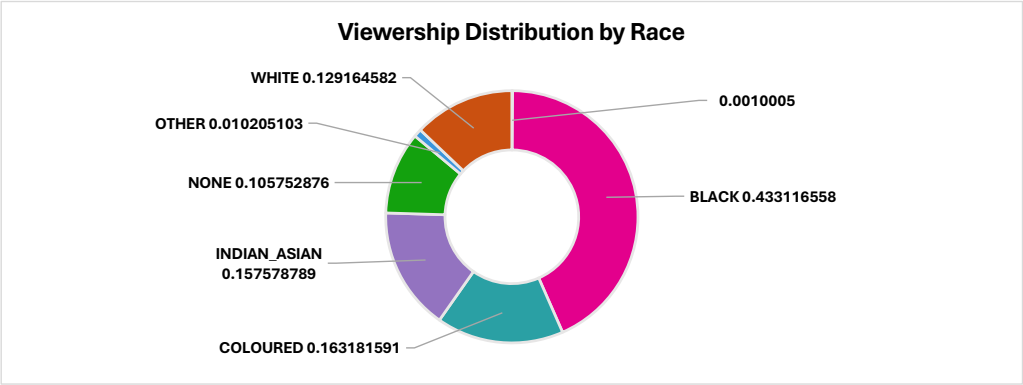


PIVOT TABLES AND CHARTS - BRIGHT TV CASE STUDY

DEMOGRAPHIC ANALYSIS

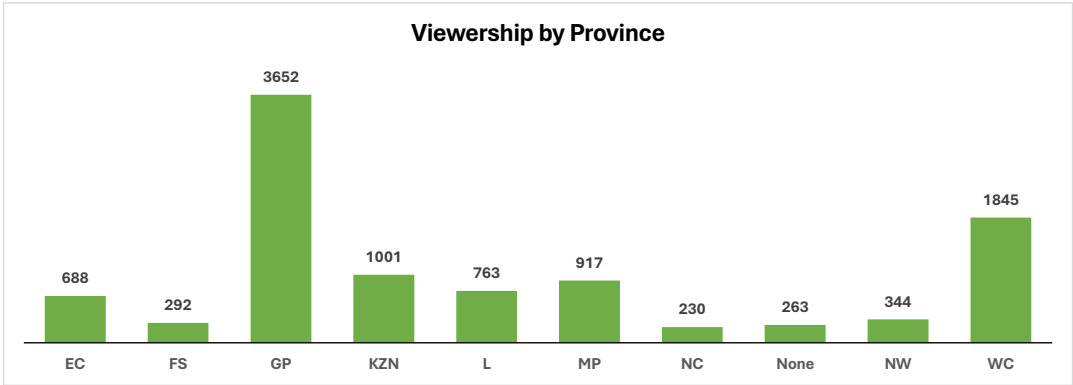
VIEWERSHIP BY RACE

RACE	Grand Total
	0.10%
BLACK	43.31%
COLOURED	16.32%
INDIAN_ASIAN	15.76%
NONE	10.58%
OTHER	1.02%
WHITE	12.92%
Grand Total	100.00%



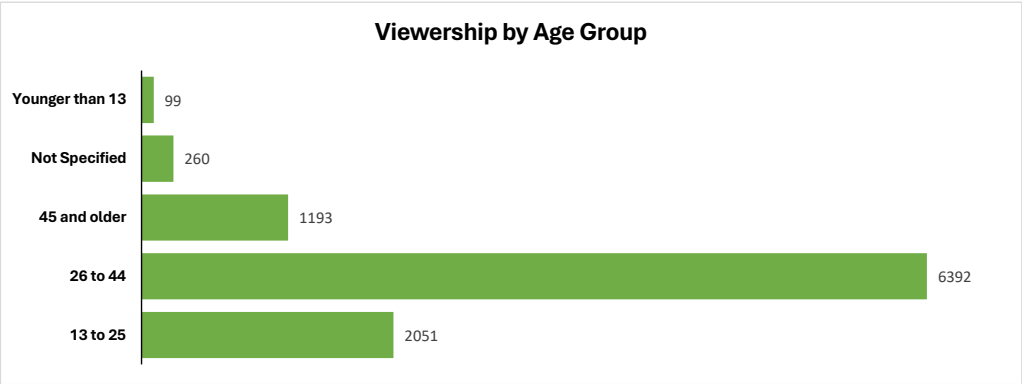
VIEWERSHIP BY PROVINCE

PROVINCE	GRAND TOTAL
EC	688
FS	292
GP	3652
KZN	1001
L	763
MP	917
NC	230
None	263
NW	344
WC	1845
Grand Total	9995



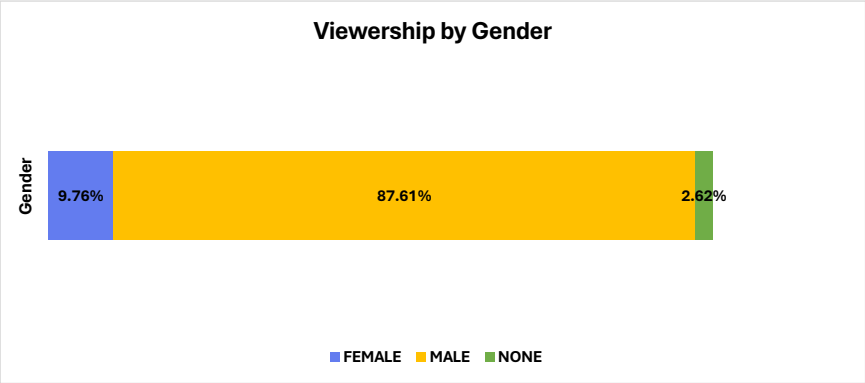
VIEWERSHIP BY AGE GROUP

AGE_GROUP	GRAND TOTAL
13 to 25	2051
26 to 44	6392
45 and older	1193
Not Specified	260
Younger than 13	99
Grand Total	9995



VIEWERSHIP BY GENDER

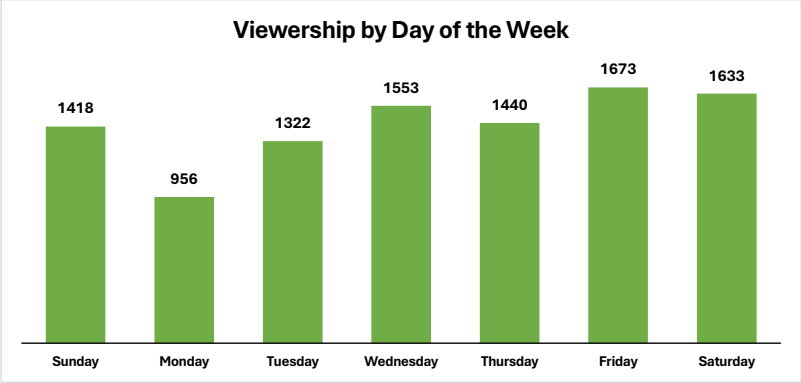
	GENDER FEMALE	MALE	NONE	Grand Total
Sum of USER_COUNT	9.76%	87.61%	2.62%	100.00%



TREND ANALYSIS

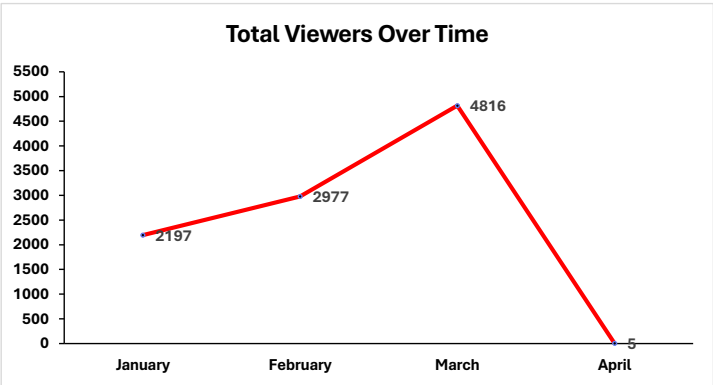
VIEWERSHIP BY DAY OF THE WEEK

DAY	GRAND TOTAL
Sunday	1418
Monday	956
Tuesday	1322
Wednesday	1553
Thursday	1440
Friday	1673
Saturday	1633
Grand Total	9995



VIEWERSHIP OVER TIME

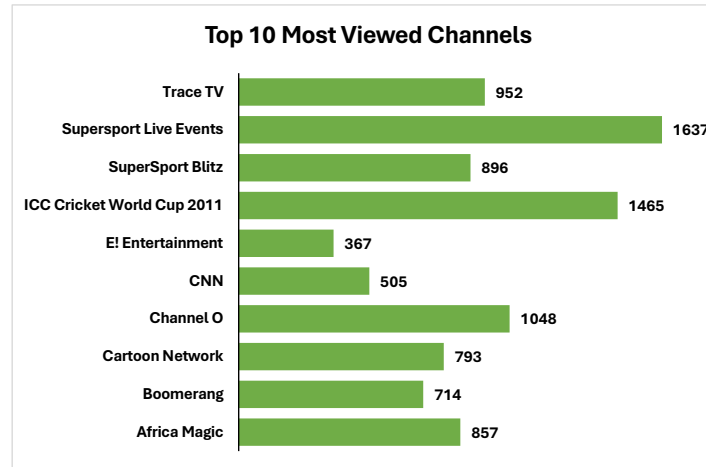
MONTH	GRAND TOTAL
January	2197
February	2977
March	4816
April	5
Grand Total	9995



## CHANNEL ANALYSIS

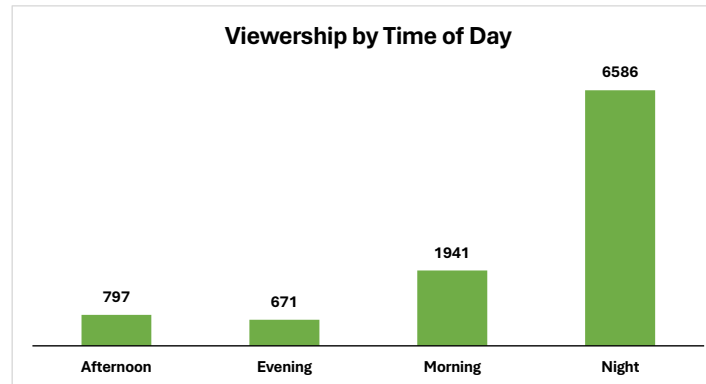
### TOP 10 MOST VIEWED CHANNELS

CHANNEL	GRAND TOTAL
Africa Magic	857
Boomerang	714
Cartoon Network	793
Channel O	1048
CNN	505
E! Entertainment	367
ICC Cricket World Cup 2011	1465
SuperSport Blitz	896
Supersport Live Events	1637
Trace TV	952
Grand Total	9234



### VIEWERSHIP BY TIME OF DAY

TIME_TYPE	GRAND TOTAL
Afternoon	797
Evening	671
Morning	1941
Night	6586
Grand Total	9995



**VIEWERSHIP BY DURATION**

Watch_Duration	GRAND TOTAL
0 - 3 Hrs	9969
3 - 6 Hrs	24
6 - 9 Hrs	1
9 - 12 Hrs	1
Grand Total	9995

