

Executive briefing for the CEO

CVM Insights for Subscription Growth

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Date: 29 September 2025

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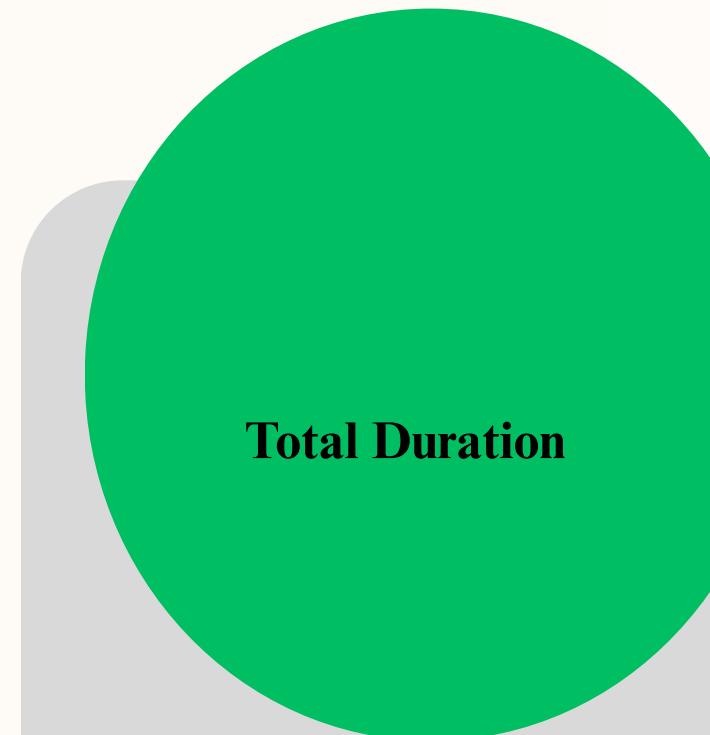
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Session-Level Consumption Snapshot



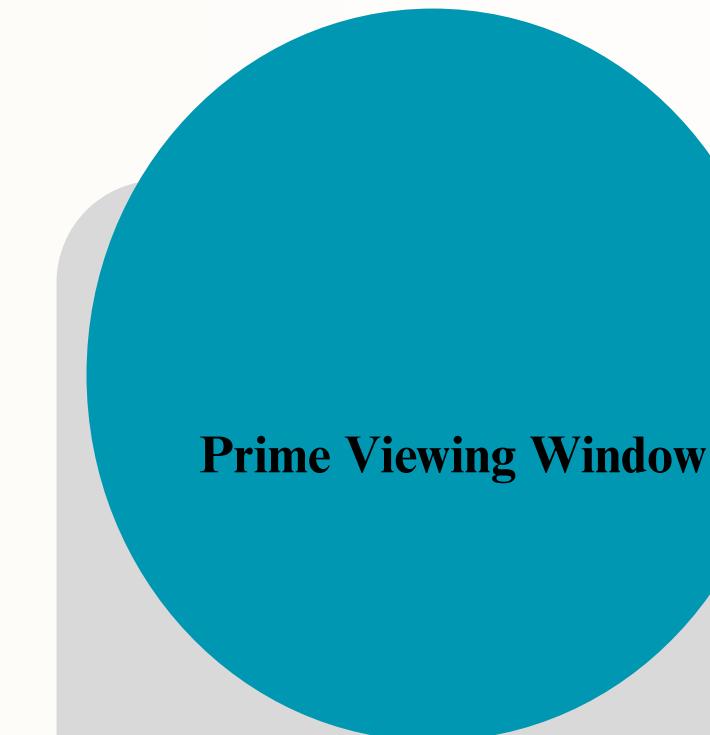
Avg Session Length

09 minutes (average)



Total Duration

1.52K Hours



Prime Viewing Window

10:00 to 20:00 SA



Objectives and Scope

The objective of this analysis is to provide Customer Value Management (CVM)-ready insights to support subscription growth for BrightTV for 2016 financial year

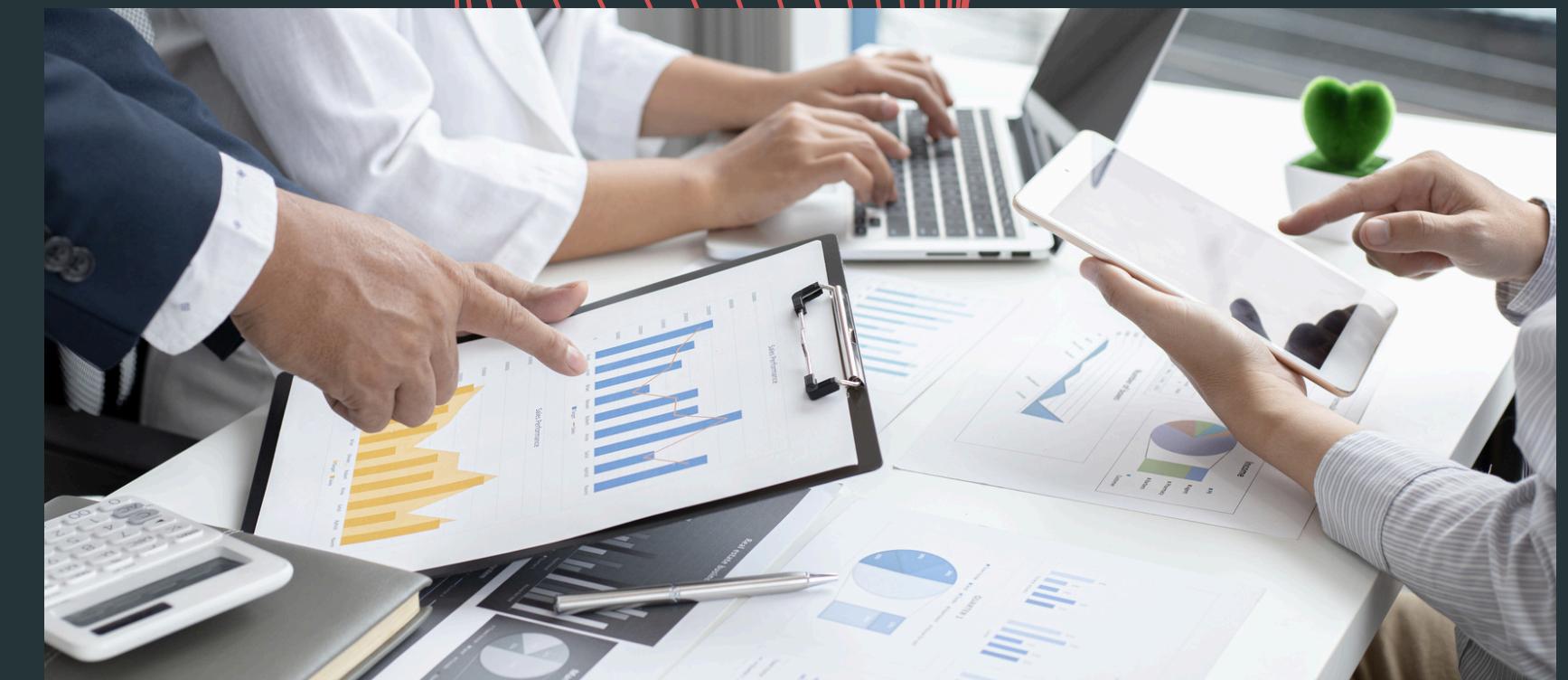
The focus is on:

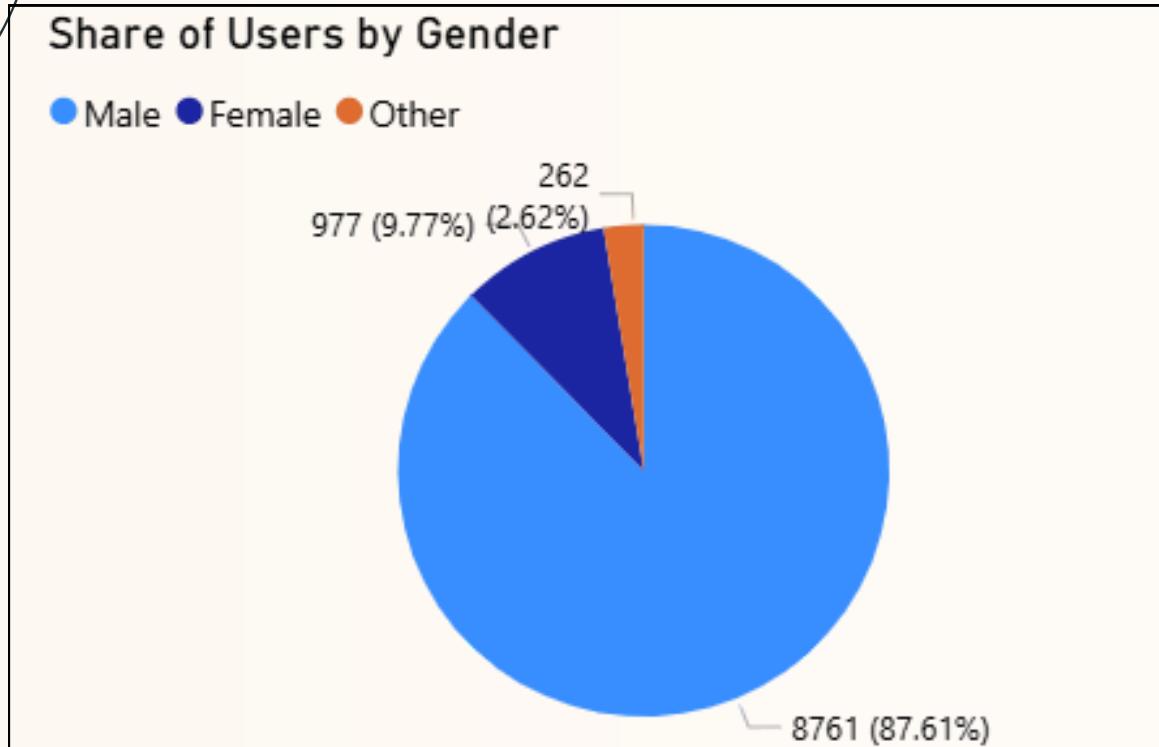
1. Increasing viewer consumption on low-consumption days by identifying viewing behavior patterns and drivers.
2. Improving conversion across customer journeys through data-driven insights that connect usage trends to actionable growth strategies



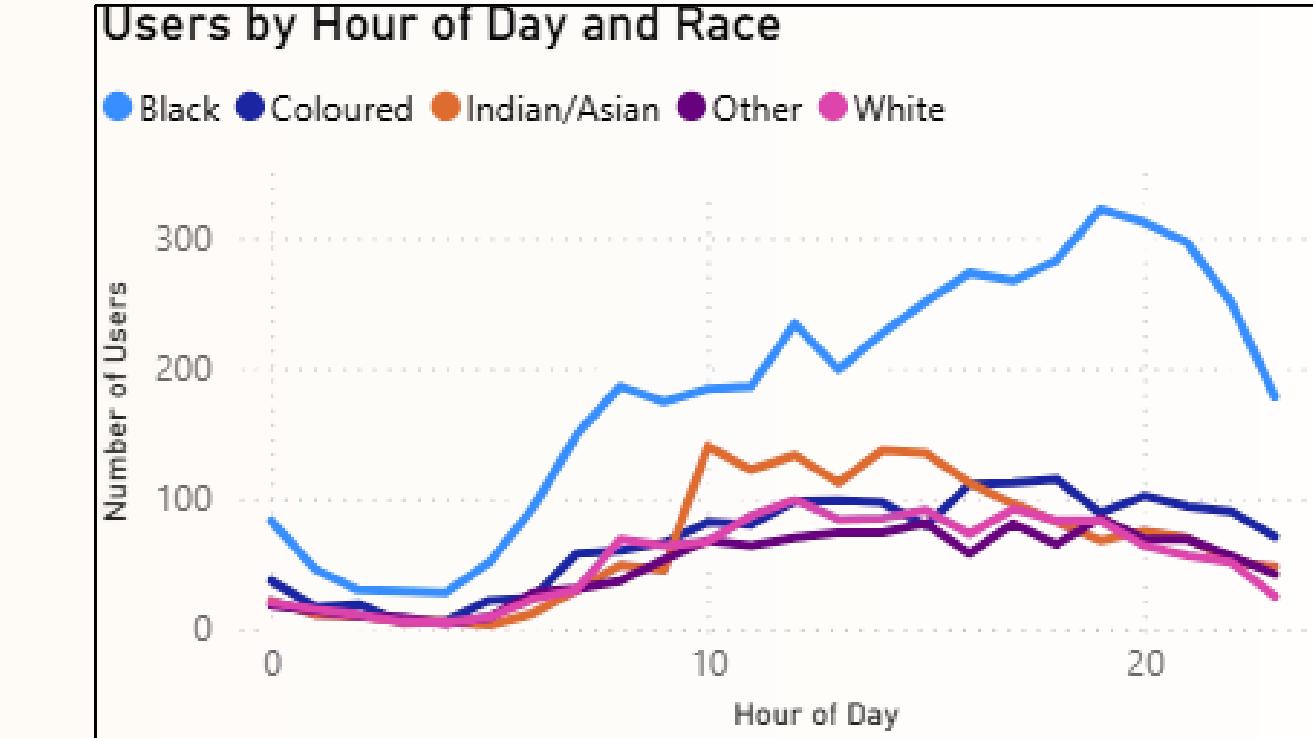
◆ Methodology

- I received two datasets, they were: Viewership and User Profile.
- These were cleaned to handle nulls and inconsistencies, then imported into Databricks for processing.
- Using SQL, I joined the two datasets using the common key “User ID” to create a unified view.
- After coding transformations and aggregations, I then exported the processed dataset into Power BI, where I built visuals.
- I then compiled the visuals on Canva to produce this final report



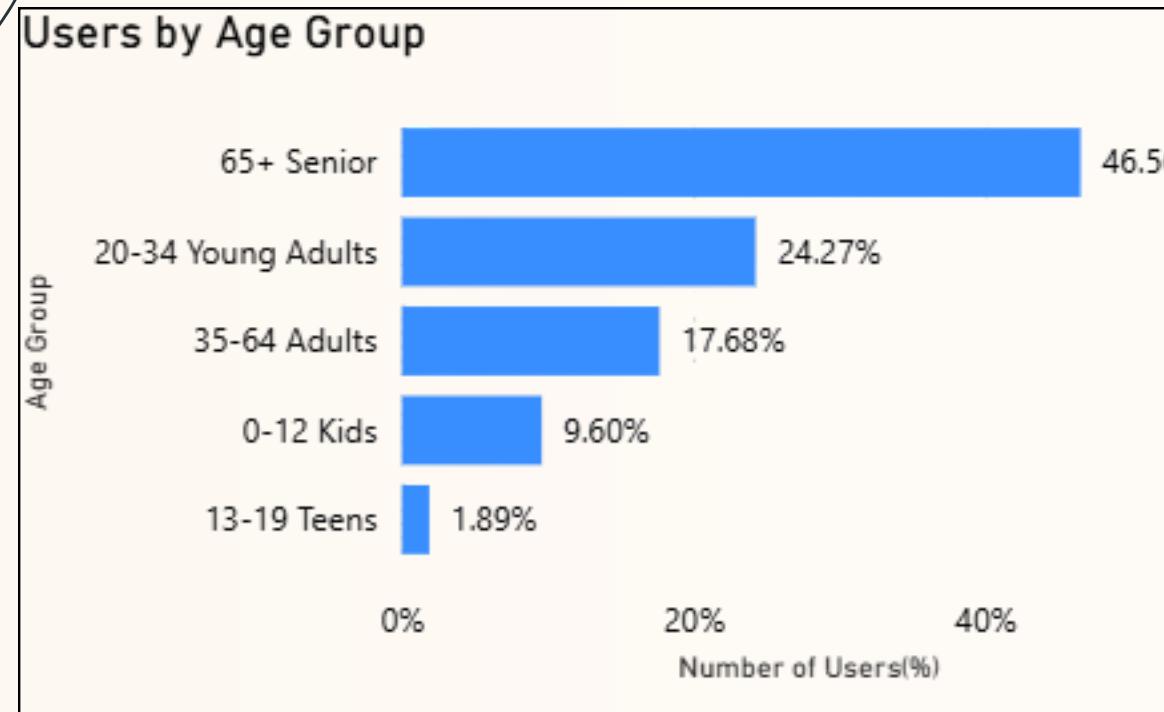
 Viewers:

- Males are the dominant driving force behind viewership, contributing 87.61% of total users.
- Female and the Other category together account for less than 13%, highlighting a significant gender imbalance and an opportunity to expand engagement among these groups.



- Black users are the most active group, with engagement starting as early as 3:00 am, rising sharply from the morning, and peaking between 17:00 and 21:00, followed by Coloureds whose rise is in the morning and then peak around late morning to mid-day (10:00–14:00) before leveling off..

👤 Viewers Continuation...

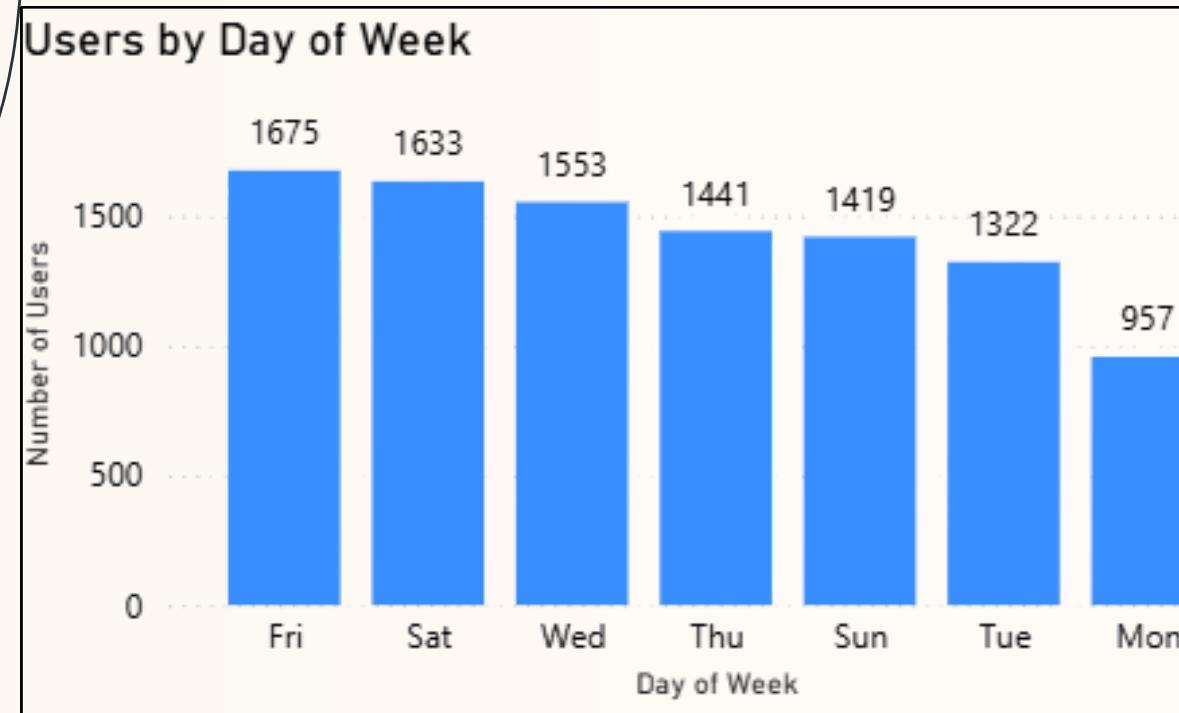


- Seniors (65+) form the largest audience segment (46.56%), followed by Young Adults (20–34) at 24.27%.
- Kids (0–12) and Teens (13–19) are minority viewers, together making up less than 12% of the audience.

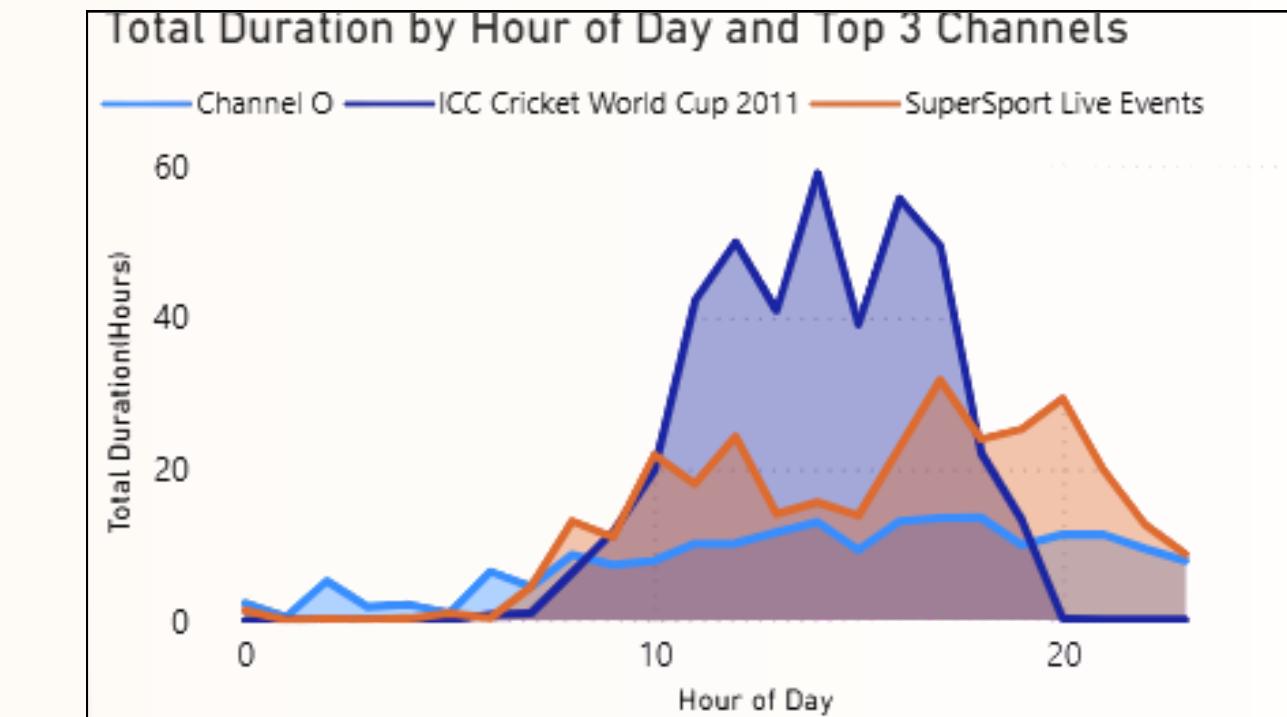


- Gauteng has the highest viewing duration (553.91 hours), followed Western Cape province with 300.61 hours.
- Provinces like KwaZulu-Natal and Eastern Cape show less activity, indicating untapped markets.

⚡ Consumption Drivers:

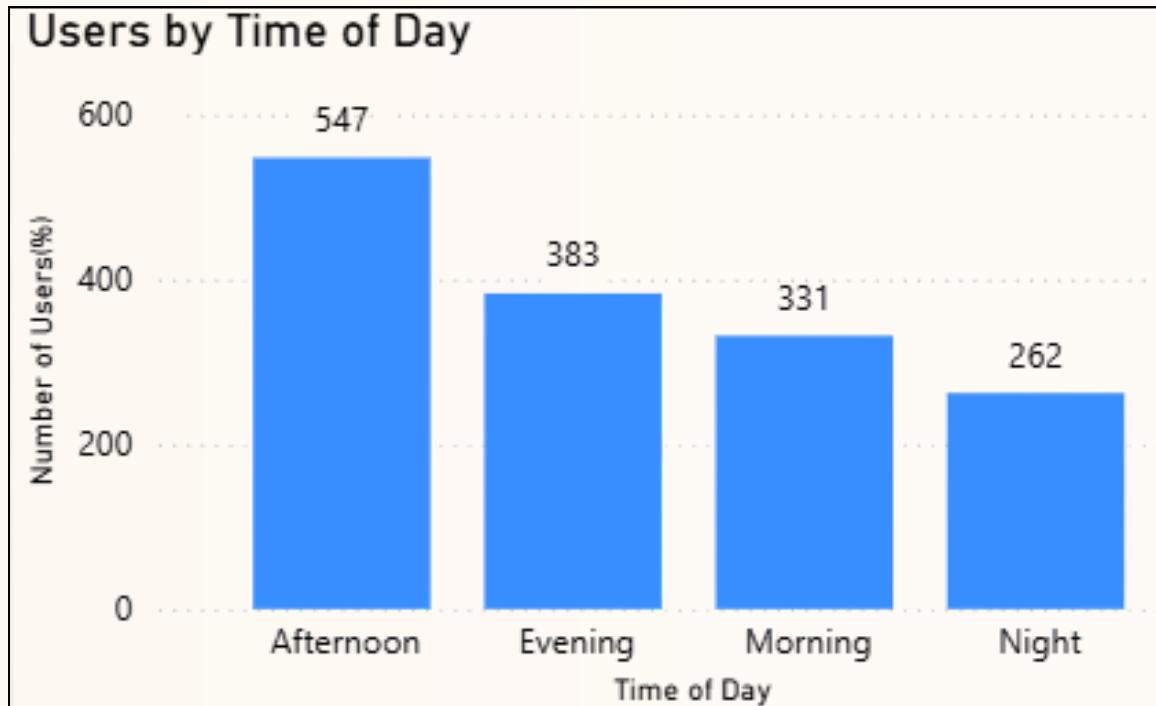


- Viewing activity peaks on Fridays, followed closely by Saturdays, while Mondays show the lowest engagement.

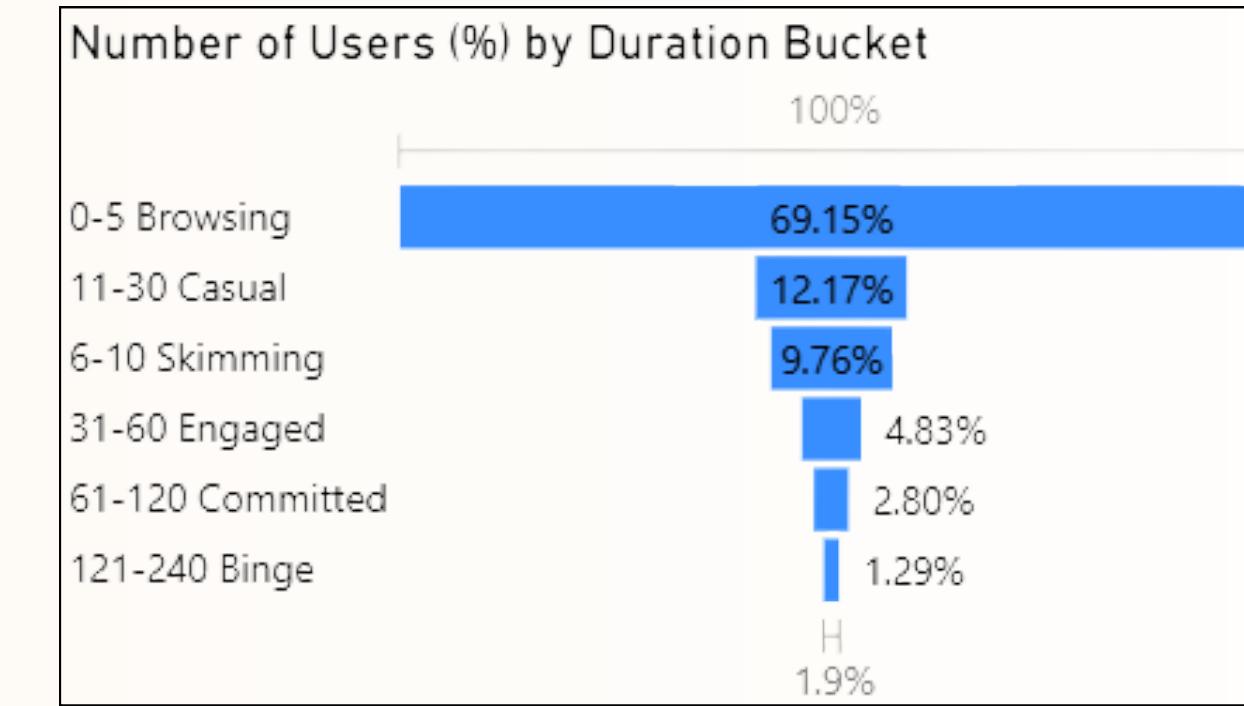


- Viewing activity peaks between 10:00 and 20:00, confirming this as the prime consumption window.
- The ICC Cricket World Cup 2011 Channel is the top driver of viewership, followed by SuperSport Live Event and Channel O.
- Engagement drops significantly during late-night hours, highlighting an opportunity to boost on-demand content promotion outside peak periods

⚡ Consumption Drivers Continuation ...

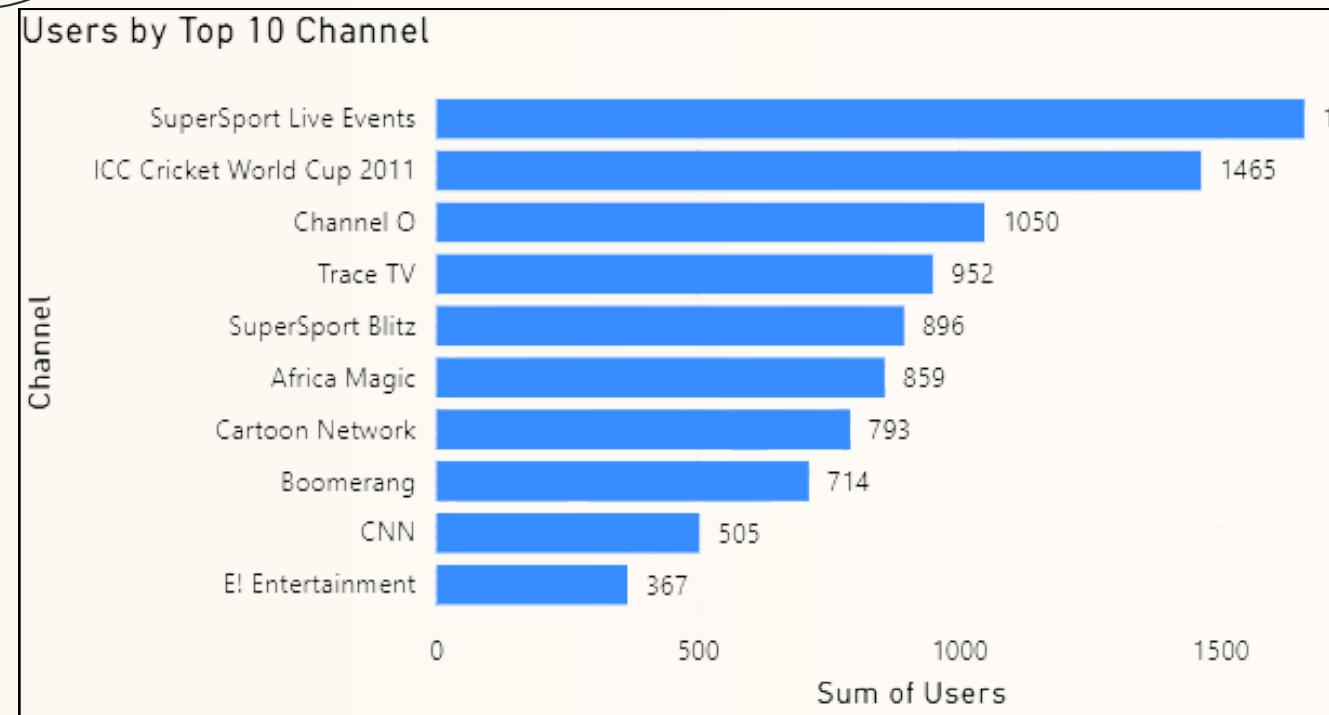


- Viewing peaks in the Afternoon (543 users), followed by Evening (383 users). Morning (331 users) shows moderate engagement, while Night (262 users) records the lowest activity, highlighting it as the weakest consumption period.



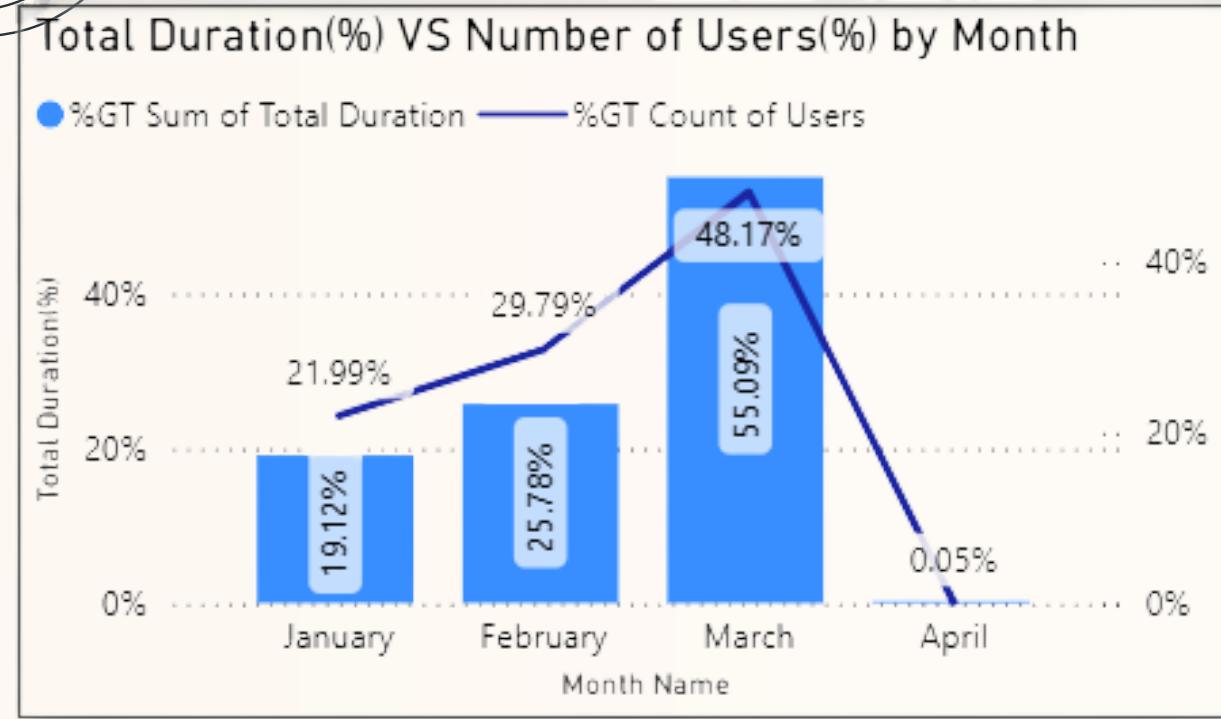
- The majority of viewers watch for less than 10 minutes per session, indicating shallow engagement, however-there is a small group of heavy users contributes disproportionately to the total viewing hours, sustaining BrightTV's overall consumption.

⚡ Consumption Drivers Continuation ...

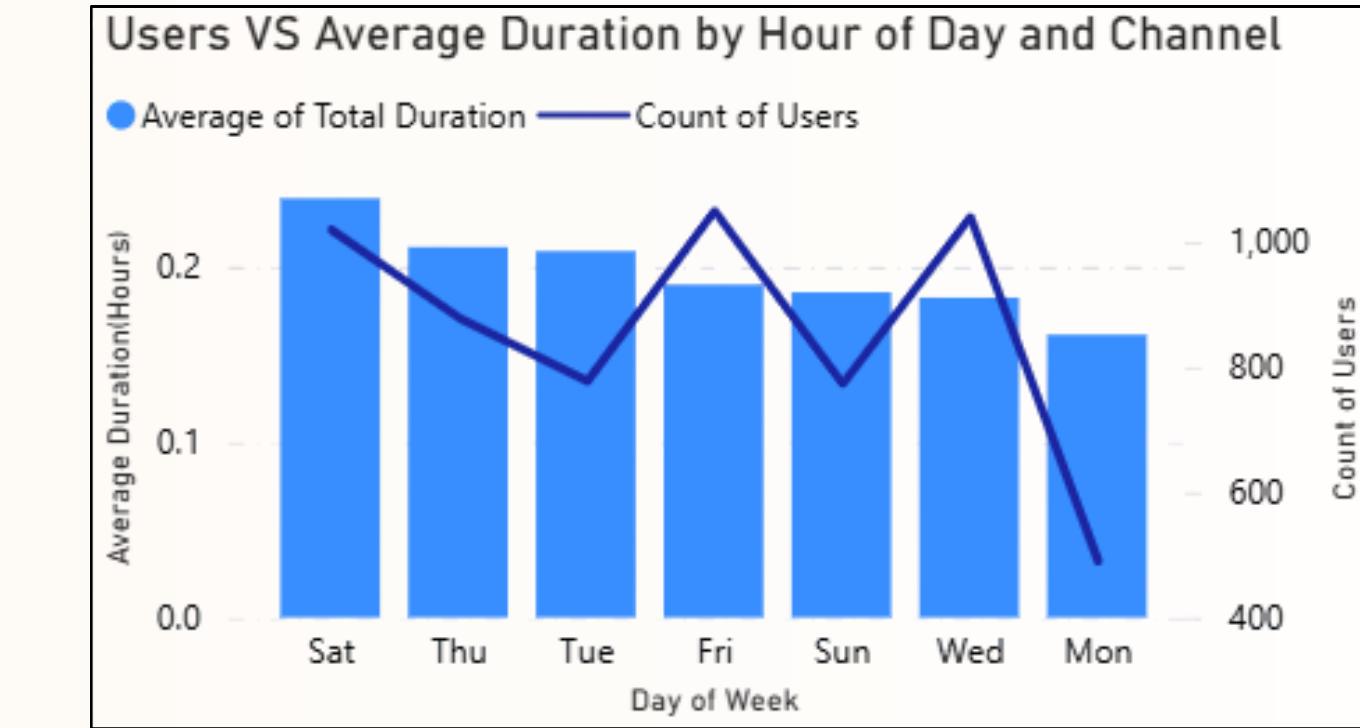


- Sports programming leads channel performance, with SuperSport Live Events (1,662 users) and ICC Cricket World Cup 2011 (1,465 users) capturing the largest audiences.
- In contrast E-Entertainment (367 users) ranks lowest among the Top 10, reflecting the comparatively weaker pull of general entertainment against live sport.

⚡ Consumption Drivers Continuation...



- Viewing activity is strongest on weekends, led by Saturday which combines high user counts with the longest average viewing time (14.4 min).
- Friday and Wednesday draw the most users overall, while Monday consistently underperforms in both reach and engagement



- Viewing and Total Duration rise from January to March, with March driving the bulk of both metrics (55.1% of duration; 48.2% of users).
- March viewers also watched longer per user. April is the least performing month understandable so since our dataset only has the first day of for the month of April

 Actionable Insights

- Engagement is shallow, with most sessions <10 minutes.
- Heavy viewers sustain total hours but form a small group.
- Consumption is clustered in prime hours and weekends.
- Top channels dominate, leaving others underutilized.



🔑 Key Recommendations

- Increase session length with playlists and autoplay to keep users engaged longer.
- Target weekday dips (e.g., Mondays & Tuesdays) with exclusive content and promotions.
- Maximize prime-time by focusing on high-demand live content and diversify off-peak with catch-up and on-demand options.
- Bundle underperforming channels with top-performing ones to spread engagement and boost overall consumption.



 Conclusion

- The analysis highlights that BrightTV's consumption is driven by a mix of short-session viewers and a smaller group of heavy users. While overall viewing hours are healthy, average engagement per session remains shallow, limiting growth potential. Consumption is concentrated in prime hours and weekends, leaving weekday and off-peak periods underleveraged. Additionally, a handful of channels dominate, signaling opportunities to broaden consumption across the content portfolio.
- To grow subscriptions, BrightTV must convert light viewers into more engaged users, retain and reward heavy viewers, and balance consumption across time slots and channels. Implementing targeted campaigns, personalized recommendations, and channel bundling strategies will help unlock untapped value and drive sustainable subscription growth.

Thank You!!!

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