

BrightTV Viewership Analytics: A Strategy for Growth Presentation



Insights for the Customer Value Management Team

VISUAL FOCUS:

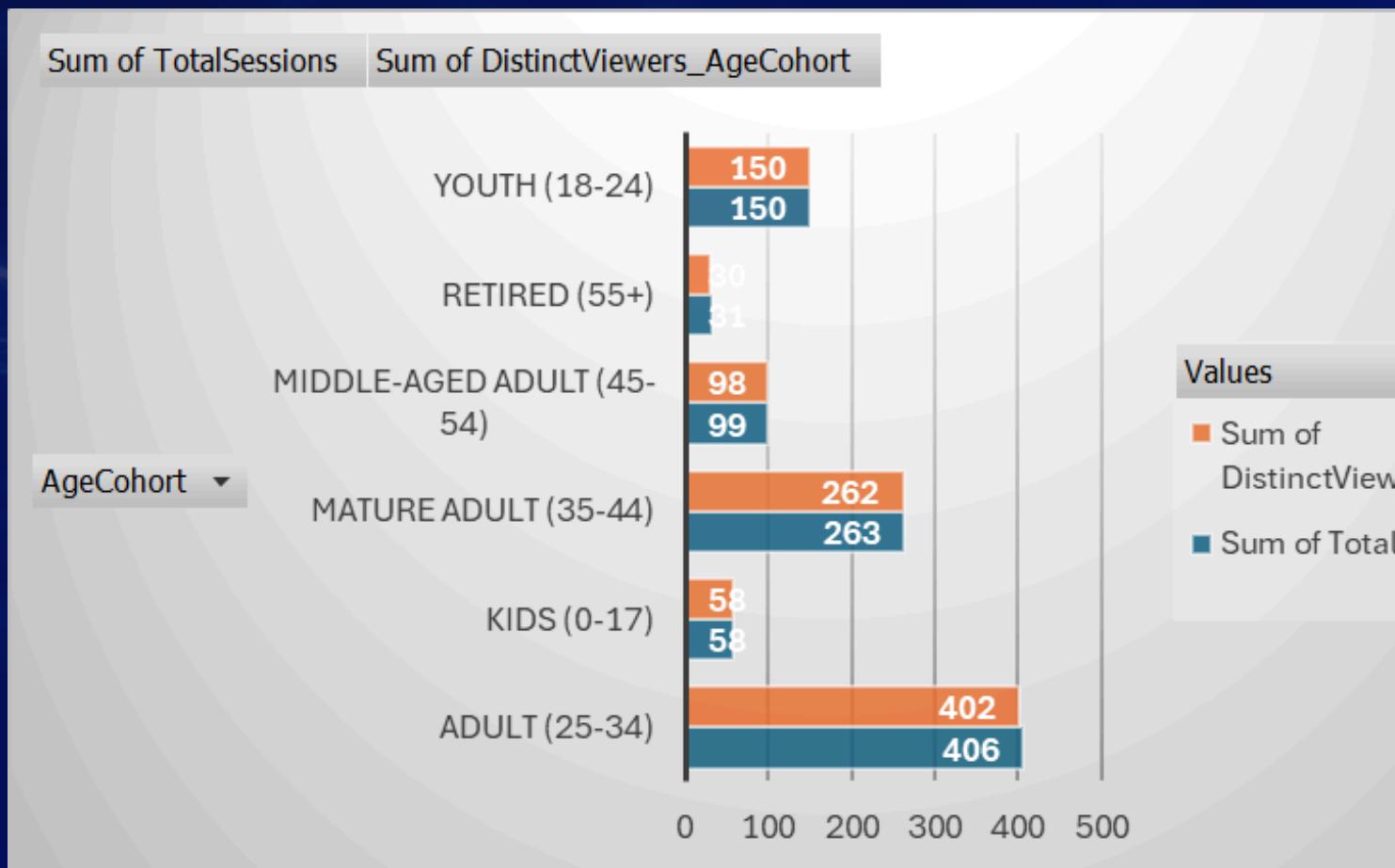
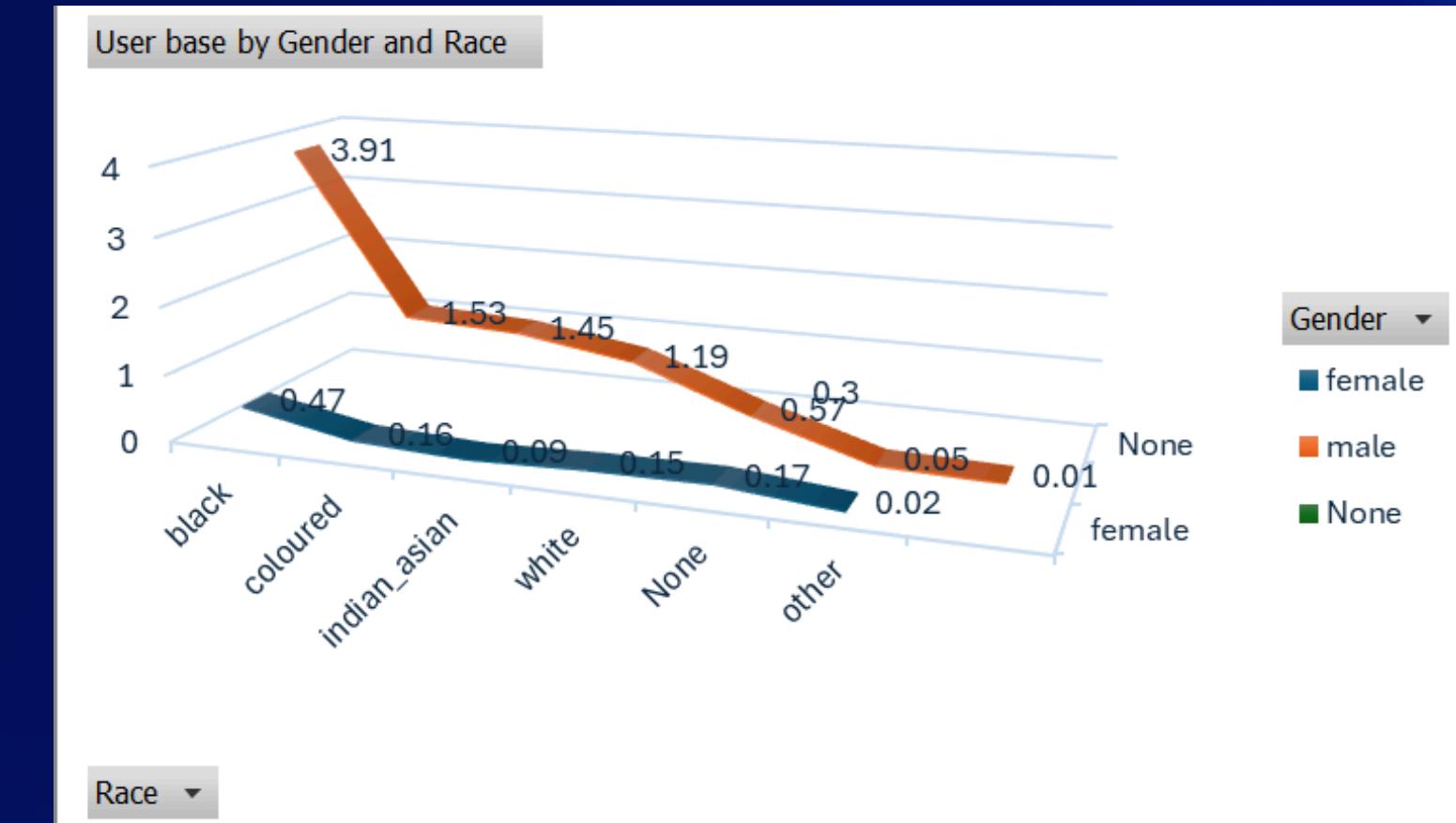
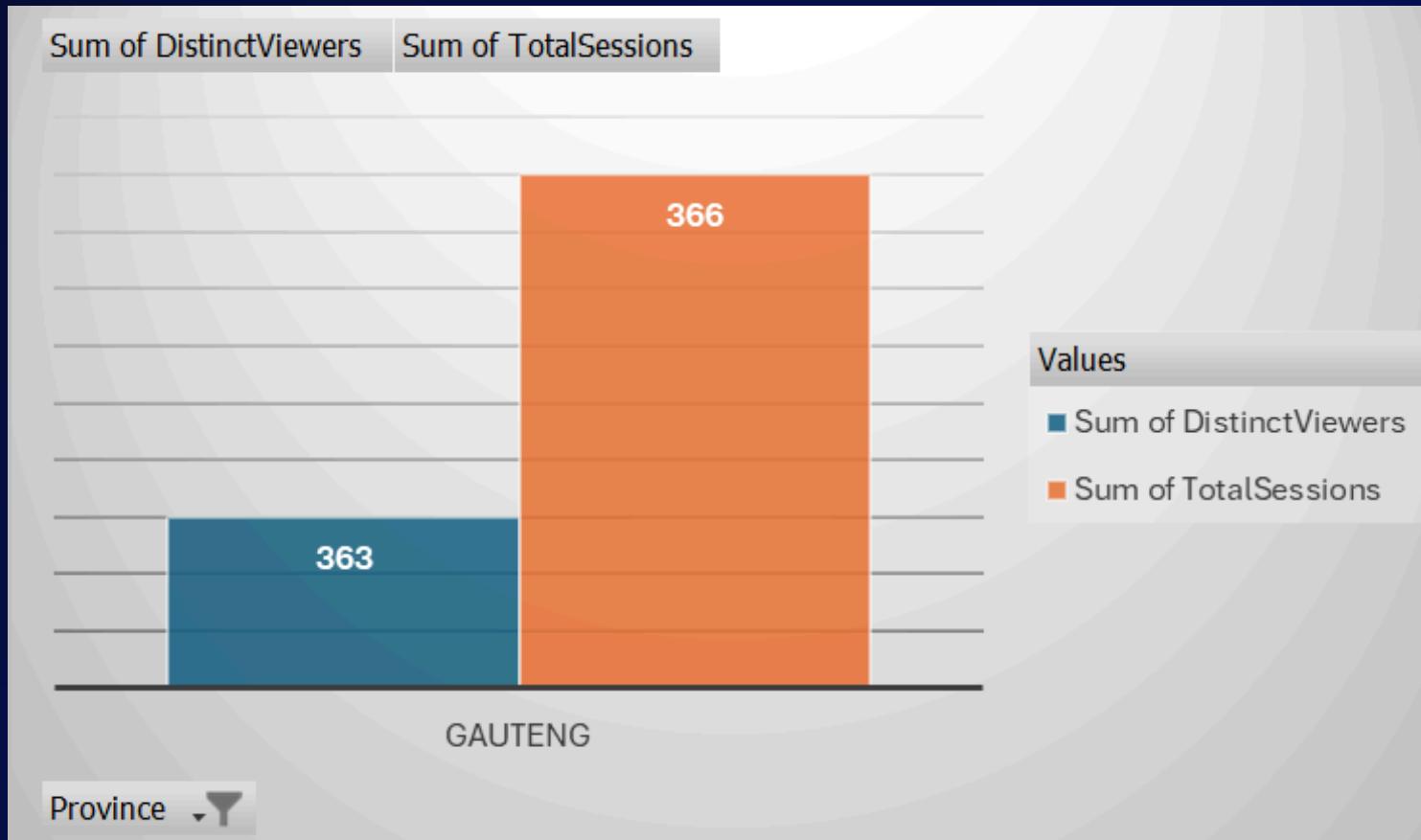
Clean, corporate look. Use BrightTV branding colors. Use a high-quality icon representing data, growth, or a dashboard.

- **Presenter: Gary Themane**
- **Date: 30 September 2025**

Executive Summary

- Objective: Grow BrightTV's subscription base.
- Methodology: Analysis of user profiles and viewership data via SQL.
- Key Findings:
 - Age: The Adult (25-34) cohort drives the highest consumption, but Youth (18-24) shows high engagement potential.
 - Time: Viewership peaks nightly, but mid-week (e.g., Tuesdays/Wednesdays) shows the lowest consumption, representing a core opportunity.
 - Content: Top 10 channels confirm user preference for [Insert Top Genre 1] and [Insert Top Genre 2].
 - Actionable Strategy: We recommend implementing targeted content scheduling and launching aggressive partnership/referral programs.

USER & USAGE TRENDS



Viewership by Location (Province):

- Gauteng is the Top-performing province in terms of total sessions and distinct viewers.
- This is the opportunity for localized marketing.

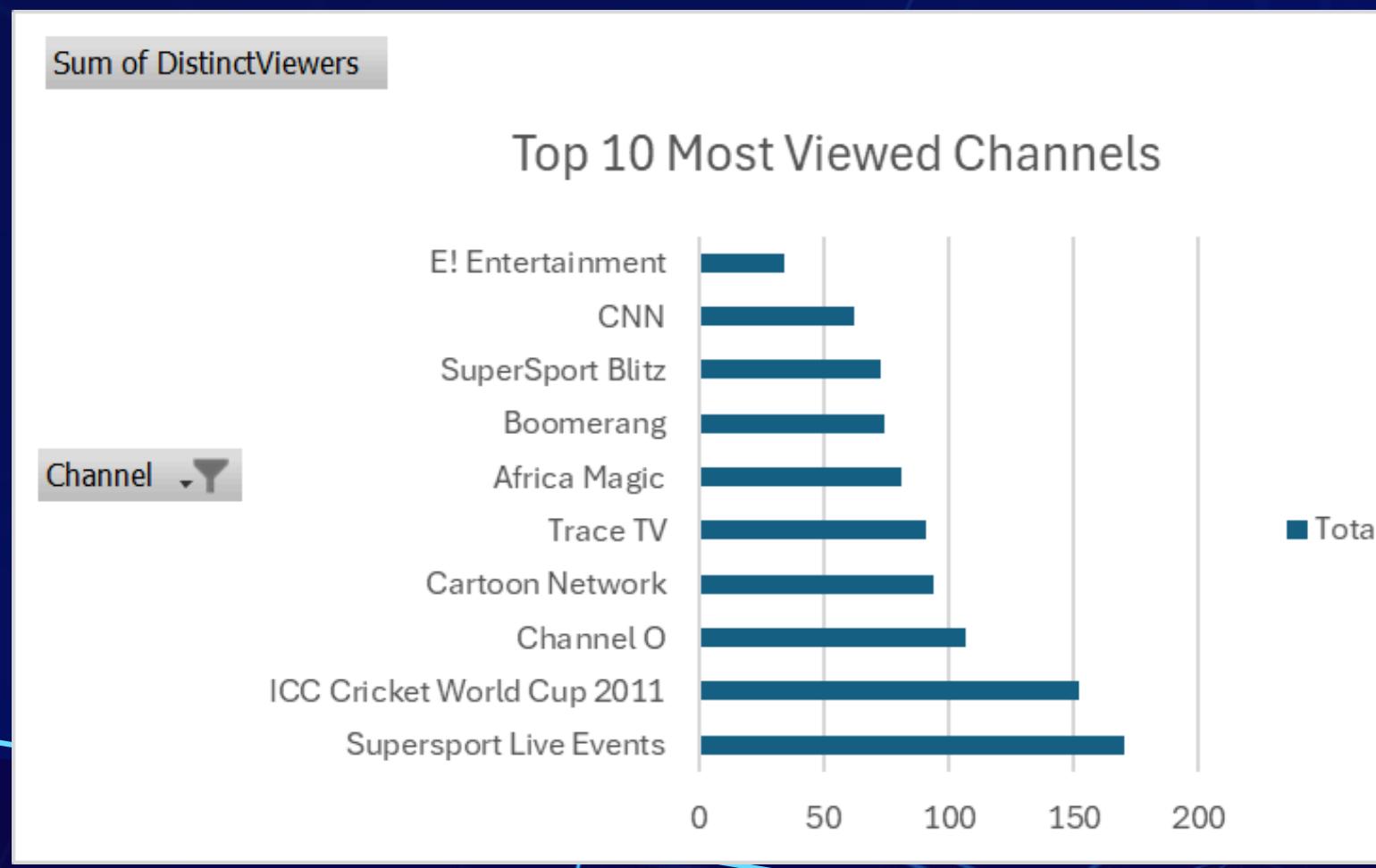
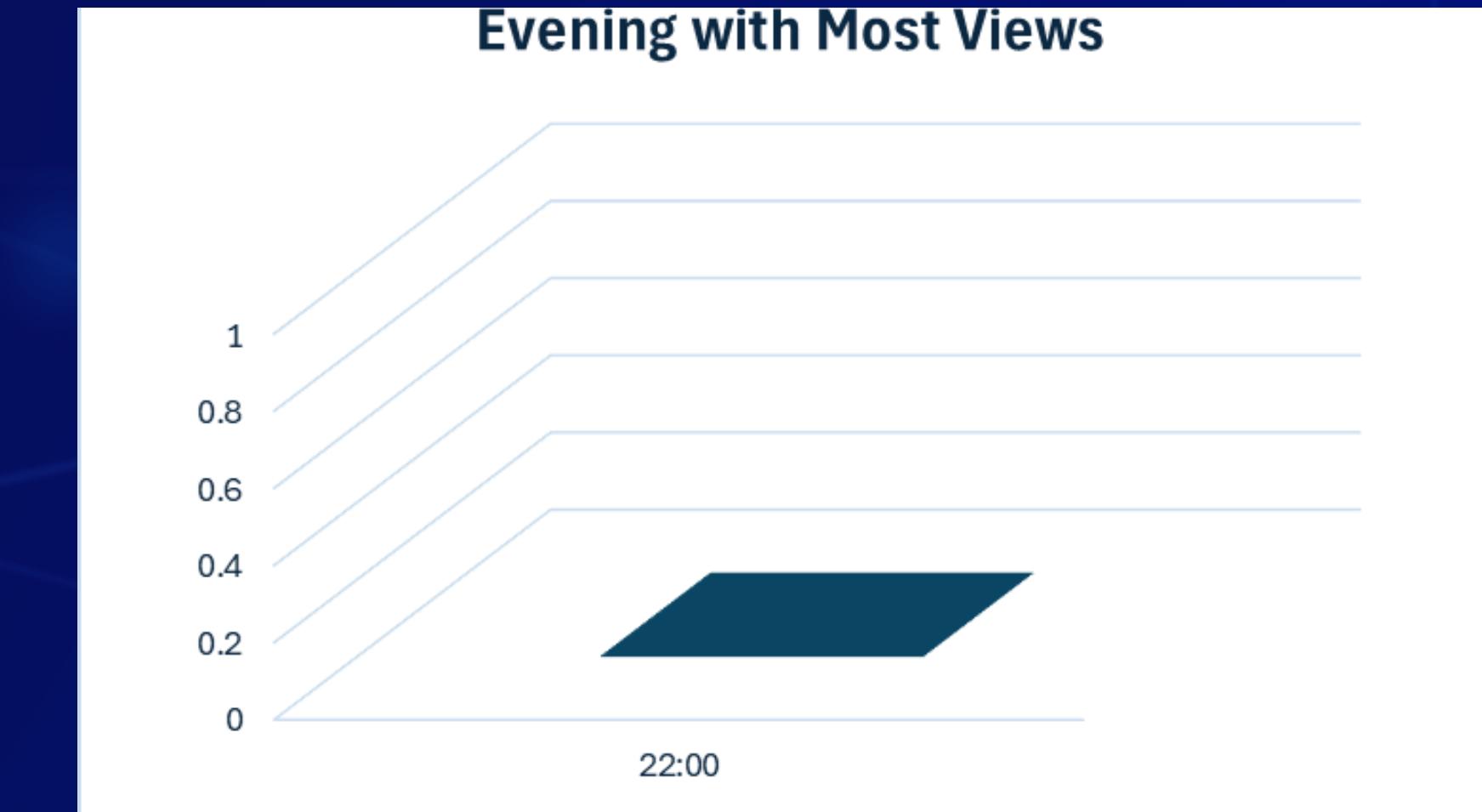
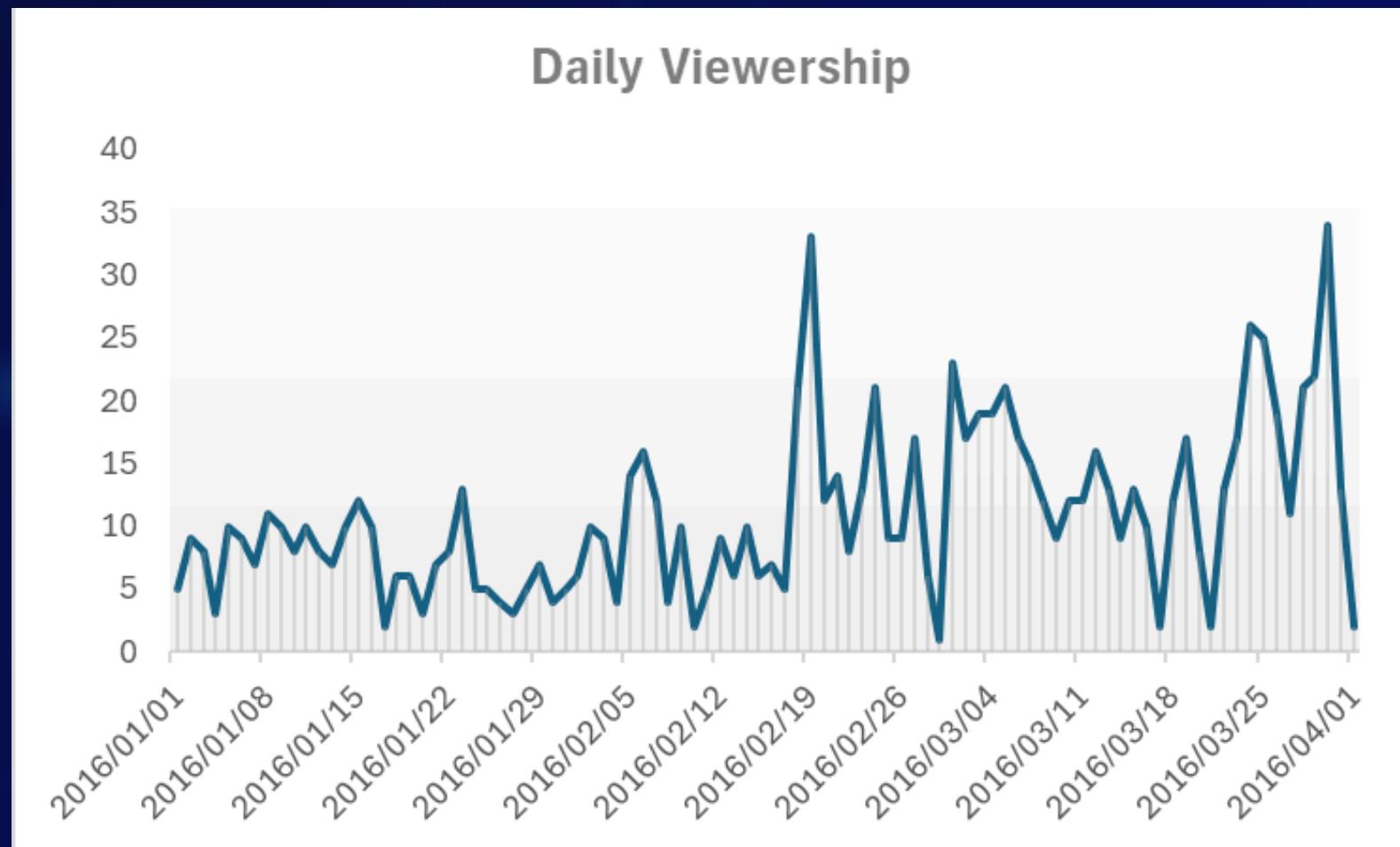
User Demographics:

- Highest users by BLACK MALES & BLACK FEMALES of the user base by gender and race.

Consumption by Age Cohort:

- The Adult age groups with the highest and the lowest consumption is the retired group.

Daily & Hourly Consumption Patterns



- Daily Viewership:
 - Graph showing consumption trends across the days of the week.
 - Highlight "low consumption days" for strategic targeting.
- Time with Most Views:
 - Identify peak viewing hours as being in the evenings.
 - Recommend scheduling promotional activities during these times.
- Top-Performing Channels:
 - Top 10 most-watched channels based on total duration. Supersport Live Events the most watched
 - Highlight the most successful content categories.



Factors Influencing Consumption

- Content: A wide variety and specific, high-quality content are major drivers.
- Convenience: The ability to watch anytime, anywhere, and on any device is critical for modern viewers.
- Cost: While not the only factor, cost and value for money influence subscription decisions.
- Demographics: Age, income, and lifestyle directly impact viewing habits and content preferences.
- Binge-Watching: A significant modern trend that increases total consumption, often on weekends or holidays.

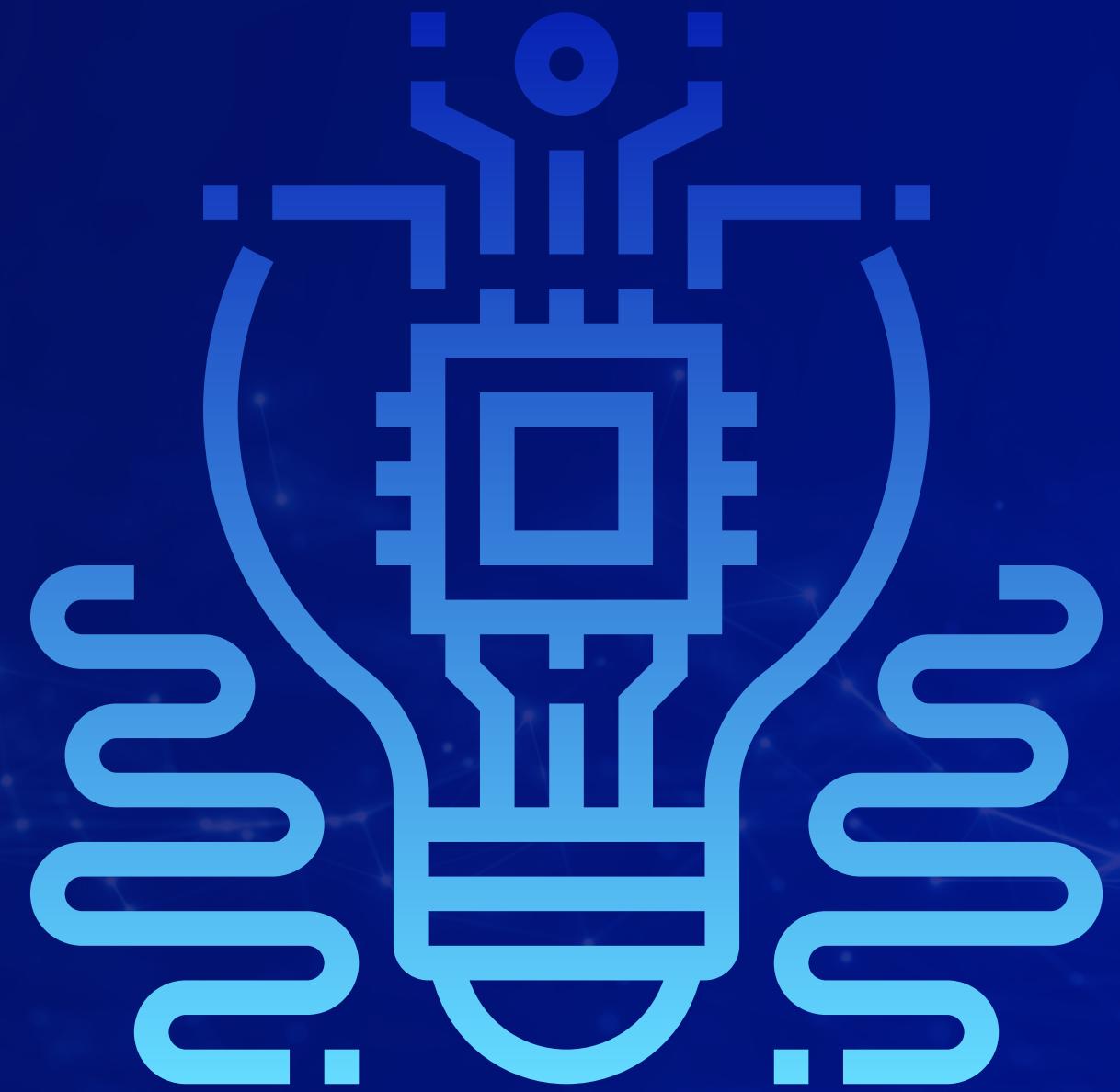
Content Recommendations for Low-Consumption Days

- Strategy: Leverage top-performing content and strategic scheduling.
- Recommendations:
 - Release new episodes of hit shows on low-consumption days (e.g., Mondays or Tuesdays).
 - Host exclusive, live-streamed events or special premieres.
 - Introduce content targeted at demographics with low viewership on those specific days.
 - Run promotions like "Weekend Binge-Fests" for specific series.



Initiatives to Grow the User Base

- Leverage Social Media:
 - Targeted ad campaigns using short-form video content on platforms popular with identified demographics.
 - Utilize user social media handles from the data to inform targeting.
- Strategic Partnerships:
 - Offer bundled subscriptions with mobile providers or other services.
 - Collaborate with key influencers or content creators.
- Incentivize Existing Users:
 - Launch a referral program with rewards for both the referrer and the new subscriber.
- User Feedback & Engagement:
 - Conduct surveys to understand what content and features users want.
 - Use this feedback to guide content acquisition and product development.





Conclusion & Next Steps

Summary:

The data provides a clear roadmap to increase BrightTV subscriptions

Action Plan:

- Prioritize content acquisition in high-performing genres.
- Implement content release strategies to boost viewership on low-consumption days.
- Launch targeted marketing campaigns based on demographic and location data.
- Develop a user referral program.

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