

BRIGHT TV VIEWERSHIP ANALYTICS

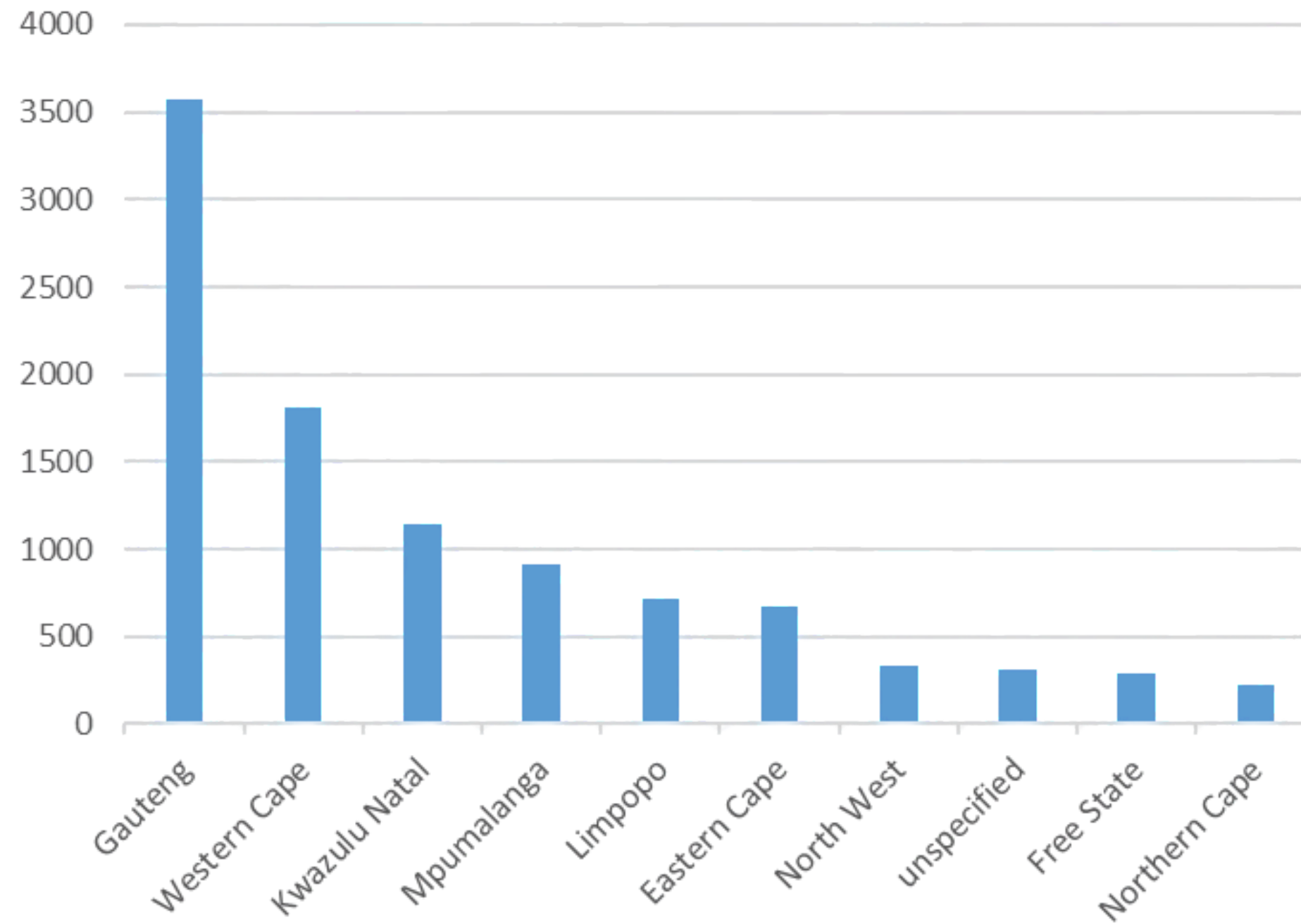
Prince Adjei

USERS BY PROVINCE

**The Total Viewership in 2016,
1st Jan to 1st April is 10000**

**The number of Distinct
Viewership is 4080**

**Gauteng has highest
viewership 35.74%**

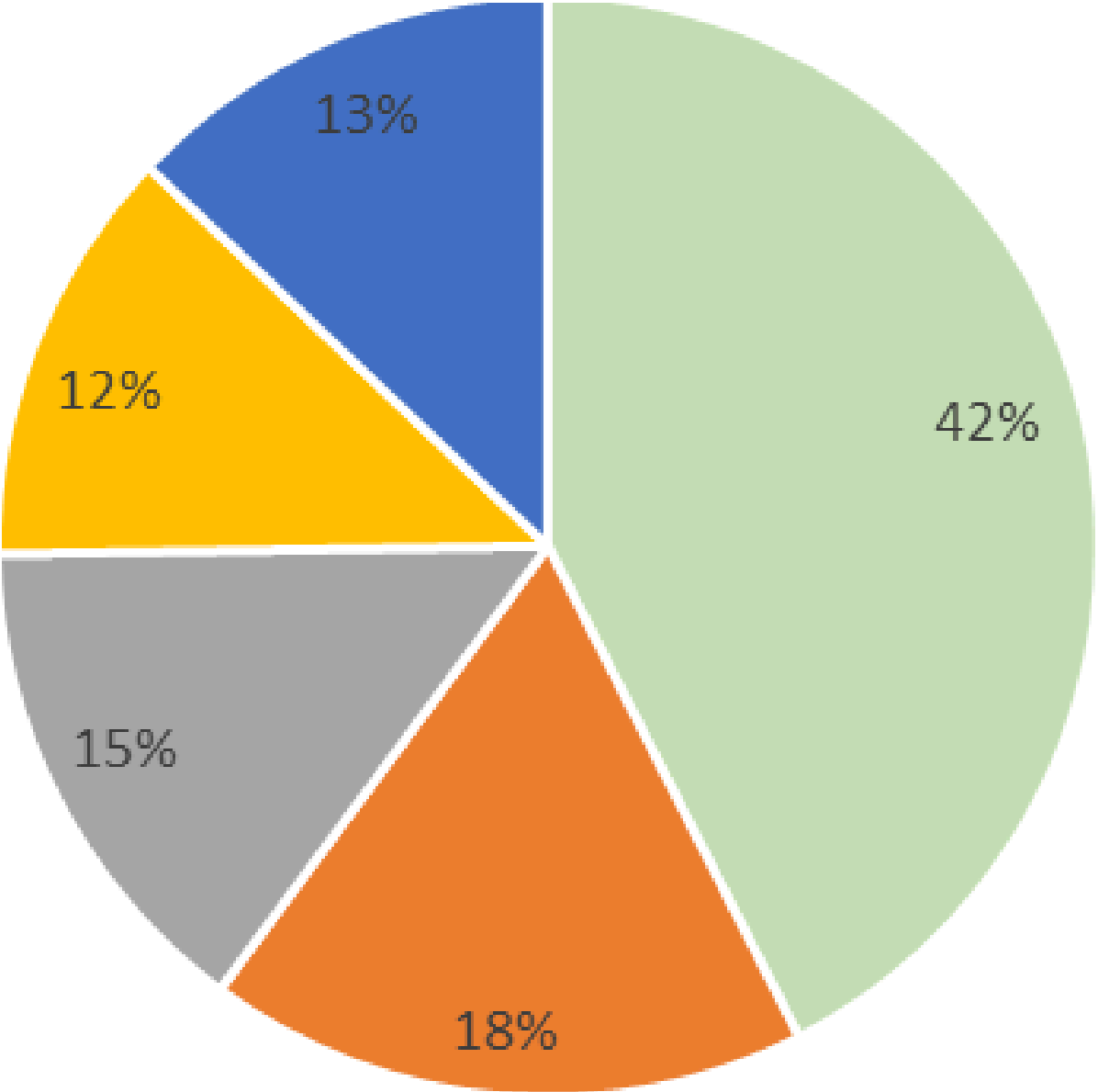


TV VIEWERSHIP BY RACE

The black race has the highest viewership 42%

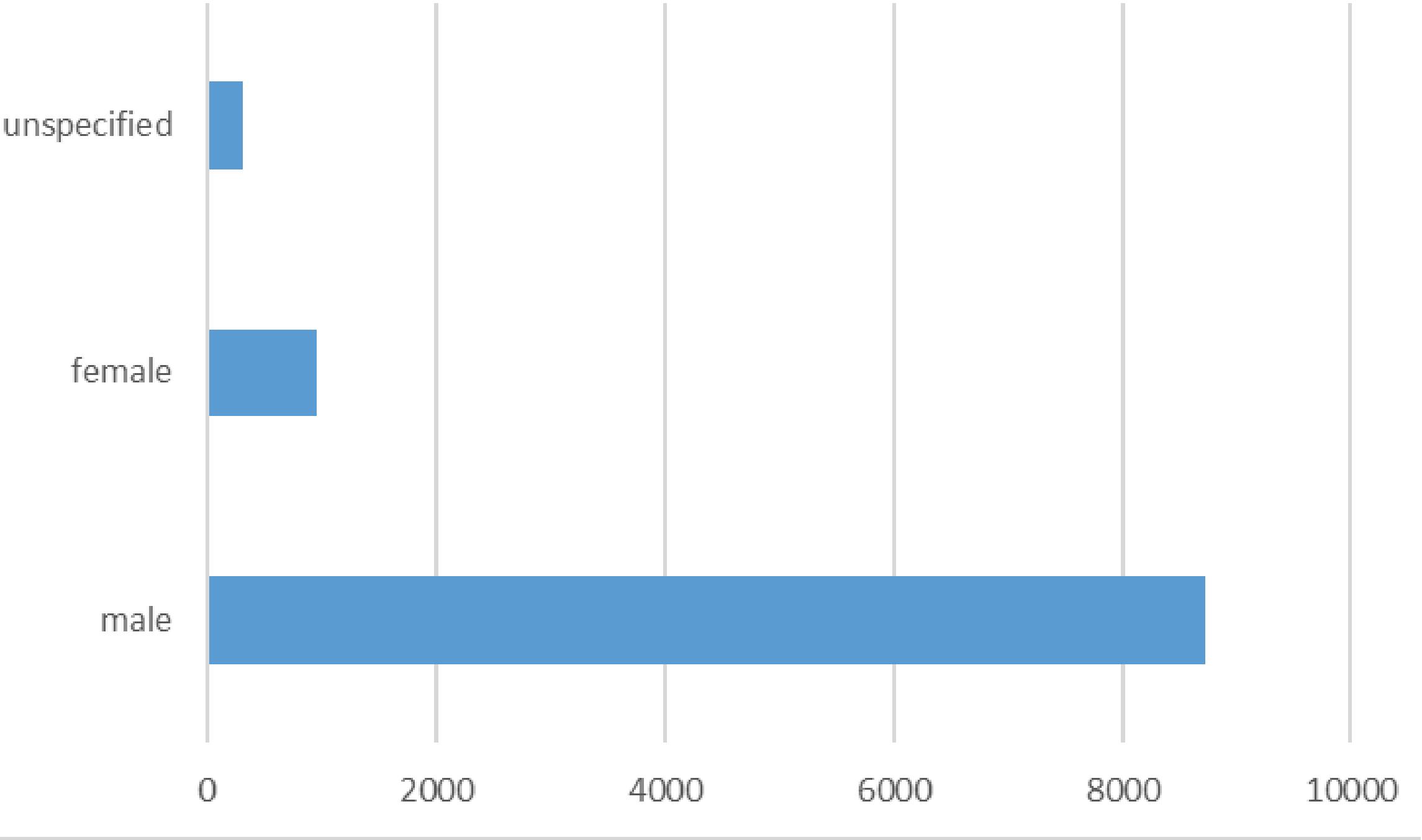
The white race has the lowest viewership

12% of the race is unspecified



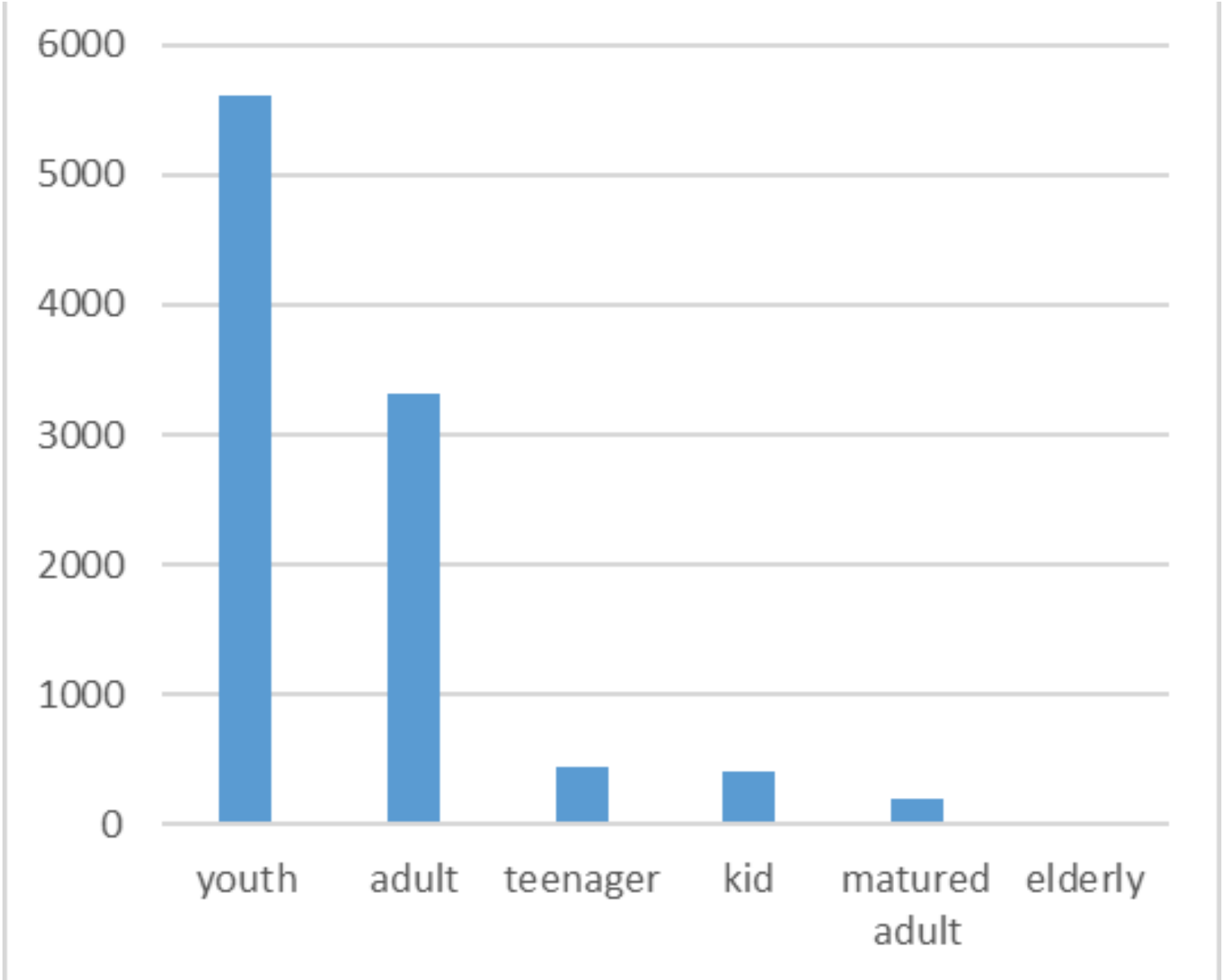
VIEWERSHIP BY GENDER

Most of the viewership are
males, 87%



VIEWERSHIP BY AGE CLASSIFICATION

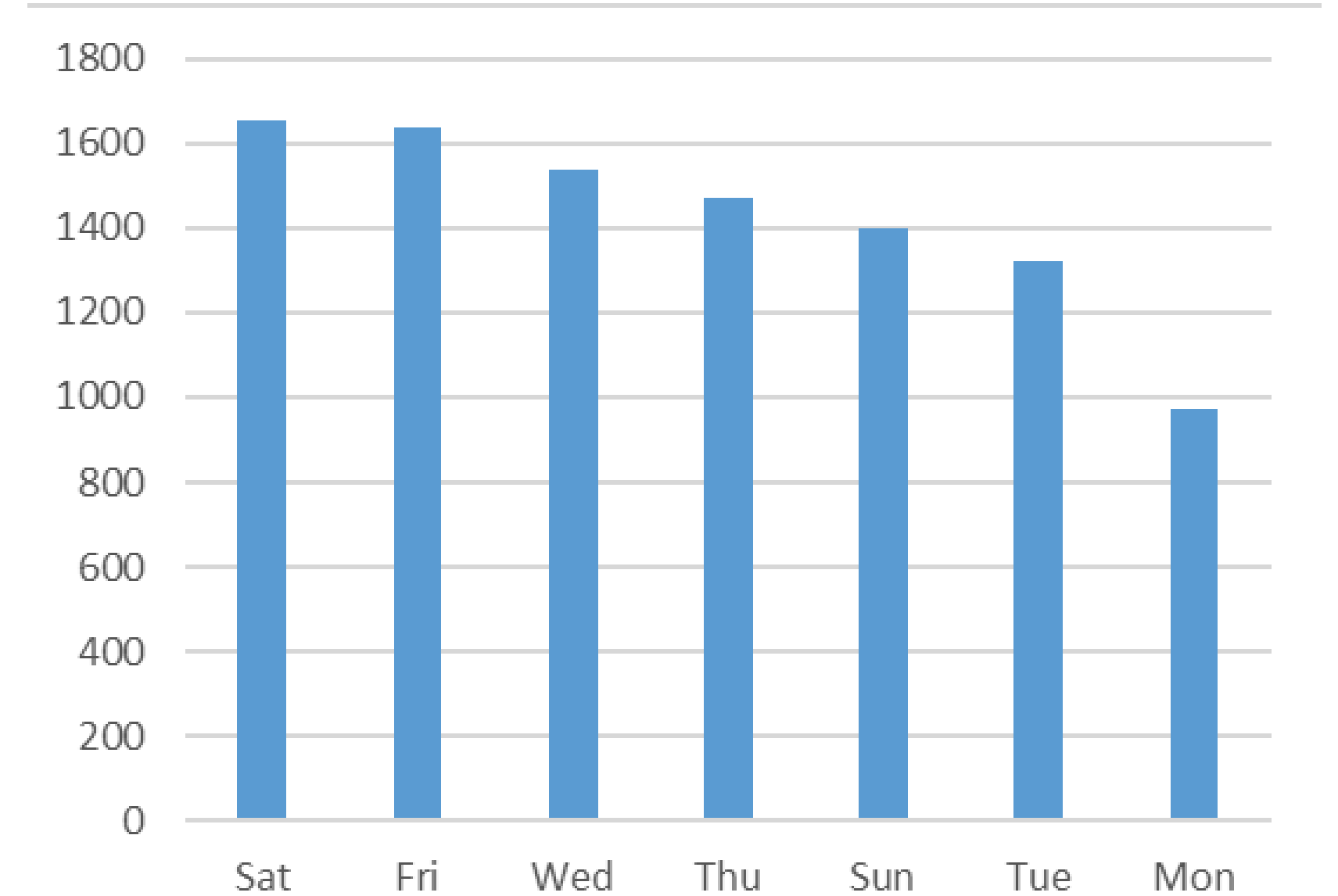
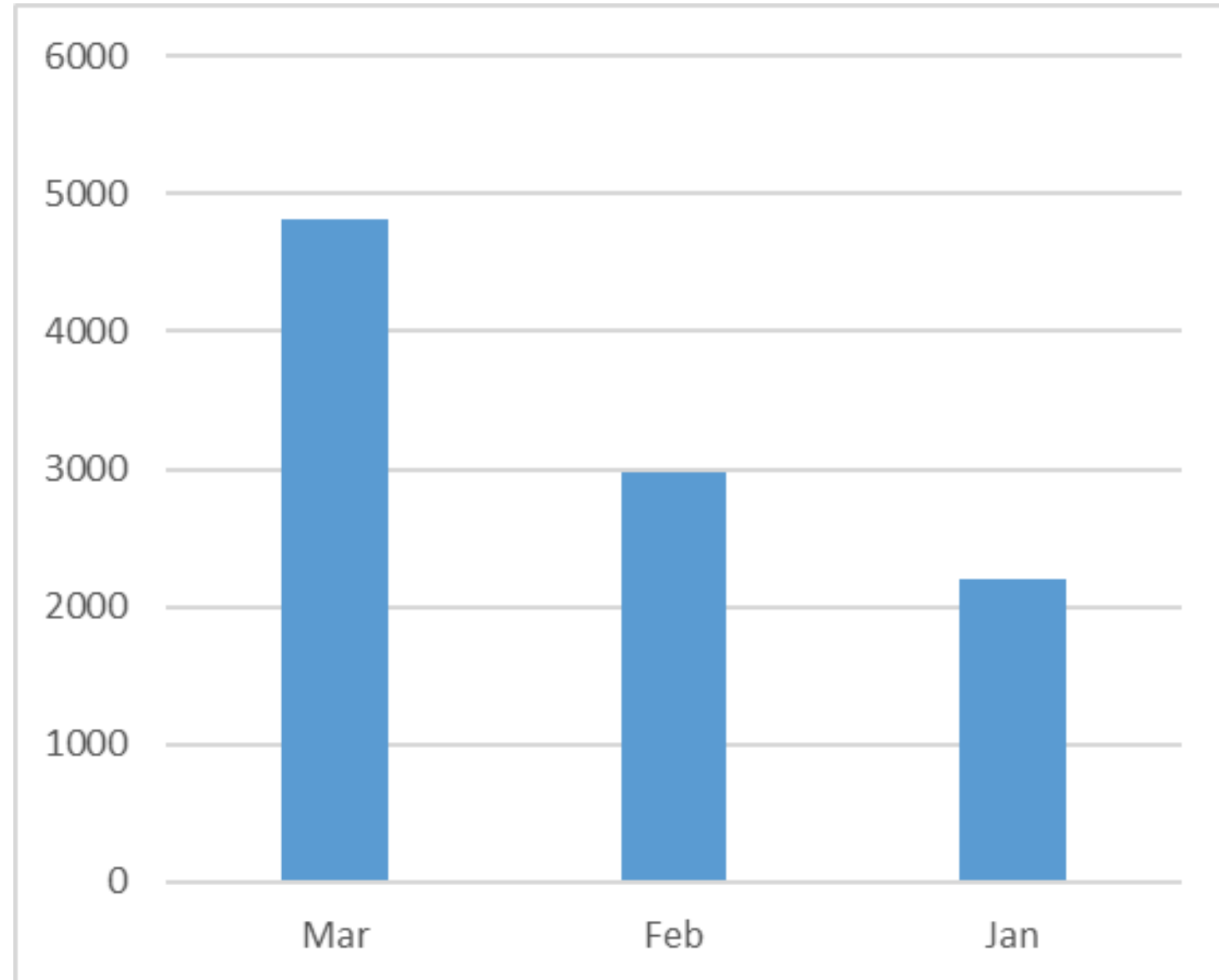
| AGE GROUP | AGE RANGE |
|----------------|-----------|
| kid | 0-12 |
| | |
| teenager | 13-19 |
| | |
| Youth | 20-35 |
| | |
| Adult | 36-55 |
| | |
| Matured Adults | 56-70 |
| | |
| Elderly | 70+ |



**About 90% of our viewership
is from the youth and Adult
Segment**



MONTHLY AND DAILY VIEWERSHIP

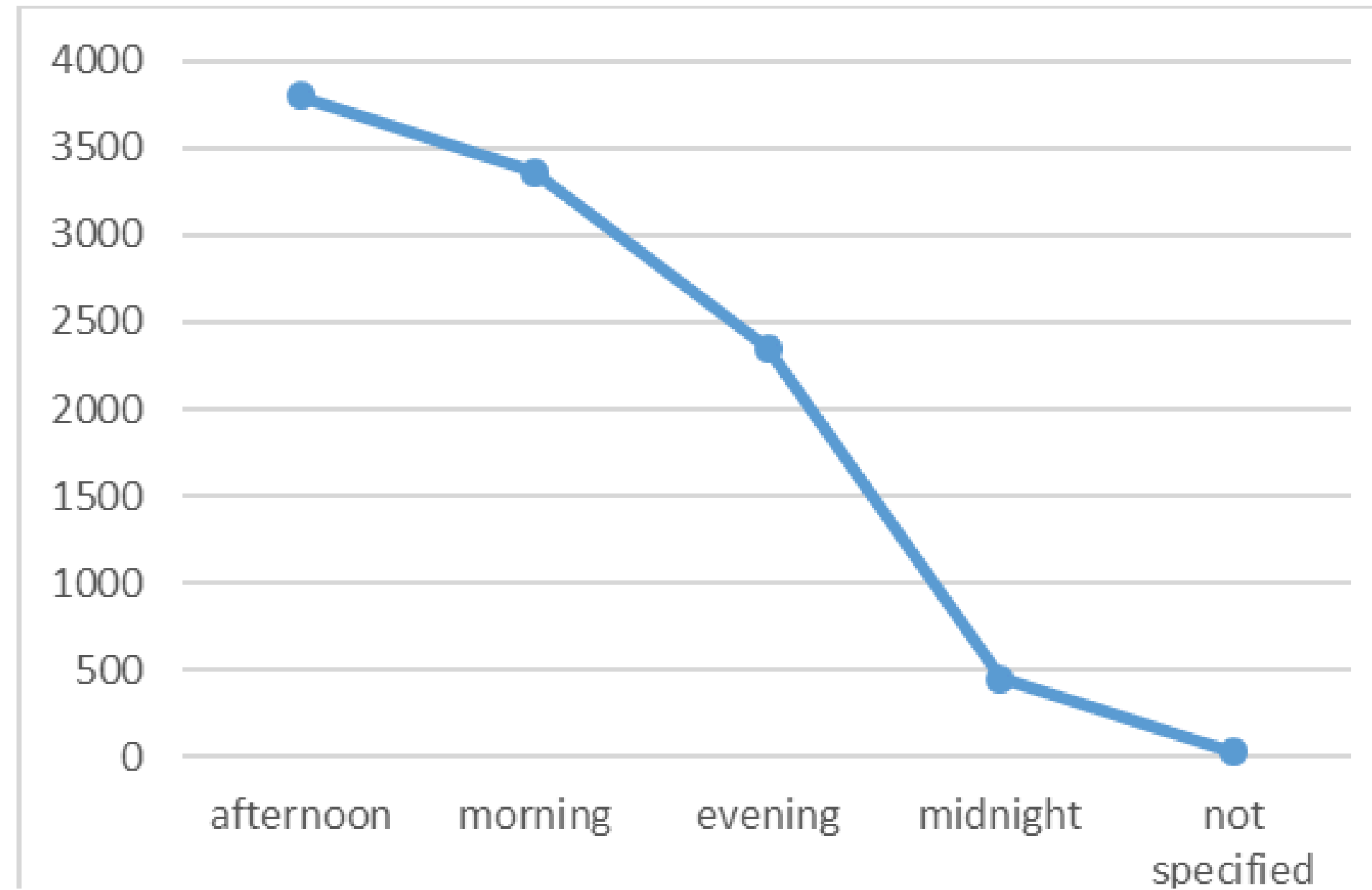


most viewership was in the month of march

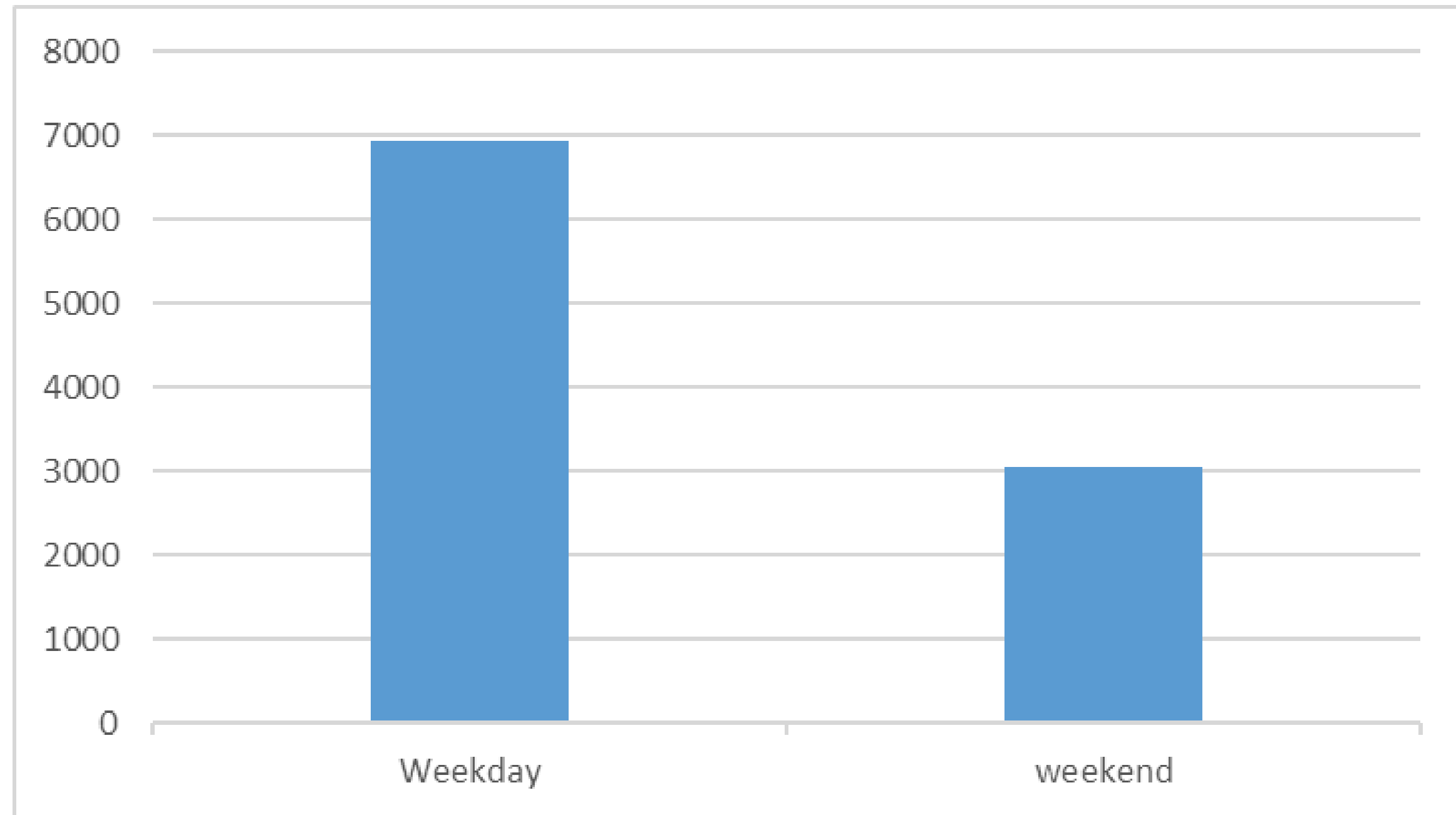
saturdays had the highest daily viewership

VIEWERSHIP BY TIME OF THE DAY

More than 70% of contents are viewed in the afternoon and morning



WEEKDAY VS WEEKEND VIEWERSHIP



**Viewership is more on
weekdays 70%**

TOP TEN VIEWING CHANNELS

The top 10 channels make about 90% of the views

The most viewed channel is the supersport live events

| CHANNEL | VIEWERSHIP |
|----------------------------|------------|
| Supersport Live Events | 1661 |
| ICC Cricket World Cup 2011 | 1464 |
| Channel O | 1048 |
| Trace TV | 952 |
| SuperSport Blitz | 896 |
| Africa Magic | 857 |
| Cartoon Network | 793 |
| Boomerang | 714 |
| CNN | 505 |
| E! Entertainment | 367 |



FACTORS INFLUENCING CONSUMPTION

Geographic location

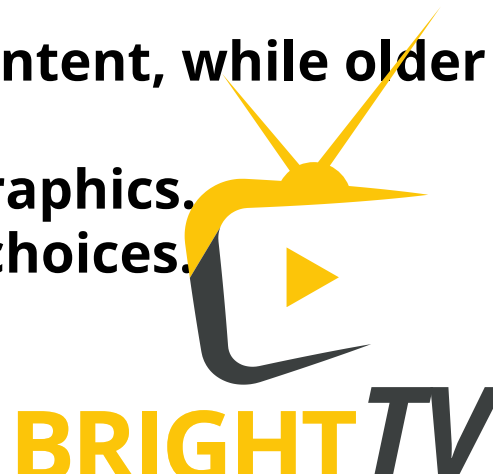
- Viewership levels vary across regions — for example, provinces like Gauteng often record higher viewing numbers due to greater population density and better internet accessibility.
- Easy access to social amenities and infrastructure play a key role in driving overall reach and engagement.

content and products

- Diversity, quality, and originality of BrightTV content are major drivers of audience engagement.
- Highlighting popular and trending genres can significantly boost viewership.
- Regularly refreshing content ensures sustained interest and audience retention.

Consumer demographic and preference

- Viewing habits differ by age group — younger audiences tend to prefer fast-paced, action-oriented content, while older viewers lean toward drama and storytelling.
- Cultural representation and inclusive content improve engagement across diverse demographics.
- Parental controls and family-friendly programming can also influence household viewing choices.



INITIATIVE TO INCREASE CONSUMPTION

Tailored Customer Offering

- Develop personalized subscription plans that align with customers' specific needs and usage behavior.
- Design content packages that reflect audience preferences and viewing patterns.

Enhanced Accessibility

- Ensure BrightTV content is seamlessly available across all devices — mobile, tablet, smart TV, and desktop.
- Optimize user experience through cross-platform integration and easy navigation.
-

Product Innovation

- Invest in ongoing product and content development, focusing on genres and formats that drive viewership growth.
- Introduce new features or experiences that enhance user satisfaction and loyalty.

Customer Retention and Reengagement

- Re-target churned customers with compelling below-the-line (BTL) offers based on their past viewing habits.
- Reinforce customer relationships through data-driven promotions and personalized communication.



STRATEGIES TO GENERATE MORE REVENUE

Introduce Streaming Platform

- Develop BrightTV bundle packages tailored for online streaming audiences.
- Combine content variety and value to attract new digital subscribers and retain existing ones.

Referral and Reward Program

- Launch a referral campaign where existing subscribers can invite friends and family to join BrightTV.
- Offer discounts or credits for each successful referral using a unique code — incentivizing word-of-mouth growth.

Long term Contract Incentives

- Encourage customer loyalty by offering discounted long-term contracts.
- Create tiered pricing options that reward commitment and reduce churn.



THANK YOU