



BrightTV Viewership Analytics

Unlocking Growth Opportunities

Transforming viewer data into actionable strategies to drive subscription growth and engagement

Our Mission & Roadmap

01

Analyze User Trends

Examine 10,000 viewer records to understand consumption patterns and identify growth opportunities

02

Identify Key Factors

Explore demographics, geographic distribution, and content preferences driving engagement

03

Strategic Recommendations

Develop targeted initiatives to boost subscription growth and optimize content strategy

Today we'll transform viewer data into clear, actionable strategies that directly support our CEO's subscription growth objectives.

Scale & User Activity Overview

10K

Total Records

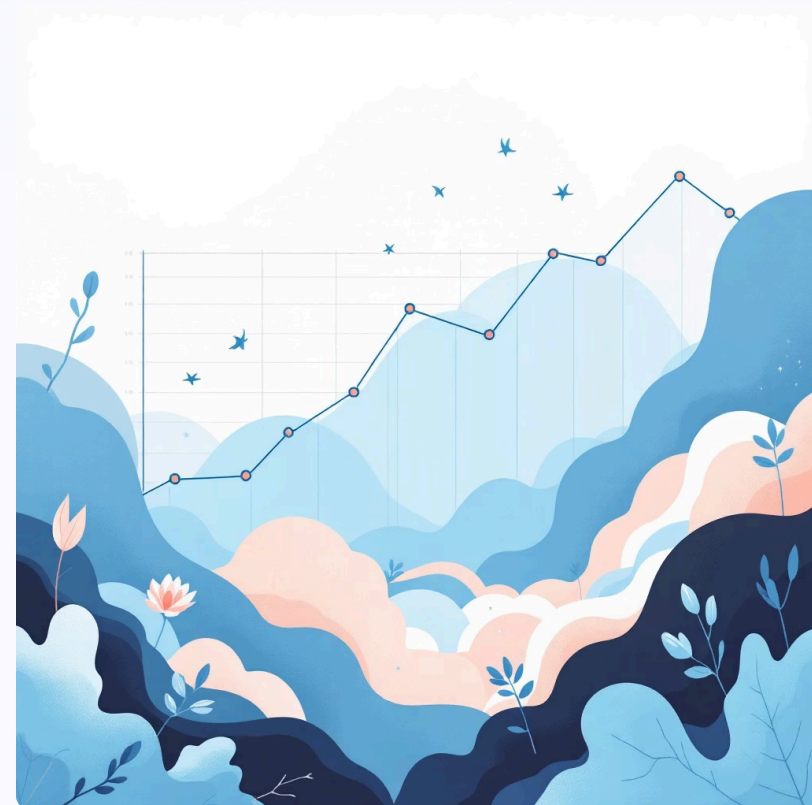
Comprehensive viewer activity
dataset

10.4B

UserID Volume

Massive scale of user engagement

Our analysis reveals consistent user activity over time with seasonal fluctuations that present optimization opportunities. The scale demonstrates BrightTV's significant viewer base and engagement potential.



Channel Performance Leaders

Supersport

Top-performing sports content driving highest engagement and viewing duration

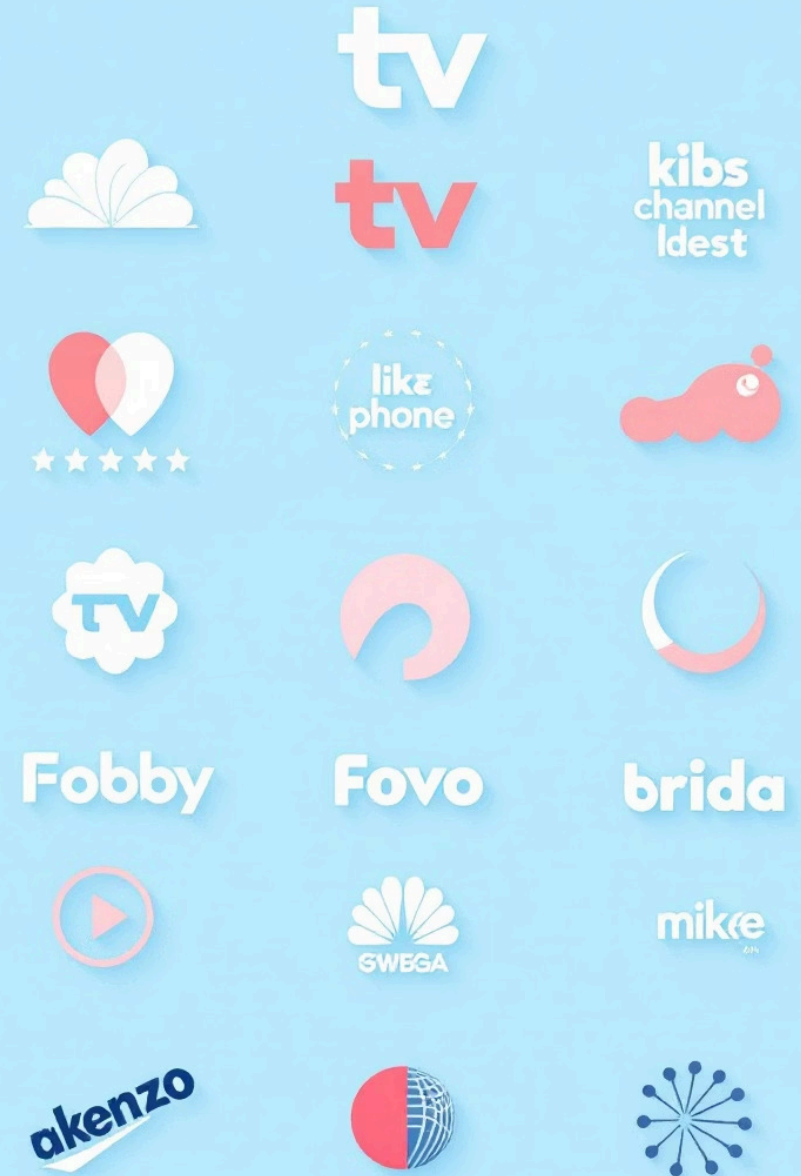
Trace TV

Music entertainment capturing significant audience share and retention

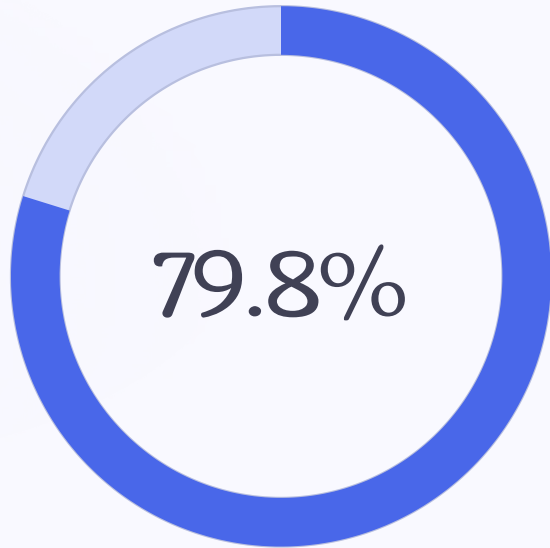
Cartoon Network

Family-friendly content with strong consistent viewership patterns

These top channels reveal clear viewer preferences for sports, music, and family entertainment - key insights for content acquisition and marketing focus.

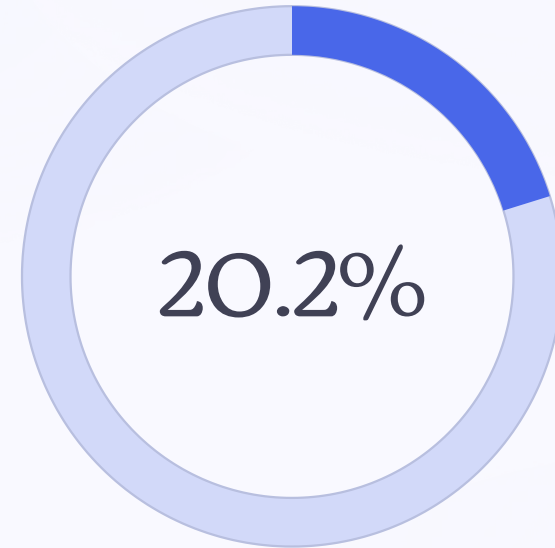


Critical Data Quality Challenge



Missing User Names

Significant data gap limiting personalization capabilities

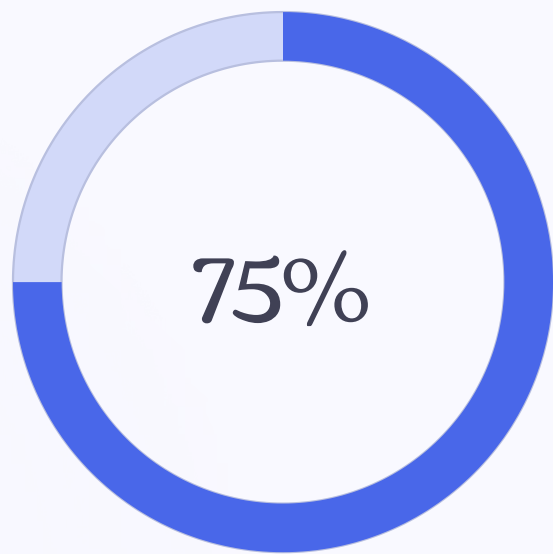


Complete Profiles

Users with name data available for targeting

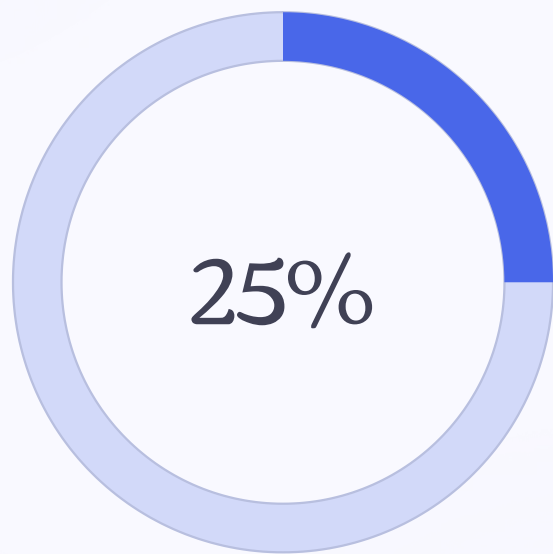
- ❑ This represents our biggest opportunity: improving data collection will unlock personalized experiences and targeted marketing that drives subscription growth.

Geographic Concentration



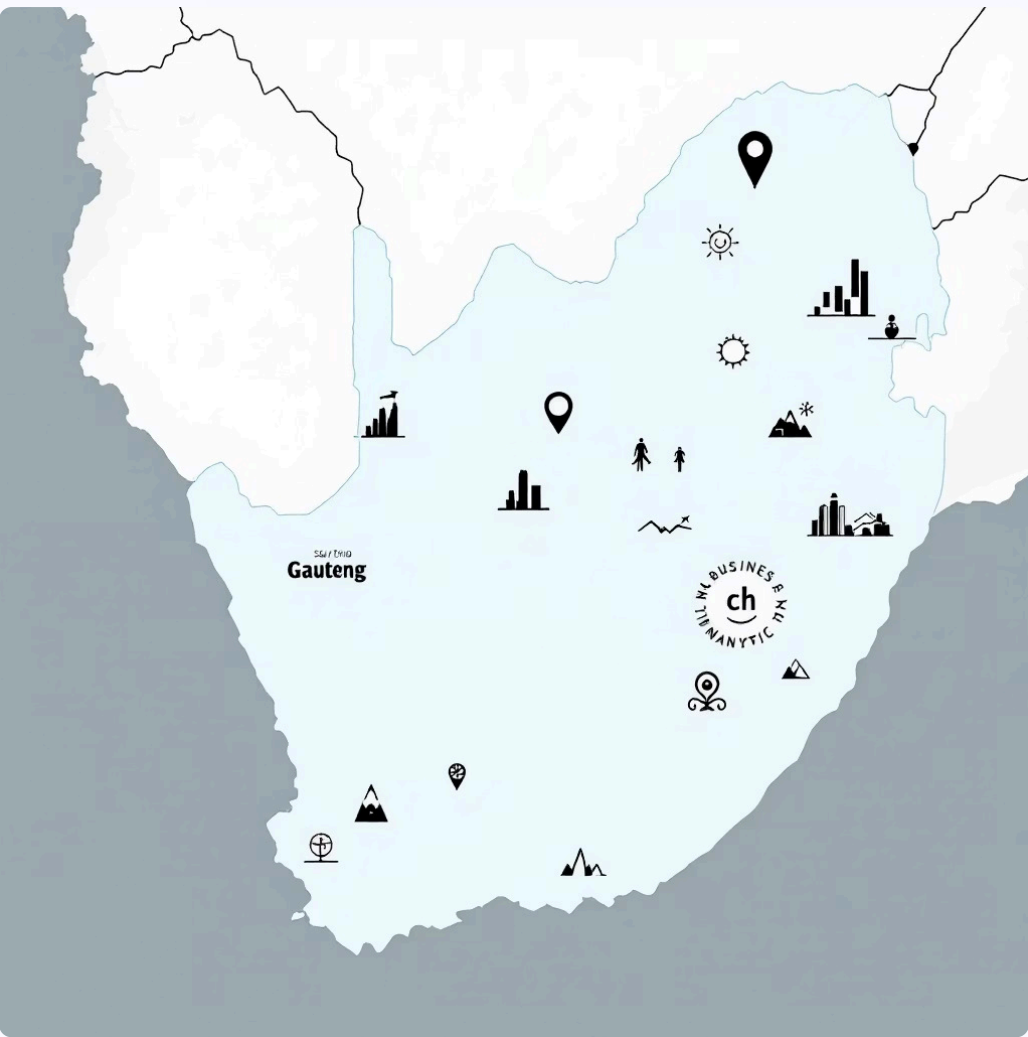
Gauteng Province

Dominant viewer concentration



Other Provinces

Growth expansion opportunity



Gauteng's dominance presents a clear opportunity for targeted marketing campaigns and localized content strategies to maximize our strongest market.

High-Engagement Content Insights



Supersport Live

Longest viewing duration indicating high engagement and retention potential



Channel O


Strong music content performance driving consistent viewer loyalty



ICC Cricket World Cup

Premium sports events creating peak engagement and subscription drivers

These high-duration channels demonstrate that sports and music content are key subscription drivers, warranting increased investment and promotion.



Content Strategy for Low-Activity Periods

1

Promote High-Duration Content

During low-activity days, feature Supersport, Channel O, and ICC Cricket content prominently

2

Gauteng-Targeted Campaigns

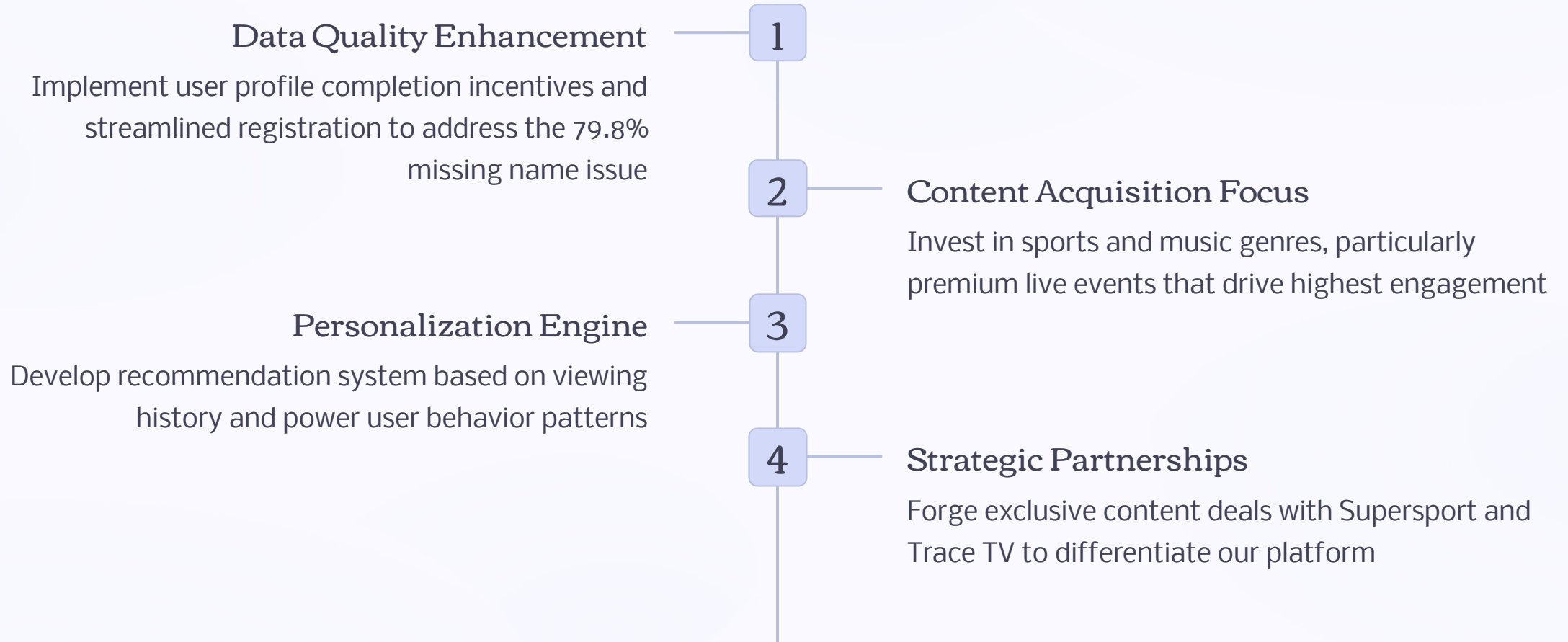
Run location-specific promotions to capitalize on our strongest market concentration

3

Event-Driven Programming

Schedule special events and releases around sports matches and music premieres

Growth Initiative Roadmap



Driving Subscription Growth

Key Opportunities Identified

- **Geographic Focus:** Leverage Gauteng's 75% concentration with targeted campaigns
- **Content Strategy:** Double down on sports and music content proven to drive engagement
- **Data Enhancement:** Improve user profiling to unlock personalization at scale
- **Power User Insights:** Learn from high-activity viewers to optimize retention strategies

These data-driven insights provide a clear path to accelerate subscription growth through targeted content, improved personalization, and strategic market focus.

