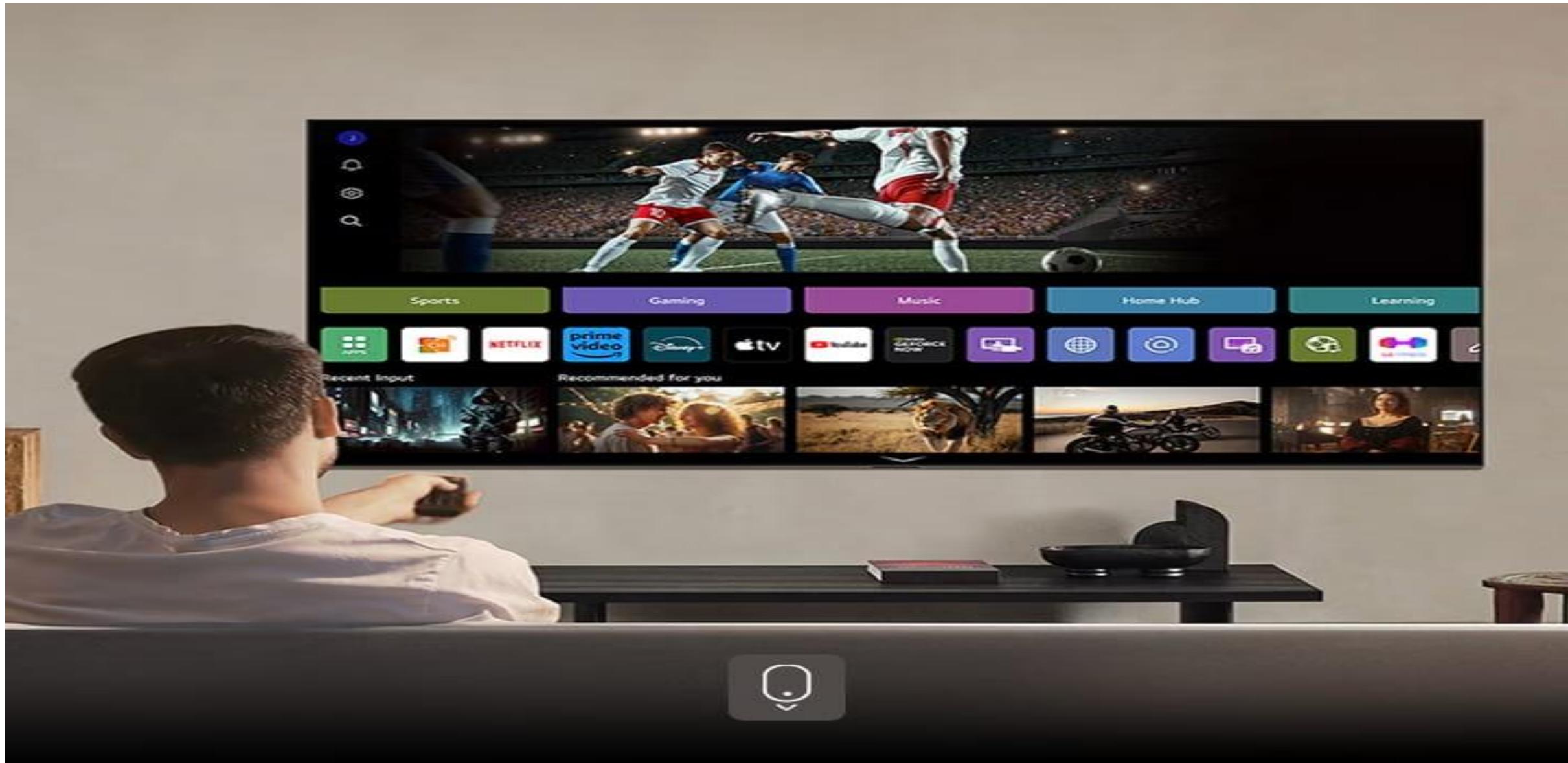


Television Audience Pattern



AGENDA

1.
Race
Distribution

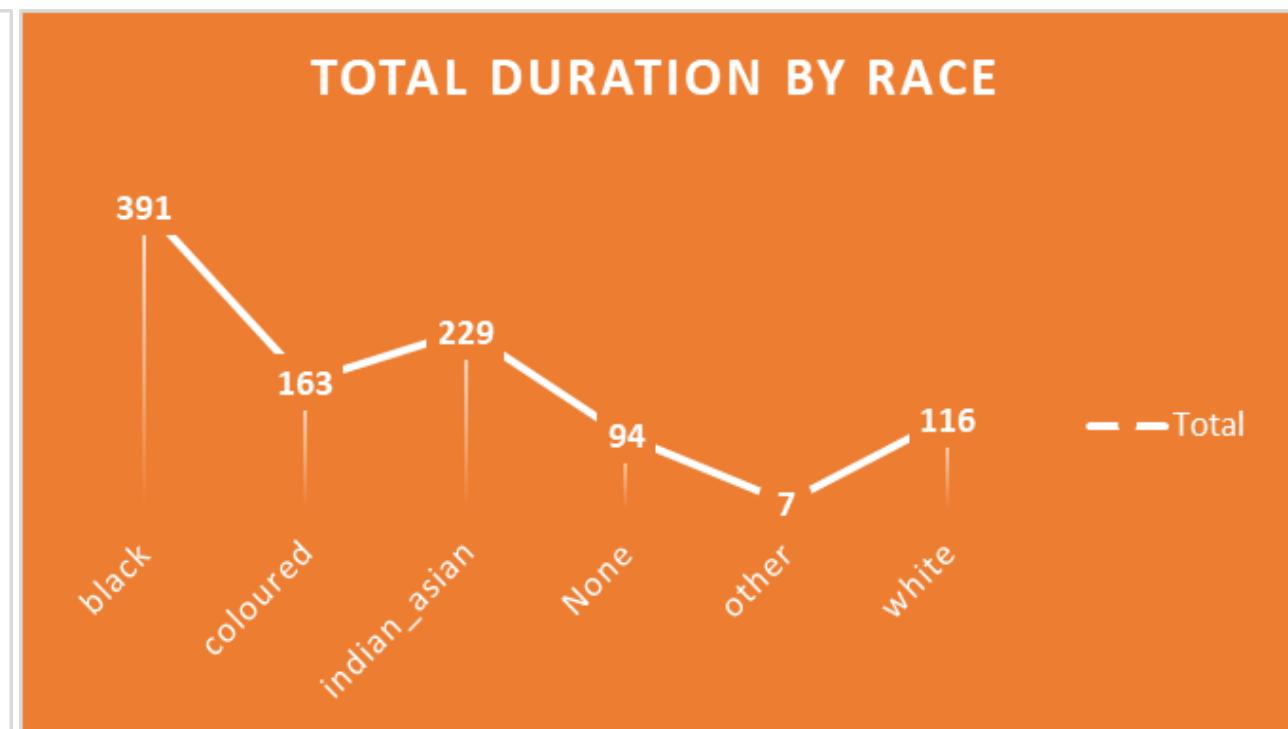
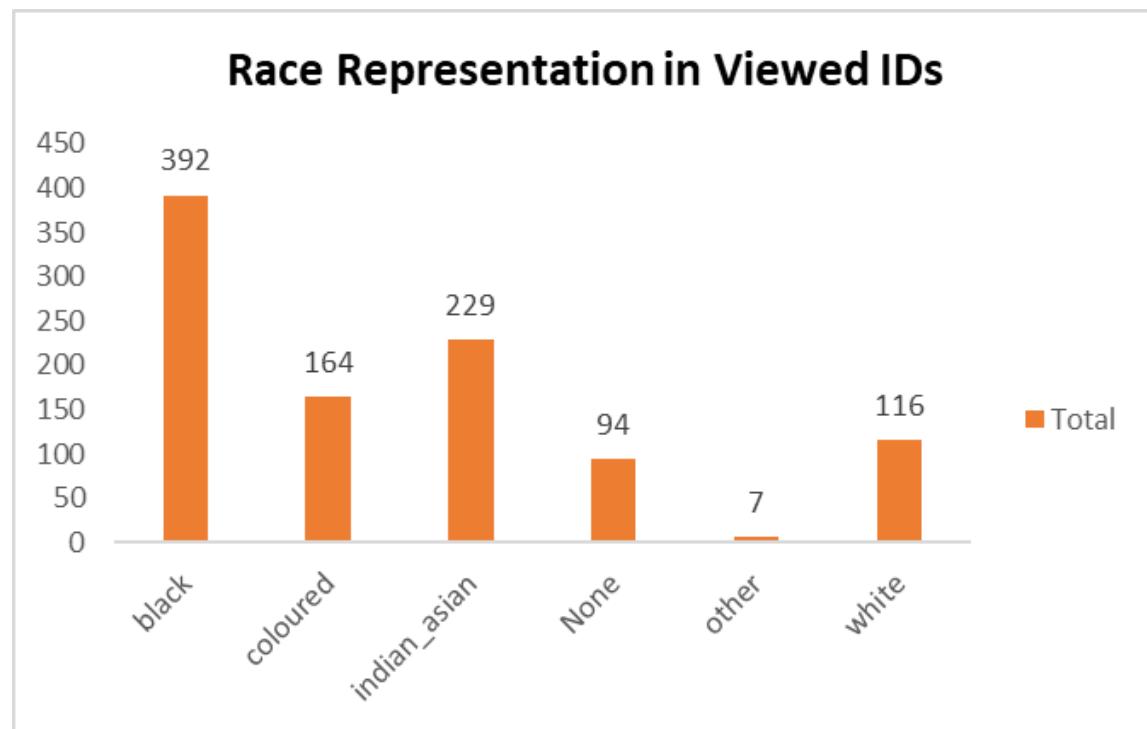
2.
Gender
Distribution

3.
Provincial
Distribution

4.
Channel
Engagemen
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5.
Recommend
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Race Distribution

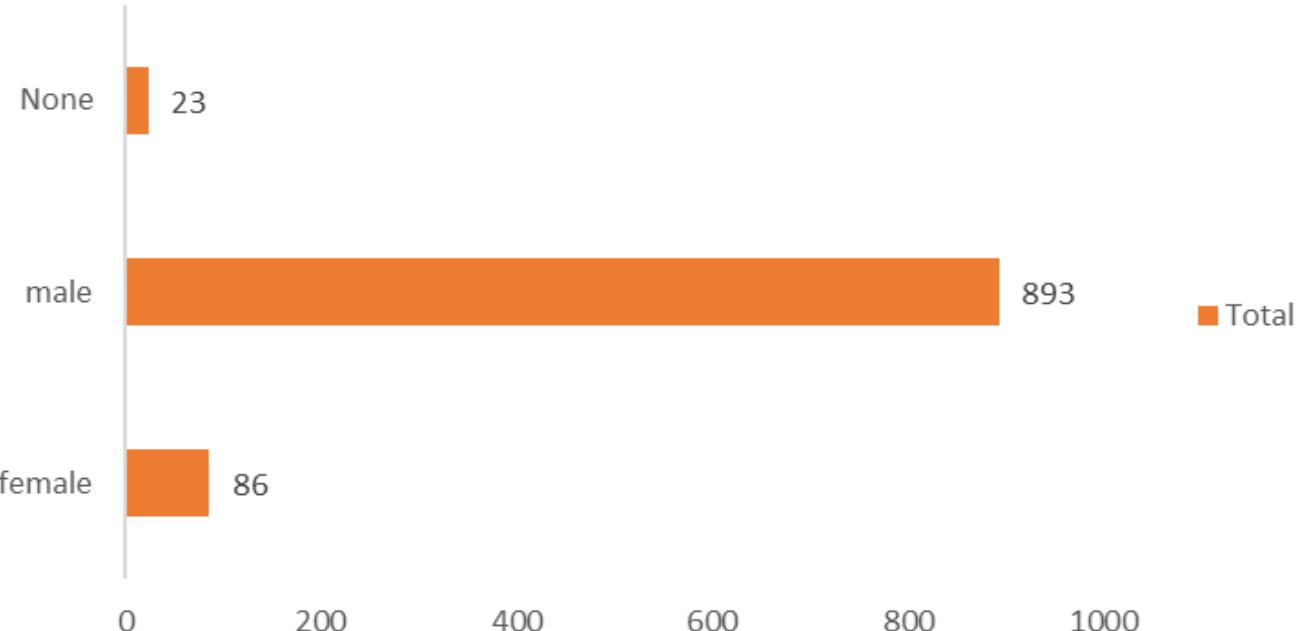


- Blacks had created more ids and followed by Indian-Asian
- Colured and white started to indicate a huge gap in declining.

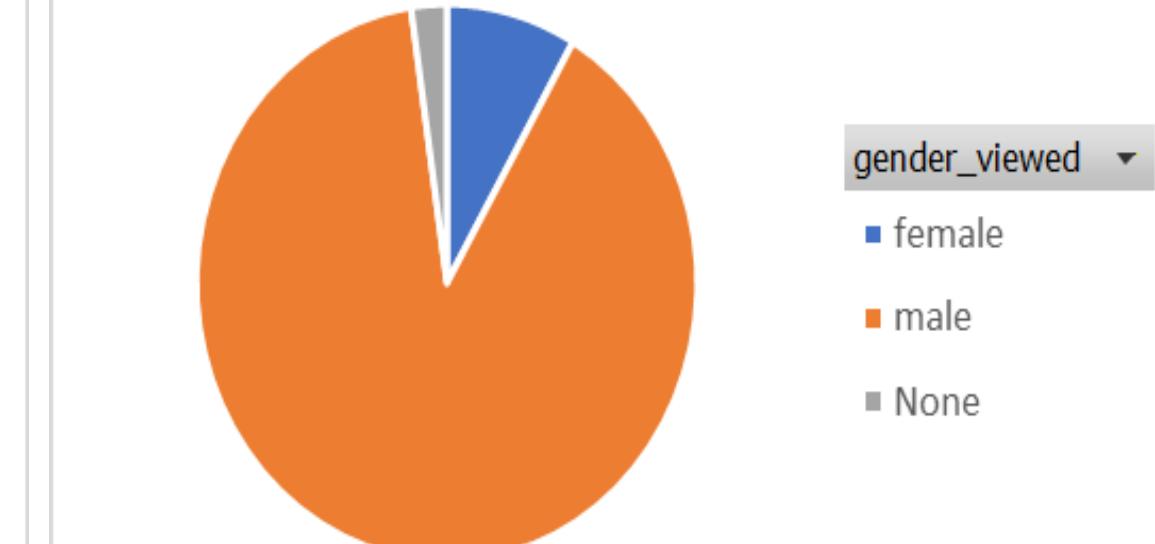
- Blacks and Indian_Asian spent more time in watching tv respectively
- Time started to decline when it comes to coloured and whites

Gender Distribution

Channels Viewed by Gender



Participated duration per Gender

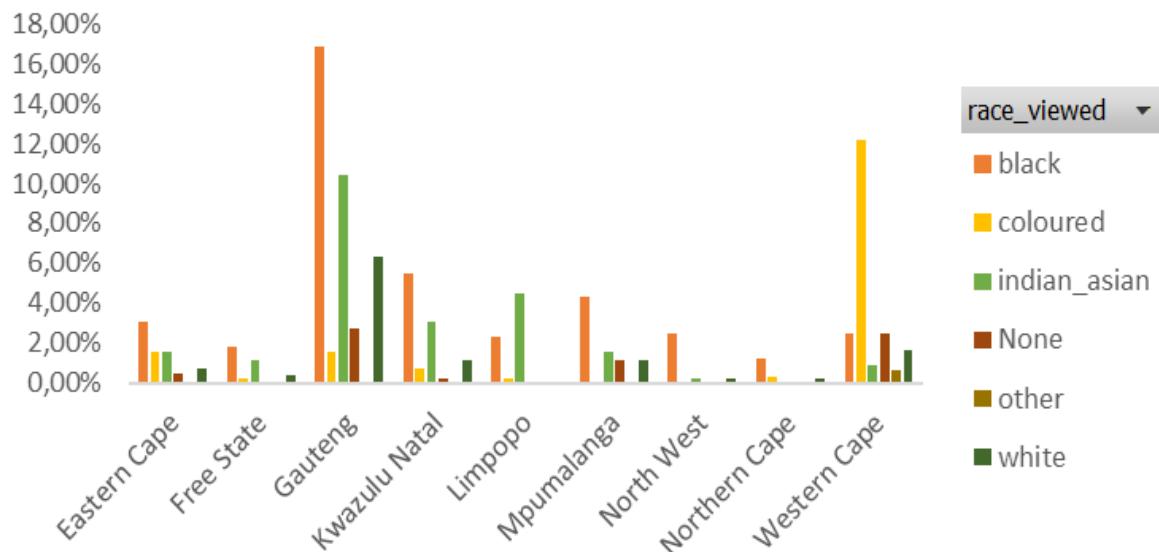


➤ Males dominated both female and the uncategorized gender in viewing channels.

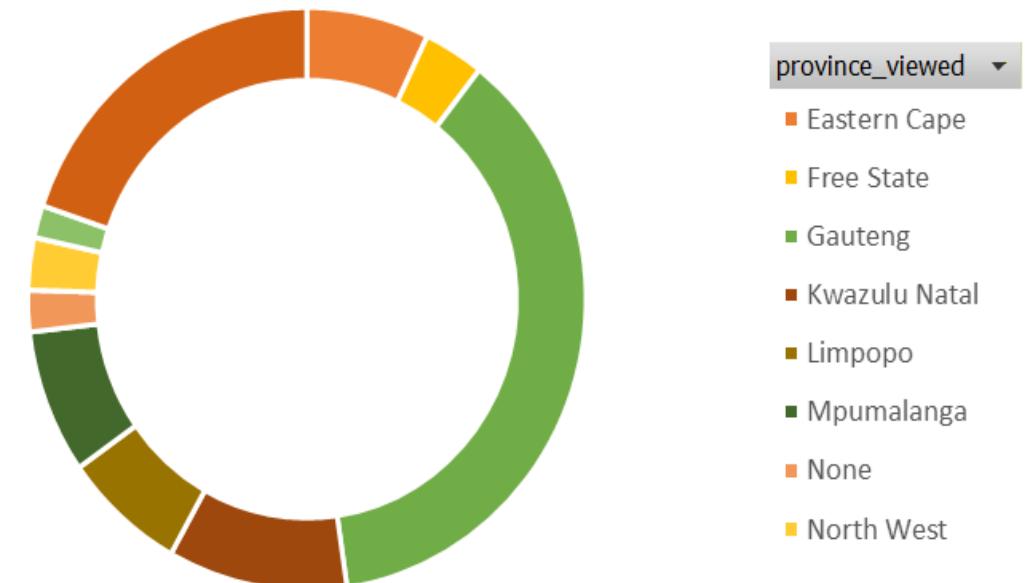
➤ Males spent most of their time viewing channels probably watching sport, females was the second best and the uncategorised was last.

Provincial Distribution

Provincial Breakdown of Channel Viewing by Race Groups



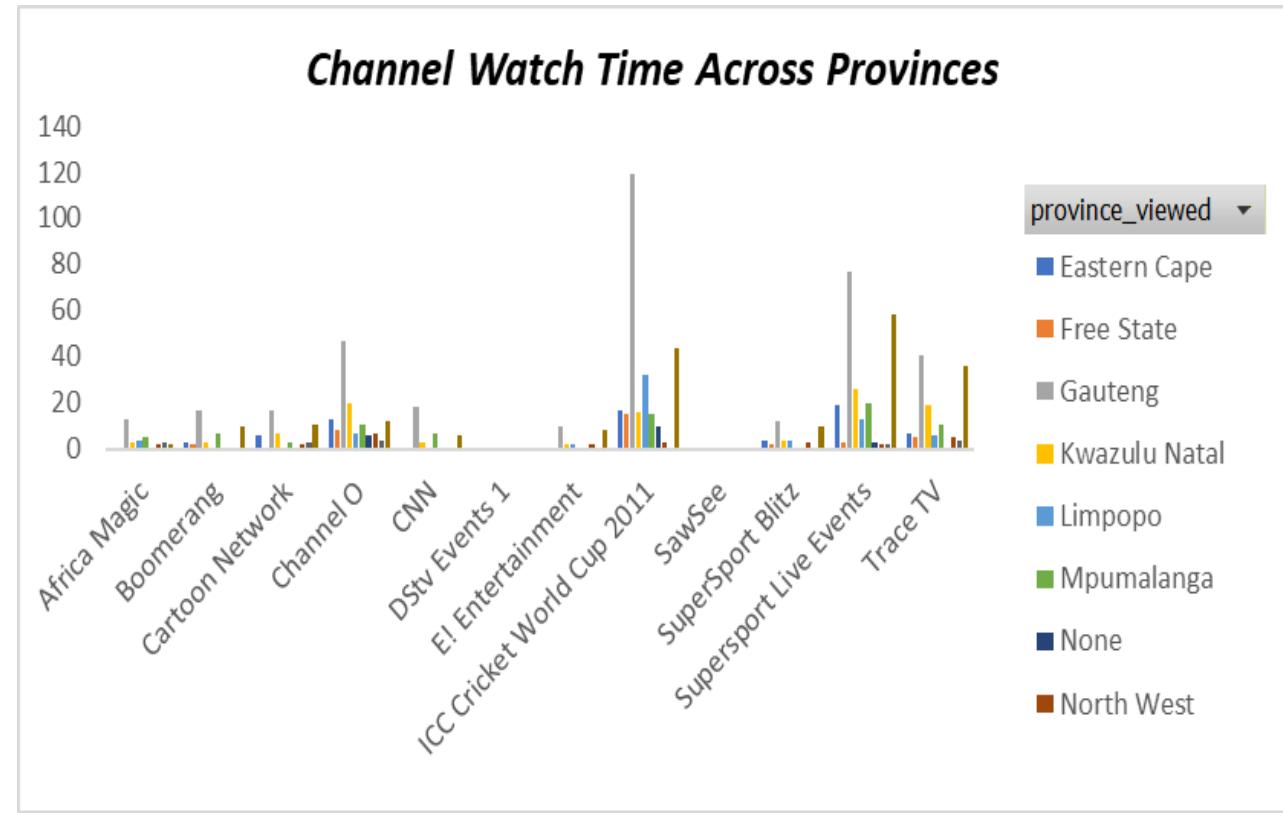
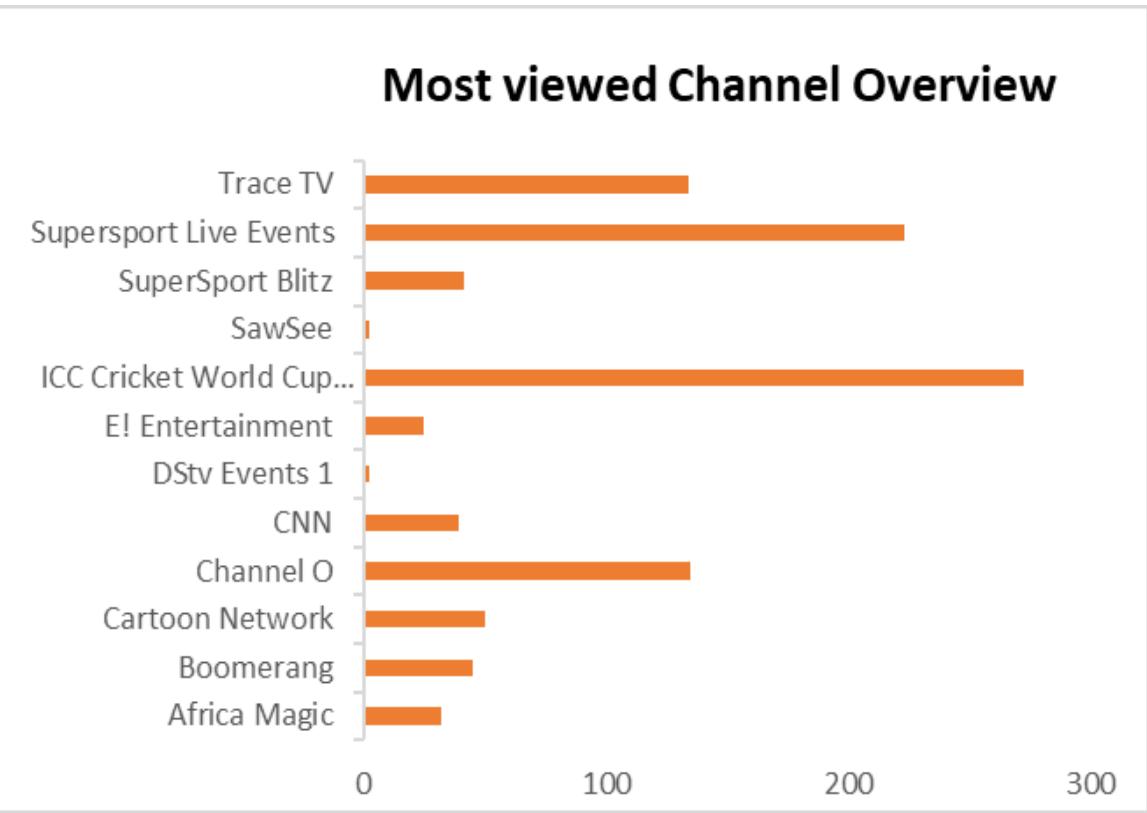
Time Spent by Each Province



- Gauteng was the most performing province in viewing channels by different race.
- Followed by the Western Cape and the rest showed a decline

- Gauteng spent most of their time viewing channels then Western Cape became the second best.

Channel Engagement



- Icc Cricket World Cup 2011 is the most viewed channel and watched by all the provinces.
- Supersport was the second viewed, both Channel O and Trace TV differ with a smaller margin
- The rest indicates a decline

- Gauteng was the most outstanding province in-terms of viewing all the channels
- North west was the second best while the rest was not spending most of the time watching tv

Recommendations

- Create Content to Provincial preferences
- Strengthen high performing Channels
- Improve engagement in low view provinces
- Provide diversity content based on gender