

BrightTV Viewership Insights

Data-Driven Insights &
Recommendations

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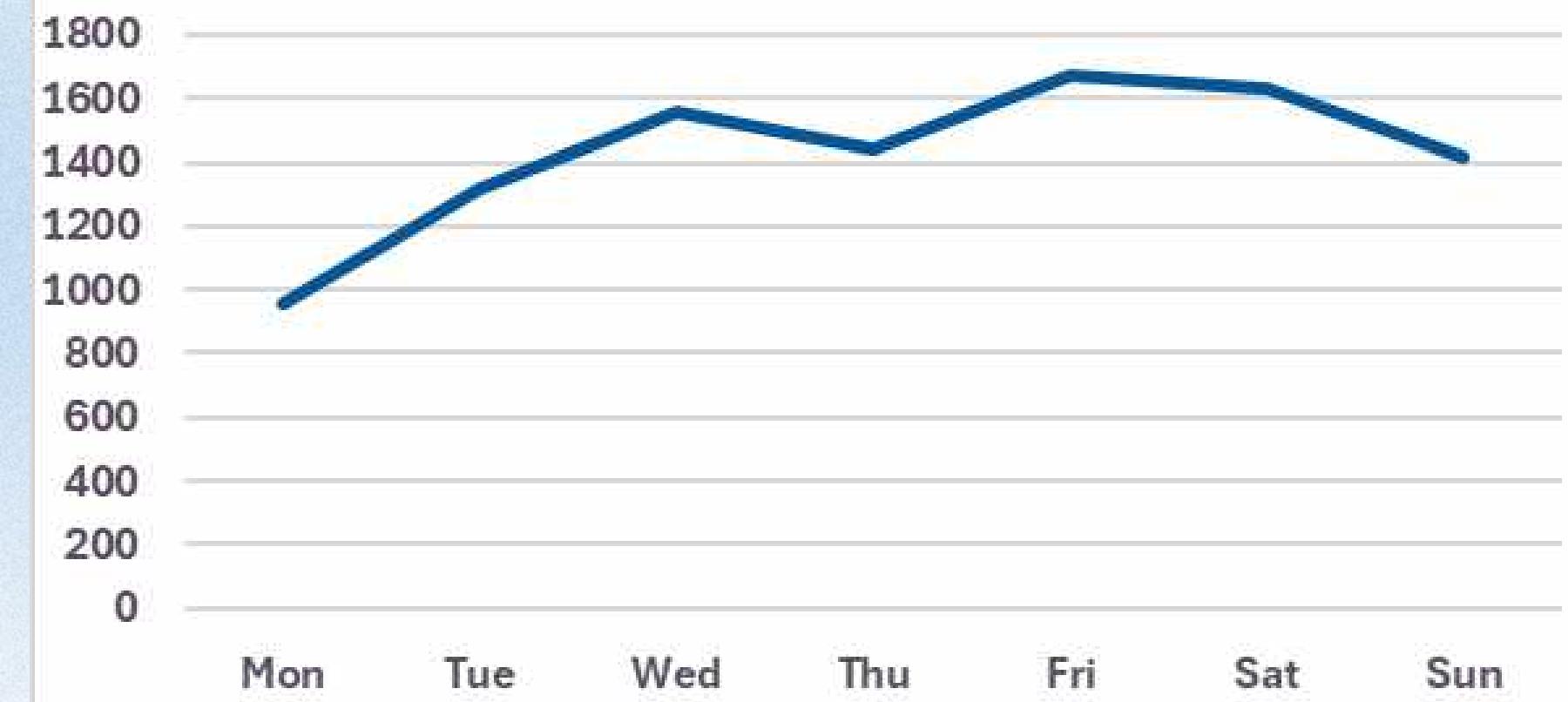
Objective

What this analysis covers:

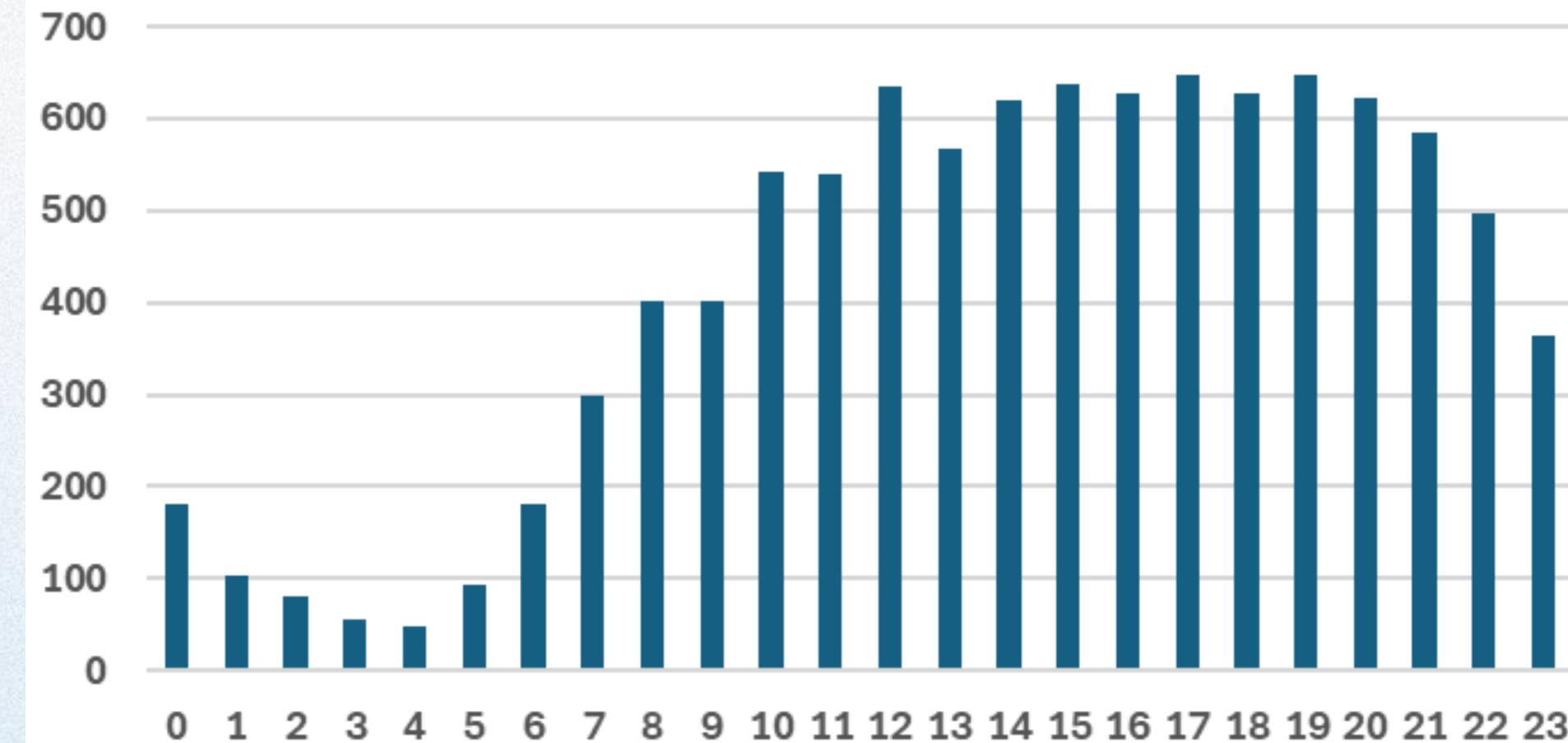
- Viewing behavior
- Audience demographics
- Channel performance
- Engagement patterns
- Clear actions to grow BrightTV usage

Usage Patterns: Daily + Hourly

Sessions per Day



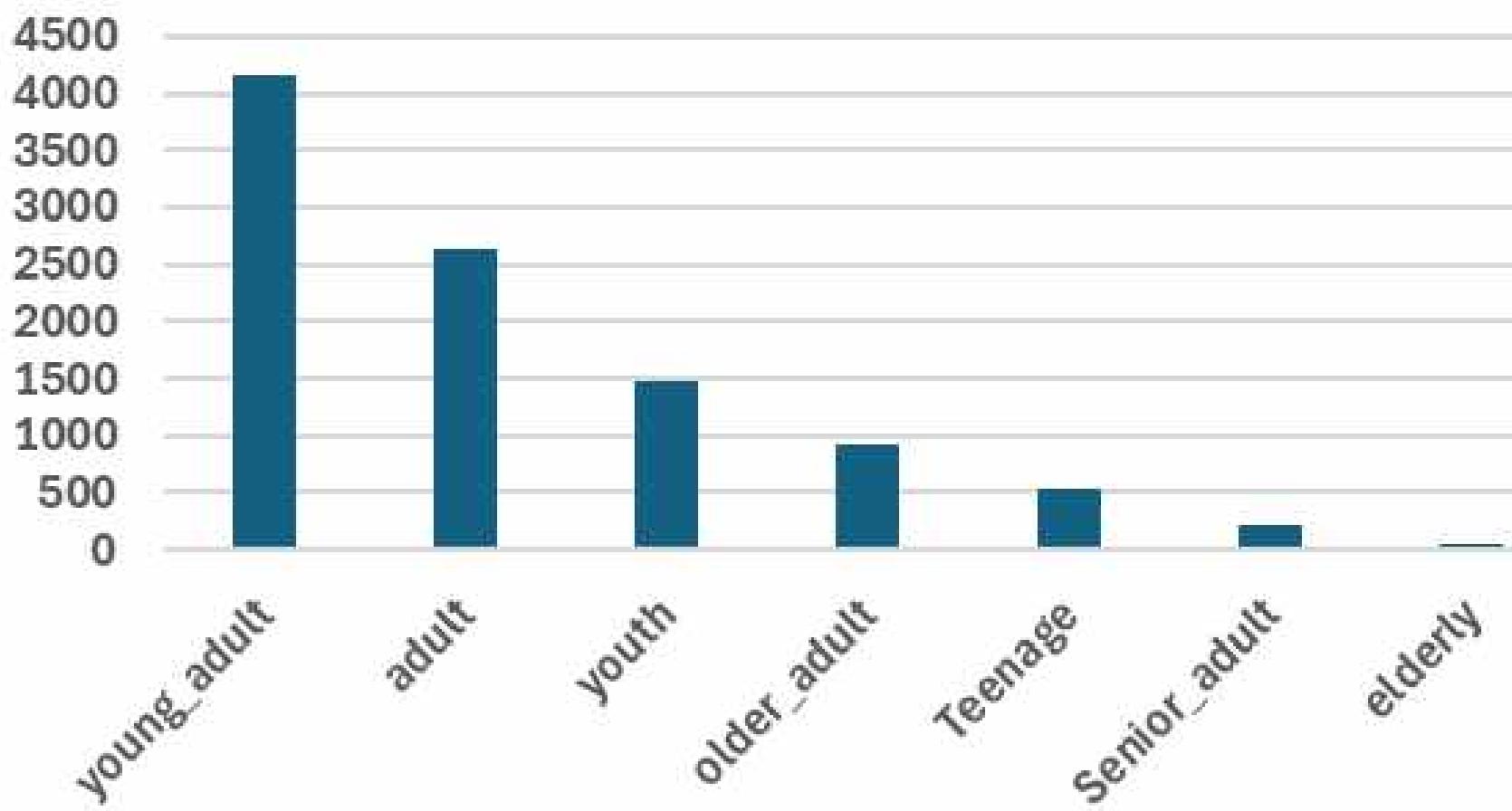
Sessions by Hour of Day (SA Time)



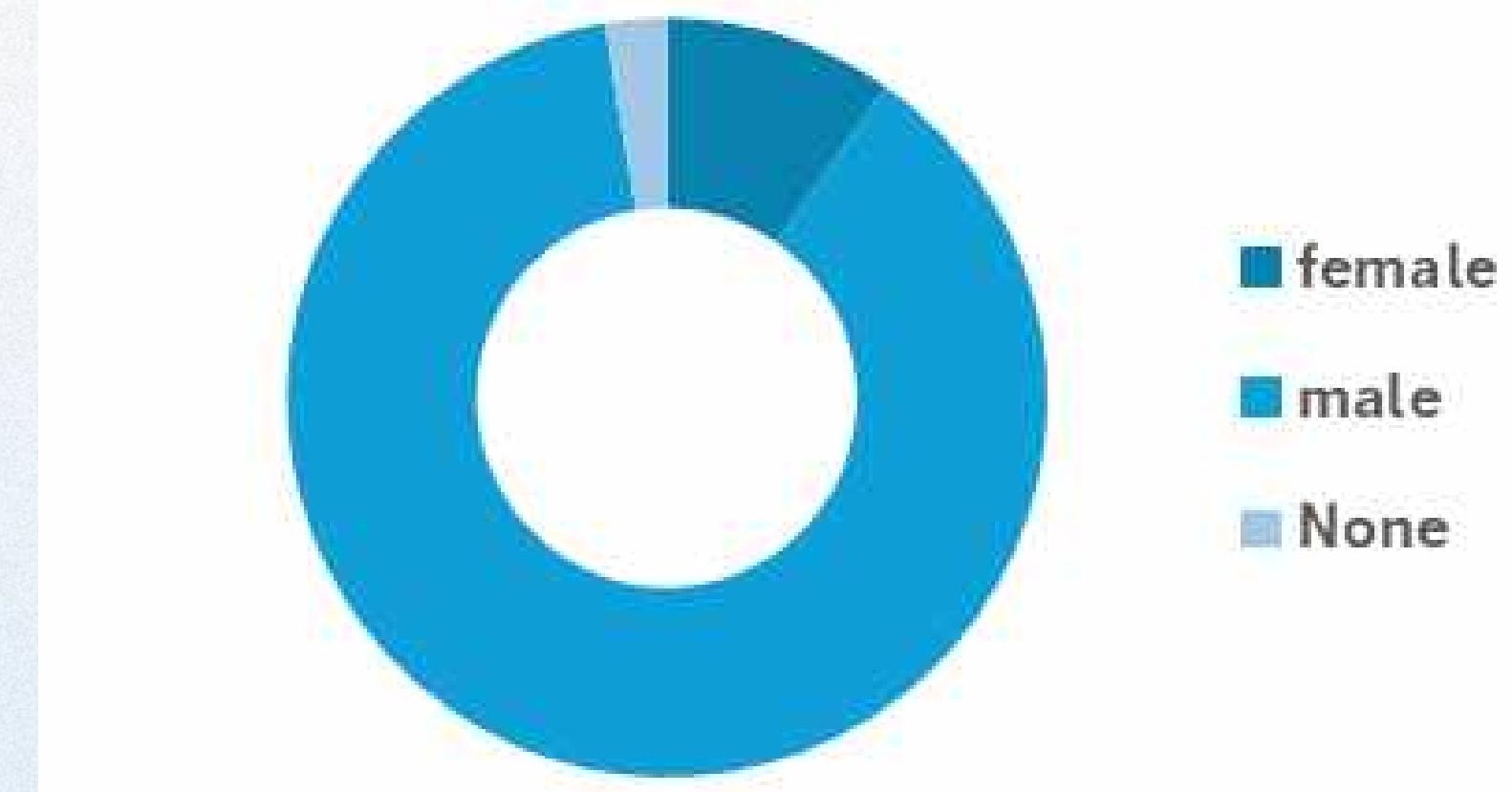
- Viewership peaks from Thursday to Sunday, with the lowest activity on Monday and Tuesday.
- Consumption climbs sharply from 14h, peaks around 19h-21h, and remains lowest between 01h-05h.

Audience Profile

Sessions by Age Group



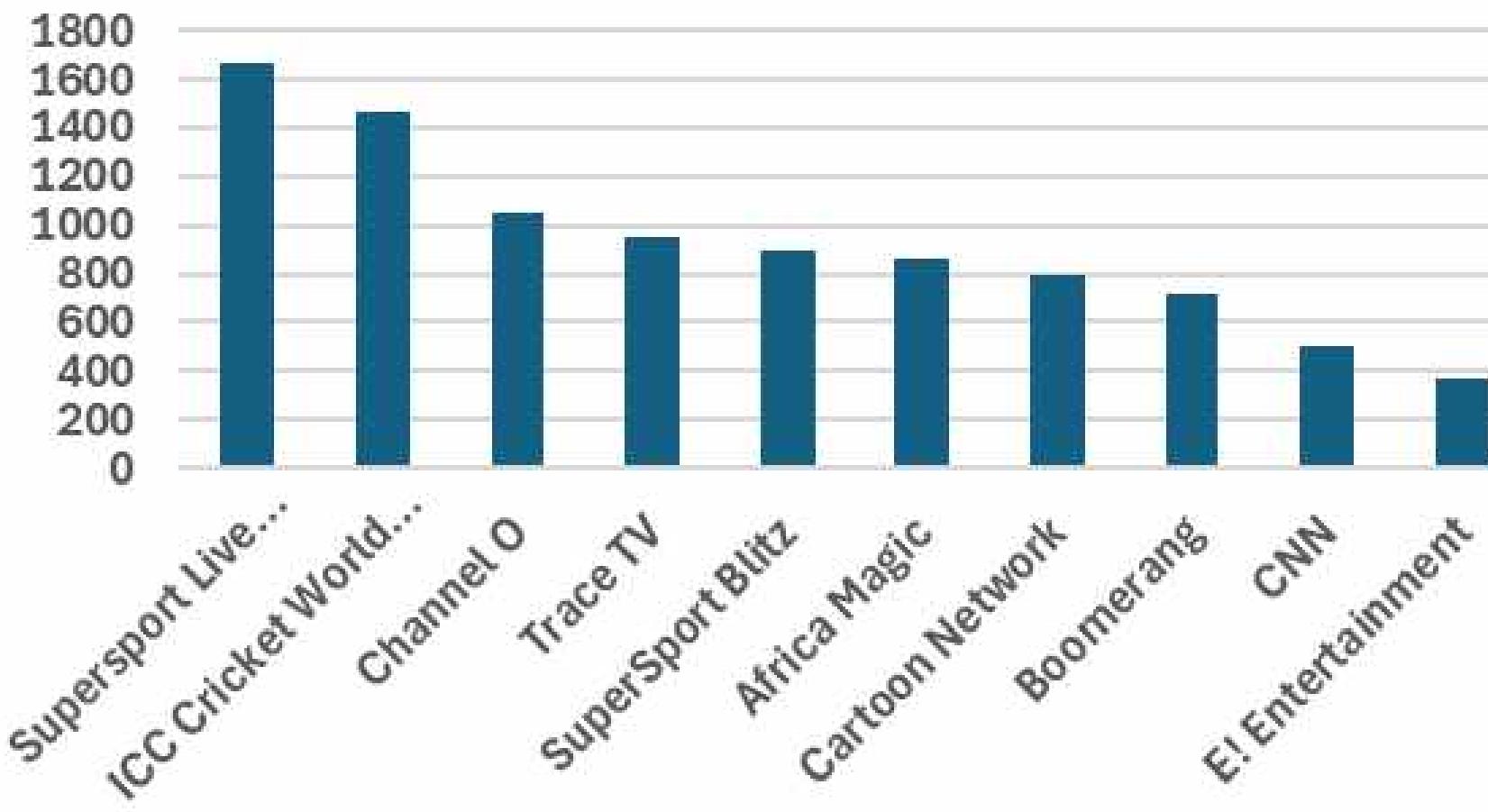
Channel Popularity by Gender



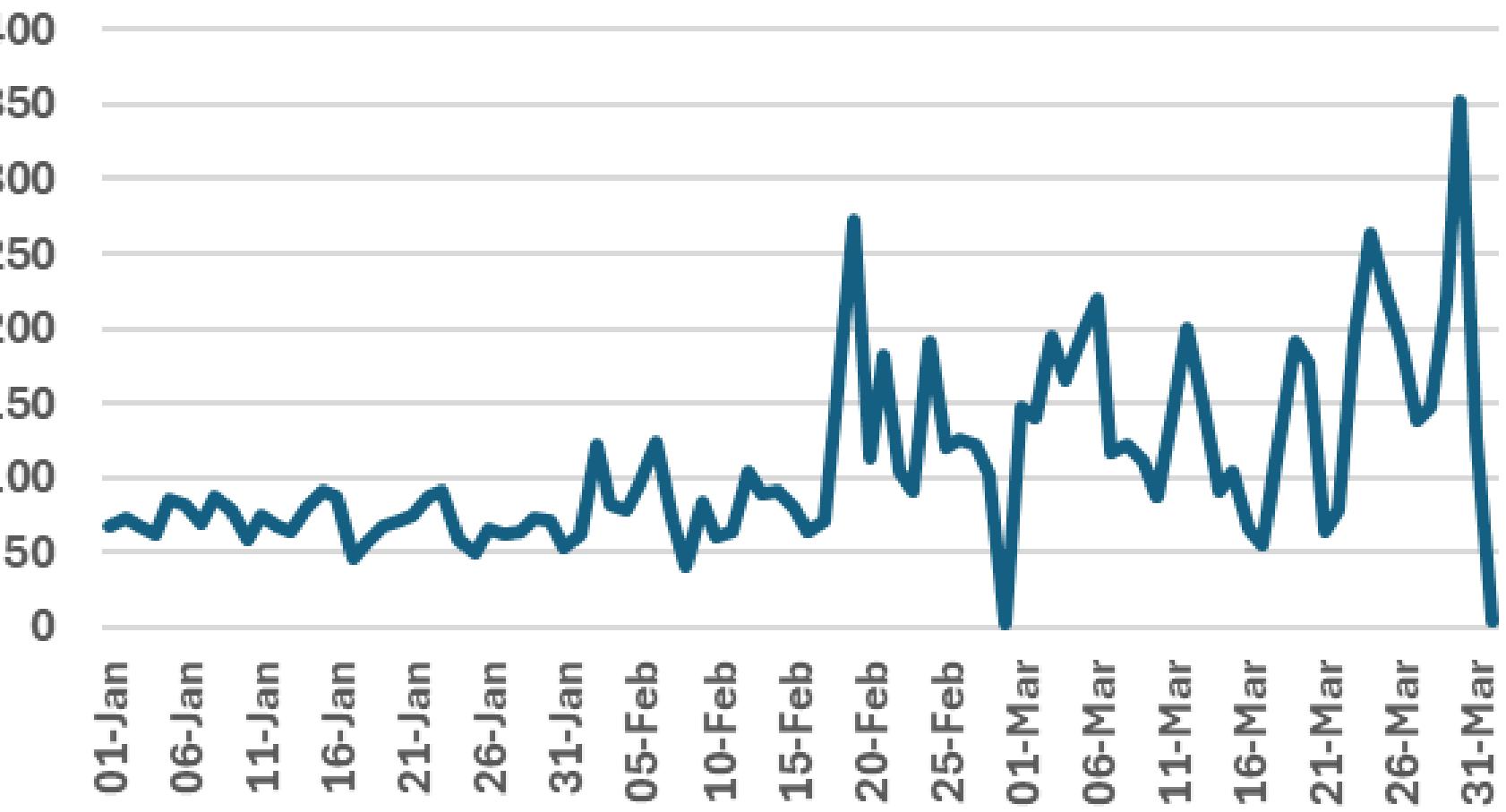
- The 18-34 age group drives the majority of all sessions, making it BrightTV's core audience
- Men over-index on sports and news, while women engage more with Africa Magic and lifestyle content.

Audience Profile

Top 10 Channels



Total Minutes Watched per Day



- Sports, Africa Magic, and Kids channels dominate overall viewership, showing strong genre loyalty.
- Total minutes watched are highest on weekends, with deeper engagement during evening hours.

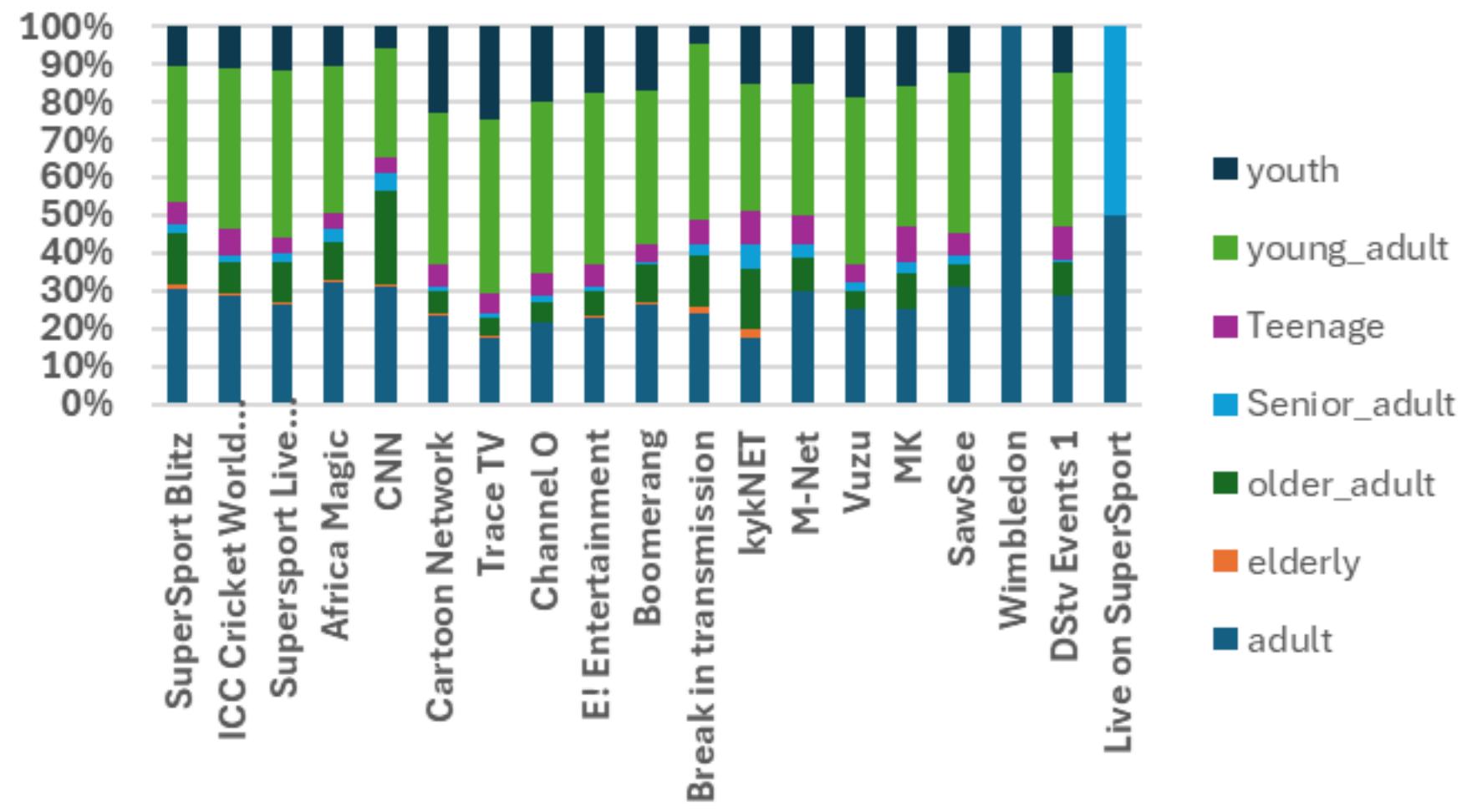
Audience Profile

Row Labels	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon	17	11	9	7	9	12	16	26	40	43	51	36	50	45	57	52	41	66	66	56	67	60	73	47
Tue	21	24	15	7	6	10	28	40	52	45	59	73	88	69	83	65	65	80	78	85	84	111	82	52
Wed	29	15	5	7	7	15	23	43	54	42	135	98	129	121	104	113	110	78	98	85	70	77	61	34
Thu	17	13	14	8	10	15	30	42	63	71	73	82	112	72	93	75	88	97	73	84	93	90	64	62
Fri	38	22	12	6	8	19	26	45	83	81	83	72	88	78	97	126	111	115	112	131	105	91	55	71
Sat	20	7	14	11	7	12	32	63	61	62	73	99	94	111	95	88	104	130	111	125	109	81	75	49
Sun	38	11	11	9	2	11	25	39	48	58	67	79	73	72	91	118	108	82	90	81	94	75	88	49

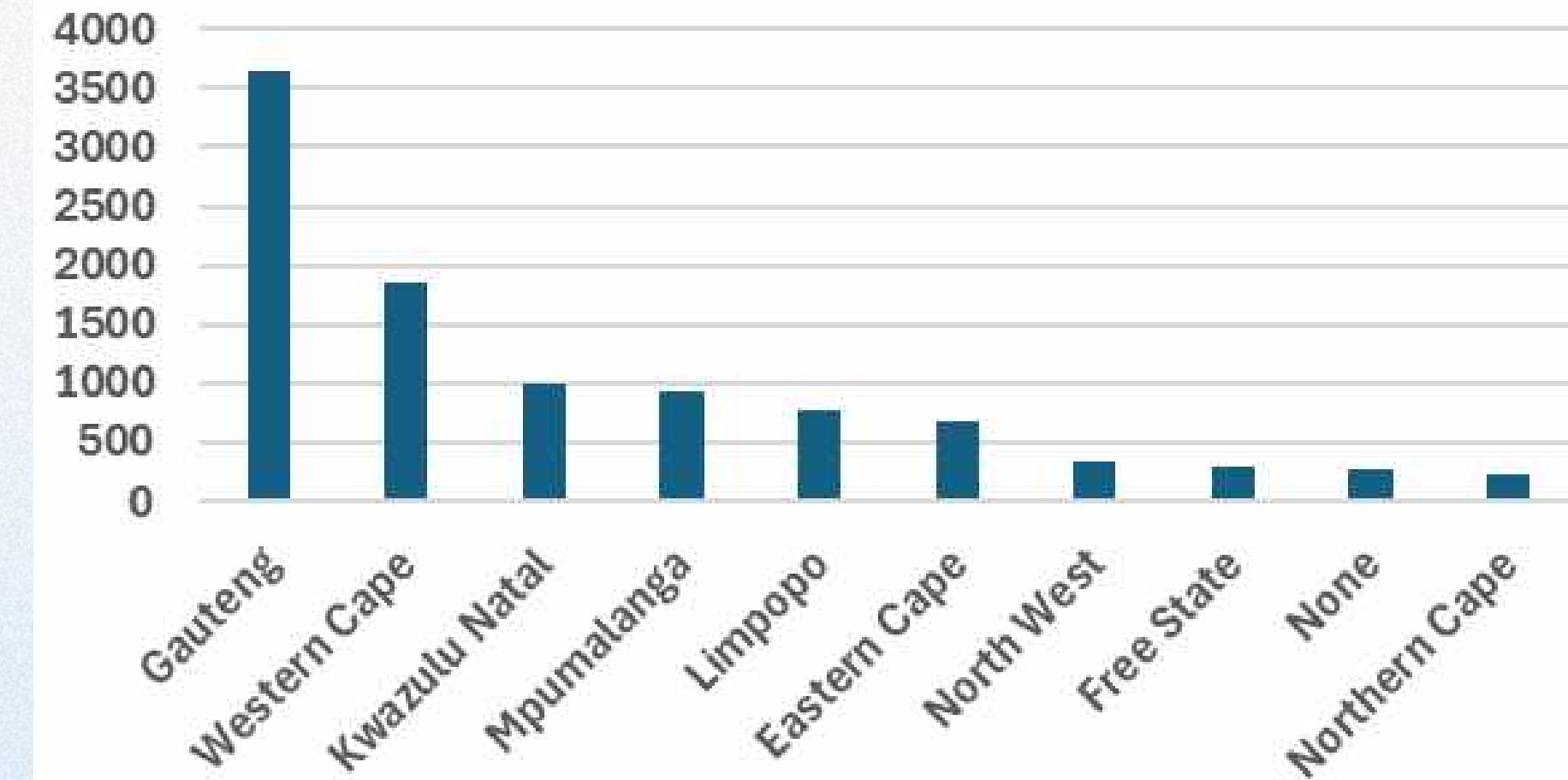
- Push new content before 14h
- Promote drama at 19h
- Weekend premium push
- Kids content before 15h

Who Watches What

Channel Popularity by Age Group



Sessions by Province



- Young adults form the largest segment, suggesting a strong opportunity for youth-focused offerings
- Gauteng and Western Cape account for the biggest share of viewership activity.

Recommendations

Content

- Release new content on Mondays
- Push sports and Africa Magic during prime time
- Introduce weekend binge bundles
- Promote kids shows in the afternoon

Growth

- Youth bundle (18-34)
- Personalized recommendations
- Push notifications at peak time
- Province-specific marketing

Conclusion

BrightTV has a strong base with high potential.

By adjusting content timing, targeting, and key demographic focus, BrightTV can grow:

- Engagement
- Watch time
- Subscriptions



**THANK
YOU**