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BRIGHT TV CASE STUDY

REPORT

APRIL 2025

AGENDA

1. EXECUTIVE SUMMARY
2. APPROACH
3. ANALYSIS
4. VIEWS FACTORS
5. RECOMMENDATIONS



EXECUTIVE SUMMARY

BRIGHT TV SUMMARY

- Two files (User Profiles & Viewership) were provided which contain the profiles of the subscribers and the viewership details respectively. The data was collected for the period **2016/01/01 – 2016/04/01**.
- The data was loaded on Snowflake for cleaning, iterations, manipulations and Analysis. Visualization was done on Excel.
- About **87%** of the viewership records was from males, and the top 10 viewed channels make **93%** of the total viewership. **99%** the views last for not more than **3 hours**.
- To increase consumption on days when viewership is low, introduce local drama series with relatable storyline which will play for less than **3 hours**.
- Create content that reflects everyday Mzansi life to grow Bright TV Base.



APPROACH

APPROACH

Checking for Data Completeness

- The number of records and duplicates were assessed for each table on Snowflake.
- Viewership was found to contain **5 duplicates**. A new temporary table was created where duplicates were addressed.

Methodology

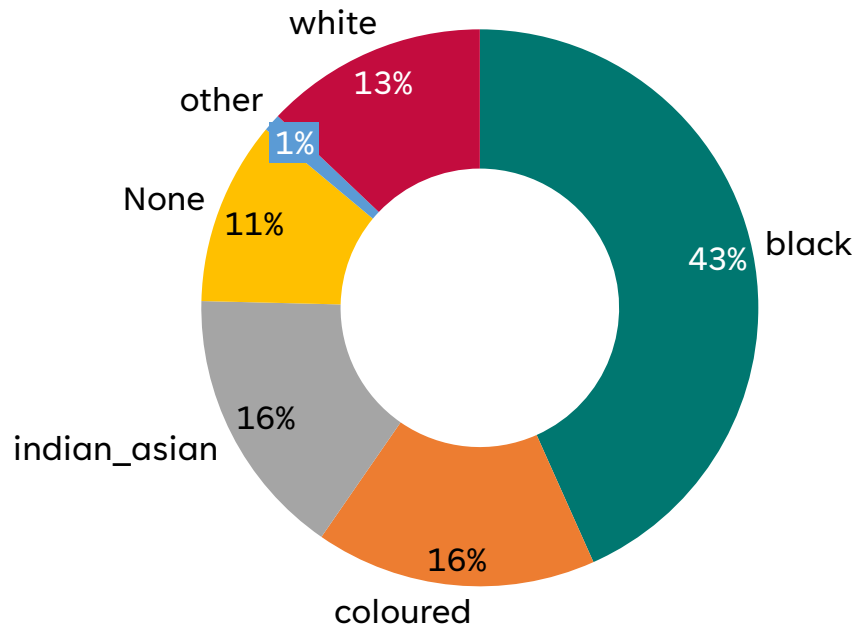
- The two tables were joined together to enable the analysis of viewership based on user profiles.
- Demographic details have been bucketed in groups for improved insights generation.
- The tools used are; Snowflake (SQL), and Excel (Pivot tables and visuals).



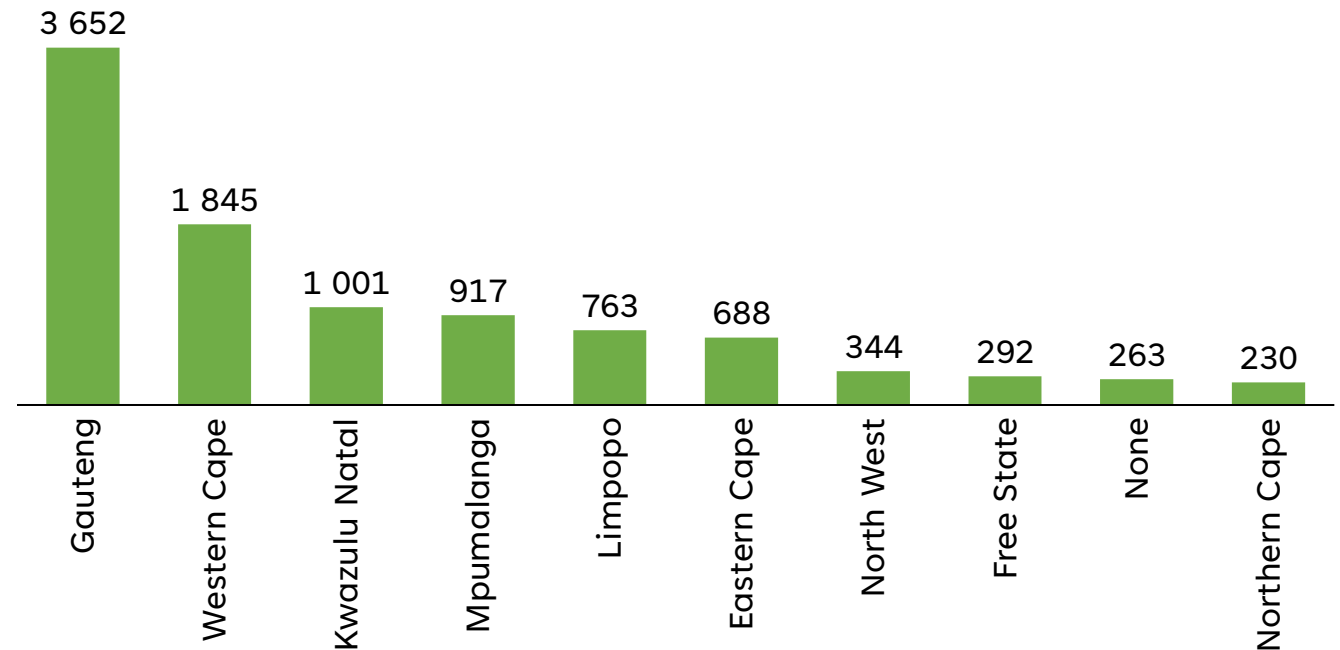
ANALYSIS

DEMOGRAPHIC VIEW (1/2)

Viewership distribution by Race



Viewership breakdown by Province

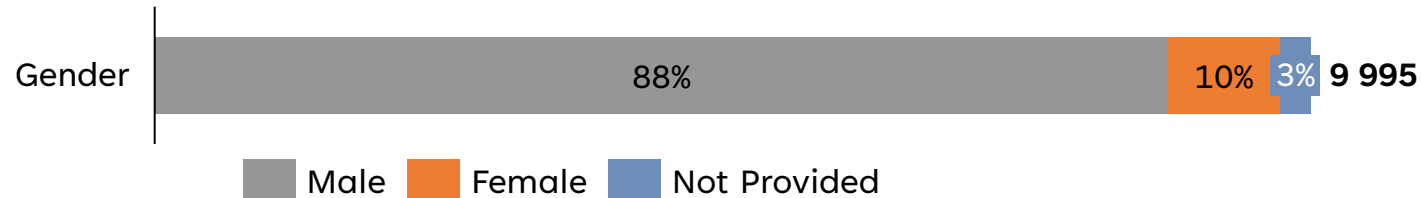


Key Highlights

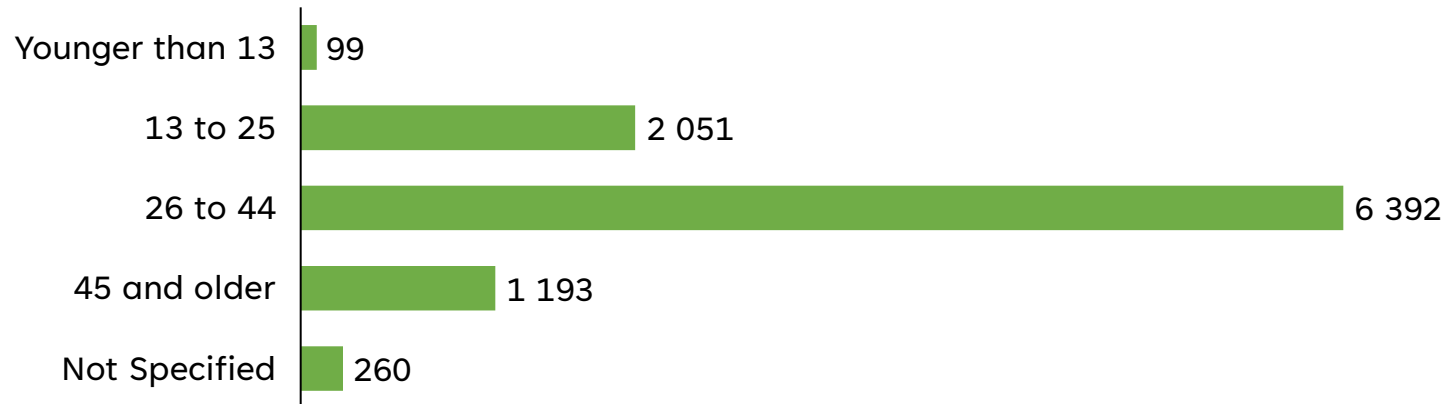
- The highest viewership record during the period emerged from black people with a total of **4329** records.
- **37%** of the total viewership record was observed in Gauteng, which is the highest.
- **12%** of the records has users who did not disclose their race, while **3%** of the records were from users who did not disclose their provinces.

DEMOGRAPHIC VIEW (2/2)

Viewership distribution per Gender



Viewership breakdown by Age Group

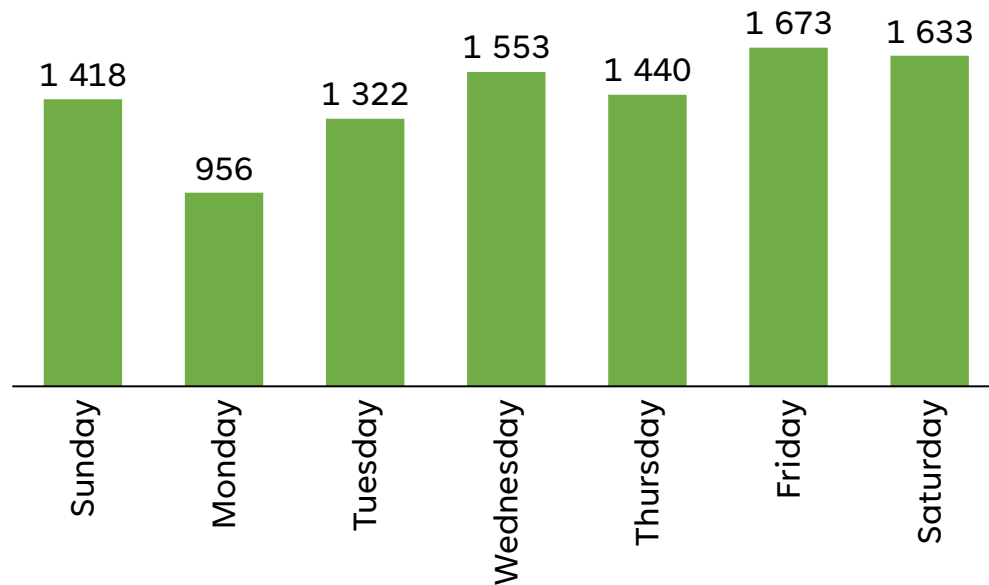


Key Highlights

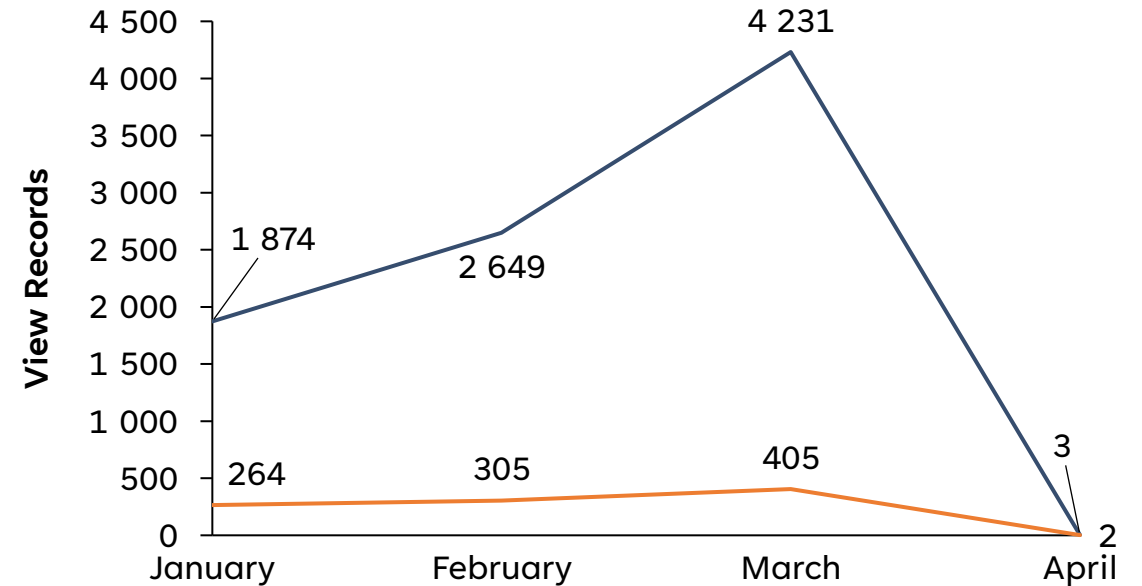
- **8757** records were from male people which makes **88%** of the total viewership.
- **64%** of the total views emerged from the people with age between 26 and 46.
- The age group with the second highest views is 13 to 25. This makes **21%** of the total views.
- It can be deduced that majority of the users between the age of 13 and 44 are males.

TREND ANALYSIS

Total Viewers per Weekday



Total Viewers Over Time

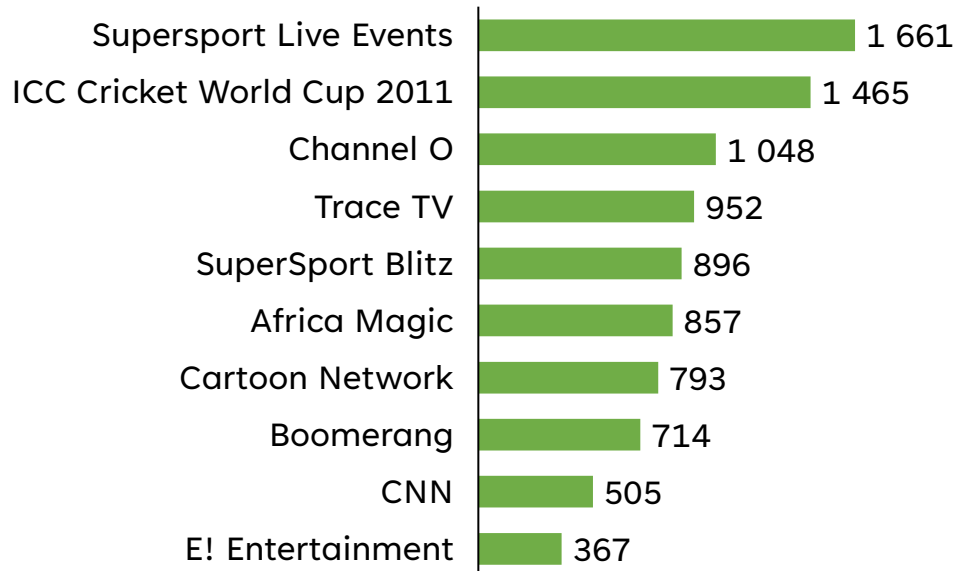


Key Highlights

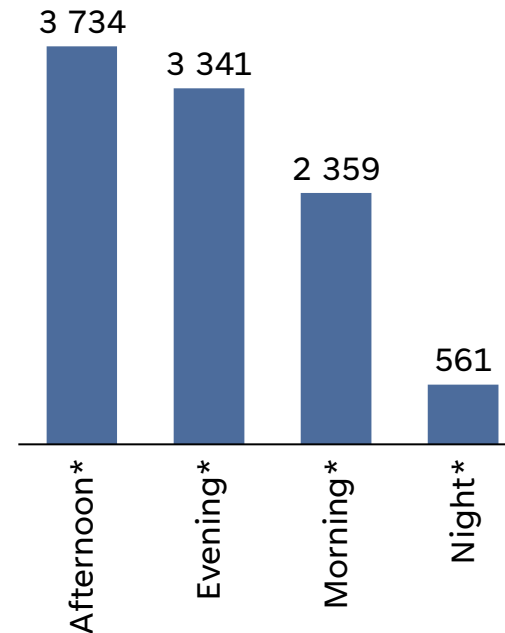
- Friday has the highest views which is a **75%** increase from Monday. This shows that the most viewed channels occurs on Fridays and Saturdays more than Mondays.
- The viewership from January to March has been rising, with more males watching than females. The reason for a drop in April is that only 1 day data was valid.

CHANNELS & TIMING VIEW

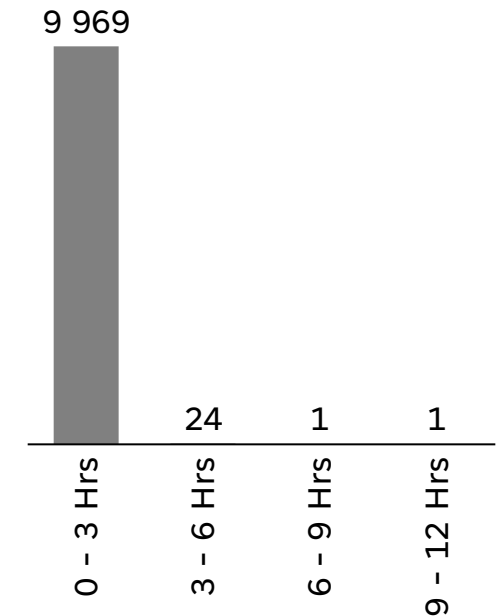
Top 10 Viewed Channels



Viewership by Day Part



Viewership by Duration



Key Highlights

- The top 10 channels form **93%** of the total views during the period in question.
- **37%** of the total views occurred during the Afternoon, which is the most used time of the day. Night has **6%** records.
- **99%** of the total views last at most **3 hours**

*Morning: 06:00 – 11:59

*Afternoon: 12:00 – 17:59

*Evening: 18:00 – 23:59

*Night: 00:00 – 05:59



FACTORS AFFECTING VIEWERSHIP



FACTORS AFFECTING VIEWERSHIP

Demographic & Social Factors

- Age: Younger people tend to prefer shorter formats, while elders may stick with traditional TV.
- Income & Education: Higher-income viewers may access more platforms and have different content.
- Habits & Routines: People may watch at specific times.
- Language & Regional Preferences: Local language content or culturally relevant stories attract certain audiences.

Technology & Content-Related Factors

- Access to Devices: Modern devices determine how and where people watch.
- Internet Availability: Impacts access to streaming services.
- Platform Availability: Whether a house has Netflix, DStv, Showmax, influences what's consumed.
- Quality of Production: High production value often attracts and retains viewers.
- Special Events: Big sports events, elections, or new series launches spike viewership



RECOMMENDATIONS

FINAL RECOMMENDATIONS

To Increase Consumption

- Mondays have low viewership, one critical show (Cricket) has not been watched on a Monday. Introduce local drama with relatable storyline, which plays for less than 3 hours.
- Introduce reality-escape series in the beginning of the week, Mondays usually get people in stress.
- Include stand-up specials or variety shows with audience interaction.
- Include real voices, dramatizations, TikTok-style narration for younger viewers.

Recommended Initiatives

- Run segmented digital campaigns.
- Launch a flagship weekly show (mini-series)
- Incentivize users to invite friends – offer airtime or exclusive content access.
- Collaborate with telcos (Vodacom, MTN) for zero-rated content or bundles.
- Target universities, colleges and township shows.
- Regularly launch hashtag challenges tied to BrightTV shows or characters.

FINAL RECOMMENDATIONS

6-Month Project Plan: BrightTV Growth Plan

Initiative	May				Jun				Jul				Aug				Sep				Oct			
Digital Campaigns																								
Flagship Content																								
Referral Program																								
Brand Partnerships																								
Campus Roadshows																								
Social Media Blitz																								

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THANK YOU

Tiyani Baloyi