

BRIGHT TV VIEWERSHIP ANALYTICS

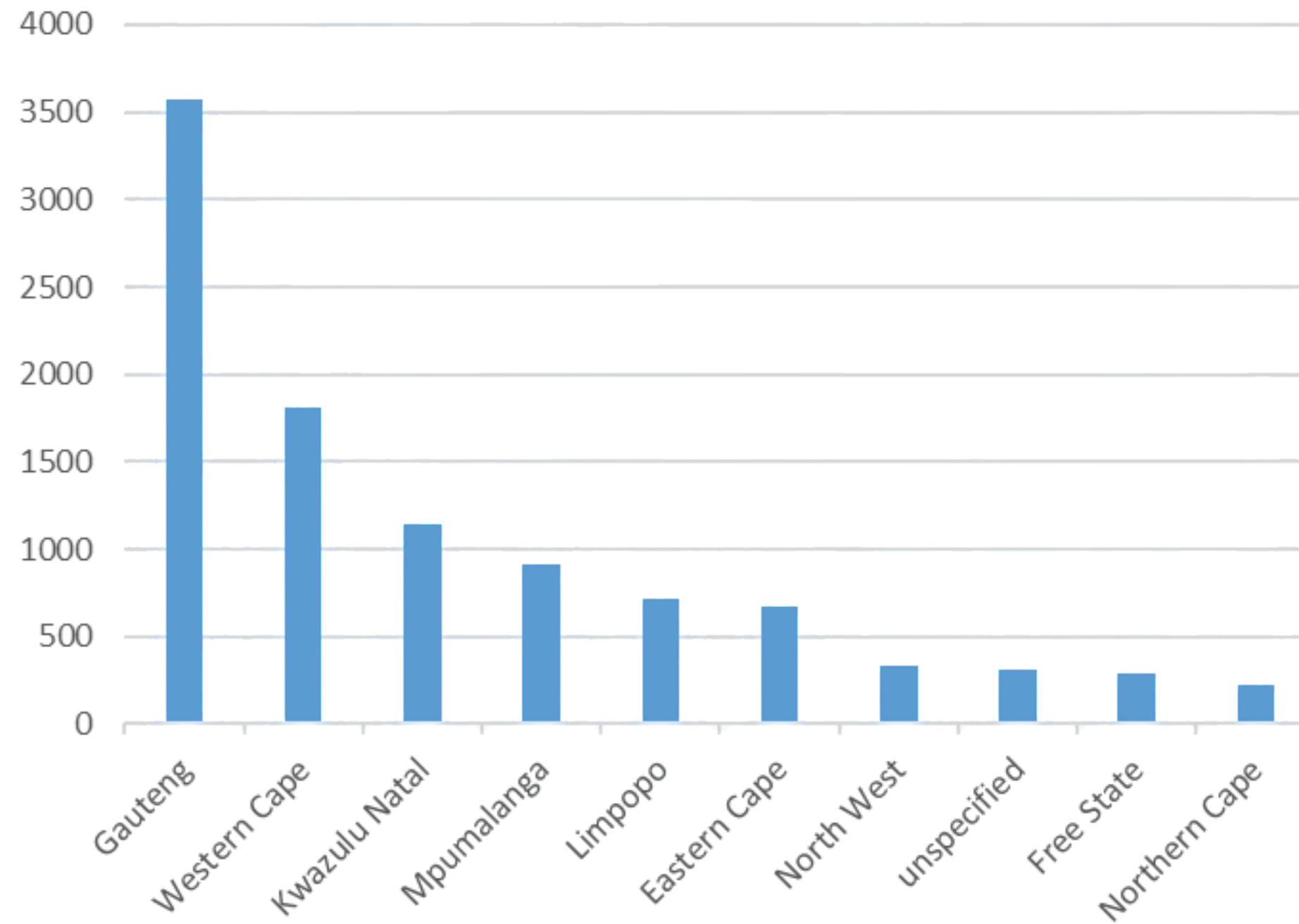
Prince Adjei

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%**

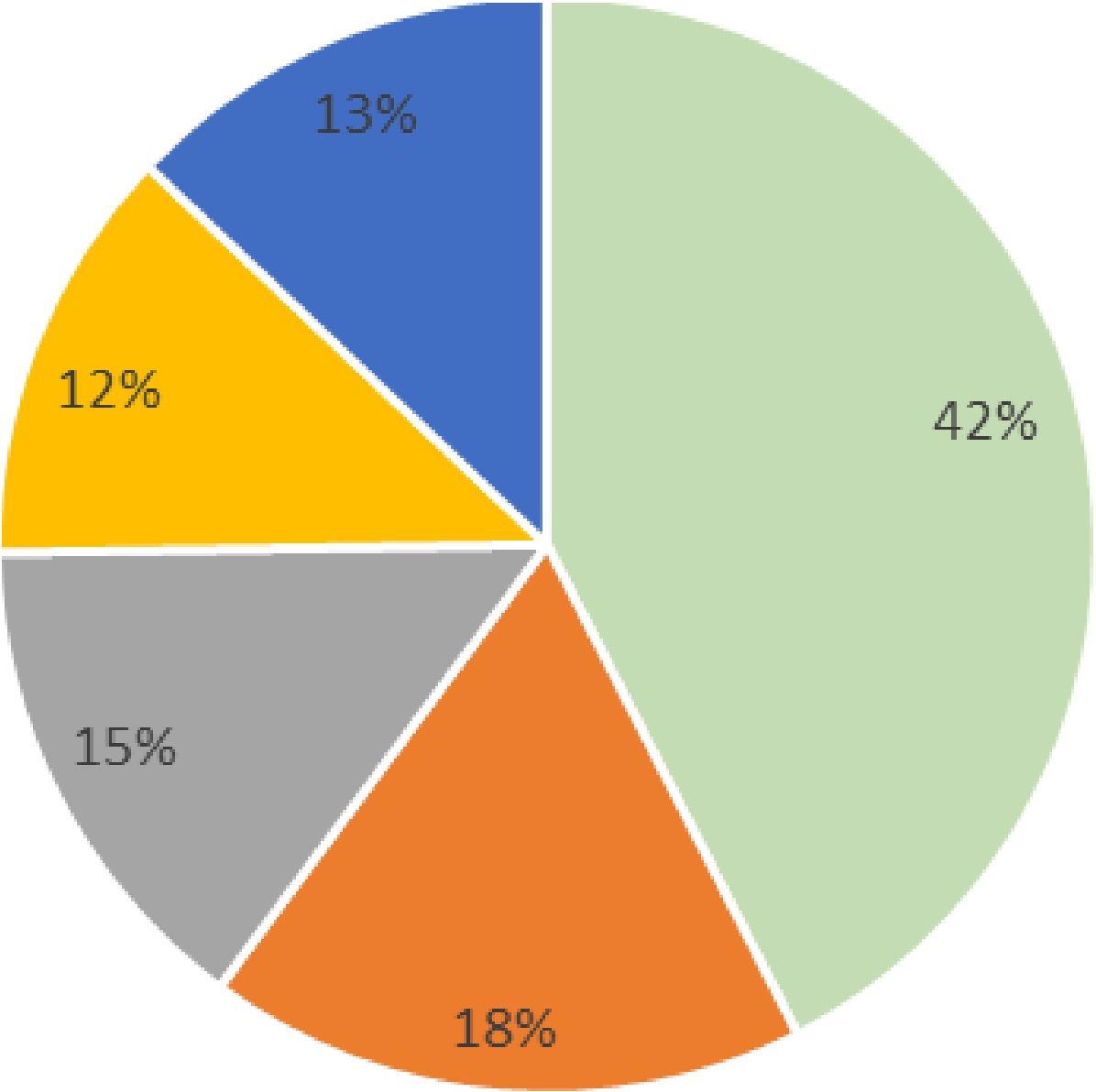


TV VIEWERSHIP BY RACE

The black race has the highest viewership

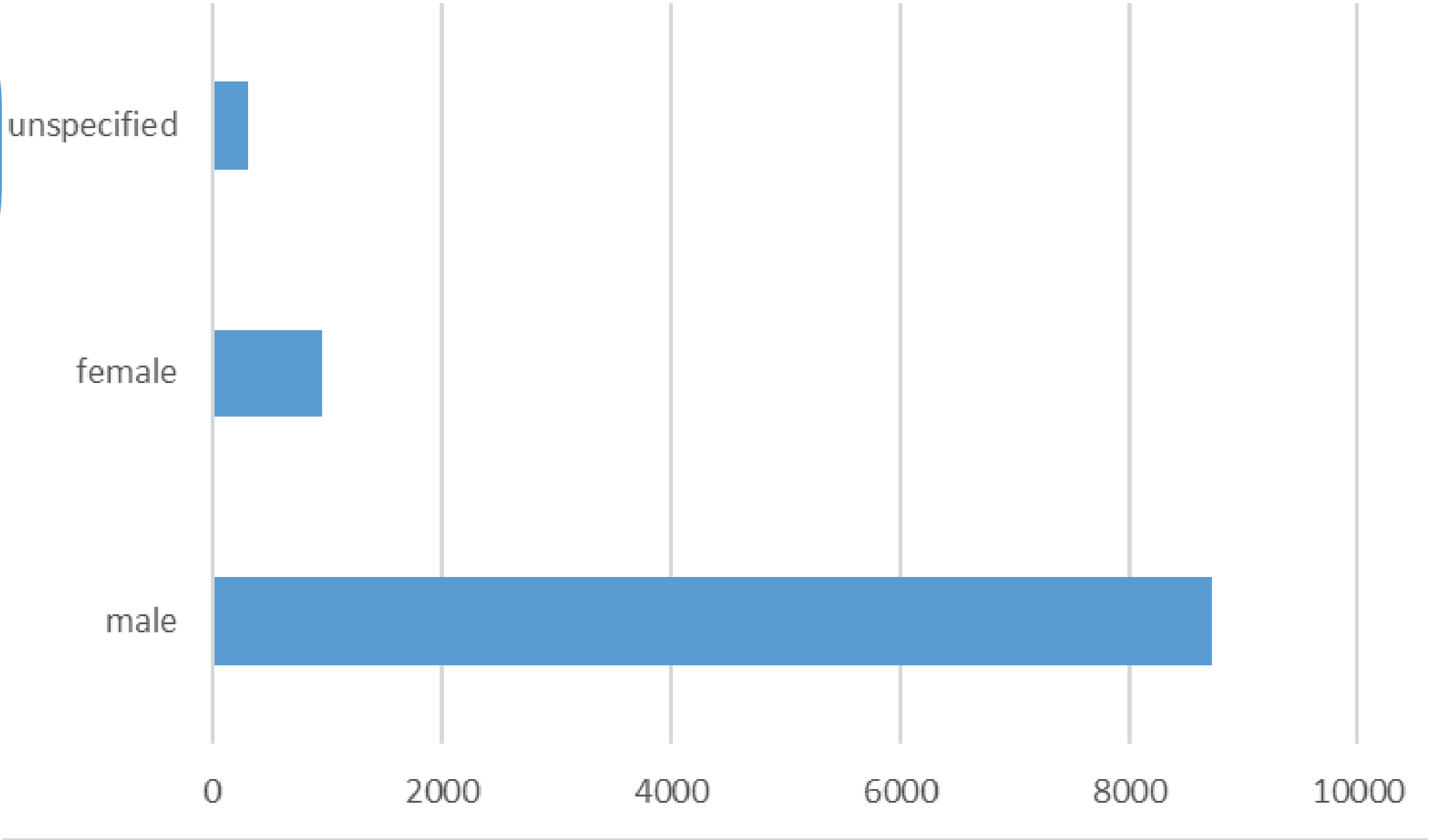
The white race has the lowest viewership

12% of the race is unspecified



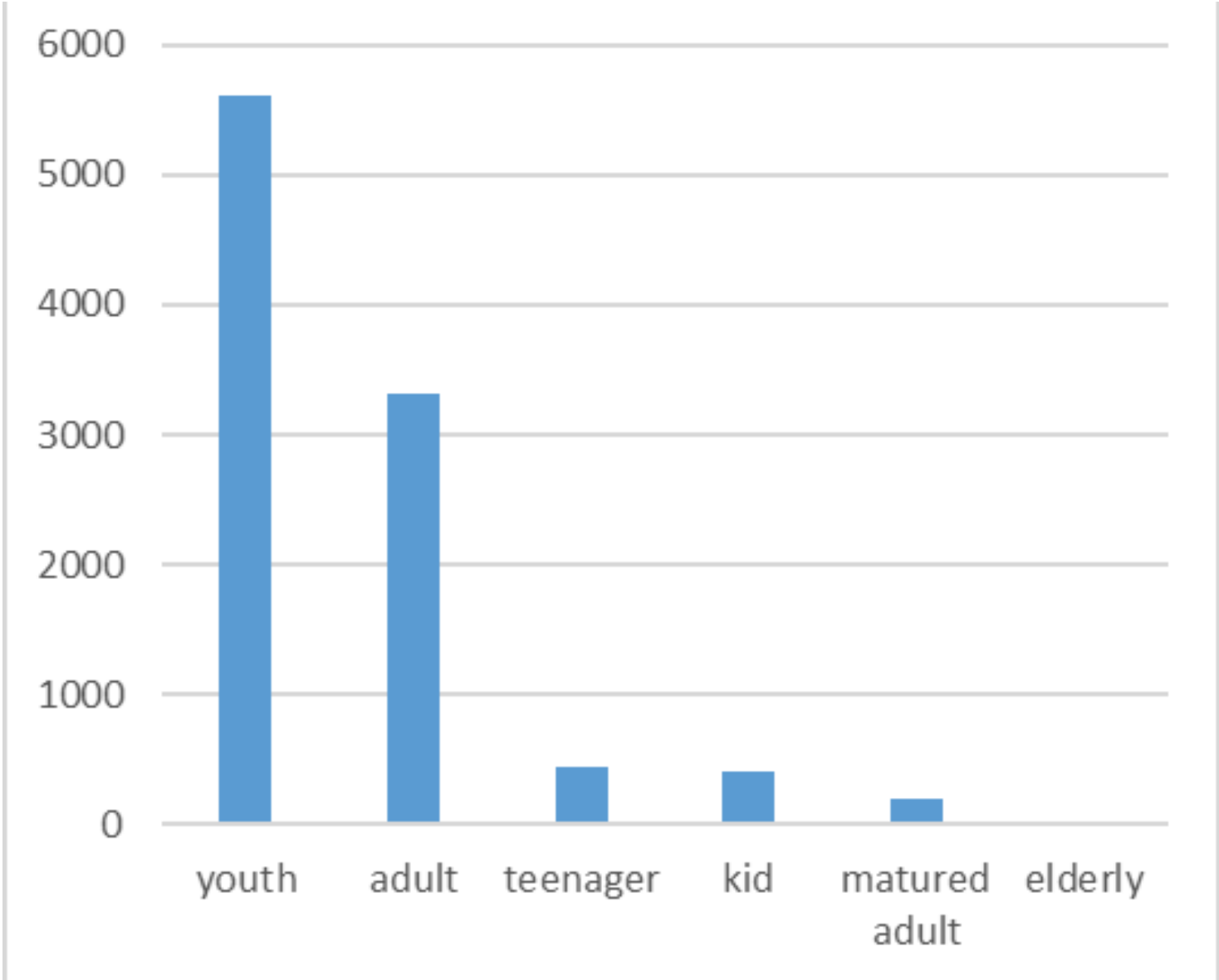
VIEWERSHIP BY GENDER

Most of the viewership are males, 87%



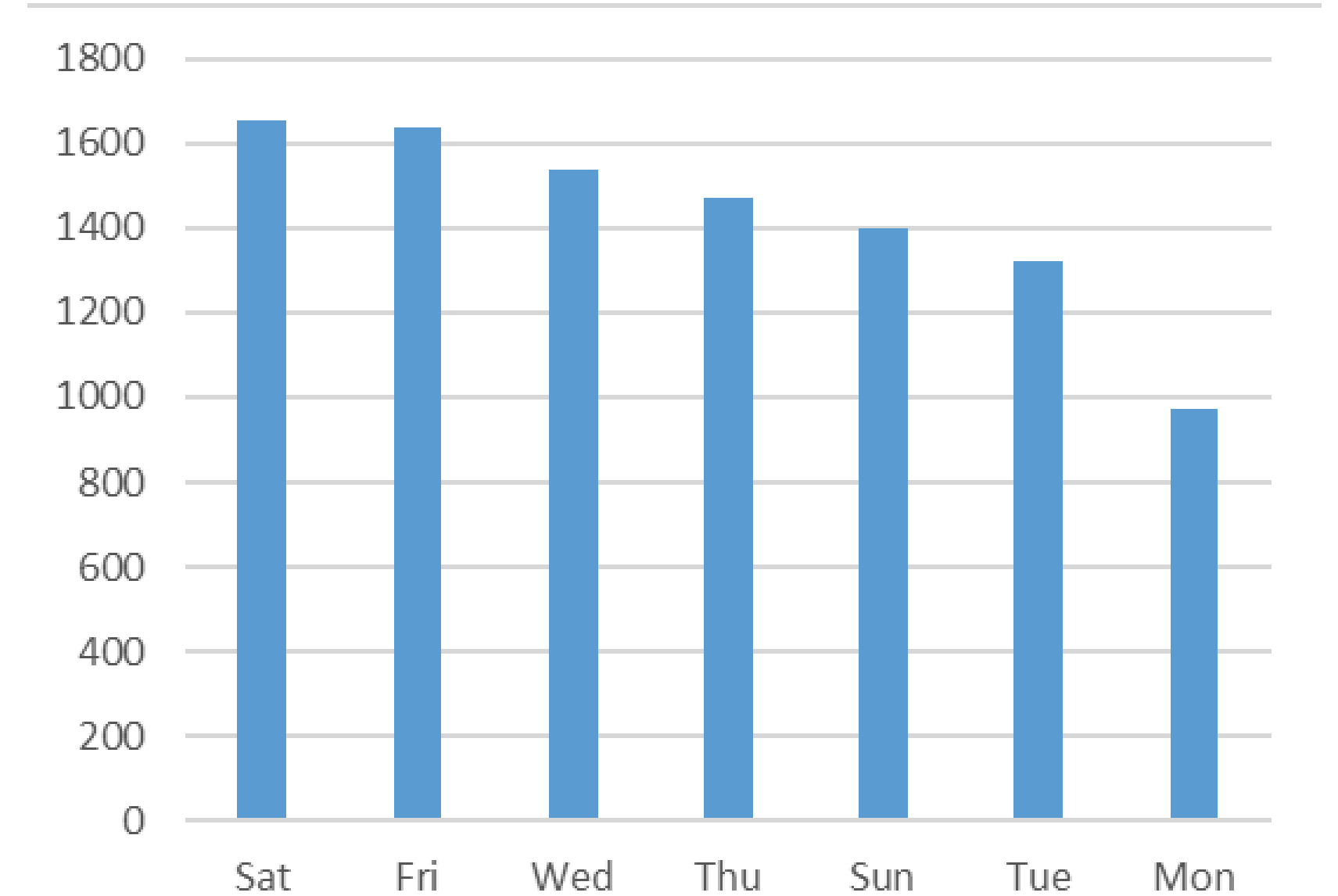
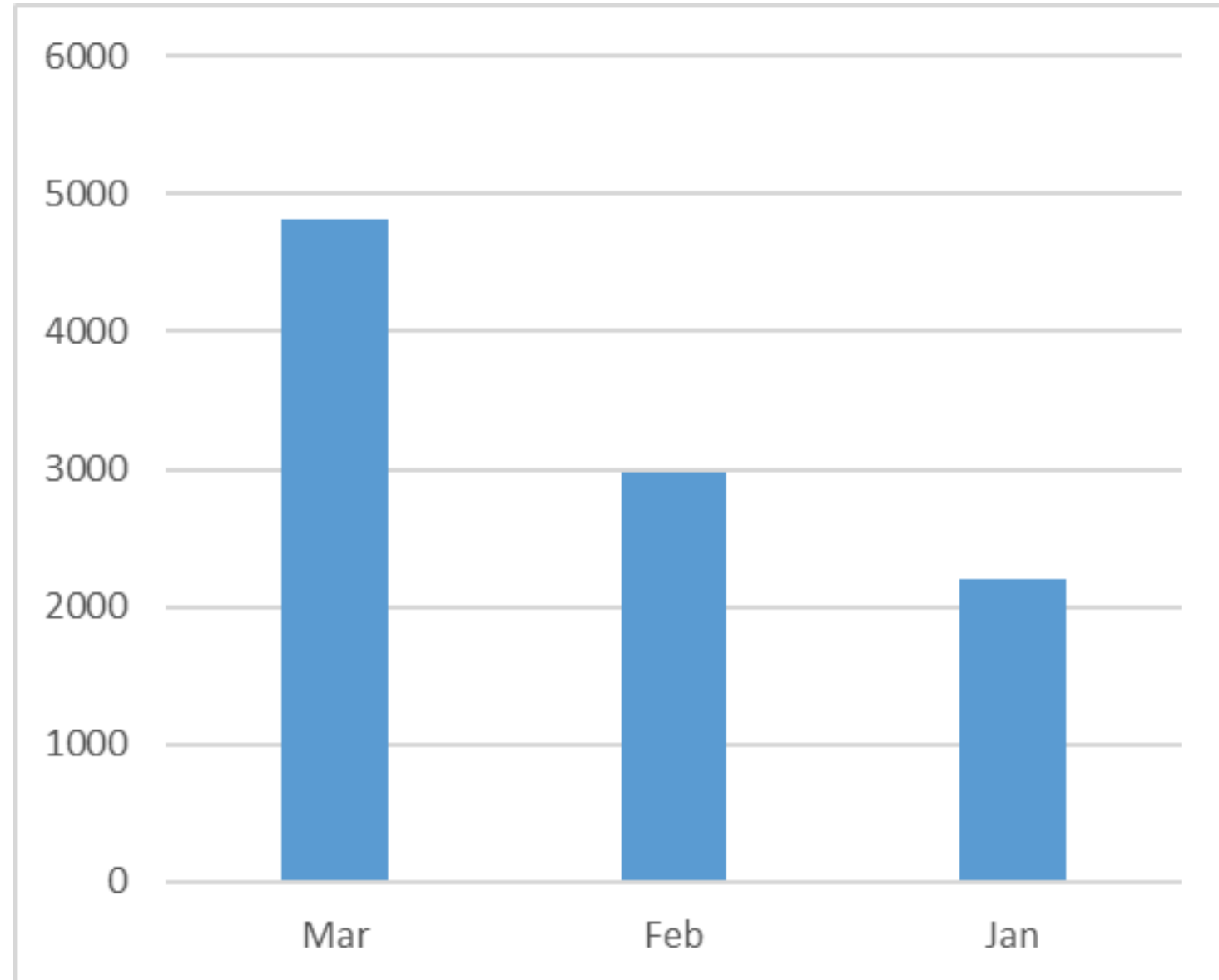
CONSUMPTION BY AGE CLASSIFICATION

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

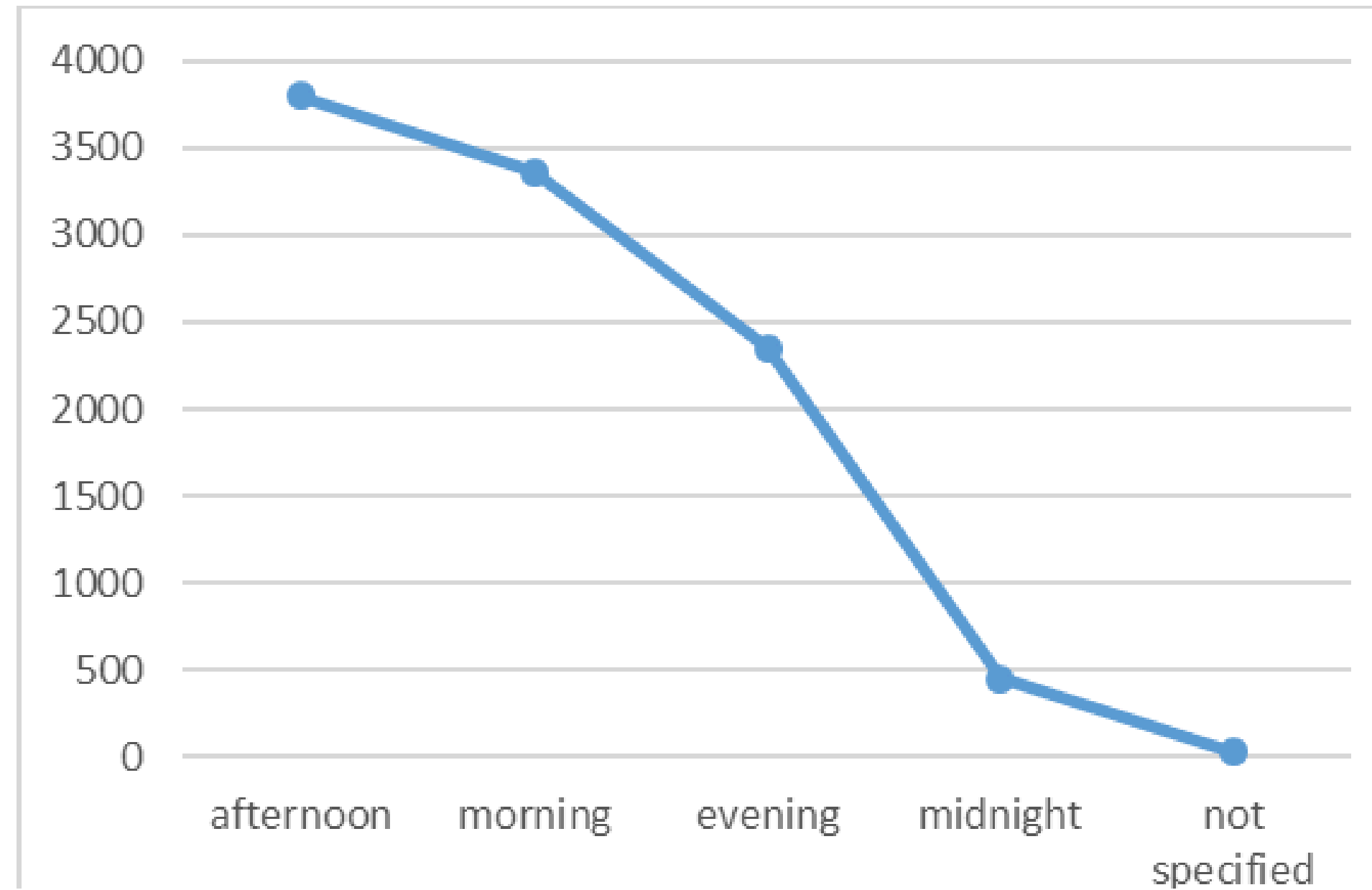


**most viewership was in
the month of march**

**viewership was highest
on saturdays**

VIEWERSHIP BY TIME OF THE DAY

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



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

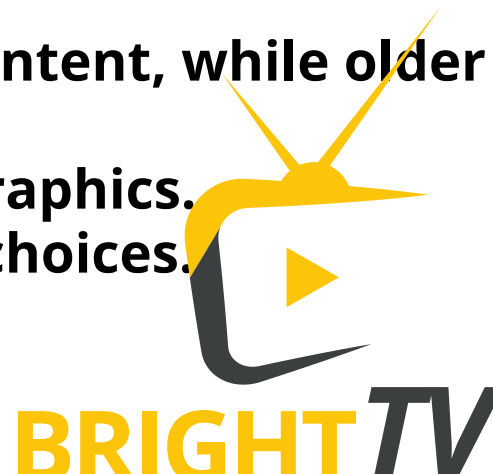
- Viewership levels vary across regions — for example, provinces like Gauteng often record higher viewing numbers due to greater population density and better internet accessibility.
- Easy access to social amenities and infrastructure play a key role in driving overall reach and engagement.

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.
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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