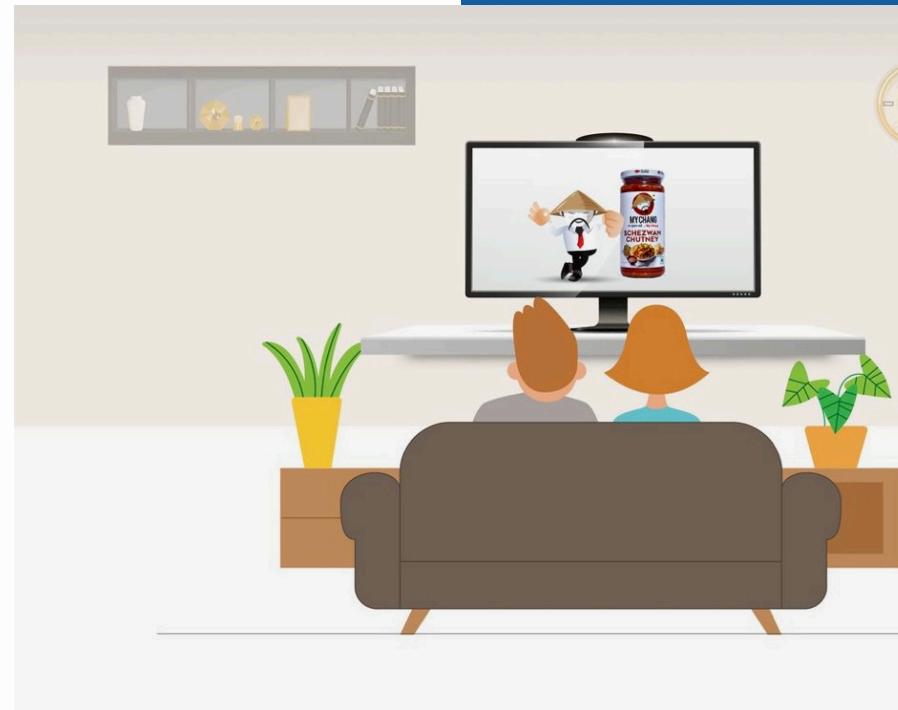


# Bright TV Analysis



# Overview

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- ▶ 2. Audience & Viewership Analysis
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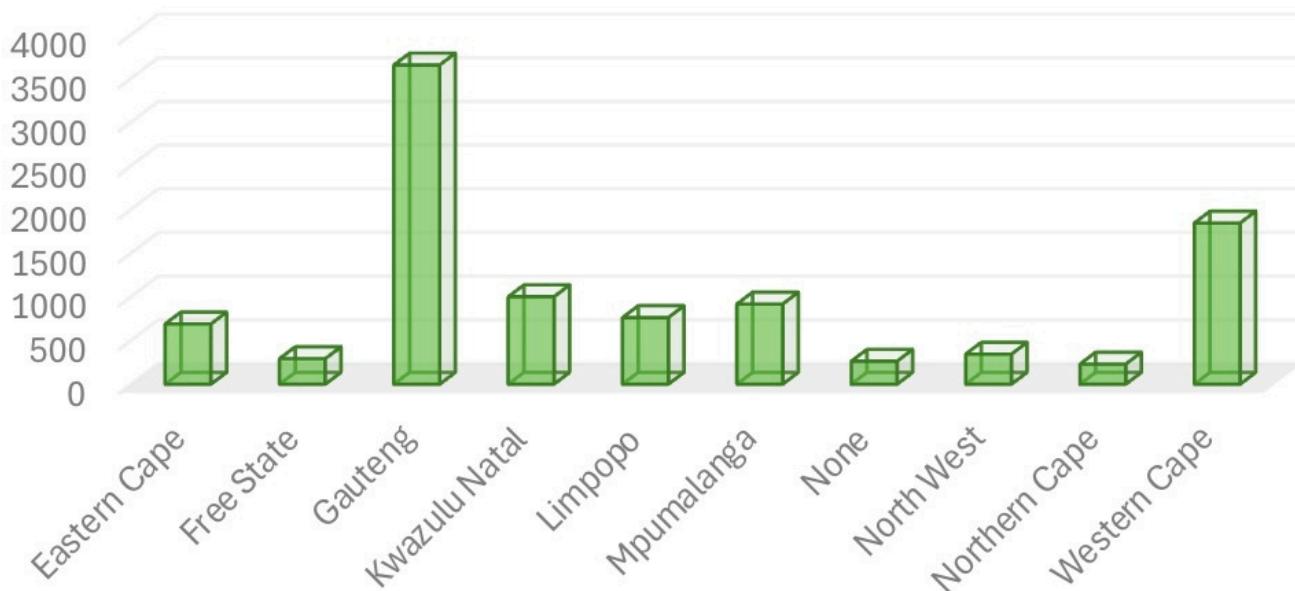
# Introduction

This presentation provides a comprehensive analysis of Bright TV, focusing on its content strategy, audience engagement, market performance, and competitive positioning. With the rapid changes in the media landscape and viewer behavior, it is crucial to examine how Bright TV adapts and evolves.

The goal of this analysis is to highlight the channel's strengths, identify areas for improvement, and explore opportunities for growth and innovation. By understanding the current trends and performance indicators, we can gain valuable insights into the future direction of Bright

TV.

## Number of views per province

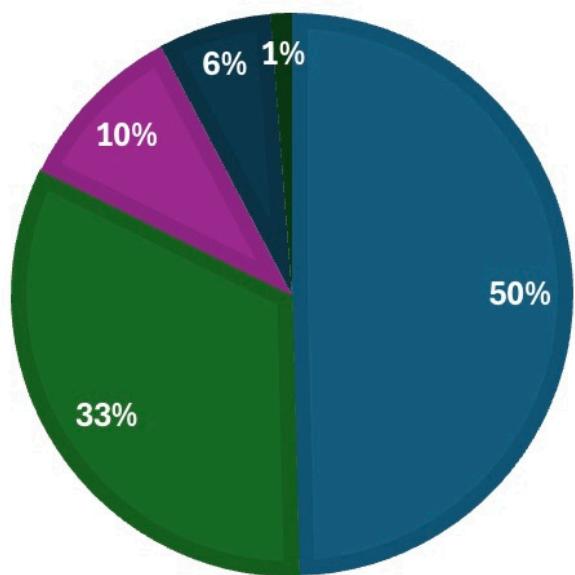


The bar graph illustrates the distribution of 1,000 views across various provinces. Gauteng recorded the highest number of views, making it the leading region in terms of audience reach. It is followed by the Western Cape, which had the second-highest number of views. At the bottom of the chart is the Northern Cape, which received the fewest views among all the provinces.

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## VIEWERS AGES CATEGORY

■ Adults ■ Young Adults ■ Seniors ■ Teenagers ■ Kids



Viewers were categorized into five groups based on age:

- Kids: 1–13 years
- Teenagers: 14–21 years
- Young Adults: 22–30 years
- Adults: 31–60 years
- Seniors: 61+ years

From the data, Adults (31–60 years) represent the highest viewership, while Kids (1–13 years) account for the least. This suggests that most of the content appeals more to mature audiences.

# Viewer Demographics

The data shows that Adults (31–60 years) are the most active viewers, with a combined total of 5,448 views (4,895 male and 553 female). They significantly outpace all other age groups.

Young Adults (22–30 years) are the second-largest group, especially male viewers with 3,247 views, followed by 349 female views.

Teenagers have moderate engagement, led by male viewers (637) and female viewers (80).

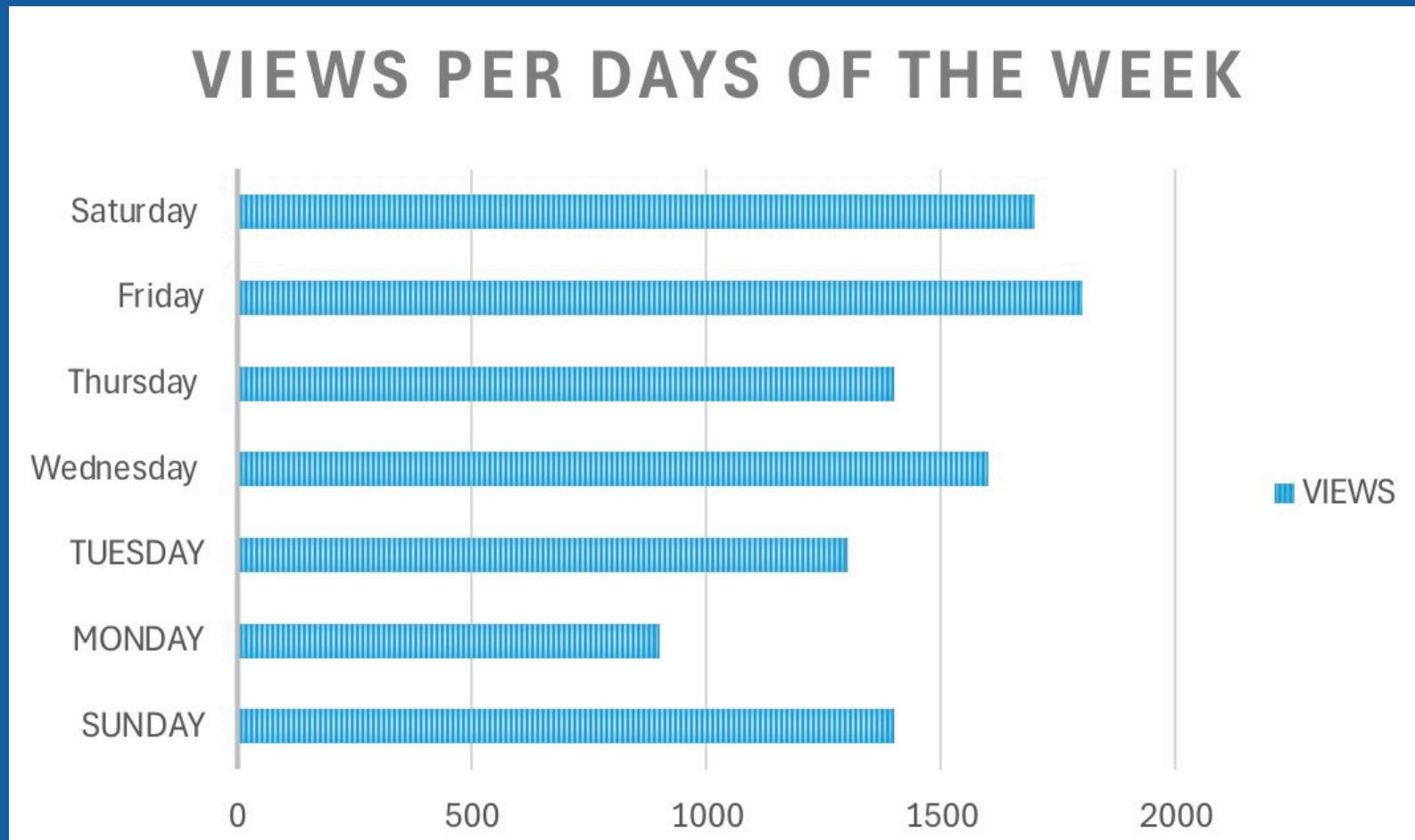
Kids (1–13 years) and Seniors (61+) show the lowest viewership, with a total of 133 and 88 views respectively.

## Key Insight:

Adult males are the dominant viewing demographic, while children and seniors represent the smallest audience segments.

GENDER	AGE_BRACKET	VIEWER_COUNT
female	Seniors	13
female	Kids	31
male	Seniors	75
female	Teenagers	80
male	Kids	102
female	Young Adults	349
female	Adults	553
male	Teenagers	637
male	Young Adults	3247
male	Adults	4895

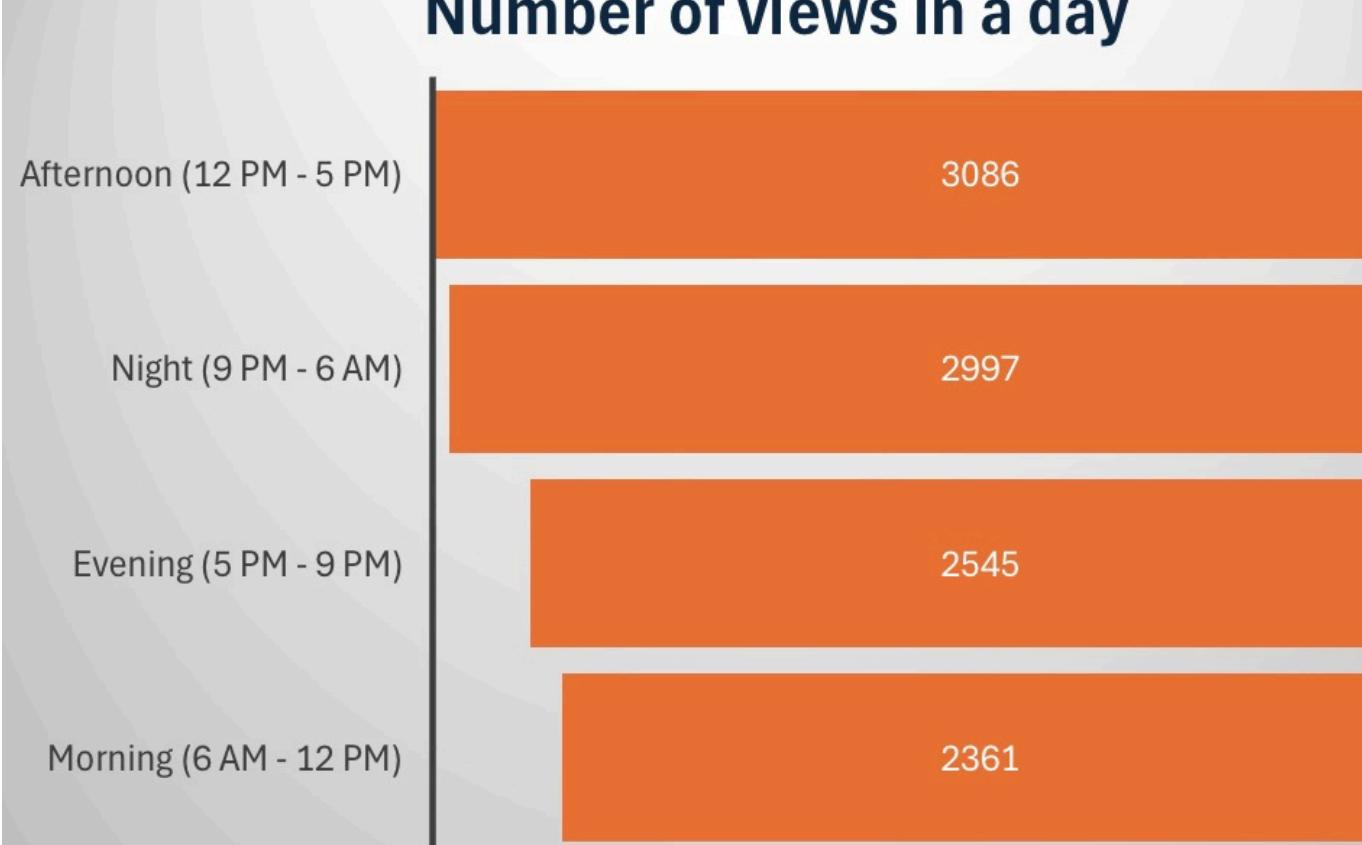
The most viewing happens on Fridays and the least viewing is on Monday



## Number of views in a day

Viewership peaks between 12 PM and 5 PM, when most people are actively watching content. In contrast, there is very little viewership during the early morning and midnight hours, as audiences are generally less active during those times.

### Number of views in a day



# viewership channels

CHANNEL	TOTAL_VIEWS
Supersport Live Events	1638
ICC Cricket World Cup 2011	1465
Channel O	1050
Trace TV	952
SuperSport Blitz	896
Africa Magic	859
Cartoon Network	793
Boomerang	714
CNN	505
E! Entertainment	367
SawSee	251
M-Net	116
Vuzu	111
DStv Events 1	107
Break in transmission	66
kykNET	45
MK	32
Supersport Live Events	24
Sawsee	4
Wimbledon	3
Live on SuperSport	2

## Top Channels:

- SuperSport Live Events (1,638 views) and ICC Cricket World Cup 2011 (1,465) lead the chart, showing strong interest in live sports.
- Channel O (1,050) and Trace TV (952) follow, highlighting popularity in music and entertainment.

## Mid-Level Performers:

- Channels like SuperSport Blitz, Africa Magic, and Cartoon Network show consistent viewership, appealing to sports, African content, and kids.

## Low Engagement:

- Niche and news channels like CNN and E! have moderate views.
- Channels such as Wimbledon and Live on SuperSport show very low engagement.

## Insight:

Sports and youth entertainment dominate, while news and niche content see less traction.

# Viewership by race

41%

Black

15%

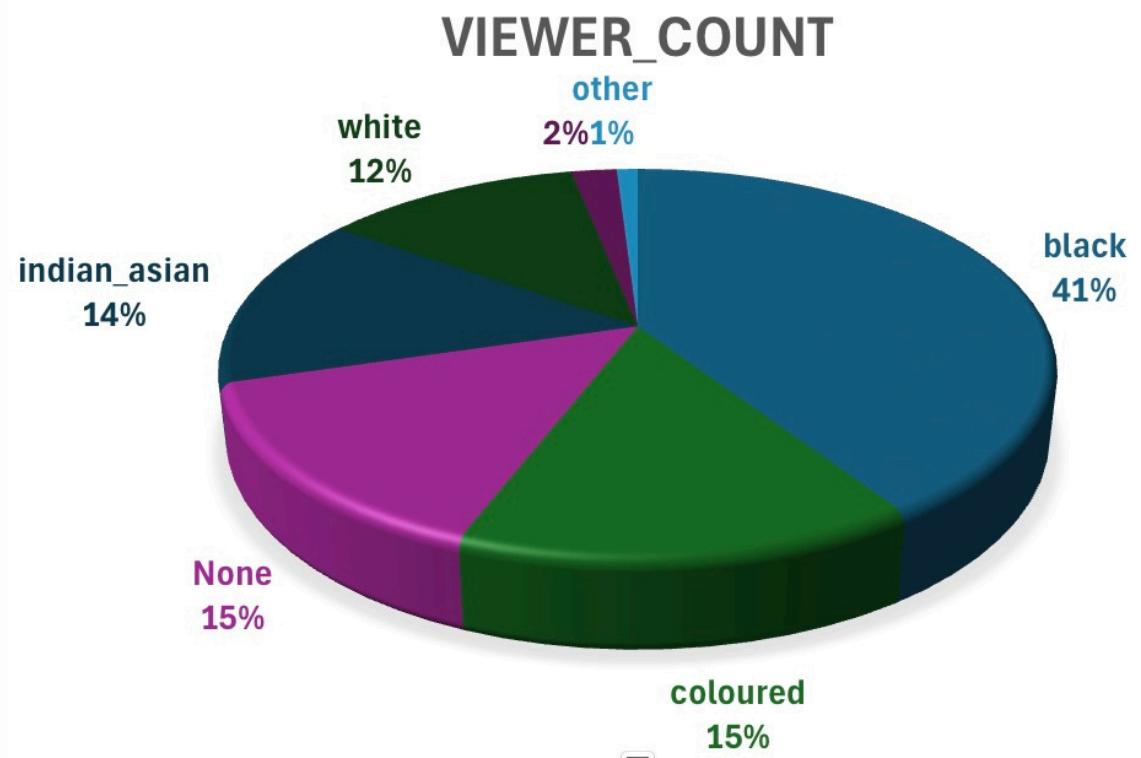
White

12%

White

14%

Indian



# Summary

The Bright TV analysis highlights key insights into viewership patterns, demographics, and content performance:

- Geographic Reach: Gauteng leads in viewership, followed by the Western Cape, while the Northern Cape records the lowest engagement.
- Demographics: Adults (31–60)—particularly males—are the most active viewers. Young Adults (22–30) also show high engagement. Kids and Seniors have the lowest viewership.
- Time Trends: Viewership peaks between 12 PM and 5 PM, with Fridays being the most active day. Mondays have the lowest engagement.
- Content Popularity: Sports content dominates, with SuperSport Live Events and the ICC Cricket World Cup 2011 topping the charts. Music channels like Channel O and Trace TV also perform well, while news and niche content (e.g., CNN, E!) lag behind.
- Race Demographics: The majority of viewers are Black (41%), with White (15%), Indian (14%), and other groups making up the rest.

# Recommendations

01

1. Strengthen Core Content: Continue prioritizing sports and entertainment, especially targeting adult male audiences who drive viewership.

02

2. Broaden Audience Appeal: Develop tailored content for kids and seniors to boost their engagement and capture underrepresented segments.

03

Leverage Time-Based Trends: Schedule premium content and marketing campaigns between 12 PM and 5 PM, especially on Fridays to maximize reach.

04

4. Targeted Regional Campaigns: Focus outreach and promotions in high-performing regions like Gauteng and Western Cape while exploring strategies to grow viewership in areas like the Northern Cape.

# Q&A



# THANK YOU!

