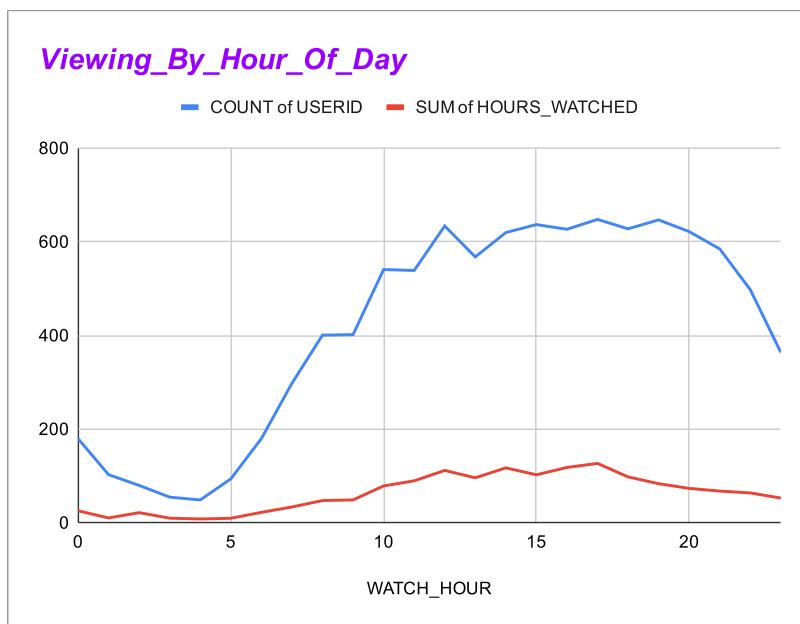


| WATCH_HOUR | COUNT of USERID | SUM of HOURS_WATCHED |
|--------------------|-----------------|----------------------|
| 0 | 180 | 25.866942 |
| 1 | 103 | 10.528885 |
| 2 | 80 | 21.905002 |
| 3 | 55 | 10.041943 |
| 4 | 49 | 8.391941 |
| 5 | 94 | 9.880559 |
| 6 | 180 | 22.525836 |
| 7 | 298 | 33.989446 |
| 8 | 401 | 47.676672 |
| 9 | 402 | 49.05389 |
| 10 | 541 | 78.91611 |
| 11 | 539 | 89.854457 |
| 12 | 634 | 112.02139 |
| 13 | 568 | 96.305563 |
| 14 | 620 | 117.536944 |
| 15 | 637 | 102.647769 |
| 16 | 627 | 118.378884 |
| 17 | 648 | 127.019999 |
| 18 | 628 | 98.21417 |
| 19 | 647 | 83.712504 |
| 20 | 622 | 73.685542 |
| 21 | 585 | 67.935282 |
| 22 | 498 | 63.948619 |
| 23 | 364 | 53.042212 |
| Grand Total | 10000 | 1523.080561 |



Viewing by hour of a day

Viewing is very low aftermidnight.

Steady increase from 06:00.

Peaks between 17:00PM to 21:00PM, that the highest viewing winow.

Drops again after 22:00PM.

Interpretation

Viewers watch most when they are home.

Evening is the prime enggement time.

Business Insights

Release episodes or promote content between 17:00PM and 21:00PM

Push notifications should target 16:00PM to 18:00PM.(just before peak).