



Bright-TV Viewership Analytics

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TARGETS

TARGET 1

Data insights and
usage trends

TARGET 2

Factors influencing
consumption

TARGET 3

Recommendations

TARGET4

Initiatives



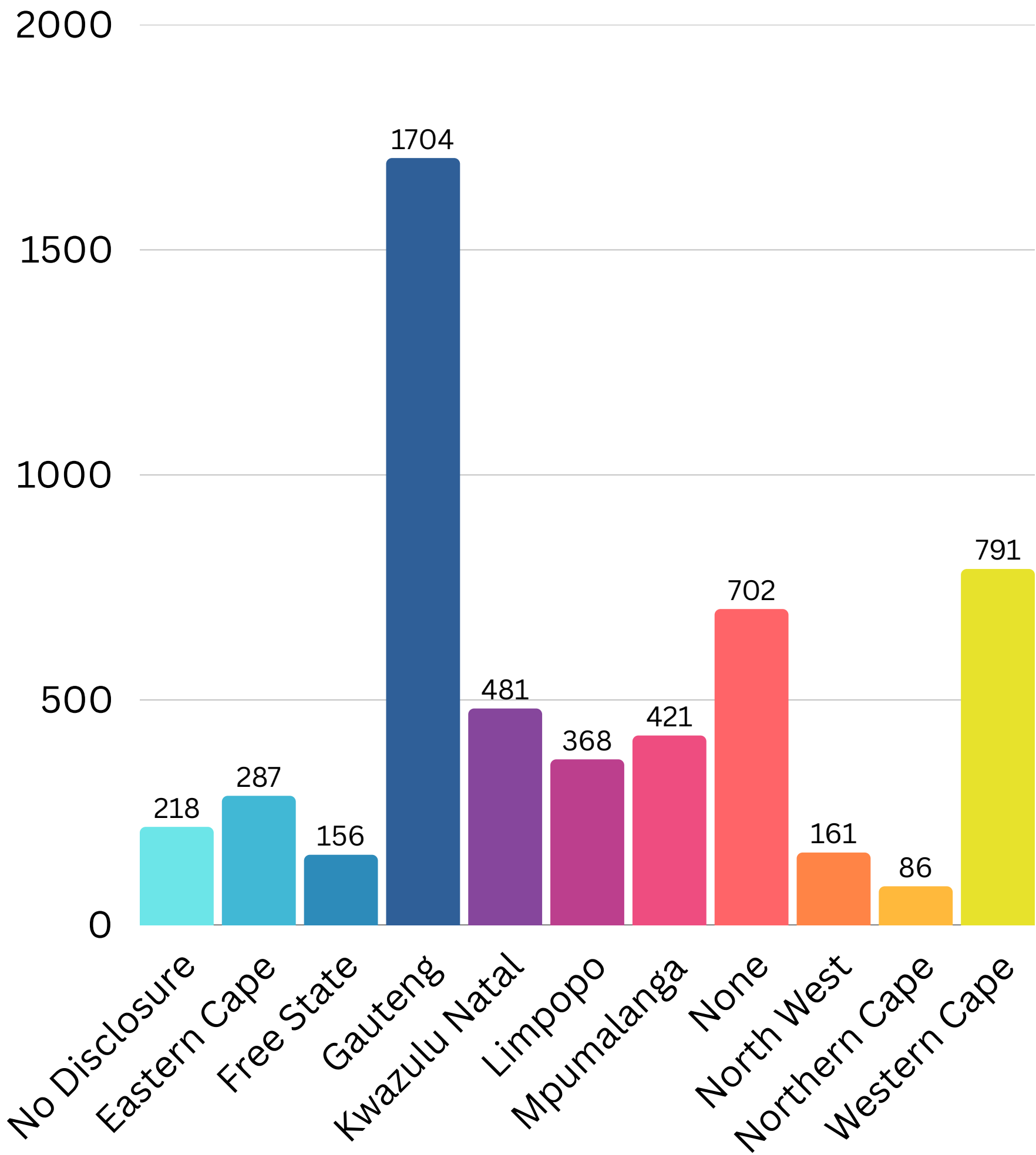
ANALYTICS PERIOD

1 JANUARY 2016 – 31 MARCH 2016

NUMBER OF VIEWERS BY PROVINCE

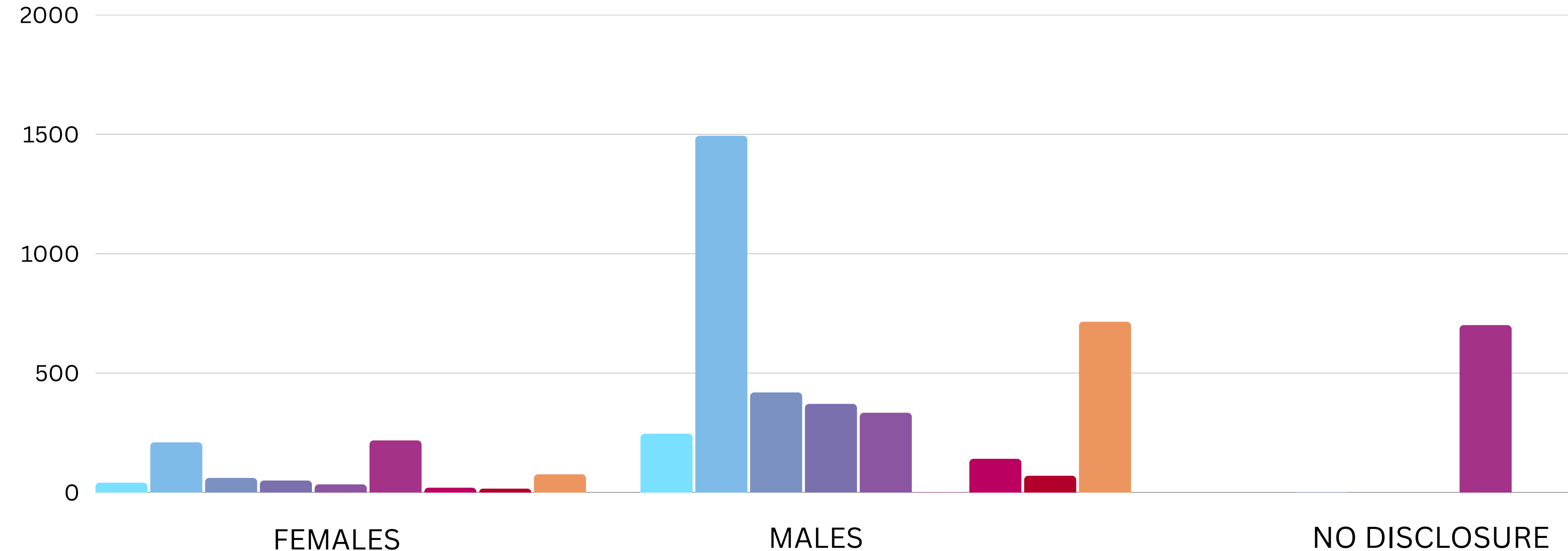
BREAKDOWN

- BRIGHT-TV has a total of 10000 views across all channels.
- There are about 5375 different customers that subscribe to BRIGHT-TV.
- The biggest contributor to BRIGHT-TV according to province contribution is Gauteung.
- NONE (702) number also did not disclose their province.



VIEWERSHIP BY PROVINCE AND GENDER

Eastern Cape Gauteng KZN MP LP N/D NW NC WC



- Gauteng has a unique proportion when it comes to viewership as the ratio is 1:7 meaning that for every 1 female there are 7 males watching Bright-tv
- Males dominate in all provinces when analysing using gender

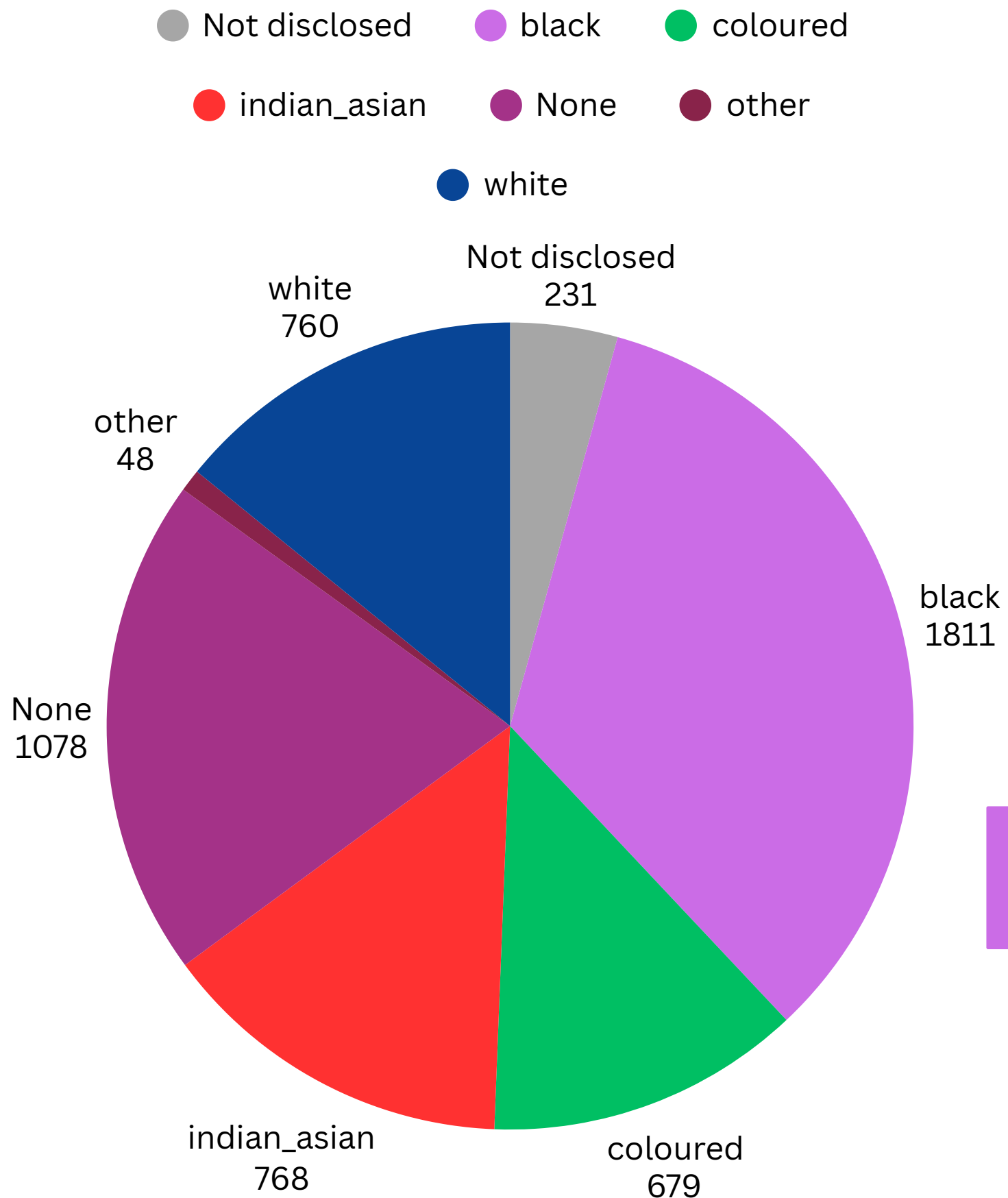
VIEWERSHIP BY RACE

There are four main race categories mainly White, Indian-Asian, and Black

The race split besides the black population is relatively proportionate to each other

1078 represents viewers whose race is not black, coloured, white, or indian_asian

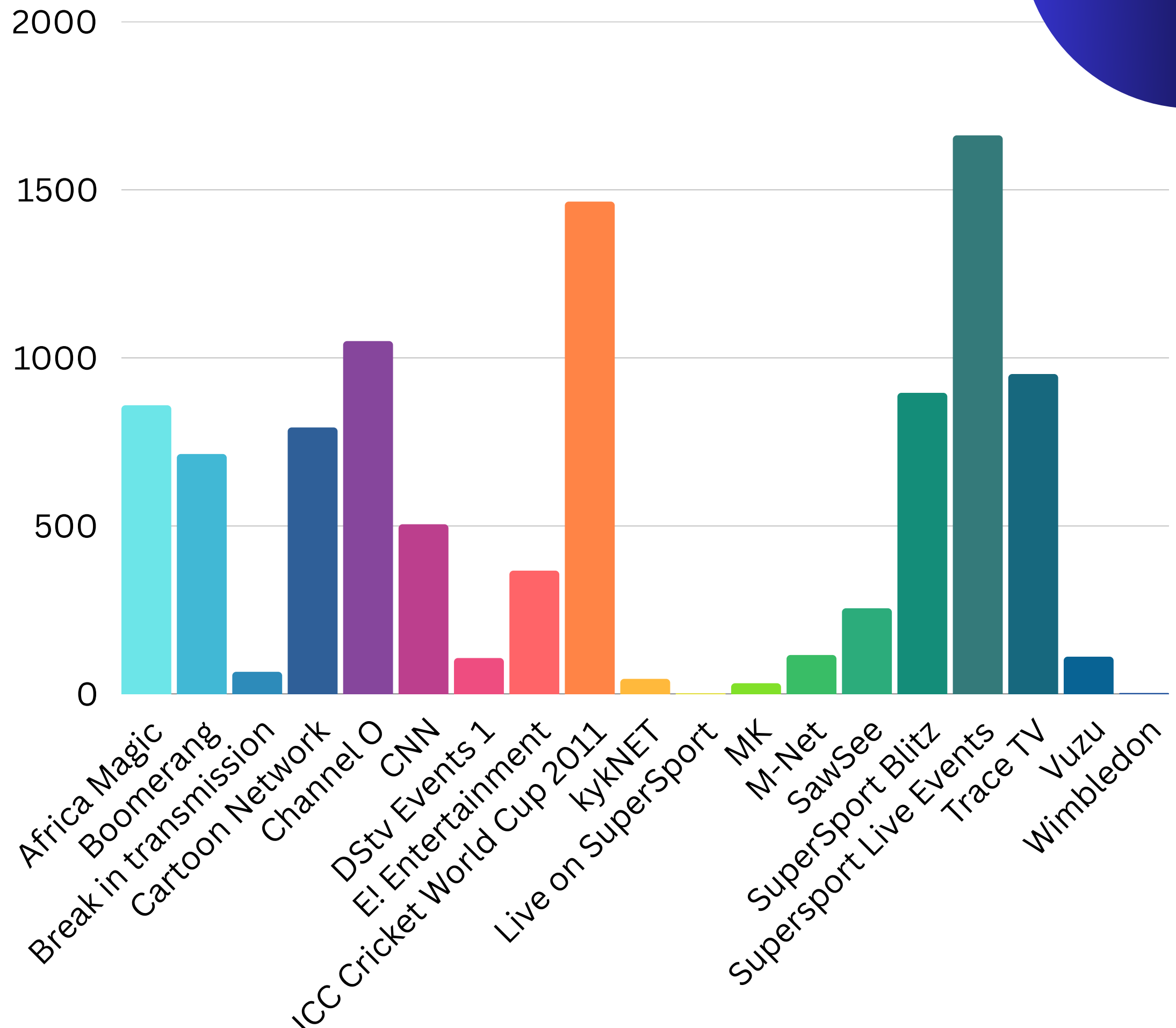
Indian_Asian is the second largest contributor



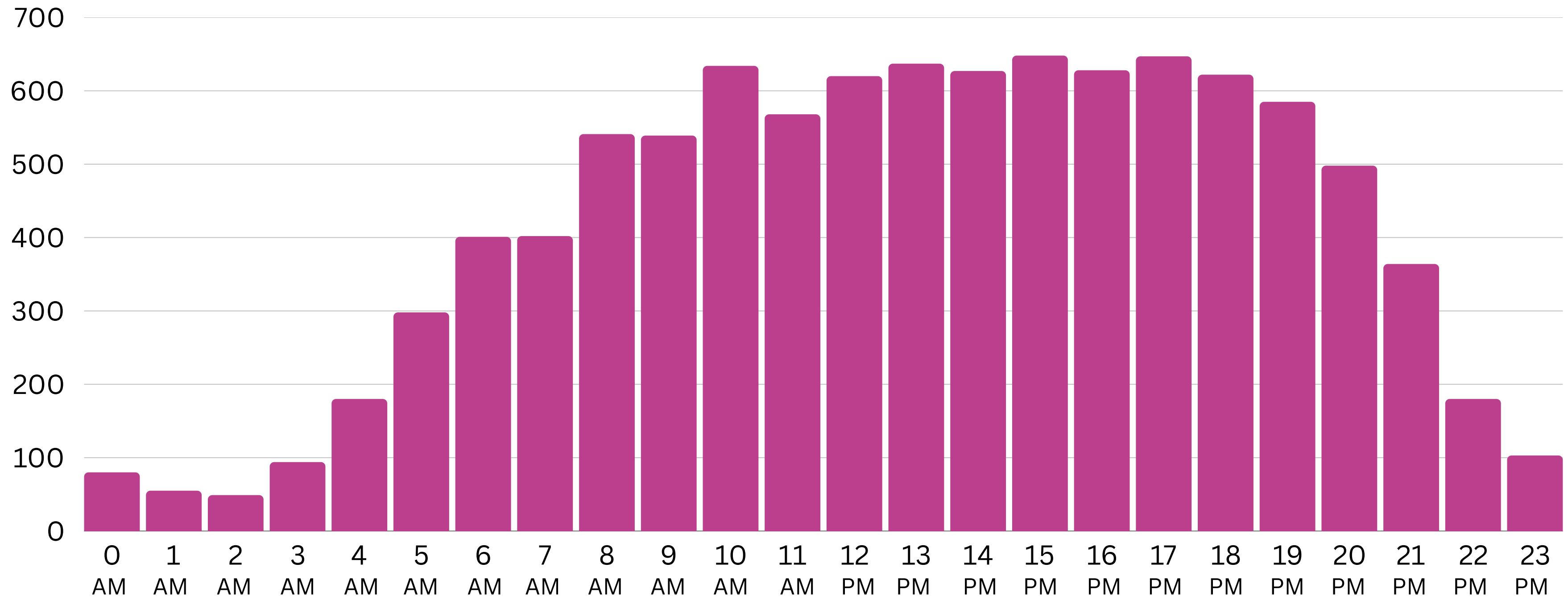
Black people make up the majority of the viewers

VIEWERSHIP ACCORDING TO CHANNELS

- Live sports is the most viewed channel whether ICC World Cup and Live sports events.
- ICC Cricket World Cup saw a sharp rise in terms of viewership.
- The lowest viewed channels consist of Live on SuperSports, and Wimbledon.

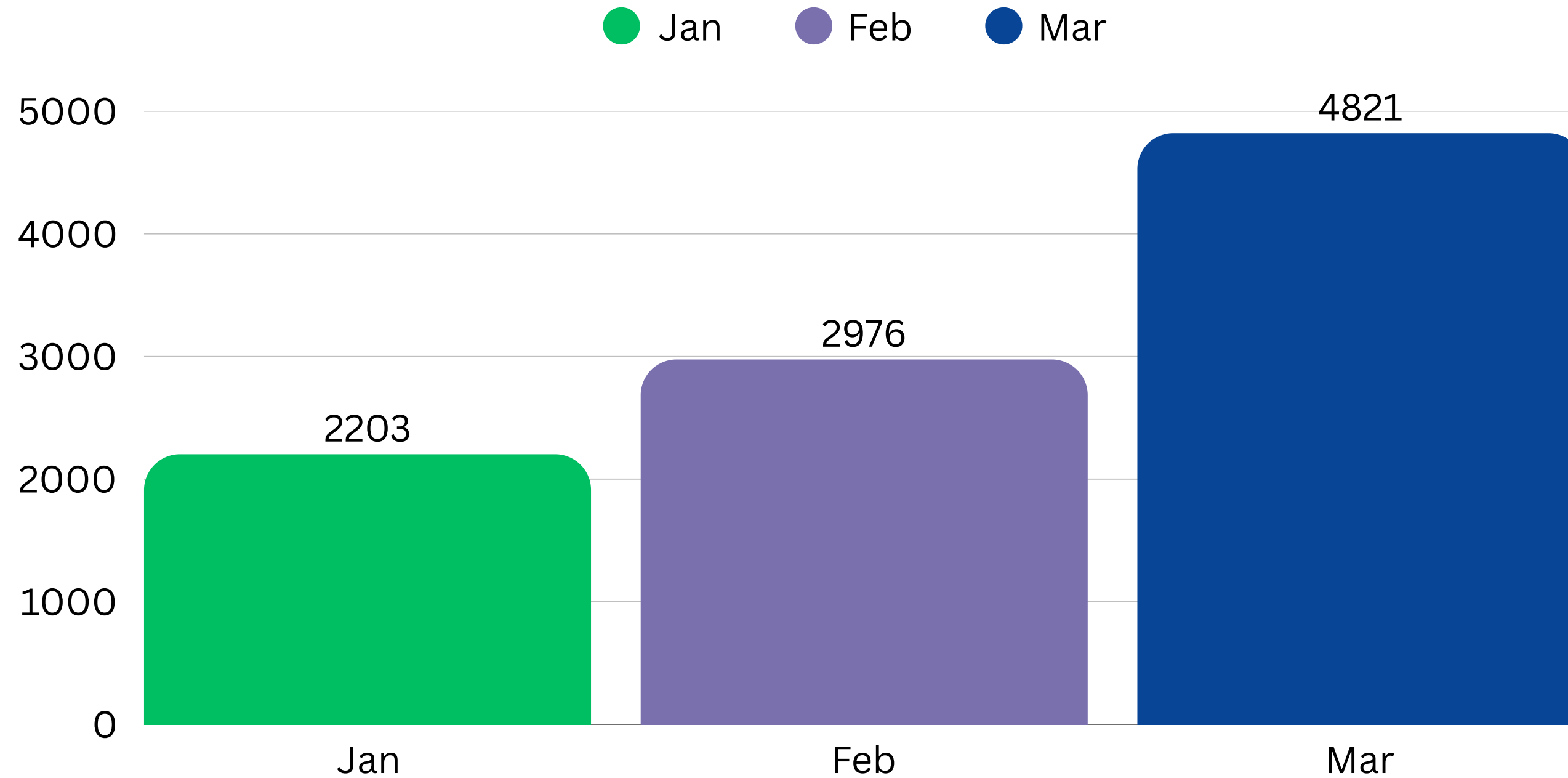


VIEWRSHIP PEAK TIME FOR BRIGHT-TV (SA-TIME)



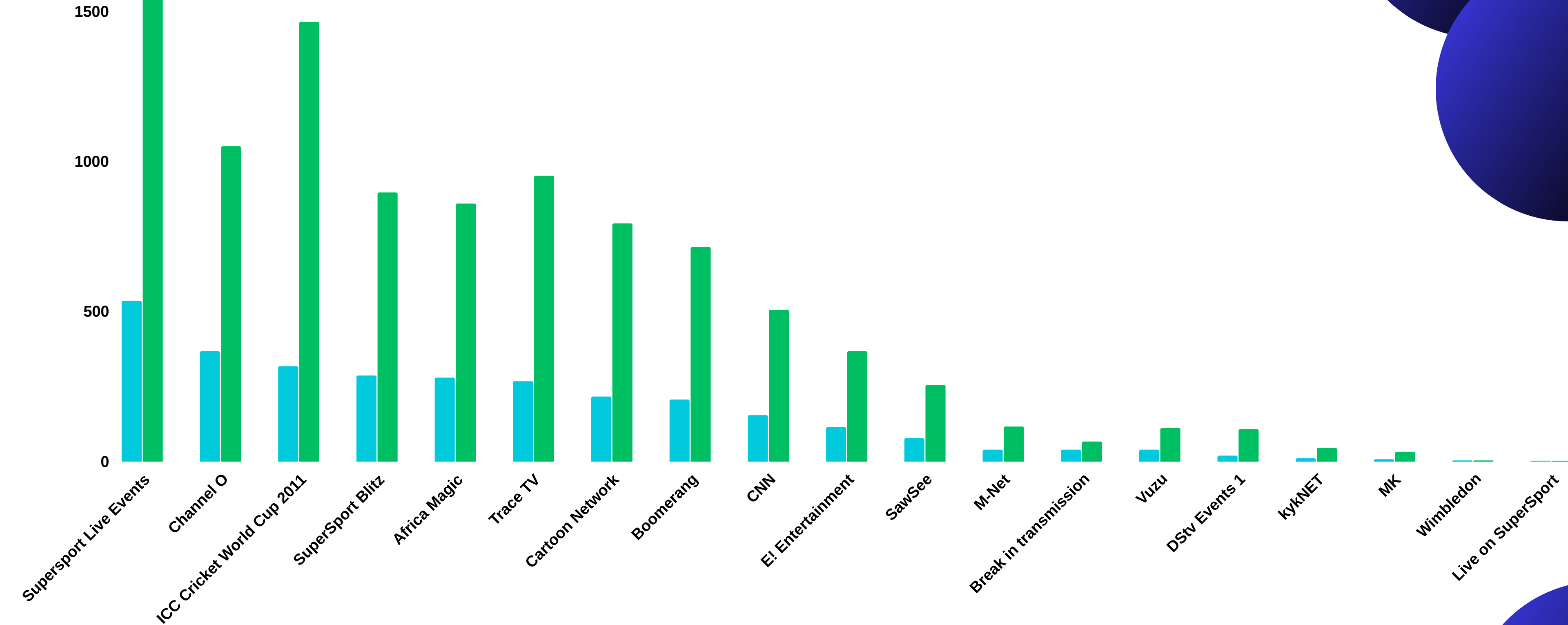
- Bright-TV maintains a unique viewership trend throughout the course of the day, Bright-TV is able to maintain their viewers to stay watching for a long period of time.
- Bright-TV is able to maintain relatively the same the number of views from around 8 am to 20 pm
- ICC Cricket World Cup may be the reason for this unique trend as it is long format content that plays for hours.

VIEWERSHIP TRENDS AND USAGE



- March saw a rise in viewership and was the same period the ICC Cricket World Cup 2011 was streaming.

VIEWERSHIP TRENDS BY CHANNELS



- March is the peak month for most channels when it comes to viewership .

FACTORS INFLUENCING CONSUMPTION

- **Live Sports**

The sporting season contributes to the sharp rise in viewership for Bright-TV . This is evident by the ICC Cricket World Cup and SuperSport Live Events.

- **Provinces**

Gauteng is a unique contributor especially that male viewership in Gauteng dominates or outperforms female viewership by a very big margin. Gauteng also outperforms other provinces with views.

- **Age**

Age groups that significantly contribute to Bright-TV viewers are adults and senior people. Low views from children and teenagers is due lack of child-friendly channels or options.

- **Race split**

When data is split according to race, black people make up most viewership specifically black males. The race split between Whites and Indian-Asians is almost similar.

RECOMMENDATIONS FOR VIEWERSHIP INCREASE

- OFFER MORE SPORTING EVENTS AND EXTEND THE SPORTING SEASON THROUGH OTHER SPORTING CODES.
- ADD MORE CHILD-FRIENDLY CHANNELS TO INCREASE VIEWERSHIP FROM KIDS AND TEENAGERS.
- INTRODUCE A TIME-FRAME WHERE NEW CONTENT IS INTRODUCED AND ASSESS WHICH PERFORMS BETTER AND RECREATE SIMILAR CONTENT.
- TARGET OTHER PROVINCES NOT PERFORMING WELL AND CONDUCT LOCAL MARKET RESEARCH ON THEIR PREFERENCES.
- INTRODUCE ATTRACTIVE PACKAGES TO ATTRACT CUSTOMERS THAT ARE UNSERVICED IN THE MARKET.
- RECONFIGURE SOME CONTENT THAT IS CONSTANTLY DECLINING BY PROVIDING FRESH AND EXCLUSIVE CONTENT.
- STRATEGISE TIME SLOTS AND DISTRIBUTE WELL-CONSUMED CONTENT ACROSS VARIOUS CHANNELS.
- EMBARK ON A CAMPAIGN DRIVE TO ADVERTISE THE SERVICES AND BENEFITS OFFERED BY BRIGHT-TV.

INITIATIVES FOR BRIGHT-TV

INTRODUCE A
STREAMING
PLATFORM

BRAND
AMBASSADORS

SPONSORSHIP

CORPORATE SOCIAL
RESPONSIBILITY

INVEST IN BEING
DIVERSE AS AN
ORGANISATION TO BE
ABLE TO CATER TO A
DIVERSE AUDIENCE

CREATE A TALENT
POOL

INVEST IN CREATING
RELATIONSHIP WITH
CONTENT CREATORS
FOR EXCLUSIVE
CONTENT

INVEST IN
INFRASTRUCTURE