



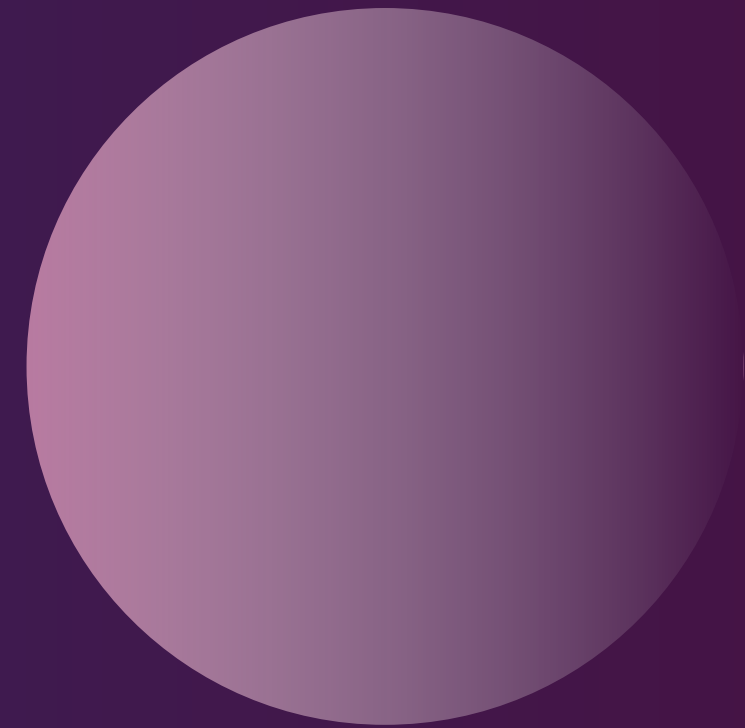
# BRIGHT TV

## VIEWERSHIP ANALYTICS





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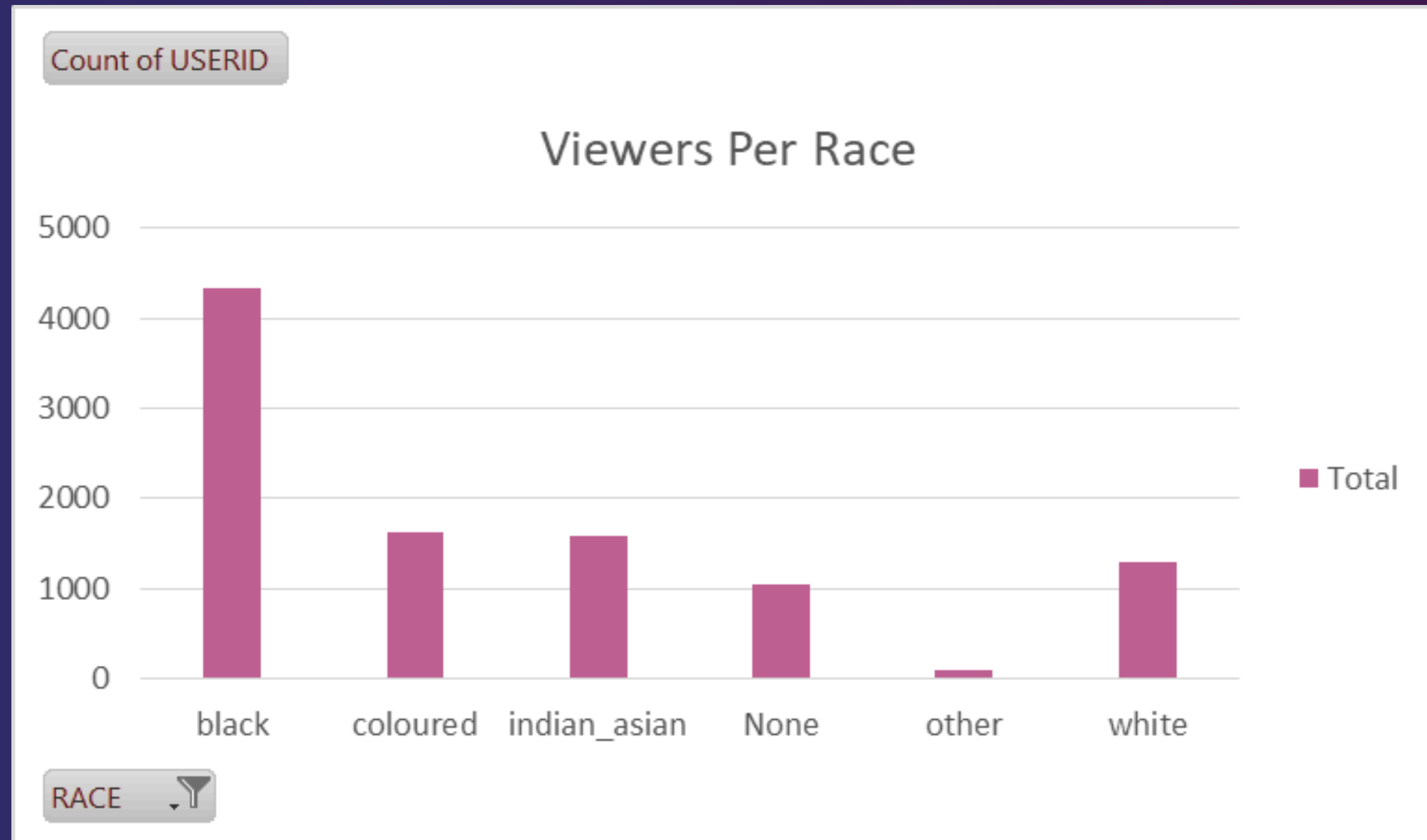
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# USER INSIGHTS



BLACK VIEWERS MAKE UP THE LARGEST AUDIENCE

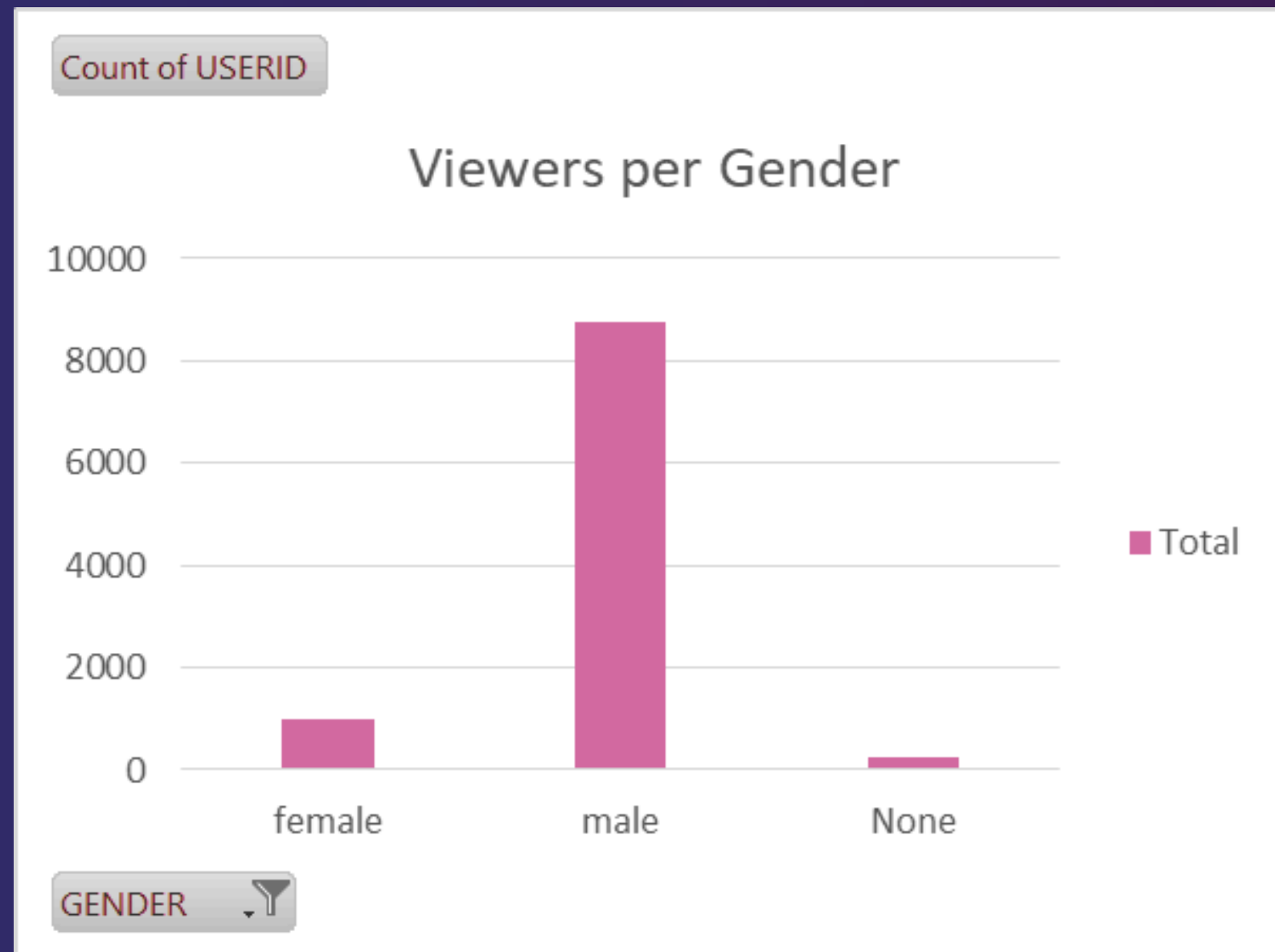
COLOURED AND INDIAN/ASIAN GROUPS FORM THE NEXT TWO LARGEST SEGMENTS

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

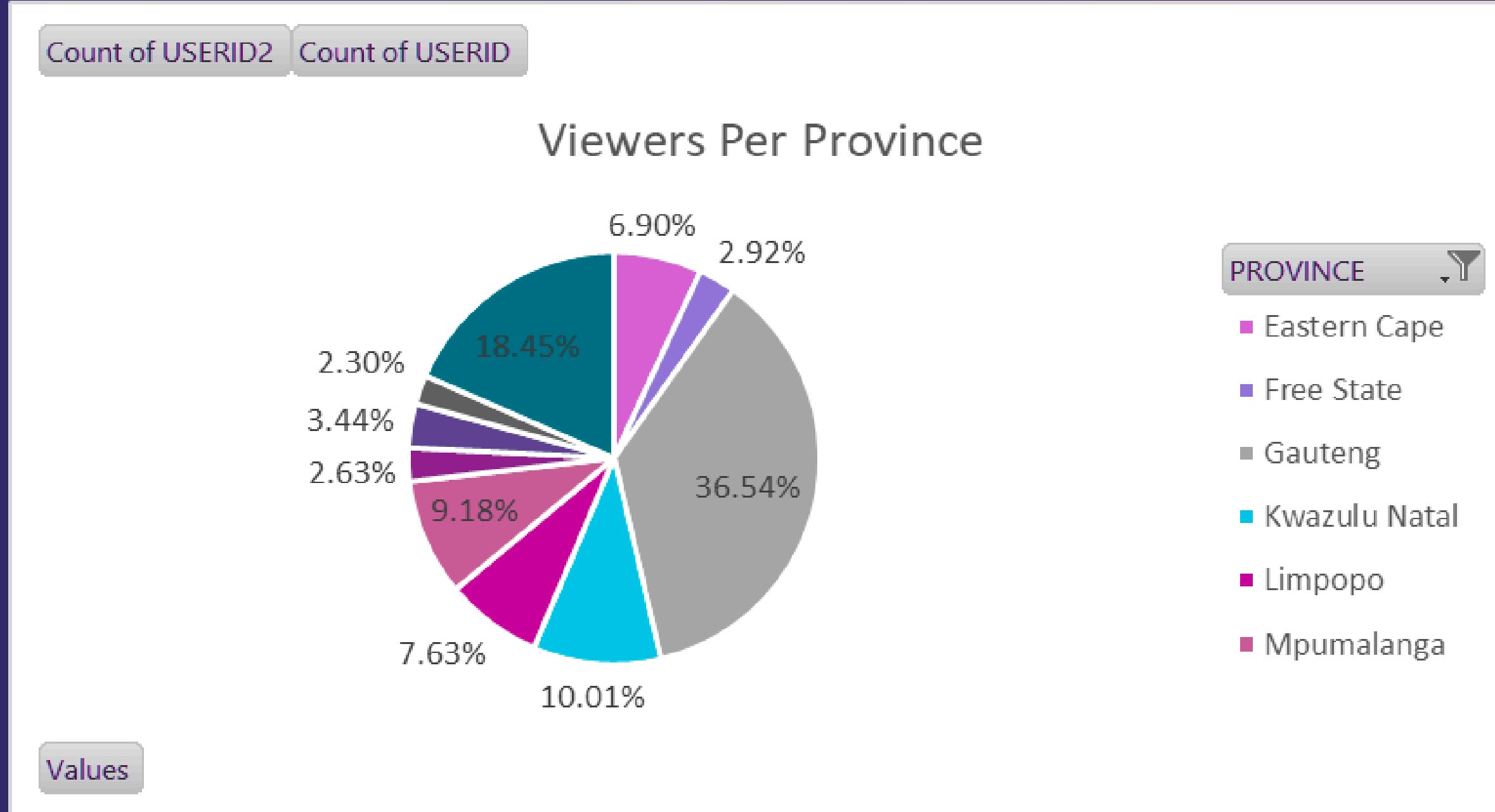


MALE VIEWERSHIP IS OVERWHELMINGLY DOMINANT, FAR EXCEEDING BOTH FEMALE AND "NONE".

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.

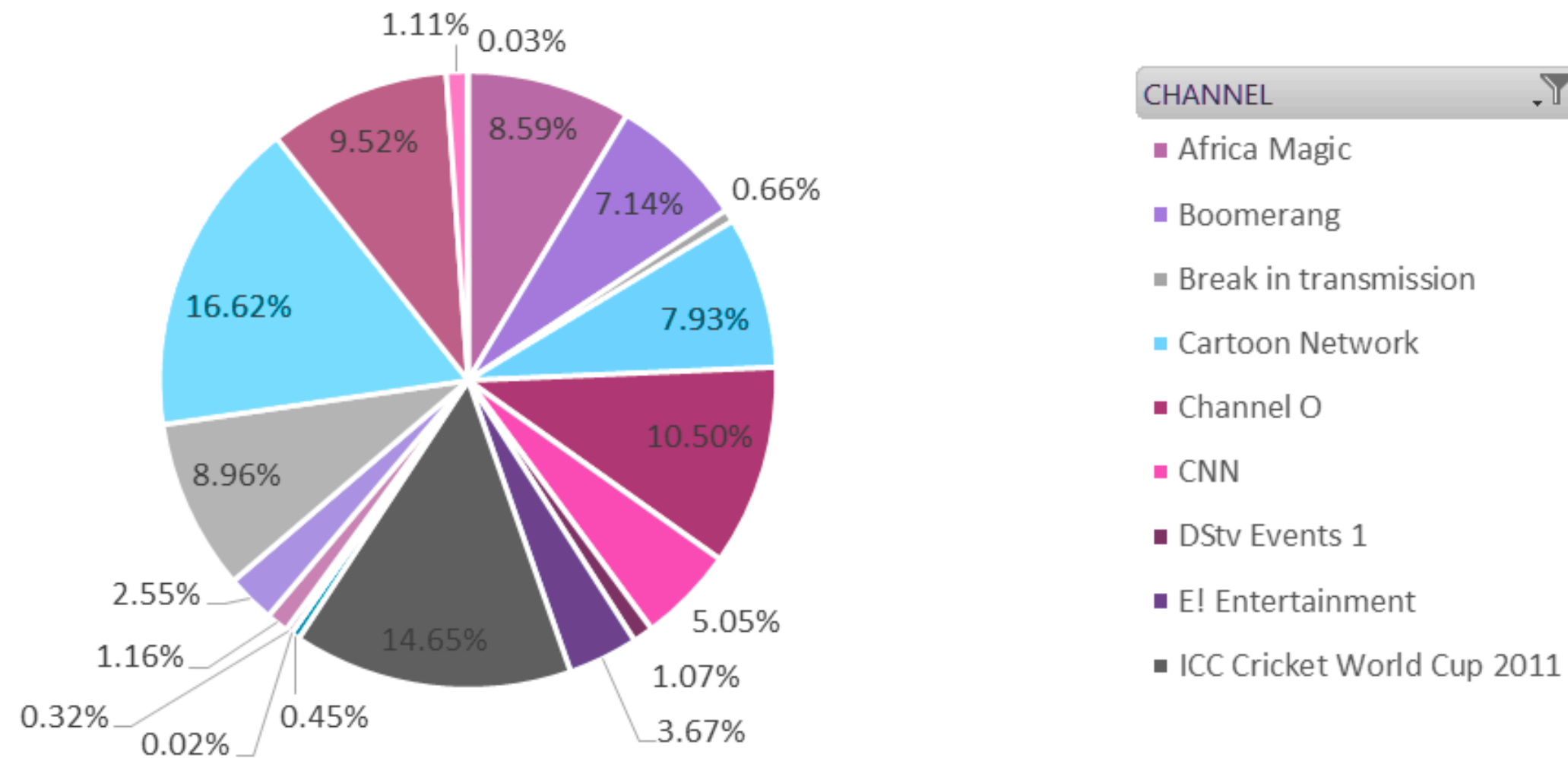
KwaZulu-Natal and Western Cape follow, together adding another large portion of the audience.

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

# USAGE INSIGHTS

Count of DURATION\_WATCHED

Duration Watched Per Channel

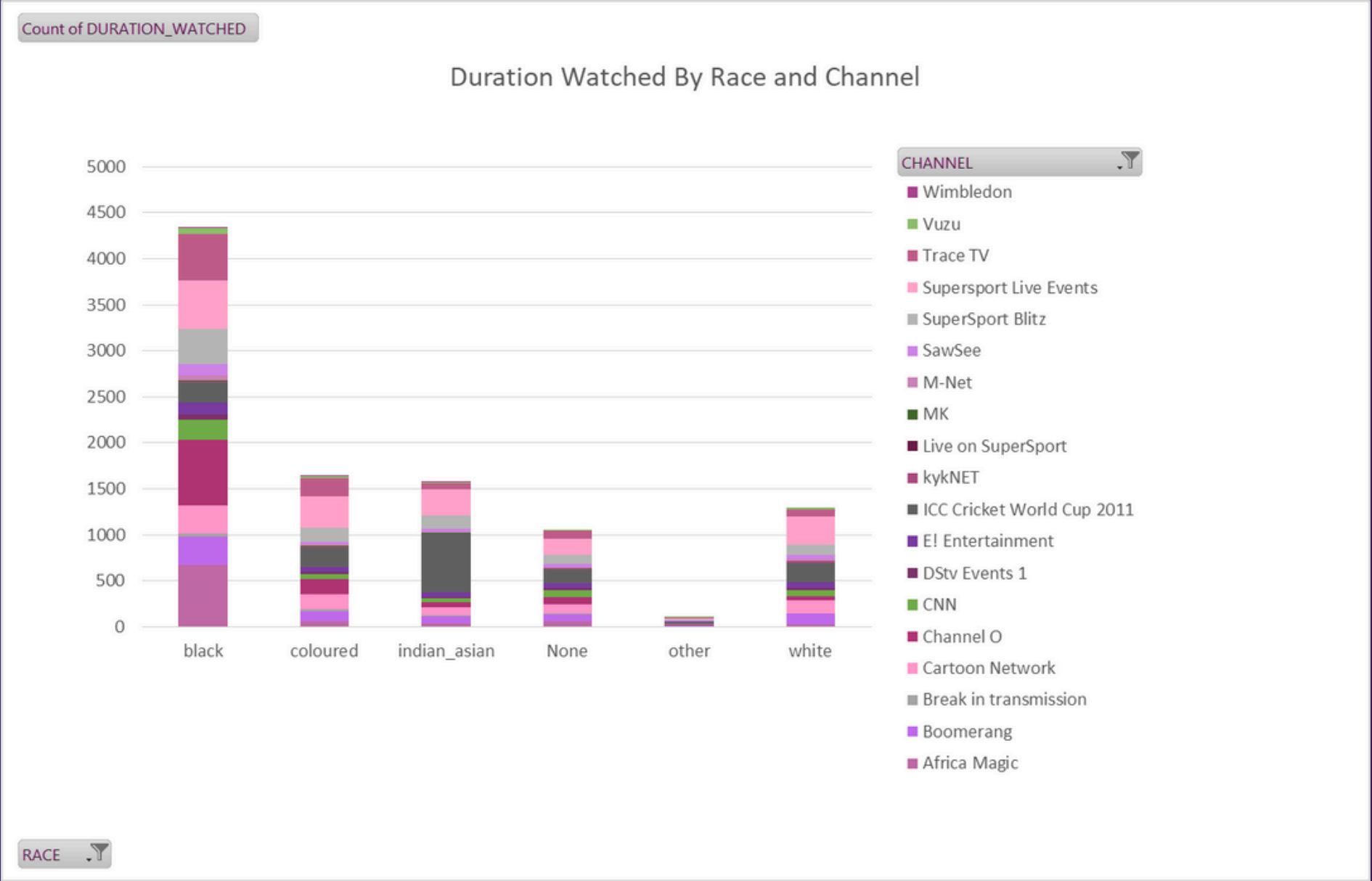


The most watched channel is Cartoon Network with 16,2%

The least watched channel is ICC cricket world cup  
2011



# USAGE INSIGHTS



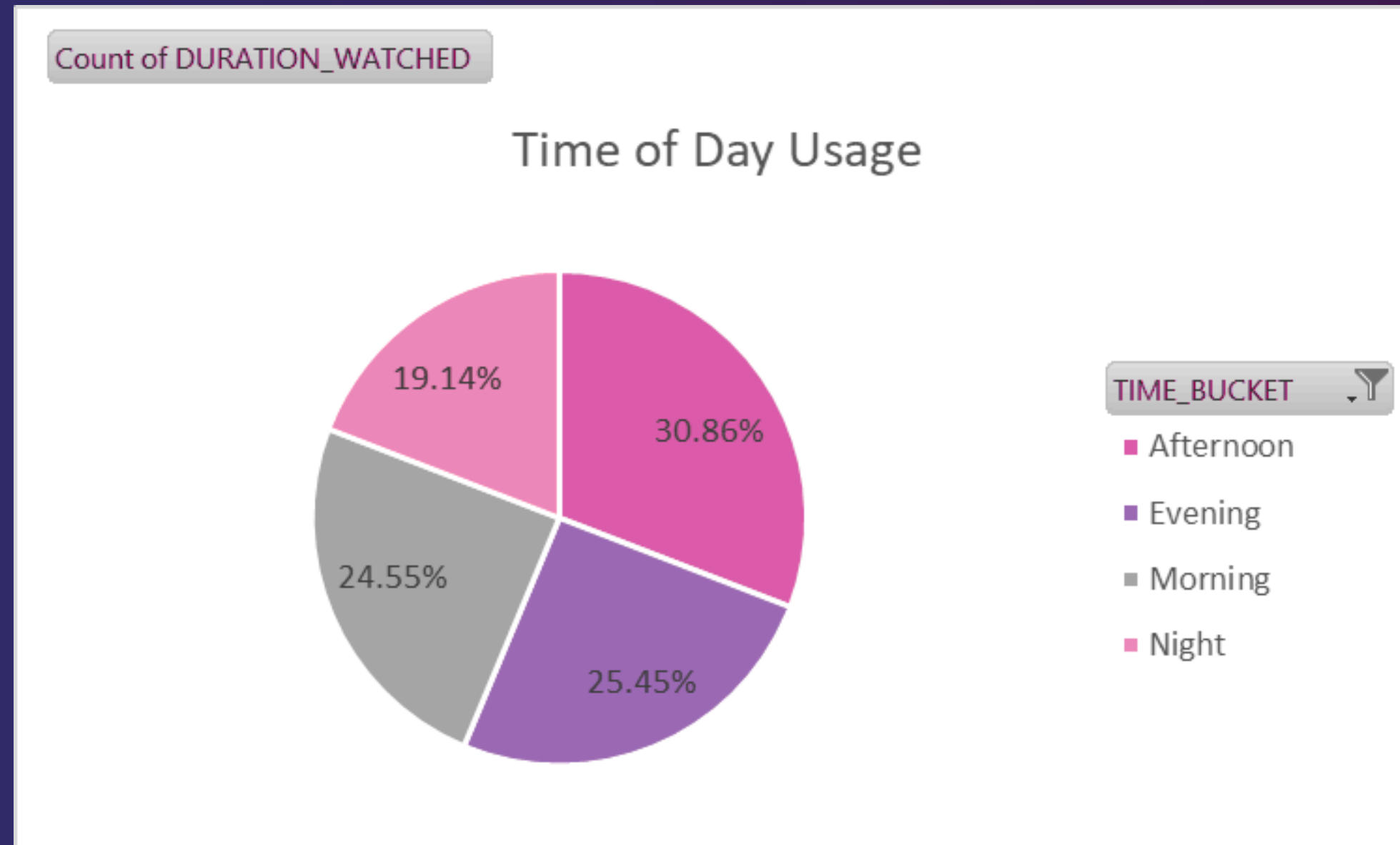
The Black demographic is the largest contributor to total viewership.

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





# USAGE INSIGHTS



Peak viewing happens during the afternoon,

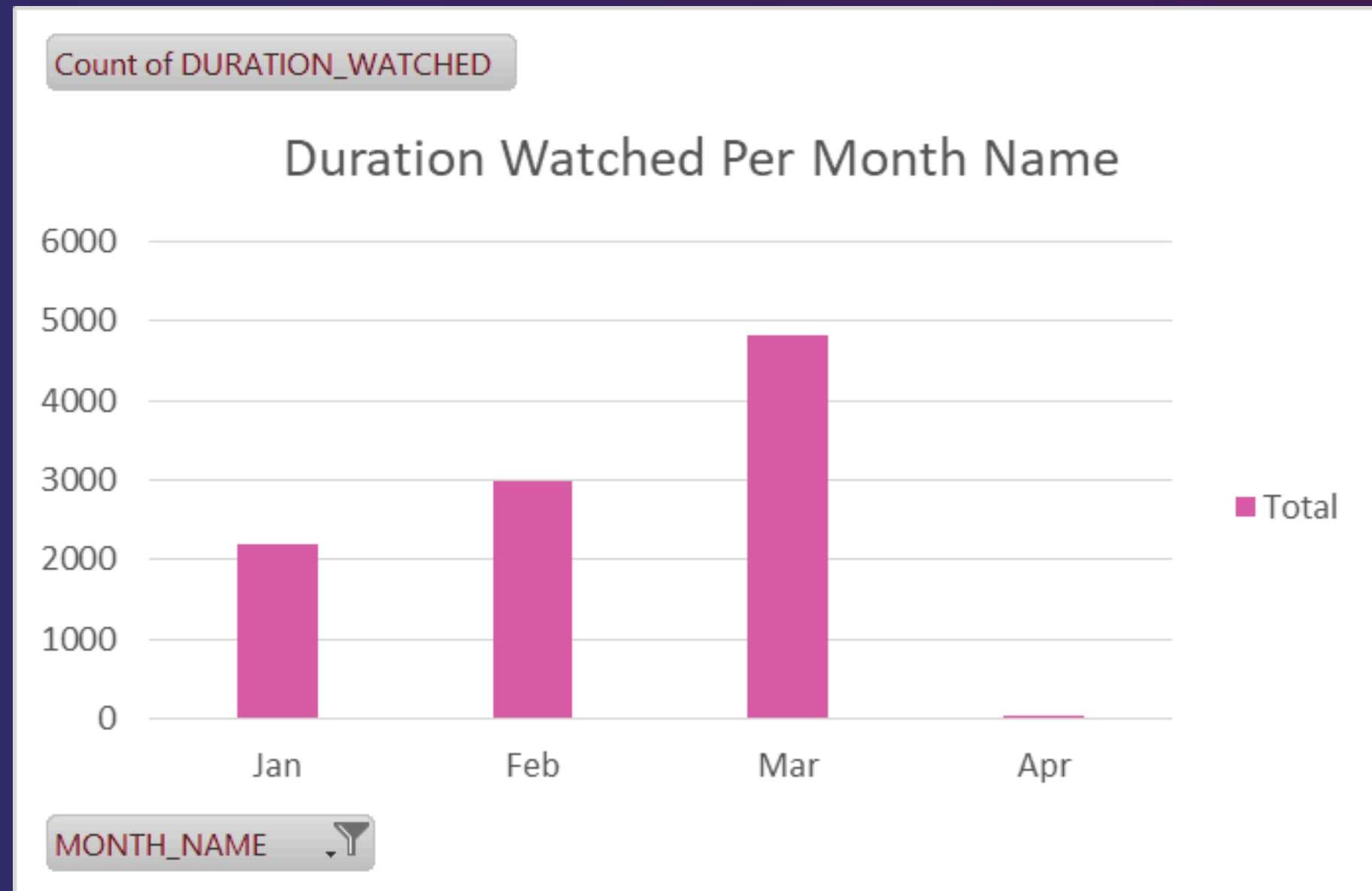
NIGHT VIEWING IS LOWEST







# USAGE INSIGHTS



Clear upward trend in Jan → Feb → Mar.

March shows a strong spike.

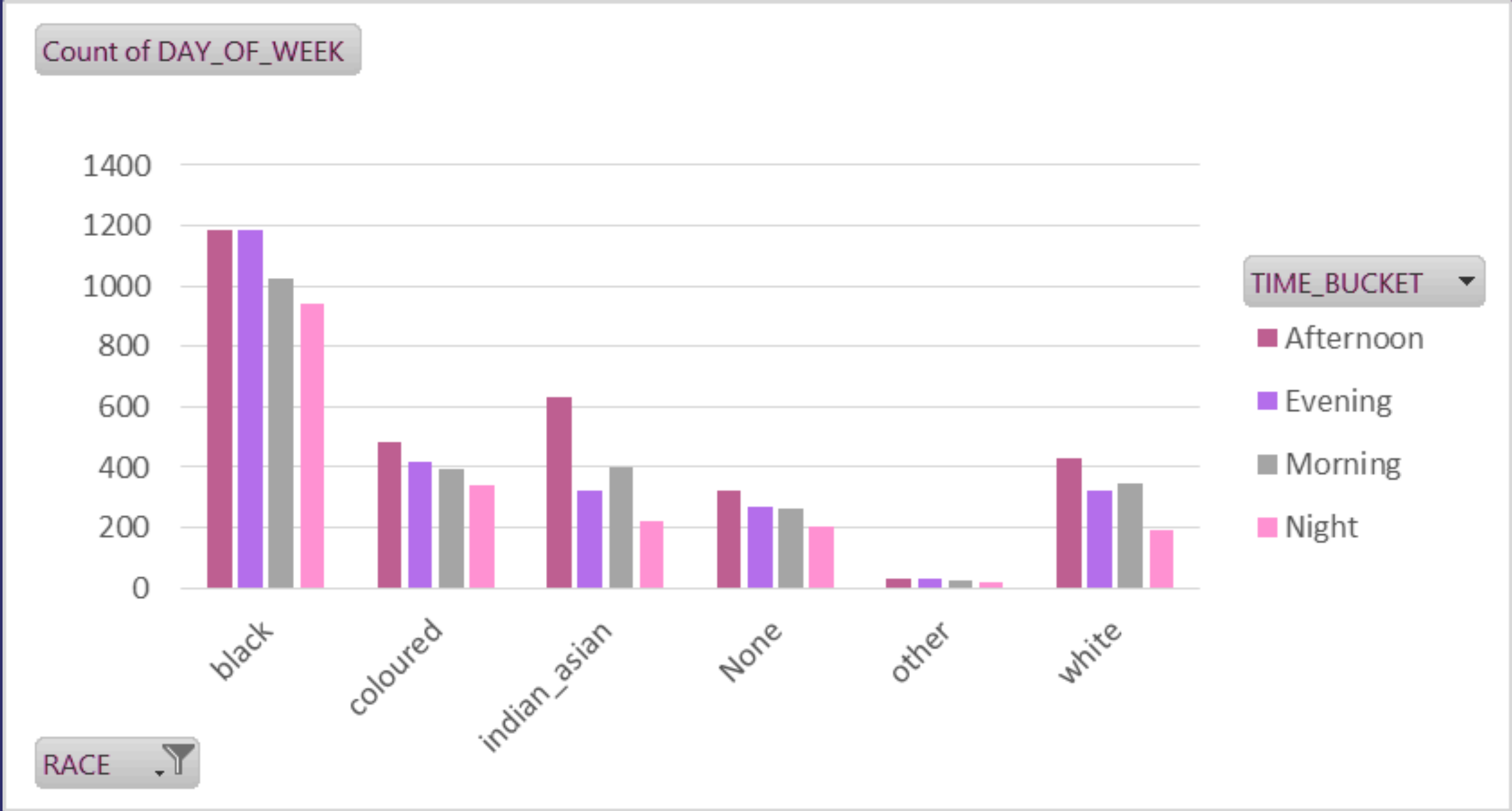
April drops sharply.





# 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





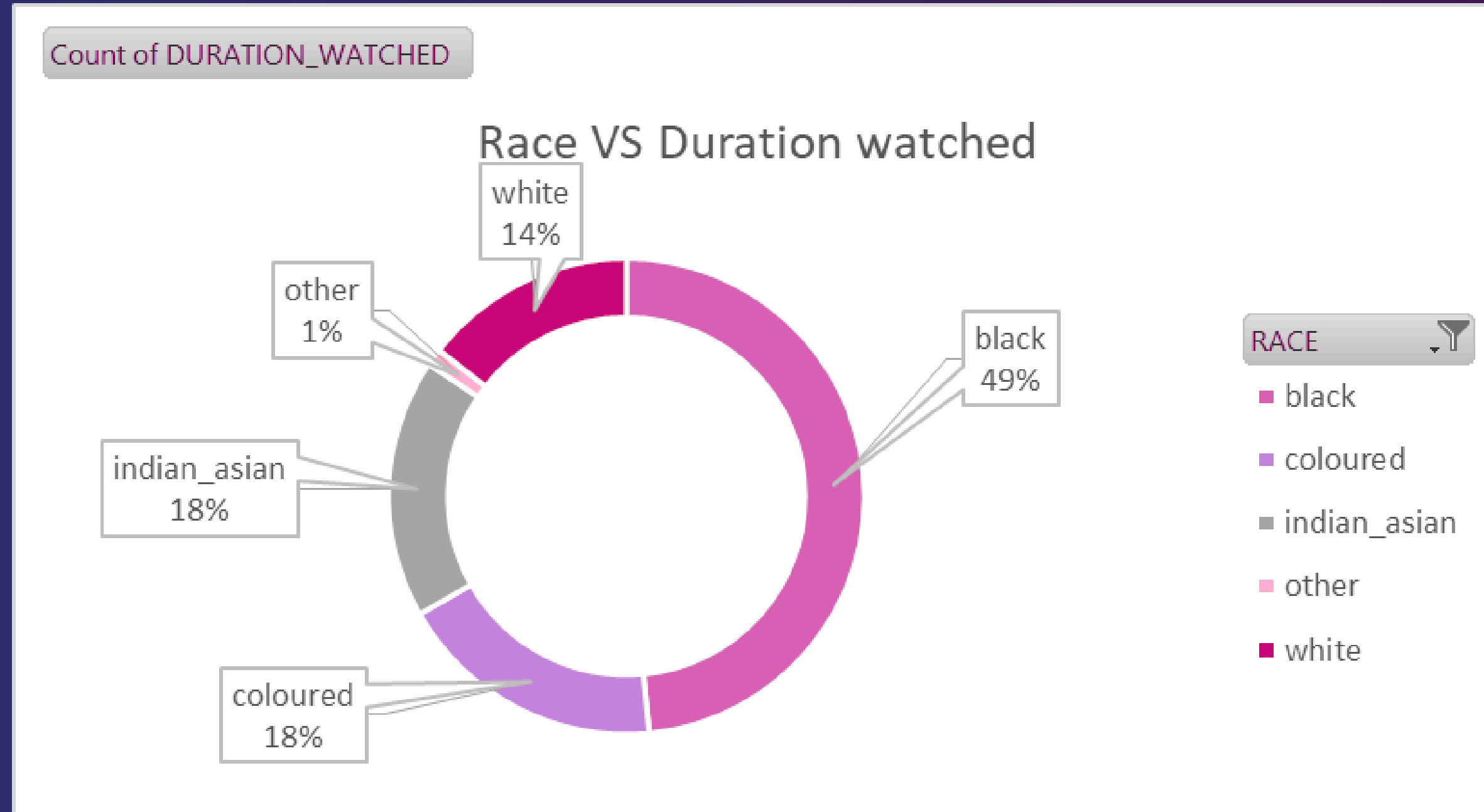
# INFLUENCING FACTORS

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

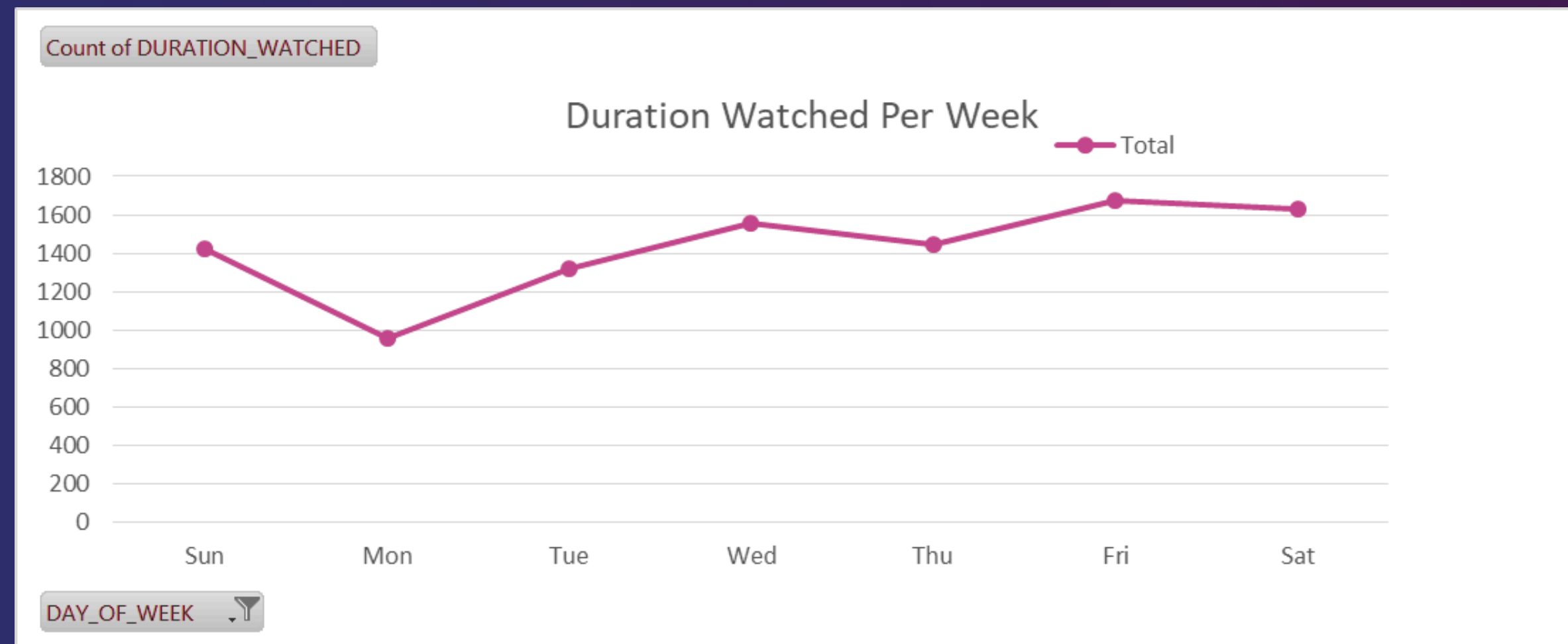


BLACK VIEWERS ACCOUNT FOR NEARLY HALF OF ALL VIEWING DURATION  
(49%)

WHITE VIEWERS CONTRIBUTE 14%



# 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

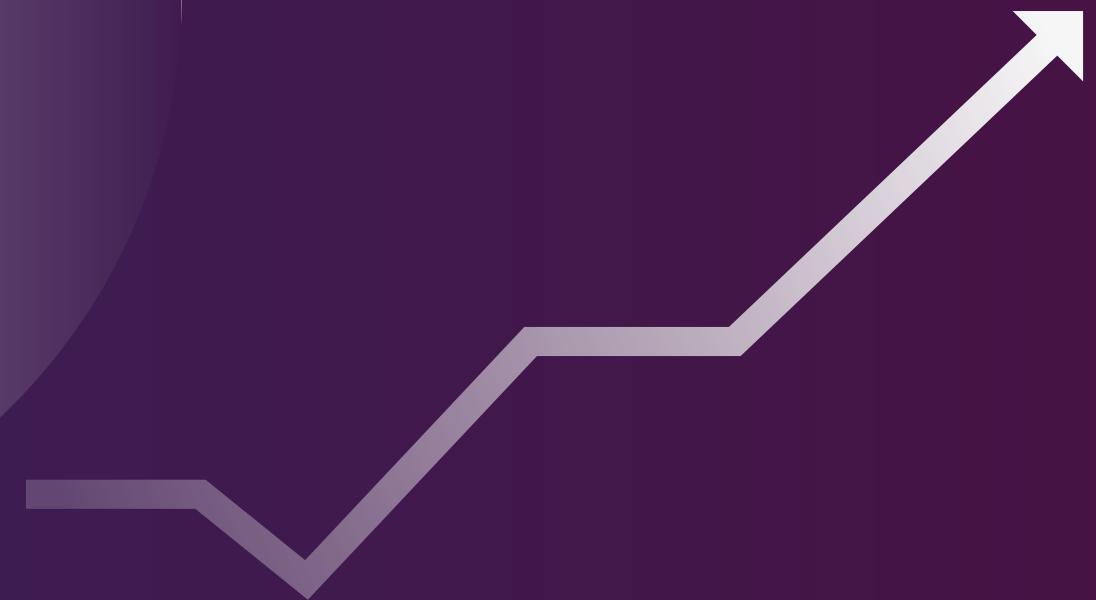
Daily streak reward can be introduced (Points and badges for continuous watching).

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



**THANK YOU!**

VIEWERSHIP ANALYSIS



**THEODORAS NHLAYISO MASINGE**