

BRIGHT TV PRESENTATION

- **Unlocking Growth Through Data-Driven
Decisions**

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**.BrightTv User and Consumption
Insights.**

.Trends

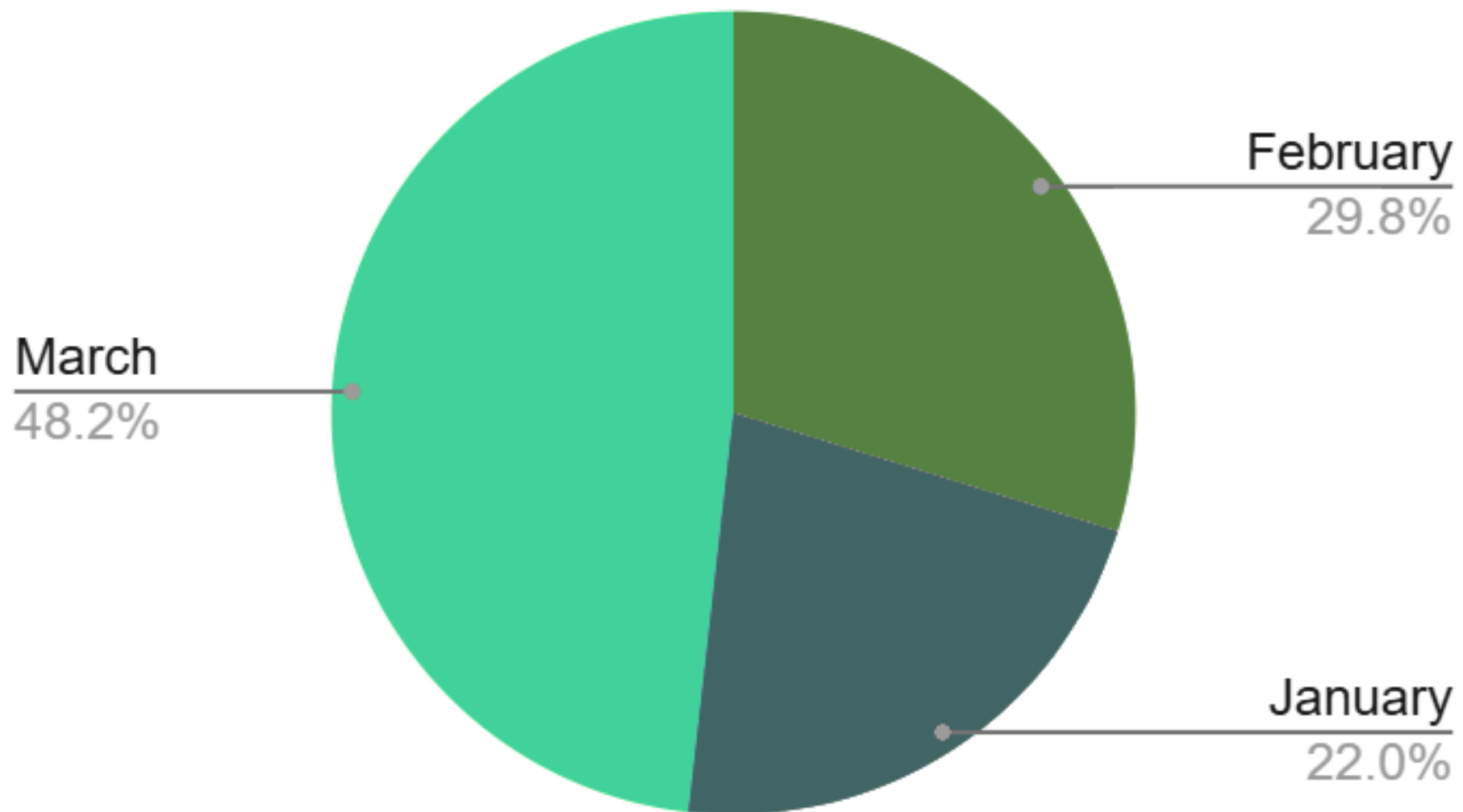
.Drivers

.Recommendations

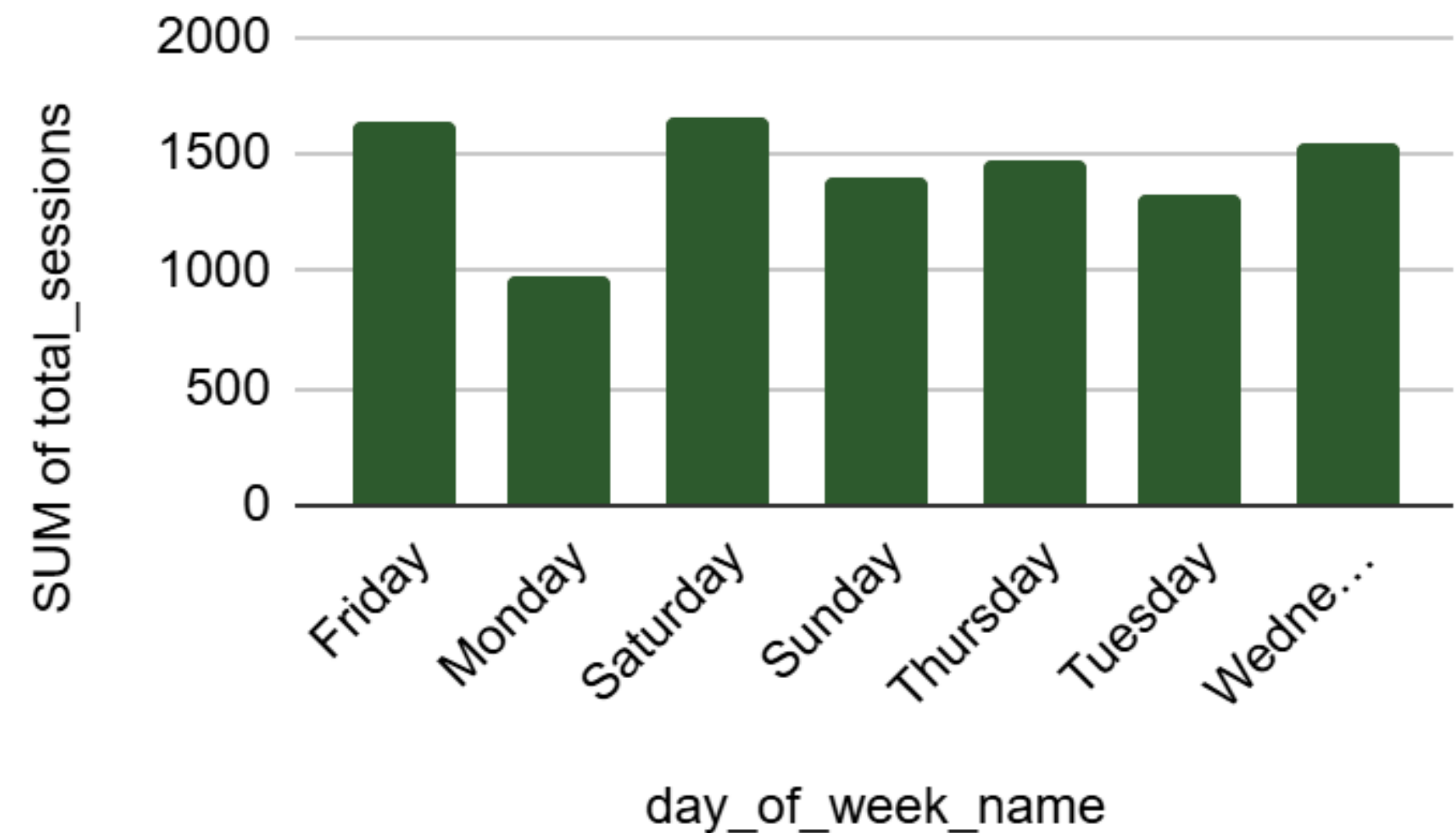
Total Sessions |

Monthly and Weekly

Total Session per Month



Total Session per Week



Insights

- .March with 48% is the largest contributor to the total sessions, followed by February with 30% and lastly January with 22%
- .Peak usage days occurs on Fridays and Saturdays, This clearly indicates a strong weekend effect where users engage most heavily.
- .Consistent high engagement extends into the work week with Thursday and Wednesday showing high sessions, Monday has the lowest session count showing a dip in engagement after the peak weekend.

USERS |

by Province and watch Duration

Insights

Gauteng has the highest user count estimated near 4000, it is several times larger than any other province.

.Gauteng also has the watch duration perfect match to the users, which makes it the primary market for brighttv contributing vast majority of both user base and the engagement.

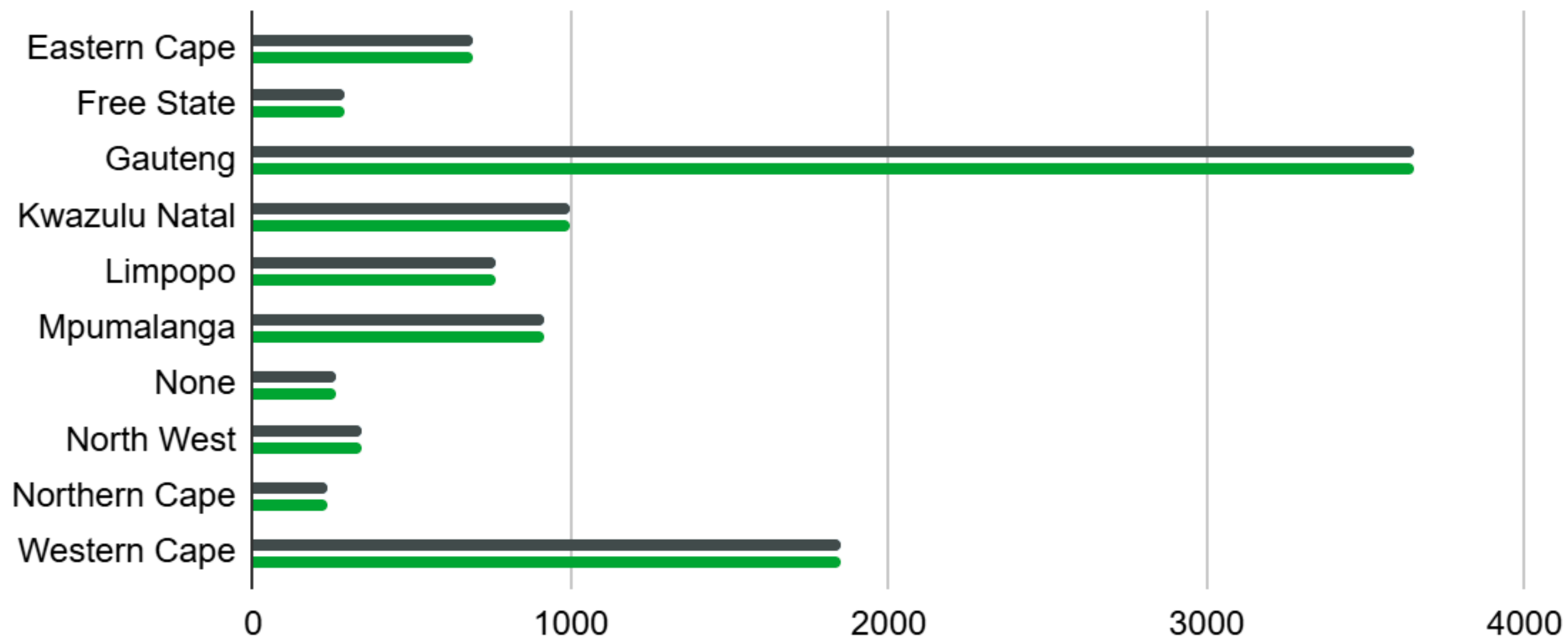
.Western Cape is the second tier province with both user base and watch duration almost 2000 range , followed by KZN in the 1000 range

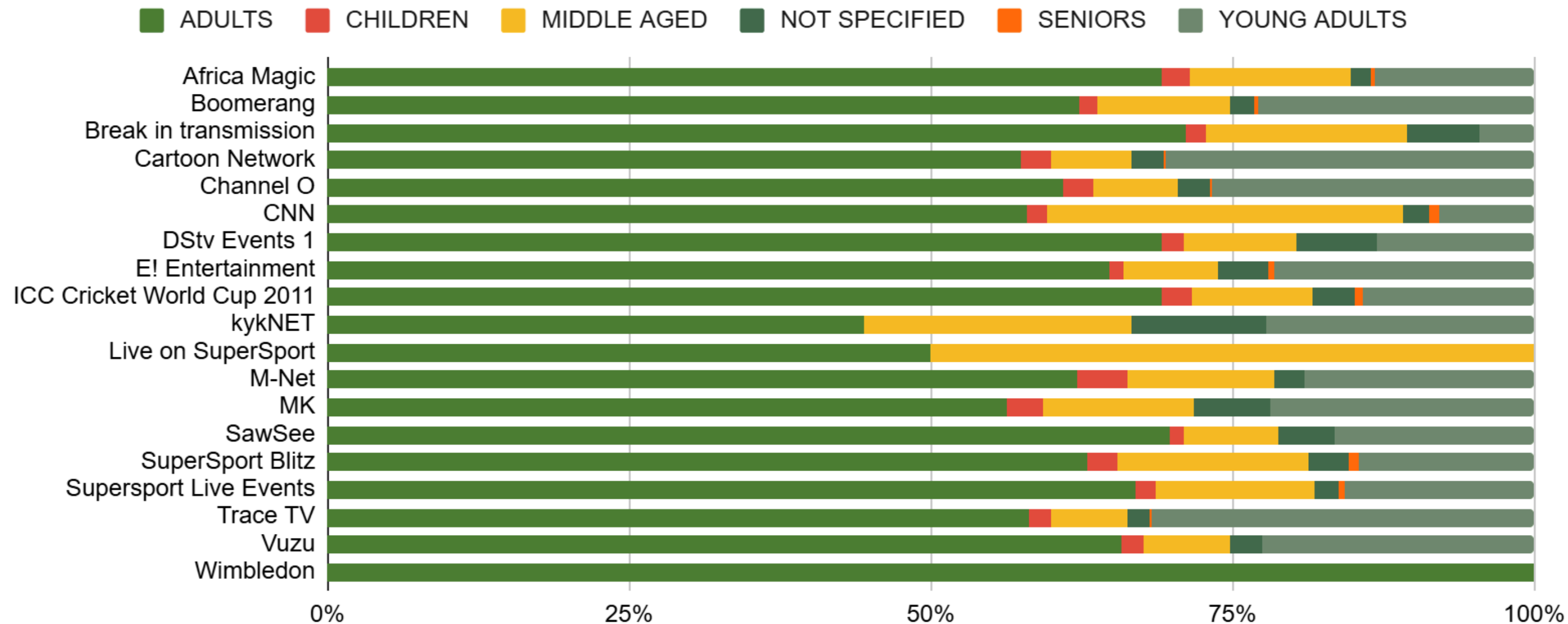
.There is moderate activity in Mpumalanga ,Limpopo and Eastern Cape.

.Free State ,North west and Northern Cape have the lowest in both user base and watch duration

Users by Province and Watch Duration

■ SUM of user_count ■ COUNTA of Watch_Duration



User Count by Age Group and Channel

.Adults age group makes the largest segment of the user base ,This is the primary demographic for brightTv.

.The young adults group is consistently the second and third largest segment on most channels.

.Children /family Channels (e.g Africa Magic ,Boomerang) these show a higher than average percentage of children and middle aged viewers , which can be expected for family oriented content.

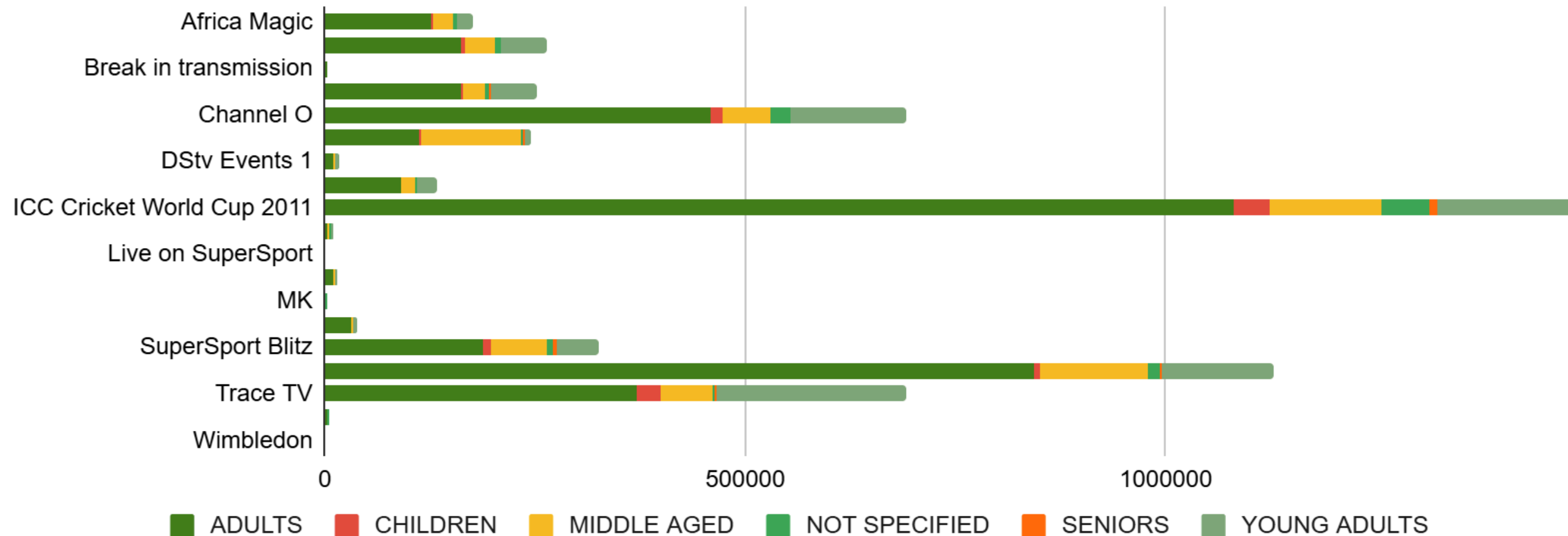
.The adults group is still dominant but less so than on news/sports channels.

.News (e.g CNN) has a verry high propotion of Adults and seniors confirming its appeal to older, informed demographics

DURATION SECONDS | By Channel and Age

Insights

Duration Seconds by Channel and Age



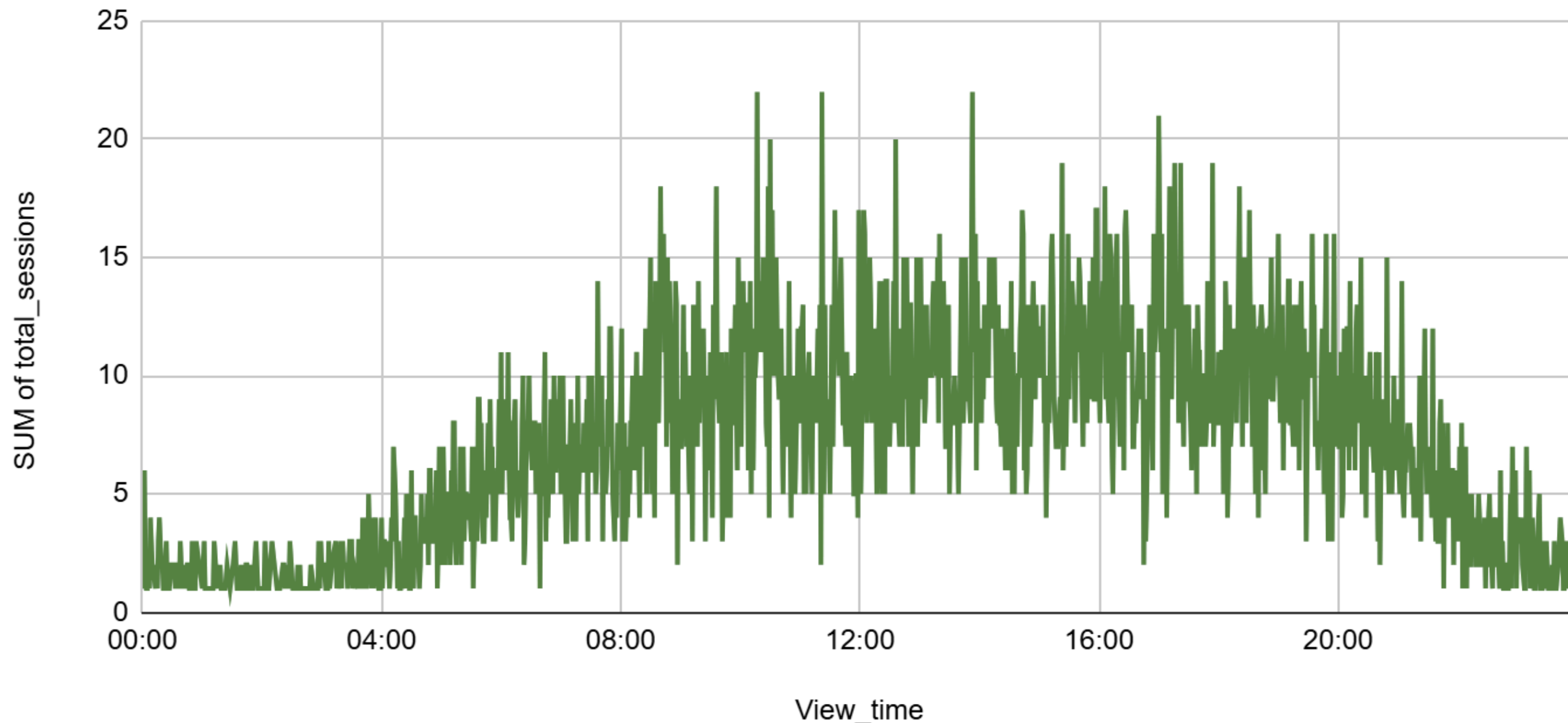
ICC Cricket World Cup 2011 is the dominated by Adults segment , suggesting this age group watched the most .

Trace Tv shows high duratio but the composition appers more varied the Cricket world cup .

.SuperSport Blitz and Live on SuperSport these channels also show strong contributions from Adults segment.

. Channels with notable non-adult viewing appears to contribute a small butt noticeable amount to several channels like Africa Magic

Number of Sessions by Hour



.The graph shows a typical cycle of low and high activity during the day and night
.Activity is consistently low between(00:00) midnight and(04:00) early morning ,indicating minimal or no usage during these hours
.From 05:00 activity begins to increase significantly and continues to rise through the morning .This is likely to people waking up and starting their day.
.Peak activity (Daytime/Evening shows highest concentration of sessions occurs throughout the day from 08:00to 20:00 .
. There is no single sustainable peak rather multiple high frequency peaks scattered throughout this period ,This suggest sustainable ,high engagement across the main working/waking hours.

ANALYSIS

.The primary driver of total viewing time is major sport and music/general entertainment content ,heavily by Adults.

.The contribution of other specified groups (children ,Middle Aged ,seniors, Young adults) is significantly smaller in terms of total seconds which suggest

1)They watch content not listed

2)They consume content with much shorter durations

.The large presence of the Not Specified segment on the channels (e.g Trace Tv) is a data gap that ,if filled could provide more viewership

THANK YOU

by fadzai Makanda