

## **BRIGHT TV VIEWERSHIP ANALYSIS**

## **AIM:**

•The aim of this analysis is to understand Bright TV's user demographics and viewing behavior in order to identify trends, factors influencing content consumption, and opportunities that can help grow the company's subscription base. The insights will support the CVM team in making data-driven decisions to improve user engagement, increase viewership, and drive subscriber growth.

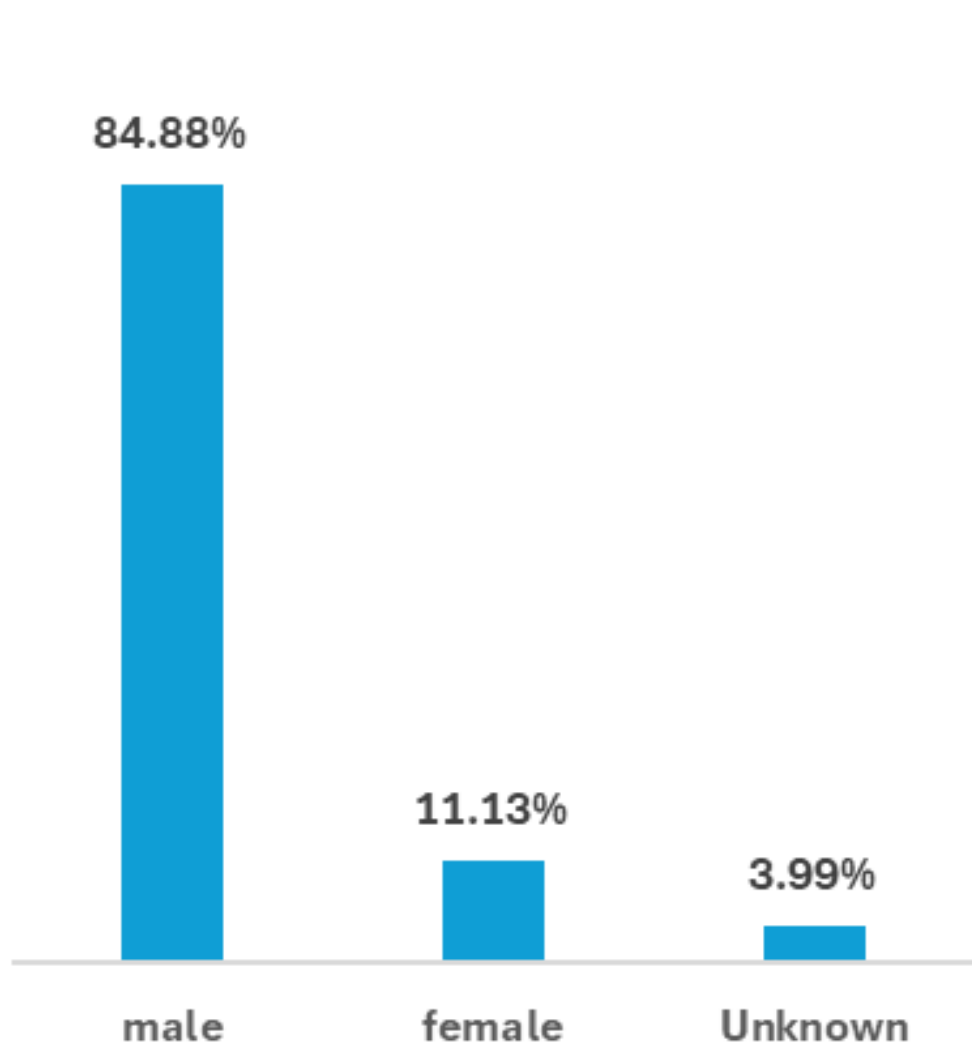
## **Focus:**

- To analyze Bright TV's user demographics (age, gender, race, province).
- To examine viewership behavior across days, hours, and time slots.
- To identify the most and least consumed channels and content types.
- To detect low-consumption days and uncover reasons behind them.
- To propose initiatives that can help grow Bright TV's subscription base.

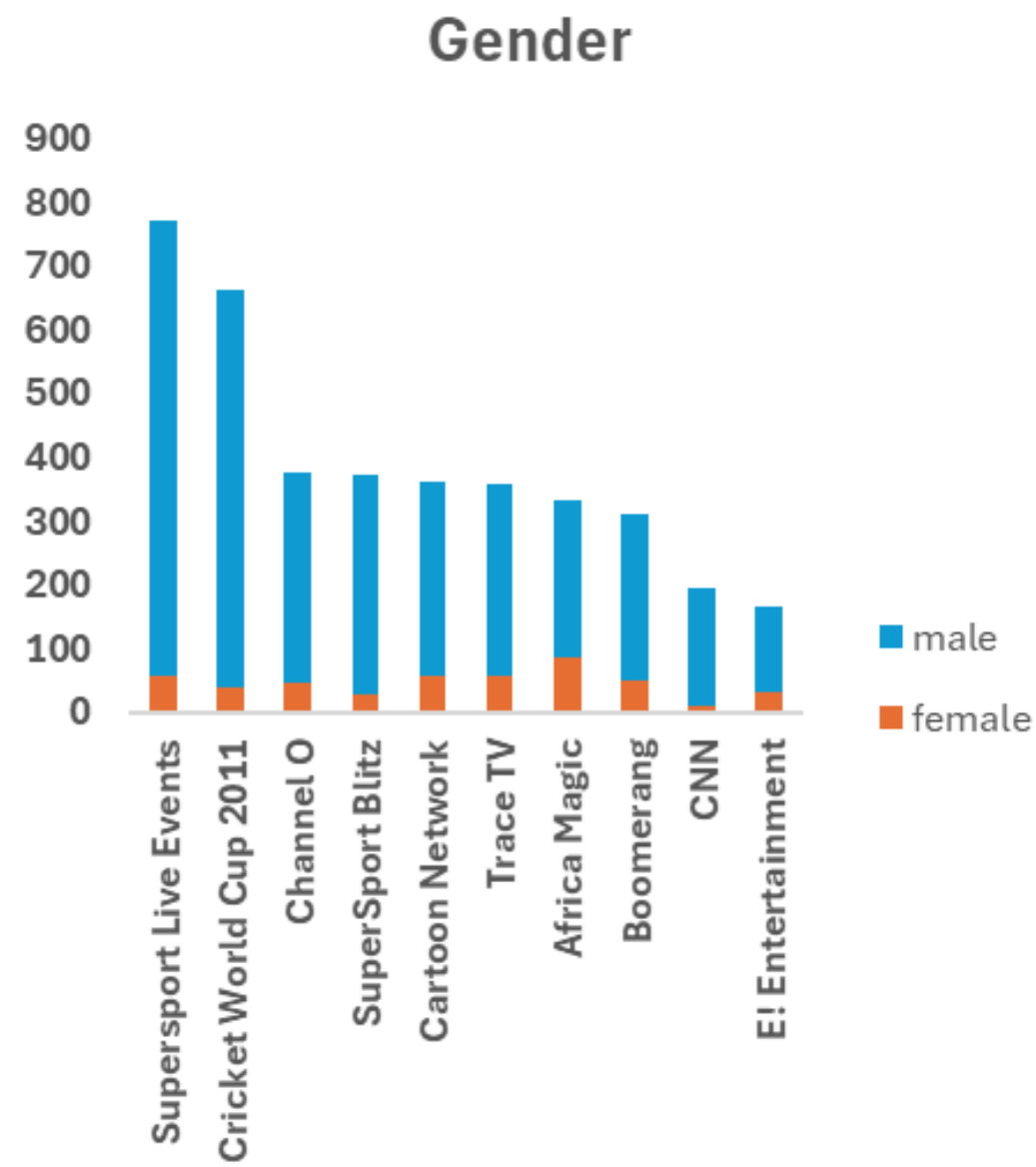
# Gender Distribution & Channel Preferences

- The audience is overwhelmingly male (85%), indicating a highly successful niche with male viewers but a significant lack of appeal among female audiences

User gender distribution



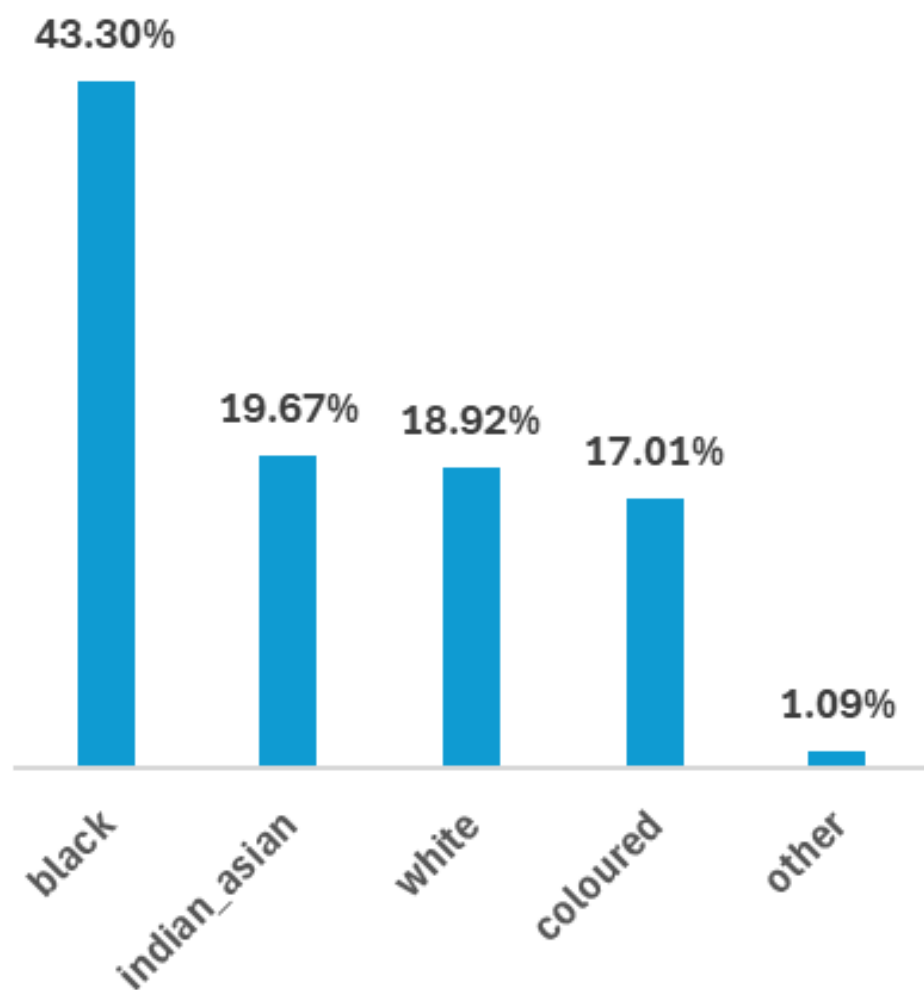
- viewership is male-dominated, especially for sports. Channels like Africa Magic and E! show higher female appeal, but still skew male.



# Race & Channel Preferences

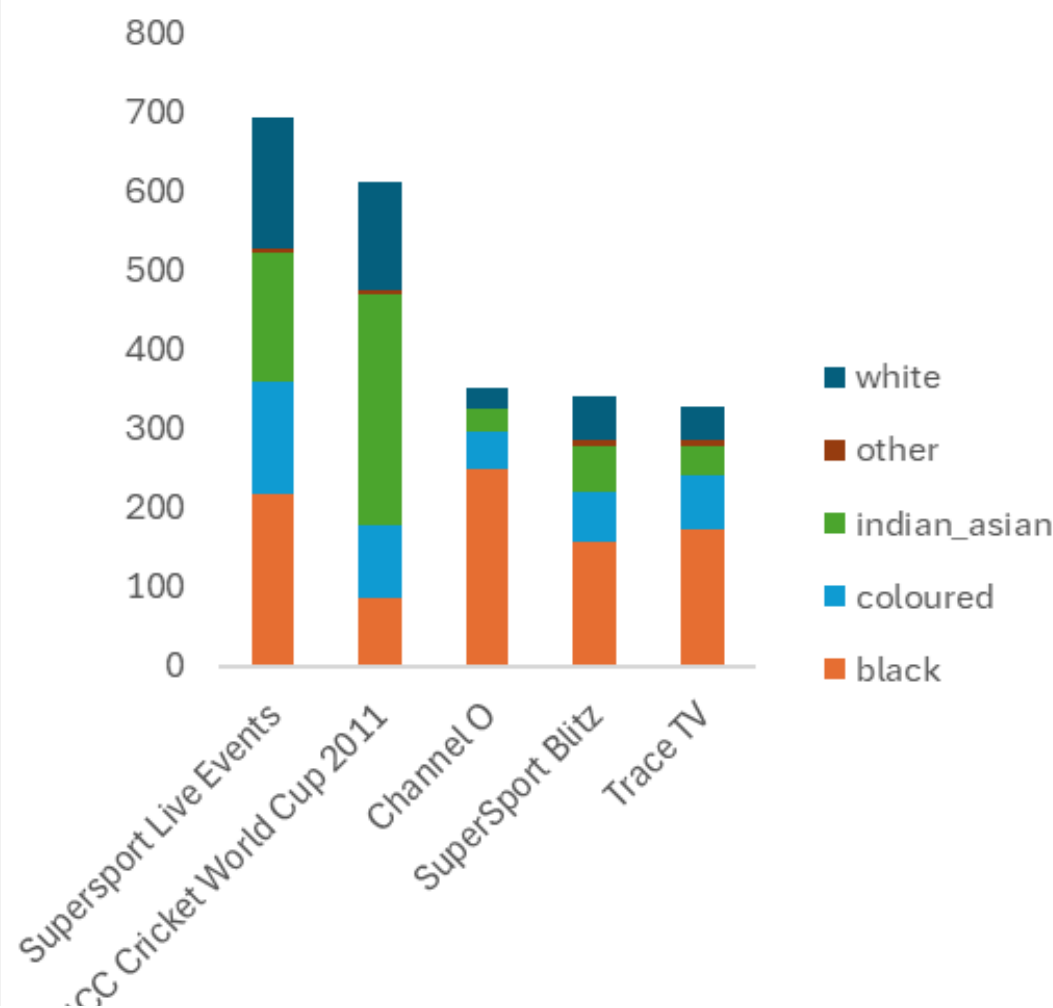
- The viewership has a Black majority (43.3%) within a highly diversified, multiracial audience. This shows the channel's content successfully maintains broad, cross-cultural appeal

User Race Distribution



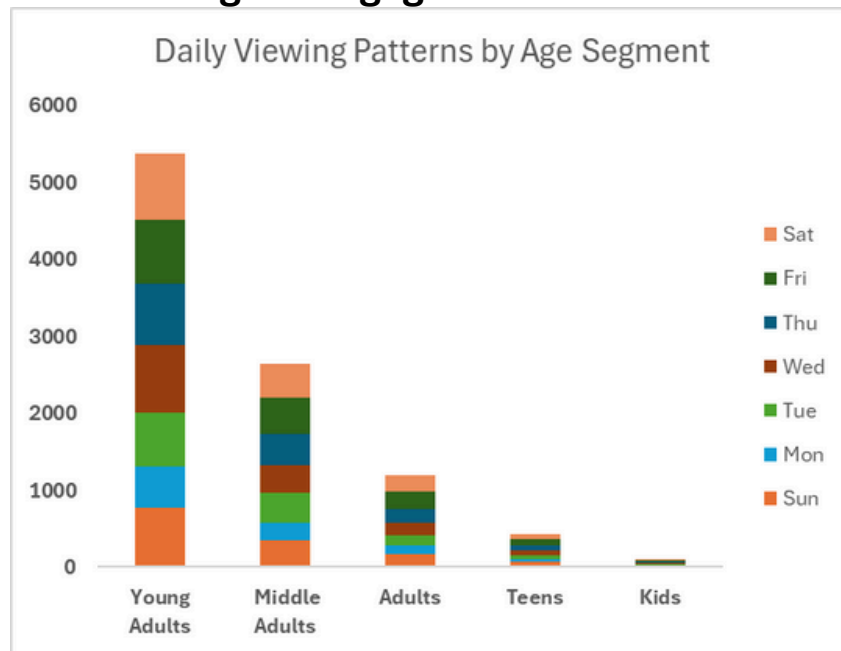
- Black viewers make up the largest portion of the audience, especially for entertainment channels like Channel O and Trace TV.
- Indian\_Asian viewers are highly engaged with cricket content, particularly the ICC Cricket World Cup.
- White viewers also prefer sports channels, while Coloured and Other groups show smaller but noticeable engagement across all channels

Top 5 Channels: Racial Preferences



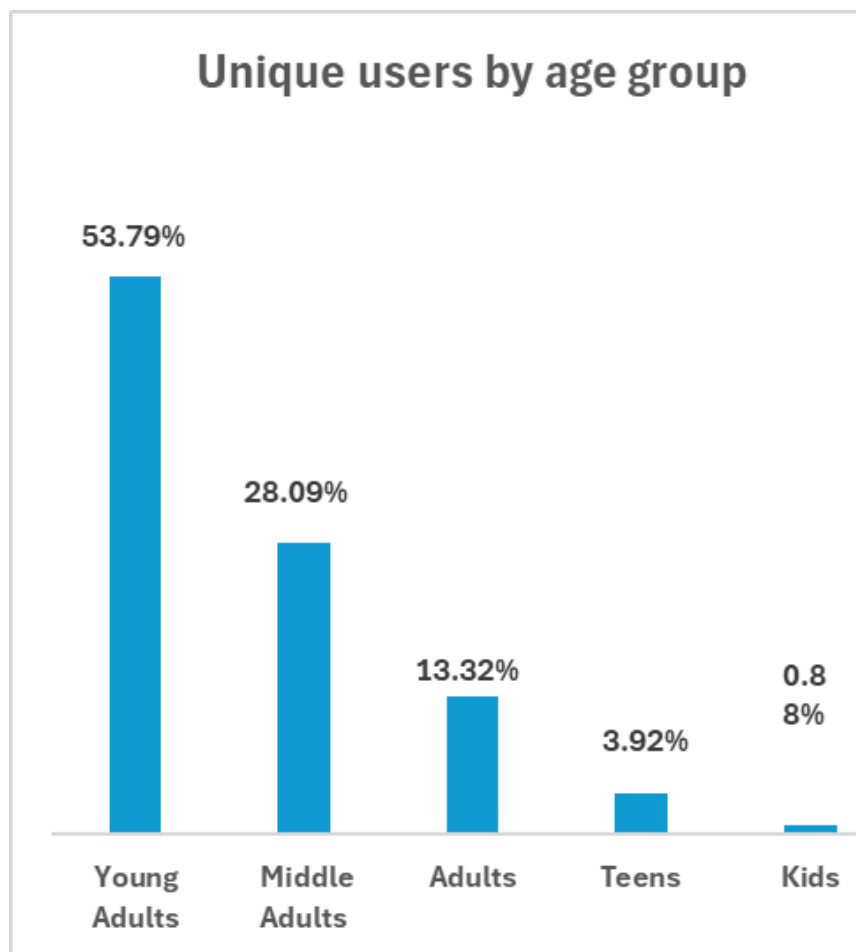
# TV Viewership Trends by Age Group

Viewership peaks on Fridays and Saturdays, with midweek (Wednesday) also showing high engagement. Young adults dominate every day, while middle adults and adults show higher engagement on weekends.



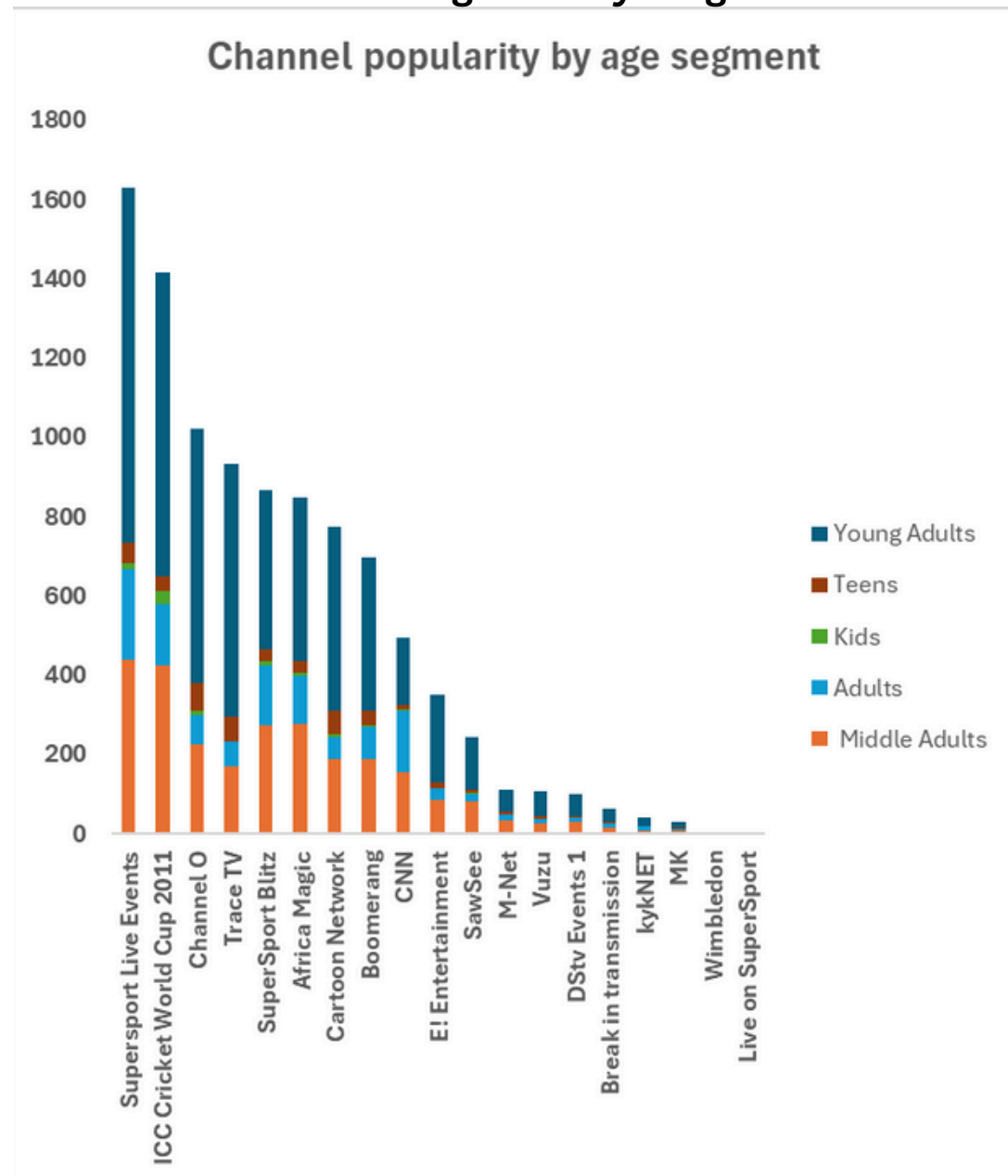
- Young adults dominate viewership across all channels, especially sports and entertainment.
- Middle adults show strong engagement with sports and news, while kids and teens contribute very little, even on channels targeted at younger audiences.

## Unique users by age group



Most viewers are young and middle-aged adults, with teens and kids contributing very little. This suggests content is more appealing to adult audiences, particularly young adults

## Channel popularity by age segment

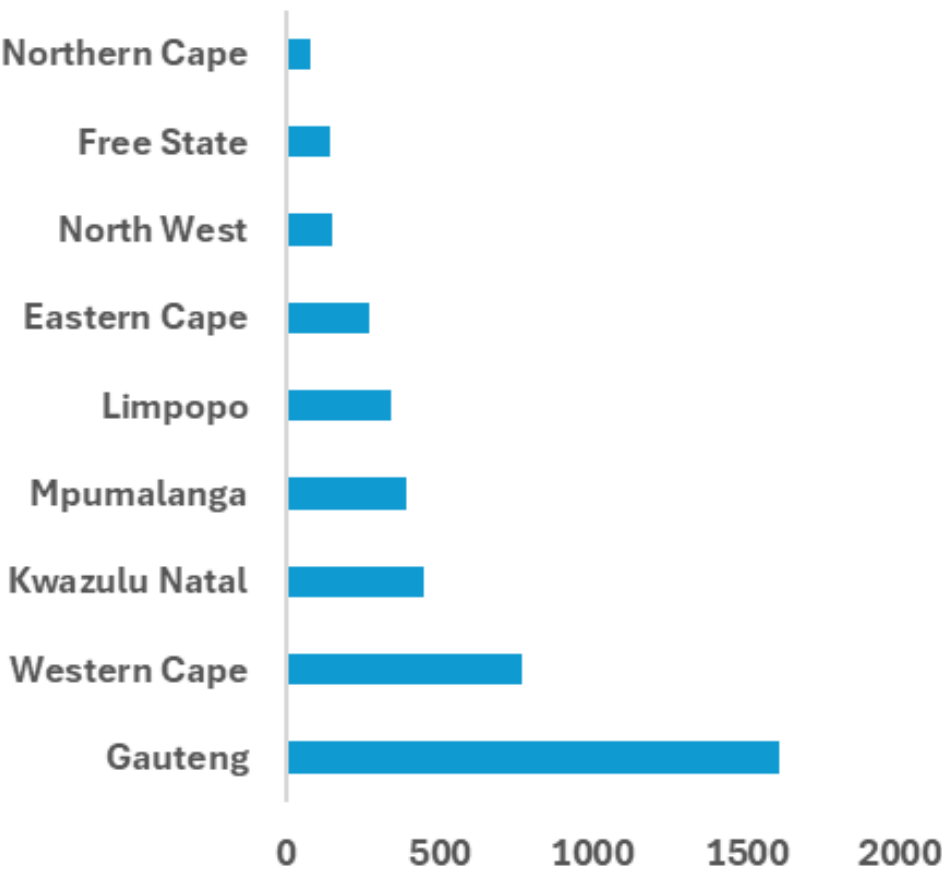


# Viewership & Channel Popularity by Province

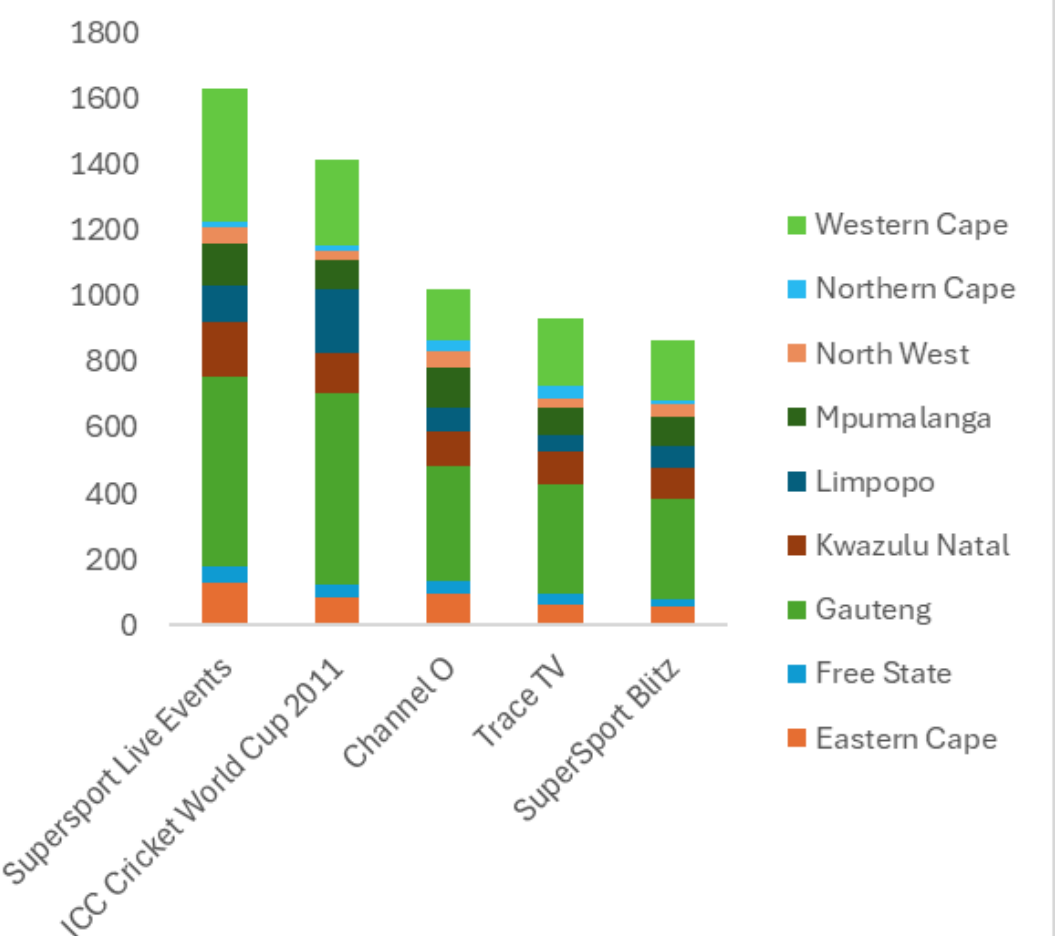
- Gauteng dominates viewership, followed by Western Cape, while Northern Cape has the lowest audience, showing strong engagement from major urban provinces.

- Sports channels (Supersport Live Events and ICC Cricket World Cup) lead in viewership across all provinces, especially in Gauteng and Western Cape.
- Channel O, Trace TV, and SuperSport Blitz get moderate to low engagement, with the smallest provinces contributing the least.

Viewership Distribution by Province



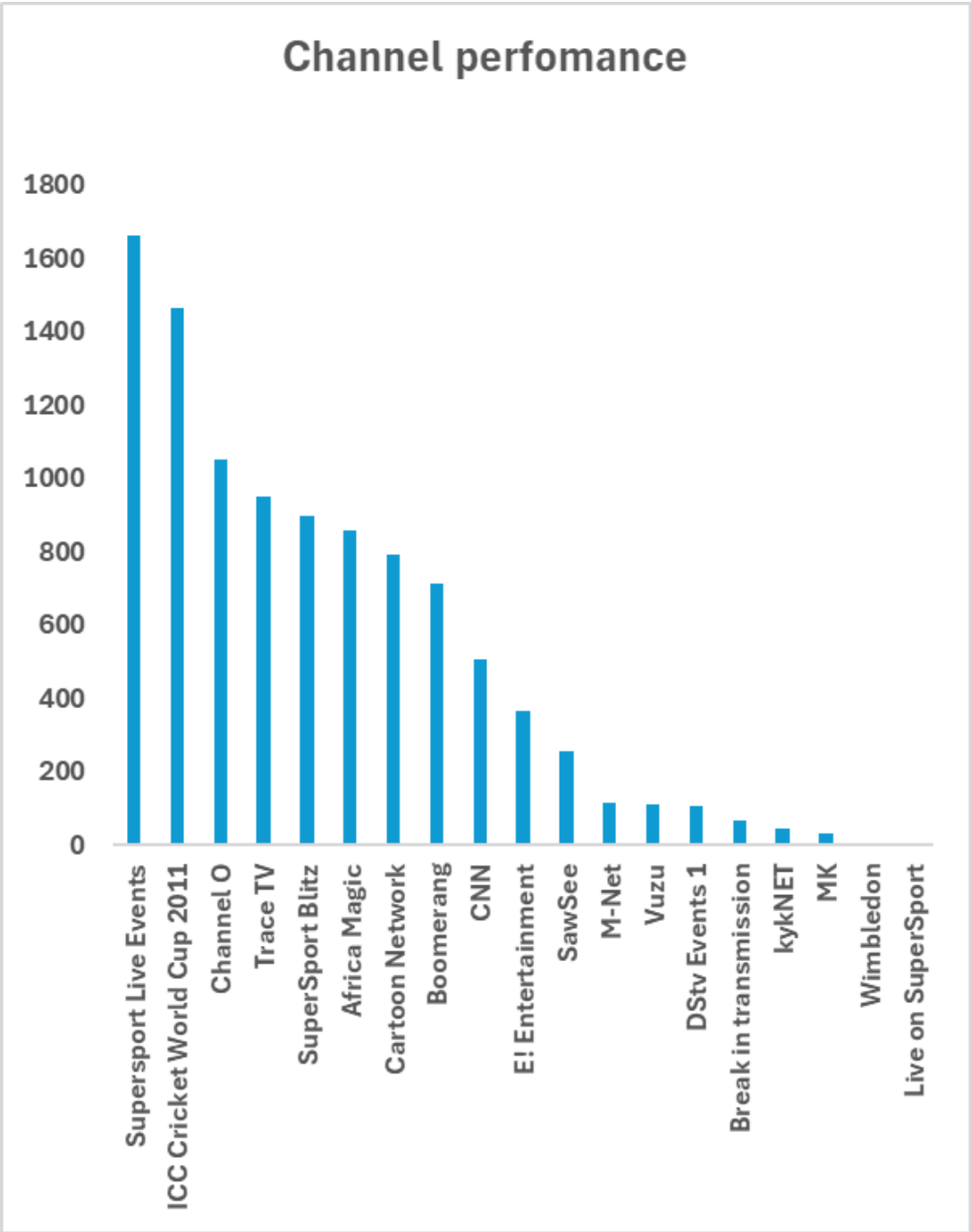
Top 5 Most Watched Channels by Province



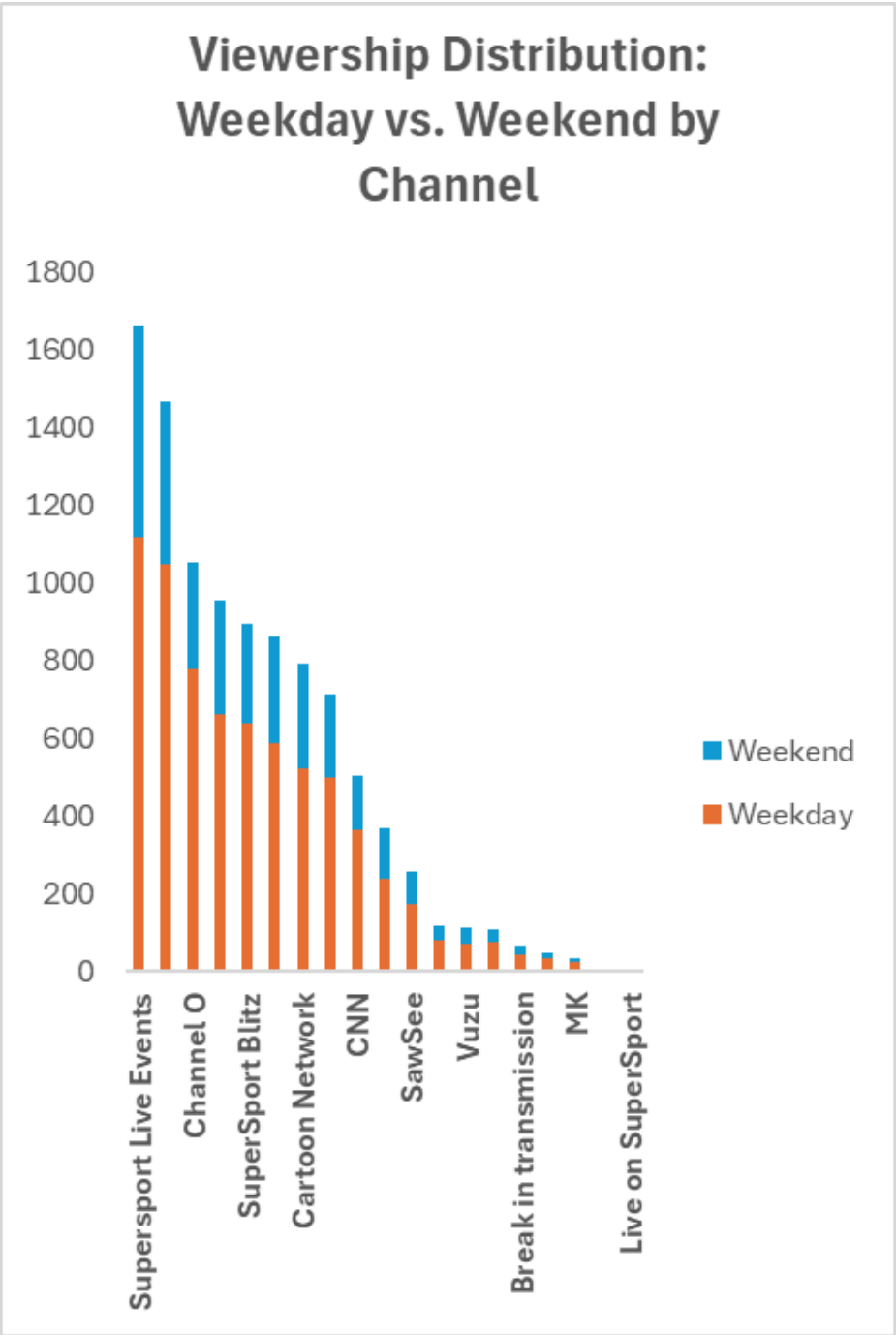
# Channel Performance Comparison

- Sports channels dominate viewership, followed by music/entertainment, while niche channels have minimal audience numbers
- Most channels perform better on weekdays, with sports and music channels leading viewership on both weekdays and weekends

Channel performance

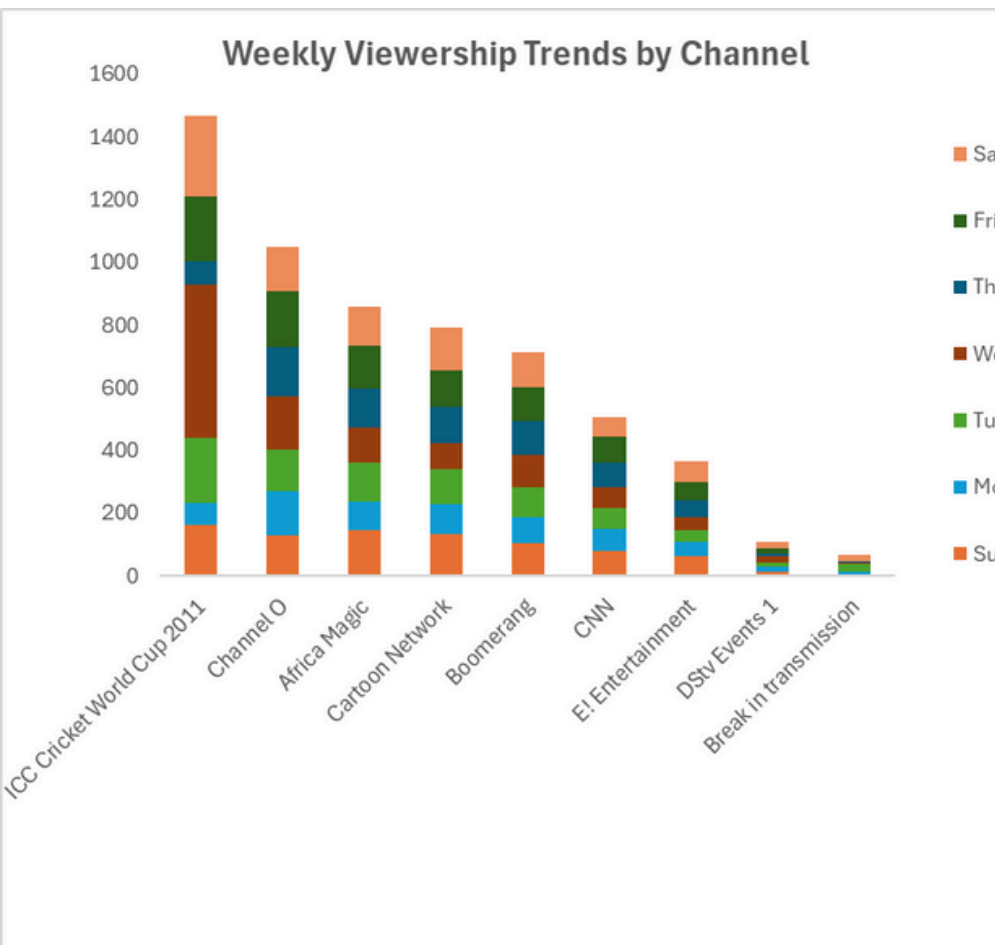


Viewership Distribution: Weekday vs. Weekend by Channel

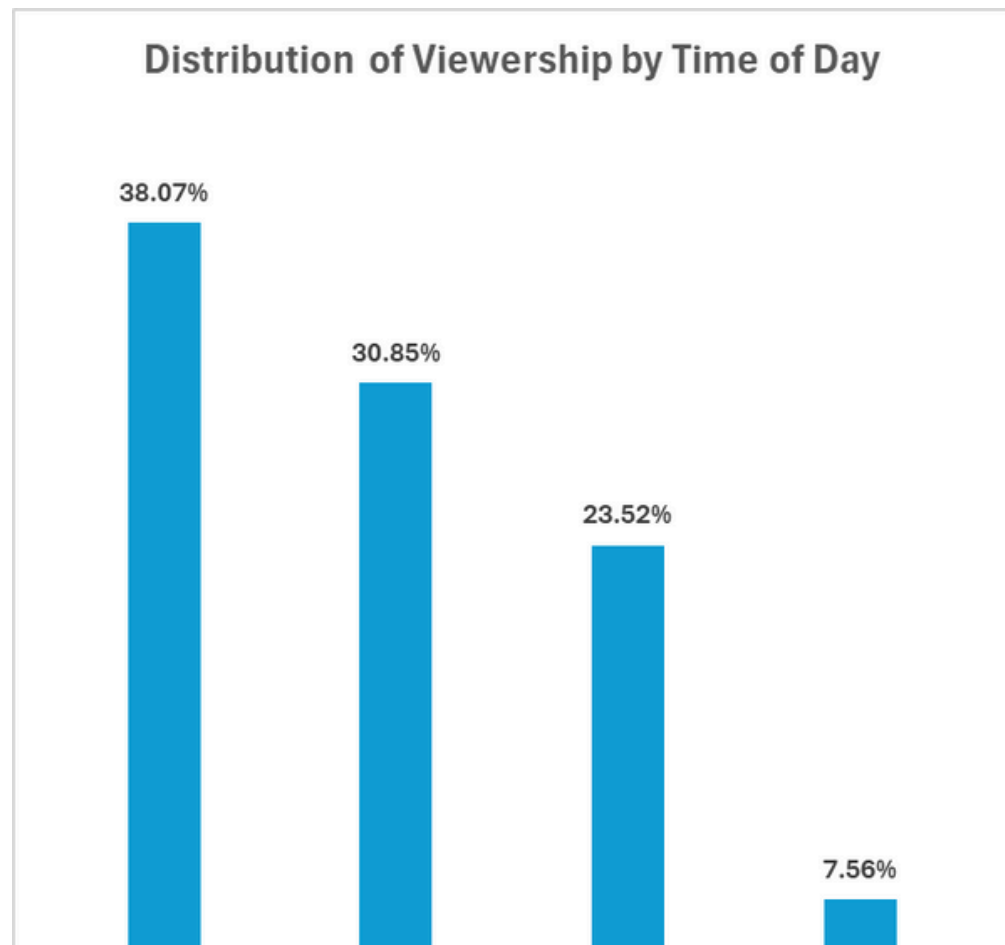


# Weekly Viewership Trends & Time-of-Day Distribution

- Viewership is highest mid-week (especially Wednesday) and lowest on Monday, with weekends showing strong kids' and entertainment channel activity



- Viewers are most active in the Afternoon and Morning, with very low viewership in the Early Morning.





# Recommendations:

- Invest more in sports content, especially Supersport Live Events and ICC Cricket World Cup, as they dominate viewership.
- Strengthen partnerships and promotions with music channels (Channel O, Trace TV) since they attract consistent audiences.
- Improve visibility and content for low-viewership channels (kykNET, MK, Wimbledon, Live on SuperSport)
- Increase weekend engagement strategies such as competitions, highlights, or themed blocks to boost lower weekend numbers.
- Since Monday is the lowest, improve Monday content or run promotions to boost early-week engagement.