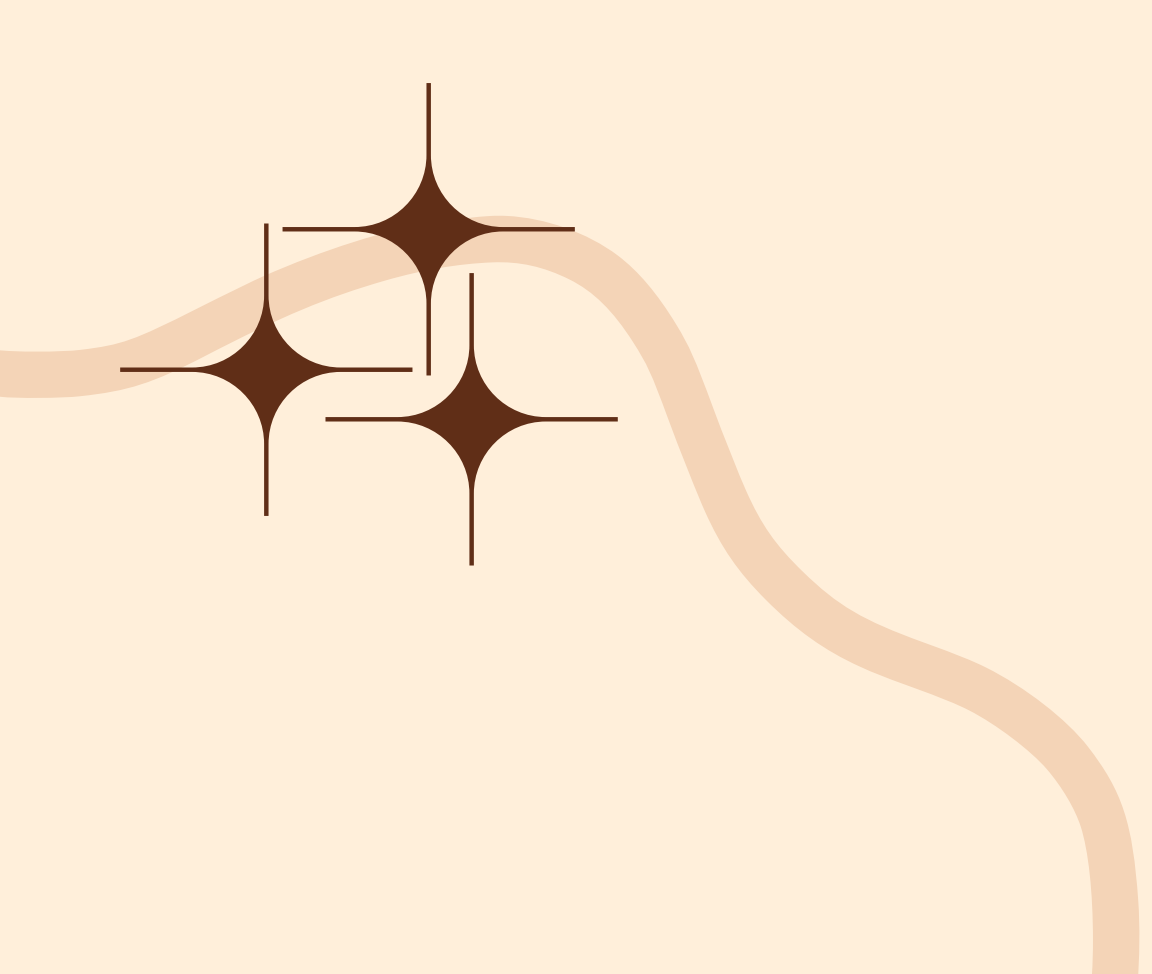





# **BRIGHTLIGHT TV**

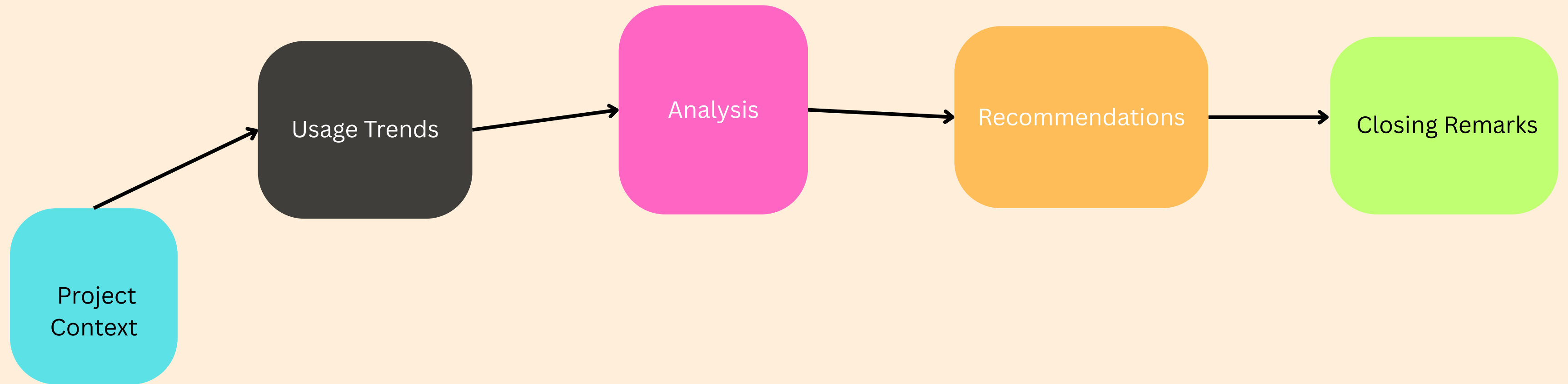
# **VIEWERSHIP ANALYSIS**



**Presented by: Steve Odhiambo**



# Agenda



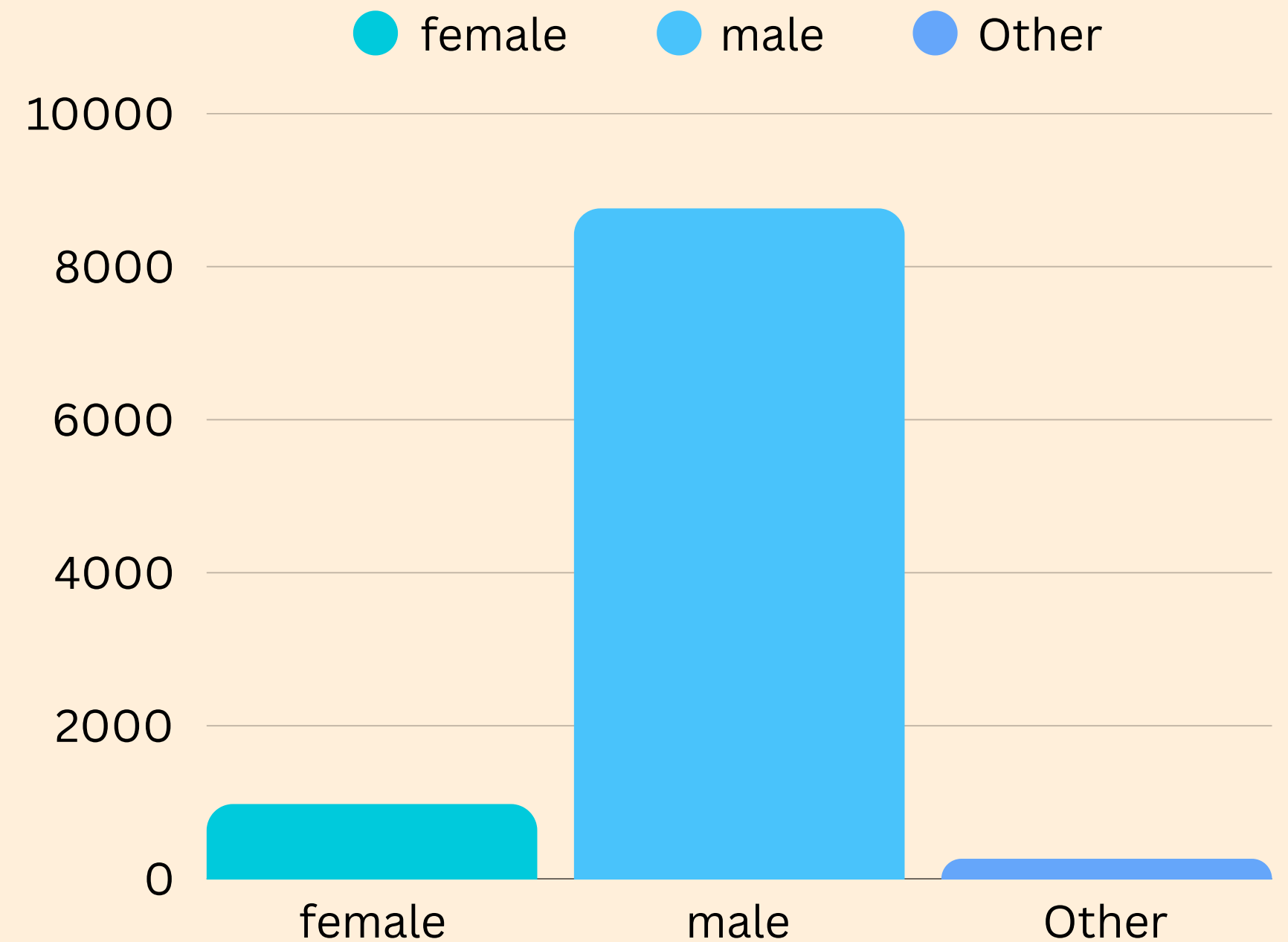
# Viewership Trends

01-January 2016 to 01 - April- 2016

# Viewership by Gender

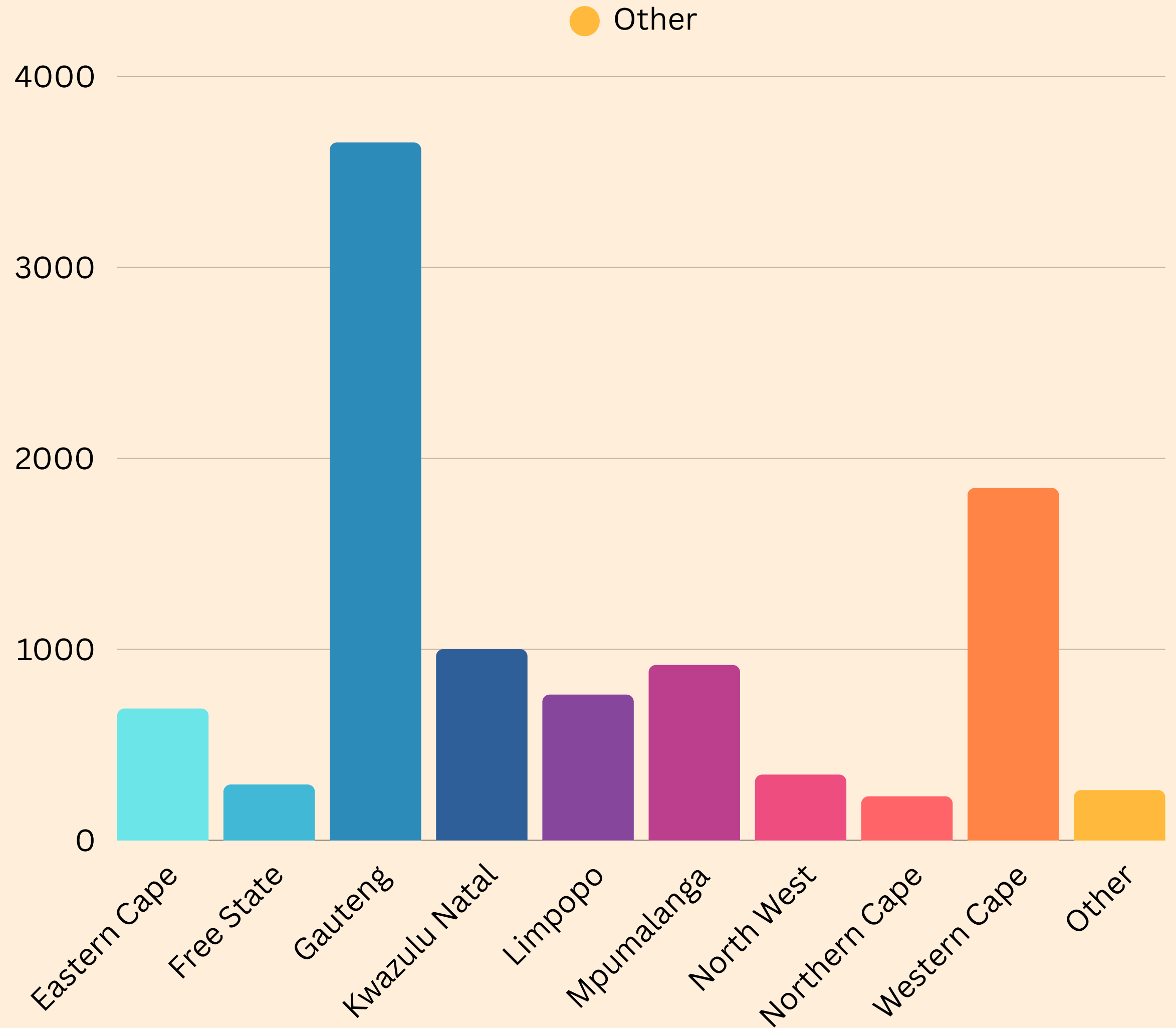
We had a total of 10,000 viewers from  
January to April

We had a total of 8761 Males,  
977 Females  
While Unidentified gender were 262



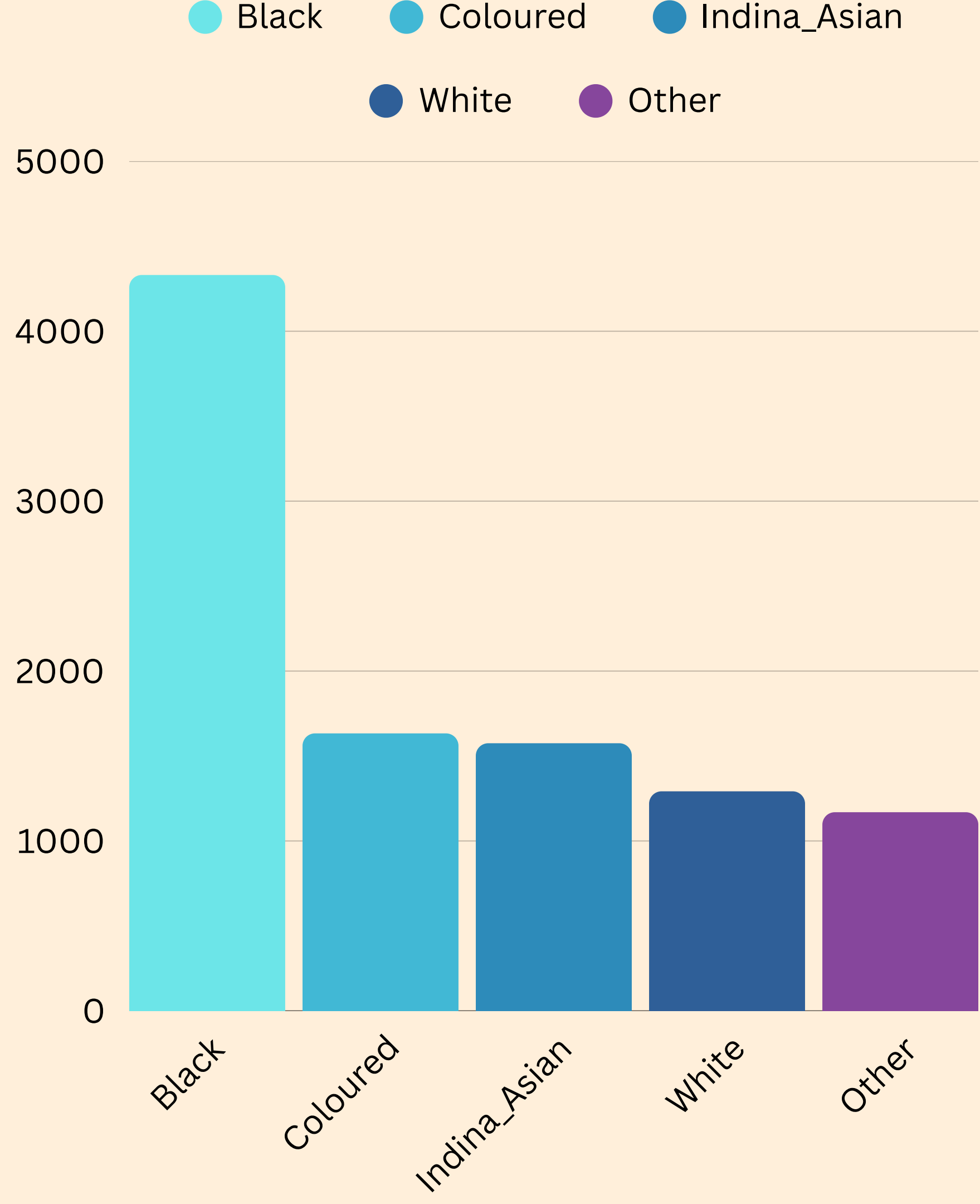
## VIEWERSHIP BY PROVINCE

Highest number of views was record in Gauteng province with a total of 3654



# Viewership by Race

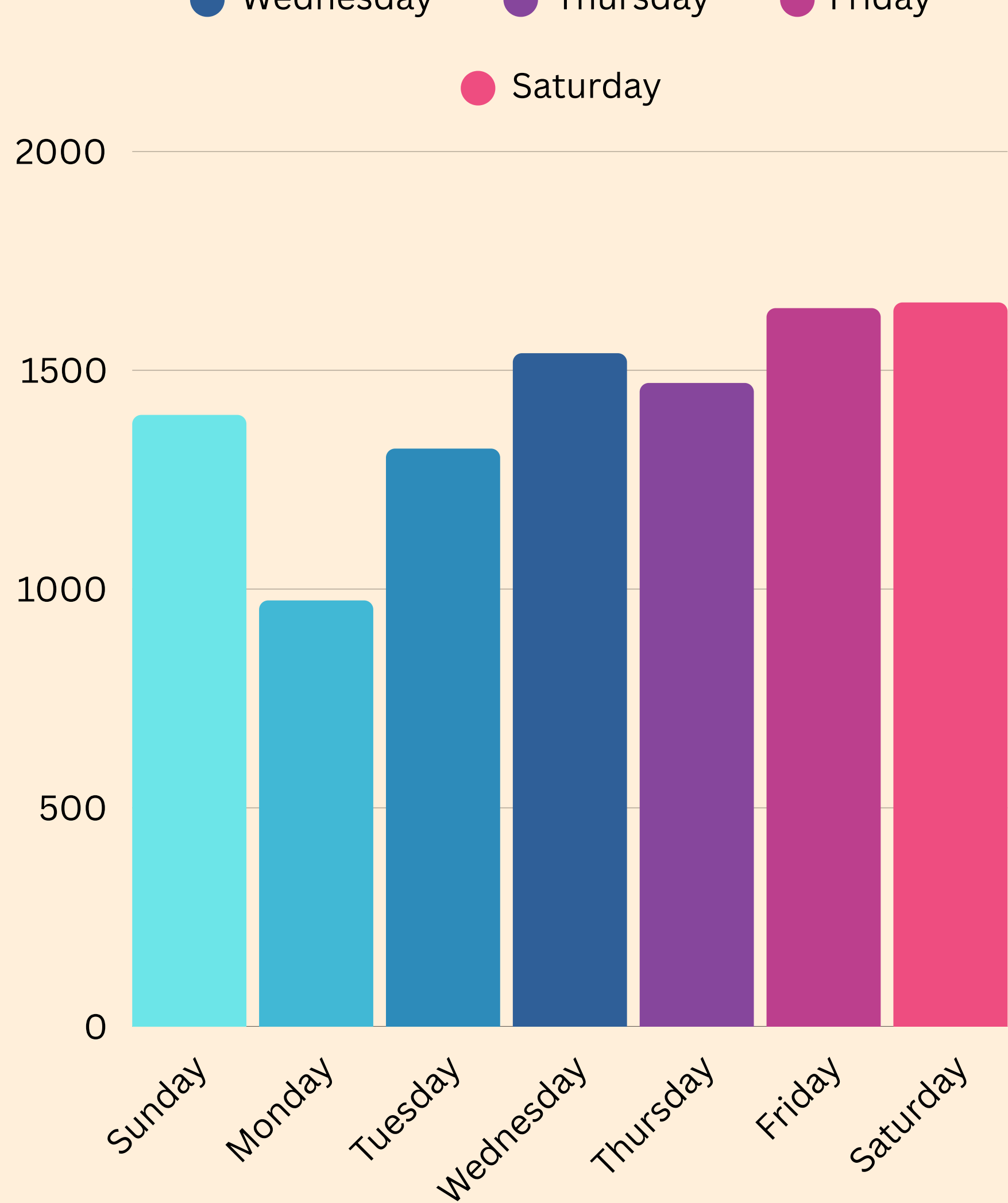
From the analysis most viewers were black with a total of 4331 views



# Viewership by day of week

Most views were recorded on Saturday with a total of 1655 views, this might be due a number of activities that were being aired

Monday recorded low viewership with 974 due to Minimum activities that were being aired on Various channels

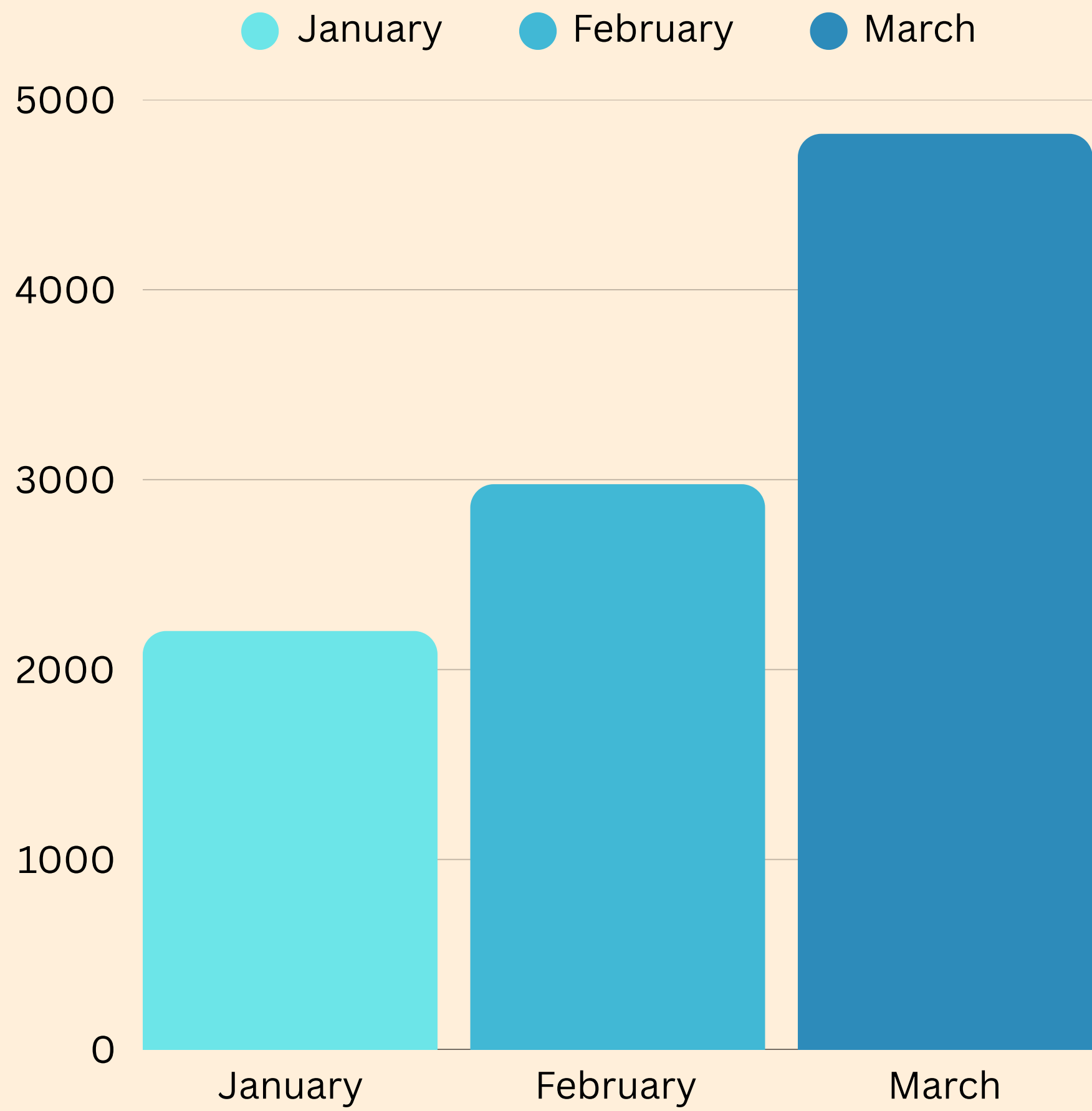


# Viewership by Month

Out of 10,000 viewers that were recorded from January to March, 4821 were recorded in March which was the highest while 2203 were recorded in January which was the lowest

March brings school and public holidays, cooler weather, and new TV seasons—boosting viewership.

In contrast, January has lower views due to summer holidays ending, families traveling, hot weather, and the return to school and work routines, leaving less time and reason for watching television indoors.



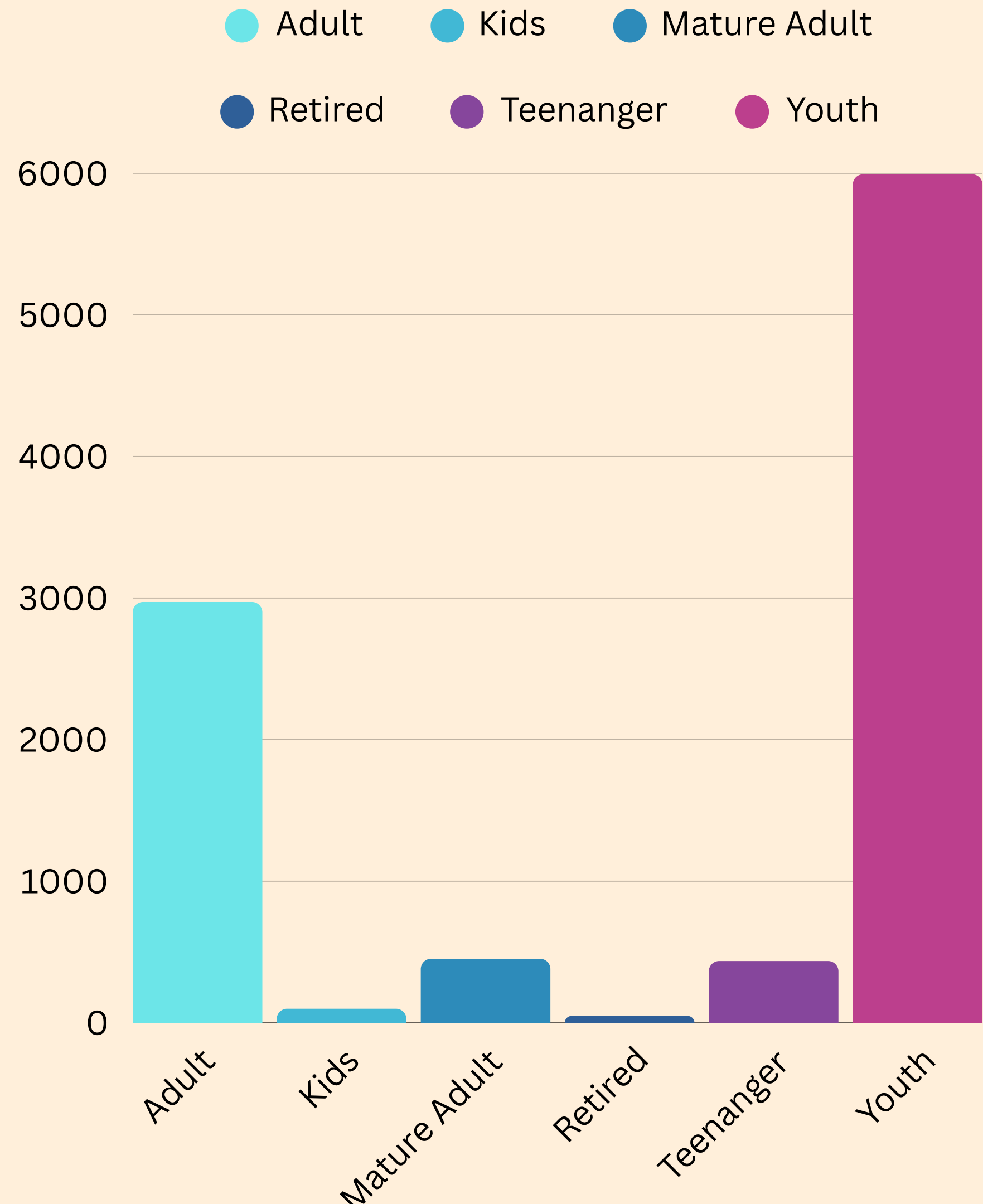


# Viewership by Age Bracket

More youths watch TV due to accessible content during the 3 Months period we had 5993

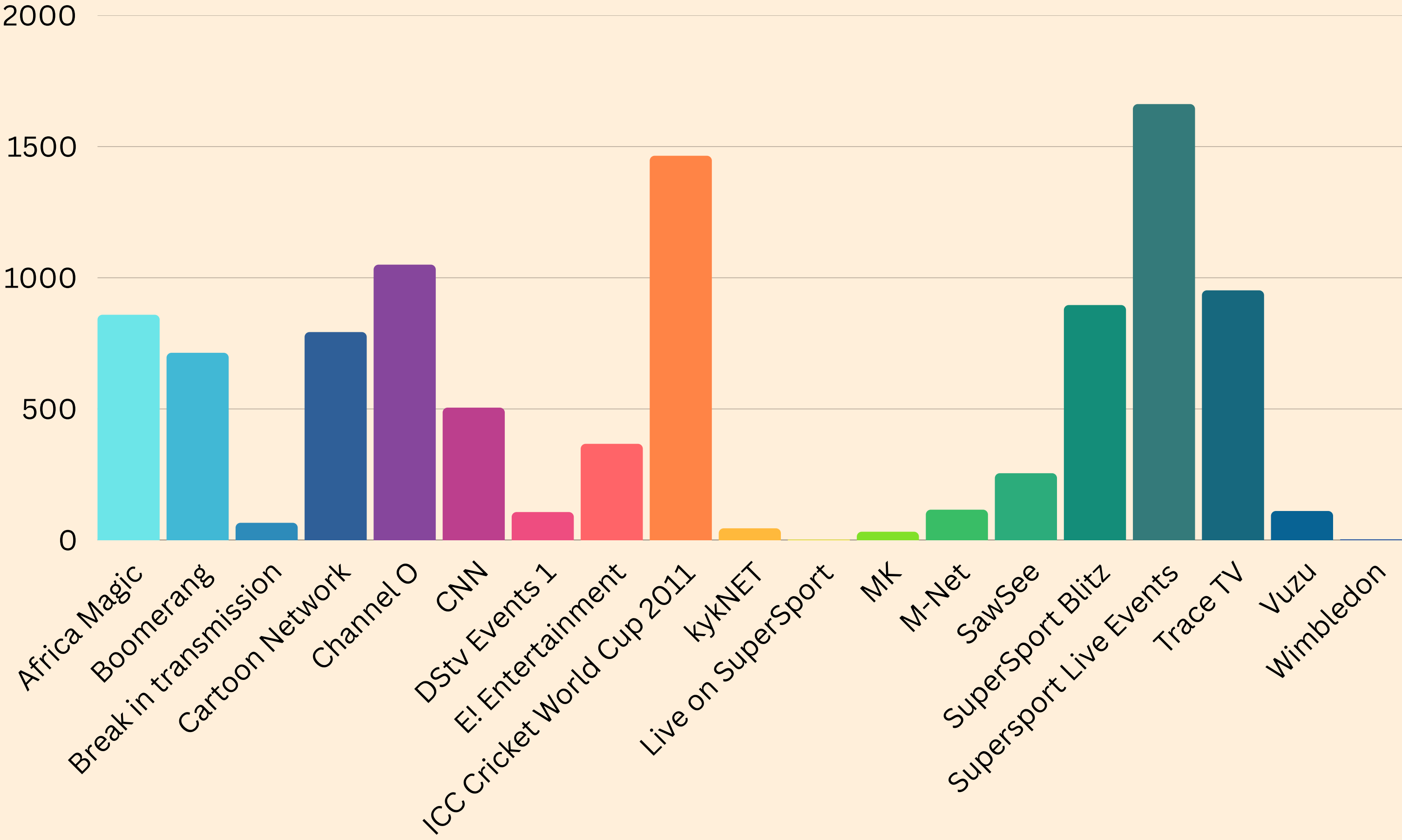
Adults often prioritize work, news, or streaming platforms

Youth also enjoy shared viewing with peers or family, while adults may seek on-demand, individualized media



# Viewership by Channels

Trace TV Vuzu Wimbledon



# Key points influencing media consumption

- Content Relevance – Viewers are drawn to content that matches their interests, like sports, dramas, or news.
- Time and Availability – Holidays and free time increase consumption.
- Technology Access – Devices and internet affect viewing habits.
- Social Influence – Peer trends and social media boost interest.

# Initiatives to increase media consumption

- Exclusive Content – Offering unique shows, sports events, or early releases attracts viewers.
- Targeted Marketing – Using personalized ads and promotions to reach specific audiences.
- Partnerships – Collaborating with influencers or brands to expand reach.
- Flexible Viewing Options – Providing on-demand access and multi-platform availability.