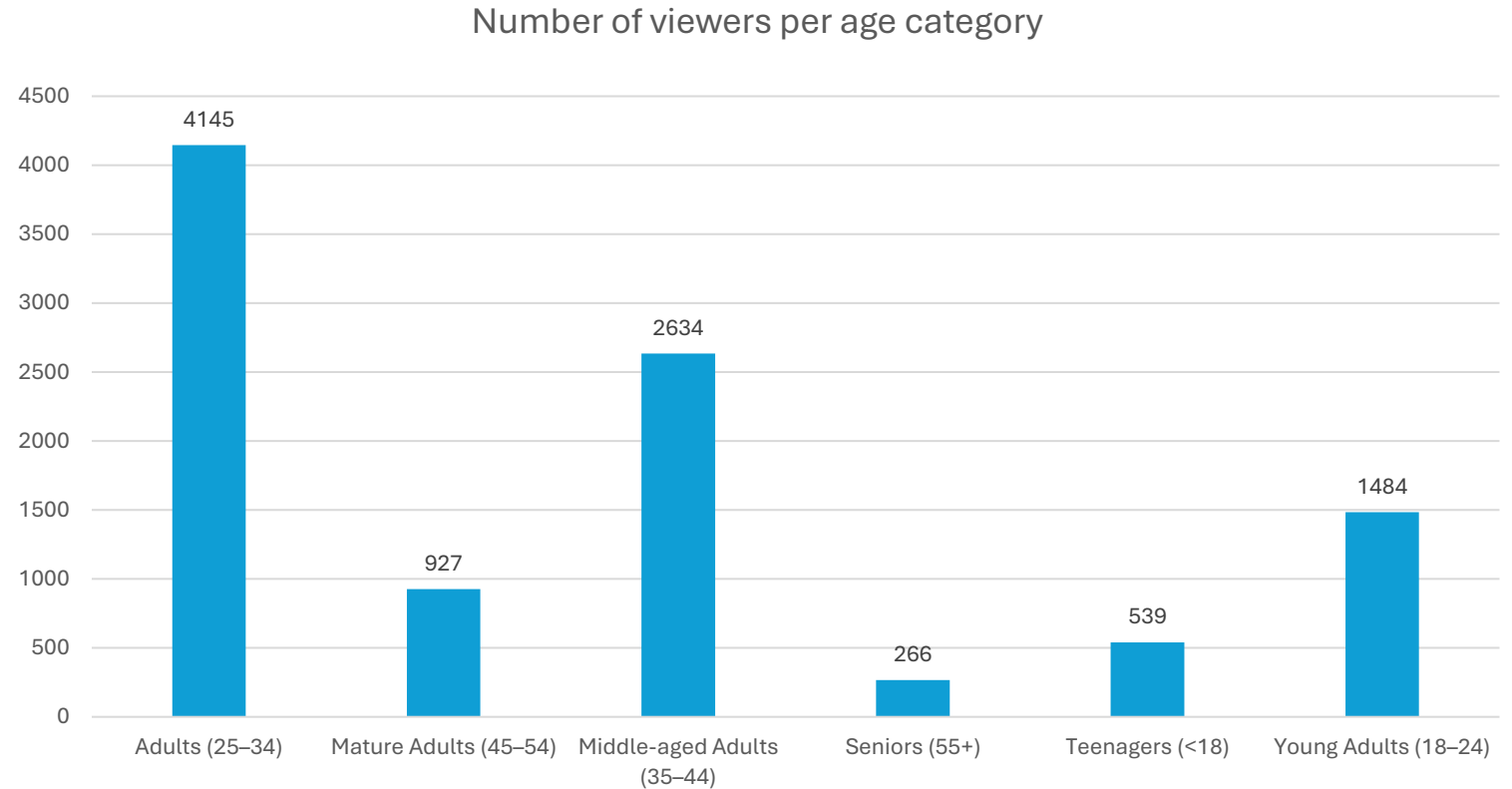# BrightTV

-November 2025

Objective

1. Provide insights on user and usage trends of BrightTV.
   - Who are the users?
   - What are users watching?
   - When are users watching?
   - How long are they watching?

2. What type of factors influence consumption?

3. What content would you recommend to increase consumption on the days with low consumption?

4. What type of initiatives would you recommend to grow BrightTV 's User base further?
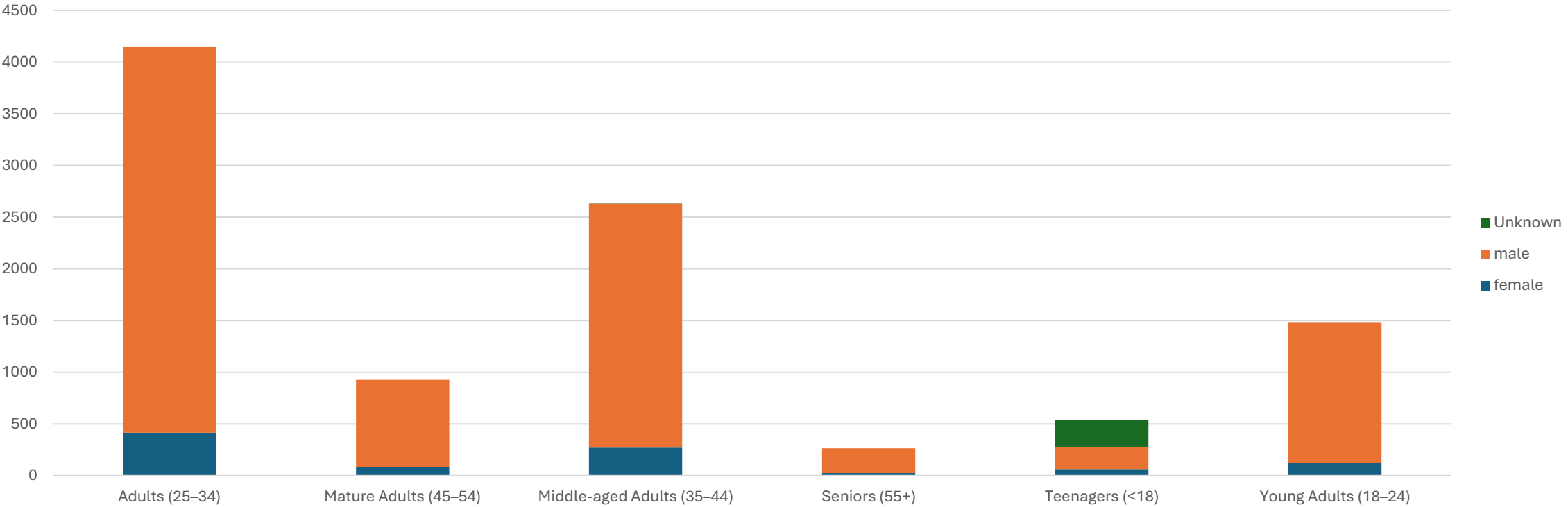
Who are the users? (1/3)

Number of viewers per age category

Age category	Viewers
Adults (25–34)	4145
Mature Adults (45–54)	927
Middle-aged Adults (35–44)	2634
Seniors (55+)	266
Teenagers (<18)	539
Young Adults (18–24)	1484

Most users are **Adults aged 25–34 (4,145 | 44%)**, followed by **Middle-Aged Adults Aged 35–44 (2,634 | 28%) and Young Adults Aged 18–24 (1,484 | 16%)**. Smaller groups include **Mature Adults (45–54) (927 | 10%), Teenagers (<18) (539 | 6%), and Seniors (55+) (266 | 3%)**. This shows the platform mainly attracts people aged **25–44**.
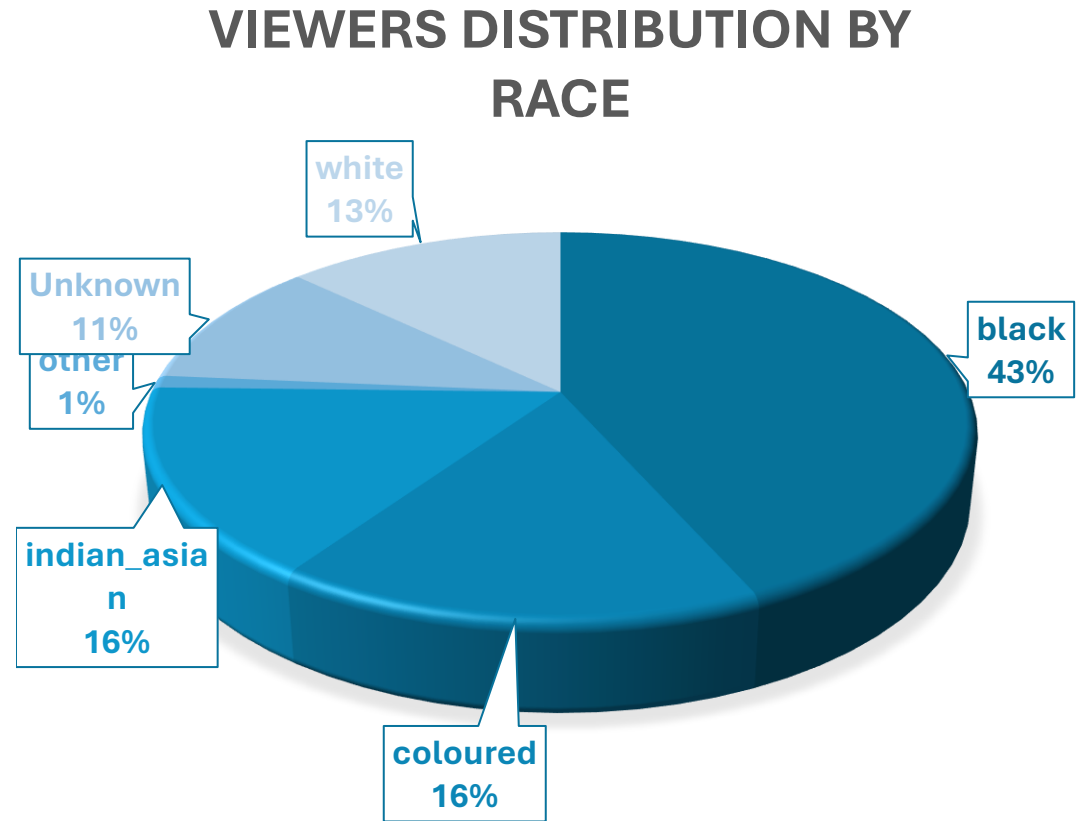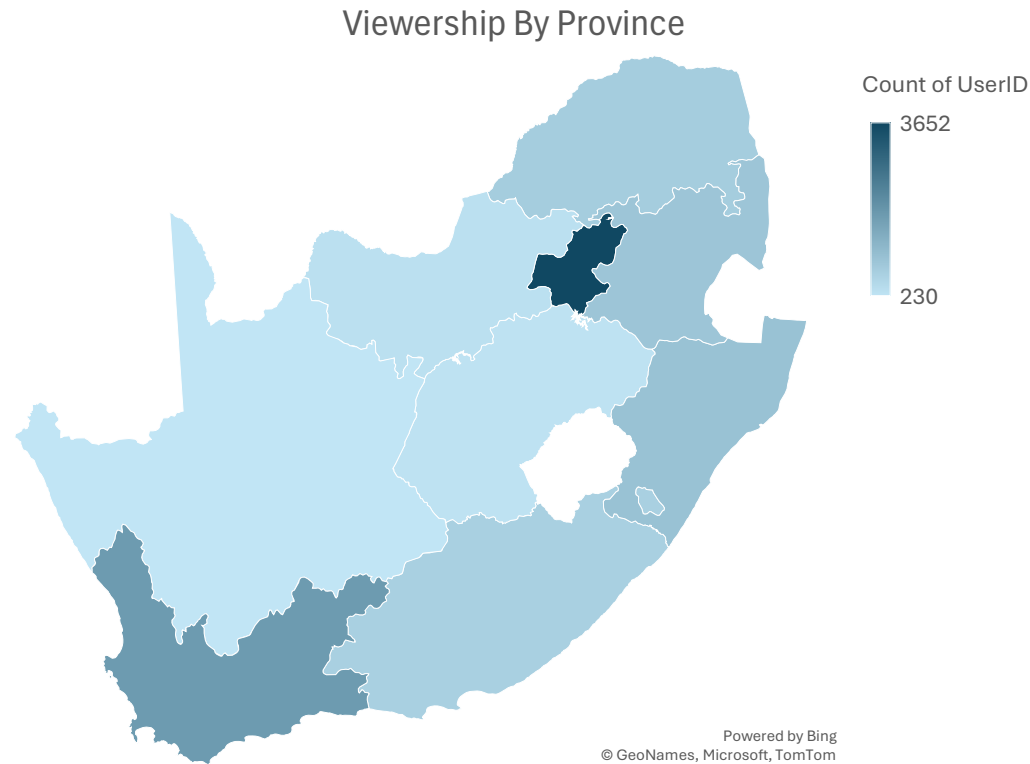
Who are the users?(2/2)

The audience is predominantly **male (88%)**, with **females accounting for 10%** and **2% unspecified**. The largest group is **males aged 25–44**, particularly **Adults 25–34 (3,729 males)**. This indicates that the platform's core audience is **male and within the 25–44 age range**, suggesting marketing and content could be tailored toward this demographic.

Viewers by age category and gender

Who are the users?(2/3)

Viewership By Province

Count of UserID
3652
230

Powered by Bing
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VIEWERS DISTRIBUTION BY RACE

white 13%

Unknown 11%

other 1%

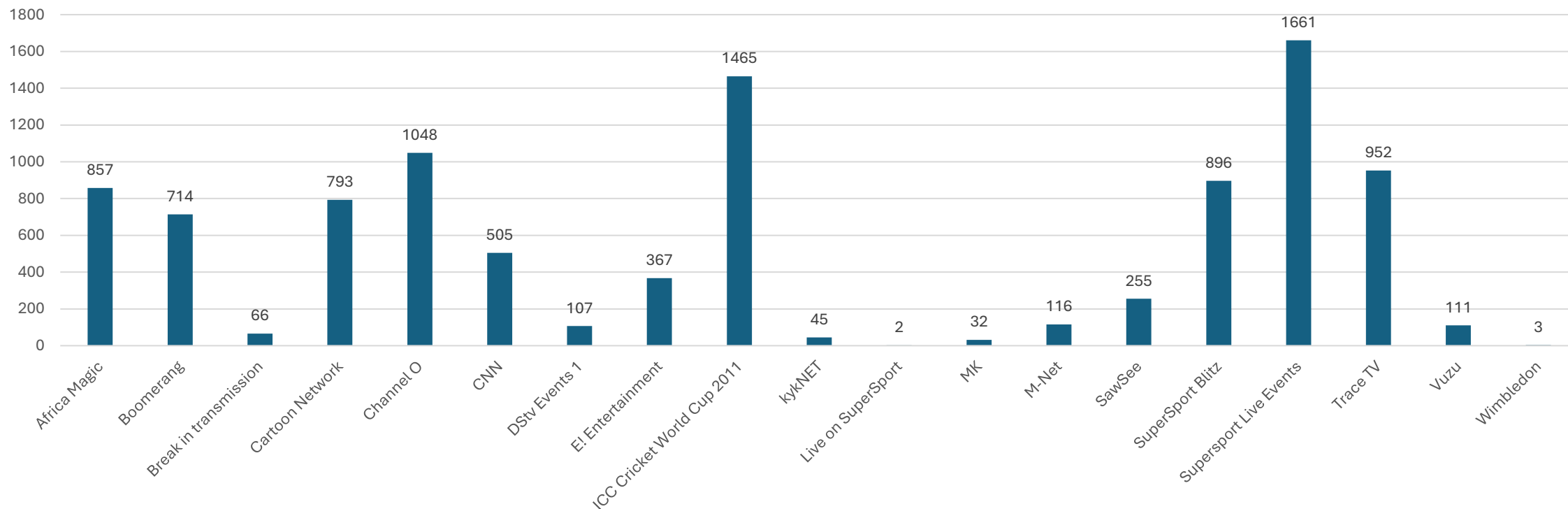indian_asian 16%

coloured 16%

black 43%

Most viewers are from **Gauteng (37%)**, followed by the **Western Cape (18%)** and **KwaZulu-Natal (10%)**, showing strong engagement in major urban provinces.
In terms of race, the majority are **Black (43%)**, with notable representation from **Coloured (16%)**, **Indian/Asian (16%)**, and **White (13%)** groups.
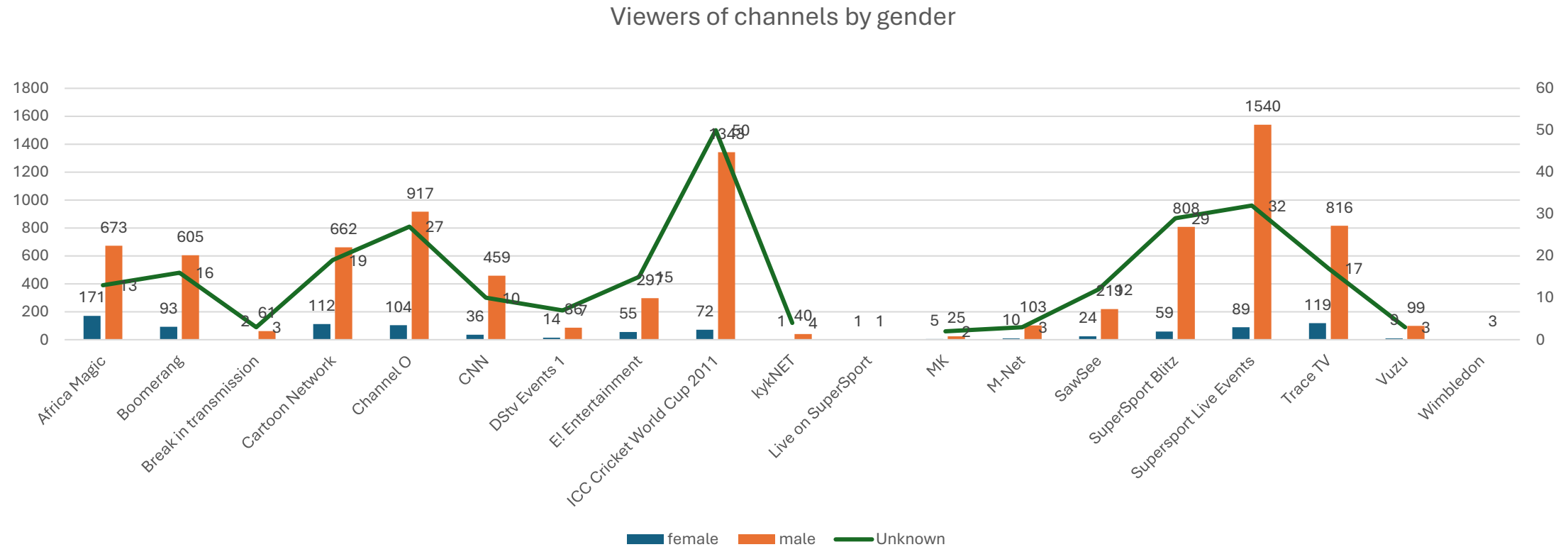
What are users watching? (1/2)

The top channels are **SuperSport Live Events (1,661 | 17%), ICC Cricket World Cup 2011 (1,465 | 15%)**, and **Channel O (1,048 | 10%)**, showing strong interest in **sports and music**. Other notable channels are **Trace TV (952 | 10%), SuperSport Blitz (896 | 9%)**, and **Africa Magic (857 | 9%)**. Niche channels like **kykNET (45 | 0.5%)** have minimal viewership.

Channel Viewership

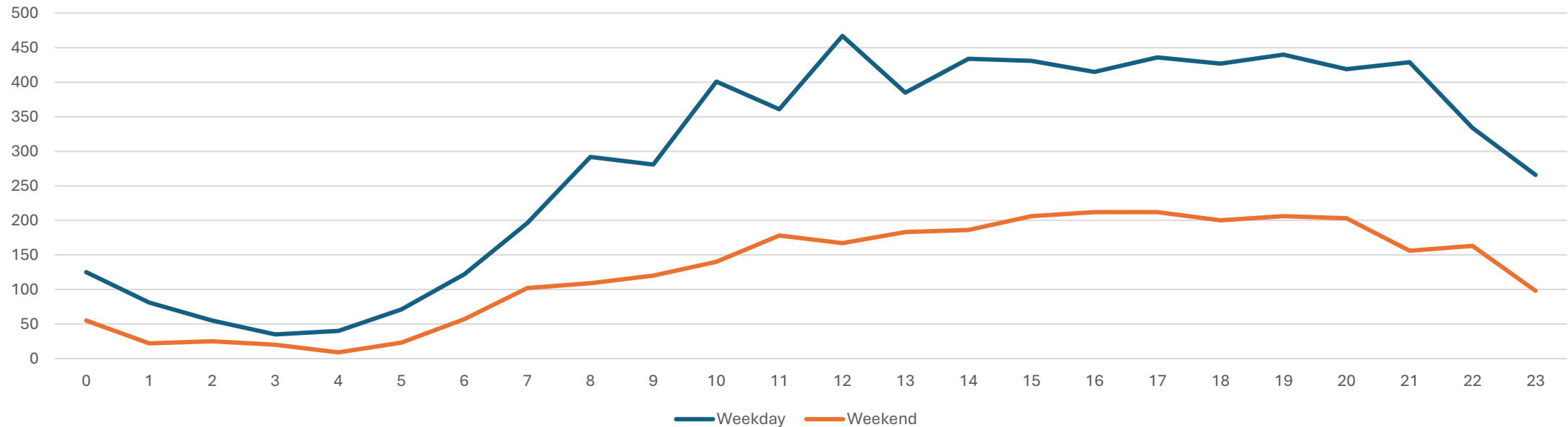| Channel	Viewership
Africa Magic	857
Boomerang	714
Break in transmission	66
Cartoon Network	793
Channel O	1048
CNN	505
DStv Events 1	107
E! Entertainment	367
ICC Cricket World Cup 2011	1465
kykNET	45
Live on SuperSport	2
MK	32
M-Net	116
SawSee	255
SuperSport Blitz	896
Supersport Live Events	1661
Trace TV	952
Vuzu	111
Wimbledon	3

What are users watching? (2/2)

Viewership is mostly **male (88%)**, with **females (10%)** and **unknown (2%)**. The top channels, SuperSport Live Events (93% male), ICC Cricket World Cup 2011 (92% male), and Channel O (87% male), are heavily male-dominated. Meanwhile, general entertainment channels like Africa Magic and Trace TV also have mostly male audiences, but with slightly more female viewers.

Viewers of channels by gender

When are users watching? (1/2)
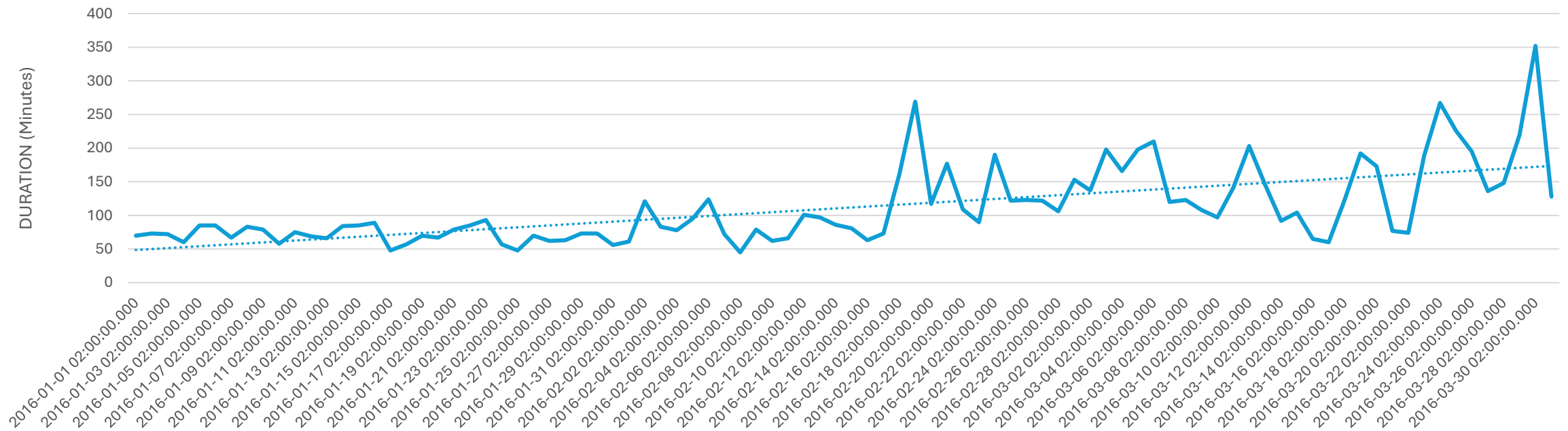
Hourly Viewership by Weekday vs Weekend

Viewership varies throughout the day, with **weekdays** showing higher engagement than **weekends**. On weekdays, the peak hours are **12:00 PM–14:00 PM and 16:00 PM –20:00 PM**, while weekend peaks are slightly lower and spread more evenly across **10:00 AM–20:00 PM**
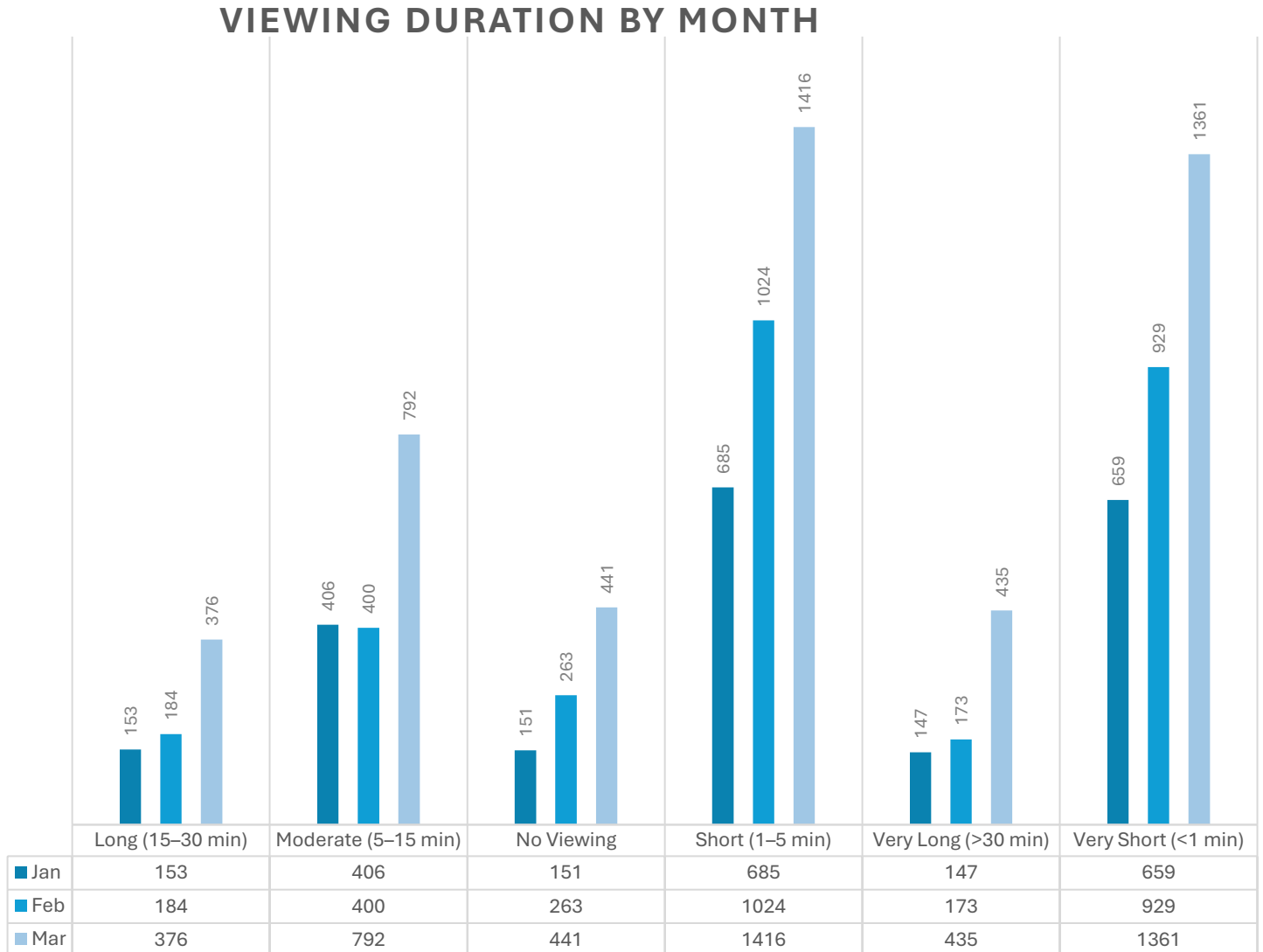
When are users watching? (1/2)

Daily viewing duration mostly ranges between **60–90 minutes**, accounting for roughly **70% of the days**. Peaks occur in mid-February to late March, with the **highest day at 352 minutes (~3.5% of total viewing time)**. Other notable spikes, such as **269 minutes on February 19** and **267 minutes on March 24**, each represent about **2–3% of total viewing time**.

Daily Viewing Duration
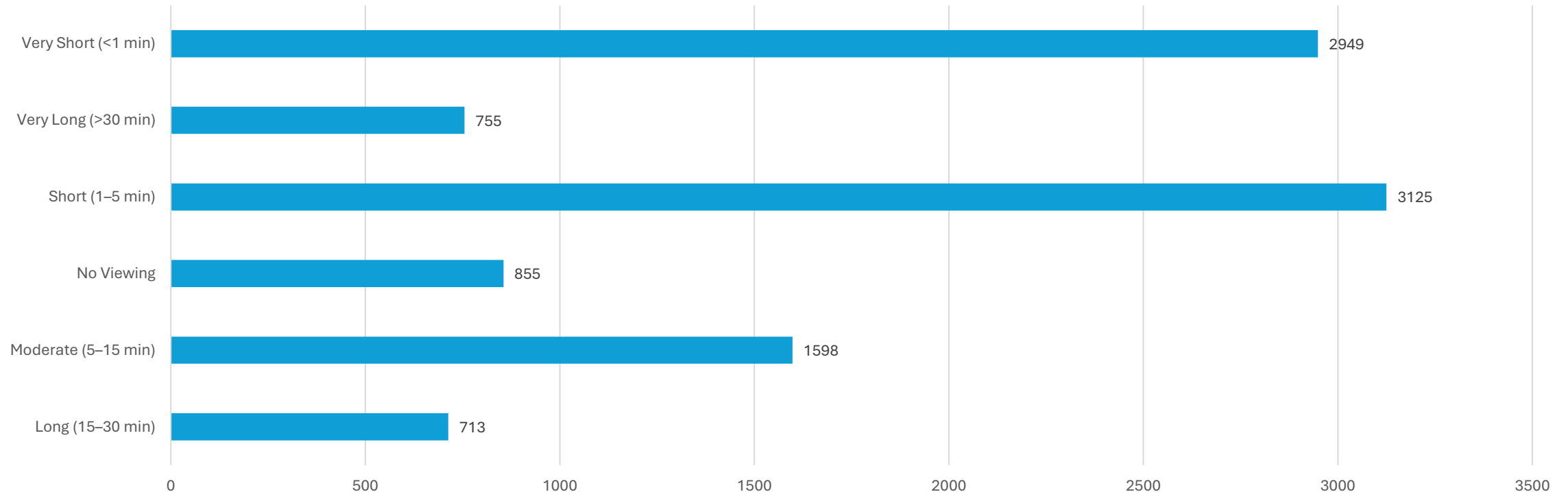
How long are they watching? (1/2)

- Most viewers spend **short periods on the platform**, with **Short (1–5 min, 31%)** and **Very Short (<1 min, 30%)** accounting for **over 60% of all views**. Moderate (5–15 min) viewing makes up **16%**, Long (15–30 min) **7%**, and Very Long (>30 min) **8%**.

- Monthly trends show a **steady increase in viewing across all durations**, peaking in **March (4,821 users, 48% of total)**, suggesting growing engagement over time.

VIEWING DURATION BY MONTH

	Long (15–30 min)	Moderate (5–15 min)	No Viewing	Short (1–5 min)	Very Long (>30 min)	Very Short (<1 min)
Jan	153	406	151	685	147	659
Feb	184	400	263	1024	173	929
Mar	376	792	441	1416	435	1361

How long are they watching? (2/2)

Most users spend **short periods on the platform**, with **Short (1–5 min, 31%)** and **Very Short (<1 min, 30%)** accounting for over **60%** of all views. Moderate (5–15 min) viewing makes up **16%**, Long (15–30 min) **7%**, and Very Long (>30 min) **8%**. This indicates that while many users quickly engage with content, only a smaller portion watches for extended periods**.**

Viewers by duration category

Category	Value
Very Short (<1 min)	2949
Very Long (>30 min)	755
Short (1–5 min)	3125
No Viewing	855
Moderate (5–15 min)	1598
Long (15–30 min)	713

Factors Influencing BrightTV Consumption

1. Personal Factors
- **Age & gender:** Younger viewers prefer music, sports, and short content. Adults prefer news and longer programs.
- **Lifestyle:** Busy viewers choose short clips; relaxed viewers watch longer sessions.

2. Psychological Factors
- **Motivation:** Viewers tune in for entertainment, information, live sports, or cultural content.
- **Perception:** How viewers see BrightTV's quality, relevance, and excitement influences how long they watch.

3. Social Factors
- **Family influence:** Kids' channels increase viewership in households with children.
- **Community & peer trends:** Popular events or trending shows drive spikes in viewers.

4. Economic Factors
- **Access to devices & internet:** Areas with better connectivity show higher viewership.
- **Affordability:** Viewers with limited resources watch more free or promotional content.

5. Marketing & External Factors
- **Program promotion:** Well-promoted sports, music, or event specials increase engagement.
- **Content availability:** Regions with fewer entertainment options watch more TV.
- **Seasonality:** Viewership changes across months (holidays, sports seasons, school periods).

What content would you recommend to increase consumption on the days with low consumption?

Recommendation:

- **Sports** → Continue as anchor content (big male draw).

- **Music channels** → Boost playlists, charts, and music shows (high youth engagement).

- **African entertainment & lifestyle** → Add more dramas, reality shows, and culture-based content for females and mixed audiences.

- **Kids programming** → Use on low-consumption hours to boost early mornings.

Recommended Initiatives to Grow BrightTV's User Base

- Add more shows for women and younger viewers, such as lifestyle, entertainment, drama, and youth-centered content.
- Create local content for provinces with low viewership, like the Northern Cape and Free State, so more people feel represented.
- Introduce exclusive series and engaging shows that make viewers want to come back more often.
- Improve weekend viewing by offering special content like music shows, kids' programs, and movie nights.
- Make the platform more interactive with polls, quizzes, rewards, and sports prediction games.
- Focus on popular categories like sports, music, and kids' content to attract even more viewers.
- Fix technical issues and make it easier for users to find content on the platform.
- Use social media and influencers to reach younger audiences and bring in new users.
- Partner with telecom companies, schools, and media outlets to grow awareness and make access more affordable.

Thank You

~Phindile Mnisi