KATEKA MATHYE

BrightTV Analysis

BrightTV Audience Study (2016)

I conducted a comprehensive review of viewer behavior across the BrightTV bouquet during the first quarter of 2016. The analysis went deeper than simple ratings, exploring who tuned in (age, gender, race, province), how they watched (time of day, session length, day of week), and what they preferred to watch.

The aim was to uncover meaningful engagement patterns, highlight the most loyal audiences, and identify areas where BrightTV could grow. The findings revealed a service with a strong but concentrated following — and plenty of room to expand.

Approach

- Audience Profiles: Grouped viewers by age, gender, race, and province.
- Viewing Habits: Classified sessions by length and time of day.
- Channel Popularity: Ranked channels by total session counts.
- Depth of Engagement: Distinguished between quick browsing and sustained viewing.
- Cross-Analysis: Compared demographics with channel and time preferences.
- Data Quality Checks: Flagged duplicate records that could distort engagement figures.
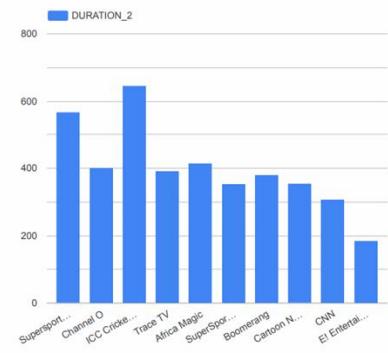
```
-- Categorized demographics
uv.AGE_BRACKET,
uv.GENDER_BRACKET,
uv.PROVINCE_BRACKET,
uv.RACE_BRACKET,
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✳
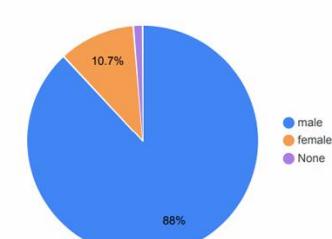
Key Findings

### Watch Duration for each Channel

Gender with more users

- male
- female
- None

10.7%

88%
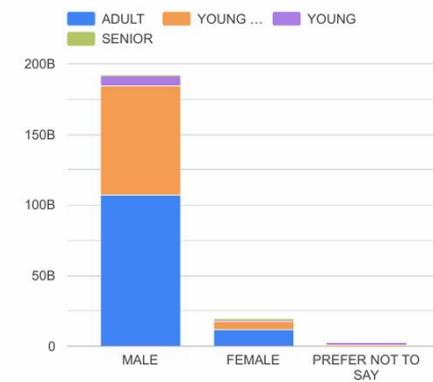
Key Findings

Province and the amount of users

	PROVINCE_BRACKET	Record Count ▾
1.	GAUTENG	68,744
2.	WESTERN CAPE	32,076
3.	EASTERN CAPE	17,528
4.	KWAZULU NATAL	17,028
5.	MPUMALANGA	15,520
6.	LIMPOPO	12,388
7.	NORTHERN CAPE	6,960
8.	NORTH WEST	5,472
9.	FREE STATE	4,256
10.	NONE	2,372
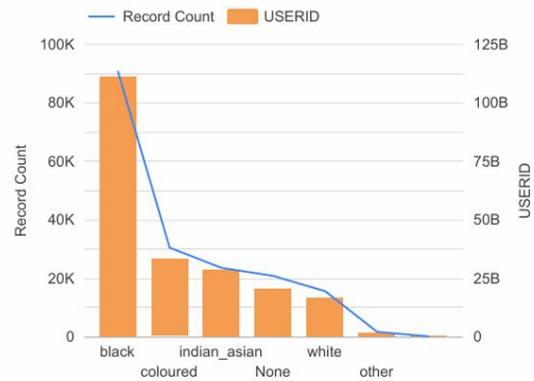
Which gender and age group watch the most

Legend:
- ADULT
- YOUNG ...
- YOUNG
- SENIOR

Key Findings

Race which has more watchers

— Record Count   ■ USERID

(Chart: x-axis categories — black, coloured, indian_asian, None, white, other; left y-axis Record Count 0–100K; right y-axis USERID 0–125B)

Insights

3219+

- Quick Viewing Dominates: Over 85% of sessions lasted under 5 minutes, showing BrightTV is often used for quick updates or background noise.
- Defined Core Audience: Young Adult and Adult Black males (26–60) in Gauteng generated the highest engagement.
- Niche Channel Appeal:
  - Africa Magic: Strong evening loyalty, suggesting appointment viewing.
  - CNN & SuperSport Blitz: Used mainly for short news or score updates.
  - Cartoon Network, Boomerang, Channel O: Popular with younger audiences, especially afternoons and weekends.
  - E! Entertainment & Trace TV: Attracted a diverse, cosmopolitan audience, particularly in the Western Cape.
- Anonymous Viewers: A large segment withheld demographic details, limiting personalization opportunities.
- Data Duplication: Repeated records inflated session counts, underscoring the need for cleanup before deeper analysis.

Recommendations

01 ⊕

CNN & SuperSport Blitz: Since many South Africans use these channels for quick updates, introduce short, recurring recap loops (news headlines, sports scores) every 10–15 minutes to match the "check-in" habit while boosting ad opportunities.

02 ⊕

Youth Engagement: Launch an "Afternoon Escape" block on Cartoon Network, Channel O, and Boomerang aimed at students and young adults. Include interactive elements like SMS shout-outs or social media polls, which are popular in South Africa.

03 ⊕

Community Campaigns: Use companion apps or on-screen prompts in multiple South African languages (Zulu, Xhosa, Afrikaans, English) to make profiling more inclusive.

Thank You.