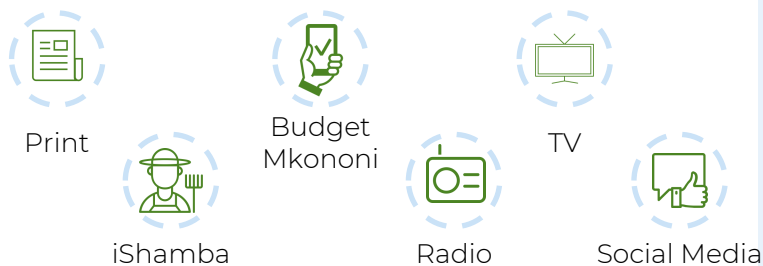


Mediae Background

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



Season 1 - 8



Season 1

5 million viewers
in Ke, Tz & Ug

26,000
SMSs/ series

70,000
Facebook Fans

12,000
Twitter Followers

7,000
YouTube Subscribers



4 million viewers
in Ke, Tz, & UG

12,000
SMSs

1,500
Facebook Fans

300
Twitter Followers

1,027
YouTube Subscribers

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

Women constitute **60%** of SSU viewership



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**



64% of social media audience are between **25-34 years**

80% viewers considered farming a viable source of income **after DLTP**



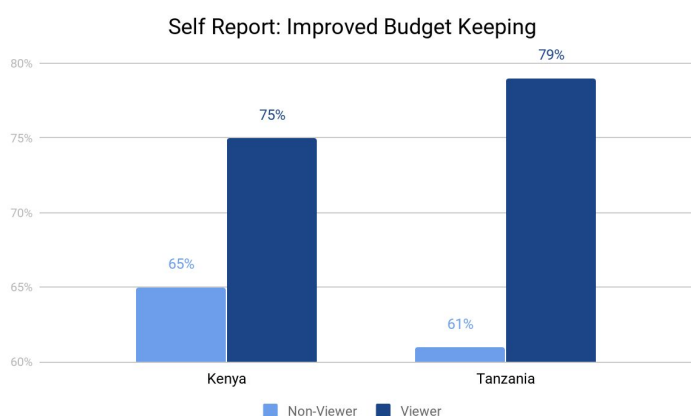
Farmers are **4 times more likely to keep crop production records** after watching DLTP



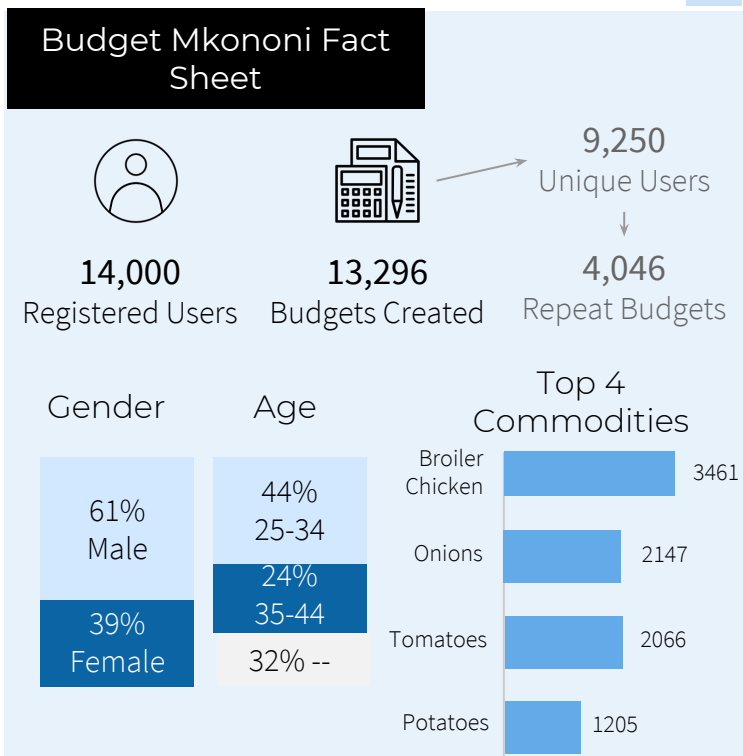
Farmers who watch SSU are more likely to adopt **>80% of best practices** in respective value chains

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**

