

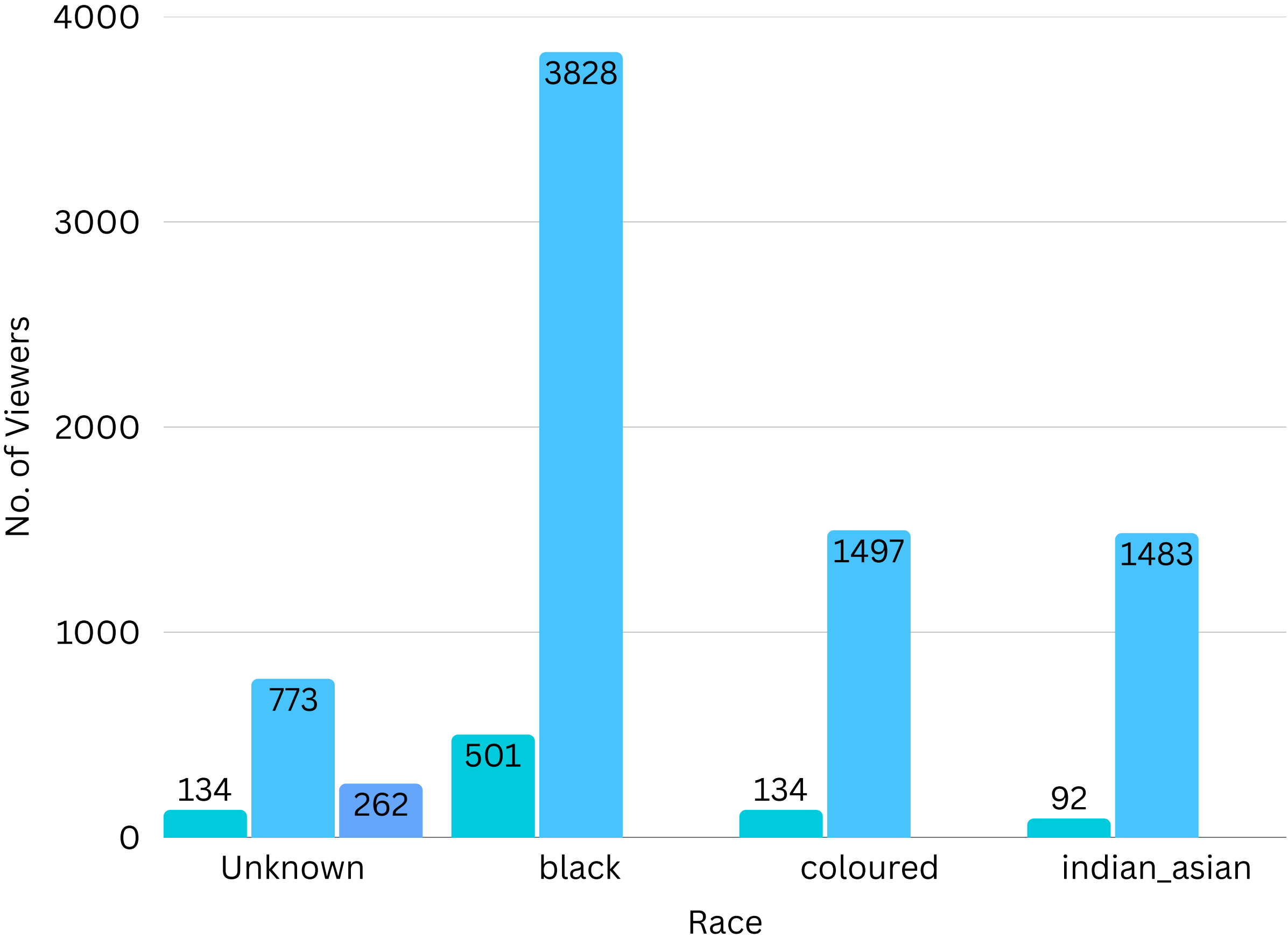
# BRIGHTTV

Presented by Sinkie Mahlatji

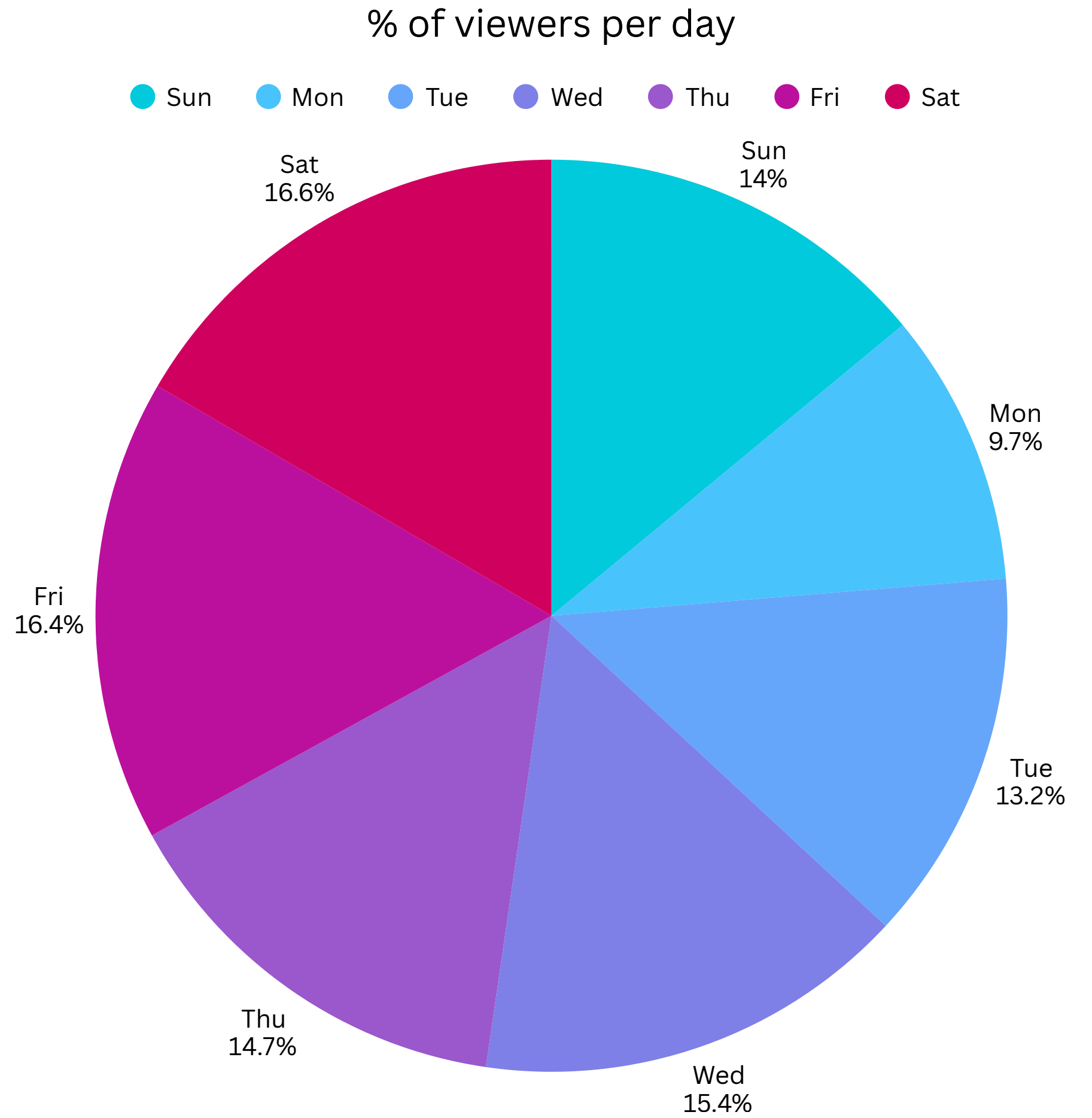
# Viewers by Race and Gender

Female Male Unknown

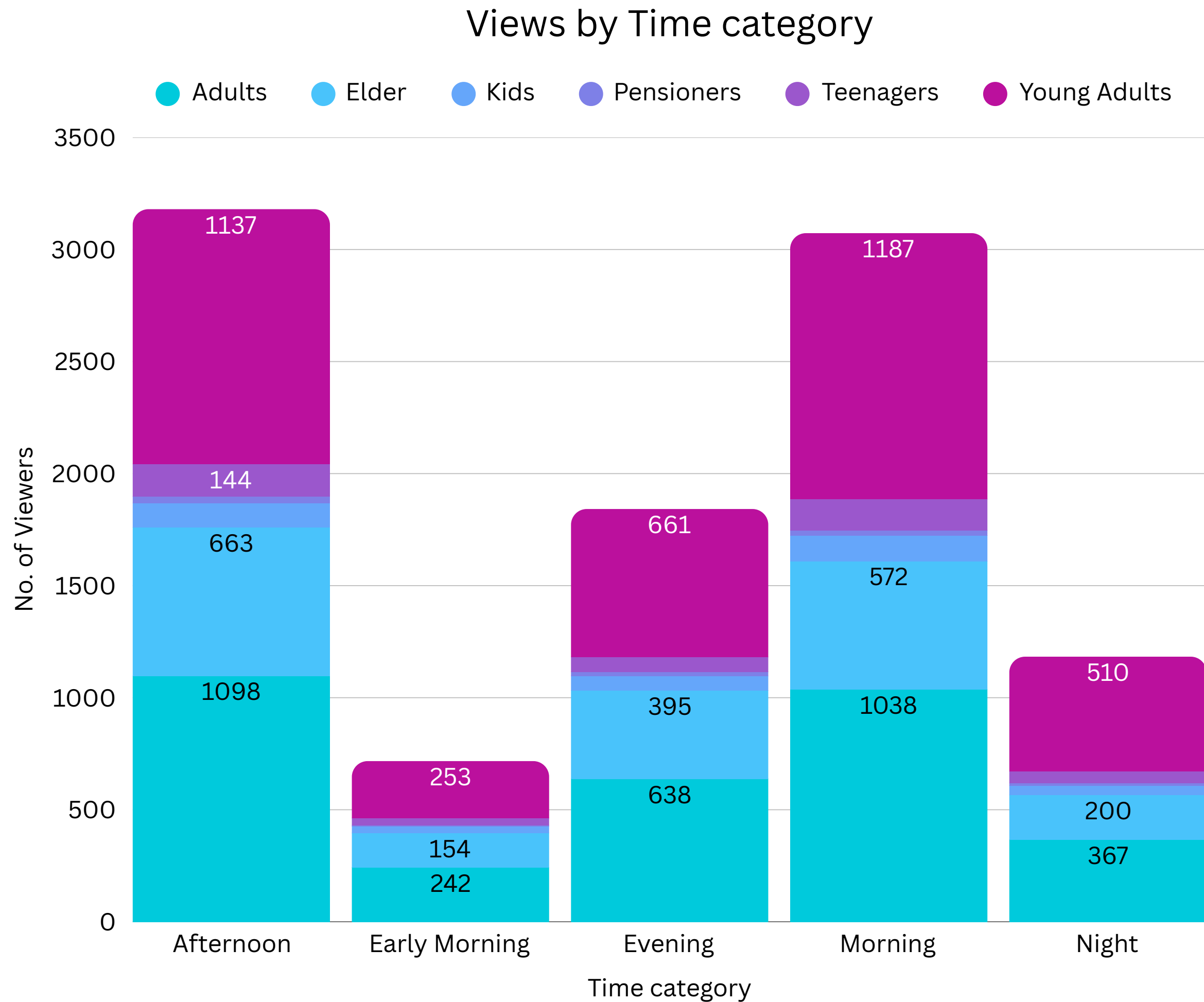
- Highest number of viewers are black males followed by coloured males
- Least viewers are Indian Asian females



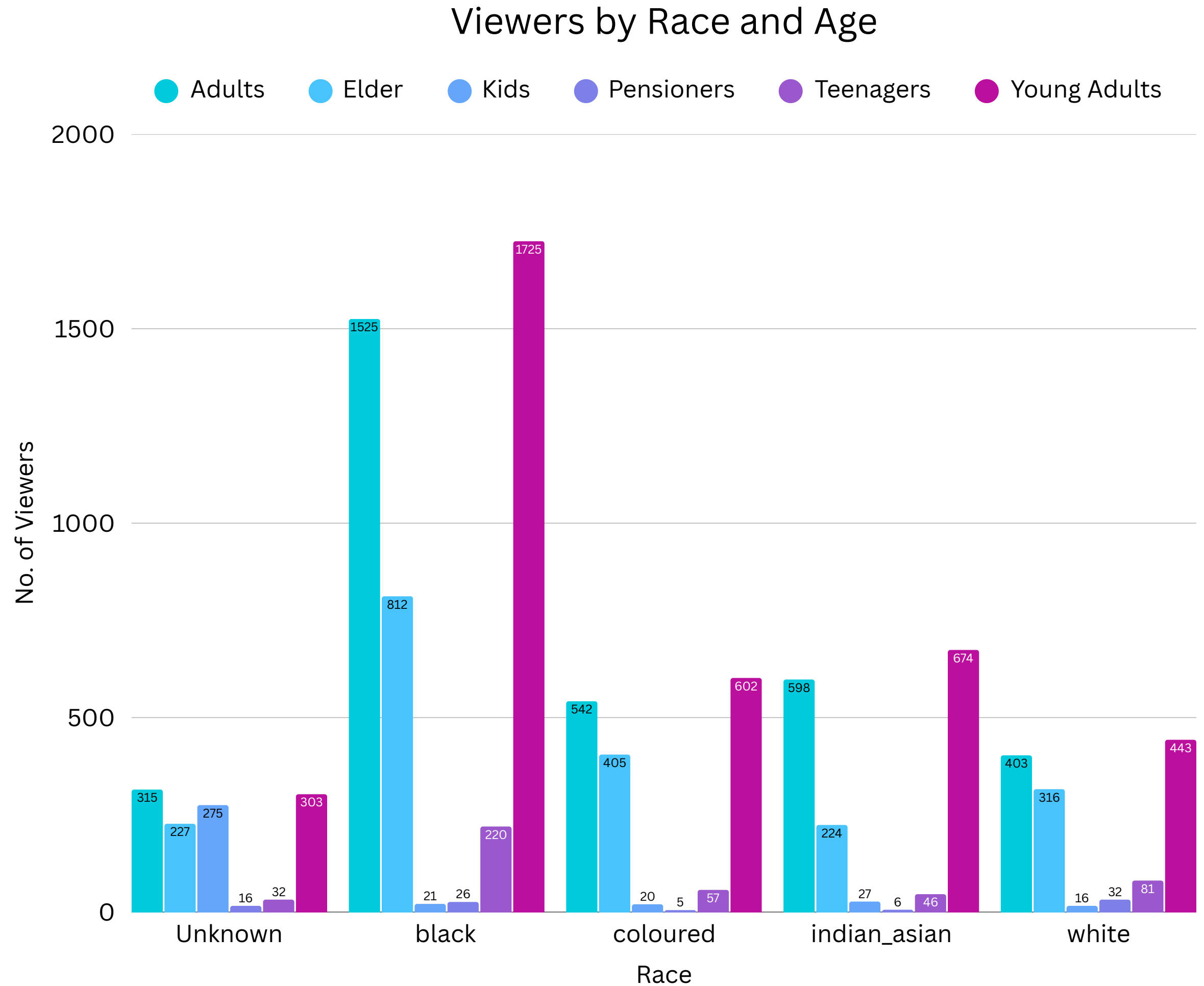
- Highest views are on Saturdays followed by Fridays with 16.6%
- Least views are on Mondays 9.7%



- Most views are in the Evenings followed by mornings by young adults.
- Least views are in early mornings and nights by pensioners.



- Black young adults and adults are the highest viewers with a total of 1725 and 1525 respectively.
- Least viewers are kids and pensioners is all races.





- Gauteng, Western Cape and KwaZulu Natal have the highest number of viewers respectively.
- A total of 263 viewers' provinces are unknown.
- The least viewers are in Northern Cape.

Province	Number of viewers
Gauteng	3652
Western Cape	1845
Kwazulu Natal	1001
Mpumalanga	917
Limpopo	763
Eastern Cape	688
North West	344
Free State	292
Unknown	263
Northern Cape	230

# Top 10 most viewed channels

- Supersport Live Events and ICC Cricket World Cup 2011 are the top viewed channels with over 16% and 14% respectively

Channel	% of subscribers
Supersport Live Events	16.62%
ICC Cricket World Cup 2011	14.66%
Channel O	10.49%
Trace TV	9.52%
SuperSport Blitz	8.96%
Africa Magic	8.57%
Cartoon Network	7.93%
Boomerang	7.14%
CNN	5.05%
E! Entertainment	3.67%

# CONCLUSION

**The analysis revealed that race, age, gender and location influence consumption. This is seen with the highest number of Black males dominating the viewers for the TV content in all the Provinces and across all age groups.**



# RECOMMENDATION

- To increase BrightTV viewer base. Since Monday is the day in which views are at their lowest and since there kids and pensioners are the least TV viewers, introducing open free kids and pensioners favourite channels on Mondays will increase viewers.
- Introducing streaming on all kinds of devices will ensure that most people watch TV content since everyone in a household will have a choice of what to watch anytime.
- Conducting user surveys to establish what viewers prefer to watch will help in introducing shows that viewers enjoy and this will guarantee views.
- Introduce competitions that will be available for viewers who watch and complete certain shows.

**THANK  
YOU**