

A group of diverse young people are gathered around a laptop, smiling and looking at the screen. They appear to be in a classroom or study area, with a large eye chart visible in the background.

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BRIGHT TV

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INTRODUCTION

BrightTV is operating in an increasingly competitive digital media environment, where user attention is fragmented and content consumption habits continue to evolve. For this financial year, the CEO has set a clear and strategic objective: to grow BrightTV's subscription base and strengthen overall customer engagement.

To support this objective, I conducted a detailed analysis of the user profiles and viewing transactions contained in the BrightTV dataset. This analysis focuses on understanding who our users are, how they consume content, and what factors influence their engagement with the platform.



ABOUT US

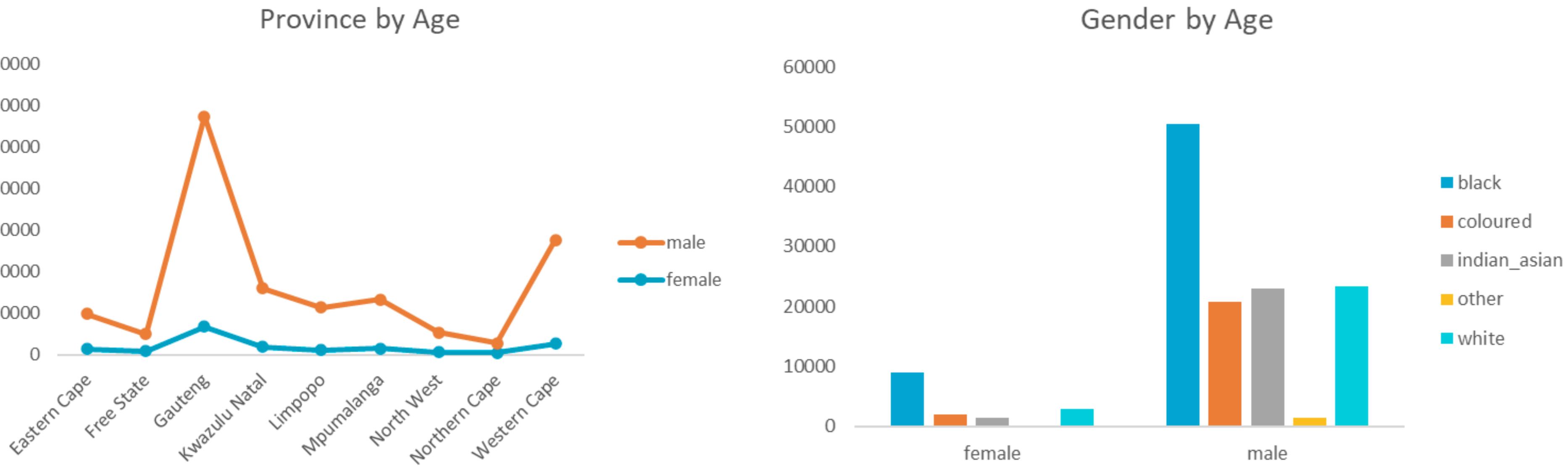
This study was conducted to analyse user demographics, viewing patterns, and session behaviour in order to identify opportunities to increase engagement and consumption.

The dataset used for this analysis includes key user information such as age, gender, race, province, and social media presence, as well as viewing activity such as session duration and time of day. By examining these elements, the analysis uncovers trends in who is using the platform, when they are most active, and what factors influence their streaming habits.

By the end of this section, the audience will gain a clear understanding of BrightTV's current user landscape, the main behavioural patterns shaping consumption, and the insights that will guide recommendations for increasing engagement and growing the platform's user base.

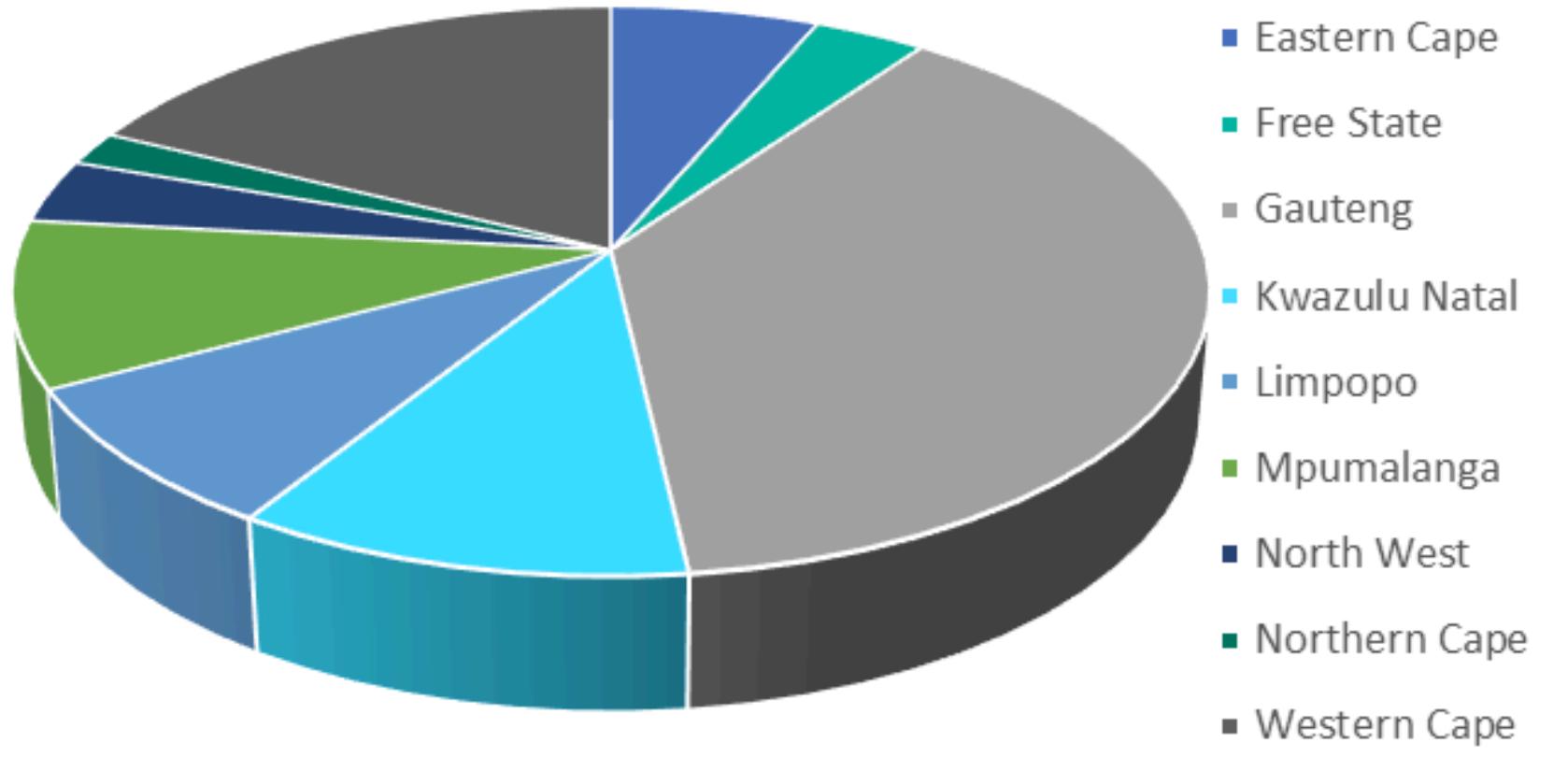


USAGE TRENDS



The Province by Age graph shows usage trends for males and females across South Africa's provinces, with males having higher usage in most provinces, especially in Gauteng. Males have a significant peak in usage in Gauteng compared to other provinces. The Gender by Age graph compares usage across different ethnic groups for males and females. Females have lower usage compared to males across most ethnic groups shown. Males have higher usage in the black ethnic group compared to other groups.

Province by Social handle

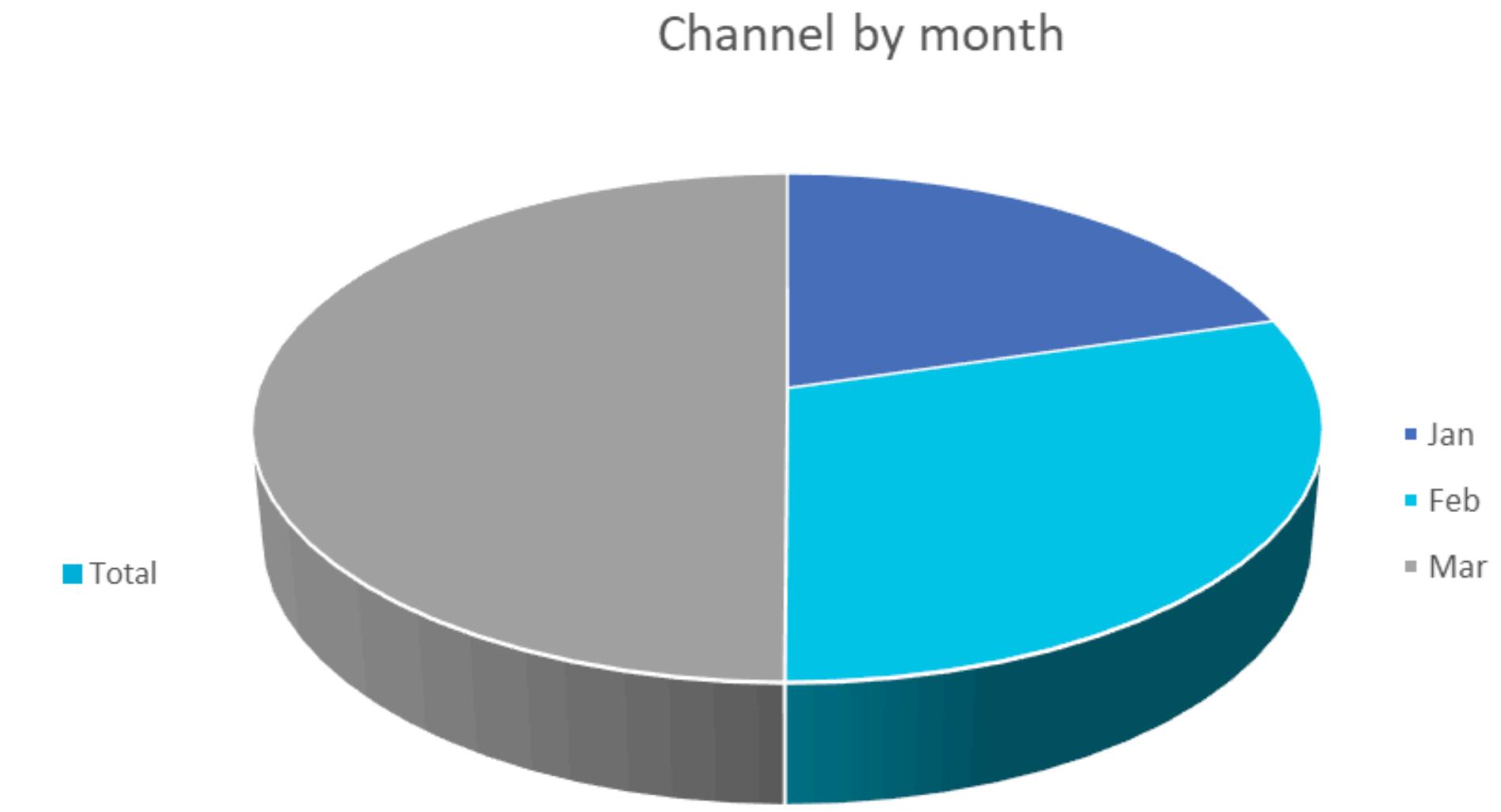
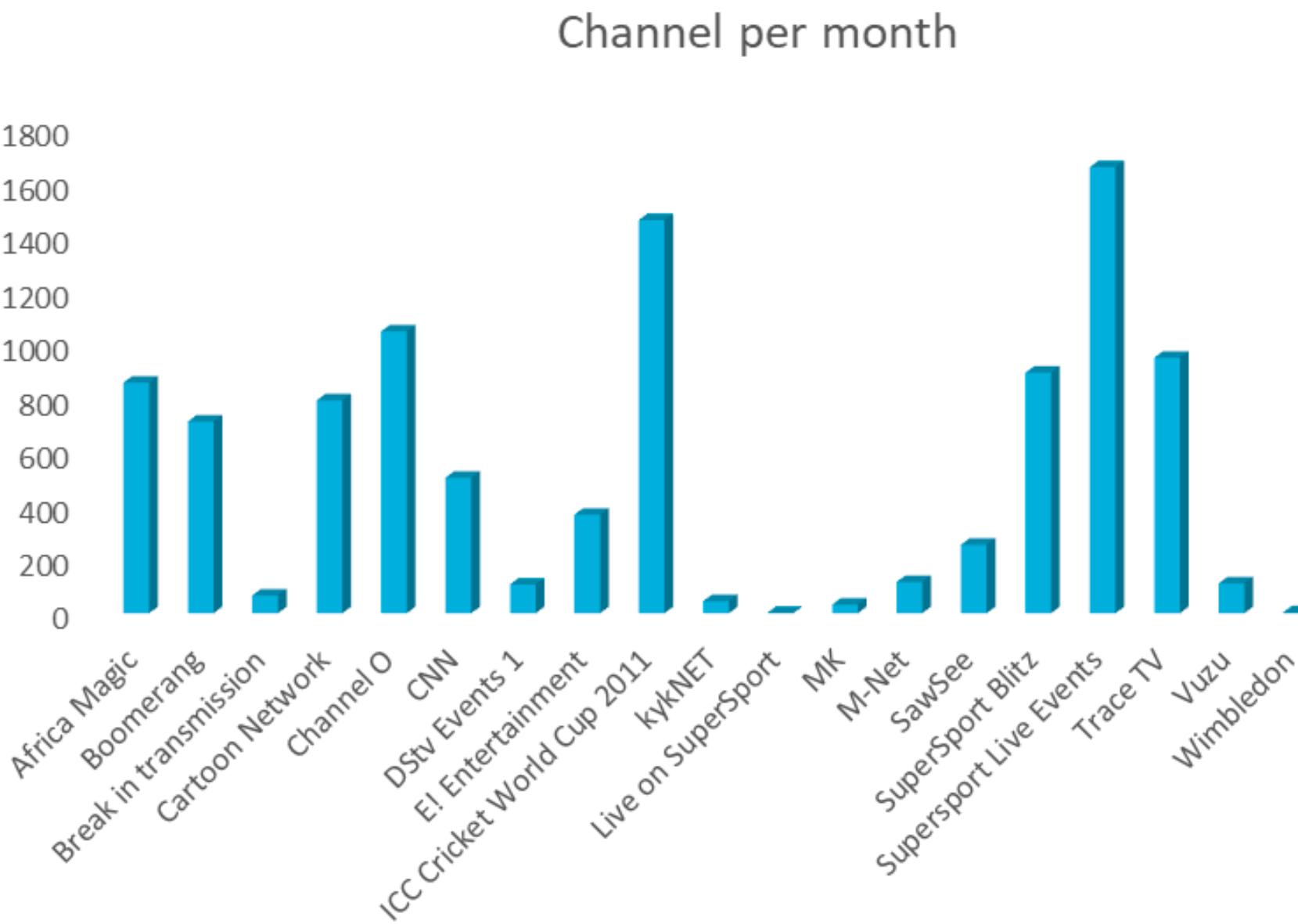


Gender by UserID



Two charts show user data in South Africa. The Province by Social handle chart breaks down users by province. The Gender by UserID chart compares male versus female users. Males outnumber females based on the UserID data. The data gives a snapshot of user distribution across provinces and by gender. This information could be useful for targeting specific demographics in South Africa. The charts provide a visual representation of user trends in the country.

Viewership Trends



The Viewership Trends page shows two graphs: a bar chart ("Channel per month") and a pie chart ("Channel by month"). The bar chart compares viewership across various channels, with some channels like "SABC 1" and "E.TV" having higher viewership. The pie chart breaks down channel viewership by month (Jan, Feb, Mar). The months Jan, Feb, and Mar are represented in the pie chart with different shades of blue. The graphs provide insights into channel viewership trends over months. The data suggests varying levels of viewership across channels and months.

MARKETING STRATEGY

01

Target Gauteng and Western Cape: These provinces have a larger share of social handles, so focus on targeting these regions with tailored campaigns.

02

Focus on Male Audience: Since males dominate the UserID data, create content that resonates with them, but also consider strategies to increase female engagement.

03

Gender-specific Promotions: Create promotions or products targeting males, while also developing strategies to attract more female users.

04

Leverage Social Media: Use social media platforms popular in South Africa to reach your audience.

CONCLUSION

The data suggests that our audience is predominantly male and based in Gauteng and Western Cape. To effectively reach and engage this audience, we should focus on creating targeted content and promotions that resonate with these demographics. By leveraging social media and developing province-specific strategies, we can increase brand awareness and growth.



THANK YOU



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