



Bright TV Data Analysis | User & Usage Trends

TOTAL UNIQUE USERS

4K

AVG. WATCH HOURS PE...

2K

TOTAL VIEW SESSION

10B

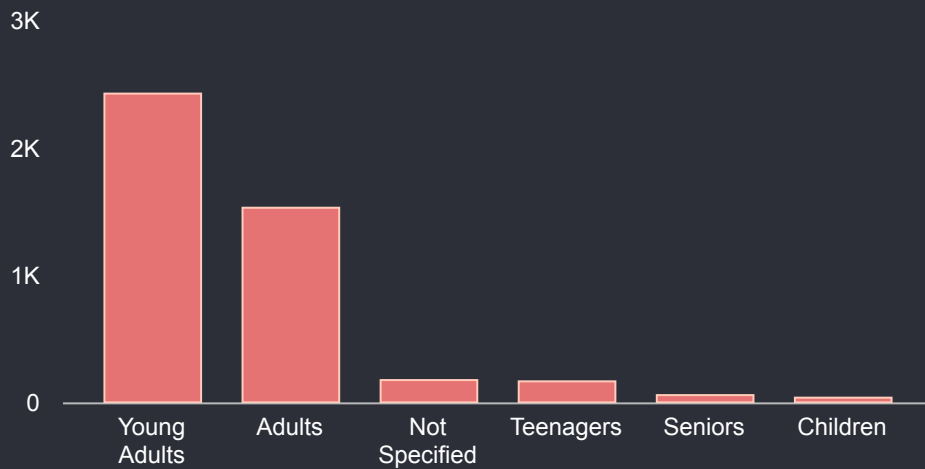
RACE

PROVINCE

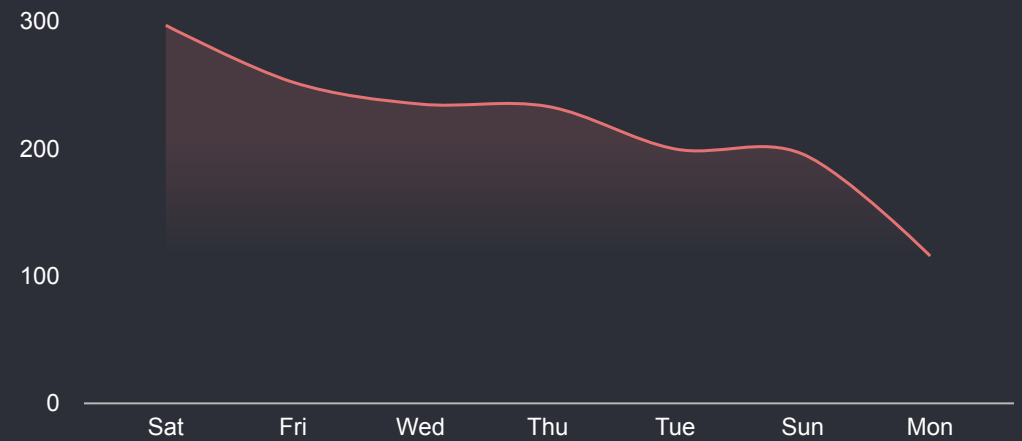
TIME_TYPE

AGE_GROUP

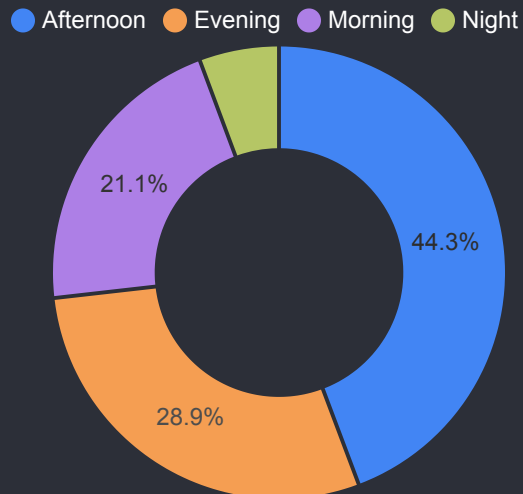
USER DISTRIBUTION BY AGE GROUP



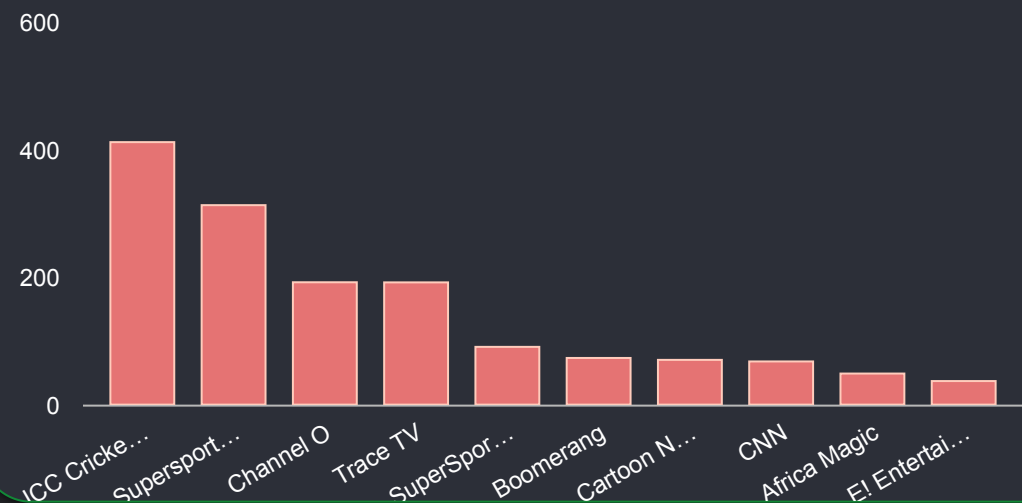
TOTAL VIEWING HOURS BY DAY OF WEEK



VIEWERSHIP BY TIME OF DAY



TOP 10 MOST POPULAR CHANNELS





Bright TV Data Analysis | Factors Influencing Consumption

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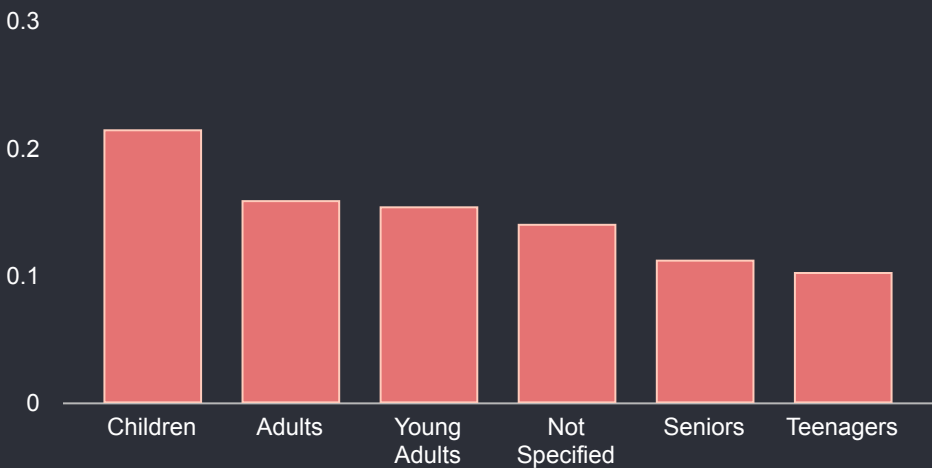
RACE

PROVINCE

TIME_TYPE

AGE_GROUP

AVG WATCH HOURS BY PROVINCE

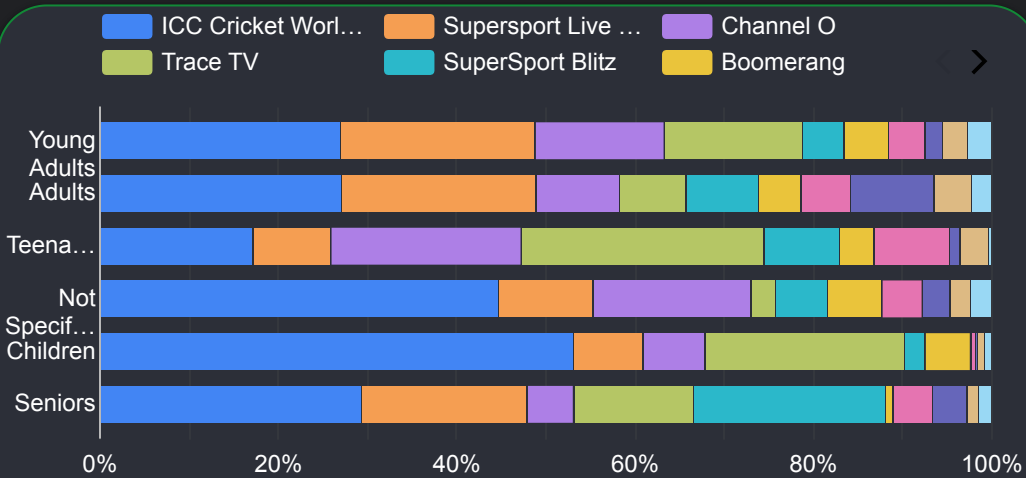


VIEWING ACTIVITY HEATMAP TABLE

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

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CHANNEL PREFERENCE ACROSS AGE GROUPS



SESSION DURATION DISTRIBUTION





Bright TV Data Analysis |

Recommendations & Growth Initiatives

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AVG. WATCH HOURS PER...

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TOTAL VIEW SESSION

4

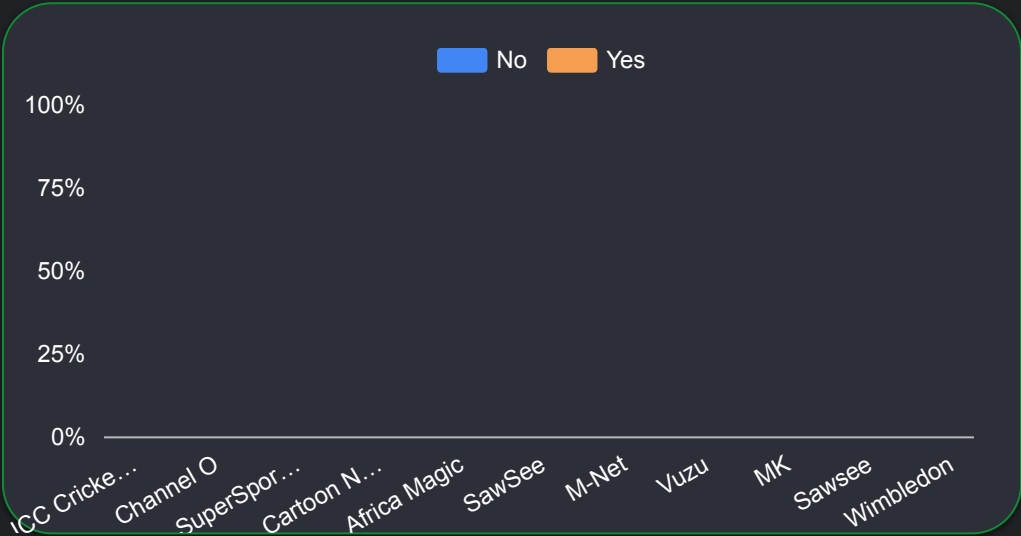
RACE

PROVINCE

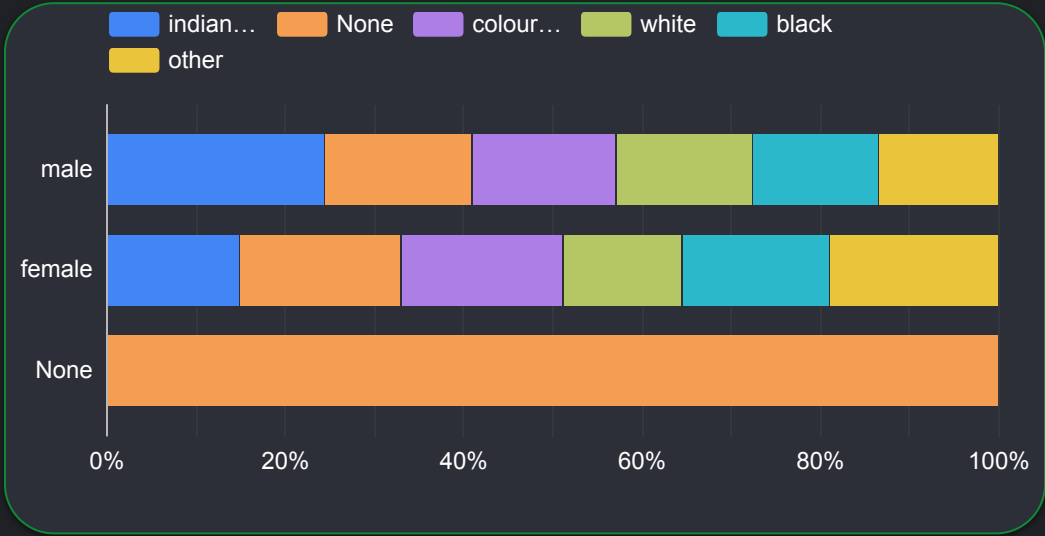
TIME_TYPE

AGE_GROUP

TOP PERFORMING CHANNELS ON LOW CONSUMPTIO...



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