



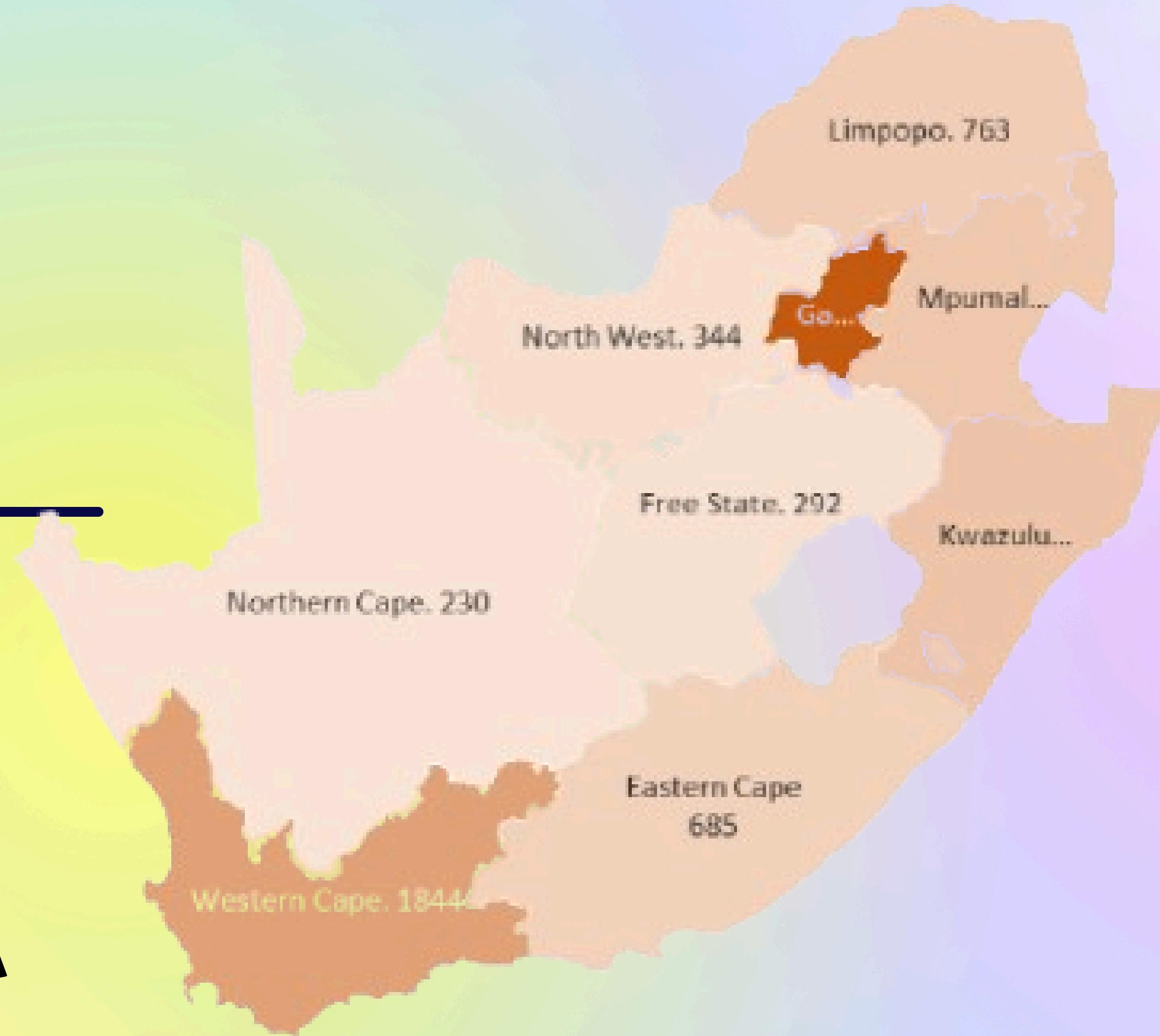
# DATA ANALYTICS REPORT

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# PROVINCIAL VIEWERSHIP DISTRIBUTION

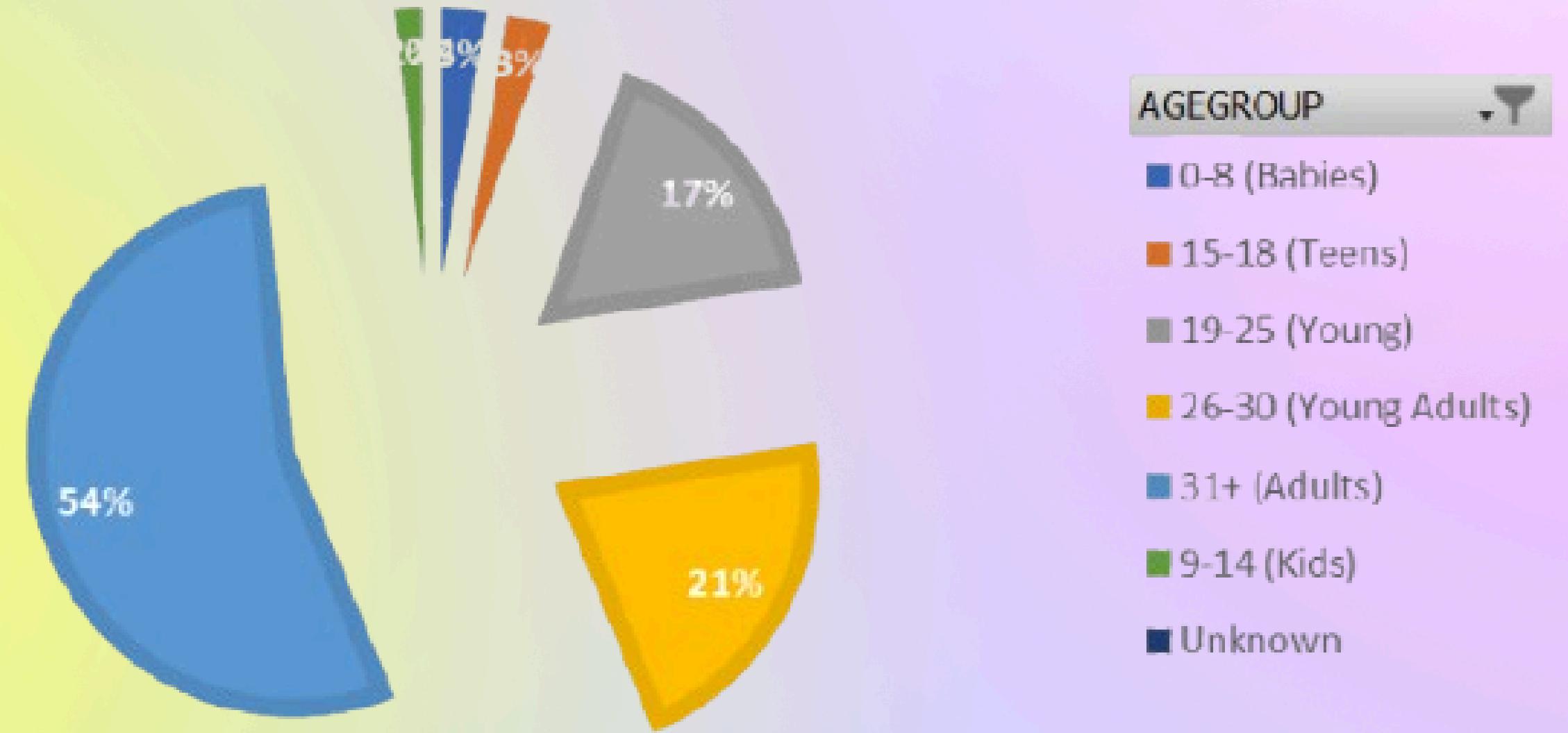
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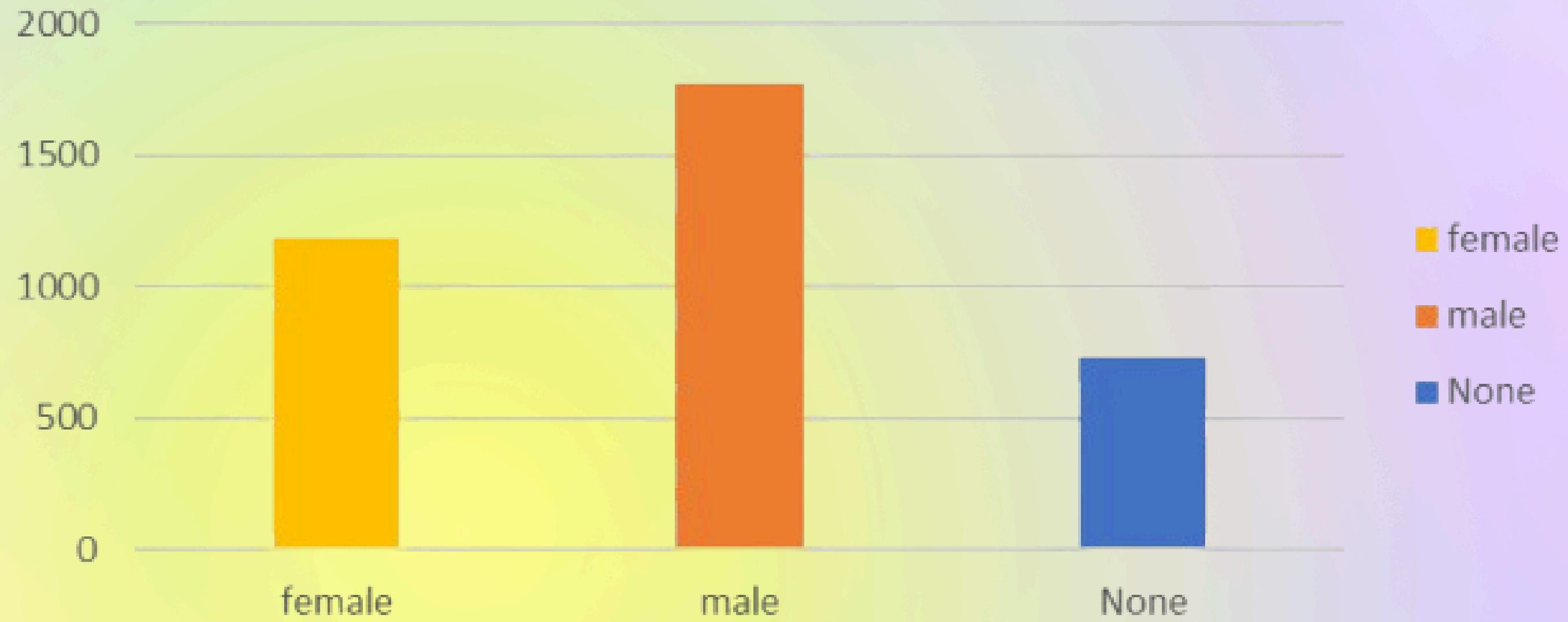
## **VIEWERSHIP DISTRIBUTION BY AGE GROUP**



### **USER DISTRIBUTION BY AGE GRP**



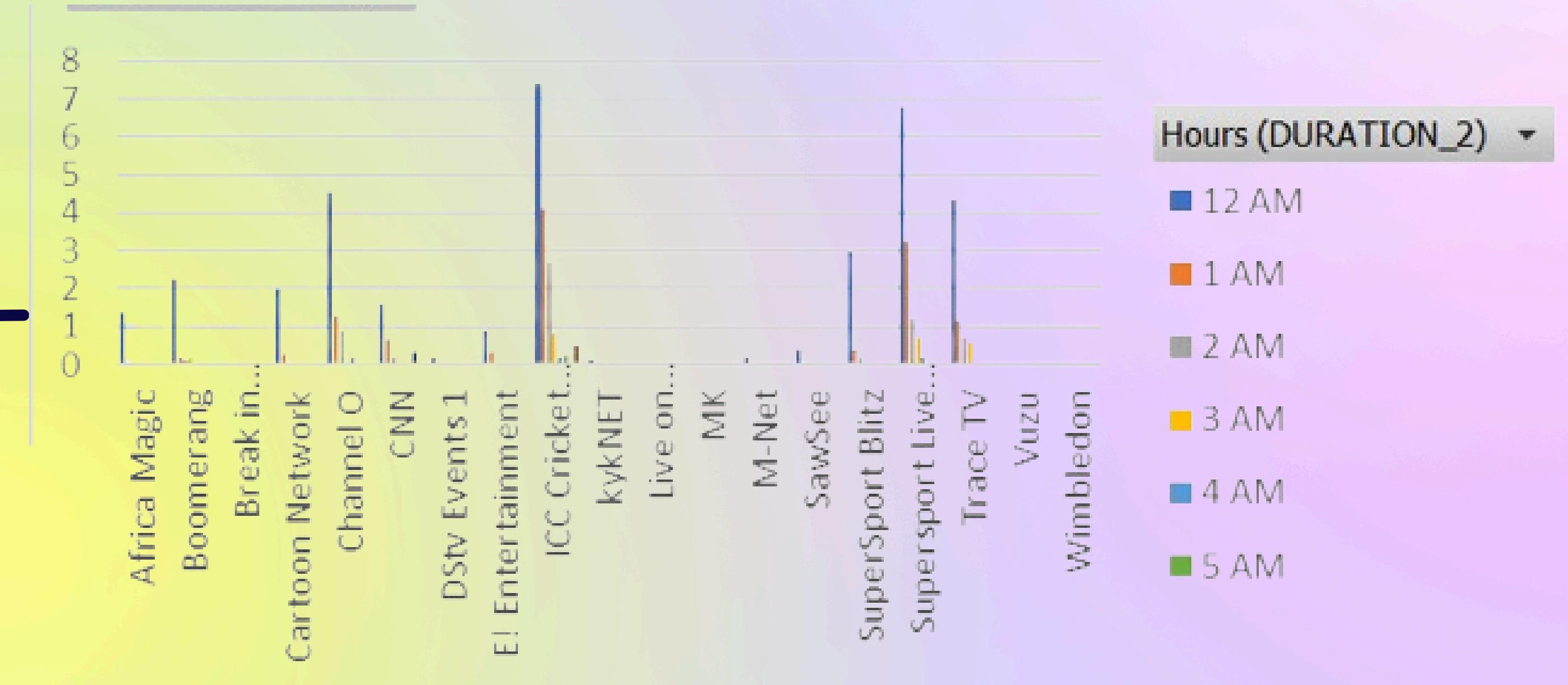
## WATCH TIME BY GENDER



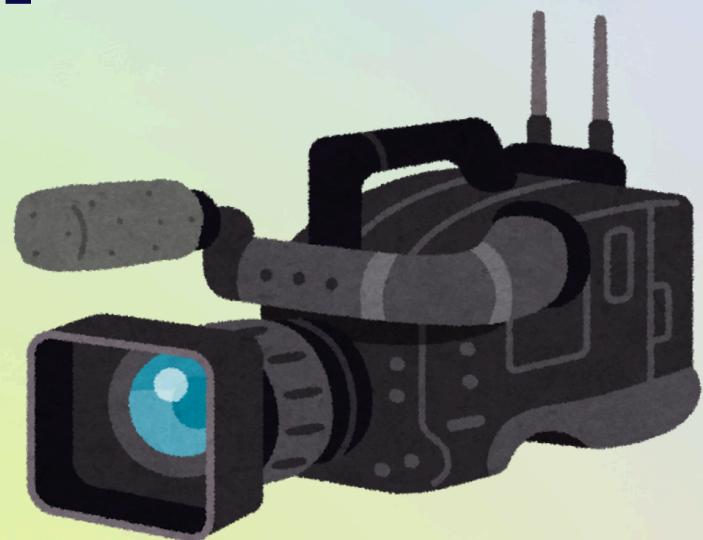
## WATCH TIME BY GENDER



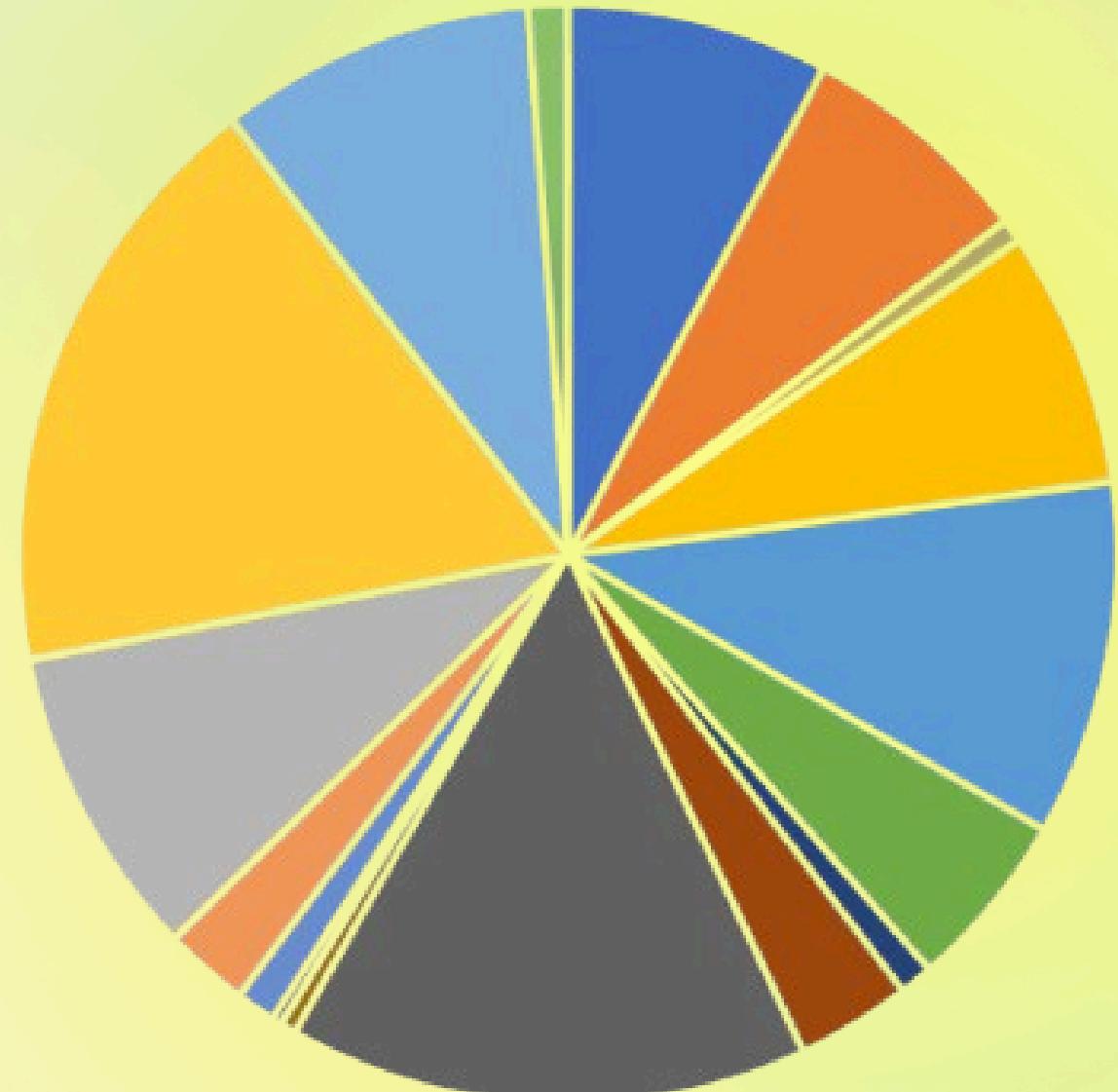
# VIEWERSHIP BY TIME



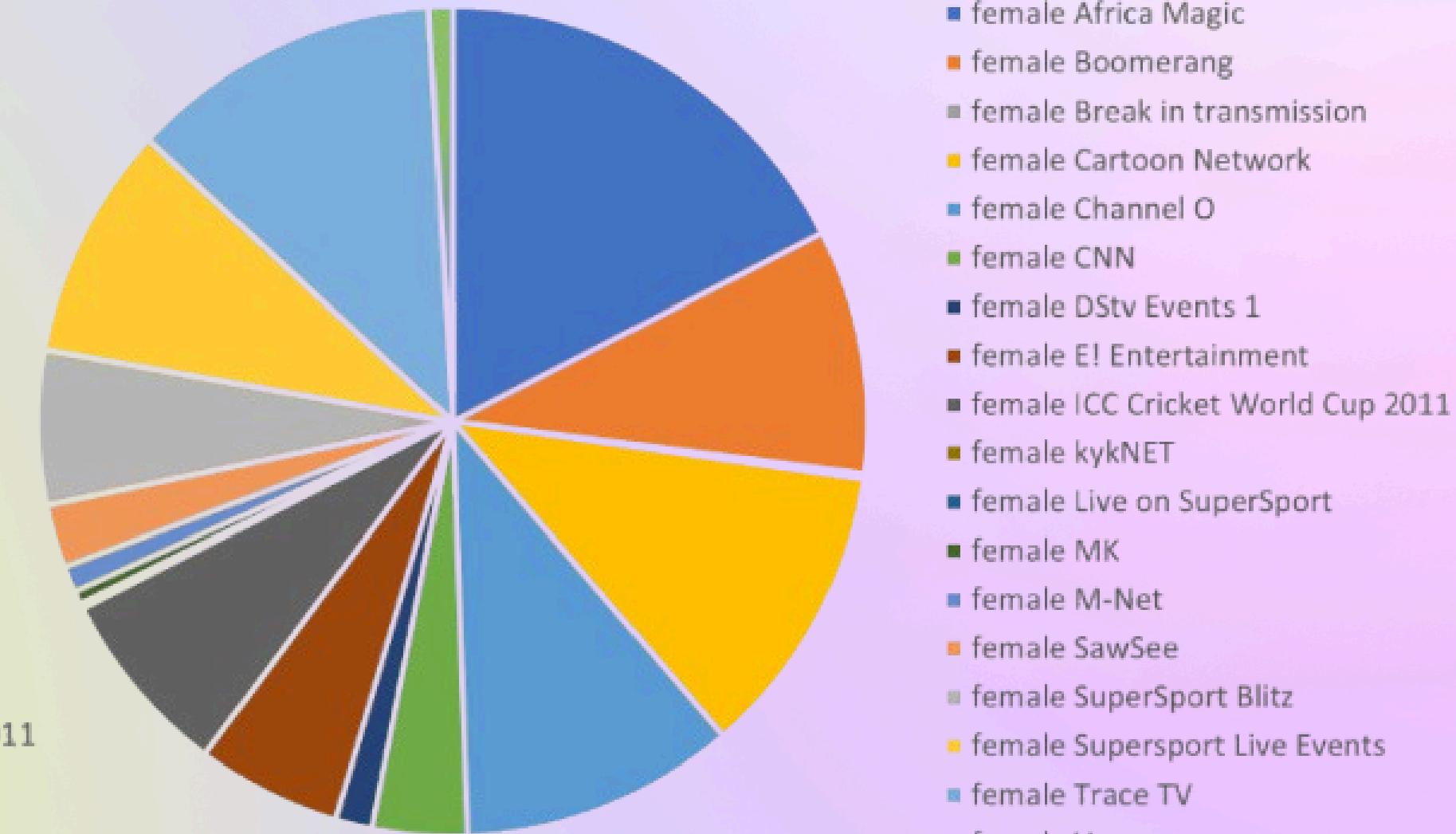
# VIEWERSHIP BY GENDER



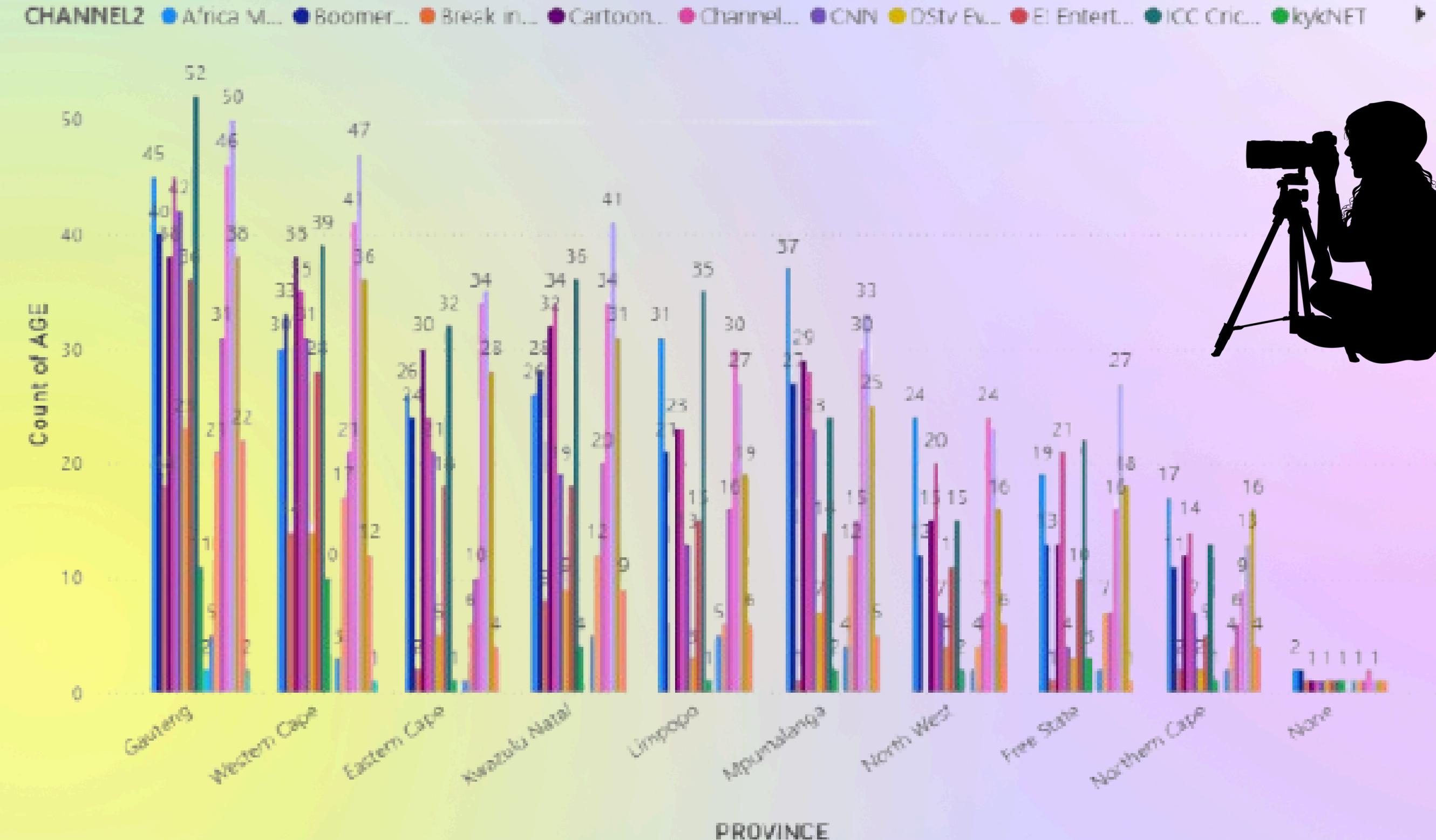
MALES - 8761



FEMALES - 977

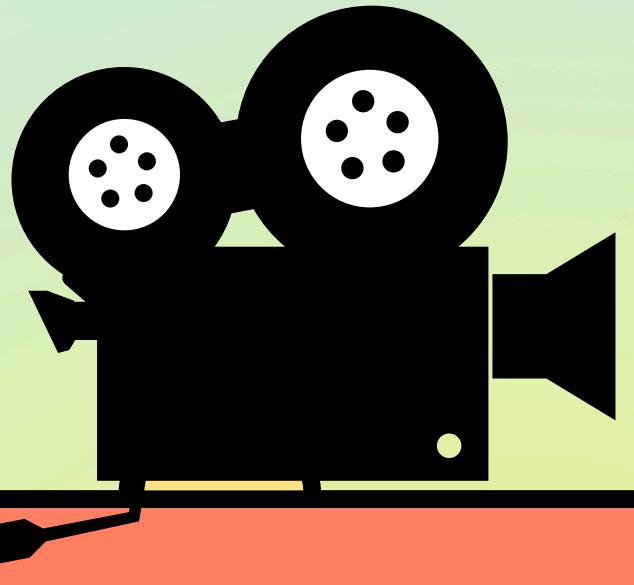


## VIEWERSHIP BY AGE & PROVINCE



BTV

# RECOMMENDATIONS

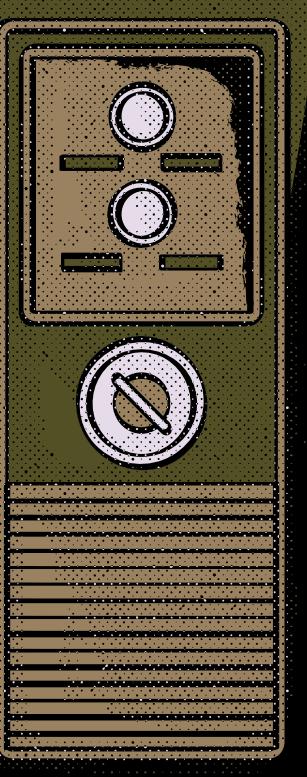


Explore channel-specific preferences to tailor future content.

Focus content strategies on the 31+ adult demographic for better engagement.

Enhance content targeting females, given their higher watch time.

Optimize content release timings around late-night hours when viewership peaks.



# Thank You

