



# Bright TV Data Analysis | User & Usage Trends

TOTAL UNIQUE USERS

4K

Avg. Watch Hours per Session

2K

Total View Sessions

10B

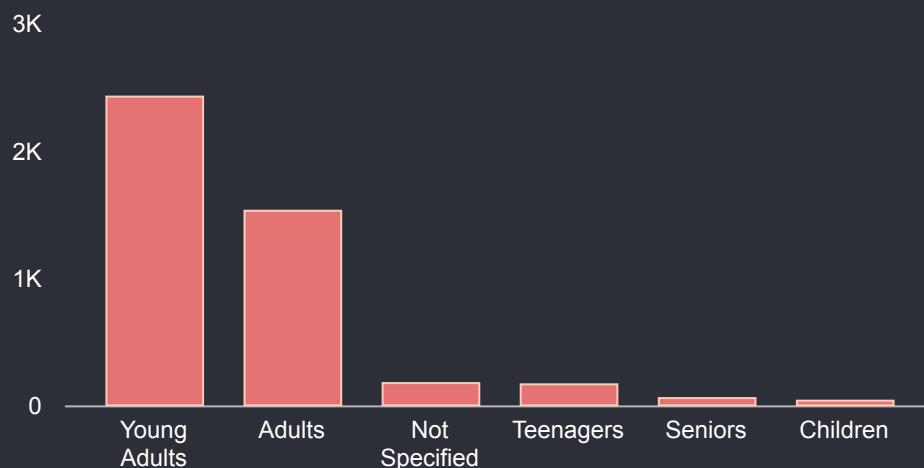
RACE

PROVINCE

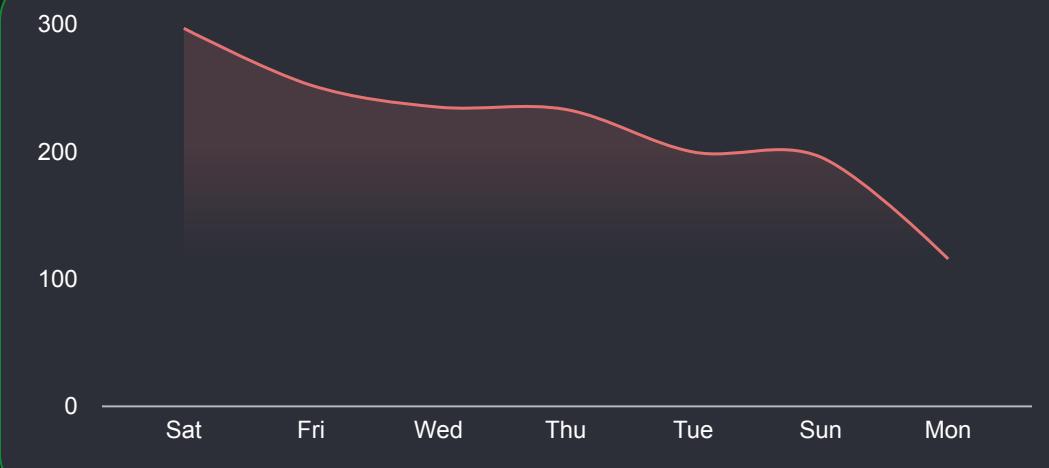
TIME\_TYPE

AGE\_GROUP

## User Distribution by Age Group

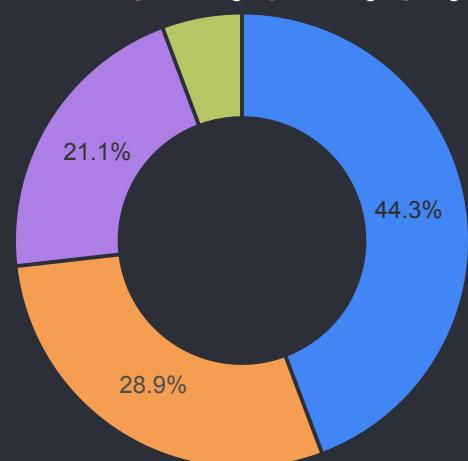


## Total Viewing Hours by Day of Week

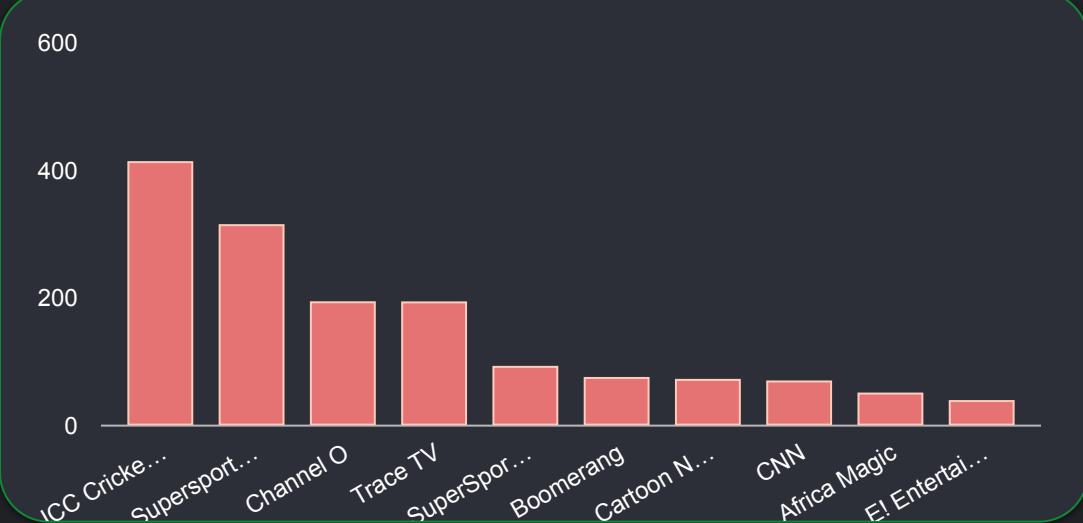


## Viewership by Time of Day

Afternoon Evening Morning Night



## Top 10 Most Popular Channels





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Factors Influencing Consumption

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Total View Session

4

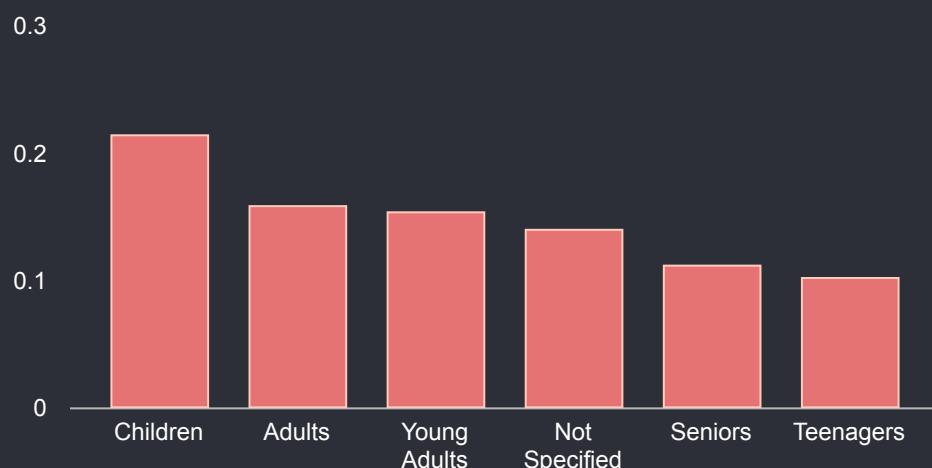
RACE

PROVINCE

TIME\_TYPE

AGE\_GROUP

## Avg Watch Hours by Province

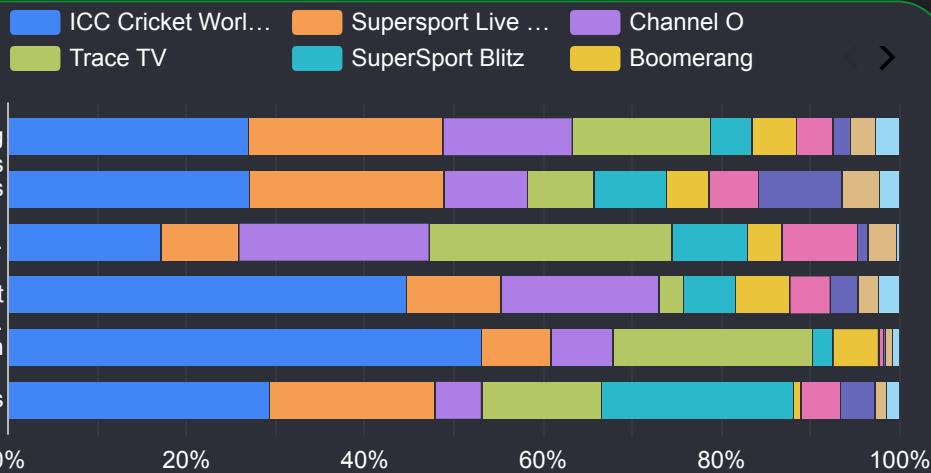


## Viewing Activity Heatmap Table

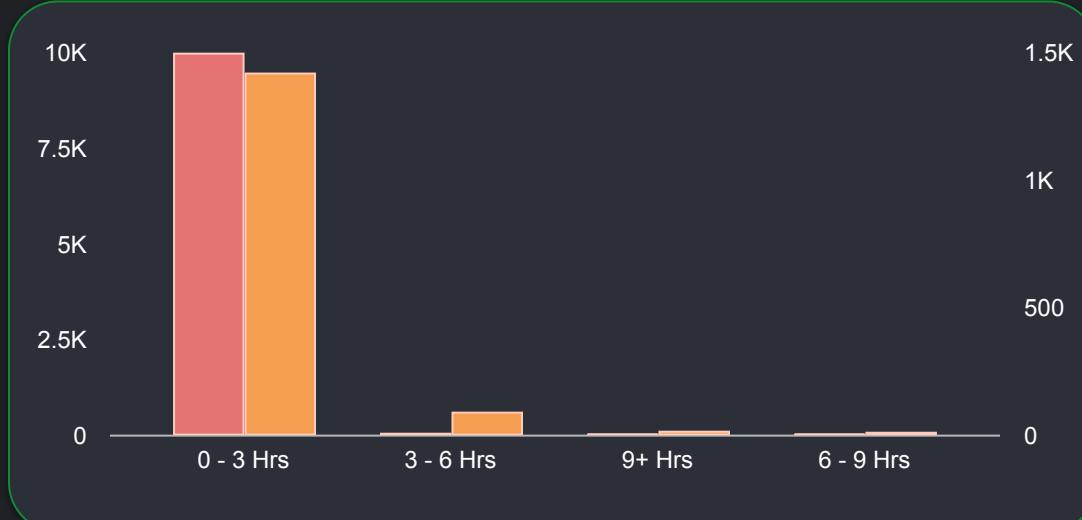
DAY_NAME	TIME_TYPE	WATCH_HOURS
1.	Sat	130.71
2.	Wed	128.1
3.	Thu	103.28
4.	Fri	101.09
5.	Fri	89.7
6.	Sat	88.57
7.	Tue	86.3

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## Channel Preference Across Age Groups



## Session Duration Distribution





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Recommendations & Growth Initiatives

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AVG. WATCH HOURS PER...

2K

TOTAL VIEW SESSION

4

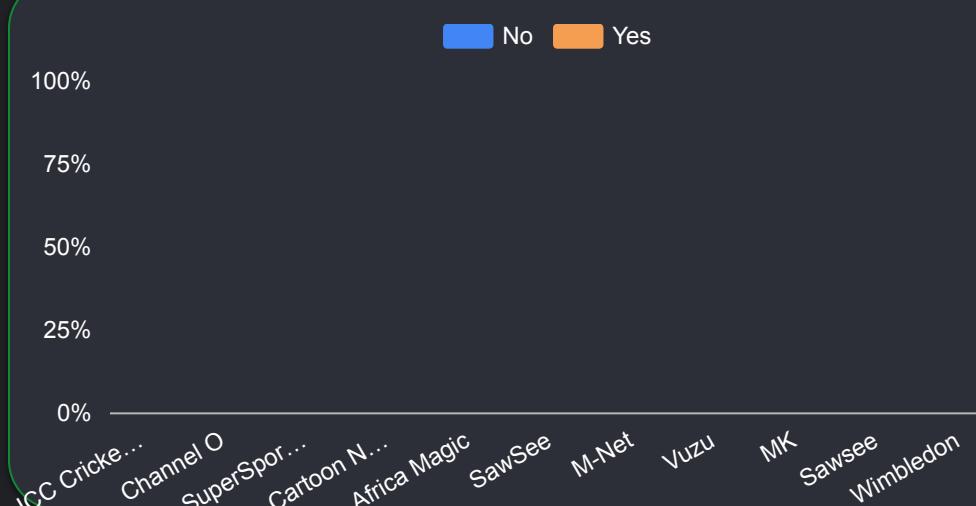
RACE

PROVINCE

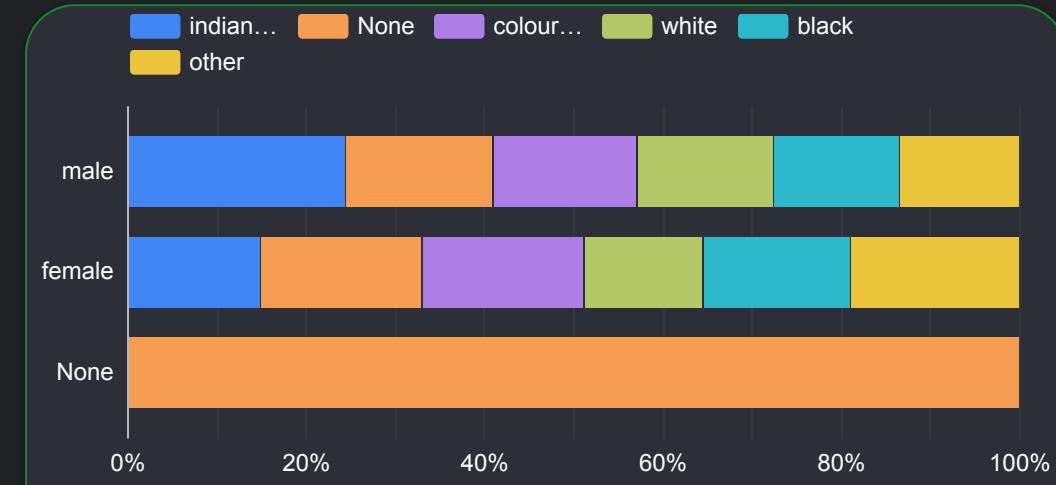
TIME\_TYPE

AGE\_GROUP

TOP PERFORMING CHANNELS ON LOW CONSUMPTION



ENGAGEMENT VS. DEMOGRAPHIC GAP ANALYSIS



RECOMMENDED CONTENT BY PROVINCE

PROVINCE	RECOMMENDED_CONTENT	RECOMMENDED_CONTENT_VIEWS
1. Gauteng	ICC Cricket World Cup 2011	3,652
2. Western Cape	Supersport Live Events	1,845
3. Kwazulu Natal	Supersport Live Events	1,001
4. Mpumalanga	Supersport Live Events	917
5. Limpopo	ICC Cricket World Cup 2011	763
6. Eastern Cape	Supersport Live Events	688
7. North West	Channel O	344