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BRIGHTTV

VIEWS & BEHAVIOUR ANALYSIS





An analysis of BrightTV 's user profile and viewership data to identify trends and opportunities.

1. Demographics and Behaviour Analysis.
2. Engagement and Viewership Trends.
3. Engagement and Viewership Trends Insights.
4. Factors Influencing Consumption.
5. Initiatives to increase consumption on the days with low consumption.
6. Initiatives to further grow BrightTV 's User base



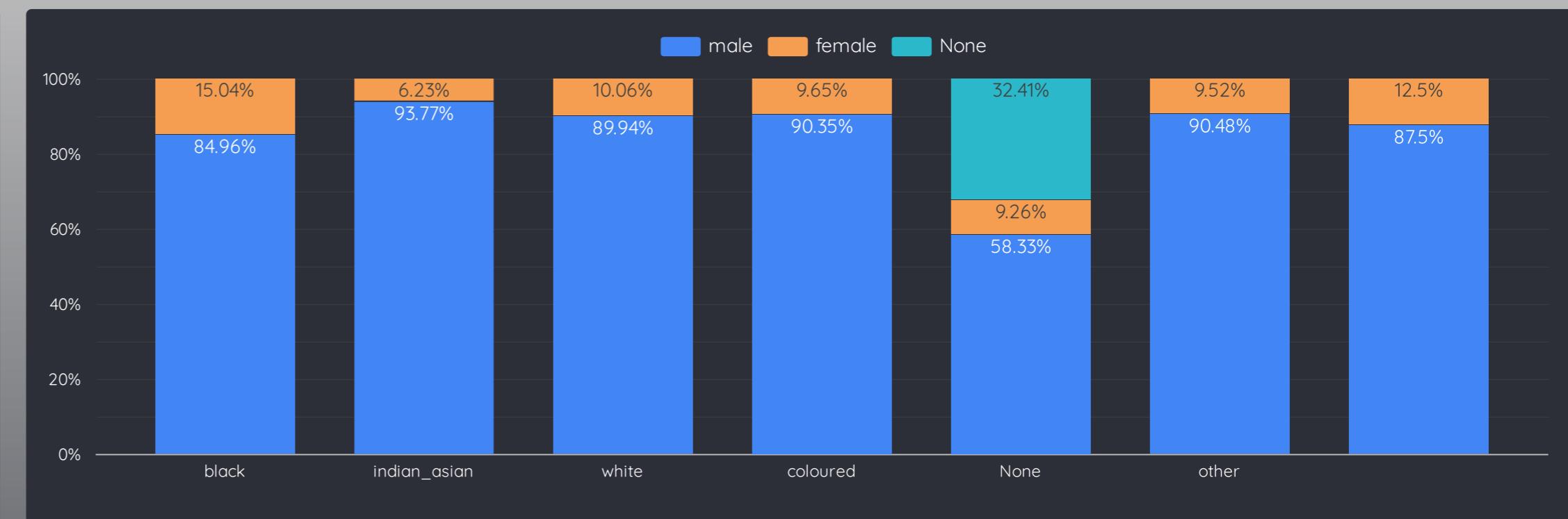
Demographics and Behaviour Analysis

VIEWERS BY PROVINCE

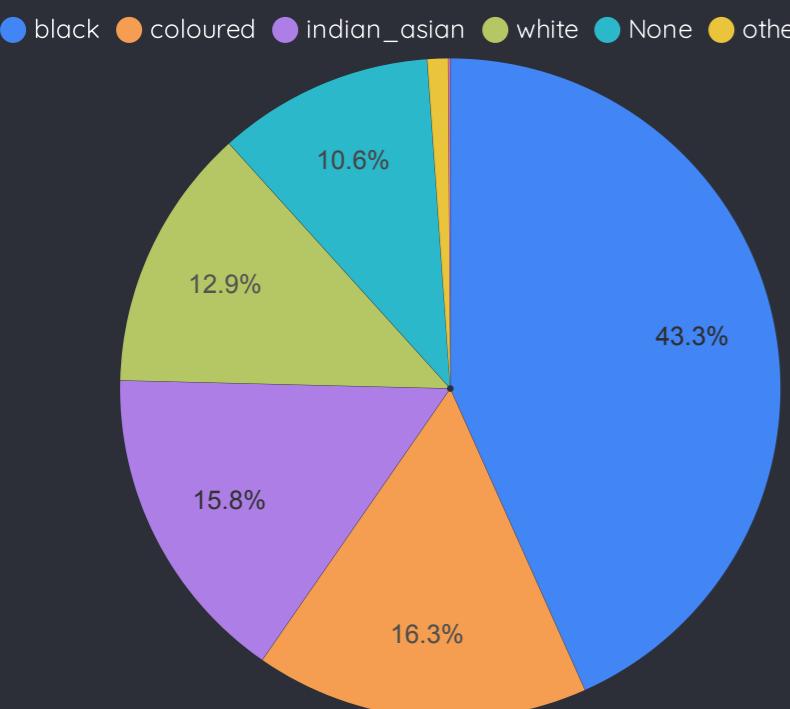
PROVINCE	TOTAL VIEWERS	DISTINCT VIEWERS
1. Gauteng	3,654	1,607
2. Western Cape	1,845	770
3. Kwazulu Natal	1,001	448
4. Mpumalanga	918	391
5. Limpopo	763	342
6. Eastern Cape	690	271
7. North West	344	152
8. Free State	292	147
9. None	263	176
10. Northern Cape	230	82
Grand total	10,000	4,386

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DISTINCT VIWERS BY RACE AND GENDER



VIEWERS BY RACE



Insights

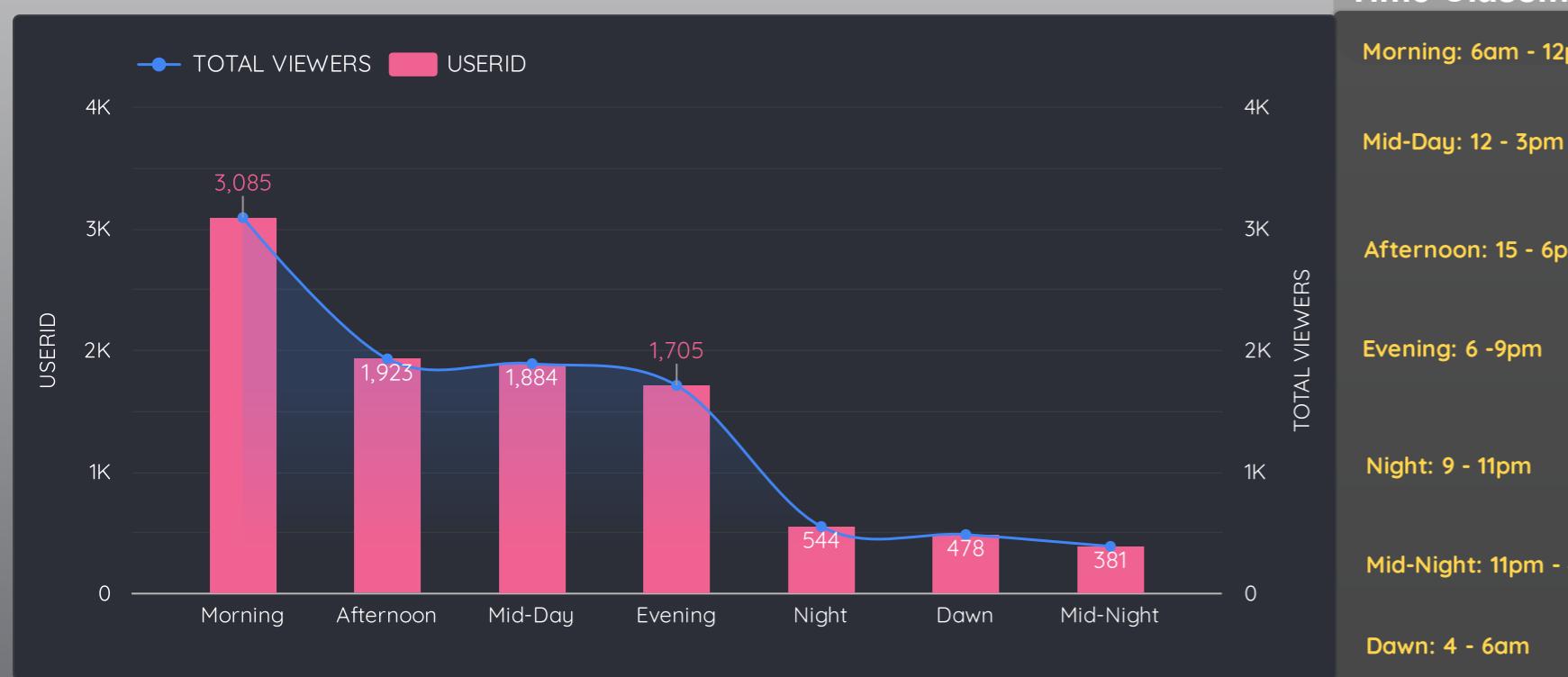
VIEWERS BY PROVINCE: Gauteng is our dominant viewership region, representing **36.54%** of the entire Brightlight TV viewership base. There is an overall total of 4 386 distinct viewers.

DISTINCT VIEWERS BY RACE AND GENDER: Male viewers are the largest group with close to **90%** viewership, a significant percentage compared to Females who only make up **10%**, while an unclassified group makes the remaining **2%**.

VIEWERS BY RACE: Black viewers are the largest racial segment, with a critical gap between other race segments, Coloured, 16.3% and Indians. 15.8% follow from afar, respectively.

Engagement and Viewership Trends

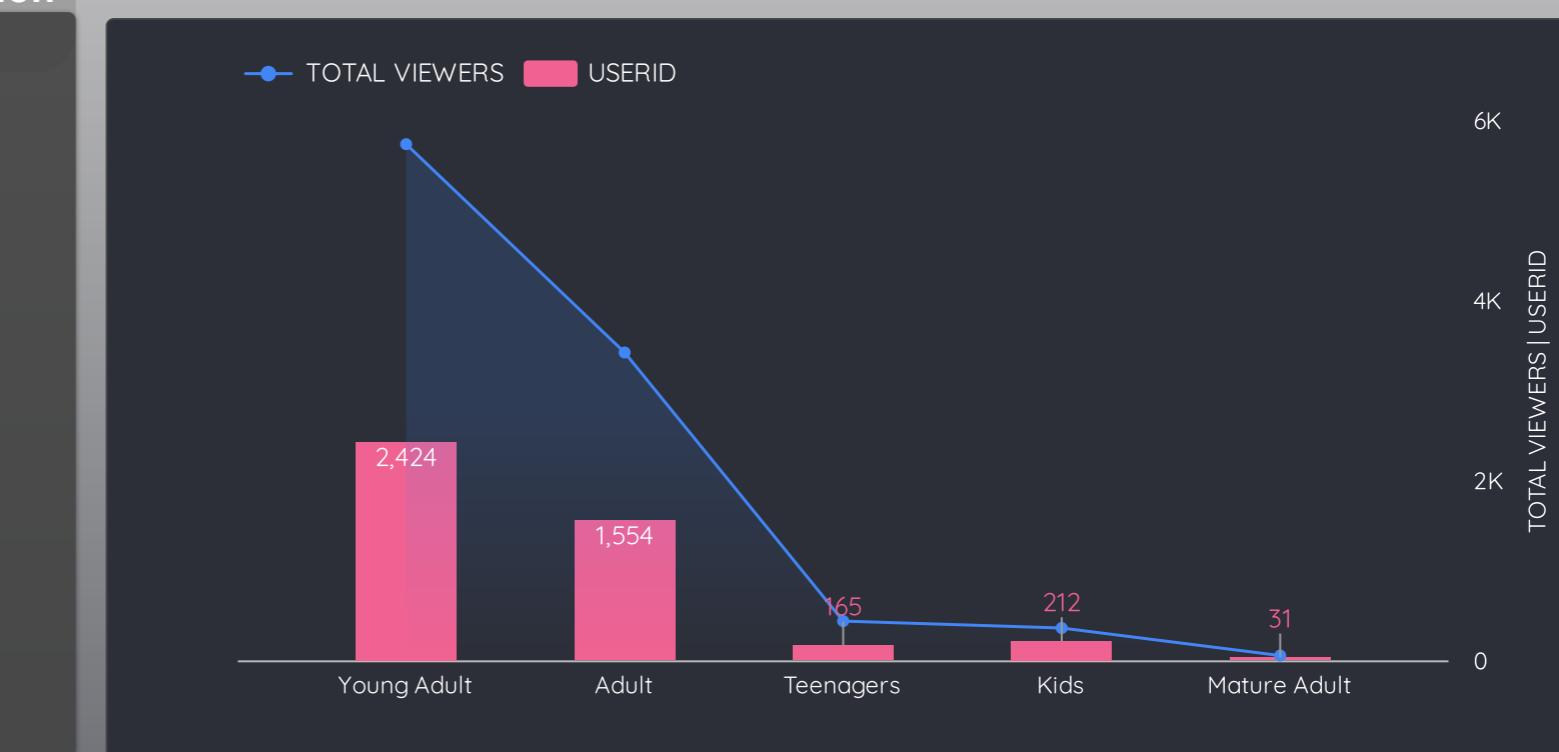
WATCH TIME BY VIEWERS AND USERID



Time Classification

Morning: 6am - 12pm
Mid-Day: 12 - 3pm
Afternoon: 15 - 6pm
Evening: 6 - 9pm
Night: 9 - 11pm
Mid-Night: 11pm - 4am
Dawn: 4 - 6am

VIEWERSHIP BY AGE



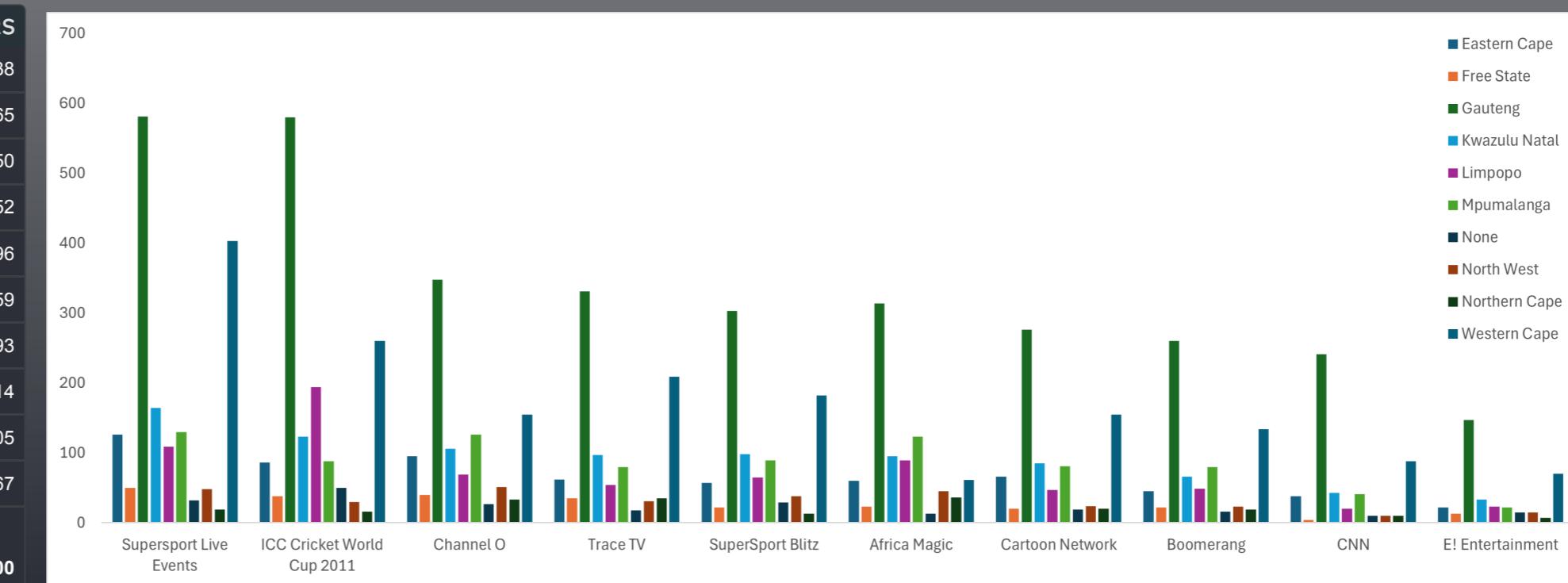
Age Classification

Kids: 0 - 12
Teenagers: 13 - 19
Young Adult: 20 - 25
Adult: 36 - 64
Mature Adult: >= 65

TOP 10 VIEWED CHANNELS BY PROVINCE

CHANNEL2	TOTAL VIEWERS
1. Supersport Live Events	1,638
2. ICC Cricket World Cup 2011	1,465
3. Channel O	1,050
4. Trace TV	952
5. SuperSport Blitz	896
6. Africa Magic	859
7. Cartoon Network	793
8. Boomerang	714
9. CNN	505
10. E! Entertainment	367
Grand total	10,000

CHANNEL PERFORMANCE BY PROVINCE



Engagement and Viewership Trends Insights

Insights

Mornings tend to have the most views and unique viewers, which decline throughout the day with a small evening boost.

6 am to 12 pm brings the most views overall.

Young Adults (20-35) is the largest segment of viewership.

SuperSport Live Events and ICC Cricket World Cup 2011 have the most viewership in multiple provinces.

Factors Influencing Consumption

Based on Demographics and Behaviour Analysis as well as Engagement and Viewerships trends, these are the factors influencing consumption.

Time of the Day: The Morning continually demonstrates the peak of engagement across most benchmarks. This peak suggests habitual morning consumption, possibly linked to routines like watching news, sports highlights, or family-friendly content. Mid-day and Afternoon hours show moderate activity, while late-night (23:00 – 04:00) viewership is minimal, consistent with general sleeping hours.

Age: Young Adults (20-35) lead as the primary consumers of content. They tend to consume a mix of sports, entertainment, and youth-focused content, and are more likely to access content multiple times per day. Lower engagement is observed in the Kids (13) and Mature Adult (65+) segments, indicating a need for more tailored content for these groups.

Content Genre/Channel: Sports (SuperSport Live Events, ICC Cricket World Cup) has diverse audience appeal.

Geographic Location (Province): Gauteng leads in total viewership volume, which is expected due to its population density and digital accessibility. However, regional content preferences were also noted, Western Cape shows higher interest in international entertainment. KwaZulu-Natal sees strong engagement with both sports and family content.

Demographics (Race): Black audience members constitute the largest racial group in the audience.

Initiatives to Increase Consumption

Start communicating with customers using the most cost-effective methods, such as emails (sending newsletters) which will also allow for unique personalisation. This will reactivate inactive users and keep active ones engaged. This will offer the company to run promotions.

Offer content on mobile devices too. Your best performing age group is the YOUTH. Members on this group are mostly on the go, it will be worthwhile to invest in more than one platform offering.

Use social media more effectively to reach your users. Most of the users have social media handles, indicative that they are active on social media platforms. Leverage this for the benefit of the company by posting engaging and relevant content.

Initiatives to Further Grow The Database

Develop a clear strategy.

Innovate through product development.

- Offer streaming services.
- Develop an App to catch up on missed shows.
- Offer a trial period on subscription signups.

Run Targeted Social Media Ads

- You users are online/have social media accounts. Target them with ads, whether for awareness or for data acquisition.

Local is Lekke

- Expand content to include more local content, languages (isiZulu, isiXhosa, Afrikaans), and genres. Commission original shows that reflect youth culture or provincial stories.

THANK YOU