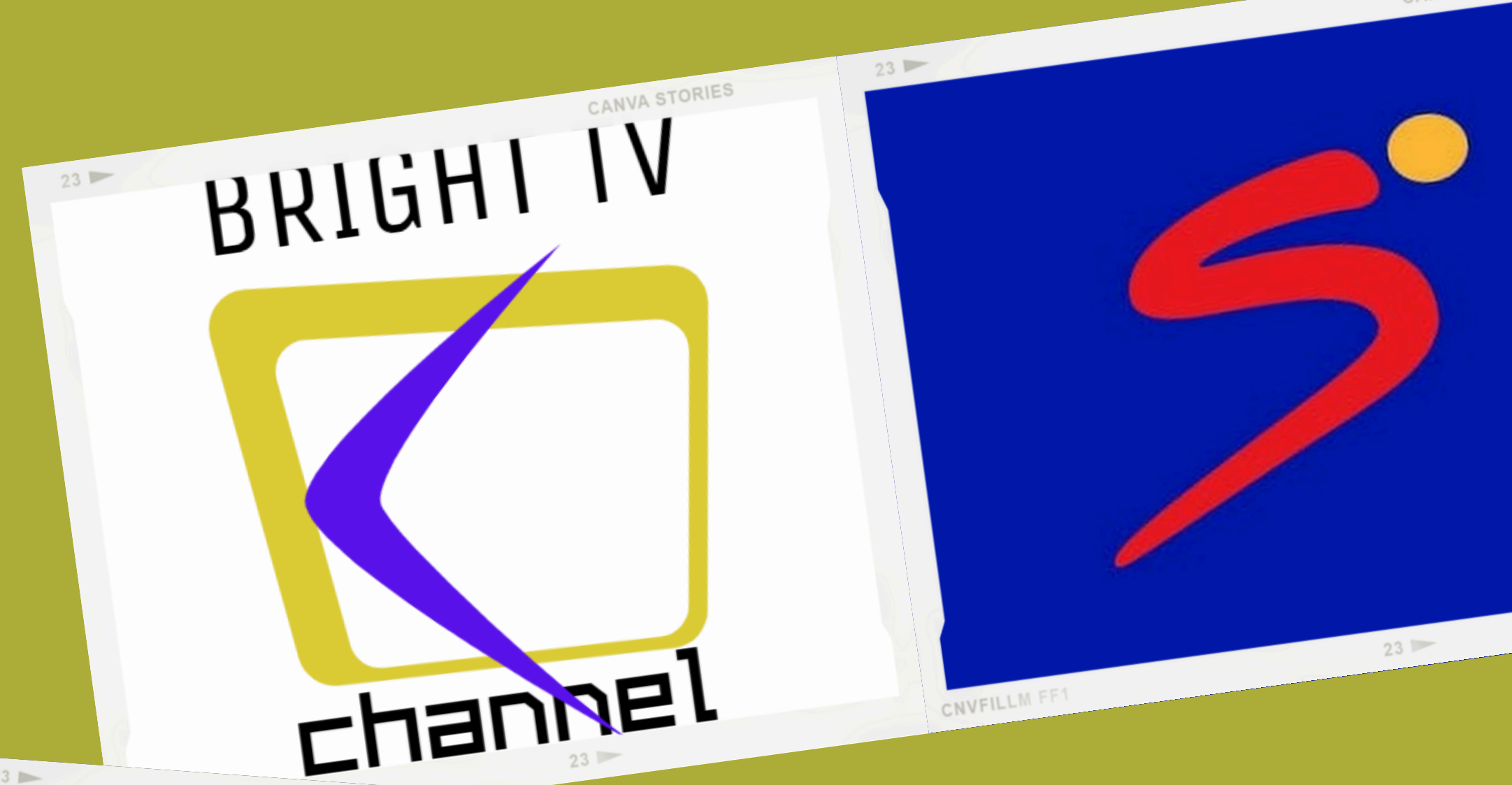


BRIGHT TV



VIEWERSHIP ANALYTICS

YOLANDA SLAMADIEN

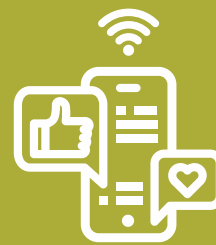


Analysis Overview



Trends

Insights on Channel
usage and User
Trends.



TREND INFLUENCES

Determining
whether these
trends are
influenced by word
of mouth or socail
media



Recommendations

From this report, what
recommendations would
I give to Mr CEO



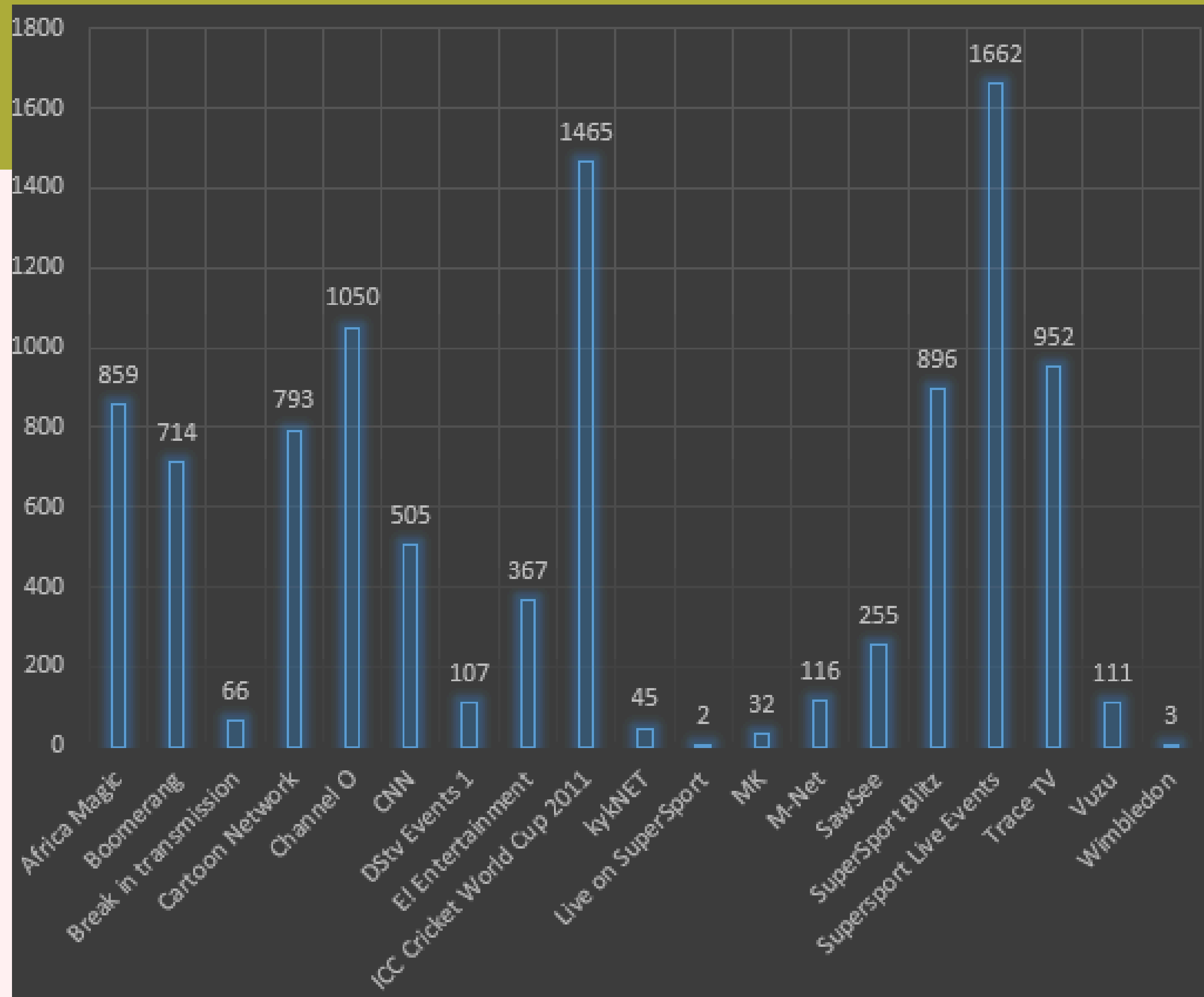
OVERALL ANALYSIS

My overview
analysis

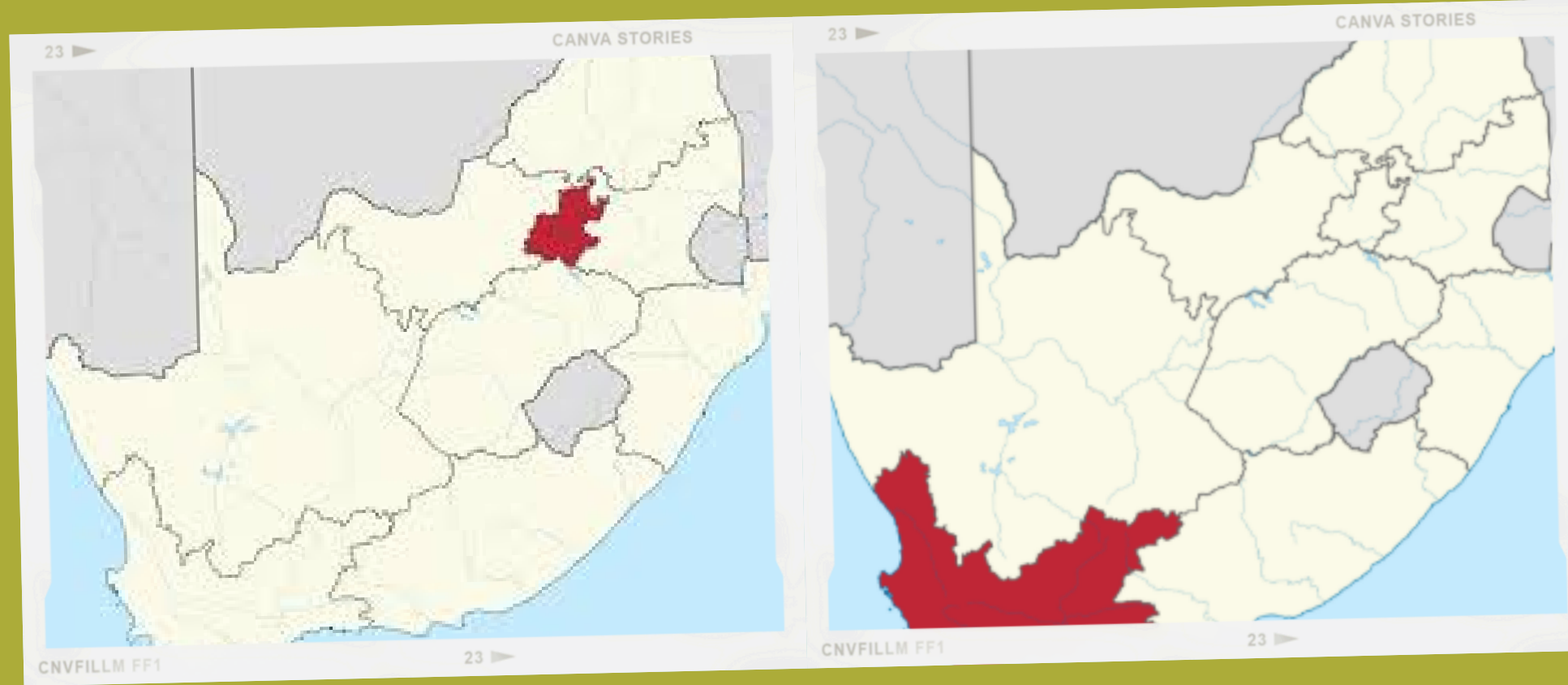
MOST WATCHED CHANNELS



CHANNEL TRENDS

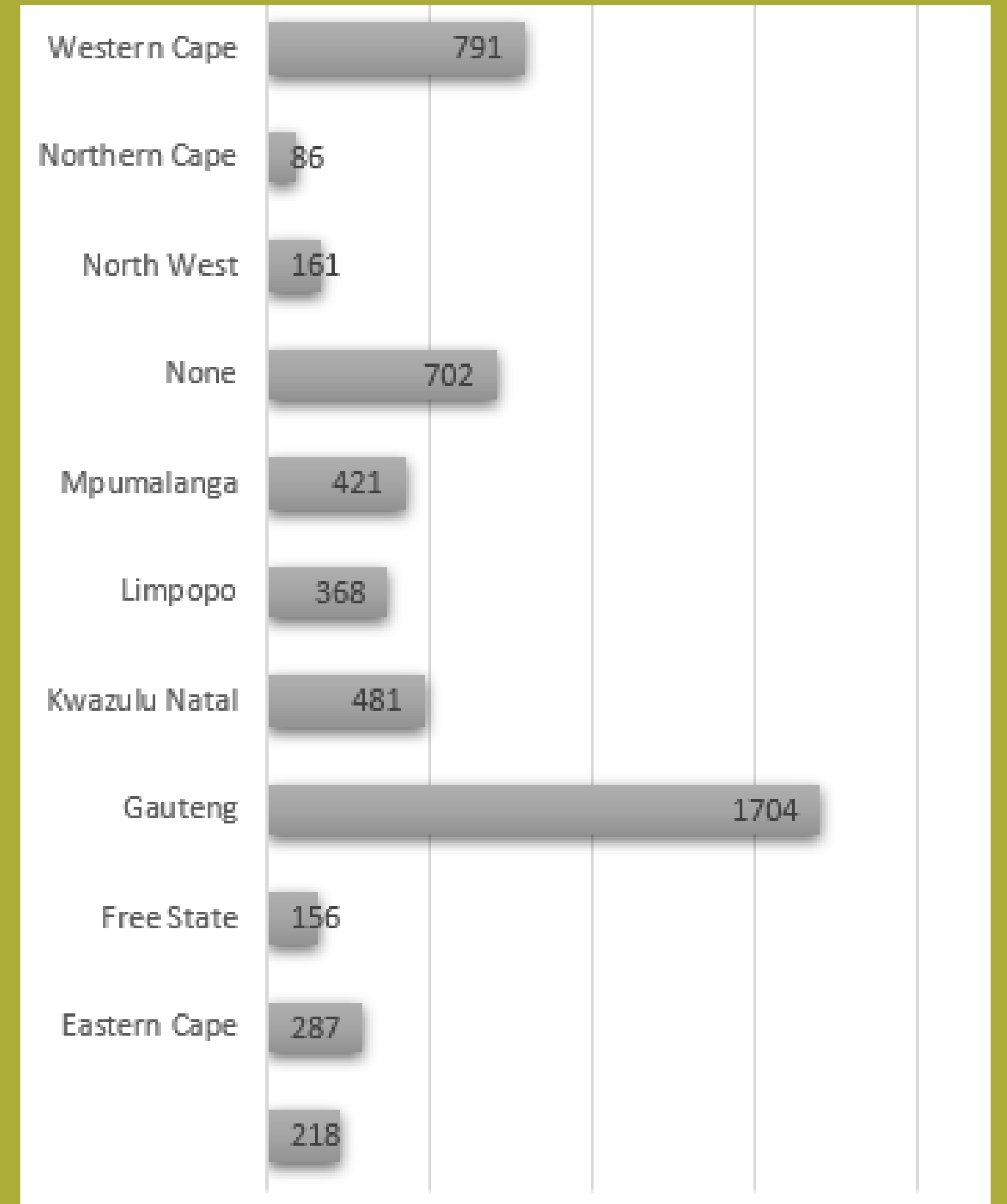


VIEWERSHIP PER PROVINCE



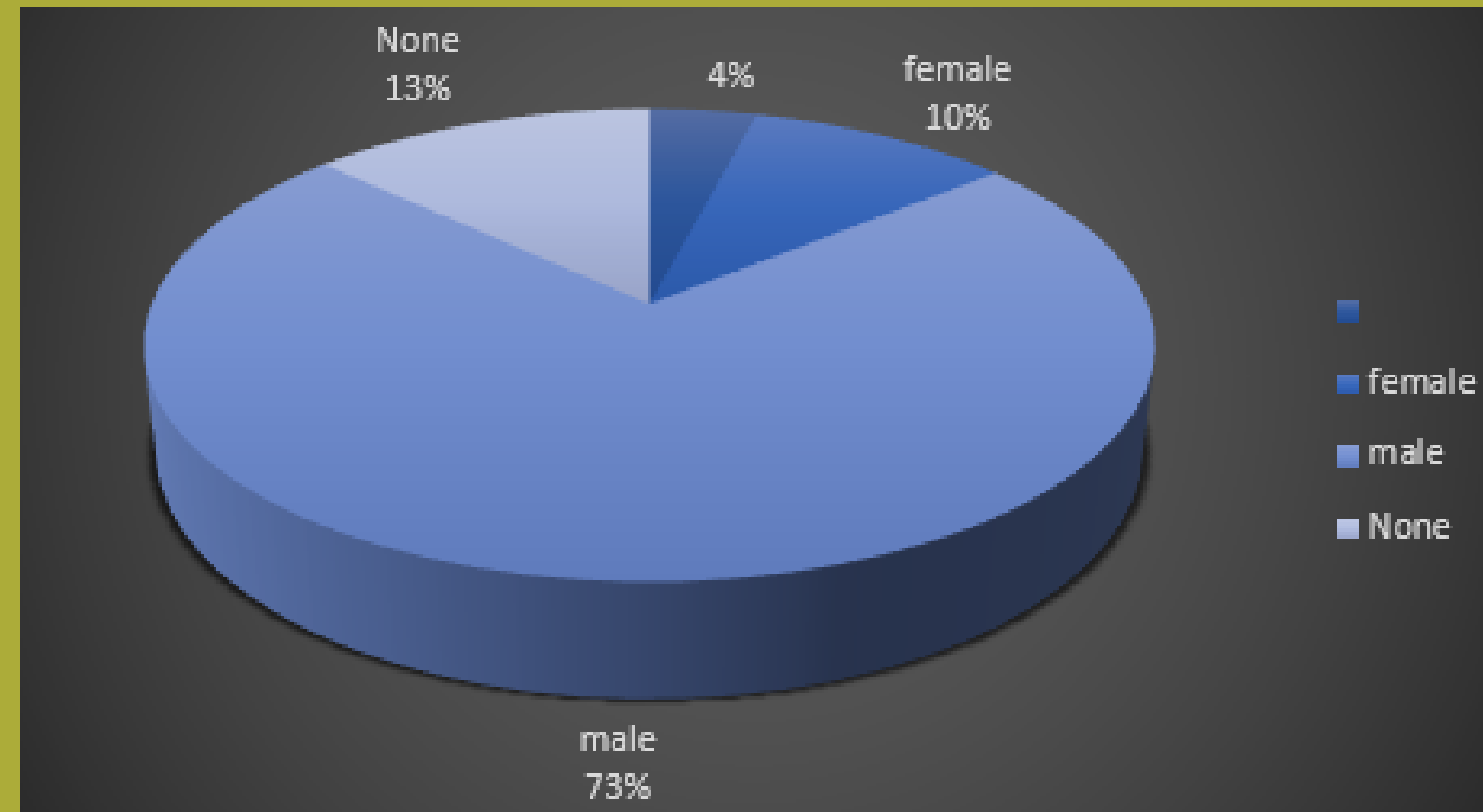
Insights

- Gauteng Dominates with its viewership with over a 3rd.
- Western Cape and Kwa-zulu Natal are the two solid secondary most viewed markets.
- There is a notable 15.1 % with no Province listed.
- Smaller provinces like Northern Cape, Free State and North West penetrate less than 4% of the total viewership.





GENDER



➔ **Males:** Dominate the platform, making up nearly 3 Quarters of Bright TV's Subscriber base.

➔ **Females:** Holding only a 10% of Subscriptions.

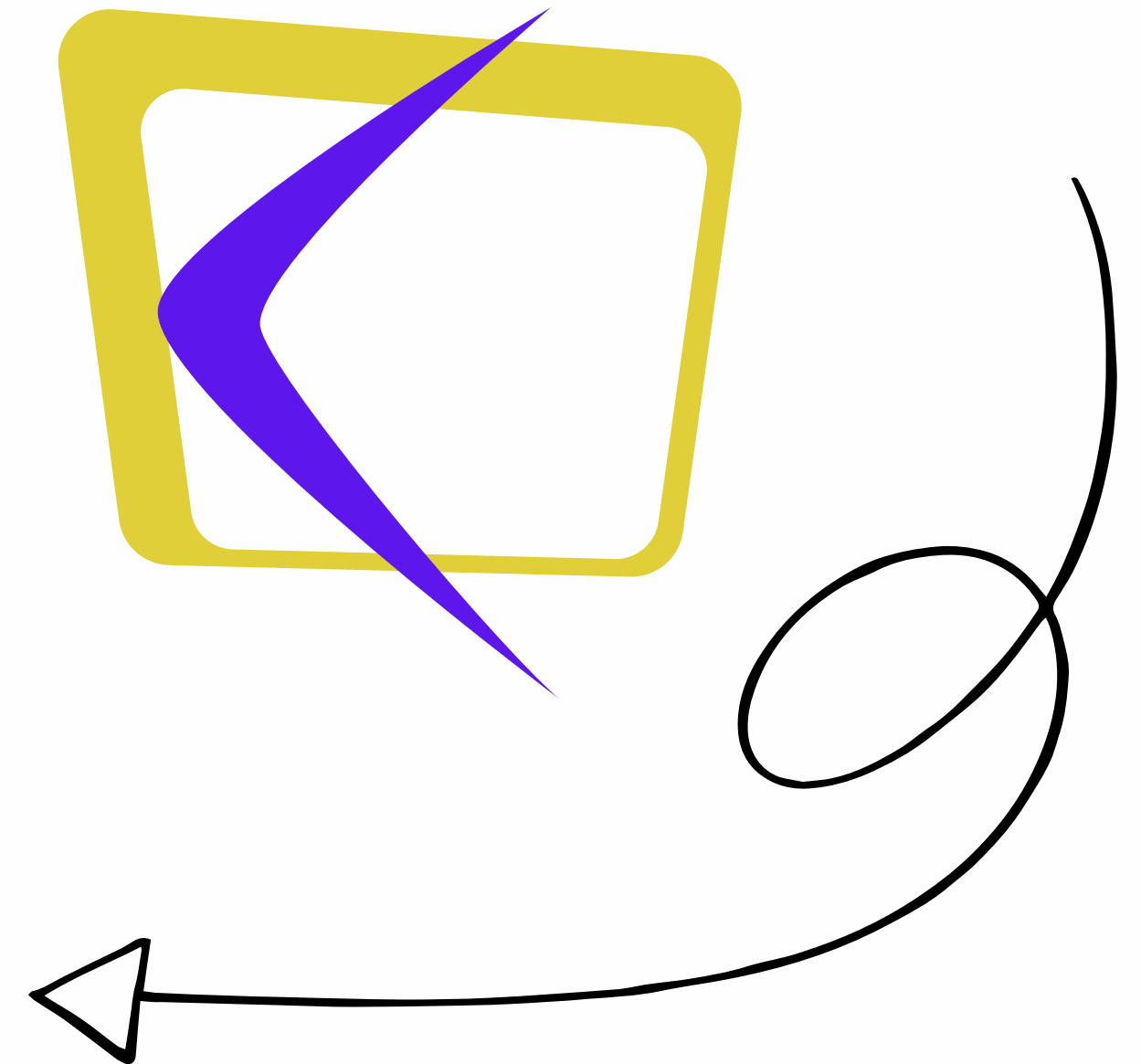
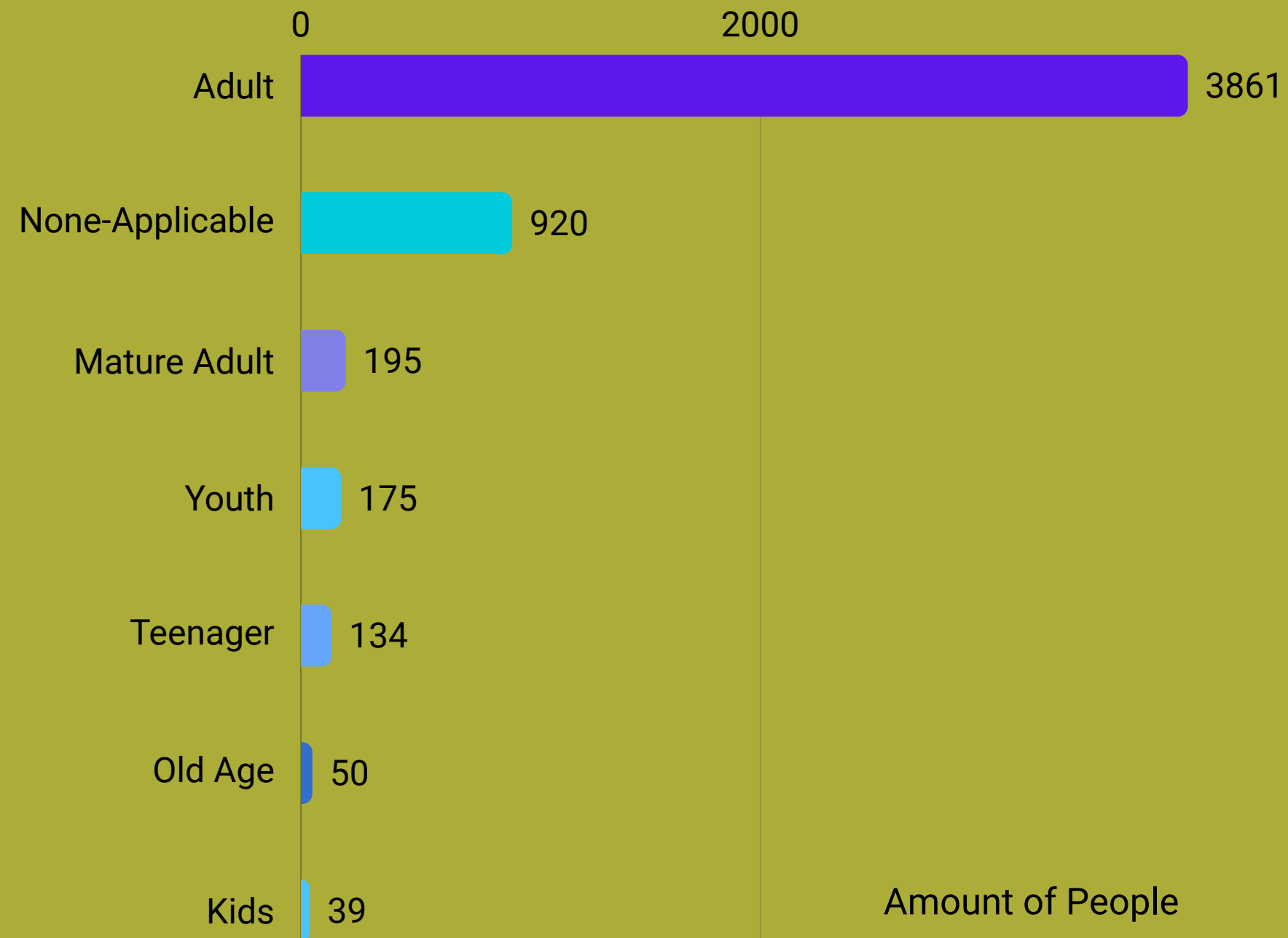
➔ 13% Of the users chose not to fill in this category.
and 4% of these are Uncategorized.

RACE



Race	%	Amount
Black	34%	1811
Colored	13%	679
White	14%	760
Indian_Asian	14%	768
None	20%	1078
Other	1%	48
Uncategorized	4%	231

AGE RANGE





Age Range	Description	Amount of People
0	None-Applicable	920
1-12 Years	Kids	39
13-18 Years	Teenager	134
19-21 Years	Youth	175
22-50 Years	Adult	3861
51-60 Years	Mature Adult	195
> 60	Old Age	50



Top channels viewed during specific times

Channel	Time
Superport Live Events	9pm - 1am
ICC Cricket World Cup 2011	6pm - 10pm
Channel O	10am - 3pm
Trace TV	11am - 3pm
Supersport Blitz	4pm - 9 pm

BRIGHT TV VIEWERSHIP REPORT

ANALYSIS

Audience Demographics

- Male Dominance: Nearly 75% of subscribers are male.
- Underrepresented Females: Females make up only 10% of the audience.
- Age Distribution:
 - Core audience is Adults (22–50 years) at 3861 users.
 - Youth (13–21) and older audiences (>50) are minimal.
- A significant group (920) did not specify age.

Geographic Viewership

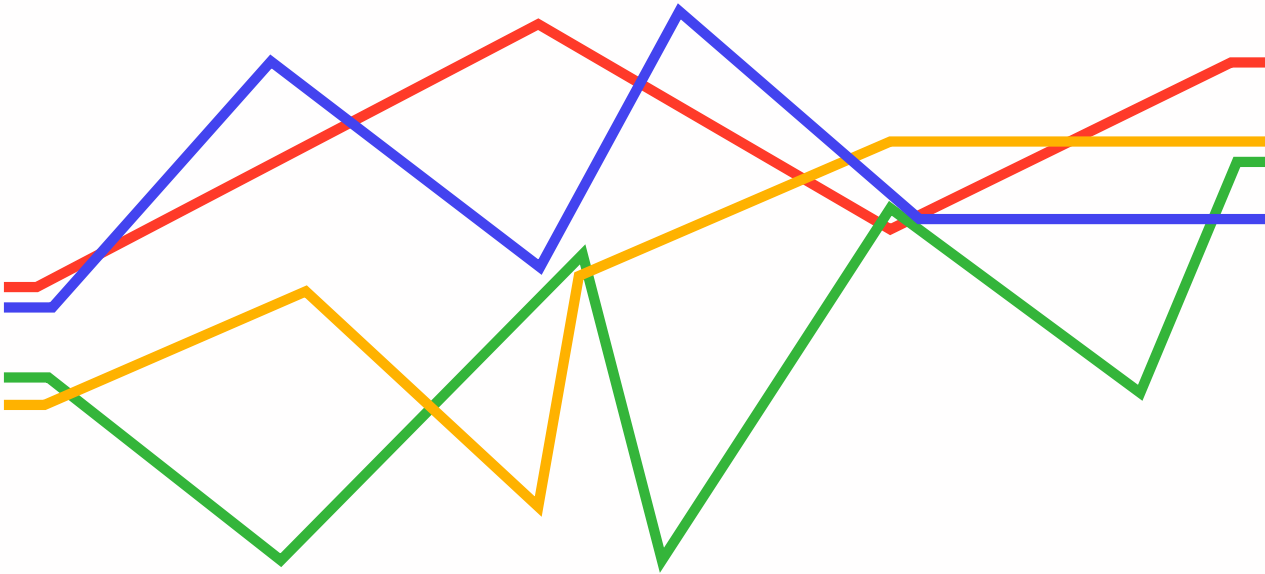
- Gauteng: Over 33% of total viewership.
- Western Cape & KwaZulu-Natal: Secondary markets.
- Low Penetration: Northern Cape, Free State, and North West provinces (<4%).

Race Breakdown

- Black: 34%
- Indian/Asian: 14%
- White: 14%
- Colored: 13%
- Unspecified (None/Uncategorized): 24% combined

Content and Viewing Times:

- Top Channels by Time Slot:
 - SuperSport Live Events: 9 PM–1 AM
 - Supersport Blitz: 4 PM–9 PM
 - Channel O / Trace TV: 10 AM–3 PM
 - ICC Cricket World Cup: 6 PM–10 PM
-



✓ Strategic Initiatives

Audience Diversification

- Increase Female Engagement:
- Develop female-oriented programming (talk shows, lifestyle).
- Collaborate with female influencers.

Target Youth Demographics:

- Create interactive, short-form content.
- Use TikTok/Instagram partnerships for promotion.

Data Enrichment

- Encourage complete demographic profiles via:
- Incentives (e.g., giveaways, premium access).
- In-app surveys and gamified data collection.



Content Scheduling Optimization

- Focus content rollouts during 6 PM–1 AM, peak engagement hours.
- Test live or exclusive content during less populated hours to fill gaps.

Social Media Integration

- Monitor viewer spikes from social trends.
- Develop agile content responsive to online conversations.



Viewer Loyalty & Retention

- Launch a loyalty program with exclusive perks.
- Implement personalized content recommendations based on viewing history.



Executive Takeaways

Bright TV has a strong core audience but must address demographic and regional gaps.

Strategic content and marketing initiatives can boost engagement, retention, and growth across untapped markets.

Thank you!



Feel free to approach me for more dating tips and tricks!