

BRIGHT TV VIEWERSHIP

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Introduction

Bright Tv is dedicated to deliver various and engaging content to audience . The viewership spans across demographics, including different ages groups, gender and race. There is channels covering sports, entertainment, education, aiming to be favourite tv in hous holds. To achieve sustainable growth by understanding the viewers behaviour such as the most watched channel, channels viewed in peak time and preferences by demographic is essential. This analysis explore the factors to find out a strategy to increase viewership and promote audience engagement

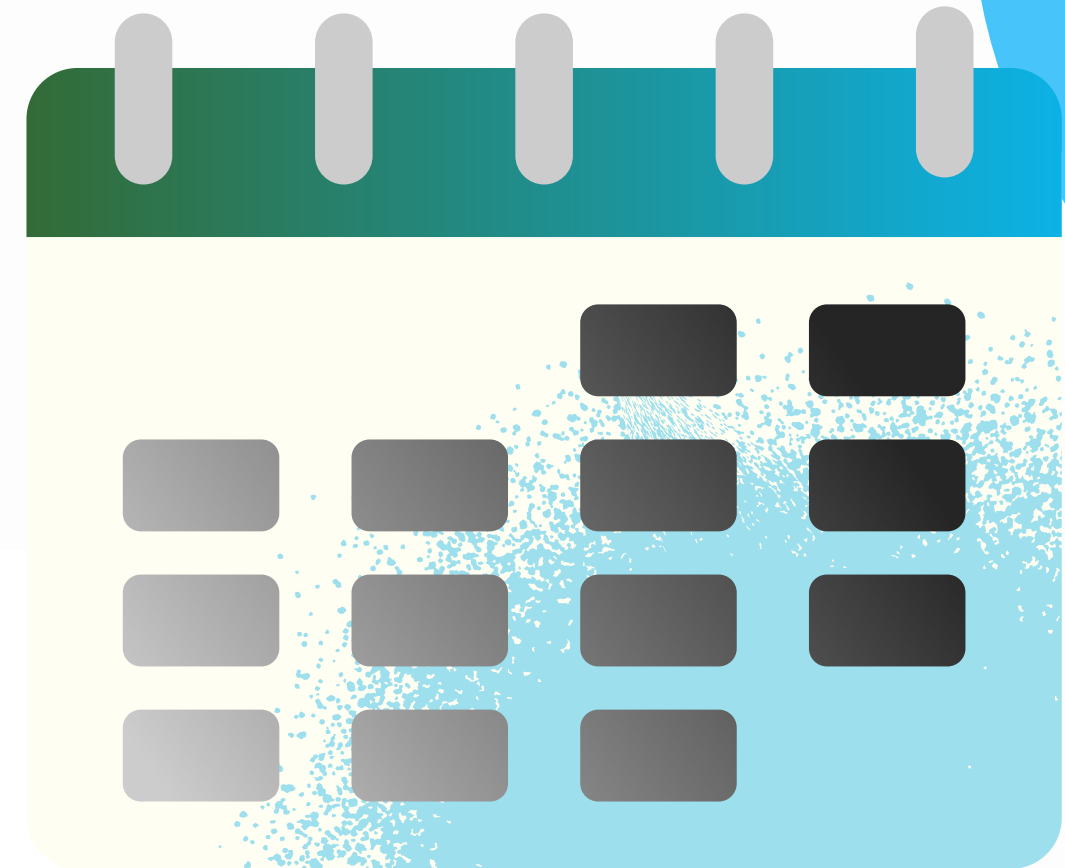


Consumption Trends

DATE

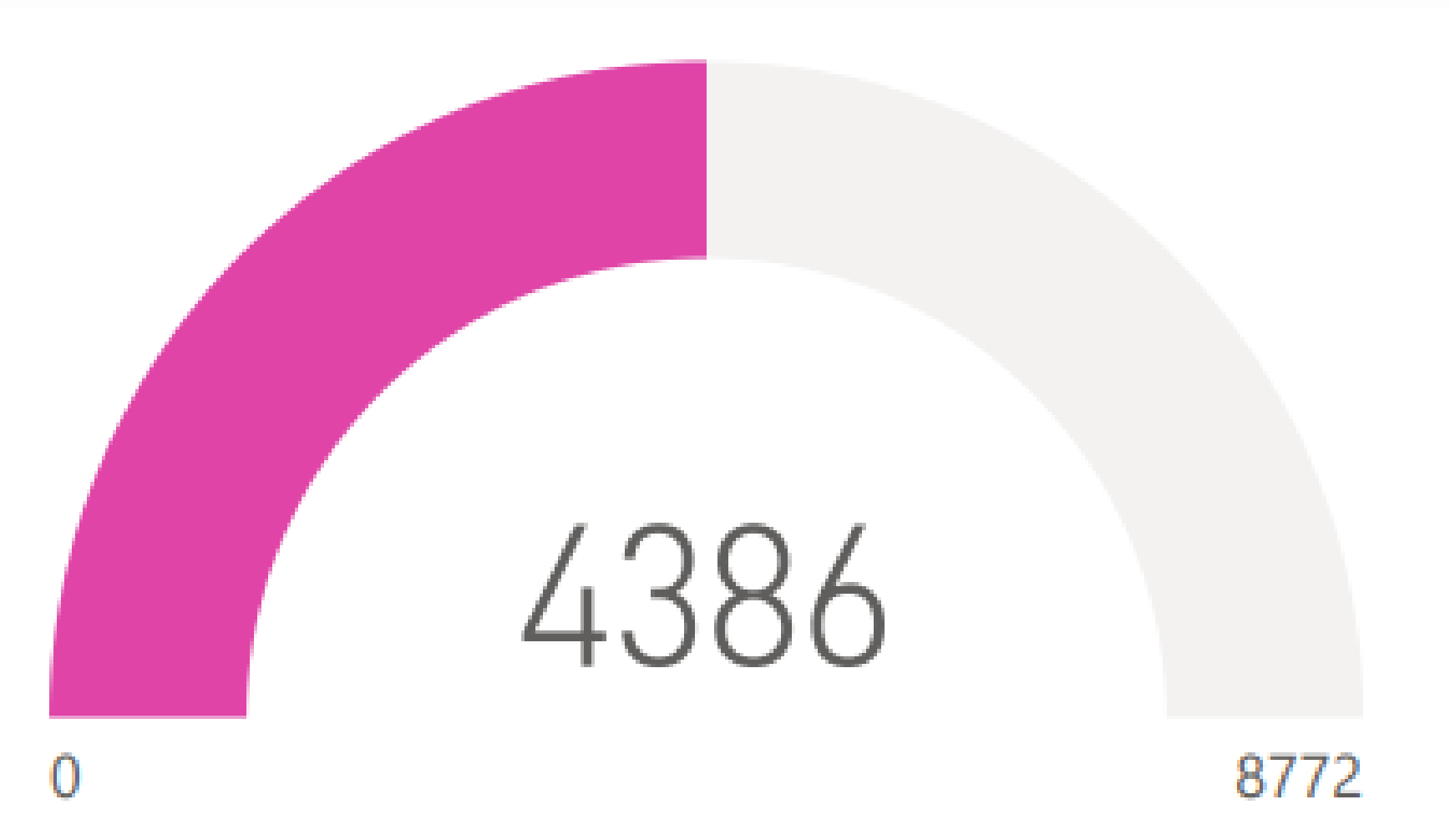
2016/01/01 

2016/03/31 



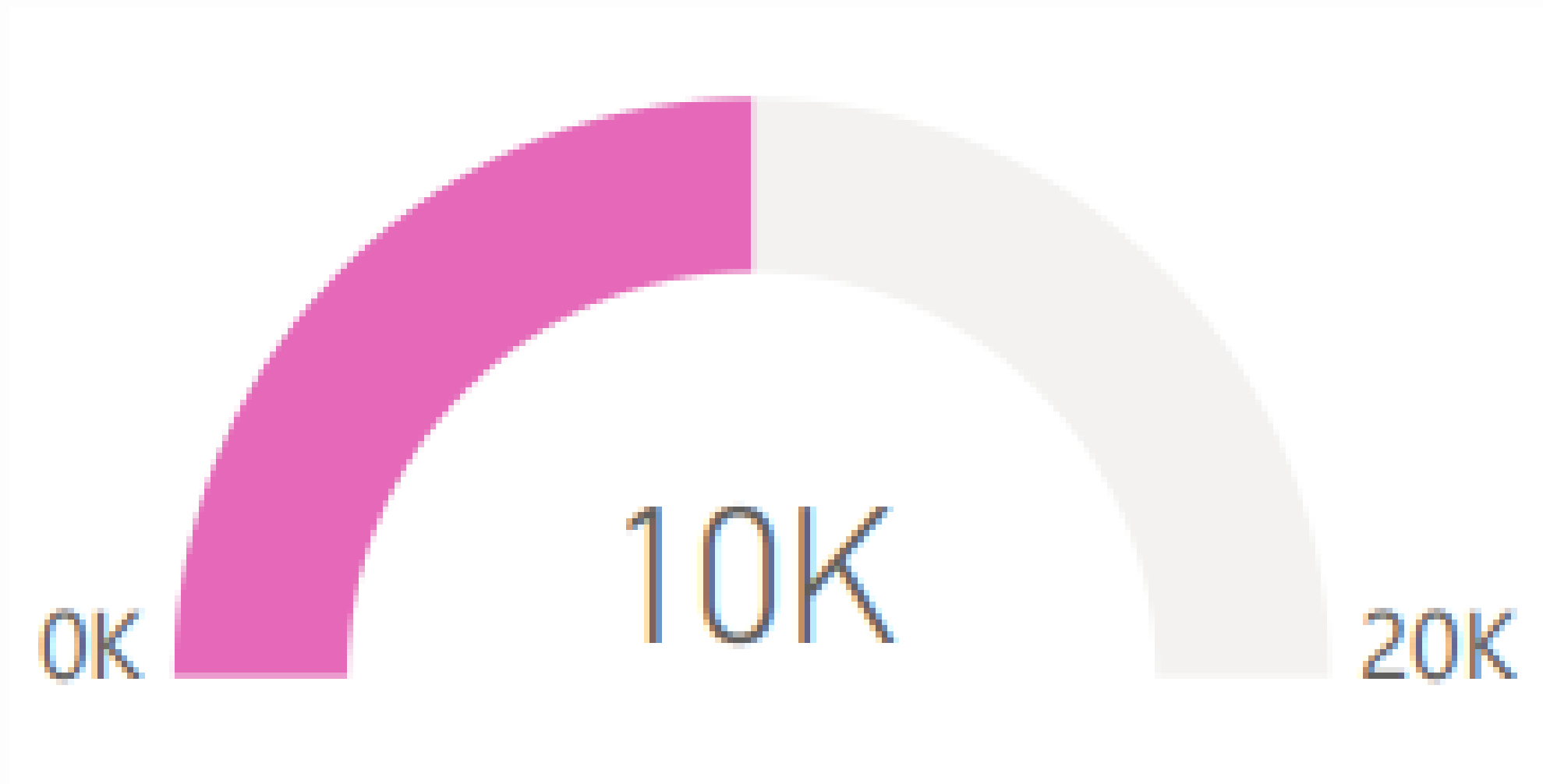
Analysis

Total viewers and views



● Total number of distinct viewers

Total users/customers of bright tv



● Total number of views

10000 views between 2016/01/01 to 2016/03/31

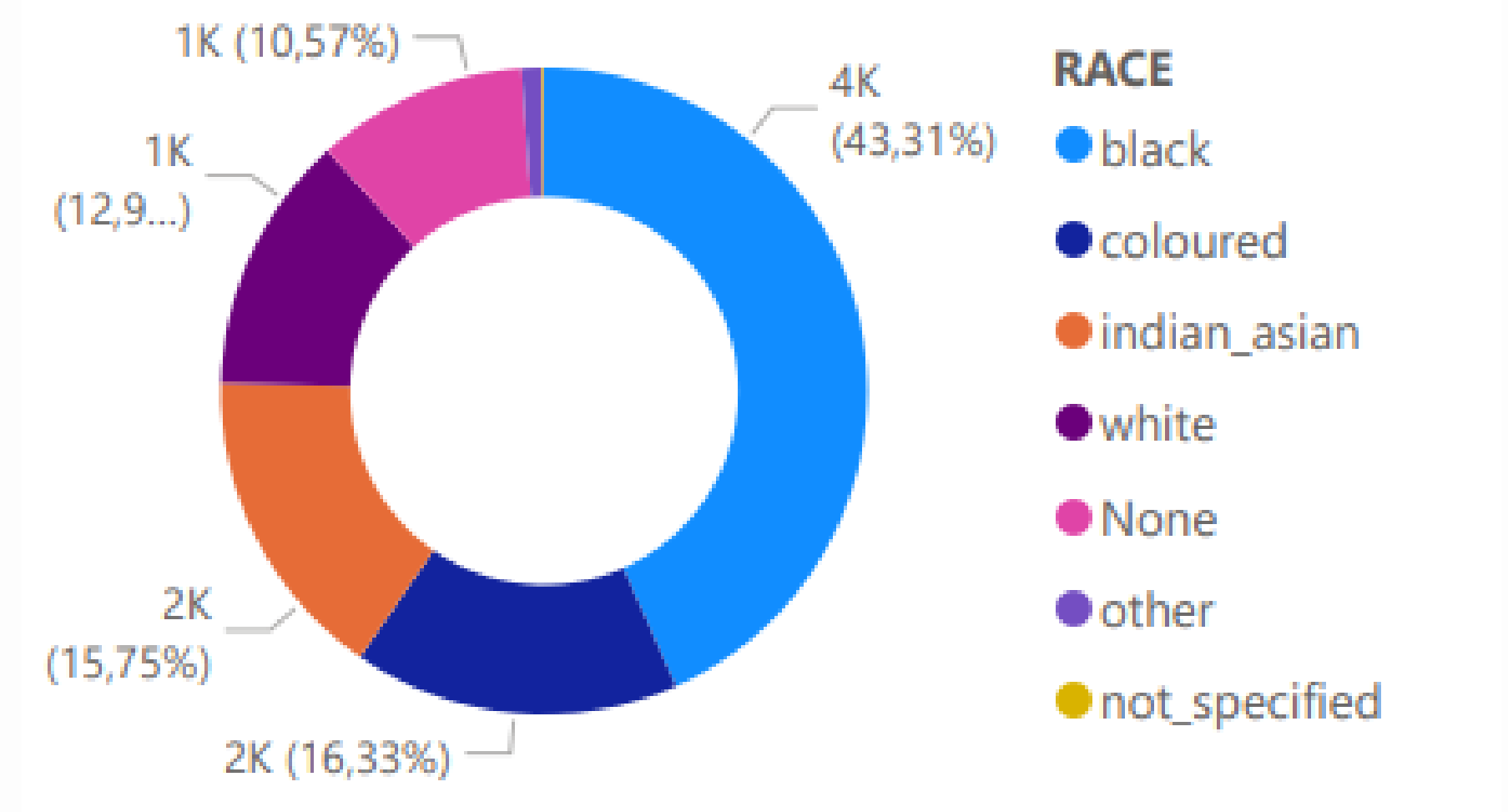
viewership By Province & Race



● viewership by province

Gauteng leads television viewership

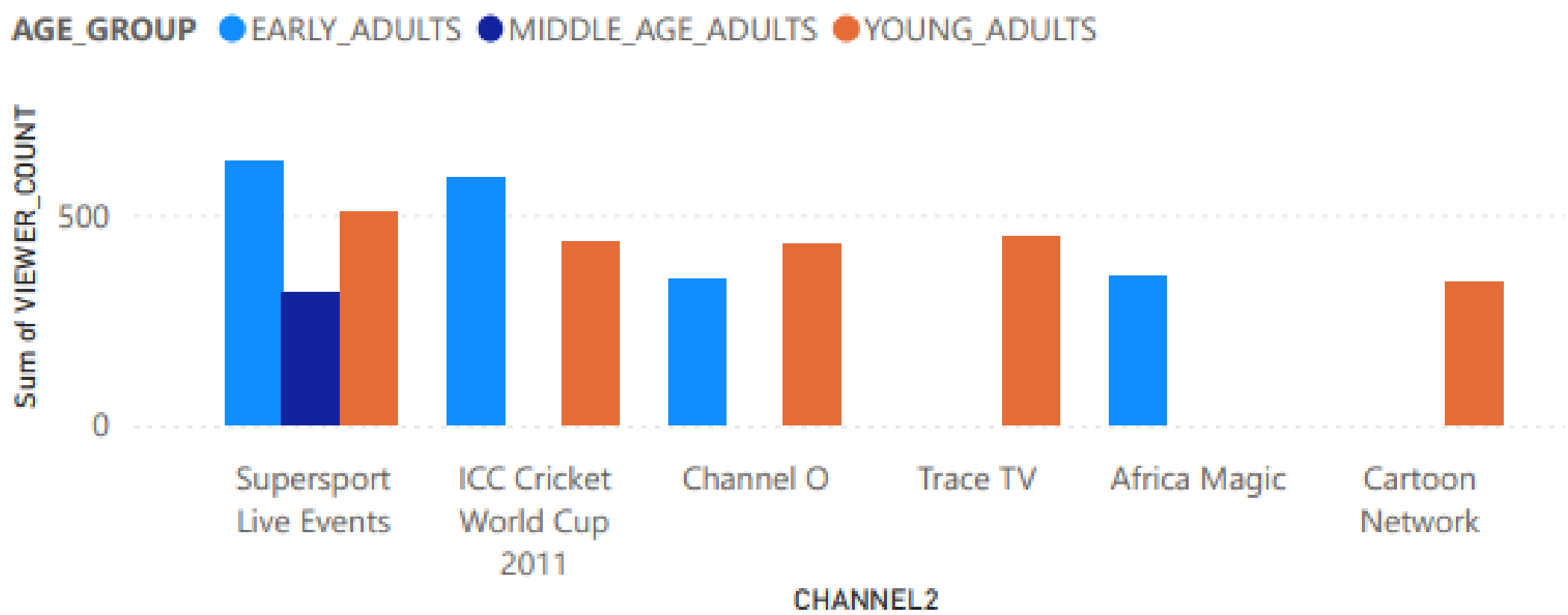
due to population density, mixed races, tribes and culture coming from eight other province's which leads all content in tv relevant. Urbanization making most people to afford paying for Tv and have access to digital infrastructure



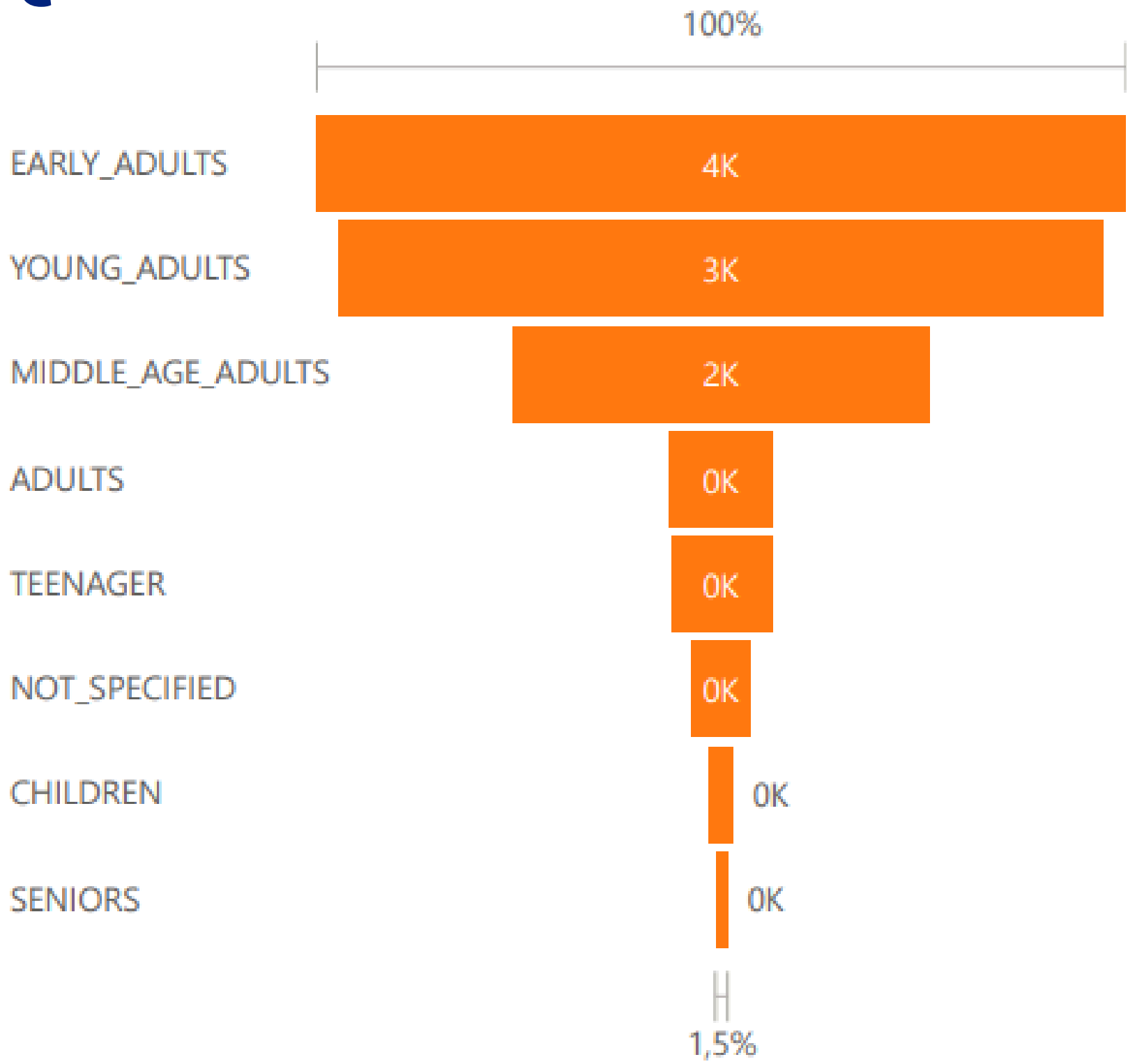
● Viewership by age

Black people are almost in every province with highest population percentage and most content in the Tv is relevant and the influencing factor is unemployment rate especially

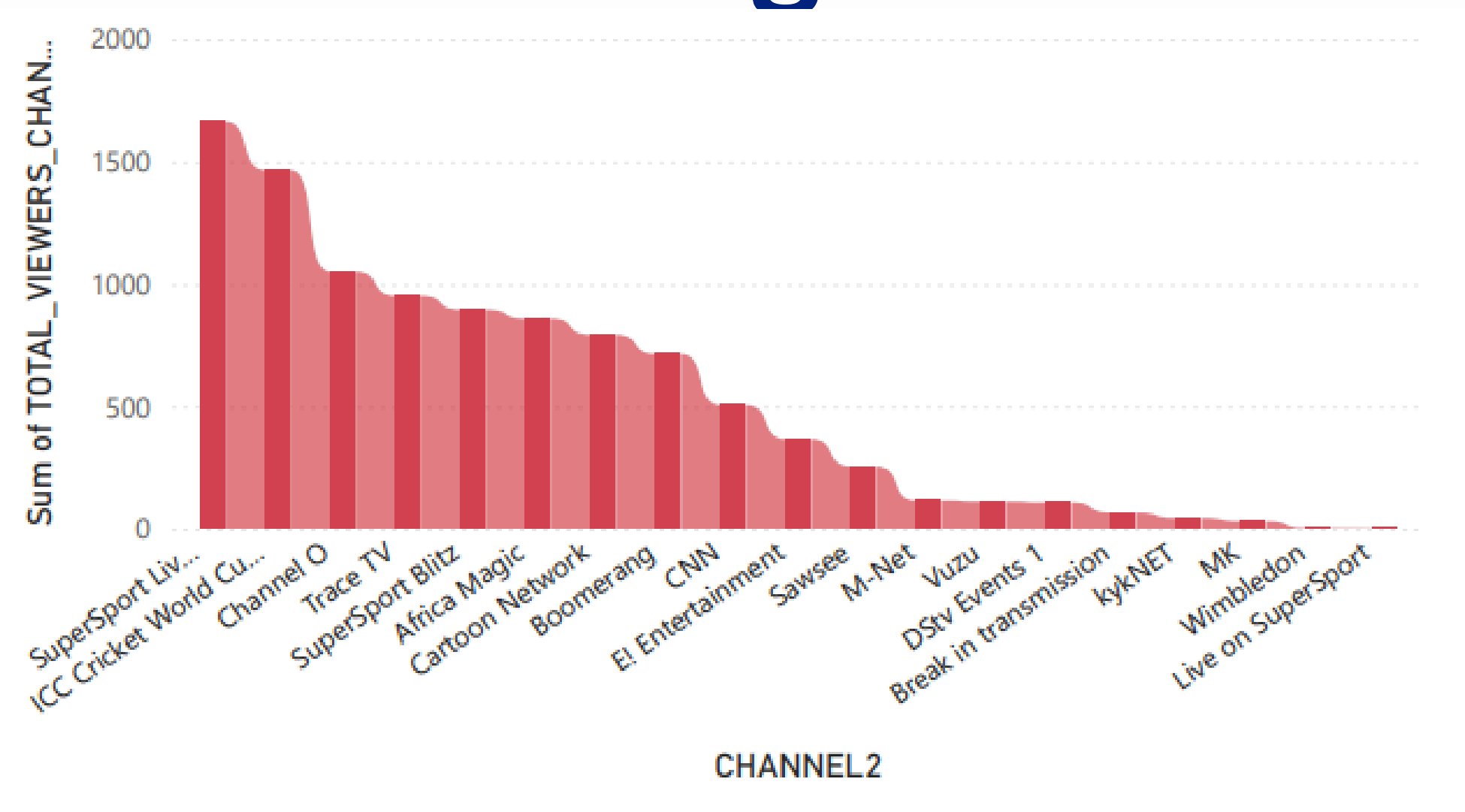
viewership by age-group and Channel



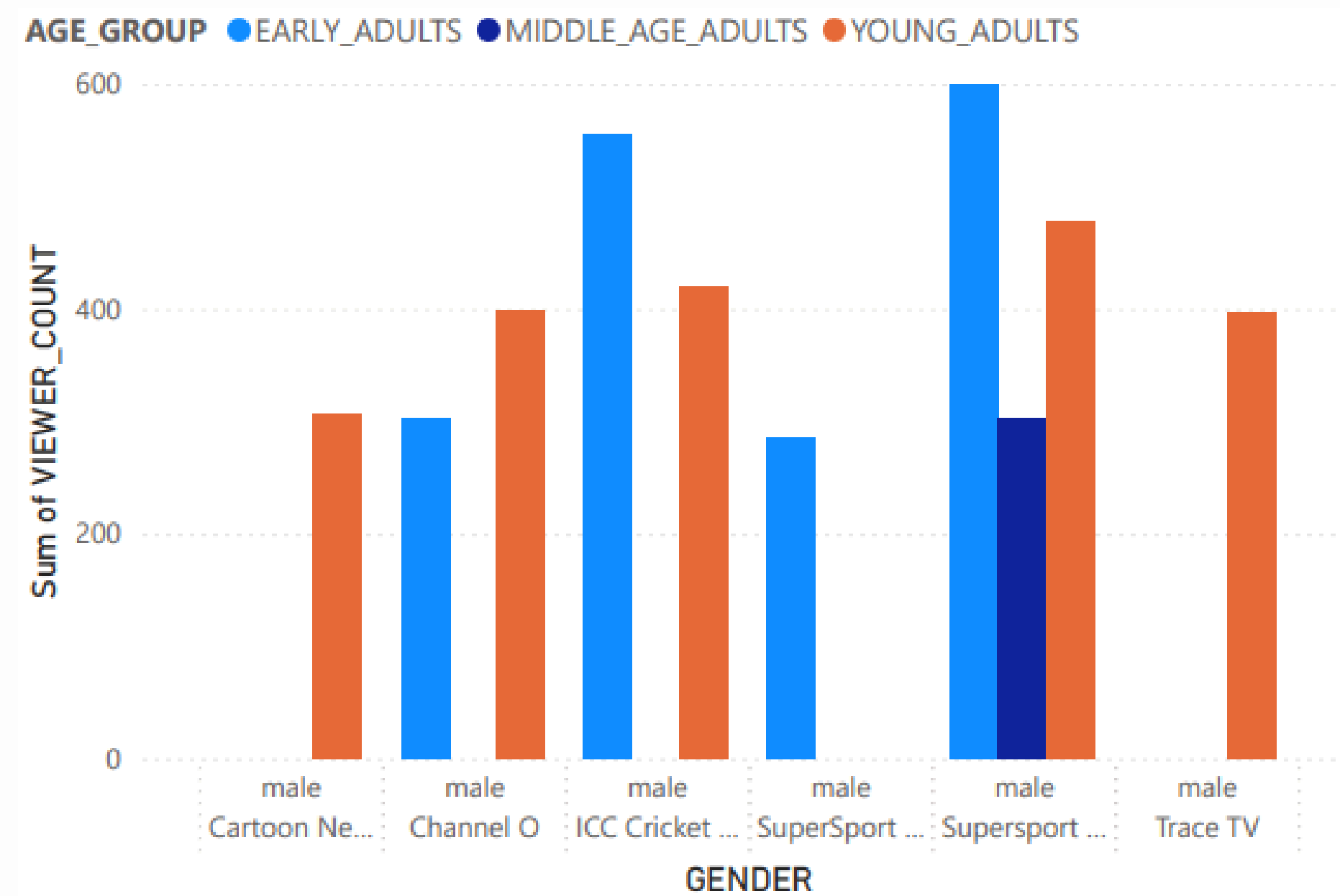
Early adults have the highest viewership in the Tv and are the one watching channel like super port live sport, icc cricket world cup Early adult tend to watch tv more because of affordability able to watch tv anywhere, any time and more engaged on trending content influenced by social media .



Channels views by races and gender



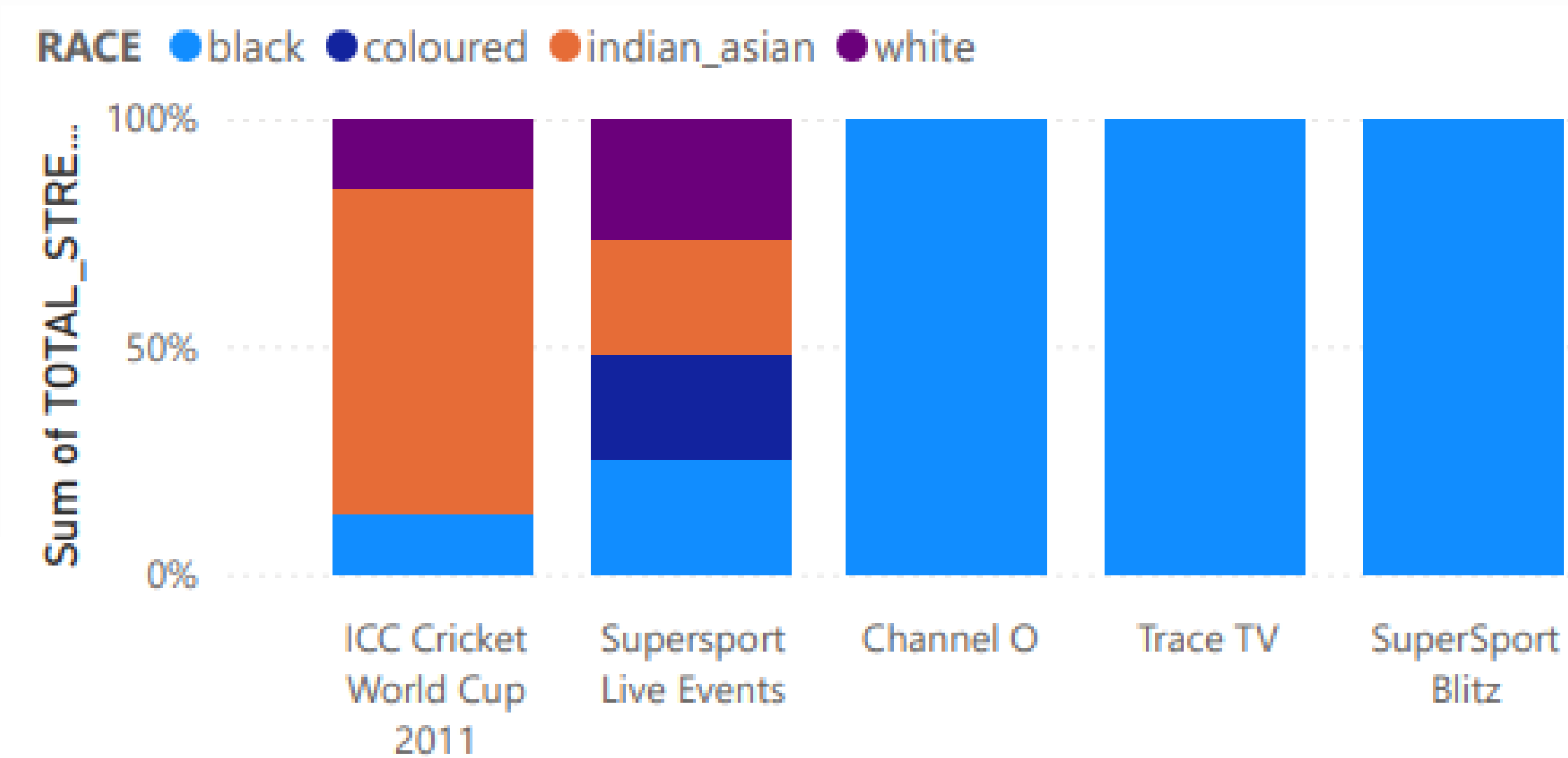
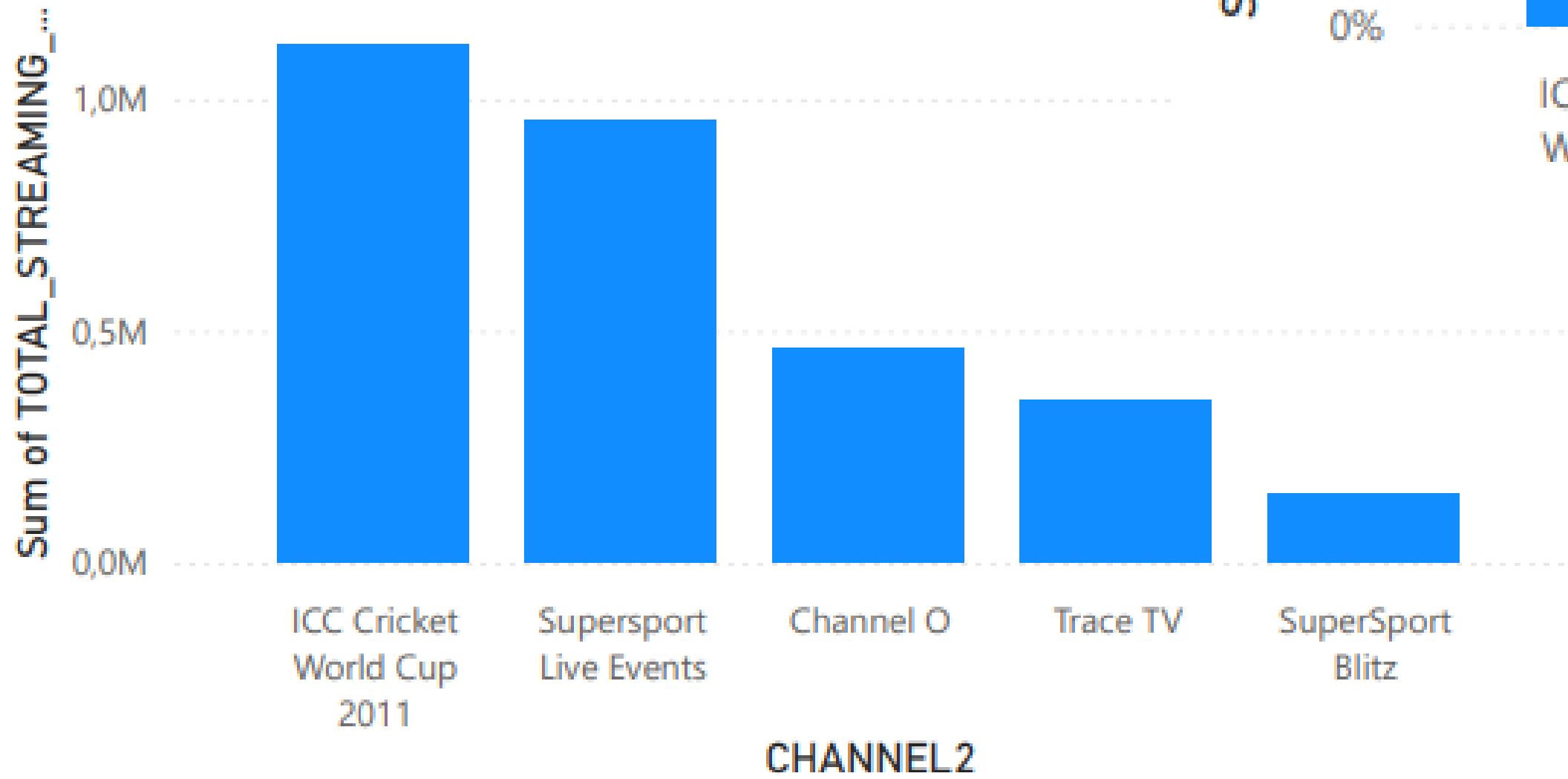
Super sport live had the highest viewership because the content is about sport and all age group,races and gender are interested to live sports



Male of early adult age group viewed supersport live channels most because they are inspired by sports stars, sports create excitement and bringing early adults together for discussion during, after match and engagement in sports betting,

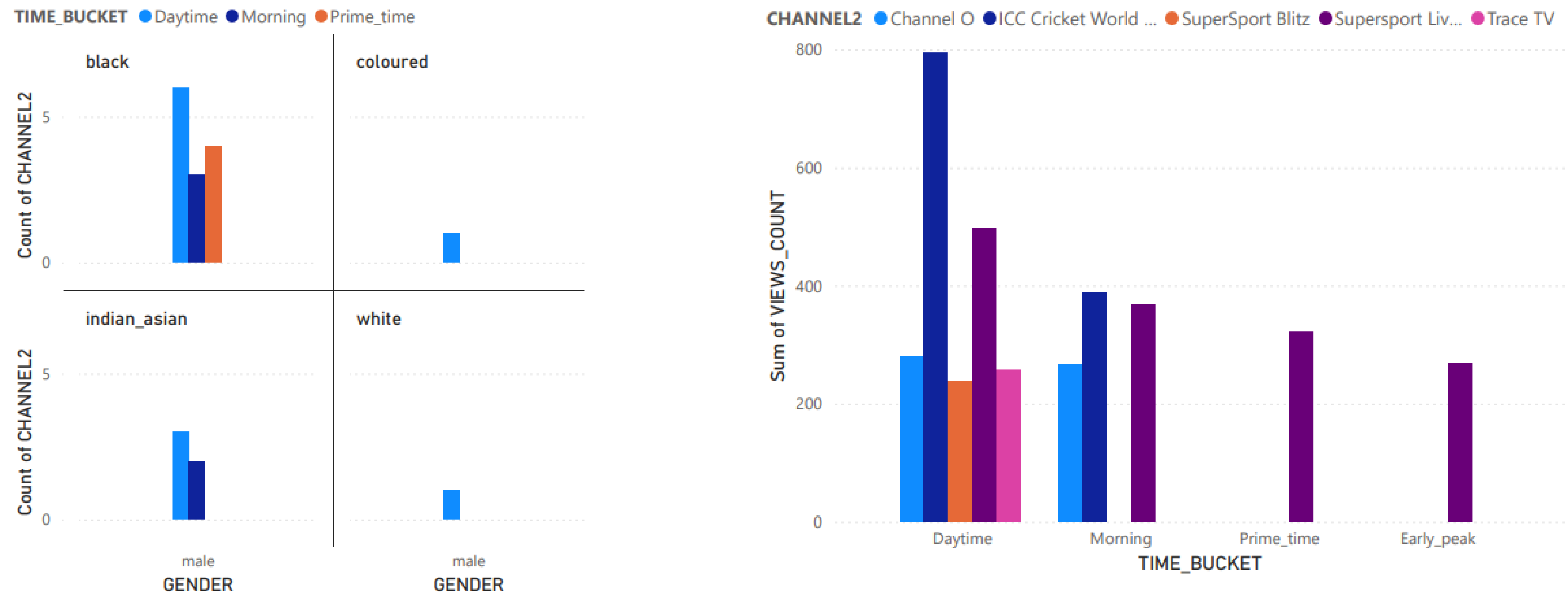
Total streaming in channel by race

Icc cricket world cup channels had highest streaming



- Black streamed all channels
- Whites and indian-asian streamed supersport live events and licc cricket
- Coloured only stream supersport live

Viewership by race, gender in different time bucket and channel



Black males are watching tv most during the day and prime time followed by indian-asians, channel viewed in those time buckets are icc crickets world and super sport live bacause most males are interested in sports content and indian-asians are more interest in cricket due to it being common sport in their culture

Highest Viewership in channels based age_group gender and race

Sum of VIEWS_COUNT	AGE_GROUP	CHANNEL2	GENDER	RACE	
70	EARLY_ADULTS	Africa Magic	male	black	
49	EARLY_ADULTS	Africa Magic	male	black	
45	EARLY_ADULTS	Africa Magic	male	black	
53	EARLY_ADULTS	Channel O	male	black	
54	EARLY_ADULTS	Channel O	male	black	
51	EARLY_ADULTS	Channel O	male	black	
46	EARLY_ADULTS	ICC Cricket World Cup 2011	male	coloured	
144	EARLY_ADULTS	ICC Cricket World Cup 2011	male	indian_asian	
60	EARLY_ADULTS	ICC Cricket World Cup 2011	male	indian_asian	
46	EARLY_ADULTS	ICC Cricket World Cup 2011	male	white	
47	EARLY_ADULTS	Supersport Live Events	male	black	
48	EARLY_ADULTS	Supersport Live Events	male	black	
55	EARLY_ADULTS	Supersport Live Events	male	indian_asian	
Aaron Loeb	67	YOUNG_ADULTS	Channel O	Juliana Silva	black
CEO & Founder	93	YOUNG_ADULTS	Channel O	male	black
	54	YOUNG_ADULTS	Channel O	male	black
	134	YOUNG_ADULTS	ICC Cricket World Cup 2011	male	indian_asian
	67	YOUNG_ADULTS	ICC Cricket World Cup 2011	male	indian_asian
	54	YOUNG_ADULTS	Supersport Live Events	male	black
	55	YOUNG_ADULTS	Trace TV	male	black

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INSIGHTS

- Males form 100% in viewership
- Early adults viewing most channels
- Black race viewing tv most
- sports live channels viewed most

Factors influencing Tv Consumption

Location

Gauteng had highest viewership due to population having all races from different provinces at adult to young adults age group. It is urbanized, most people are employed and afford to pay fees to stream tv channels. The province is more developed, most areas have access to free wi-fi enhancing streaming tv channels anywhere and any time.

AGE & Gender

Age group viewing the tv are early adult , the age group is influenced by social media to watch trending content mostly live sports channels. Males have highest viewership in sport live channels due to sports being activities the grow up playing and inspired by sports super stars. The sports content brings male especially early adult to young adults by discussing during and after sports as well as activities the are involved in like sports betting

CONTENT

Content in bright Tv broadcasted during peak time, morning and during the day are on live sports channels that are promoted on social media ad marketed in different platforms

Key strategy to increase viewership

Produce high-quality, engaging content that relevant to target audience. Ensure content is culturally relevant and addresses viewer interests and trending topics.

Consider live streaming and catch-up TV options to increase accessibility.

Use targeted marketing campaigns to promote shows before they air

Consider broadcasting popular content for regions with different languages

Leverage social media, influencers, and viral marketing to create anticipation

Air popular shows during peak viewing times.

Interact with viewers through social media, live chats, and polls.

Encourage feedback and viewer participation to build a loyal community

Generating revenue

Prime Time Advertising: Increase rates during high-viewership hours.

Premium Access: Offer exclusive content to subscribers for a monthly or annual fee.

Ad-Free Options: Provide an ad-free experience at a higher subscription cost.

Bundles and Packages: Combine channels or services to encourage sign-ups.

Sell broadcast rights to other networks or streaming platforms, both locally and internationally.

Monetize with ads or exclusive access on these platforms.

Organize live shows, meet-and-greets, and fan events.

Sell tickets for live tapings or special premieres.

Interactive Content and Voting

Use interactive shows where viewers can vote or participate live.

Charge for SMS voting, app interactions, or exclusive live streams.

Progect plan

Task	Description	Timeline	Responsible person
Project Kickoff	Focusing on TV viewership growth strategies	1 day	Project Manager
Analysis	Audience preferences based on race, gender, age group, and popular TV shows	1 week	Business Analyst
Content Planning	Plan TV shows that cater to diverse demographics, with targeted storylines and genres	1 week	Strategist
Development Phase	Expand shows to streaming, social media, and mobile platforms for greater reach	2 weeks	Development Team
Marketing	Targeted marketing campaigns based on audience demographics and show genres	3 week	Marketing Team
Testing	Test TV shows with different demographic groups and gather feedback	3 days	Quality Assurance team
Prime-Time Optimization	Schedule shows based on audience viewing habits during peak hours	1 week	Operaration and development team
Launch and Performance Analysis	Launch the new schedule, track viewership, and measure demographic engagement	1 week	Planning Team
Project Closure	Finalize documentation and assess impact on viewership growth	1 week	Project Manager

THANK
YOU