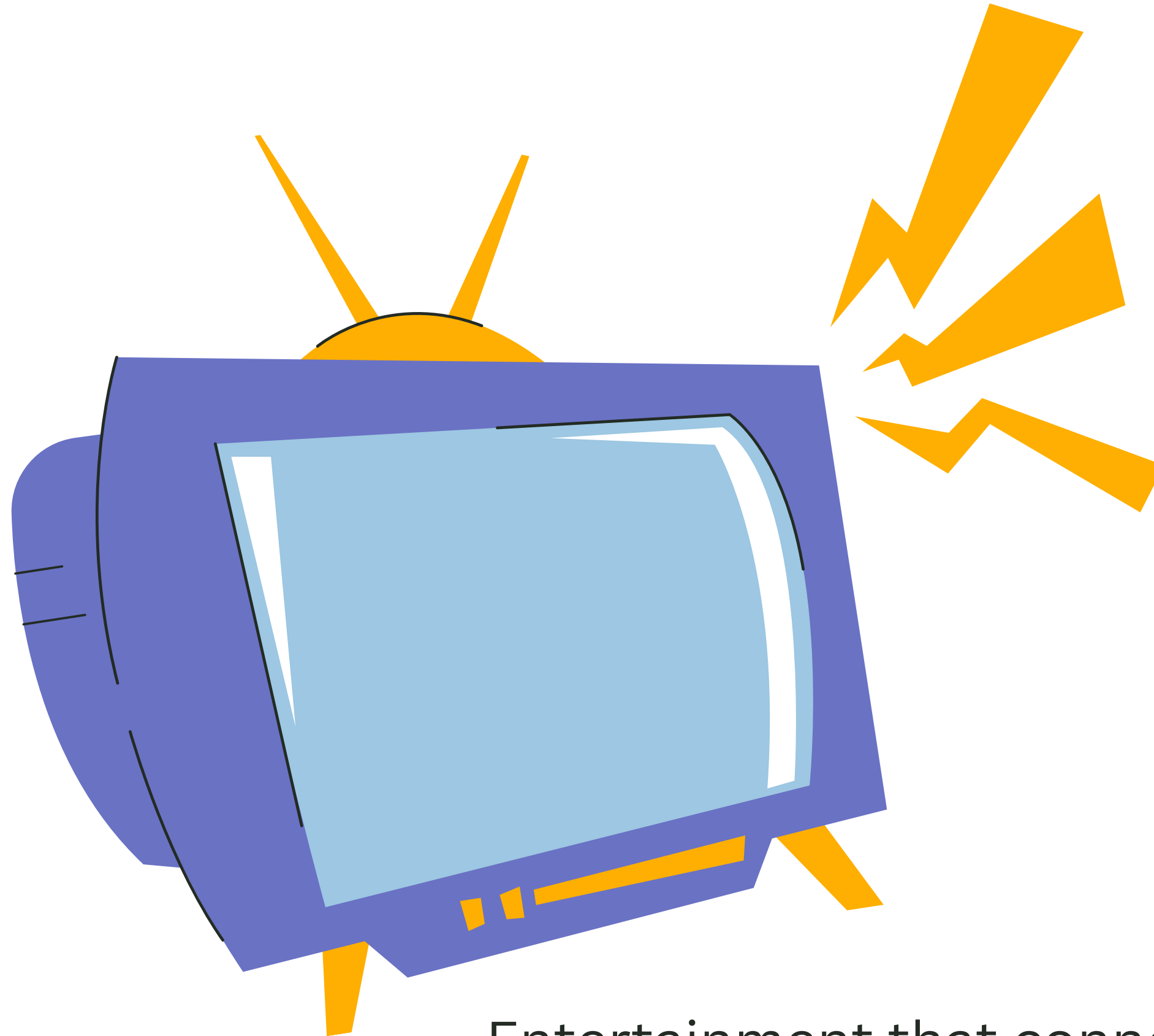


BrightTV



Entertainment that connects everyone

October 2025

BrightTV Analysis

AGENDA:

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

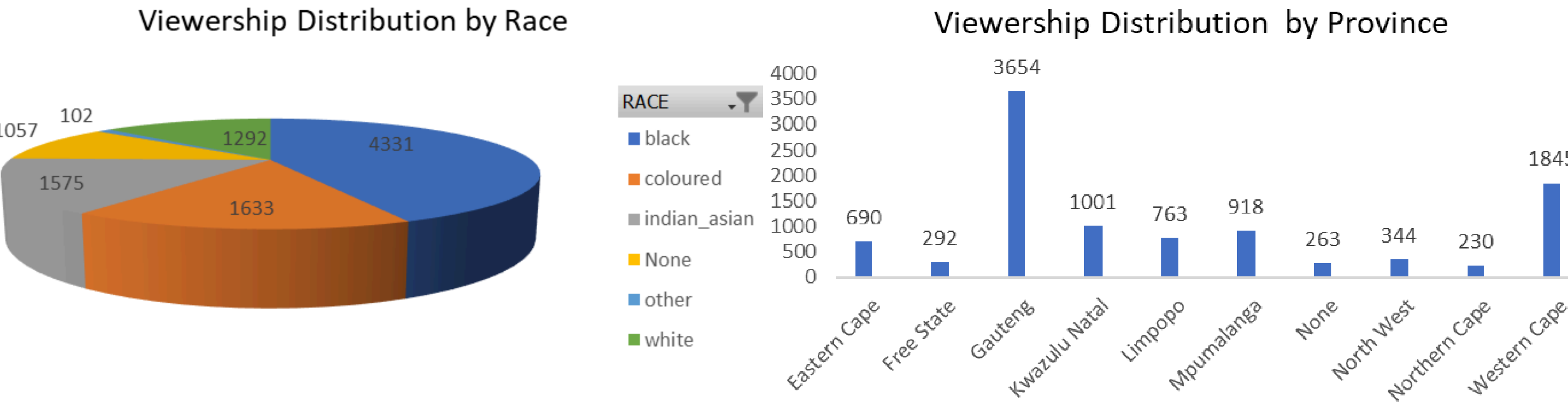
BRIGHT TV DATA OVERVIEW

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 Veiwing 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

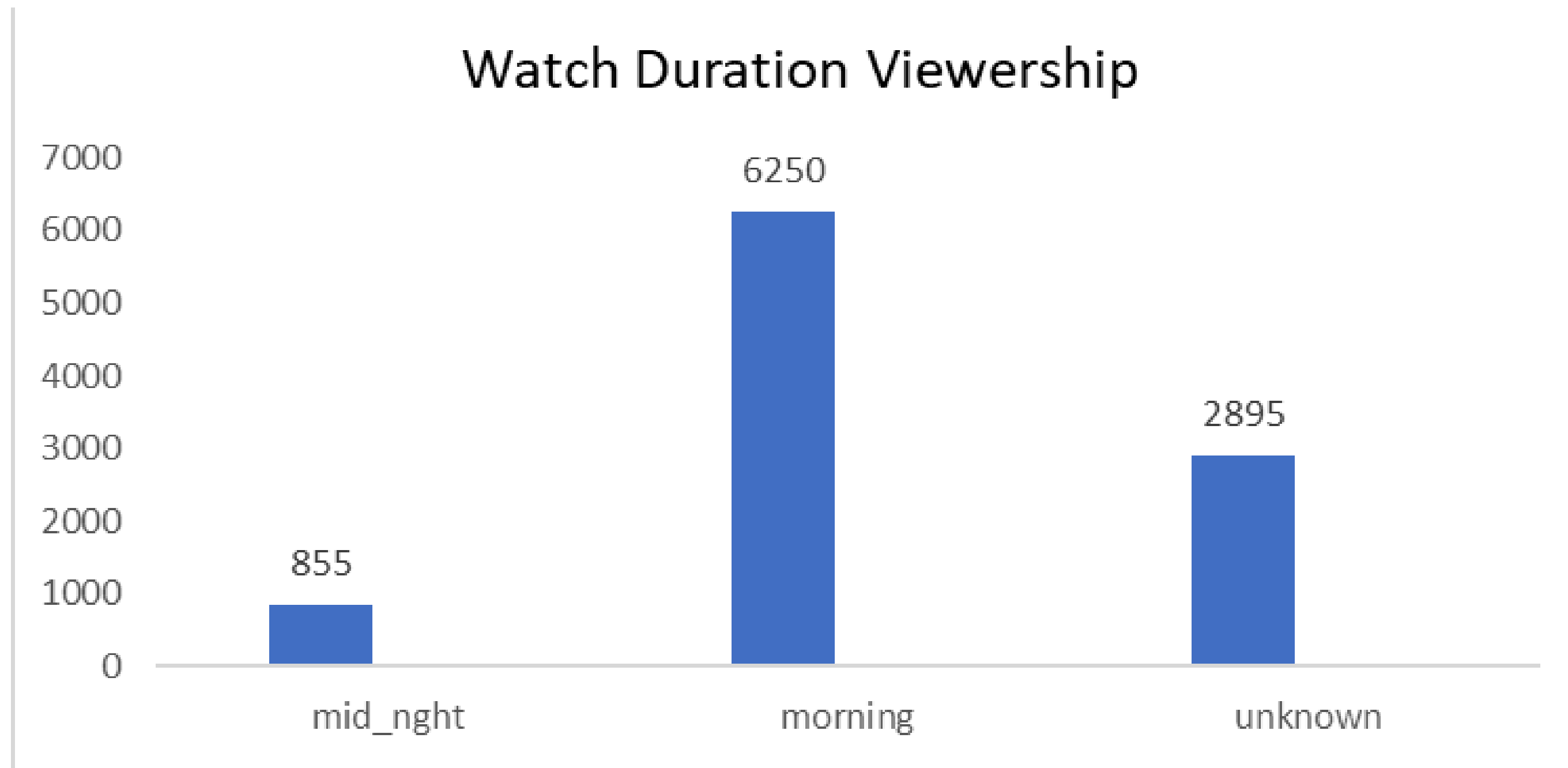


Watch Duration

.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 .

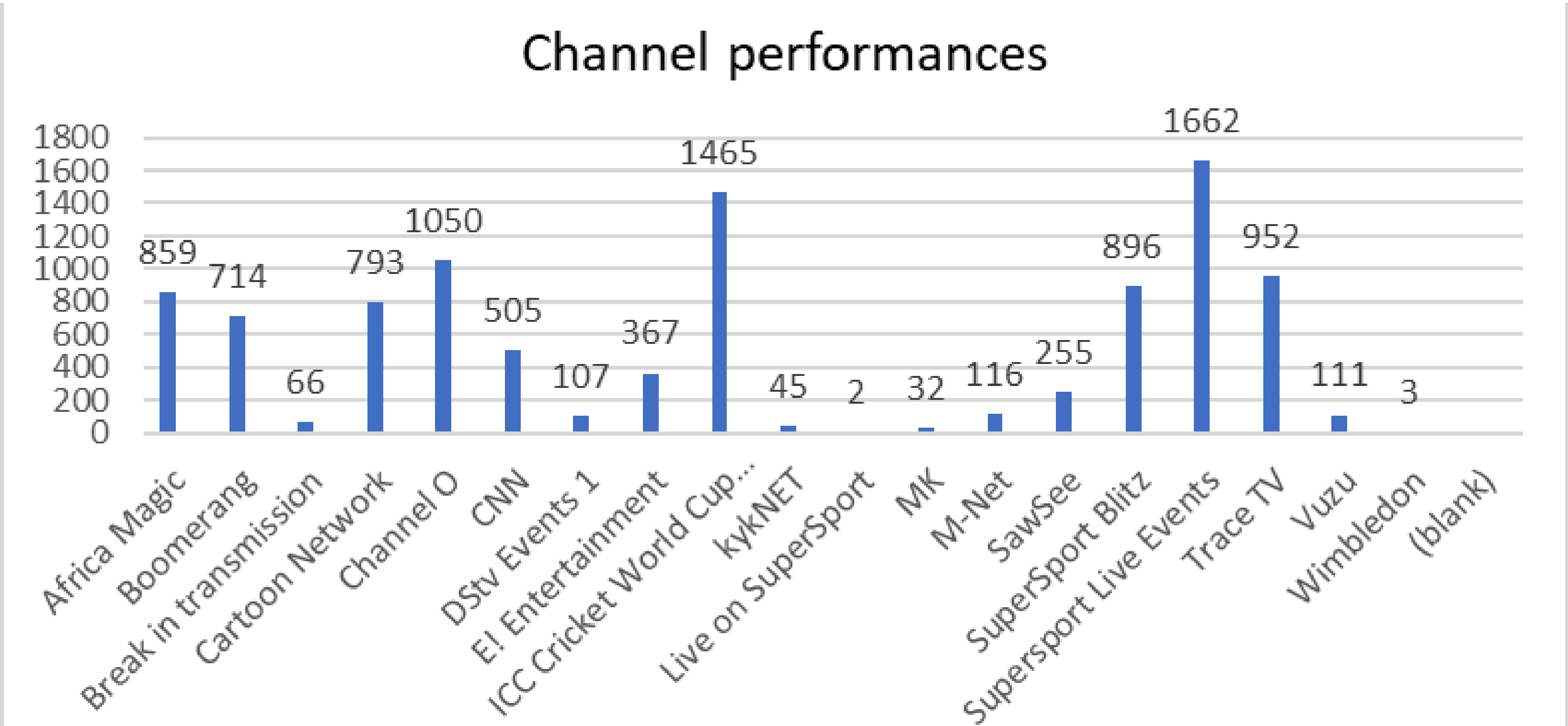
.28.95% unknown time slot not being specified what time the viewers engage .



Channel popularity

.Sport channels is the most watched channel leading viwership overall by audience preferences

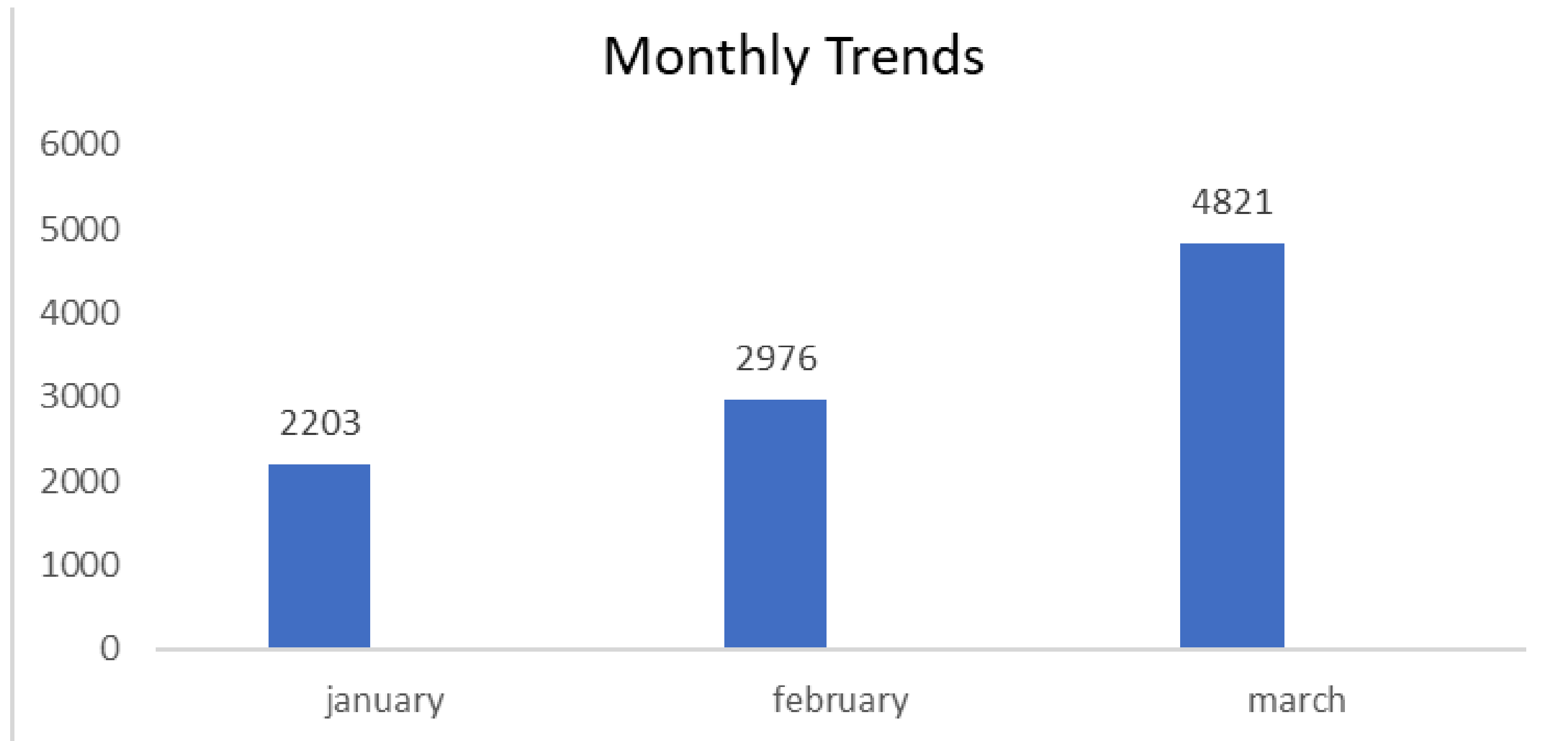
Few views for KyNET,MK,Live on supersport and Wimbledon with overall of o.82% ,these channel berely record in the overall viewing patterns.



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 experimental programming during lower-viewership periods to test audience interest
- Promote loyalty programs,interaction features or exclusive content for high engagement segments