

# BRIGHT TV USER AND VIEWERSHIP ANALYSIS

PRESENTED BY N.MDLKEO

# AGENDA





## OVERVIEW

BRIGHTTV IS A FAST-GROWING STREAMING SERVICE OFFERING A WIDE RANGE OF QUALITY CHANNELS AND ON-DEMAND CONTENT TO A DIVERSE SUBSCRIBER BASE. KNOWN FOR ITS ENGAGING ENTERTAINMENT LIBRARY AND USER-FRIENDLY PLATFORM, THE COMPANY COMPETES IN A DYNAMIC DIGITAL MEDIA LANDSCAPE SERVING A WIDE SPECTRUM OF VIEWERS. AS BRIGHTTV EXPANDS ITS MARKET PRESENCE, THE BUSINESS IS INCREASINGLY LEVERAGING DATA-DRIVEN INSIGHTS TO STRENGTHEN SUBSCRIPTION GROWTH, OPTIMIZE CONTENT ACQUISITION, AND BETTER UNDERSTAND EMERGING CUSTOMER VIEWING PREFERENCES. THIS ANALYSIS PROVIDES LEADERSHIP WITH KEY TRENDS AND STRATEGIC OPPORTUNITIES NEEDED TO SUPPORT FUTURE EXPANSION AND PROFITABILITY.

# PLATFORM ENGAGEMENT OVERVIEW

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Total Unique Users: 4,000

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Average Watch Hours per User: 2,000

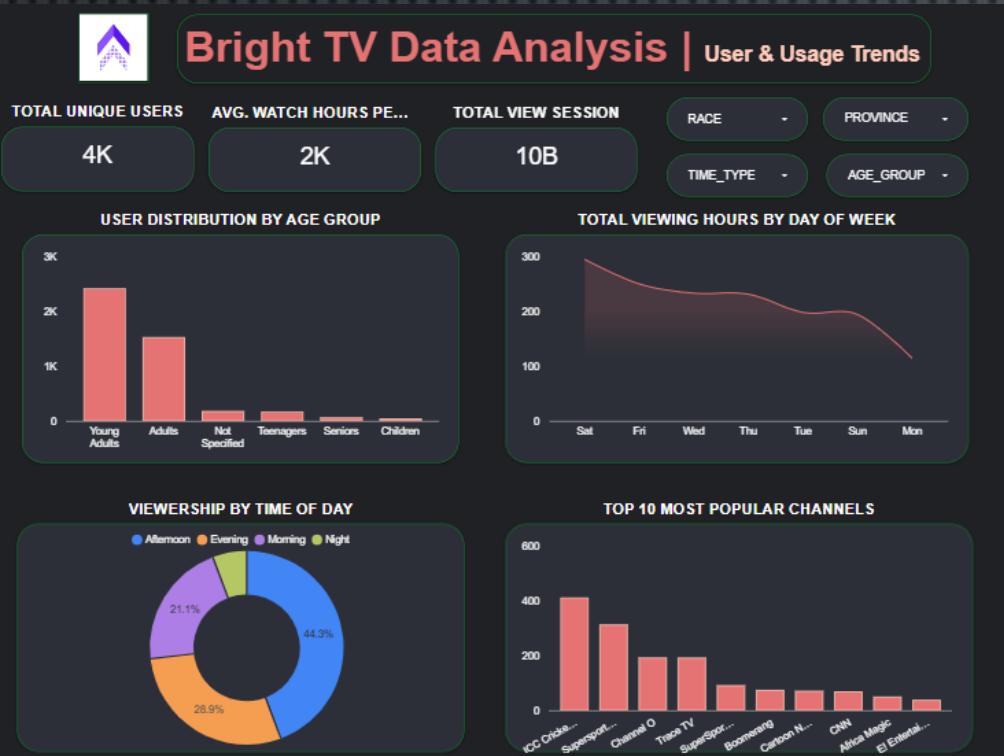
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Total View Sessions: 10B

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Users show extremely high engagement and frequent platform interaction.

# USER & USAGE TRENDS



## Who Watches:

Viewership is dominated by Young Adults and Adults, while Teens, Children, and Seniors are significantly under-engaged. Sports and music content appeal most strongly to the core demographic.

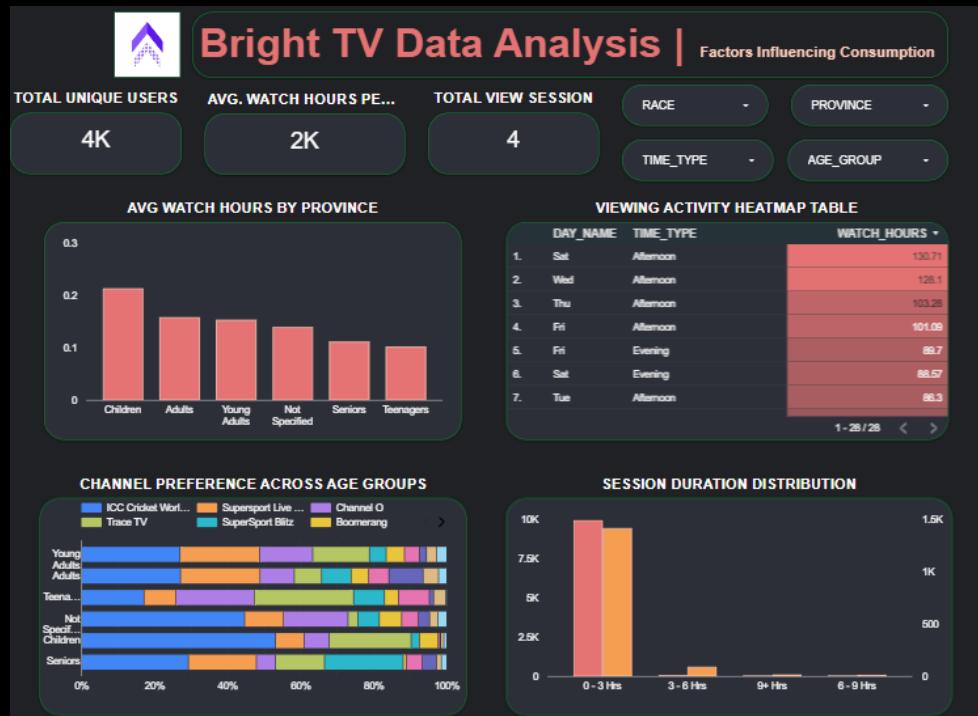
## When They Watch:

Peak consumption occurs in the Afternoons (44%) and on Weekends, especially Saturday. Evenings also perform well, while mornings and nights are minimal.

## What They Watch:

Top-performing channels are Sports (ICC Cricket, Supersport), Music (Channel O, Trace TV) and Family Entertainment (Africa Magic, E!, CN). Sports drive the highest engagement across provinces.

# FACTORS INFLUENCING CONSUMPTION



## Province-Level Watch Behaviour

- Children in certain provinces show the highest average watch hours, despite being a smaller user segment.
- Young Adults and Adults show stable, moderate watch hours across all provinces.
- Teenagers and Seniors have the lowest watch time, indicating under-targeted content in these groups.

## Time-Type Heatmap Insights

- Viewing peaks during the Afternoon, especially on Saturdays, Wednesdays, and Thursdays.
- Friday and Saturday evenings also reflect strong engagement.
- Morning and late-night hours show minimal activity.

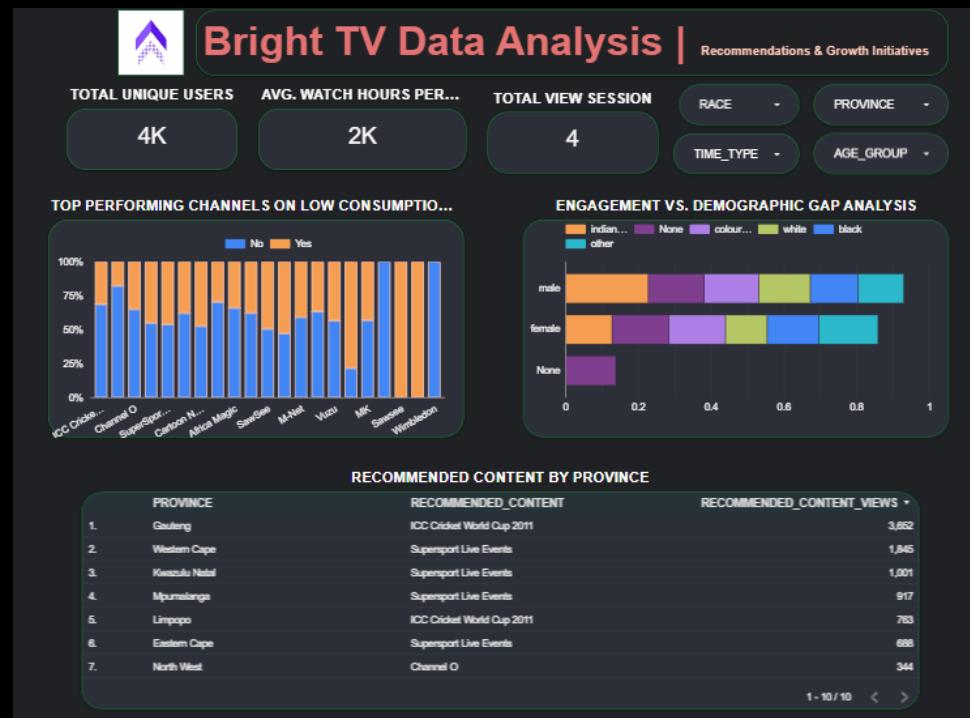
## Channel Preferences by Age Group

- Young Adults & Adults prefer sports (ICC Cricket, Supersport Live, Blitz) and music (Channel O, Trace TV).
- Children lean toward Boomerang and Cartoon content.
- Seniors show more interest in traditional and easy-to-follow content like Africa Magic and Channel O.
- Teenagers have mixed preferences but gravitate toward music and youth entertainment.

## Session Duration Behaviour

- Most sessions fall within 0–3 hours, followed closely by 3–6 hours.
- Long-duration sessions (6–9+ hours) are rare, suggesting viewers prefer short-to-medium content formats.

# RECOMMENDATIONS & GROWTH INITIATIVES



## Provincial Content Demand

- Gauteng and Limpopo prefer ICC Cricket World Cup-type content.
- Western Cape, KwaZulu-Natal, Mpumalanga, Eastern Cape show the highest engagement with Supersport Live Events, confirming sports as a universal driver.
- North-West prefers Channel O, indicating a strong desire for music content.
- This highlights the need for province-specific content curation to boost local engagement and reduce drop-off in lower-performing areas.

## Demographic Engagement Gaps

- Engagement is much higher among male users, indicating that current content is more aligned with male viewing preferences.
- White, Coloured, and Indian/Asian groups show lower engagement, suggesting unmet content relevance.
- Seniors and some adult segments remain under-engaged, reinforcing the need for more inclusive programming.

# STRATEGIC RECOMMENDATION S FOR AUDIENCE GROWTH AND ENGAGEMENT

BRIGHTTV WILL GROW UNDER-ENGAGED AUDIENCES BY OFFERING TAILORED CONTENT FOR CHILDREN, TEENAGERS, AND SENIORS, INCLUDING EDUCATIONAL VIDEOS, YOUTH-DRIVEN SHORT-FORM CONTENT, AND SENIOR-FRIENDLY DRAMAS, ALONGSIDE LIFESTYLE, CULTURAL, AND NEWS CONTENT TO BROADEN APPEAL. SPORTS AND MUSIC WILL BE STRENGTHENED WITH LIVE SPORTS RIGHTS, HIGHLIGHTS, PLAYLISTS, LIVE EVENTS, AND ARTIST SPECIALS, TARGETING SPORTS-FIRST PROVINCES (WC, KZN, GAUTENG, LIMPOPO, MPUMALANGA) AND MUSIC-FIRST NORTH WEST. CONTENT SCHEDULING WILL FOCUS ON FRIDAYS AND SATURDAYS FOR PREMIERES, AFTERNOONS FOR EXCLUSIVE RELEASES, AND WEEKEND EVENINGS FOR TRENDING CONTENT. PROVINCIAL PERSONALIZATION WILL TAILOR RECOMMENDATIONS TO REGIONAL VIEWING PATTERNS, BOOSTING WATCH HOURS AND REDUCING CHURN. ENGAGEMENT GAPS AMONG WOMEN, COLOURED, WHITE, INDIAN/ASIAN USERS, TEENAGERS, AND SENIORS WILL BE ADDRESSED WITH INCLUSIVE BUNDLES, LIFESTYLE AND DRAMA CONTENT, AND WOMEN-FOCUSED PROMOTIONS. ADVANCED PERSONALISED DISCOVERY WILL USE AI TO RECOMMEND CONTENT BY AGE, PROVINCE, VIEWING HABITS, AND TIME-OF-DAY, WITH CURATED PLAYLISTS AND REAL-TIME PUSH ALERTS. SHORT AND MEDIUM-LENGTH VIDEOS WILL ALIGN WITH TYPICAL SESSION DURATIONS, WHILE RETENTION WILL BE DRIVEN THROUGH TARGETED NOTIFICATIONS, THEMED COLLECTIONS, AND PERSONALISED RAILS TO KEEP USERS ENGAGED.

THANK YOU