

BRIGHT TV INSIGHT REPORT

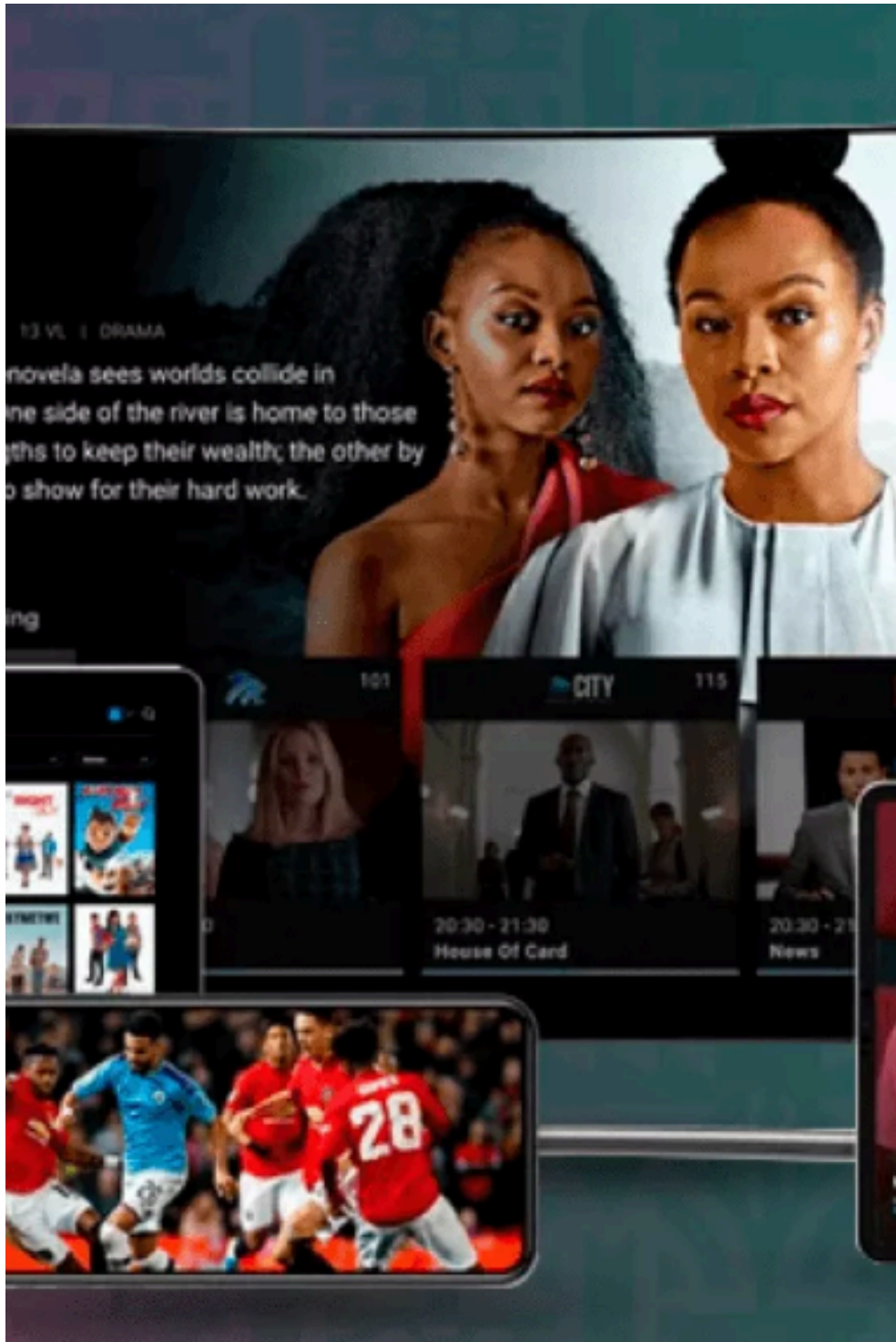
REPORTING PERIOD: JANUARY - MARCH 2016
PREPARED BY: MBALI MSWELI



SUMMARY

The Bright TV Audience Analysis was conducted to gain a deeper understanding of viewer demographics, content preferences, and viewing behavior.

Using data collected from user profiles and viewership logs, the goal was to uncover actionable insights that can help Bright TV improve programming strategy, optimize ad placements, and strengthen audience engagement.



INSIGHT OVERVIEW

The Insight is built using Excel and consists of five main visualizations:

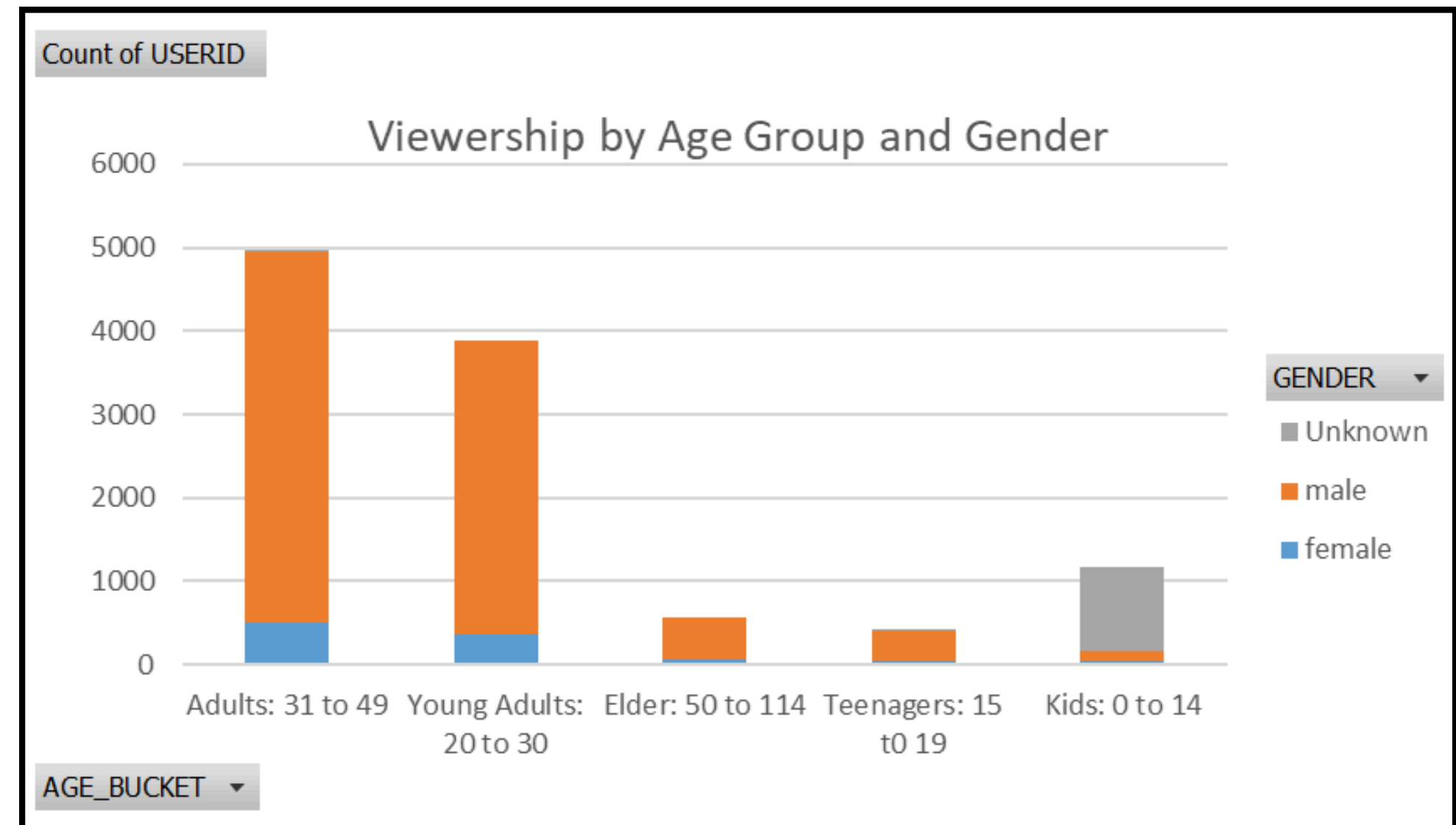
- Viewership by Age Group and Gender
- Viewership by Province and Race
- Viewership by TV Channel and Gender
- Viewership Distribution by Day of the Week
- Viewership by Time of the Day

Each visualization provides unique insights into Viewership and customer behavior.



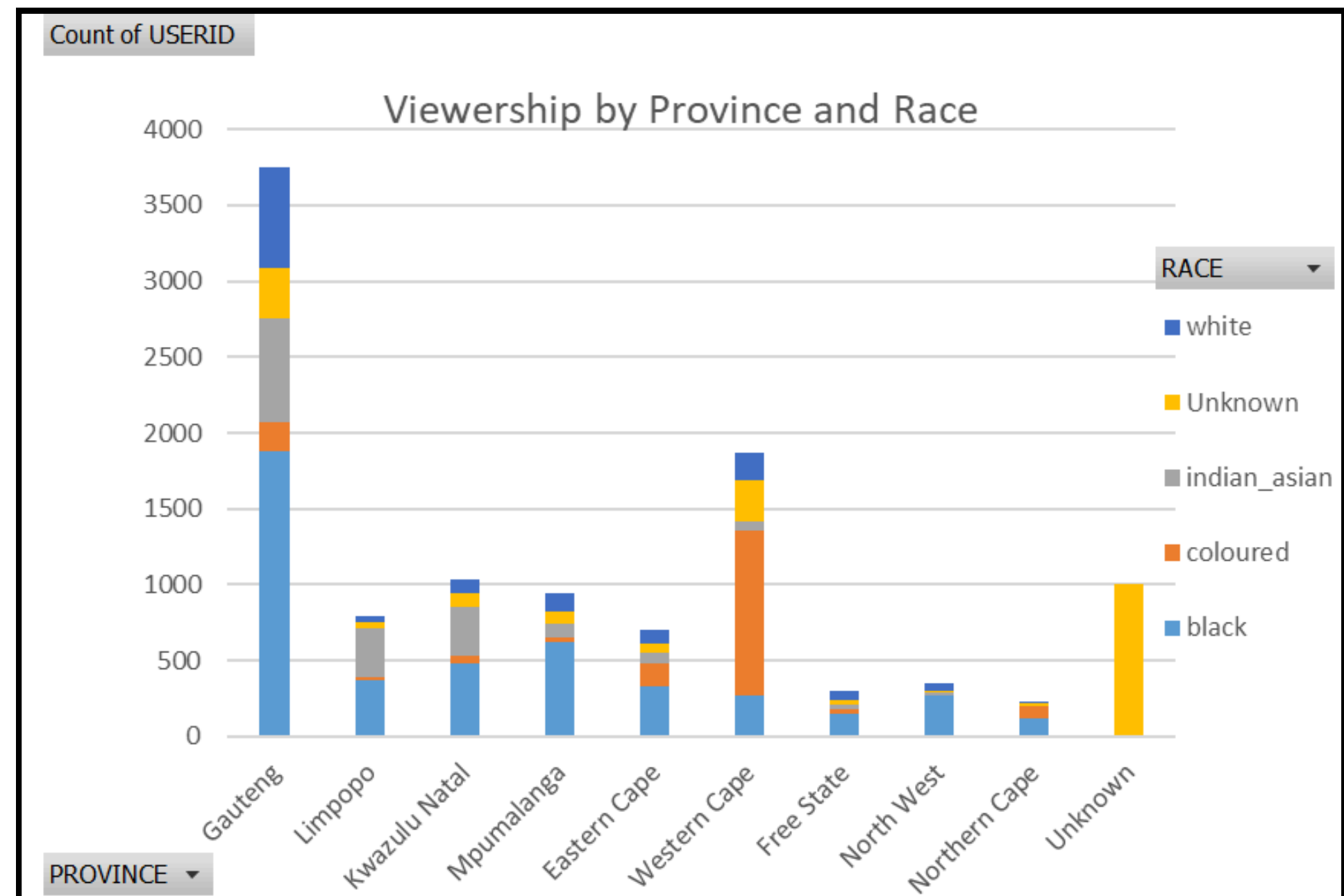
VIEWERSHIP BY AGE GROUP AND GENDER

- **Purpose:** To analyze viewership distribution by age group and gender, helping identify which demographic segments contribute most to Bright TV's total audience
- **Insight:** Adults aged 31–49 represent the largest viewership segment, indicating this group is the core audience for Bright TV.
- Male viewers dominate across all age groups.



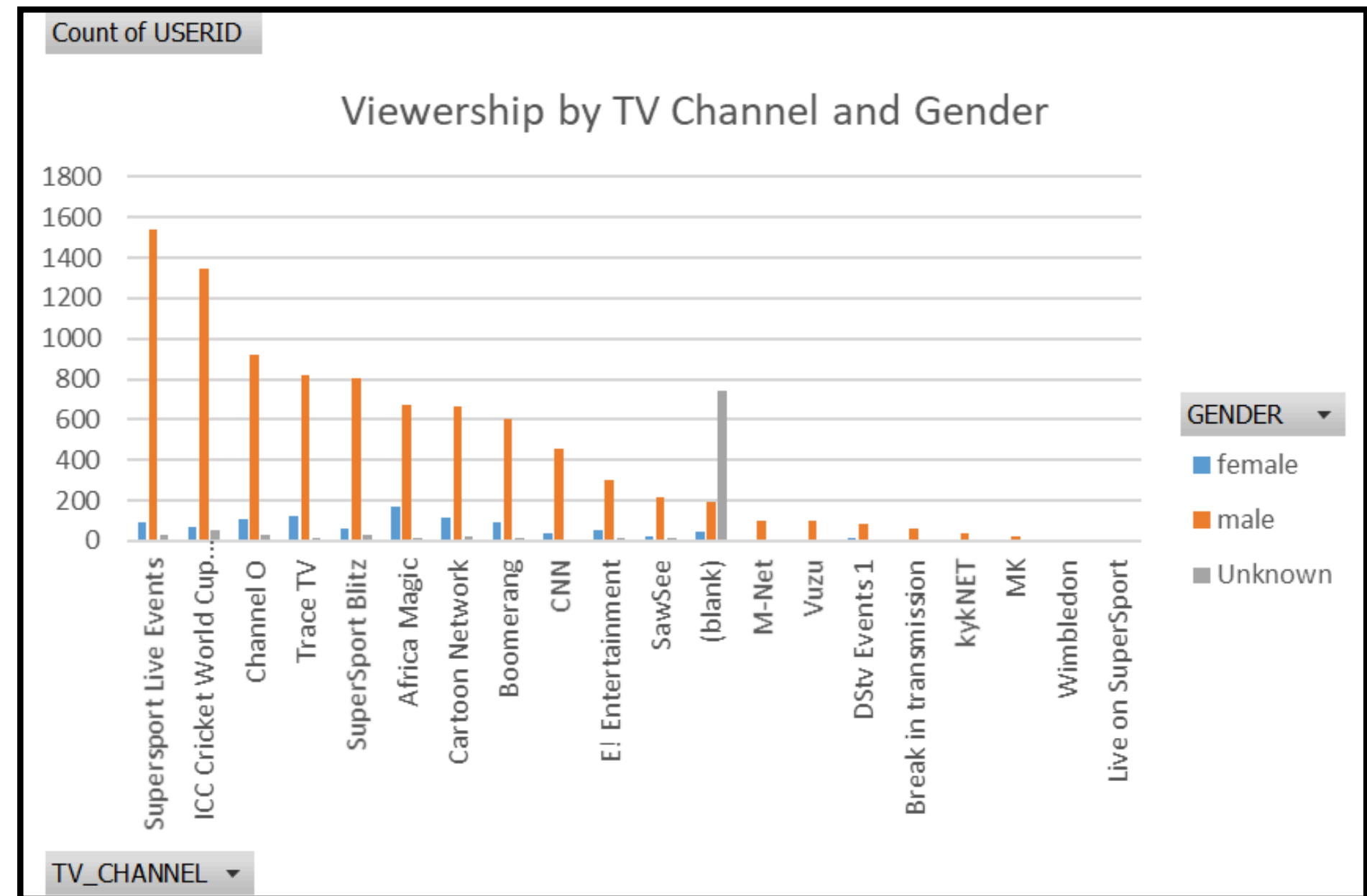
VIEWERSHIP BY PROVINCE AND RACE

- **Purpose:** To analyze viewership distribution by province and race, identifying key regional audiences and dominant racial demographics across South Africa.
- **Insight:** Gauteng has the highest viewership, followed by KwaZulu-Natal and Eastern Cape
- Black viewers dominate across all provinces, making them the primary audience base,



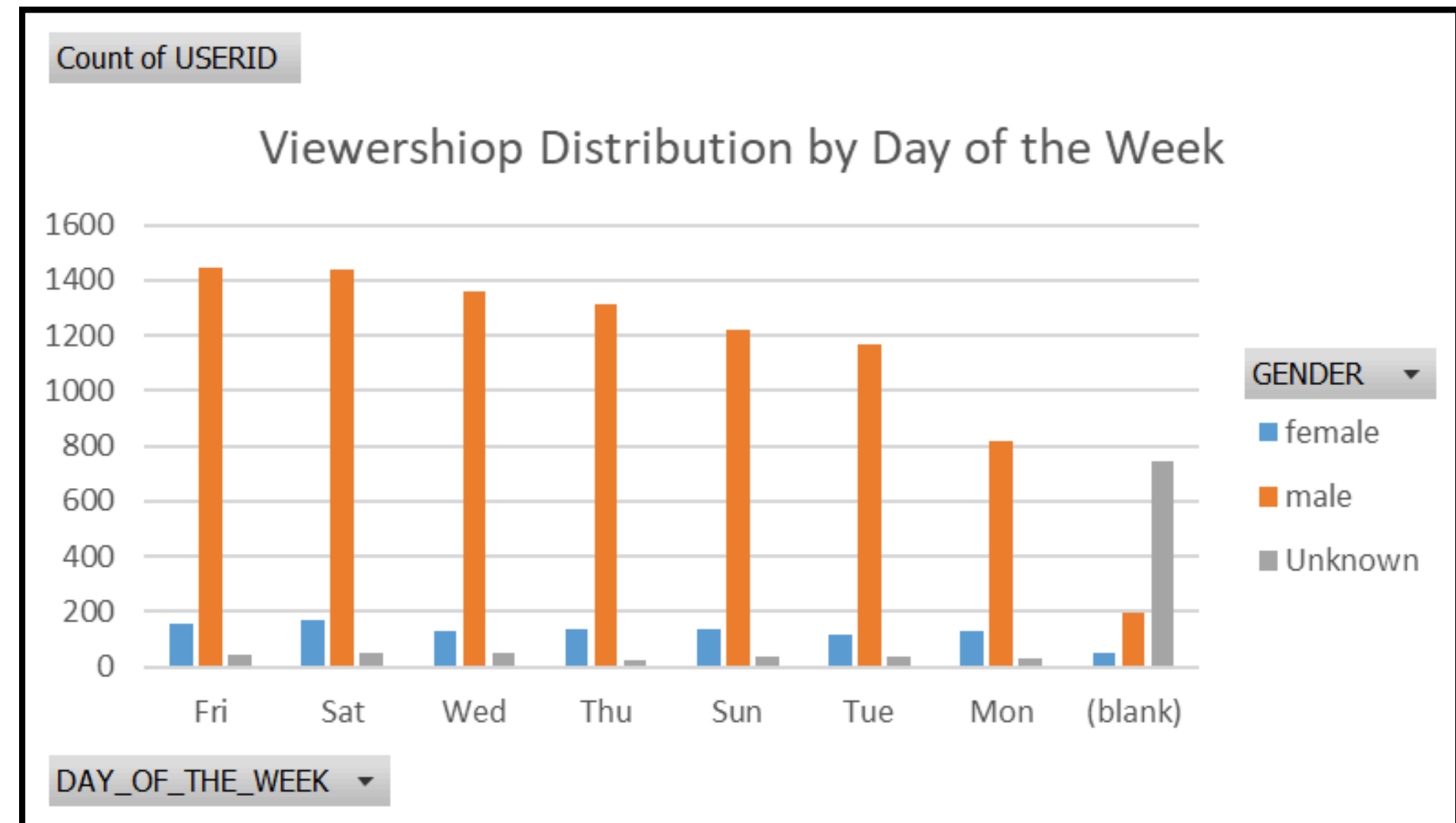
VIEWERSHIP BY TV CHANNEL AND GENDER

- **Purpose:** To compare TV channel popularity across different genders, identifying which channels attract the largest male or female audiences.
- **Insight:** Supersport Live Events and ICC Cricket World Cup dominate overall viewership, with male audiences making up the majority.
- Trace TV, Africa Magic, and Channel O show relatively higher female engagement



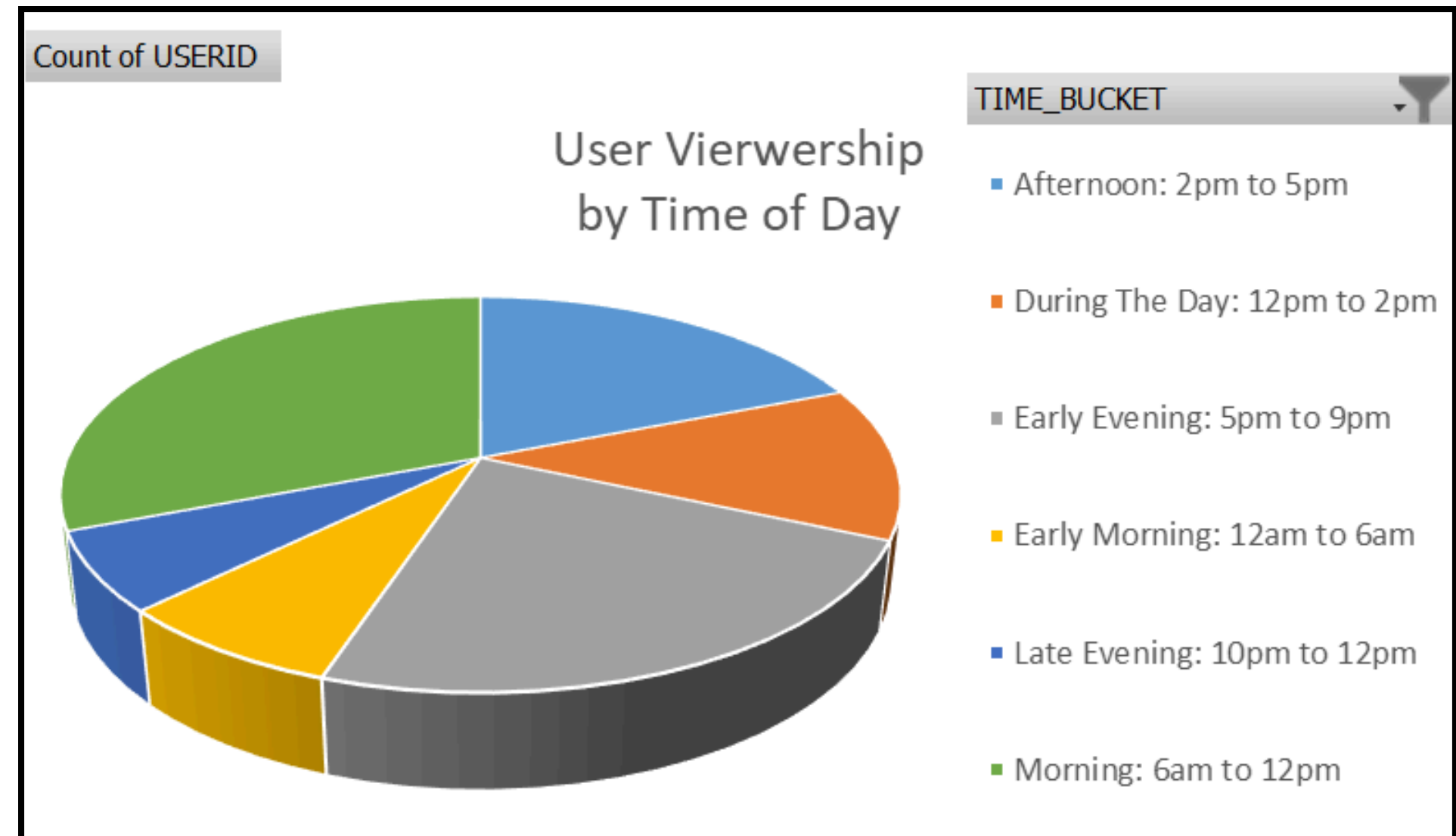
VIEWERSHIP DISTRIBUTION BY DAY OF THE WEEK

- **Purpose:** To analyze viewership trends across different days of the week, identifying when audience engagement is highest..
- **Insight:** Fridays and Saturdays record the highest viewership, indicating peak audience activity heading into the weekend.
- Midweek days (Tuesday–Thursday) maintain strong engagement, while Mondays show slightly lower viewership.



VIEWERSHIP BY TIME OF THE DAY

- **Purpose:** To identify the most active viewing times throughout the day and understand when users are most engaged with TV content.
- **Insight:** Morning (6am–12pm) and Early Evening (5pm–9pm) have the highest viewership, indicating prime times for audience engagement.
- Afternoon (2pm–5pm) also shows strong activity, making it a secondary peak.



RECOMMENDATIONS

- Prioritize investments, promotions, and ad placements on SuperSport Live Events, ICC Cricket World Cup, and Channel O, as these drive the most engagement.
- Expand programming appealing to female audiences to balance gender representation.
- Focus advertising and outreach in Gauteng, KwaZulu-Natal, and Western Cape, which hold the largest viewer base.

