

BRIGHT TV VIEWERSHIP

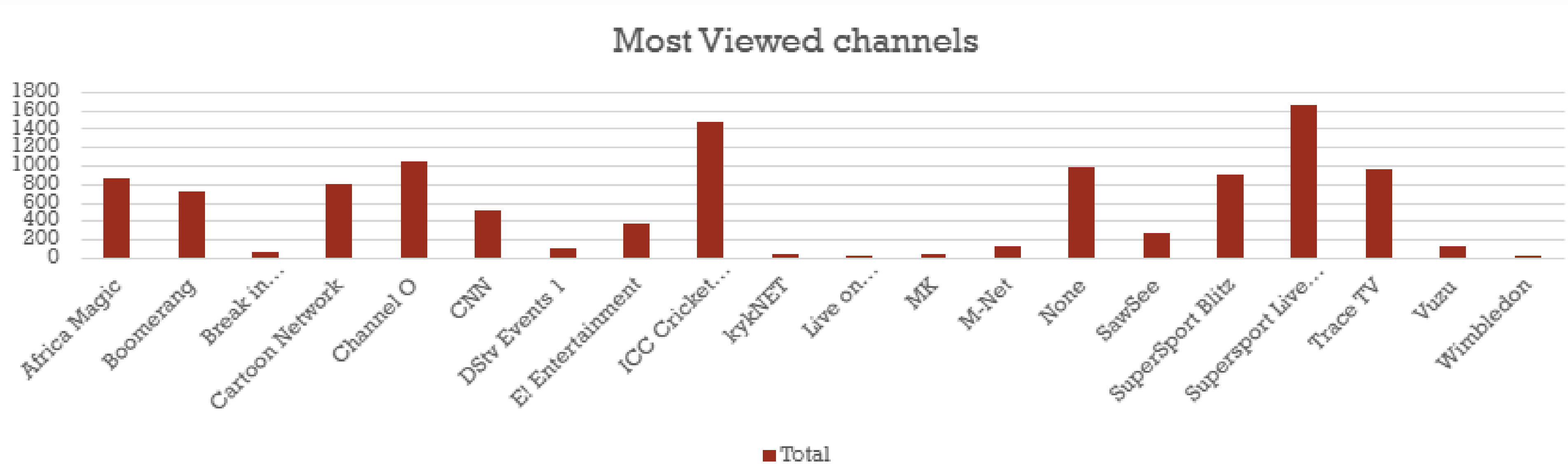
Bright Tv Viewership Analysis





Objective

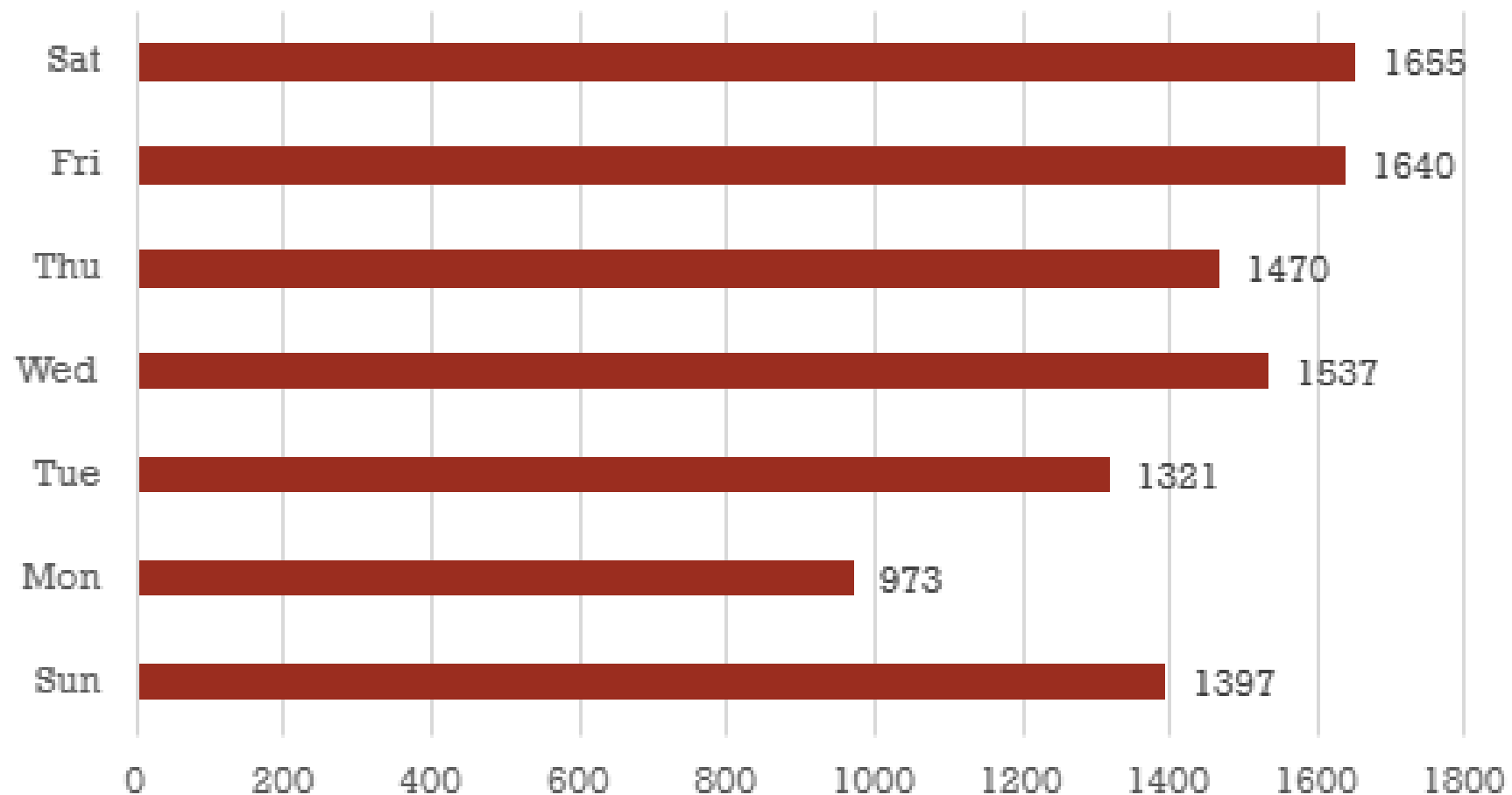
The strategic priority is to maximize audience retention by refining content programming through viewer data. By identifying drop off points and peak engagement times, we can curate schedules that resonate with key demographics, ensuring sustained subscriber growth and increased ad revenue.



Channel Views

Sports events are the biggest draw, occupying the top 2 spots. Music channels (Channel O, Trace TV) follow closely, suggesting a highly engaged audience for live action and entertainment.

Views By Day of Week

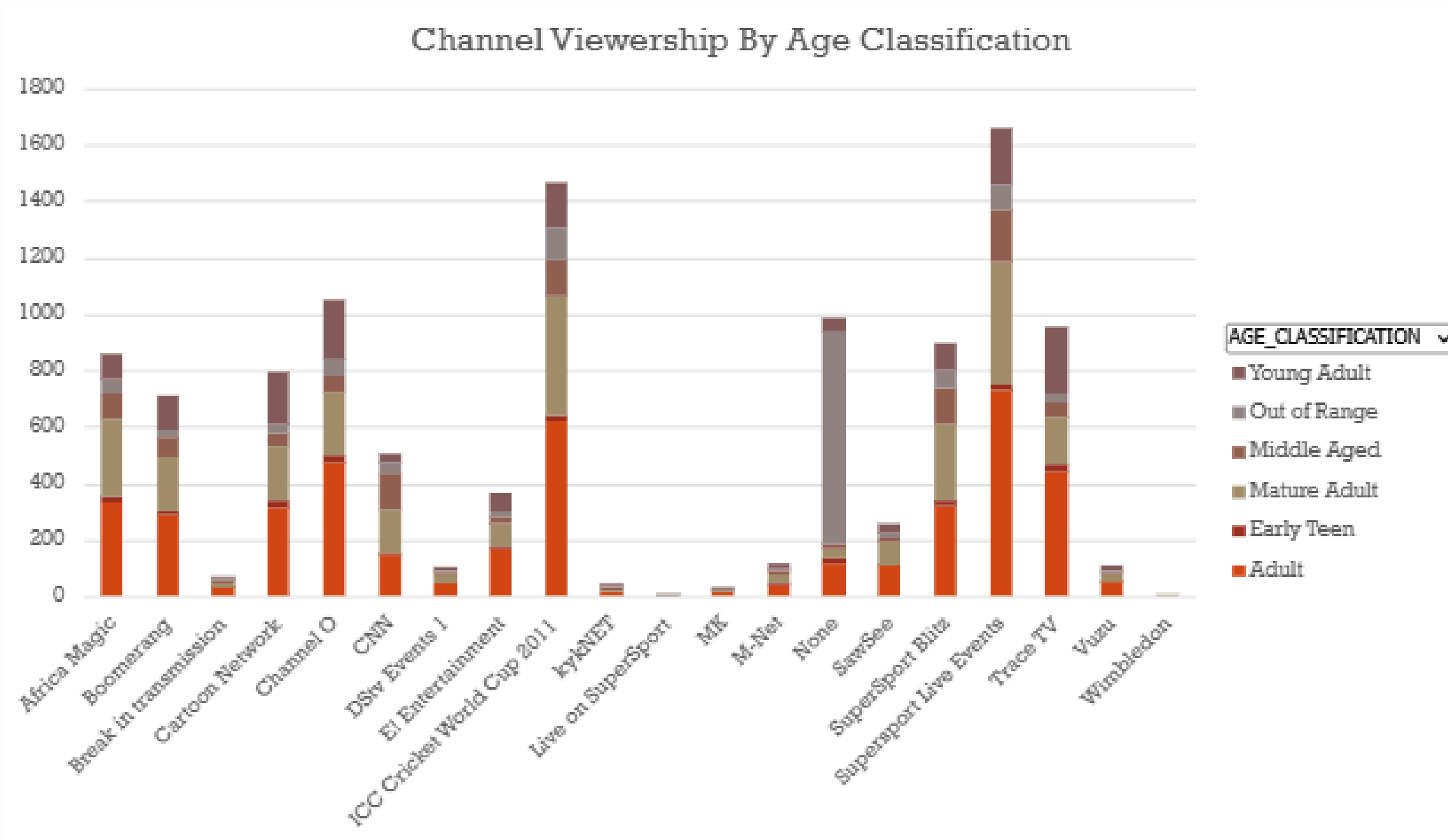


Views By Day

- Saturday: 1,655 viewers (Peak)
- Friday: 1,640 viewers
- Wednesday: 1,537 viewers

Viewership ramps up significantly towards the weekend, with Saturday being the absolute busiest day.

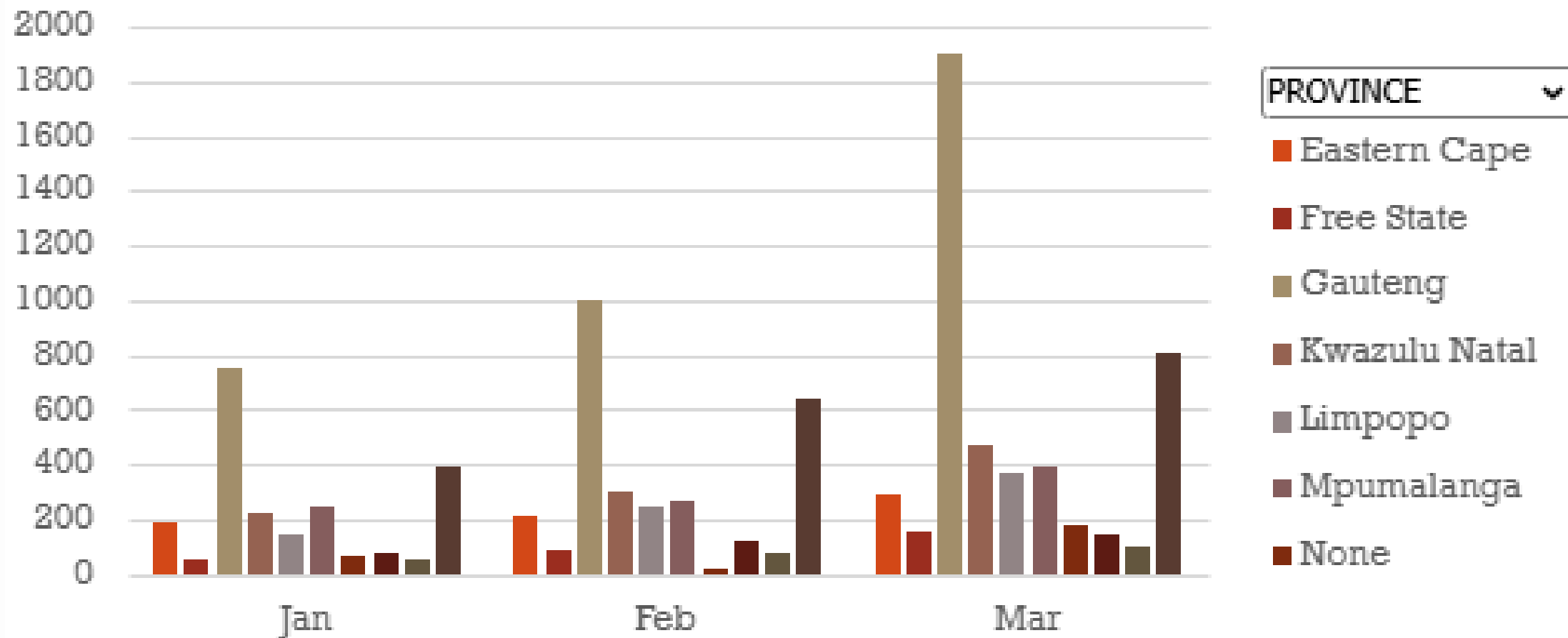
Channel Views by age classification



- Adults (Top Choice): Sports (Supersport Live Events)
- Young Adults (Top Choice): Music (Trace TV & Channel O)

While "Adults" (the largest group) prefer sports, "Young Adults" lean more towards music channels. This suggests segmented marketing opportunities.

Viewing By Month & Province

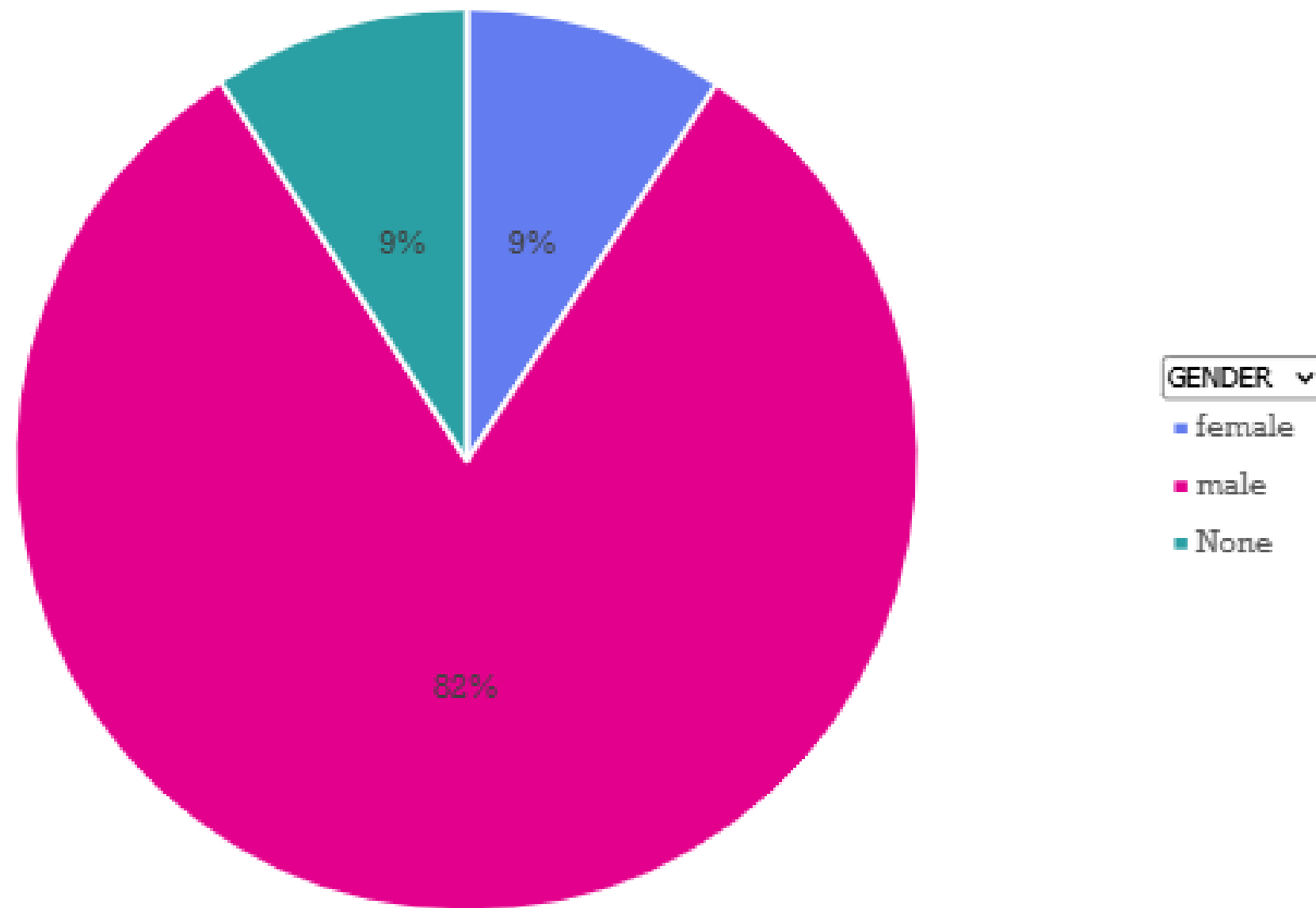


Views By Province

- Gauteng: 3,651 viewers
- Western Cape: 1,845 viewers
- KwaZulu-Natal: 1,001 viewers

Gauteng alone accounts for more viewers than the Western Cape and KwaZulu-Natal combined. It is the critical region for this audience.

Gender Breakdown



Gender Views Distribution

- Male: ~82%
- Female: ~9%
- None ~9%

The current viewership base is overwhelmingly male, which aligns with the high popularity of sports content found in the channel data.

Reccomendations

- With viewership peaking on Saturdays , schedule premium blockbusters and high-value advertising slots during this prime-time window to capture the largest possible audience
- Move away from generic marketing by targeting "Adults" with Live Sports events and "Young Adults" with Music culture channels (Channel O & Trace TV).
- Target the majority of the marketing budget towards Gauteng, which holds over 35% of the total viewership, more than the next two largest provinces combined.
- Develop specific campaigns featuring Lifestyle or Drama content to engage the underrepresented female audience (currently ~10%) and diversify the viewer base.



THANK YOU

For Tuning Into Bright TV