

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.**

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.

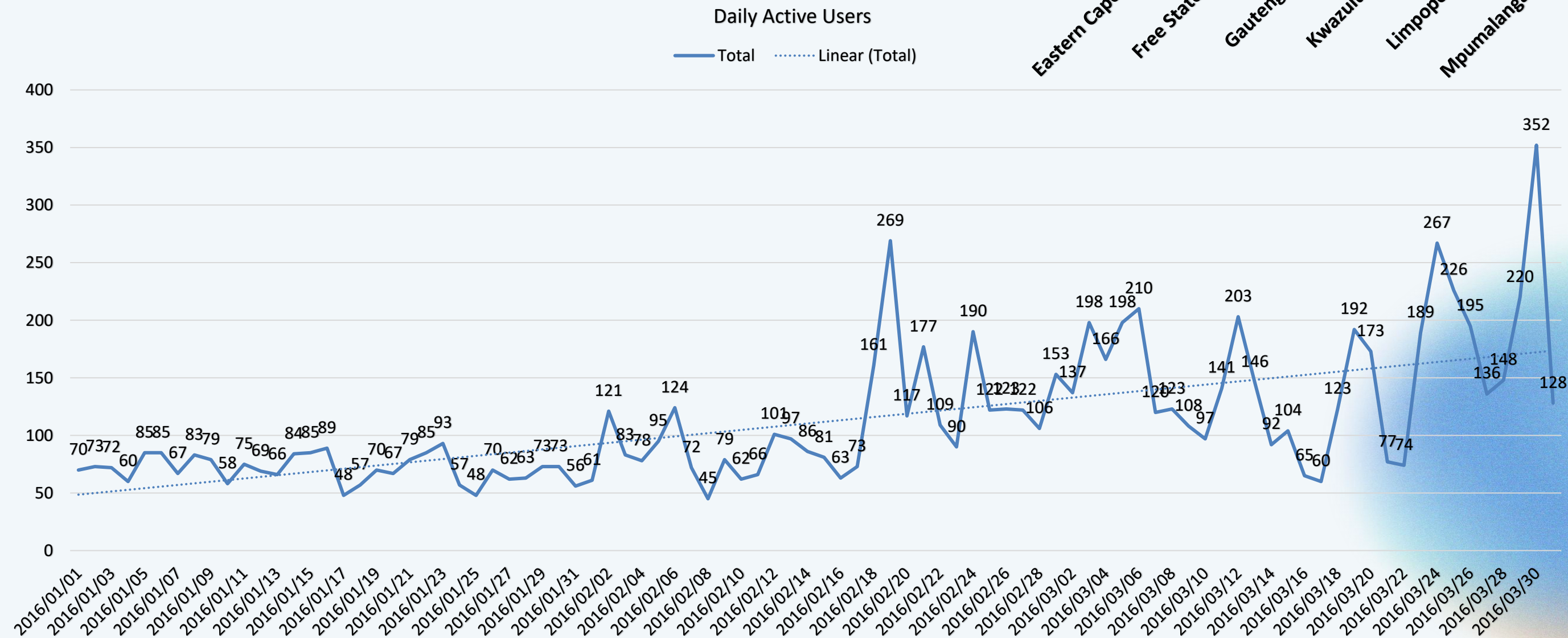
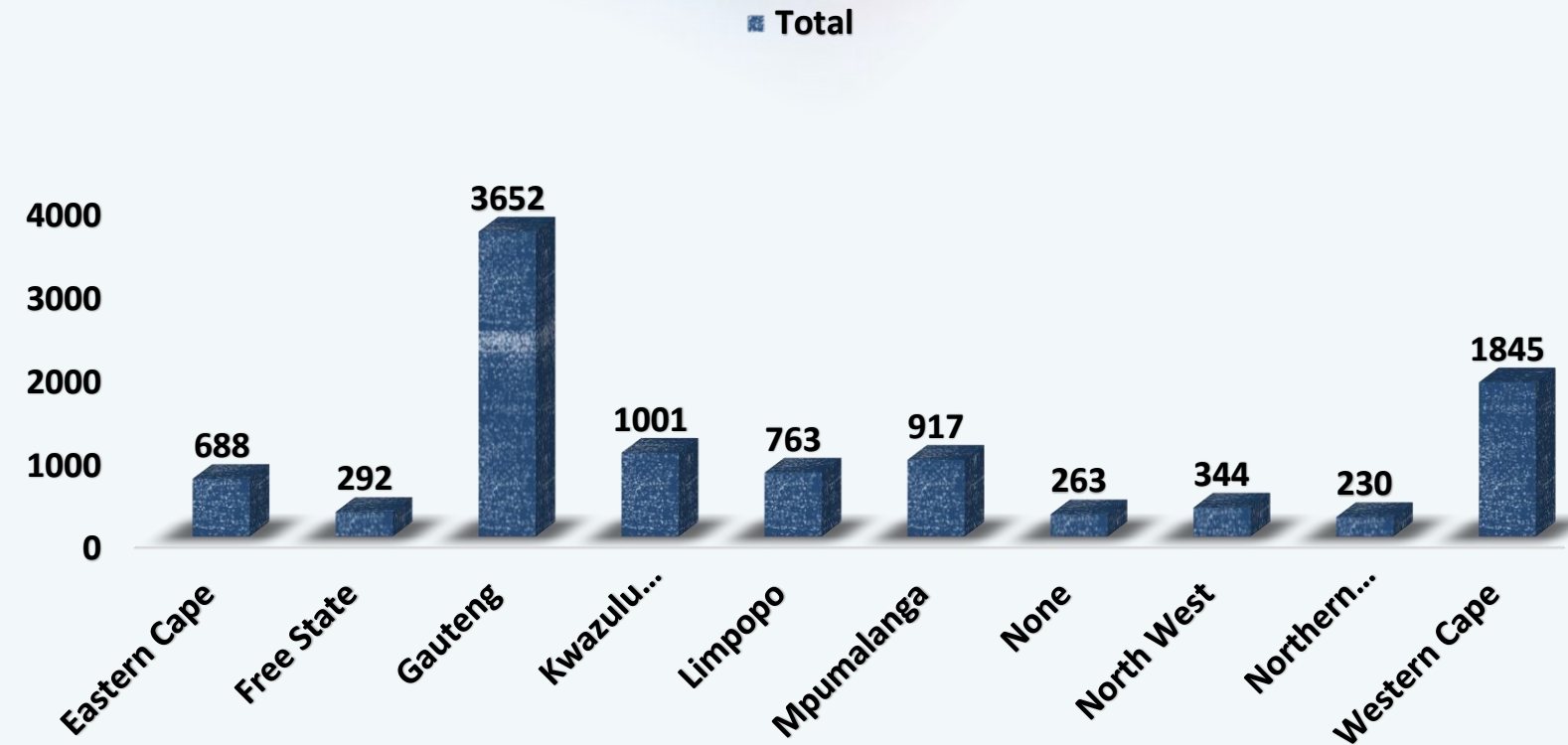
- Province-level penetration

- Gauteng leads due to population density.

- Racial segmentation trends

- The black demographic segment shows to be more engaged.

Province Level Penetration

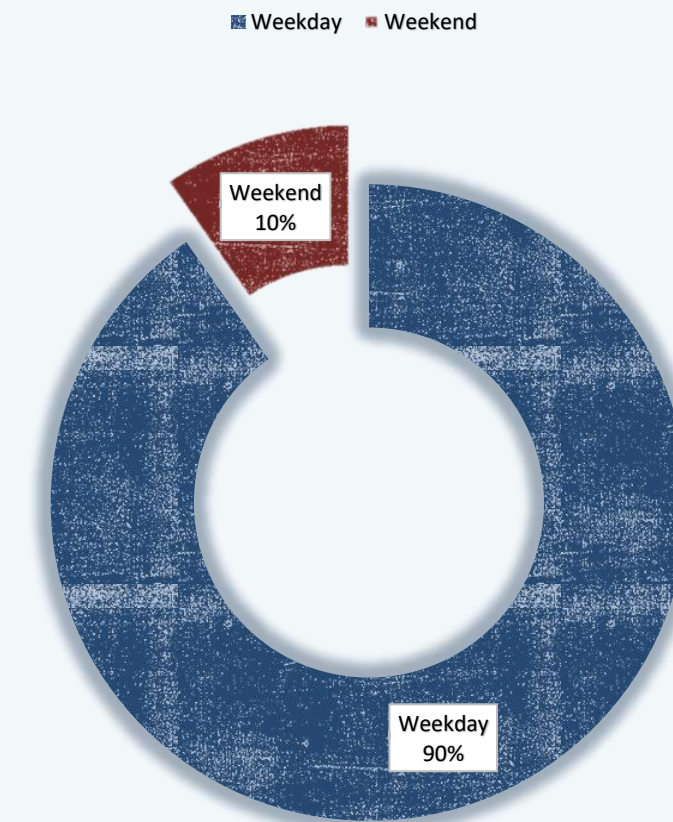


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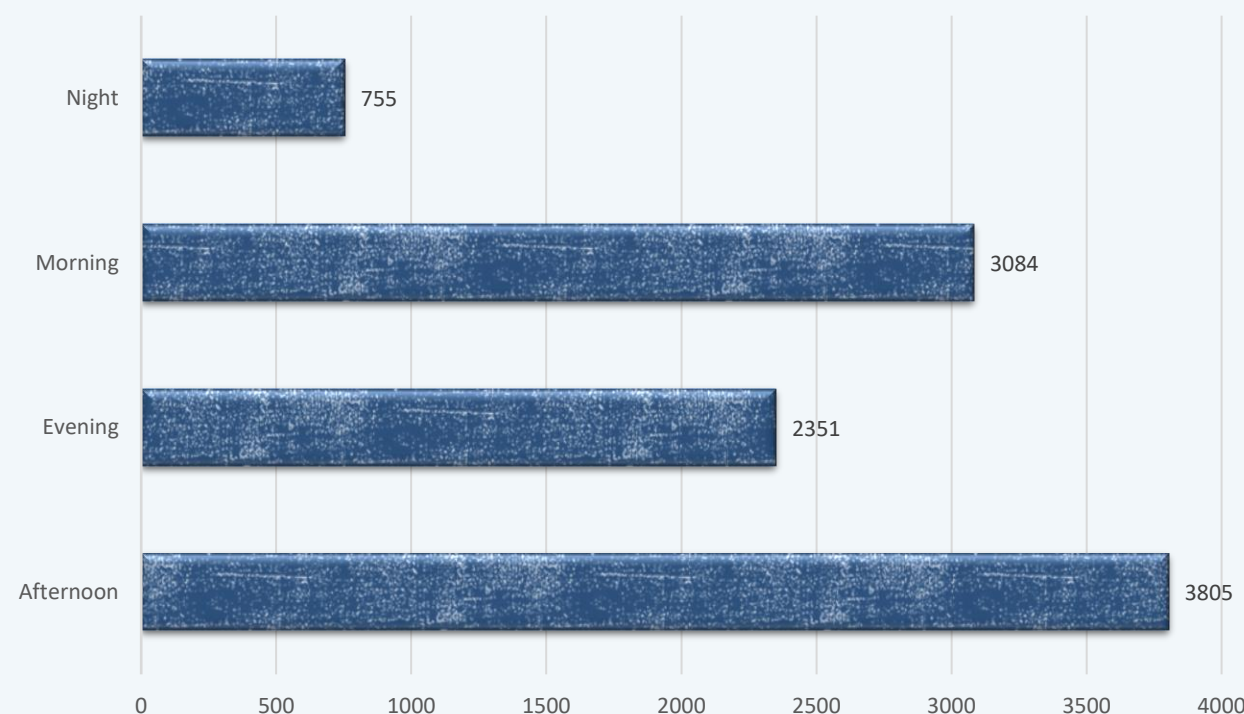
USAGE TRENDS

- 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..

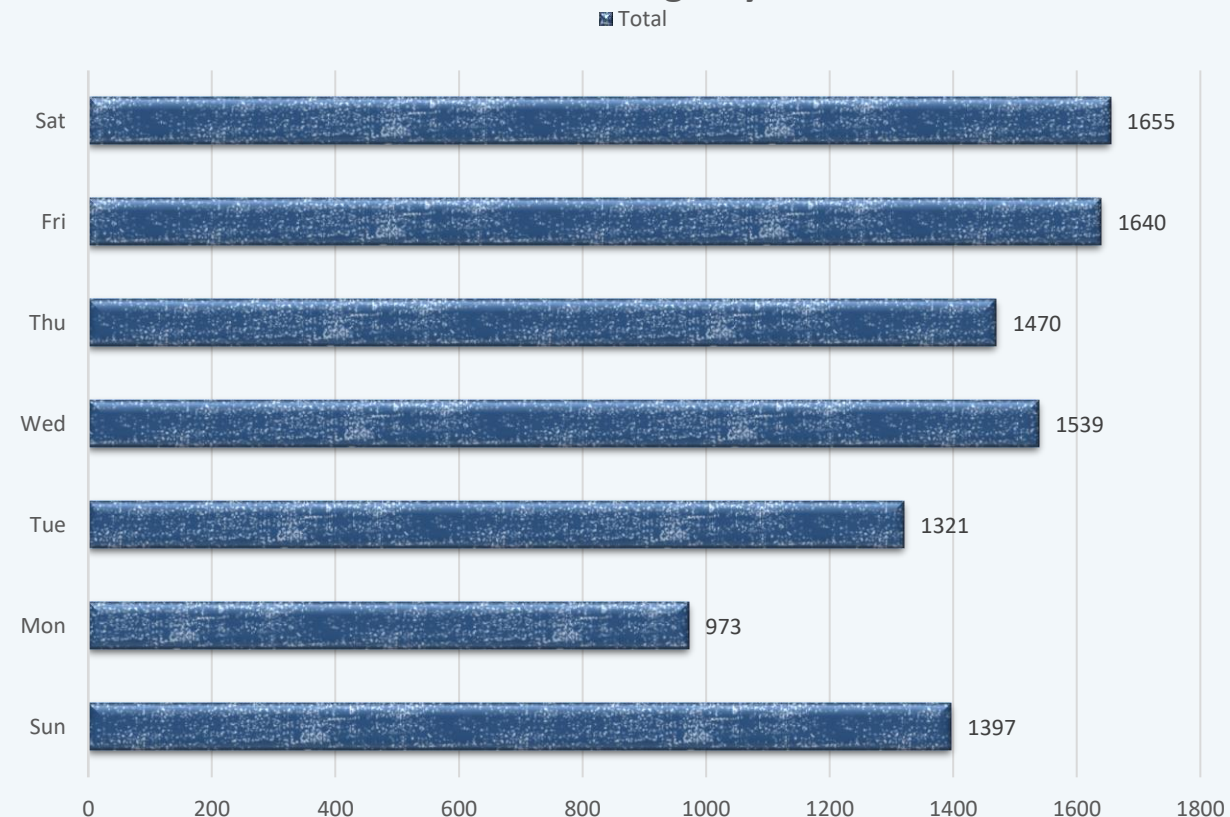
Weekend vs Weekday Consumption



Peak Viewing Time



Peak Viewing Day

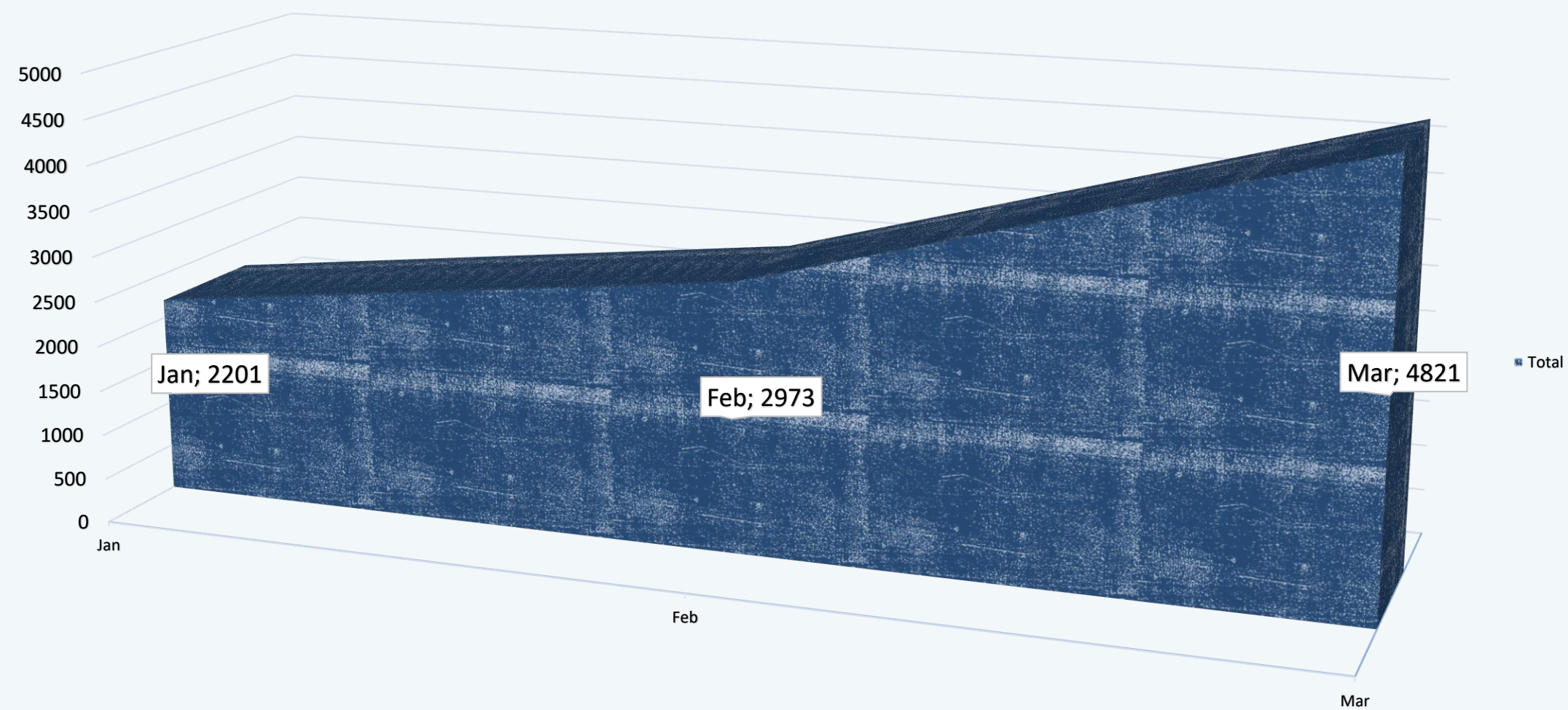


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Monthly Active Users



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).

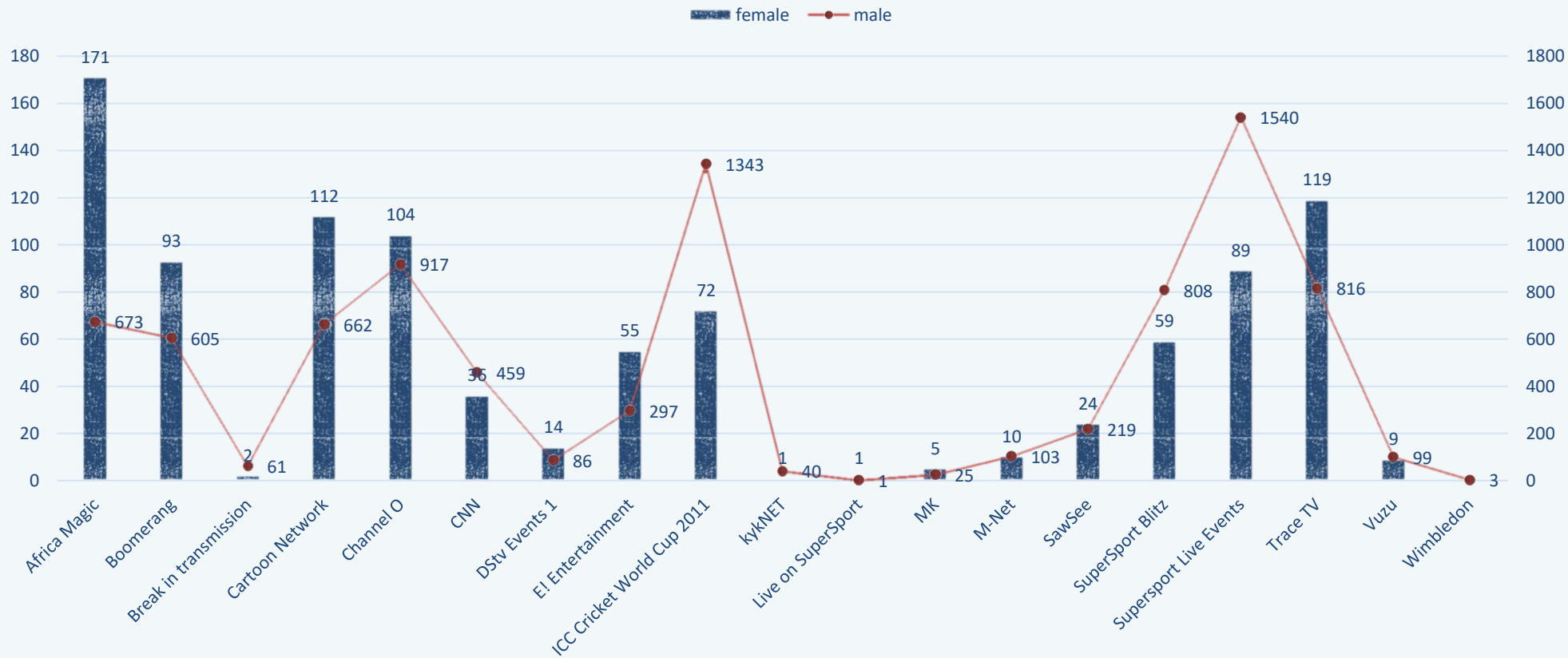
D. User availability

- 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



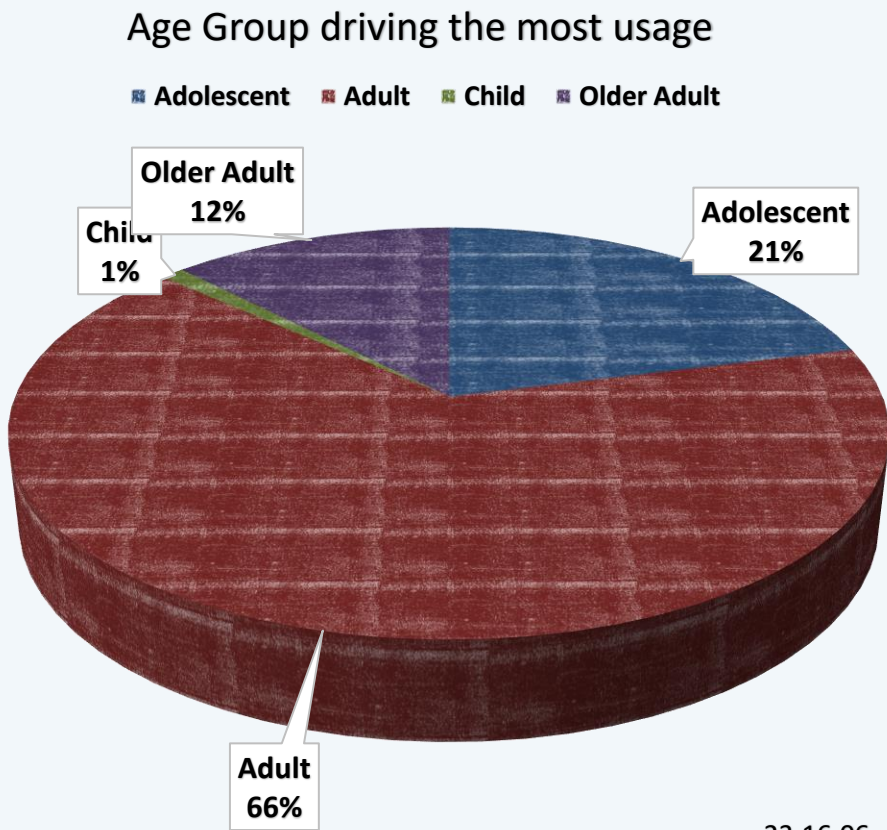
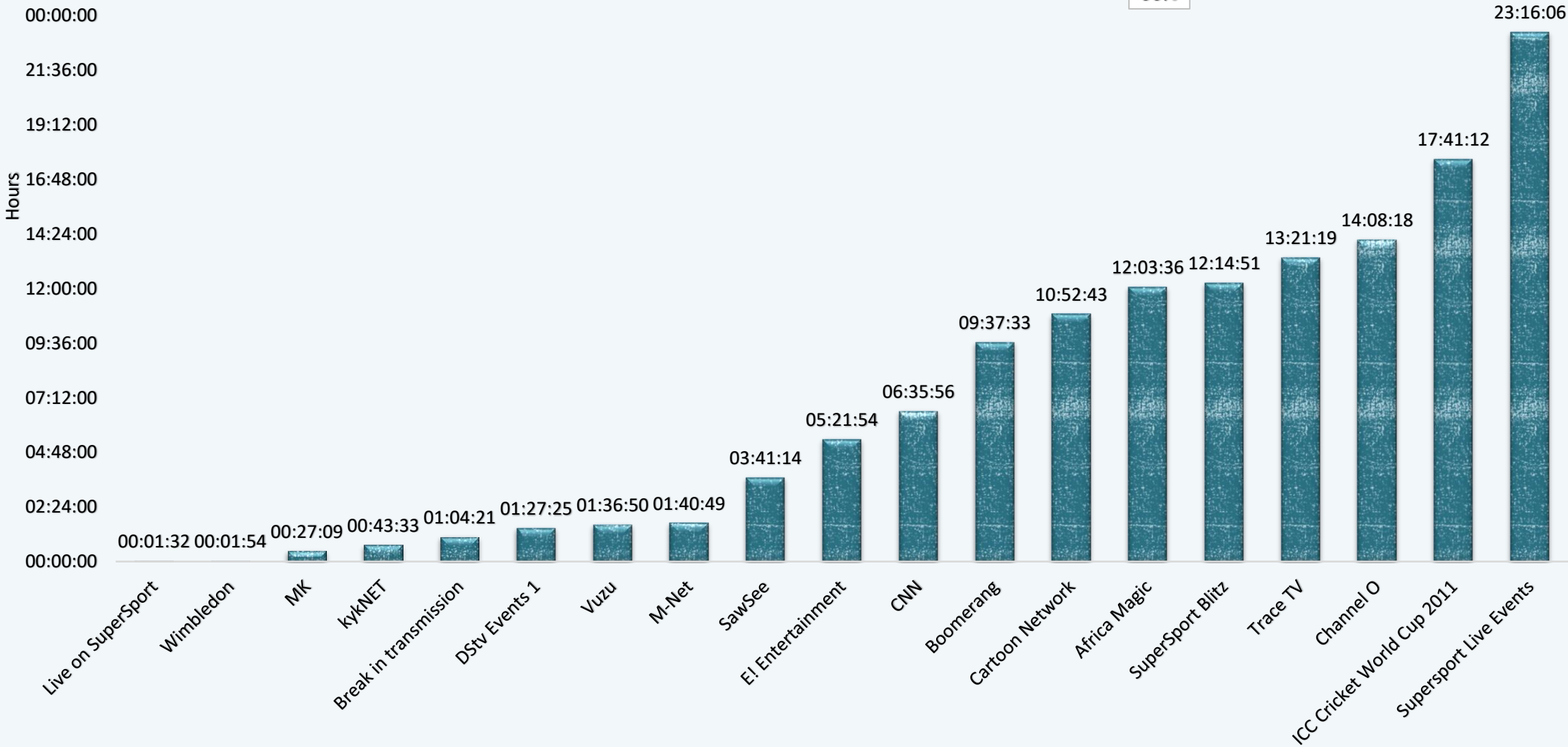
Gender vs Channel Consumption



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





THANK YOU