



# **Bright TV Case study**

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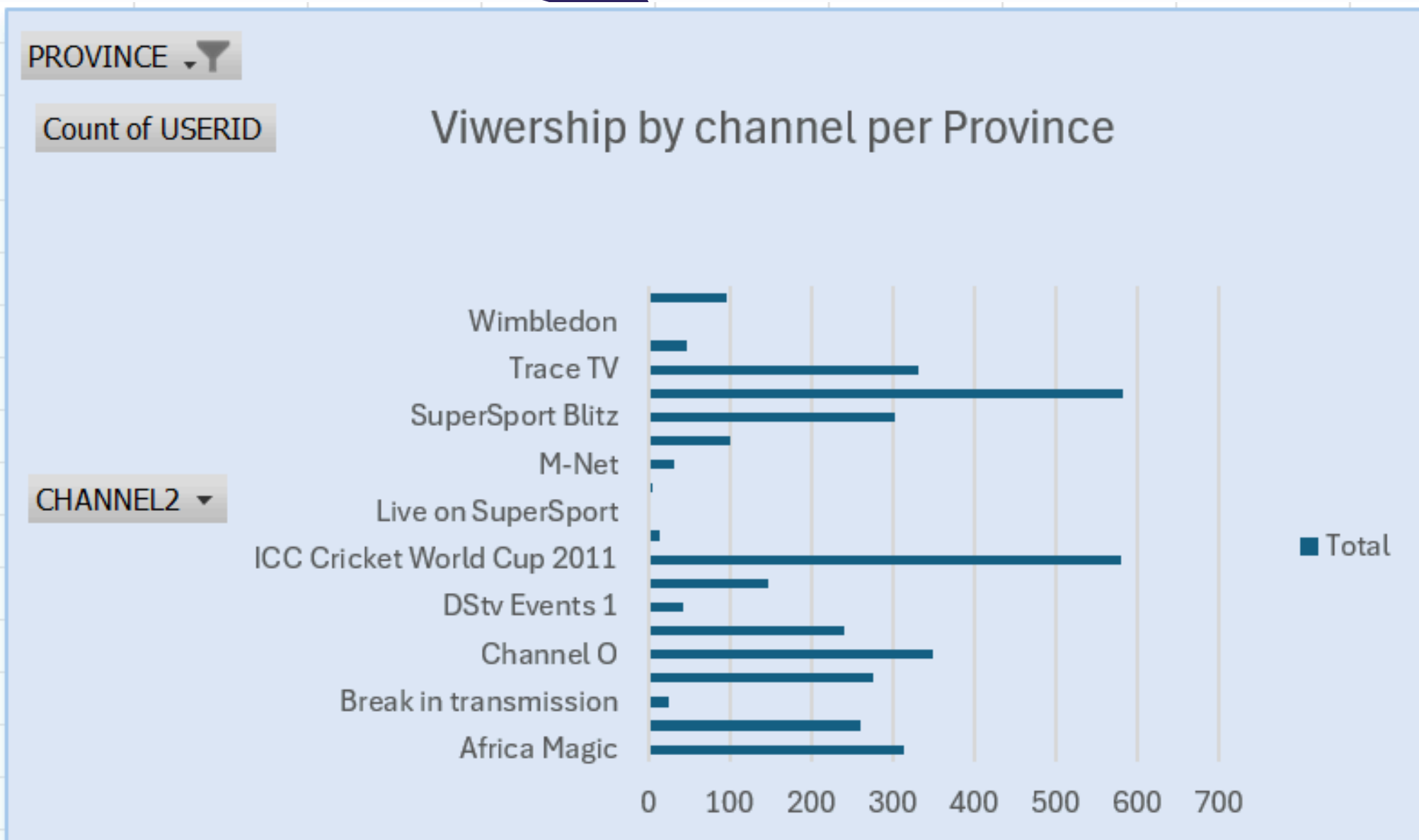
# Agenda

**Project Context**

**Analysis**

**Recommendations**

# Viewership By Province & Channel



## Insights

- Gauteng has a highest Number of Viewers on all the channels
- SuperSport Blitz is the most watched channel

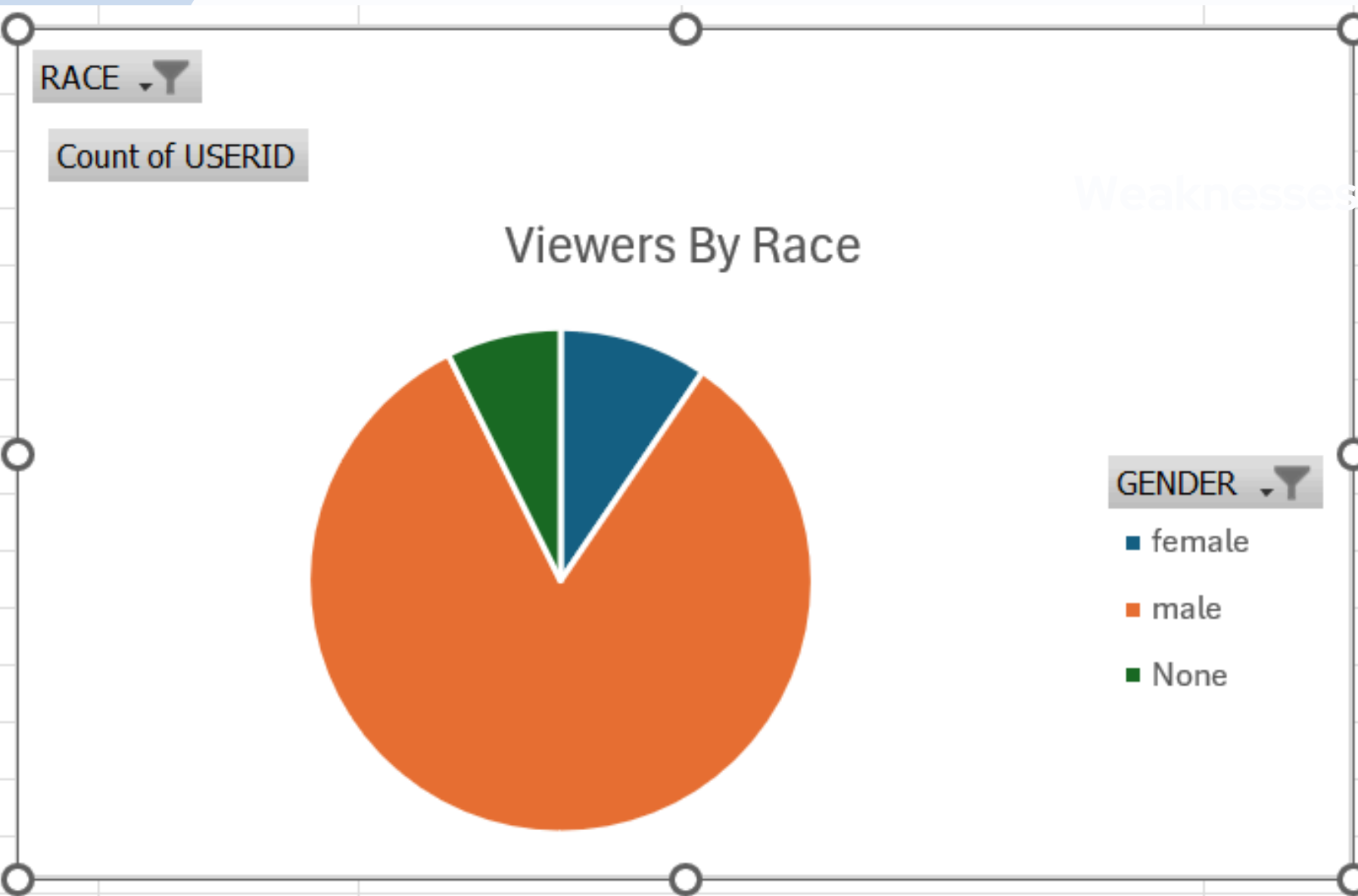
## Distinct Number of Viewers

- Total number of distict viewerws is 9145

9145

Sum of NUMBER\_OF\_VIEWERS

## Users By Race



**Black - There are 3948 black males and 532 black females viewers out of 9145.**

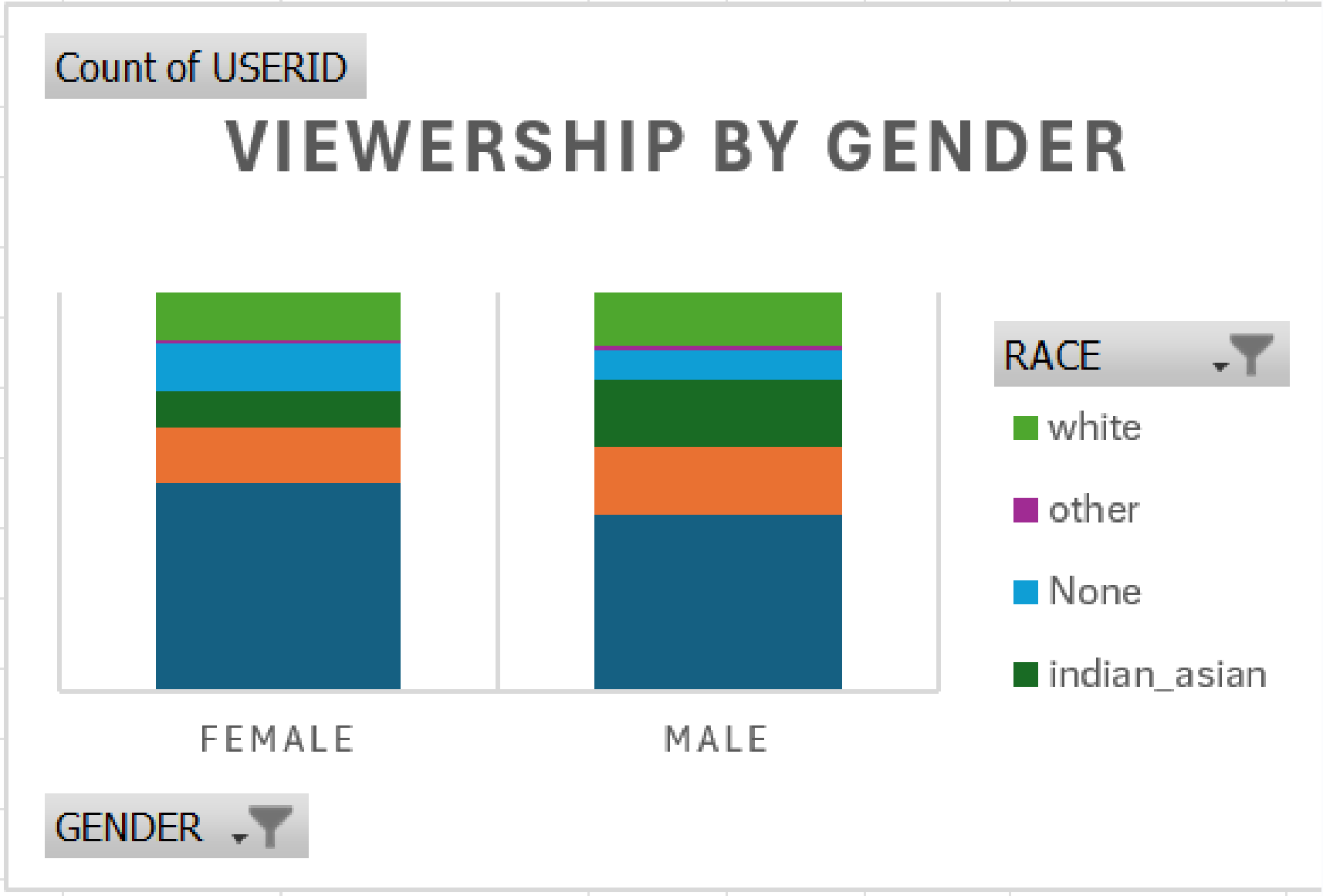
**Coloured - 1520 males watching the content and only 139 female viewers in this race.**

**Indian-Asian- 1494 males watching and 93 female viewers.**

**White- 1203 male viewers and 123 females.**

**None- 788 Viewers are not categorized by Gender.**

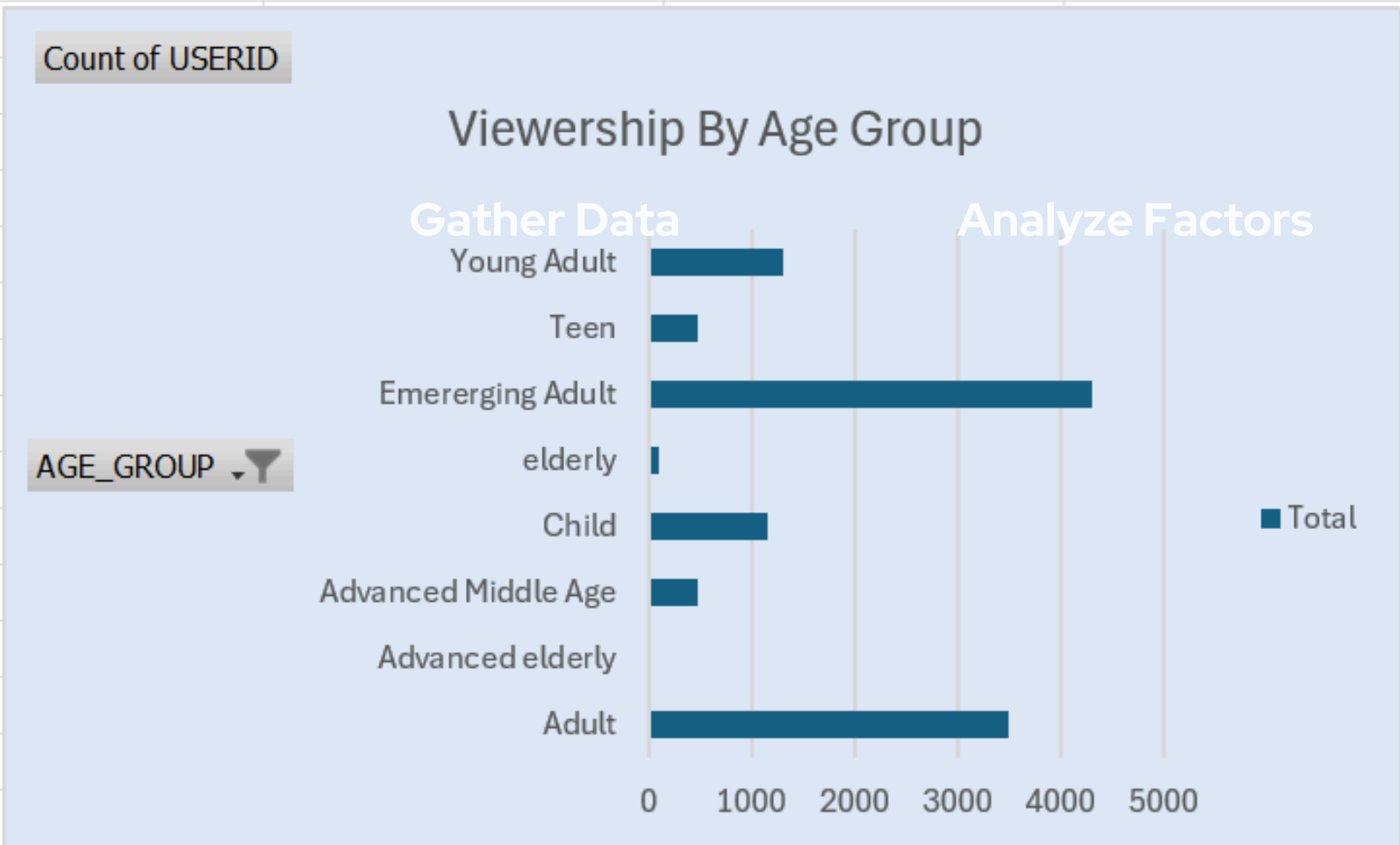
# Viewership By Gender And Race



## Insights:

**80 % of the viewers are males and females forms part of the 15% and 5% of the viewers are uncategorized.**

# Viwership By the Age group



**Age range**

0 - 12 - Child

13 - 19 Teen

20 - 24 Young Adult

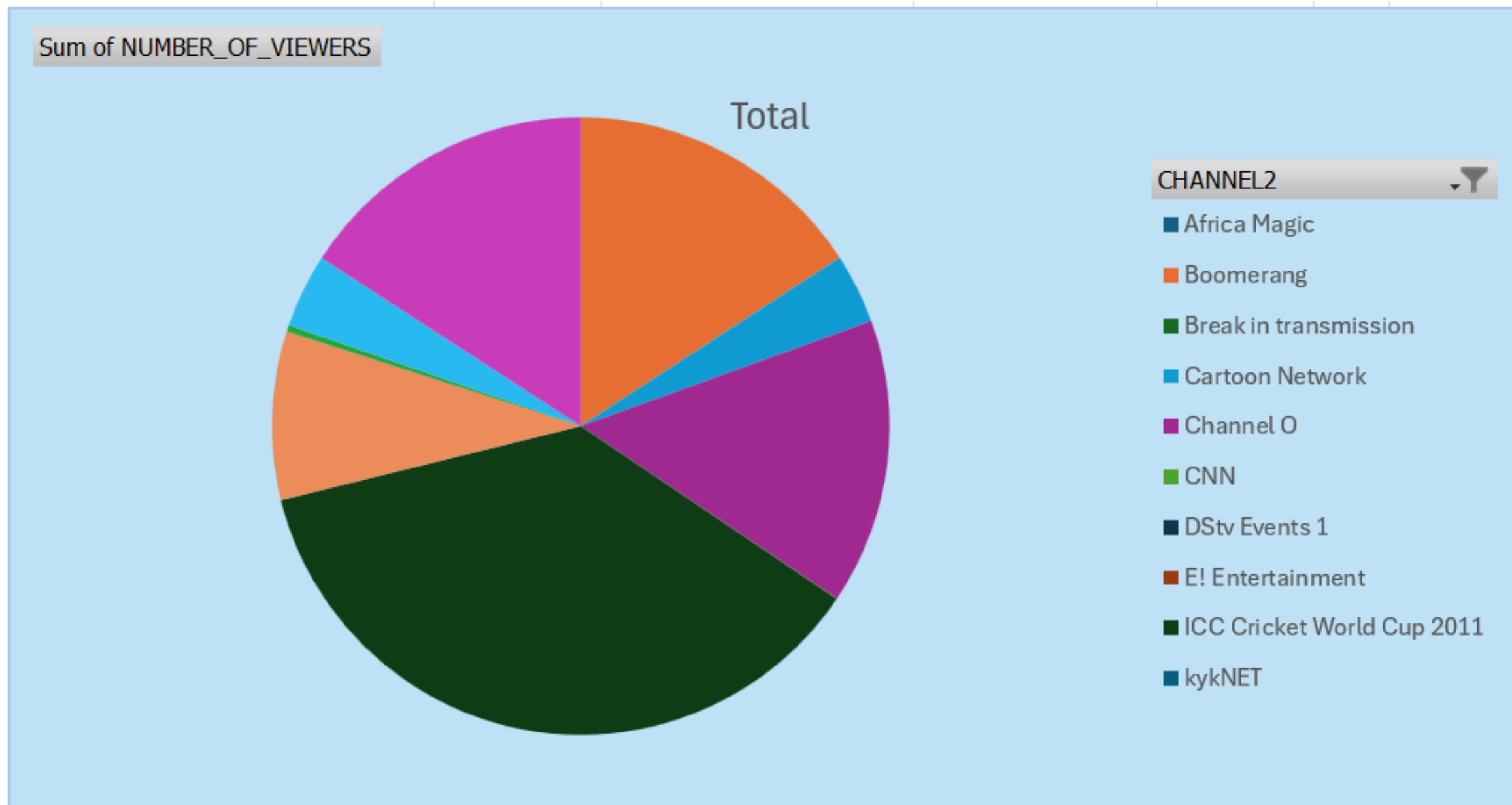
25 - 34 - Emerging Adult

35 - 49 - Adult

50 - 59 - Advanced Middle Age

60 - 74 - Elderly

## Most watched Content



## Insights:

- **Top 10 most channel viewed is the ICC Cricket world Cup 2011**

# Recommendations

**Introduce reality shows to  
attract more women  
viewers**

**Follow new trends, from  
Tik-tok to attract young  
viewers**

**Add more sports shows,  
especially for weekends**



The background is a light gray color, decorated with various hand-drawn blue doodles. These include several loops and swirls at the top, a series of horizontal lines on the right side, a wavy line at the bottom center, and several checkmarks at the bottom right. There are also some scribbled shapes on the left and bottom left.

**Thank you**