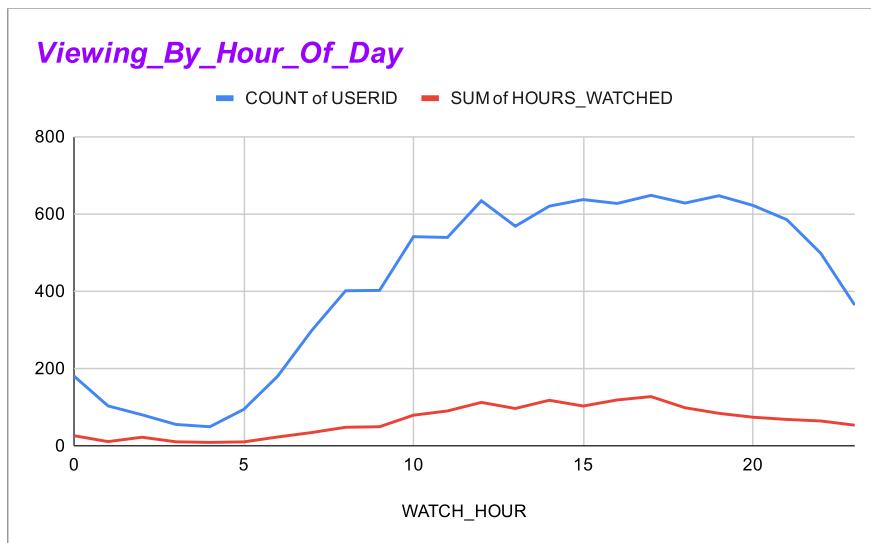


WATCH_HOUR	COUNT of USERID	SUM of HOURS_WATCHED
0	180	25.866942
1	103	10.528885
2	80	21.905002
3	55	10.041943
4	49	8.391941
5	94	9.880559
6	180	22.525836
7	298	33.989446
8	401	47.676672
9	402	49.05389
10	541	78.91611
11	539	89.854457
12	634	112.02139
13	568	96.305563
14	620	117.536944
15	637	102.647769
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).