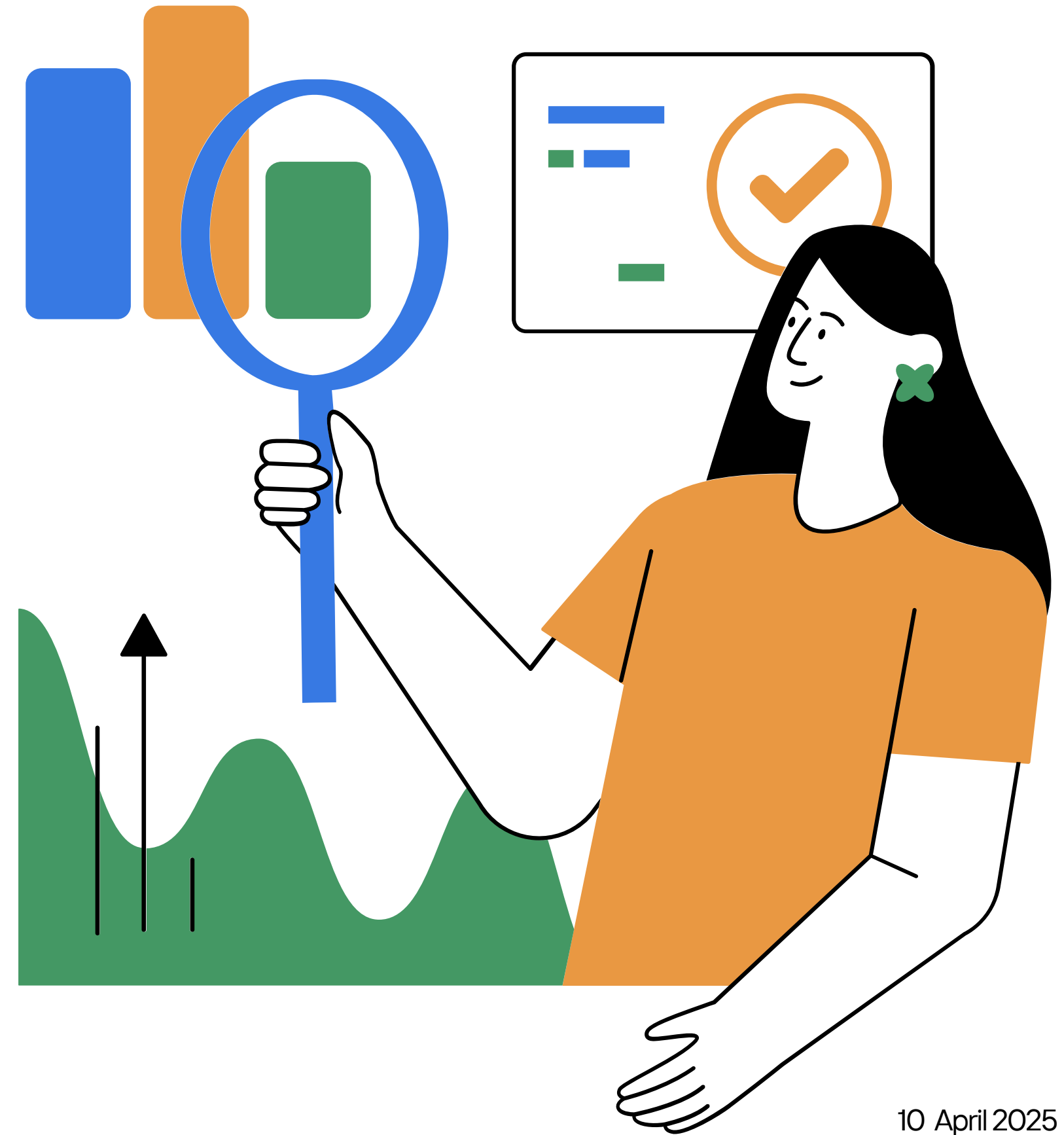
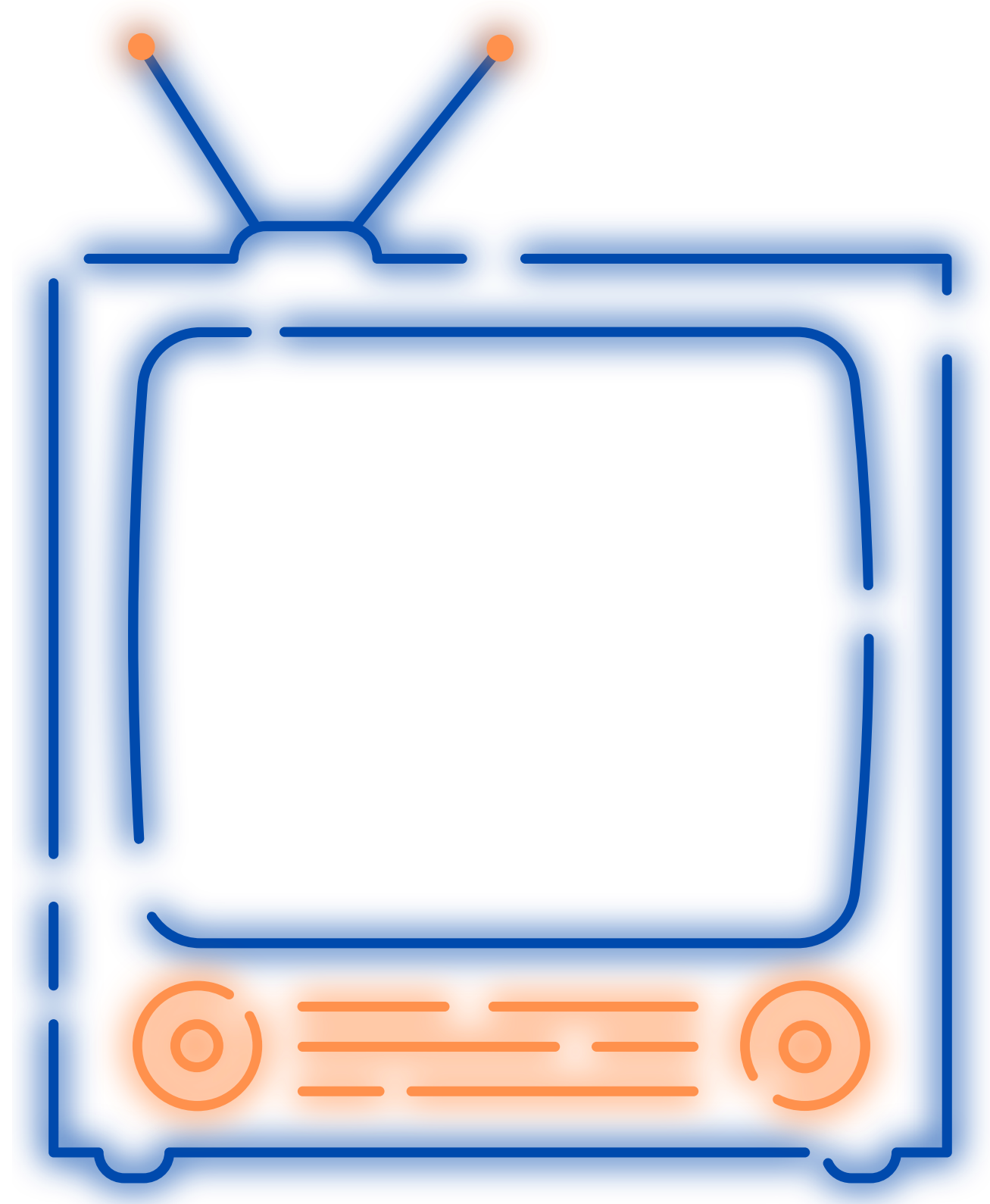


\* MEGAN-LEE  
WILLIAMSON

# BrightTV Viewership Analytics



10 April 2025



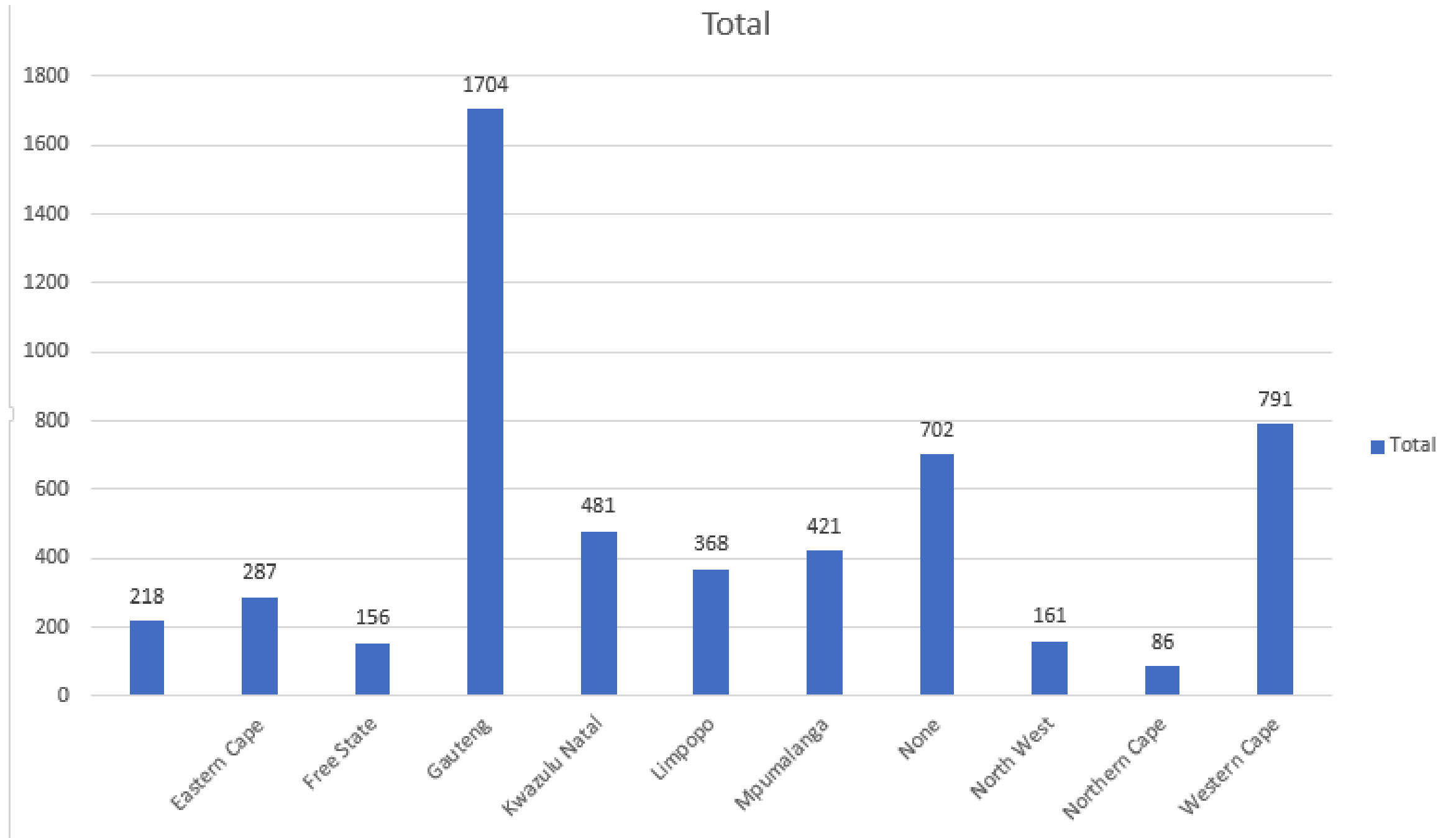
# BrightTV

1 JAN 2016 TO 1 APRIL 2016



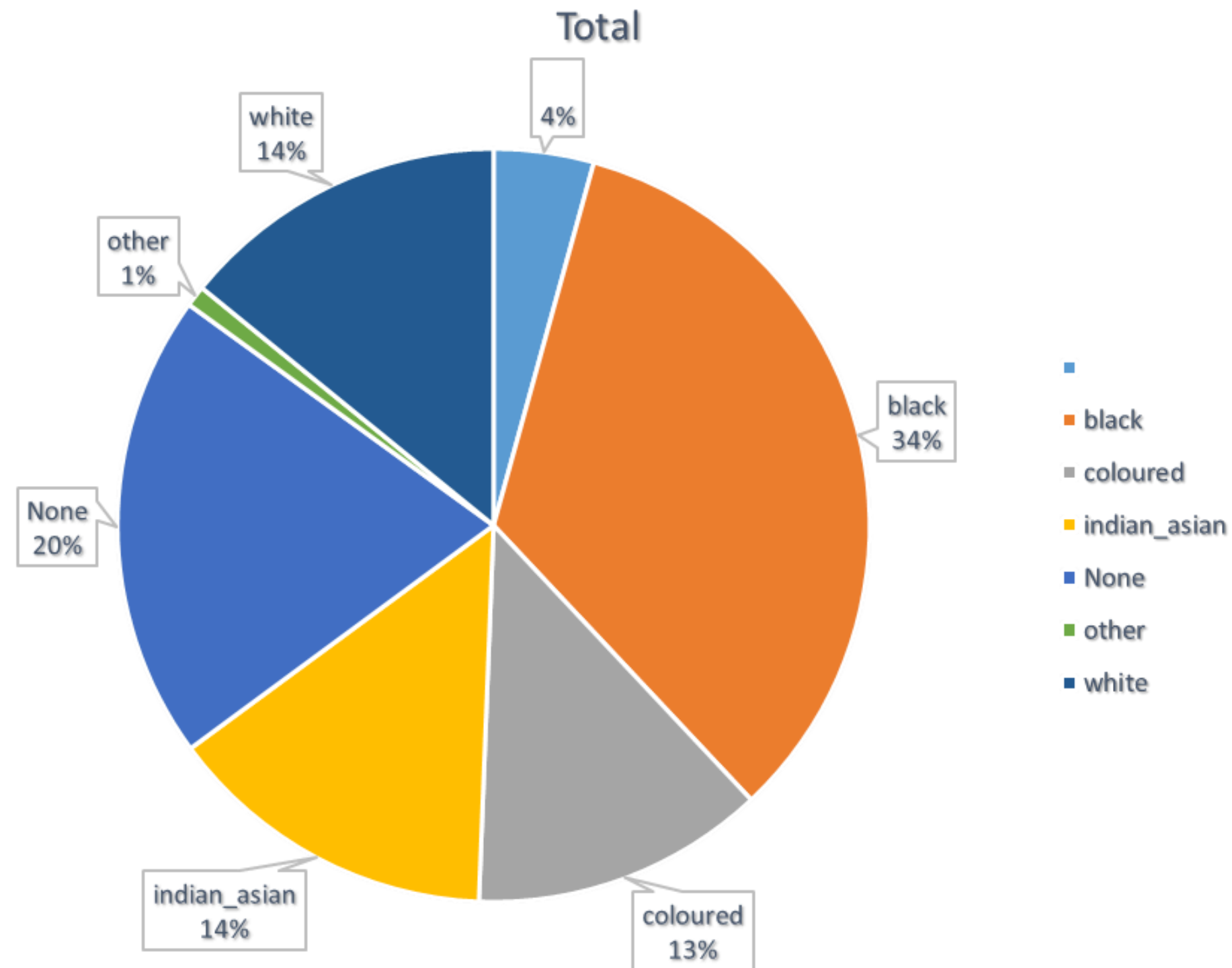
## Viewership per Province

- 10 000 views between 01 January 2016 to 01 April 2016.
- The number of distinct viewers is 4386.
- Gauteng has views that are 2 times as much as any other province.





## Viewership per Race

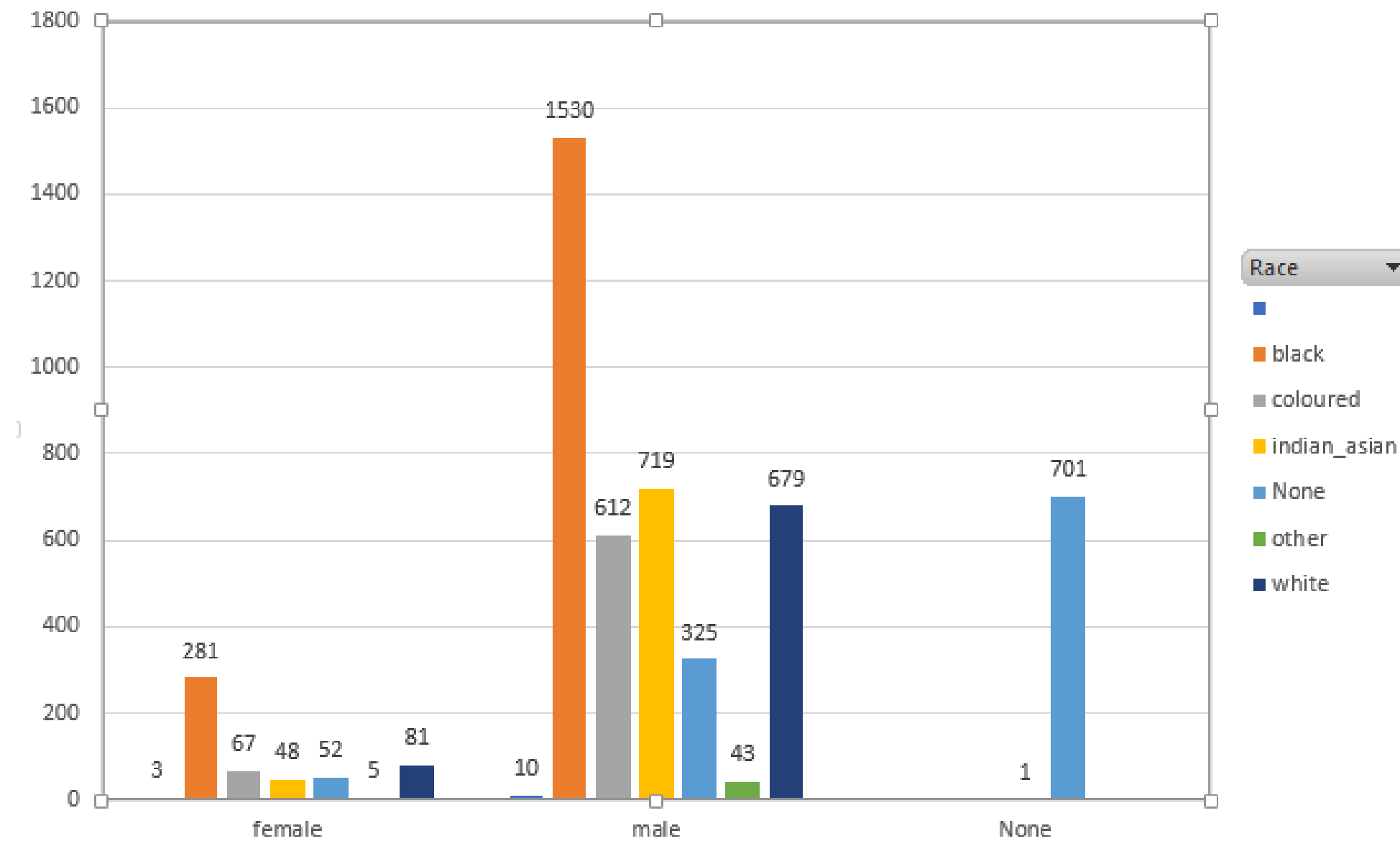


- There are 4 331 Black viewers out of 10 000 viewers.
- There are 1 292 White viewers out of 10 000 viewers.
- There are 1 575 Indian\_Asian viewers out of 10 000 viewers.
- There are 1 633 Coloured viewers out of 10 000 viewers.
- 262 of the viewers are not categorized according to their race but 670 are male and 125 are female.





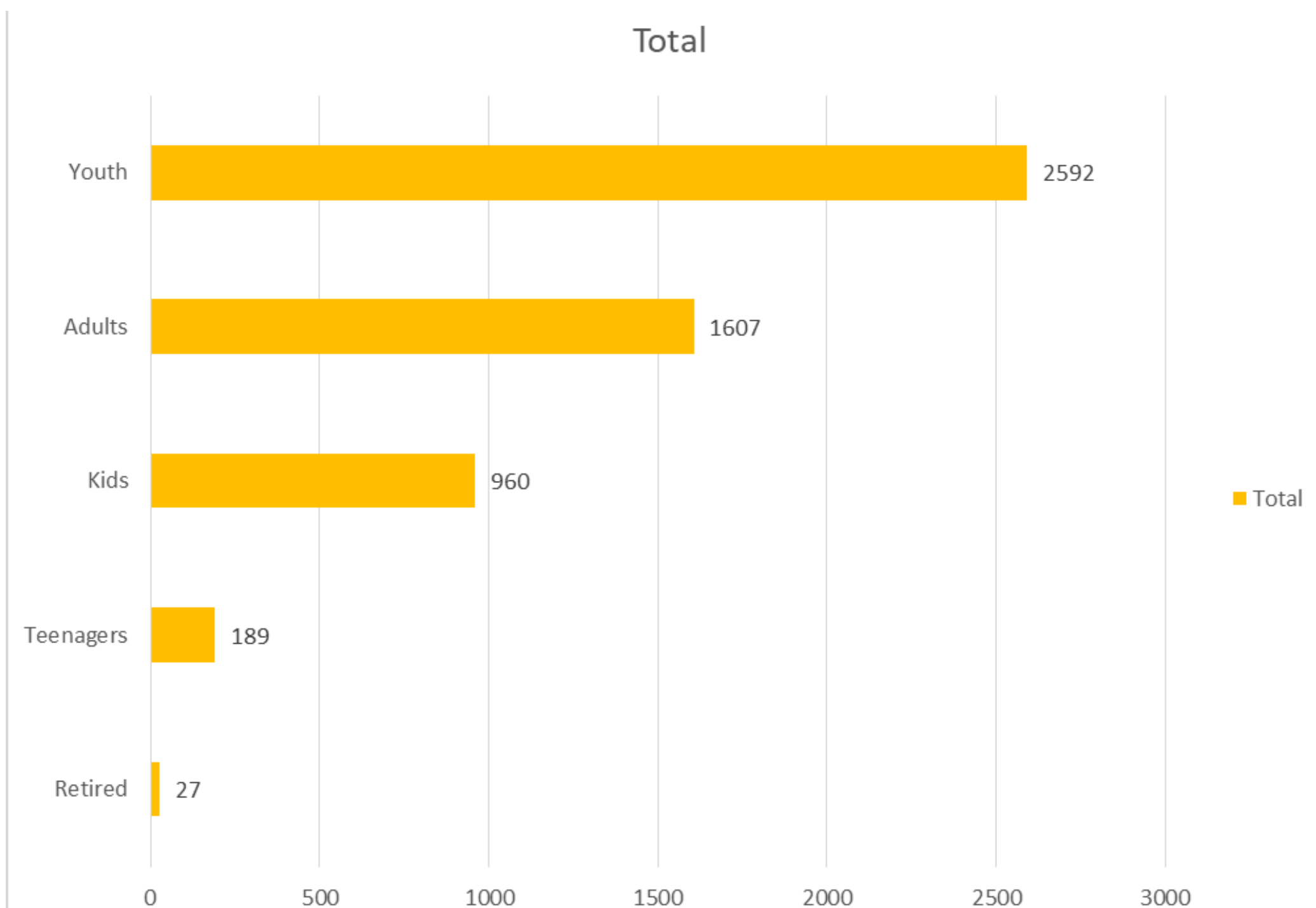
## Viewership by Race and Gender



Males make 80% of our viewership, while Females make 10% of our viewership. 2% of the viewership is uncategorized.



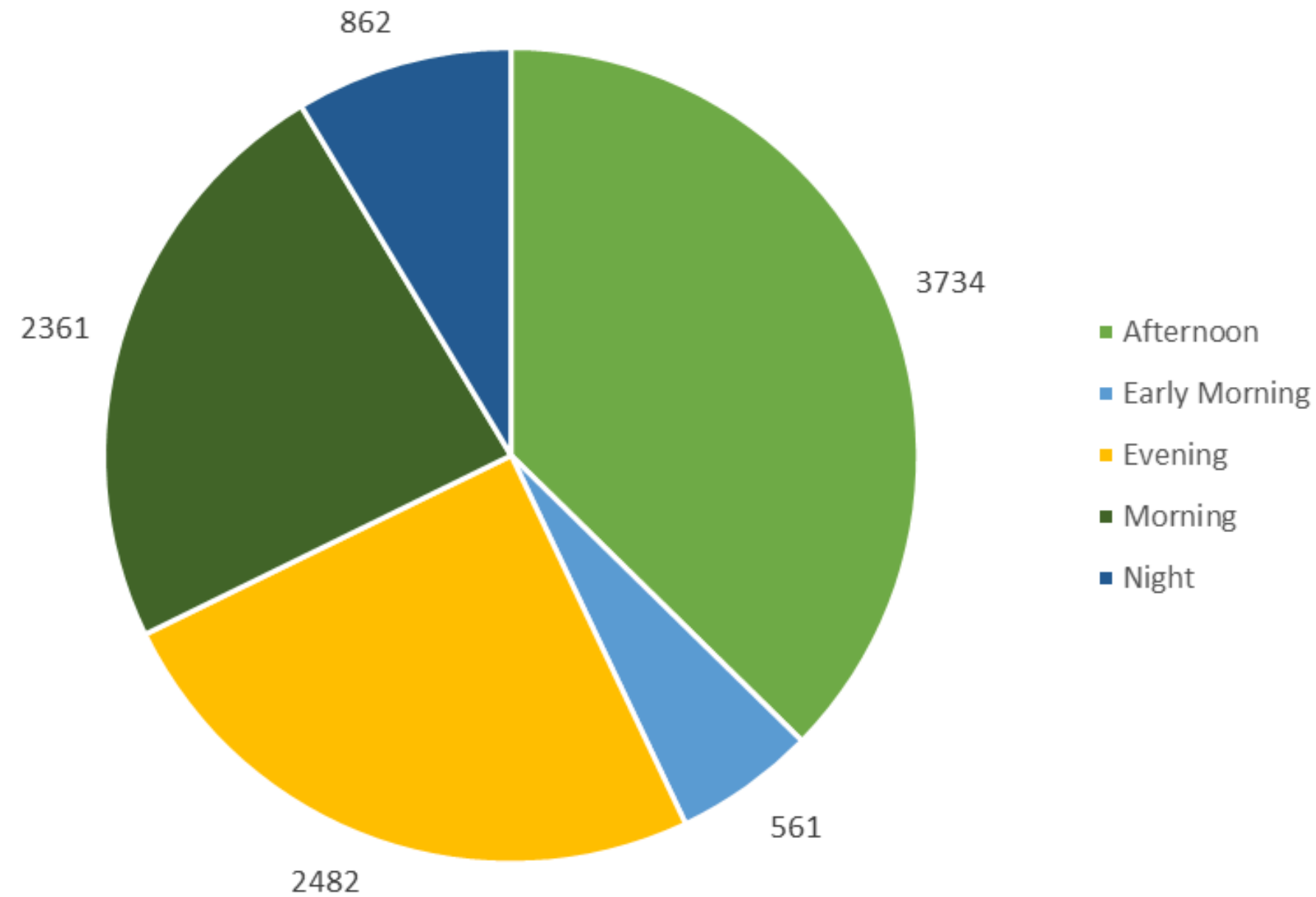
# AGE COHORT



- 87% OF OUR VIEWERSHIP IS FROM THE YOUTH AND ADULT SEGMENT.

## \* Time with number of views

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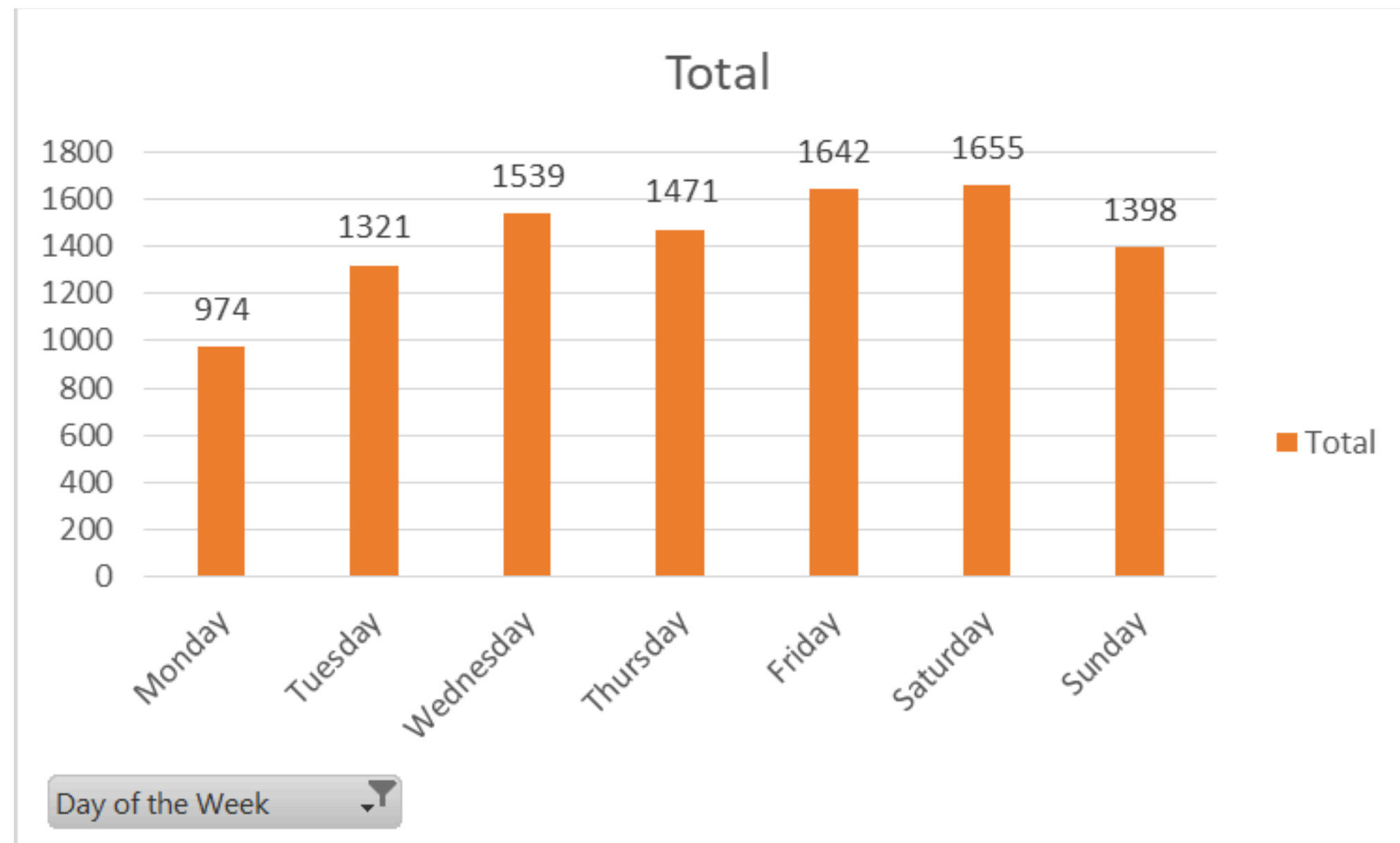


- *The most number of views happen in the Afternoon.*
- *The least number of views happen in the early morning.*



## DAILY VIEWERSHIP

- ***The least viewings happen on Mondays and the most viewings happen on Saturdays.***



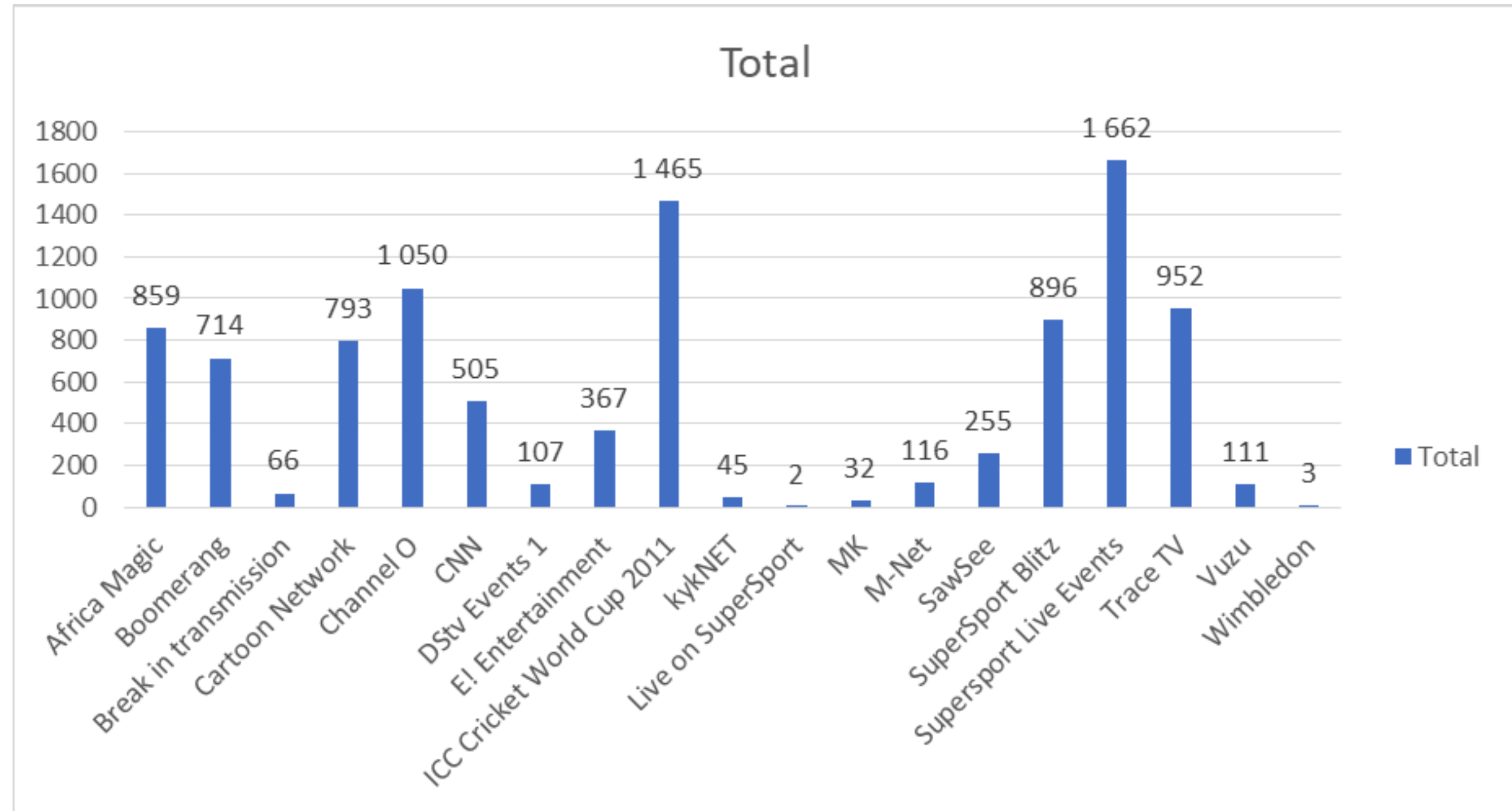




## Viewership based on Channel

### Top 5 successful content

1. Supersport Live Events
2. ICC Cricket World Cup 2011
3. Channel O
4. Trace TV
5. SuperSport Blitz



# Factors that influence consumption:



## 1. **Age and Gender:**

Viewership preferences may be different for different age groups. Younger audiences prefer cartoons and fast paced genres like action, while the older audience prefer drama. Most males prefer to watch sports while females prefer to watch reality tv and TV drama.

## 2. **Content:**

Viewers are more likely to consume content that fits their preferred genres. Culture, race, gender, quality and originality are the biggest factors influencing viewership.

## 3. **Location:**

Locations like Gauteng have got a higher population density compared to other provinces, this may be one of the reasons why viewership is significantly high.





## Recommended content to increase consumption on the days with low consumption:



- Light and easy to watch content such as short films, comedies, sitcoms and feel-good reality shows.
- Interactive or audience-involving content.
- Themed Content days like “Mystery Monday” featuring crime or thriller episodes or “Throwback Thursdays” with classic music/ movies. Let viewers know it’s a weekly habit to tune into.
- Content with strong cliffhangers or continuity.
- Create content around what’s trending on social media.





## HOW TO GENERATE MORE REVENUE:

- Advertising and Sponsorship can help generate revenue. Get influencers to advertise and talk about certain shows and it would also be good for BrightTV to partner with brands.
- Allow at least 3 streamers to use different devices on one subscription.
- Use platforms like TikTok, YouTube, or Instagram to post clips about the shows or bonus content.
- Host fan events and experiences.
- Offer discounts for customers to stay longer.



# Thank You

