

# **BRIGHT TV**

## **SALES PRESENTATION**

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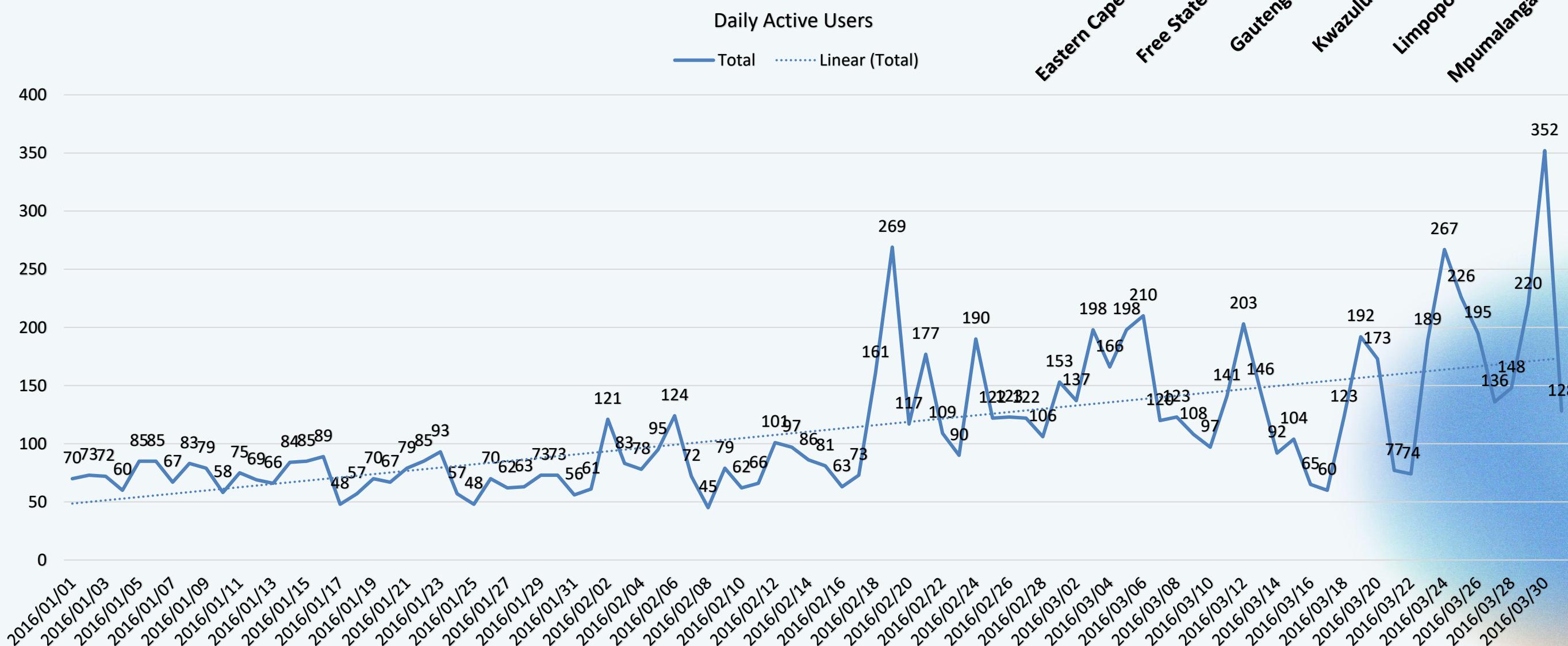
# OBJECTIVE

TO PROVIDE INSIGHTS THAT WOULD ASSIST CVM  
(CUSTOMER VALUE MANAGEMENT) TEAM IN  
MEETING THIS YEAR'S OBJECTIVE.

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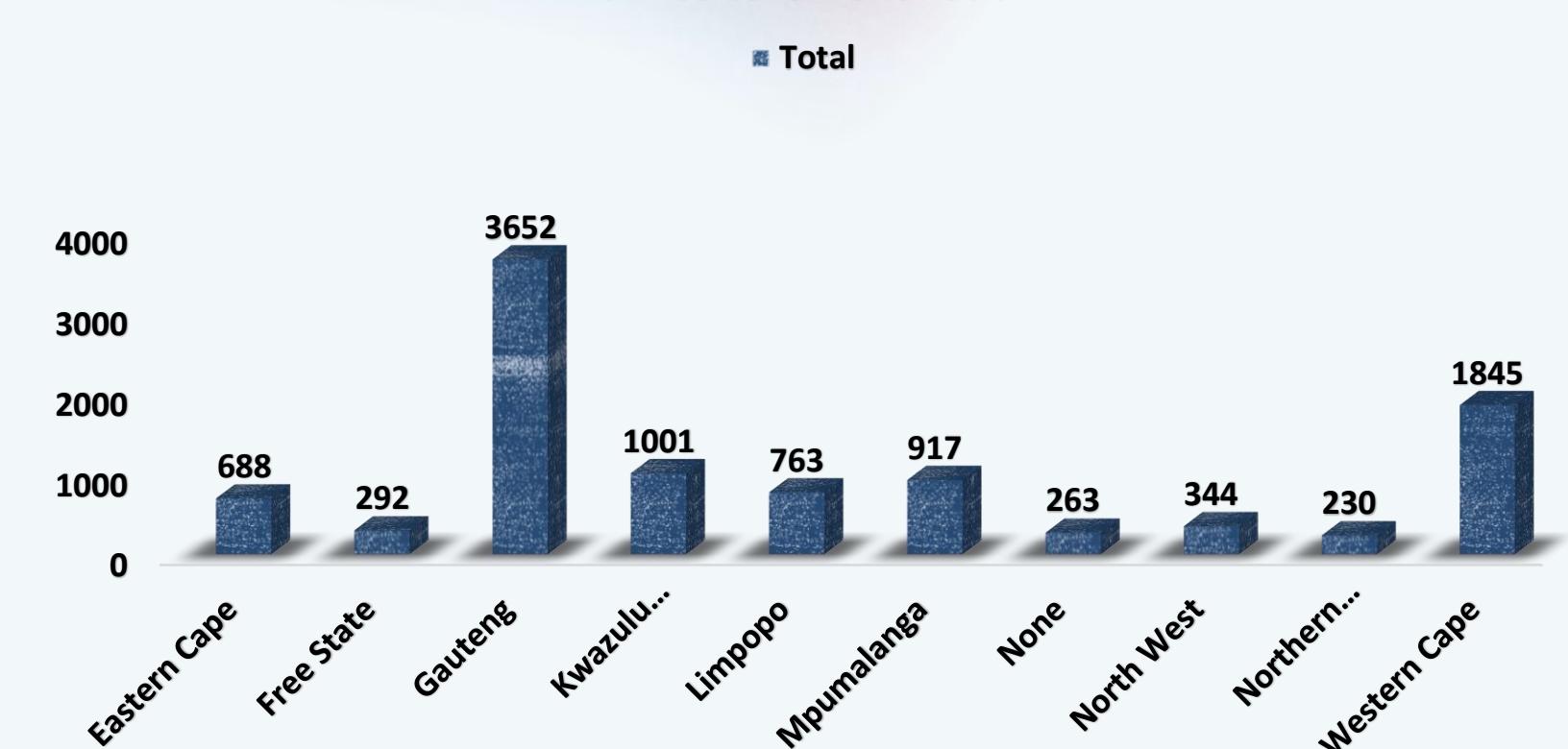
# USER TRENDS

- Age groups driving the most usage
  - e.g., Ages 25–34 show highest viewing duration.
- Gender consumption patterns
  - Males watch at longer durations.
- Province-level penetration
  - Gauteng leads due to population density.
- Racial segmentation trends
  - The black demographic segment shows to be more engaged.



Province Level Penetration

■ Total



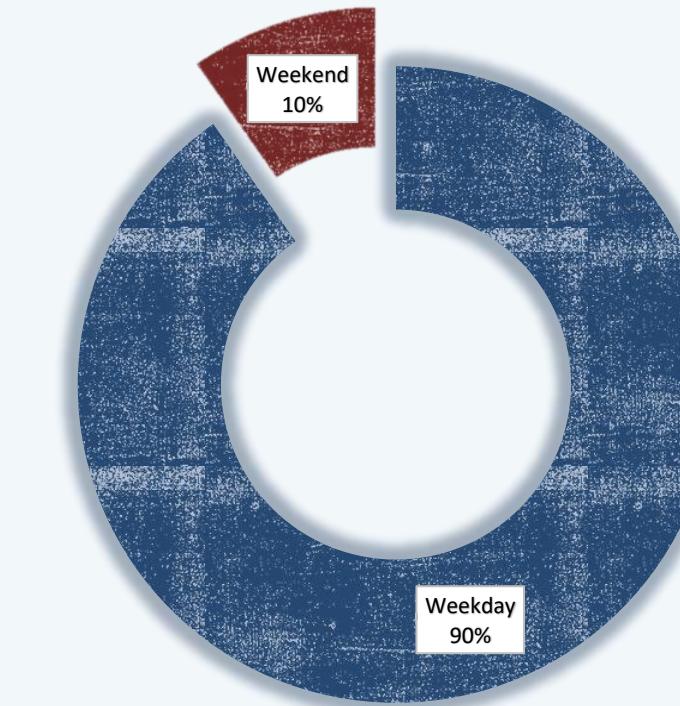
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# USAGE TRENDS

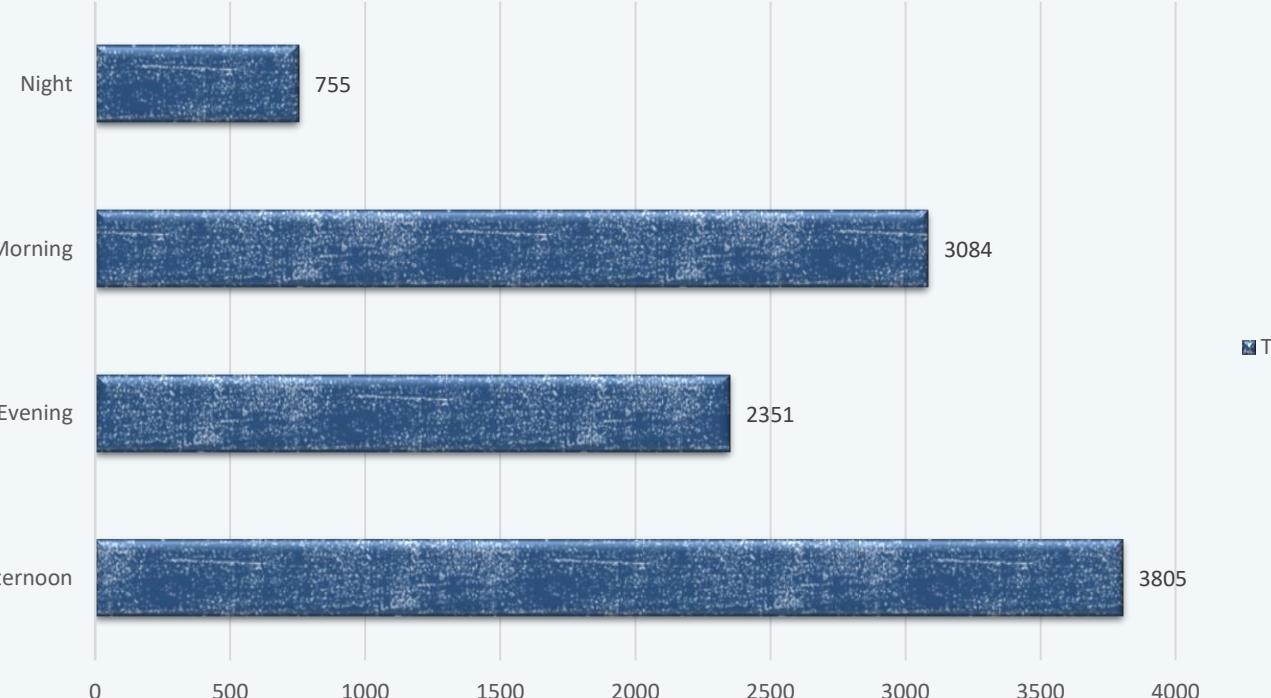
- Peak consumption windows
  - Afternoons.
- Weekend vs Weekday patterns
  - Weekend viewing often longer but less frequent.
  - Weekdays show shorter but more predictable sessions.
- Low-consumption days
  - Mondays and Tuesdays.
- High-consumption channels or genres
  - Channels with longest average watch time indicate compelling content.
- Drop-off periods during the day
  - Night category show lowest engagement..

Weekend vs Weekday Consumption

Weekday Weekend

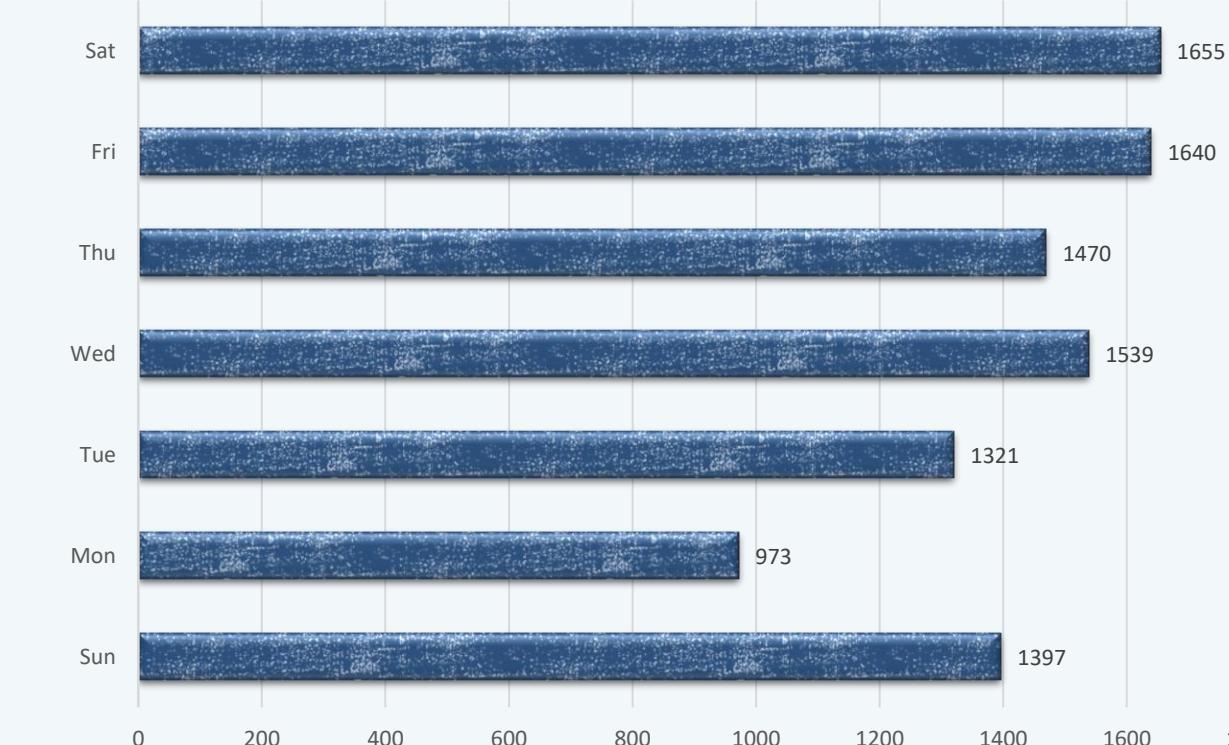


Peak Viewing Time



Peak Viewing Day

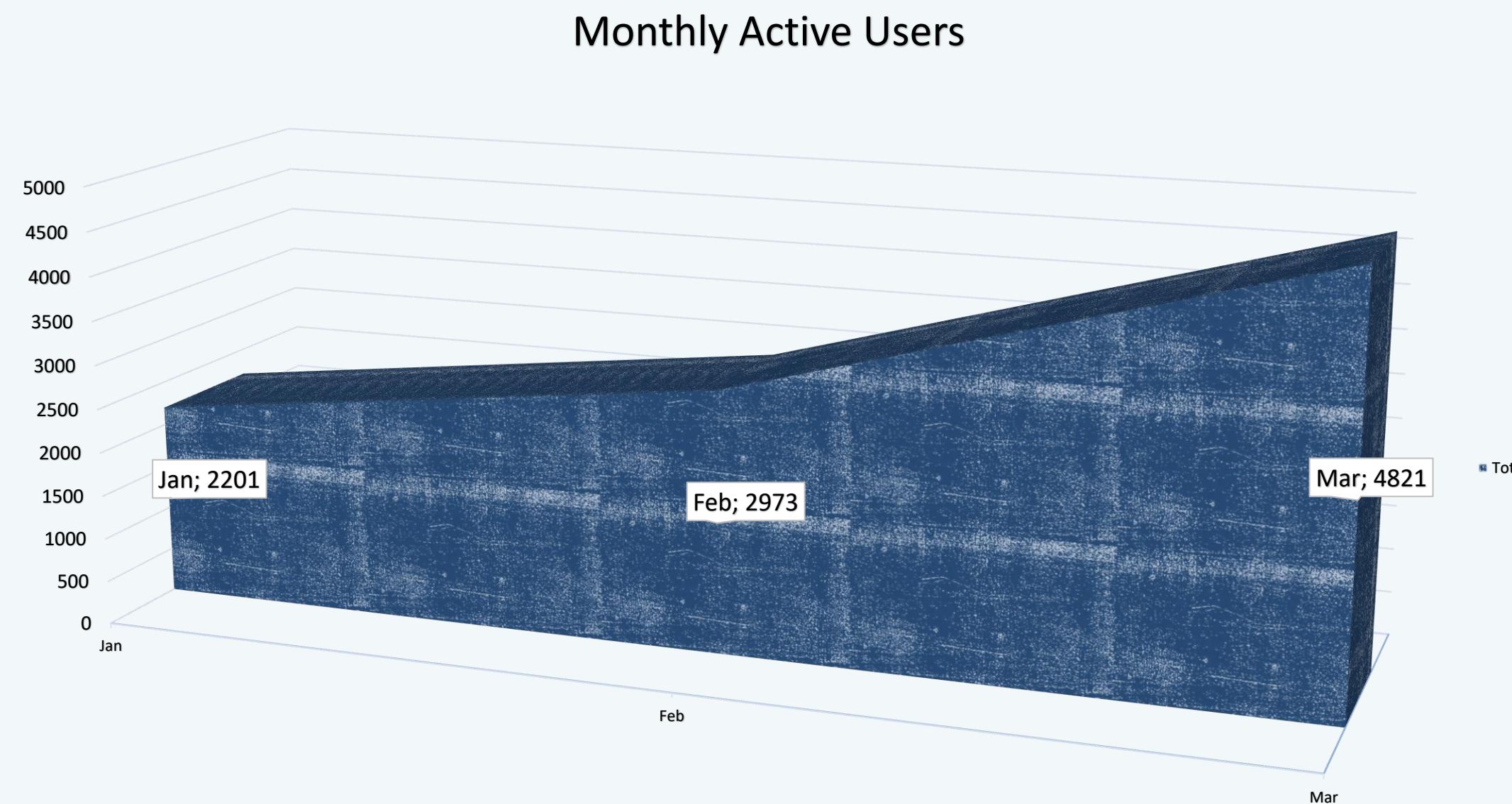
Total



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# FACTORS INFLUENCING CONSUMPTION

## A. Time Factors

- **Time of day:** People mostly watch in the afternoon.
- **Day of week:** Weekends may see more long-form consumption.

## B. Demographic Factors

- **Age group:** Younger viewers watch shorter but more often, while Adults have the longest viewing times.

- **Gender:** Males carry the most consumption with Africa Magic has the most viewed.

## C. Content Factors

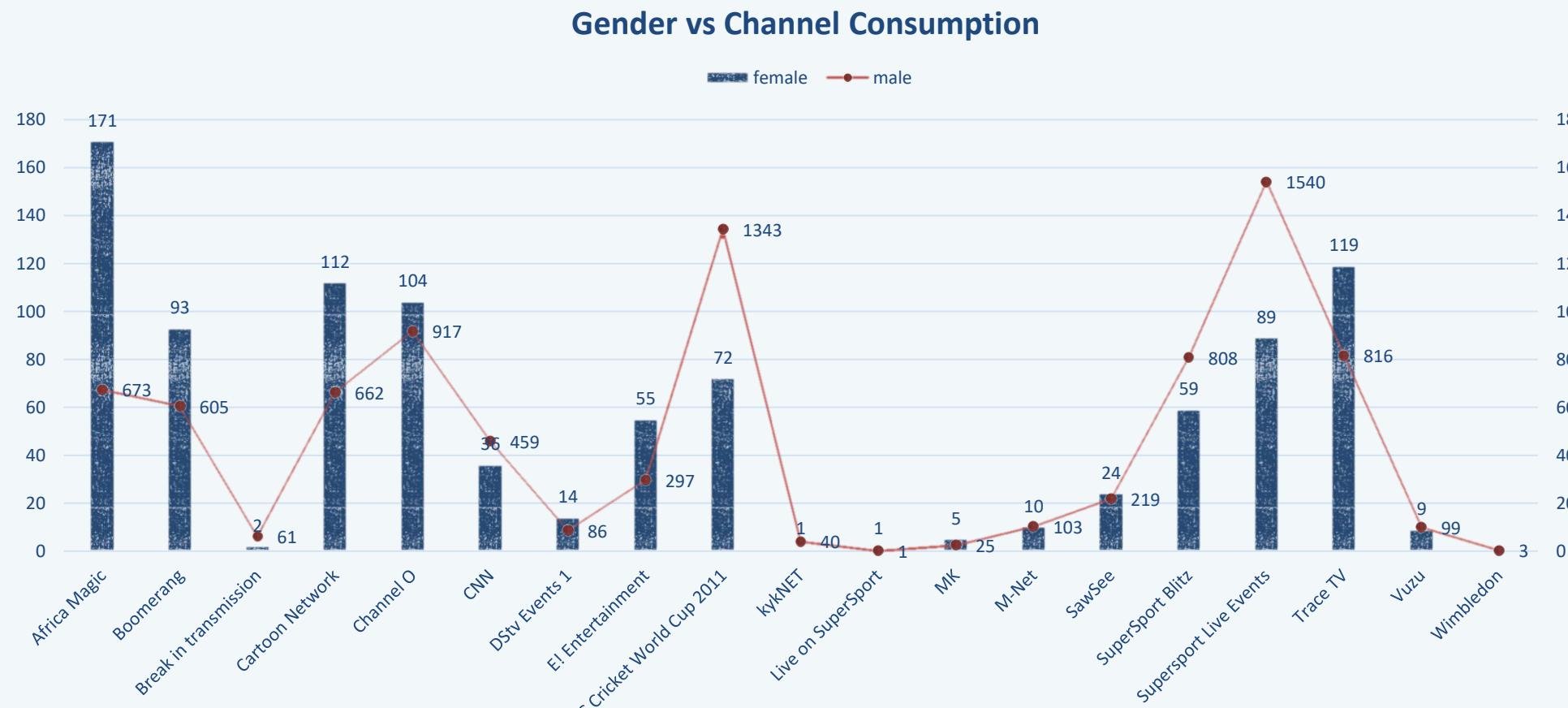
- **Channel popularity:** Africa Magic retain viewers longer.
- **Duration per channel:** Higher retention = more compelling content.
- **Seasonality:** Monthly patterns (holidays, school breaks).

## D. User availability

- Morning/afternoon viewers tend to be:

- Students
- Non-working individuals
- Remote workers

Use your demographic metadata to correlate.



Total Duration time by Day Name and Age Group

Sun Mon Tue Wed Thu Fri Sat



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# RECOMMENDATIONS

## For Low-Consumption Days

### A. For Low-Consumption Days (i.e, Monday)

Recommend these:

#### 1. Short-form highlight reels

- Suitable for tired or transitioning viewers.

#### 2. Comedy, reality TV, or music shows

- Low cognitive load, improves engagement on quiet days.

#### 3. Weekly “Start your Week” themed shows

- Light entertainment, motivational content.

#### 4. Exclusive Friday drops

- Release new episodes on historically low days to draw viewers.

#### 5. Interactive content

- Polls, votes, viewer-created challenges.

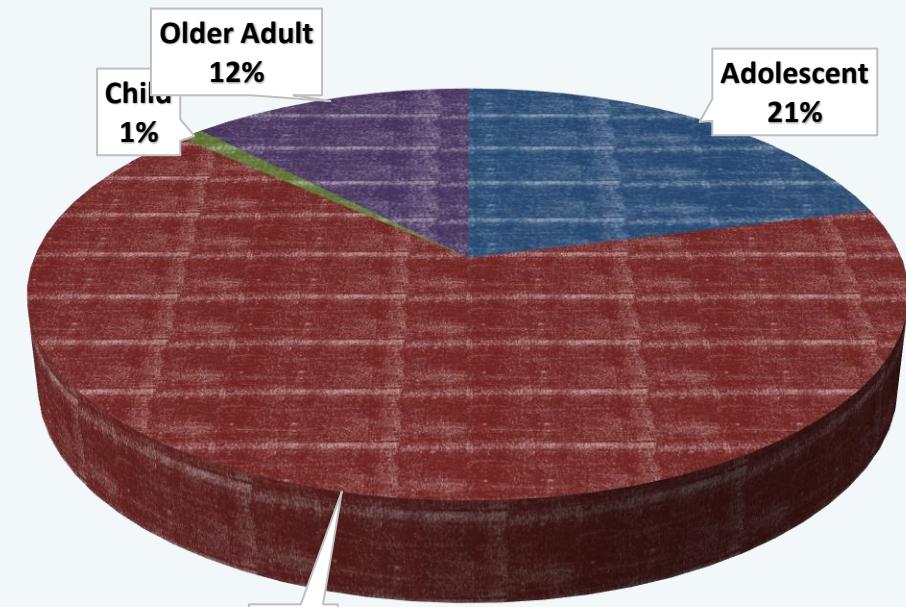
## For Low-Consumption Times (i.e, Night)

Introduce:

- Quick news roundups
- Kids’ content for morning school prep
- Late-night talk shows or music shows

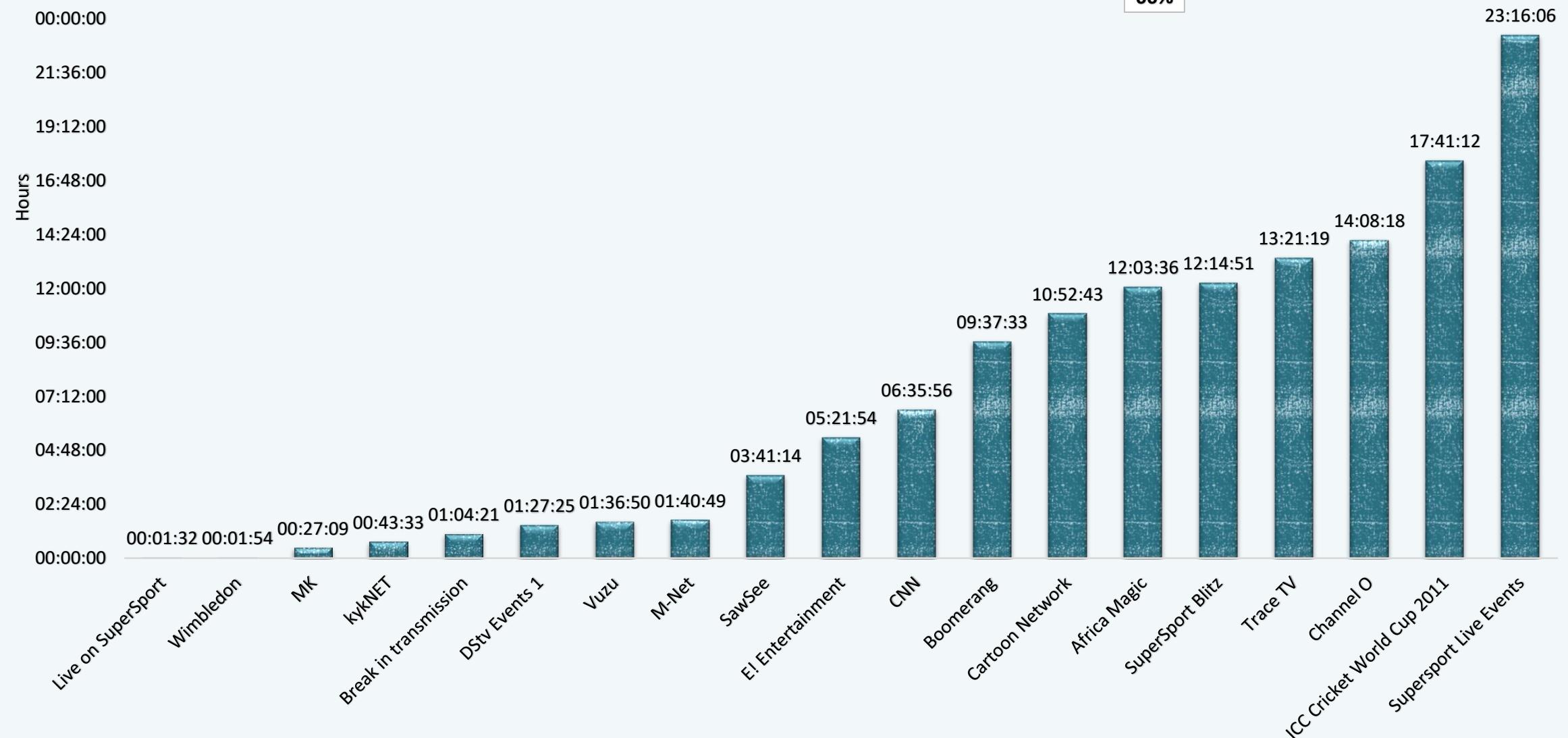
Age Group driving the most usage

Adolescent    Adult    Child    Older Adult



Total Hours watched per Channel

Total



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**THANK YOU**