



The Mediae Company

Supporting development and education through media

Our Edutainment Model

ENTERTAIN +
meet INFORMATION NEEDS of audiences

=

build big audiences

Makutano Junction 6 million

Shamba Shape Up 8 million

Mpeke Town 1 million

=

INTERACT

=

Serve commercial and development sectors

=

Keep going - keep on funding - keep on growing numbers

SUSTAINABILITY

How we do it: broadcast on television and radio, with mobile and internet back-up. All programmes are also available online, with over 4 million people accessing worldwide.

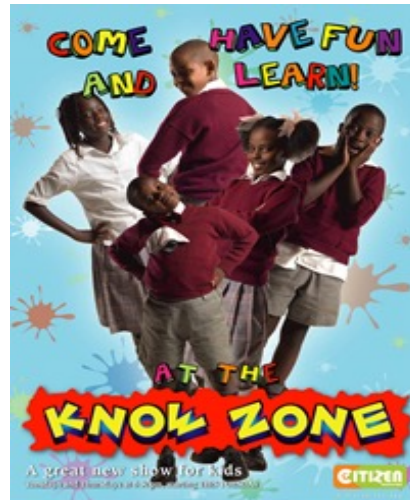


Uganda, Kenya, Rwanda, Tanzania and Zambia are reached by Mediae programmes

Our programmes at a glance



Makutano Junction
6 M weekly viewers



Know Zone
2.5 M weekly viewers

mpeke town



Mpeke Town
1.5 M weekly viewers



Don't Loose the Plot
4.2 M weekly youth viewers



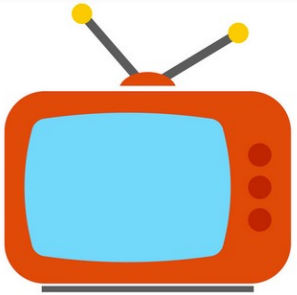
Shamba Chef
3 M weekly viewers



Shamba Shape Up
15 M weekly viewers
Kenya, Uganda & Zambia

Why Tv?

1) Reach



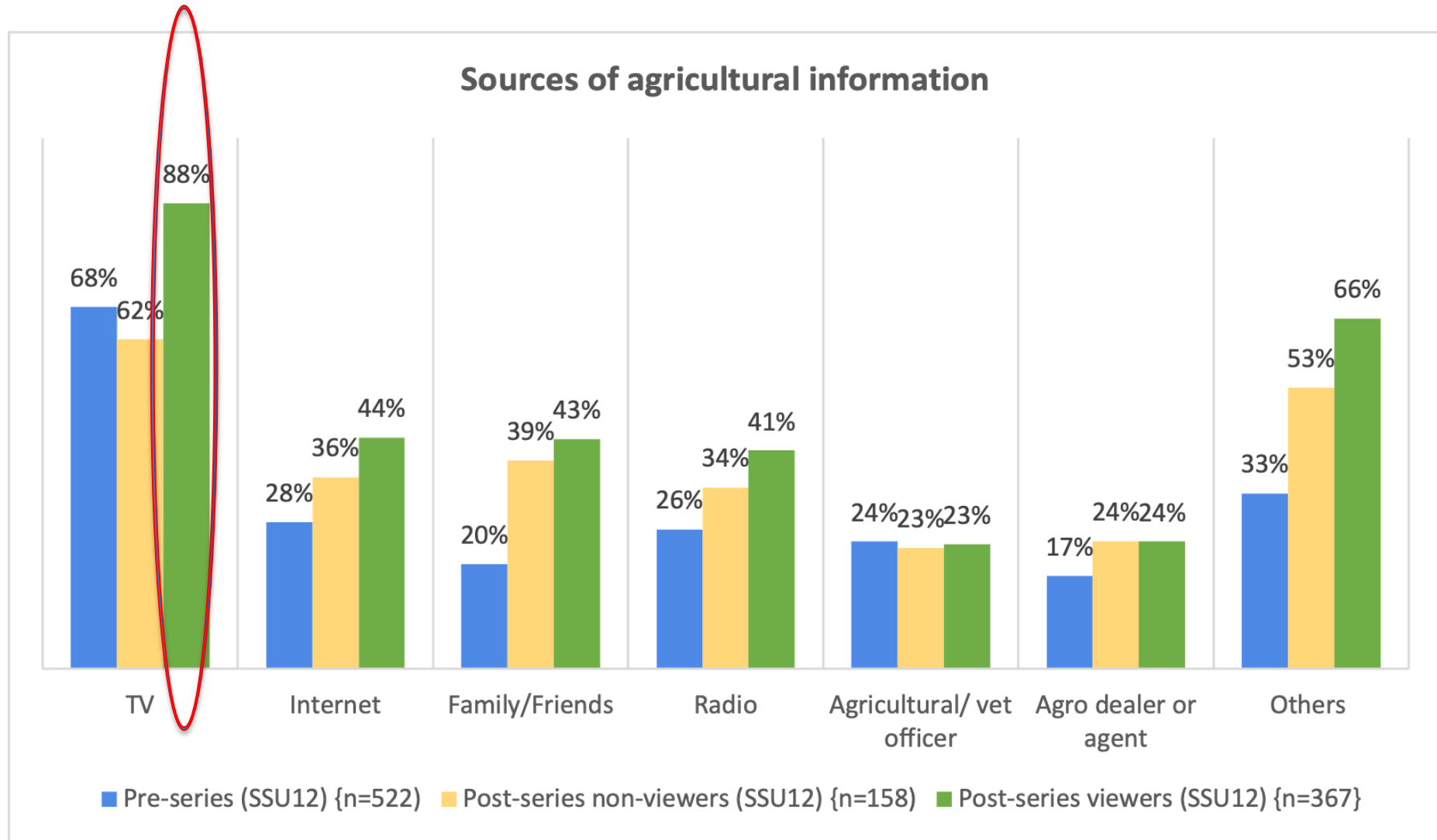
SSU Audience: 4.2 Million Households Weekly



Radio: 700,00
Prime Time

Why Tv?

2) Audience in the cash economy



Why Tv?

3) Visual



Shamba Shape Up



Kenya's First TV Makeover Show

SHAMBA SHAPE UP!

GROW FOOD, MAKE MORE MONEY,
BUILD A BETTER LIFE

HOSTED BY:
TONNY NJUGUNA
NAOMI KAMAU

Series 10

STARTING ON
9TH & 10TH MARCH

Time:
Every Saturday@1:30pm (English)
Every Sunday@1:30pm(Kiswahili)

CITIZEN
TELEVISION
A Vision For You

- Make-over TV show on smallholder farms
- Kenya, Uganda and Zambia
English and Swahili, Luganda, Bemba, Nyanja
- Reaching:
 - 8 million weekly (Ken)
 - 3 million (UG)
 - Est. 3 million (Zam)
- Seasonal broadcast
- Climate adaptation & youth focus
- Interact directly with audience: iShamba



Ukama Ustawi:
Diversification for Resilient
Agribusiness Ecosystems in
East and Southern Africa



A photograph of a sign inside a tent. The sign is green with a scalloped edge and features the text 'SHAMBA SHAPE-UP' in white, bold, sans-serif capital letters. The tent's interior is visible, showing a yellowish-brown fabric and a bright light source in the background. The tent's wooden frame is visible at the top.

**SHAMBA
SHAPE-UP**



Key Issues covered

Crops

Accessing inputs & funding

Soil test and soil management

Planting and Conservation Ag

Seed varieties

Fertilizers

Water management/ rain harvesting

Rain starts and weather info access

Conservation

Mulching

Weed management

Drip irrigation

Pest and Disease management

Markets identified

Harvesting

Storage

Transport etc.

Livestock

Feeding

Silage and hay making

Disease control

Breeding times

A.I. for improved herds

Markets

Financial Inclusion

Access to funding

Insurance

Investment etc.

Loans

Other key issues

Nutrition, Kitchen Gardens

How our programmes change behaviour

80%

of farmers watching TV Shamba Shape Up learned something new

43%

of farmers made a change in practice as a result of watching the show

77%

of farmers reported an increase in income as a result of making a change

60%

of farmers find the show the most useful source of agricultural information



428,566 HOUSEHOLDS

- increased profits or
- improved household food situation



Dairy farmers who

- watched SSU and
- made specific changes to their milk production practices

benefited by a net value of :

US\$24,139,863

Soil Health



Sample Schedule: Seeking Partner

Episode	2	5	11
BROADCAST DATE	13th, 14th March	20th, 21st May	27th, 28th August
FARMER	Carol, Busia	Anne & David, Makueni	George Kairu, Kiambu
Photo			
2 MIN INSERT	Weather	Weather	Weather
TOPIC 1	Cropnuts: Soil test	Plant & Food Research NZ: Avocado disease	PICS: Harvesting and storage
TOPIC 2	Hello Tractor: Minimum Tillage	Sun Culture: Solar Irrigation	CIAT: Financial literacy (Marketing)
TOPIC 3	SEEKING: FERTILIZER COMPANY	CIAT: Dry land crops	GIZ: Passion fruit
TOPIC 4	CIAT: Planting Beans	Kenchic: Starting a chicken business	CKL Africa: Mastitis in cows

Supportive digital tools



Weekly Weather forecasts

- Including likelihood of rain, local to 9km
- Special weather warnings when useful

Location based agri-tips for crops and livestock (2 chosen)

- Crop tips are in line with the region's Crop Calendar
- Livestock tips are event based

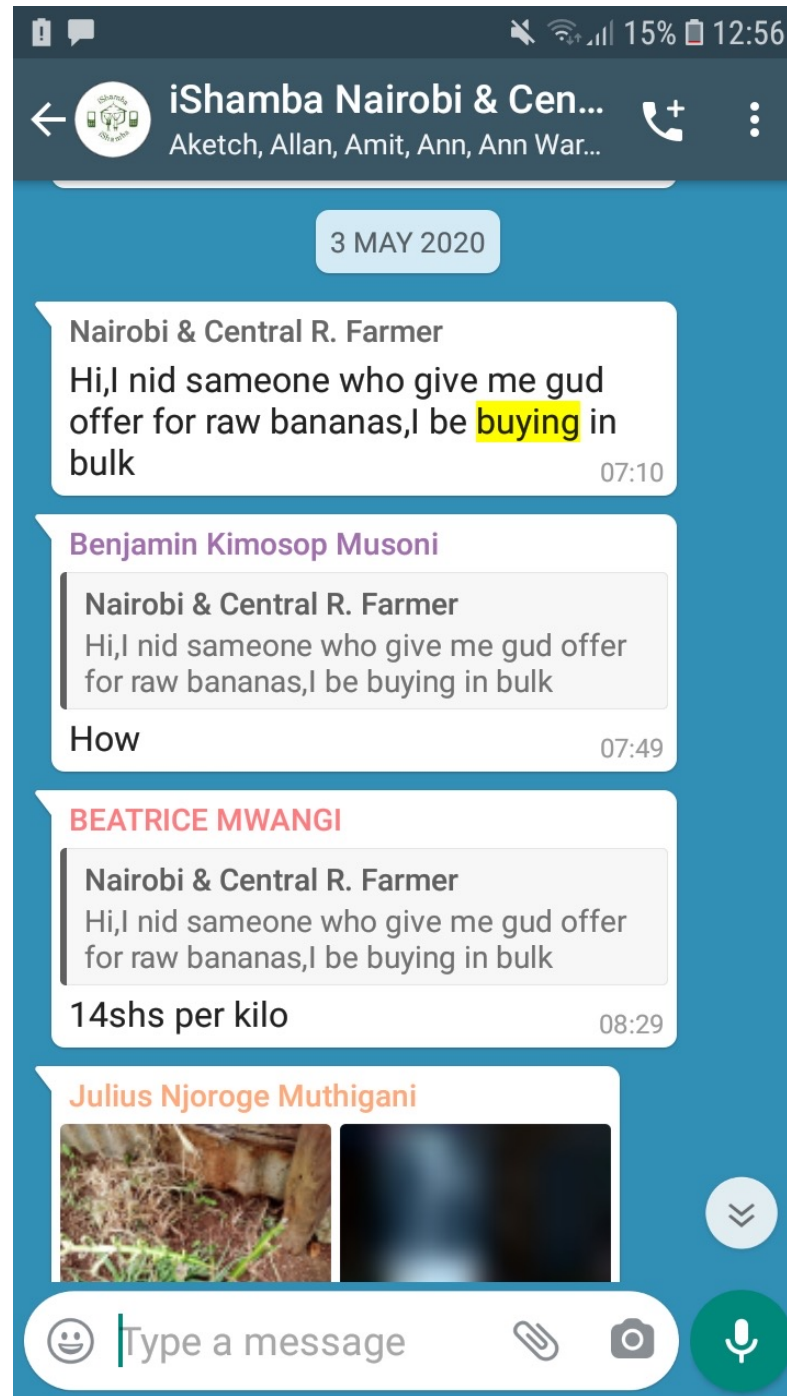
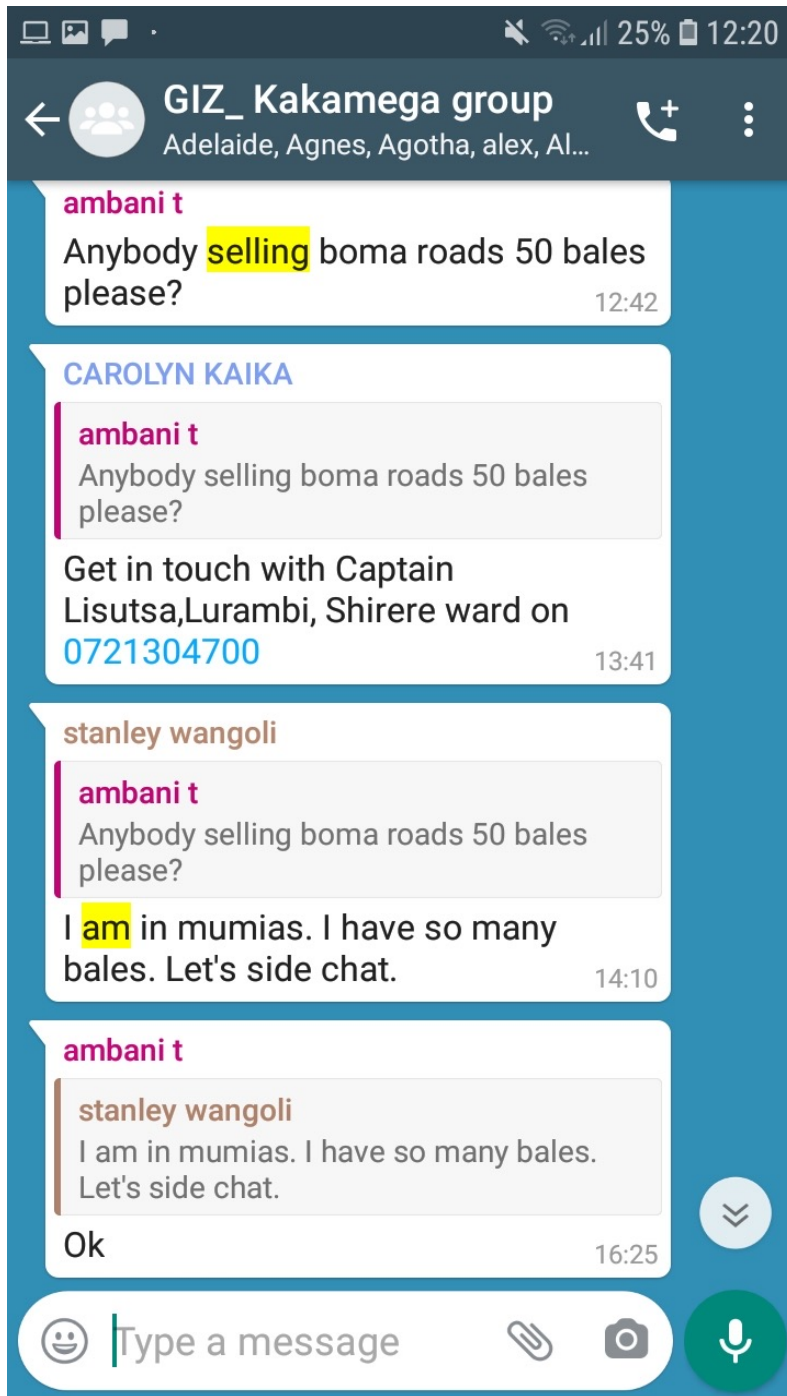
Market prices for two markets chosen

Promotional offers from our partners

7 days per week Q&A with farming and vet

Call or SMS, WhatsApp





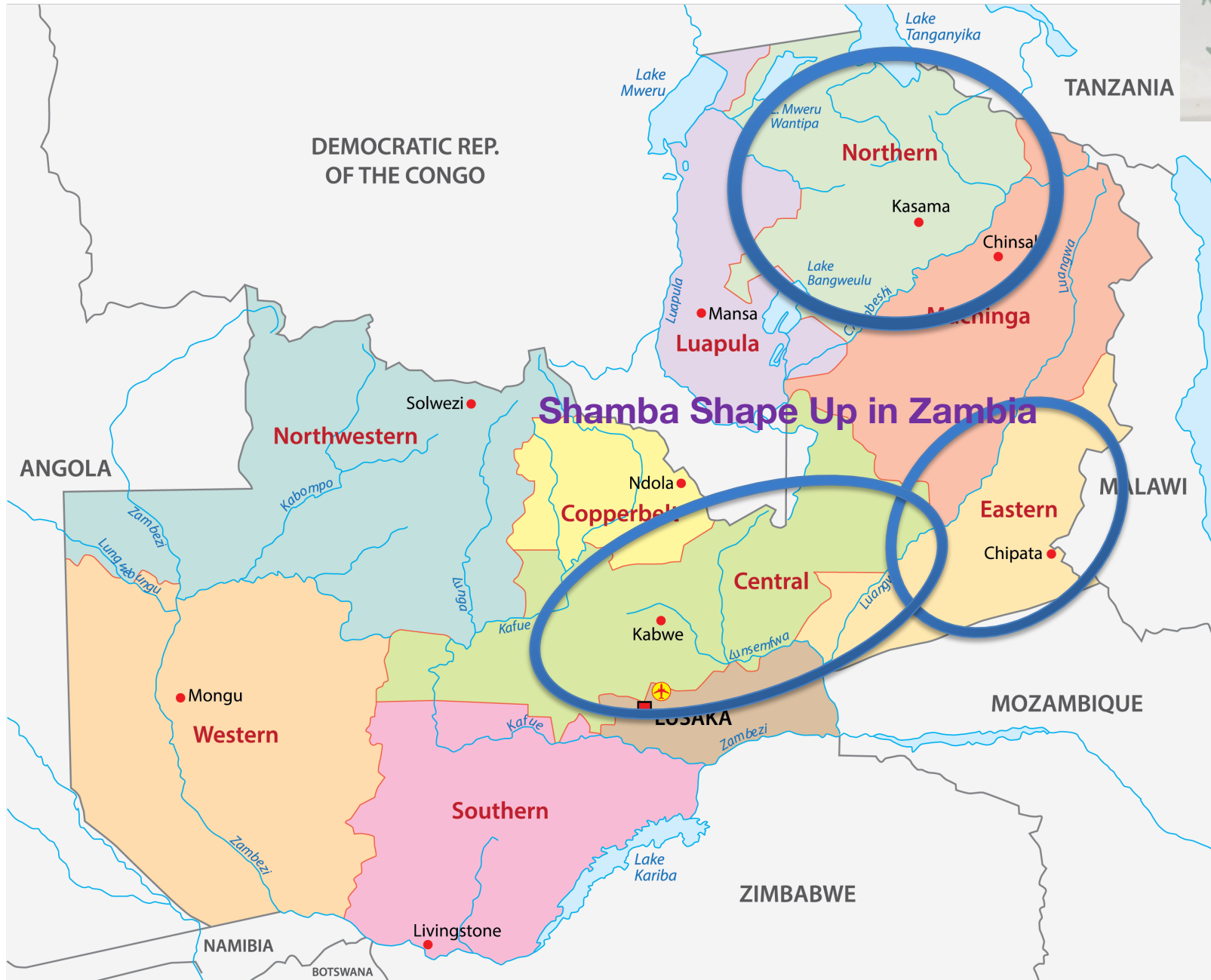
Shamba Shape Up Uganda



Munda Make Over Zambia



Munda Make Over Zambia



Shamba Shape Up in Zambia

Where next?

5 Years - 5 Countries



Thanks!



Get in touch with us!

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