



BRIGHT TV

POWER POINT PRESENTATION

# BRIGHTTV VIEWERSHIP

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# BRIEF OVERVIEW



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USAGE TREND



ANALYSIS



PROPOSAL

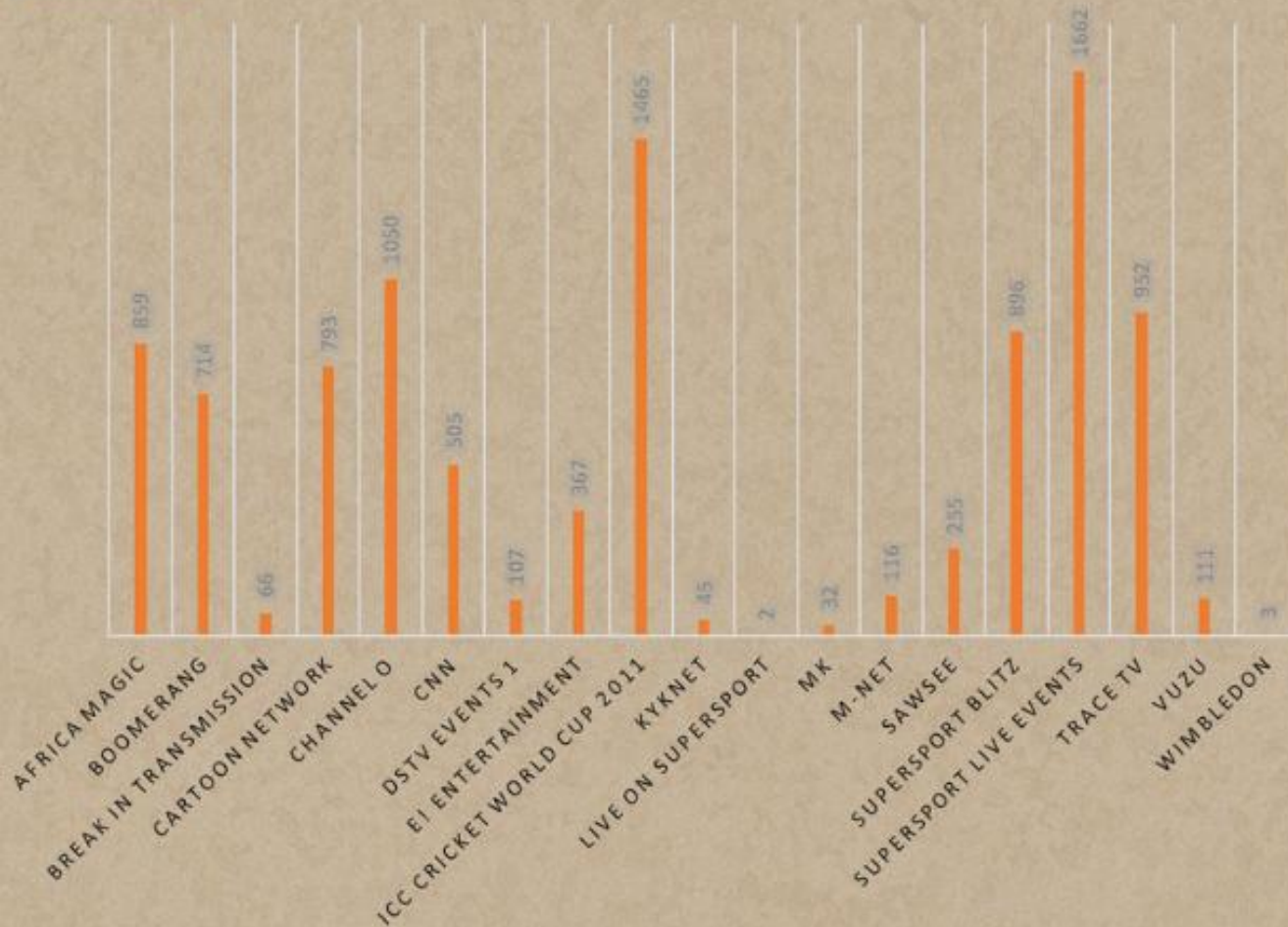




# USAGE TREND

## VIEWERSHIP BY CHANNEL

Count of USERID



- NUMBER OF CHANNELS**

AChannels like Wimbledon, Live on SuperSport, MK, kykNET, DStv Events, and Break in Transmission accounted for just 2.55% of total views, indicating limited audience engagement

- CHANNELS WITH LIMITED REACH**

Wimbledon, Live on SuperSport, MK, kykNET, DStv Events, and Break in Transmission made up just 2.55% of total viewership, suggesting low engagement and a need for strategic content or promotional improvements..

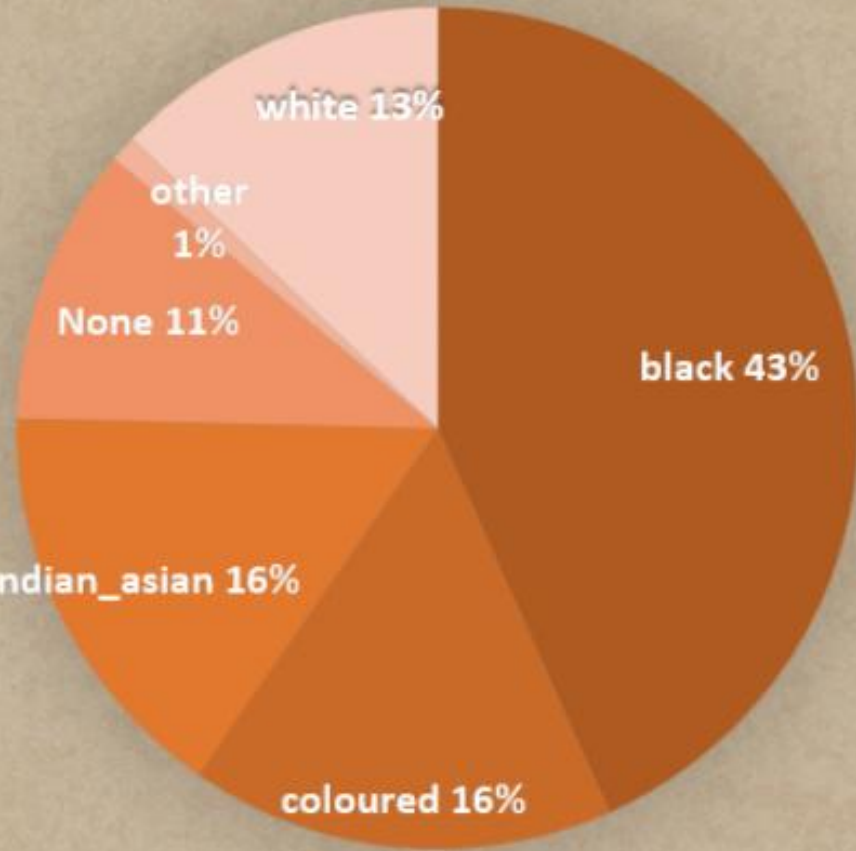






# USAGE BY RACE

## AUDIENCE DEMOGRAPHIC INSIGHT



- **Black (43.3%)**

TAs the largest user group, this demographic shows strong engagement, highlighting the need to maintain culturally relevant and appealing content.

- **Coloured (16.3%)**

This key segment could benefit from targeted content and language preferences to boost engagement.

- **Indian/Asian (15.8%)**

This sizable group presents opportunities for culturally, regionally, or linguistically tailored content

- **White (12.9%)**

Although smaller in size compared to others, this audience remains a key segment. Content diversification and tailored promotion may help maintain and grow engagement.

- **Not specified(11%)**

The relatively high percentage of users without a defined demographic suggests a need for improved data collection or optional demographic profiling to better understand this segment.

- **Other(1%)**

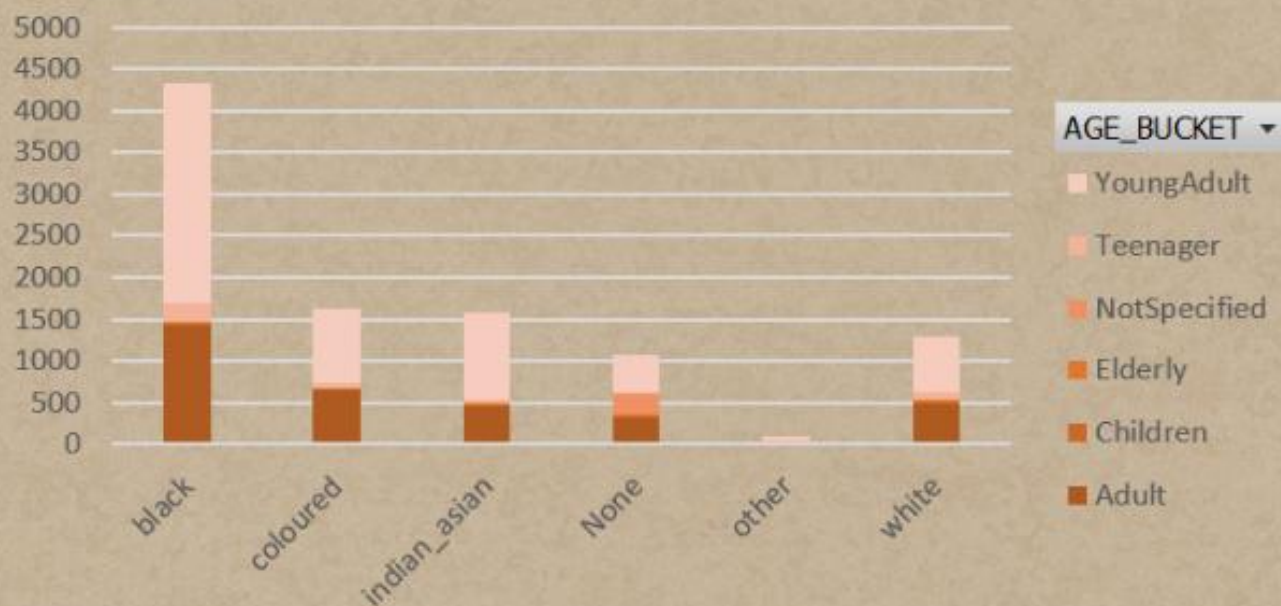
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# RACE INSIGHT BY AGE

Count of USERID



RACE ▾

## • Black

Black users are the largest group (4,331), accounting for over 43% of the total. Most are Young Adults (2,638) and Adults (1,426), with smaller numbers among Teenagers (220), Children (21), and the Elderly (26). This indicates strong engagement from users aged 18–35, making this group a core audience for targeted strategies.

## • Coloured & Indian/Asian

Each group make up over 15% of the total, with similar patterns—strong Young Adult and Adult presence.

## • White

users number 1,292, again mostly Young Adults and Adults.

## • None

The "None" category has a notable number (260) under "NotSpecified" age.

## • Other

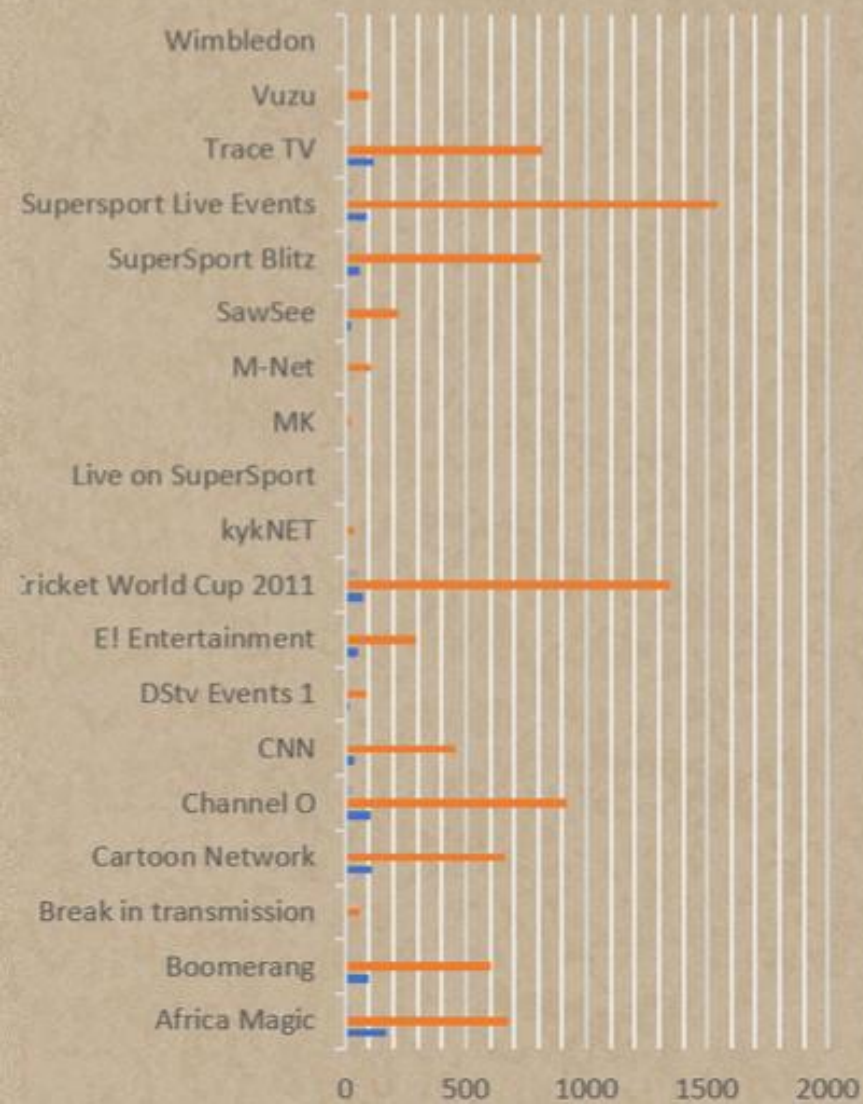
"Other" is the smallest group (102 users).







## RACE INSIGHT BY AGE



## Male

- Male users dominate, accounting for 8,761 of the total.
- The most-watched channels are:
- Supersport Live Events (1,662)
- ICC Cricket World Cup 2011 (1,465)
- Channel O (1,050)
- Trace TV (952)
- Channels like Cartoon Network, Boomerang, and Africa Magic also attract large audiences, particularly males.

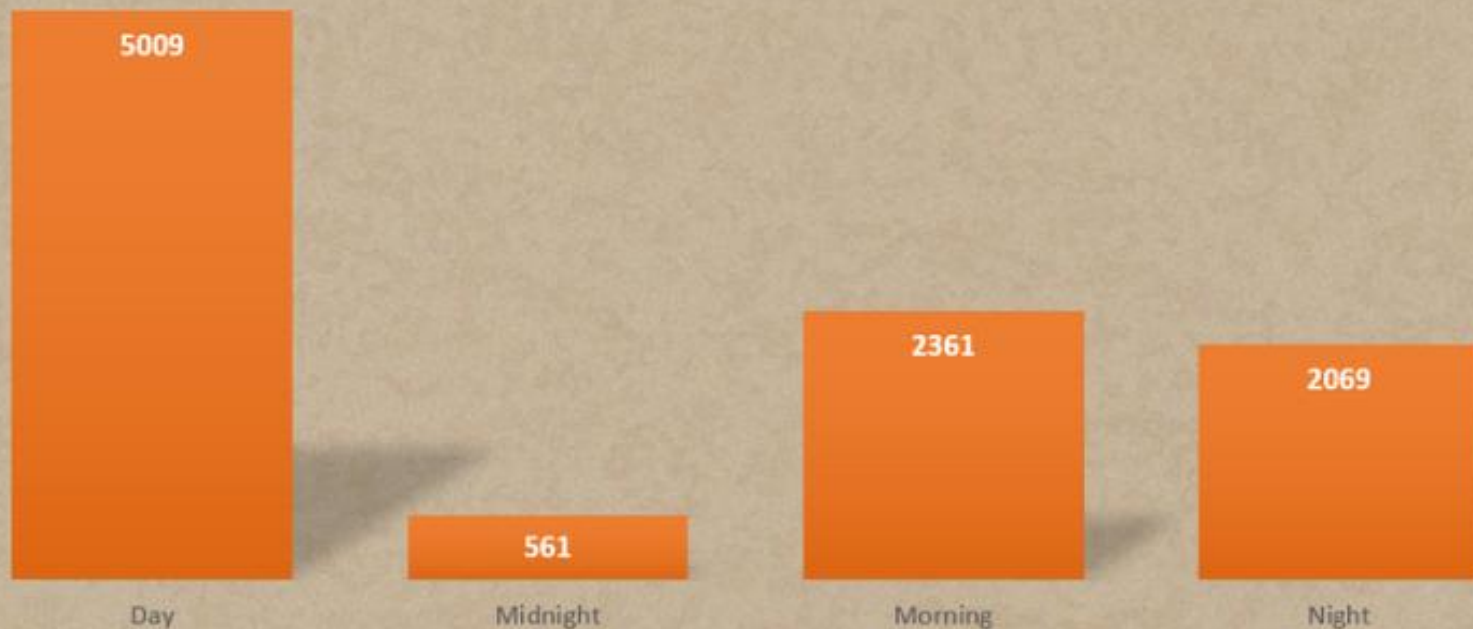
## Females

- Female engagement is noticeably lower across all channels, with the highest female counts on Africa Magic (171), Trace TV (119), and Cartoon Network (112).
- The "None" gender category has 262 users, spread thinly across channels.





# TIME OF DAY INSIGHT



- Day: 5,009 viewers (50.09% of total users)
- Midnight: 561 viewers (5.61% of total users)
- Morning: 2,361 viewers (23.61% of total users)
- Night: 2,069 viewers (20.69% of total users)







- Regional Viewership:

- Gauteng and Western Cape consistently show the highest viewership across all time periods.
- Gauteng has the highest viewership, particularly during the Day (1,816 viewers) and Morning (896 viewers).
- Western Cape follows closely with significant viewership in the Day (914 viewers) and Night (427 viewers).
- Other regions like Mpumalanga and Limpopo show moderate engagement, especially during Daytime and Morning hours.
- Free State and Northern Cape show relatively lower viewership, particularly during the Midnight and Night periods.

- Channel Preferences by Gender:

- Males dominate viewership across most channels, particularly on sports-related content like ICC Cricket World Cup 2011 (1,343 male viewers).
- Africa Magic, Boomerang, and Cartoon Network have notable viewership from both female and male viewers.
- SuperSport Live Events and Supersport Blitz attract primarily male viewers.
- Channels like kykNET and Live on SuperSport have very low viewership, with kykNET having just one female viewer.
- Wimbledon has minimal viewership (3 male viewers), indicating very limited engagement with certain events.

- Gender-based Trends:

- Male viewers dominate sports content and certain popular entertainment channels.
- Female viewers are more balanced across entertainment-focused channels such as Africa Magic and Cartoon Network.





# RECOMMENDATION

- Target Male Viewers for Sports Content: Focus on sports channels like ICC Cricket World Cup 2011 and SuperSport Live Events with male-centric products, offering high ROI during major events.
- Tailor Content for Entertainment Channels: Advertise family-oriented products on channels like Africa Magic and Cartoon Network to reach both genders, ensuring medium ROI.
- Focus on High-Engagement Regions: Prioritize Gauteng for localized campaigns targeting products like tech gadgets and local services to achieve high ROI.
- Leverage Prime Time for Premium Products: Advertise luxury items during peak viewership times on premium channels for high ROI, especially in affluent regions like Gauteng and Western Cape





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**Thank You**

