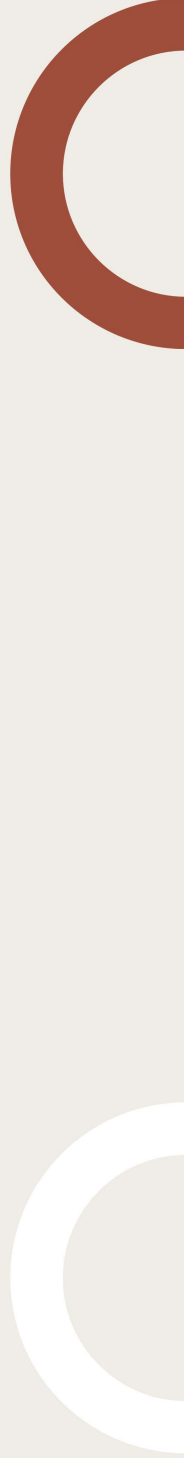




BRIGHT TV VIEWERSHIP ANALYTICS

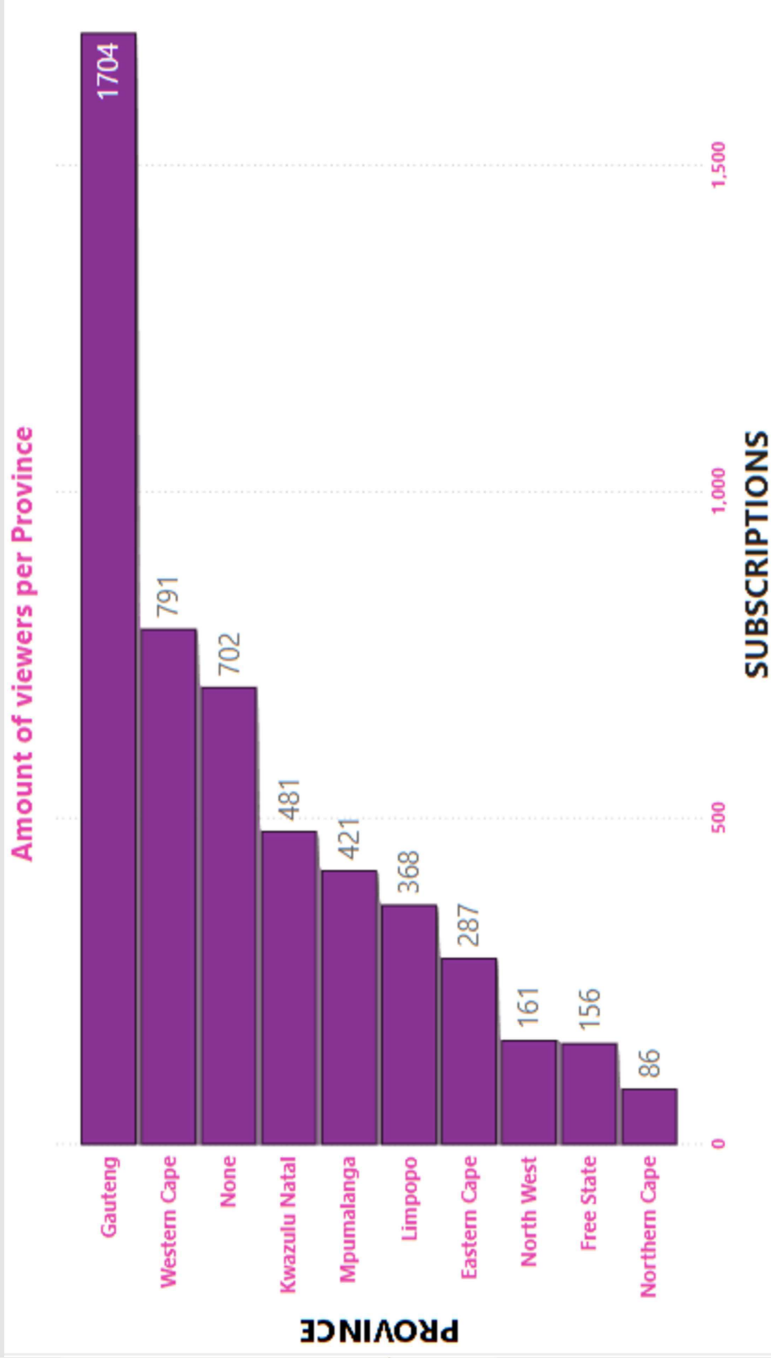


Where are the viewers?

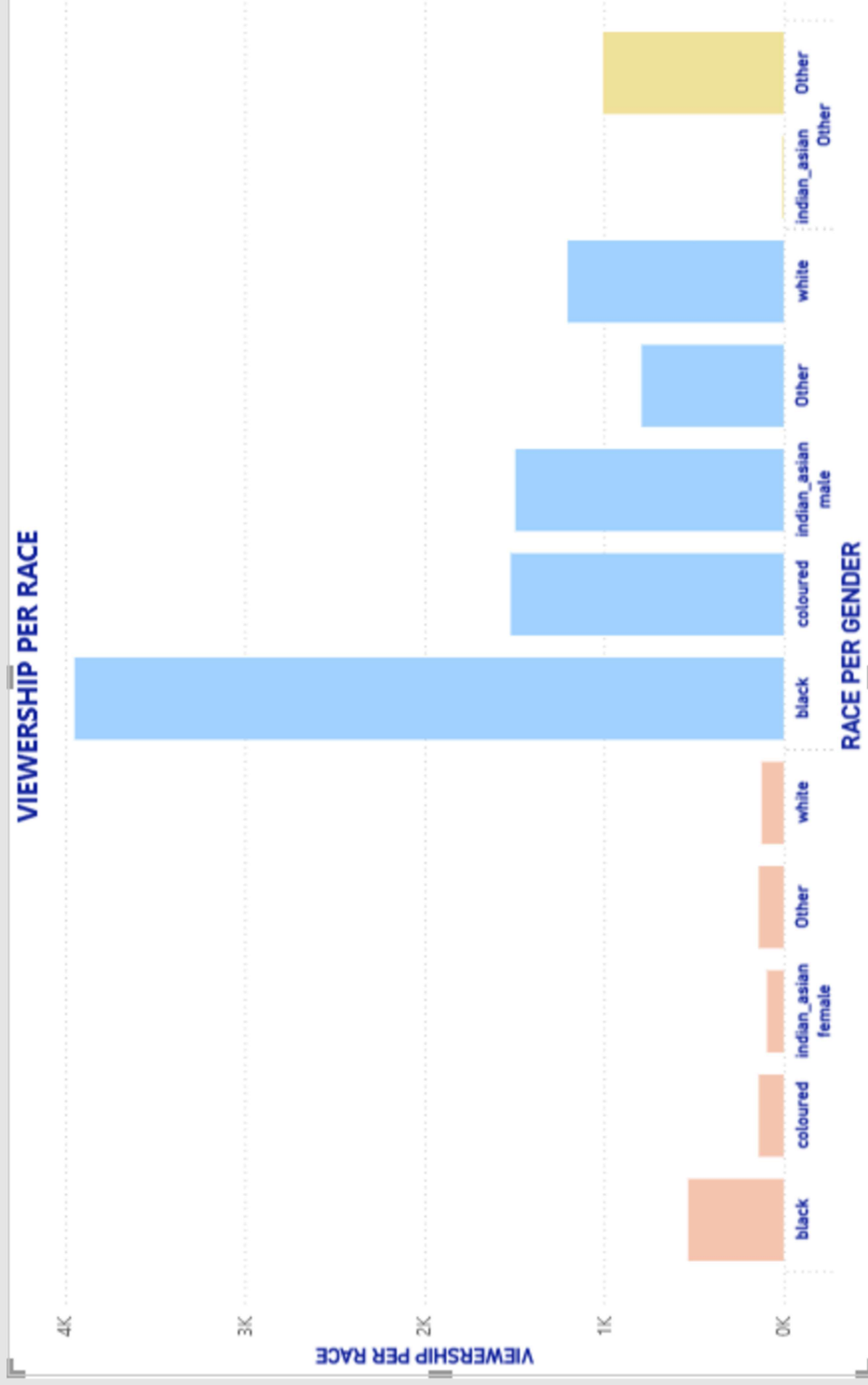
32 %
viewers
from
Gauteng

17% Null info
with no province

< 2 %
viewers
from
N. Cape



Viewers Demographics



More than 35% are
Black male viewers

< 1% of viewers are
White and Indian
Asian female



What are they watching ?

Supersport
Live Events

ICC Cricket
World Cup

Channel O

Most viewed
channels
Supersports Live
ICC Cricket WC

Least viewed
channels
MK
kykNET



Factors influencing consumption

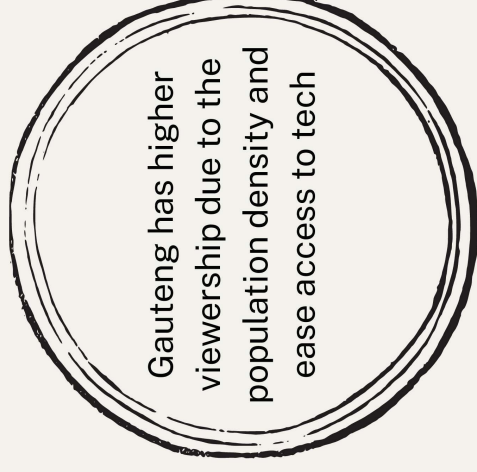
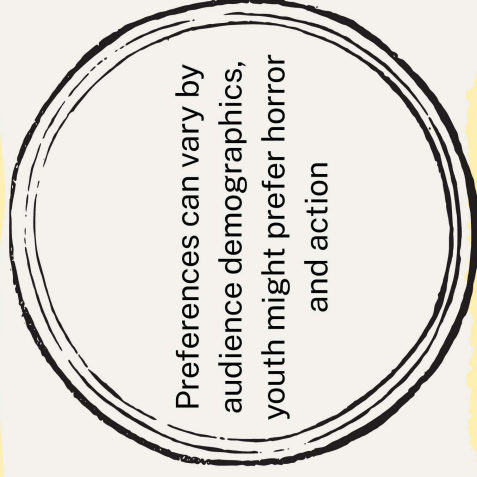
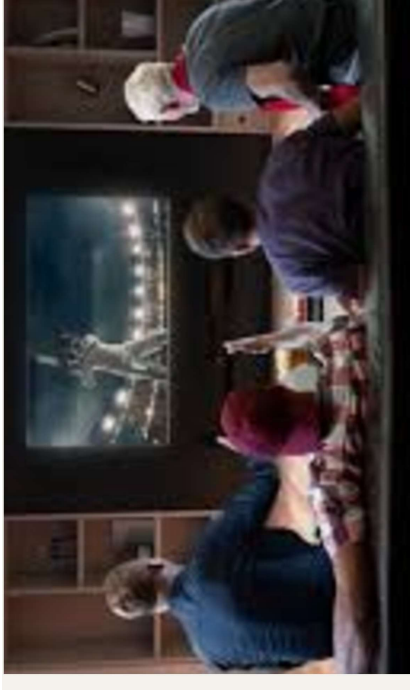


Sports and major sports events

Major sport events like ICC Cricket World Cup and the Wimbledon drew notable viewership



Watching a team representing one's own country can evoke strong feelings of pride and national identity, leading to increased viewership.



Recommendations to increase base

Leverage Popular Channels & Events

Partner with sports leagues

Regional Outreach

Localize content:
Add more regional shows

Diversity & Inclusion in Content

Ensure content represents
diverse demographics

