



# IMPACT CASE STUDY

## About Akili TV!

Akili Network is building the most trusted and valued family brand in Africa, creating and distributing content for TV, mobile and the Internet. Akili TV is on track to become the educational Disney of Africa, leading with local content, free access and child-safe advertising and communications policies.

## Challenge

**48%** of the population of Kenya is under 18 years old. **That's 26.4 Million People.**

**80%** of Kenyans had access to TV, but **there was no free, safe, educative children's TV channel.**

## Objectives

With this in mind, how do we reach **EVERYONE** and still adhere to these campaign objectives:

Engage children with appropriate educational content for their ages and stages

Provide informal learning opportunities for children who cannot attend school

Develop confidence, creativity and innovative mindsets in parents and children, while building stronger family relationships

## Solution

Akili Network launched the first and only free, educational, cross-platform children's channel in Kenya in March 2020: Akili Kids! TV. With our carefully curated programming strategy, we are able to reach children with educational daytime programming, young adults with edutainment in the afternoon and parents with our Akili family programming in the evening.

## Impact

**45%** mentioned children are better in mathematics and science



**40%** talked about learning how to speak a new language; English and Kiswahili



**17%** reported increased academic performance



## Sentiment

These are some of the sentiments that Akili Network has received in regards to the perceived quality of life change because of Akili Kids!

"My children's mannerisms have improved. They are more respectful and perform better in school!"  
Mother of Children aged 8, 10, 12 and 14 years old

"For one, my 7 year old found writing to be a bit hard before. Right now however, he can boldly write 1 to 10 and even the alphabet. I am proud of him."  
Father of Child aged 7

## Reach

**6.7 Million** Number of children, 0 - 18 Years old, watching

**4.8 Million** Number of parents watching with their children

**24 Million** Number of monthly impressions on Akili Kids! TV YouTube Channel

**244 Thousand** Number of monthly impressions on Akili Kids! TV Facebook page

**14 Thousand** Number of monthly SMS engagements

## AKILI TV



**+ GREAT CONTENT**

**= MEASURABLE IMPACT**