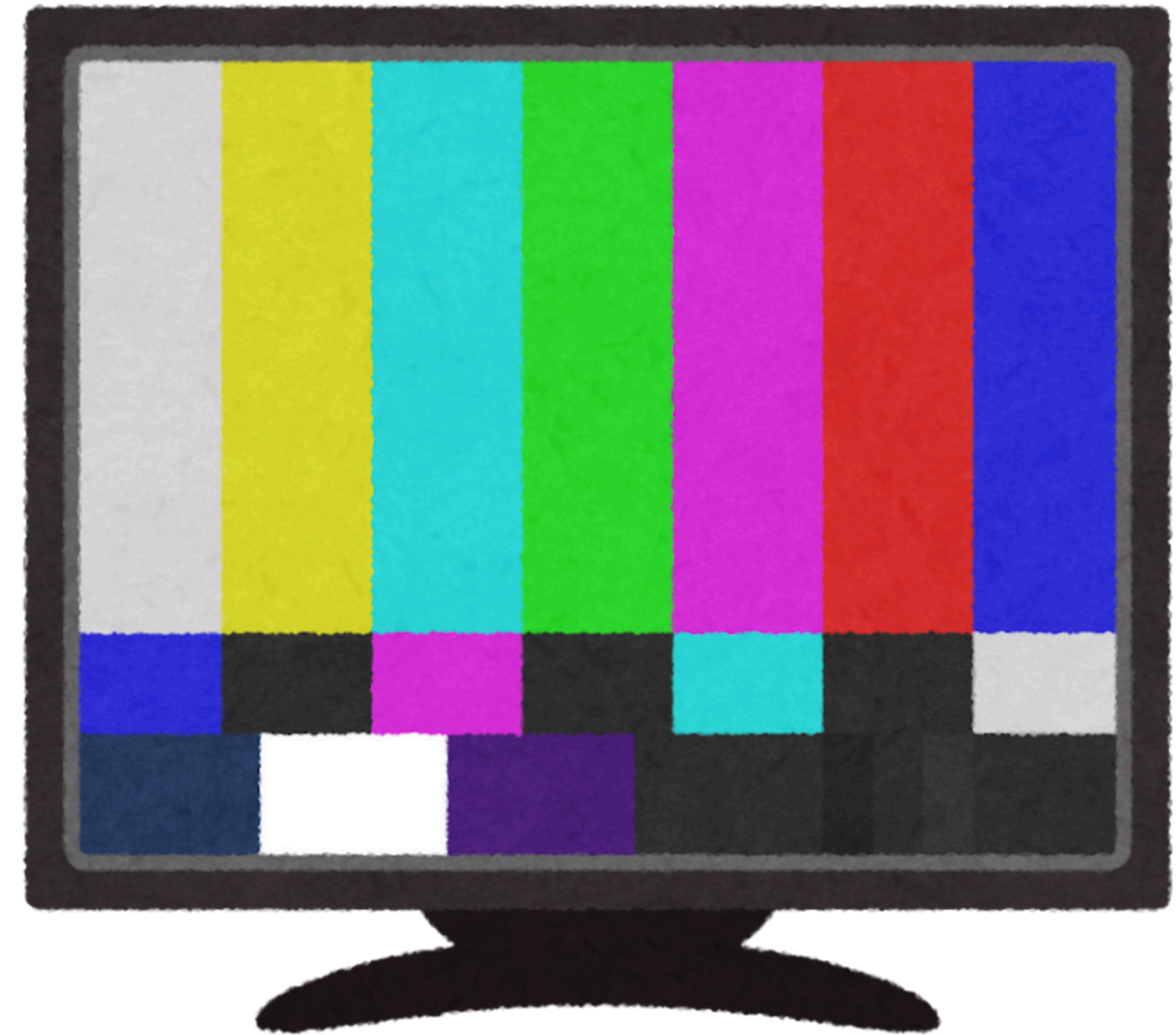


November 2025



BRIGHT TV Report

Prepared by Belinda Thando Mhlanga





Project Overview

Bright TV, a new local television station operating for only three months, is initiating a performance review to support strategic, data-driven decision-making.

Core Objectives for the Review

- Maximise Viewership: The primary goal is to increase the total number of viewers.
- Boost Subscription Options: The station aims to optimise and drive uptake for its subscription offerings.
- Enable Data-Driven Decisions: Stakeholders require clear, actionable insights to inform future strategy and investment decisions.

Data and Scope of the Analysis

- Time Period: The analysis covers three months (January, February, and March).
- Goal: To understand customer behaviour and usage trends.

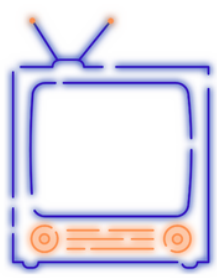
Key Metrics Collected:

Customer viewership patterns.
Channel preference and popularity.

Data Sources:

Information is pulled from two databases:

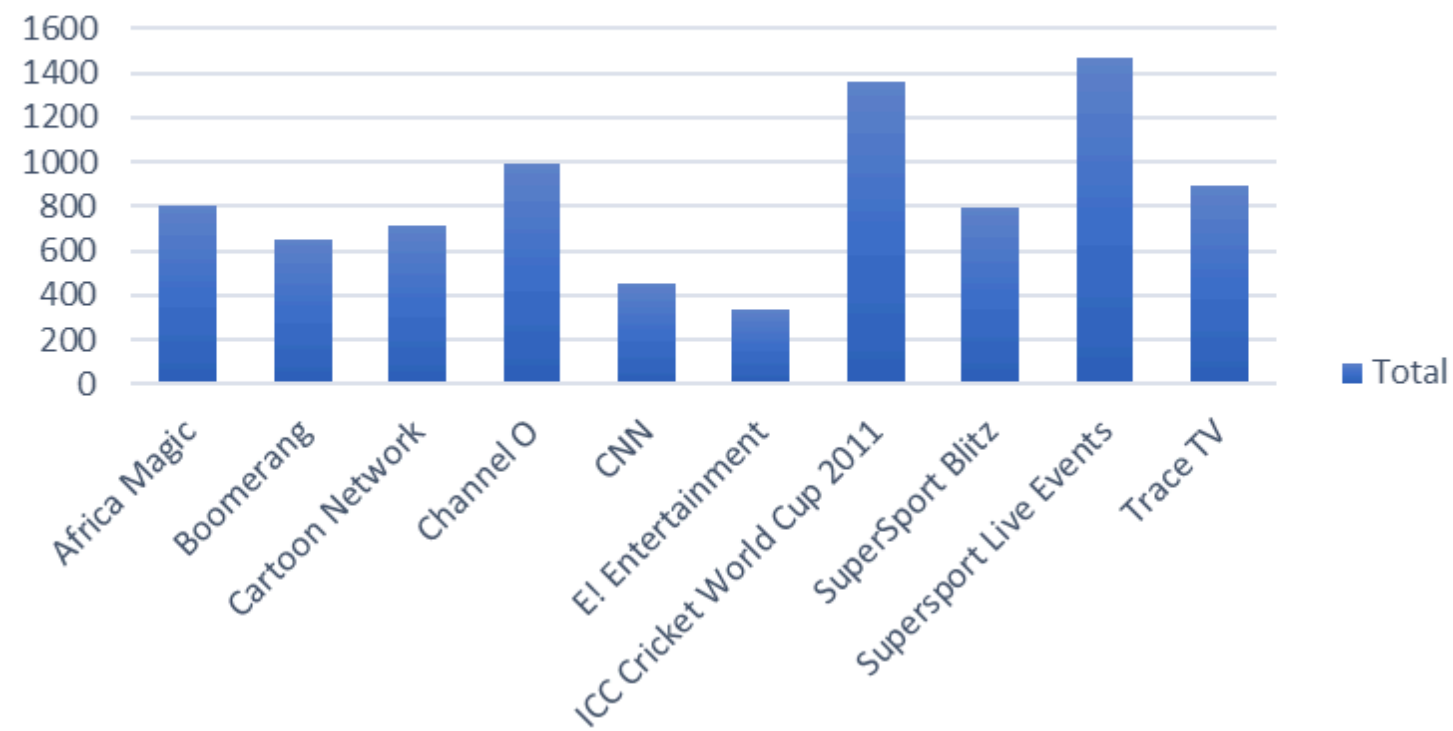
- Customer Profile Database: contains demographic and subscription details.
- Viewership Database: Contains specific usage and viewing statistics.



What Channels Do People Watch on Bright TV?

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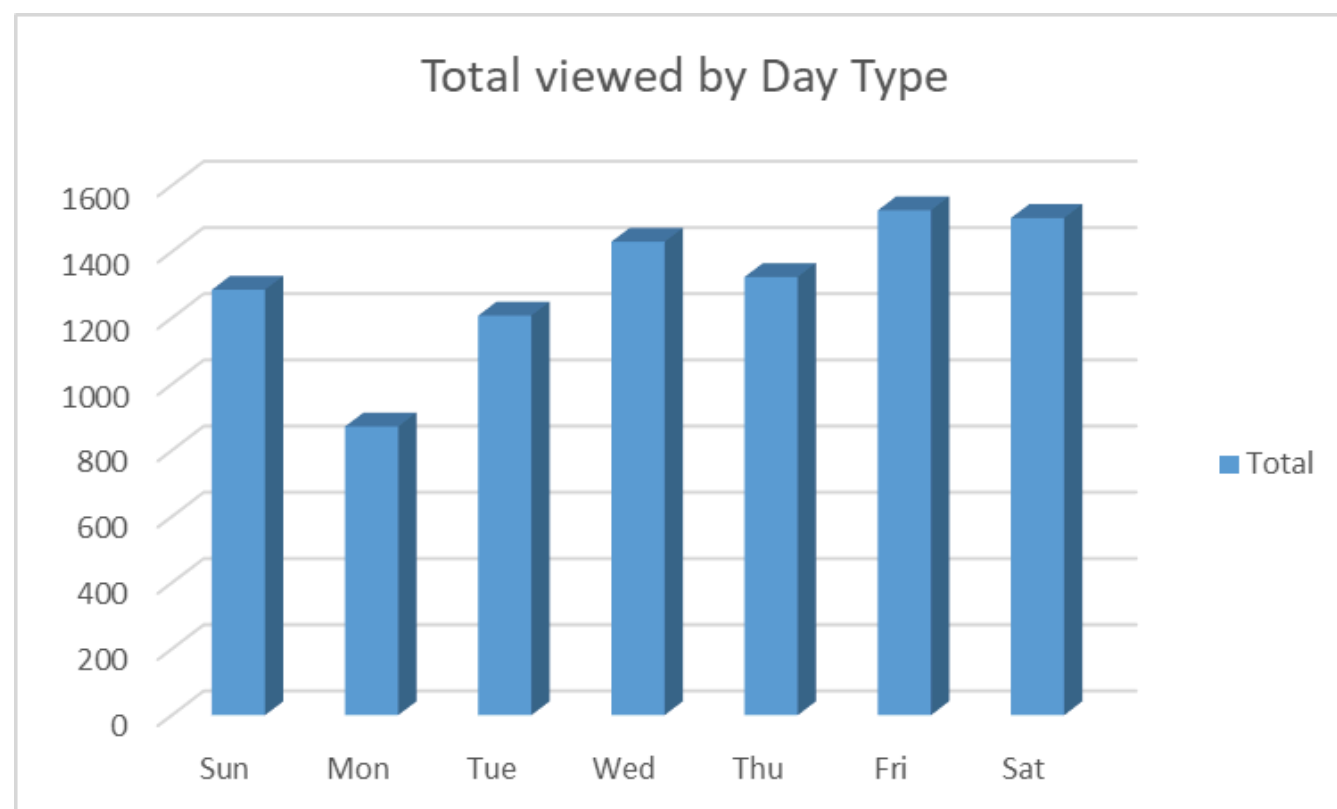
Top 10 Channels that people watch



- Supersport Live Events leads with the most viewers demonstrating strong market demand for live sports content, followed by the ICC Cricket World Cup 2011, showing a strong interest in sports content. This favours the male content, which is why there is a high number of males in the viewership.
- The top 3 channels (SuperSport, ICC Cricket World Cup, and Channel O) highlight audience preference for sports and music content.
- News and entertainment channels like CNN and E! Entertainment have relatively lower viewership, which may suggest that fewer people have an interest in them, or there may not be enough promotion for these channels.



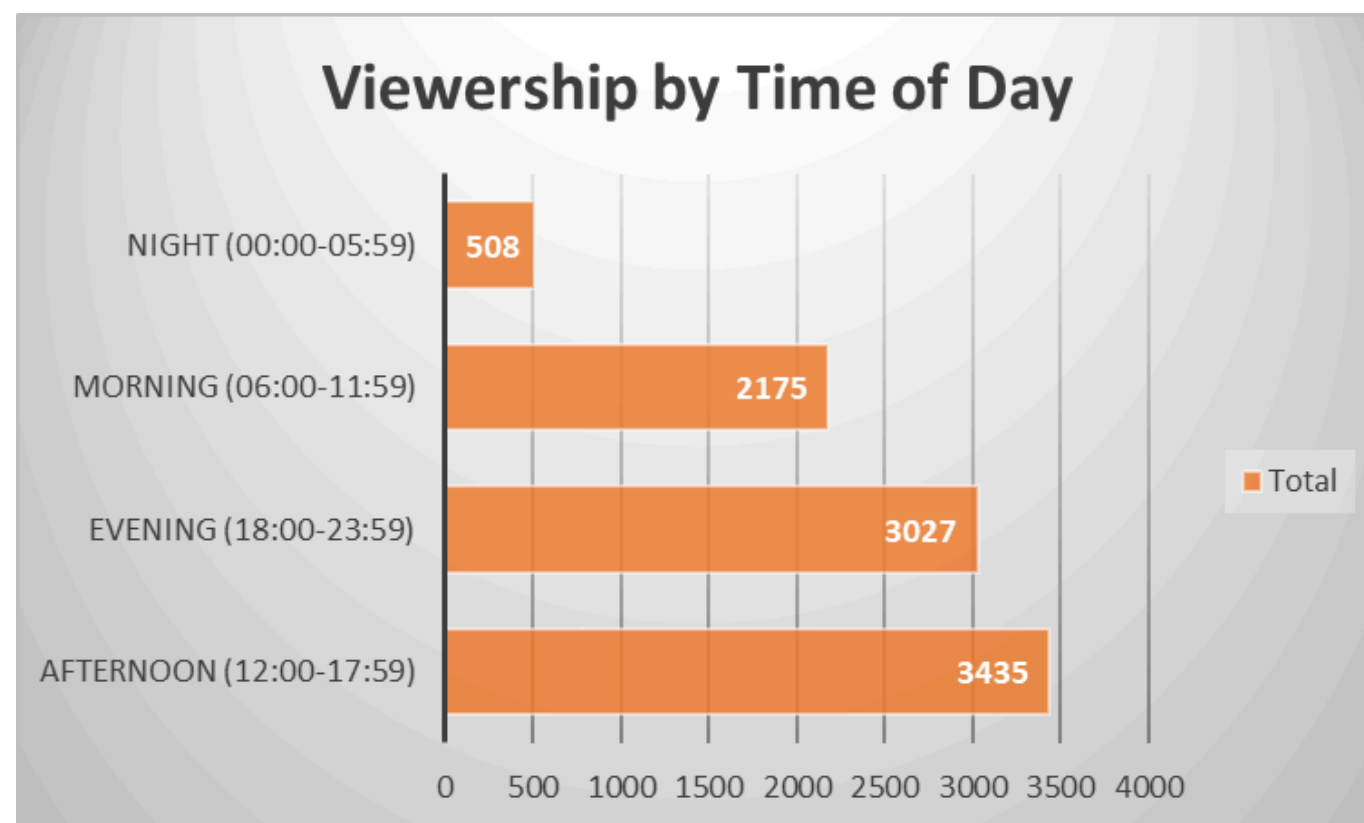
When Do People Prefer to Watch Bright TV



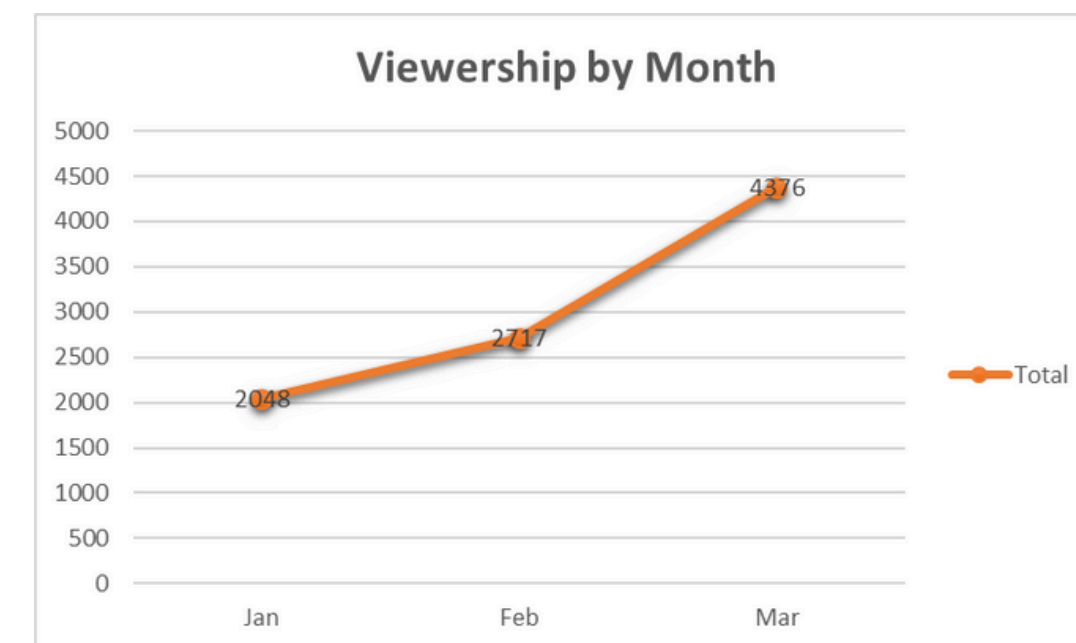
- Saturday and Friday have the highest viewership with 17,946 viewers, followed by Wednesday.
- Monday has the lowest viewership, indicating a slow start to the week.
- Viewership steadily increases from Monday to Saturday, suggesting stronger engagement as the weekend approaches.



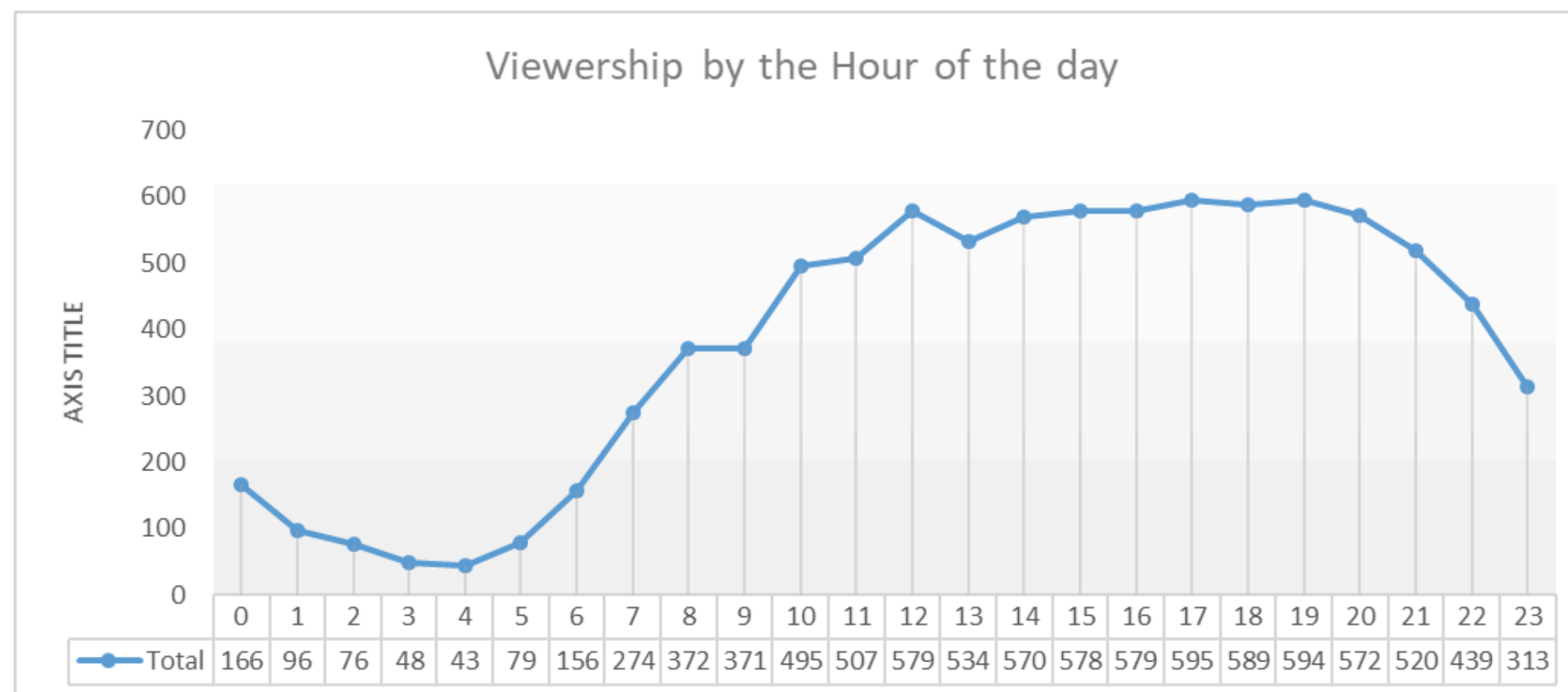
Analytics by Time and Date



- Afternoon (12:00 – 17:59) has the highest viewership
- followed by Evening (18:00 – 23:59)
- Night viewership drops, which might indicate that most people are sleeping, while a few are night owls.
- The trend shows a steady decline in viewership from Afternoon to Night



Bright shows that it is doing well. There is a gradual increase in viewership over the 3 months



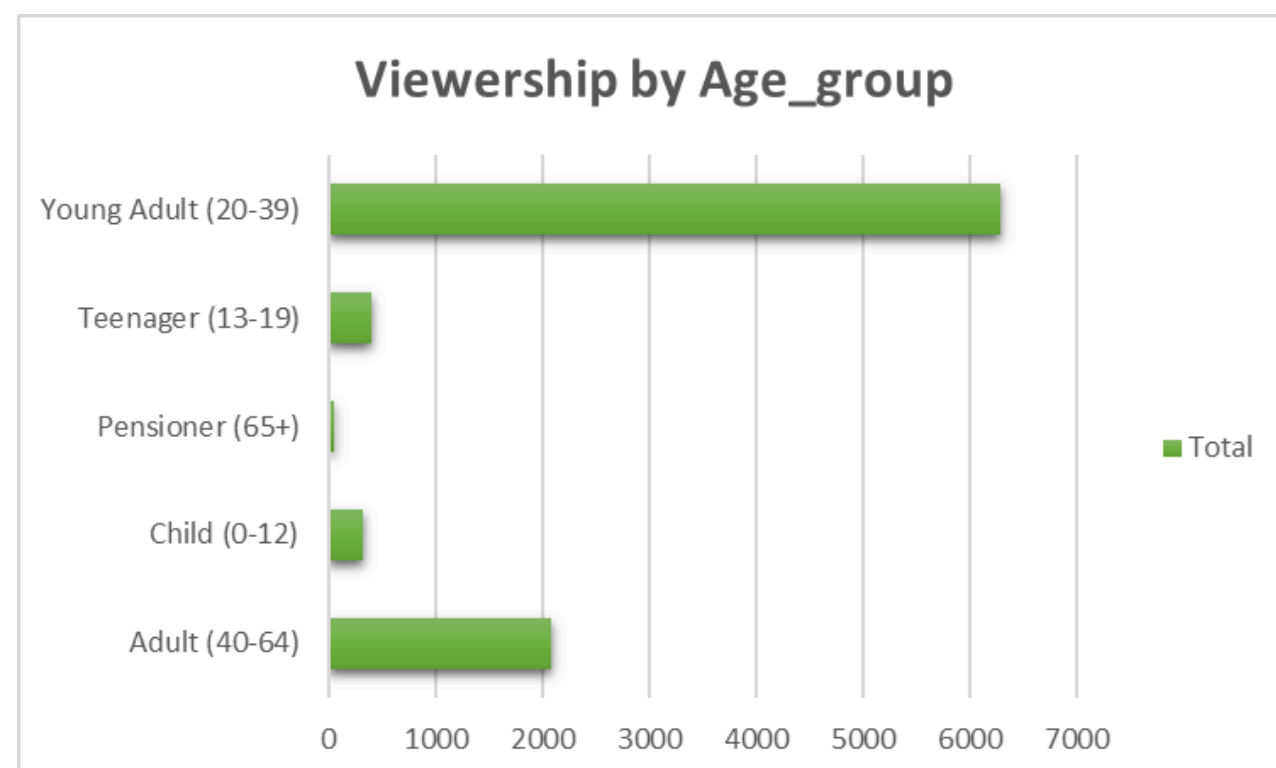
Daily Viewer Consumption:
– It peaks gradually from the start of the morning as observed at 6 am, and then reaches its plateau from 15 hours to 20 hours.

Then there will be a decline = as it could be that people are focusing on other tasks

There is no engagement in the hours 1-5 hours, this is expected because most viewers will be sleeping.



Analytics by the age group and Gender

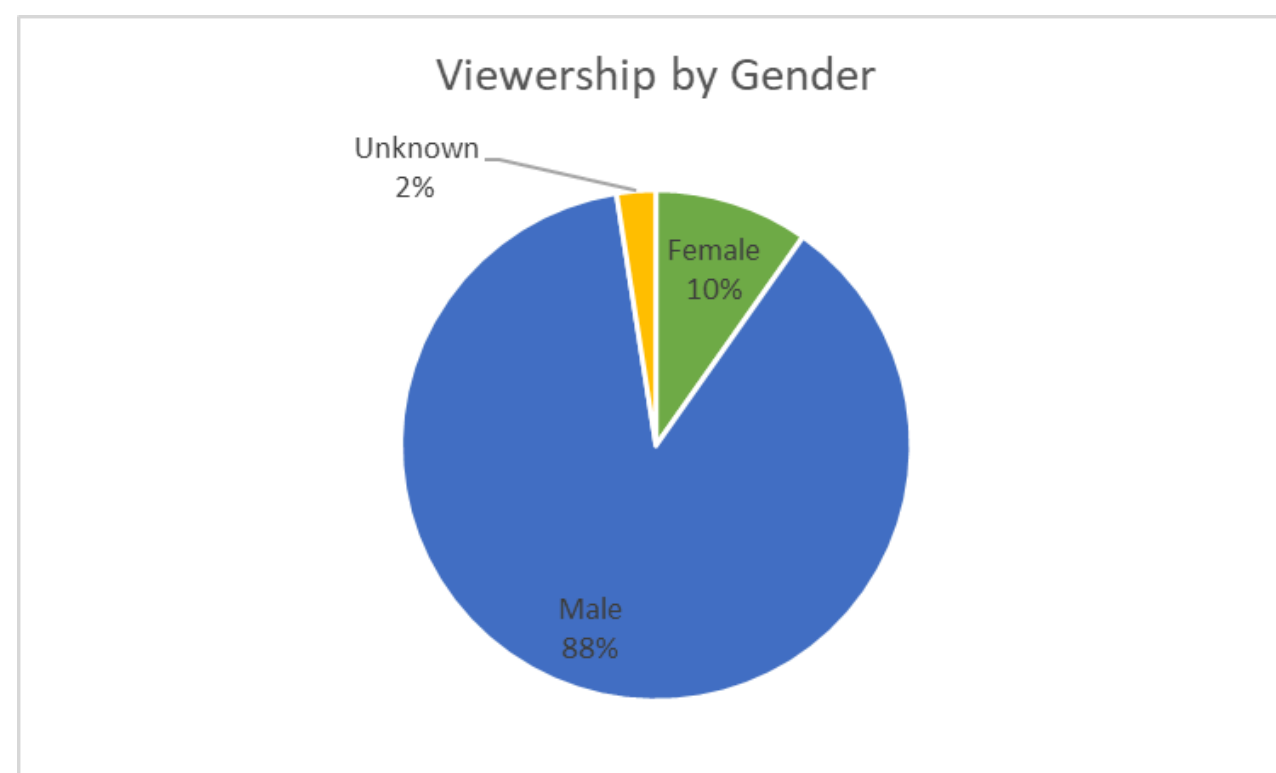


Key Insight: Viewership is highest among young adults (20–29) and adults (40–64), while engagement from children (0–12), teenagers (13–19), and pensioners remains low.

Possible reasons for the observed behaviour: Younger kids and teens may prefer digital platforms like YouTube or TikTok, while pensioners may face technological barriers and have no interest in these shows.

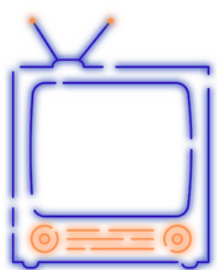
Recommendation & Strategy: Strengthen age-targeted content by introducing engaging youth shows, educational shows, and teen-focused series.

For pensioners, consider adding relatable content, such as classic shows, wellness programs, and faith-based shows.

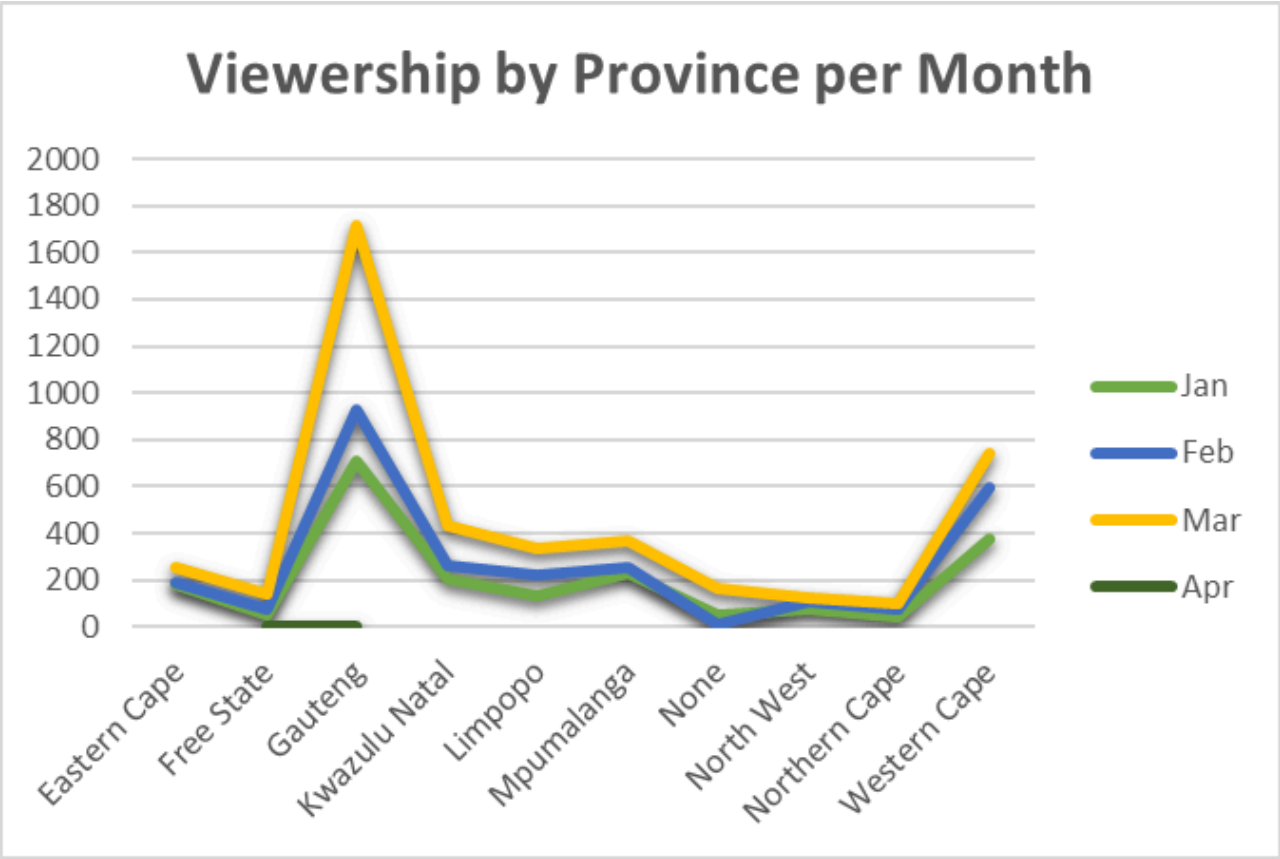


Insight: There's a significant gender gap — male users dominate the platform.

- Female viewership is smaller than the males viewership
- **Opportunity:** Create targeted campaigns to attract female users

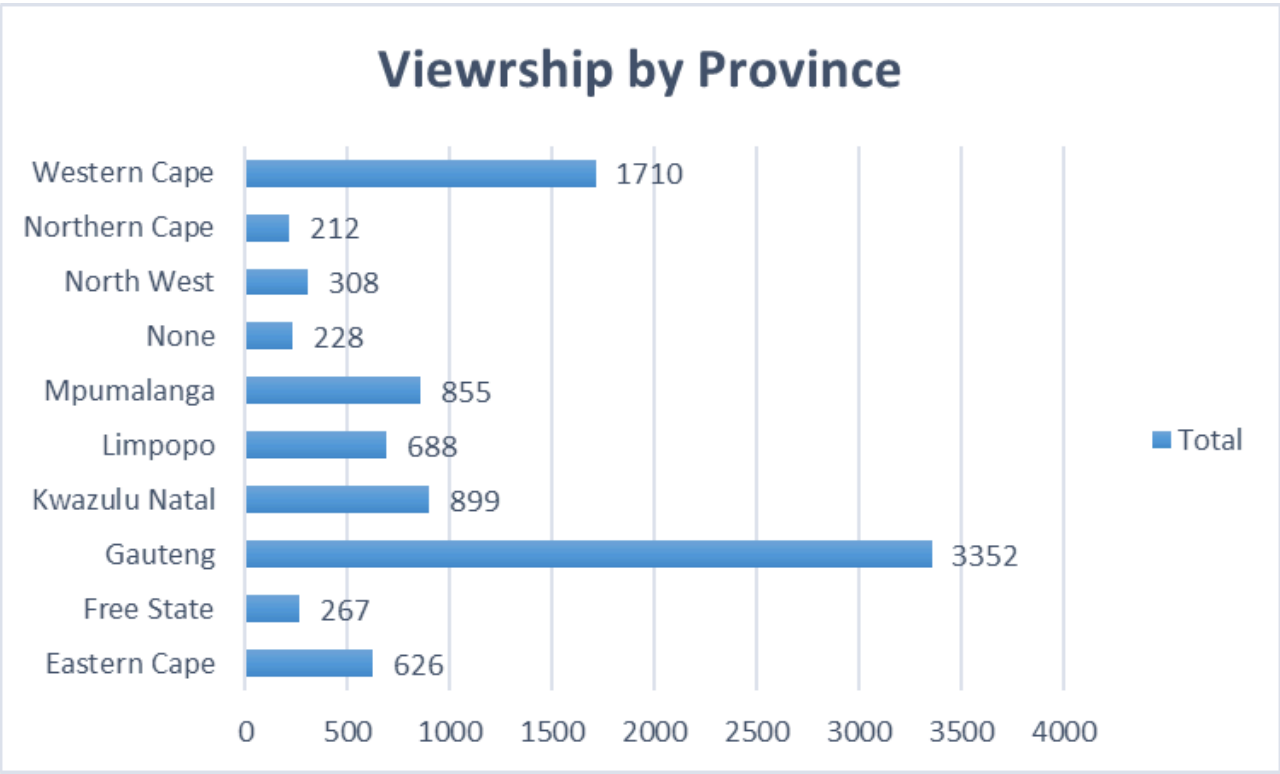


Analytics for the Provinces in South Africa



Gauteng has the highest viewership for 3 consecutive months

Northern cape and North-west provinces have the lowest viewership which is below



Key Insight: Gauteng leads TV viewership, followed closely by the Western Cape, while the Northern Cape shows significantly low engagement.

Possible reasons: Population size, stronger digital infrastructure, and broader channel access drive higher viewership in major provinces, while remote areas face limited connectivity and content relevance.

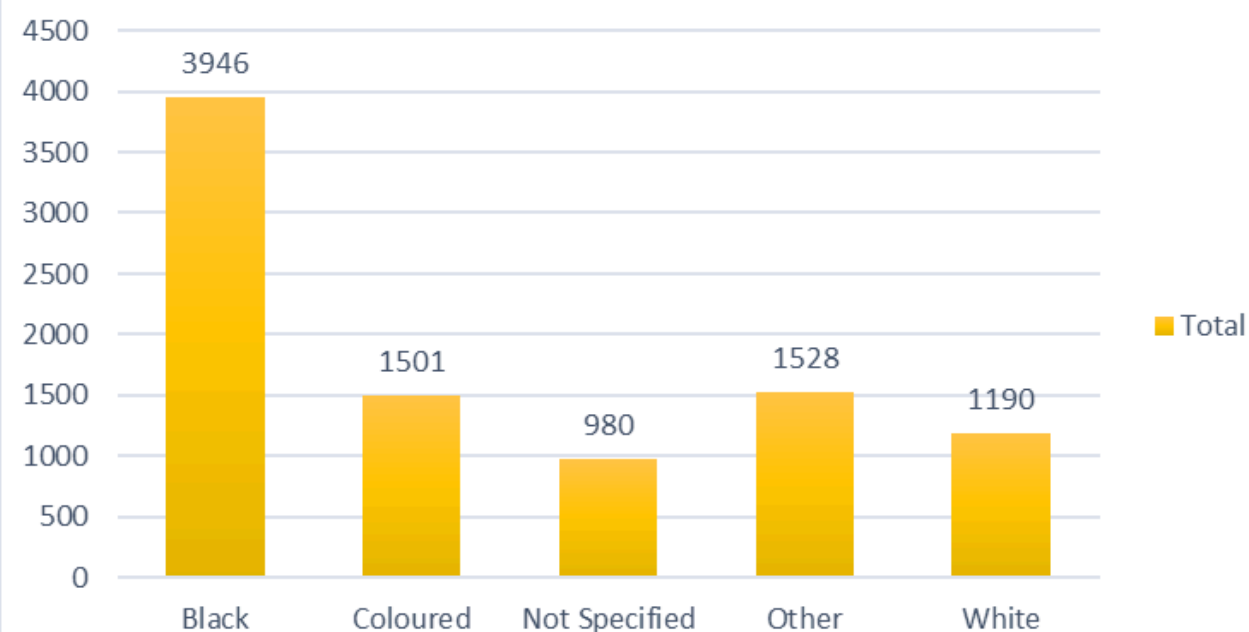
Recommendation & Strategy: Strengthen regional content, improve signal reach, and create localized programming for underperforming provinces to boost engagement.





Viewership by the Race groups

Viewership by Race



Key Insight: Black communities are the highest consumers of Bright TV, followed by Coloured audiences, showing strong engagement within these segments.

Possible Reason: Content relevance, cultural alignment, and broader accessibility likely drive higher adoption.

Recommendation & Strategy: Expand culturally resonant channels, language-inclusive shows to attract more diverse audience groups.



Factors Influencing Consumption

1. Time of Day Drives Engagement

Afternoon and Morning are peak times for both viewership and consumption. Engagement drops significantly in the Evening and Night, suggesting users are less active later in the day.

Age Groups Matter

Adults and Youth dominate viewership, indicating that content and timing should be tailored to these age groups. The elderly pensioners have minimal engagement, suggesting limited relevance.

Weekends Boost Viewership

Saturday and Friday have the highest viewership, showing that users are more active on weekends. Monday has the lowest, pointing to reduced media consumption at the start of the workweek.

Content Type and Channel Preference

Sports and music channels (e.g., Supersport, ICC Cricket, Channel O) attract the most viewers. News and entertainment channels have lower viewership, indicating content preferences skew toward live and dynamic formats.

Race Strongly Influences Consumption Patterns

Black and Indian/Asian users show the highest consumption. Other racial groups have lower and more consistent consumption.



Insights Summary

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- The overall viewership for the first three months of the Bright TV launch displays a positive upward trend.
- Several provinces have lower subscriptions compared to Gauteng, which is leading.
- We observed a number of channels with the lowest viewership
- The majority of channels on Bright TV are sports channels, which are mostly preferred by males, and we observe a decline in female viewership.
- Viewership duration of Bright TV is satisfactory; the majority of subscribers are active, but there is a number of viewers who are not subscribed



Strategy to increase viewership and customer retention

Diversify and Strengthen Content Offering

Provide a wide range of content—drama, series, reality TV, educational shows, cartoons, current affairs, sports and music—to appeal to different audience segments and boost overall consumption.

Introduce Flexible, Affordable Subscription Models

Offer multiple subscription packages and discounts (including for low-viewership users). Allow up to 3 simultaneous online streams per subscription to increase household usage and attract price-sensitive customers.

Enhance Customer Retention Through Rewards & User-Centric Development

Implement a rewards/points system for highly engaged viewers and prioritise user-led product development. Conduct frequent customer surveys for insights to guide improvements.

Optimise High-Traffic Times & Weekends

Focus marketing, promotions, and premium content on peak times (mornings, afternoons) and high-viewership days (Fridays and Saturdays). Use special events, exclusive drops, and weekend packages to maximise reach.

Tailor Content to High-Engagement Audiences

Develop culturally relevant content that resonates with key audience groups such as Black and Indian/Asian viewers. Use targeted marketing and bundles to deepen engagement and retention.

Improve Inclusivity for Under-Engaged Groups

Increase content and features that appeal to women and older viewers, such as wellness, lifestyle, family programming, or accessible formats. Use insights and feedback to grow these audiences.



Thank You

I would love to hear your feedback



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