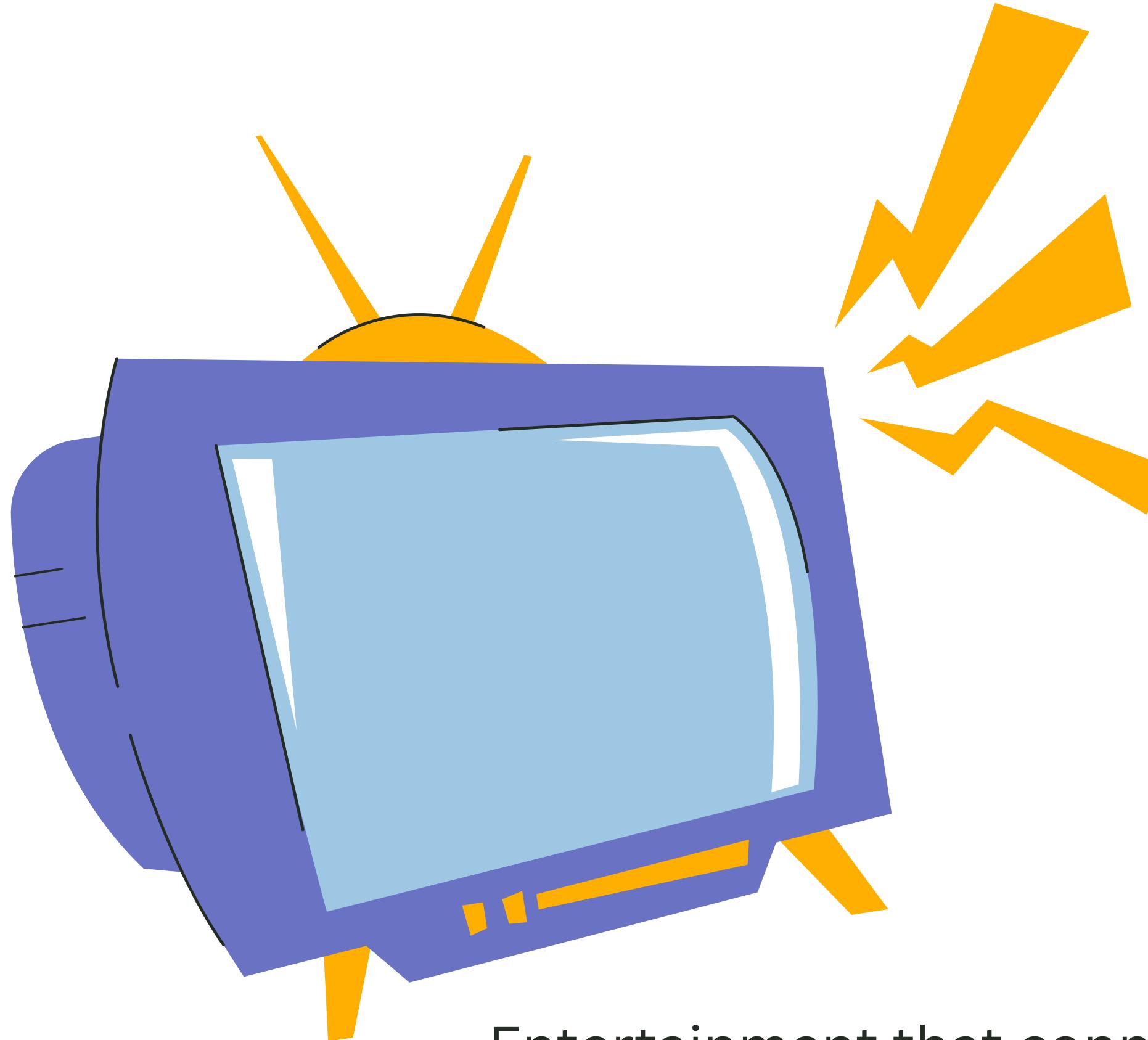


# BrightTV



Entertainment that connects everyone

October 2025

# BrightTV Analysis

## AGENDA:

- DATA OVERVIEW
- COMPARATITE ANALYSIS
- CHANNELS PERFORMANCES
- MONTHLY TRENDS
- RECOMMENDATIONS
- CONCLUSION

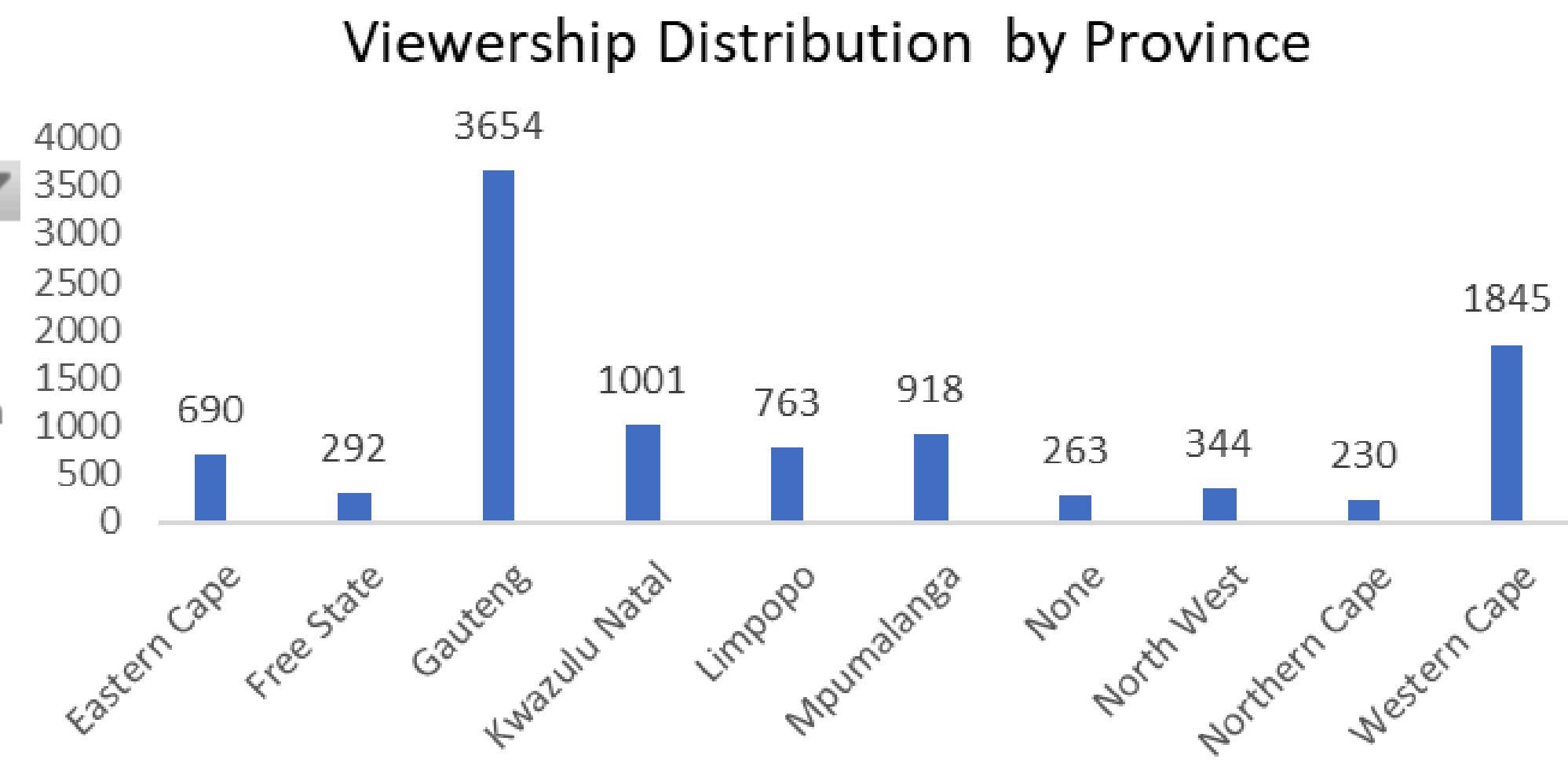
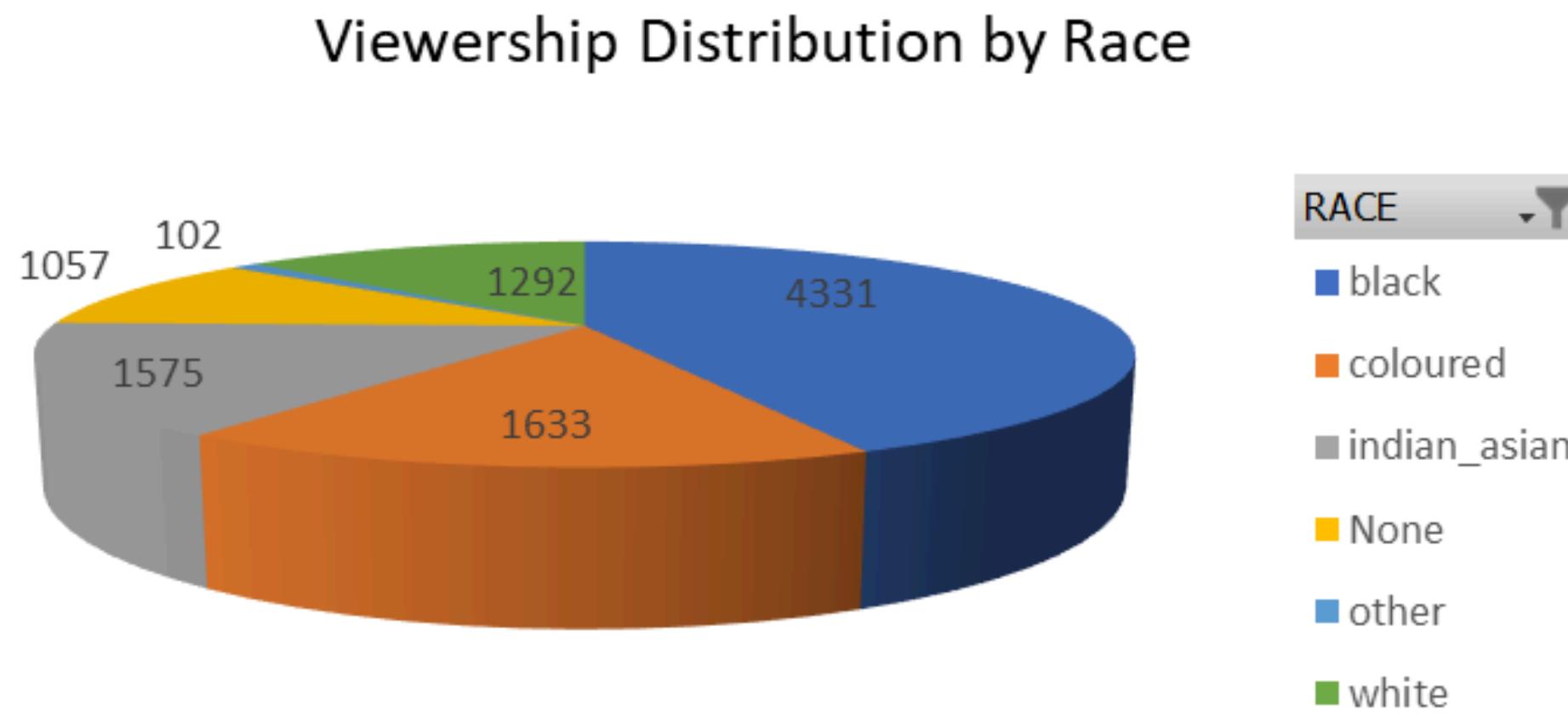
# BRIGHT TV DATA OVERVIEW

## Purpose:

- This dataset consists of 10,000 unique users with demographic attributes (Race, Age Group Gender and Province ) with viewership information including (Channels watched, Number of viewer and Viewing Time) per record .
- The demographic segmentation time of day pattern analysis, and content preferences insights
- The data covers January to march 2025 and includes some missing values for race and province

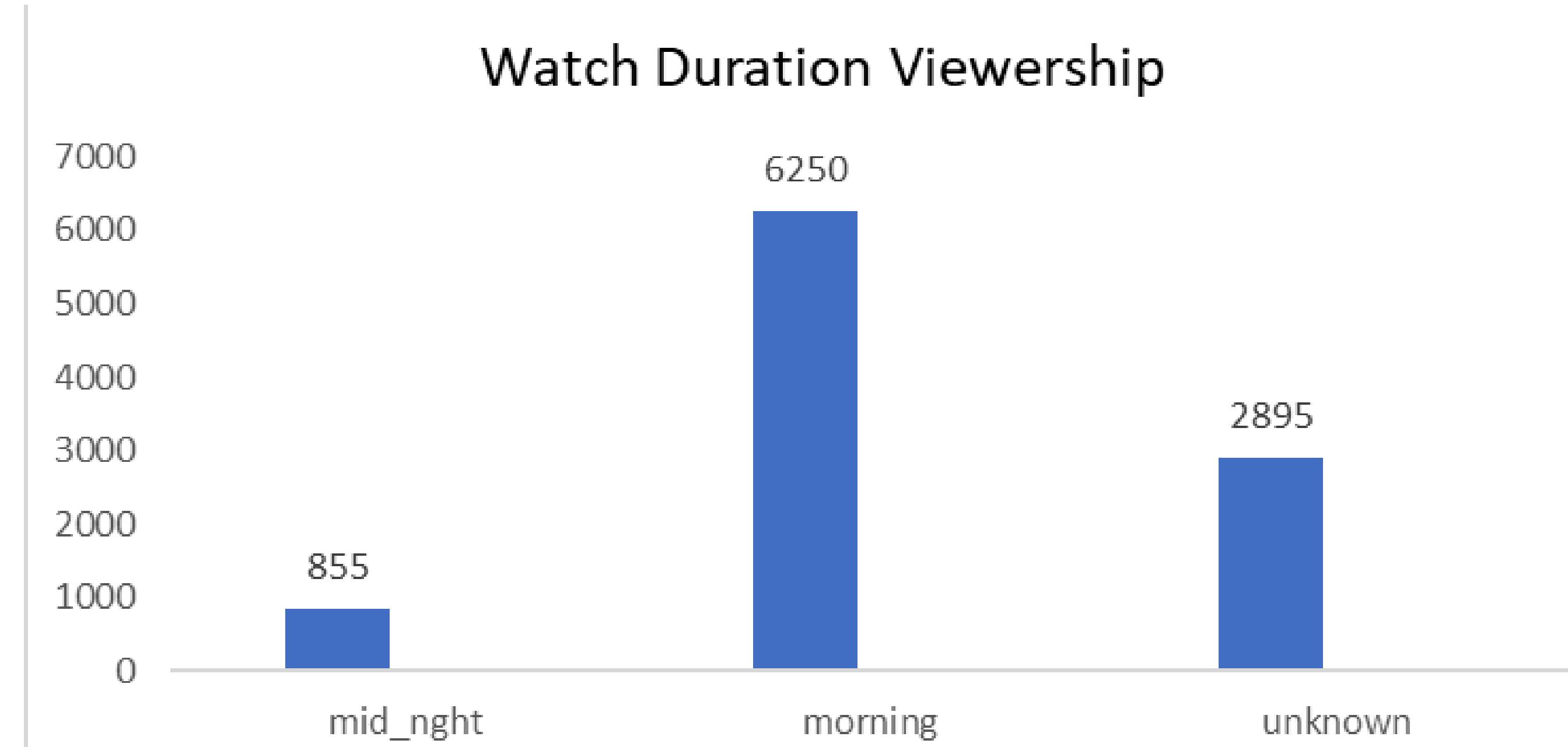
# Demographic VIEW

- .Black viewers represent the largest single racial group with over 4331 of viewers.
- .Gauteng is the dominated region compared to other province with viewership over 3654 viewers
- .With more than 263 viewers who did not specify to be from which region they belong and 102 viewers did not specify their race



# Watch Duration

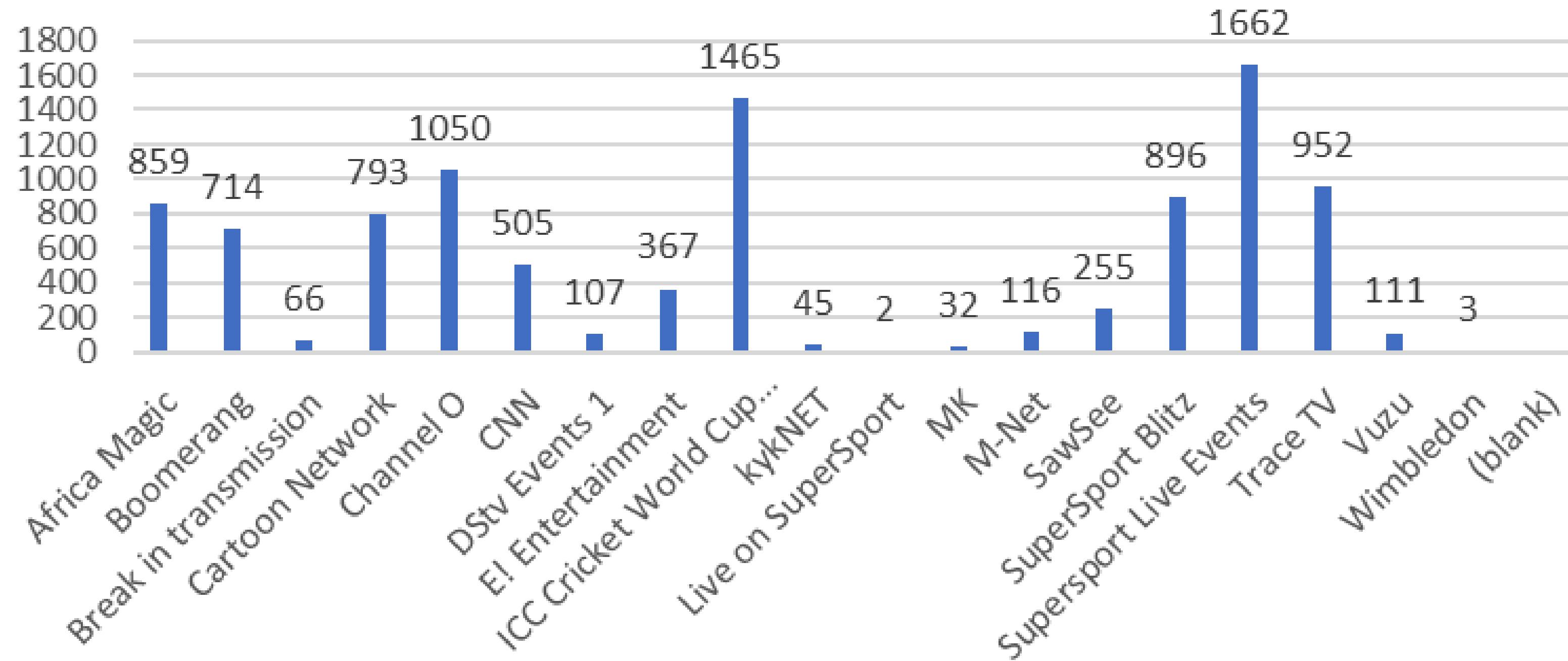
- .Morning is the peak viewership period ,62% of viewers are active in the morning.
- .Only 8.53% of users watch in mid-night ,with low night -time engagement .
- .28.95% unknown time slot not being specified what time the viewers engage .



# Channel popularity

- .Sport channels is the most watched channel leading viwership overall by audience preferences
- .Few views for KyNET,MK,Live on supersport and Wimbledon with overall of 0.82% ,these channel barely record in the overall viewing patterns.

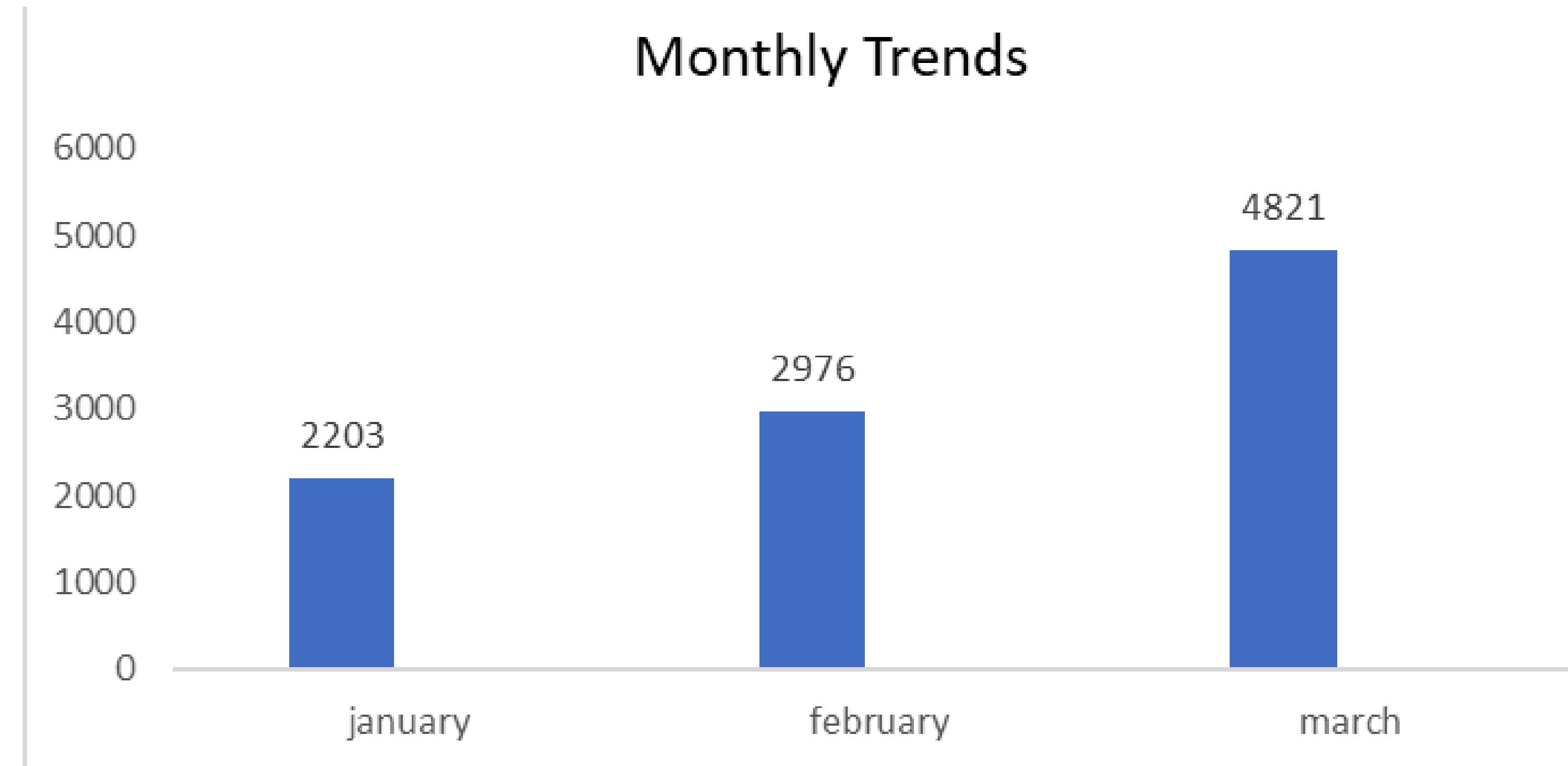
## Channel performances



# Monthly Trends

.Early months (jan-feb) viewership were under 30% each ,engagement was modarate.

.The growth rate is accelarating ,March alone accounts for nearly half of the total viewers.





# **Conclusion:**

Our analysis shows that the majority of viewers are adults ,predominantly black with peak engagement in the morning and strong preferences per channels like channel O and Africa Magic indicating that targeted content by age ,region and channel can maximize viewership and engagement .

## **Strategic Recommendations:**

- Targeted programming by age:Develop more content for adults (19-59 years ) while also creating appealing segments for children and elderly to capture growth opportunities
- Night /Mid-night slots : consider niche or experimentals programming during lower-viewership periods to test audience interest
- Promote loyalty programs,interaction features or exclusive content for high engagement segments