



# BrightTV Report

Jan/16 - Apr/16

Gender Category

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

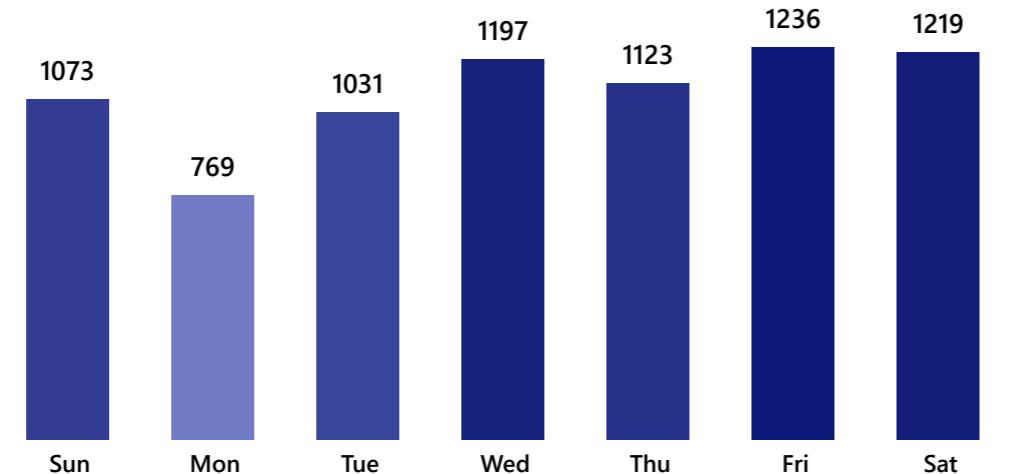
1,453.48

Total Watch Hours

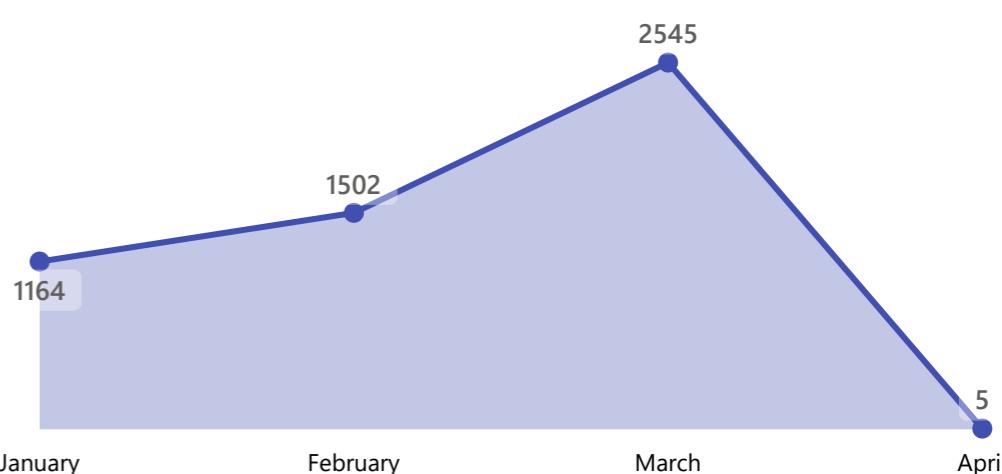
8.72

Average Duration Minutes

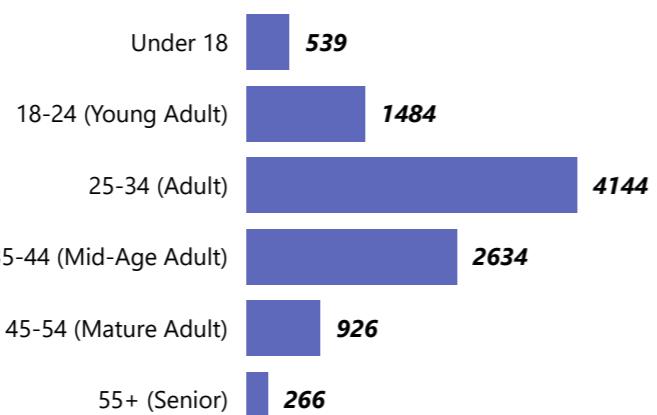
Daily Trend for Total Users



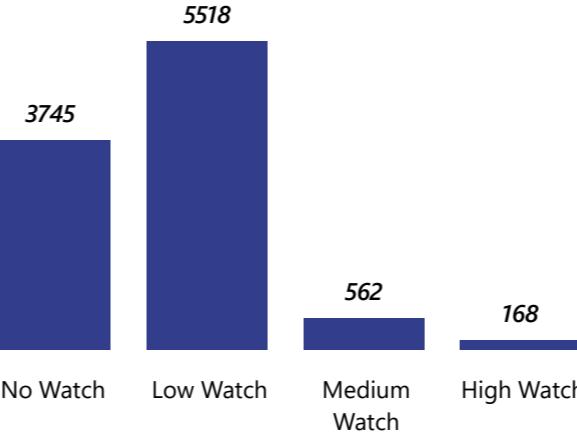
Monthly Trend for Total Users



Age Bucket for Total Users



Watch Category



Province Tread for Total Users

