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# BRIGHTTV VIEWERSHIP ANALYTICS

## INSIGHTS AND TRENDS

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# Agenda

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**1. Objective**

**2. General Analytics**

**3. Demographic analytics**

**4. Factors affecting  
Consumption**

**5. Recommendations to  
increase User Base**

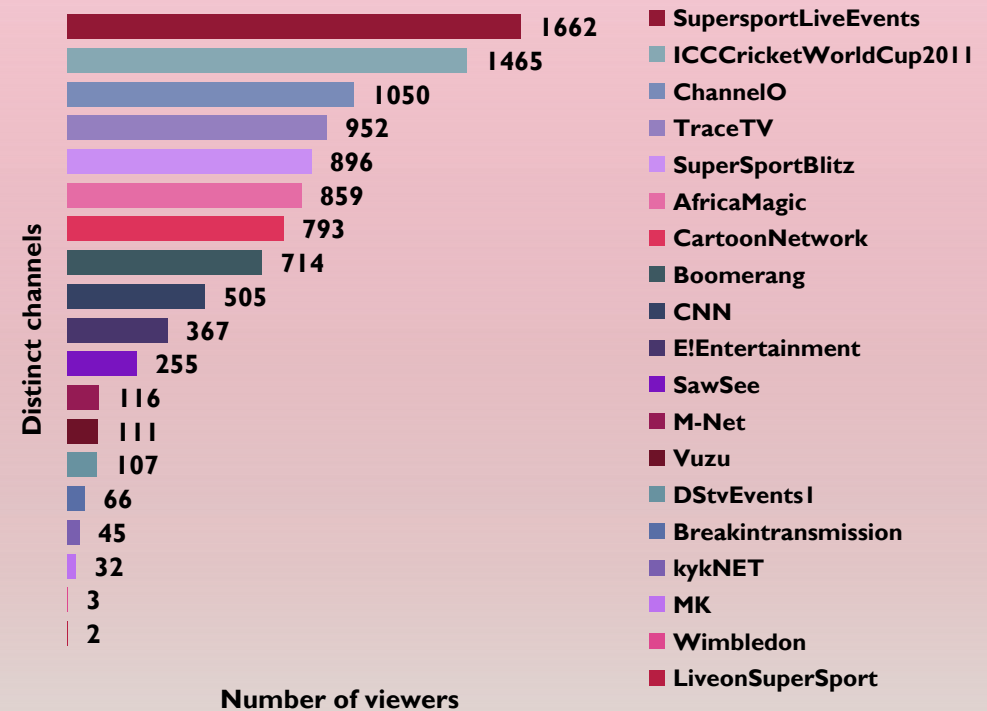
# GENERAL ANALYTICS

## Viewership Statistics

- 10 000 views from January 01-April 01 2016
- 4386 distinct viewers
- 21 distinct channels

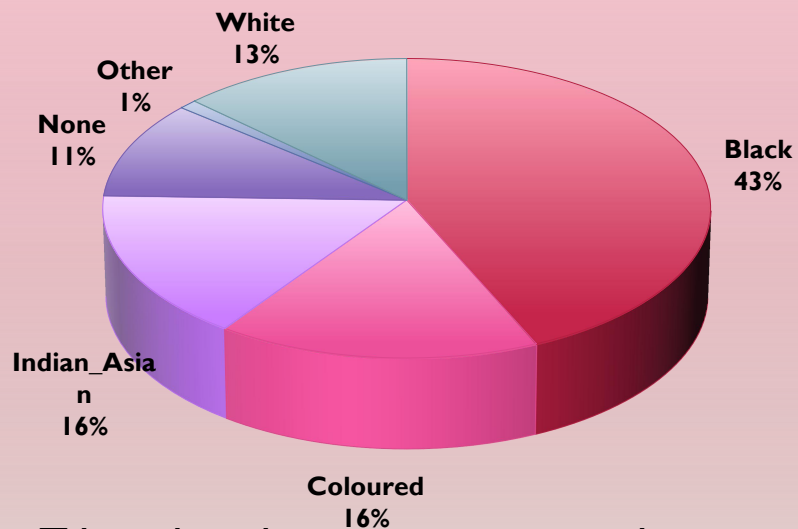
SupersportLiveEvents is the most watched channel with 1662 views, with other sports and music channels ranking in the Top 5 most-watched channels.

## Viewership by channel



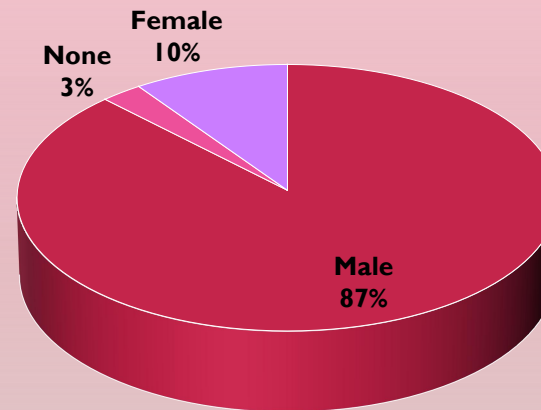
# DEMOGRAPHIC VIEWERSHIP ANALYTICS

Viewership by race



- The highest viewership is predominantly from individuals of black ethnicity

Viewership by gender

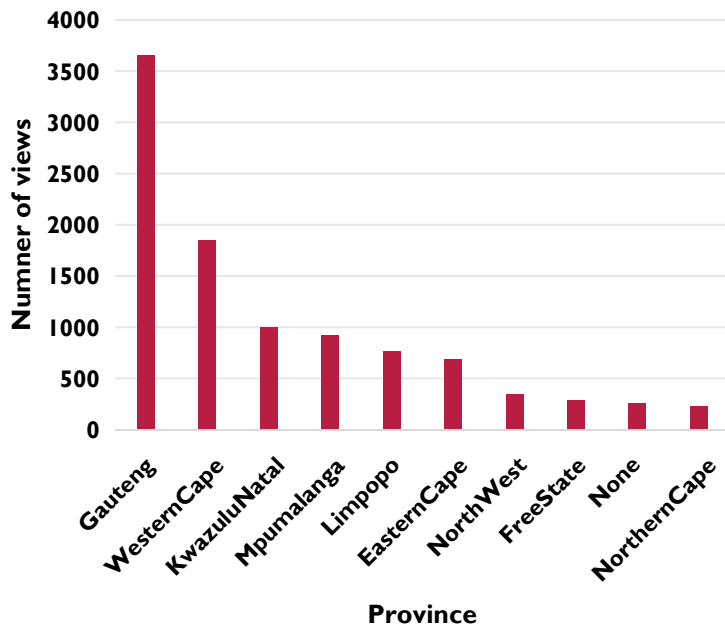


- 87% of the views come from males, with 3890 of them being black

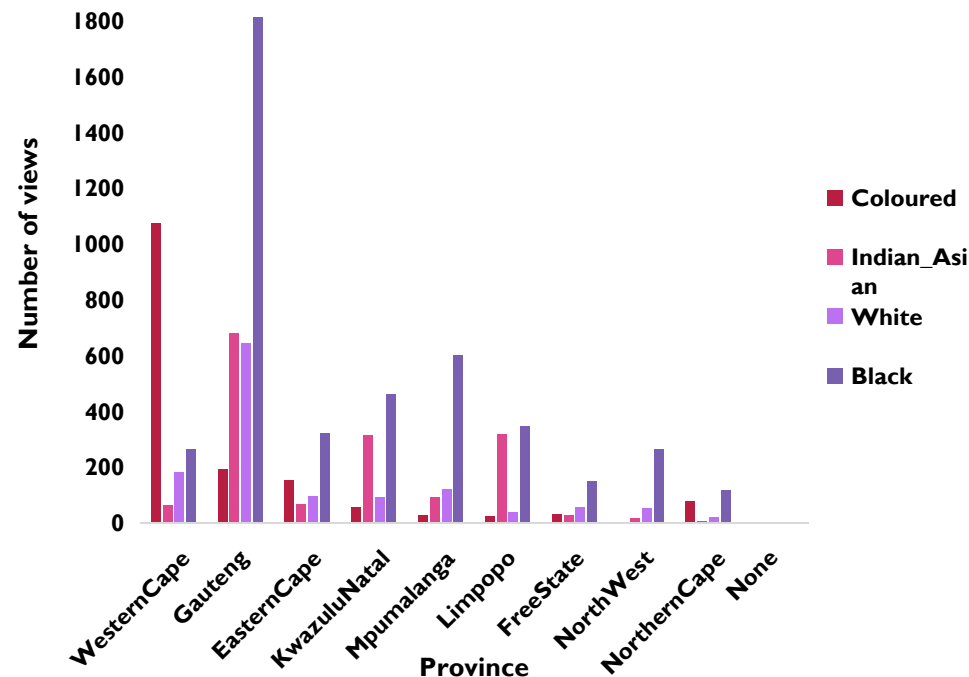
- There are 8761 male views, of which 3830 are from black males
- There are 977 female views, of which 501 are from black females

# VIEWERSHIP PER PROVINCE BY RACE

Viewership by province



Viewership per province by race

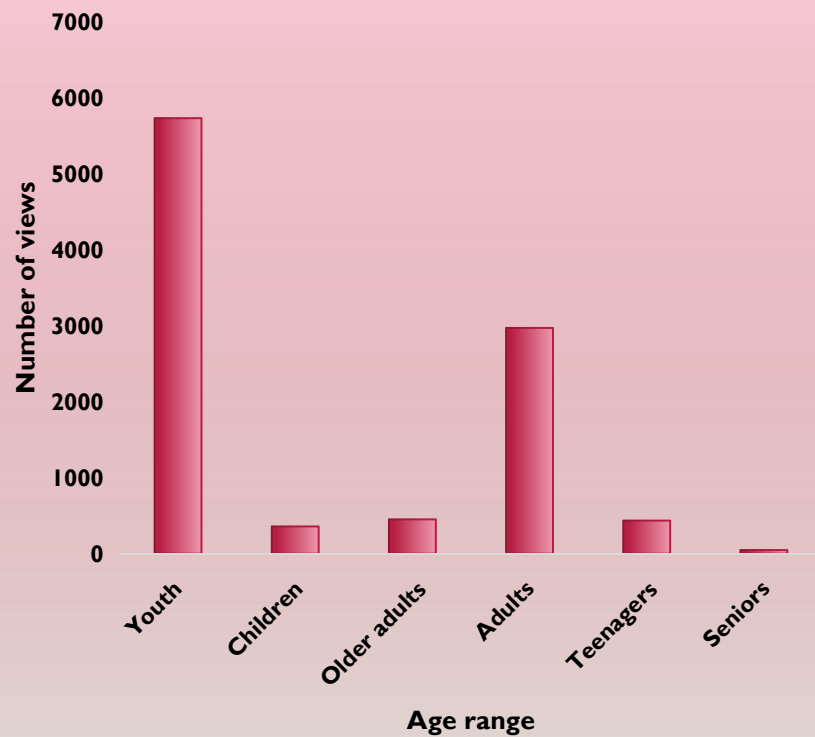


- Gauteng accounts for the highest viewership, contributing 36.54%(3 654 views) of the total
- Black viewers dominate overall viewership, except in the Western Cape, where coloured individuals account for 1 074 out of 1 845 views from that region



# VIEWERSHIP BY AGE

Viewership by Age class

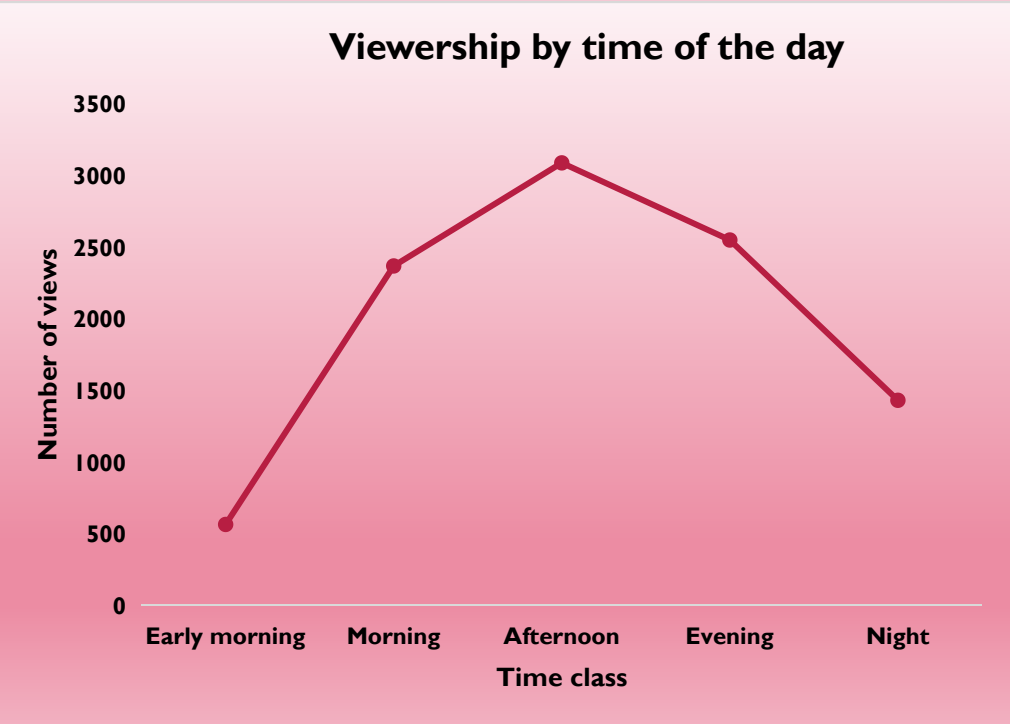


- Youth and adults make up the majority of the viewership, with 57.33% ( 5 733 views) from youth and 28.72% (2 872 views) from adults. Children account for the least, only 0.99% (99 views).

Age class

Age	Description
1-12	Children
13-19	Teenagers
20-35	Youth
36-49	Adults
50-65	Older adults
>65	Seniors

## Viewership by time of the day



- Viewership gradually builds from the early morning, peaks in the afternoon, and tapers off into the night.
- Afternoon and evening are the optimal windows for reaching the largest audience

Time range	Class	Number of views
00:00:00-06:00:00	Early morning	565
06:00:00-12:00:00	Morning	2368
12:00:00-17:00:00	Afternoon	3087
17:00:00-21:00:00	Evening	2549
21:00:00-00:00:00	Night	1431

# Factors affecting consumption

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## Content relevance

- Sports channels attract the highest viewership, indicating strong preference for sport related content across the dominant demographics

## Age

- The majority of viewers fall within the 20 to 35 age range, suggesting that youth are more active in consuming content, content appeals more to these age group due to relevance, accessibility and routine

## Gender

- Male users dominate viewership, indicating a higher engagement from male audience, possibly reflecting preferences in channel types like sports and music



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### Race

- Black individuals form the majority of the viewership base, highlighting a significant demographic group driving channel engagement

### Time of the day

- Peak viewership in the afternoon and evening suggests people consume more content during leisure time whereas early morning and late night viewership aligns with typical sleep hours

### Location

- Location has a significant impact on the number of views, for example, Gauteng province received the most views, likely due to its status as the most populous province in South Africa

## Reccomendations to grow User base

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- Tailor content to mobile users, as many may watch via phone in bed
- Promote missed content or catch up slots with easy access
- Cross promotions during peak hours to drive awareness of off-peak offerings

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THANK YOU

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