



**STREAM**  
**STUDIO**

*Bright TV*

*Viewership Analytics*



*Marope madibana*

# Sequence of Activities

PART 1

**A project brief**

PART 2

**Objectives /KPI's**

PART 3


**Insights and Visuals**

PART 4

**Summarized insights**

PART 5

**Recommendations**



Bright TV is a new local TV which has been operation for 3 months in the market. Stakeholders wants to review the performance of the TV using insight to help them with data-driven-decision making to maximize viewership and subscription options

Data was collected for 3 months ,Jan, Feb and March to study the customer usage, channel preference and service consumption rate to help understand customer behavior.

The data used in this study is from two databases namely **Customer profile** and **Viewership**

## Project Overview



K

Which  
channels have  
the highest  
viewrship

P

Which  
provinces have  
the lowest  
subscription  
and viewership

I

what is the  
highest  
percentage of  
active users  
who watch TV  
frequently?

'

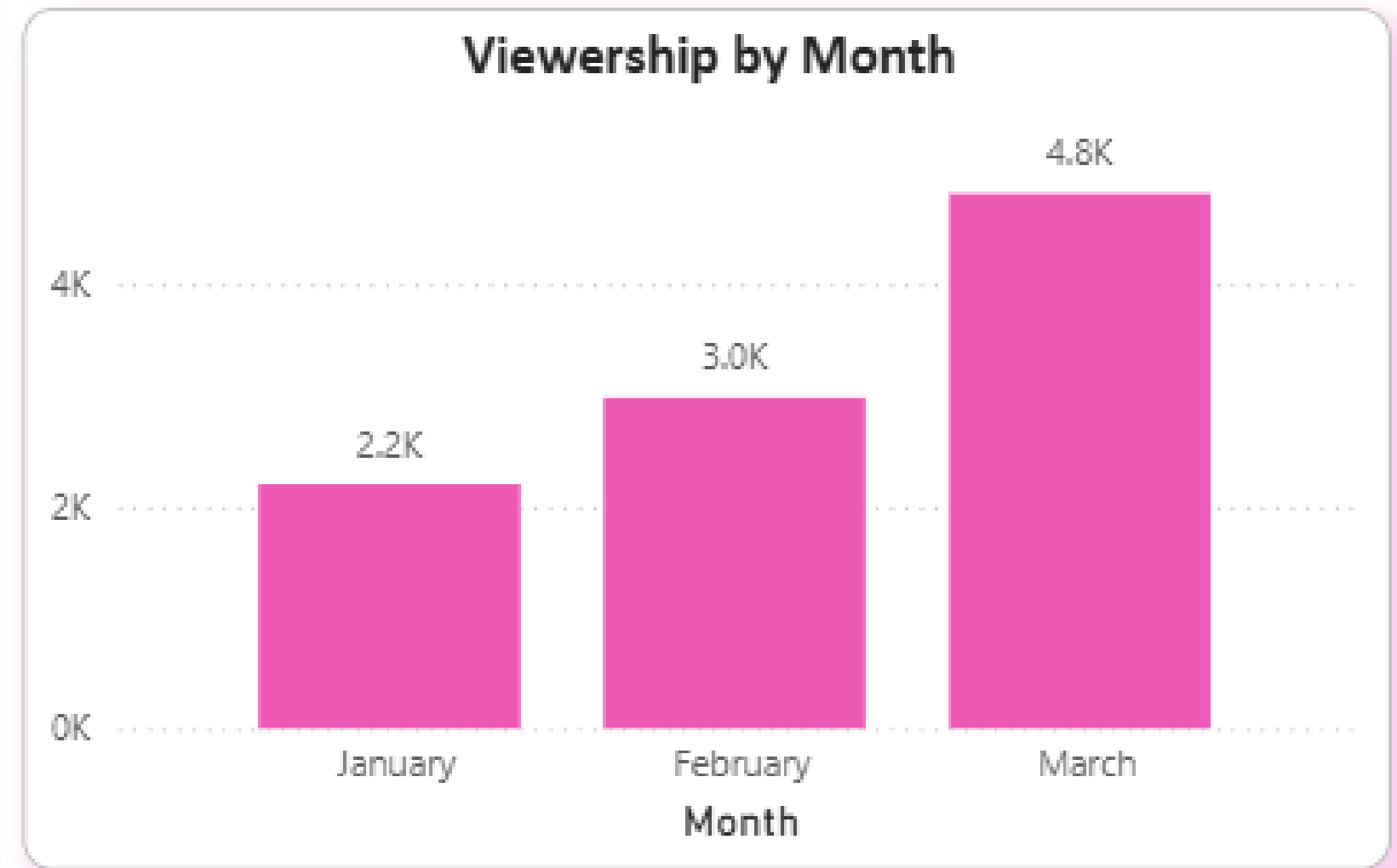
Which gender  
is dominant in  
viewership?

S

What time of  
the day do  
viewers watch  
TV the most?

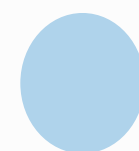
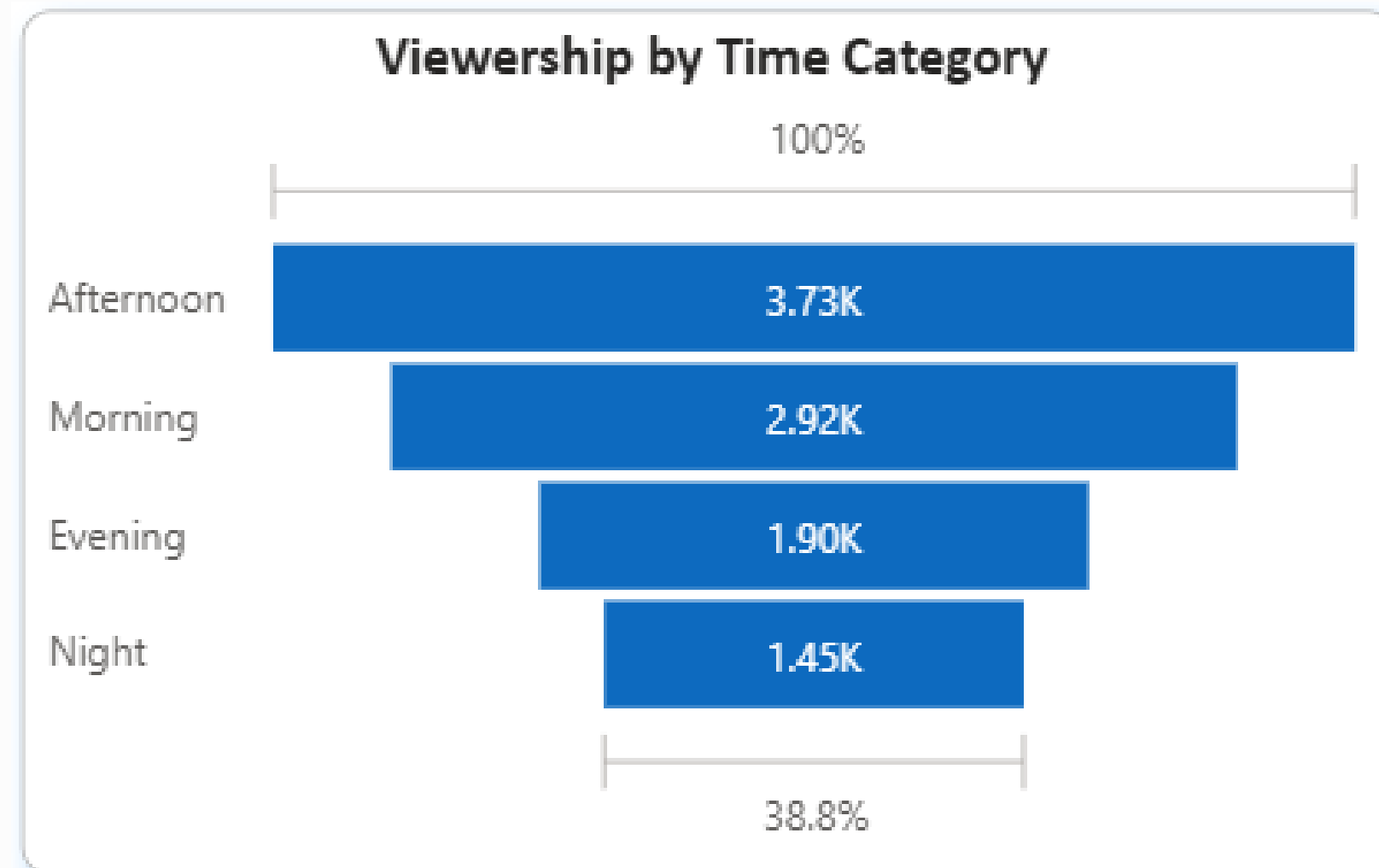


Bright Tv viewership for each month



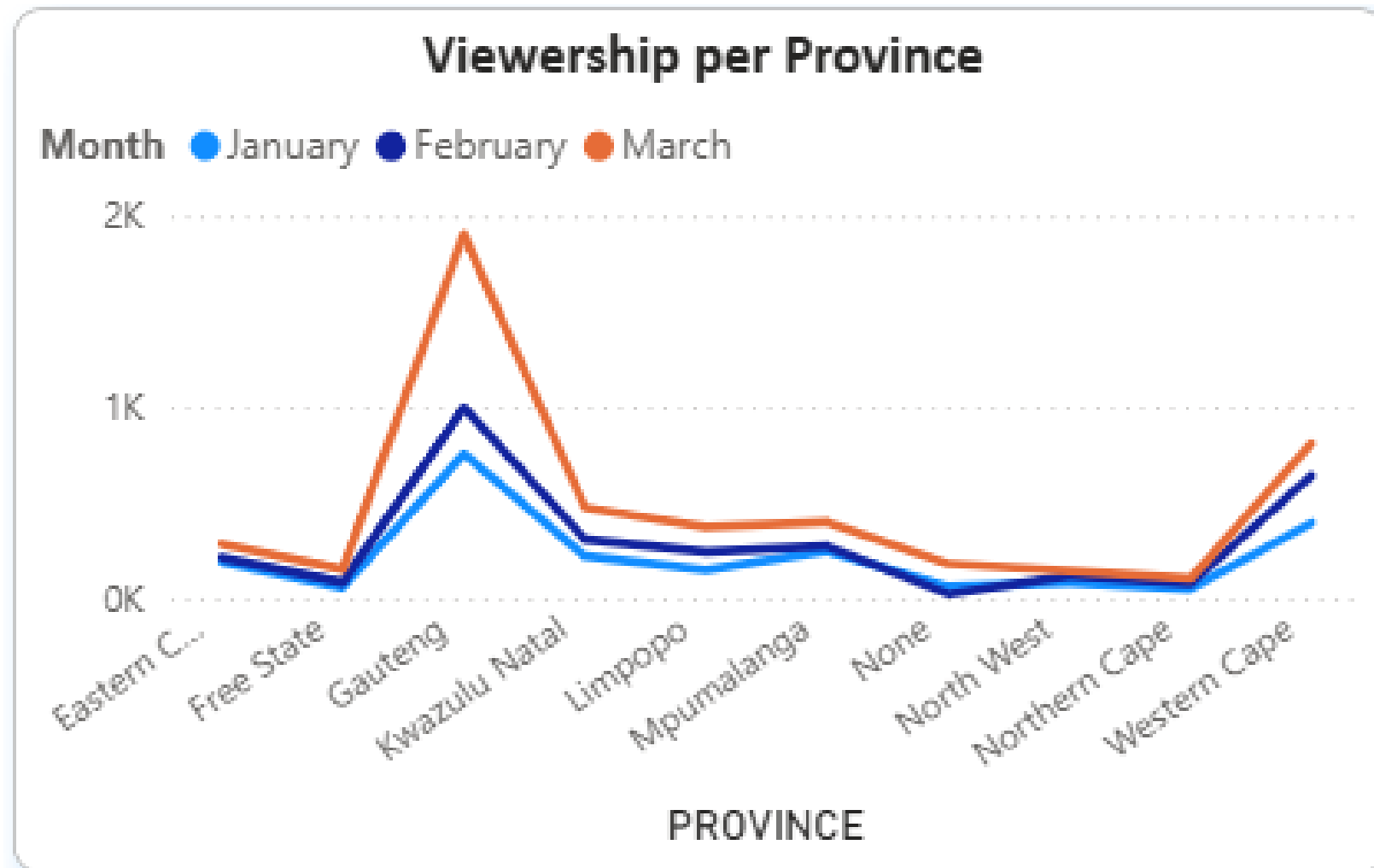
Monthly overall viewership displays an upward trend

## TV consumers viewership time

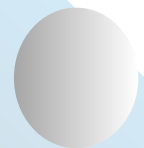


Highest viewership traffic is observed in the morning and afternoon

## Viewership for each province for Jan-March



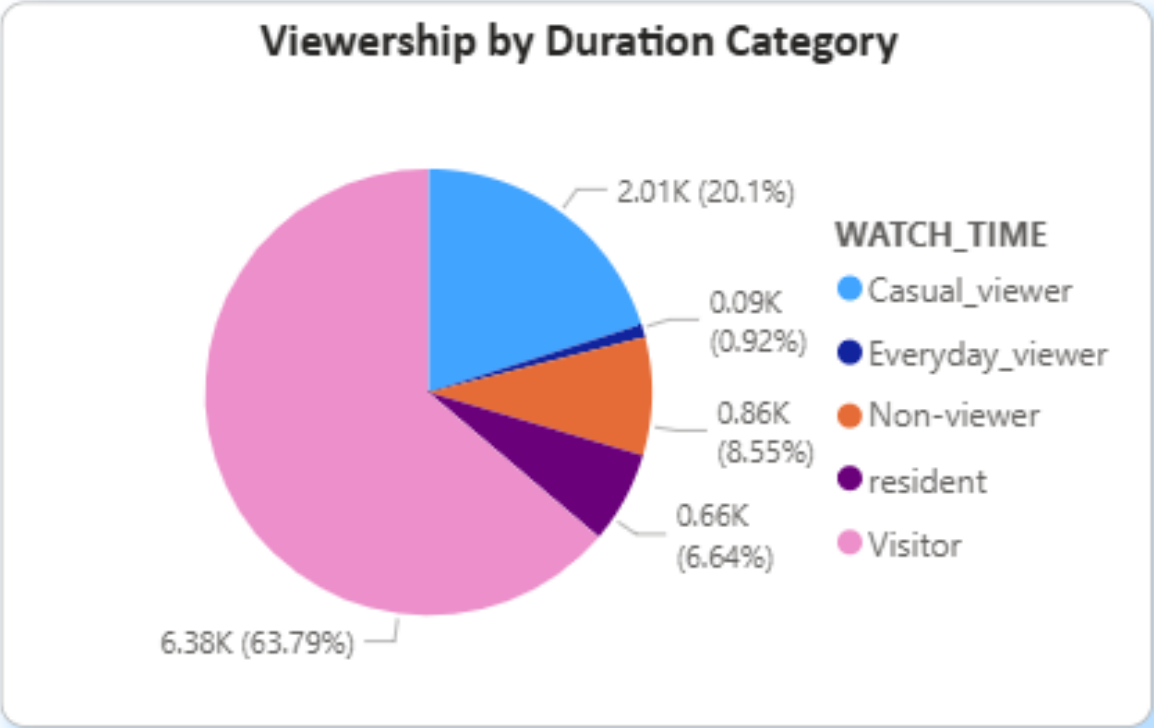
Gauteng has the highest viewership for 3 consecutive months



Northern cape and North-west provinces have the lowest viewership which is below

# Viewership duration in seconds and TV watch time duration categories

Watch_time_seconds	Watch_time_category	Active users
1653667	Casual_viewer	2010
864242	Everyday_viewer	92
0	Non-viewer	855
2327200	resident	664
637981	Visitor	6379
5483090		10000



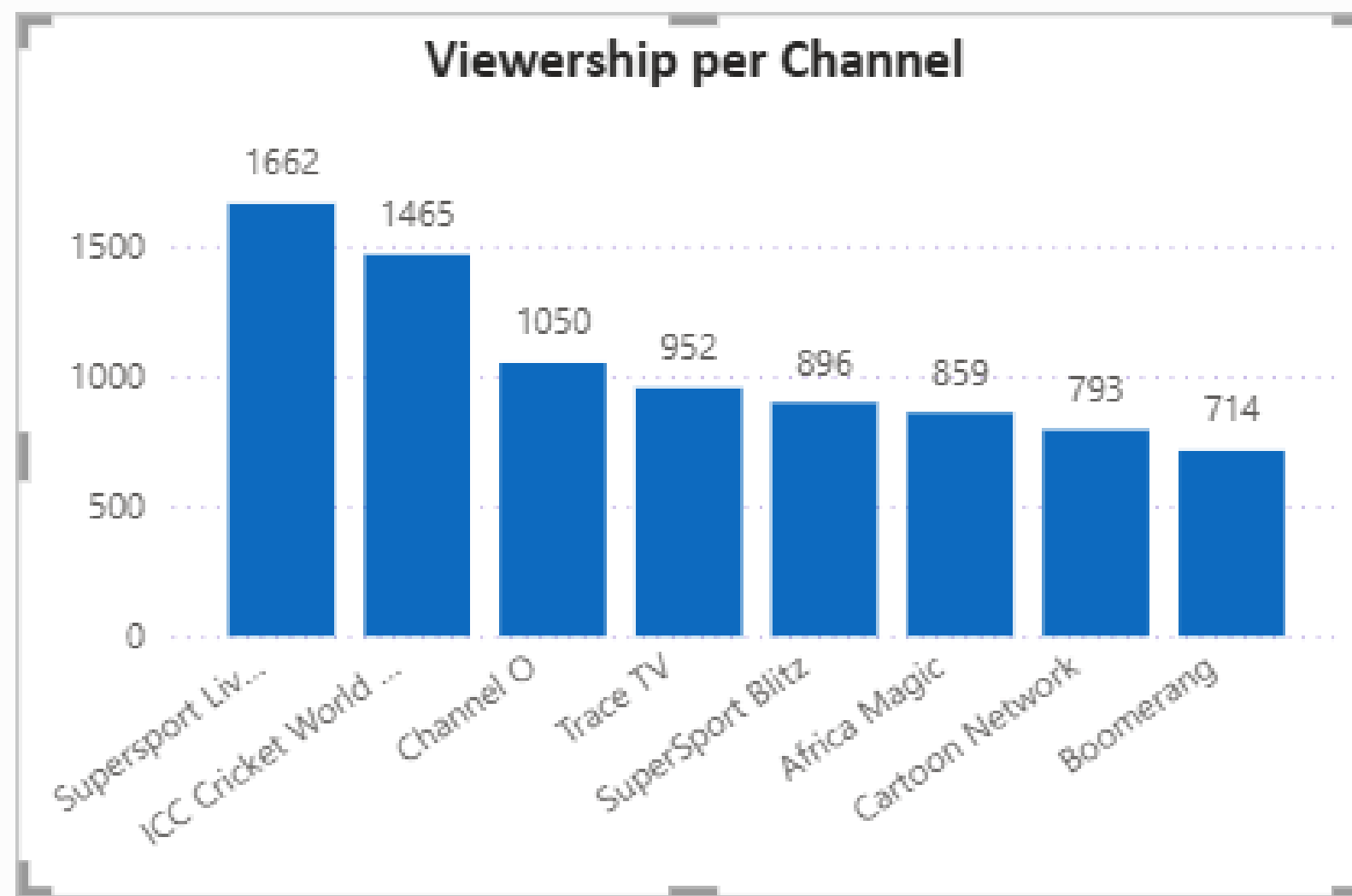
855 subscribers do not switch on to watch Bright TV channels; their watch time duration is 0.



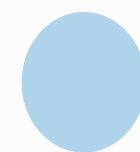
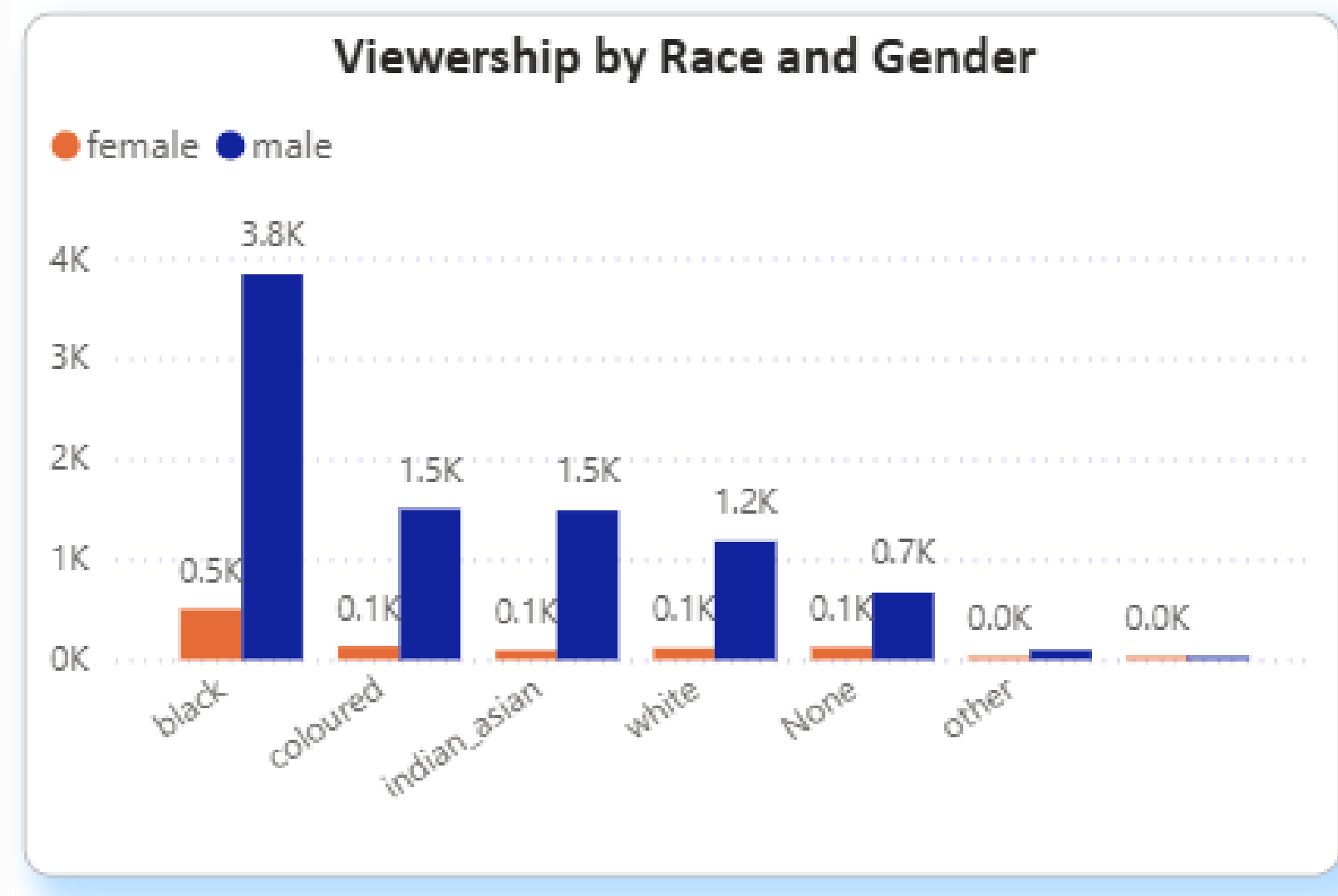
6379 users only spent less than 6 minutes of their time online



## Top 8 channels with highest viewership

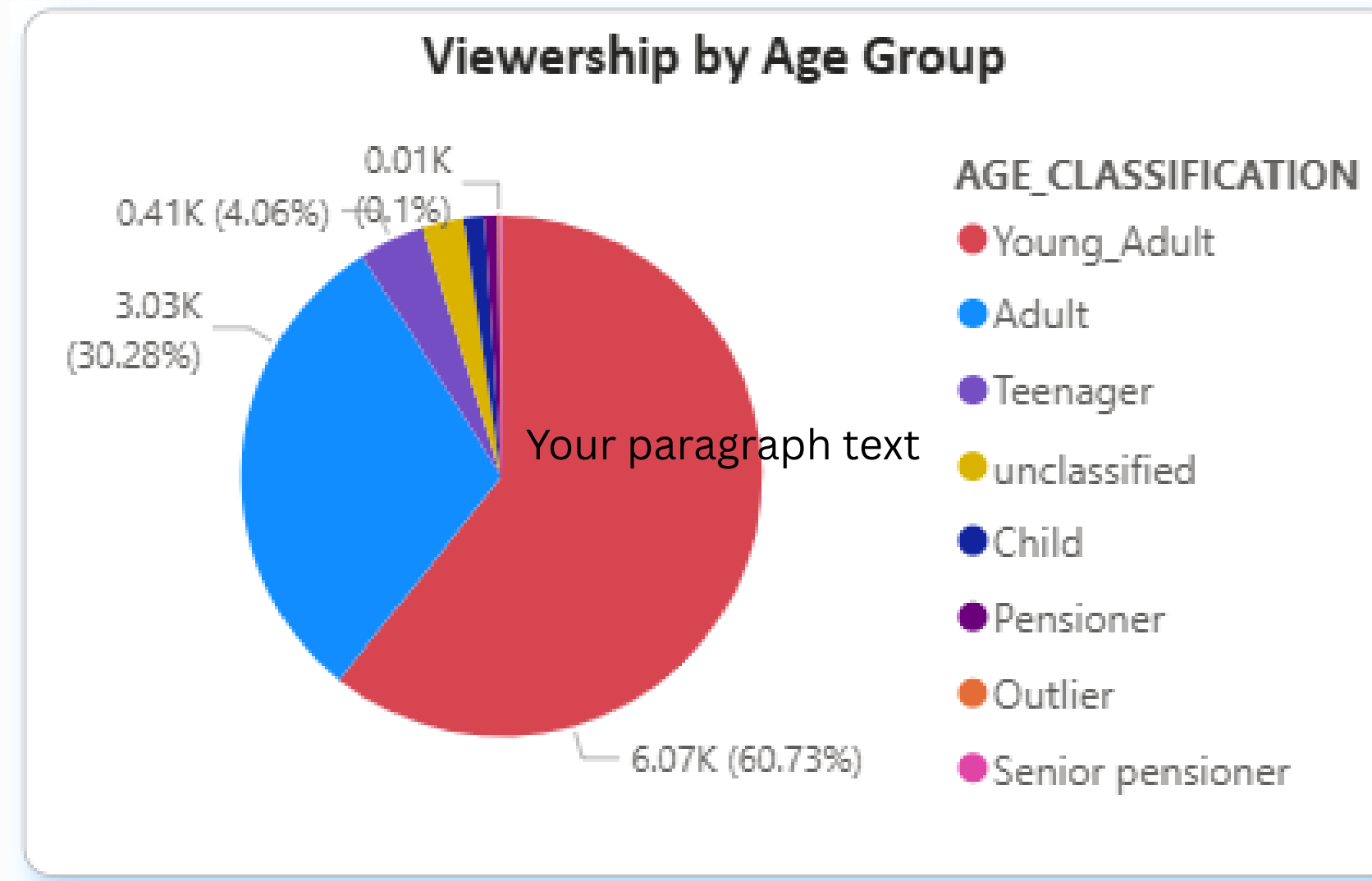


## Viewership count per race and gender



Black communities are the highest consumers of Bright TV services followed by coloured and indian

## Viewership per age group category



Young adults are the highest consumers of Bright TV services

# Insights Summary

Overall viewership for the first 3 months of the Bright TV launch displays a positive upward trend

A number of provinces are have low subscriptions when we compare them to Gauteng which is leading

We observed a number of channels with the lowest number of viewership i.e 0,1, and 2

Majority of channels in Bright TV are sports channels mostly preferred by male and we see a decline in female viewership

Viewership duration of Bright TV is not satisfactory, majority of subscribers are inactive and those who are active their viewership time is less than 10 minutes .

90% of channels are tailored for a specific age group which is male young adults

# Factors influencing consumption

## Variety

Types of content played on the TV are sports programs, there is no variety of programs that include education, reality shows, current affairs and many more

## Audience

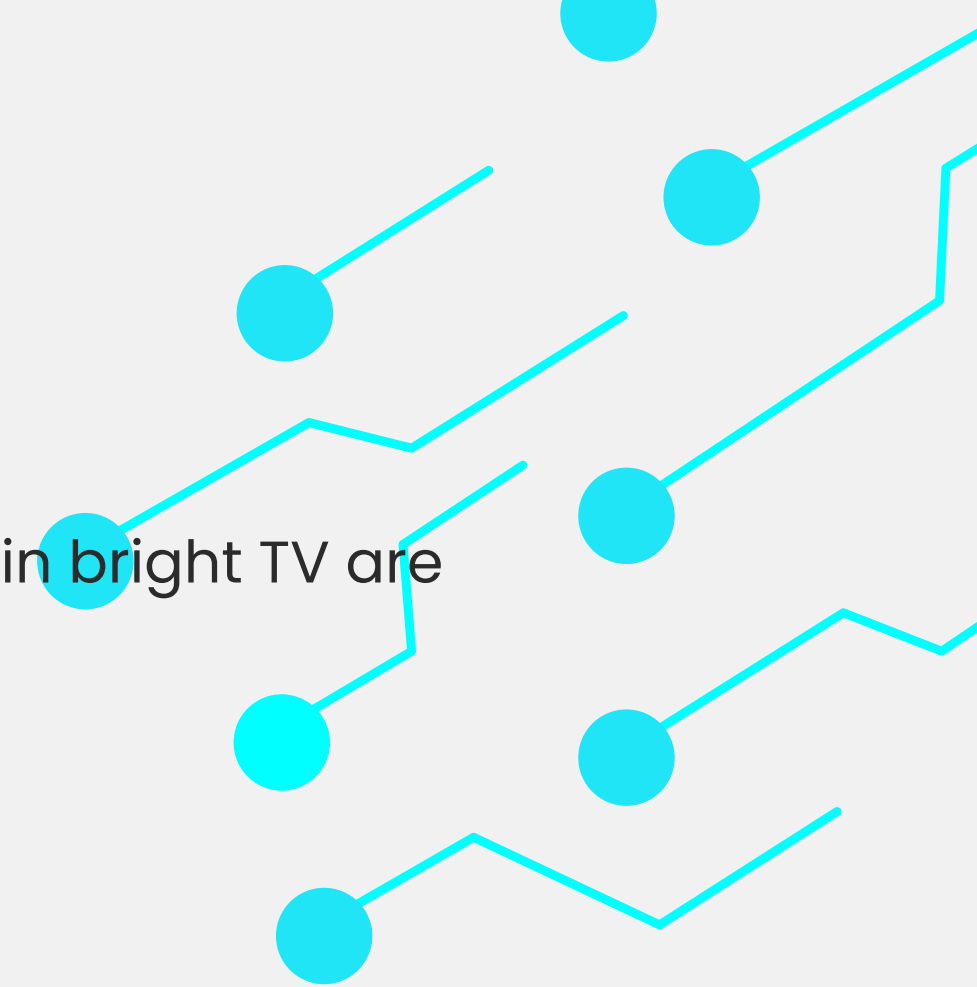
There seem to be a gap in research to understand the audience

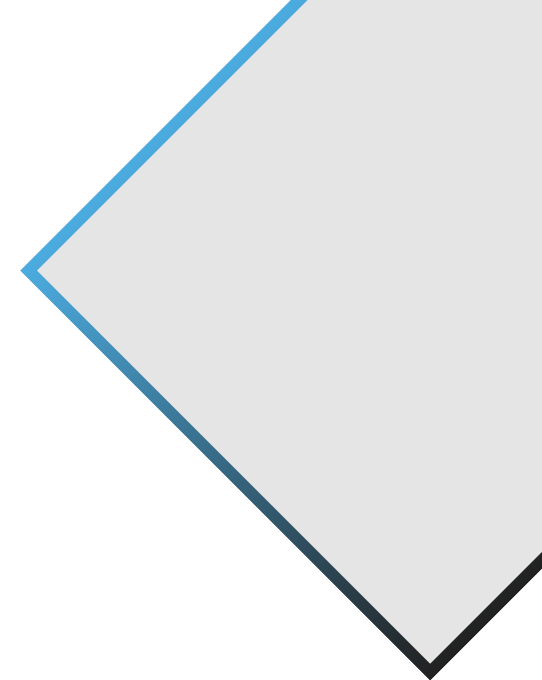
## Biasness

The services offered in bright TV are men specific

## Awareness

Bright Tv seem to be popular in Gauteng province. A plan to campaign in other provinces can assist expand the viewership





## Ideas to increase viewership and customer retention

1

Include variety such as drama, educational programs, cartoons, reality shows, current affairs and and series

Provide multiple subscription packages for affordability

2

Allow online streaming for a maximum of 3 users per user subscription

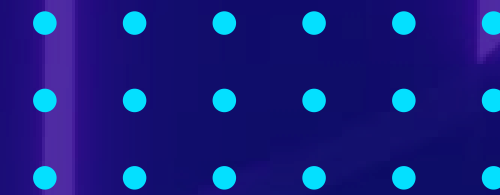
Offer discounts for users with low viewership (discounts varies per subscription package)

3

Invest in customer retention, offer rewards points for customers with highest viewership

invest in product development that are user centric  
Conduct a customer survey to have insight of your customer pain points and develop according to their needs





THANK YOU

