

BRIGHT TV

Viewership Analytics

A bright start-Lighting into the future



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Sequence of activities

PART 1

A project brief

PART 2

Objectives /KPI's

PART 3

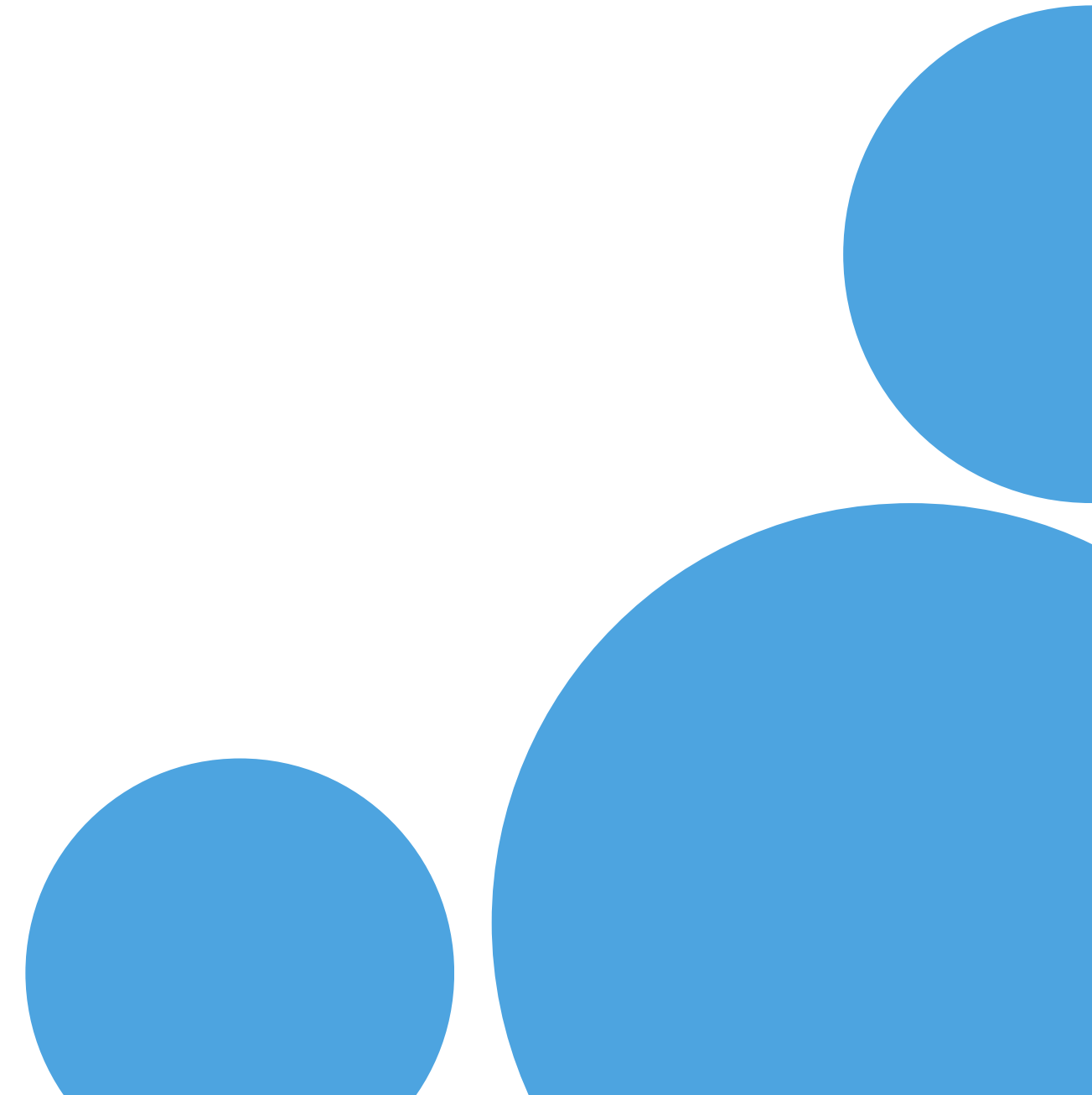
Insights and Visuals

PART 4

Summarized insights

PART 5

Recommendations



Project Overview

- 1 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
- 2 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.
- 3 The data used in this study is from two databases namely **Customer profile** and **Viewership**

K

Which
channels have
the highest
viewrship

P

Which
provinces have
the lowest
subscription
and viewership

I

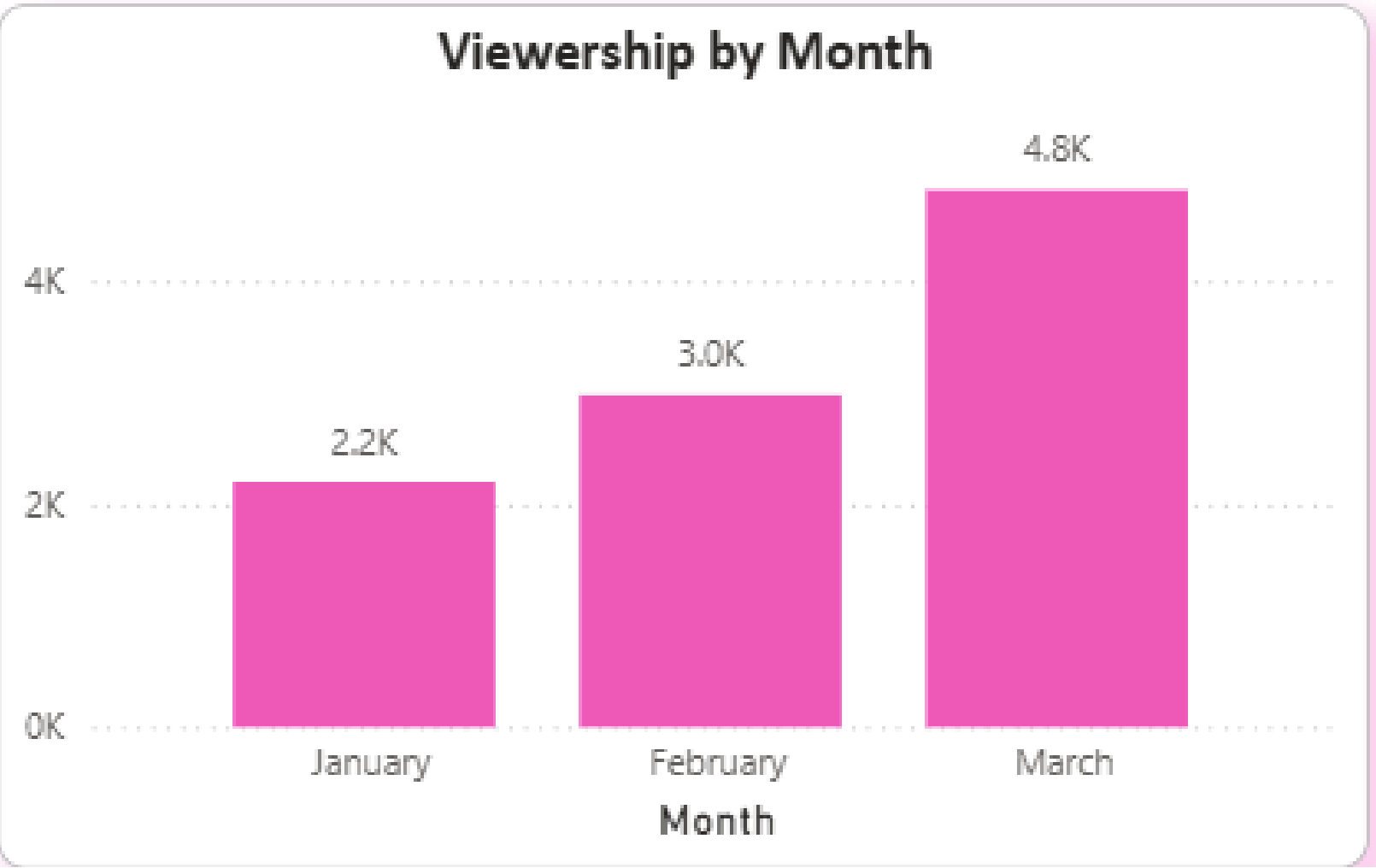
what is the
highest
percentage of
active users
who watch TV
frequently?

'

Which gender
is dominant in
viewership?

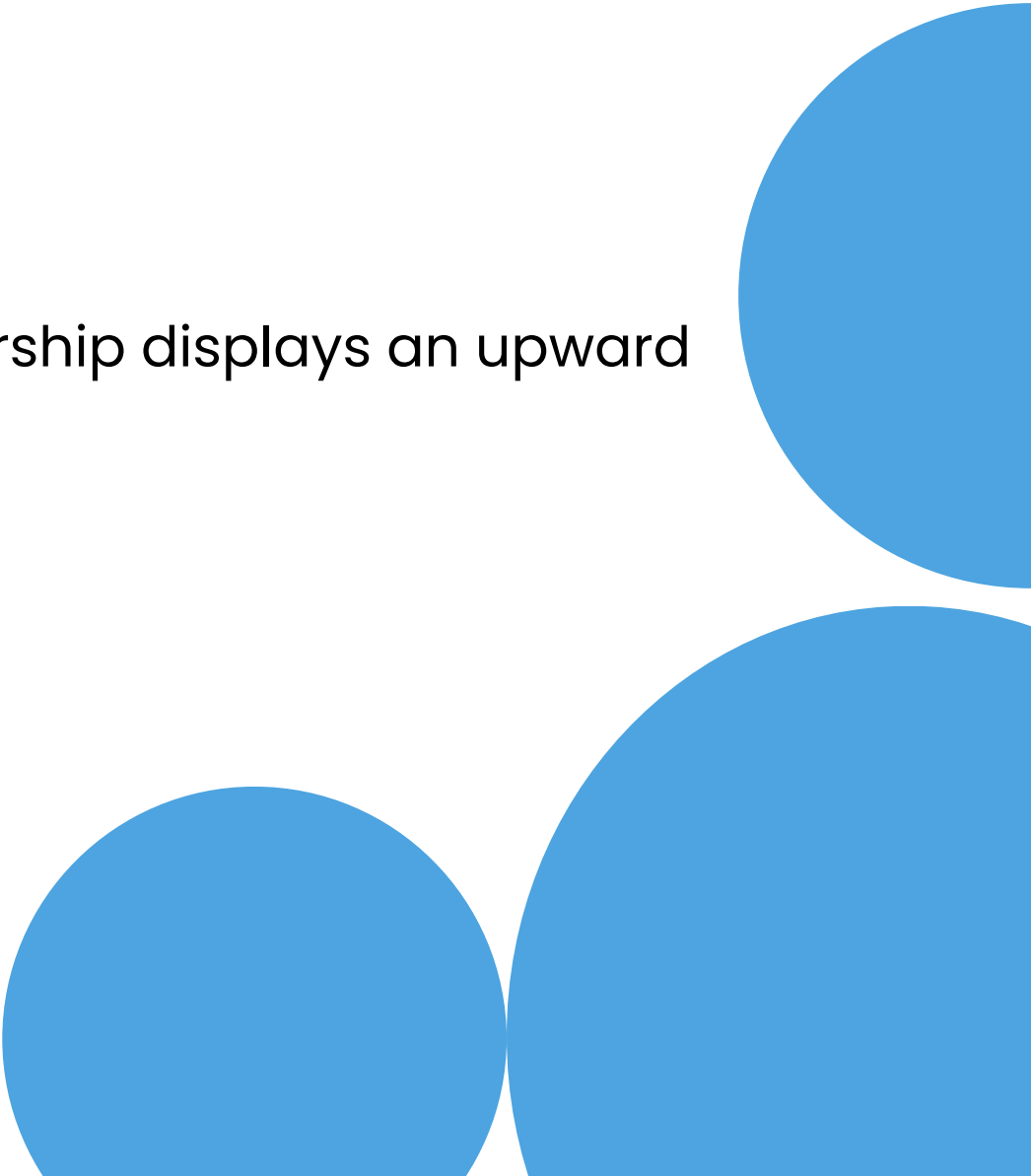
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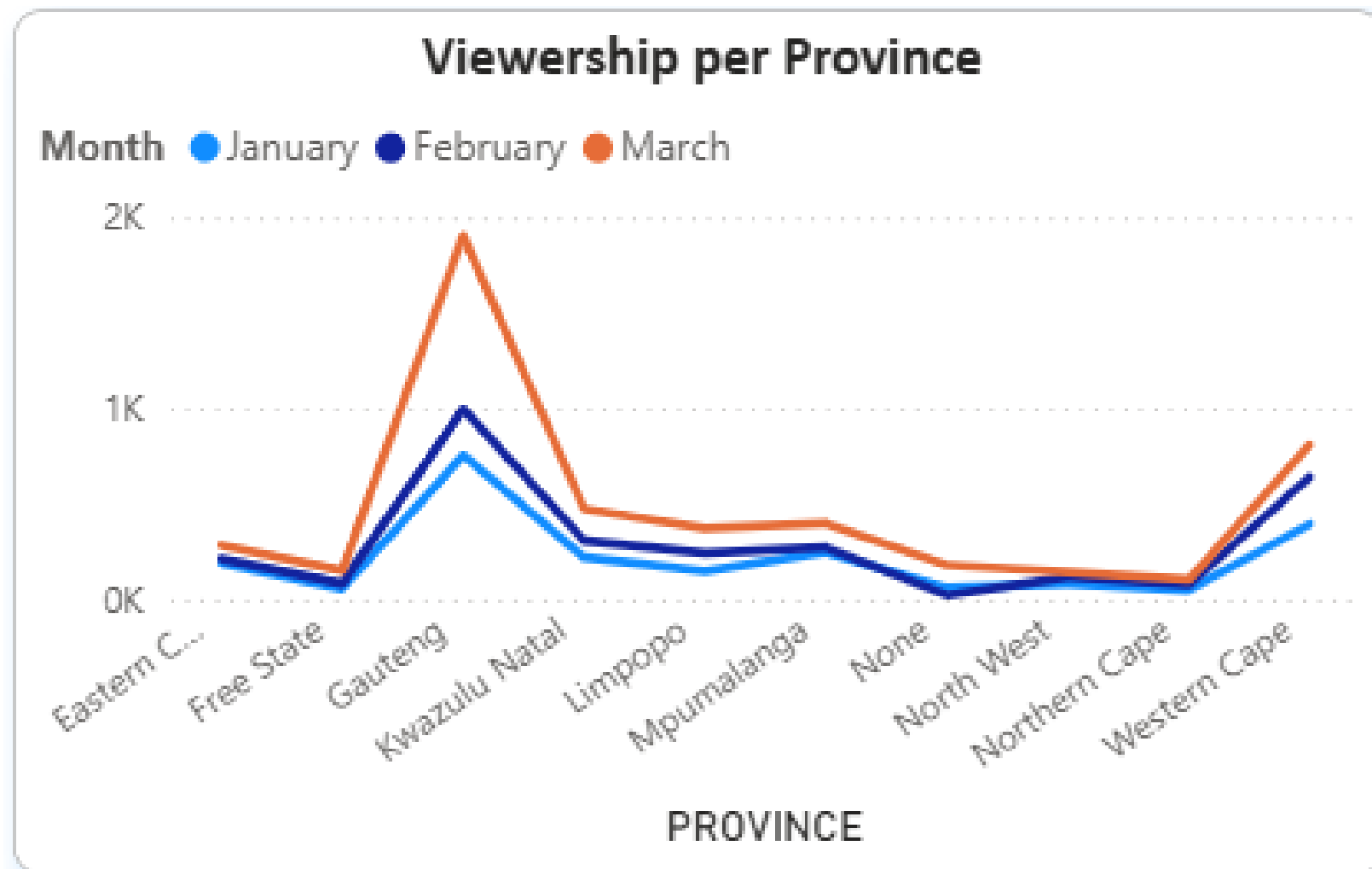
What time of
the day do
viewers watch
TV the most?



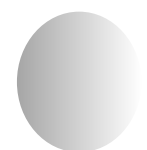
Bright Tv viewership for each month

Monthly overall viewership displays an upward trend

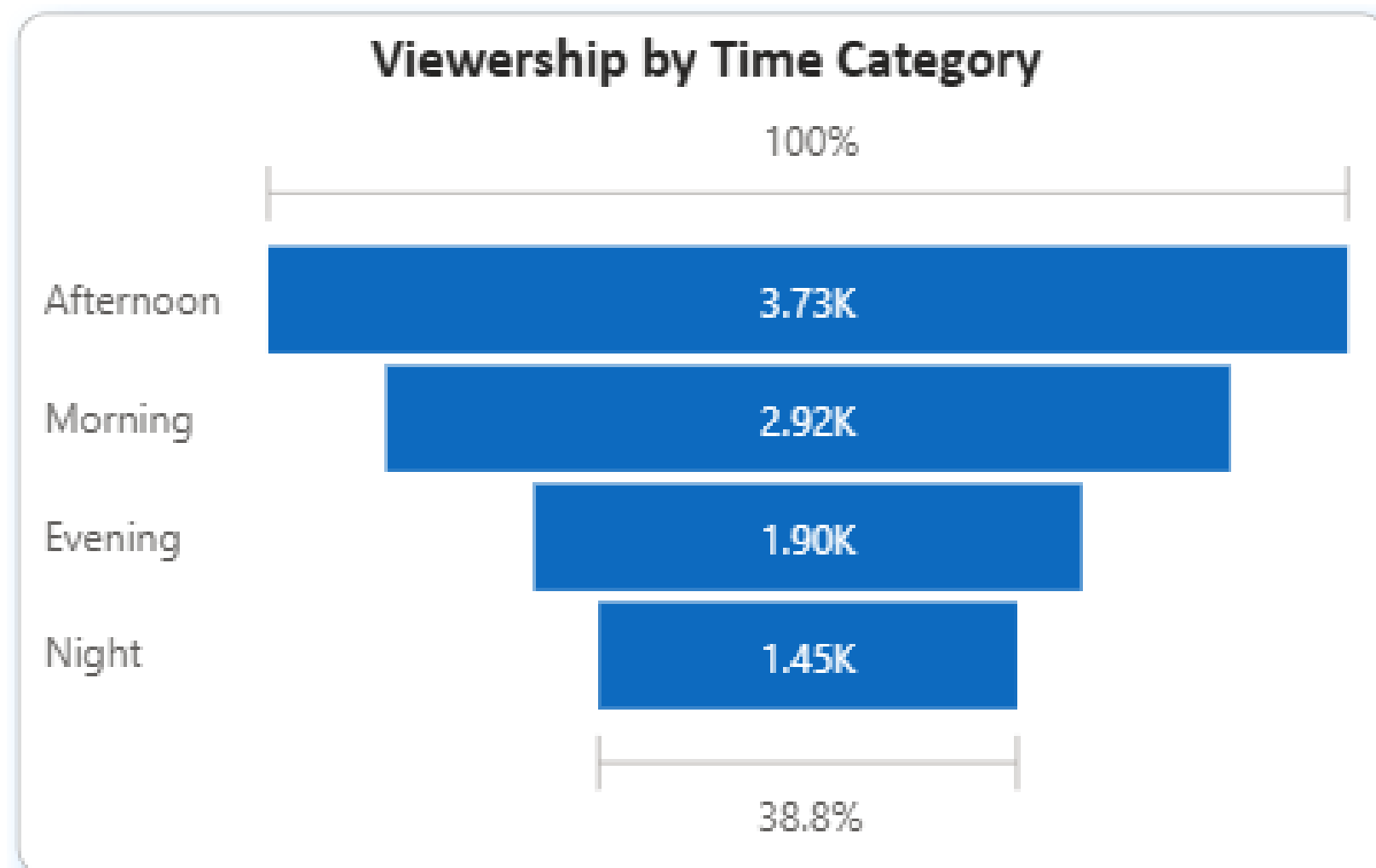




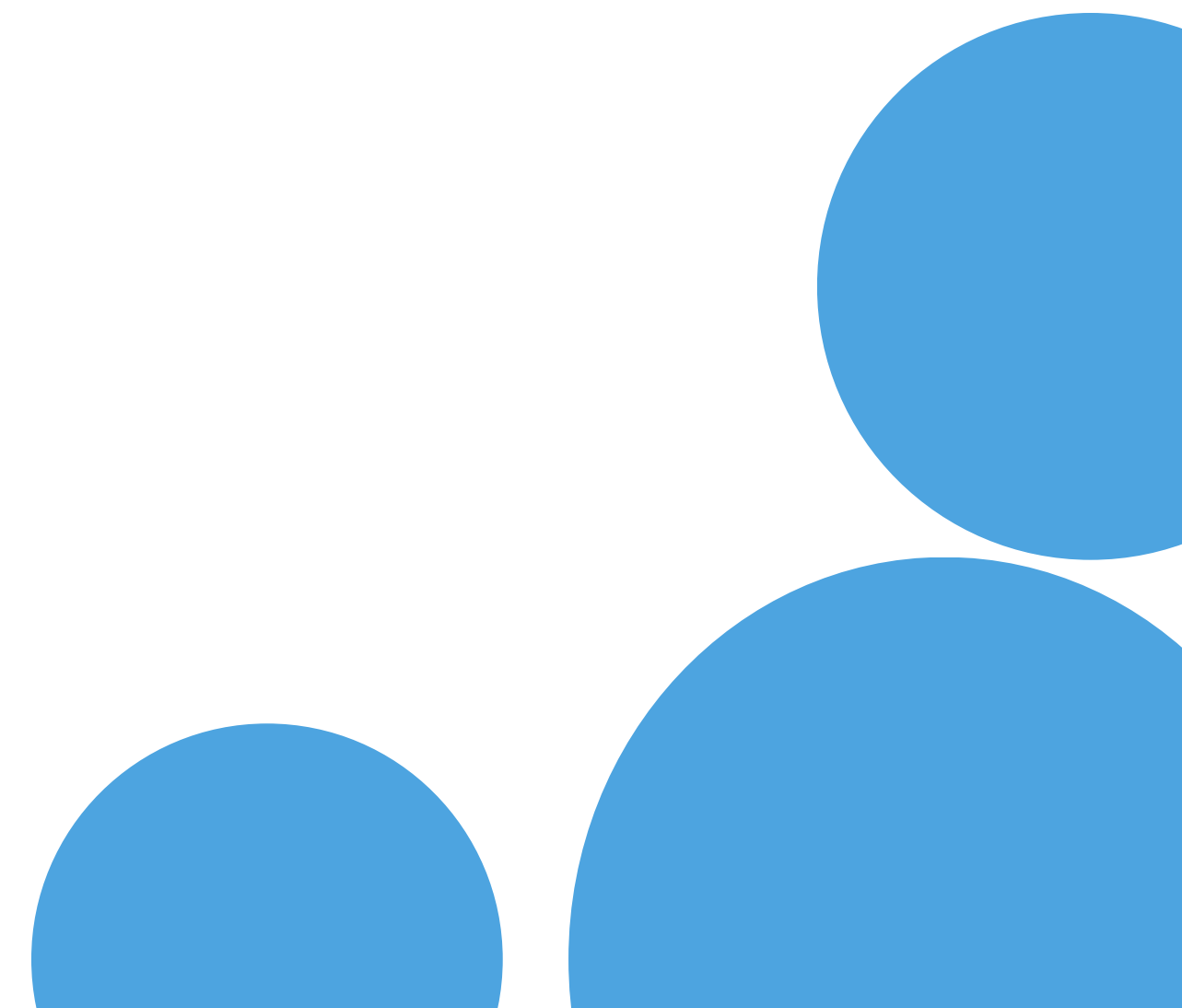
Gauteng has the highest viewership for 3 consecutive months



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

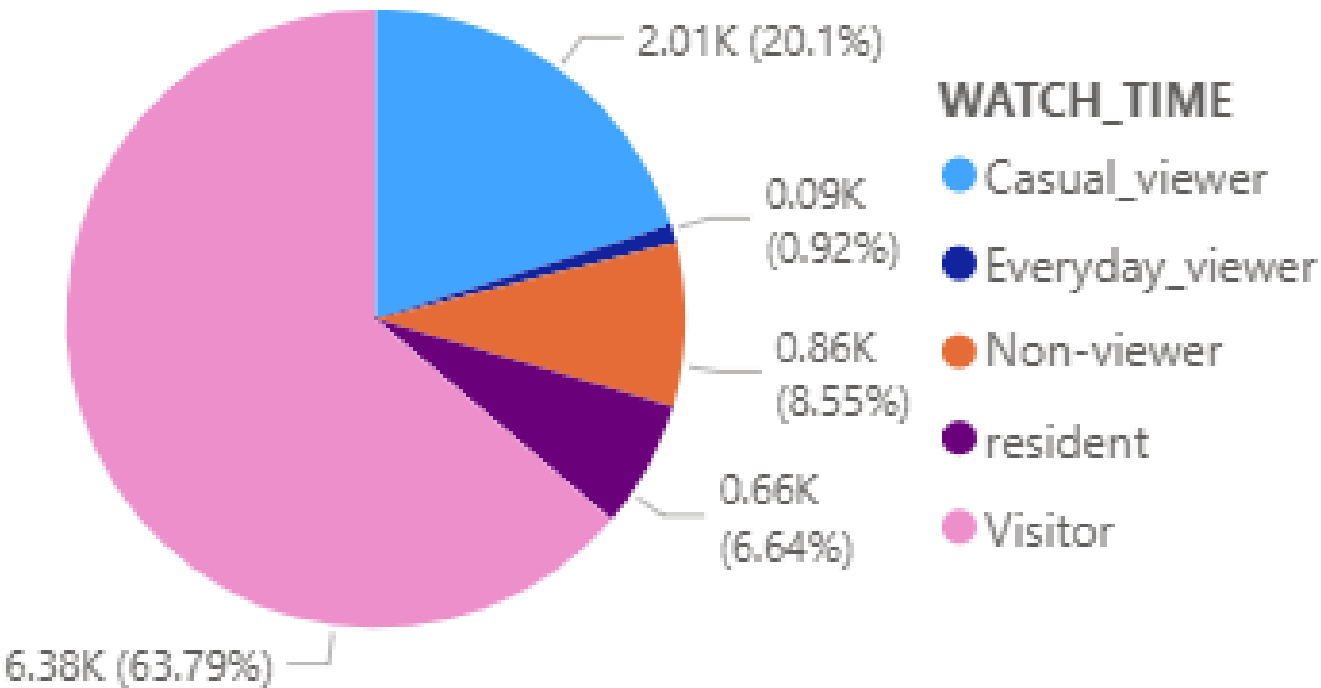


Highest viewership traffic is observed in the morning and afternoon



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

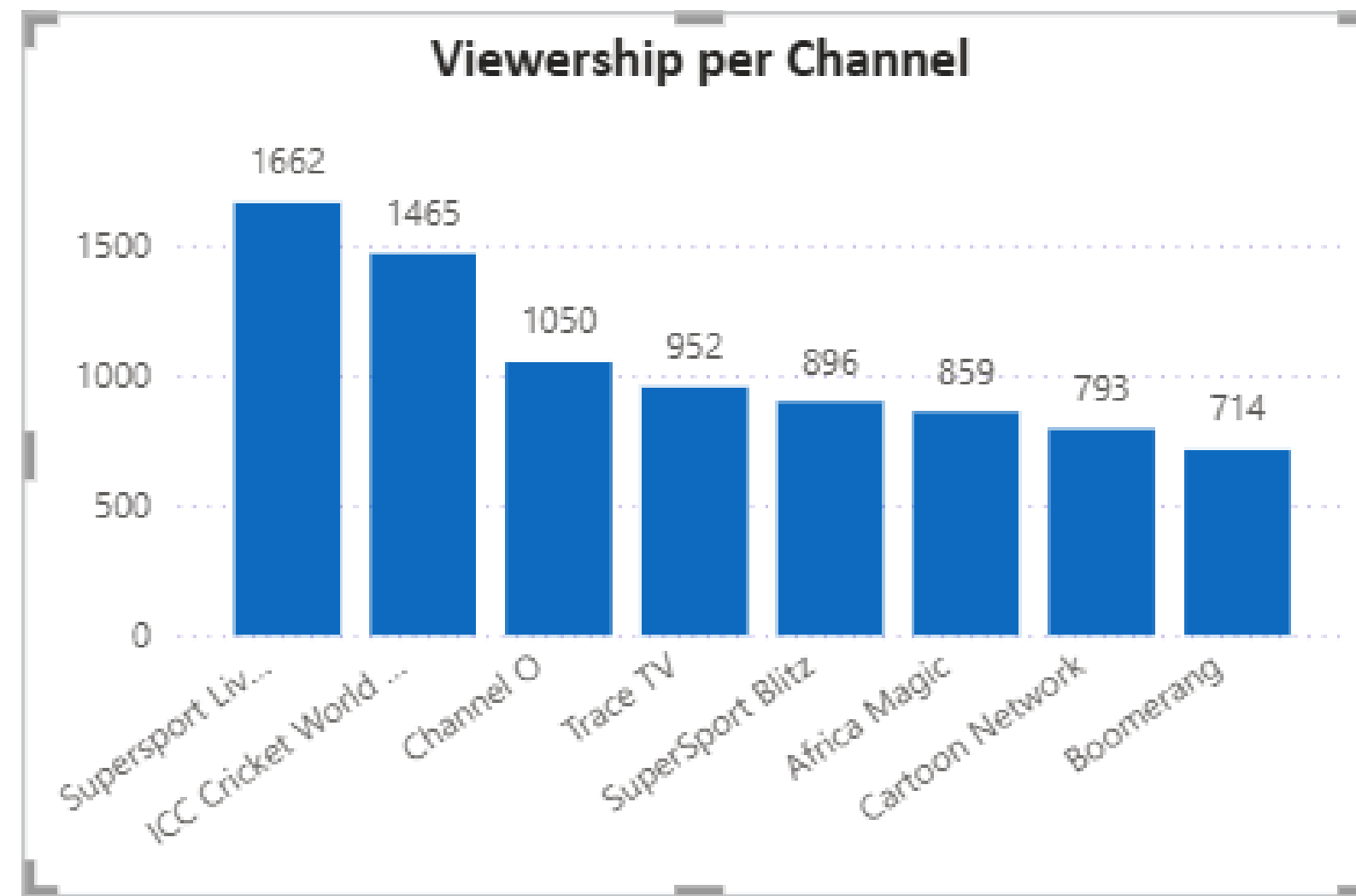
Viewership by Duration Category



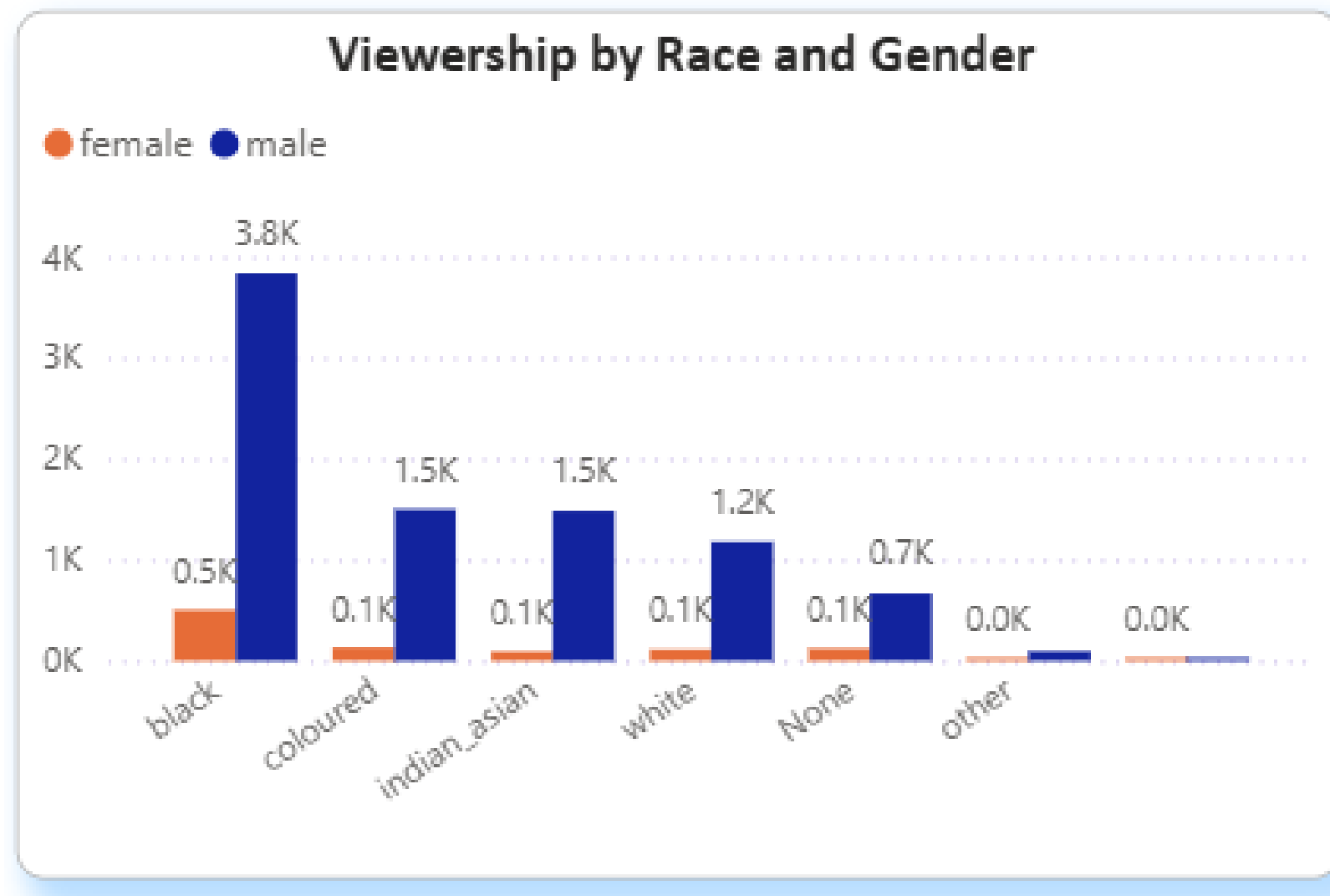
855 subscribers do not switch on to watch Bright TV channels; their watch time duration is 0.



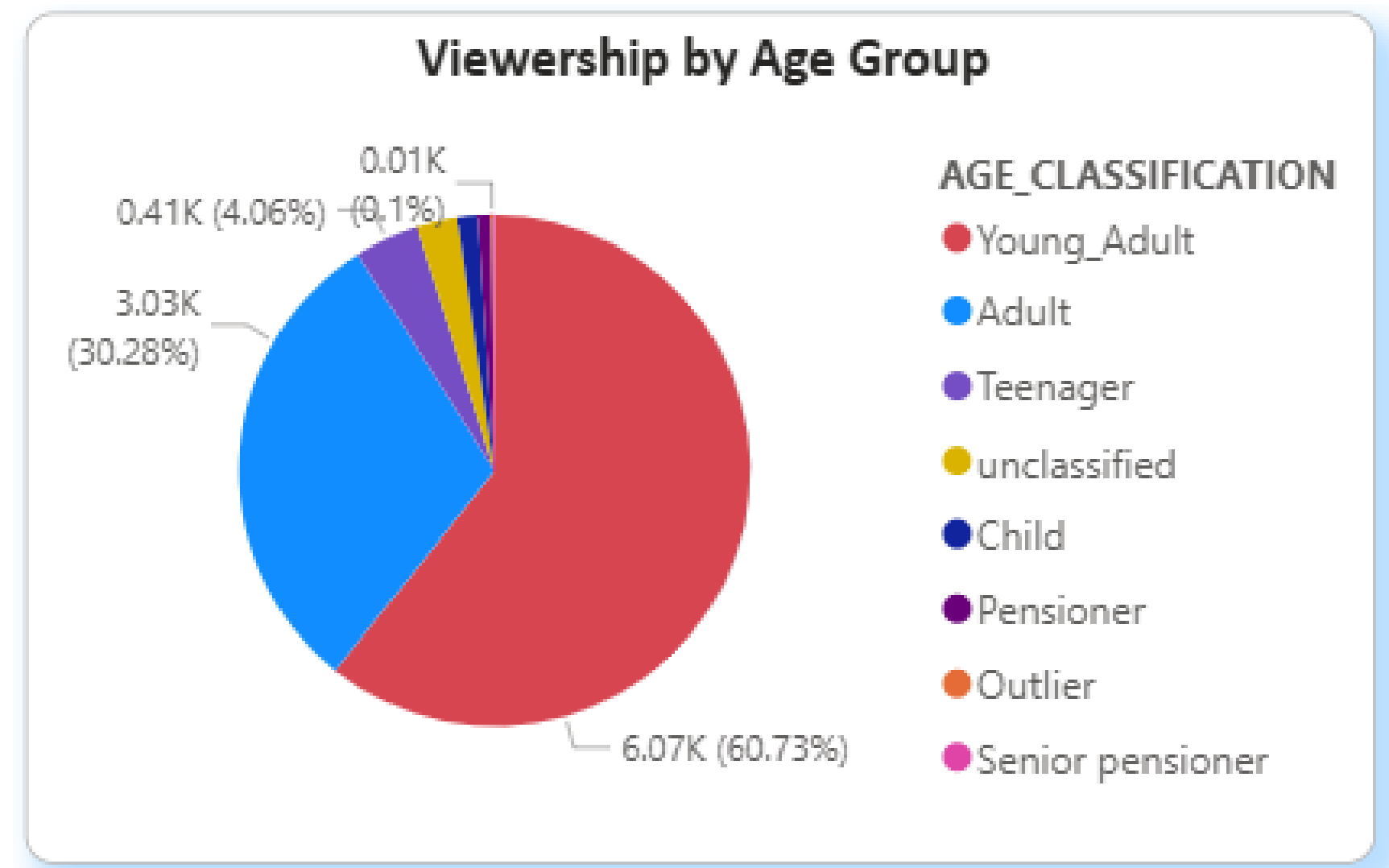
6379 users only spent less than 6 minutes of their time online



Top 8 channels which are frequently viewed
minimum viewers in each channel is 700



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



Young adults are the highest consumers of Bright TV services

Insight Summary

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

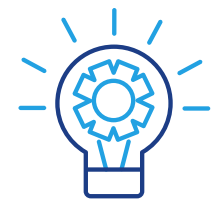
A number of provinces are have low subscriptions when we compare them to Gauteng which is leading

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 and understanding the market

Audience

Learning from your competitors can assist to understand your audience during project inception.

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

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

Ideas to increase viewership and customer retention





THE END

Thank you

Canva