



# BRIGHTTV VIEWERSHIP INSIGHTS

ANALYSING AUDIENCE ENGAGEMENT AND  
VIEWING TRENDS



# Agenda

Introduction

Timeline

Channel Analysis

Demographic Analysis

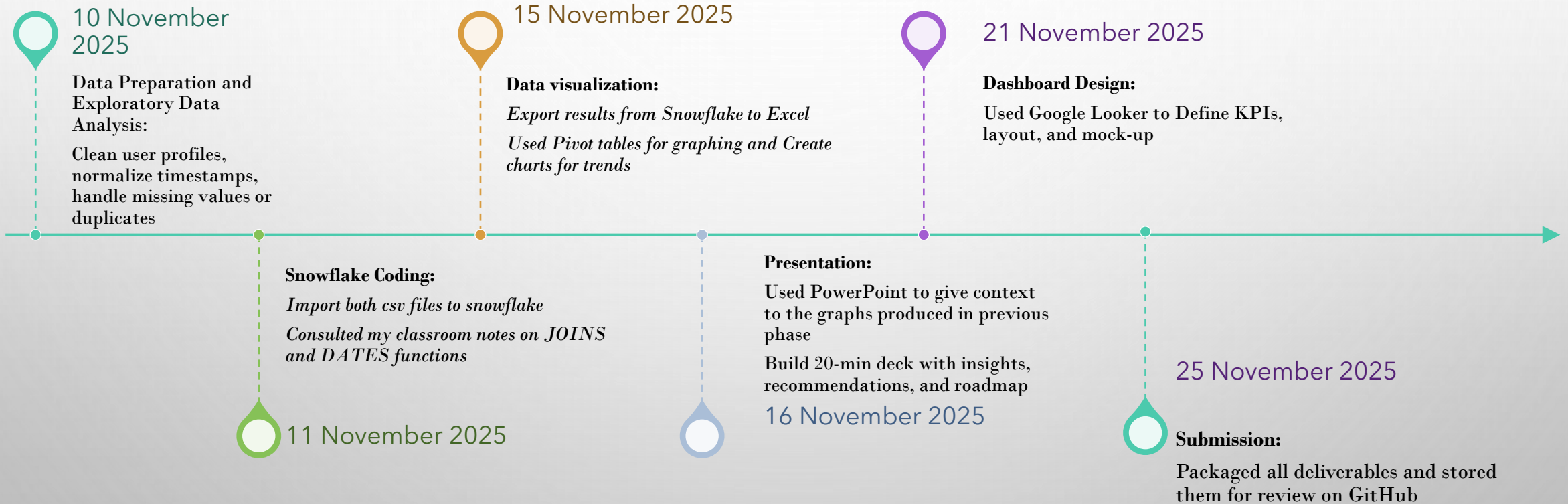
Strategic Recommendations

# Introduction

- BRIGHTTV HOUSE 19 DISTINCT CHANNELS RANGING FOR KIDS TO ADULT ENTERTAINMENT
- CURRENT ACCUMULATED SUBSCRIPTION ARE RECORDED TO BE 10 000
- BRIGHTTV'S STRATEGIC GOAL IS TO **INCREASE THE COMPANY'S SUBSCRIPTION BASE DURING THIS FINANCIAL YEAR**
- TO SUPPORT THIS OBJECTIVE, THIS PRESENTATION WILL PROVIDE **DATA-DRIVEN INSIGHTS AND ACTIONABLE RECOMMENDATIONS** THAT WILL EMPOWER THE **CUSTOMER VALUE MANAGEMENT (CVM) TEAM** TO ACHIEVE AND EXCEED THIS TARGET

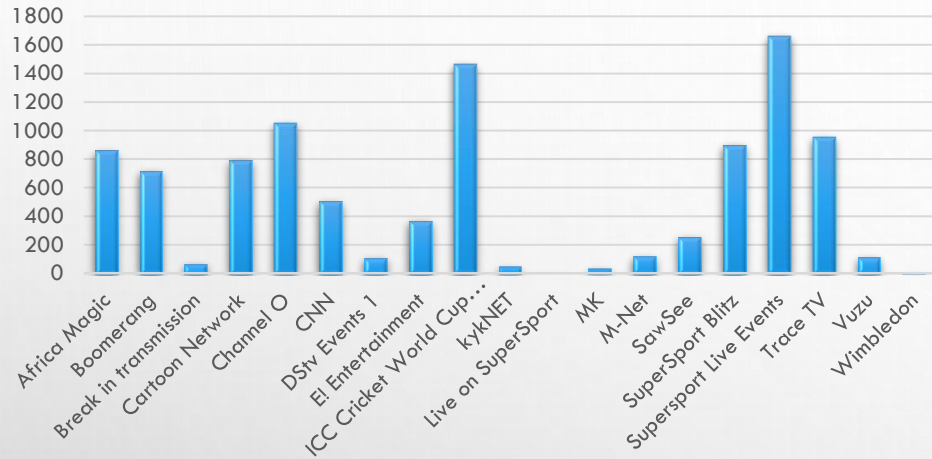


# TIMELINE

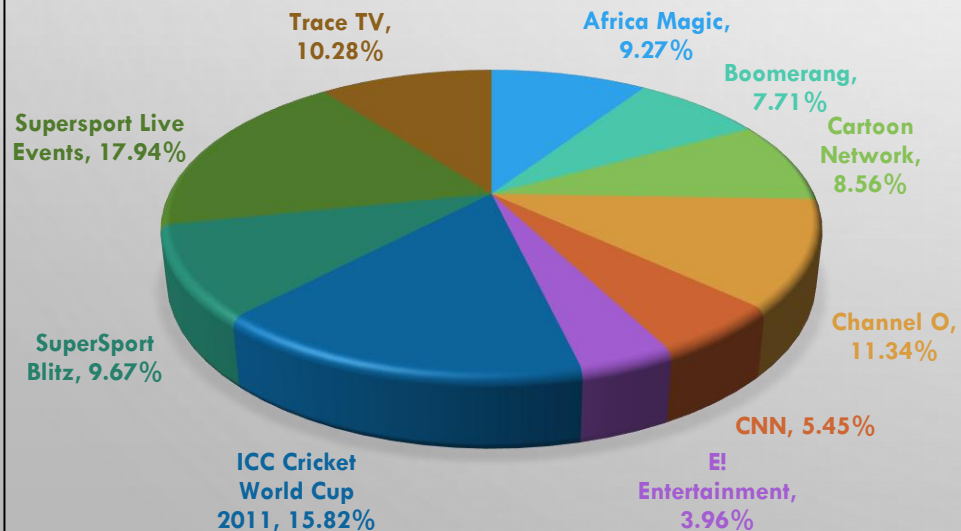


# CHANNELS ANALYTICS

Total Sessions Per Channel



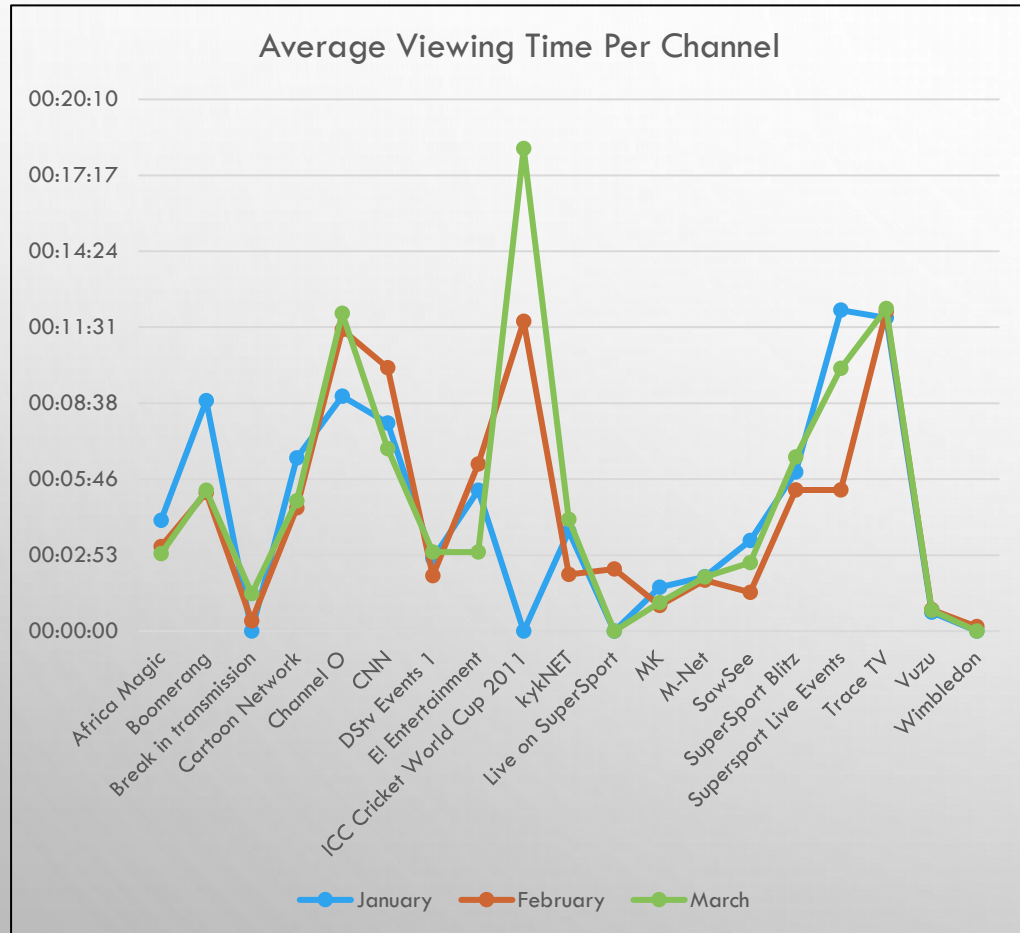
TOP 10 MOST POPULAR CHANNELS



## Insights:

- ❖ **SuperSport Live Events** and **ICC Cricket World Cup 2011** leads with the highest sessions, indicating strong engagement for live sports content
- ❖ **kykNET** follows closely with around 1450 sessions, showing high popularity for local entertainment.
- ❖ **Channel O** and **Trace TV** also perform well, each with ~ 1000 sessions, suggesting strong interest in music and entertainment
- ❖ **Africa Magic**, **SuperSport Blitz** and **Cartoon Network** are showing steady viewership for general entertainment and kids' content.
- ❖ Channels like **MK**, **M-Net**, **Wimbledon**, and **Break in Transmission** have very low sessions, indicating minimal engagement

# TOTAL VIEWING DURATION TRENDS

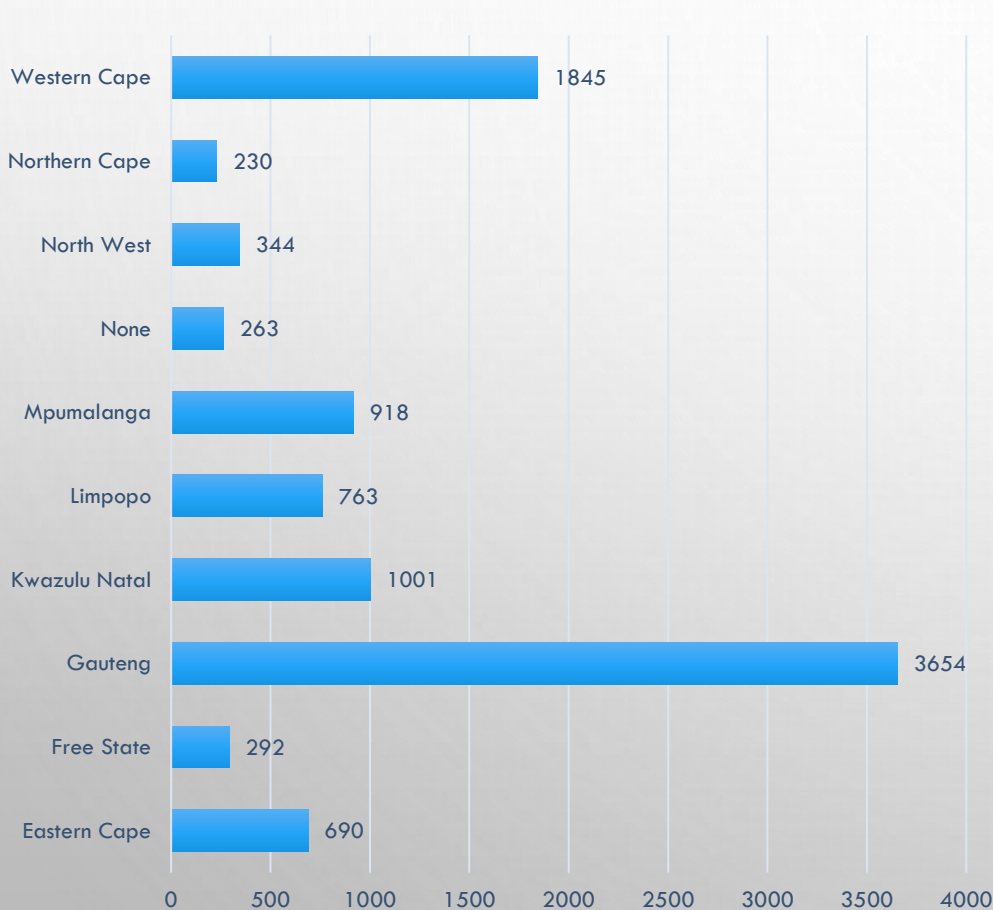


## Insights:

- Viewing times vary significantly across channels, with some channels showing spikes in certain months.
- March generally has the highest peaks compared to January and February, indicating increased engagement in that month.
- ICC Cricket World Cup 2011 spikes slightly in March with the highest average viewing time (around 17 minutes) but remains low overall, likely due to event-specific interest, suggesting strong audience loyalty for live sports.
- Trace TV and Channel O also show consistently high viewing times across all months (around 10-12 minutes), indicating strong engagement for music and youth entertainment.
- Channel O, Cartoon Network, and Africa Magic maintain moderate viewing times (around 6-8 minutes) across months.

# DEMOGRAPHIC ANALYSIS

Sessions by Province



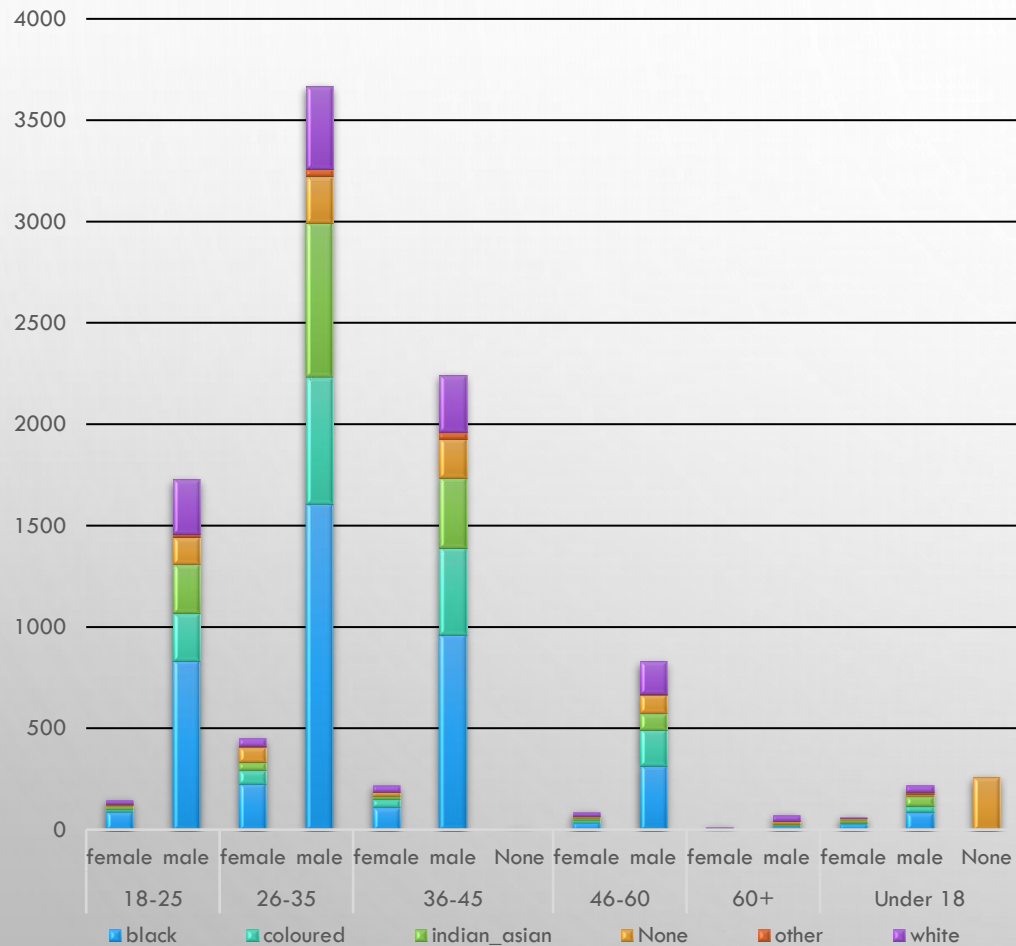
## Insights:

- ❖ **Gauteng Dominates Viewership:** most populous and urbanized province in South Africa, with high internet penetration and access to TV services. The concentration of economic activity and diverse demographics likely drives higher engagement
- ❖ **Western Cape is the Second Largest Contributor:** has a strong middle-class population and high broadband connectivity, which supports digital TV consumption. Urban canterers like Cape Town contribute to this trend.
- ❖ **KwaZulu-Natal and Mpumalanga show moderate engagements while Eastern Cape, Limpopo, Northern Cape and Free State lag behind:** These provinces have significant rural populations and lower broadband penetration, which impacts digital TV viewership
- ❖ Overall, urbanization and connectivity are the strongest drivers of viewership. Provinces with large urban canterers and better infrastructure (Gauteng, Western Cape) dominate, while rural provinces show lower engagement.
- ❖ “None” Category Indicates Missing Location Data



# DEMOGRAPHIC ANALYSIS

Sessions by Age Group and Gender



## Insights:

- ❖ **The highest sessions occur in the 26–35 age group:** this demographic is highly active online, tech-savvy, and consumes more digital content. They are likely to have stable income and access to multiple devices, making them prime TV and streaming consumers
- ❖ **The second-highest sessions are in the 36–45 age group:** this group represents mature professionals with disposable income and established viewing habits, often favouring news, lifestyle, and family-oriented content
- ❖ **18–25 Age Group Has Moderate Viewership:** younger audiences tend to prefer social media and short-form content over traditional TV, reducing their sessions compared to older groups.
- ❖ **Sessions drop significantly for 46–60 and 60+ age groups:** older viewers may prefer traditional broadcast TV rather than digital platforms, and their adoption of streaming services is slower
- ❖ **Overall, males consistently lead in sessions across all age groups:** this could be linked to content preferences such as sports and news, which traditionally attract higher male viewership



# STRATEGIC RECOMMENDATION

RECOMMENDATION	OBJECTIVE
<ul style="list-style-type: none"><li>▪ Promote top channels on low days</li><li>▪ Content refresh on channels with low viewing time , shorter ads in between shows, and/or cross-promotion to boost engagement</li></ul>	Boost engagement during low traffic
<ul style="list-style-type: none"><li>• Tailor content by age/gender</li><li>• Prioritize programming for 26–45 age groups while experimenting with youth-focused formats.</li></ul>	Increase relevance and satisfaction
<ul style="list-style-type: none"><li>• Loyalty rewards for frequent viewers</li><li>• Improve user profiling to reduce “None” category</li></ul>	Enhance retention and duration
<ul style="list-style-type: none"><li>• Use community-driven campaigns for rural and culturally diverse segments</li><li>• Promote affordable data bundles for streaming</li></ul>	Expand regional reach
<ul style="list-style-type: none"><li>• Improve onboarding experience</li><li>• Enhance mobile streaming and user experience for younger audiences</li><li>• Offer incentives like free trial subscriptions</li></ul>	Convert new users to active viewers



# THANK YOU

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