



BRIGHT TV

VIEWERSHIP ANALYTICS





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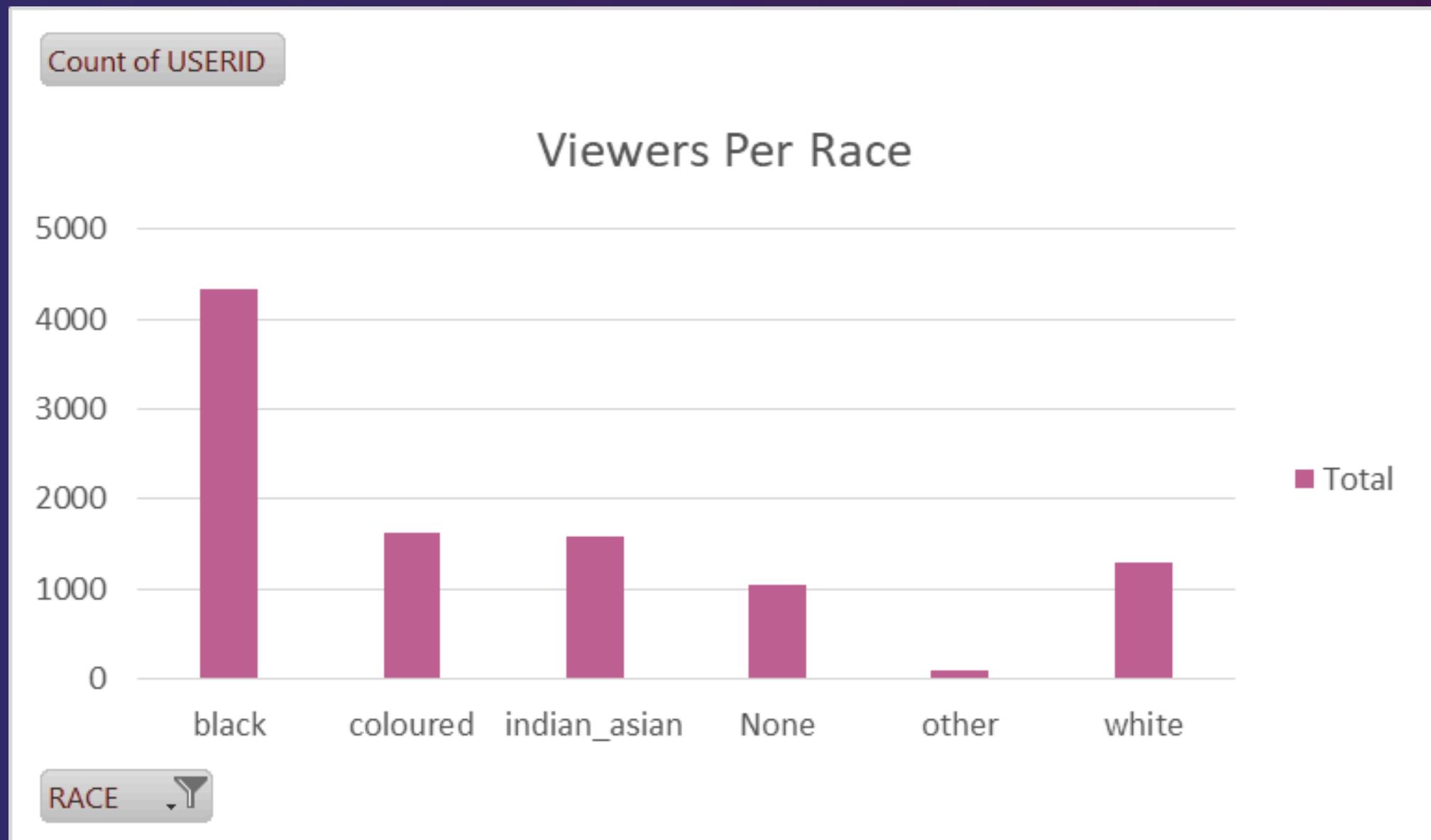
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USER INSIGHTS



BLACK VIEWERS MAKE UP THE LARGEST AUDIENCE

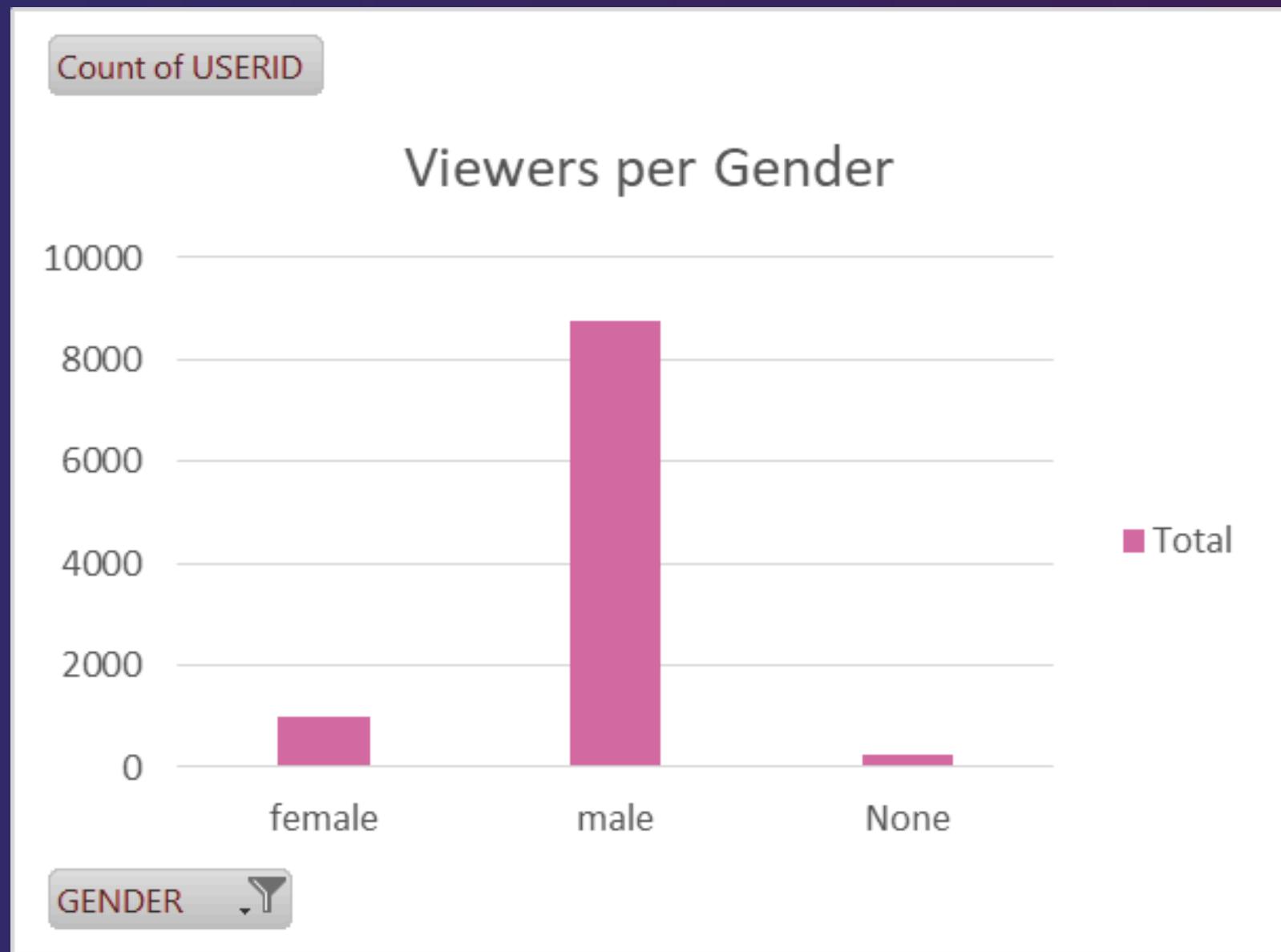
COLOURED AND INDIAN/ASIAN GROUPS FORM THE NEXT TWO LARGEST SEGMENTS

WHITE USERS HAVE A SMALLER BUT STILL NOTICEABLE PRESENCE.

- “OTHER” AND “NONE” CATEGORIES ARE VERY SMALL, INDICATING LIMITED REPRESENTATION OR INCOMPLETE DEMOGRAPHIC DATA.



USER INSIGHTS



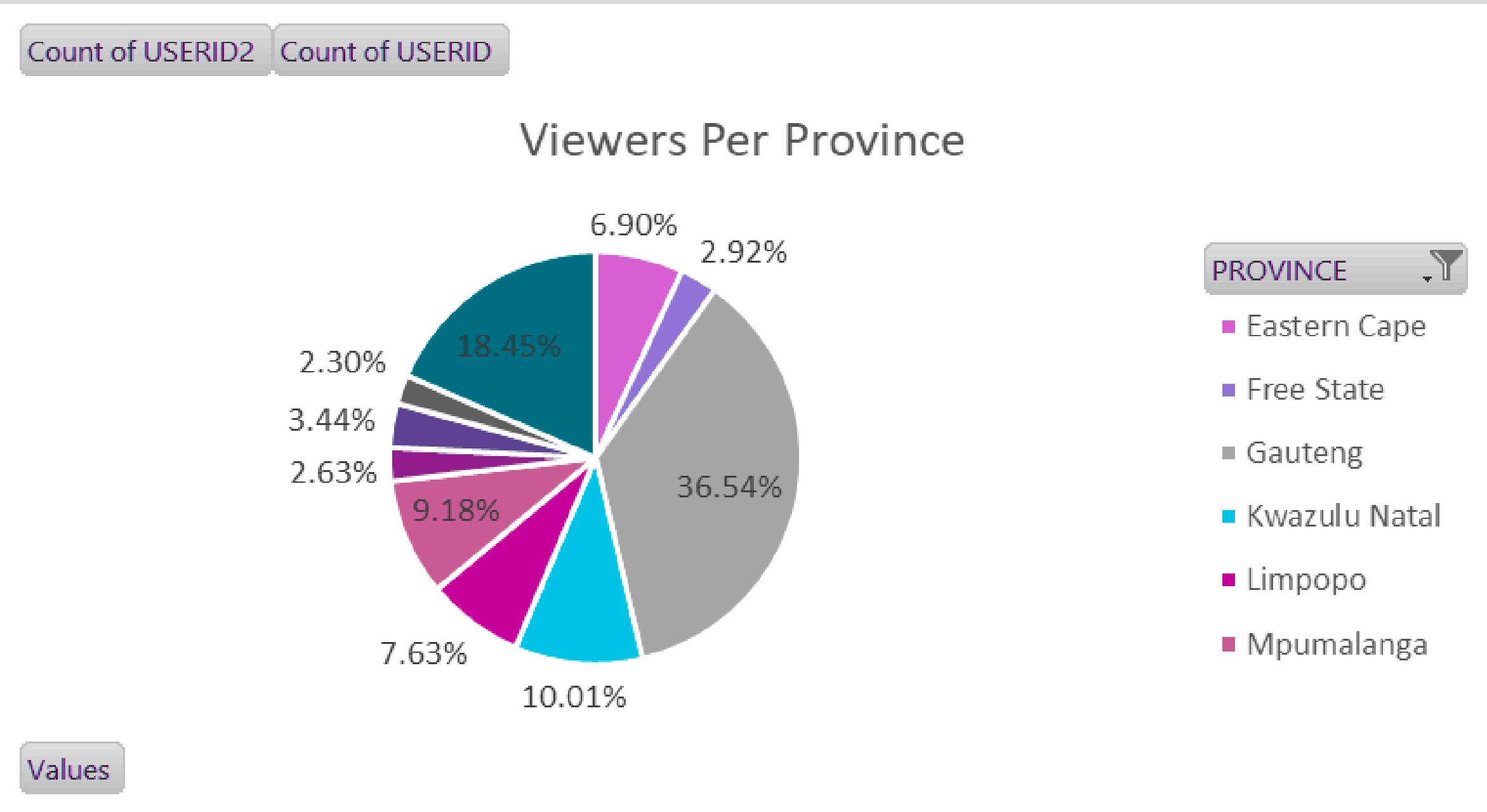
MALE VIEWERSHIP IS OVERWHELMINGLY DOMINANT, FAR EXCEEDING BOTH FEMALE AND "NONE".

FEMALE VIEWERSHIP IS SIGNIFICANTLY LOWER

"NONE"/NOT DISCLOSED IS MINIMAL



USER INSIGHTS



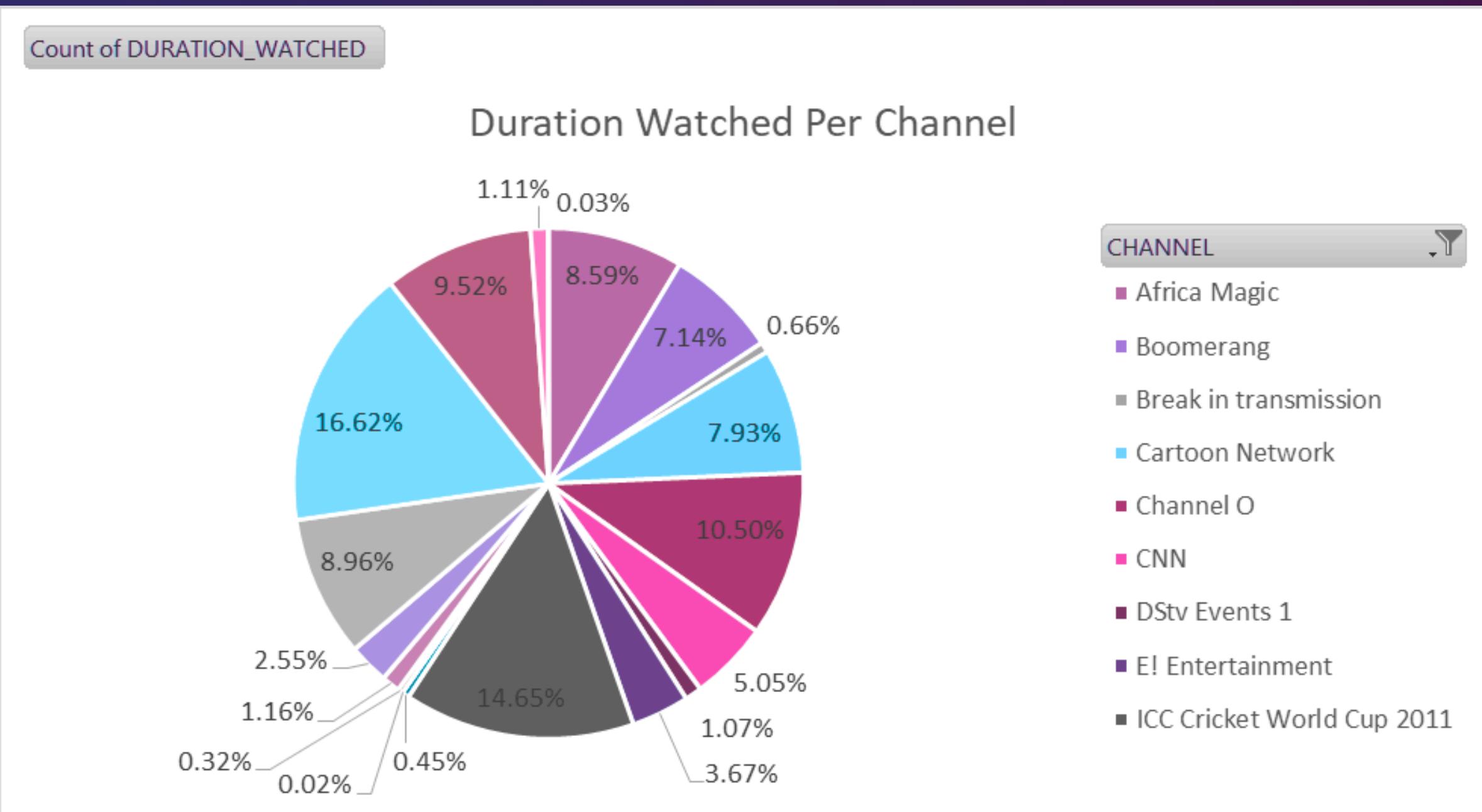
Gauteng is by far the largest province, contributing over one-third of all viewership.

KwaZulu-Natal and Western Cape follow, together adding another large portion of the audience.

Provinces like Free State, Limpopo, Eastern Cape, and Mpumalanga contribute smaller shares.



USAGE INSIGHTS



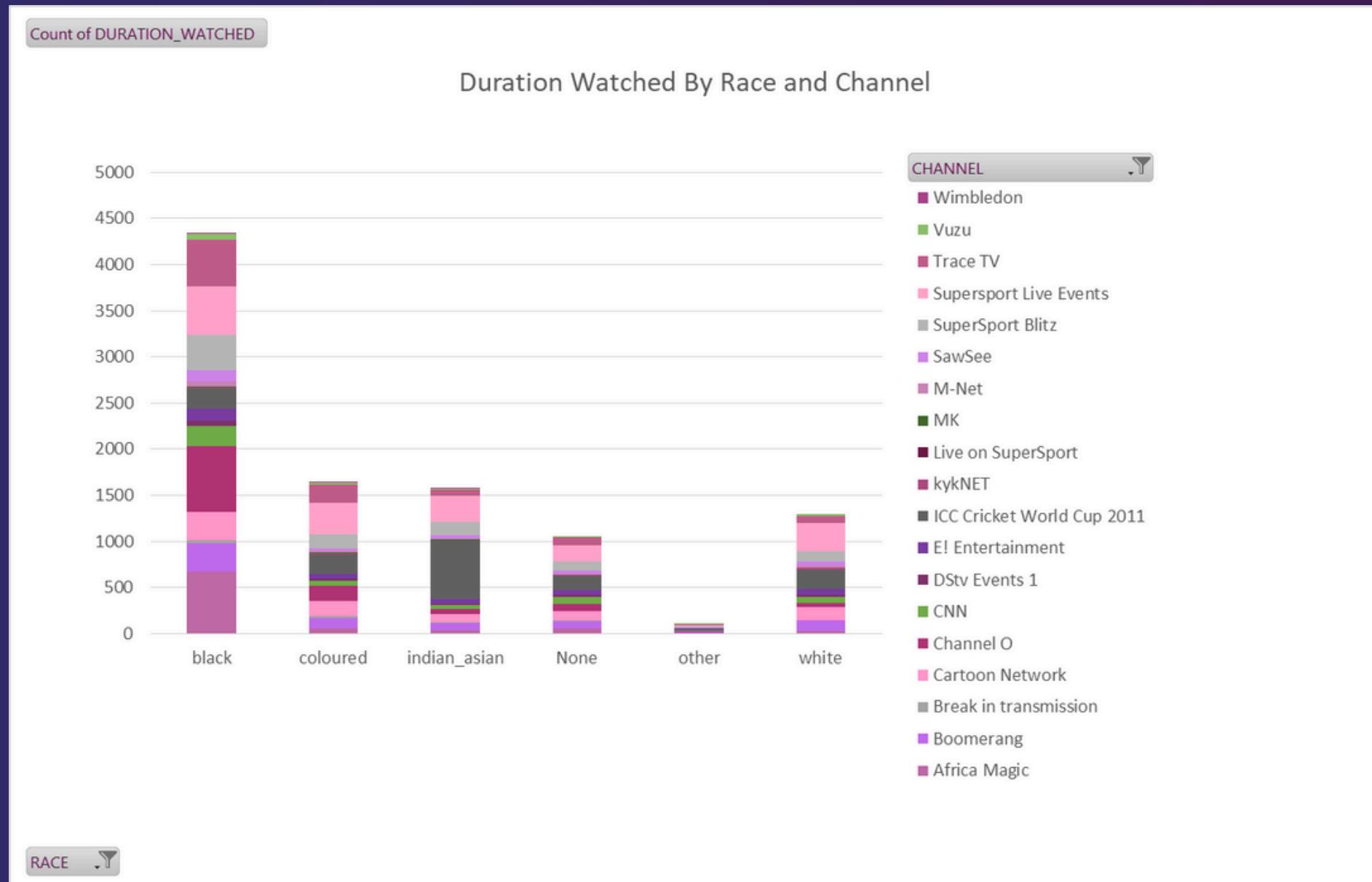
The most watched channel is Cartoon Network with 16.2%

The least watched channel is ICC cricket world cup

2011



USAGE INSIGHTS

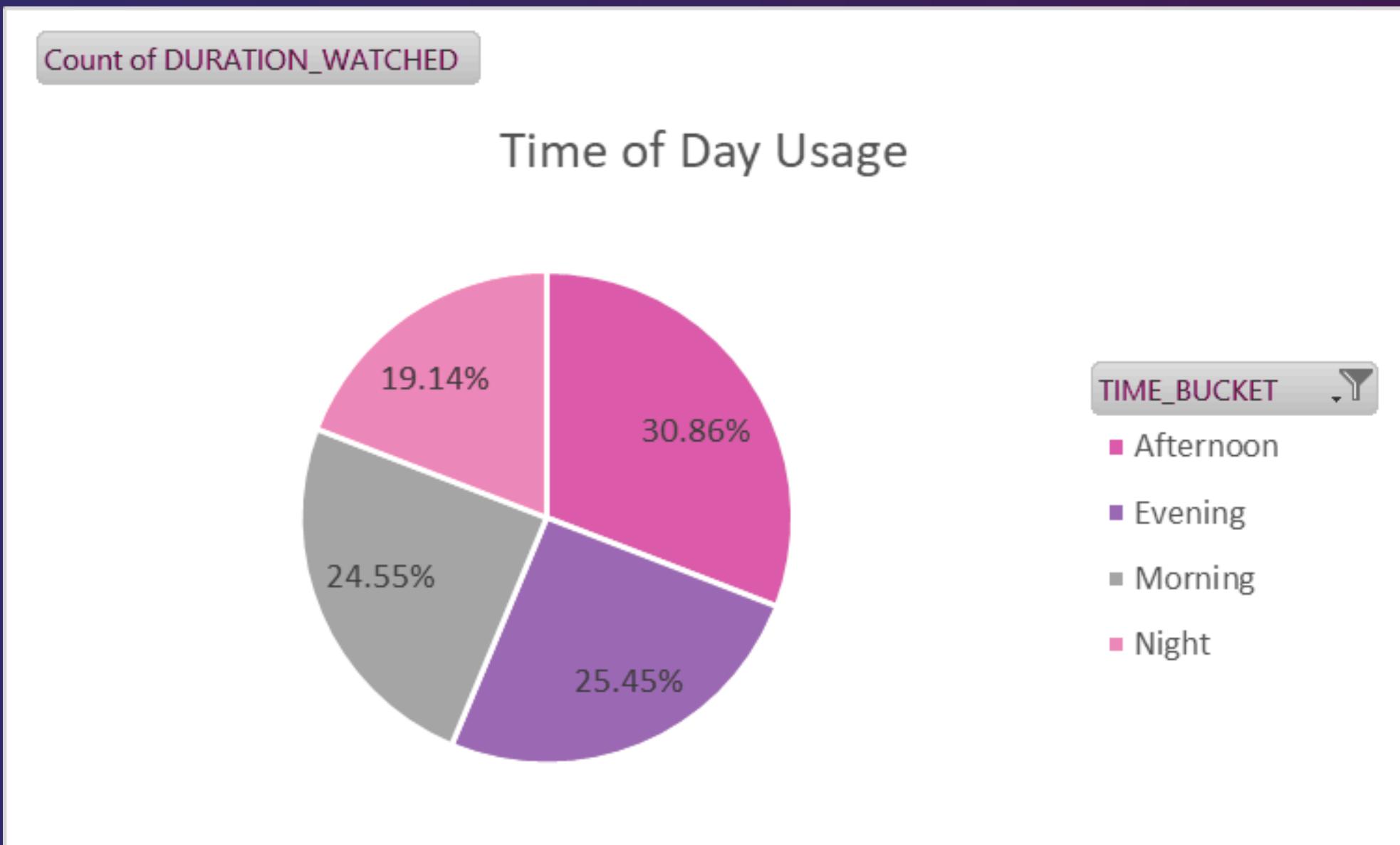


The Black demographic is the largest contributor to total viewership.

Colored, Indian/Asian, White, and Other groups show lower but meaningful engagement.



USAGE INSIGHTS

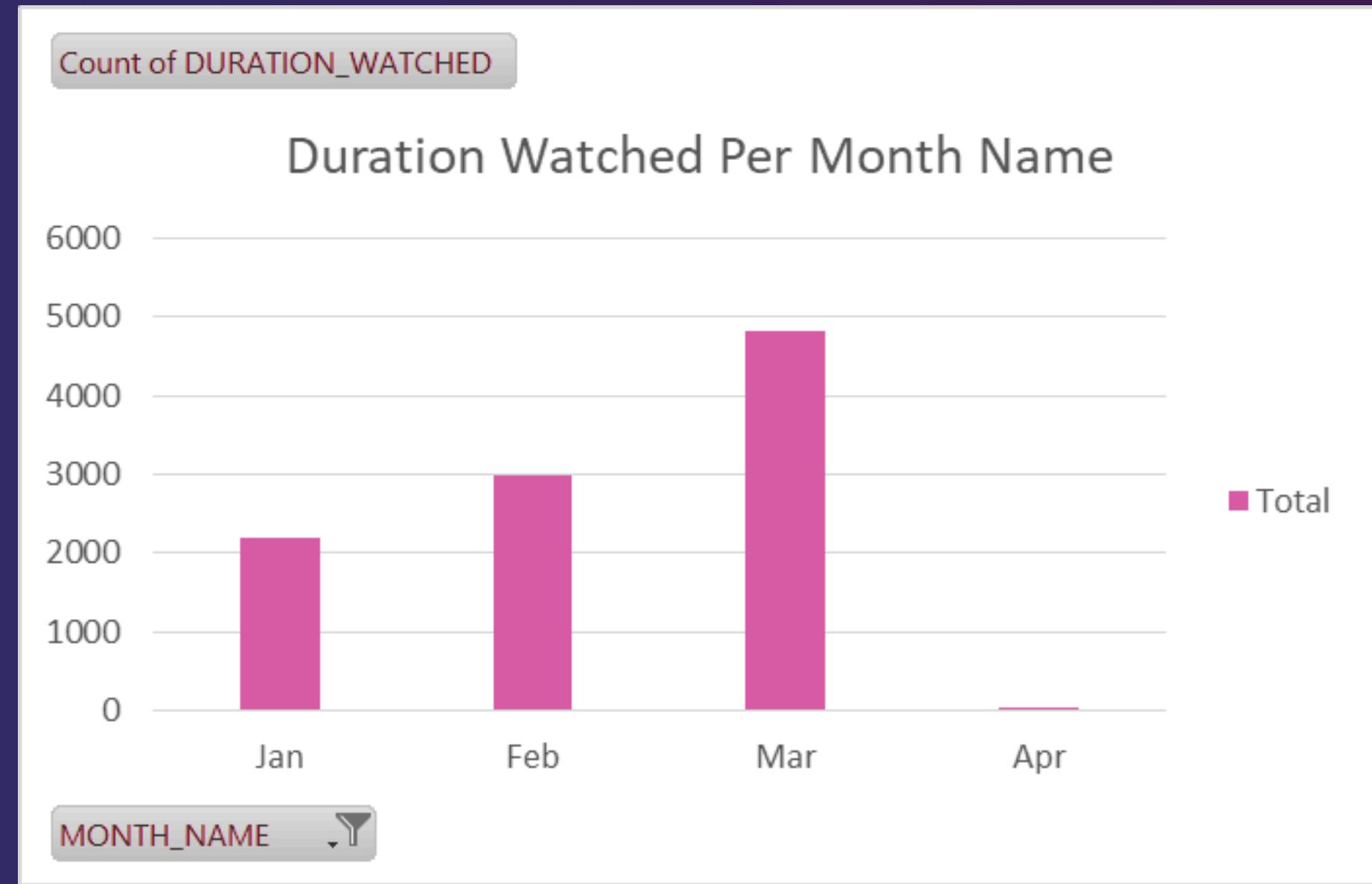


Peak viewing happens during the afternoon,

NIGHT VIEWING IS LOWEST



USAGE INSIGHTS



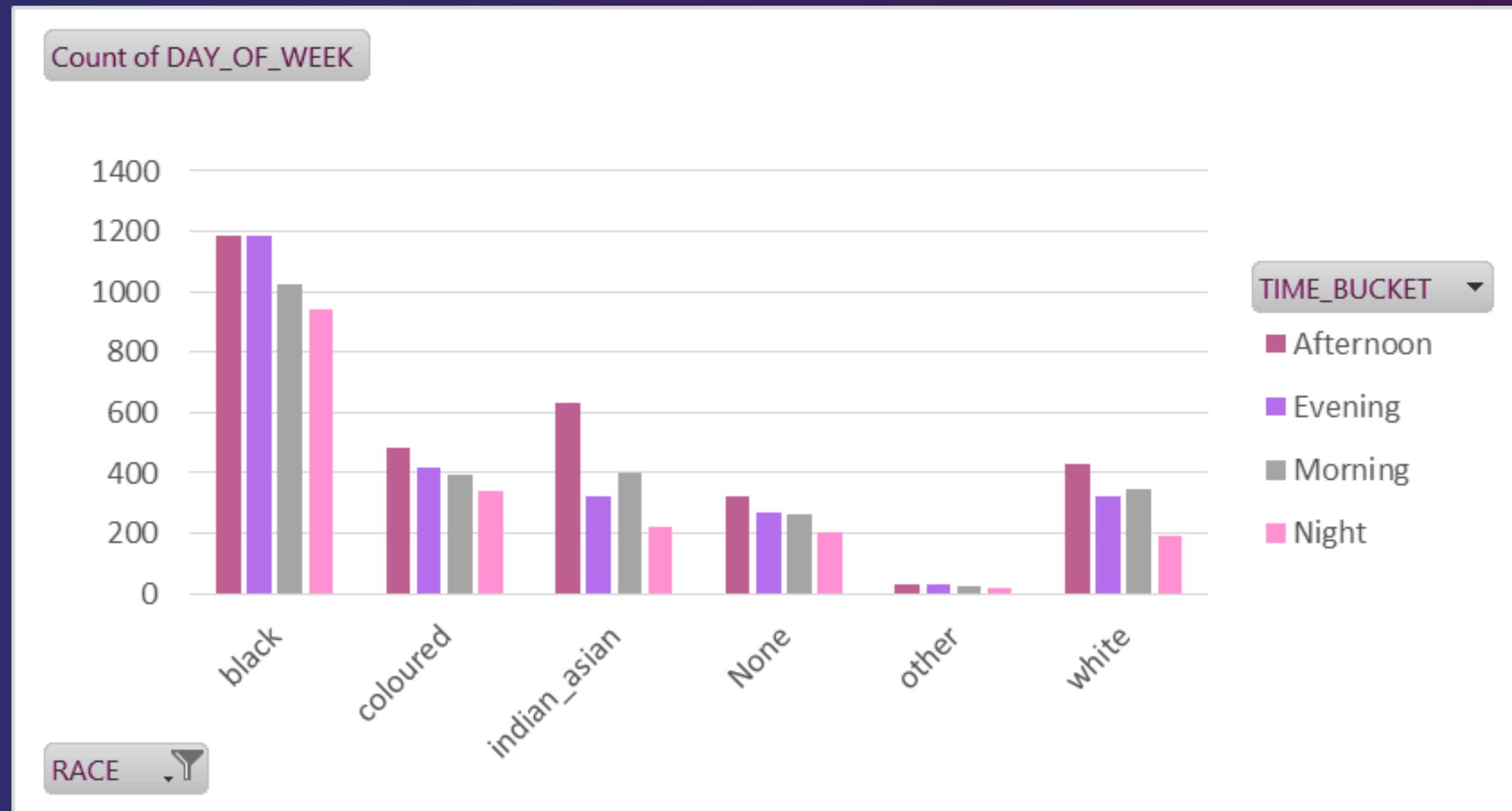
Clear upward trend in Jan → Feb → Mar.

March shows a strong spike.

April drops sharply.



INFLUENCING FACTORS



WHITE VIEWERS SHOW
STRONGEST ACTIVITY IN THE
MORNING AND EVENING

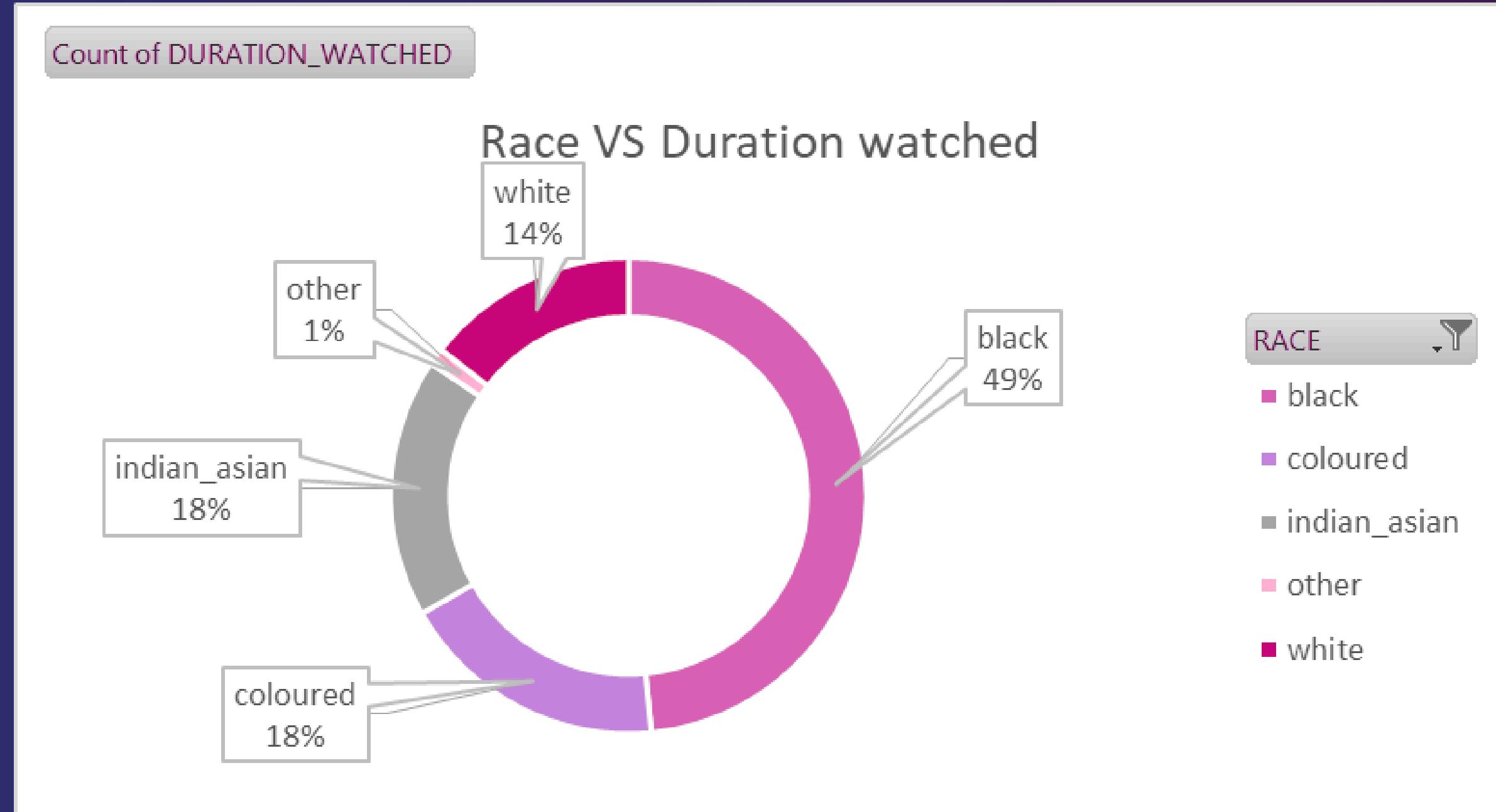
BLACK VIEWERS DOMINATE ACROSS ALL TIME PERIODS

COLOURED AND INDIAN/ASIAN AUDIENCES HAVE MODERATE BUT
STABLE VIEWING

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INFLUENCING FACTORS



BLACK VIEWERS ACCOUNT FOR NEARLY HALF OF ALL VIEWING DURATION
(49%)

WHITE VIEWERS CONTRIBUTE 14%

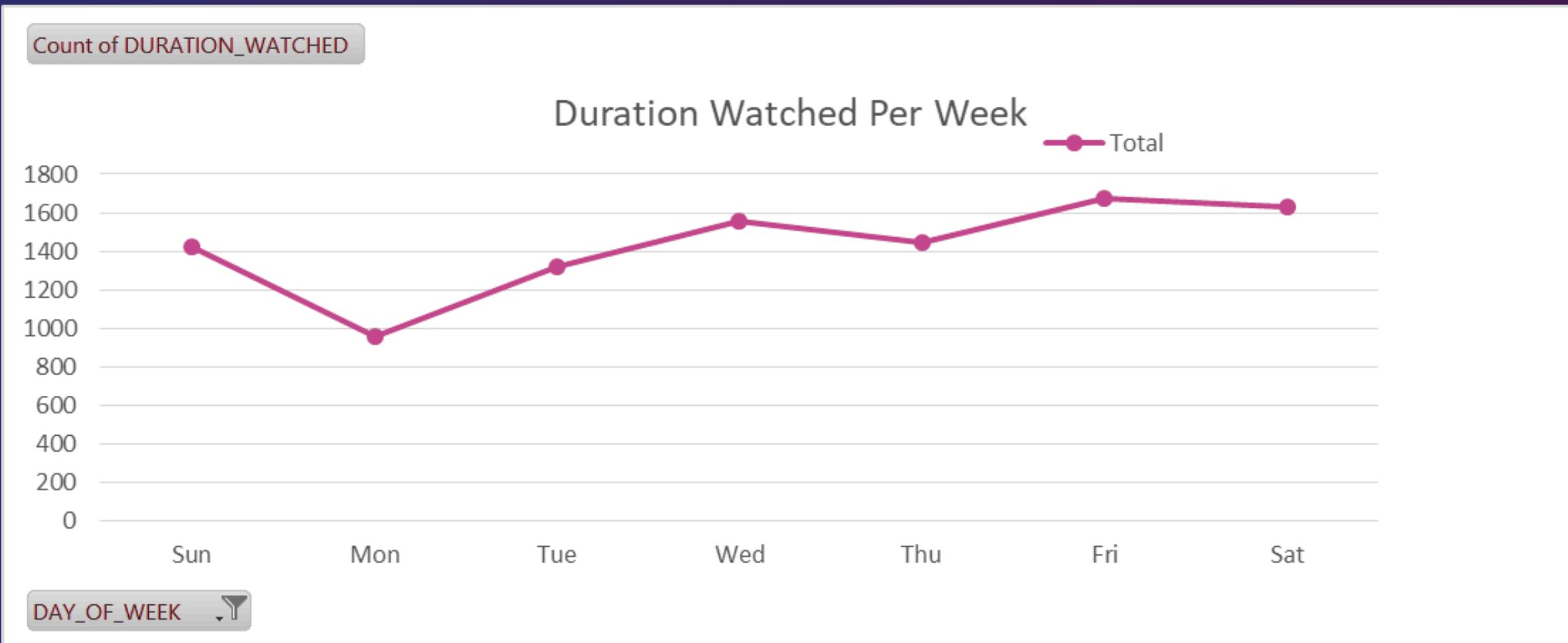
COLOURED AND INDIAN/ASIAN GROUPS CONTRIBUTE 18% EACH

- COMBINED, THEY FORM A SIGNIFICANT 36% OF TOTAL WATCH TIME.

- “OTHER” GROUP CONTRIBUTES ONLY 1% INDICATES VERY LOW ENGAGEMENT



INFLUENCING FACTORS



MONDAY HAS THE LOWEST
VIEWING

- SATURDAY AND SUNDAY ARE MODERATELY HIGH
- SLIGHT DROP ON SUNDAY BUT STILL STRONG.

VIEWERSHIP PEAKS ON FRIDAY, SUGGESTING THAT USERS ARE WINDING DOWN AFTER THE WEEK.

WEDNESDAY ALSO SHOWS STRONG ENGAGEMENT

- MID-WEEK SPIKE SUGGESTS USERS SEEK ENTERTAINMENT MID-WEEK.



factors that influence consumption.

Time-of-Day Preferences

- Afternoon and Evening have the highest watch duration.
- Users prefer entertainment when they are free (after work/school).

Certain channels (e.g., Africa Magic, Cartoon Network, Channel O) drive most of the watch time. This means genre popularity strongly affects consumption: Drama & movies, Music & entertainment, Kids content

Age: Younger people tend to prefer shorter formats, while elders may stick with traditional TV.

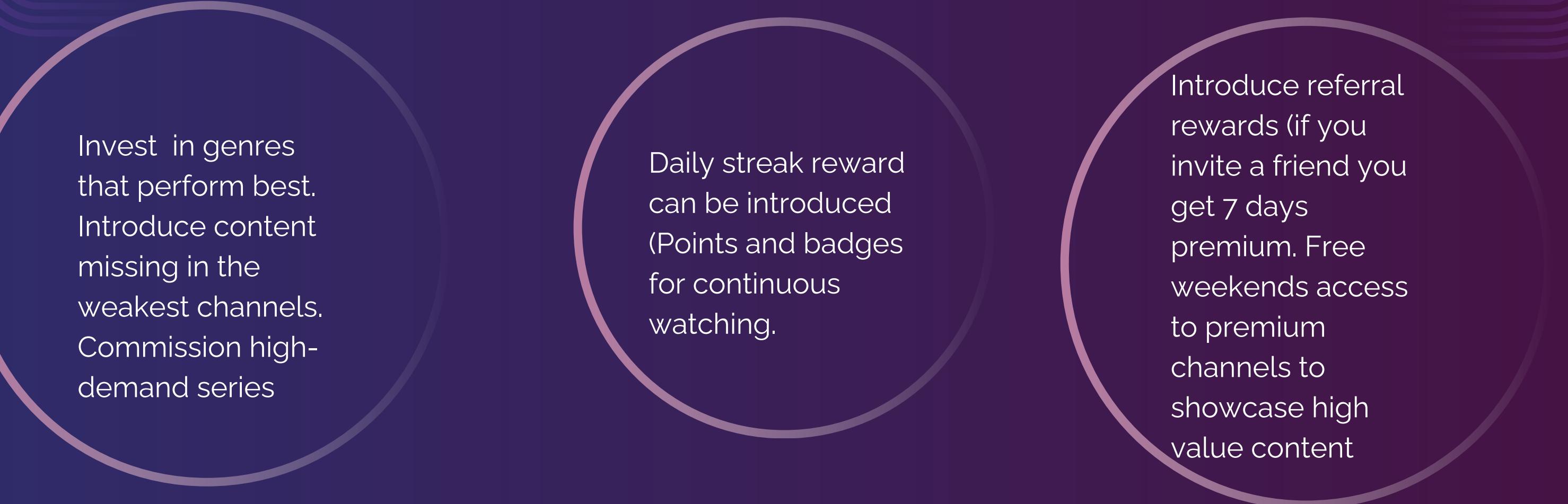
RECOMMENDATIONS TO GROW BRIGHTTV USER BASE



Invest in genres that perform best. Introduce content missing in the weakest channels. Commission high-demand series



Daily streak reward can be introduced (Points and badges for continuous watching.



Introduce referral rewards (if you invite a friend you get 7 days premium. Free weekends access to premium channels to showcase high value content



THEODORAS NHLAYISO MASINGE