



BRIGHT TV ANALYTICS

BY
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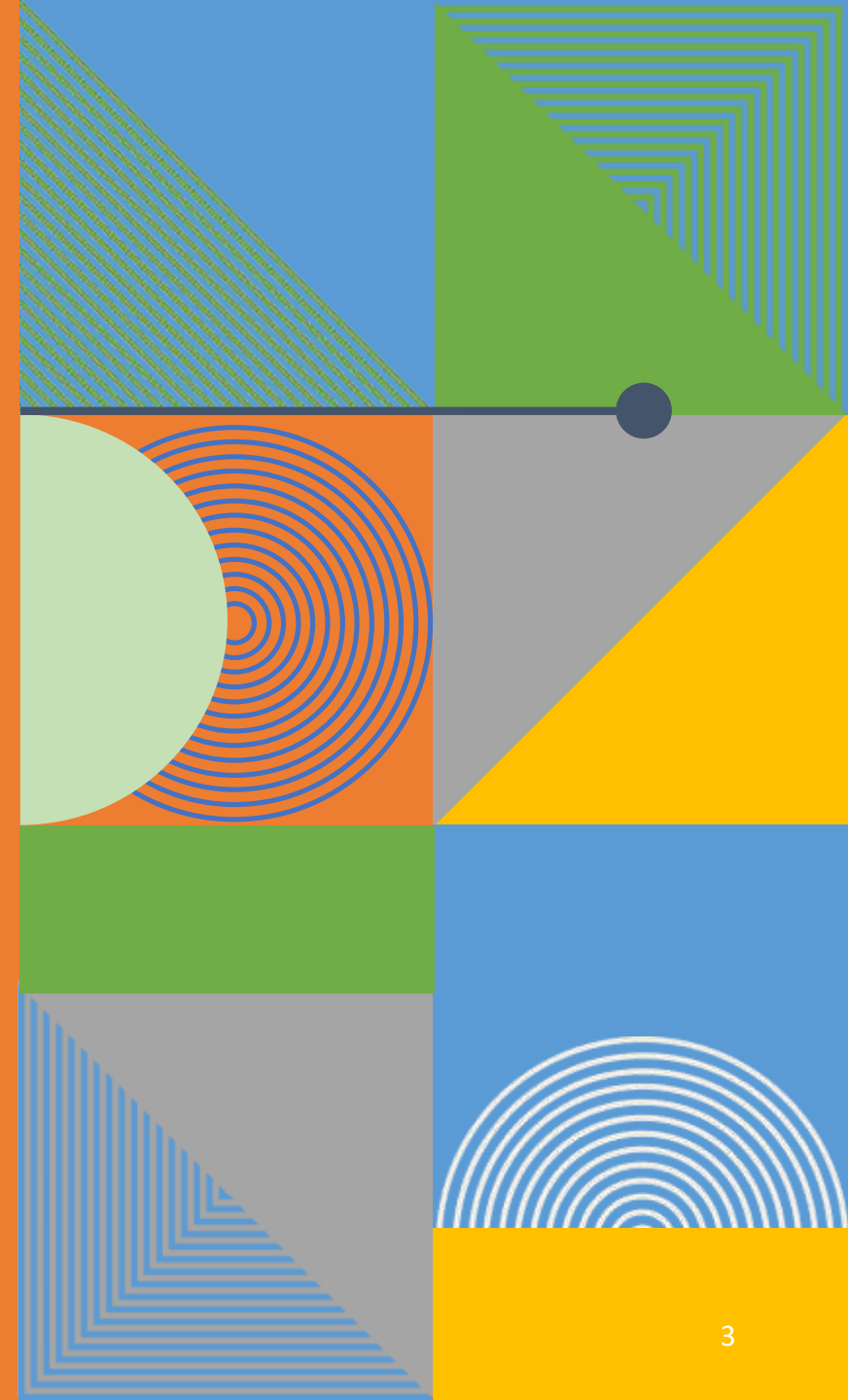


AGENDA

- Overview of Dataset
- Viewership by Race
- Channel viewership by Gender
- Male Viewership Duration across channel
- Viewership by Time of Day
- Viewership by Age Group
- Viewership by Province
- Insights & Recommendations

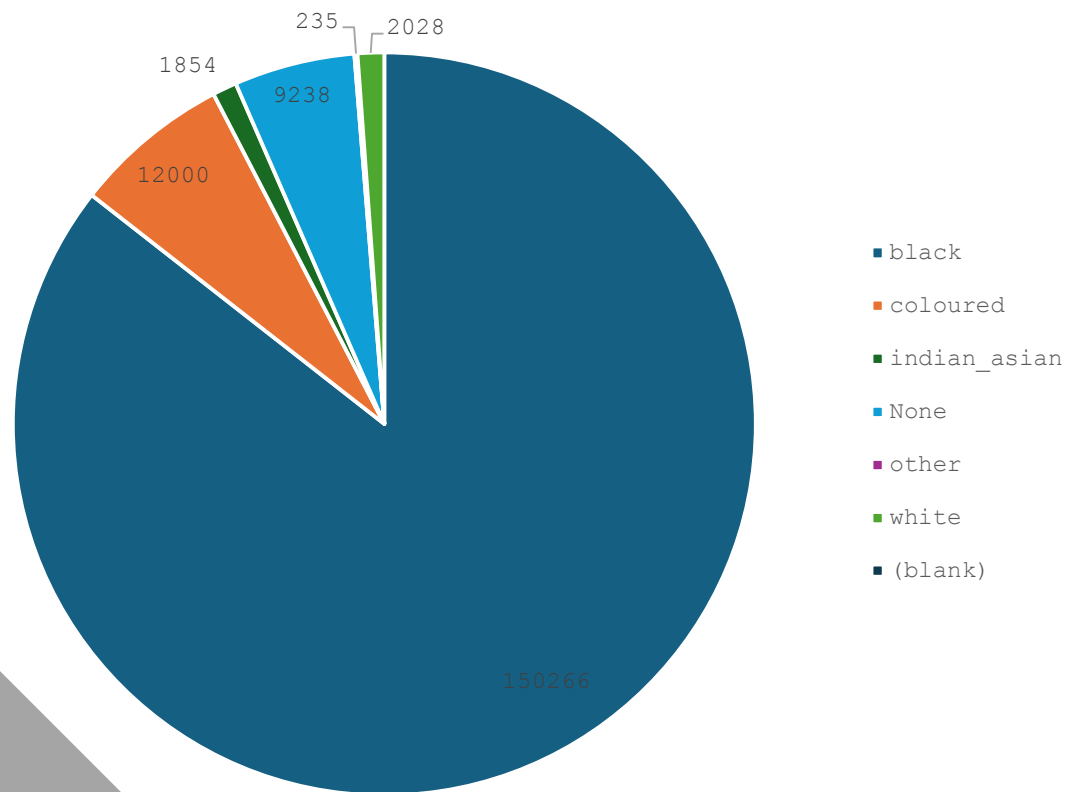
BRIGHT TV VIEWERSHIP INSIGHTS

01 JANUARY-30 APRIL 2016

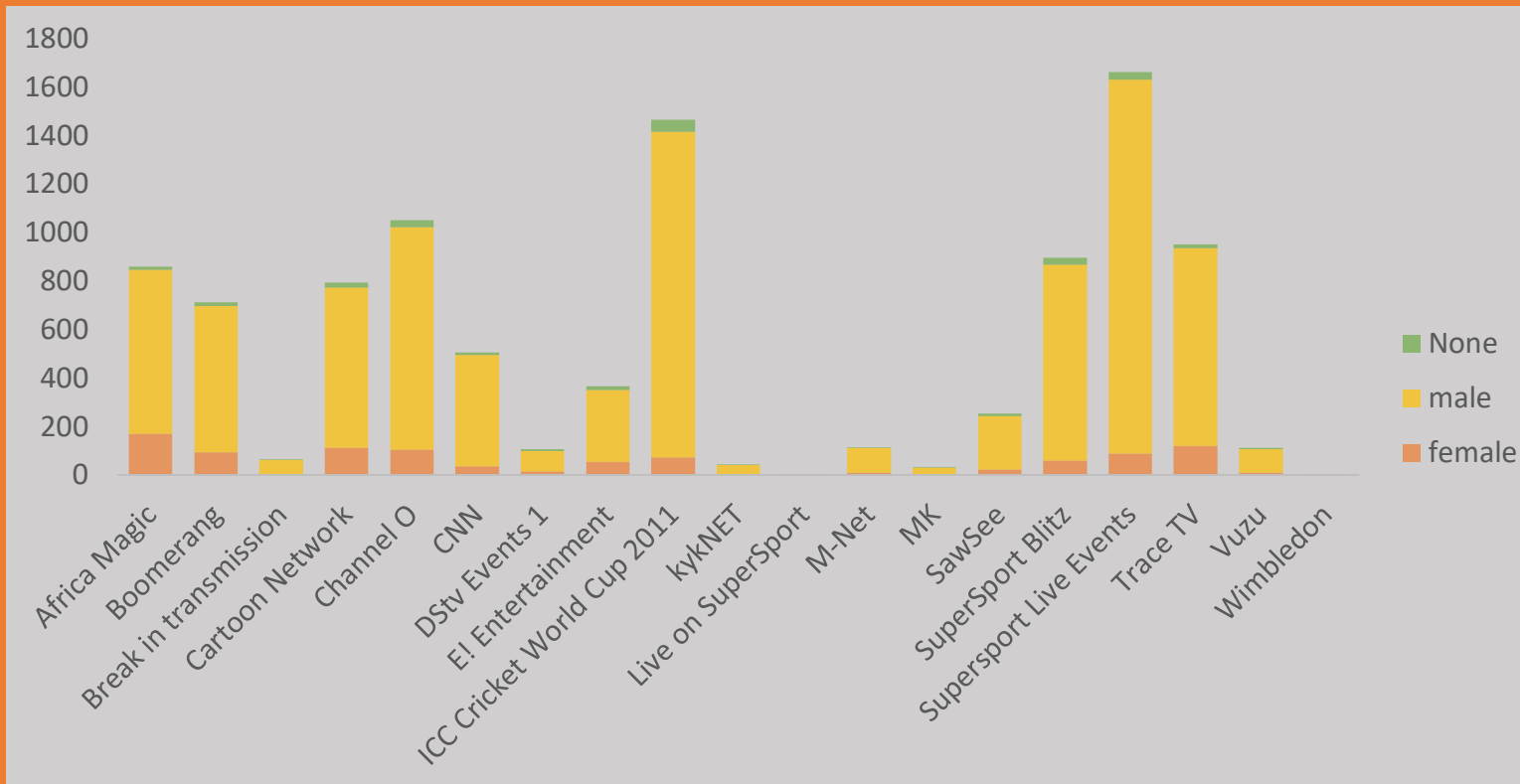


Viewership by Race

Black viewers recorded the highest viewership with 150,266 users and 2.07 million seconds of watch time.



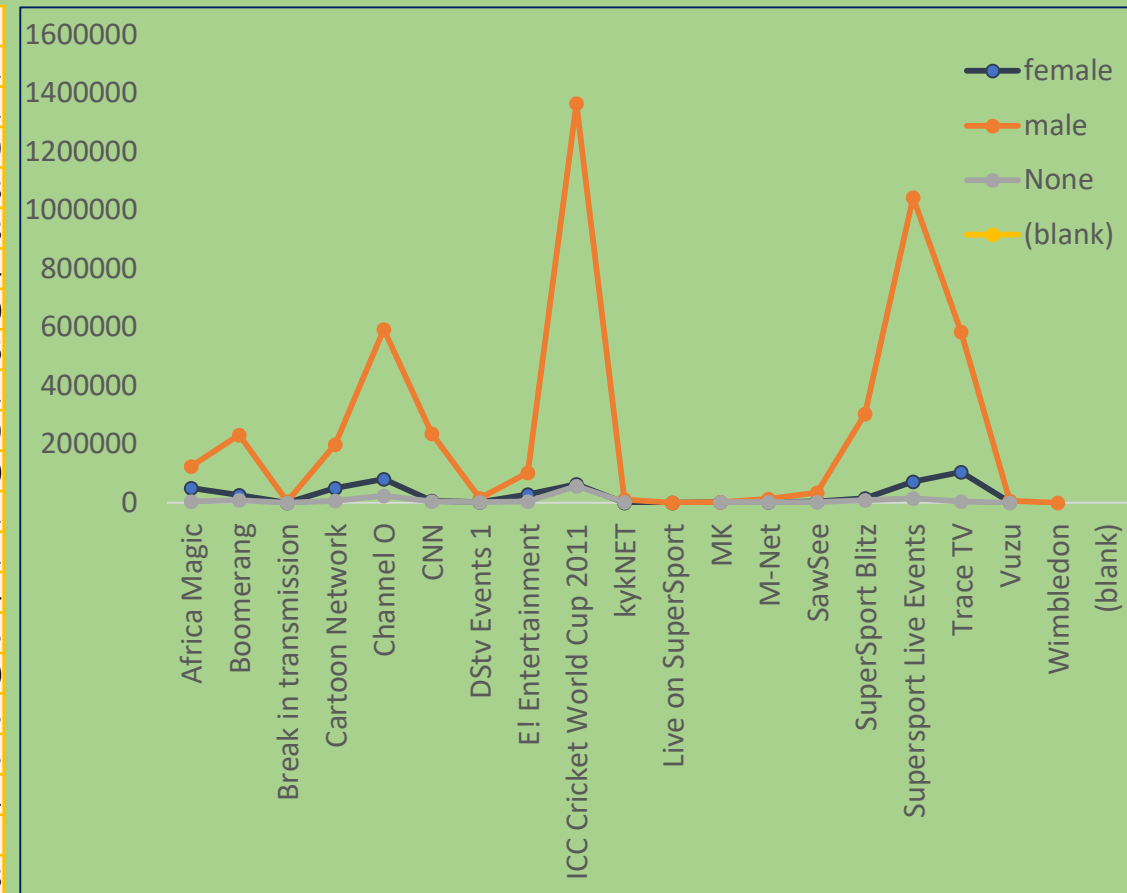
Channel Viewership by Gender



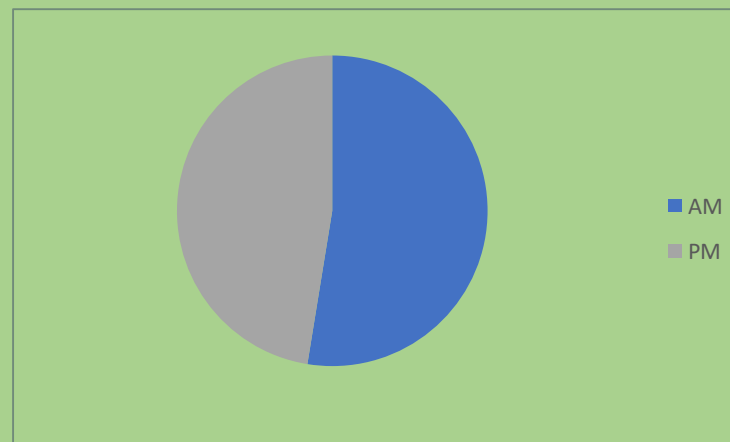
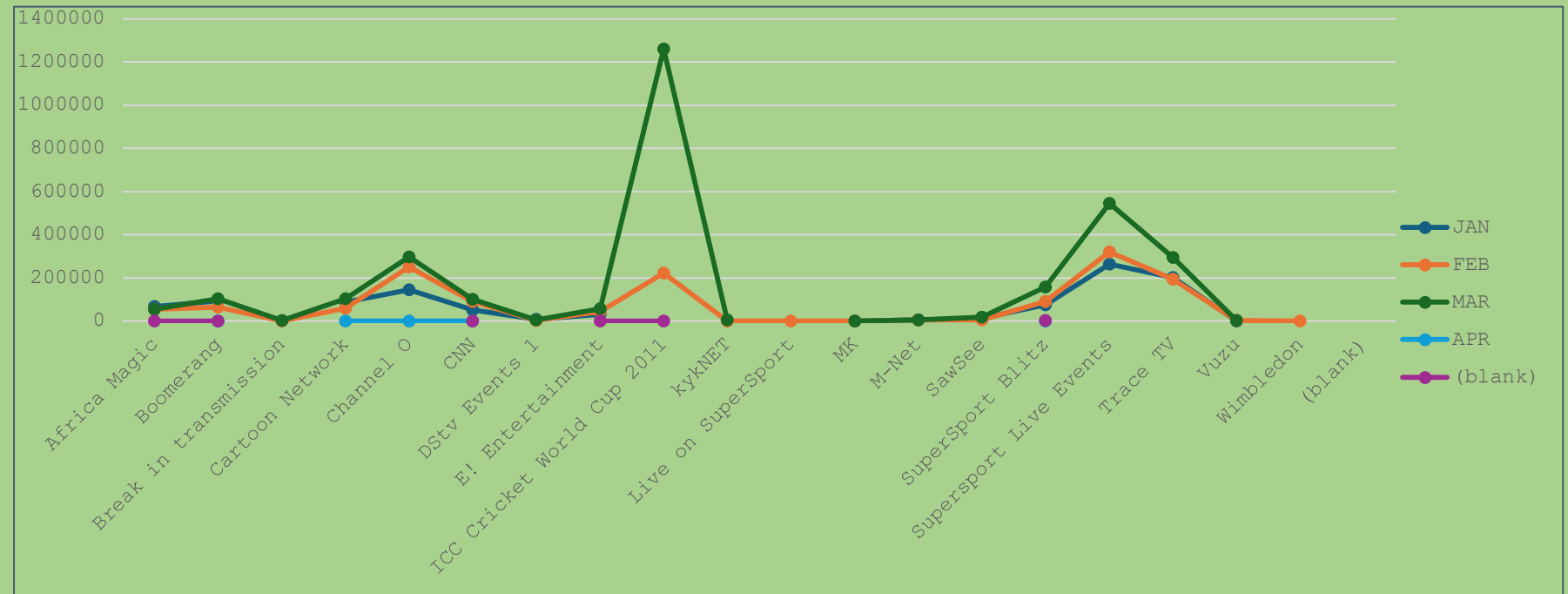
Male viewers lead with 8,761 users and a total watch time of 4.85 million seconds.

MALE VIEWERSHIP DURATION ACROSS CHANNELS

Row Labels	male	Grand Total
Africa Magic	122892	122892
Boomerang	230742	230742
Break in transmission	3139	3139
Cartoon Network	197898	197898
Channel O	592128	592128
CNN	234564	234564
DStv Events 1	13990	13990
E! Entertainment	101566	101566
ICC Cricket World Cup 2011	1364982	1364982
kykNET	9339	9339
Live on SuperSport	210	210
MK	1672	1672
M-Net	12262	12262
SawSee	33774	33774
SuperSport Blitz	303833	303833
Supersport Live Events	1043420	1043420
Trace TV	582753	582753
Vuzu	4723	4723
Wimbledon	31	31
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Grand Total	4853918	4853918



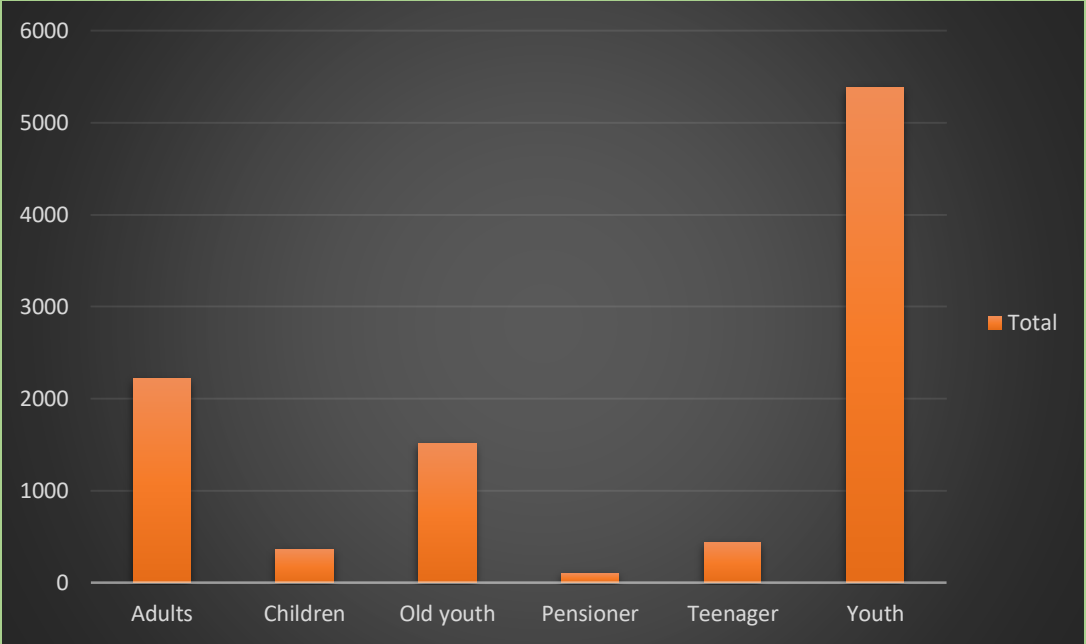
VIEWERSHIP BY TIME OF DAY ON A MONTHLY BASIS



Row Labels	Count of USERID
AM	5256
PM	4744
Grand Total	10000

VIEWERSHIP BY AGE GROUP

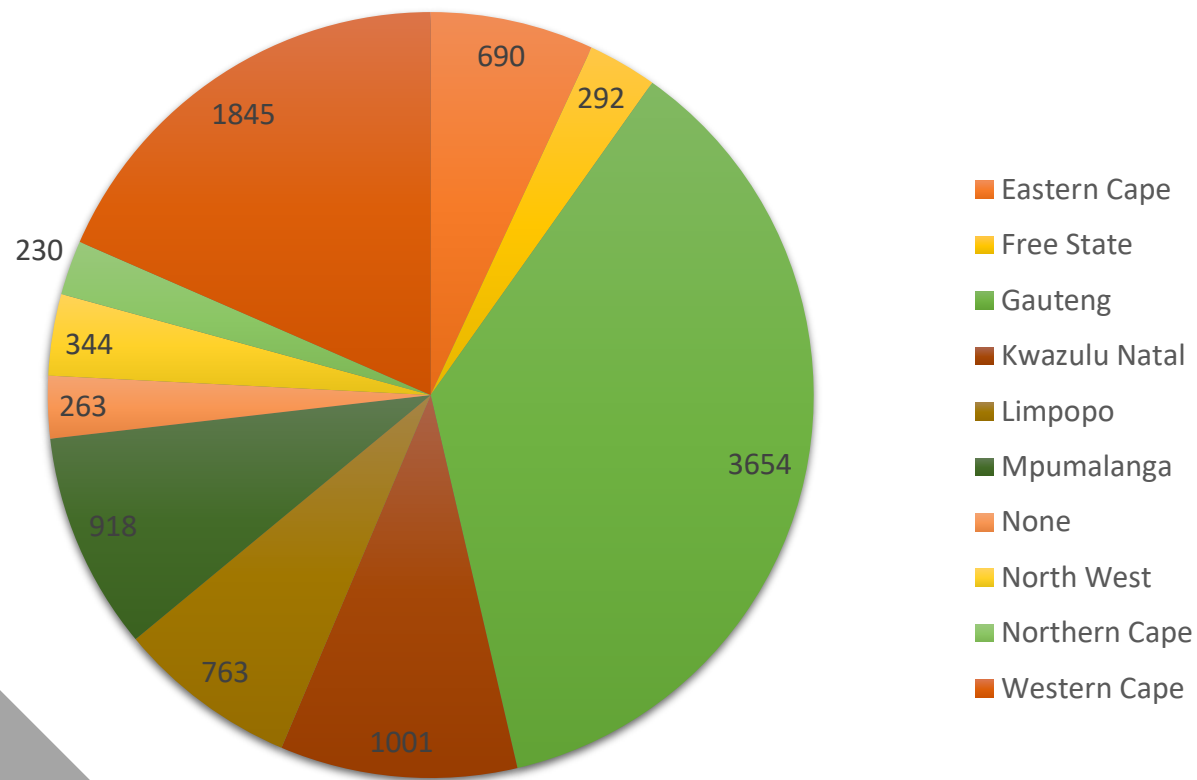
The youth demographic shows the highest level of TV viewership.



Row Labels	Count of USERID
Adults	2216
Children	359
Old youth	1509
Pensioner	104
Teenager	436
Youth	5376
Grand Total	10000

Viewership by Province

Gauteng has the most viewership



INSIGHTS

- ❖ Demographic Peak: Viewership data indicates a significant spike among Black and male audiences, correlating with the airing of cricket matches in February.
- ❖ Content Engagement: Sports content particularly cricket proved to be a major driver of engagement among these demographics.
- ❖ Time-Based Trends: A large portion of viewership occurred in the morning hours (AMs), suggesting high engagement during specific time blocks

RECOMMENDATIONS

- ❖ Expand Sports Programming: Introduce or increase live sports broadcasts, highlights, and commentary shows to maintain and grow male and Black audience segments.
- ❖ Leverage Cultural Connections: Develop content that resonates with the Black community's interests, such as featuring Black athletes, influencers, or culturally relevant discussions around cricket and other popular sports.
- ❖ Cross-Promotion Across Channels: Promote popular sports content across other channels to redirect traffic and expose viewers to new genres.
- ❖ Targeted Advertising & Content Scheduling: Schedule similar engaging content during morning hours, aligning with peak viewing times. Use targeted promos aimed at males and sports fans.
- ❖ Audience Diversification Strategy: Introduce shows or mini-series that appeal to underrepresented groups, like women and older adults, to balance the demographic spread.



THANK YOU

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