BRIGHT TV
PRESENTATION

Bright TV's CEO has an objective to grow the company's subscription base on this financial year

02

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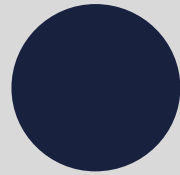
Daily viewership
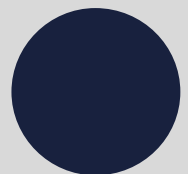
- This graph show a daily trends view counts for each day
- The view counts appear to fluctuate throughout the period
- There's a significant drop in views around the middle of the period
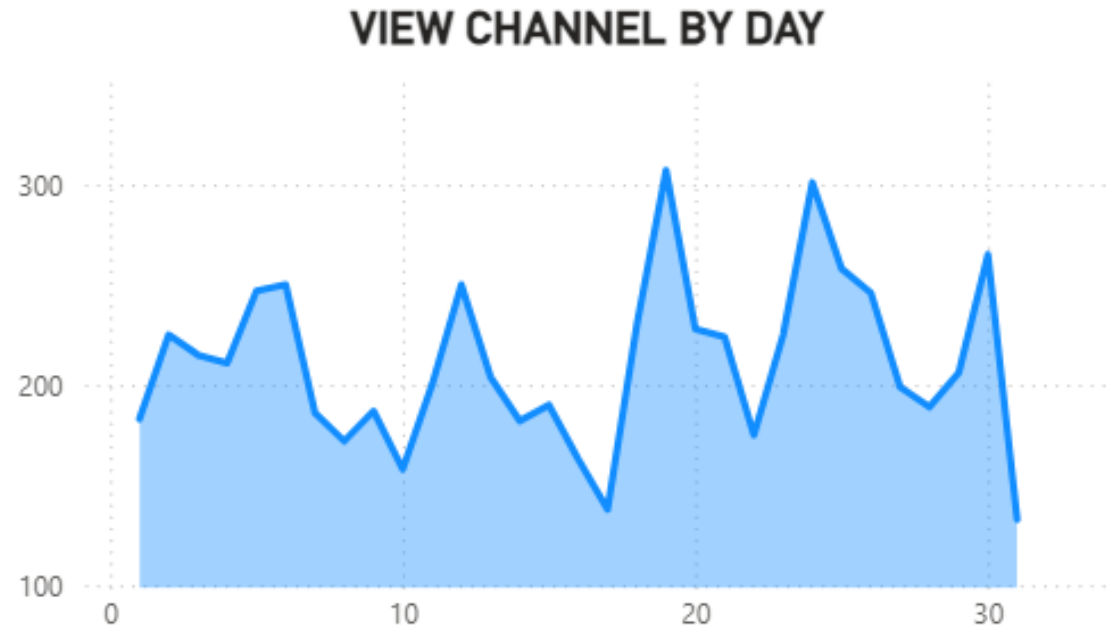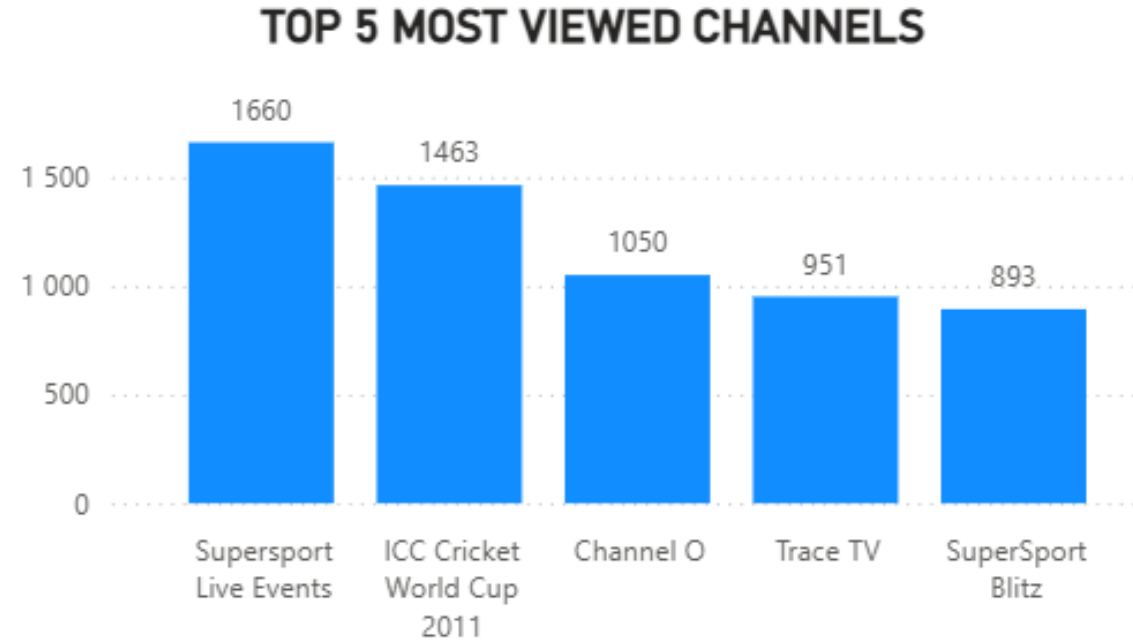- Views appear to recover somewhat toward the end of the period
- The highest view count was above 300 just before the 20th
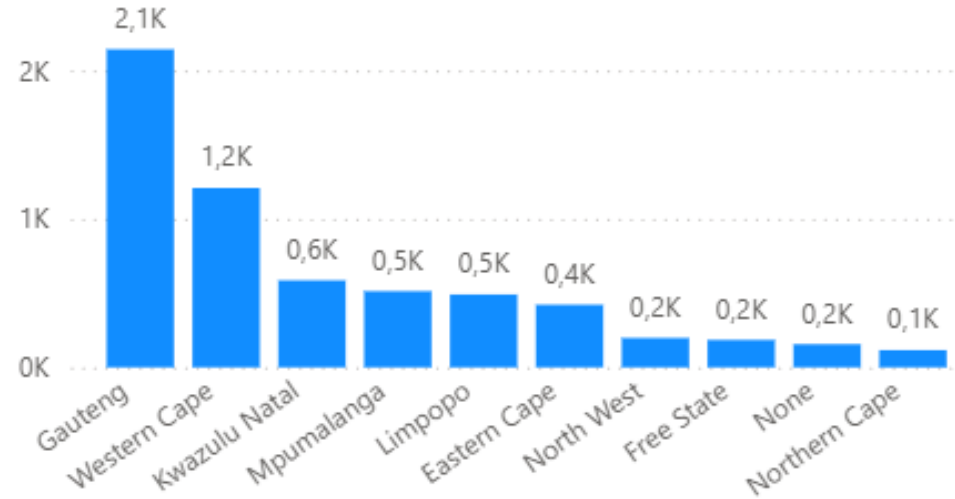
VIEW CHANNEL BY DAY

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Top Ranking

- The list is dominated by sports content, with three sports-related channels occupying the #1, #2, and #5 positions.
- SuperSport Live Events" is the most viewed channel, followed by the dedicated cricket world cup channel.
- The other two channels - "Channel O" and "Trace TV" - appear to be entertainment or music channels.
- This suggests that sports content, particularly live sporting events and cricket, generates the highest viewership among these channel options.
- This appears to be a ranking of television channels or content categories based on viewership.

TOP 5 MOST VIEWED CHANNELS

| Channel	Views
Supersport Live Events	1660
ICC Cricket World Cup 2011	1463
Channel O	1050
Trace TV	951
SuperSport Blitz	893

Province viewship

- Gauteng has the highest viewership by a significant margin
- The top 3 provinces (Gauteng, Western Cape, KwaZulu-Natal) are the most populous provinces in South Africa
- There's a substantial drop in viewership after the top 3 provinces
- Northern Cape has the lowest viewership at only 100 viewers
- There are 200 viewers whose province is unclassified ("None")
- This data shows a clear correlation between provincial population size and viewership numbers, with urban centers dominating the viewership statistics

VIEWERS PER PROVINCE

| Province	Viewers
Gauteng	2,1K
Western Cape	1,2K
Kwazulu Natal	0,6K
Mpumalanga	0,5K
Limpopo	0,5K
Eastern Cape	0,4K
North West	0,2K
Free State	0,2K
None	0,2K
Northern Cape	0,1K

Viewers per race

- **Black viewers** represent the largest demographic at 43.4%, which is more than double the next largest identified group.
- There's a significant portion of unclassified viewers (15.8% labeled as "None")
- White viewers are the second largest identified group at 16.3%
- The "Other" category is substantial at 12.9%
- Coloured viewers represent 10.6%
- Indian/Asian viewers represent the smallest percentage at 1.0%

VIEWERS PER RACE

10,6%
1,0%
12,9%
43,4%
15,8%
16,3%

RACE
- black
- coloured
- indian_asian
- white
- None
- other
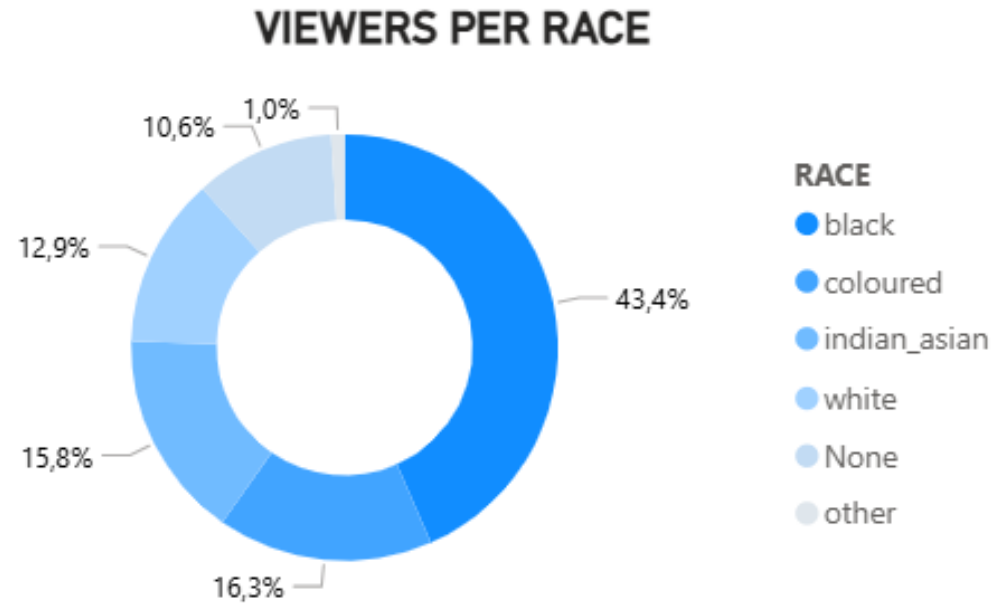
This distribution appears to roughly correspond with the general demographic makeup of South Africa, where the Black population constitutes the majority, though the percentages don't align exactly with national census data, which could reflect either sampling variations or specific viewership patterns for this particular content.

Viewer per age

- **Adults** make up the majority of viewers at 57.4%, representing more than half of the total audience
- Young Adults are the second largest group at 33.8%
- Combined, Adults and Young Adults account for 91.2% of all viewers
- Children represent 8.0% of the viewership
- Seniors are the smallest demographic at only 0.9%

VIEWERS PER AGE GROUP

8,0%   0,9%

33,8%

57,4%

AGE_CATEGORY

- Young Adult
- Adult
- Children
- Senior
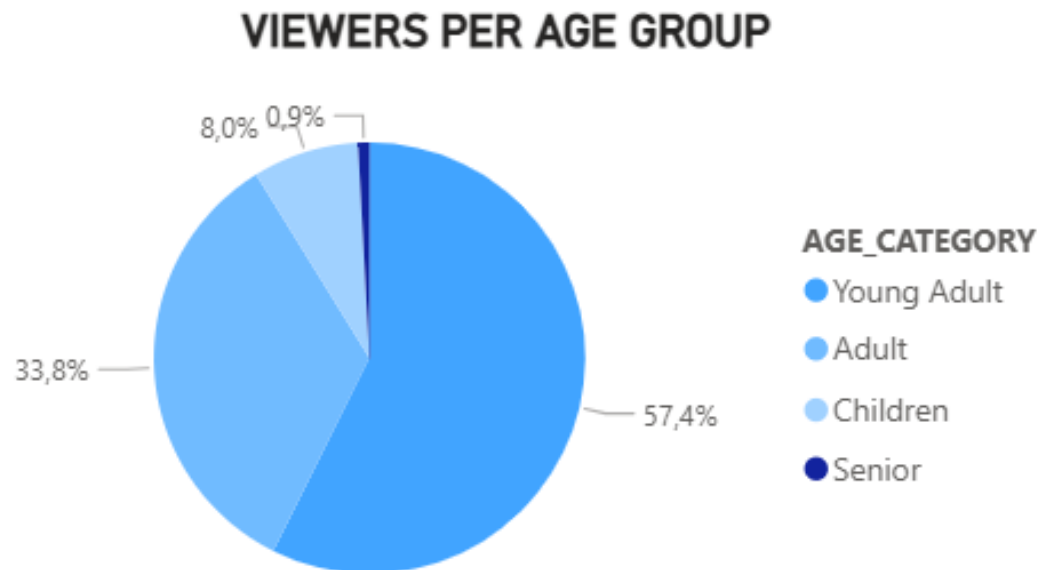
This distribution suggests the content or platform is primarily popular among the working-age population (Adults and Young Adults), with relatively minimal engagement from children and seniors. The data could reflect either the target demographic for the content or general viewing patterns across different age groups.

Recommendations and **Suggestion**

- Focus heavily on Gauteng, Western Cape, and KwaZulu-Natal which represent ~64% of your viewership
- Develop targeted content and marketing for these high-performing provinces
- Develop content that appeals to the Black demographic (43.4% of audience) while maintaining diverse appeal
- Create programming that bridges age groups - particularly targeting Adults (57.4%) and Young Adults (33.8%)
- Promote sports content heavily during peak viewing days

End of presentation

Questions?