



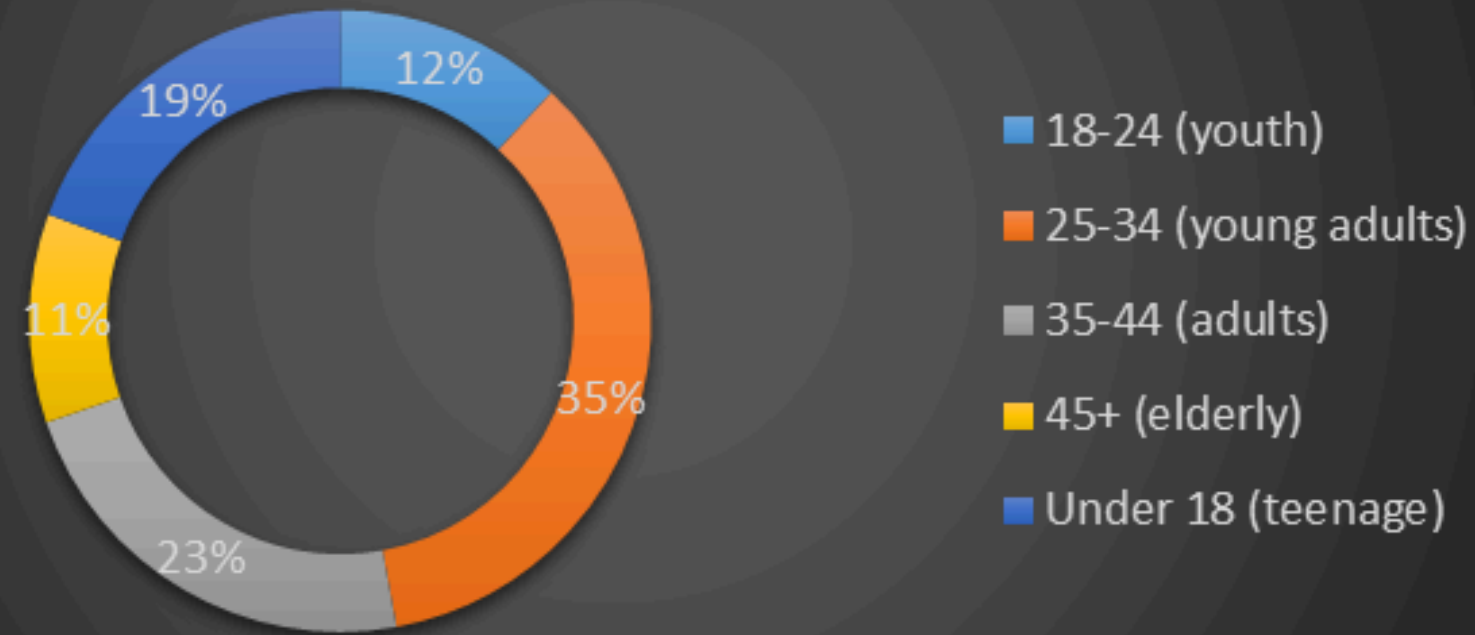
Presentation

THABO LATHA

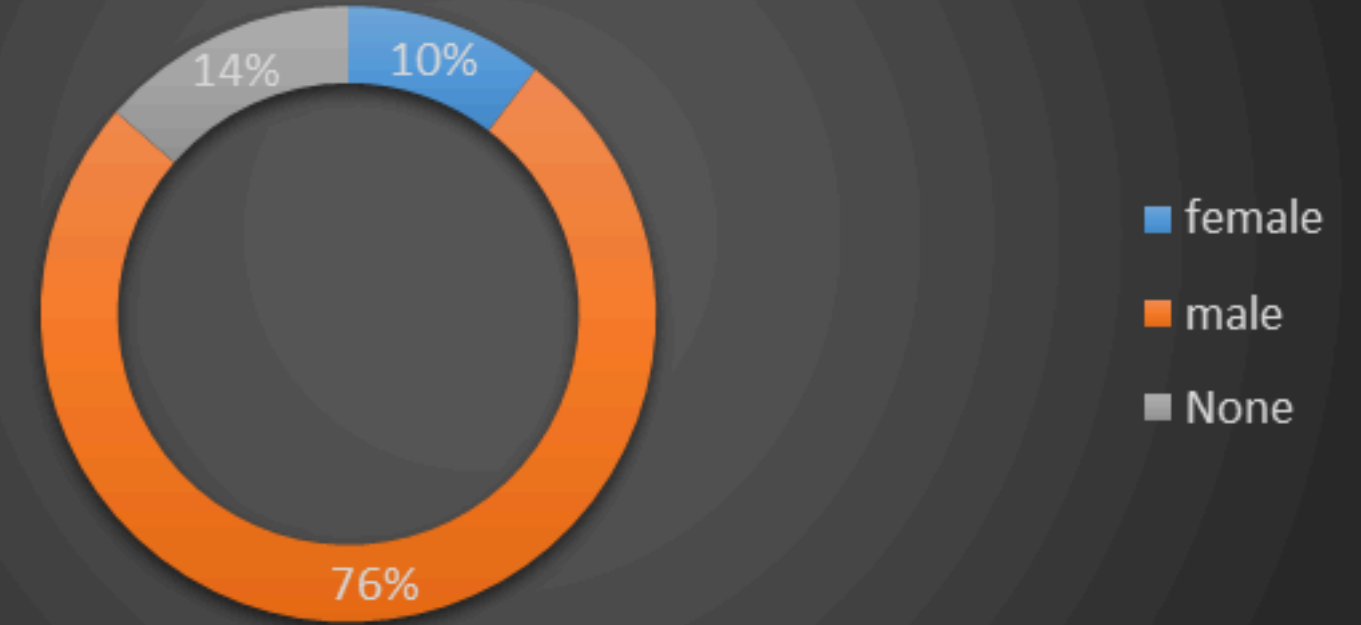
START

USER DEMOGRAPHICS

AGE GROUP DISTRIBUTION



GENDER DISTRIBUTION



Bright TV is mostly watched by young adults by 35% and its mostly males dominated by 76%. This defines who is our strongest audiences.

PLAY

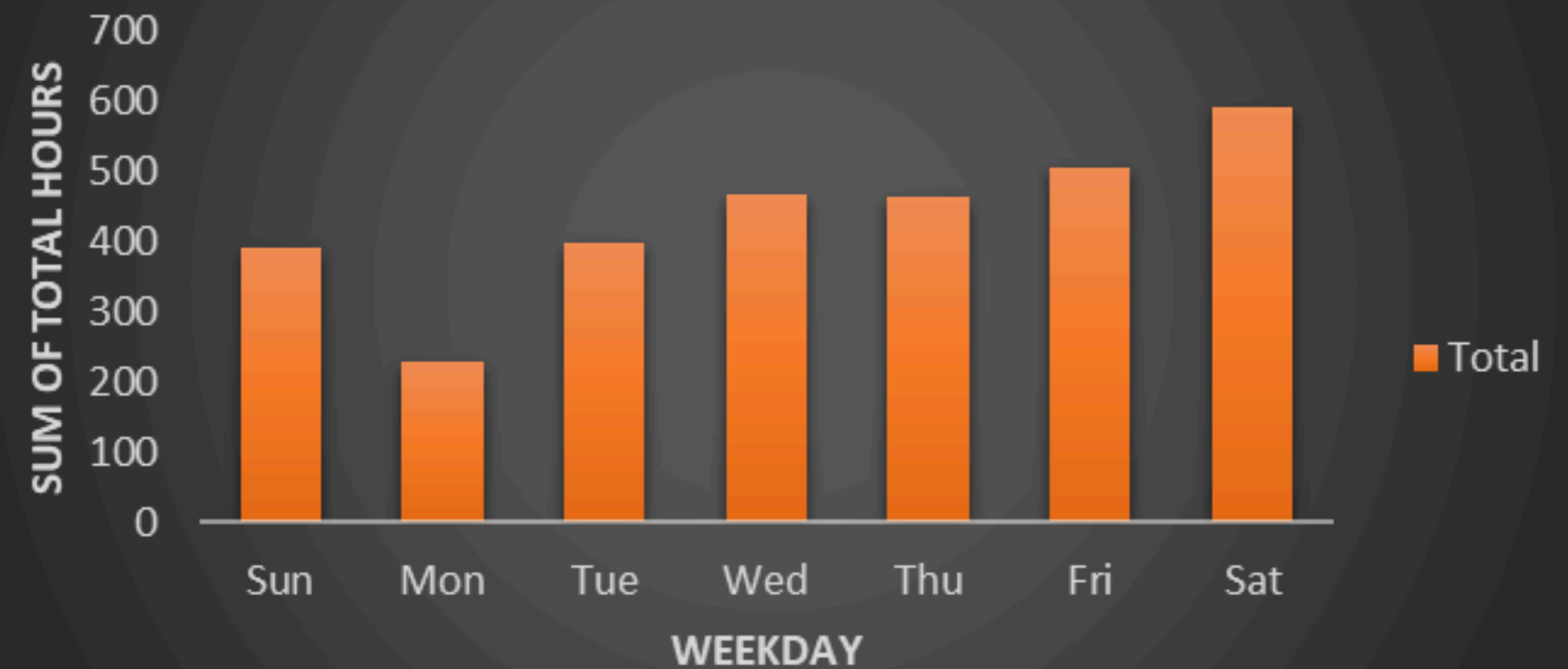
EXIT

VIEWING TRENDS OVER TIME

MONTHLY USAGE



DAY OF WEEK USAGE



Monthly Trend

Viewing remains strong from Jan–Mar, consistently above 55,000 hours.

April drops sharply, showing a clear opportunity to boost engagement with new content or campaigns.

Day-of-Week Trend

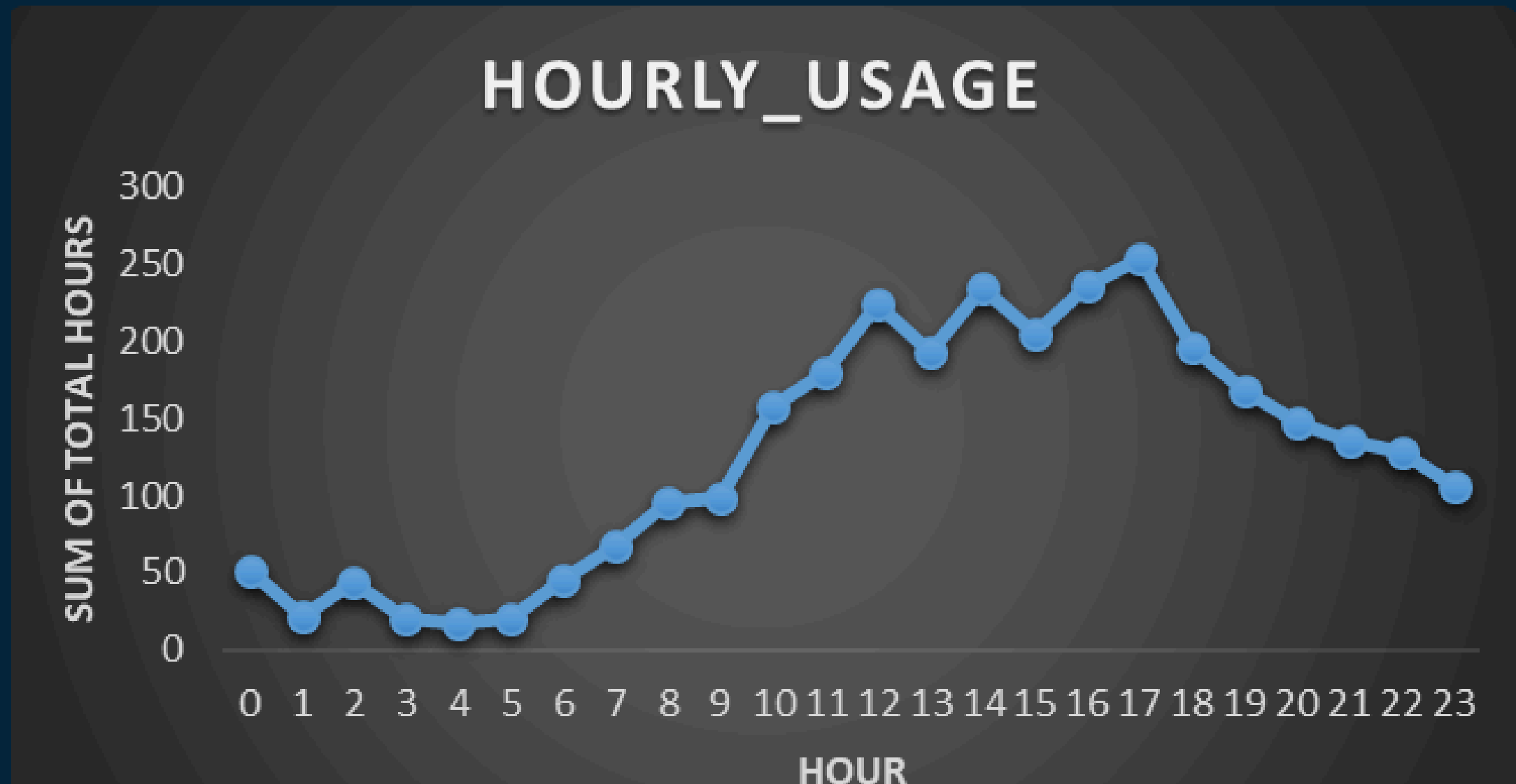
Highest usage occurs on Saturday and Friday.

Monday is the lowest, making it the best day for targeted promotions or new releases.

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Hourly trends



Viewership builds up during the day and peaks between 17:00 and 20:00, confirming this as Bright TV's prime time. After this peak, usage declines steadily into the night.

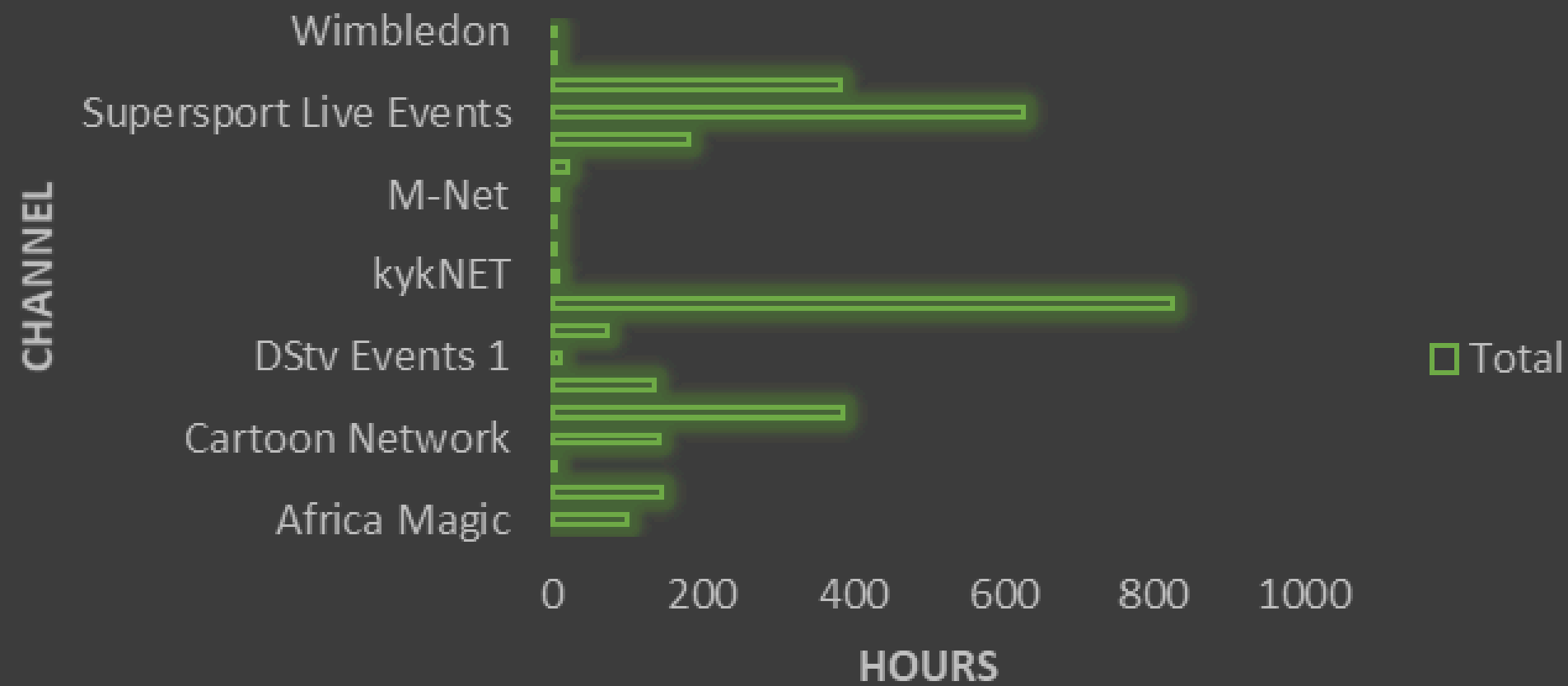
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CHANNEL PERFORMANCE



CHANNEL PERFORMANCE



kykNET has the highest viewing hours, making it BrightTV's top-performing channel. M-Net and Supersport Live Events also perform strongly, showing high interest in premium entertainment and sports. In contrast, Cartoon Network, Africa Magic, and Wimbledon have the lowest usage, suggesting they attract smaller or niche audiences.

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RECOMMENDATIONS



Improve usage on low days (Monday & April)

- Release new episodes or exclusive content every Monday.
- Run April content campaigns, like “April Specials” or “New Season Launch.”
- Send push notifications on Mondays reminding users to watch trending shows.

. Strengthen top-performing categories

- Invest in more content similar to kykNET, M-Net, and Supersport Live Events.
- Promote these channels on the home page.
- Create playlists featuring their top shows (“Best of M-Net” / “Top kykNET dramas”).

Maximize peak viewing times (Fri, Sat, 17:00–20:00)

- Premiere new shows during 17:00–20:00.
- Schedule top content on Fridays and Saturdays to catch high traffic.
- Send “episode reminder” notifications 15 minutes before prime time.

Improve low-performing channels

- Refresh kids content for Cartoon Network with newer, popular shows.
- Add more local or relatable content to Africa Magic.
- Reduce or replace low-demand Wimbledon content with trending sports.

PLAY

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Thank You
For Playing

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