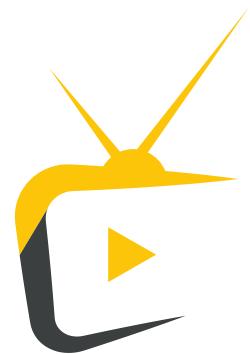


BRIGHT TV VIEWERSHIP ANALYTICS

Prince Adjei



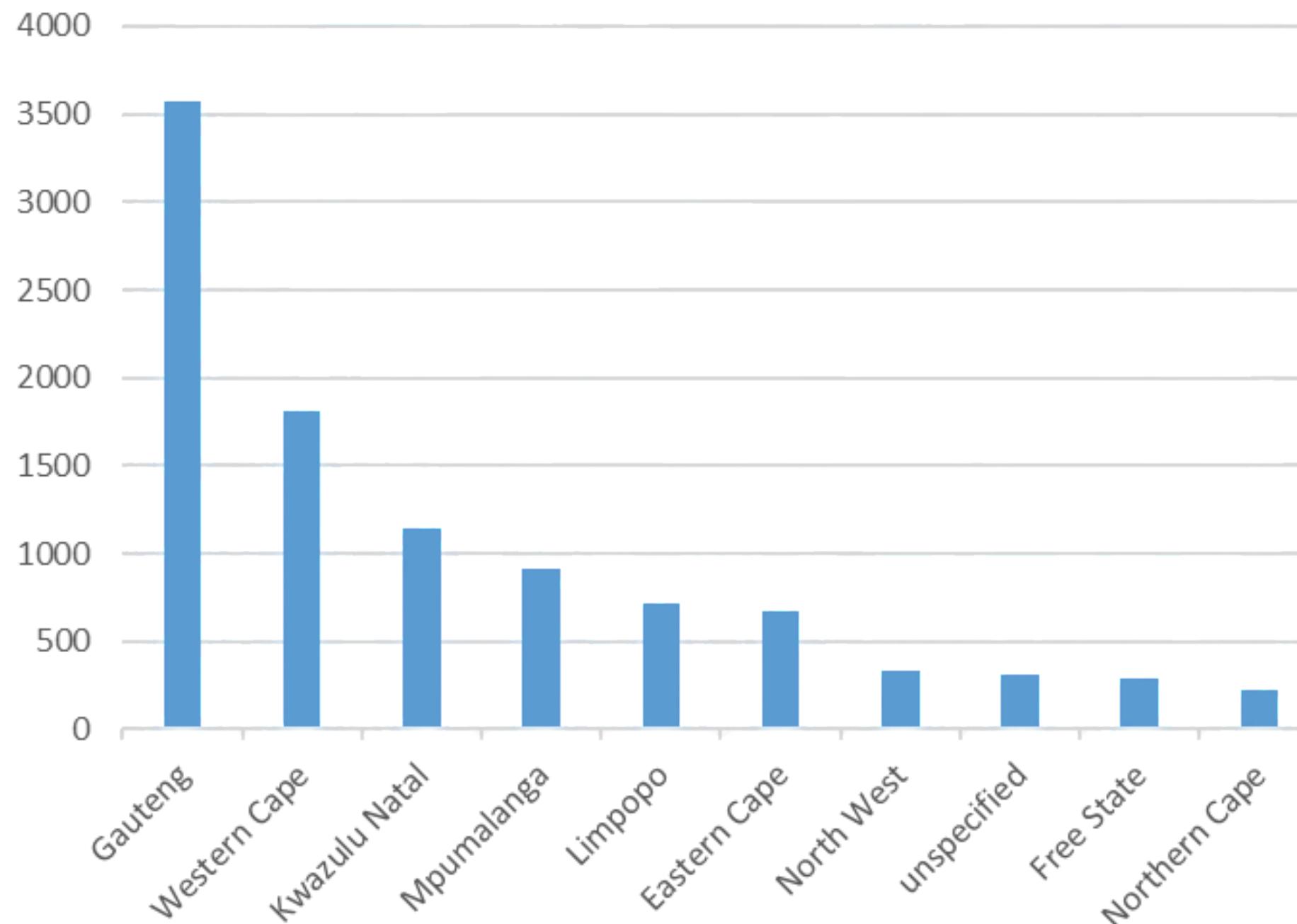
BRIGHTTV

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%

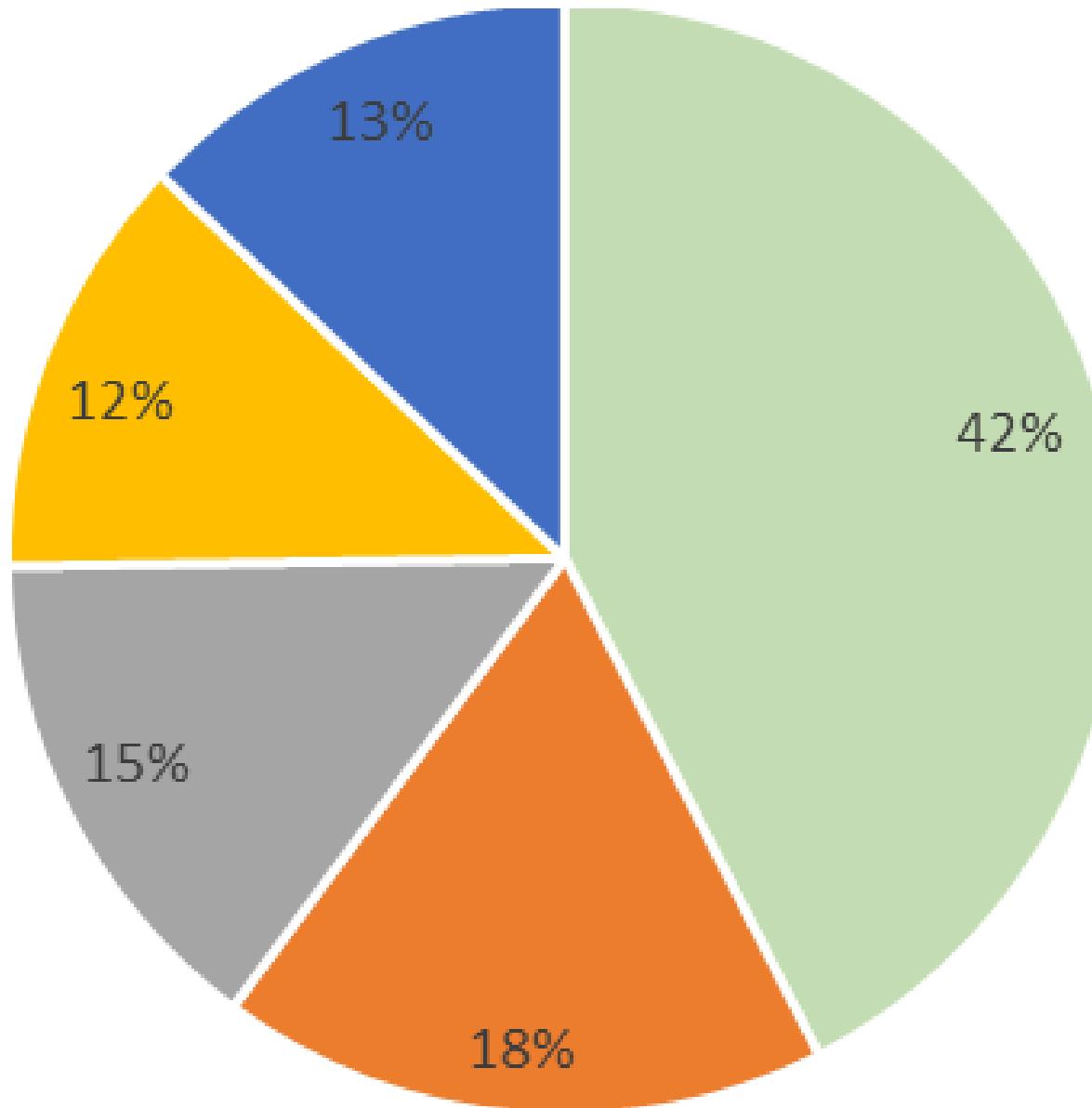


TV VIEWERSHIP BY RACE

The black race has the highest viewership 42%

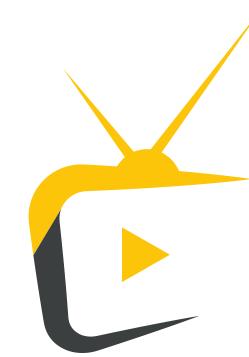
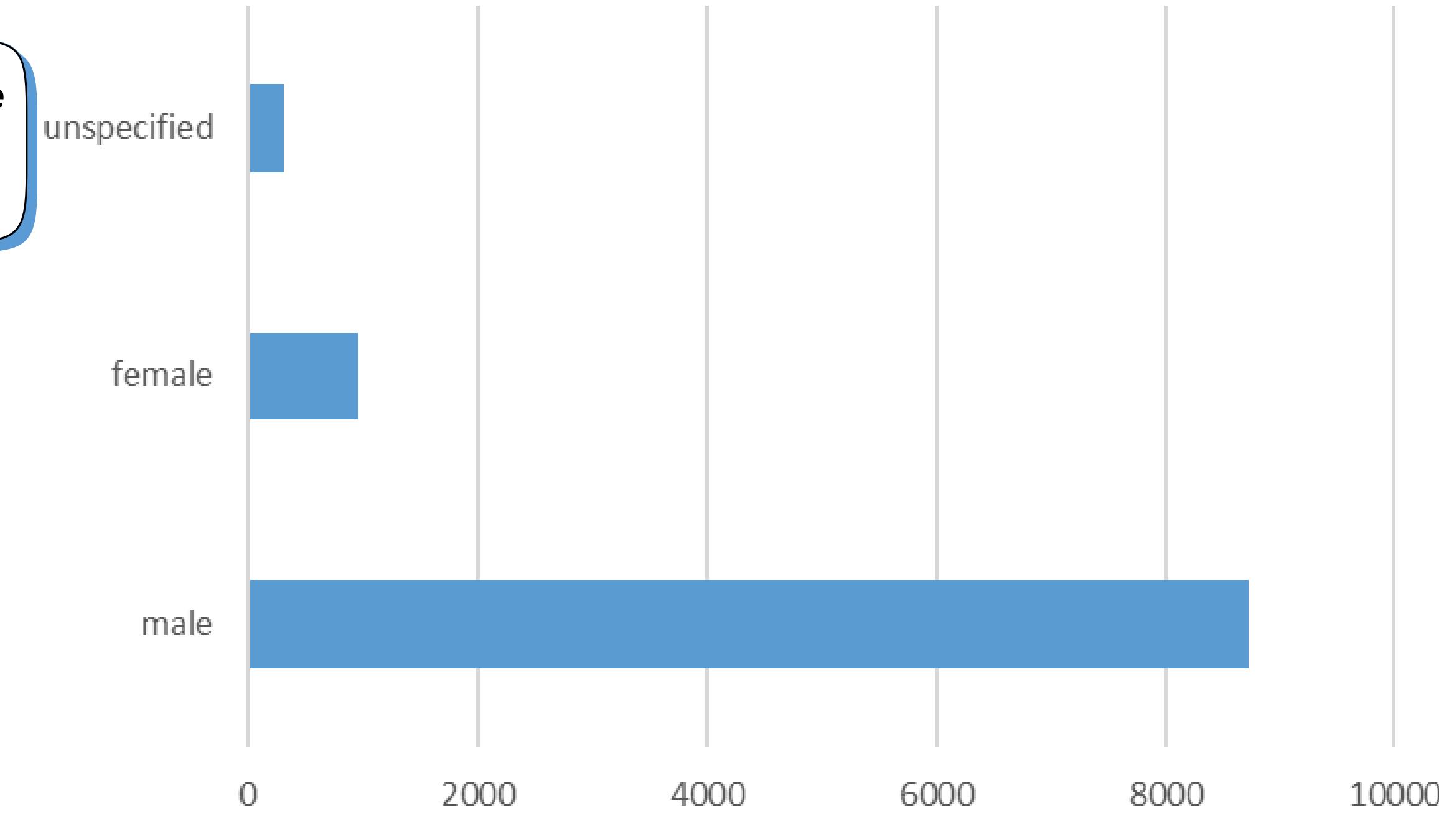
The white race has the lowest viewership

12% of the race is unspecified



VIEWERSHIP BY GENDER

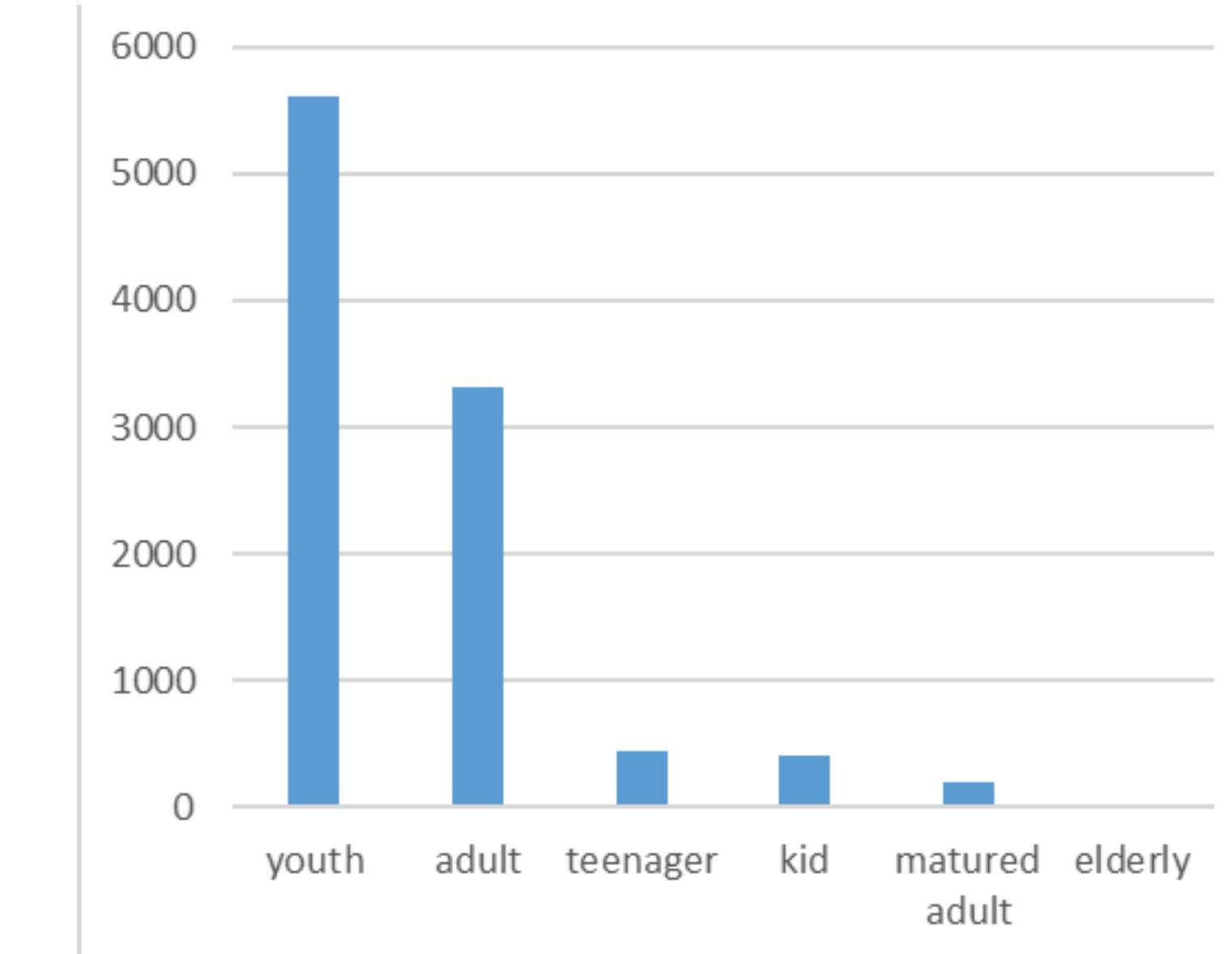
Most of the viewership are males, 87%



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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+

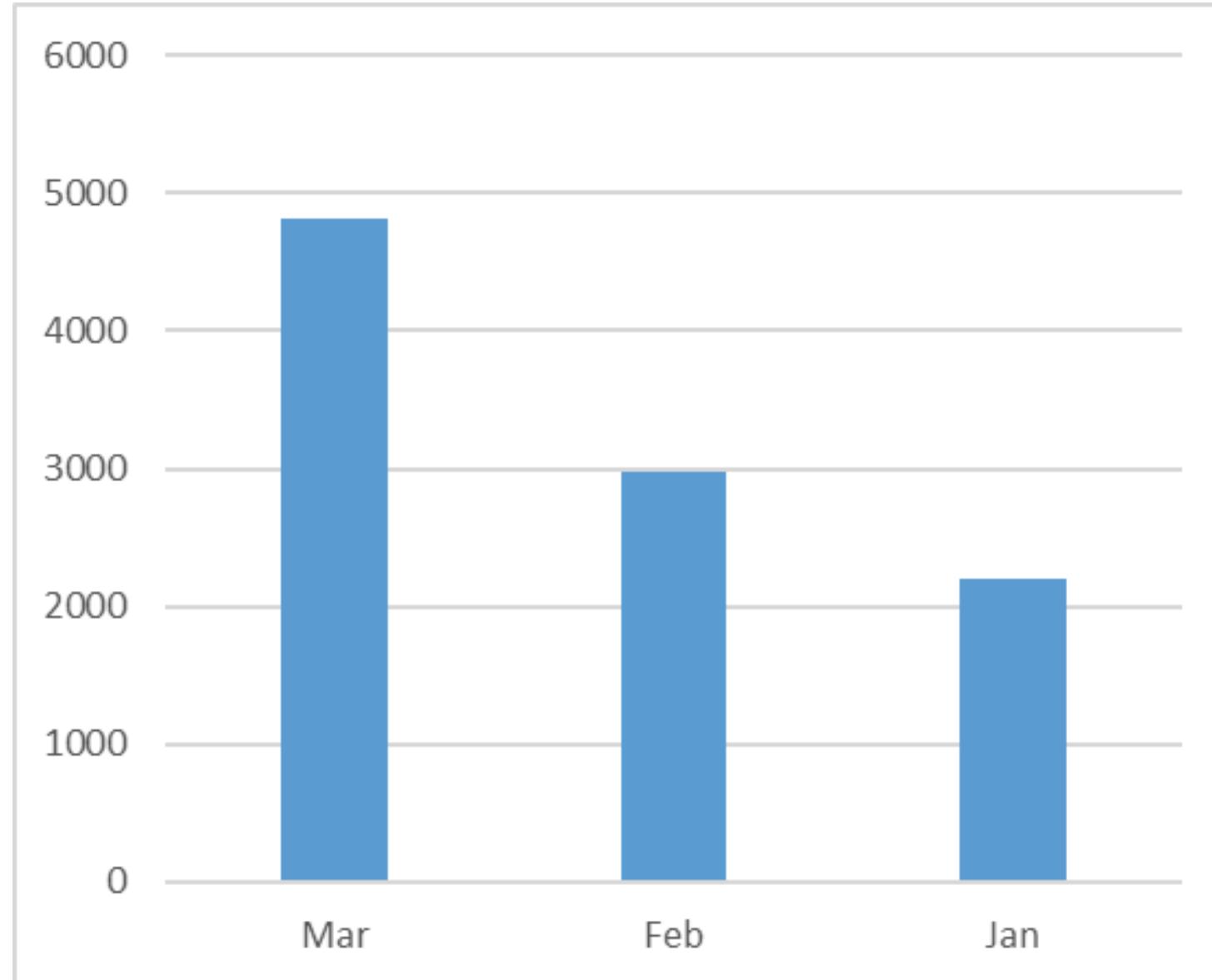


About 90% of our viewership
is from the youth and Adult
Segment



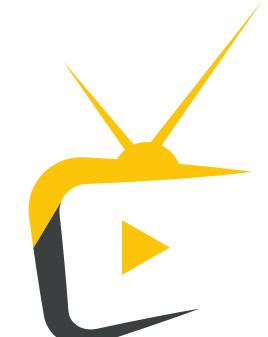
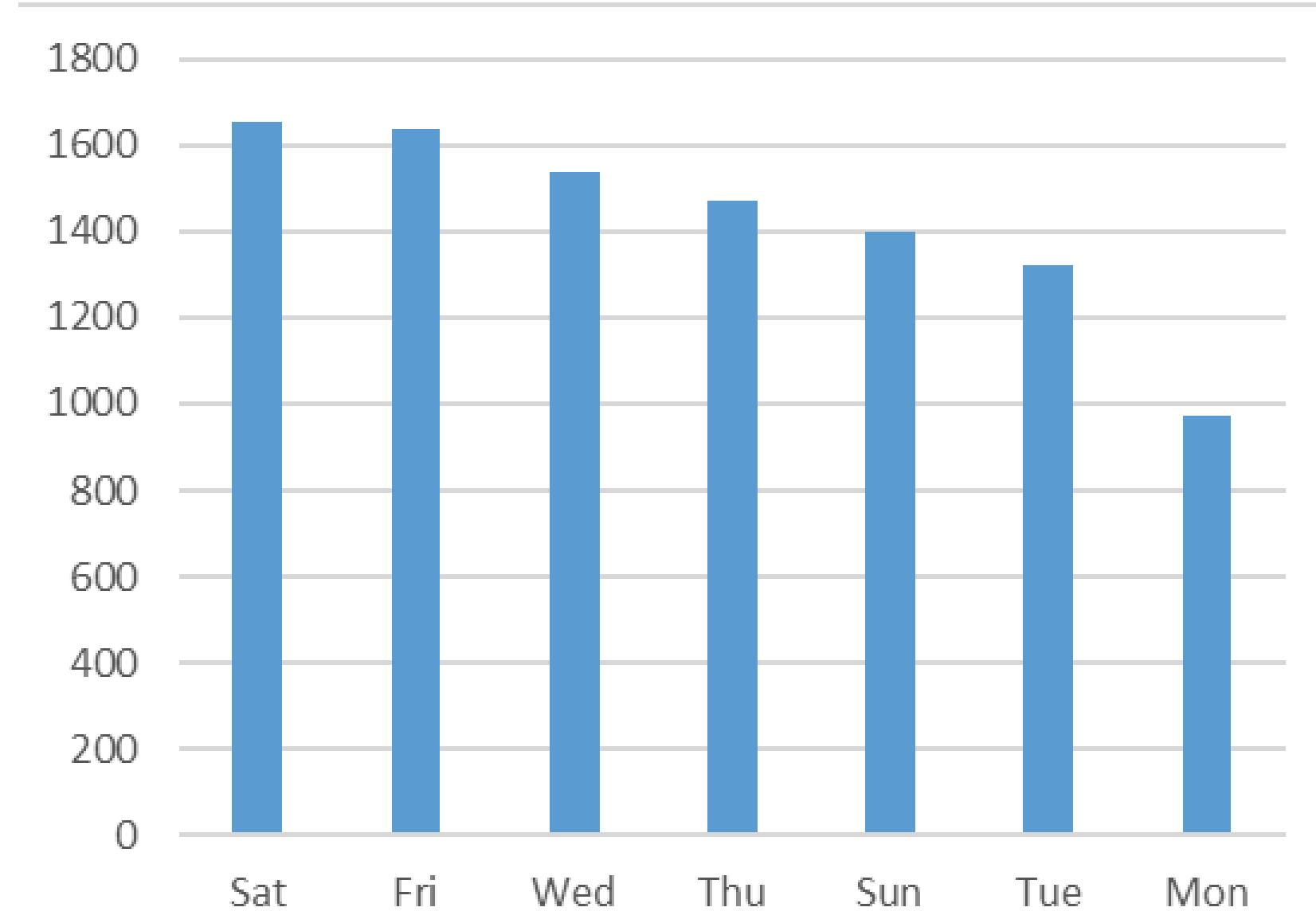
BRIGHT TV

MONTHLY AND DAILY VIEWERSHIP



most viewership was in the month of march

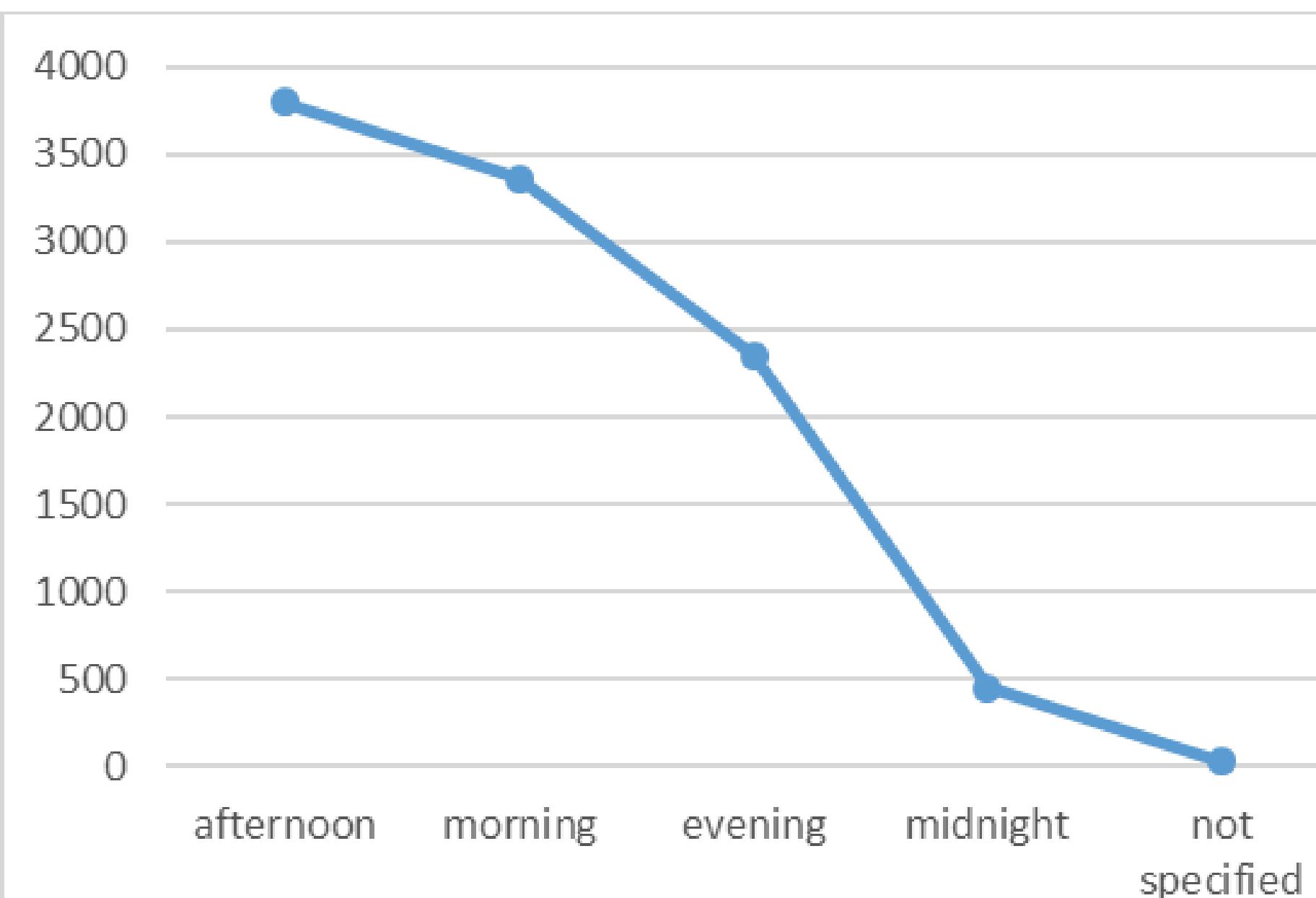
saturdays had the highest daily viewership



BRIGHT TV

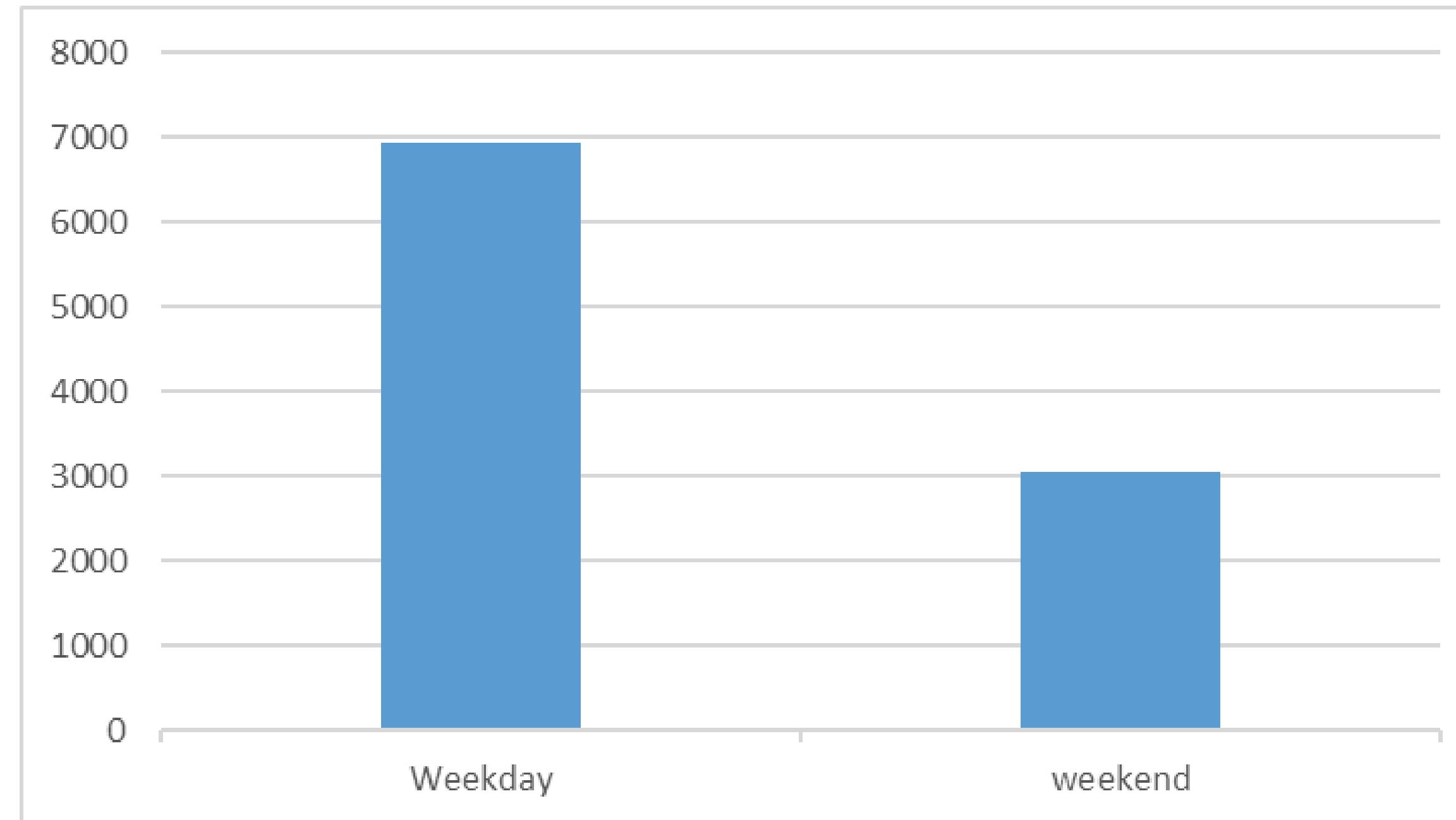
VIEWERSHIP BY TIME OF THE DAY

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.



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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.



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THANK YOU



BRIGHT TV