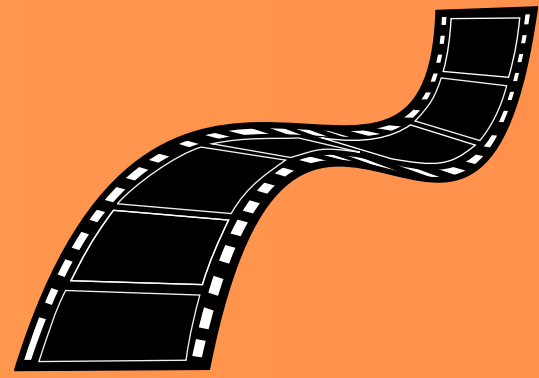
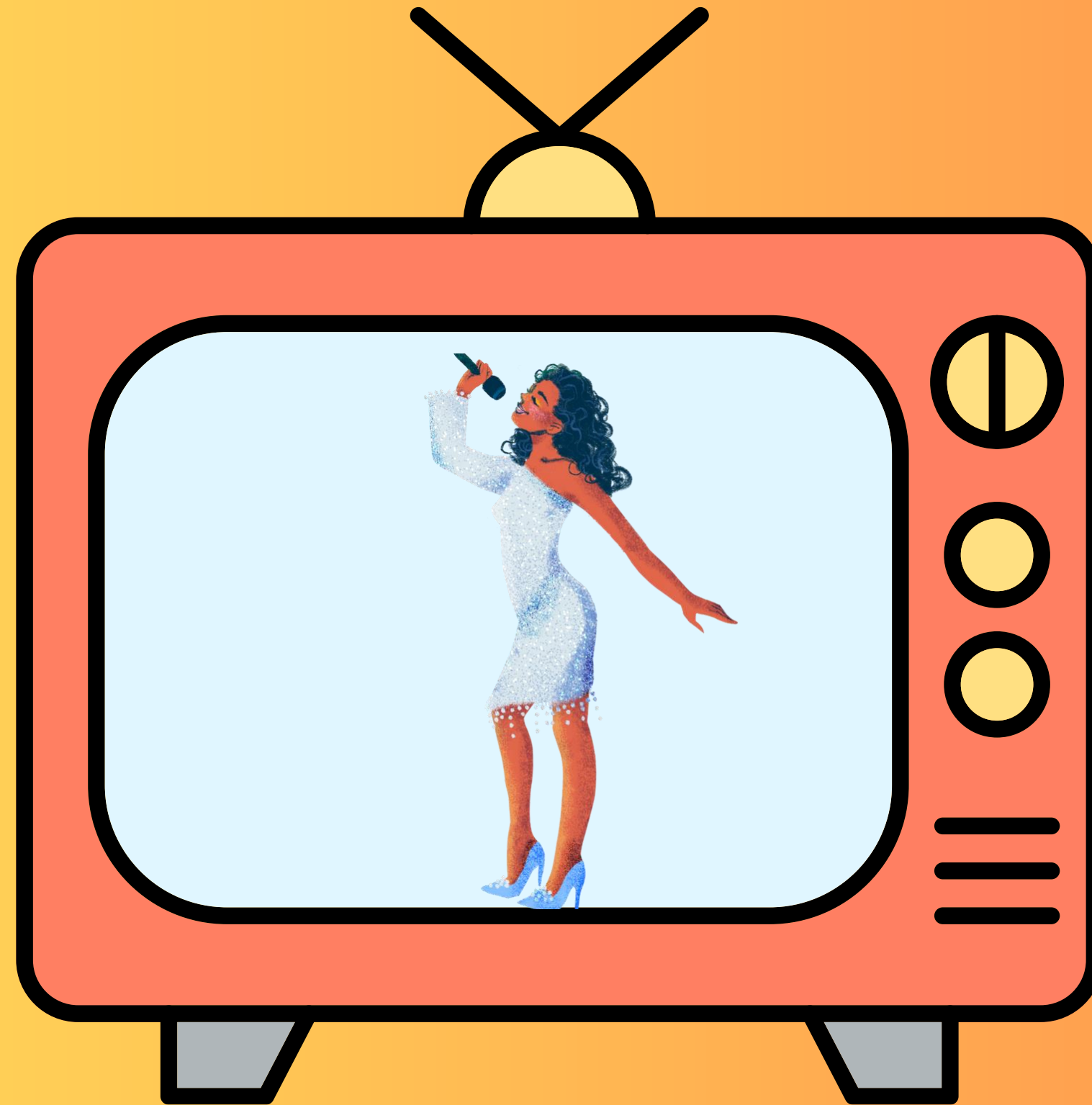
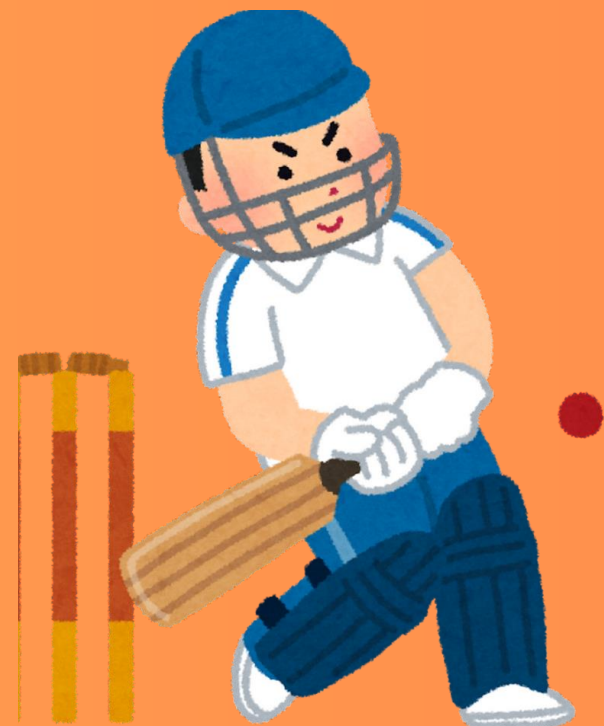
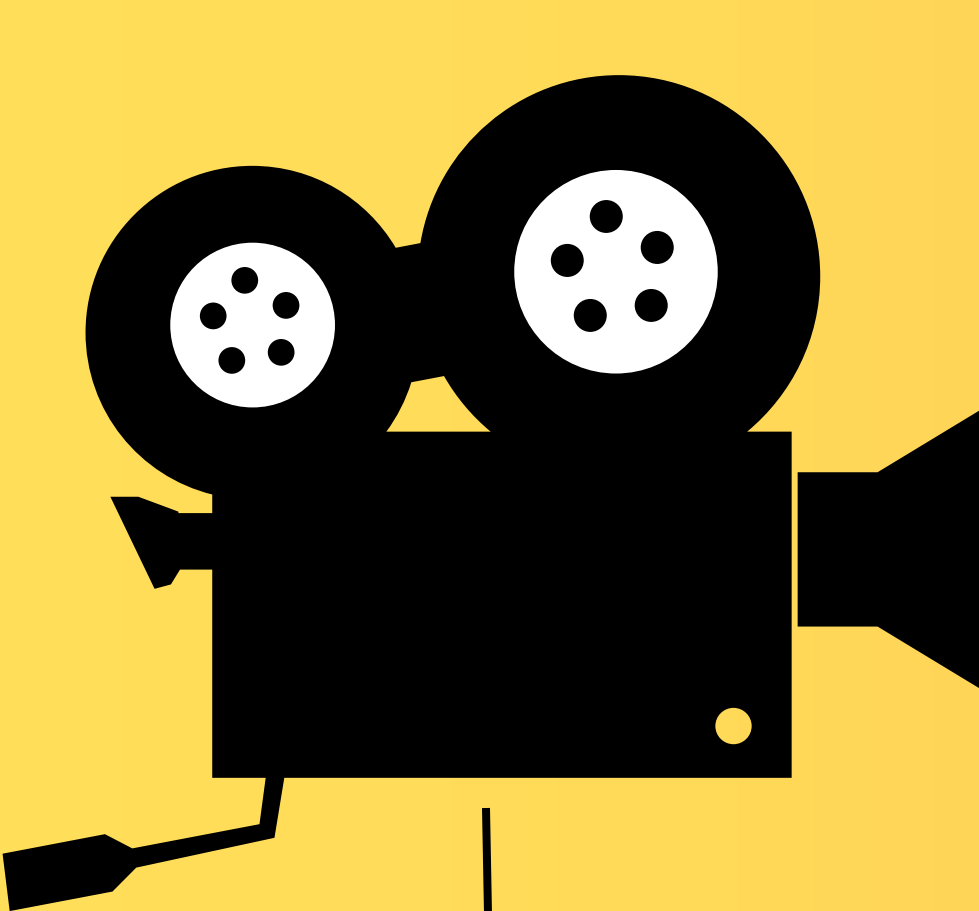


BRIGHT-TV



Presented By: Sboniso Jiyane

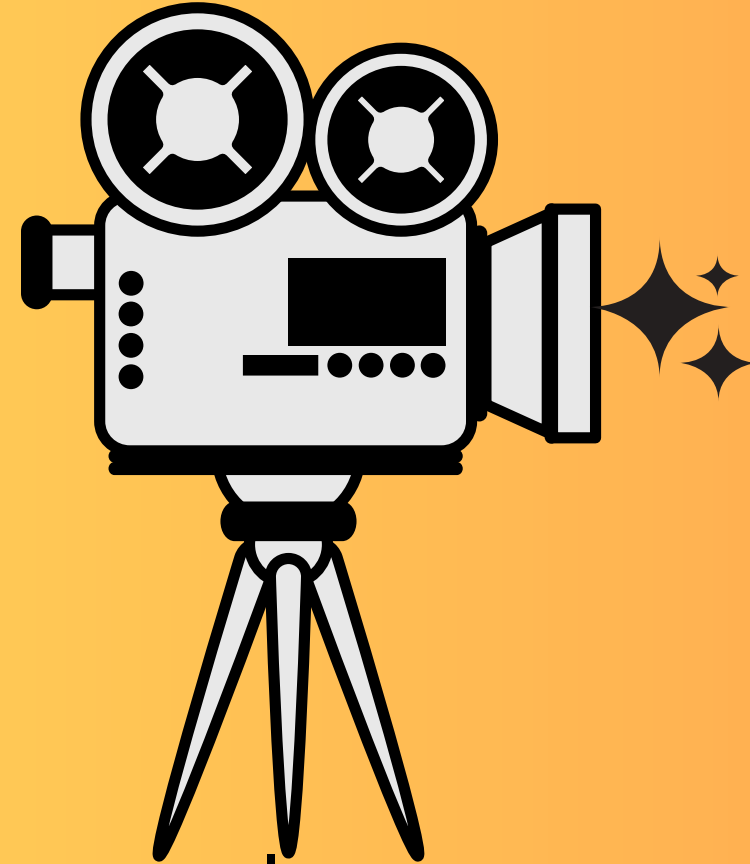




## Data sample

- 9 provinces
- 2 genders with others

1



## Time interval

- Jan-mar(first quater)
- Apr-Jun(second)
- Jul-Sept(Third)
- Oct-Dec(Forth)

2

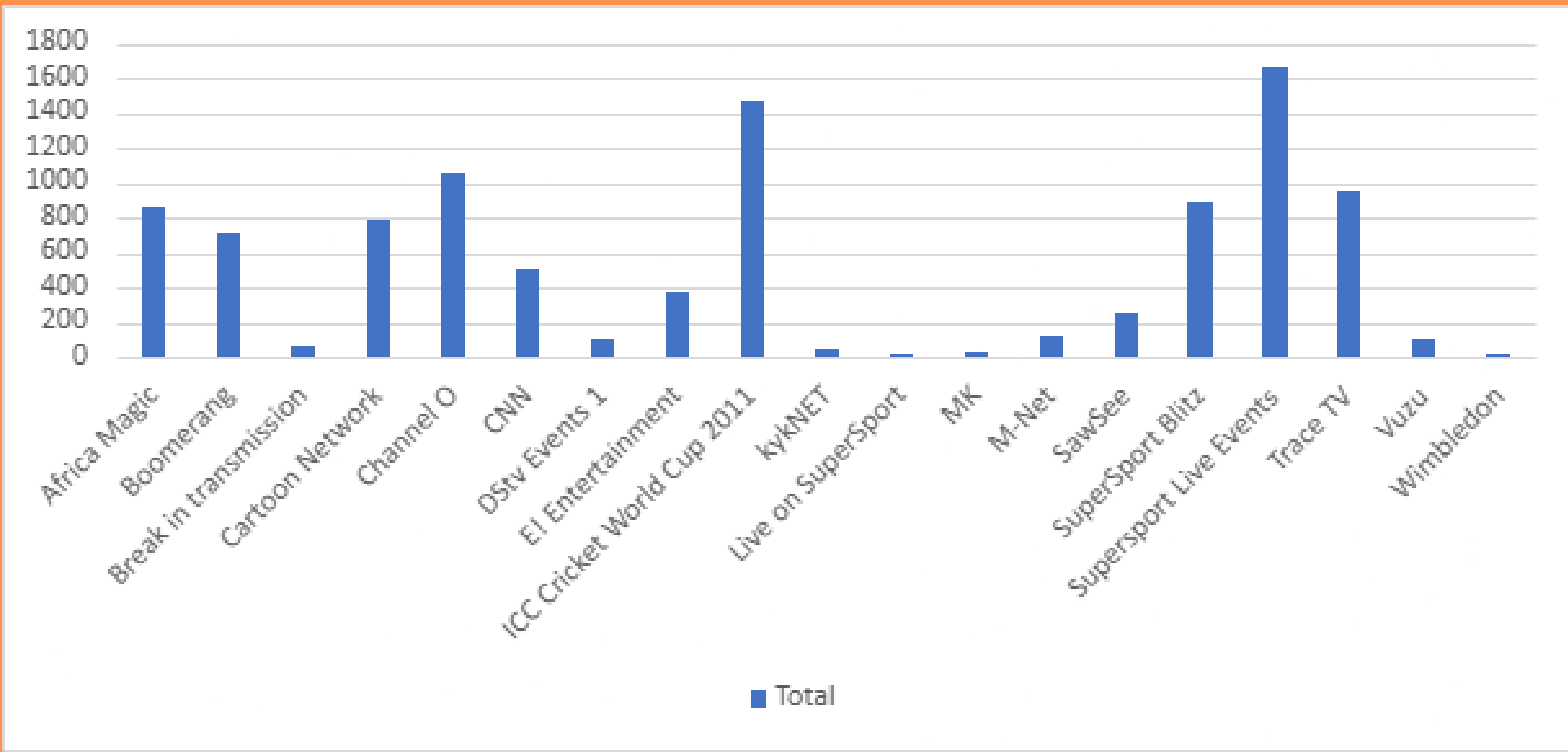


## Channels information

- 19 channels
- Superport Live
- ICC Cricket &
- Channel 0

3

# Number of people streaming

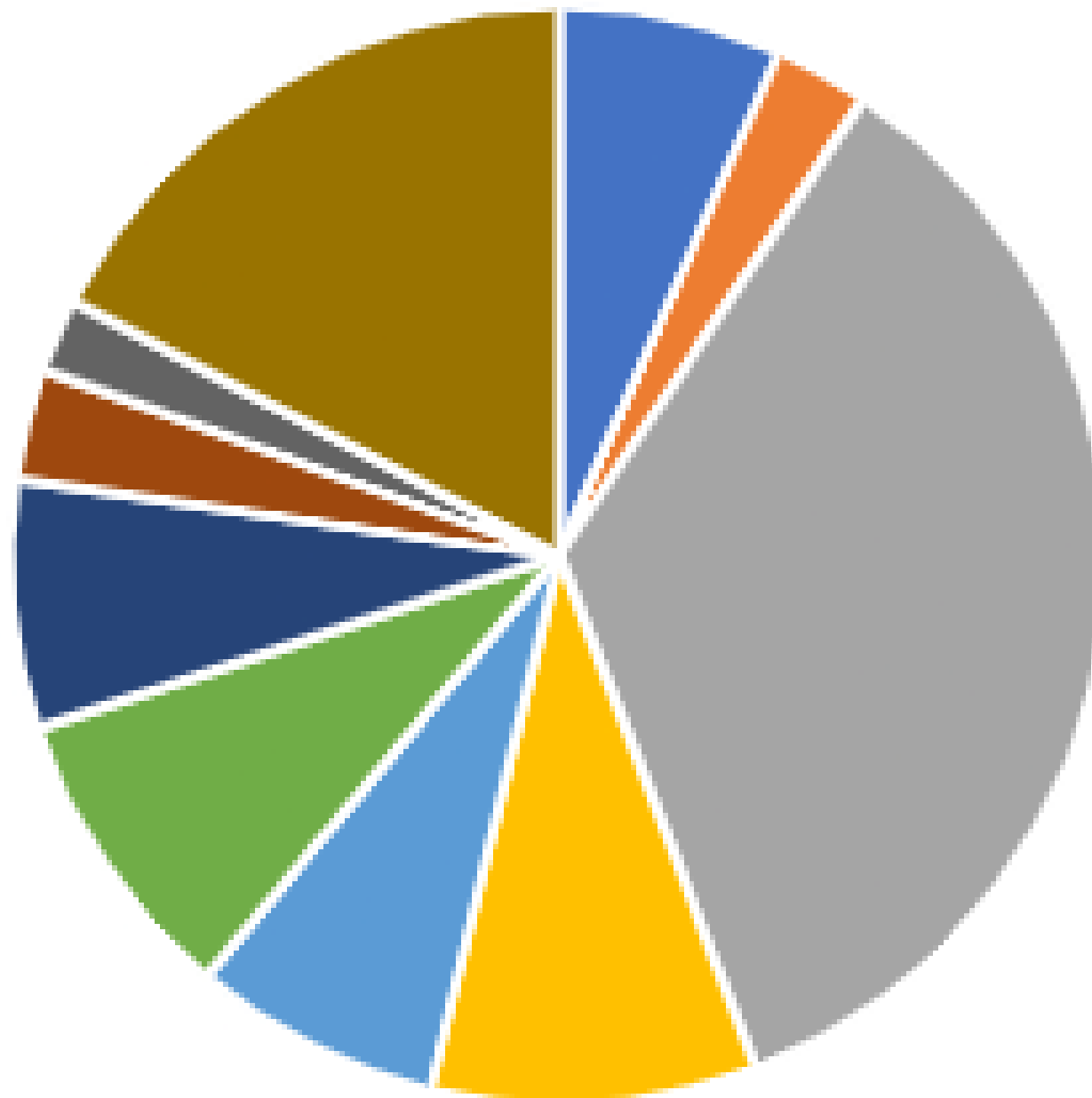


Live on  
SuperSport  
& ICC  
Cricket 2011  
are most  
watched

# Provinces watching the channels

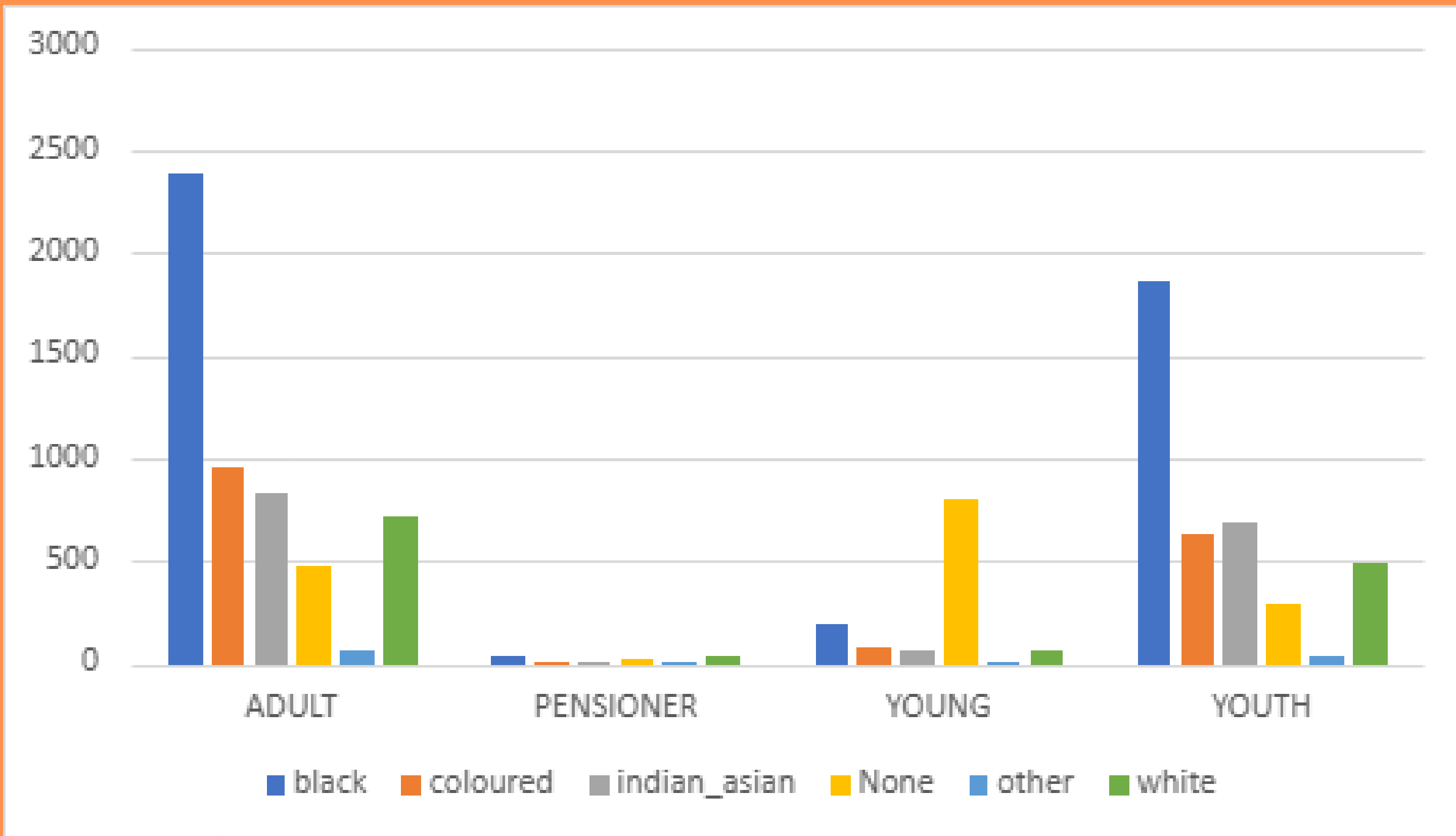


Gauteng is the province with most viewers followed by Western Cape



|                |              |              |                 |                |
|----------------|--------------|--------------|-----------------|----------------|
| ■ Eastern Cape | ■ Free State | ■ Gauteng    | ■ Kwazulu Natal | ■ Limpopo      |
| ■ Mpumalanga   | ■ None       | ■ North West | ■ Northern Cape | ■ Western Cape |

# Viewers age and their race

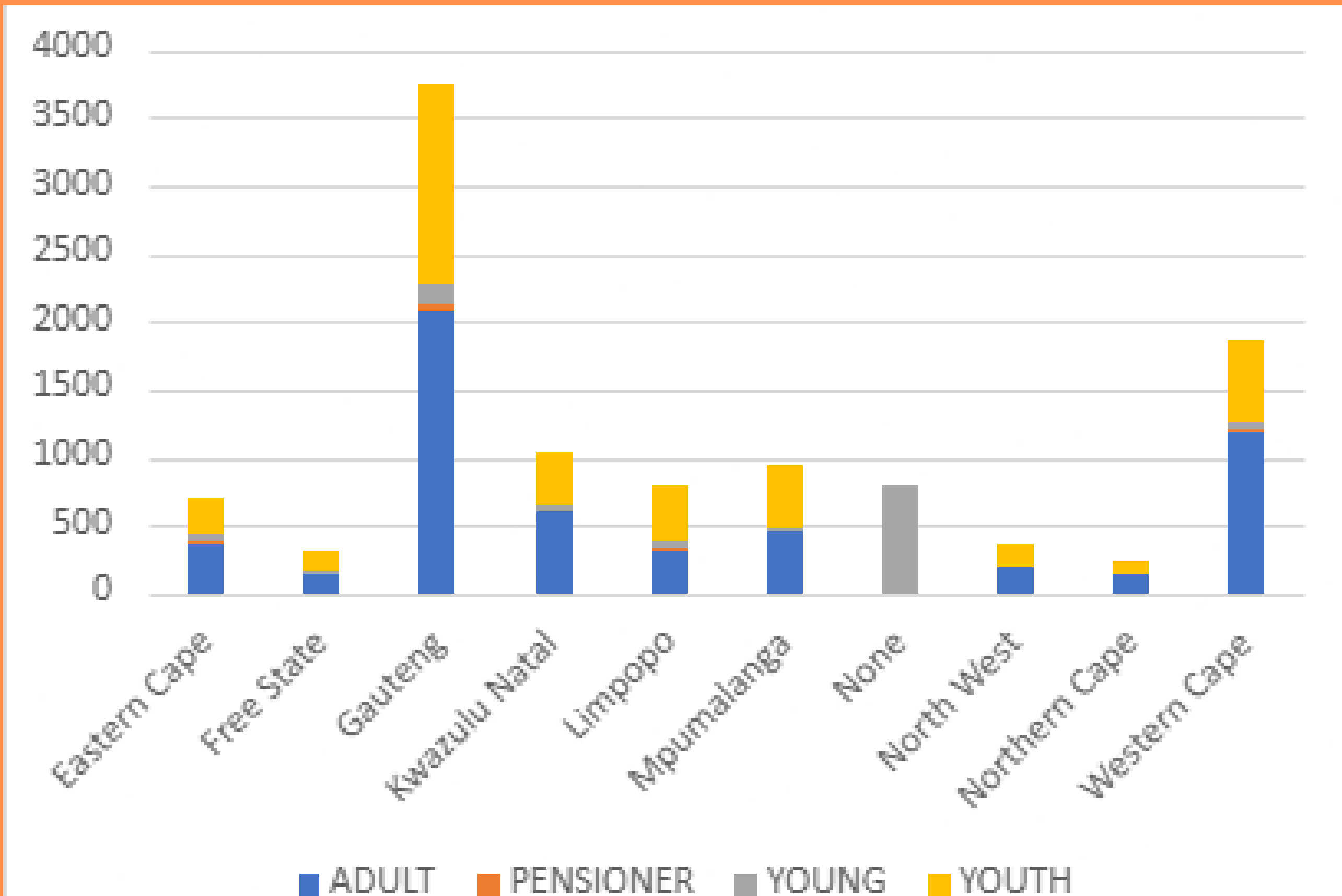


Among all age groups  
blacks become the most  
viewers of Bright TV



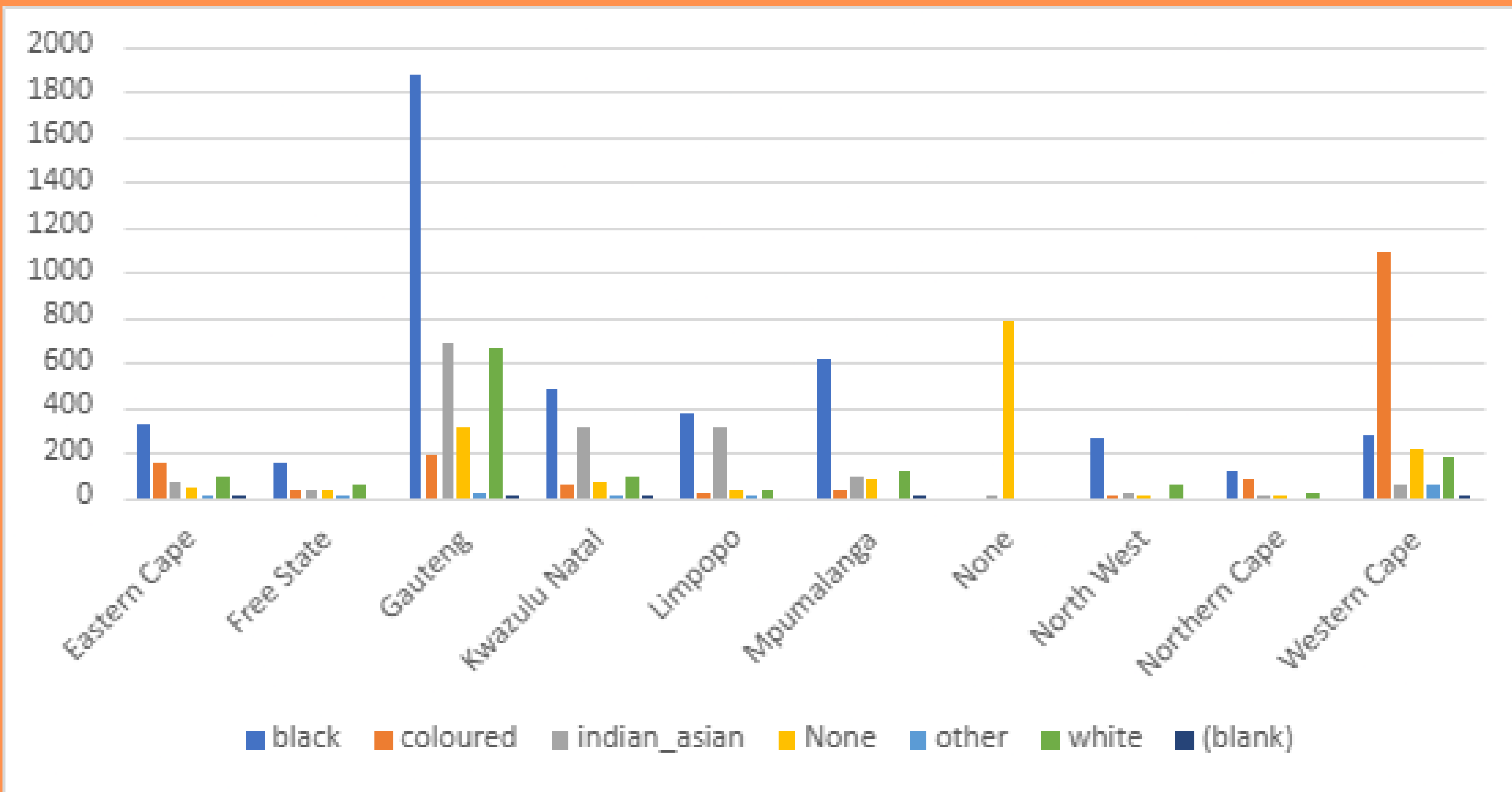


# Viewership by province and age group



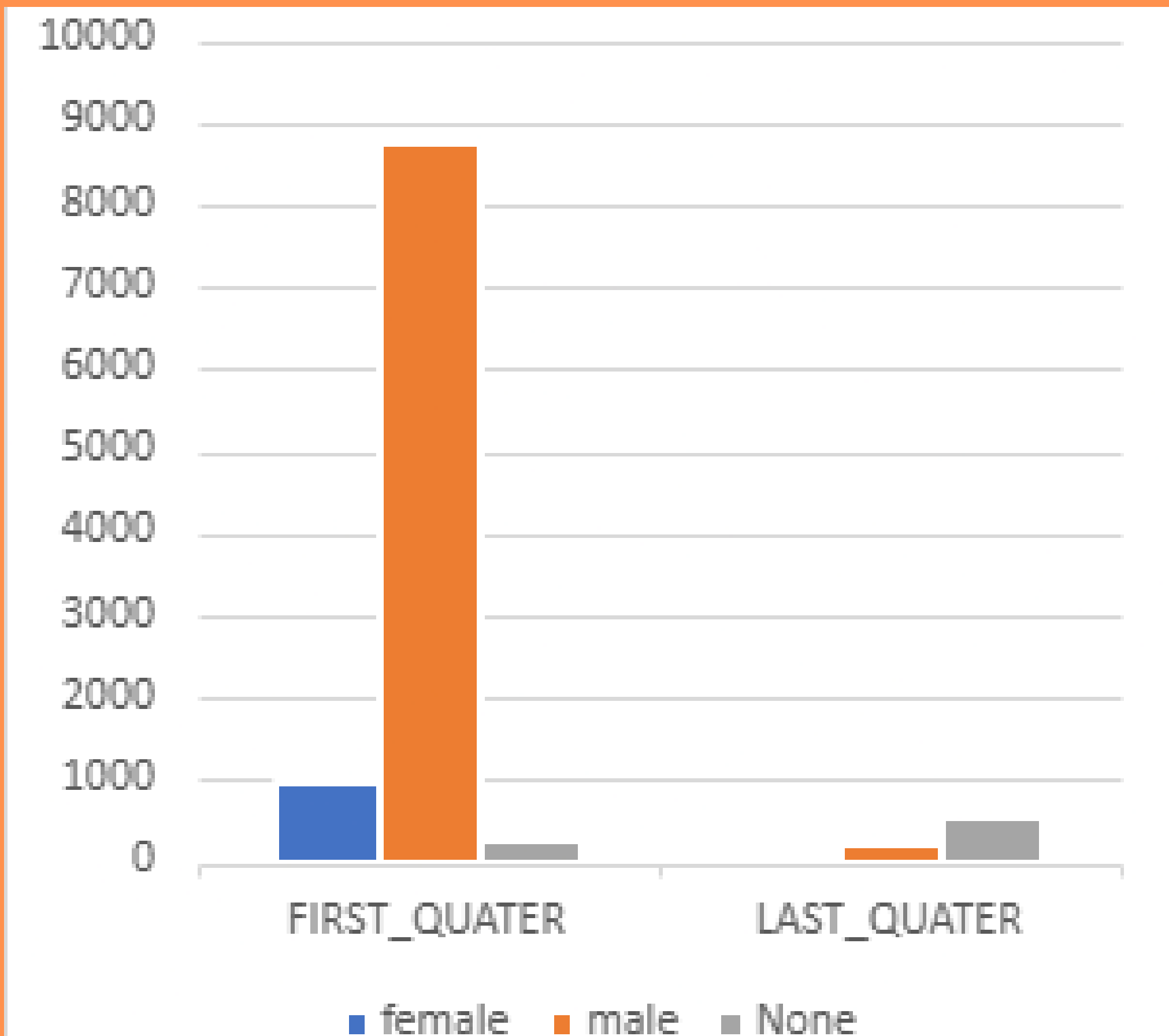
Adults from  
Gauteng are regular  
viewers along with  
youth

# Races streaming in different provinces



Blacks in Gauteng  
& Coloured in  
Western Cape are  
regarded as most  
viewers

# Viewers by gender on quaters

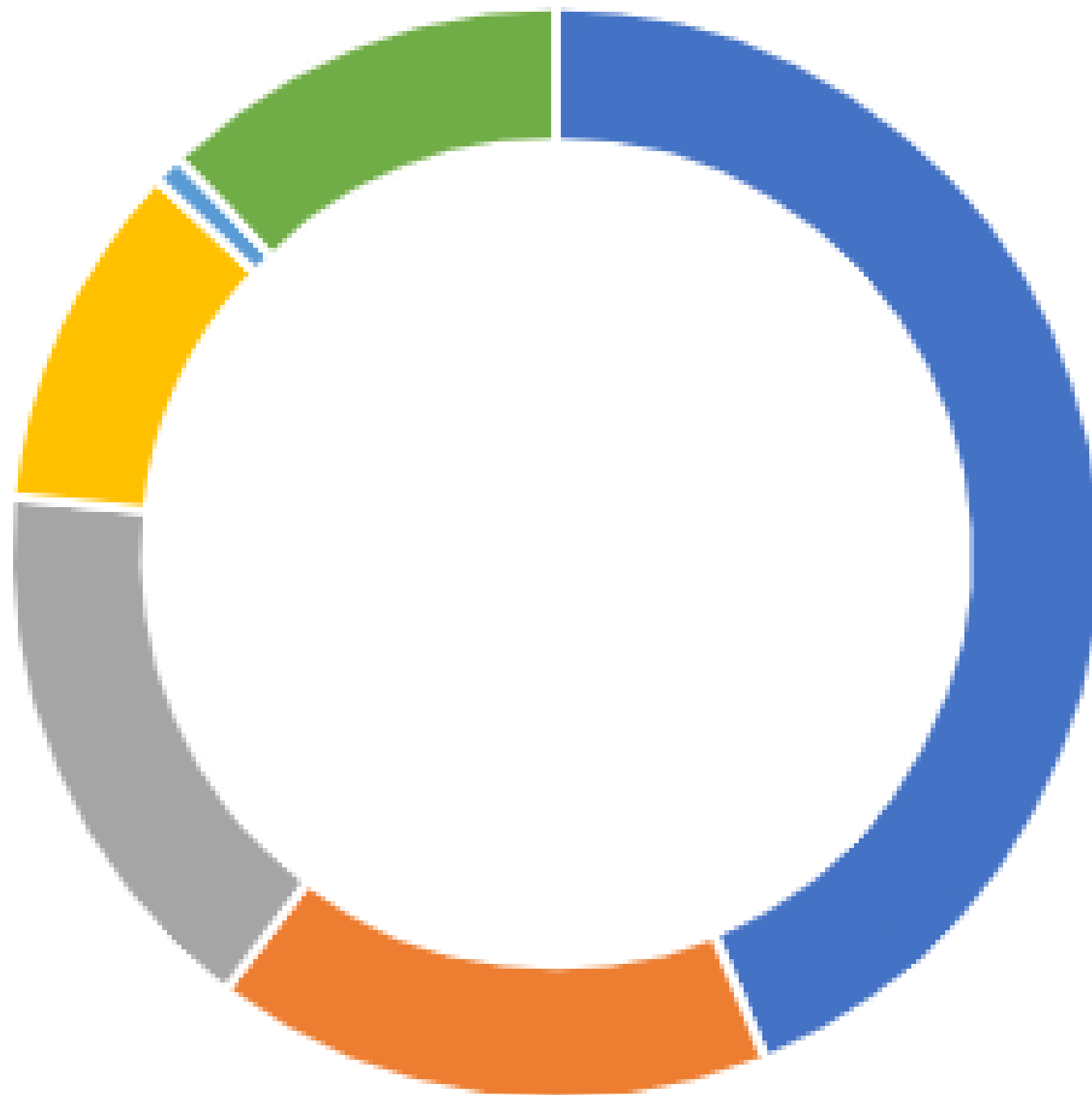


On first quater males  
view the most

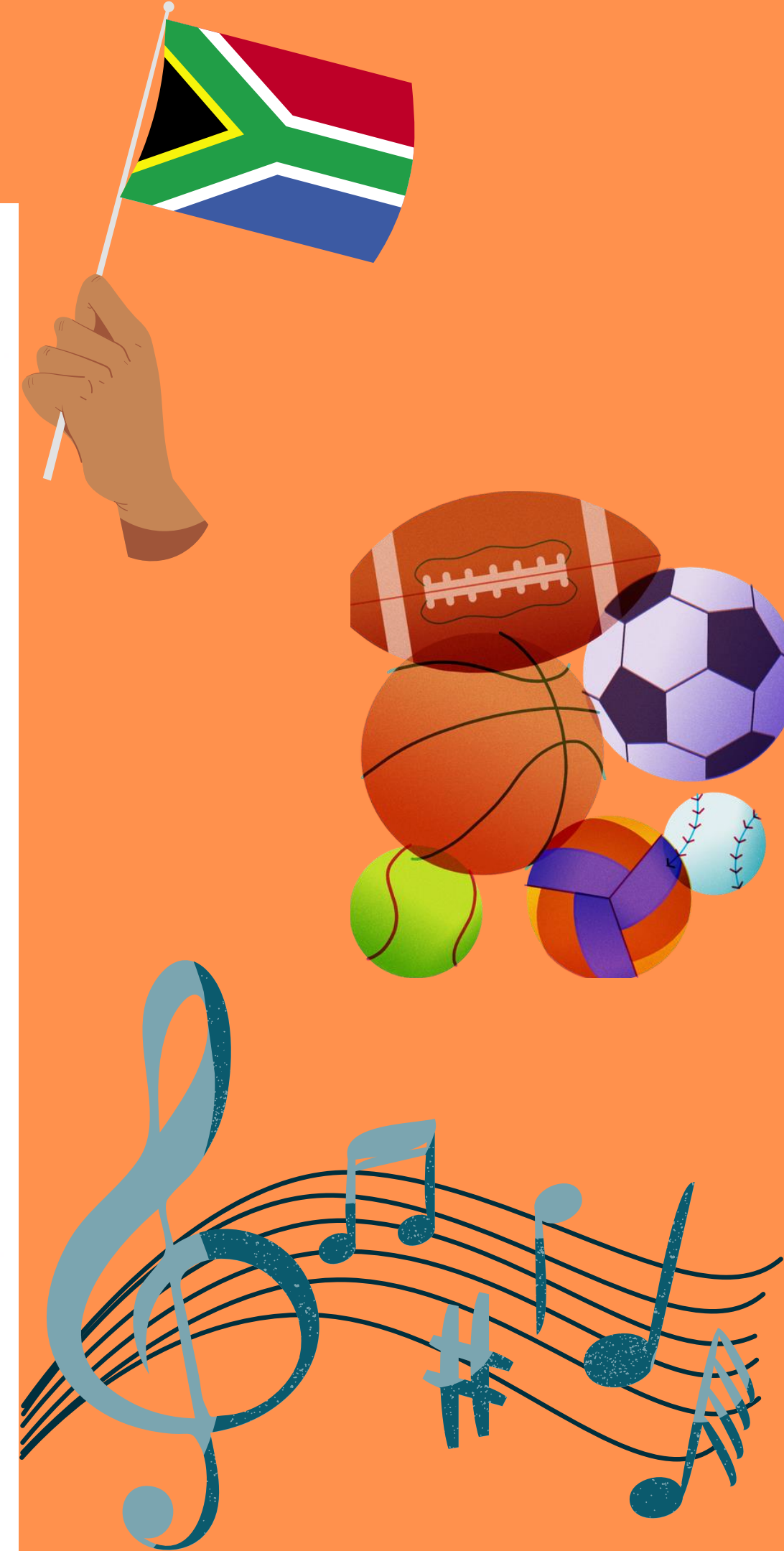




# Races number of viewership



■ black ■ coloured ■ indian\_asian ■ None ■ other ■ white





Most viewers are Black  
and Coloured males  
Superport Live and ICC  
Cricket 2011 are most  
viewed

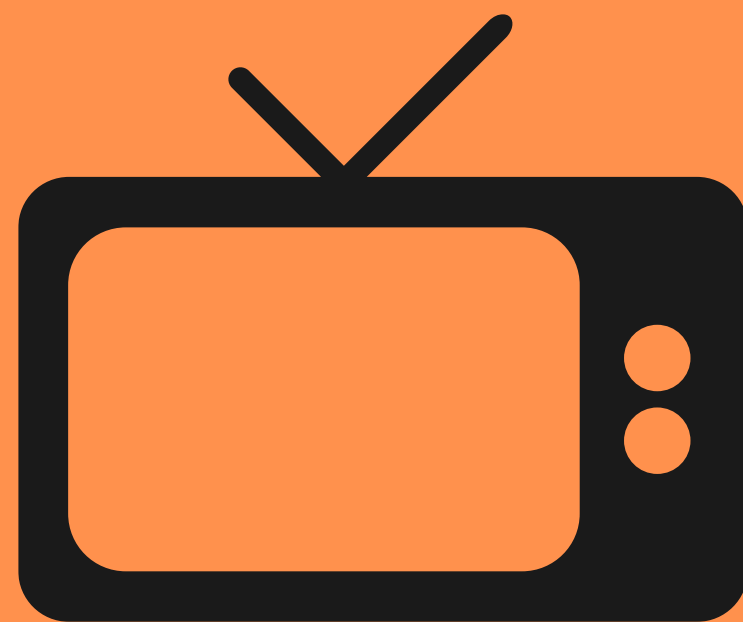
# Conclusion

Gauteng/ *High%*

Northern Cape

Gauteng and Western  
Cape has the most  
viewers and Northern  
Cape with the least  
number

*Low%*



Bright TV must add channels that  
stream live matches and cricket