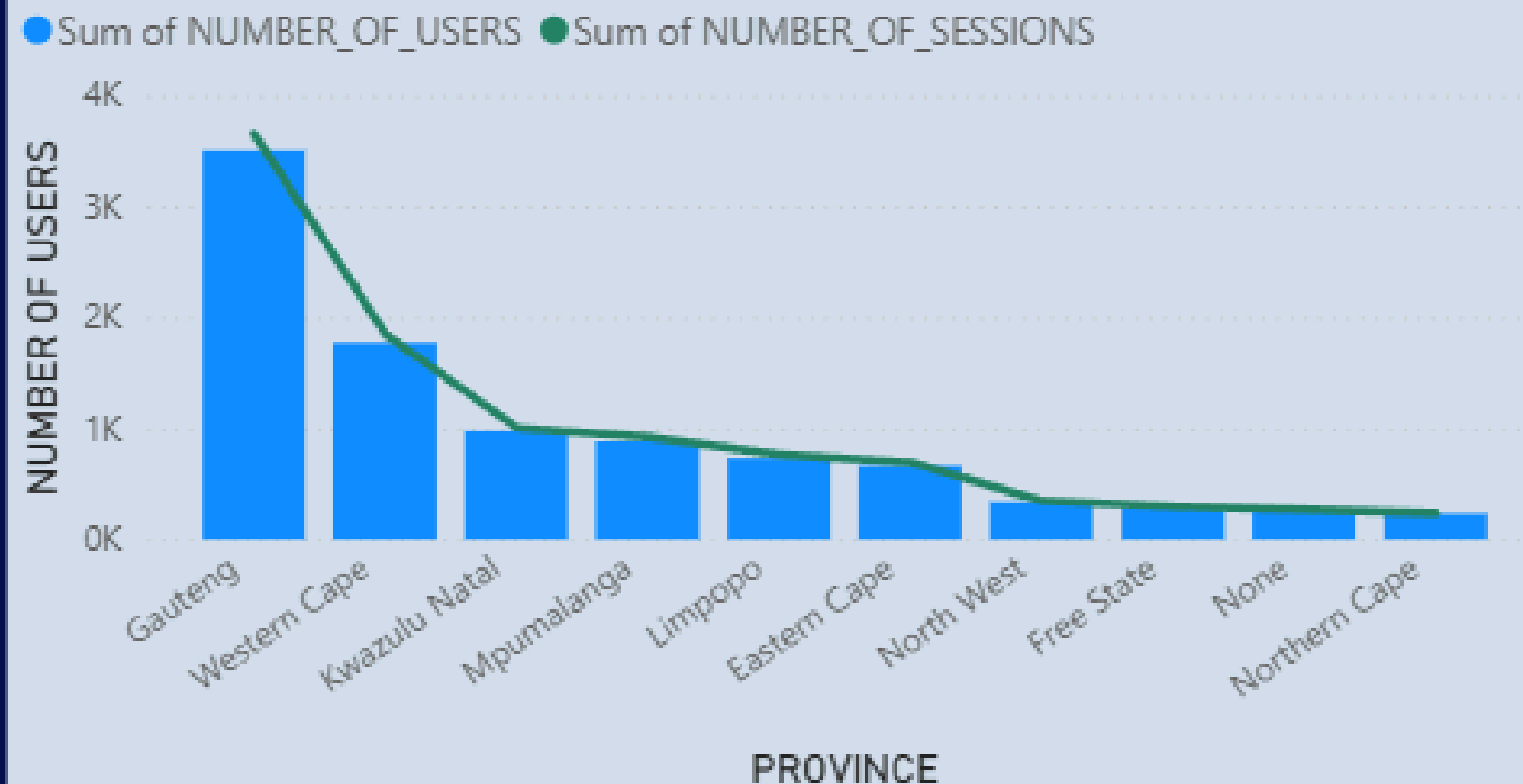
NUMBER_OF_USERS by RACE



RACE:

MAJORITY OF VIEWERS ARE BLACK (43.67%), FOLLOWED BY COLOURED (16.18%) AND INDIAN/ASIAN (15.47%). WHITE USERS ARE A SMALLER SEGMENT (12.96%). THERE'S A 9.72% UNCLASSIFIED

NUMBER_OF_USERS and NUMBER_OF_SESSIONS by PROVINCE



PROVINCE:

GAUTENG DOMINATES WITH THE HIGHEST NUMBER OF USERS AND SESSIONS. THIS ALIGNS WITH GAUTENG BEING THE ECONOMIC HUB, BUT ALSO INDICATES A CONCENTRATION RISK AND RELIANCE ON ONE PROVINCE. OTHER STRONG PROVINCES: KWAZULU-NATAL AND WESTERN CAPE. WEAK PROVINCES: NORTHERN CAPE, FREE STATE, LIMPOPO IT MAY BE DUE TO LOWER CONNECTIVITY OR WEAKER MARKETING.

RECOMMENDATION

1.BRIGHTTV MAY BE RETAINING HEAVY VIEWERS BUT LOSING CASUAL USERS. MARKETING SHOULD FOCUS ON RE-ENGAGEMENT CAMPAIGNS TO STOP USER DECLINE

**2.BRIGHTTV'S STRENGTH IS IN SPORTS FOR LOYAL, LONG-SESSION USERS AND QUICK ENTERTAINMENT CONTENT FOR CASUAL VIEWERS. TO GROW, BRIGHTTV MIGHT:
EXPAND TARGETED CONTENT FOR SENIORS AND UNDER 18 (FAMILY OR EDUCATIONAL PROGRAMMING).
INCREASE MEDIUM-DURATION CONTENT TO BALANCE SHORT SESSIONS AND LONG SPORTS MARATHONS.**

**3.DOUBLE DOWN ON PERSONALIZED CAMPAIGNS IN GAUTENG.
LAUNCH REGIONAL PROMOTIONS TO INCREASE PENETRATION IN UNDERREPRESENTED PROVINCES.
CONSIDER RACE(INTRODUCE CHANNELS THAT CATER FOR THAT CULTURE TO INCREASE MORE ENGAGEMENT AND PROVINCE
OVERLAP(EXPAND REACH IN WEAK PROVINCES.**



THANK YOU