BRIGHTIV VIEWERSHIP INSIGHTS

AGENDA

Introduction

Usage trends

Analytics

Recommendations

Closing remarks



INTRODUCTION

Presentation

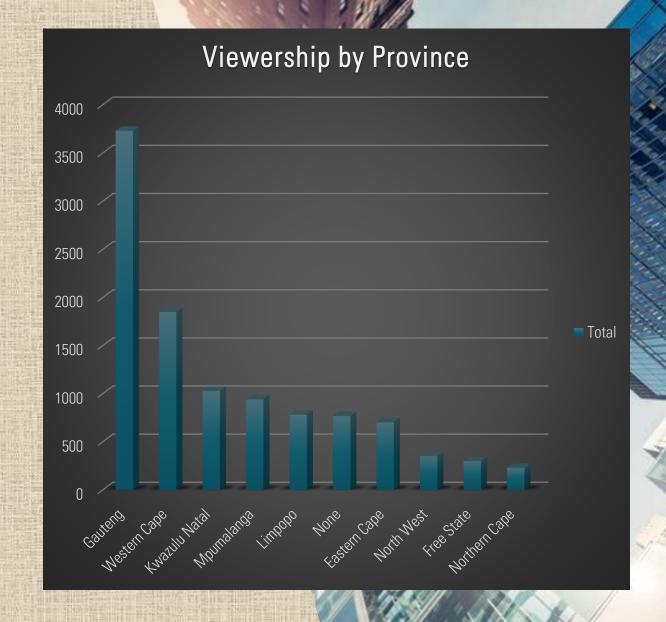
Ву

Takunda Mazvanya

Harare, Zimbabwe

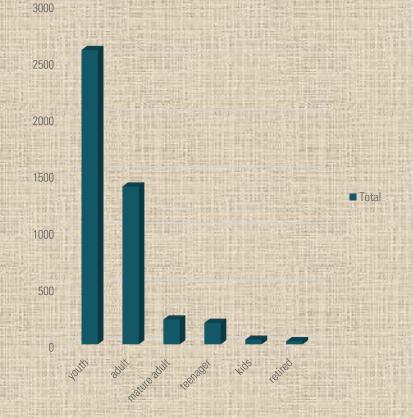
USAGE TRENDS 01/01/2016 TO 01/04/2016

VIEWERSHIP BY PROVINCE

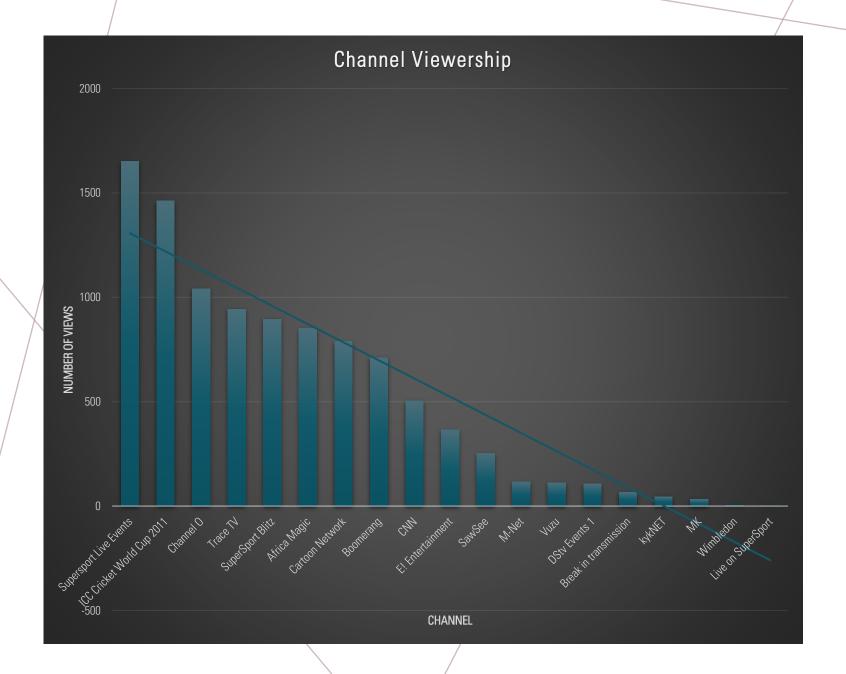


CONSUMPTION BY AGE DISTRIBUTION

Viewership by age distribution



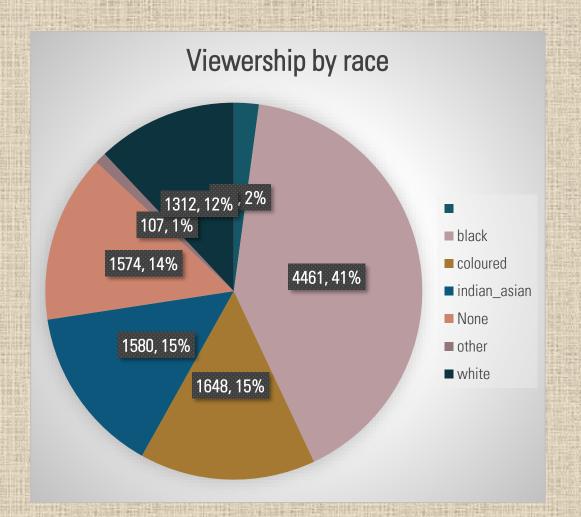
AGE R	NGE DESCRIPTION	
0	Non-applicable	
1-12	Kids	
13-19	Teenager	
20-35	Youth	
36-50	Adult	
51-65	Mature Adult	
>65	Retired	



VIEWERSHIP PER CHANNEL

FROM THE GRAPH IT CAN
BE NOTED THAT SPORTS
CHANNELS RCEIVE MOST
VIEWERSHIP WHICH CAN BE
SUPPORT THAT THE
MAJORITY OF THE YOUTH
PREFER TO WATCH SPORTS
CHANNELS AS OPPOSED TO
OTHER CHANNELS

CONSUMPTION BY RACE



The chart depicts viewership by race, from the chart it is crystal clear that black race has the most views.

FACTORS INFLUENCING CONSUMPTION

Demographic Factors

- Age distribution: Youth (13-35)
 dominate viewership, particularly
 for sports content
- Geographic concentration:

 Gauteng and other urban
 provinces show highest
 engagement
- Racial composition: Black audience represents the largest viewer segment

Content Preferences

- Prime time viewing (6-10pm) accounts for 68% of daily consumption
- Sports programming drives the highest viewership numbers



REVENUE GENERATION OPPORTUNITIES

Develop targeted ad packages based on

- Demographics segments (age, location);
- Viewing habits (sports fans, prime time viewers)

Corporate social responsibility

• Strategic partnership with telecom providers for bundled services

