

# BRIGHT TV VIEWERSHIP ANALYSIS

IN-DEPTH ANALYSIS OF VIEWERSHIP AND STRATEGIC  
RECOMMENDATIONS

# AGENDA

1. EXECUTIVE SUMMARY
2. APPROACH
3. ANALYSIS
4. VIEWS FACTORS
5. STRATEGIC  
RECOMMENDATIONS



# BRIGHT TV SUMMARY

- Black people account for 43% of viewership , the highest viewership record during this period, January to April
- The highest viewership by province sits at 37% ( total of 3652 views) from Gauteng
- Of the total 9995 records, 88% of viewers are male (approx. 8796)
- 64% of viewers are aged between 26 and 44
- The Top 10 most watched channels make up approximately 94% of total channels watched
- 99% of viewers watch programs/channels for 0-3 hours, on average
- Viewership by Day of the Week indicates that Friday has the highest views, a staggering 75% increase from Monday
- Viewership is increasing from January to March, with a sharp fall to 1 view in April.



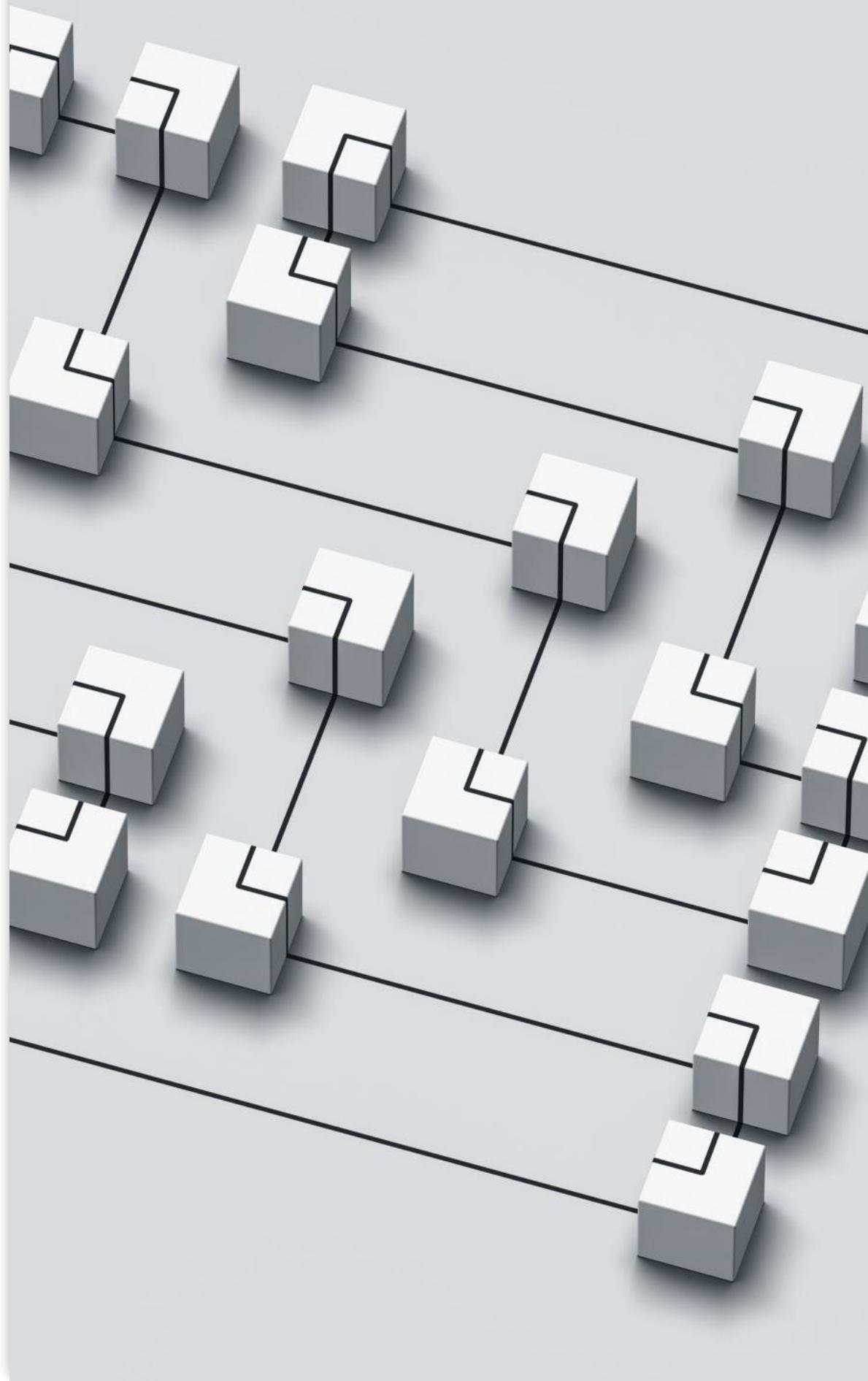
# APPROACH

## DATA COMPLETENESS

- To ensure data completeness, the number of records and duplicates were assessed on Excel and Databricks on both working tables.
- Viewership Table contained 5 duplicates. A new temporary table was created to address duplicates.

## METHODOLOGY

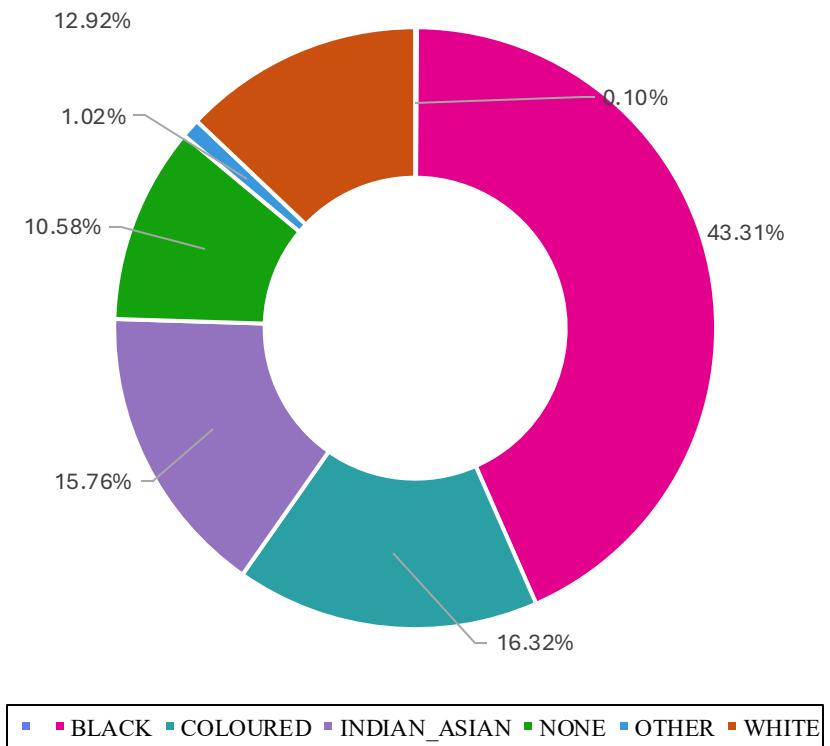
- The two tables are joined together for further analysis of viewership on user profiles.
- To enable demographic analysis, buckets are created for demographic data.
- The tech tools used: Databricks (SQL Queries) and Excel (Pivot Tables and Graphs).



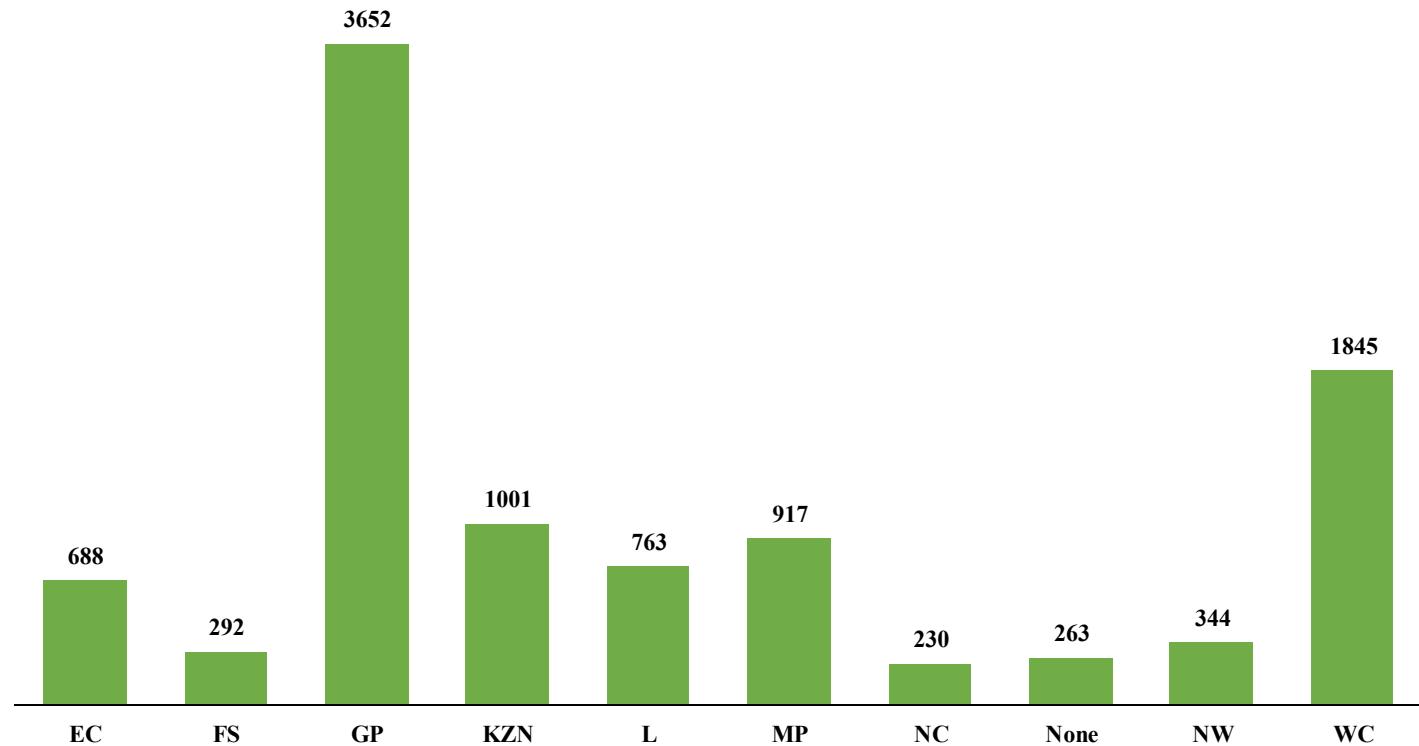


# DEMOGRAPHIC ANALYSIS

**Viewership Distribution by Race**



**Viewership by Province**



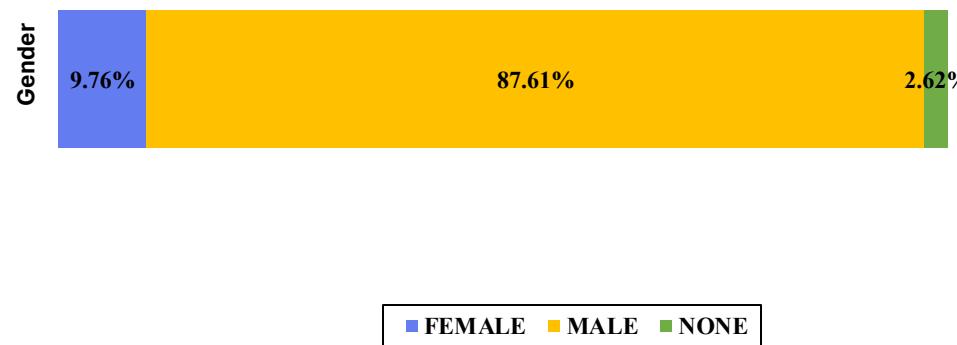
## Key Insights

- Black people account for 43% of viewership , the highest viewership record during this period, January to April.
- The highest viewership by province sits at 37% ( total of 3652 views) from Gauteng.
- About 12% of viewers failed to disclose their race, with whites being the least viewers

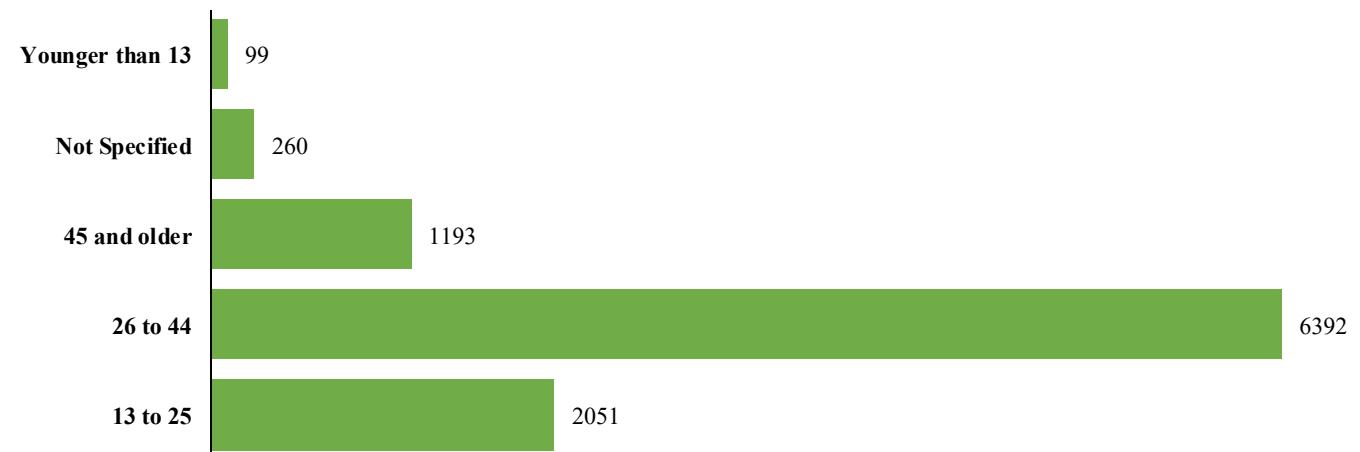
# Key Insights

- Of the total 9995 records, 88% of viewers are male (approx. 8796).
- 64% of viewers are aged between 26 and 44.
- The leading age group, 13 to 25 accounts for approximately 21% of views.
- It is safe to assume that majority of viewers aged 13 to 44 are males.

Viewership by Gender



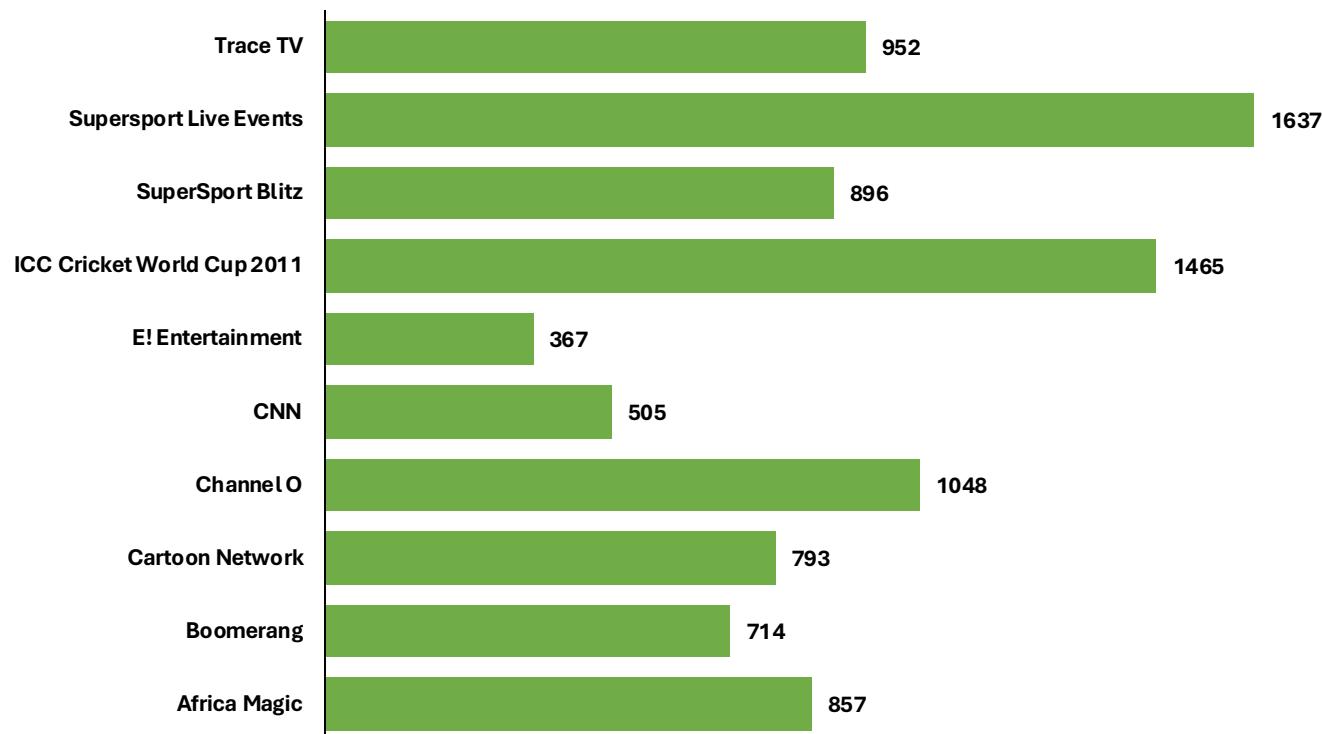
Viewership by Age Group



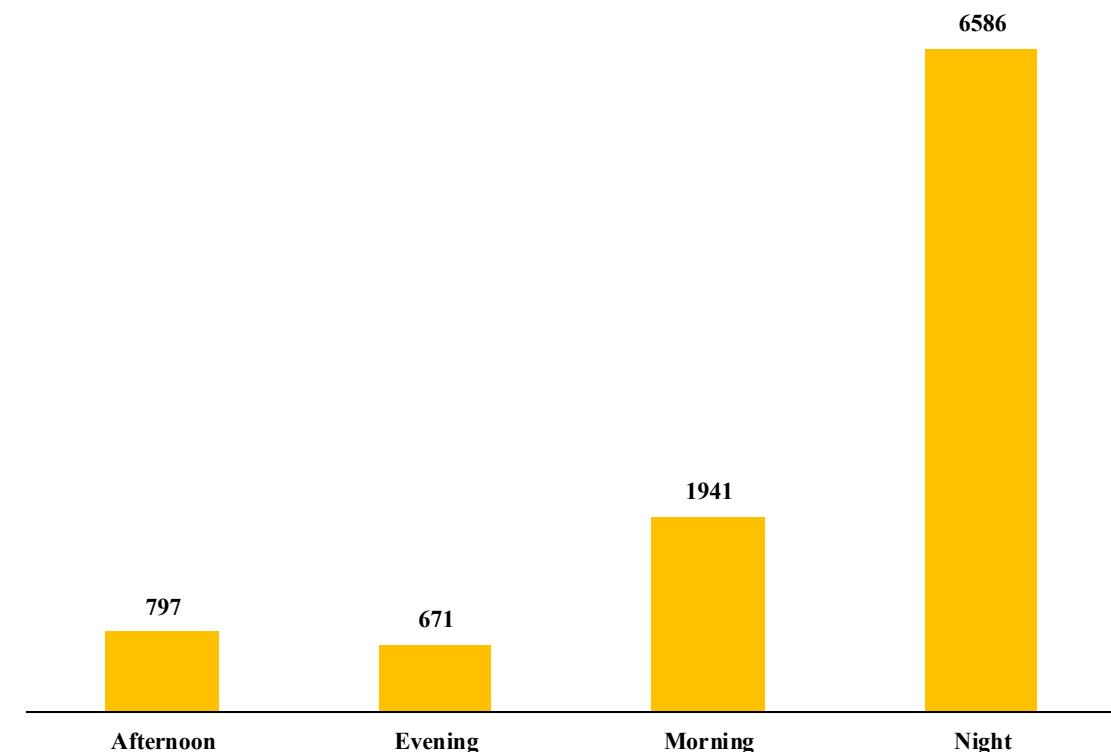
# CHANNEL ANALYSIS



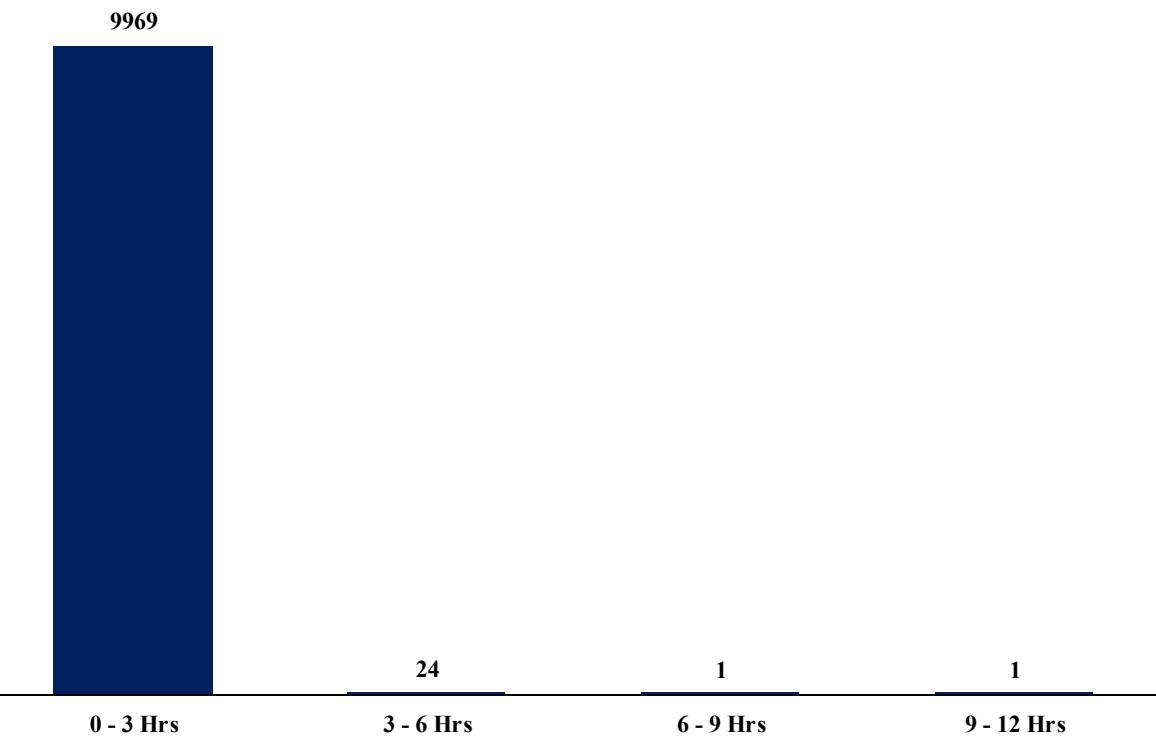
### Top 10 Most Viewed Channels



### Viewership by Time of Day



### Viewership by Duration

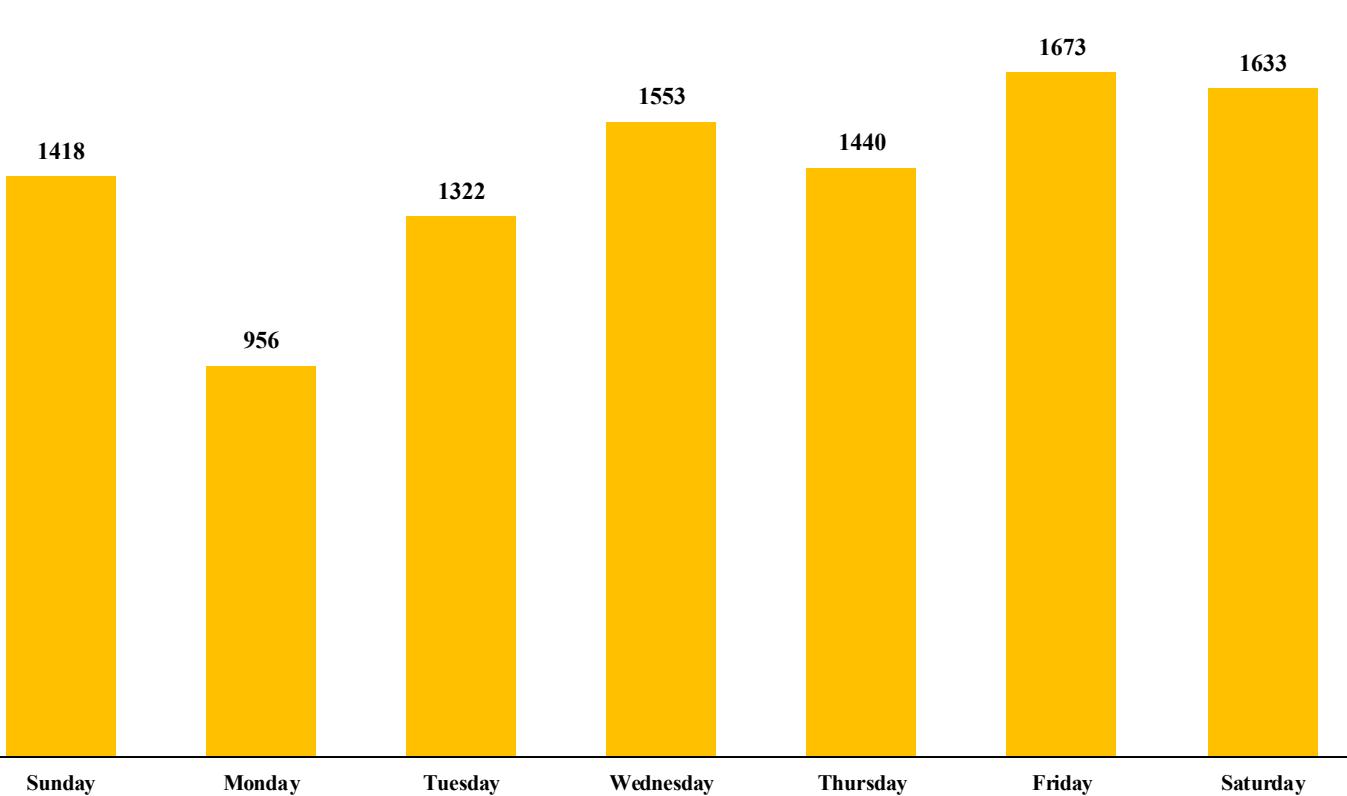


## Key Insights

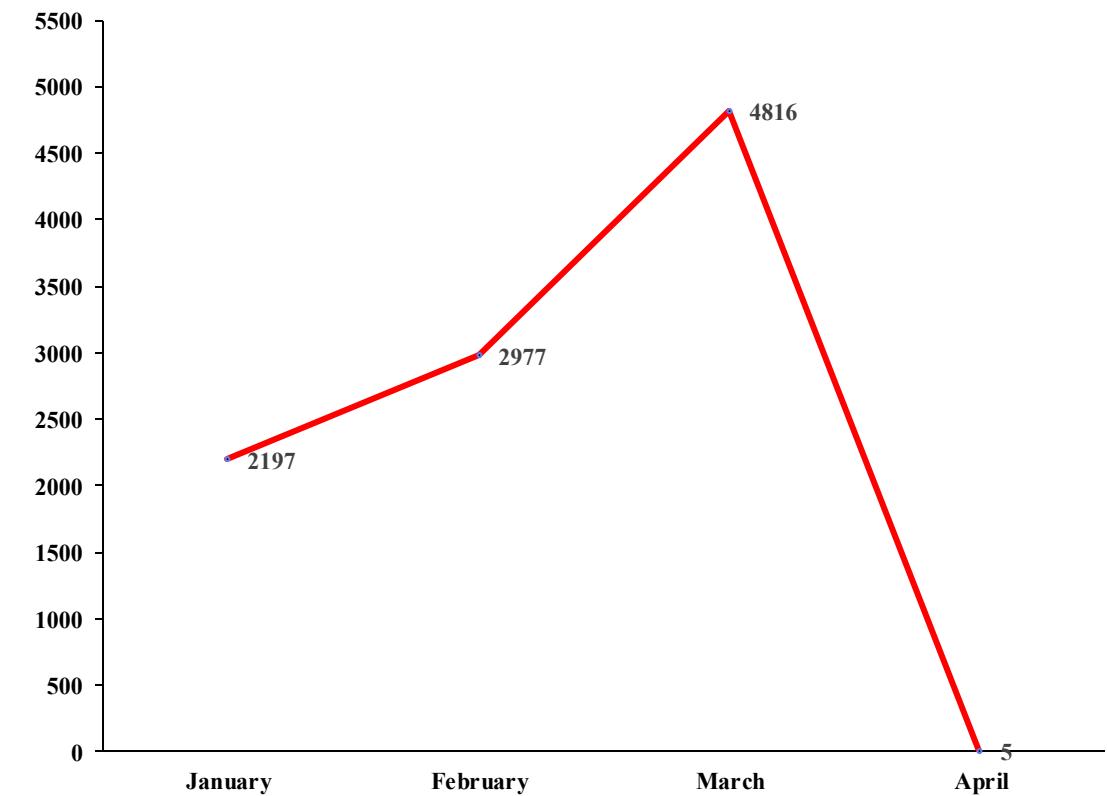
- The Top 10 most watched channels make up approximately 94% of total channels watched.
- 66% of views are at night.
- 99% of viewers watch programs/channels for 0-3 hours, on average.

# TREND ANALYSIS

**Viewership by Day of the Week**



**Total Viewers Over Time**



## Key Insights

- Viewership by Day of the Week indicates that Friday has the highest views, a staggering 75% increase from Monday.
- Viewership is increasing from January to March, with a sharp fall to 1 view in April, it can be deduced that this view is the only point valid for this period.

A pair of silver binoculars is positioned in the foreground, facing towards the right. The background is a blurred landscape of a calm sea or lake under a clear, light blue sky.

# FACTORS AFFECTING VIEWERSHIP

# VIEWS FACTORS

## Demographic & Social Factors

- Age: Younger audiences often prefer streaming services over traditional TV.
- Gender: Preferences in genres like sports versus reality TV can differ between genders.
- Cultural background: Offering multilingual content can attract diverse viewers.

## External and Technological Factors

- Competition: The availability of other entertainment options, especially online content on platforms like YouTube and TikTok, can pull viewers away from linear TV.
- Streaming Platforms (OTT): The rise of over-the-top (OTT) streaming services (e.g., Netflix, Hulu, Disney+) is the primary driver of change, allowing viewers to watch content on-demand rather than at a scheduled time.



# STRATEGIC RECOMMENDATIONS

## KEY STRATEGIC RECOMMENDATIONS

### Content and Programming Strategies

- Utilize Influencer Collaborations: Partner with social media influencers to promote content. This can help reach wider and more niche audiences through established digital personalities.

### Platform and Distribution Strategies

- Embrace a Hybrid Distribution Model: Offer content across various platforms, including traditional linear TV, subscription-based (SVOD), and ad-supported video on demand (AVOD) tiers, to maximize reach and revenue streams.

### Measurement and Optimization

- Stay Updated with Trends: The TV and streaming landscape is dynamic. Continuously monitor industry trends, technological advancements (like AI in ad optimization), and shifting consumer preferences to keep strategies relevant.

**THANK YOU!!!**

