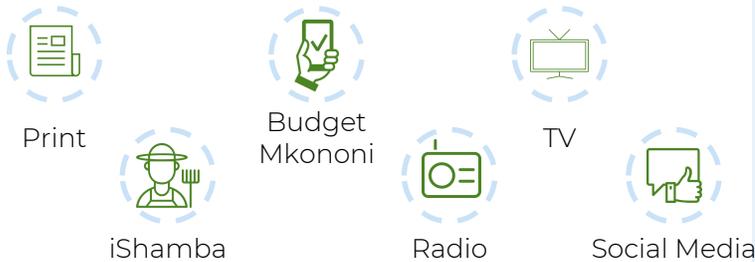


Mediae Background

Mediae is a social enterprise that empowers 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).



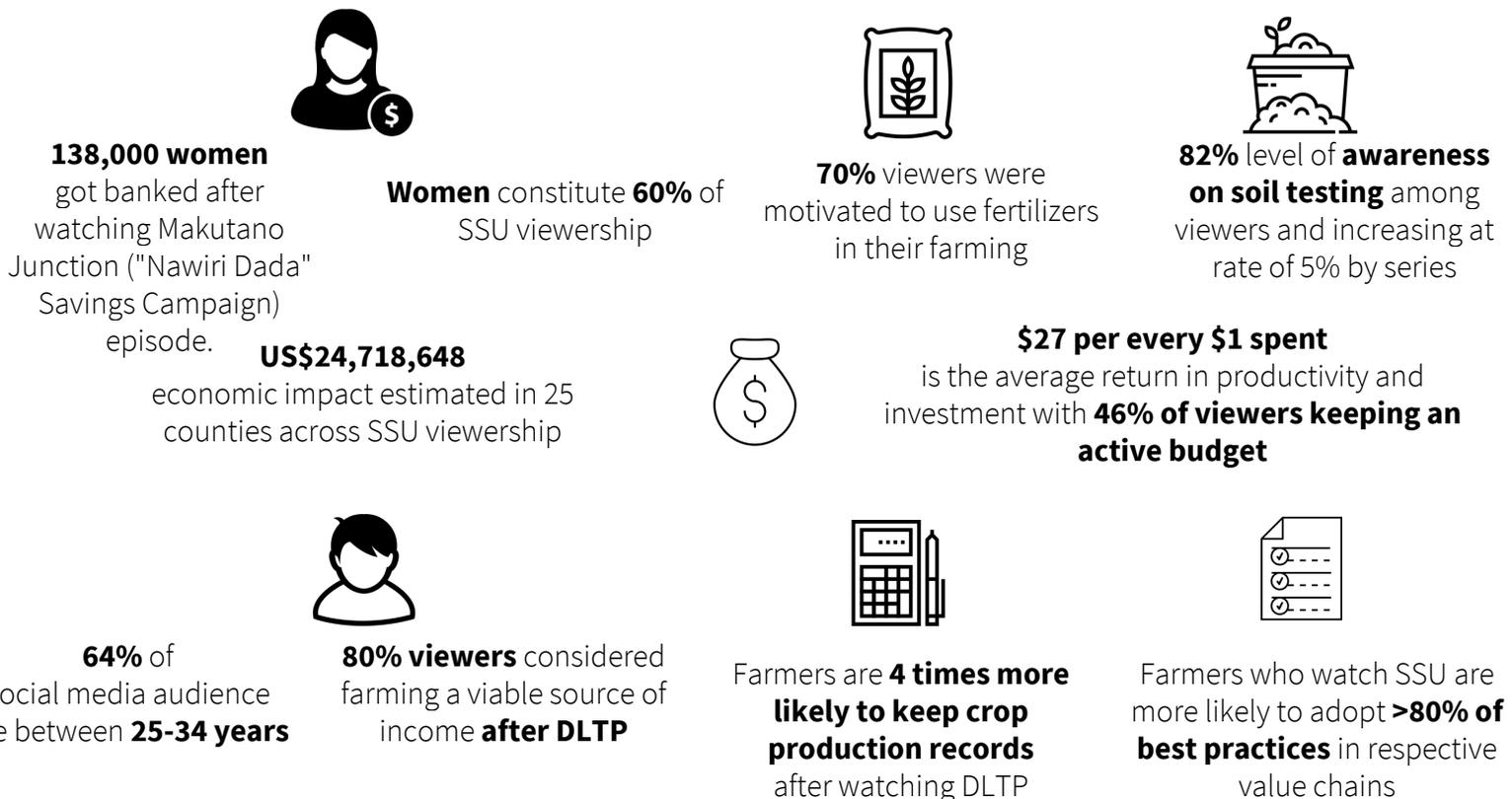
Two main shows are **Shamba Shape Up (SSU)** and **Don't Lose the Plot (DTLP)** which have screened 8 and 1 series respectively.

SSU & DLTP Fact Sheet



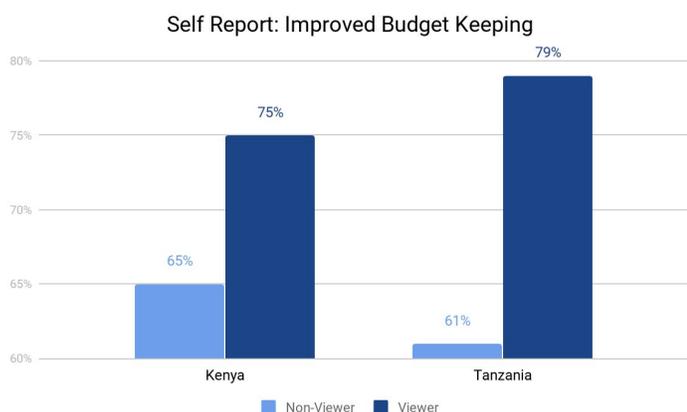
5 million viewers in Ke, Tz & Ug		4 million viewers in Ke, Tz, & UG
26,000 SMSs/ series		12,000 SMSs
70,000 Facebook Fans		1,500 Facebook Fans
12,000 Twitter Followers		300 Twitter Followers
7,000 YouTube Subscribers		1,027 YouTube Subscribers

Impact

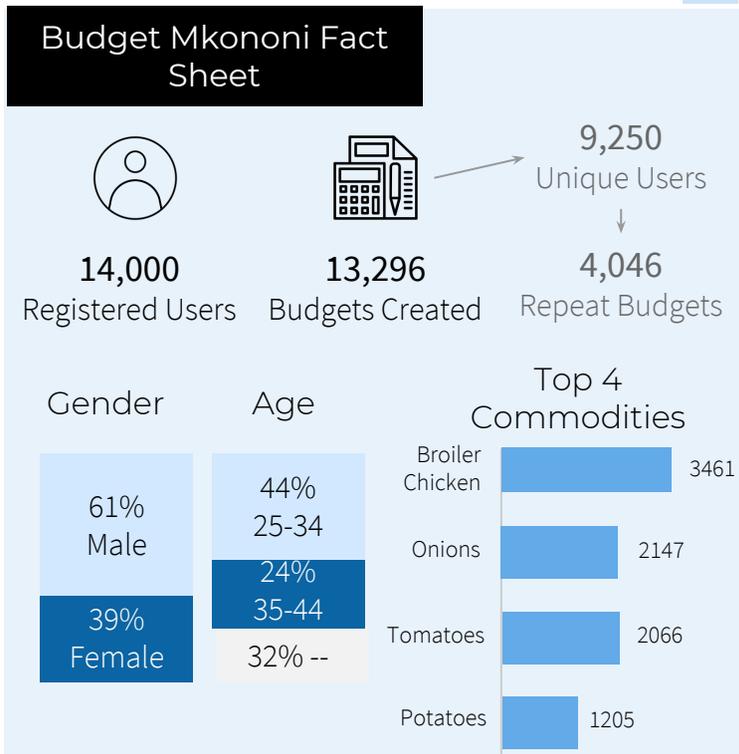


Budget Mkononi

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.

4 Agricultural Zones
943 Group Members
60% users interacting with SSU AND DLTP are between **18-30 years**

