BrightTV Sales Analysis

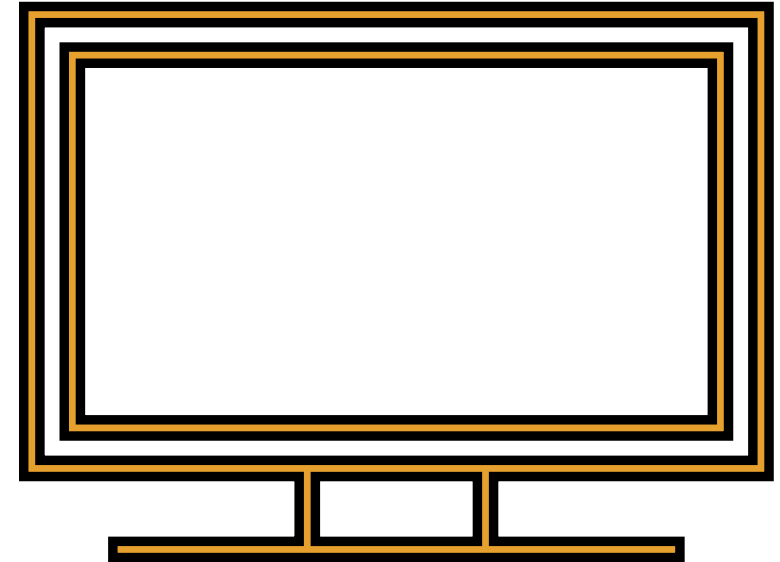KENEUOE MAKHONGOANE

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1. Introduction

BrightTV's CEO has set a key objective for this financial year: to grow the company's subscription base. To support this, the dataset of BrightTV's user profiles and viewership dataset was analysed, which contains session-level consumption records.

The aim of this presentation is to provide insights that will help the CEO drive user growth and increase overall consumption.
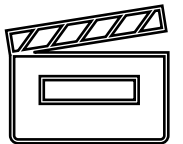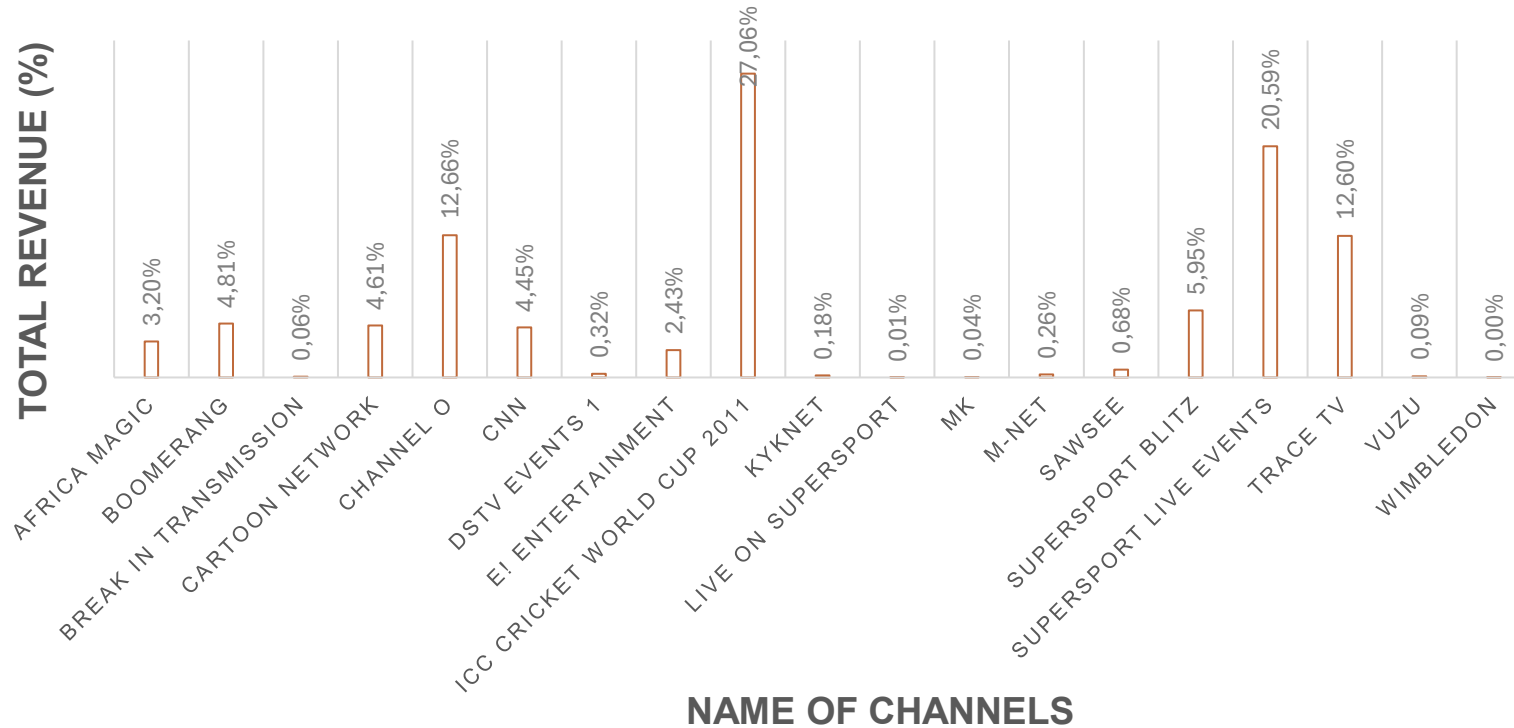
This presentation covers:

• User and usage trends

• Factors influencing consumption

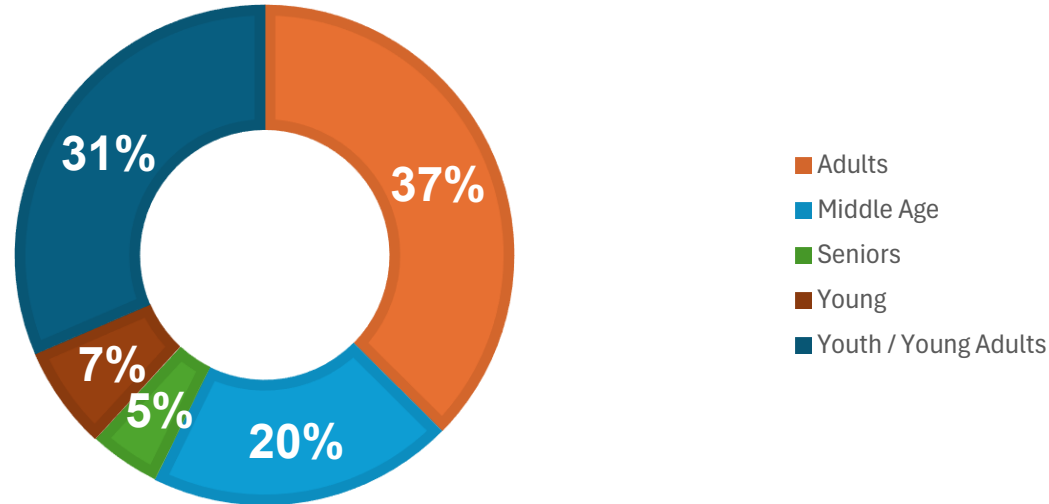• Content recommendations for low-consumption days

2. Total revenue by channels

- The highest revenue comes from ICC Cricket World Cup (27%) and Supersport Live Events (21%), driven by major sports events.

- The lowest, Wimbledon (0%) and niche channels (<0.1%), generate minimal revenue, likely due to low demand or limited sessions.

Chart — TOTAL REVENUE (%) vs NAME OF CHANNELS:

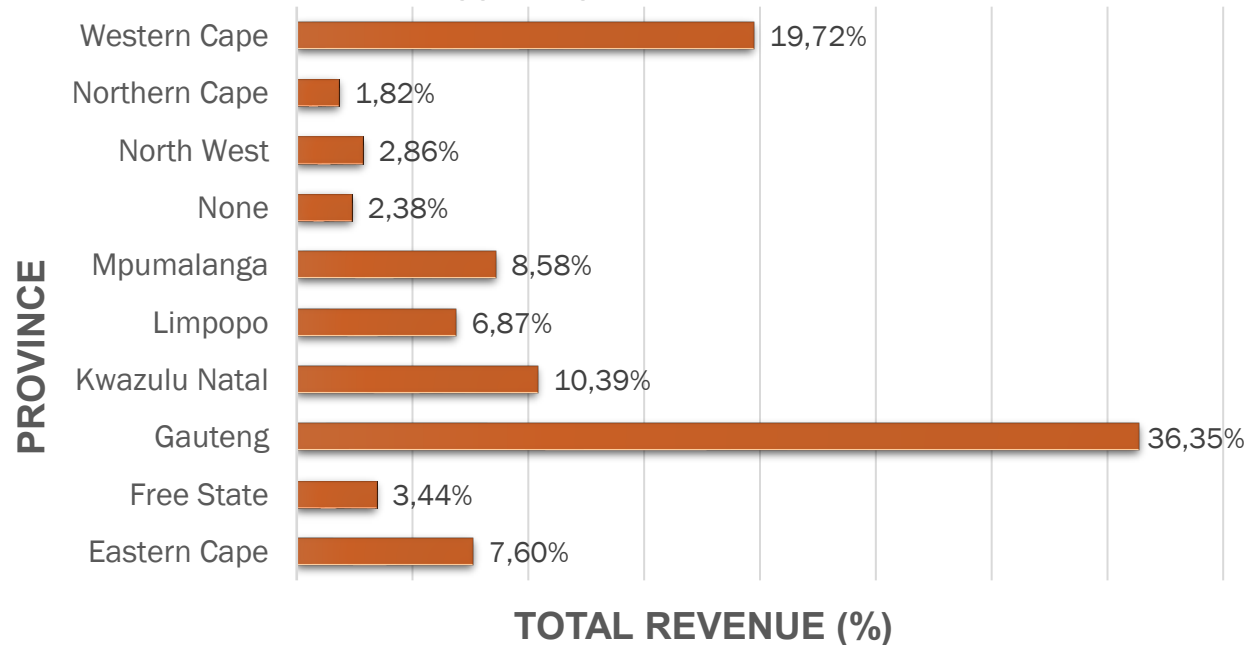| Channel	Total Revenue (%)
AFRICA MAGIC	3,20%
BOOMERANG	4,81%
BREAK IN TRANSMISSION	0,06%
CARTOON NETWORK	4,61%
CHANNEL O	12,66%
CNN	4,45%
DSTV EVENTS 1	0,32%
E! ENTERTAINMENT	2,43%
ICC CRICKET WORLD CUP 2011	27,06%
KYKNET	0,18%
LIVE ON SUPERSPORT	0,01%
MK	0,04%
M-NET	0,26%
SAWSEE	0,68%
SUPERSPORT BLITZ	5,95%
SUPERSPORT LIVE EVENTS	20,59%
TRACE TV	12,60%
VUZU	0,09%
WIMBLEDON	0,00%

3. Total revenue by age group

- The highest revenue comes from Adults (37%) and Youth/Young Adults (31%) showing that these segments are BrightTV's core viewers.

- The lowest revenue comes from Seniors (5%) and Young viewers (7%), likely due to lower engagement or fewer subscriptions in these age groups.
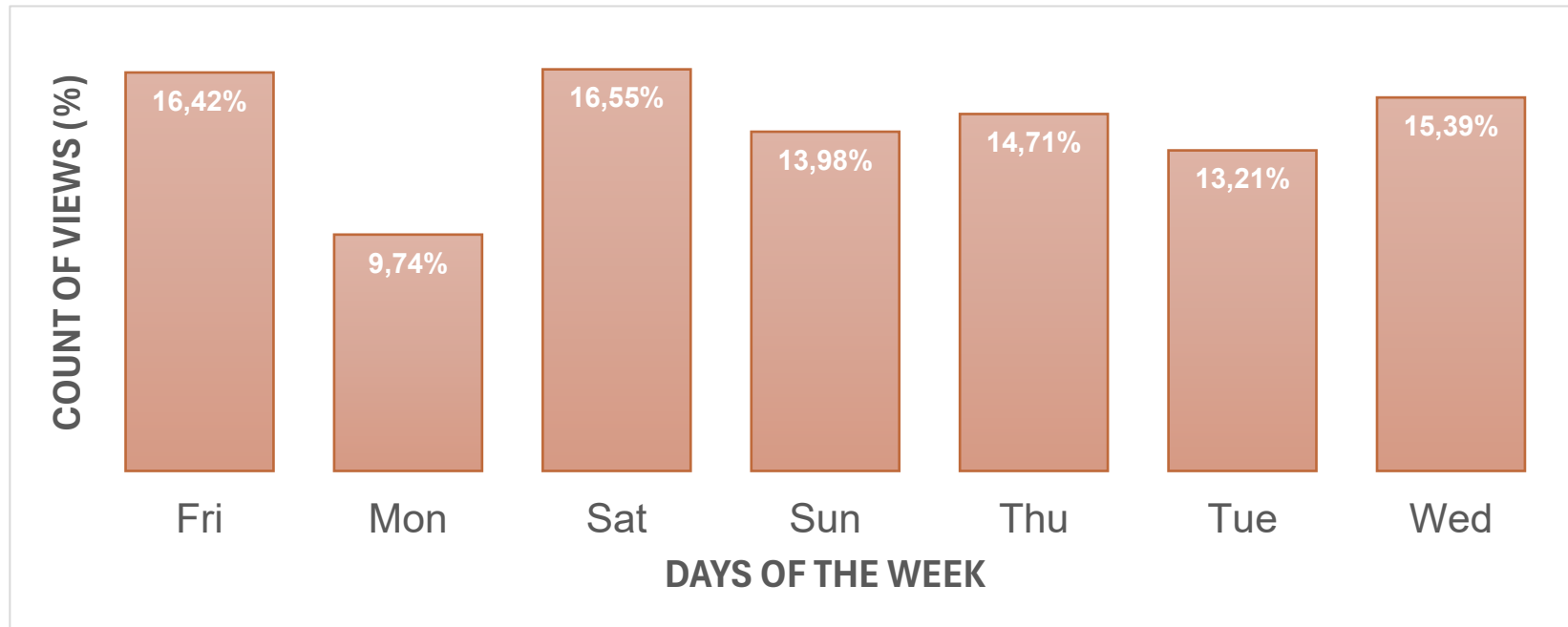
4. Total revenue by province

- Gauteng (36%) and Western Cape (20%) dominate revenue, showing these provinces have the strongest subscriber base and highest engagement.

- KwaZulu-Natal (10%) and Mpumalanga (9%) contribute moderately, while provinces like Northern Cape (2%), North West (3%), and Free State (3%) generate minimal revenue, suggesting lower market penetration in these areas.
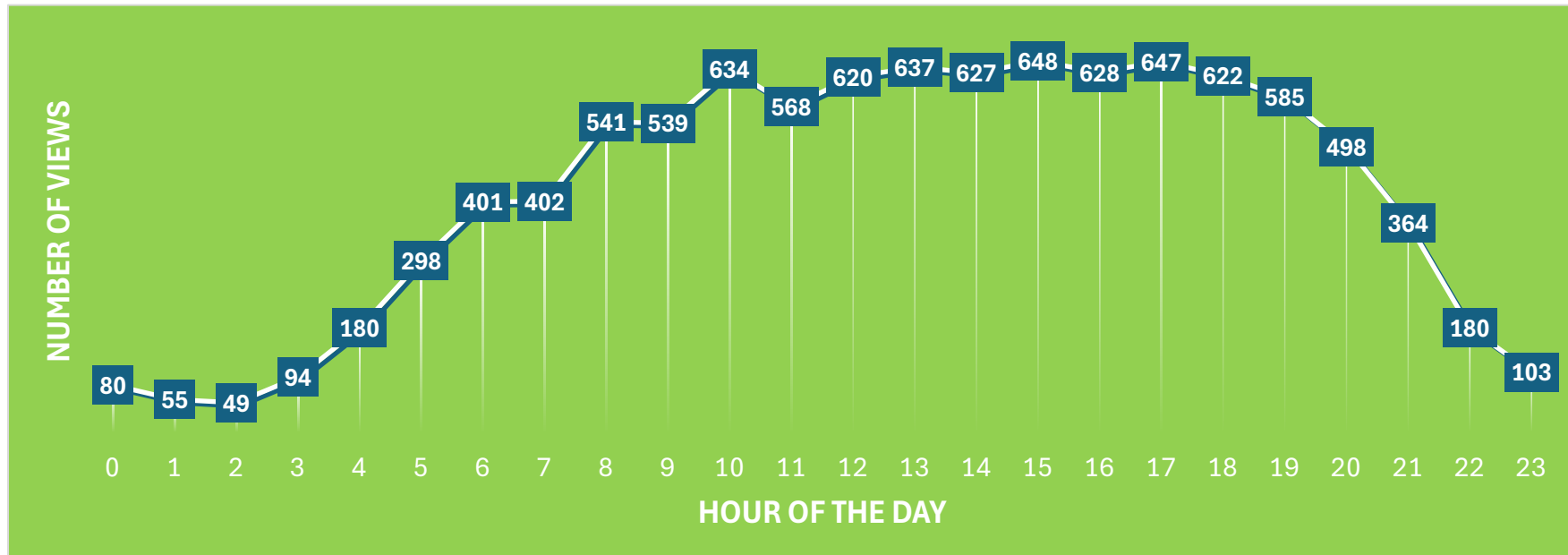
5. Most active day of the week

- Viewer activity is highest on Saturday (16.55%) and Friday (16.42%), with Wednesday (15.39%) also showing strong engagement, while Sunday (13.98%) and Tuesday (13.21%) have moderate activity, and Monday (9.74%) records the lowest.

- To maximize reach, high-value content and promotions should be prioritized on Friday and Saturday, while mid-week programming can be optimized to boost engagement on slower days like Monday.

6. Peak hours of the day

- Prime Engagement Window: The audience is most active between 8 AM and 5 PM, with peak views around 10–17 hrs.

- Morning Ramp-Up: Activity builds quickly from 4–7 hrs, suggesting early-morning visibility matters.

- Evening Decline: After 18 hrs, engagement drops steadily, with minimal activity late at night.

7. Summary of the insights

1.**Total Revenue by Channel**

Major sports events (ICC Cricket World Cup – 27%, Supersport Live – 21%) are the strongest revenue drivers. Niche channels and Wimbledon contribute negligible revenue (<0.1%).

2.**Total Revenue by Age Group**

Adults (37%) and Youth/Young Adults (31%) are BrightTV's core audience. Seniors (5%) and Young viewers (7%) show limited engagement.

3.**Total Revenue by Province**

Gauteng (36%) and Western Cape (20%) dominate revenue, reflecting strong subscriber bases. KwaZulu-Natal (10%) and Mpumalanga (9%) are moderate contributors. Northern Cape, North West, and Free State (2–3%) show weak market penetration.

4.**Active Hours of the Week**

Peak activity: Friday (16.42%) and Saturday (16.55%).Mid-week (Wednesday 15.39%) is strong, while Monday (9.74%) is weakest.

5.**Active Hours of the Day**

Prime engagement: 8 AM – 5 PM, peaking at 10–17 hrs. Early ramp-up: 4–7 hrs. Decline after 18 hrs, minimal activity late at night.

8. Recommendations

- Invest in high-demand sports content (e.g., secure rights for major cricket tournaments or local derbies) and reduce funding for low-performing niche channels (e.g., under-watched specialty lifestyle channels).

- Target Adults and Youth/Young Adults with tailored content (e.g., drama series for adults, reality shows or music specials for young adults) and marketing campaigns on platforms they use (e.g., TikTok, Instagram).

- Expand in underperforming provinces using localized promotions (e.g., regional discounts in Northern Cape), partnerships (e.g., local radio stations in North West), or community events (e.g., sponsorships in Free State).

- Optimize scheduling by placing premium content on high-engagement days (e.g., new movie premieres on Fridays or sports recap shows on Saturdays) and improving Monday programming (e.g., launching a new talk show or comedy block).

- Match content to peak hours by releasing new content during morning build-up (e.g., morning news, highlights packages between 6–9 AM) and featuring major live events or promotions between 10 AM–5 PM (e.g., mid-day sports matches or reality show marathons).

- Reduce investment in late-night slots where engagement is low (e.g., replace expensive shows after 11 PM with reruns or automated programming).

THANK YOU