

# Television Audience Pattern



# AGENDA

**1.  
Race  
Distribution**

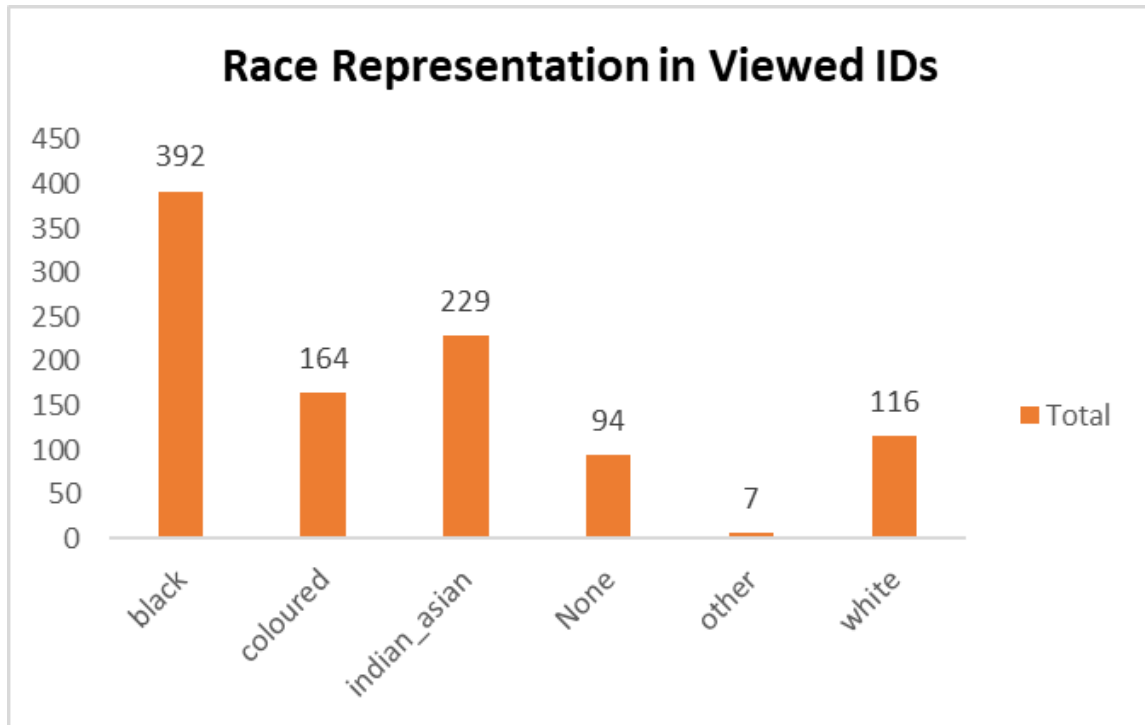
**2.  
Gender  
Distribution**

**3.  
Provincial  
Distribution**

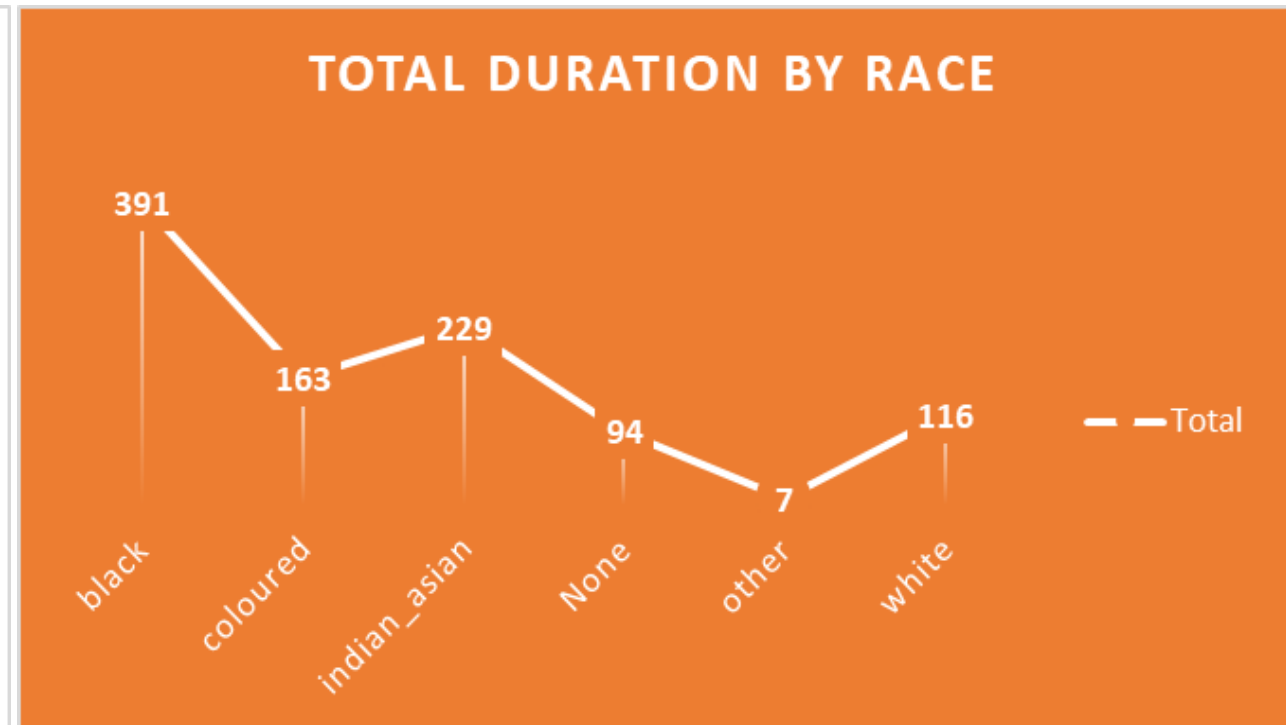
**4.  
Channel  
Engagemen  
t**

**5.  
Recommend  
ations**

# Race Distribution



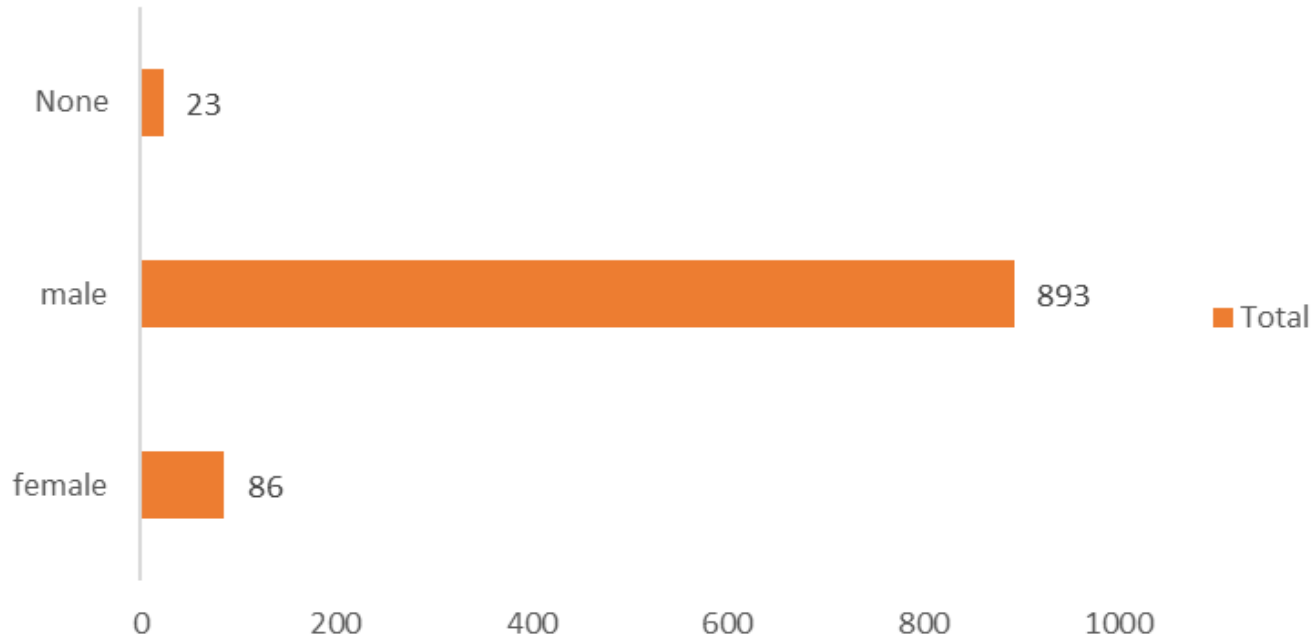
- Blacks had created more ids and followed by Indian-Asian
- Coloured and white started to indicate a huge gap in declining.



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

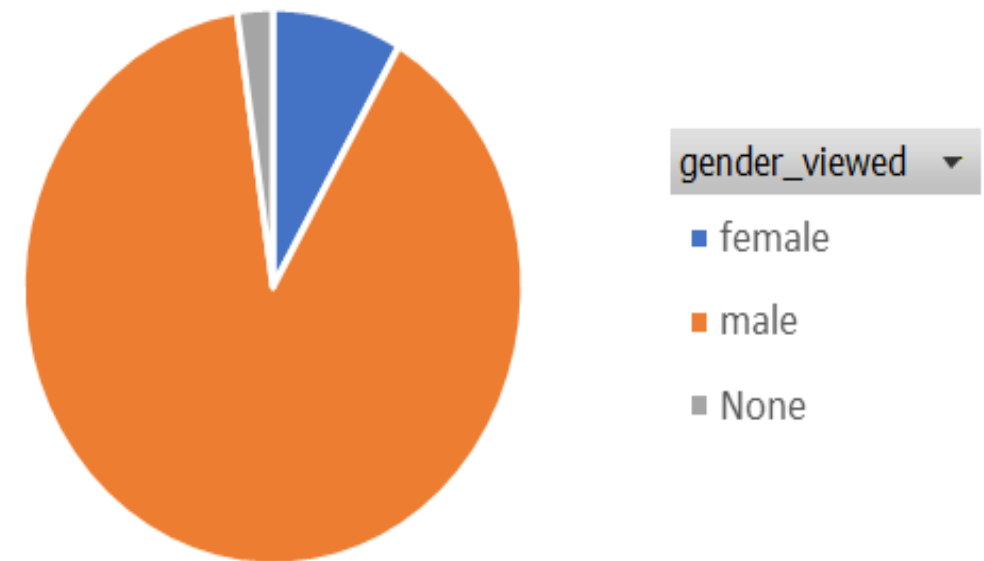
# Gender Distribution

***Channels Viewed by Gender***



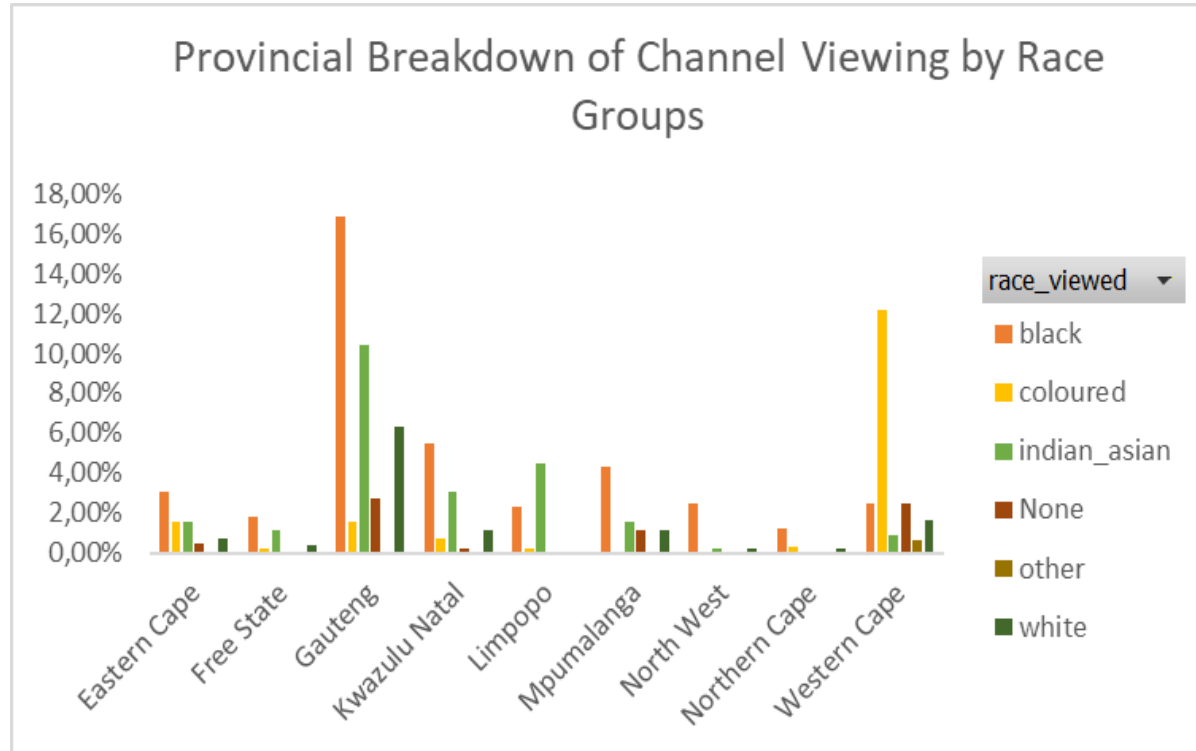
➤ Males dominated both female and the uncategorized gender in viewing channels.

**Participated duration per Gender**

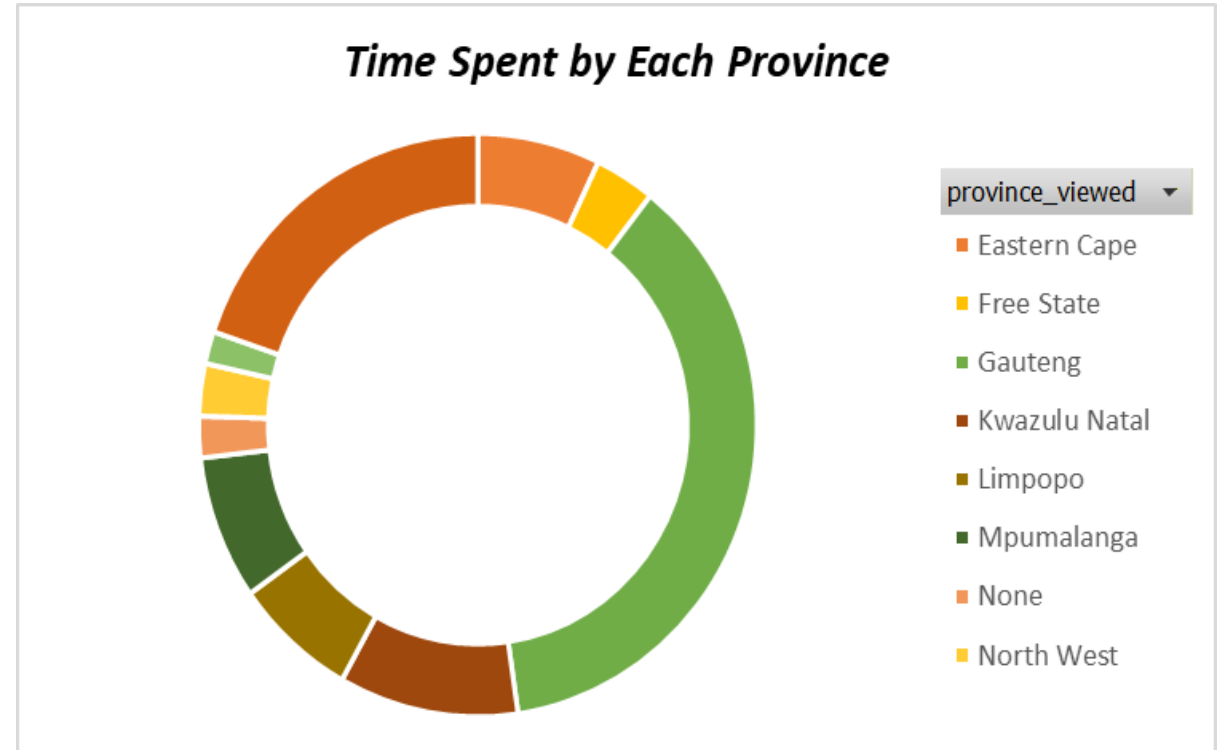


➤ Males spent most of their time viewing channels probably watching sport, females was the second best and the uncategorised was last.

# Provincial Distribution



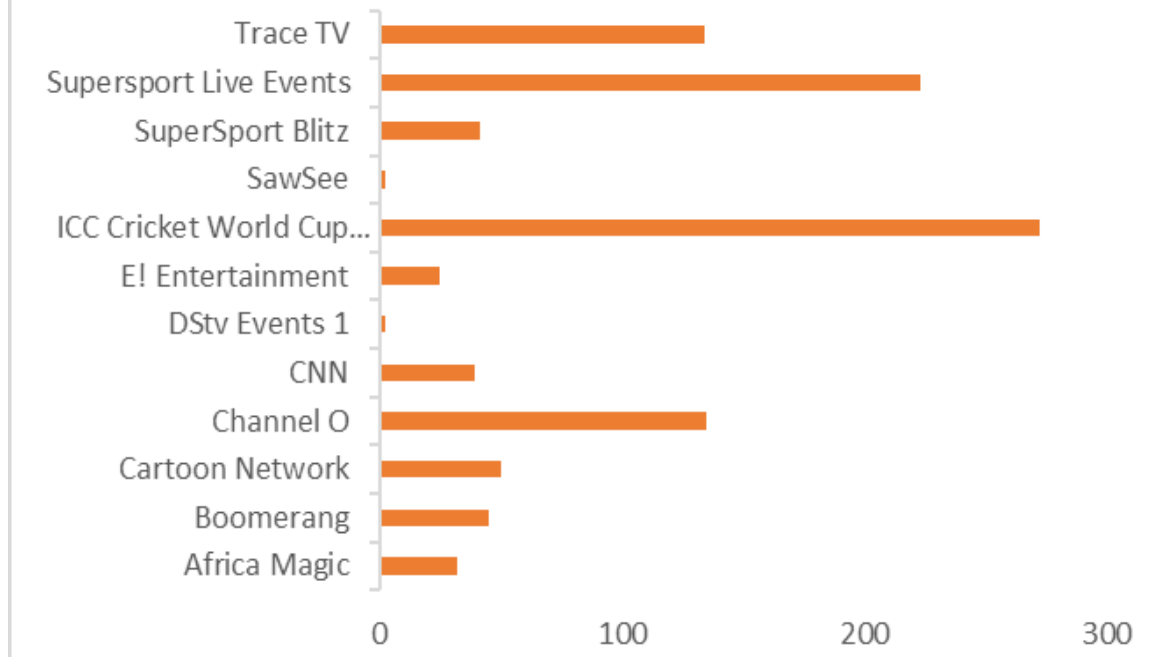
- Gauteng was the most performing province in viewing channels by different race.
- Followed by the Western Cape and the rest showed a decline



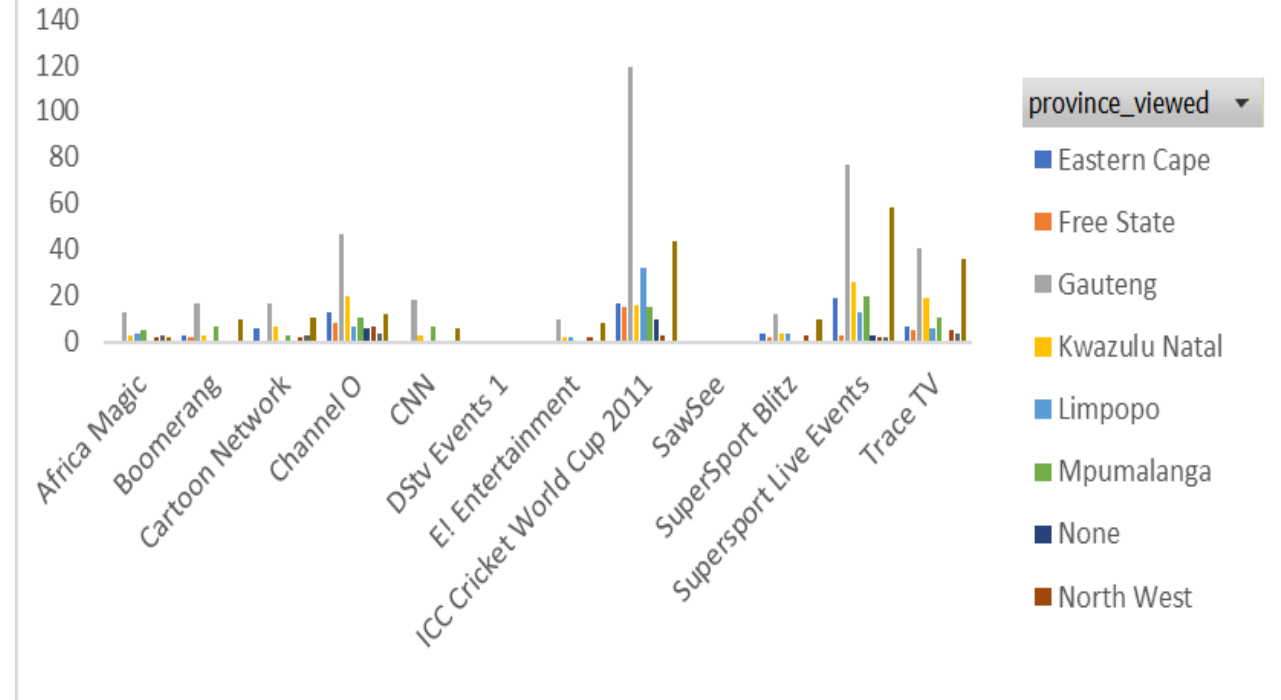
- Gauteng spent most of their time viewing channels then Western Cape became the second best.

# Channel Engagement

## Most viewed Channel Overview



## Channel Watch Time Across Provinces



- 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