



BRIGHT TV

**UNLOCKING INSIGHTS TO DRIVE
SUBSCRIPTIONS**



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OVERVIEW

INTRODUCTIONS

USER AND USAGE TRENDS

FACTORS THAT INFLUENCE
CONSUMPTIONS

CONTENT RECOMMENDATIONS FOR
LOW-CONSUMPTIONS DAYS

INITIATIVES TO GROW THE
USER BASE



INTRODUCTION

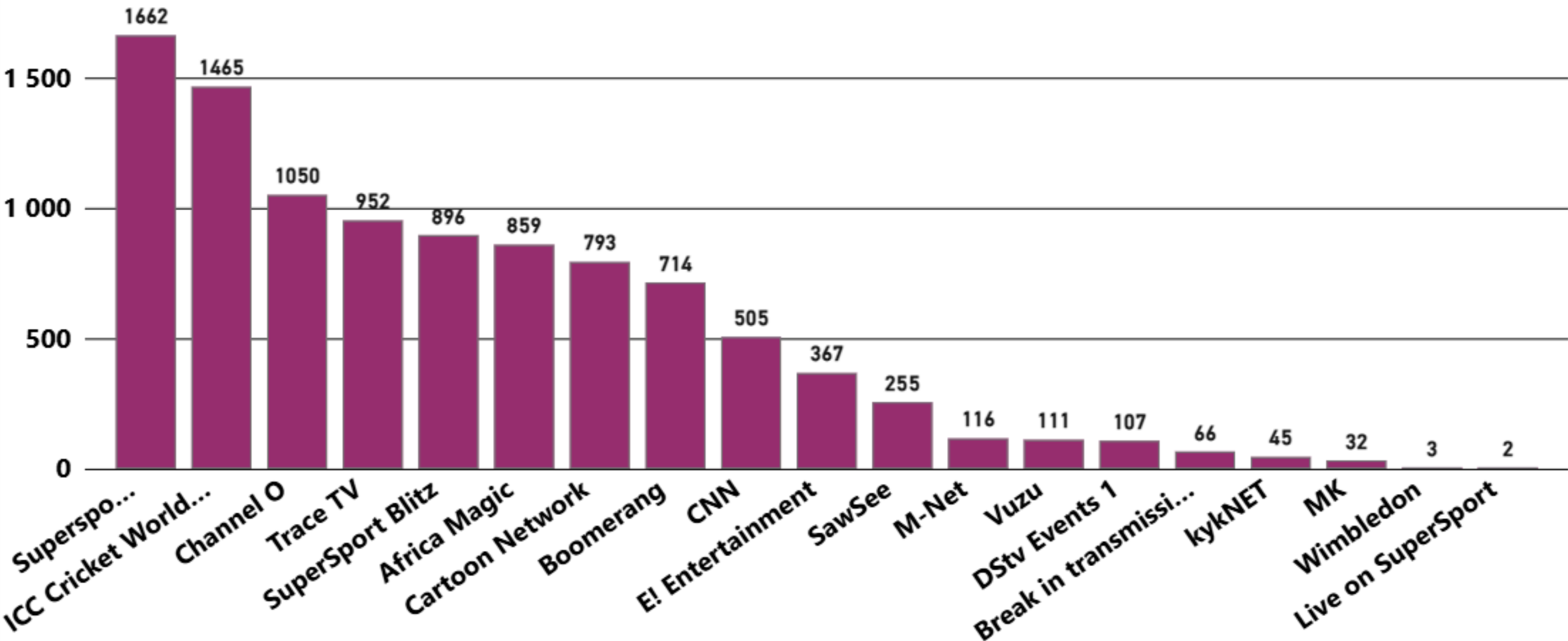
Our objective is to support the customer value Management team by uncovering actionable insights that align with BrightTV's growth goals for this financial year.

We will look at trends in user behaviour, highlight opportunities on underperforming days and propose targeted initiatives to attract and retain a wider audience

AUDIENCE DISTRIBUTION ACROSS CHANNELS

Total number of viewers is 4386

TV CHANNELS BY VIEWS



Supersport live event has the highest viewers of 1662, followed by ICC Cricket world cup that has a total of 1465 viewers

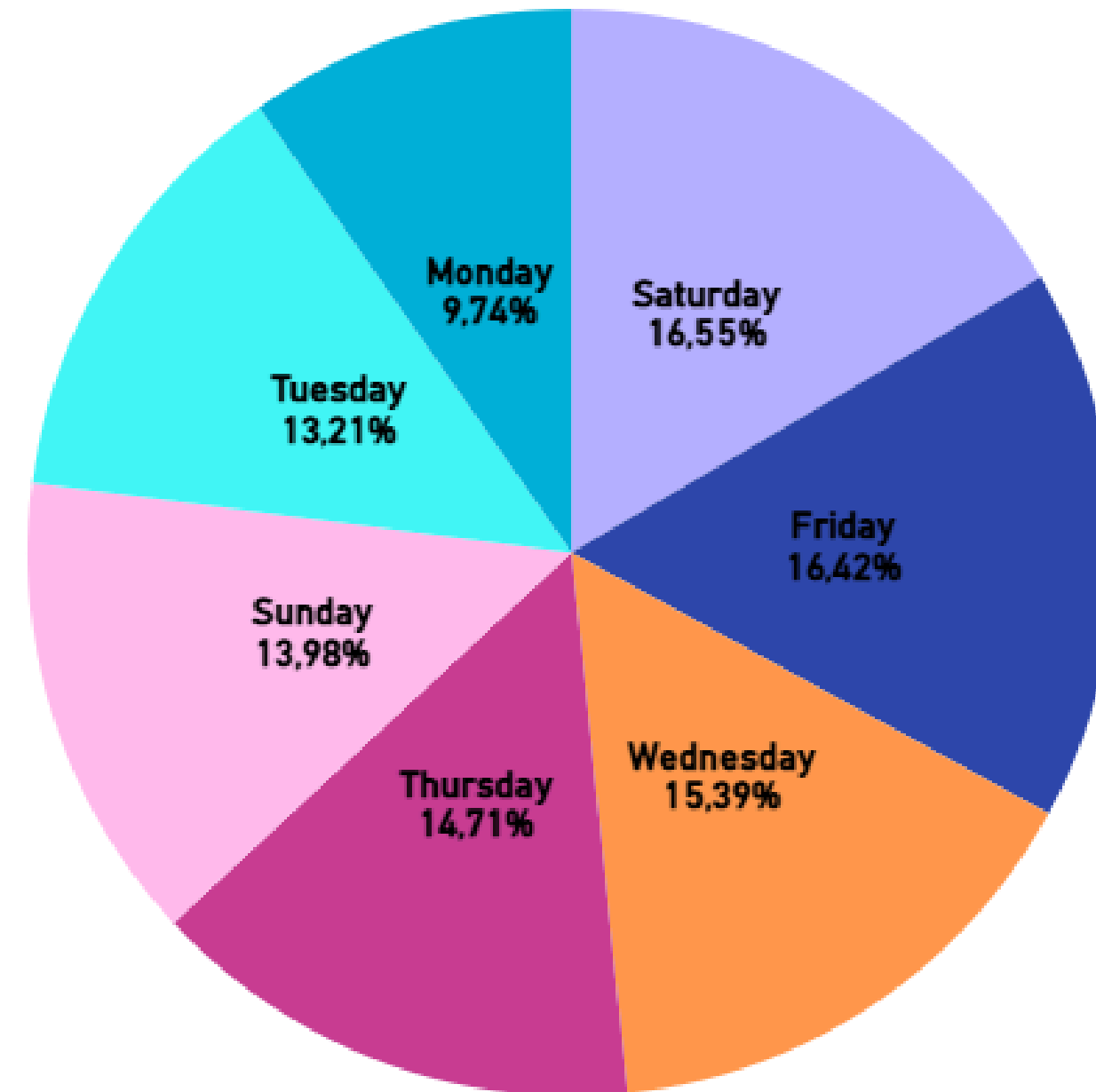
TOP STREAMING DAYS

DAYS WITH HIGHEST AUDIENCE ACTIVITY

- Saturday (16.55%) and Friday (16.42%) have the highest audience activity.

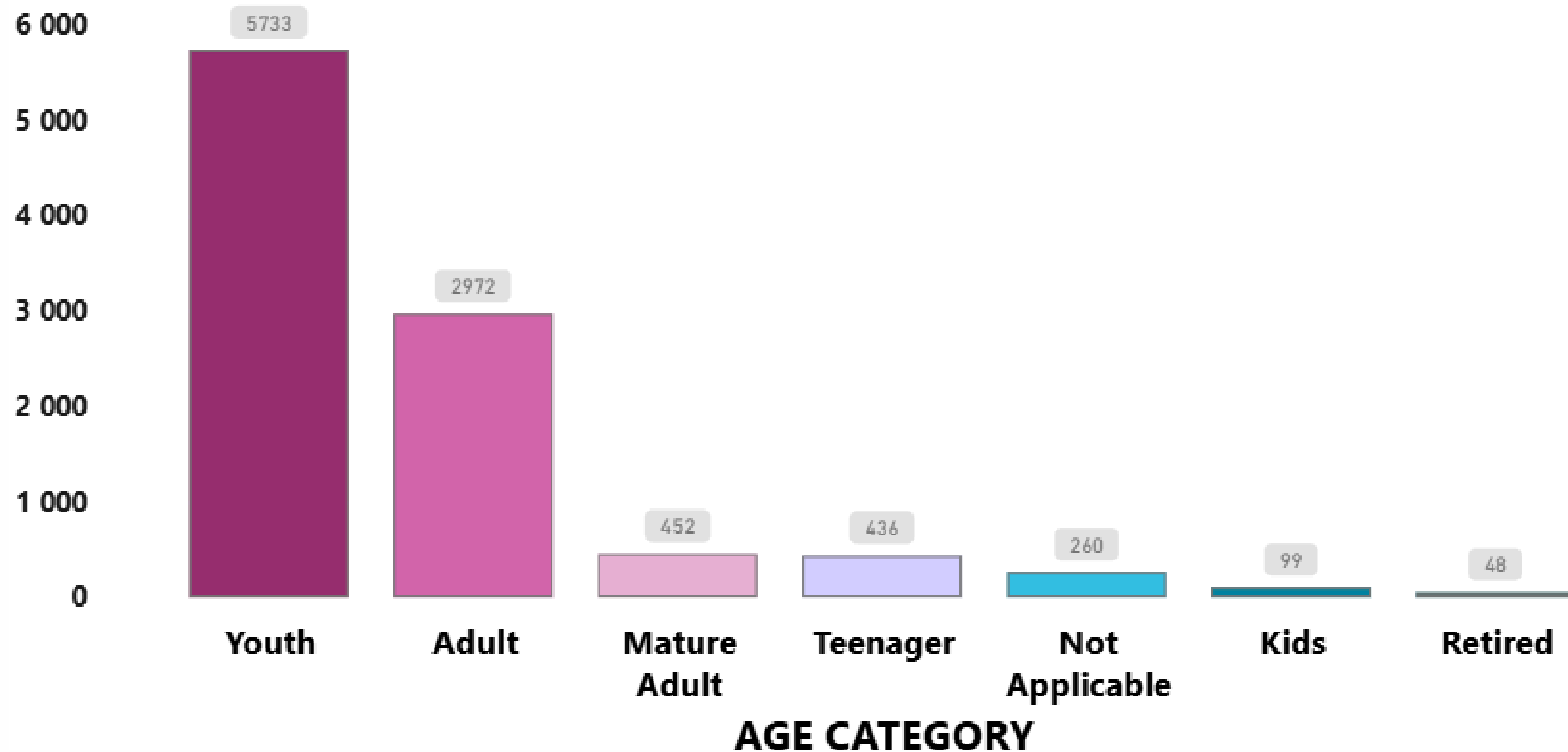
Tuesday (13.21%) and especially Monday (9.74%) show the lowest activity.

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TOP VIEWING AGE GROUP

USAGE PATTERNS BY AGE COHORT



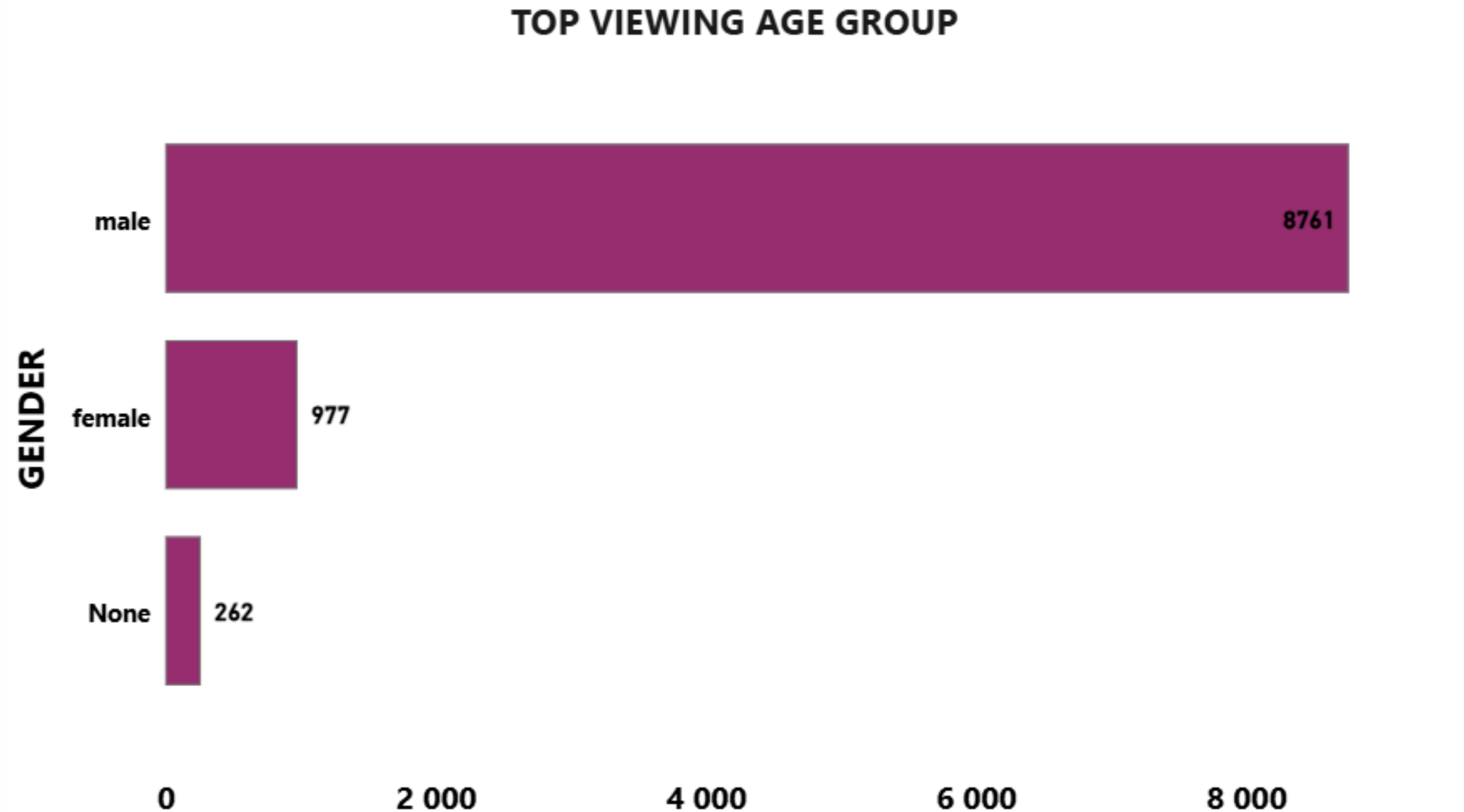
The platform's viewership is heavily concentrated among Youth and Adults, who represent 87% of total viewers.

GENDER-BASED AUDIENCE ANALYSIS

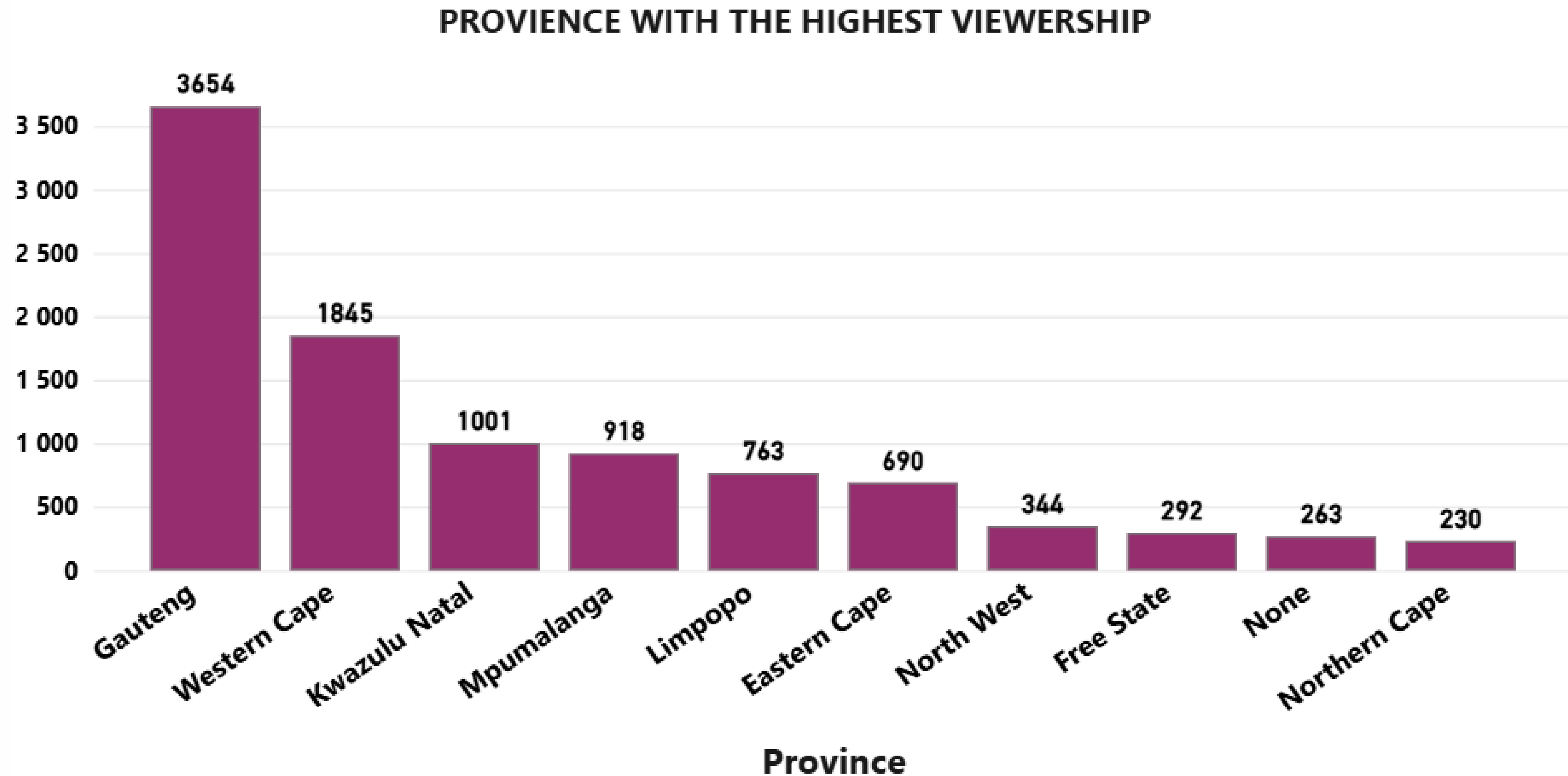
- Male viewers account for the vast majority of viewership, with 8,761 total channel views.

- Female viewers follow with significantly fewer views, of 977.

- A small number of users have no gender specified, contributing a minor portion of viewership.



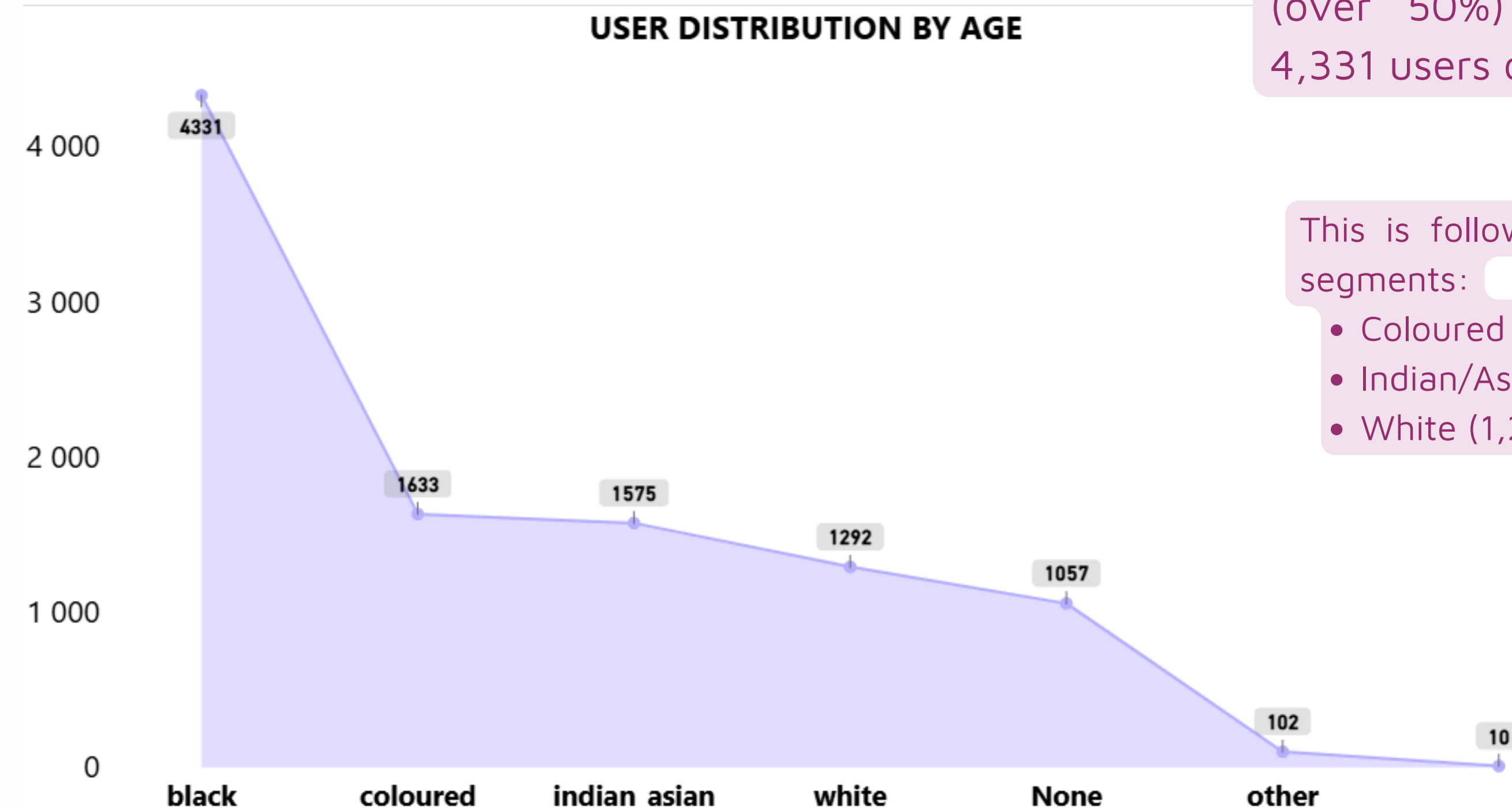
PROVINCE WITH THE HIGHEST VIEWERSHIP



Gauteng is an extreme outlier, attracting significantly more views than any other province.

USER DISTRIBUTION BY RACE

USER DISTRIBUTION BY AGE



The majority of BrightTV's user base (over 50%) identifies as Black, with 4,331 users out of the total population.

This is followed by smaller, yet significant segments:

- Coloured (1,633 users)
- Indian/Asian (1,575 users)
- White (1,292 users)

RECOMMENDATIONS FOR LOW CONSUMPTIONS PERIODS

- Show fun or inspiring content on Mondays
 - Start the week with shows that are light, funny, or motivational so people want to watch and feel good.
 - Offer special shows only during quiet times
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- Add content that appeals to women
 - Include shows or programs that might interest more women—like lifestyle, family, health, or drama content.
 - Promote shows with female main characters, inspiring stories, or topics women care about.

For Kids (Ages 1–12):

- Create fun and educational shows like cartoons or learning games.
- Use bright colors, music, and short episodes to keep their attention.

For Retired Viewers (65+):

- Offer content that is calm, nostalgic, or educational (e.g., history, classic movies).
- Ensure the platform is easy to navigate (bigger text, clear buttons).





Thank You

For your attention