



BRIGHT TV VIEWER CONSUMPTION ANALYSIS PRESENTATION

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PROJECT GOALS

Bright TV's CEO and CVM team to drive growth in the company's subscription base for the current financial year

PRESENTATION OVERVIEW



1. Consumption Trends

- Secs and Minute Trends
- Daily Trends
- Weekday Trends
- Monthly Trends

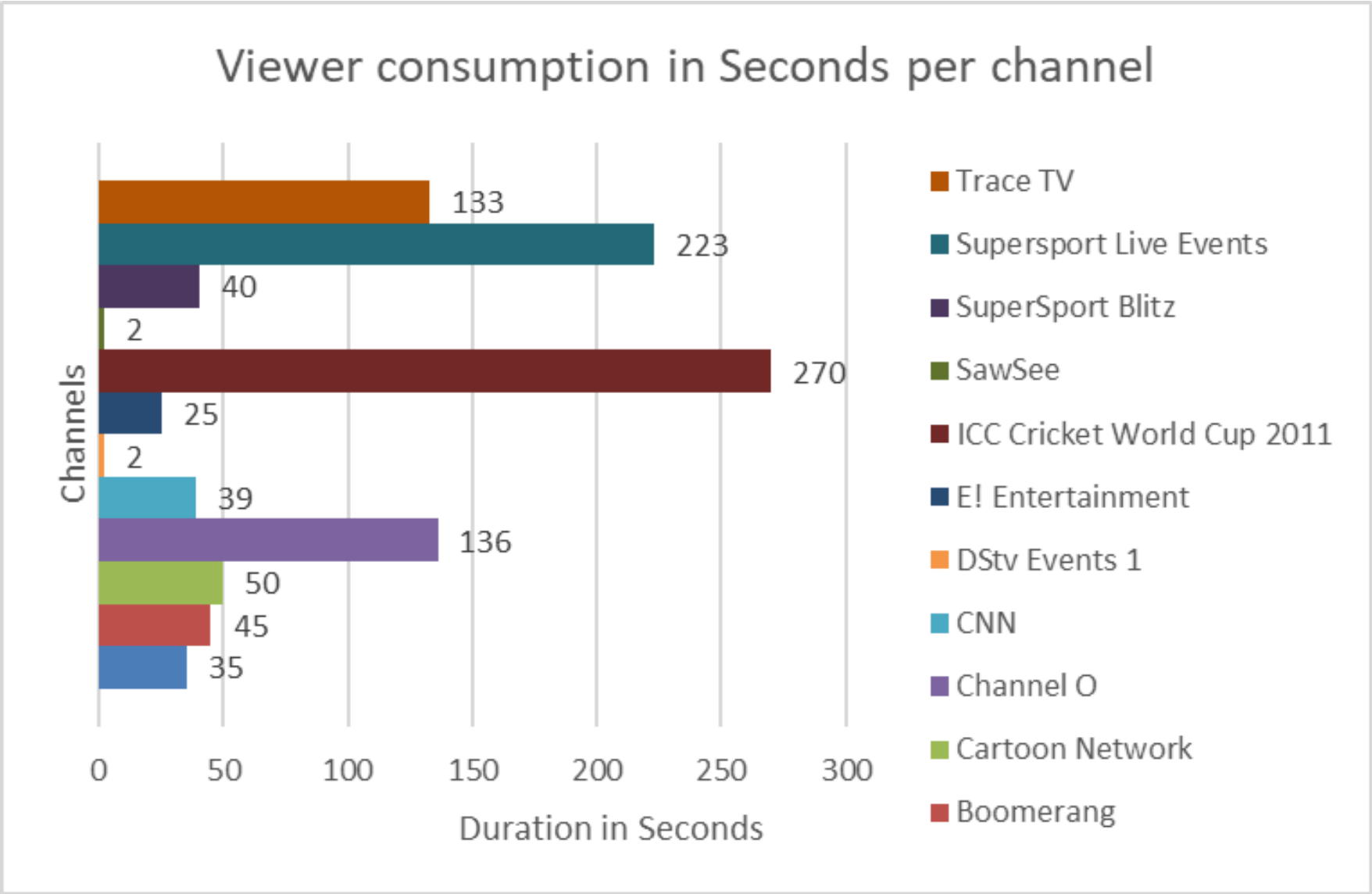
2. User Demographics

- Gender
- Age
- Location

3. Recommendations

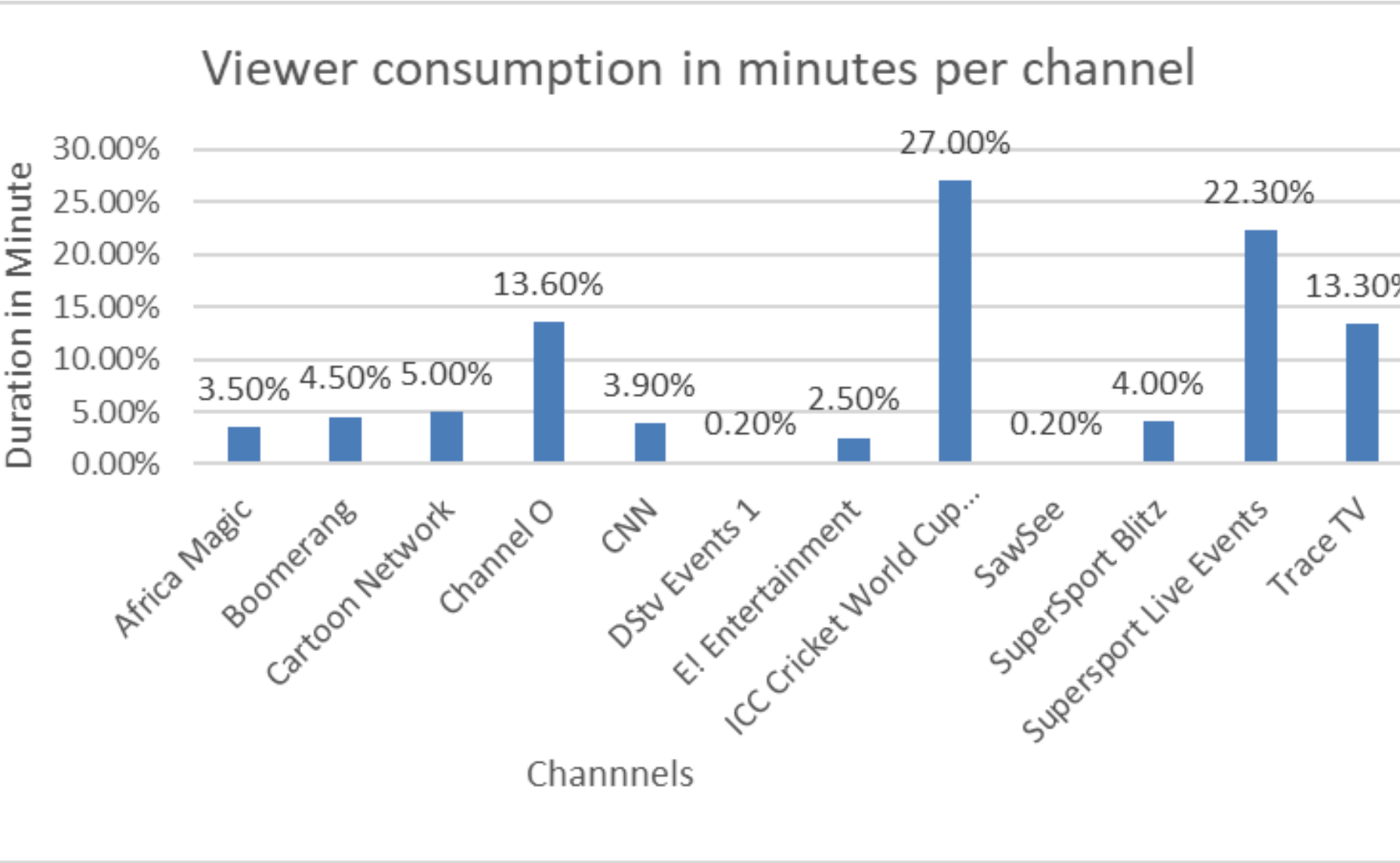
CONSUMPTION TRENDS

Viewer consumption in secs and mins per channel



Key Insights

- Highest: ICC Cricket World Cup 2011 (270 seconds/second)
- Lowest: DSTV Event 1 & Sawsee (2 seconds/second)



Viewer Consumption Share:

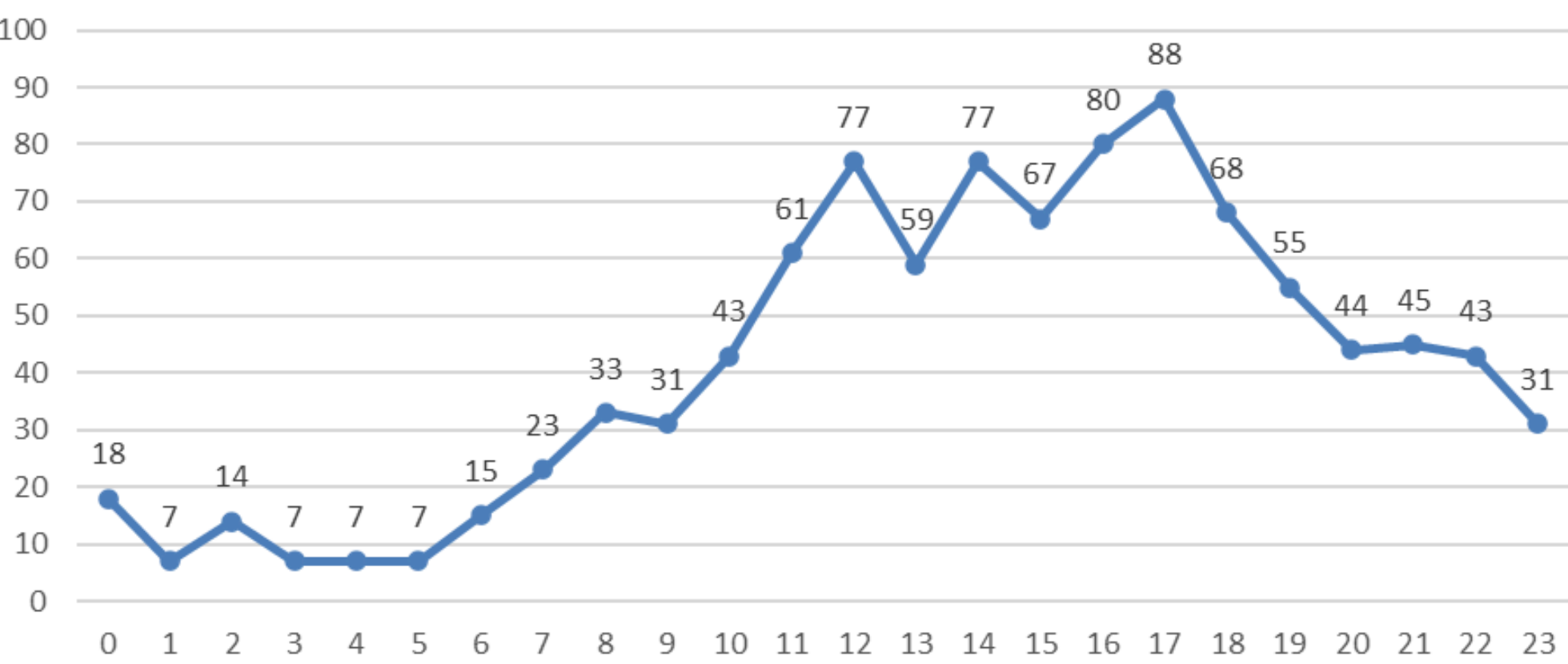
- Highest: ICC Cricket World Cup 2011 (27%)
- Lowest: DSTV Event 1 & Sawsee (0.2% each)

CONSUMPTION TRENDS

Daily consumption trends per channel



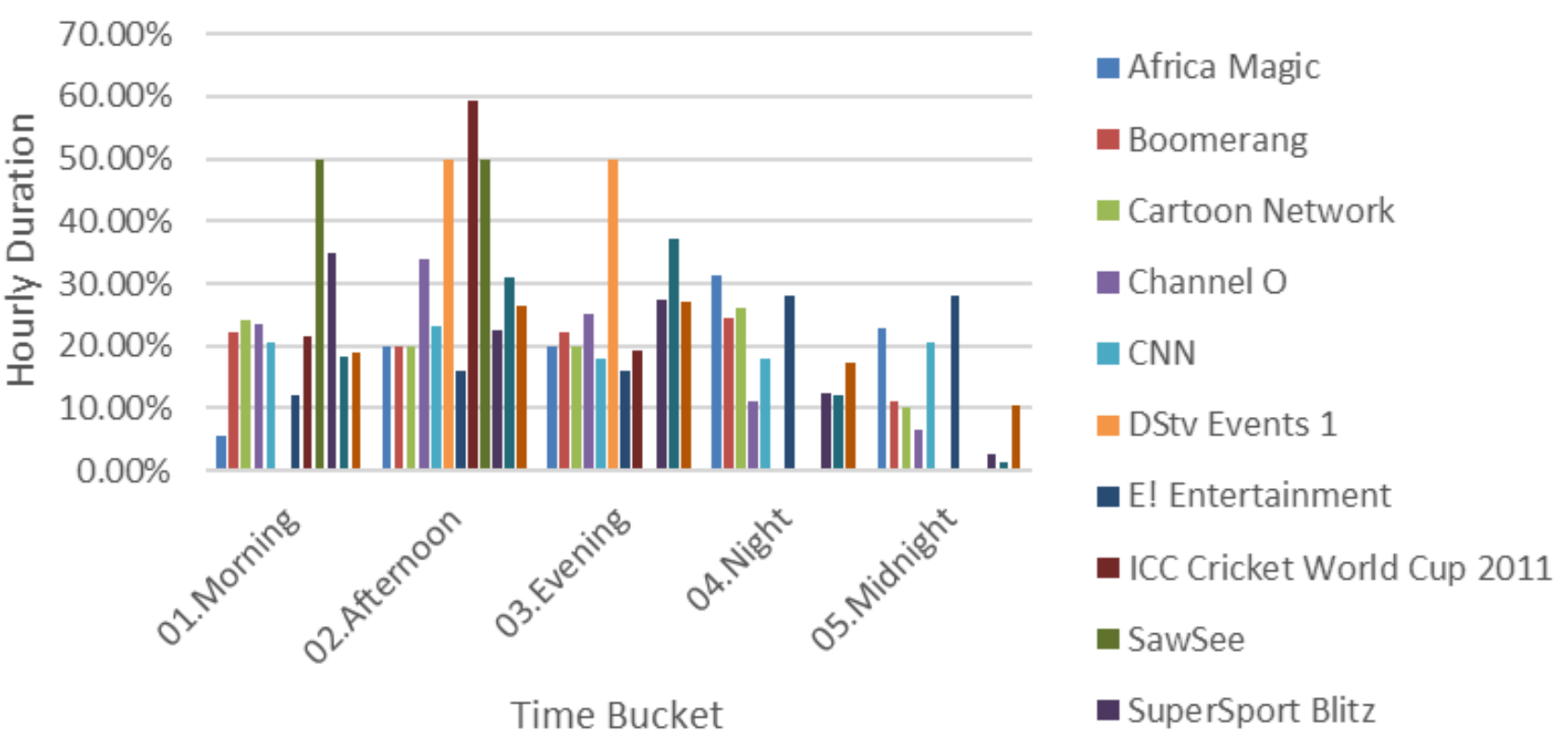
Viewer consumption hourly throughout the day



Daily Viewer Consumption:

- Peak Hour: 17hrs with 88 viewers
- Lowest Hours: 01-04hrs with 7 viewers

Time of the day peak and low period

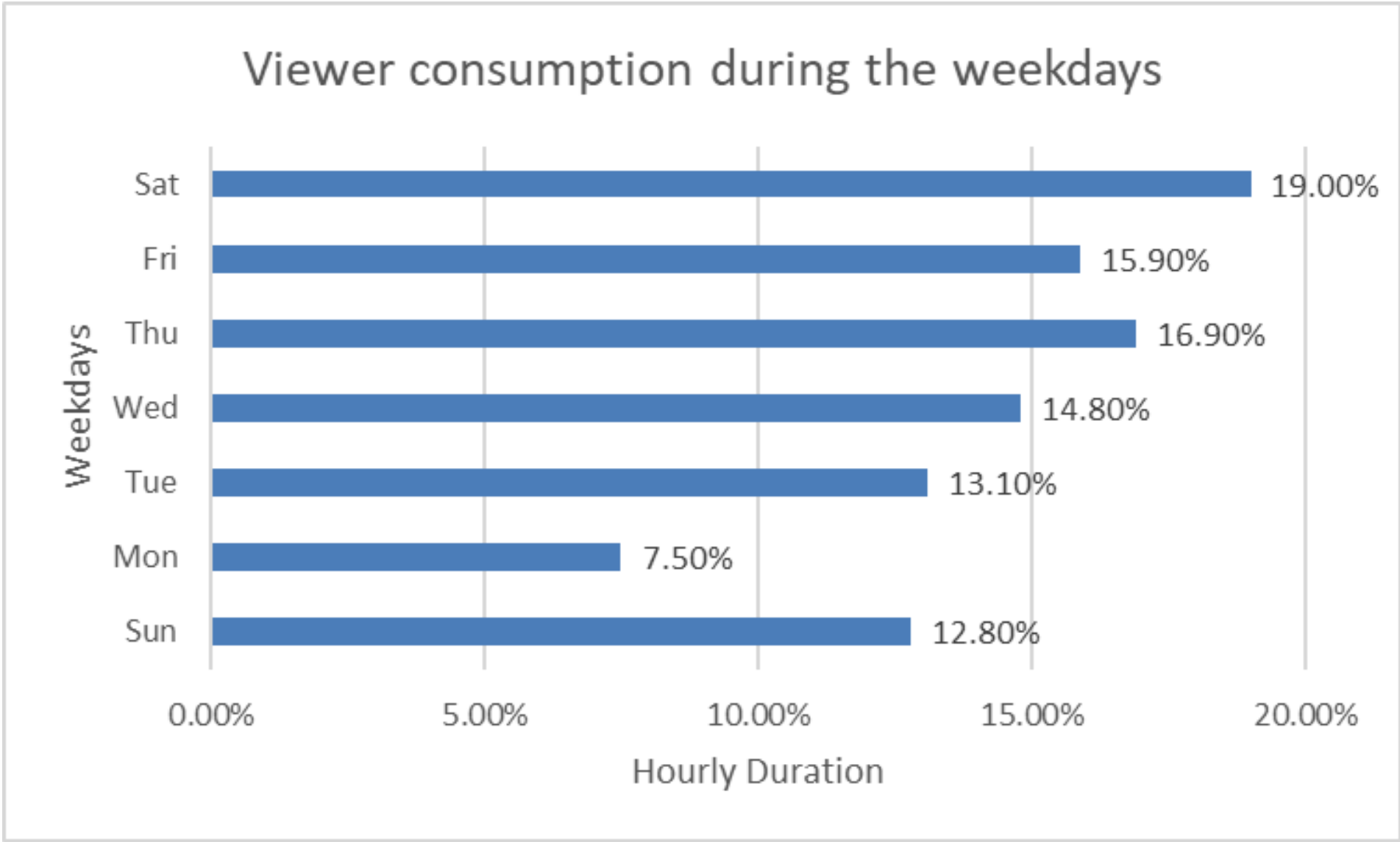


Viewer Trends:

- Peak: Afternoon (36%)
- Lowest: Midnight (6%)

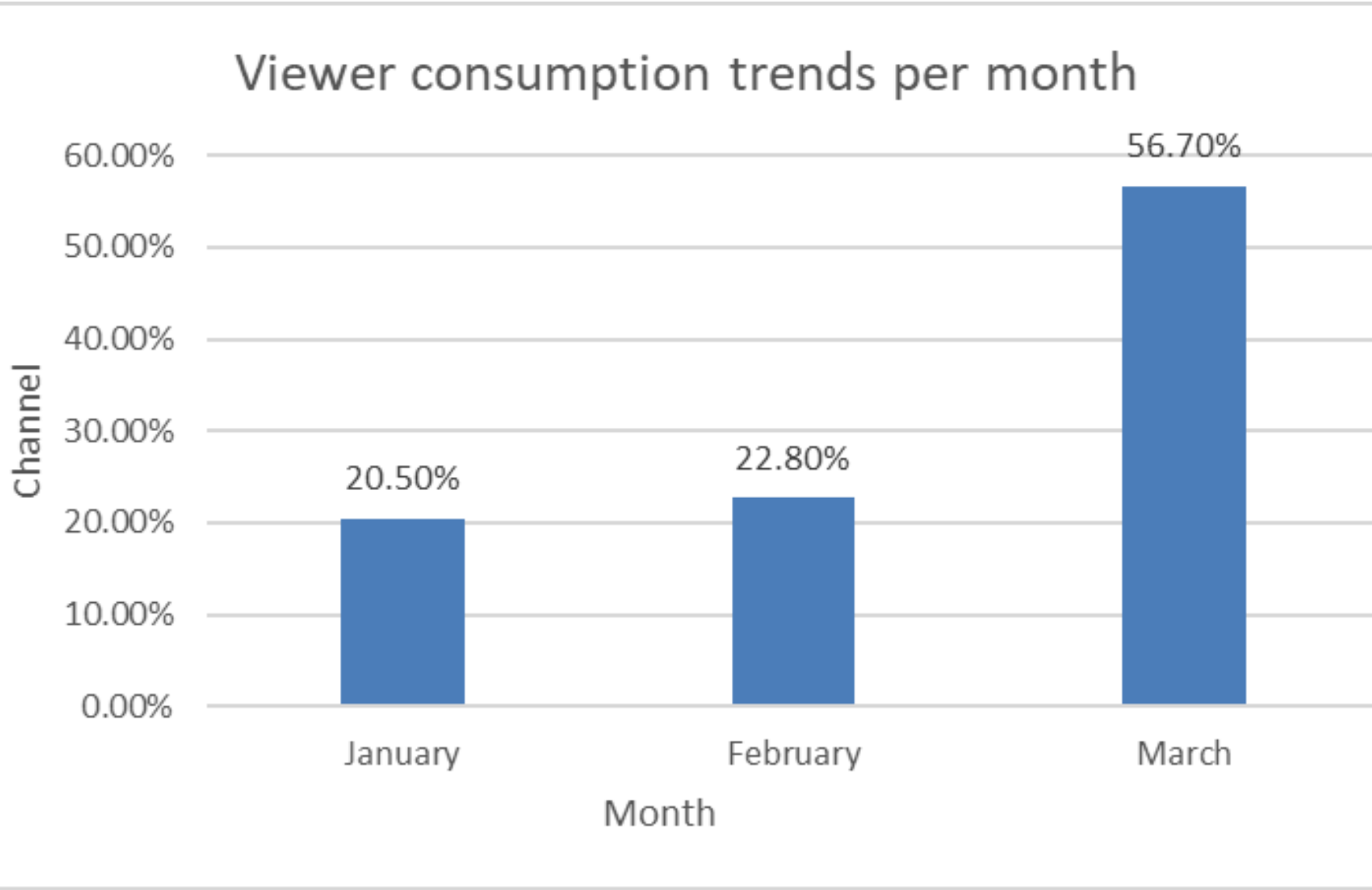
CONSUMPTION TRENDS

Weekdays and monthly viewer consumption trends



Viewer Consumption by Day:

- Peak Day: Saturday (19%)
- Lowest Day: Monday (7.5%)



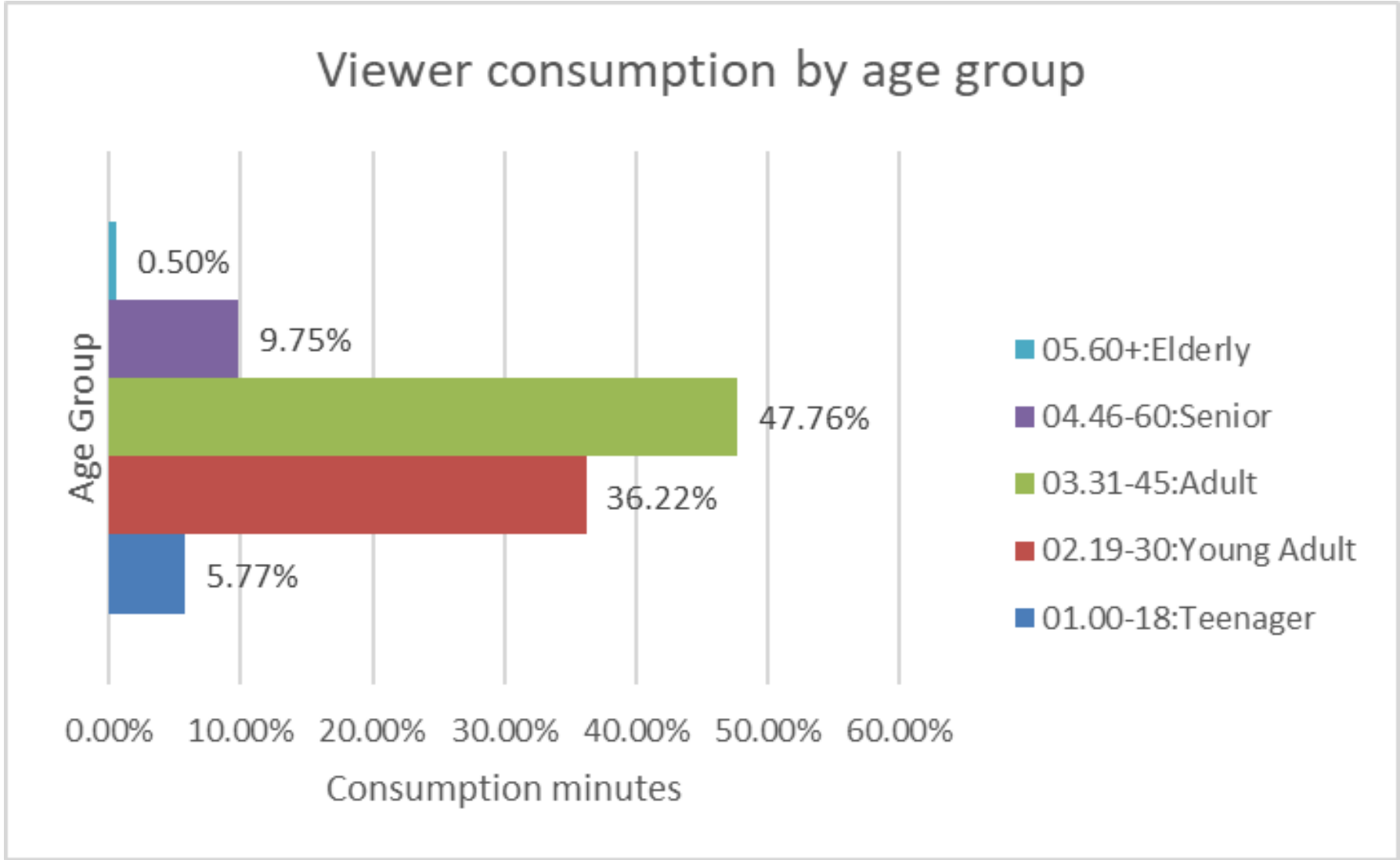
Monthly Viewer Consumption:

- Peak Month: March (56.7%)
- Lowest Month: January (20.5%)

USER DEMOGRAPHICS TRENDS

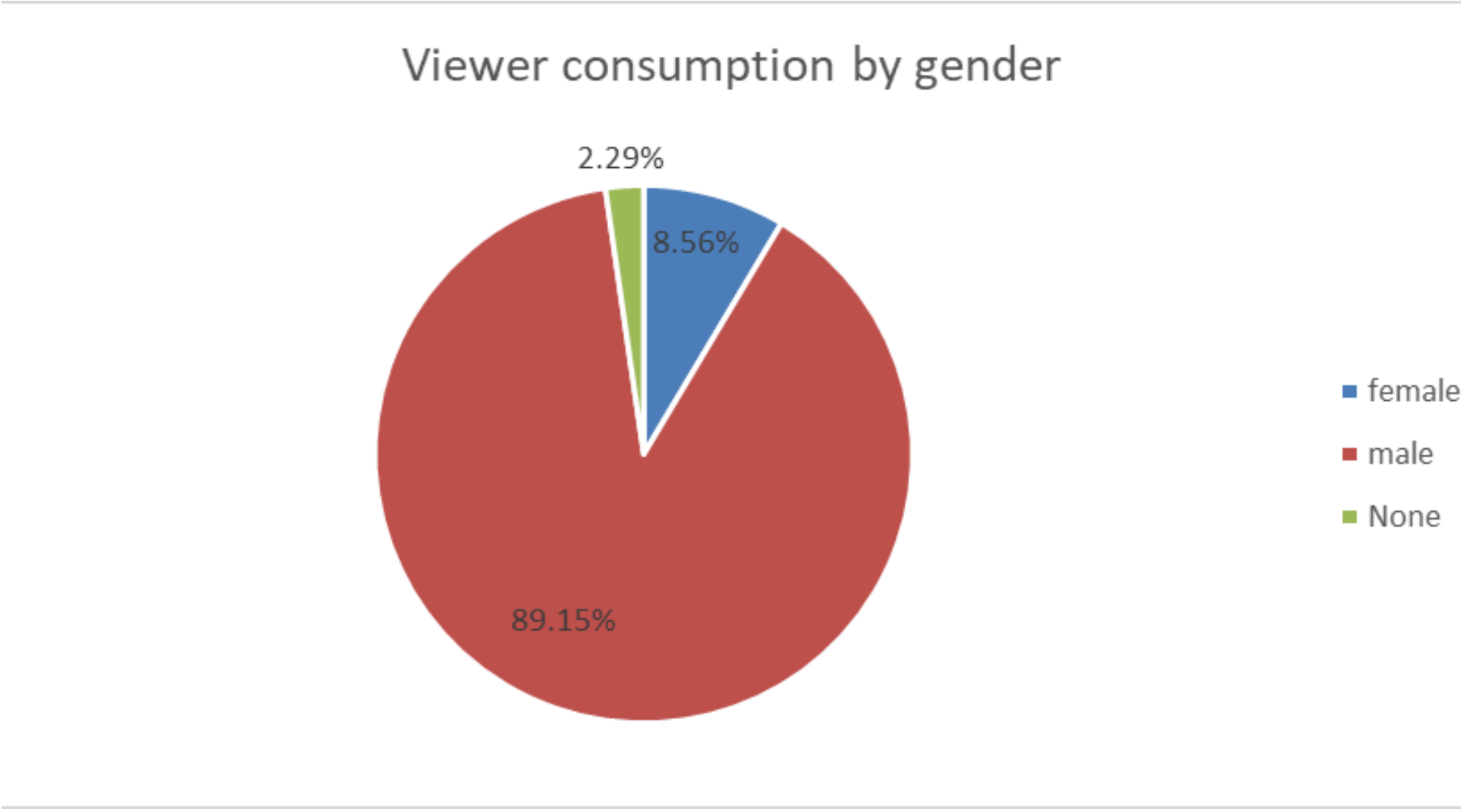


Viewer consumption trends by age group and gender



Age-Based Viewer Trends:

- Peak Age Group: 31-45 years adult (47.76%)
- Lowest Age Group: 0-18 years teenager (5.77%)

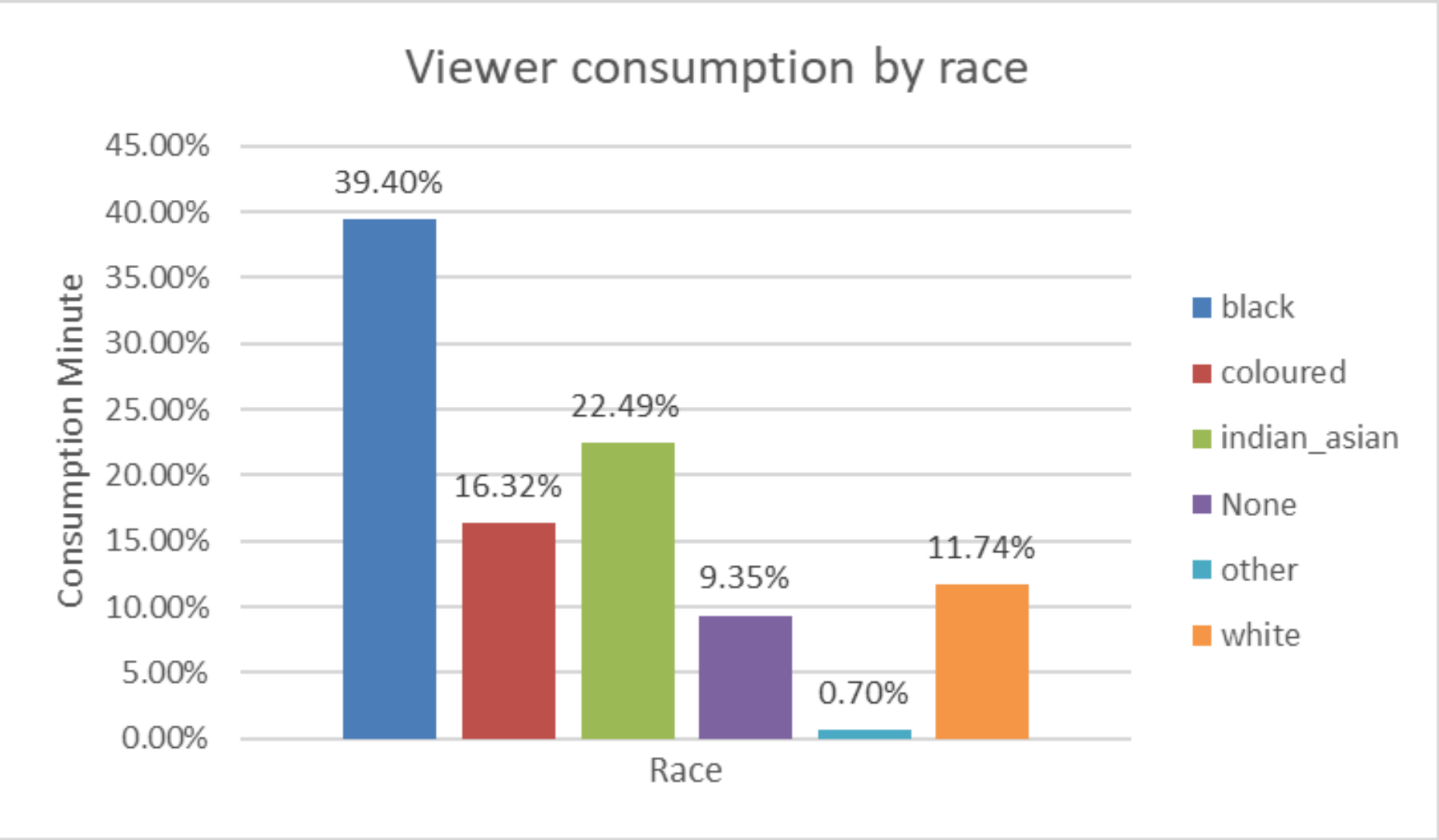


Gender-Based Viewer Trends:

- Dominant Gender: Male (89.15%)
- Lowest Gender Group: None (2.29%)

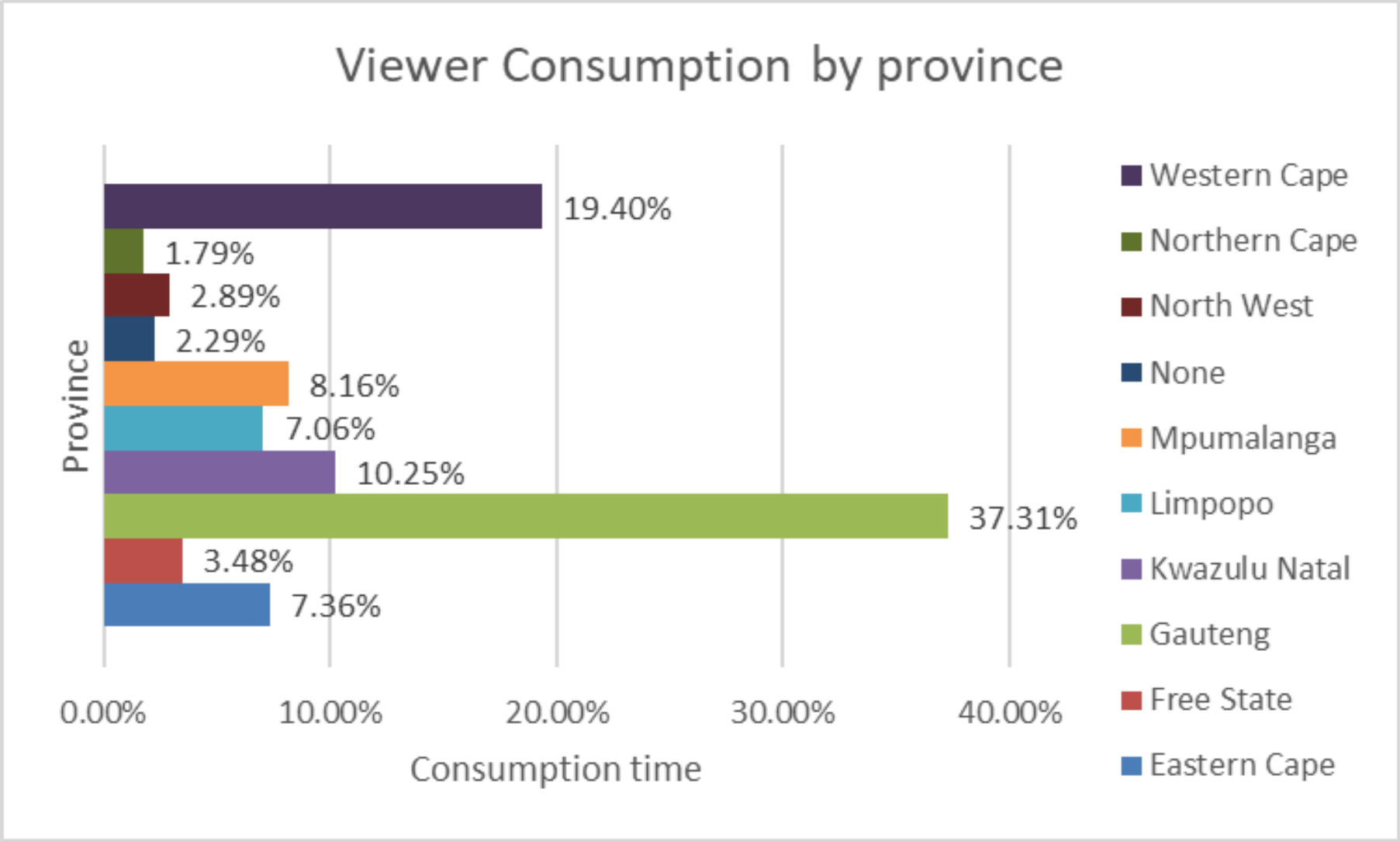
USER DEMOGRAPHICS TRENDS

Viewer consumption trends by age group and gender



Racial Viewer Trends:

- Dominant Group: Black (39.40%)
- Lowest Group: Other (0.70%)



Provincial Viewer Trends:

- Top Province: Gauteng (37.31%)
- Lowest Province: Northern Cape (1.79%)

RECOMMENDATIONS



- 1. Content Scheduling: Release popular content on low-consumption days (e.g., "Mid-week Movie Night")
- 2. Prime Time Promotions: Exclusive content releases in mornings, nights, and midnight (e.g., "New Episode Every Night")
- 3. Short-Form Content: Fill gaps with documentary shorts, comedy sketches, etc., to cater for racial groups like White, none, and other
- 4. Targeted Ads: Promote subscriptions during low periods (e.g January and February)
- 5. Bundle Packages: Offer province-specific bundles for areas with low viewer consumption (e.g., Northern Cape, Northwest, Free State, and Limpopo)

Initiatives to Grow the User Base:

- Drive traffic during low-consumption periods
- Cater to diverse user preferences
- Increase engagement and subscriptions



THANK YOU