



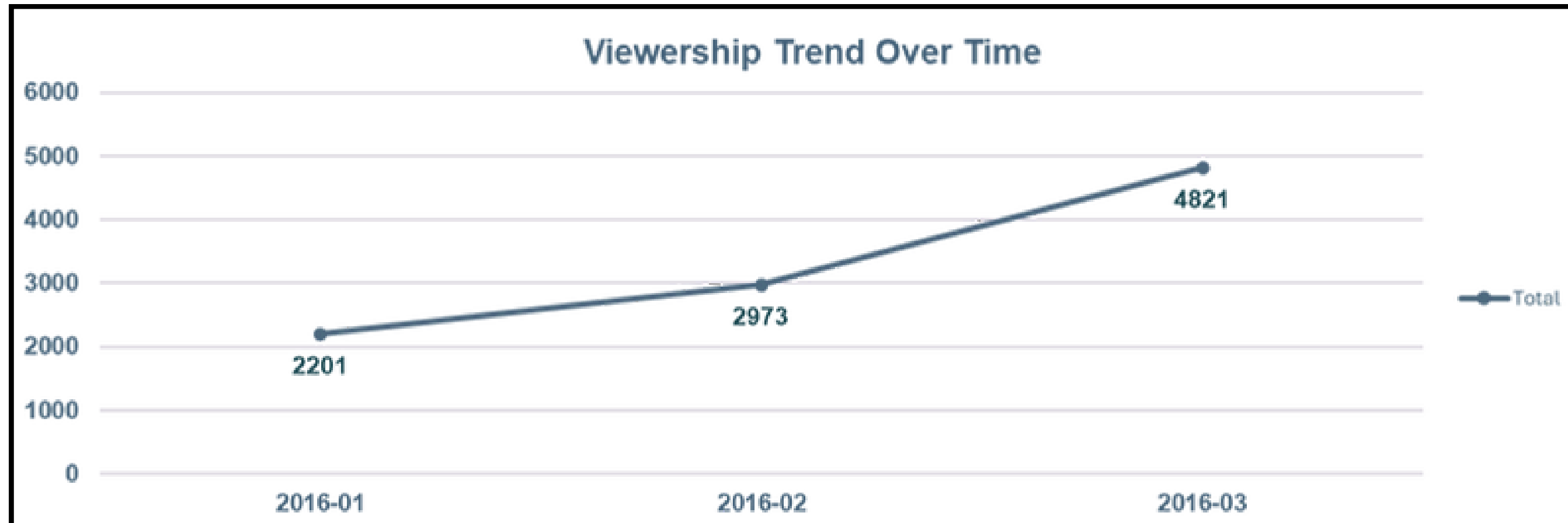
# Data Analysis of TV Viewership

UNLOCKING GROWTH FOR BRIGHTTV THROUGH VIEWER  
INSIGHTS

**BrightTV**  
**Executive Team**

**MAHLATSE LESEGO MOLOKO**

# BRIGHT TV USAGE TRENDS



## Understanding Audience Trends

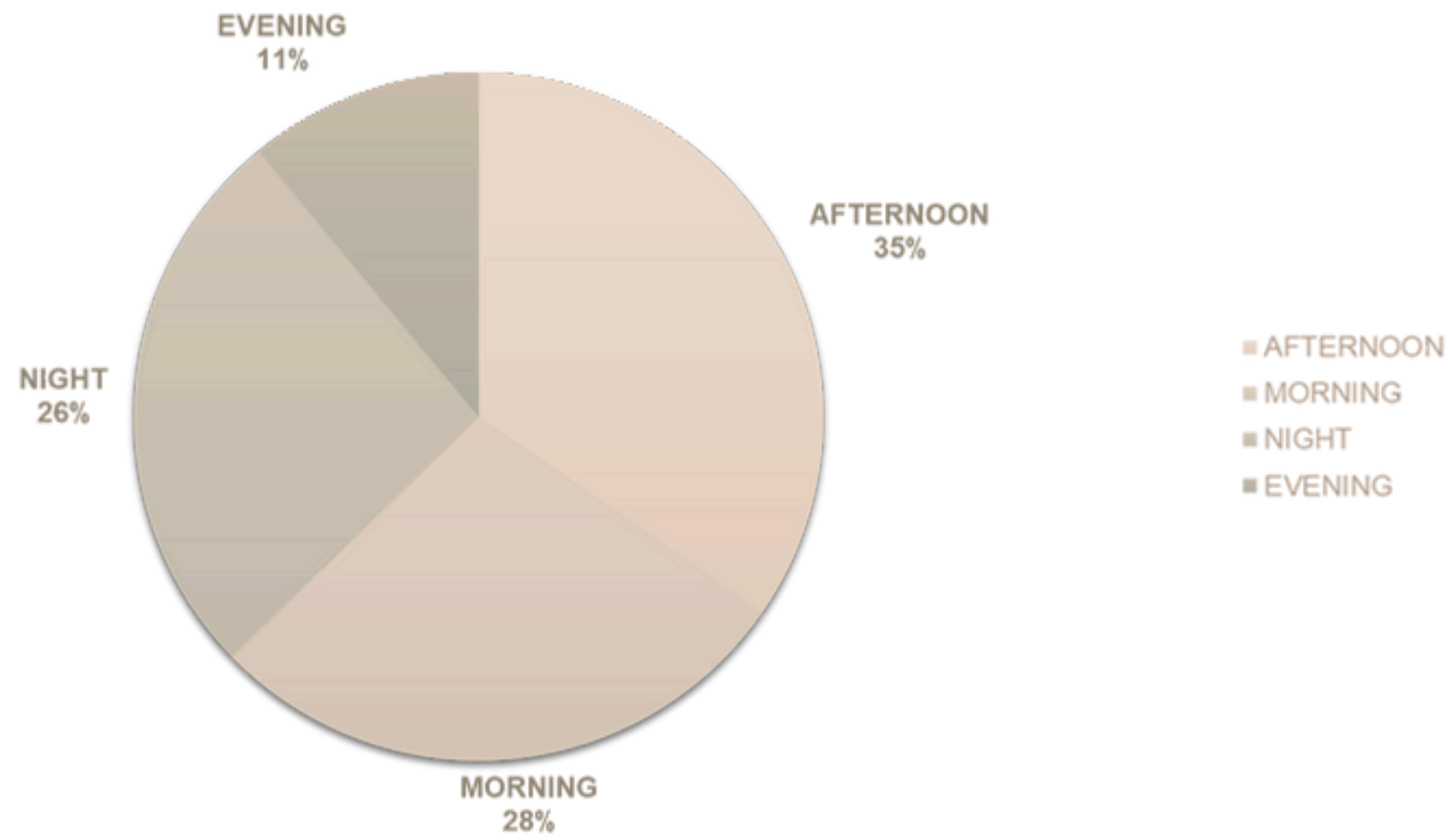
Analysis based on user profiles & viewership data

Growing the subscription base

# VIEWERSHIP TRENDS

This reflects a significant increase in viewership over the period of time, with peak highlighted in the sessions by time of day.

SESSIONS BY TIME OF DAYS

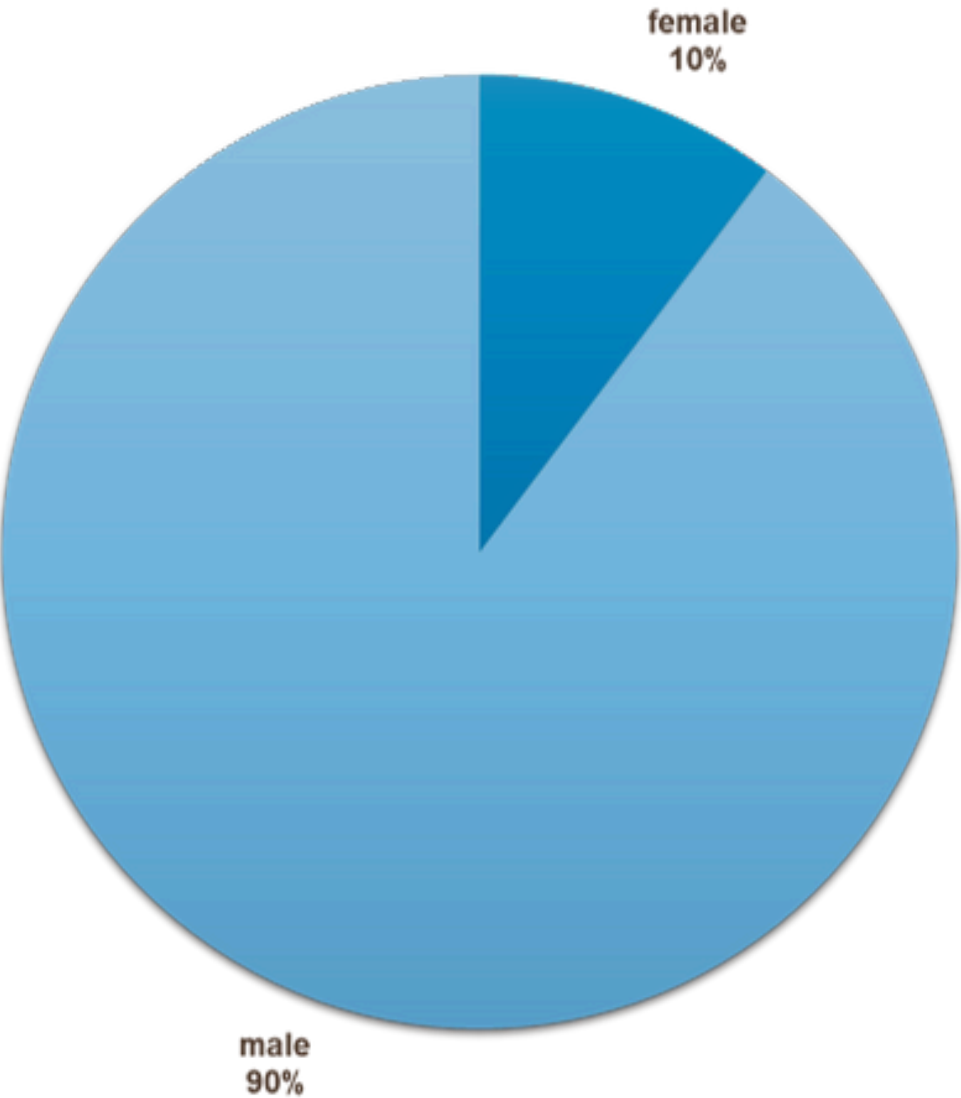


35%

Audience Growth

# USER PROFILE INSIGHTS

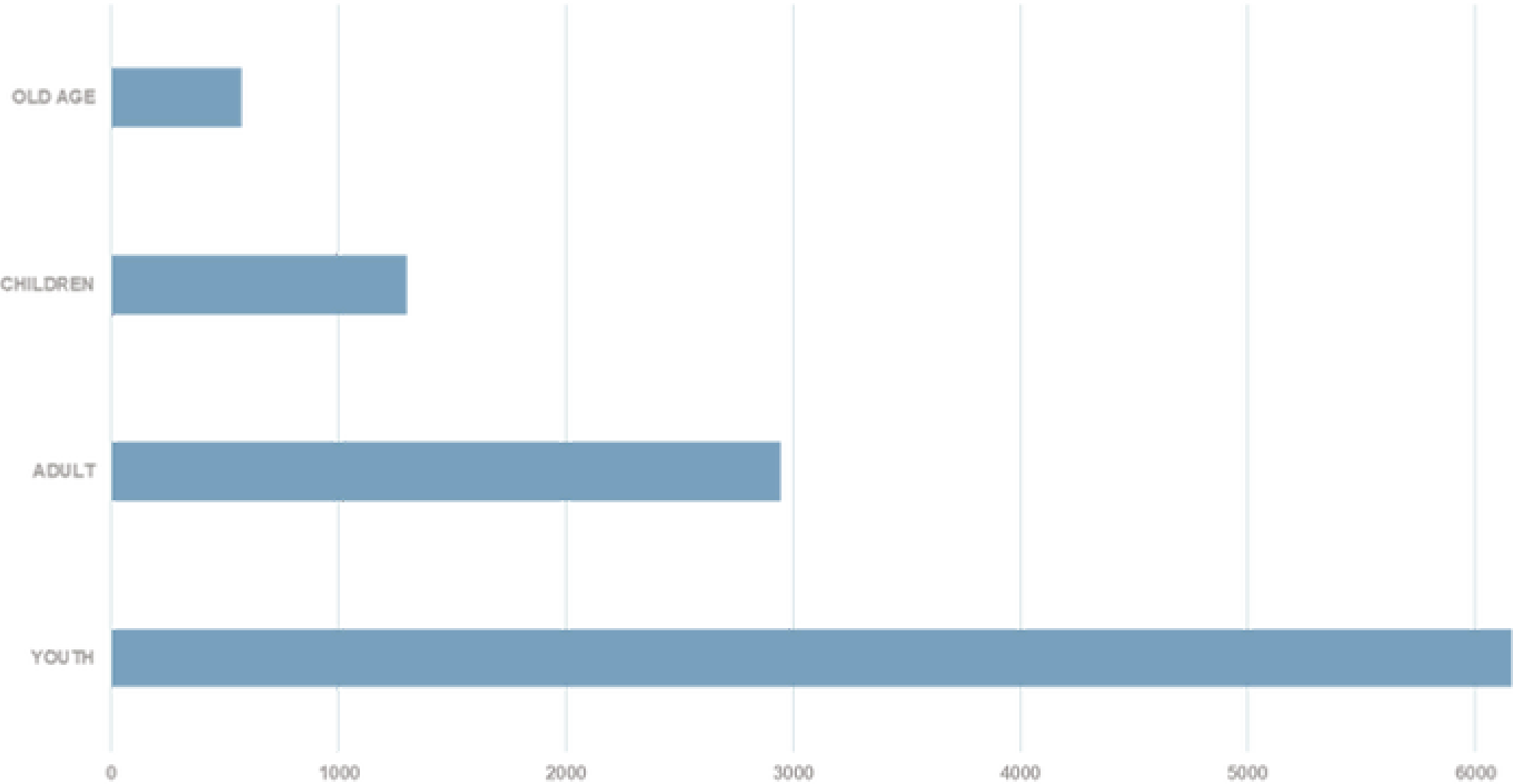
Demographics Breakdown BY GENDER



## GENDER BREAKDOWN INSIGHTS

Male viewers account for the majority of our audience at 90%, with female viewers making up the remaining 10%.

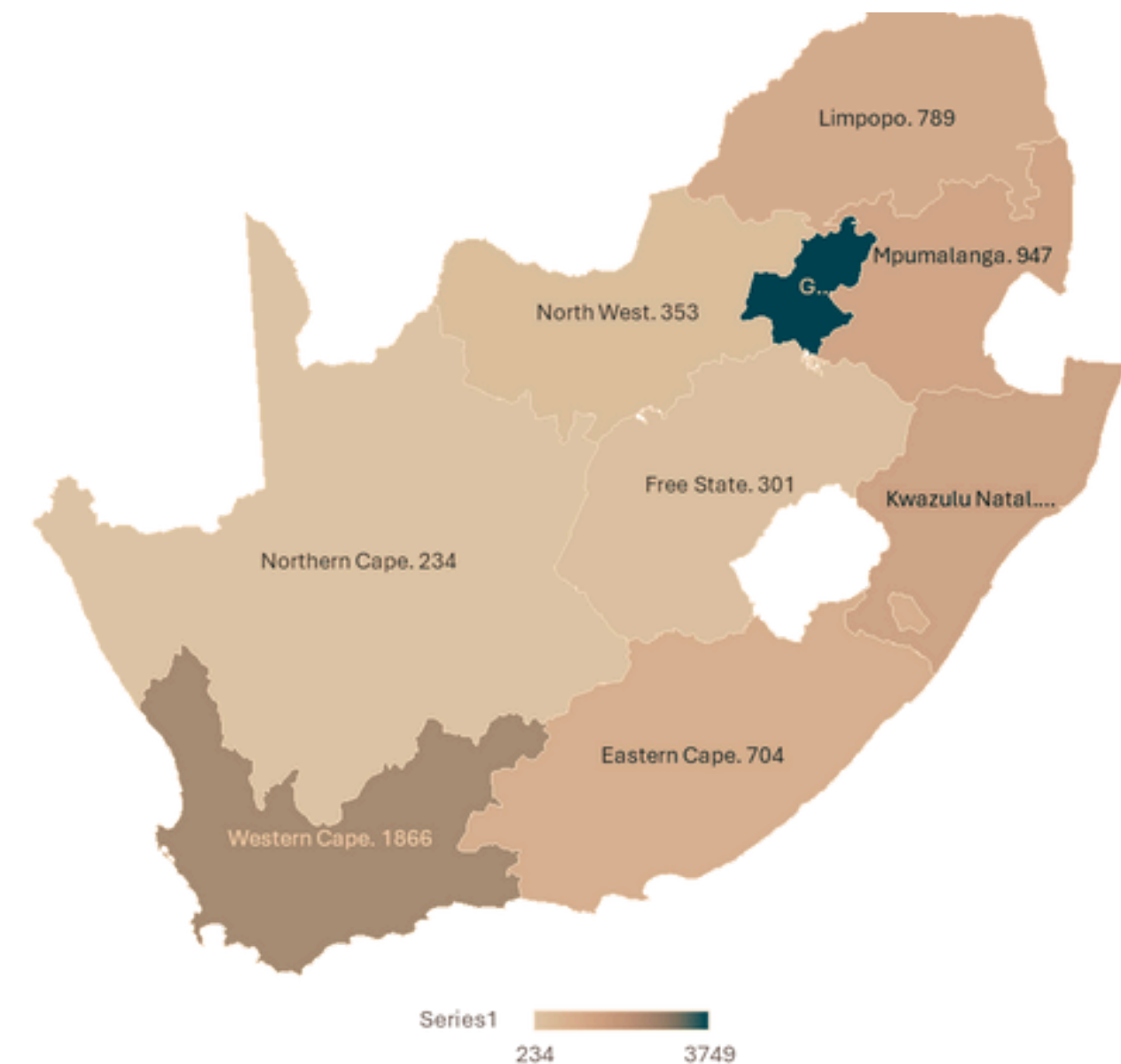
Demographics Breakdown BY AGE GROUP



## AGE DISTRIBUTION OF VIEWERS

The **younger audience** (YOUTH) constitutes a significant portion of TV viewership, showcasing a preference for streaming platforms over traditional television.

# VIEWERSHIP BY PROVINCE

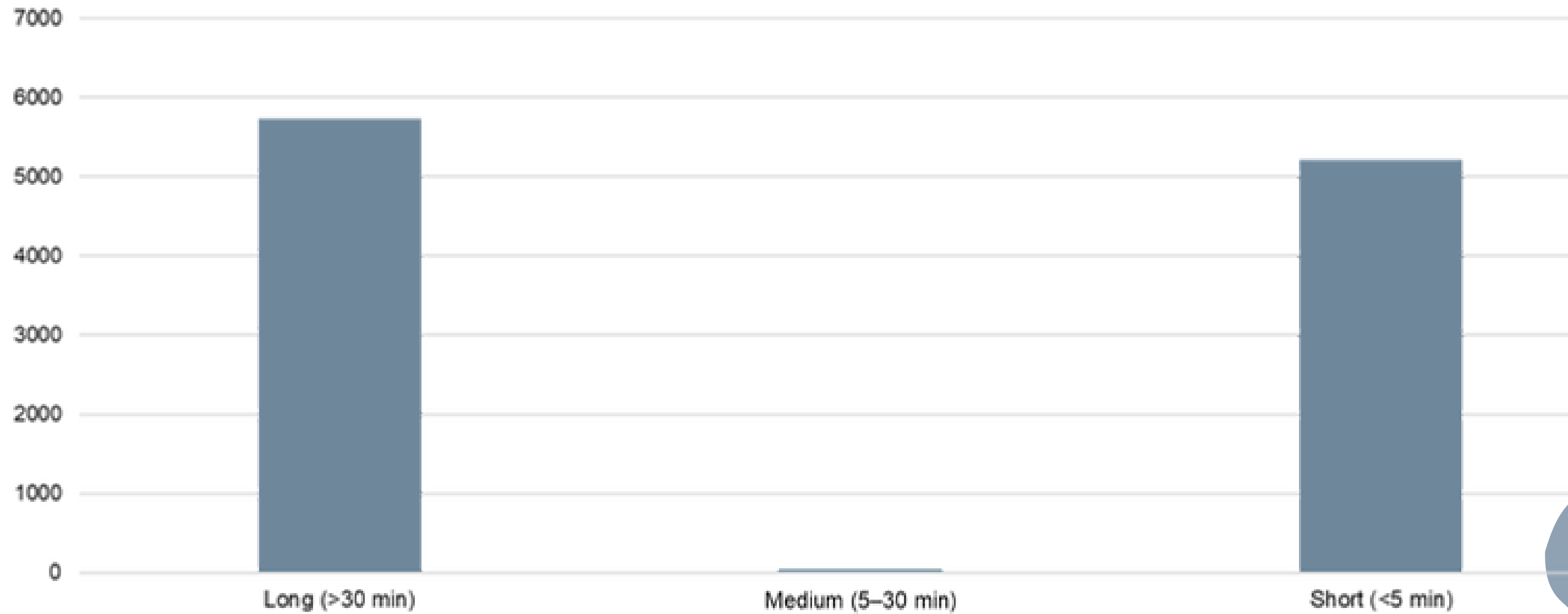


## GAUTENG DOMINATES VIEWERSHIP

Gauteng has the highest number of viewers by a significant margin — more than 3,500, far ahead of other provinces.

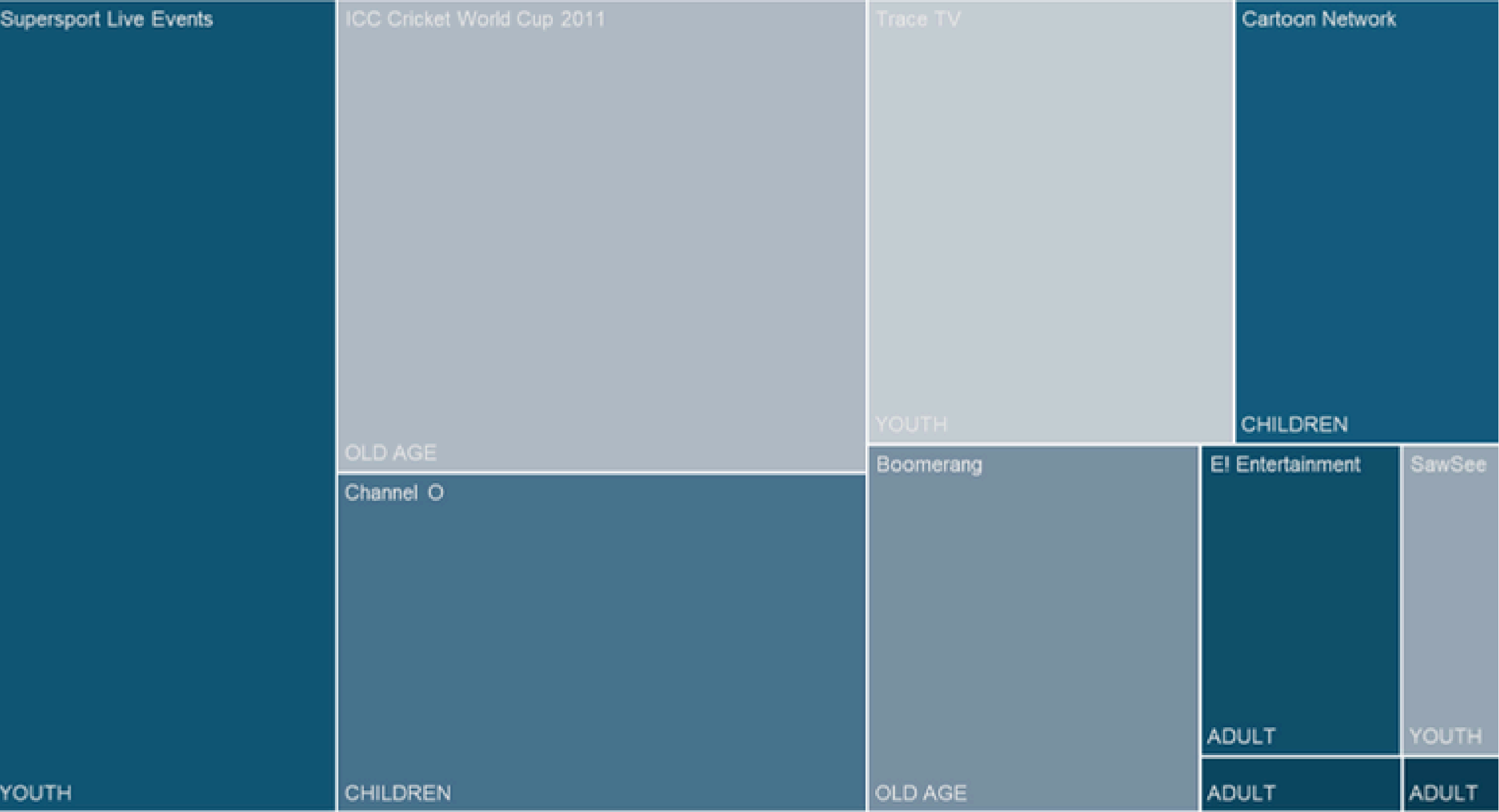
# SESSION LENGTH DISTRIBUTION

The majority of sessions fall into the “Long” category, indicating that users are not only visiting the platform but also spending extended periods consuming content.



**Insight: Long Sessions Reflect Strong User Engagement**

# TOP 8 CHANNELS VIEWED

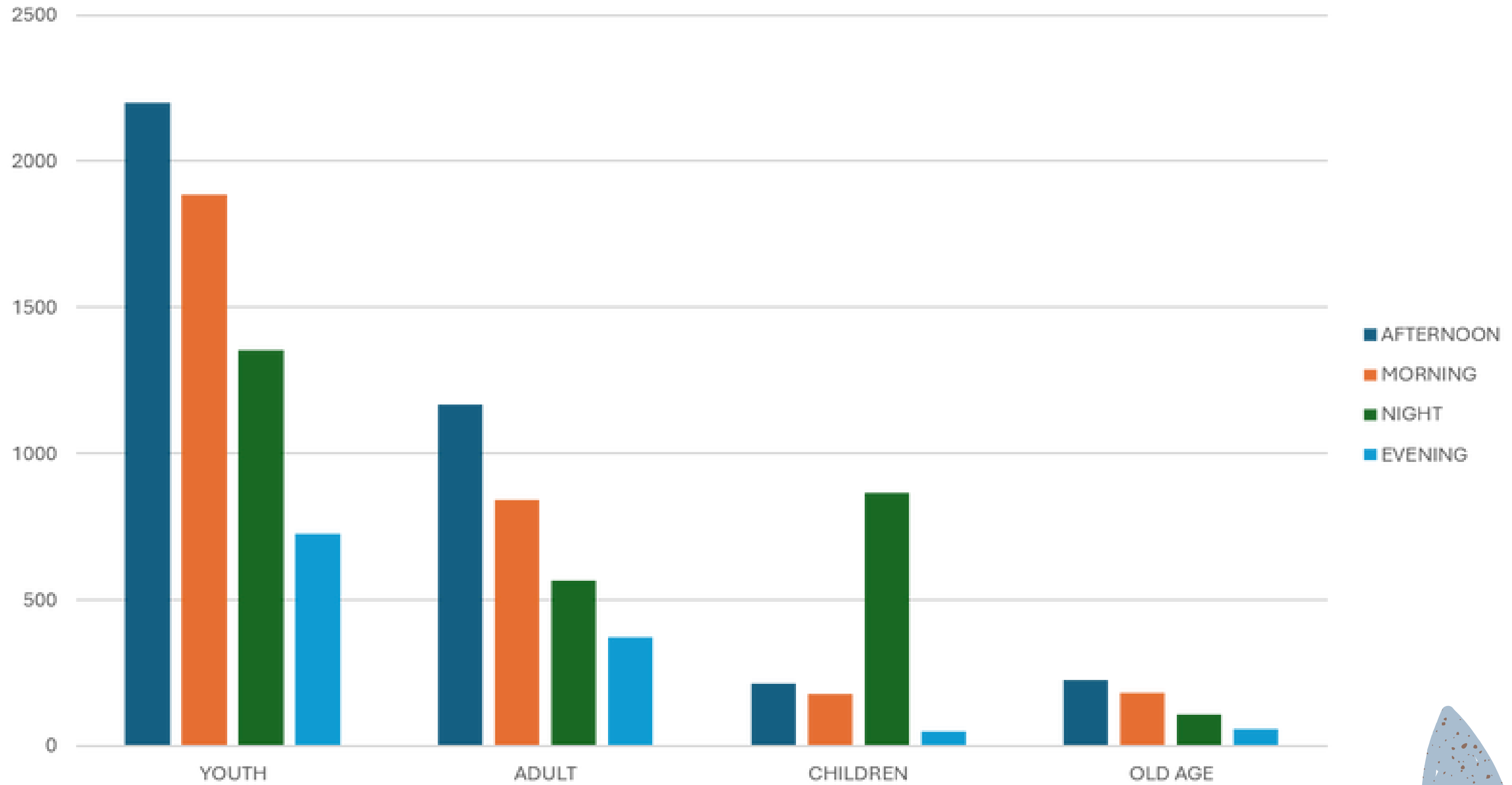


1. Channels like Supersport Live Events (1,638), Trace TV(952), and SawSee (251) are all heavily consumed by youth.

2. Cartoon Network(793), and Channel O (1,050) are both popular among children.

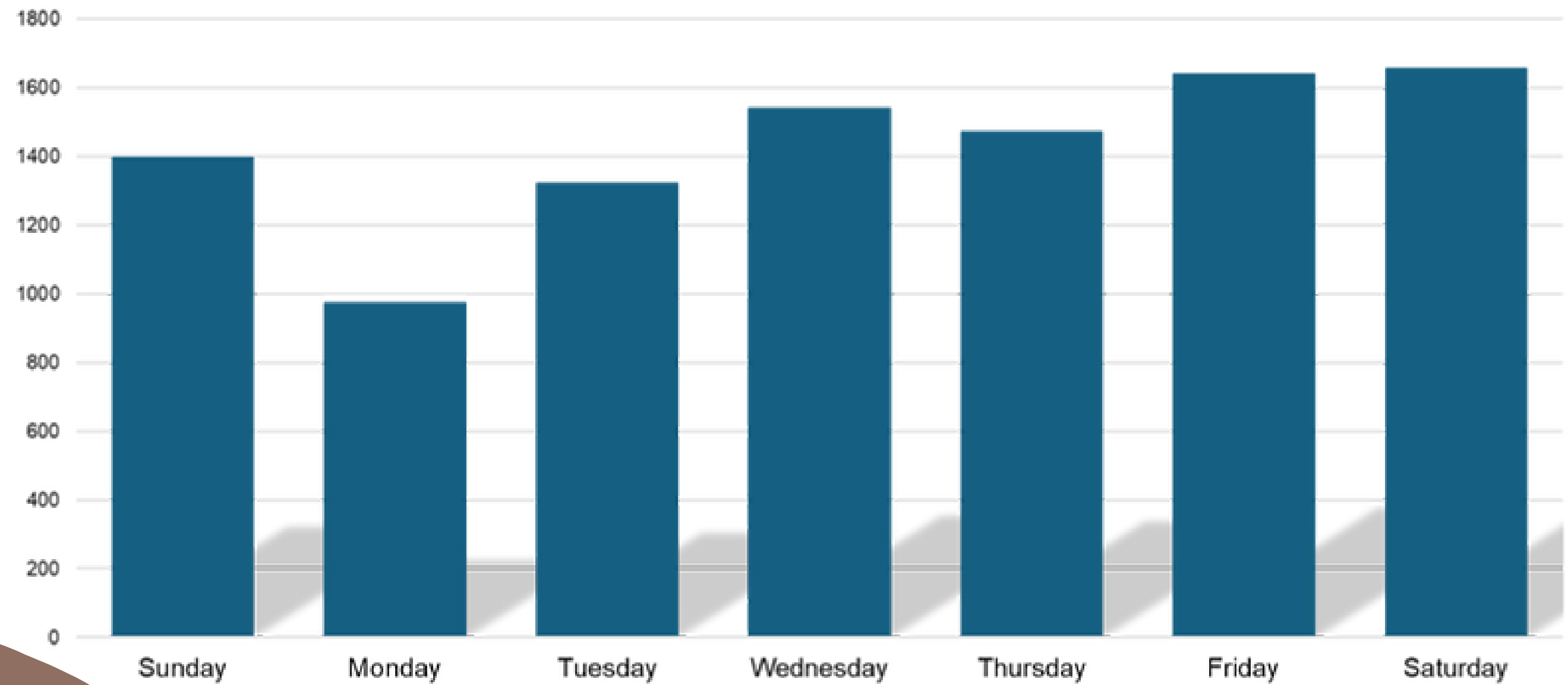
3. Boomerang (714) is the only major channel consumed by older viewers, while E! Entertainment, kykNET, and Break in Transmission serve adult viewers with modest numbers.

# TIME BUCKET AND AGE GROUP CONSUMPTION PATTERNS

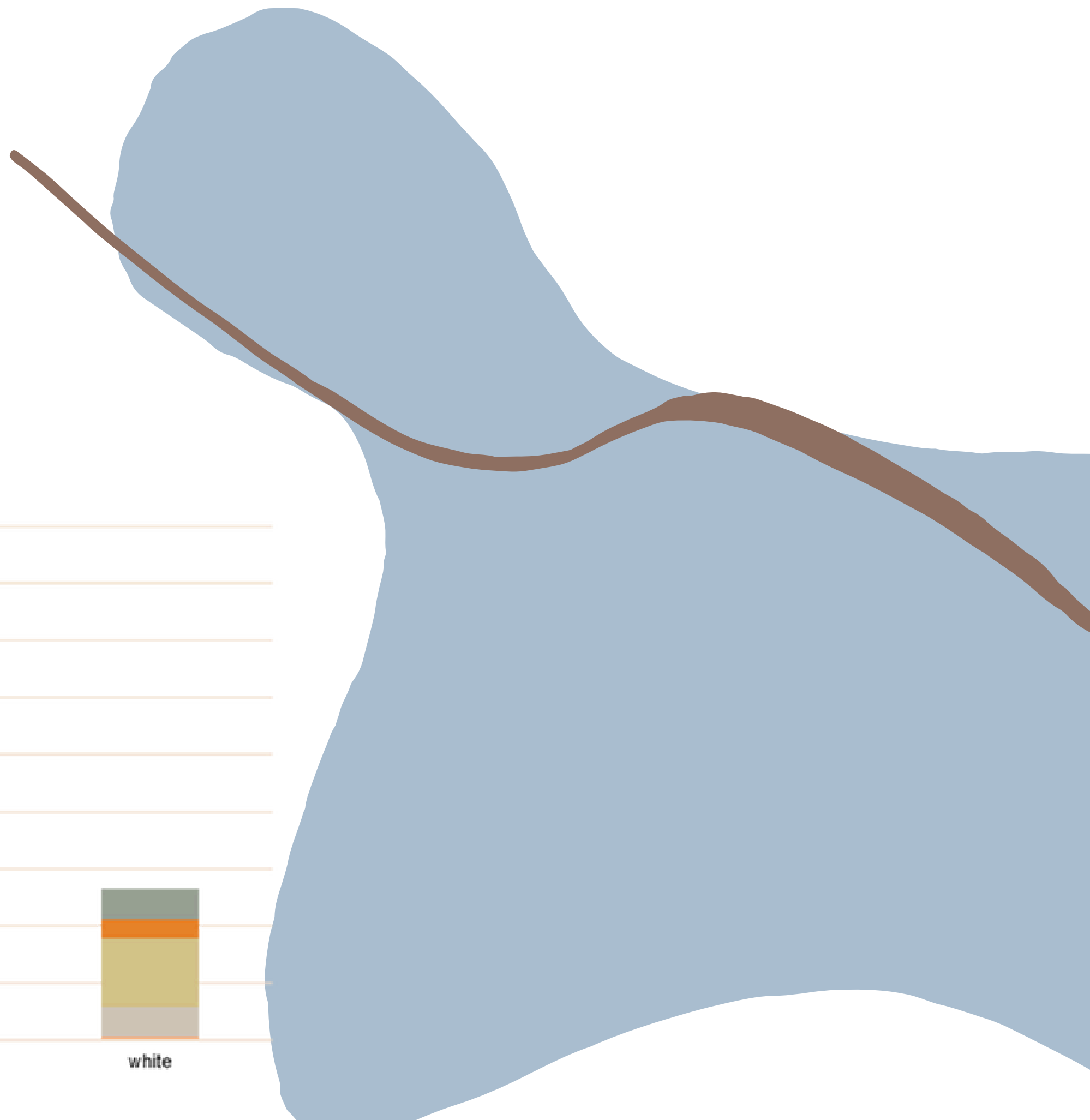
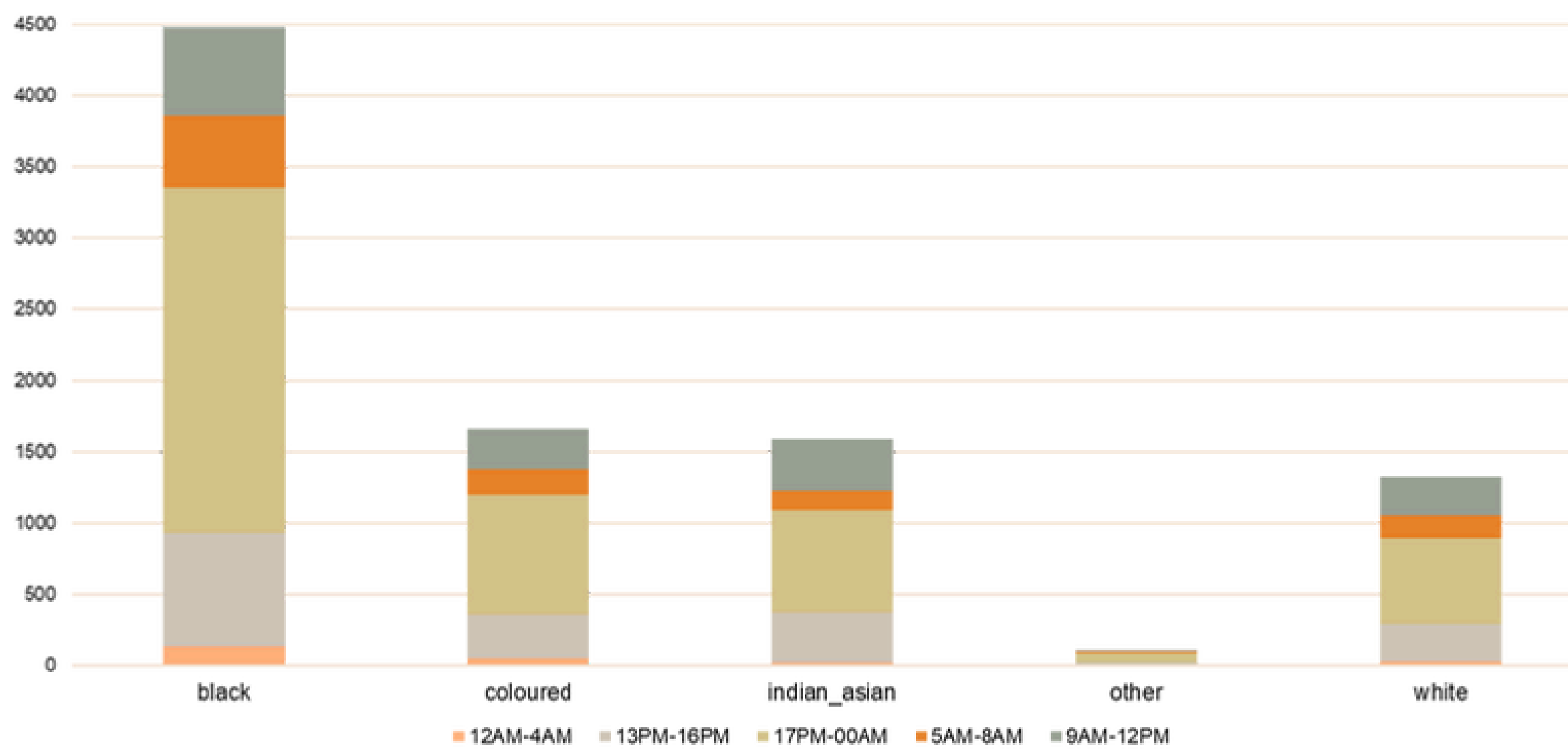




# DAILY VIEWERSHIP



# CONSUMPTION BY TIME



# FACTORS INFLUENCING CONSUMPTION

## 1. Time of Day Patterns

- .Peak viewing occurs in the afternoon and evening.  
Youth dominate sessions throughout the day,  
especially in the afternoon.**
- . Children show a preference for night-time viewing,  
likely post-school.**

## 2. Age Group Behavior

- Youth are the most active overall, accounting for over  
50% of sessions.**
- Adults engage steadily across time blocks, especially in  
mornings and afternoons.**
- Older users prefer morning/early afternoon sessions.**

## 3. Content Type Preferences

- Sports and youth entertainment (e.g., Supersport, Trace  
TV) are most watched.**
- Children are drawn to channels like Channel O and Cricket  
World Cup 2011.**
- Adults prefer E! Entertainment and kykNET.**

## 4. Device Usage & Session Length

- Longer sessions are more common, suggesting  
strong engagement.**
- Potential to analyze further: Which device types  
(TV, mobile, desktop) correspond to longer  
session lengths.**

# CONTENT RECOMMENDATIONS

## Recommendation of Content Types

**Catch-Up TV:** Weekend episodes, sports replays, missed dramas.

**Comedy & Short-Format:** Light, quick, and easy to consume.

**Weekend Recaps:** Sports highlights, entertainment summaries, news digests.

## Smart Timing

**Lunchtime (12–2 PM):** Push notifications for quick-view content.

**Evening (6–8 PM):** Promote catch-up and trending replays.

# GROWTH INITIATIVES

🌱 **Boost User Growth & Engagement**

🔄 **Referral Incentives**

Encourage sign-ups through social media sharing and reward programs.

🧠 **Personalized Content Suggestions**

Use viewer history to deliver tailored recommendations and increase watch time.

📍 **Local Influencer Partnerships**

Collaborate with provincial influencers to enhance regional appeal and trust.

👨👩👧👦 **“Family Pack” Subscriptions**

Offer group plans with shared access and parental controls.

🎮 **Gamified Daily Rewards**

Introduce login streaks, badges, and challenges to drive daily engagement.

The background features a light blue circle on the left and a grey circle on the right. A thick brown line curves across the top. On the right, there is a brown curved shape with white speckles and a blue leaf-like shape with white speckles. The text is centered in the blue circle.

 **THANK YOU**  
**I APPRECIATE YOUR TIME AND**  
**ATTENTION.**

**MAHLATSE LESEGO MOLOKO**

Email address:

[mahlatse.lesego7@gmail.com](mailto:mahlatse.lesego7@gmail.com)