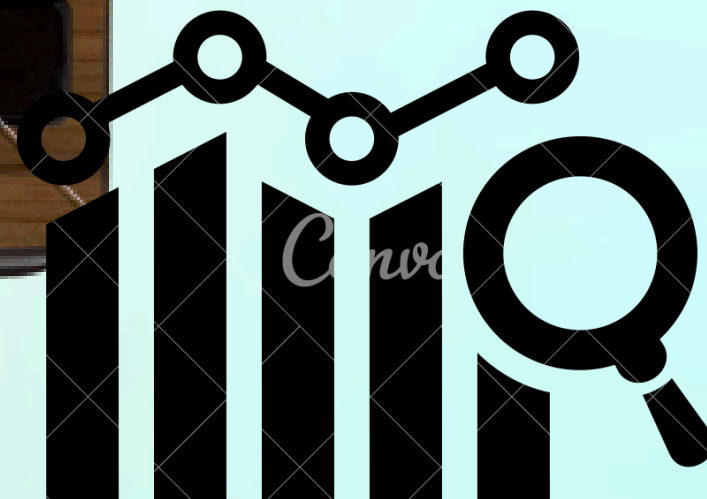


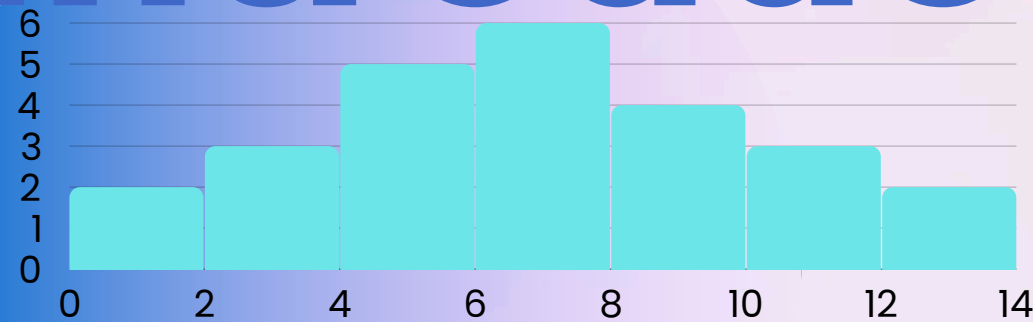
BRIGHT TV

**ASAVELA
NGWENYA**





Introduction

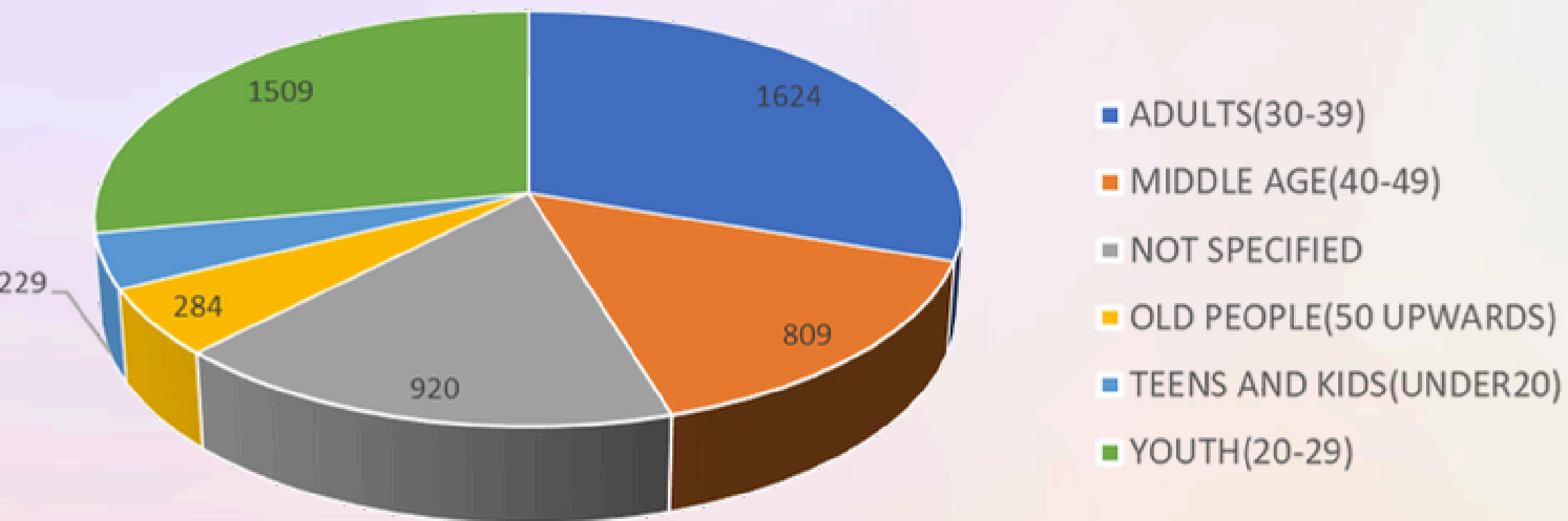


- **BRIGHT TV is a direct broadcast satellite service operating in South Africa. The service provides audio, video, and television channels and services to subscribers across South Africa.**
- **The objective of this presentation is to generate insights that will assist in increasing viewership for Bright-TV and attract more subscribers.**

ANALYSIS

AGE DEMOGRAPHICS

Viewers by Age Grouping



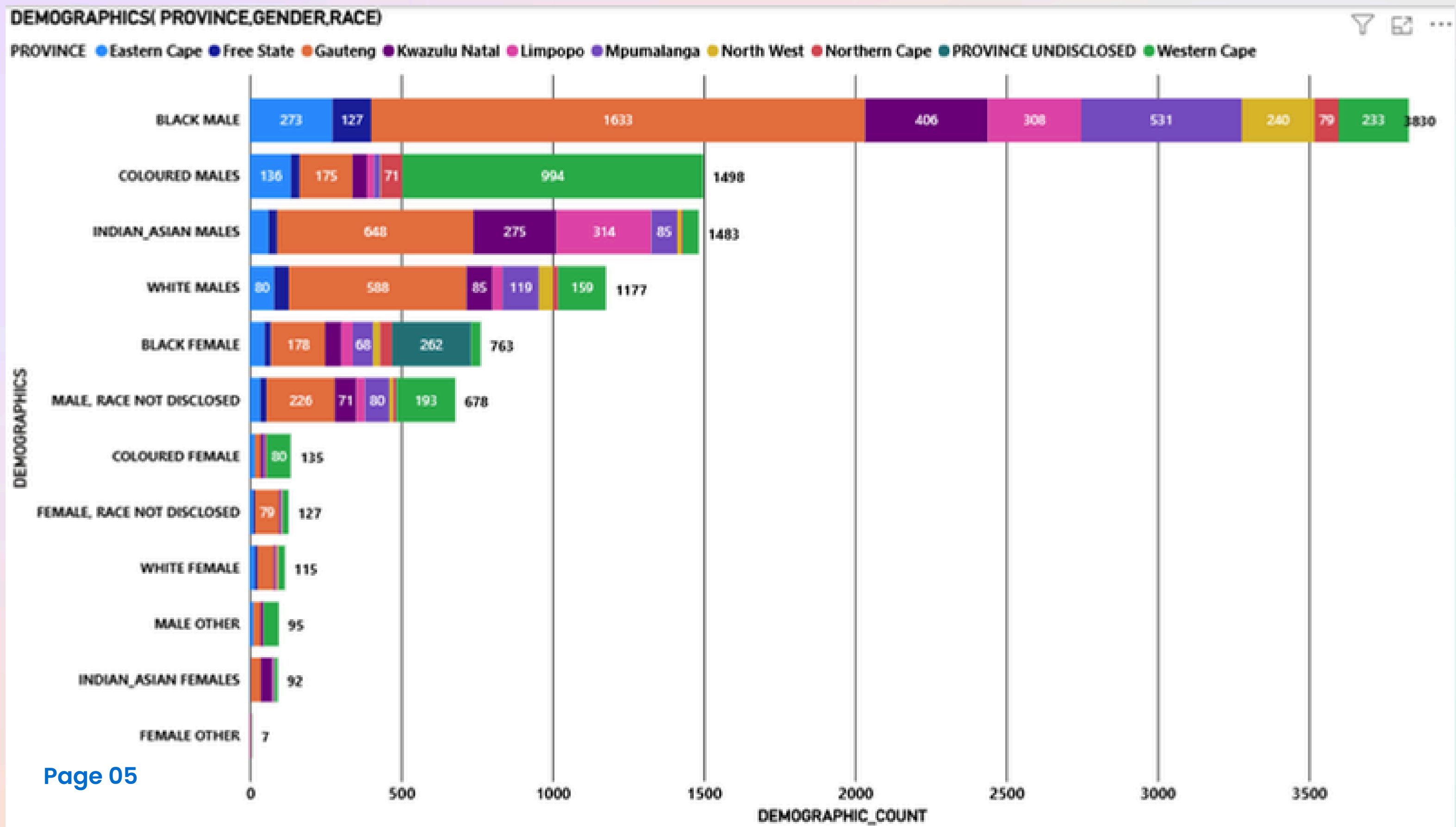
- Teenagers and children have the lowest viewership levels, primarily due to age restrictions on certain shows.
- Adults ranging from 30 – 39 years have most viewership.

GENDER AND RACE



GENDER AND RACE	Eastern Cape	Free State	Gauteng	Kwazulu Natal	Limpopo	Mpumalanga	North West	Northern Cape	Western Cape	PROVINCE UNDISCLOSED	Grand Total
BLACK MALE	273	127	1633	406	308	531	240	79	233		3830
COLOURED FEMALE	16	1	18	8		7		5	80		135
COLOURED MALES	136	28	175	47	25	20	2	71	994		1498
BLACK FEMALES	48	22	178	54	38	68	22	39	32	262	763
FEMALE OTHER					5				2		7
FEMALE, RACE NOT DISCLOSED	11	6	79	4	2	3	1	2	19		127
INDIAN_ASIAN FEMALES	3		33	37	3	5	2		9		92
INDIAN_ASIAN MALES	62	28	648	275	314	85	14	4	53		1483
MALE OTHER	11	2	22	8	2				50		95
MALE, RACE NOT DISCLOSED	34	21	226	71	28	80	12	12	193	1	678
WHITE FEMALE	16	9	54	6	4		3	2	21		115
WHITE MALES	80	48	588	85	34	119	48	16	159		1177
Grand Total	690	292	3654	1001	763	918	344	230	1845	263	10000

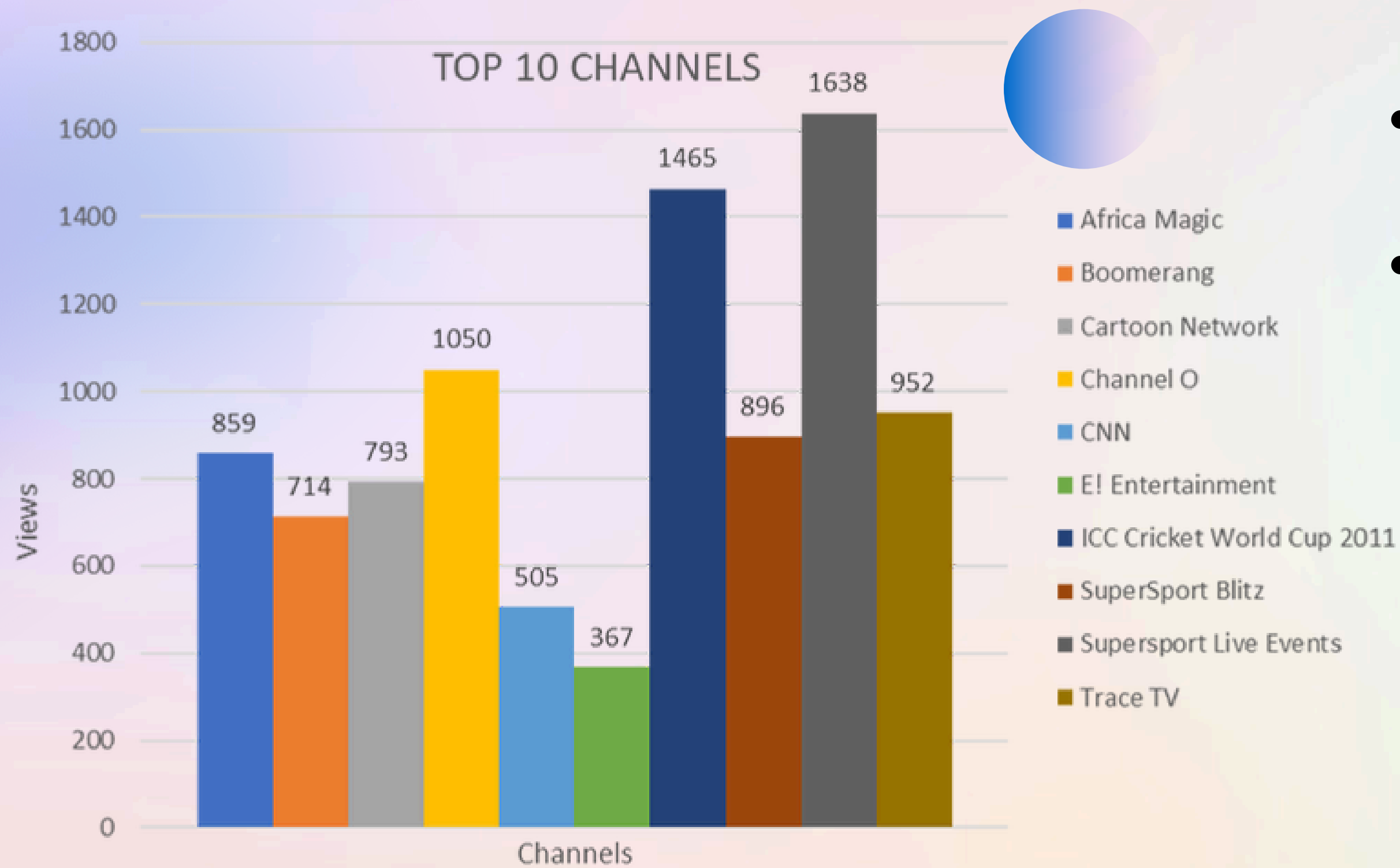
GENDER AND RACE GRAPH



ANALYSIS

- Gauteng has the highest population in South Africa, which contributes significantly to its dominance in viewership with over 3654 subscribers.
- 38.3% of the viewership is made up of black males.
- The Western Cape ranks second in overall viewership, with coloured males comprising the majority of the province's audience – 1 498 subscribers.
- Females make up only 12.39% of the total subscriber base.

ANALYSIS - TOP CHANNELS



- Supersport live events is the most viewed channel.
- ICC Cricket World Cup is the second most watched event, indicating that sports generate most of our views.

TOP VIEWERSHIP HOURS



Highly Engaged Subscribers =

NAME	SURNAME	GENDER	RACE	CHANNEL	DURATION
Carter	Arrieta	male	indian_asian	ICC Cricket World Cup 2011	11:29:28
Wilburn	Wigfall	male	None	CNN	07:24:22
Eli	Caves	male	indian_asian	ICC Cricket World Cup 2011	05:01:12
Lillie	Langenfeld	female	None	Supersport Live Events	04:49:00
Bess	Jacox	female	None	ICC Cricket World Cup 2011	04:36:12
Hyman	Tancredi	male	coloured	Channel O	04:17:48
Samuel	Pascarella	male	white	Supersport Live Events	04:10:46
Yong	Curran	male	indian_asian	ICC Cricket World Cup 2011	04:03:26
Charlie	Marek	male	None	Trace TV	03:44:33
Efren	Caves	male	white	Supersport Live Events	03:38:48

- A significant 7 out 10(70%) of our top users actively engaged with sports content.
- 2(20%) were focused on music channels.
- 1(10%) Person was more interested on News.

RECOMMENDATIONS TO INCREASE SUBSCRIPTIONS

- Introduce more child-friendly content to effectively tap into the teens and kids market segment.
- Offer incentives such as free viewing bundles to loyal subscribers to promote continued engagement and encourage word-of-mouth referrals.
- Sports content is our top-performing category; increasing its availability can help attract even more subscribers.
- The cricket world cup attracted a lot of views, we need to ensure we cover all sports big events like the Soccer World Cup, UFC etc.
- Tap into the female market by introducing popular reality TV shows that resonate with women audiences..



Thank You.
Thank You.
Thank You.