



BRIGHTTV VIEWER INSIGHT REPORT

- GROWING THE SUBSCRIPTION BASE FINANCIAL YEAR 2025
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INTRODUCTION

- Overview BrightTV's business goal is to increase subscriptions.
- Dataset: user profiles + viewer transactions.
- Purpose is to provide insights for Customer Value Management (CVM).

PROBLEM STATEMENT

- BrightTV's growth depends on engaging the right audience.
- We need to identify:
 - Most viewed channels
 - Demographics driving engagement
 - Peak viewing times
 - Regional & racial differences



KEY OBJECTIVES



- Analyze customer viewing behavior
- Identify which age group, race and province drive the most engagement
- Find top-performing channels
- Recommend growth strategies

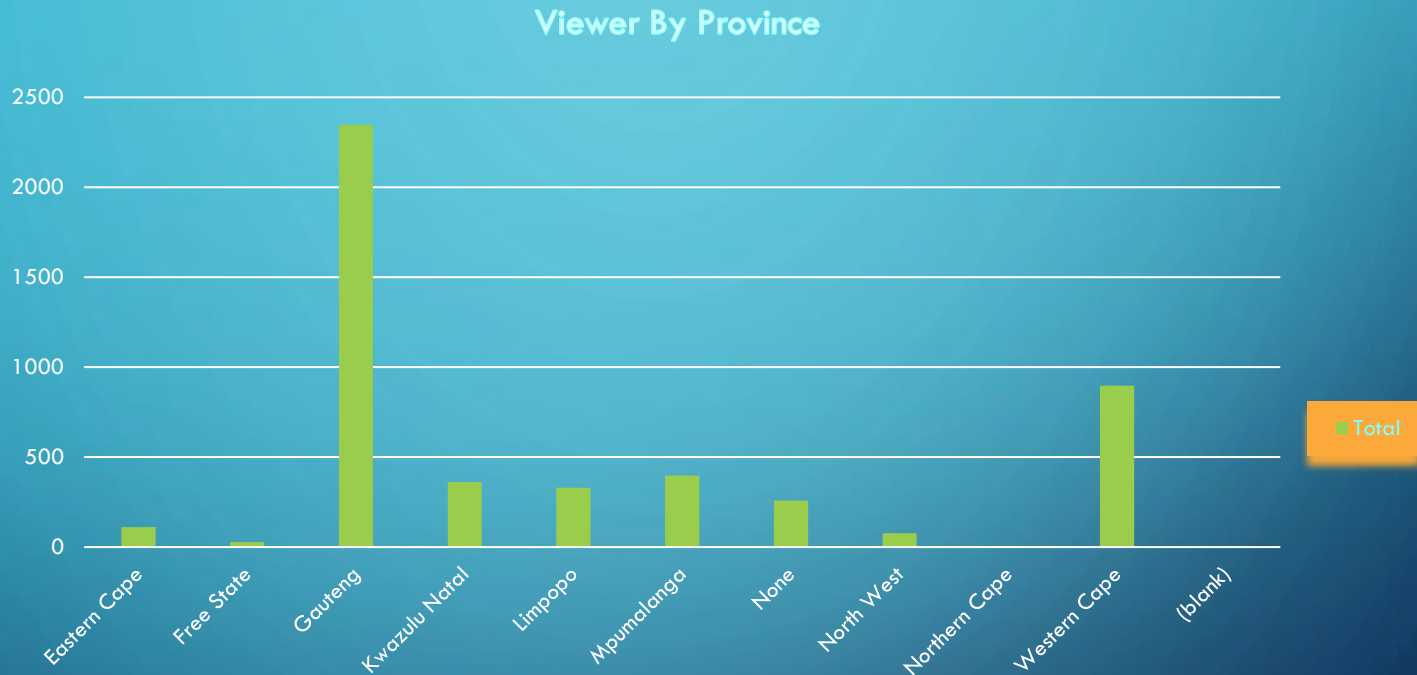
AUDIENCE DEMOGRAPHICS – AGE GROUPS

Viewers By Age Group



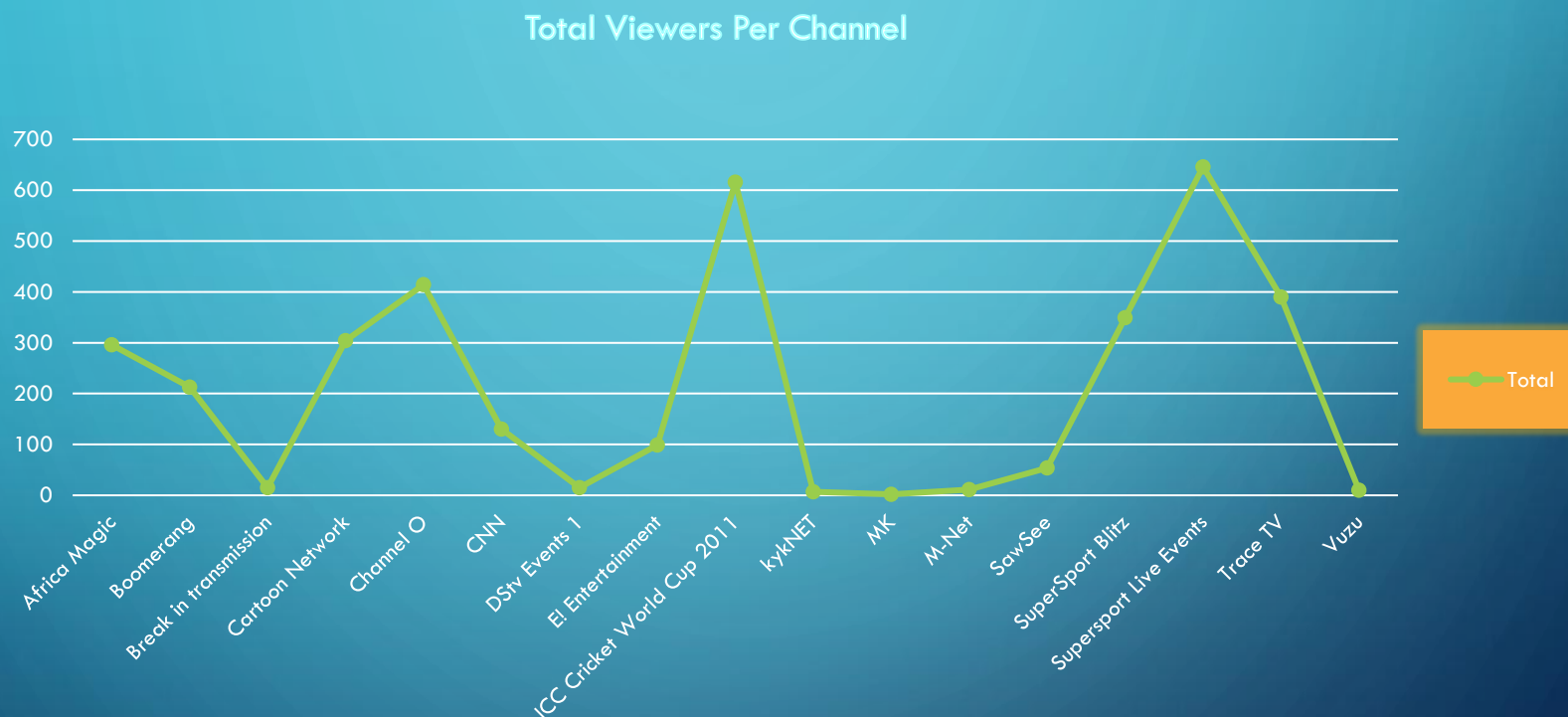
Insights: Youth & Young Adults dominate viewing

REGIONAL INSIGHTS – PROVINCES



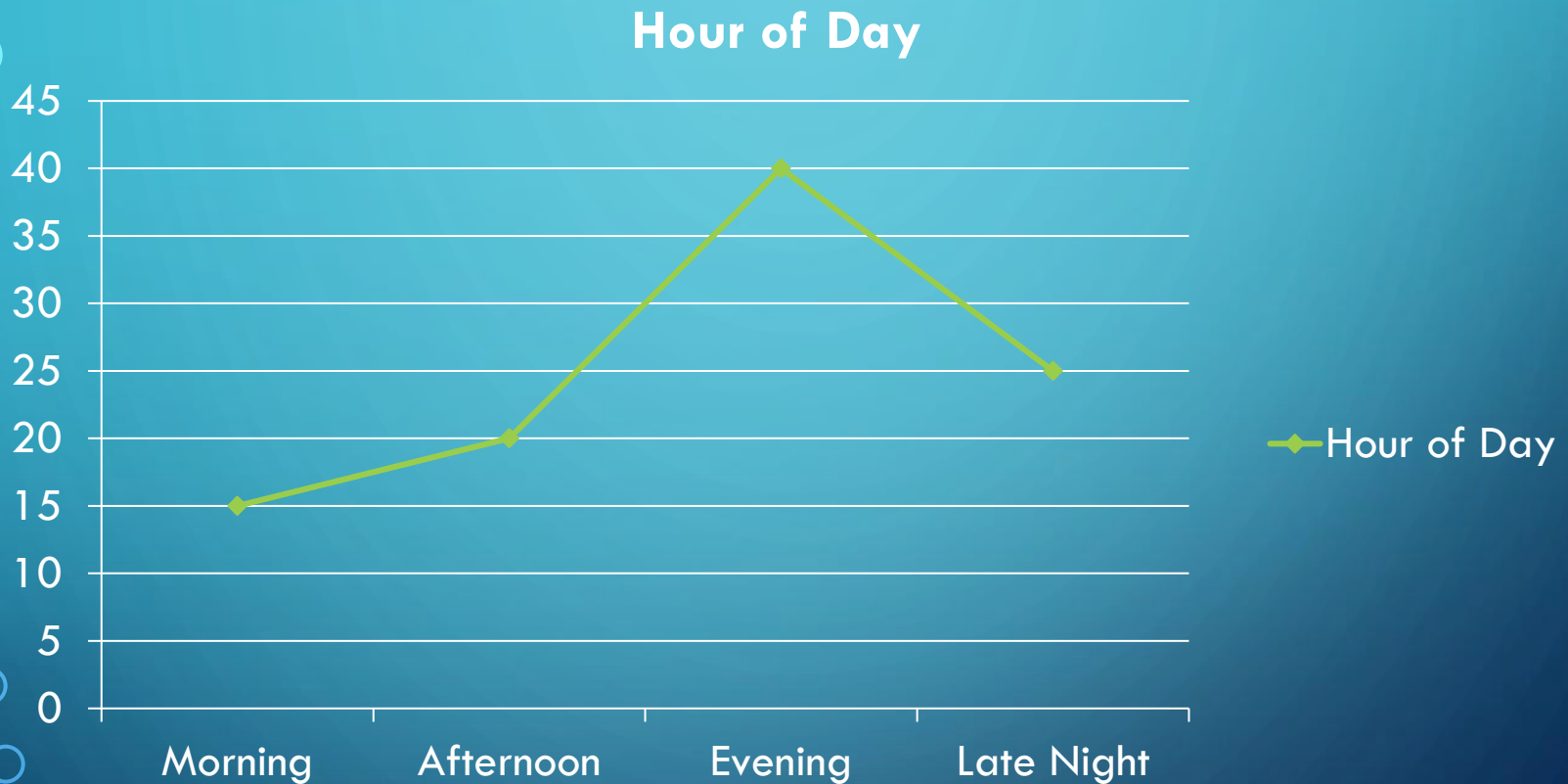
Gauteng has the highest viewership, followed by Western Cape and Mpumalanga.

CHANNELS BY VIEWERSHIP



Sports (Supersport), News (CNN), Music (Channel O, Trace TV) attract high engagement.

VIEWING PATTERNS



- Evening prime-time (18:00–22:00) has the highest engagement.
- Weekend viewing spikes (Saturday & Sunday).

GENDER & RACE ANALYSIS

- Majority of viewers are male and black.
- White & colored groups also show notable engagement.
- Balanced gender split across certain channels.

KEY FINDINGS

- Youth & Young Adults dominate viewership.
- Gauteng leads in engagement.
- CNN, SuperSport & Channel O are most popular channels.
- Prime-time (18:00–22:00) is peak viewing.
- Sports & News drive strong engagement.

RECOMMENDATIONS

- Focus marketing on Gauteng & Youth/Young Adults.
- Promote Sports, Music, and News content.
- Run campaigns during 18:00–22:00 prime-time.
- Tailor regional subscription bundles.
- Personalize recommendations by race & gender trends.

CONCLUSION

- Bright TV has strong opportunities in Youth & Young Adult segments.
- Subscription growth is achievable with:
 - Targeted content strategy
 - Regional focus
 - Prime-time marketing
- Next Step: CVM to launch data-driven campaigns.