

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.



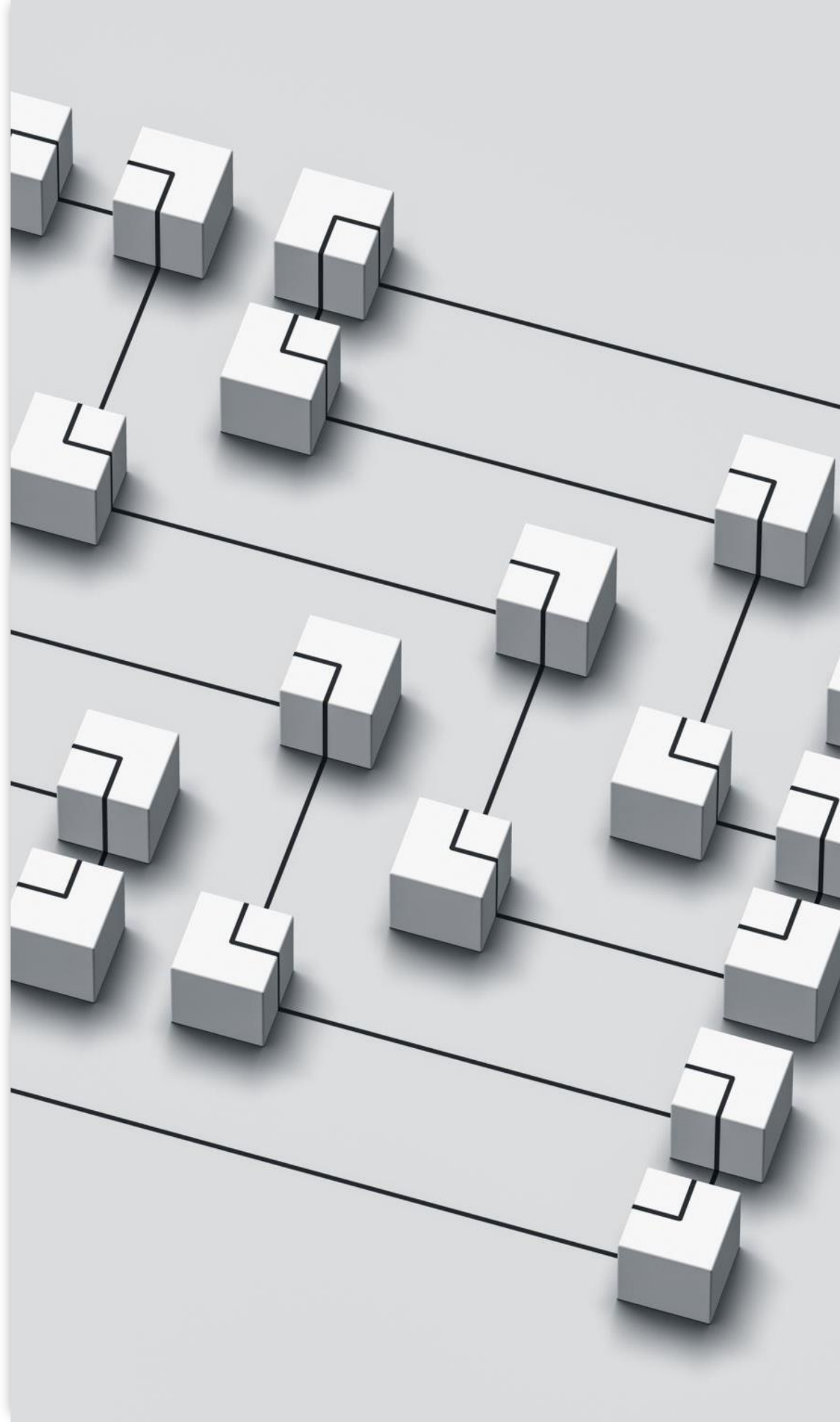
APPROACH

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

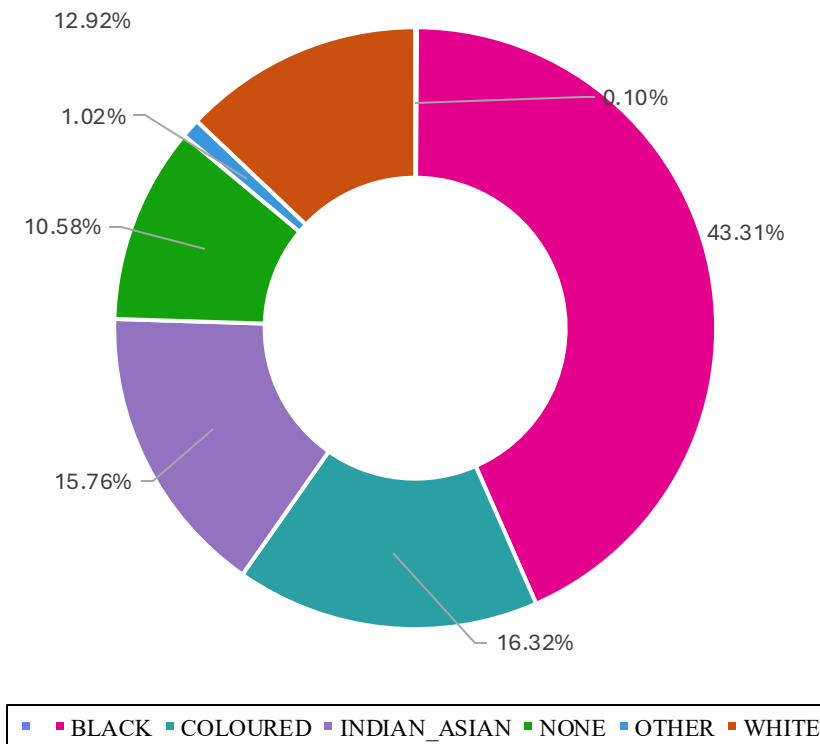
- The two tables are joined together for further analysis of viewership on user profiles.
- To enable demographic analysis, buckets are created for demographic data.
- The tech tools used: Databricks (SQL Queries) and Excel (Pivot Tables and Graphs).



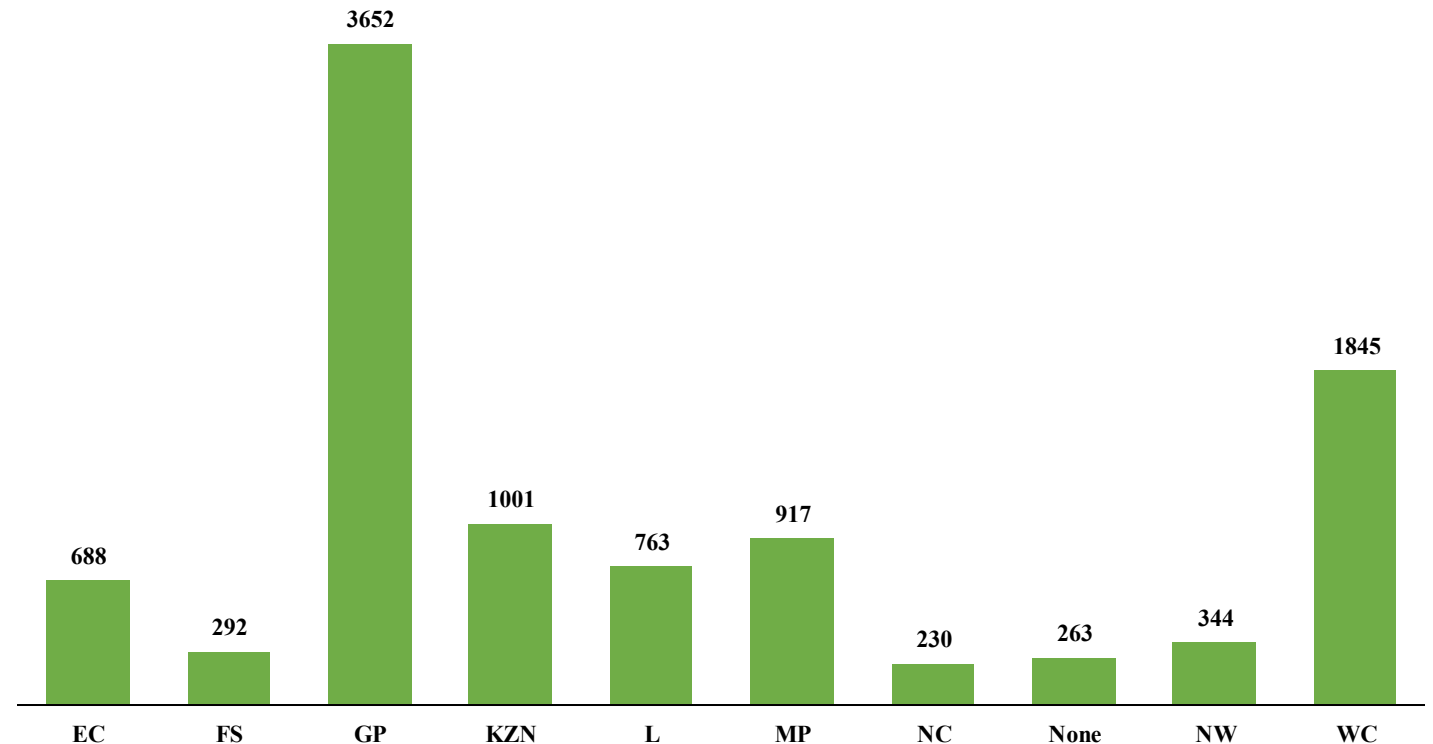


DEMOGRAPHIC ANALYSIS

Viewership Distribution by Race



Viewership by Province



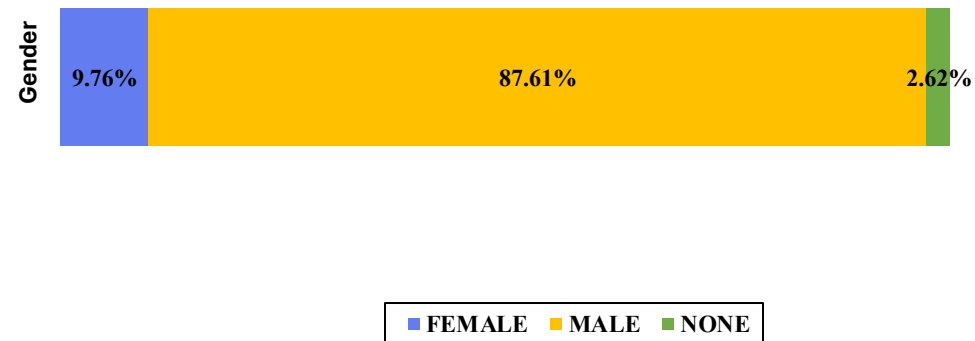
Key Insights

- 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

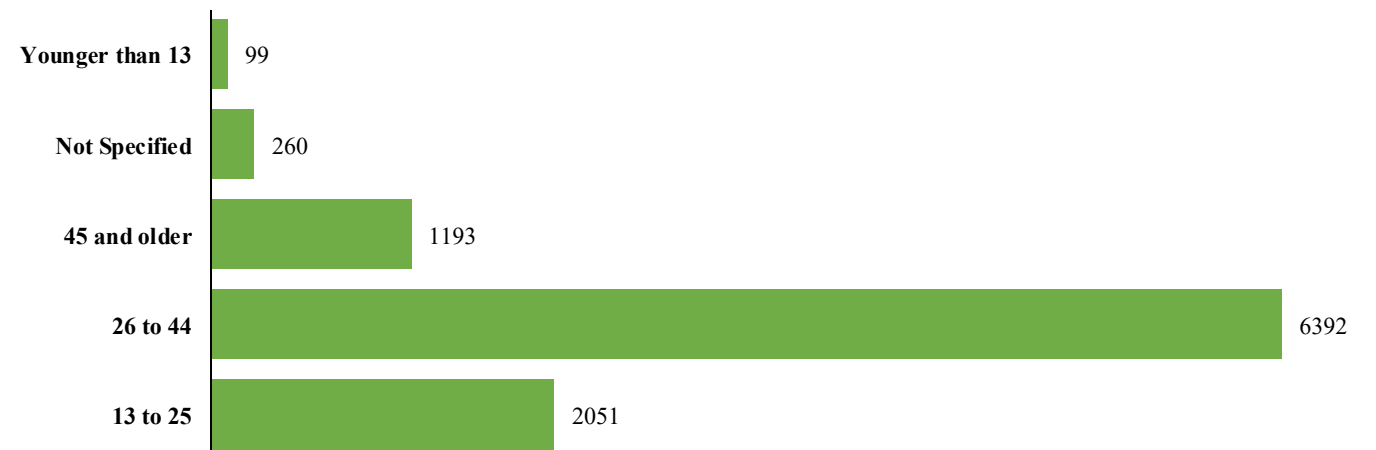
Key Insights

- 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



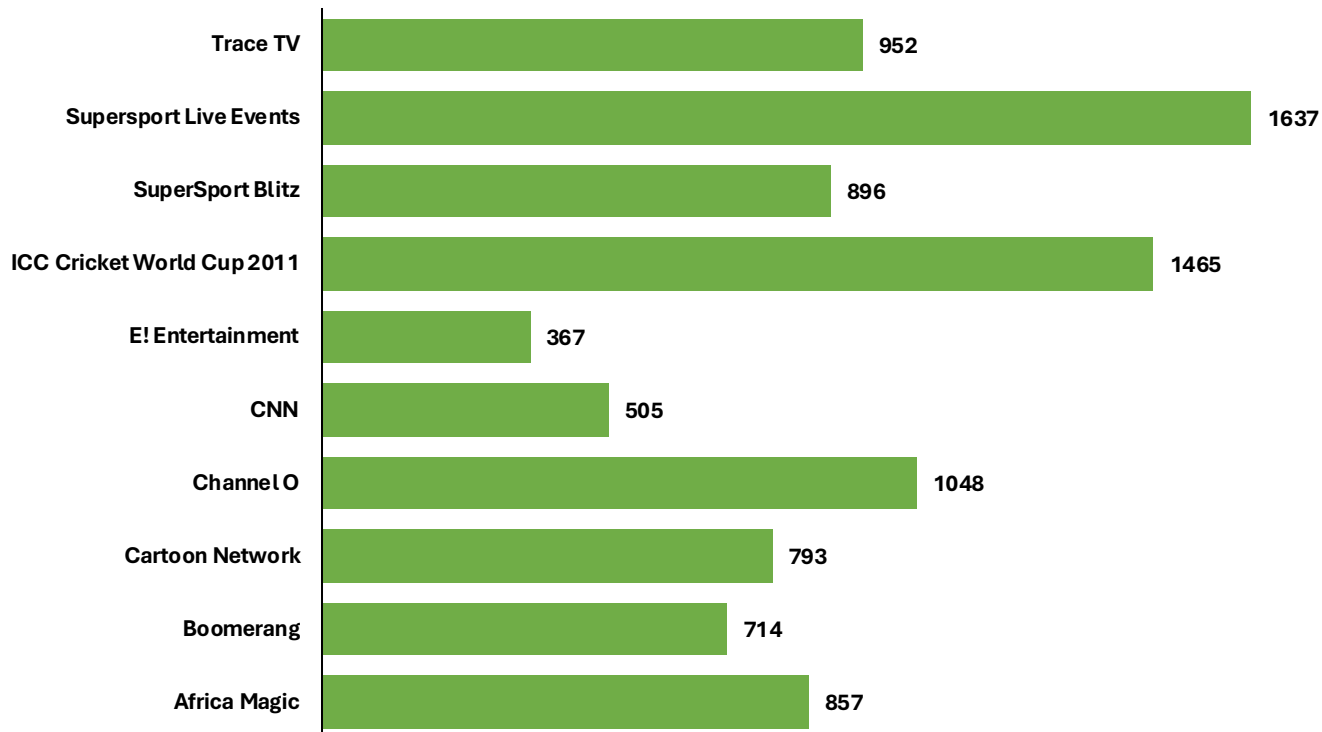
Viewership by Age Group



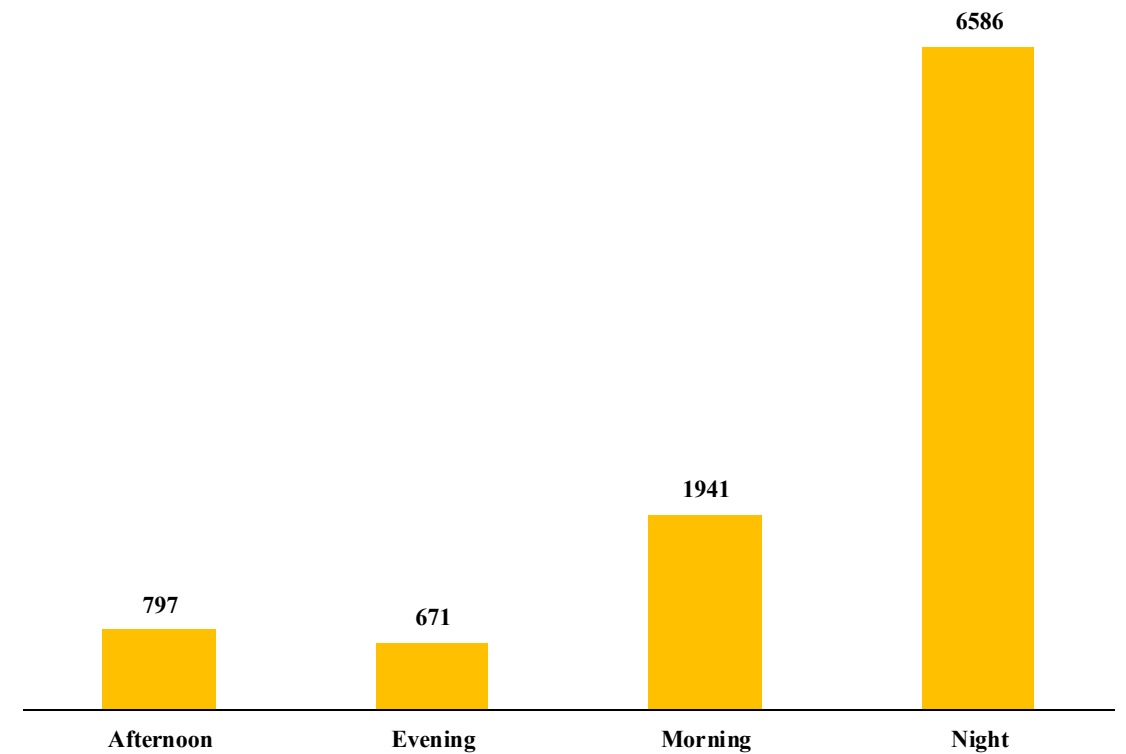
CHANNEL ANALYSIS



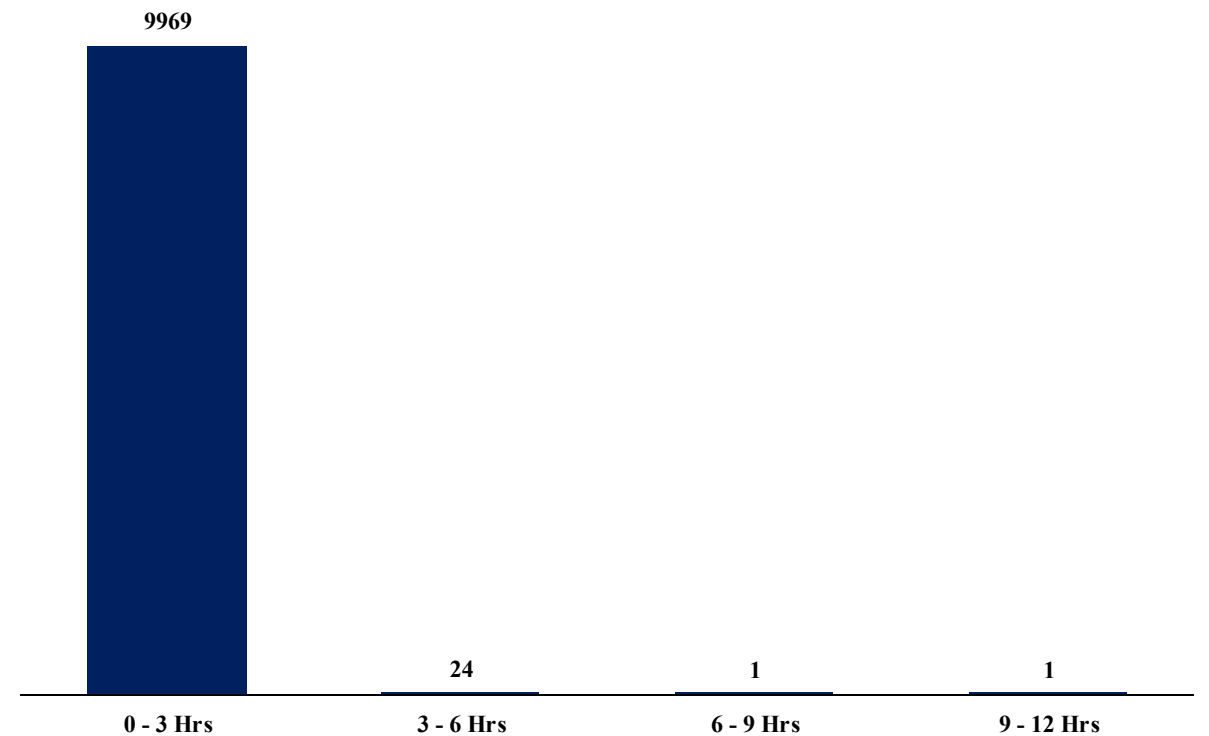
Top 10 Most Viewed Channels



Viewership by Time of Day



Viewership by Duration



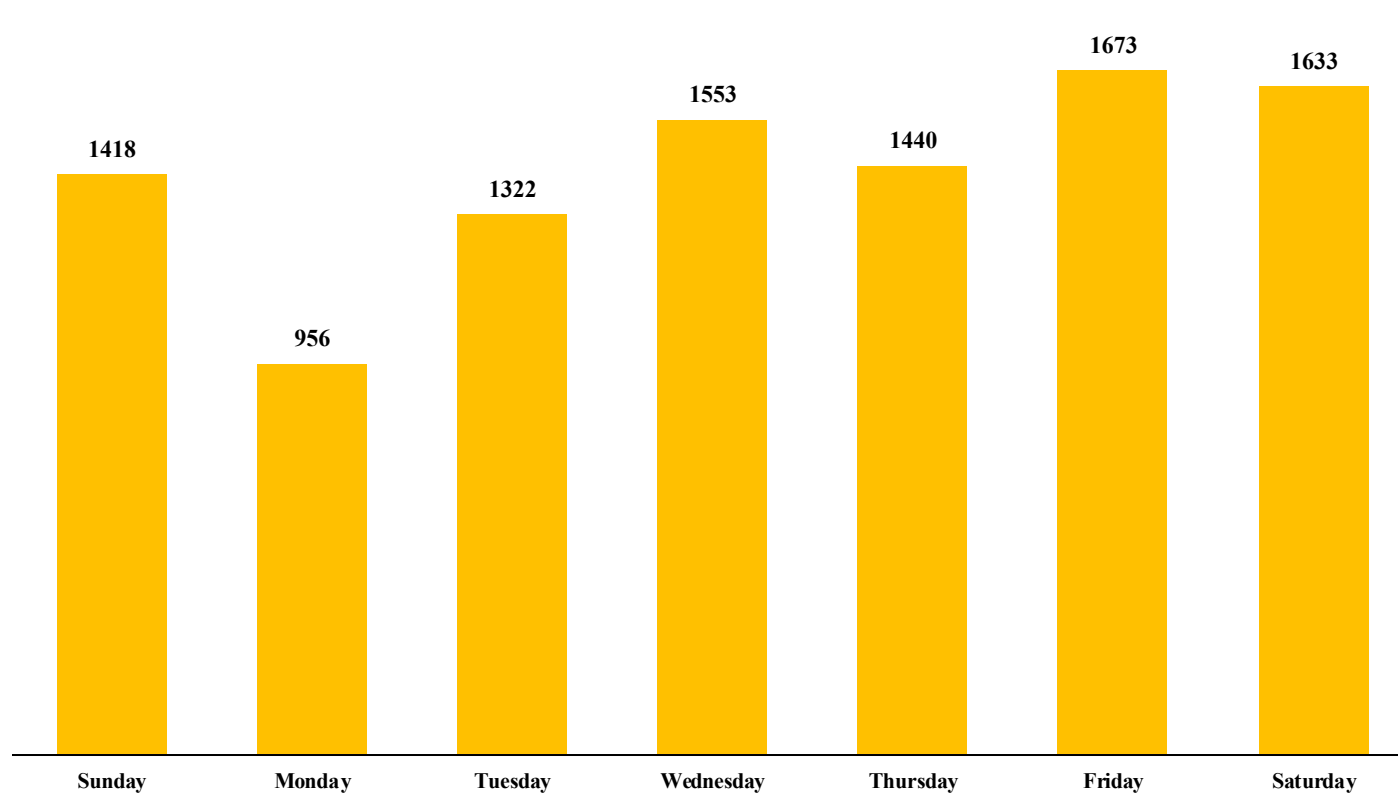
Key Insights

- 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.

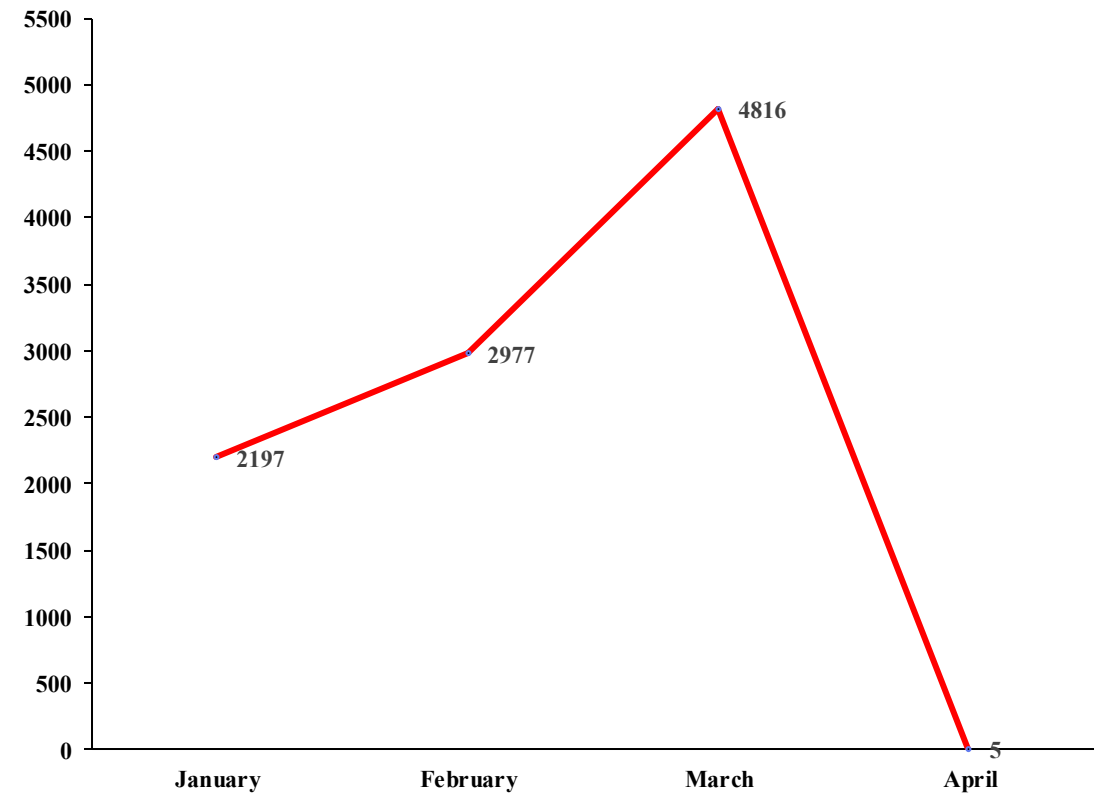


TREND ANALYSIS

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 close-up photograph of the eyepieces of a pair of binoculars. The binoculars are silver-colored with a textured finish. The background is a soft-focus view of a blue body of water with a small, dark island visible in the distance under a clear sky. A vertical gradient overlay transitions from purple at the bottom to blue at the top.

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.

A close-up photograph of two chess pieces, a king and a queen, standing on a reflective surface. The king piece is on the right, taller, with a cross-shaped top. The queen piece is on the left, shorter, with a spherical top. Both pieces are highly reflective and appear to be made of polished metal. The background is a soft, out-of-focus gradient of light colors. The text "STRATEGIC RECOMMENDATIONS" is overlaid in white, serif, all-caps font on the lower left side of the image.

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!!!

