

2025

VIEWERSHIP ANALYSIS BY THABANG THAMAGA

BRIGHT TV VIEWS ANALYSIS

MAY , 2025.

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CHANNEL SUMMARY

BRIGHT TV

Bright Tv is a 19 channel broadcasting house. It has coverage in all 9 provinces in South Africa. Channels varies to cater for all age groups, ethnicity and all ages.



BRIGHT TV

ANALYSIS PERIOD

01 JAN 2016 - 31 MAR 2016

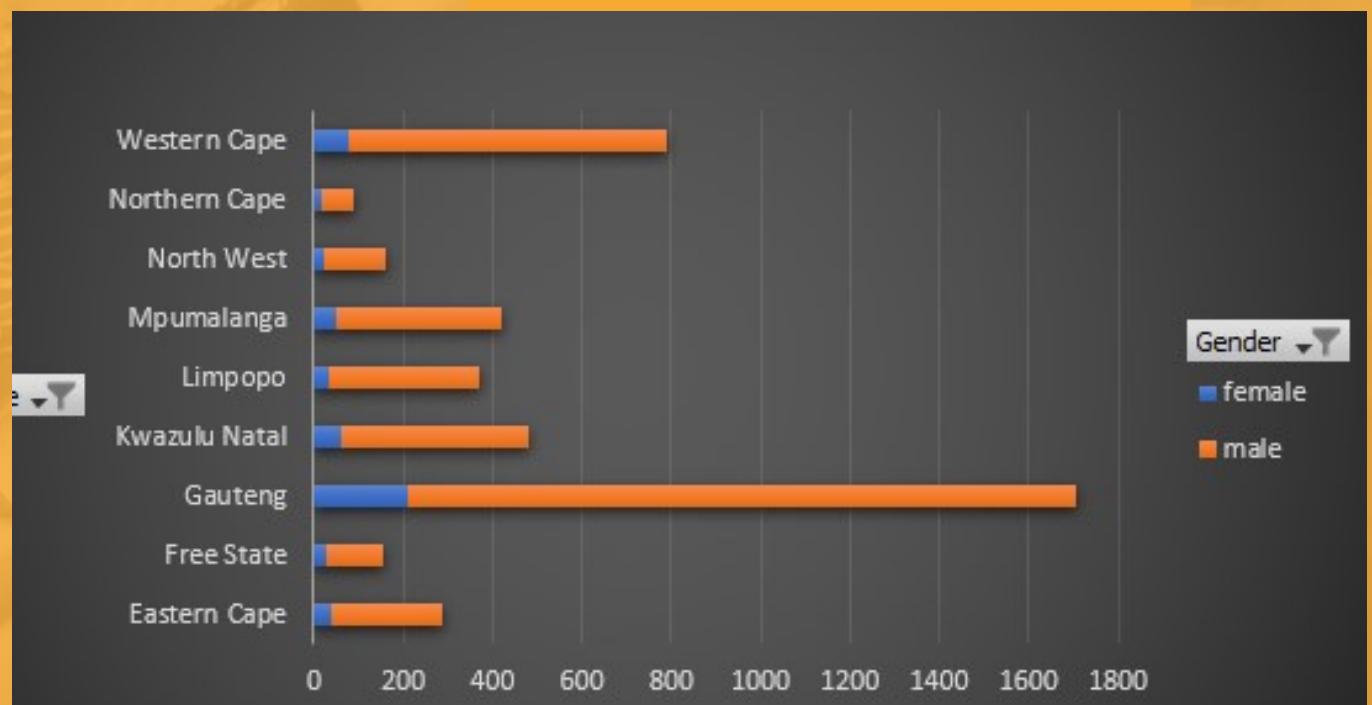


PROVINCIAL VIEWERSHIP

BRIGHT TV WAS WATCHED BY 4386 USERS IN THE MONTH OF MARCH

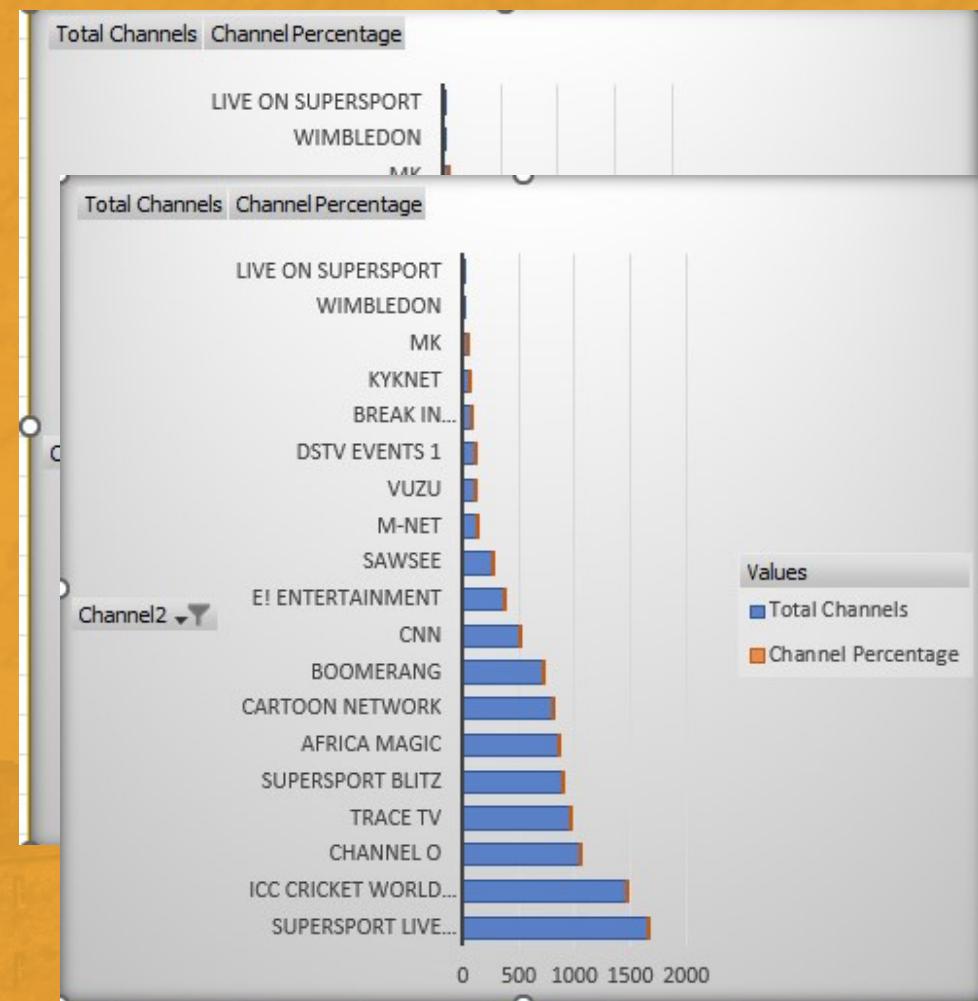
3918 ARE MALES

537 ARE FEMALES



MOST WATCHED CHANNEL

Channel	Total Channels	Channel Percentage
Supersport Live Events	1662	16,6
ICC Cricket World Cup 2011	1465	14,7
Channel O	1050	10,5
Trace TV	952	9,5
SuperSport Blitz	896	9,0
Africa Magic	859	8,6
Cartoon Network	793	7,9
Boomerang	714	7,1
CNN	505	5,1
E! Entertainment	367	3,7
SawSee	255	2,6
M-Net	116	1,2
Vuzu	111	1,1
DStv Events 1	107	1,1
Break in transmission	66	0,7
kykNET	45	0,5
MK	32	0,3
Wimbledon	3	0,0
Live on SuperSport	2	0,0
Grand Total	10000	100,00



BRIGHT TV REVIEW ANALYSIS



Supersport Live Events:
Most watched channel

TOTAL VIEWS

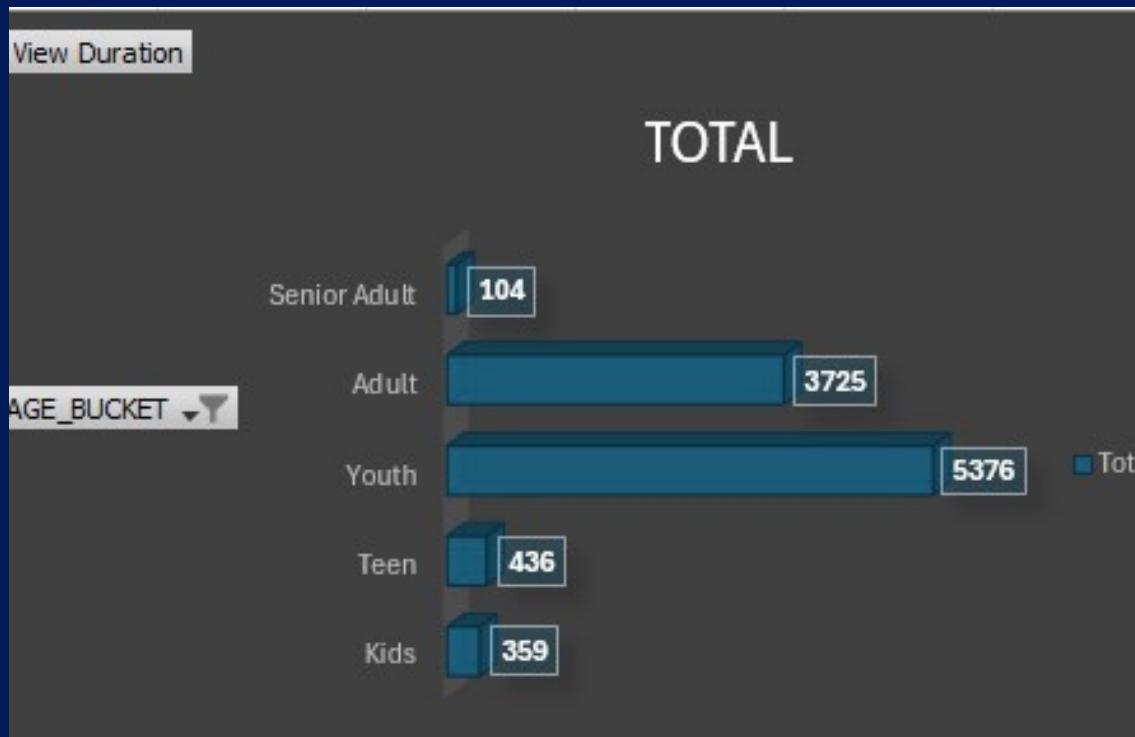
KIDS

TEEN

YOUTH

ADULT

SENIOR
ADULT



VIEWERSHIP BY RACE

WHITE

760 whites

COLOURED

769 Coloureds

BLACK

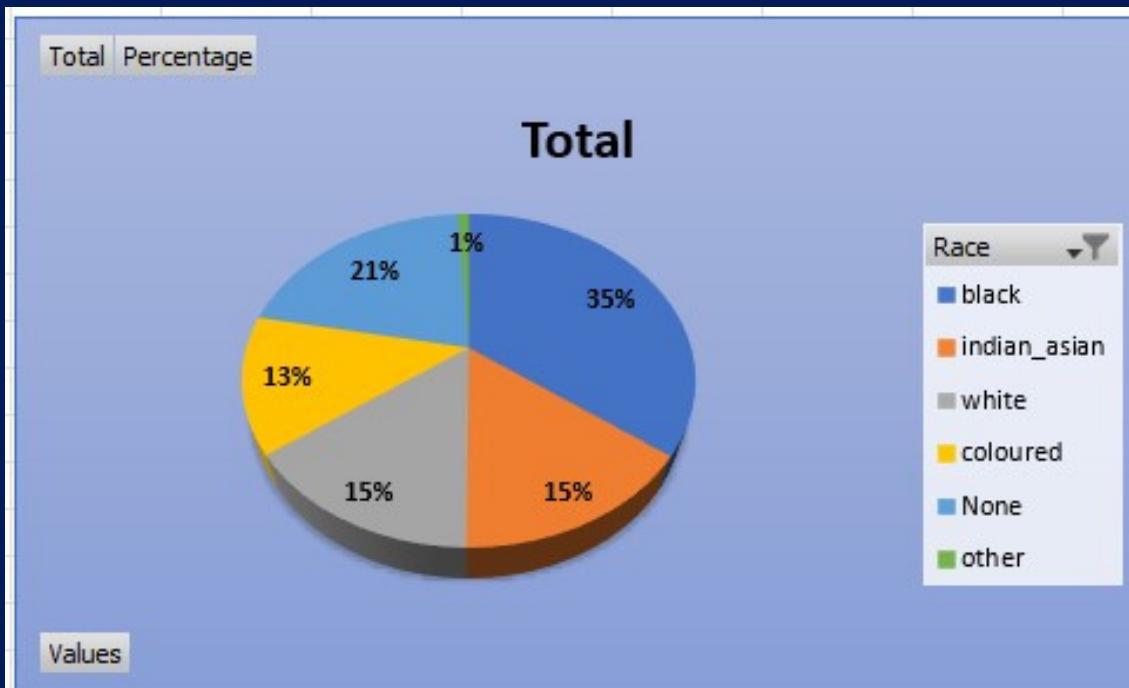
1811 Blacks

INDIAN_ ASIAN

768 Indian/Asian

**NOT
SPECIFIED**

1126 with unspecified
Race

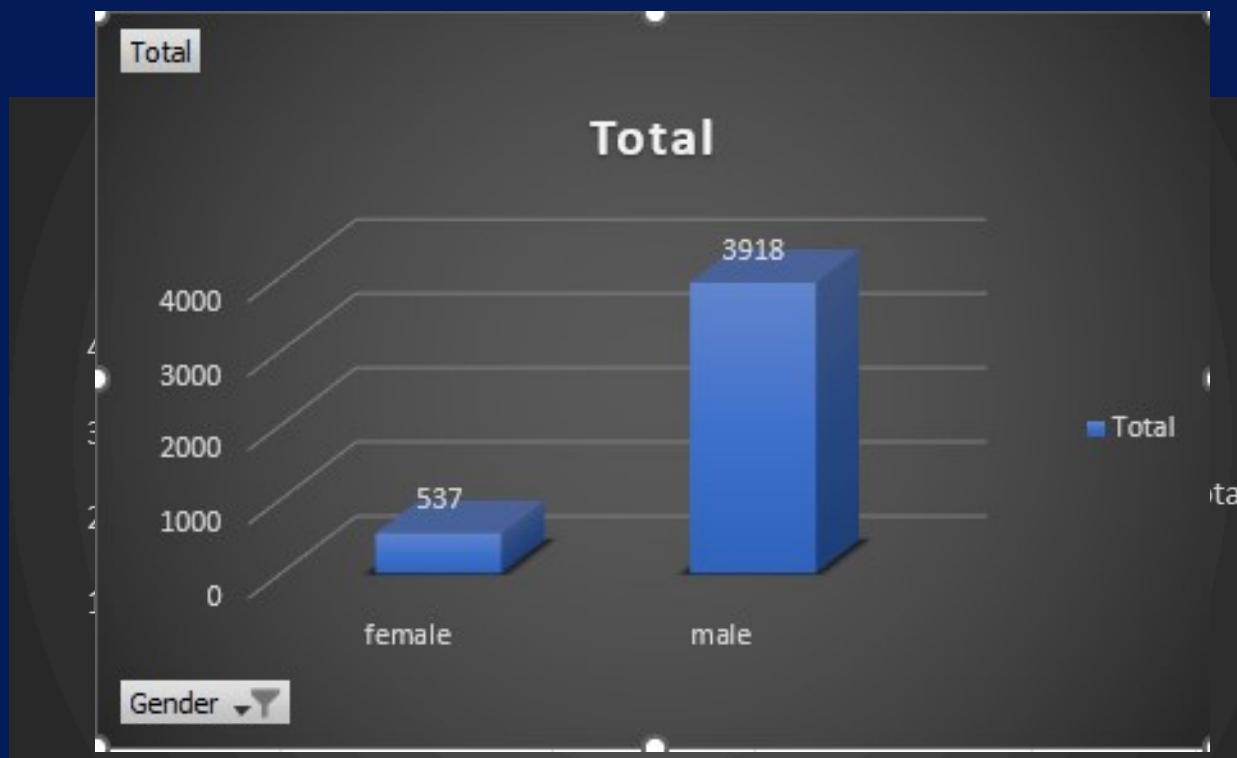


VIEWERSHIP BY GENDER



Between 01 Mar 2016 and 31 Mar, Bright TV viewing was dominated by males.

Gender	Total
female	537
male	3918
Grand Total	4455

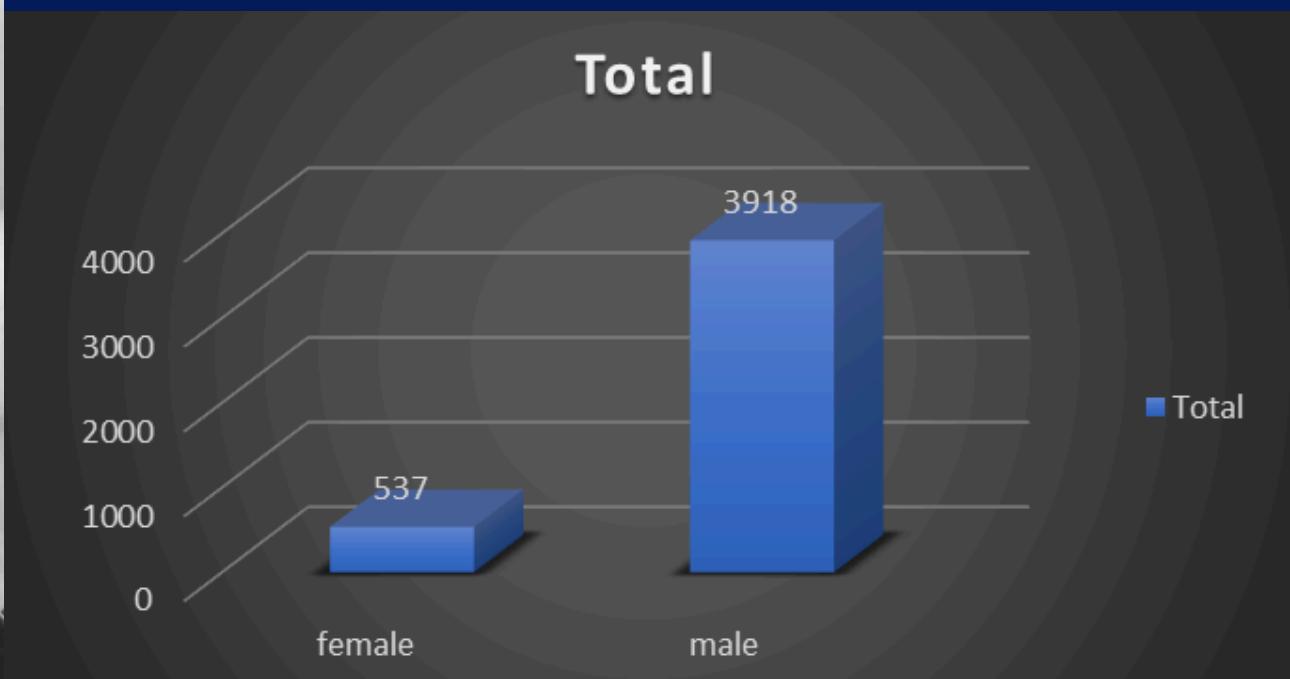


VIEWERSHIP BY GENDER



Between 2011 and 2019, Q2 traditional TV viewing by 18-24-year-olds dropped by more than 9 hours per week, or by more than one-and-a quarter hours per day.

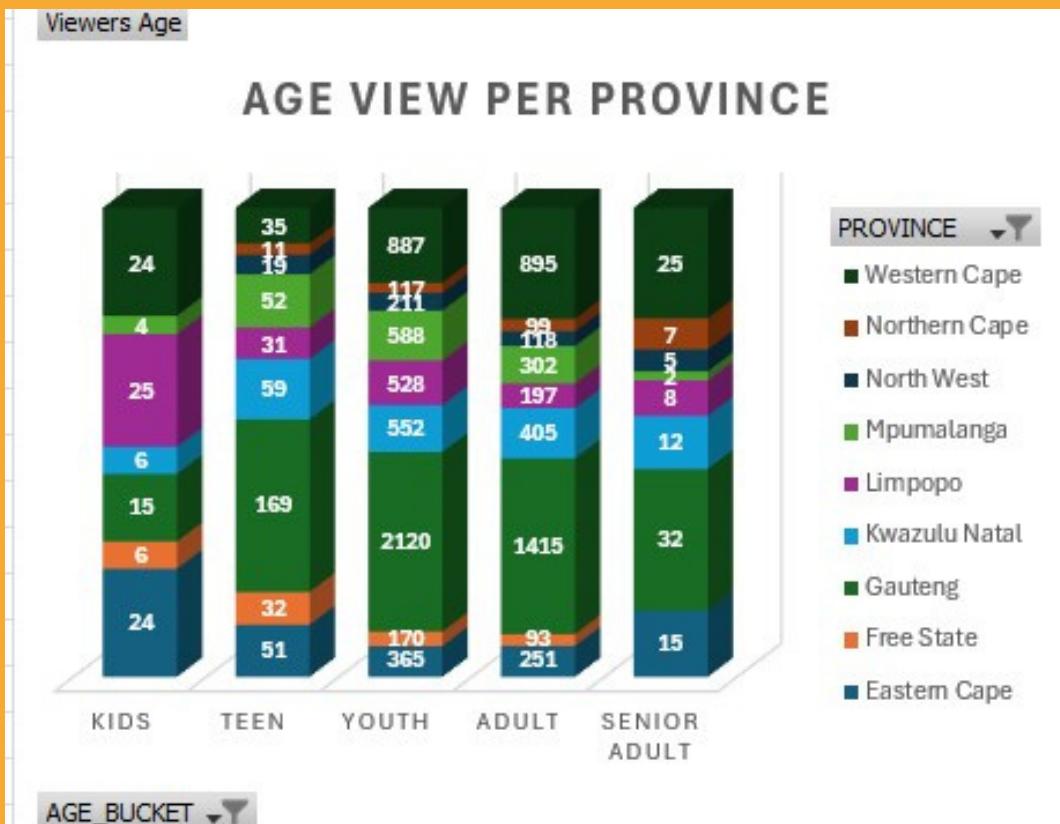
Gender	Total
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WHAT ABOUT AGE GROUPS?

AGE GROUP	GROUP NAME
0 - 12	Kids
13 - 19	Teen
20 - 34	Youth
35 - 59	Adult
60 +	Senior Adult

Of course, there are other age groups of interest when analyzing Bright TV viewing, including teens and older Millennials,



RECOMMENDATIONS

A black and white photograph of a person's hands holding a small, rectangular electronic device. The device has a dark front panel with a small screen or sensor area and a light-colored top section with a slot. The hands are positioned as if presenting or operating the device.

- Feature most female shows same time as sport shows
- Analyze viewer shows preference and push recommended shows to their emails
- Partner with network service providers to recude data costs at remote arears to increase viewership

A woman is sitting on a couch in a living room setting, looking at a tablet device. She is wearing a dark top and light-colored pants. In the background, there's a window with a view of a building and some trees. A small framed picture hangs on the wall to the left.

March
2016

THANK YOU!

BRIGHT TV

ANALYSIS BY THABANG THAMAGA