



# BrightTV Report

Jan/16 - Apr/16

Gender Category

All

1/1/2016



4/1/2016



Province

All

Age Bucket

All

## Key Insights Summary

### Busiest Days:

Friday shows the **highest** activity, followed by Saturday. Wednesday ranks third and Sunday fourth.

### Monthly Trends:

March recorded the **highest** users, with February and January following. April had the **lowest** engagement with 5 users.

## Additional Insights Summary

- March peak suggests successful content strategy.
- Young adults (25–34) drive platform usage.
- Gauteng dominates user base; weaker provinces need attention.
- High “No Watch” count shows need for better content recommendations.

4386

total users

19

Total channels

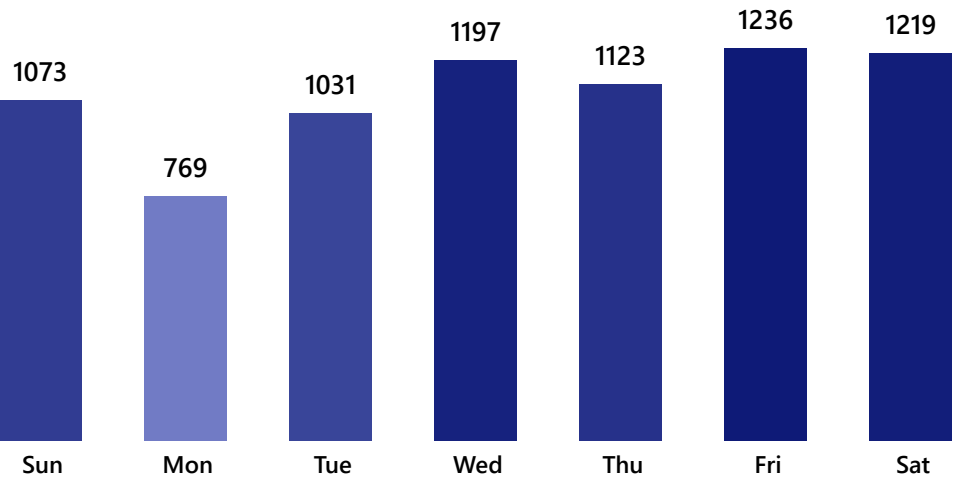
1,453.48

Total Watch Hours

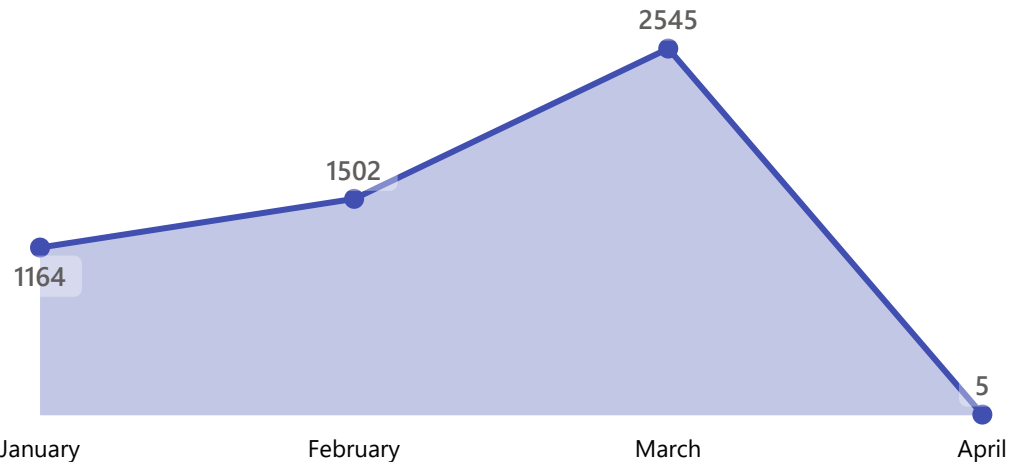
8.72

Average Duration Minutes

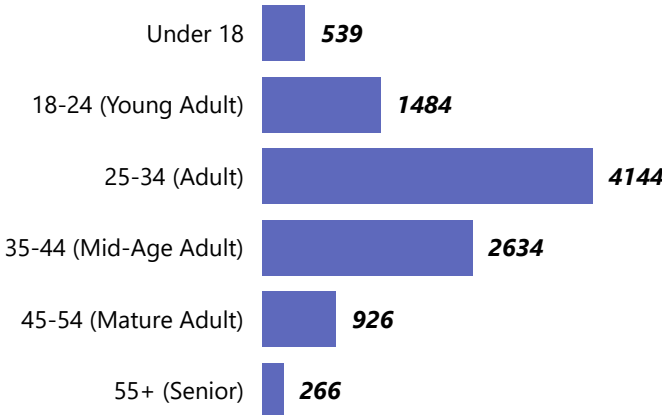
Daily Tread for Total Users



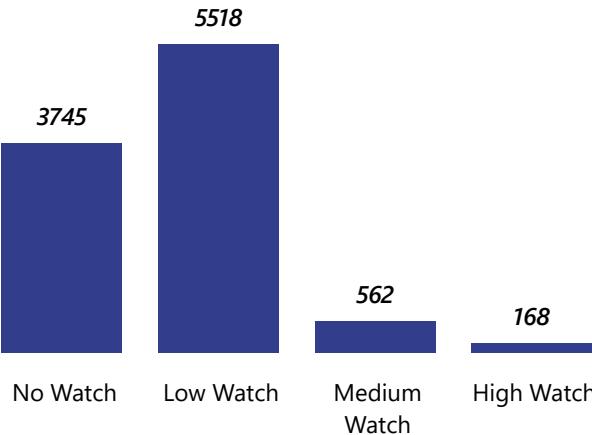
Monthly Tread for Total Users



Age Bucket for Total Users



Watch Category



Province Tread for Total Users

