

Bright Television

Viewership Analytics

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Agenda

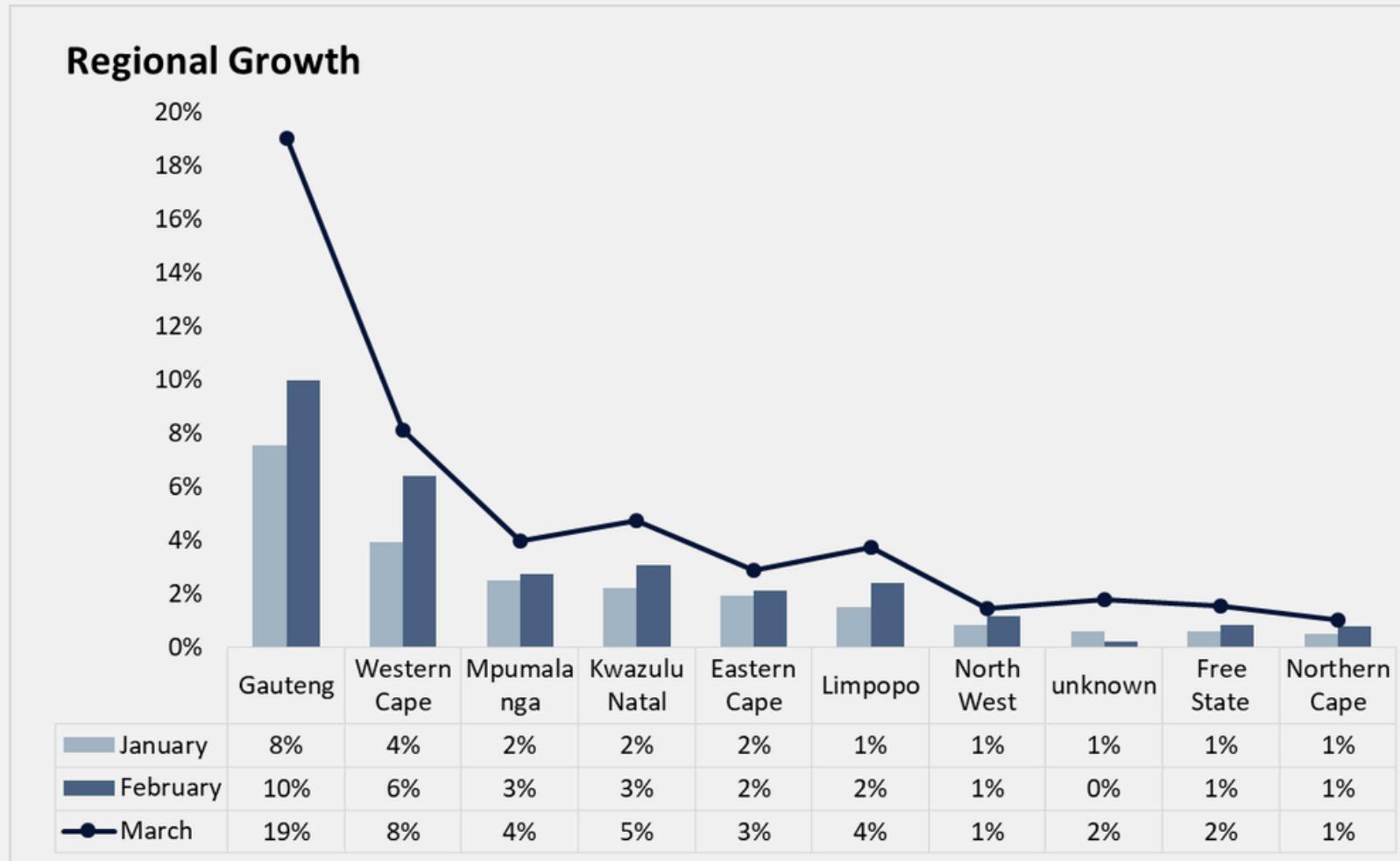
Executive Summary: The Growth Mandate

Growth is Accelerating: Customer growth surged from 35% to 62% (Feb–Mar), anchored by key regional drivers, primarily Gauteng (37%) and Western Cape (18%). The audience demonstrates a clear preference for Short-Form content (52% of total views), with existing engagement peaking on Friday and Saturday (over 33% of weekly activity). Our plan targets maximizing Short-Form content investment, stabilizing traffic on low-activity days (Mon–Wed), and expanding regional reach to secure continuous, sustainable growth.

1. Performance Overview & Growth Drivers
2. The Core Customer Profile
3. Content & Time Analysis
4. Strategic Recommendations



Regional Performance & Monthly Growth Trends

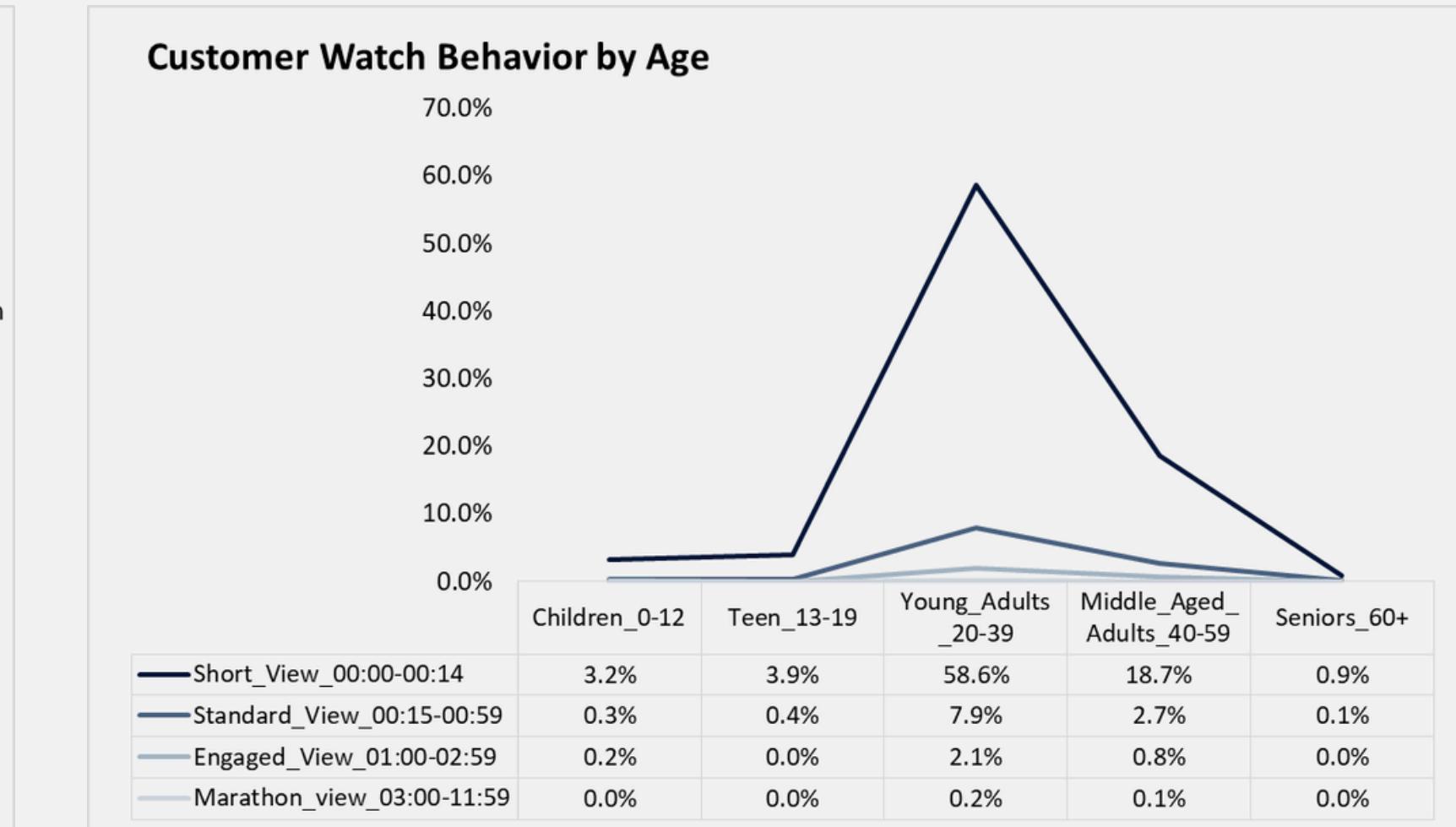
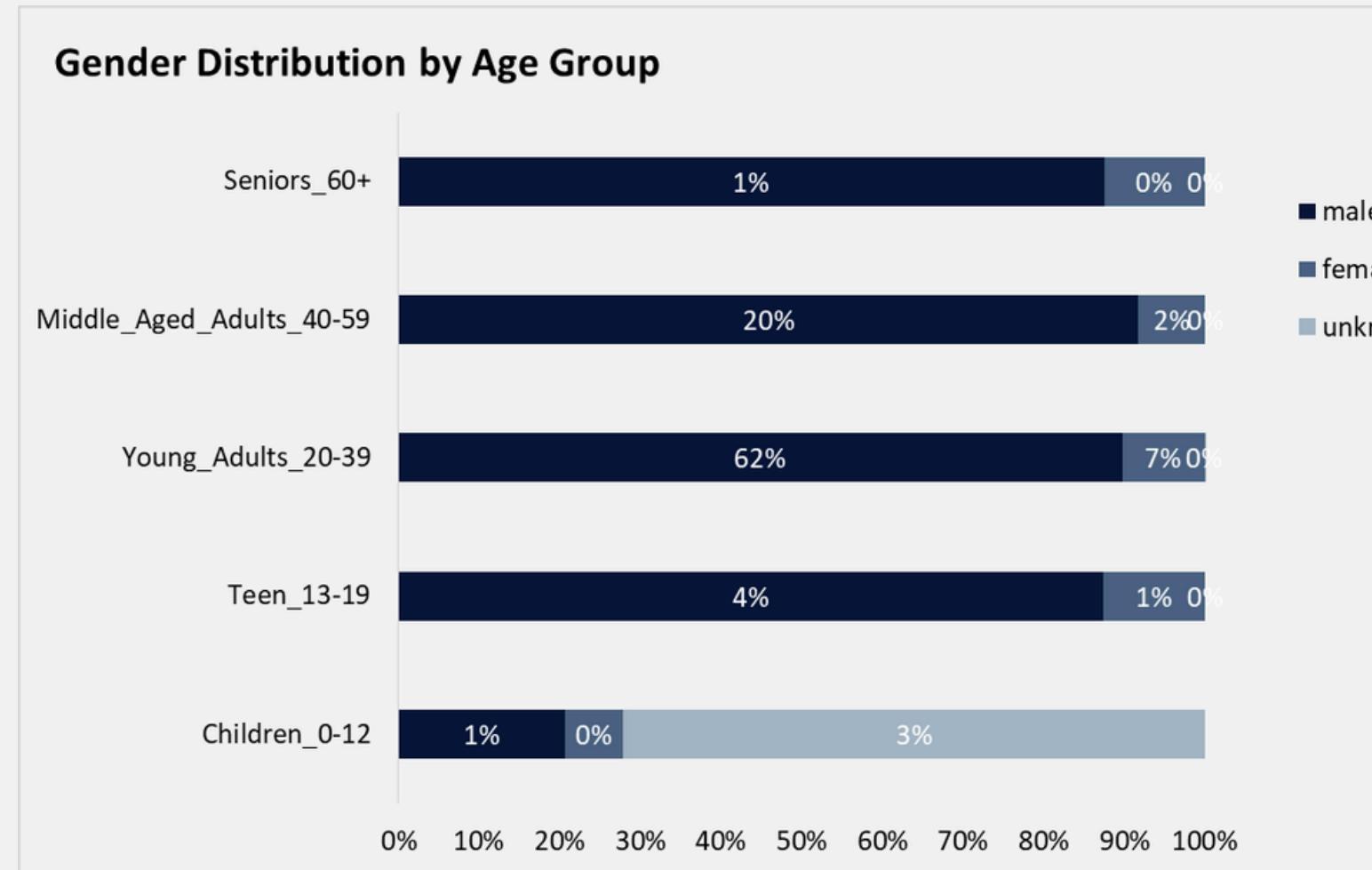


Months	Current Customer	Previous Customer	Percentage Change %
January	2201	0	0%
February	2973	2201	35%
March	4820	2973	62%
Total	9994	5174	93%

Key Insights

- Customer growth accelerated from 35% in February to 62% in March, led by strong performance in Gauteng contributing 37% and Western Cape 18% of total customers.

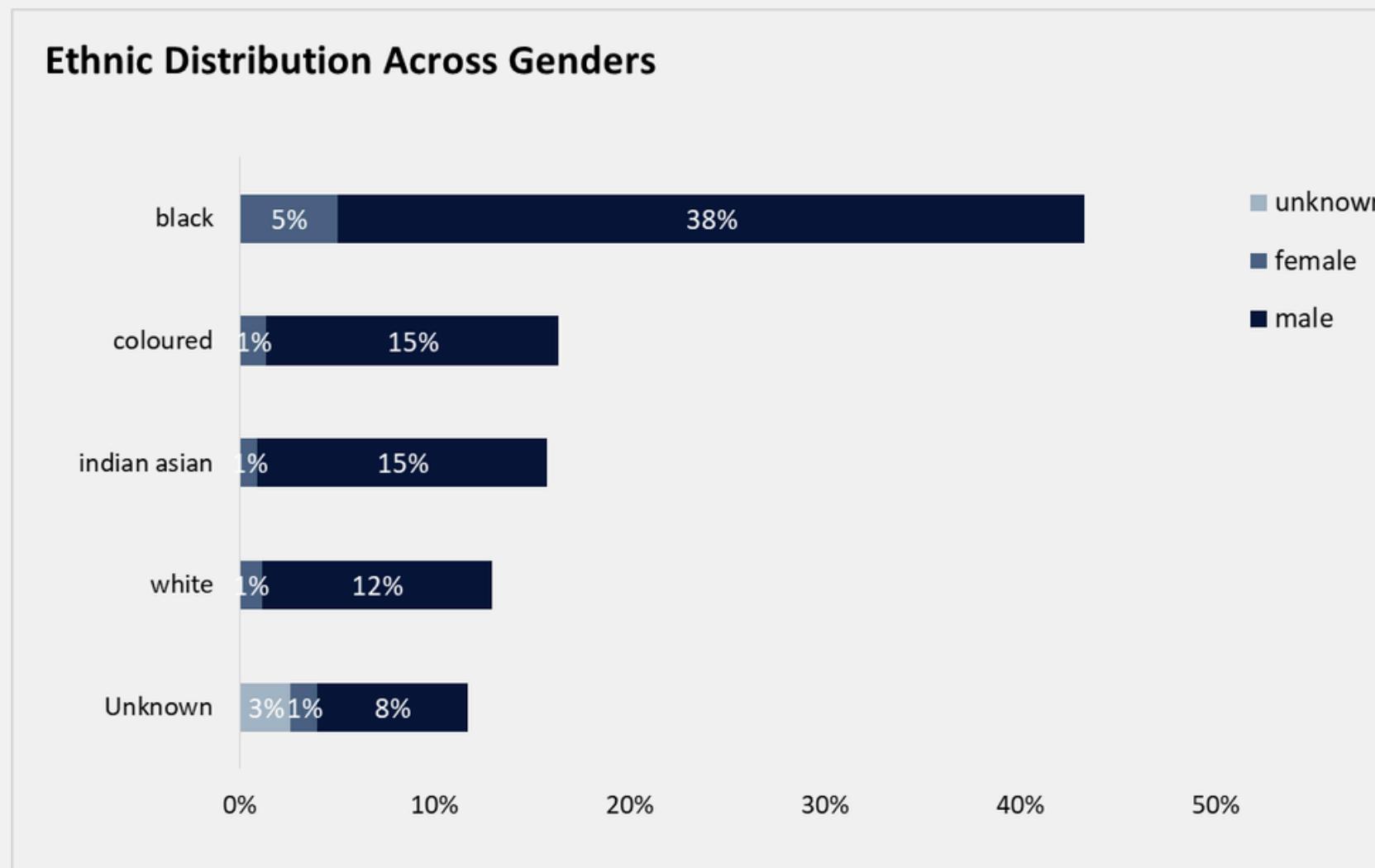
Age Demographics and Viewing Behavior



Key Insights

- Young adults (20–39) dominate with 69% share and the highest viewing engagement, leading in short views at 58.6%, making them the core audience segment.

Customer Segmentation: Core Insights

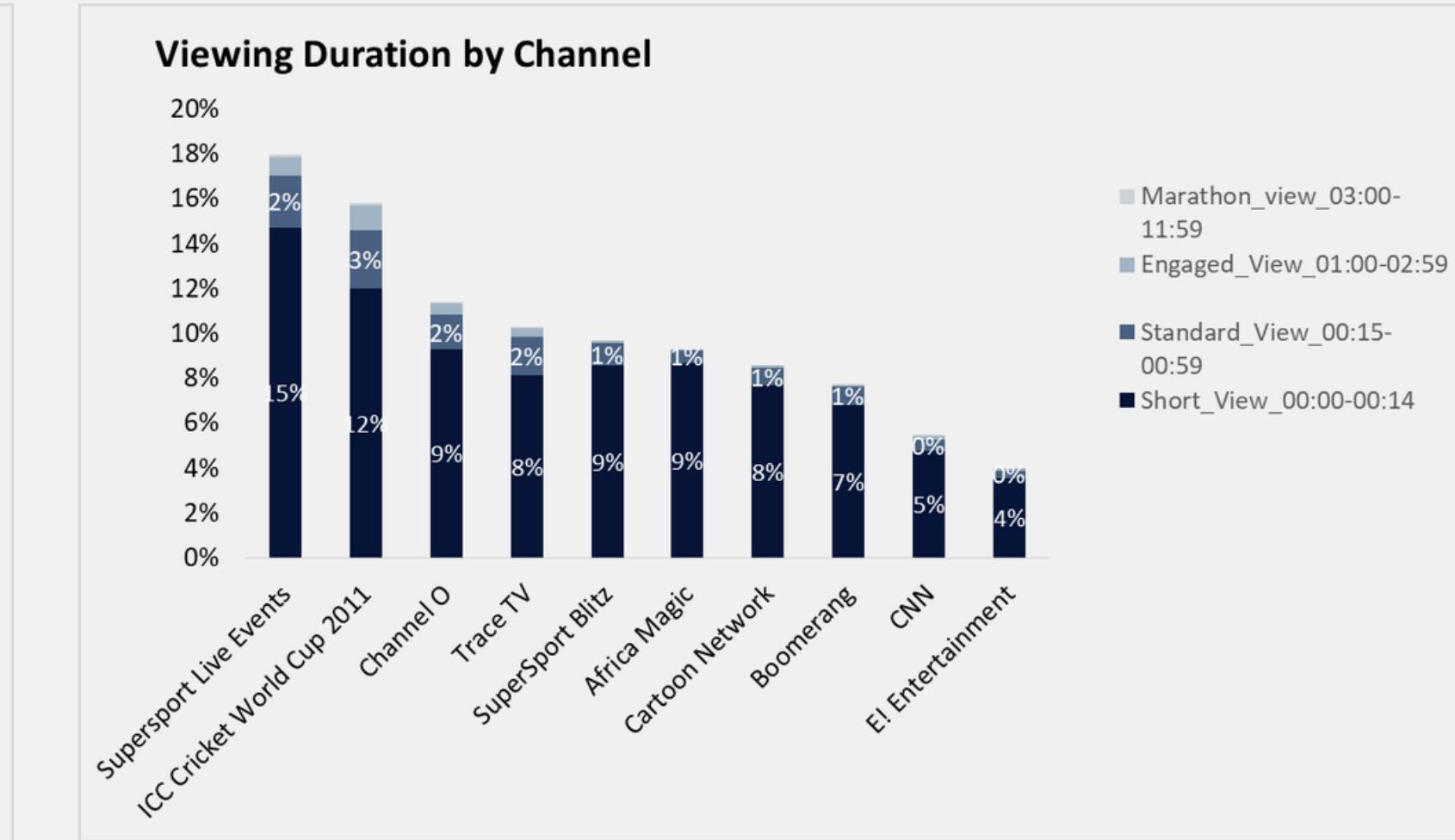
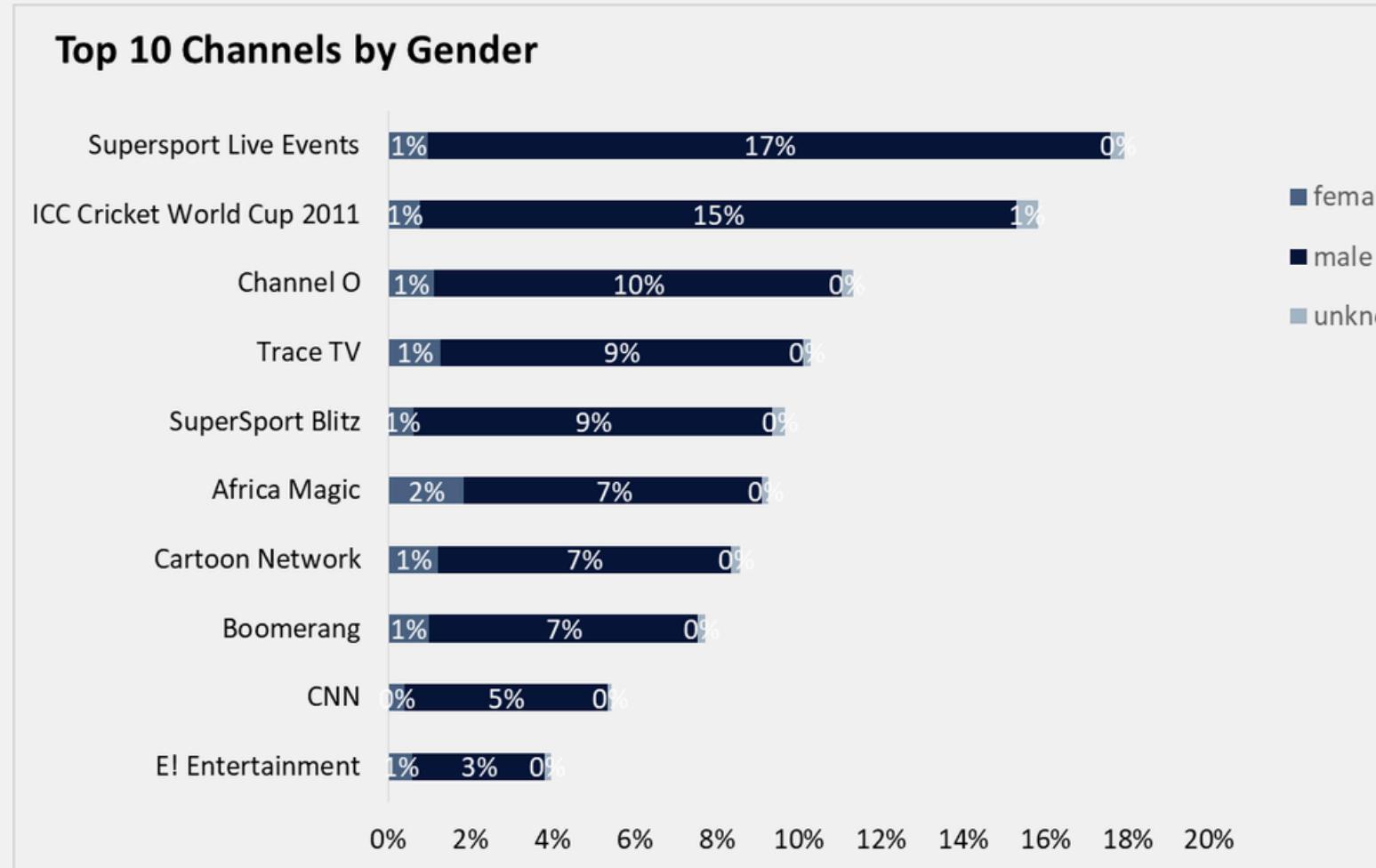


Race	Female AVG Age	Male AVG Age
black	32	33
coloured	34	34
indian asian	30	32
Unknown	32	35
white	36	34

Key Insights

- Black customers dominate with 43% shares, with a strong male presence holding 38% with the average age of 33 compared to females holding 5% and 32 of average age

Channel Stickiness and Audience Skew



Key Insights

- Supersport Live Events dominates total customer engagement with an 18% share. This success is heavily skewed toward the Male audience (15% share), who primarily rely on short-duration viewing

Audience Engagement Patterns: Weekly & Daily Insights



Key Insights

- Customer activity peaks on Friday and Saturday, contributing 33% of weekly engagement, with short views driving 52% of total activity during morning and afternoon hours.

Recommendations

1. ⏳ Invest in Short-Form, High-Impact Content

- Focus on short videos (under 14 minute), which currently dominate over 50% of all views.
- Create more sports highlights, quick recaps, and entertainment clips to align with viewer habits.

3. 📈Grow Low-Activity Days (Mon–Wed)

- Introduce “Midweek Boost” campaigns – short exclusive releases or trending content drops early in the week.
- Launch “Monday Recap” or “Wednesday Highlights” segments summarizing weekend hits to re-engage audiences.
- Run targeted push notifications or app banners promoting new or trending videos on these days.

5. 📺 Maximize Top Channel Momentum

- SuperSport Live Events & ICC Cricket World Cup 2011 are key drivers – create related micro-content like “Best Moments,” “Player of the Week,” or behind-the-scenes clips.
- Use similar strategies for Channel O and Trace TV to capture entertainment audiences.

2. ☀️📅 Strengthen Peak-Time Strategy

- Prioritize Friday–Saturday mornings & afternoons for major drops
- Launch new series or campaign premieres during peak windows

4.📍 Leverage Regional Strengths

- Build community-focused sports engagement and competitions to deepen retention.
- Expand entertainment, culture, and lifestyle content to attract new viewers.

Thank you

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