

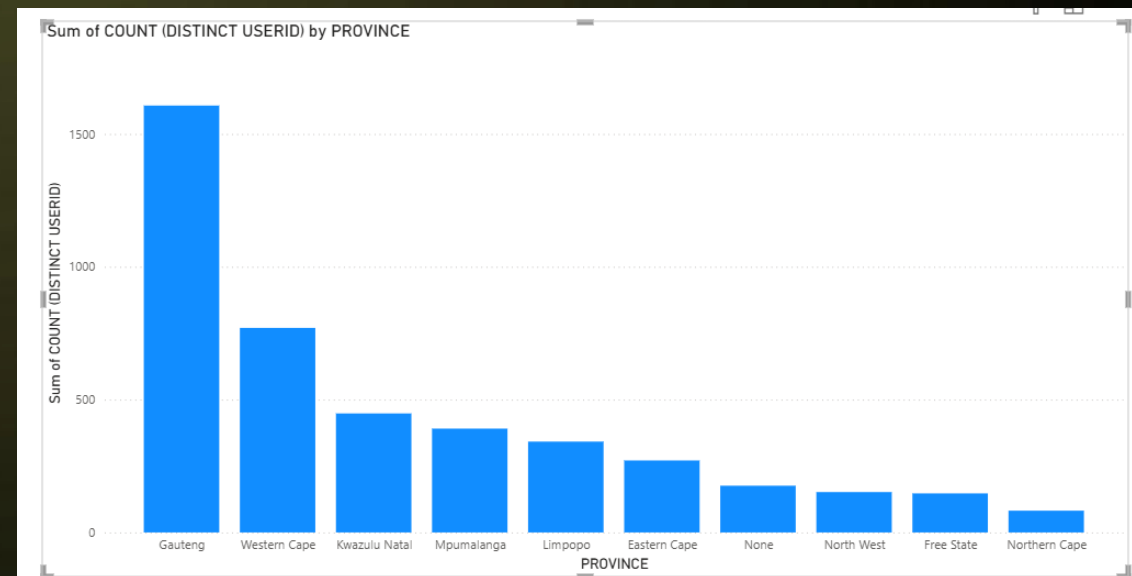


AGENDA

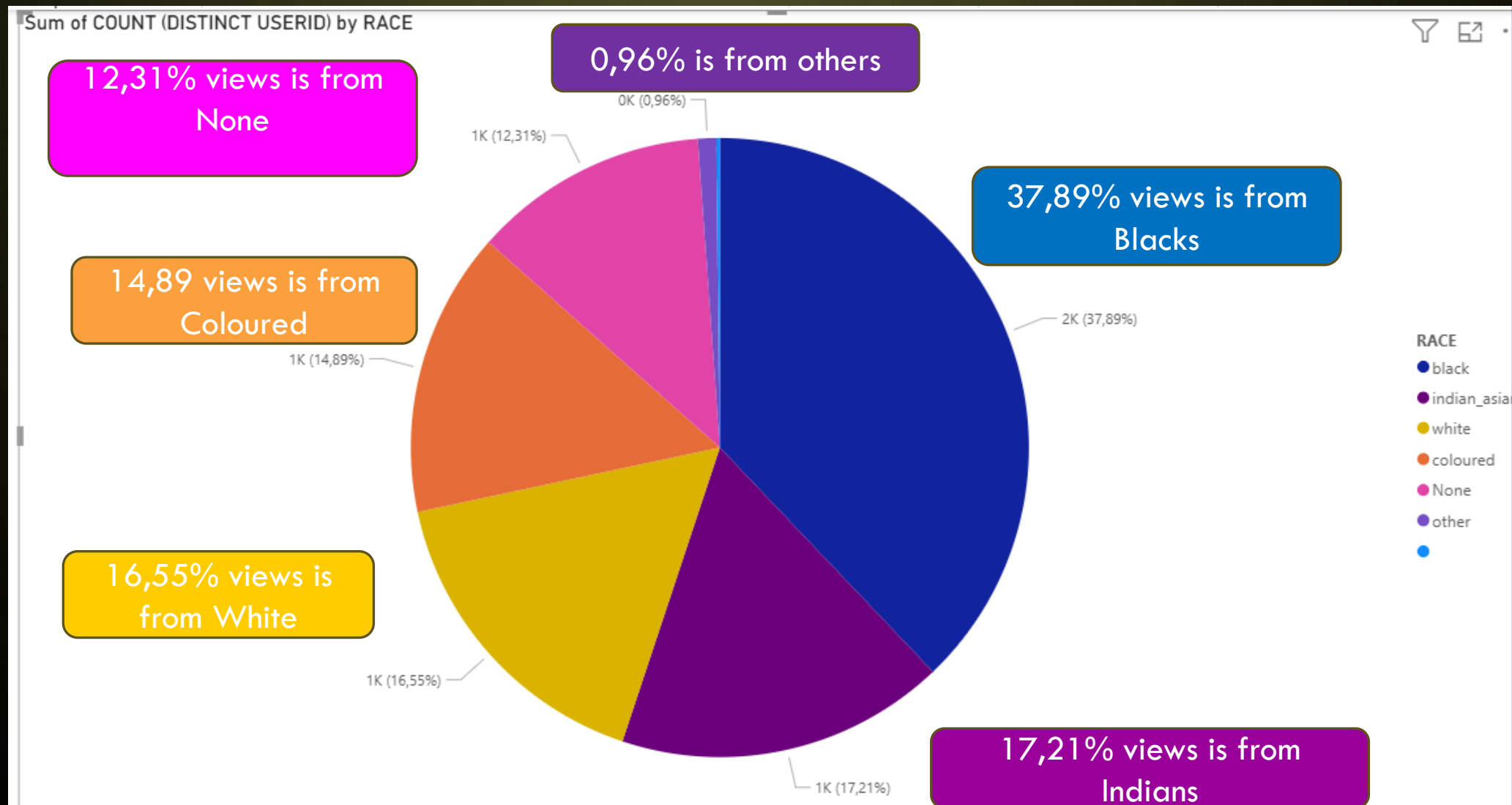
- ANALYSIS PROJECTION
 - CONSUMPTION TRENDS
 - OBJECTIVE
 - RECOMMENDATION
- 

VIEWERSHIP BY PROVINCE

- Gauteng is the province with most views with 37%
- Western cape at 2nd position 17,5%
- Northern cape at last position at 1,9%

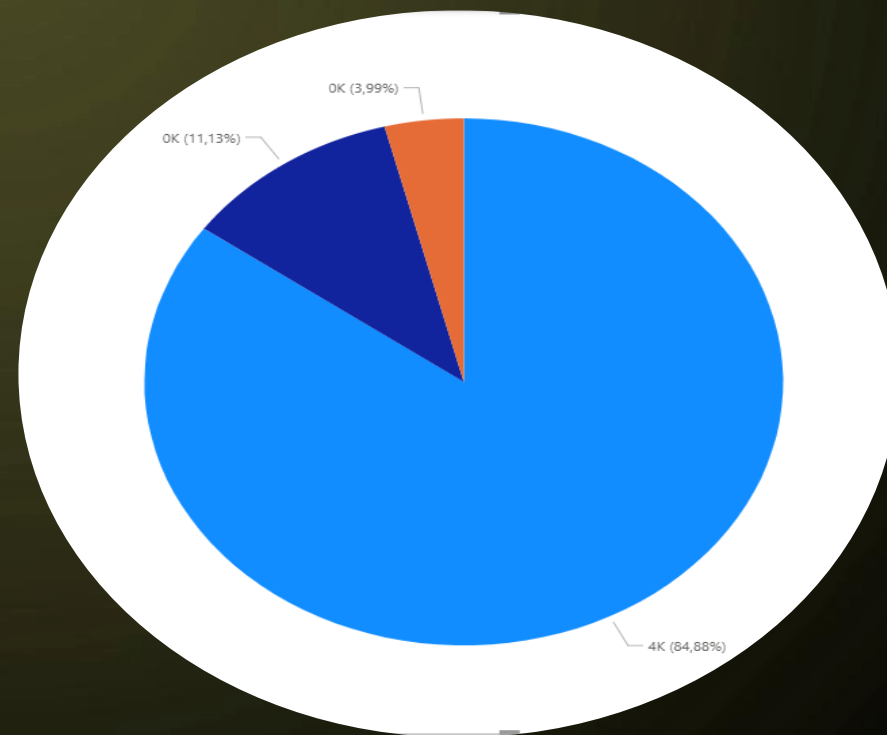


VIEWERSHIP BY RACE



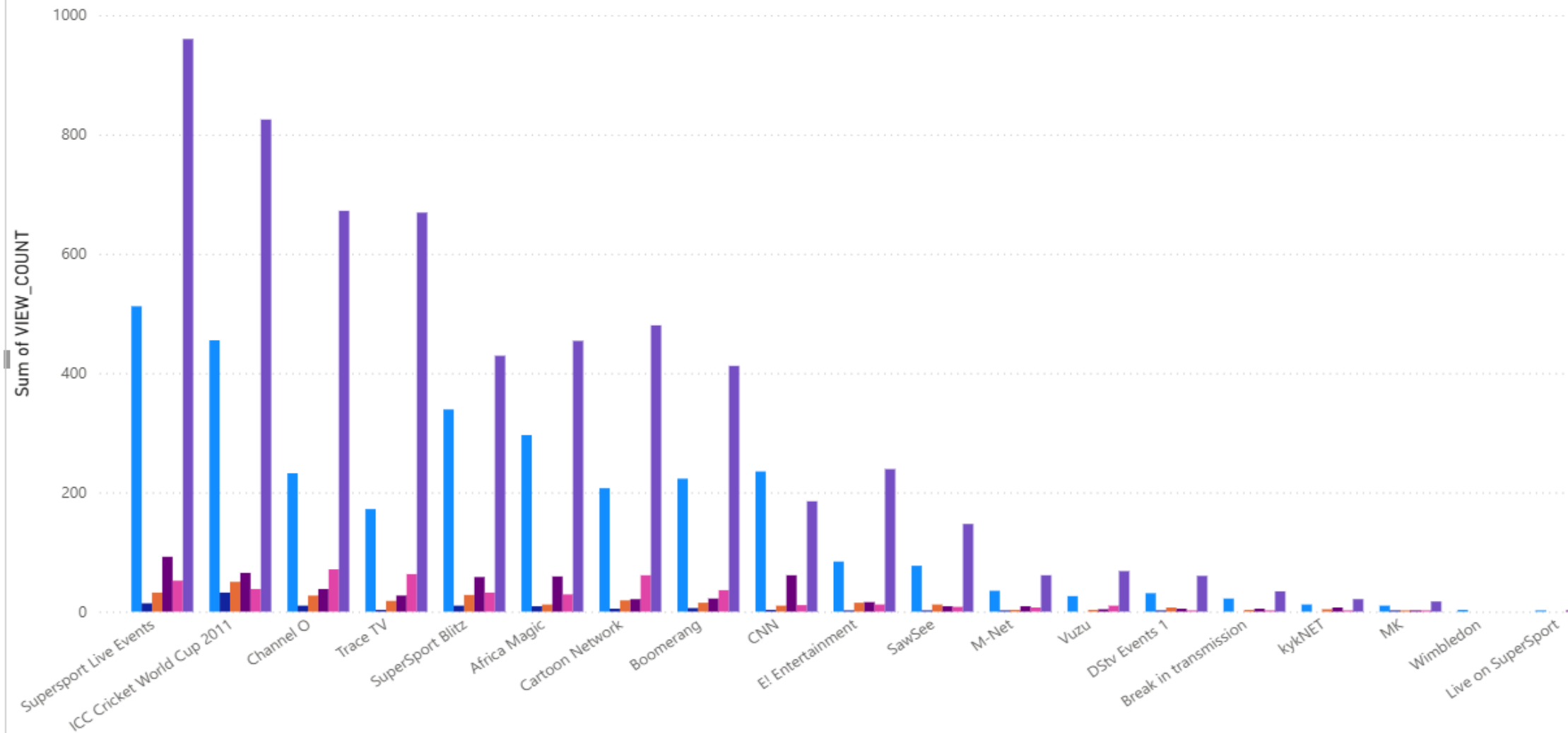
VIEWERSHIP BY GENDER

- MALE HAS THE MOST VIEWERSHIP at 84% as compared to Female



Sum of VIEW_COUNT by CHANNEL2 and AGE_GROUP

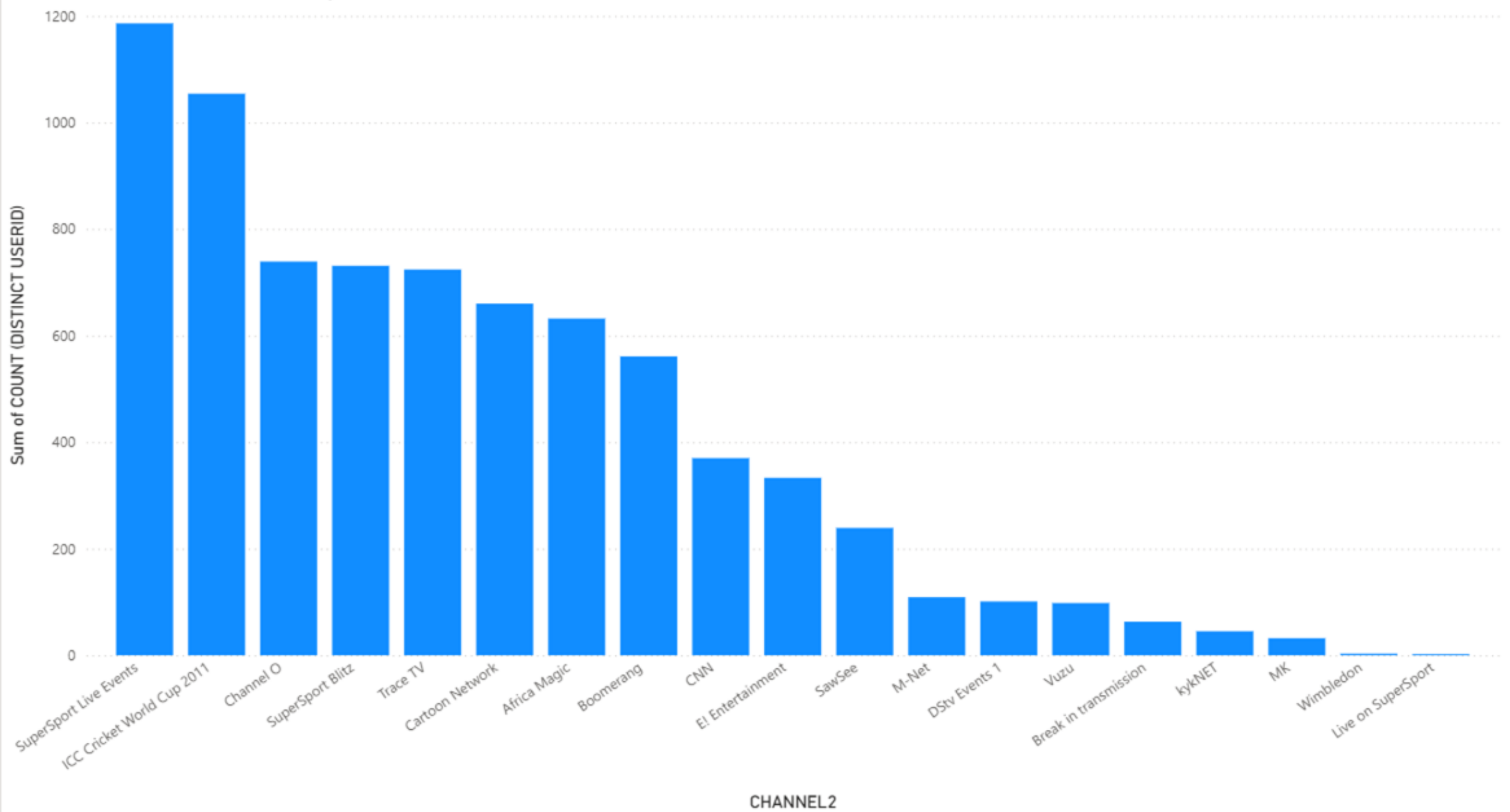
AGE_GROUP ● ADULTS ● CHILD ● NOT_SPECIFIED ● PENSIONER ● TEENAGER ● YOUNG_ADULTS



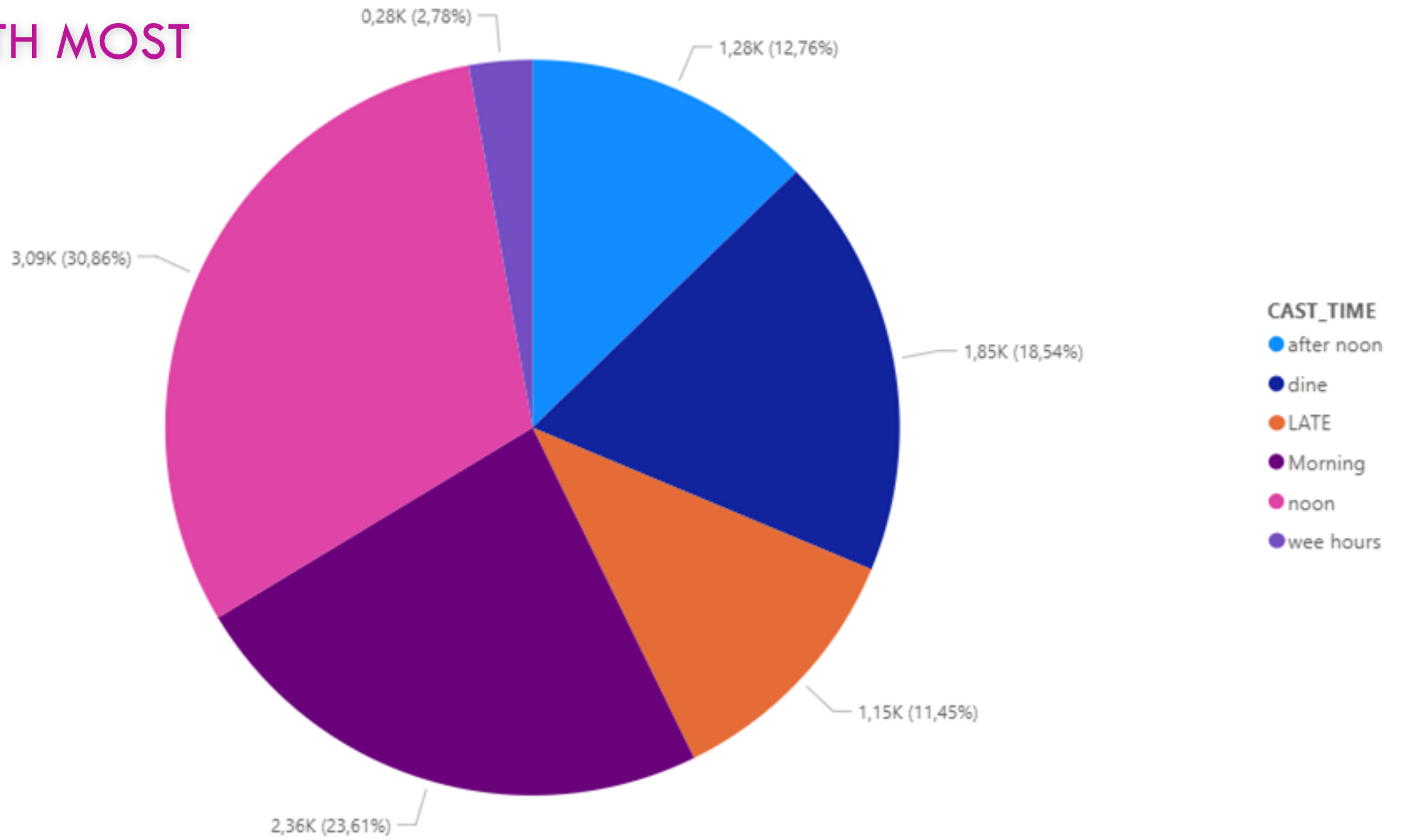
CHANNEL2

Sum of COUNT (DISTINCT USERID) by CHANNEL2

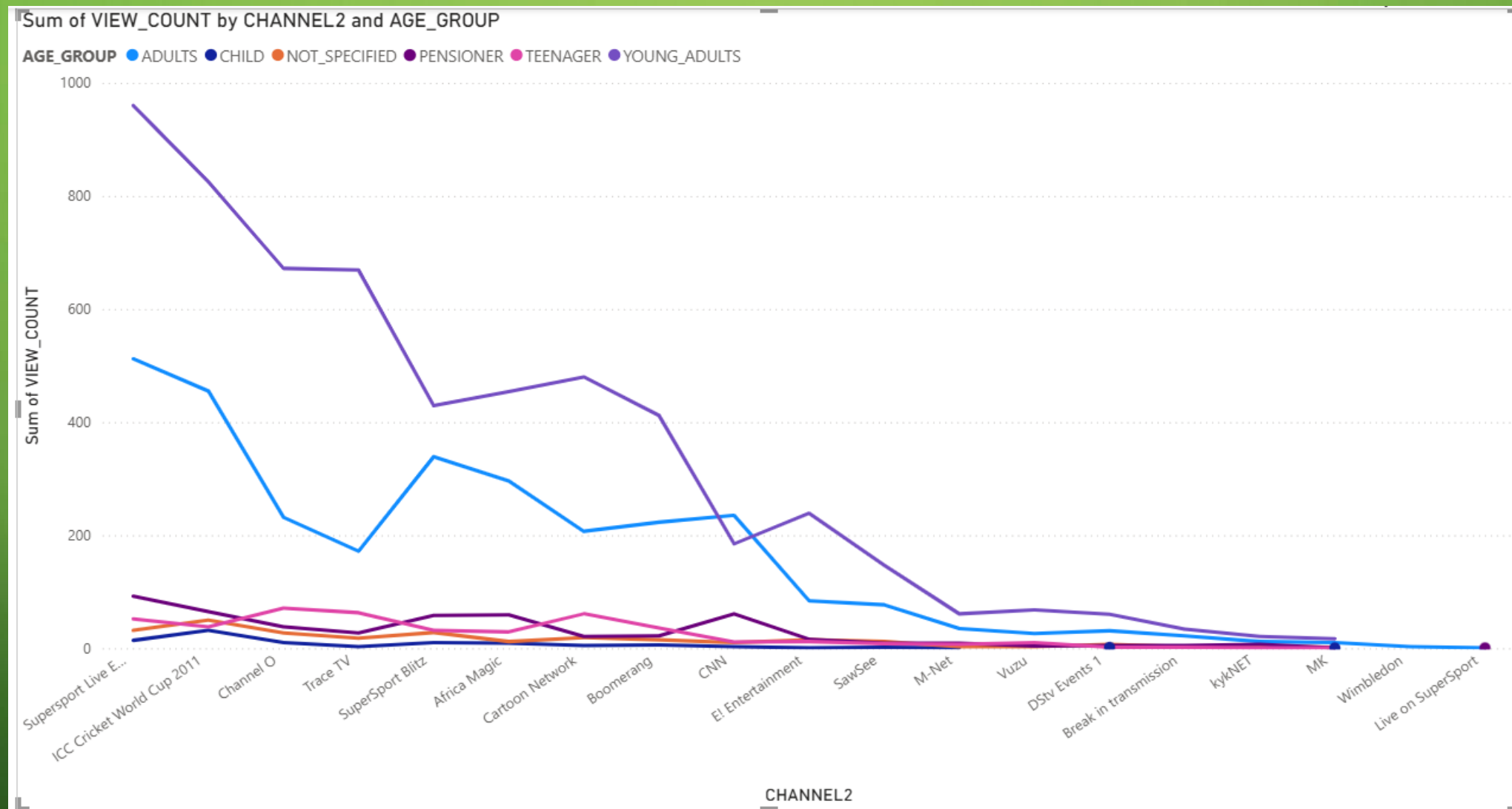
Sum of COUNT (DISTINCT USERID)



TIME WITH MOST VIEWS



VIEWERSHIP BY CHANNEL AND AGE GROUP



Factors influence consumption

- Consumption is high in Gauteng due to high population density
- Super sport is the most watched channel due to Males being interested in sport as compared to female
- TV is most watched noon (between '12:00:00' AND TIME '16:59:59')

The background is a solid green color with a subtle gradient. In the four corners, there are decorative white line art elements resembling electronic circuit boards or neural network connections. These lines are of varying lengths and angles, some ending in small white circles. The overall aesthetic is clean and modern, with a tech-oriented feel.

Initiatives recommended to further grow Bright TV

- Monetize live shows and events via digital platform
- check targeted adverts to increase revenue
- Increase subscription base channels and subscription platforms
- Increase advertising during sport time