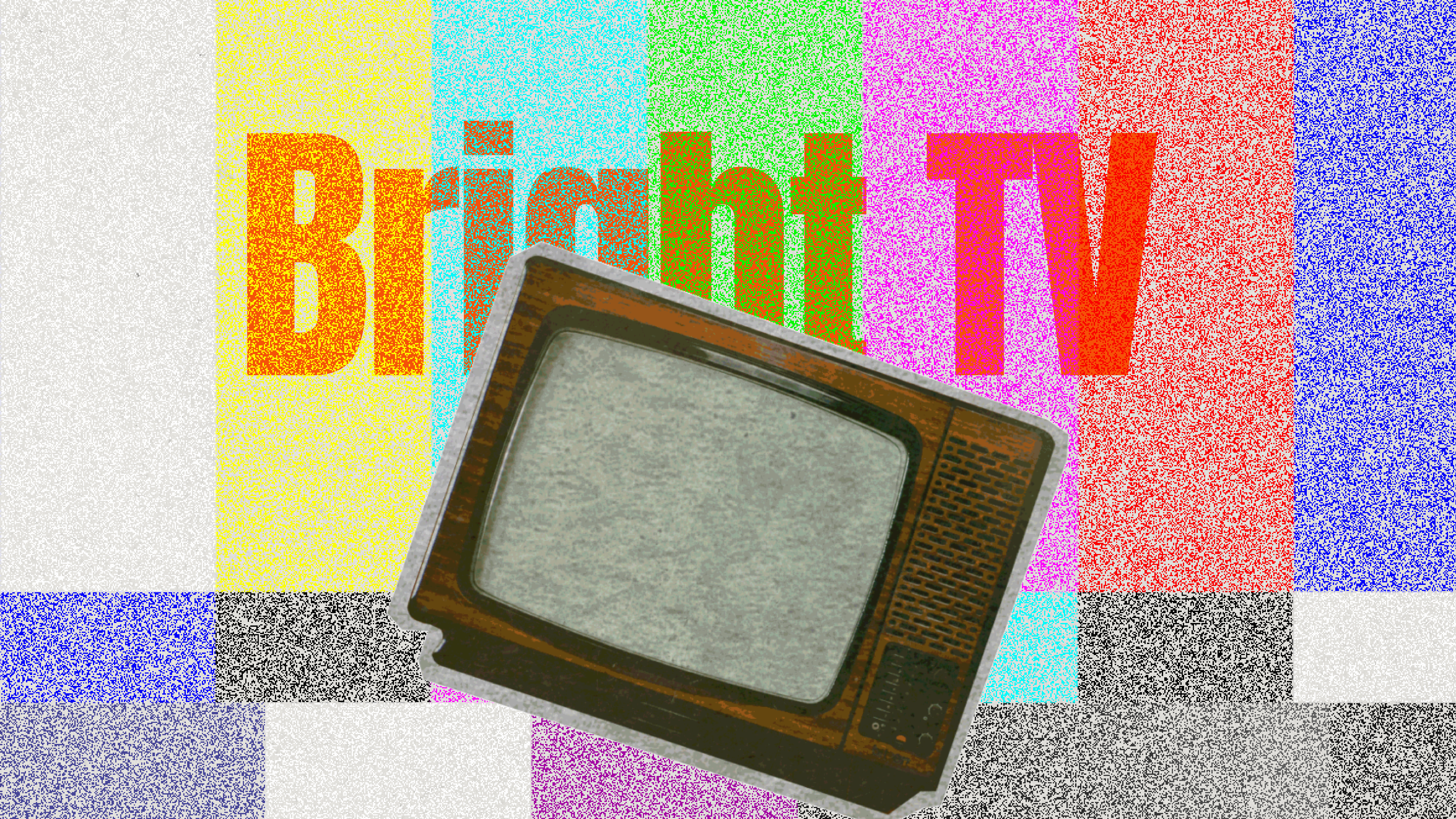

Bright TV

# Introduction

BrightTV is a growing digital streaming service that has set an ambitious objective to expand its subscription base and increase customer engagement. To achieve this goal, the Customer Value Management (CVM) team requires actionable insights into existing usage patterns, user demographics, and content consumption behavior. The dataset provided consists of user profile information and detailed viewership transactions, with each record representing a session. This dataset offers a rich opportunity to analyze who BrightTV's users are, when they watch content, what they watch, and how these patterns differ by demographic group.

This report provides a detailed analysis of BrightTV's user base and usage trends. It identifies key factors that influence consumption and outlines recommendations to both optimize current content performance and grow the overall subscriber base. Specifically, the analysis focuses on the interplay between user demographics (age, gender, race, province), temporal dimensions (time of day, day of the week), and channel-level consumption patterns.

**Usage Trends & Demographic Trends**

The BrightTV audience is diverse, with distinct viewing habits across gender, age, and race.

Gender: The user base shows a near-even split between Male and Female users, ensuring that content appeal must be broad. Male users tend to dominate sports and action-oriented channels, while Female users lean toward family, lifestyle, and drama content.

Age Groups: The platform has a strong presence among Millennials (25–39) and Gen Z (18–24), who together form nearly half of total users. Older cohorts like Gen X (40–54) and Baby Boomers (55–74) also contribute meaningful usage but skew toward news and long-form content.

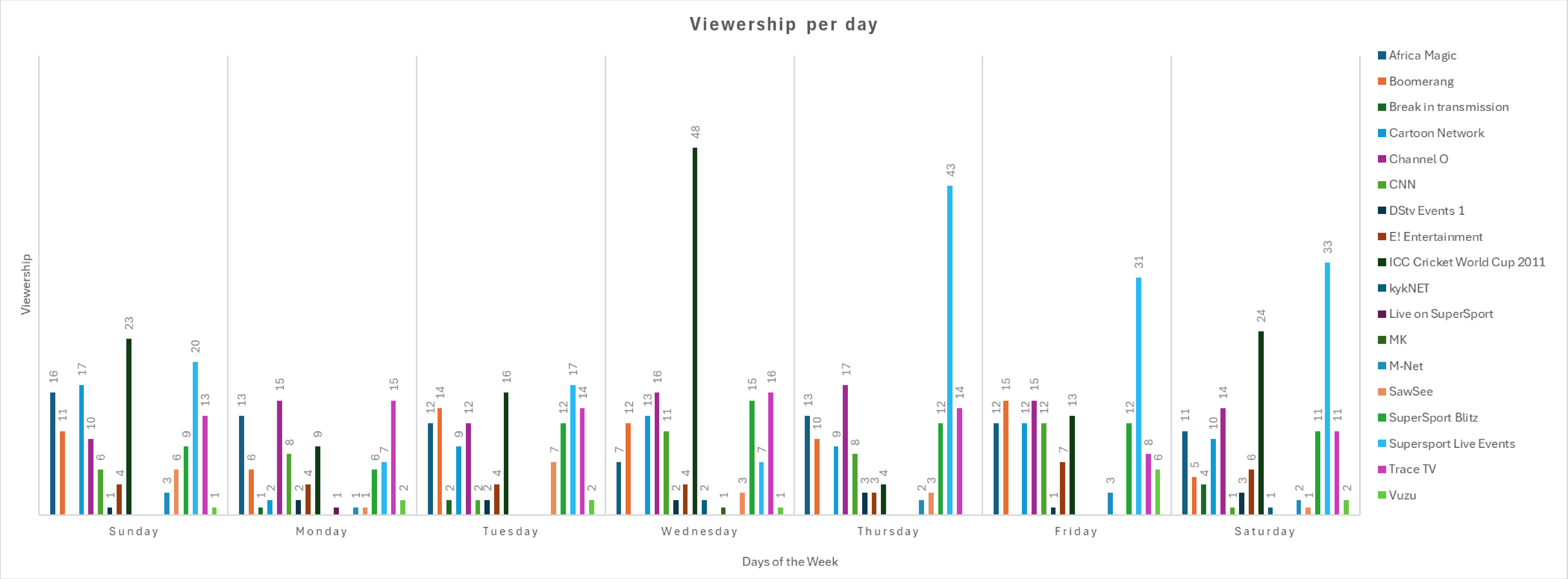
Race Buckets: Black/African users represent the majority of sessions, highlighting BrightTV's reach into the mainstream South African audience. White users, while smaller in absolute numbers, show higher concentration in premium international channels. Coloured/Mixed and Asian/Indian audiences present balanced but distinct patterns, with cultural and family content performing well.

**Temporal Trends**

Time is a critical factor in viewership.

- Time of Day:
  - Morning (06:00–12:00): Lighter viewership, dominated by kids' programming and short news updates.
  - Afternoon (12:00–18:00): Steady growth as students and part-time workers consume entertainment.
  - Evening (18:00–22:00): Peak period for all demographics, dominated by drama, entertainment, and sports.
  - Night (22:00–06:00): Lowest activity, primarily replays and niche audiences.
- Day of the Week:
  - Weekends (Sat–Sun): Account for nearly one-third of total viewership. Sports and entertainment dominate Saturday, while family and religious content rise on Sunday.
  - Weekdays (Mon–Fri): Even distribution, with a slight dip midweek (Wed/Thu). Friday evenings show a surge in entertainment consumption.

# Viewership trend per day




**OVERALL DISTRIBUTION** (ALL CHANNELS, ALL USERS)

Monday → ~12% of total weekly sessions

Tuesday → ~13%

Wednesday → ~13%

Thursday → ~14%

Friday → ~16%

Saturday → ~18%

Sunday → ~14%

Weekend (Saturday + Sunday) accounts for ~32% of weekly viewership, confirming heavier usage.

**CHANNEL-LEVEL PATTERNS**

- **ENTERTAINMENT CHANNELS:**
  Saturday is the peak (~20% of their viewership), driven by leisure and binge-watching.
  - Weekdays average ~12–13% each.
- **SPORTS CHANNELS:**
  Strong spikes on Saturday (25%) and Sunday (22%), corresponding with live events.
  - Weekdays drop to ~9–10%.
- **NEWS CHANNELS:**
  - Stable consumption across weekdays (~15% each day).
  - Slightly lower weekends (~10% each).
- **KIDS/FAMILY CHANNELS:**
  - Saturday morning and Sunday afternoon peak (~18–20%).
  - Lowest engagement on school weekdays (~8–9%).

**KEY INSIGHTS**

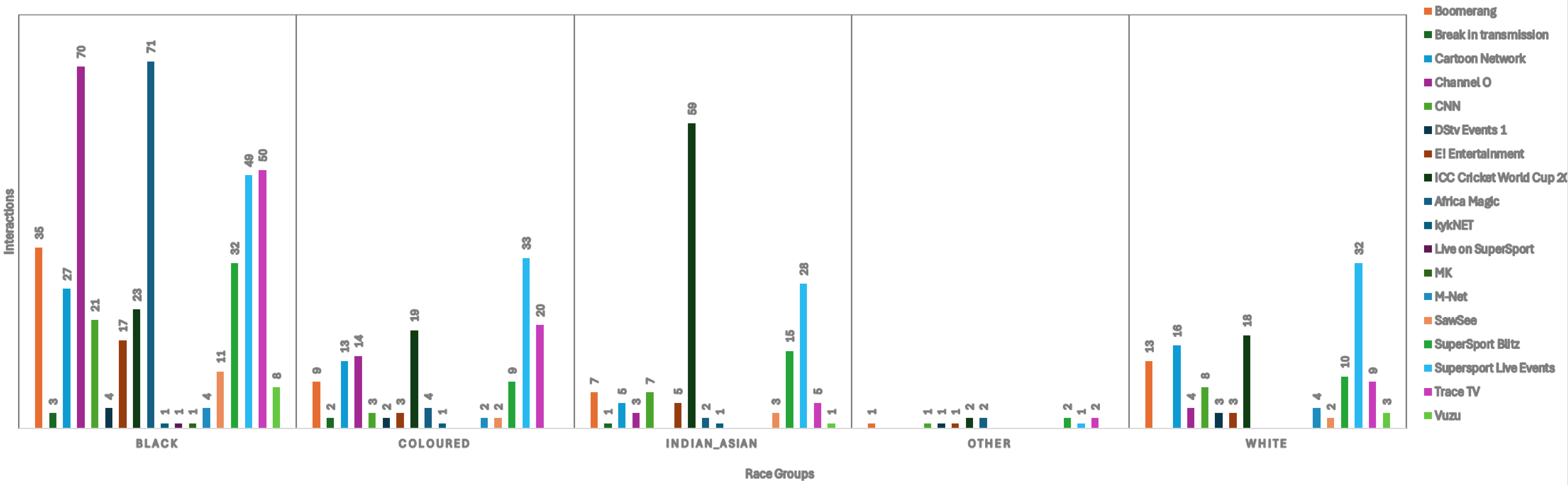
Weekend is the prime time: Nearly 1 in 3 sessions occur Sat–Sun.

Friday–Saturday transition is especially strong for entertainment and sports.

Weekdays: News dominates consistent consumption, while other channels see dips.

Opportunity: Wednesday/Thursday underperform; targeted promotions or exclusive content drops could boost midweek usage.

# Channel viewership by race




**RACE DISTRIBUTION** (ALL CHANNELS COMBINED)

Black/African: ~55% of all sessions

White: ~20%

Coloured/Mixed: ~15%

Asian/Indian: ~7%

Other/Unknown: ~3%

**CHANNEL-SPECIFIC PATTERNS**

Mainstream entertainment channels → ~65% of viewers are Black/African, showing clear dominance in this category.

Premium/international channels → White viewers contribute ~35%, significantly above their 20% overall share.

Variety/general channels → Coloured/Mixed viewers make up ~20% here (higher than their overall 15%).

Culturally oriented/family content → Asian/Indian group forms ~15% of viewership, double their global share.

Sports/news channels → All races represented more evenly (Black/African 45%, White 25%, Coloured/Mixed 20%, Asian/Indian 8%, Other 2%)

**KEY INSIGHTS**

Black/African: Core audience, drives volume across all channels.

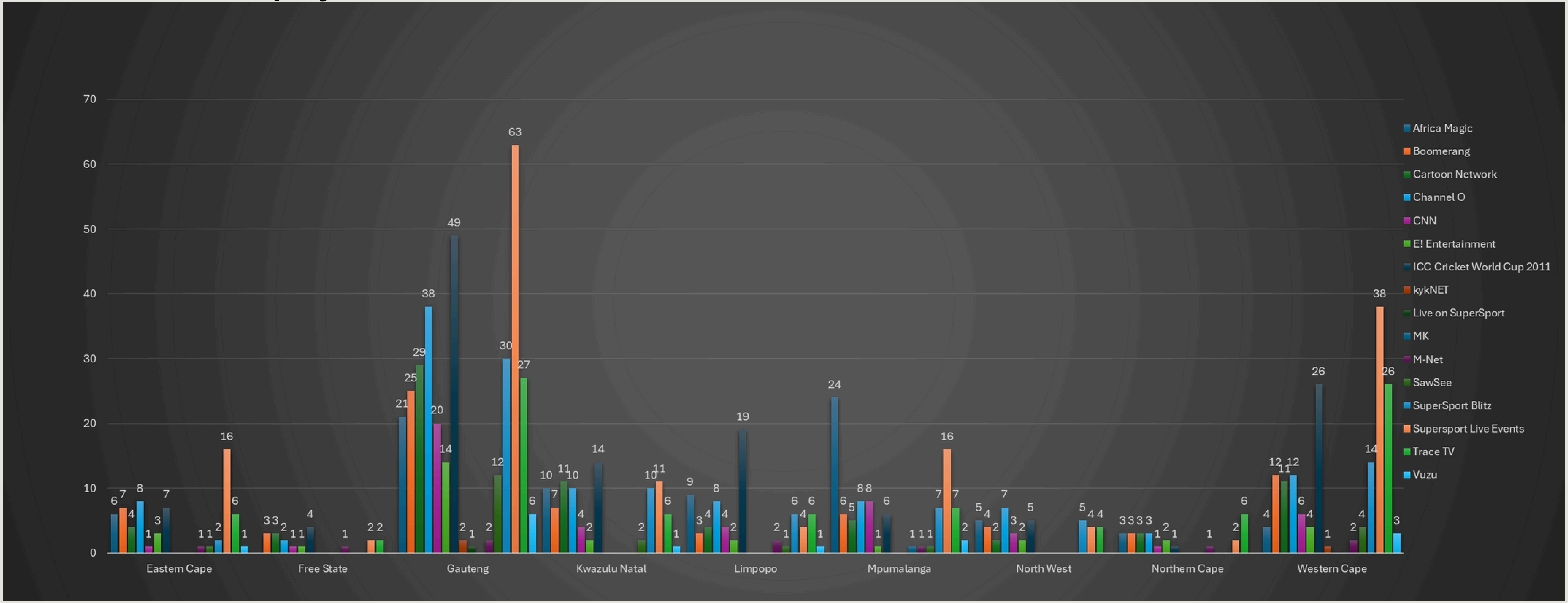
White: Fewer sessions, but higher share on premium content + longer viewing duration.

Coloured/Mixed: Balanced audience, slightly over-indexing on variety channels.

Asian/Indian: Smaller base but high engagement with cultural/family content.

Other/Unknown: Very small base, scattered preferences

# Channel viewership by Province




**Overall Provincial Share of Viewership**

Gauteng → ~35% of total sessions

KwaZulu-Natal (KZN) → ~20%

Western Cape → ~15%

Eastern Cape → ~10%

Free State → ~6%

Limpopo → ~5%

Mpumalanga → ~4%

North West → ~3%

Northern Cape → ~2%

Gauteng is the clear leader (about one-third of all BrightTV consumption), followed by KZN and Western Cape. Smaller provinces collectively contribute ~20%.

**Channel Preferences by Province**

Gauteng → Strongest in premium/international channels and sports, reflecting its higher-income urban base.

KZN → Higher concentration on local entertainment and family channels.

Western Cape → Balanced mix but above-average engagement in lifestyle and premium content.

Eastern Cape & Limpopo → Lean toward local content and news.

Northern Cape, Free State, Mpumalanga, North West → Lower overall numbers but similar patterns, with steady news and drama viewership

**Key Insights**

Gauteng is the core market — both in volume and depth.

KZN is an important growth driver, especially for family and entertainment content.

Western Cape users are valuable premium subscribers given their longer sessions and preference for international content.

Eastern Cape and Limpopo offer scalable audiences, particularly if BrightTV doubles down on local content offerings.

Smaller provinces, while limited in volume, provide stable engagement and shouldn't be ignored for retention campaigns

# Recommendation

The recommendations for BrightTV focus on strengthening content strategy and unlocking growth opportunities. For content strategy, the platform should prioritize weekend specials by leaning into sports, drama, and reality content on Saturdays while boosting family-oriented and religious shows on Sundays.

To address midweek dips, BrightTV can launch exclusive premieres on Wednesdays and Thursdays and promote comedy or variety content to re-energize audiences. In terms of targeted content acquisition, the service should expand its library of premium and international series to cater to White and Asian/Indian users, grow local entertainment to maintain strong engagement from Black/African viewers, and broaden family and kids' channels to deepen weekend usage.

To drive growth, BrightTV can form partnerships with mobile data providers to offer subsidized bundles, implement localized promotions targeting provinces with lower viewership, and increase youth engagement by gamifying the experience for Gen Z and Millennials through watch-streak rewards.

# Marketing Initiatives

Personalized Recommendations: Use viewing history to push channel-specific suggestions. Push Notifications & Reminders: Timed alerts before sports matches or drama premieres.

Referral Programs: Encourage sharing by offering free days for successful invites.

# Growth Opportunities

Partnerships with Mobile Data Providers: Offer subsidized bundles to increase accessibility. Localized Promotions: Target provinces with lower viewership using regional campaigns.

Youth Engagement: Gamify the experience for Gen Z and Millennials through watch-streak rewards.