Mediae Background

Mediae is a social enterprise that empower millions of people by supplying vital knowledge and information through the development of educative, entertaining and effective media.

Mediae offers bundled media tools that reach millions of farmers across 3 countries (Kenya, Uganda, and Tanzania).

Two main shows are Shamba Shape Up (SSU) and Don’t Lose the Plot (DTLP) which have screened 8 and 1 series respectively.

Impact

- **138,000 women** got banked after watching Makutano Junction (“Nawiri Dada” Savings Campaign) episode.
- **US$24,718,648** economic impact estimated in 25 counties across SSU viewership.
- **64%** of social media audience are between 25-34 years.
- **80% viewers** considered farming a viable source of income after DLTP.
- **70%** viewers were motivated to use fertilizers in their farming.
- **82%** level of awareness on soil testing among viewers and increasing at rate of 5% by series.
- **$27 per every $1 spent** is the average return in productivity and investment with **46% of viewers keeping an active budget**.
- **Farmers** are 4 times more likely to keep crop production records after watching DLTP.
- **Farmers who watch SSU** are more likely to adopt >80% of best practices in respective value chains.

**SSU & DLTP Fact Sheet**

<table>
<thead>
<tr>
<th>SSU</th>
<th>DLTP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Season 1 - 8</strong></td>
<td><strong>Season 1</strong></td>
</tr>
<tr>
<td>5 million viewers in Ke, Tz &amp; Ug</td>
<td>4 million viewers in Ke, Tz, &amp; UG</td>
</tr>
<tr>
<td>26,000 SMSs/ series</td>
<td>12,000 SMSs</td>
</tr>
<tr>
<td>70,000 Facebook Fans</td>
<td>1,500 Facebook Fans</td>
</tr>
<tr>
<td>12,000 Twitter Followers</td>
<td>300 Twitter Followers</td>
</tr>
<tr>
<td>7,000 YouTube Subscribers</td>
<td>1,027 YouTube Subscribers</td>
</tr>
</tbody>
</table>
Budget Mkononi

To improve budget keeping practices, Mediae with producers of DLTP developed an innovative online agricultural budgeting tool that allows farmers to build personalized budgets on a range of commodities and view estimated costs and profits of each. Viewers were directed to the website where they could access the budget mkononi budgeting tool.

Mediae research records **50% of viewers have budgets** and are more likely to have better budgeting practices than non-viewers.

**WhatsApp Engagement**

iShamba, a mobile-based farmer information service and call center that disseminates relevant and timely agricultural information to **250,000 farmers** in order to improve their yields. iShamba launched a WhatsApp helpdesk in March 2017 with **4 groups** each with 200 members each, in all 4 agricultural zones.

WhatsApp-based budgeting tool will make budget creation and completion more efficient, accessible and easy for farmers. This ideally will translate to more budget actualizations and increase repeat use.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Top 4 Commodities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44%</td>
<td>Broiler Chicken</td>
</tr>
<tr>
<td>Female</td>
<td>24%</td>
<td>Onions</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>Tomatoes</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>Potatoes</td>
</tr>
</tbody>
</table>

**Budget Mkononi Fact Sheet**

- **14,000 Registered Users**
- **13,296 Budgets Created**
- **4,046 Repeat Budgets**
- **9,250 Unique Users**
- **61% Male**
- **39% Female**
- **44% 25-34**
- **24% 35-44**
- **3% --**
- **61% Potatoes**
- **3461 Broiler Chicken**
- **2147 Onions**
- **2066 Tomatoes**
- **1205 Potatoes**