

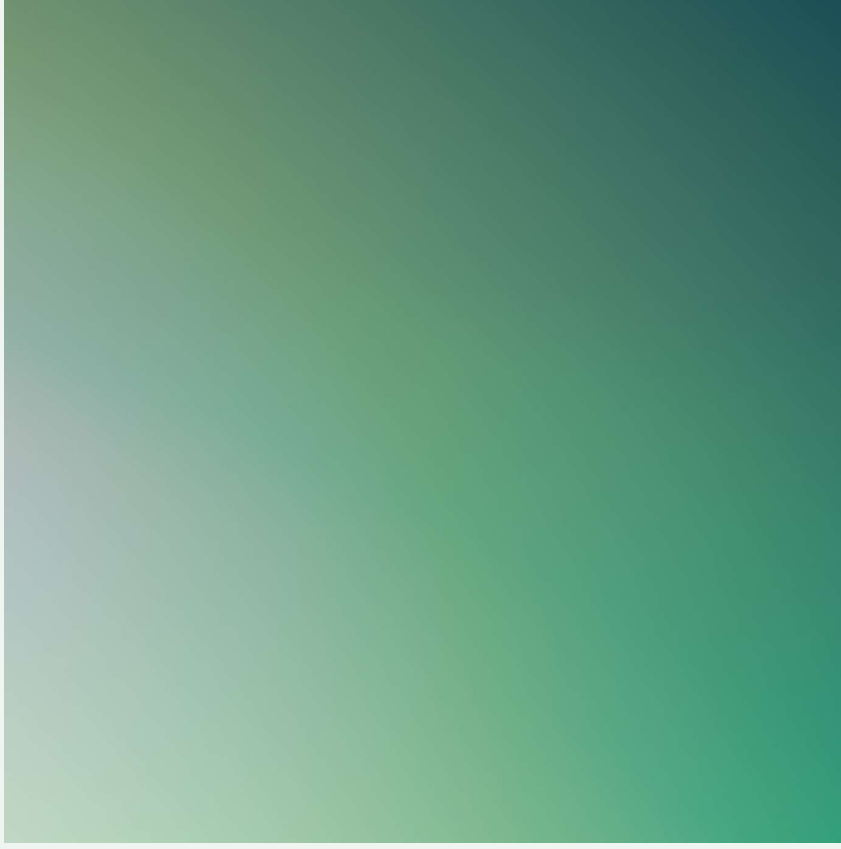


BRIGHT TV ANALYSIS

Jan - Mar 2016
Manoko Kabe



Bright TV



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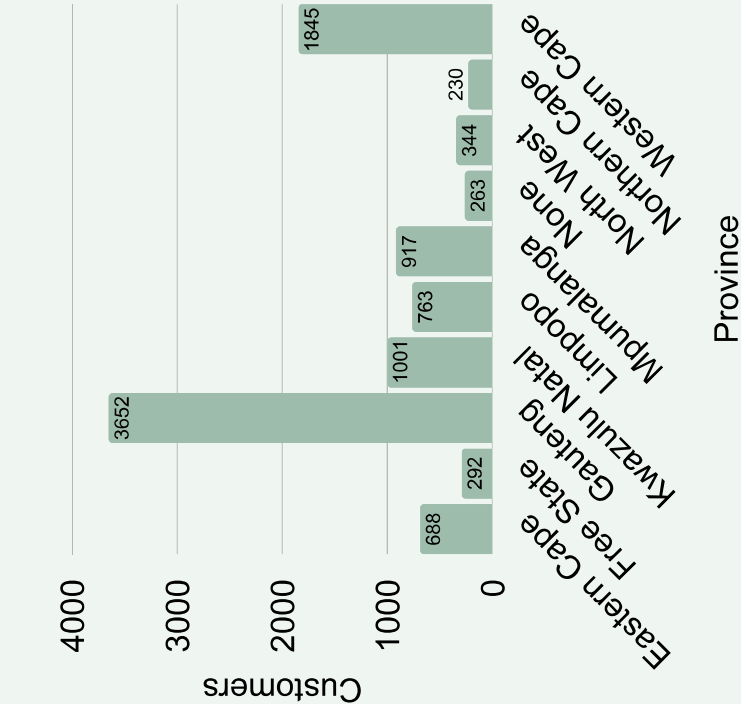


OBJECTIVES

The primary objective is to support BrightTV's strategic goal of expanding its subscription base during the current financial year. This will be achieved by analyzing customer profile and viewer transaction data to generate actionable insights that enable the Customer Value Management (CVM) team to implement targeted initiatives for customer acquisition, retention, and engagement.



Total Viewership per province



- Gauteng leads with viewership across all nine provinces.
- In Western Cape we have a very strong coloured viewership.
- Overall we have 87% of male viewership in all.

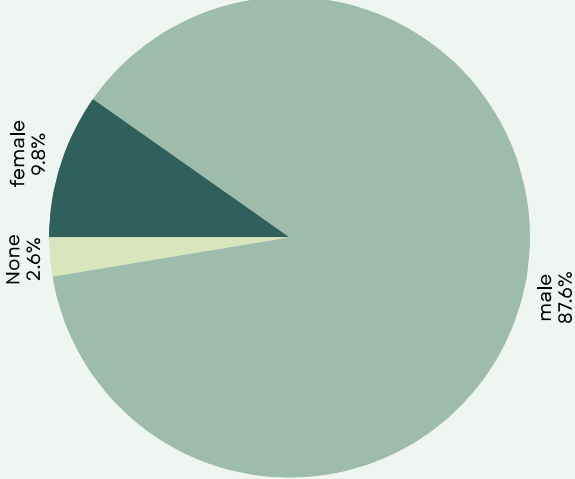
Jan - Mar 2016

Total viewership per province per Race

Total Customers per Provinces	Race	black	coloured	indian_asian	unspecified	white
Eastern Cape	7%	9%				7%
Free State	3%	2%				4%
Gauteng	42%	12%	43%	36%	50%	
Kwazulu Natal	11%	3%	20%	9%	7%	
Limpopo	8%	2%	20%	4%	3%	
Mpumalanga	14%	2%	6%	9%	9%	
North West	6%	0%	1%	1%	4%	
Northern Cape	3%	5%	0%	2%	1%	
Western Cape	6%	66%	4%	29%	14%	

Total Viewership per Gender

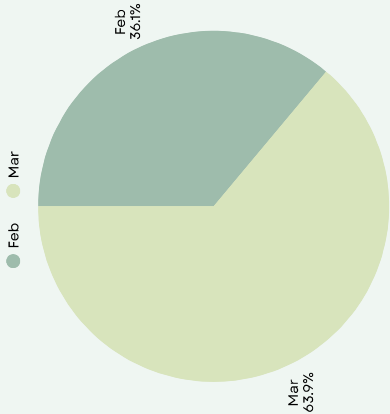
Gender	Customers
female	976
male	8757
None	262





Total Viewership_per month

Months	MOM %
Jan	0
Feb	3,507,497
Mar	6,215,943

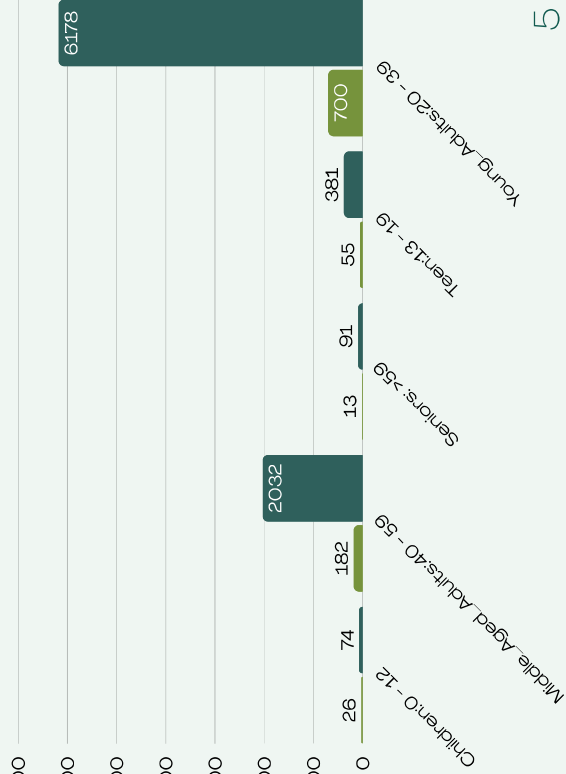


Most viewership channel ranked indescending order

Channels	Viewership
Supersport Live Events	1661
ICC Cricket World Cup 2011	1465
Channel O	1048
Trace TV	952
SuperSport Blitz	896
Africa Magic	857
Cartoon Network	793
Boomerang	714
CNN	505
E! Entertainment	367
SawSee	255
M-Net	116
Vuzu	111
DStv Events 1	107
Break in transmission	66
kykNET	45
MK	32
Wimbledon	3
Live on SuperSport	2

- Viewership numbers grew steadily from January to March, with a sharp acceleration in March(+62% MOM).

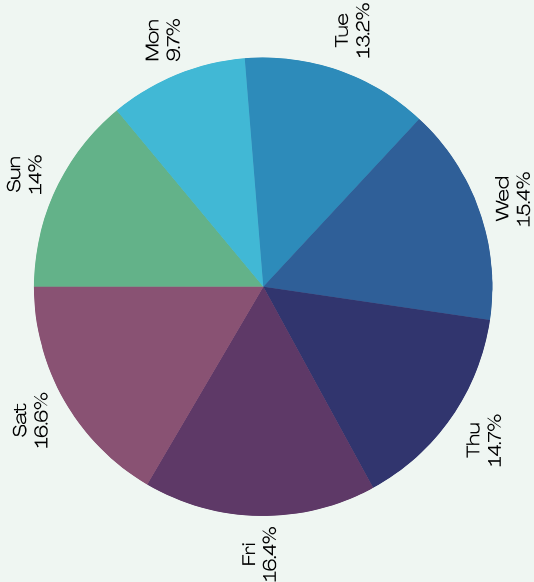
Customers_Age_Group	female	male
Children:0 - 12	26	74
Middle_Aged_Adults:40 - 59	182	2032
Seniors: >59	13	91
Teen:13 - 19	55	381
Young_Adults:20 - 39	700	6178





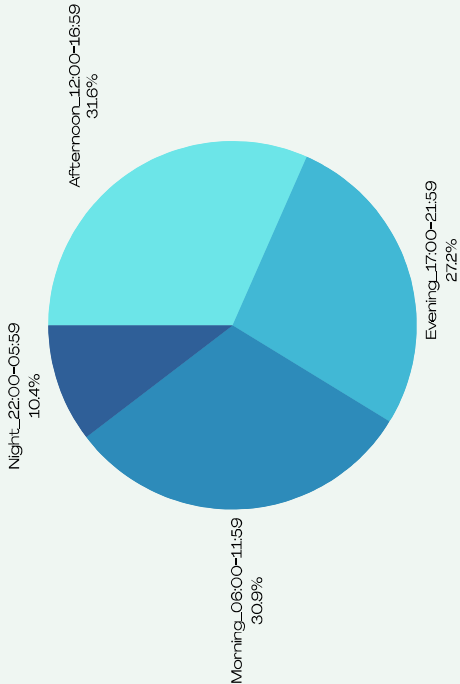
Daily Viewership

Weekdays	Total Viewership
Sun	1397
Mon	973
Tue	1321
Wed	1539
Thu	1470
Fri	1640
Sat	1655



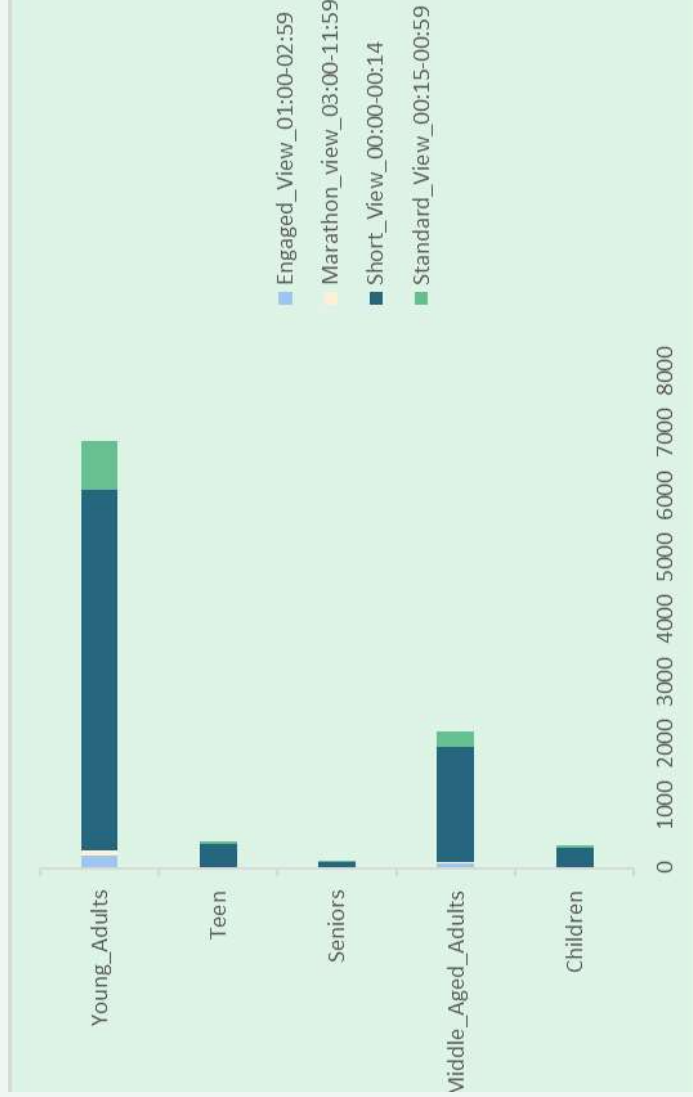
- Friday has the most viewership.
- Afternoon has the most viewership.

	Customers_Age_Group
Afternoon_12:00-16:59	3158
Evening_17:00-21:59	2714
Morning_06:00-11:59	3084
Night_22:00-05:59	1038





Customers	Age Segment	Marathon_view_03:00-11:59	Short_View_00:00-00:14	Standard_View_00:15-00:59
Children		6	311	26
Middle_Aged_Adults		28	1848	263
Seniors		2	89	12
Teen		8	384	40
Young_Adults		87	5803	786



- Young Adults are the biggest drivers when it comes to short and standard views
- Seniors have very small segment and mostly is seniors



RECOMMENDATION:

- Invest in supersport Live Events & Trace TV as they drive repeat viewership and attract younger adults
- Strengthen afternoon and evening slots, as these show higher engagement.
- Engagemnet by duration consider ; consider quick highlights, music videos, or sports clips to retain engagemnet.
- Demographics show male and Female viewers dominate in this sample, with concentration in Gauteng.
- Diversity & conclusion: Since male viewers dominate, campaigns to attract female audiences(e.g., lifestyle, series, drama channels) could balance the viewership.

THANK YOU

Bright TV
THE TEAM



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