



Bright TV

by Oatile Khutso Malete

start

Objectives

Overview of key findings

Viewership demographics

Viewership trends

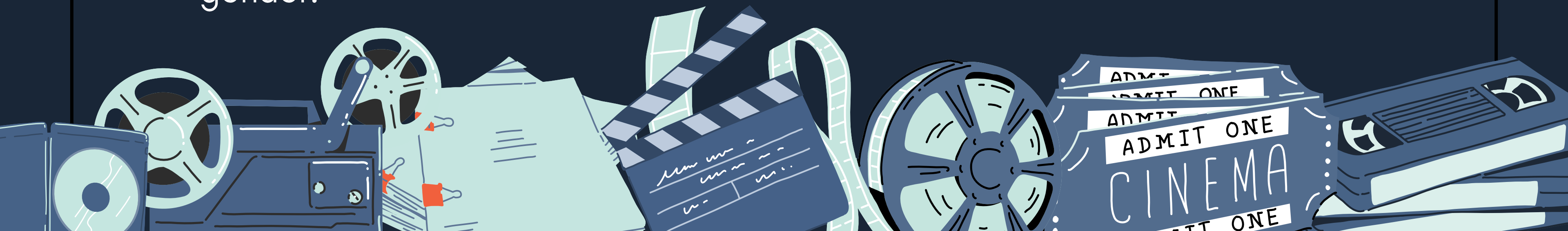
Factors influencing trends

Recommendations



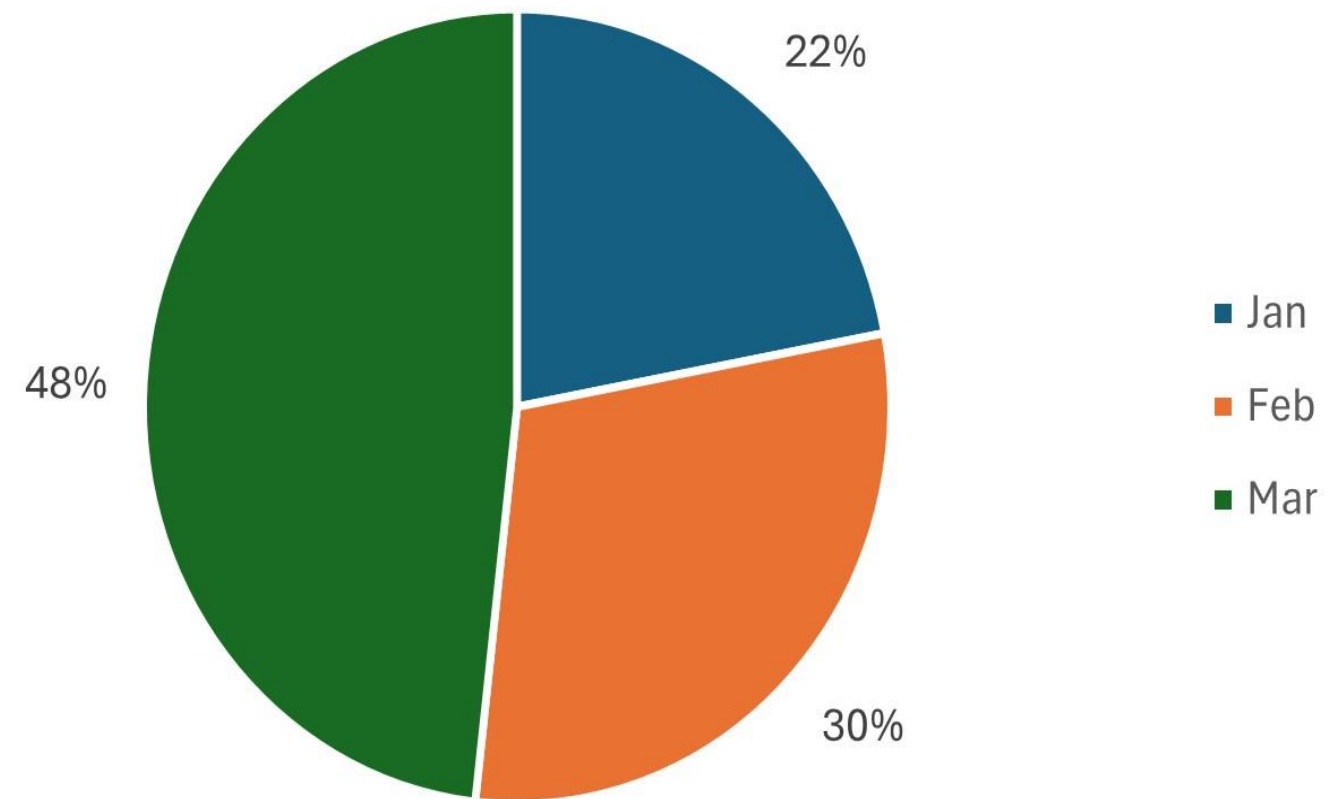
Key Findings

- The least watched channels, are niche channels designated for specific demographics. This eliminates it as an option for the excluded demographics.
- Race, gender and age influence viewership the most. Providing race neutral content would increase viewership.
- Sports and music have their own audience who are loyal.
- Other channels that do not receive much viewership due to age suitability, channels need to provide channels that are appropriate for all ages, races, and gender.



Overview

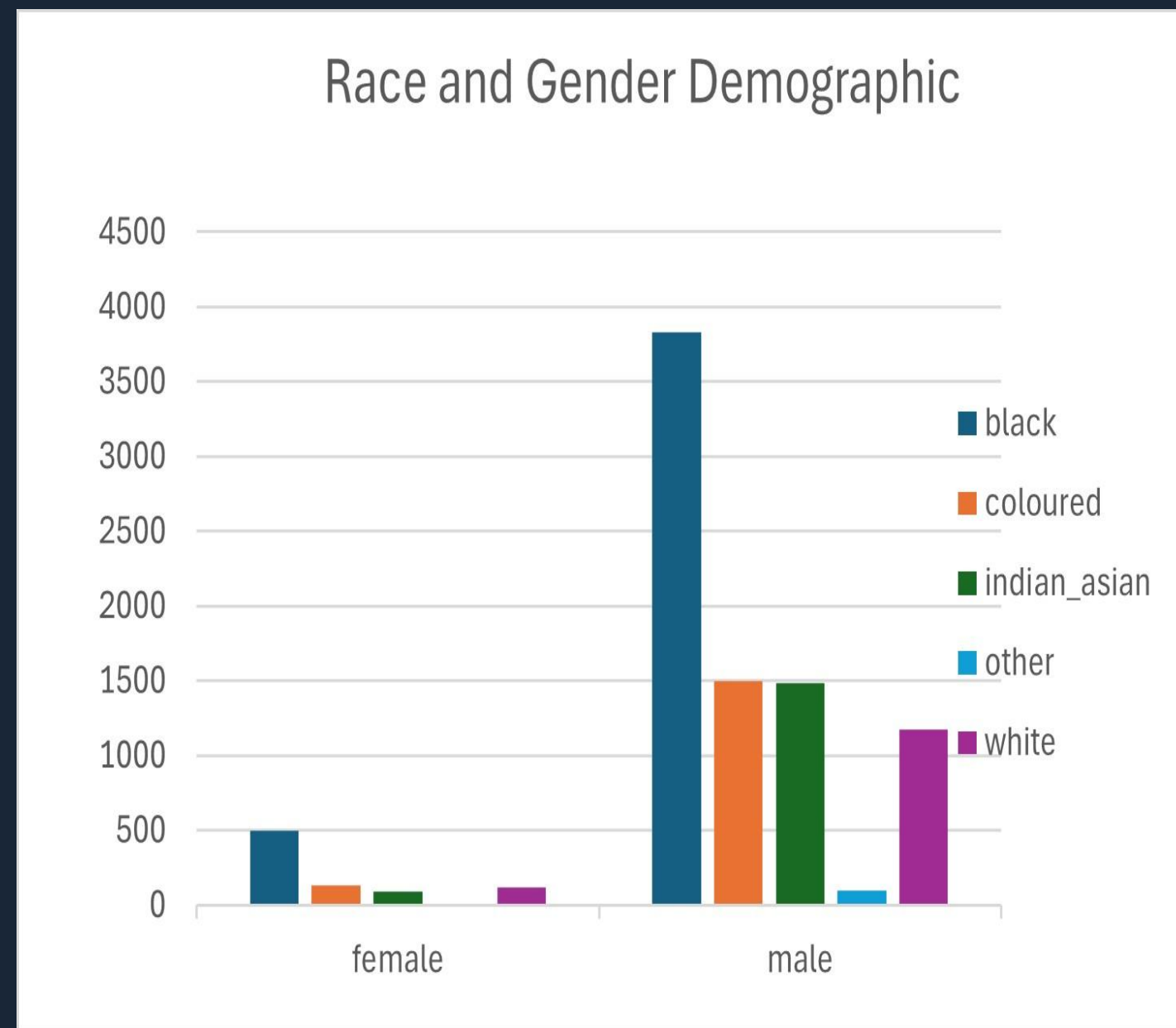
Usage per month



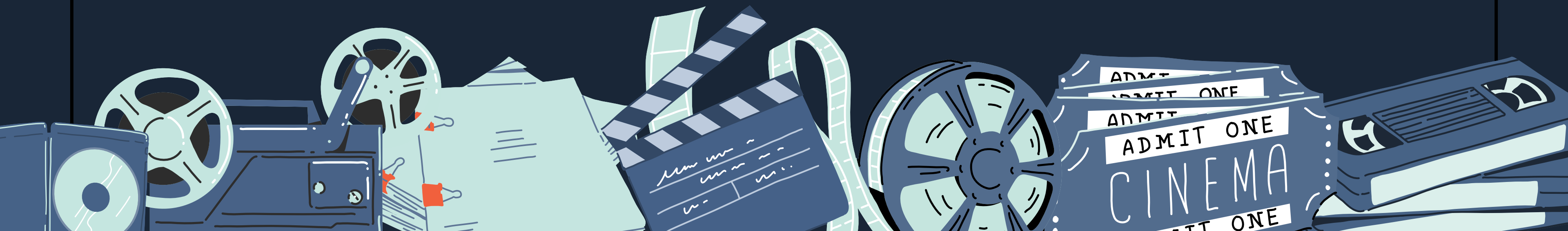
- The data is from 1 January 2016 – 1 April 2016.
- The most usage was in March, due to the sports season.



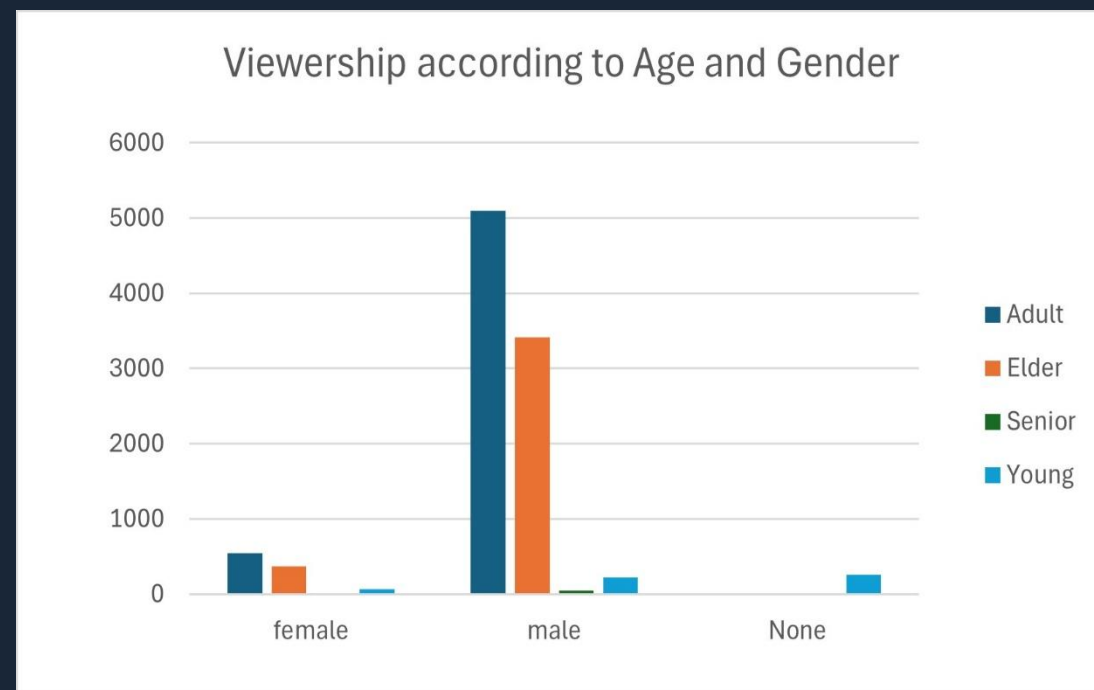
Viewership Demographics



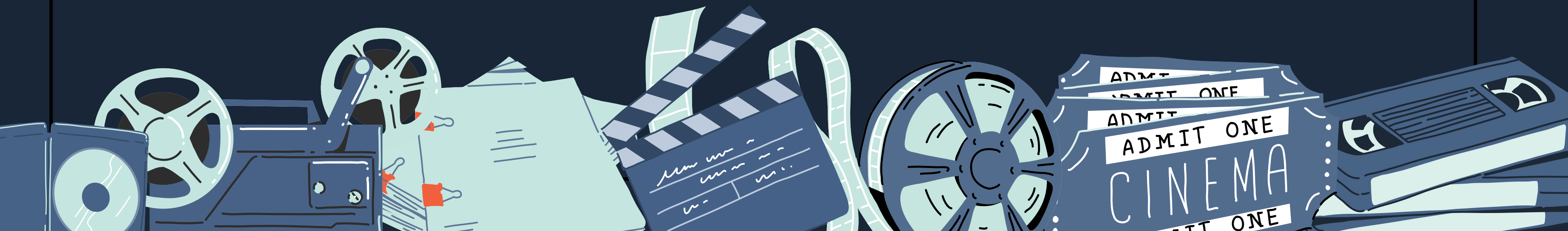
- BrightTv has more black males watching TV than any other race.
- White women watch television the least.
- Women do not watch that much TV.



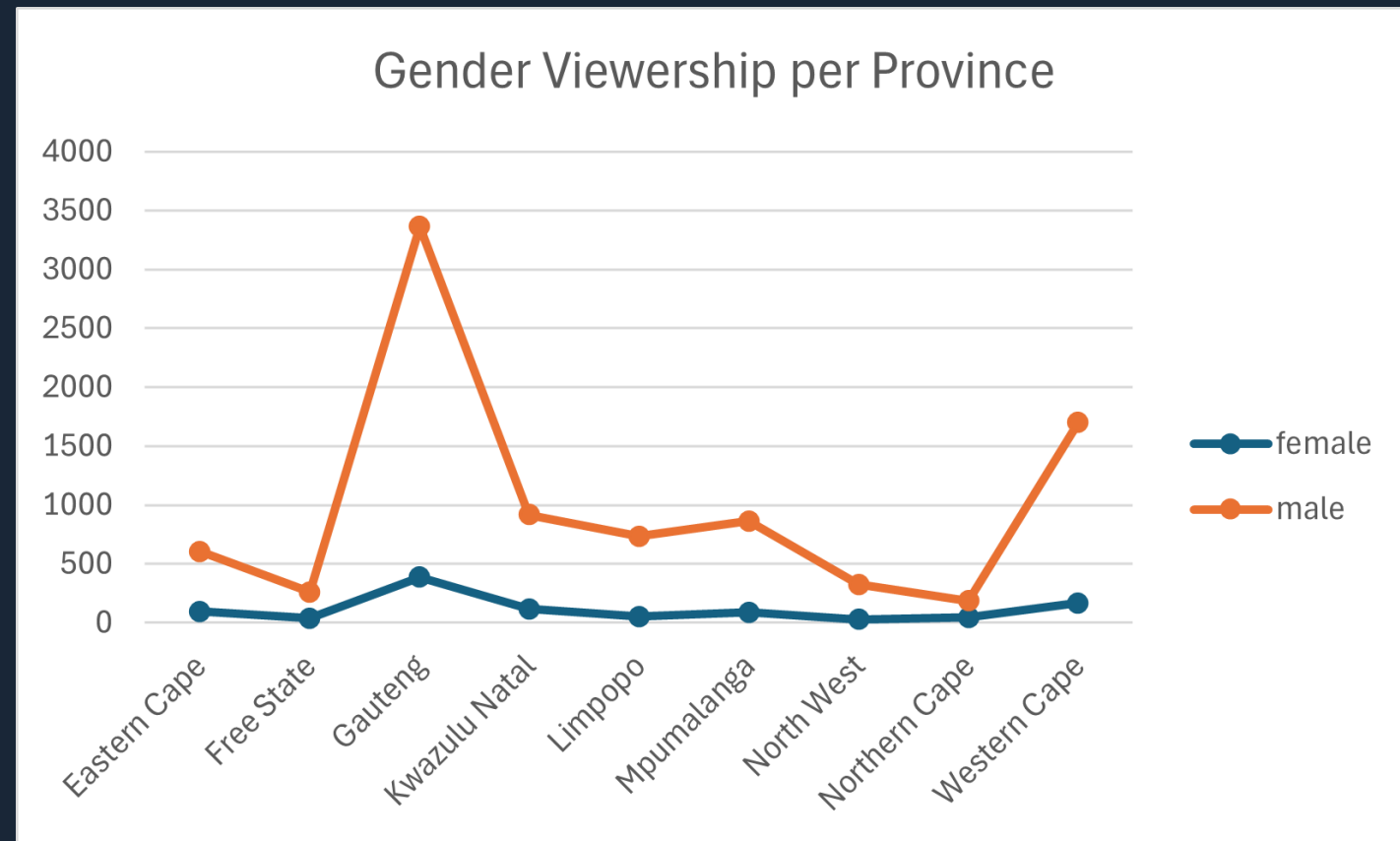
Viewership Demographics



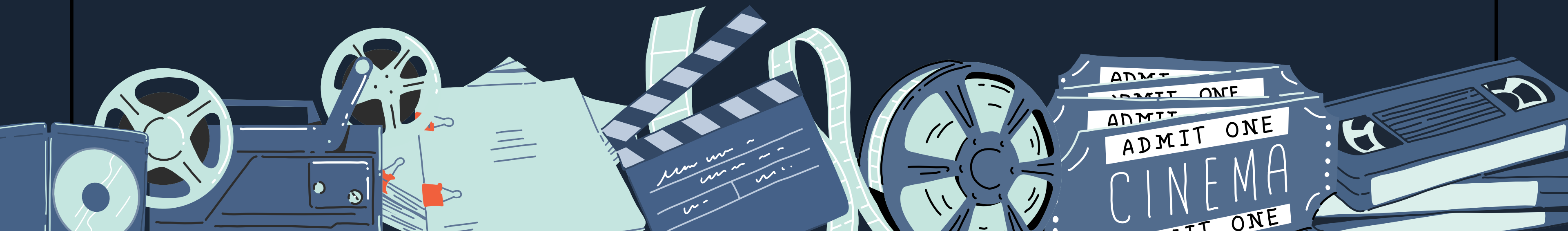
- The age buckets are split as:
 - ✓ 0 to 17 Young
 - 18 to 34 as Adult
 - 35 to 64 as Elder
 - 65+ as Senior
- There are more male adults watching TV
- Senior Females watch the least tv



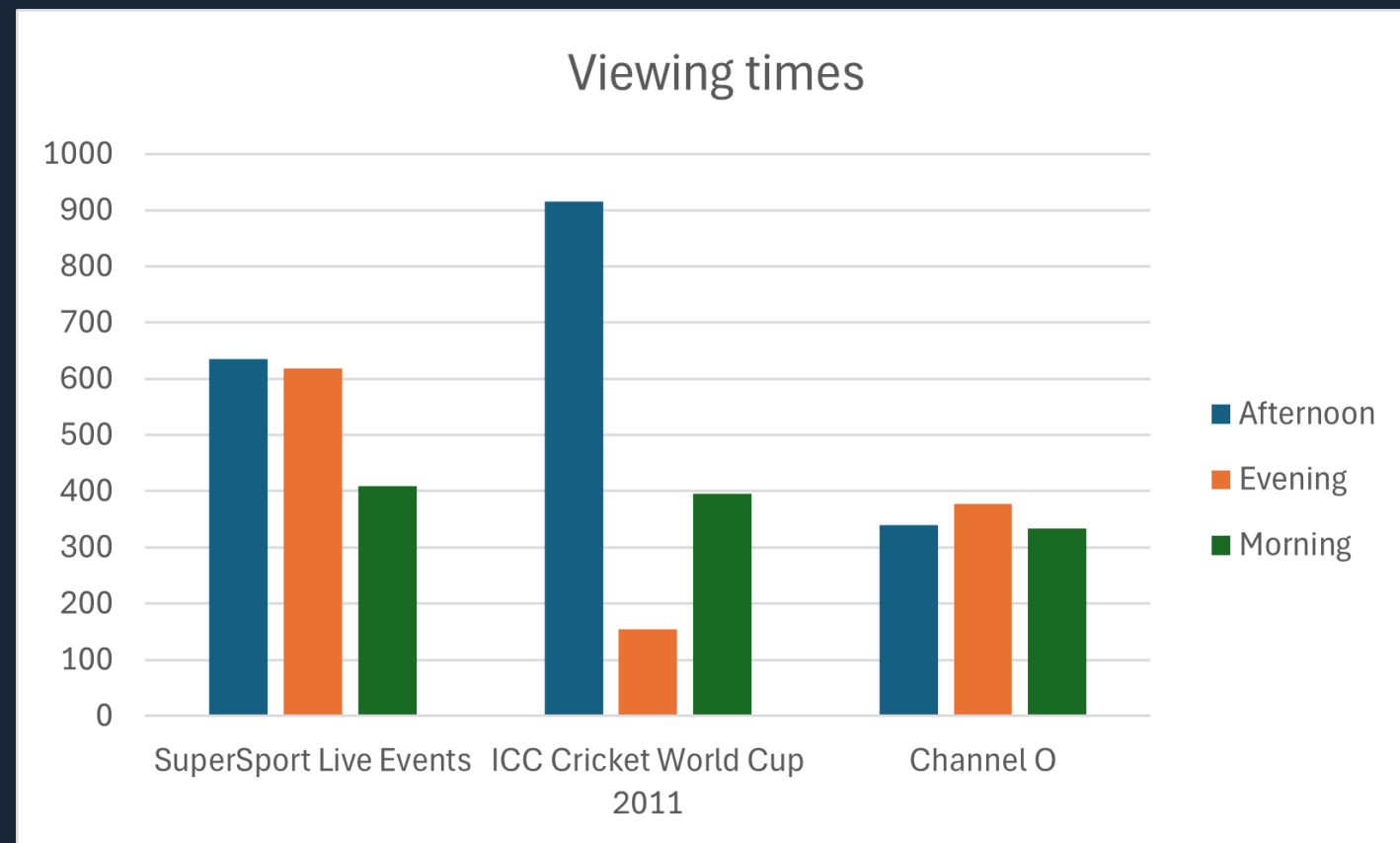
Viewership Demographics



- Gauteng males and female watch the most TV respectively.
- While the Northern Cape watch the least amount of TV



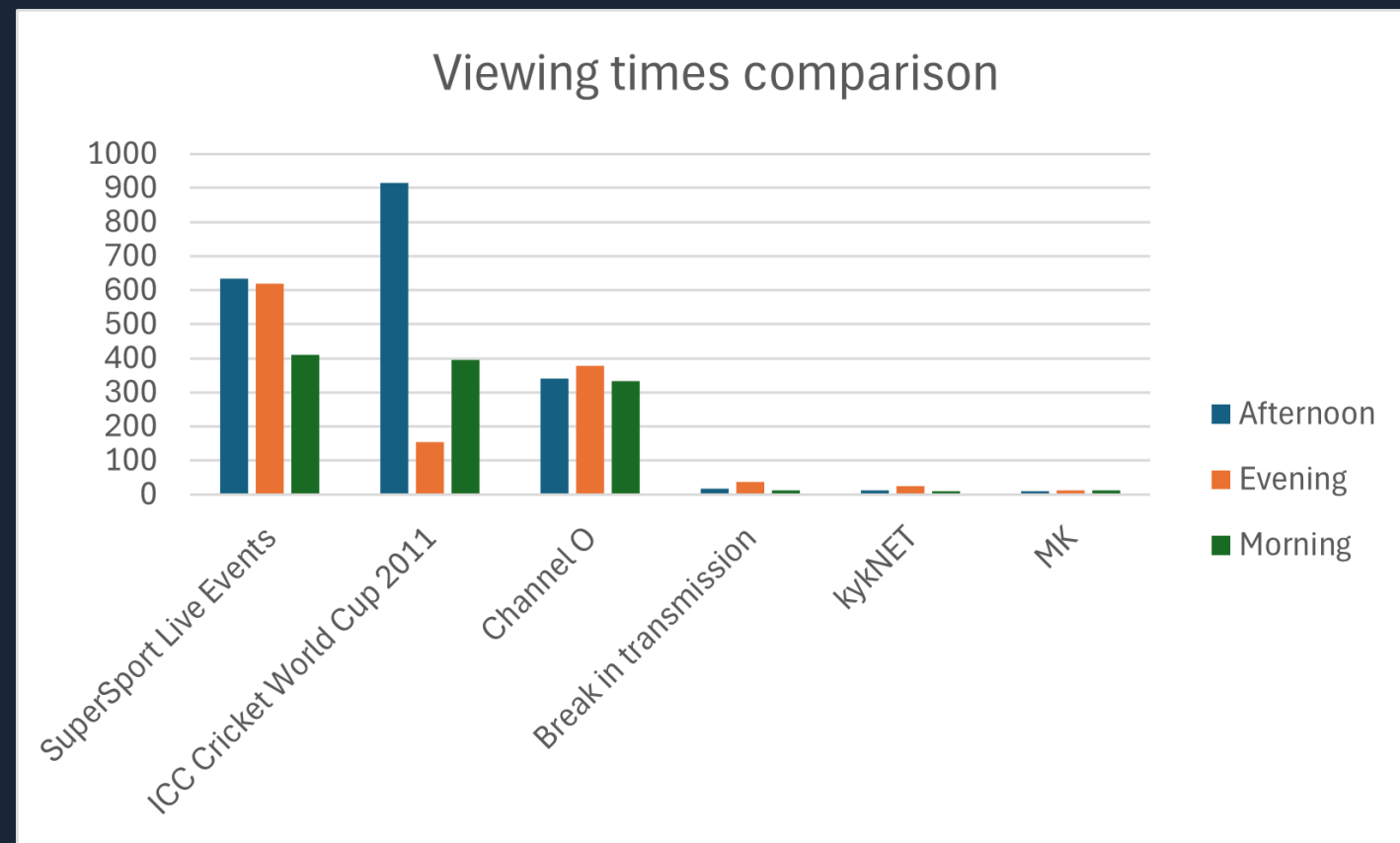
Viewership Trends



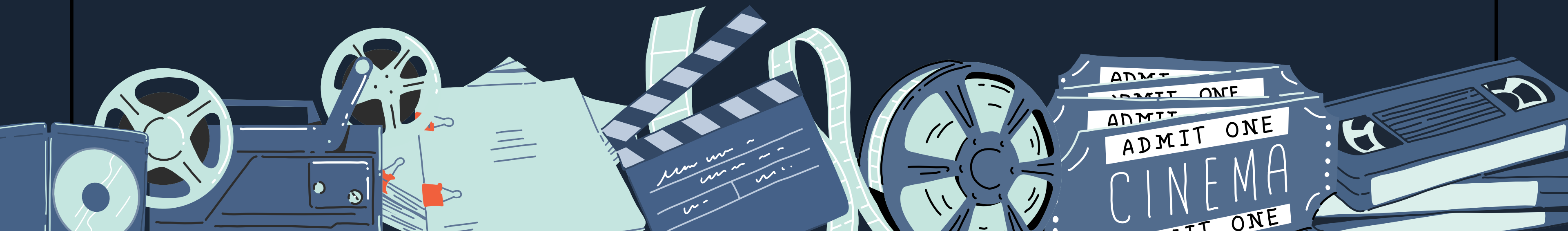
- For the most watched channels, the peak times were in the afternoon.
- The SuperSport live events has more views in the afternoon and evening, due to it not being a niche channel
- Channel O has consistent content, the views do not fluctuate significantly
- ICC Cricket World Cup 2011, is a specialized/niche channel hence the reflection on the data.



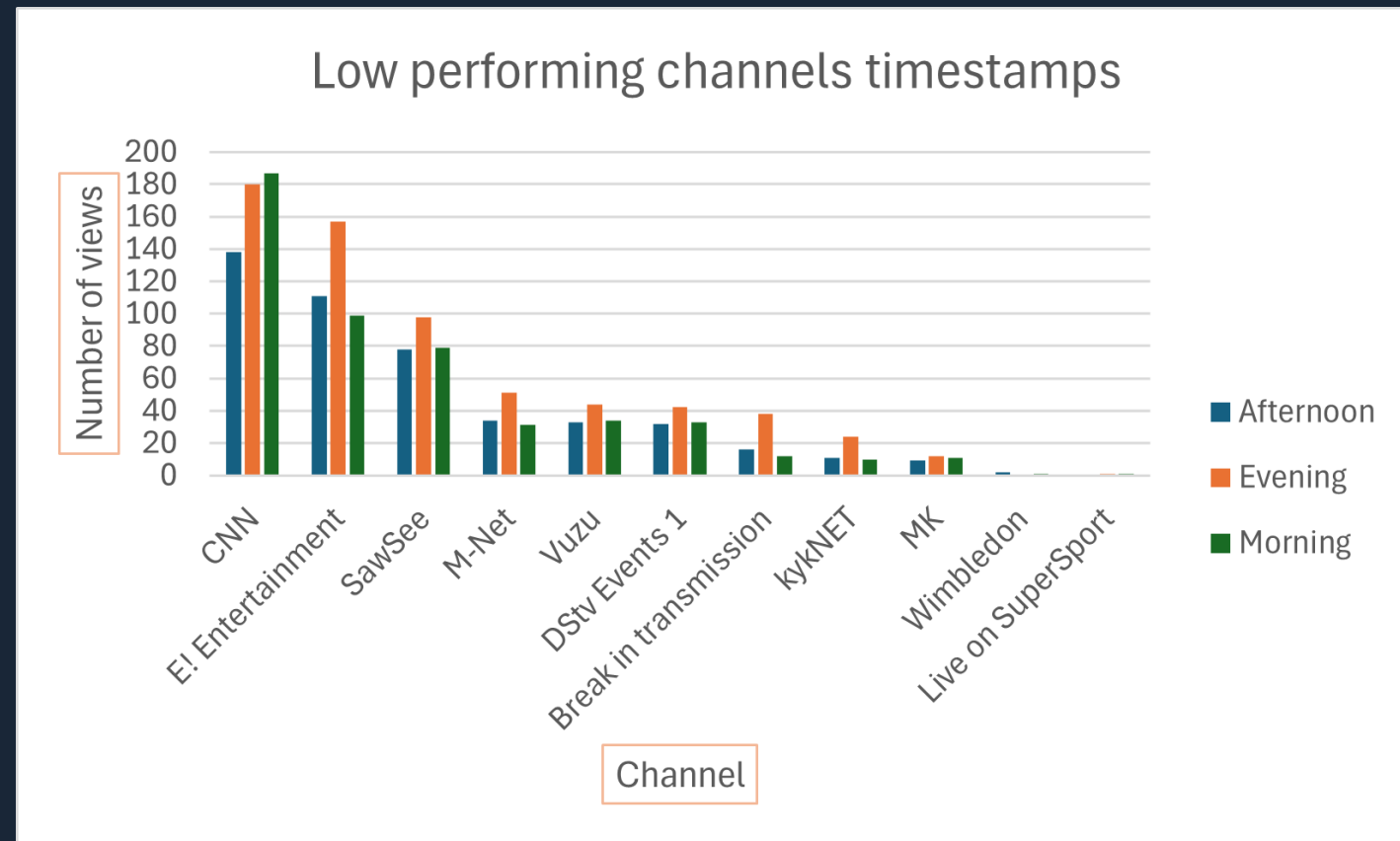
Viewership Trends



- The gap and difference between the most watched channels and least watched channels is significant.
- E.g. KykNET is an Afrikaans channel which is specialized for a demographic that does not watch the most Tv. Even when it is watched, it is during the prime time.



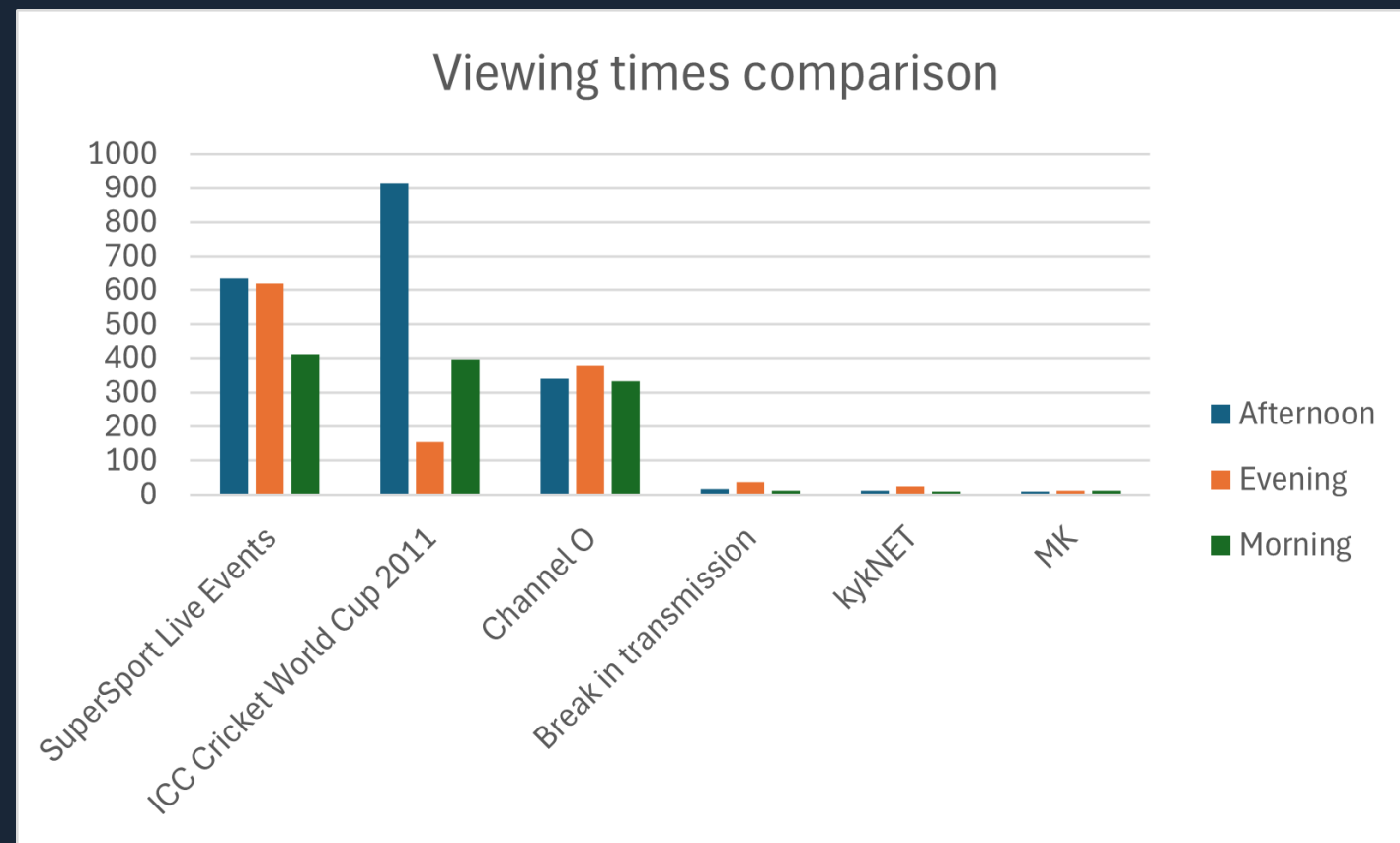
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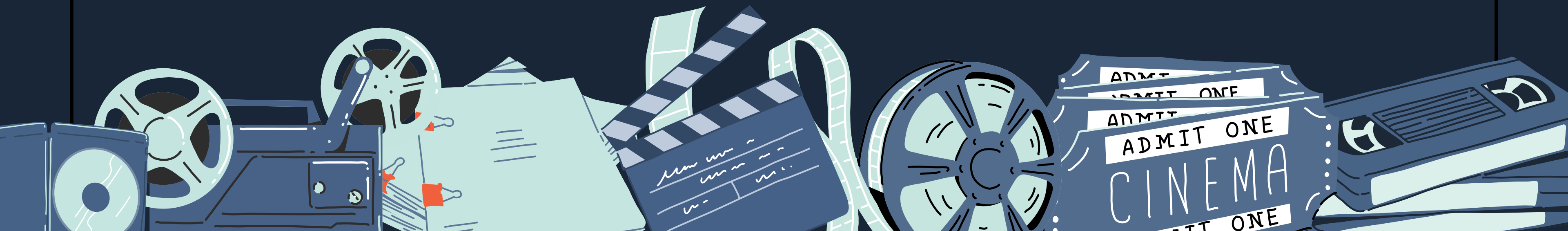
- Tv is most watched in the evening, even for the low performing channels.



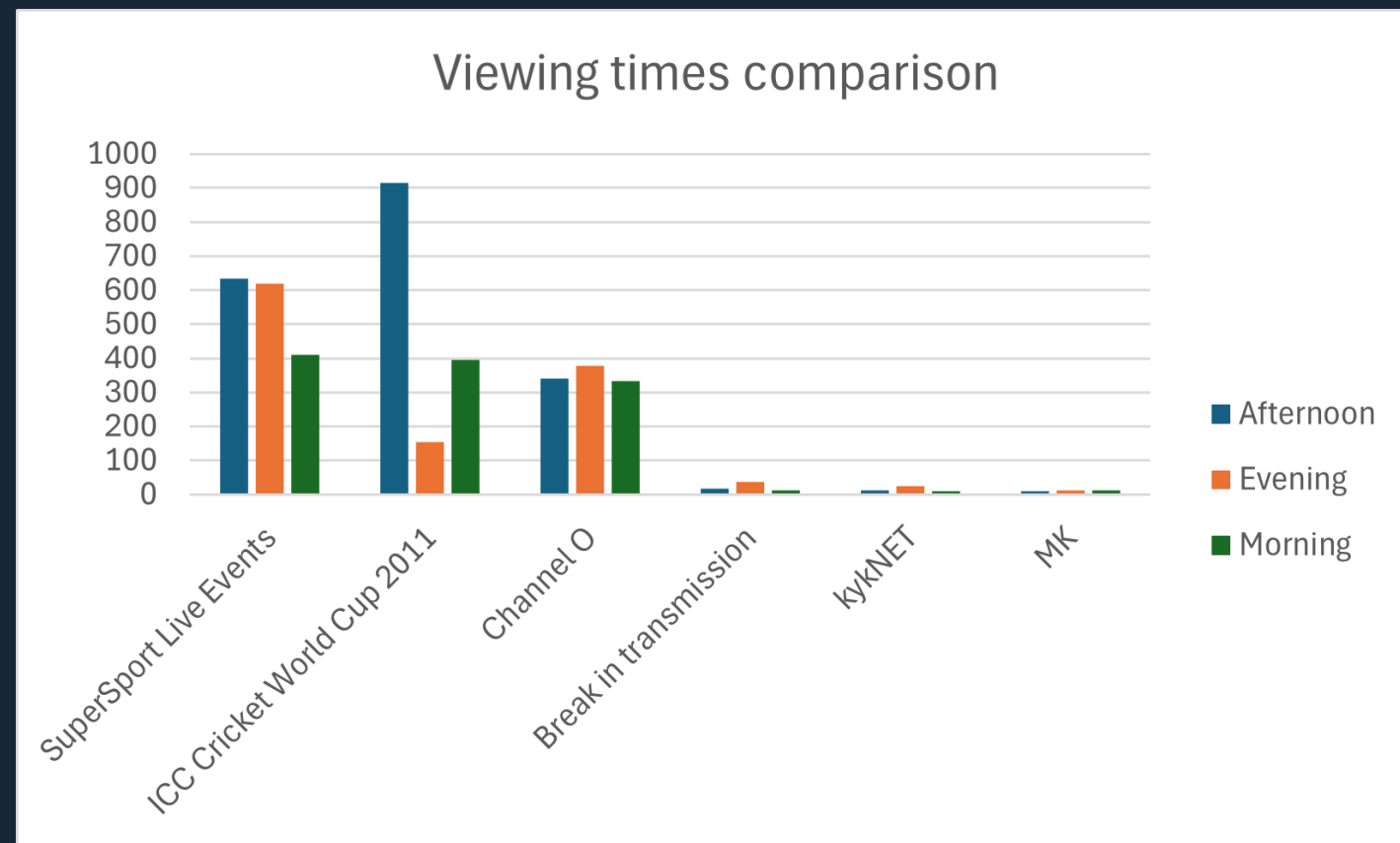
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Factors Influencing trends

1

Trends

- Trending shows, Live sports and events spike viewership due to popularity.

3

Location

- Overly populated regions receive more viewers, this is influenced by accessibility and urbanisation.

2

Audience Demographics

- Viewership is based on preference and culture. Males prefer sporting content, while females prefer drama shows; there must be a balance on the shows and viewing times for each programme to accommodate all demographics



Recommendations

BrightTV may implement the following to generate more revenue:

- BrightTV may allow multiple streaming on a single account to allow families to view preferred shows without clashes
- Allow users to build an algorithm on their tv's based on their preferences.
- Have a function where people can save missed shows on their profile, to watch later.
- Allow the algorithm to be influenced by trends and most watched shows based on demographics.





Thank You

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FINISH