

Uncovering video viewing habits in Africa



Understanding viewing behaviours in the African market to develop an audience-first strategy

A major player in the film & television production, distribution industry and the media network space

Overview

Shaping the how and why customers digest content in the African market, as the client expands and pitches films and TV shows across new TV networks

Objectives

- Bring the voice of the consumer to the forefront of the business and in pitch meetings
- Position the client as a “trusted advisor”, not a “product vendor”
- Enable all consumer-facing teams to connect with consumer demands and preferences
- Shape new video on demand solution



Solution

Using the Streetbees Dynamic Media Landscape solution, we built a video viewing audience framework, and captured 5000+ in-the-moment viewing occasions across 4 key markets.

This solution's Always ON approach generated, detailed in-depth conversations, photos and video chats using Streetbees' chat-style app and our machine learning algorithms mapped and aggregated those responses to bring rich insights to the forefront.

We uncovered distinct video viewing audience personas alongside their associated viewing occasions, providing the client with an audience-first strategy for each market.

Results

The insights and recommendations from this project went on to:

- Optimize the distribution of content to different markets
- Extend the accessibility of content via download and new payment plans
- Streamline navigation and search functionality for users

Streetbees reveals how people behave, and why, by analysing real-life moments collected from its worldwide users. Over 3.5 million users - or 'bees' - across 190 countries worldwide use the chat-style Streetbees app to share moments from their daily lives via videos, photos and text.

Through applying advanced natural language processing technology to the results, Streetbees uncovers not just what they do, but also why they do it, and what drives them - and predicts what they may do next.

Streetbees' partners with world leading brands across the FMCG, Media and Entertainment, Retail & Insurance sectors. Clients include Unilever, PepsiCo, Sony Pictures, Carlsberg, Santander, Ikea, Vodafone and L'Oréal.

-  **3.5 million bees**
-  **2.5 billion data points**
-  **190 countries**



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