



# BRIGHT TV CASE STUDY ANALYTICS

# AGENDA

- Project context
- Usage trends
- Analysis
- Recommendations
- Closing remarks

# SUBSCRIBERS VIEWS BY DURATION AND TV CHANNELS

## VIEWERSHIP DATA

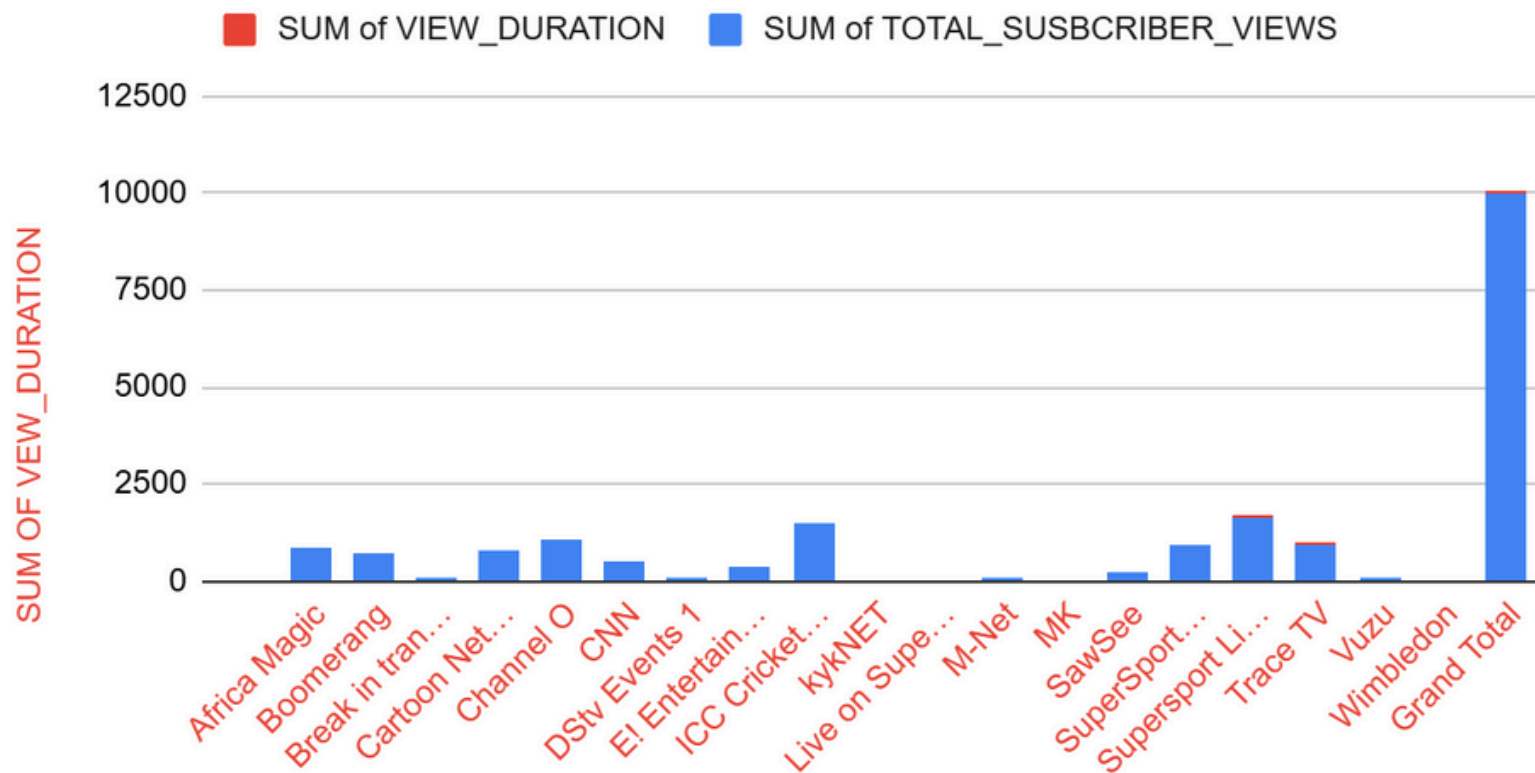
10000 views between 1 January 2016 to 30 March 2016

## INSIGHTS

ICC Cricket and Supersport Live are the most viewed channels

KykNet was the least viewed channel

SUM OF TOTAL SUSCRIBERS VIEWS AND VIEWERS DURATION



SUM OF TOTAL\_SUSCRIBERS\_VIEWS BY TV\_CHANNEL

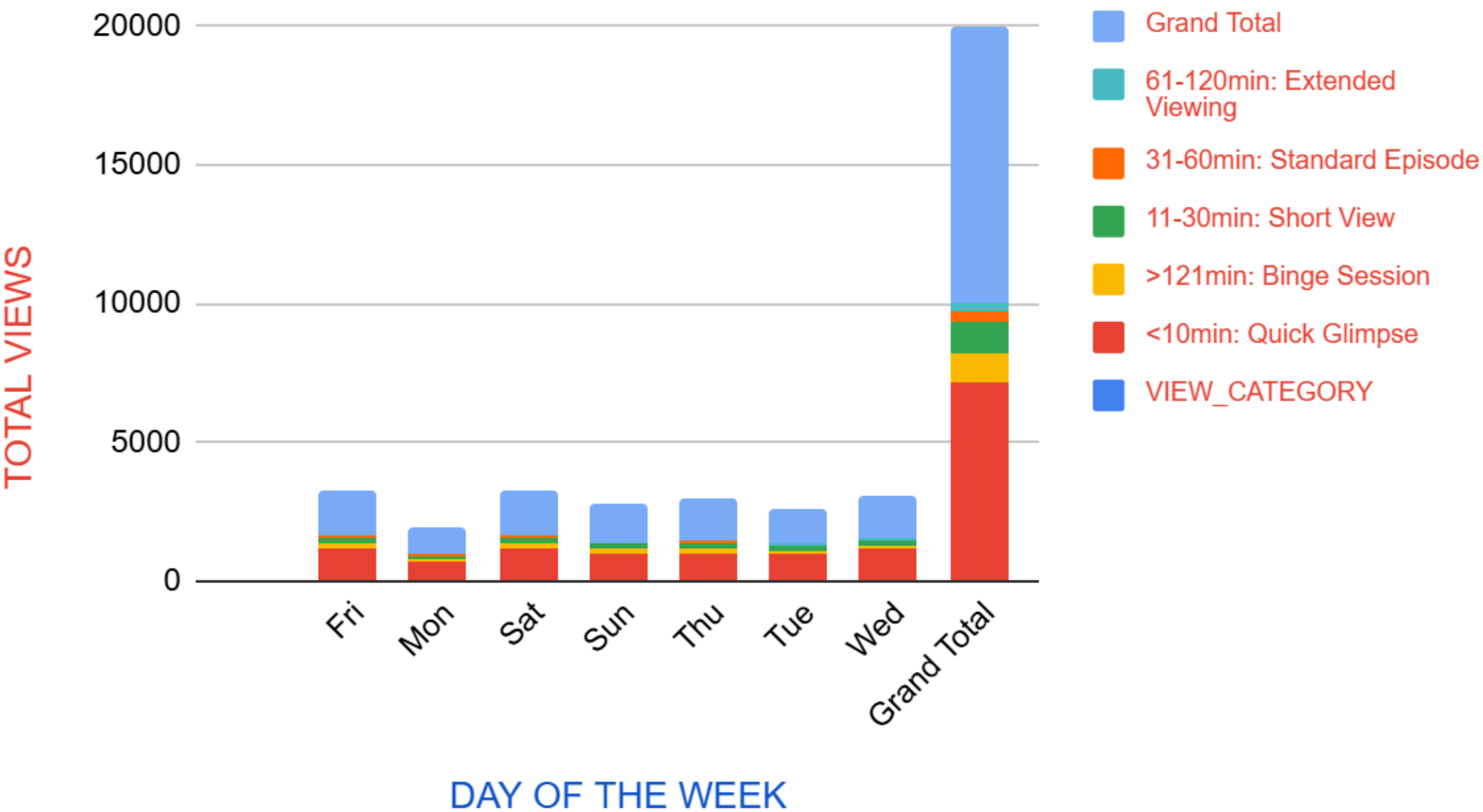
# VIEWERSHIP BY RACE AND GENDER

## INSIGHTS

- Females form 10% of our viewership
- Males form 88% of our viewership
- 2% of our viewership is unknown

| ETHNICITY     | FEMALE | MALE | UNKNOWN | GRAND TOTAL |
|---------------|--------|------|---------|-------------|
| BLACK         | 501    | 3830 |         | 4331        |
| COLOURED      | 135    | 1498 |         | 1633        |
| INDIAN        | 92     | 1483 |         | 1575        |
| NOT SPECIFIED | 134    | 773  | 262     | 1169        |
| WHITE         | 115    | 1177 |         | 1292        |
| TOTAL         | 977    | 8761 | 262     | 10000       |

# CONTENT RECOMMENDATIONS FOR LOW CONSUMPTION DAYS



THE LEAST VIEWING HAPPENS AT NIGHT

### INSIGHTS

- THE MOST SUBSCRIBERS WERE FROM THE BLACK COMMUNITY WITH A TOTAL OF 4329 AND MARCH BEING THE MOST VIEWED MONTH
- THE LEAST VIEWERS WERE COMING FROM THE UNKNOWN COMMUNITY WITH TOTAL OF 1169 AND FEBRUARY BEING THE LEAST VIEWED MONTH

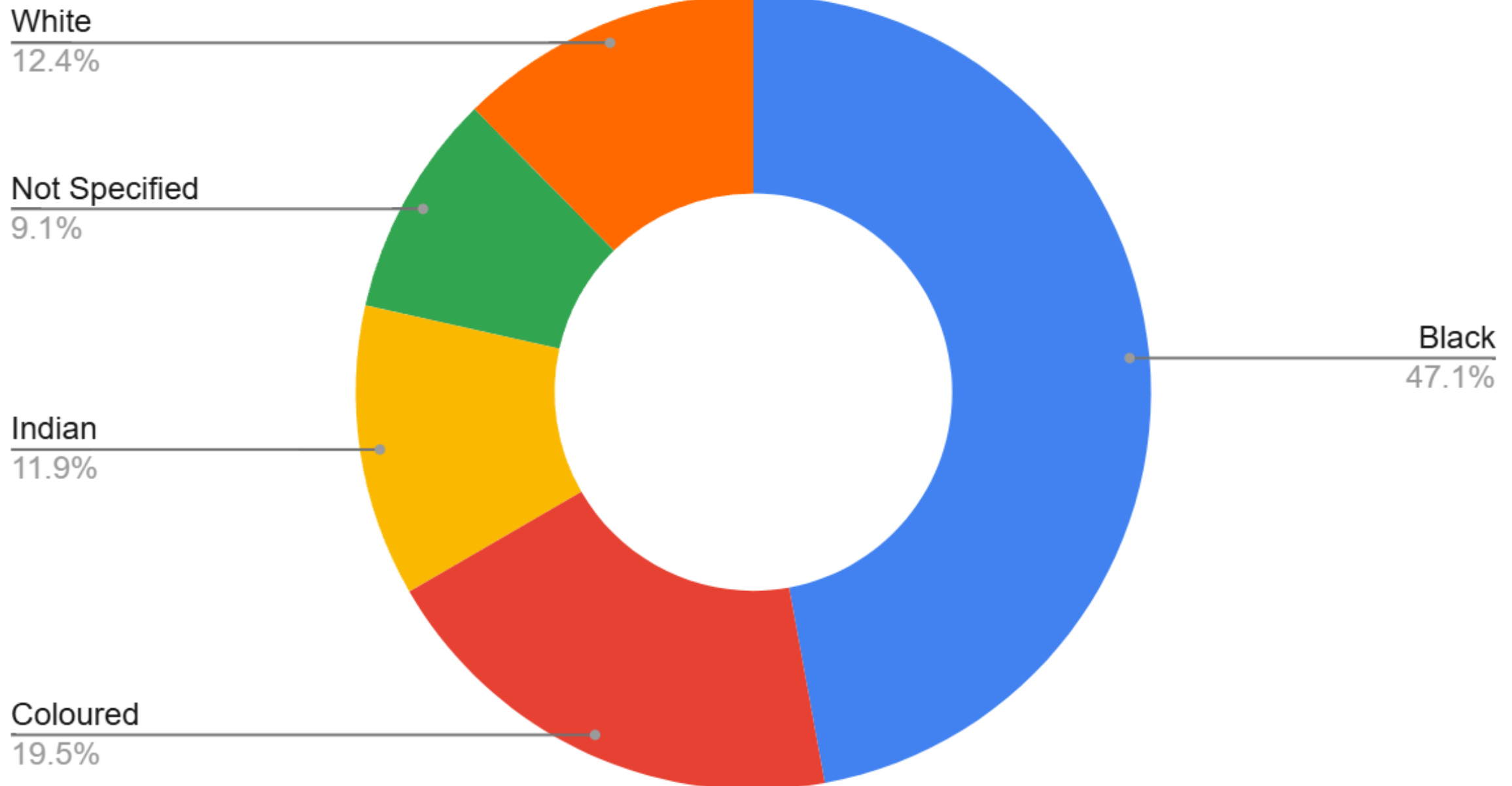
### SUBSCRIBERS

- JANUARY TO FEBRUARY THE NUMBER OF SUBSCRIBERS INCREASED BY 773
- FEBRUARY TO MARCH THE NUMBER OF SUBSCRIBERS INCREASED BY 1848

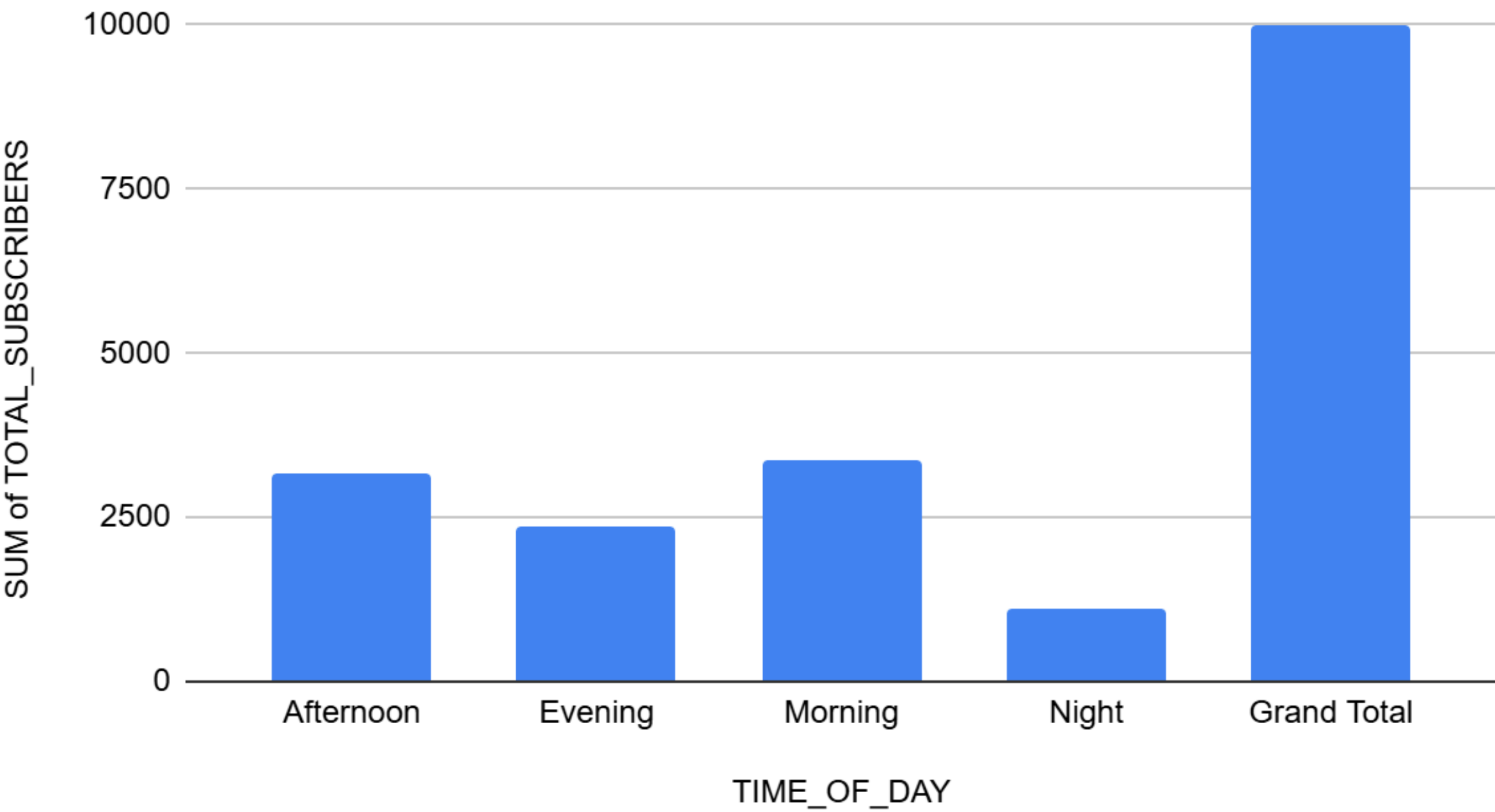
| SUM OF<br>TOTAL<br>SUBSCRIBE<br>RS | MONTH<br>NAME |             |             |                |
|------------------------------------|---------------|-------------|-------------|----------------|
| ETHNICIT<br>Y                      | FEB           | JAN         | MAR         | GRAND<br>TOTAL |
| BLACK                              | 1401          | 1194        | 1734        | <b>4329</b>    |
| COLOURE<br>D                       | 580           | 357         | 694         | <b>1631</b>    |
| INDIAN                             | 353           | 119         | 1103        | <b>1575</b>    |
| NOT<br>SPECIFIED                   | 271           | 277         | 621         | <b>1169</b>    |
| WHITE                              | 368           | 254         | 669         | <b>1291</b>    |
| GRAND<br>TOTAL                     | <b>2973</b>   | <b>2201</b> | <b>4821</b> | <b>9996</b>    |

## TOTAL SUBSCRIBERS BY ETHNICITY AND MONTH NAME

Feb, Jan and Mar



# SUM of TOTAL\_SUBSCRIBERS vs TIME\_OF\_DAY





# FACTORS INFLUENCING CONSUMPTIONS

## A. Time of Day & Day of Week

- Strong correlation between evening hours and session volume.
- Weekends outperform weekdays by 35%.

## B. Content Type

- Top genres: Drama, Comedy, Reality
- Longer sessions linked to serialized content (e.g., series vs. movies)

## C. User Demographics

- Younger users (18–34) drive 60% of total sessions.
- Urban users consume 2x more than rural users.

## D. Device Type

- Mobile: 55% of sessions (shorter, frequent)
- Smart TV: 30% (longer, binge-style sessions)

## E. Subscription Tenure

- New users (<30 days): Prefer trending content
- Long-term users: Explore niche genres and recommendations

## F. Location

- Gauteng and Western Cape lead in engagement
- Regional preferences vary by genre (e.g., comedy in KZN)

# Content Strategy for Low-Consumption Days

## **Target: Mondays & Weekday Mornings**

### Recommendations:

- Motivational or educational content (e.g., TED-style talks)
- Short-form comedy or news recaps
- Interactive formats (quizzes, polls)

### Tactical Ideas:

- “Mood-based playlists”
- “Daily Picks” tailored to time and user profile
- Push notifications with personalized content

# INITIATIVES TO GROW DATA BASE

## **CVM-Aligned Strategies:**

### Referral Program :

- Incentivize sharing with free content or discounts

### Targeted Campaigns:

- Use profile data for geo-targeted ads and genre-based outreach

### Push Notifications:

- Personalized alerts for dormant users and new releases

### Smart Onboarding:

- Recommend content based on first-session behavior

### Monthly Engagement Dashboard:

- Track churn risk, content performance, and user growth

# STRATEGIC EXECUTION PLAN

## 1. Build Churn Prediction Model

- Goal: Identify users at risk of leaving and proactively retain them. Ideas:
- Use logistic regression or decision trees on session frequency, content type, and tenure.
- Flag users with declining engagement over 14-day windows.
- Segment churn risk by age, region, and device type.
- Trigger retention campaigns (e.g., personalized content, discounts) for high-risk users.

## 2. A/B Test Content Bundles

- Goal: Optimize content packaging to boost engagement and subscriptions. Ideas:
- Test bundles by genre (e.g., "Weekend Comedy Pack" vs. "Drama Marathon").
- Compare performance across user segments (new vs. loyal).
- Measure impact on session count, duration, and repeat visits.
- Use SA time-based targeting (e.g., morning vs. evening bundles).

## 3. Launch Referral & Onboarding Campaigns

- Goal: Drive organic growth and improve first-week retention. Ideas:
- Referral rewards: free content, bonus points, or subscription discounts.
- Smart onboarding: recommend content based on age, region, and device.
- Welcome email series with curated playlists.
- In-app walkthroughs highlighting trending content and features.

## 4. Develop Monthly Reporting Dashboard

- Goal: Enable CVM team to track KPIs and make data-driven decisions. Ideas:
- Key metrics: active users, session volume, churn rate, content performance.
- Filters by region, age group, device, and time of day.
- Visuals: line charts, heatmaps, and funnel views.
- Exportable insights for executive presentations.