

The background features several abstract blue shapes: a small circle in the top left, a semi-circle in the top right, a large semi-circle on the left edge, a semi-circle in the bottom left, and a small circle in the bottom right. The text is centered in a bold, dark blue font.

BRIGHTTV VIEWERSHIP ANALYSIS

THE PROBLEM BEING ADDRESSED

- BrightTV's CEO wants to grow the company's subscription base within the current financial year. The company needs to understand user and usage trends to help the Customer Value Management (CVM) team achieve this growth

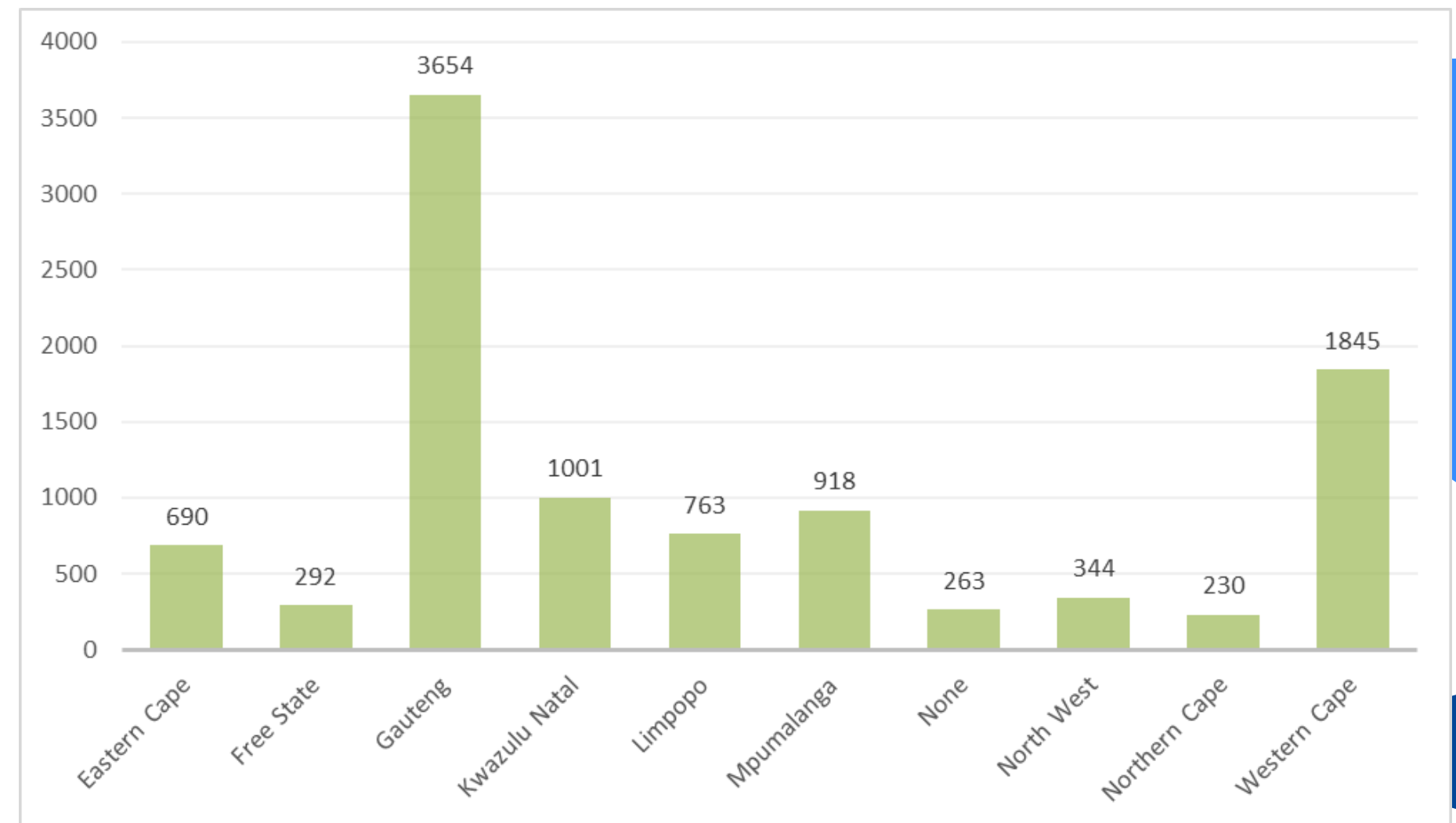
OBJECTIVE OF THE ANALYSIS

The analysis aims to:

- Provide insights on user and usage trends for BrightTV.
- Identify the factors that influence content consumption.
- Recommend strategies to boost consumption.
- Suggest initiatives to grow BrightTV's user base further.

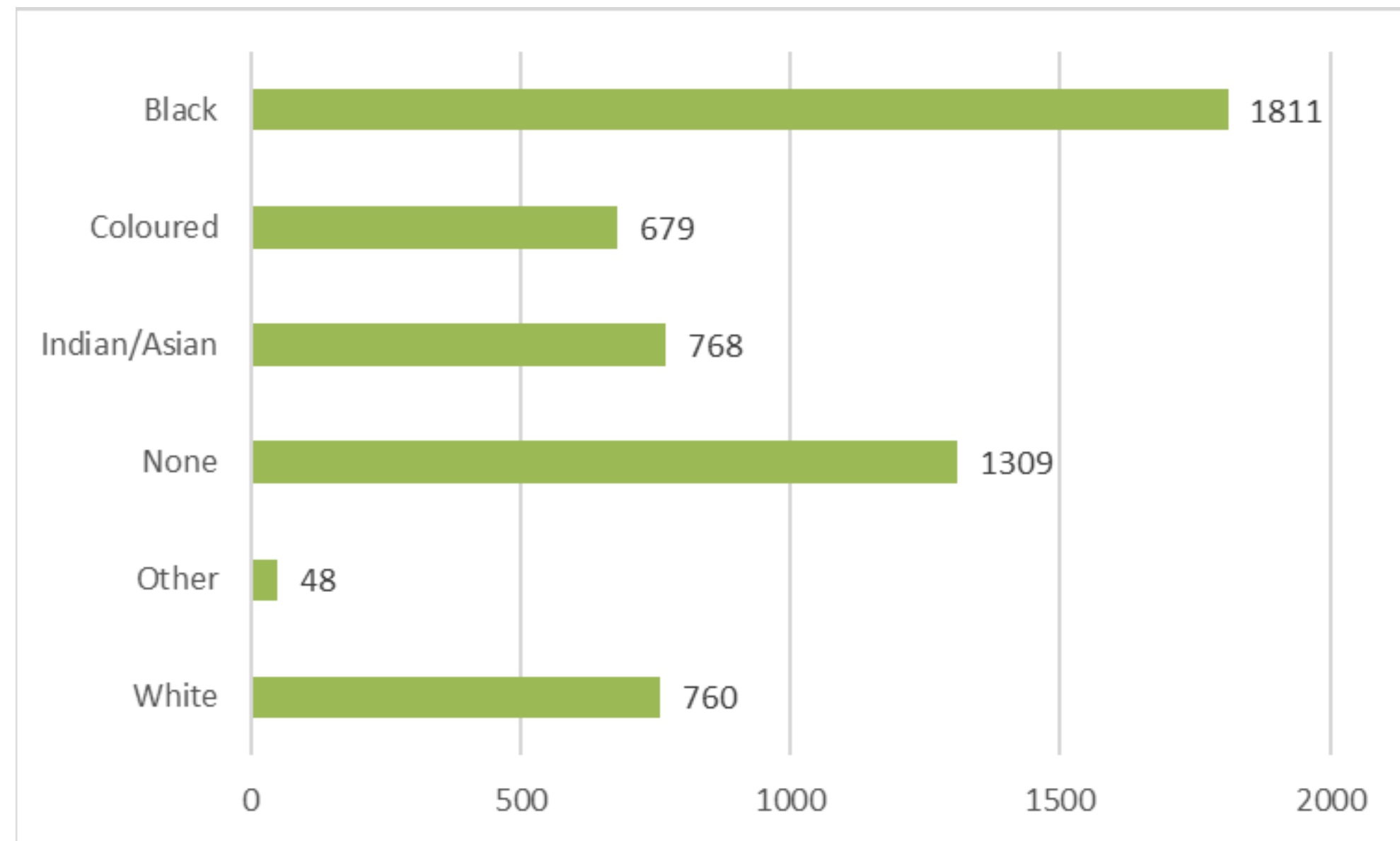
VIEWERSHIP COUNT BY PROVINCE

- Gauteng has the highest viewership count by far at 3654.
- Western Cape follows with a viewership count of 1845, much higher than most other regions.
- Northern Cape shows minimal viewership with a count of 230.



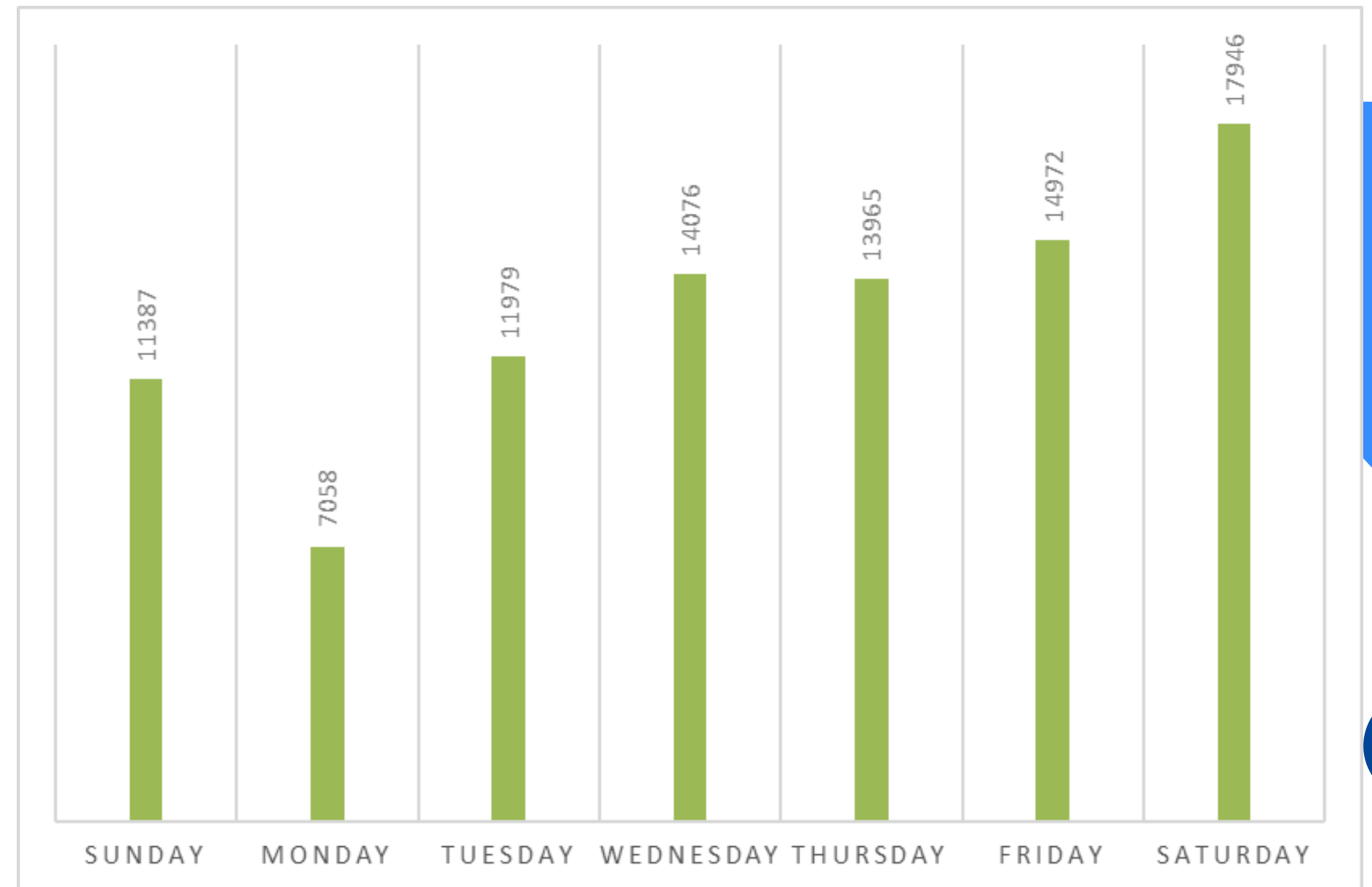
NUMBER OF USERS BY RACE

- Black users make up the largest group with 1811 users out of 5375.
- The None category is surprisingly high at 1309 users, suggesting many users did not specify their race.
- Other has the lowest count at 48, indicating minimal representation.



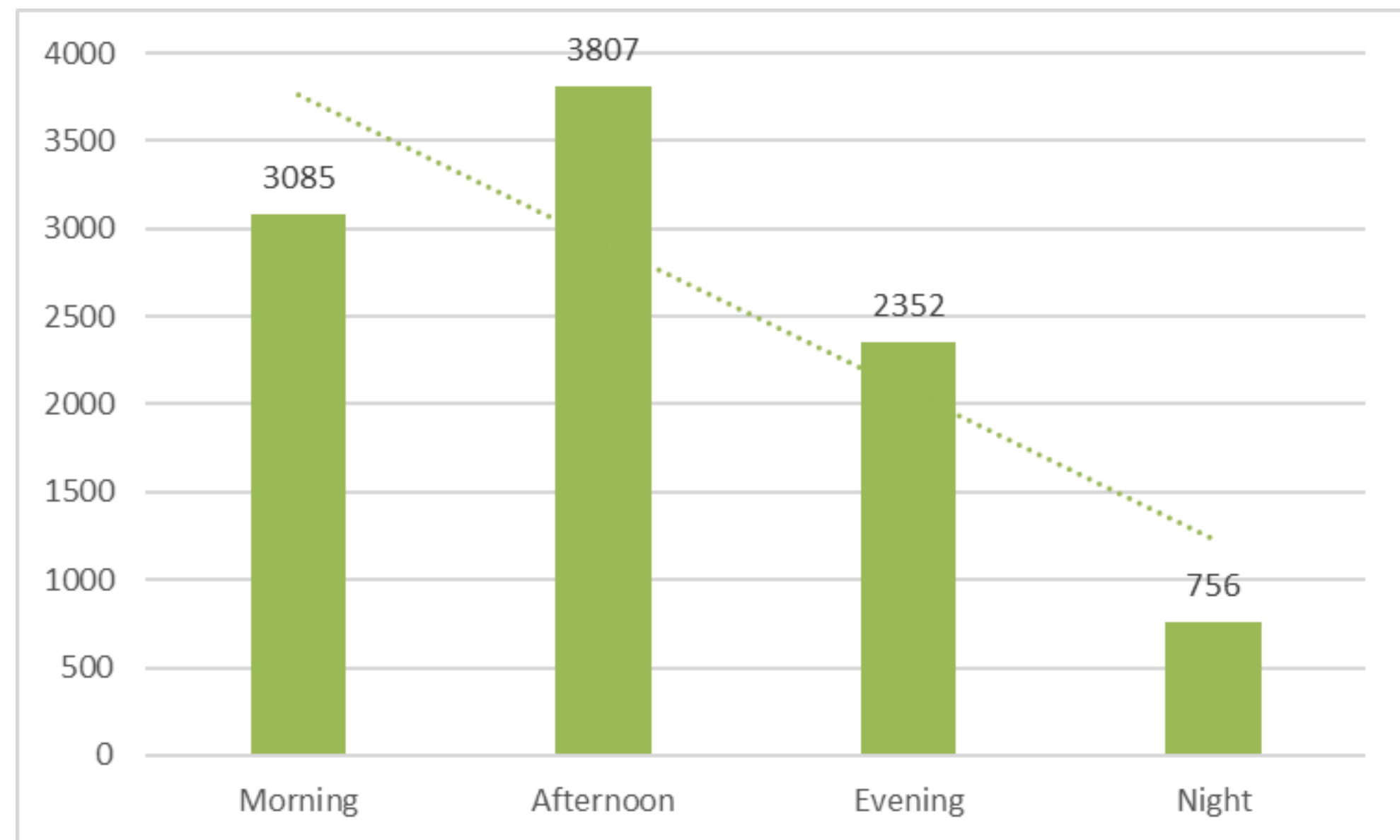
VIEWERSHIP BY DAY OF THE WEEK

- Saturday has the highest viewership with 17,946 viewers, followed by Friday and Wednesday.
- Monday has the lowest viewership, indicating a slow start to the week.
- Viewership steadily increases from Monday to Saturday, suggesting stronger engagement towards the weekend.



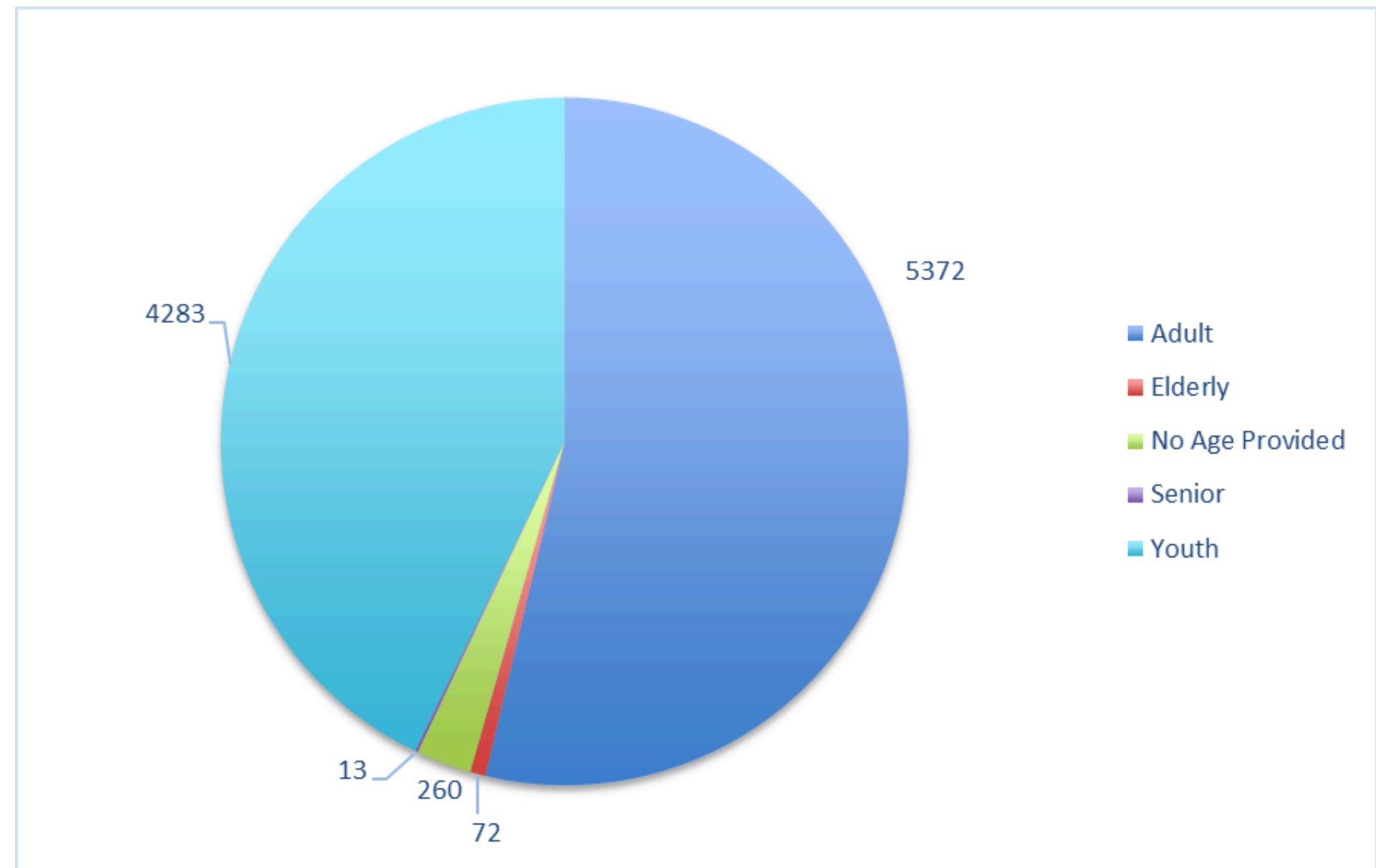
VIEWERSHIP COUNT BY TIME BUCKET

- Afternoon has the highest viewership with 3807 viewers, followed by Morning (3085)
- Evening viewership drops to 2352, and Night has the lowest at 756.
- The trend shows a steady decline in viewership from Afternoon to Night.



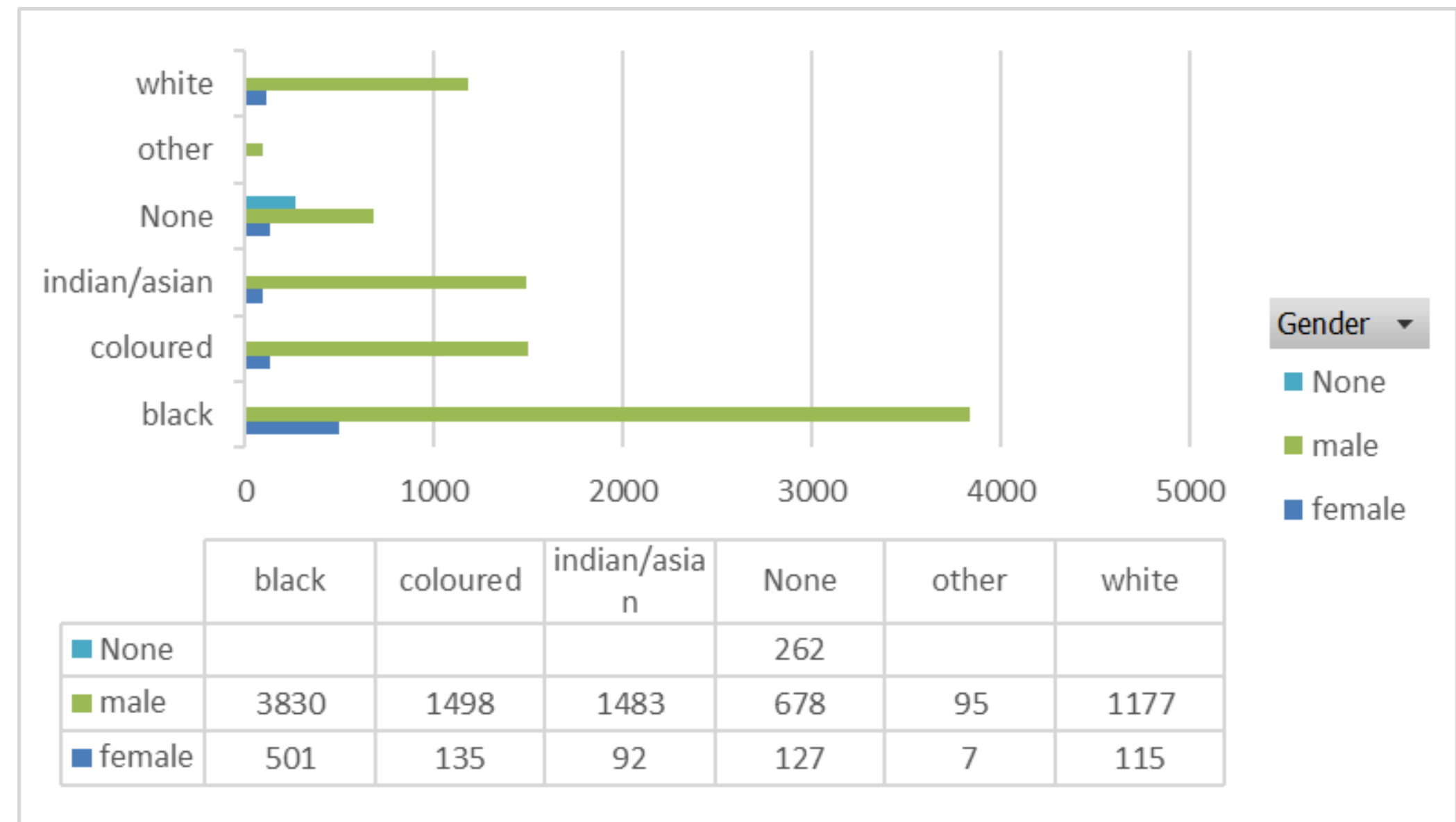
VIEWERSHIP BY AGE GROUP

- Adults are the largest viewership group with 5372 viewers, followed closely by Youth at 4283.
- Very few viewers are Seniors (72) or Elderly (13), indicating low engagement from older age groups.
- 260 viewers did not provide their age, which may affect age-based targeting or analysis.

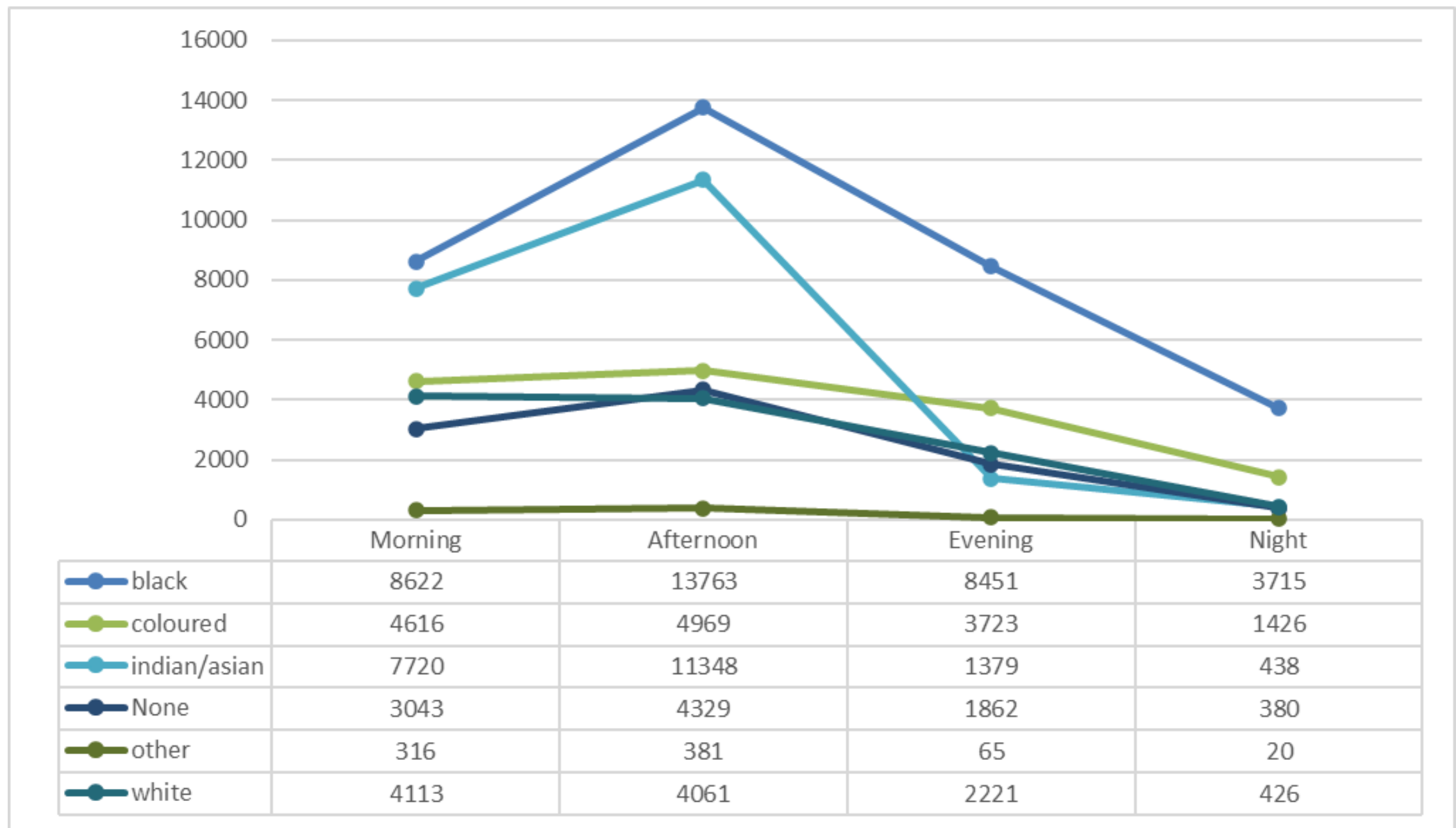


VIEWERSHIP BY RACE AND GENDER

- Black viewers dominate overall viewership, especially in the Male gender category.
- Male viewership is highest among Black, Coloured and Indian/Asian groups.
- Female viewership is consistently lower across all races, with Black females having the highest count at just 501.



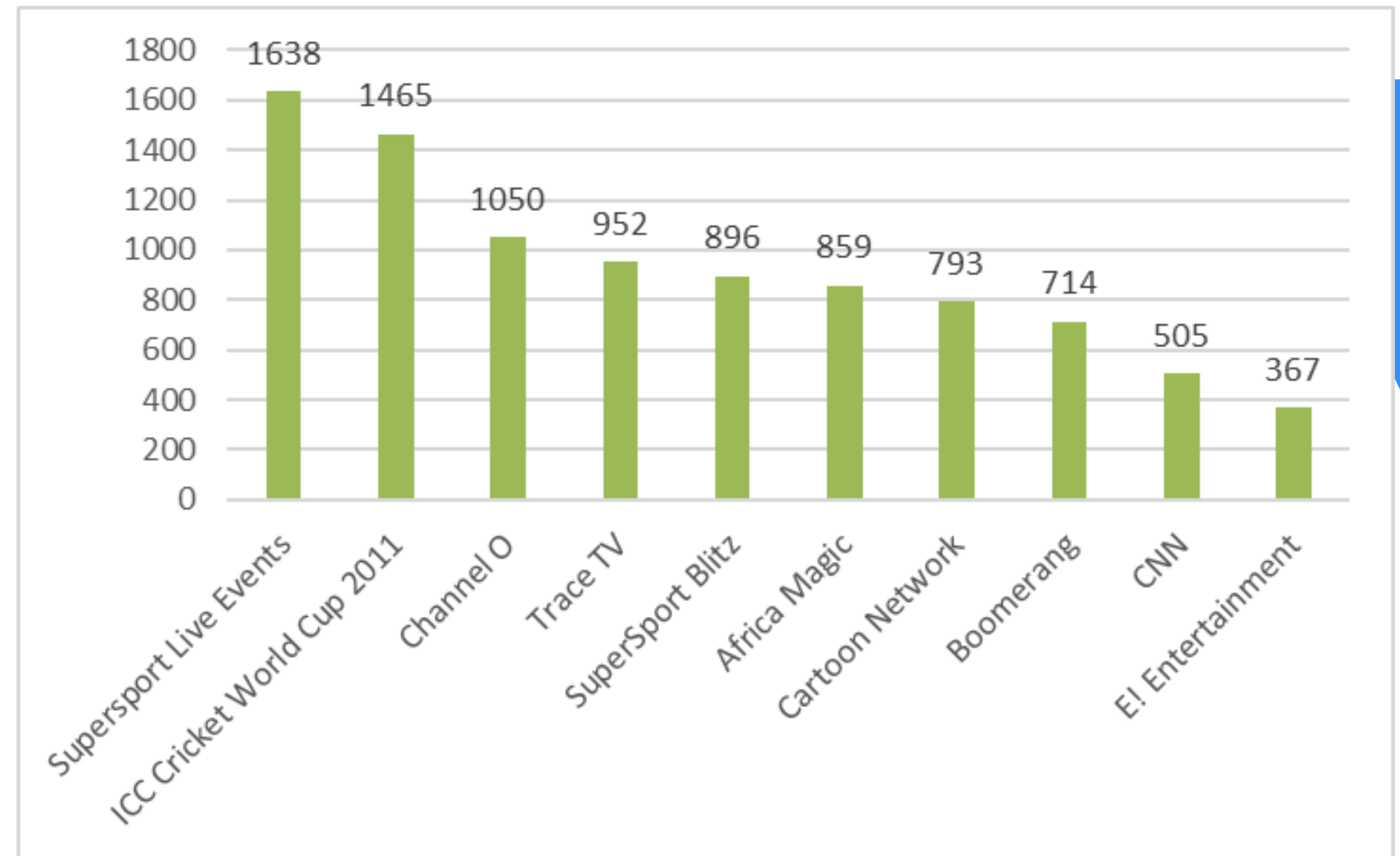
CONSUMPTION BY RACE AND TIME



- Black users have the highest overall consumption, especially in the Morning and Afternoon.
- Indian/Asian users show strong consumption in the Afternoon and Morning, but a sharp drop in the Evening and Night.
- Consumption is lowest at Night across all racial groups, indicating minimal engagement during the late hours of 12am and 5am.

TOP 10 CHANNELS BY VIEWERSHIP COUNT

- Supersport Live Events leads with 1638 viewers, followed by ICC Cricket World Cup 2011 at 1465, showing strong interest in sports content.
- Music channels like Channel O and Trace TV also attract high viewership.
- News and entertainment channels like CNN and E! Entertainment have relatively lower viewership.



FACTORS INFLUENCING CONSUMPTION

1. Time of Day Drives Engagement

Afternoon and Morning are peak times for both viewership and consumption.

Engagement drops significantly in the Evening and Night, suggesting users are less active later in the day.

2. Race Strongly Influences Consumption Patterns

Black and Indian/Asian users show the highest consumption, especially during Morning and Afternoon.

Other racial groups have lower and more consistent consumption across time buckets.

3. Age Groups Matter

Adults and Youth dominate viewership, indicating that content and timing should be tailored to these age groups.

Seniors and elderly have minimal engagement, suggesting limited relevance or accessibility.

4. Weekends Boost Viewership

Saturday and Friday have the highest viewership, showing that users are more active on weekends.

Monday has the lowest, pointing to reduced media consumption at the start of the workweek.

5. Content Type and Channel Preference

Sports and music channels (e.g., Supersport, ICC Cricket, Channel O) attract the most viewers.

News and entertainment channels have lower viewership, indicating content preferences skew toward live and dynamic formats.

INITIATIVE TO INCREASE CONSUMER BASE AND REVENUE

1. Target Peak Time Slots

Focus marketing and content delivery during Afternoons and Mornings, when users are most active.

Consider special promotions or live events during these hours to maximise reach. Monetise these slots with premium content, targeted ads, or exclusive releases to boost revenue.

2. Tailor Content to High-Engagement Groups

Create and promote content that appeals to Black and Indian/Asian audiences, who show the highest consumption.

Use culturally relevant themes, languages, and formats to deepen engagement. Tailoring content, promotions, and bundles to these groups can increase retention and spending.

3. Expand Weekend Programming

Since Friday and Saturday have the highest viewership, invest in premium content, exclusive releases, or interactive features during weekends.

Encourage binge-watching or family-friendly programming to attract broader audiences. Launch weekend-only offers, live events, or family packages to drive subscriptions.

4. Improve Gender and Age Inclusivity

Female and older age groups show lower engagement, consider content that is more inclusive, accessible, and relevant to these segments.

Use feedback and user data to understand what might appeal to underrepresented groups. Introducing tailored content (e.g., wellness, lifestyle, or late-night talk shows) could unlock new revenue streams.

5. Promote Popular Channels and Content Types

Leverage the popularity of sports and music channels to attract new users.

Bundle or cross-promote these with less-viewed content (e.g., news or entertainment channels) to diversify consumption.