



Content + Distribution = Impact



**How TV can make children
and families safer and smarter**

2023 IMPACT STUDY REPORT



ABOUT AKILI NETWORK

Our Approach

With more than 400 million children and youth under the age of 18 in Africa, Akili Network is establishing itself as the most trusted and valued family brand in Africa, creating and distributing TV, mobile, and Internet content for children and youth.

Akili Network uses a 'whole child' approach to learning through media with the aim of supporting the self-actualization of our young viewers. We want to stimulate and support their social, emotional, mental, and physical

wellbeing, in addition to their cognitive development. We engage our younger and older audience members holistically, employing a content and commercial strategy that builds trust and safeguards safety and wellbeing.

We are relevant and responsive in our approach. As a result, we have created a **safe and trustworthy** media space for children, youth, parents, and caregivers.



Akili Kids! TV

KENYA'S FIRST DEDICATED CHILDREN'S TV STATION

Launched at the start of the COVID-19 lockdown in March of 2020, free-to-air Akili Kids! TV is Akili Network's flagship brand. Akili Kids! TV offers our young audience relevant, educational and entertaining content, on a schedule which runs 24 hours a day, 7 days a week.

Our shows are specially curated by a team of experts to engage, inform and inspire our audience, while delivering clear learning outcomes.

We provide children, tweens and teens with content that encourages inquiry, models positive relationships, and builds confidence – all while offering fun entertainment!

Early Learning

Preparing children with math, science, language, music and socio-emotional learning



School-Going Children and Early Teens

Engaging curiosity, models positive relationship and builds confidence



Teens & Family

Strengthening family bonds with movies, competition shows and programmes everyone can gather round and enjoy



68%
of parents are co-viewing with their children



We encourage co-viewing where children and their parents and caregivers can enjoy the shows together, sparking conversations and family bonding.

The lively engagement with parents and caregivers is extended to our Facebook platform where we enjoy a robust following.



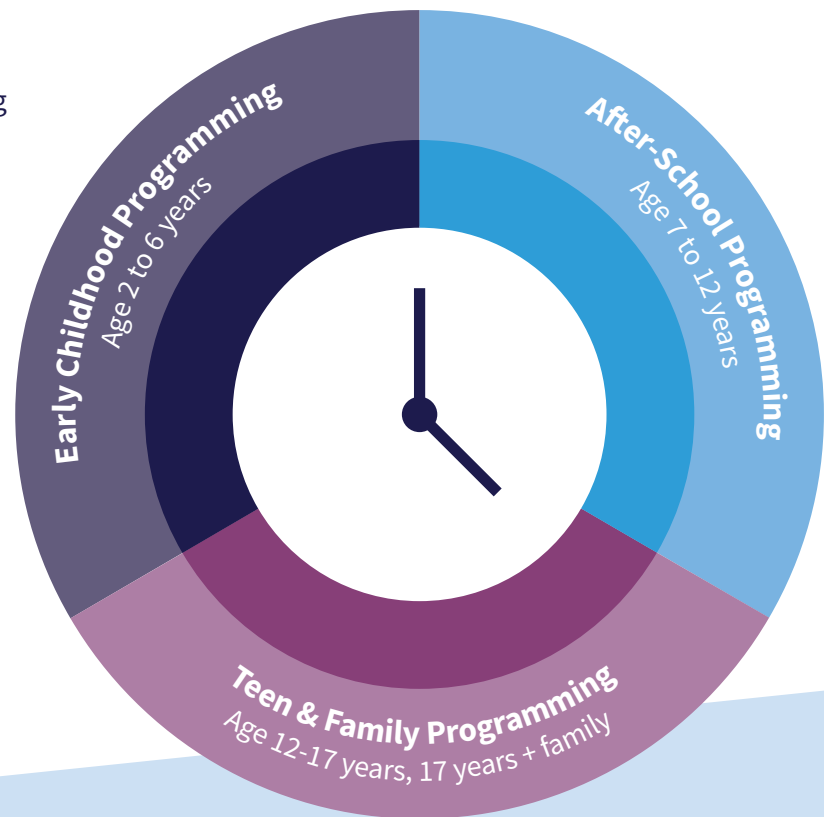
AKILI KIDS! TV

Viewing Blocks

We reschedule our programming during weekends, public holidays, school holidays to ensure children and families get to watch their favourite shows whenever they need them.

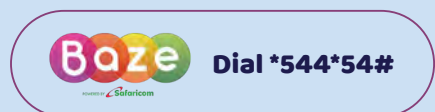
Meeting a need for children's programming in the Kenyan market, Akili Kids! TV is well positioned as the first and only dedicated free-to-air children's TV station in the Kenyan market.

... and the market responded! Akili Kids TV is now the no 1 TV station in homes with children.



AVAILABLE ON

Free to air and everywhere!



NOW AVAILABLE ON



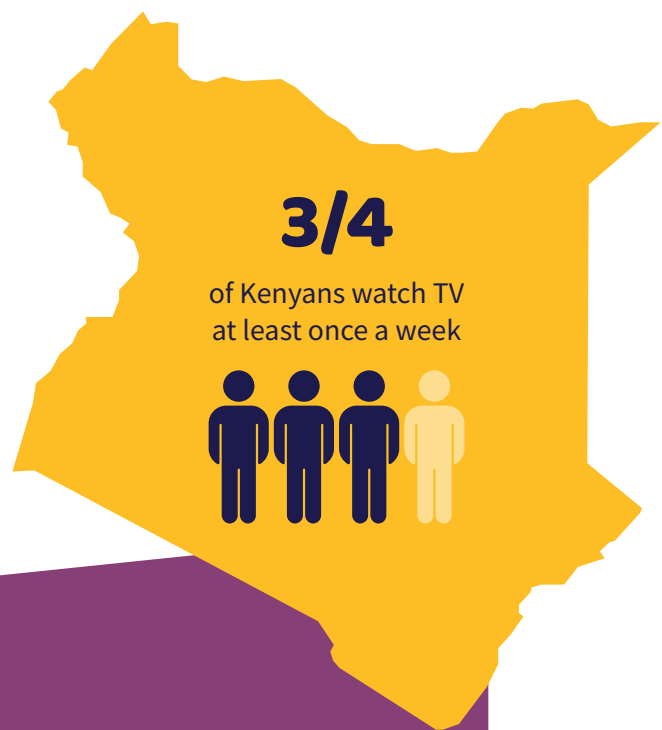
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AKILI KIDS! TV

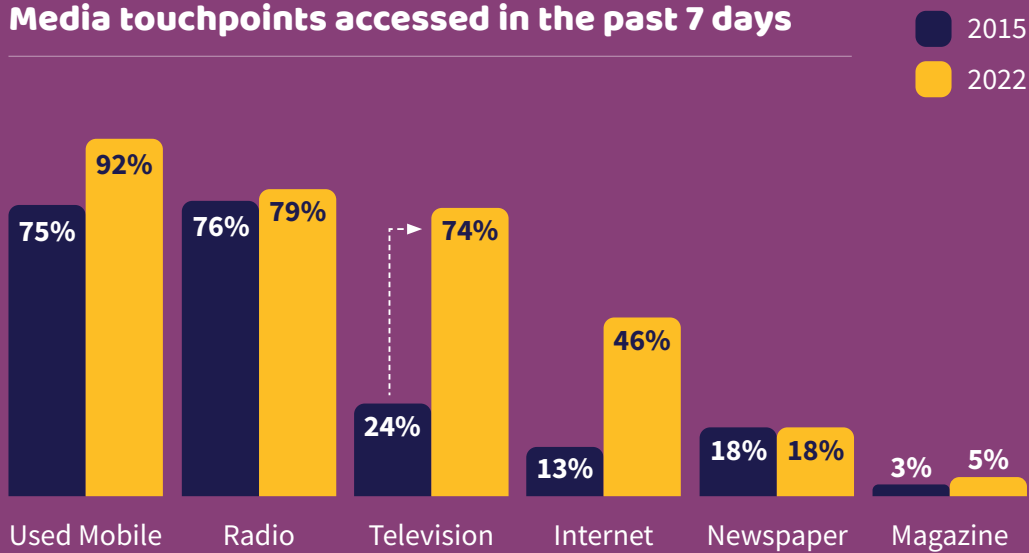
Are Kenyans watching television?

Media consumption research indicates that 3/4 of Kenyans watch Television at least once a week, with a reach that has tripled since 2015.

The TV viewership trend continues to rise as more Kenyans access content via smart phones, television sets and computers – According to research by Ipsos Kenya, TV reach is **nearly at par with Radio**.



Media touchpoints accessed in the past 7 days





TV & Behaviour Change for Children and Families



When done responsibly, the television medium can engage children with age-appropriate educational content offering numerous benefits:

For the child

- Supporting school readiness for pre-school children
- Supplementing traditional educational programs with fun and engaging TV programming with clear learning outcomes
- Provides informal learning opportunities for children who cannot attend school

For parents and caregivers

- Enables more flexibility for parents by offering safe, educational daytime programming
- Equips parents and caregivers with useful information

For the family

- Supports stronger family relationships by developing confidence, creativity and innovative mindsets in parents and children
- Creates new opportunities for bonding

For the community

- Sensitizes viewers to important ideas including social emotional concepts, cultural identity and social responsibility, gender equality, and values such as empathy, compassion, and tolerance
- Improves national security by building resilience to negative influence and modeling positive community values

Reasons to Invest in Children's TV Programming

▶ Children spend more time watching TV than the general viewer

Children spend more time on television than the general viewer - especially over the weekends - offering an underserved audience opportunities for more meaningful learning and entertainment through thoughtfully curated content.

▶ TV can be an effective tool for behaviour change messaging

When done responsibly, the television medium can engage children with age-appropriate educational content offering numerous benefits.

When the content is tailored with an understanding of the local audiences and their dynamic needs, it can have a lasting impact.

Paired with Akili network's expert knowledge of how to optimize our distribution platforms, messaging to children and families can have a lasting impact.

▶ Children drive TV viewership at home

87%

of households watch children's TV content

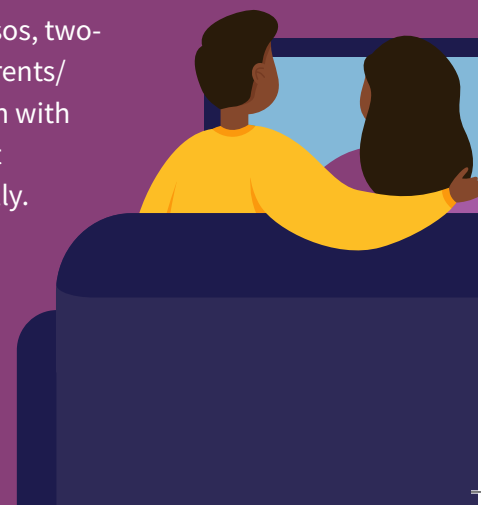


2/3

of parents and guardians watch with their children

As any parent or caregiver can attest, children drive TV viewership in the home. Research shows that if there is a child in the house, that house is most likely to have a TV, and that 87% of households watch children's TV content.

According to Ipsos, two-thirds of the parents/guardians watch with their children at least occasionally.

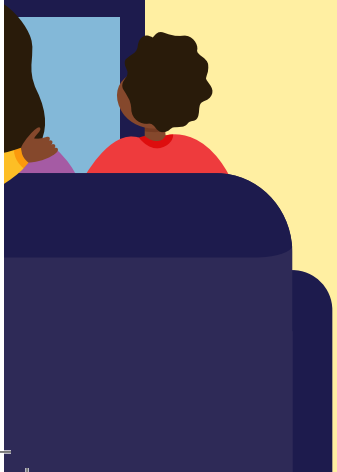
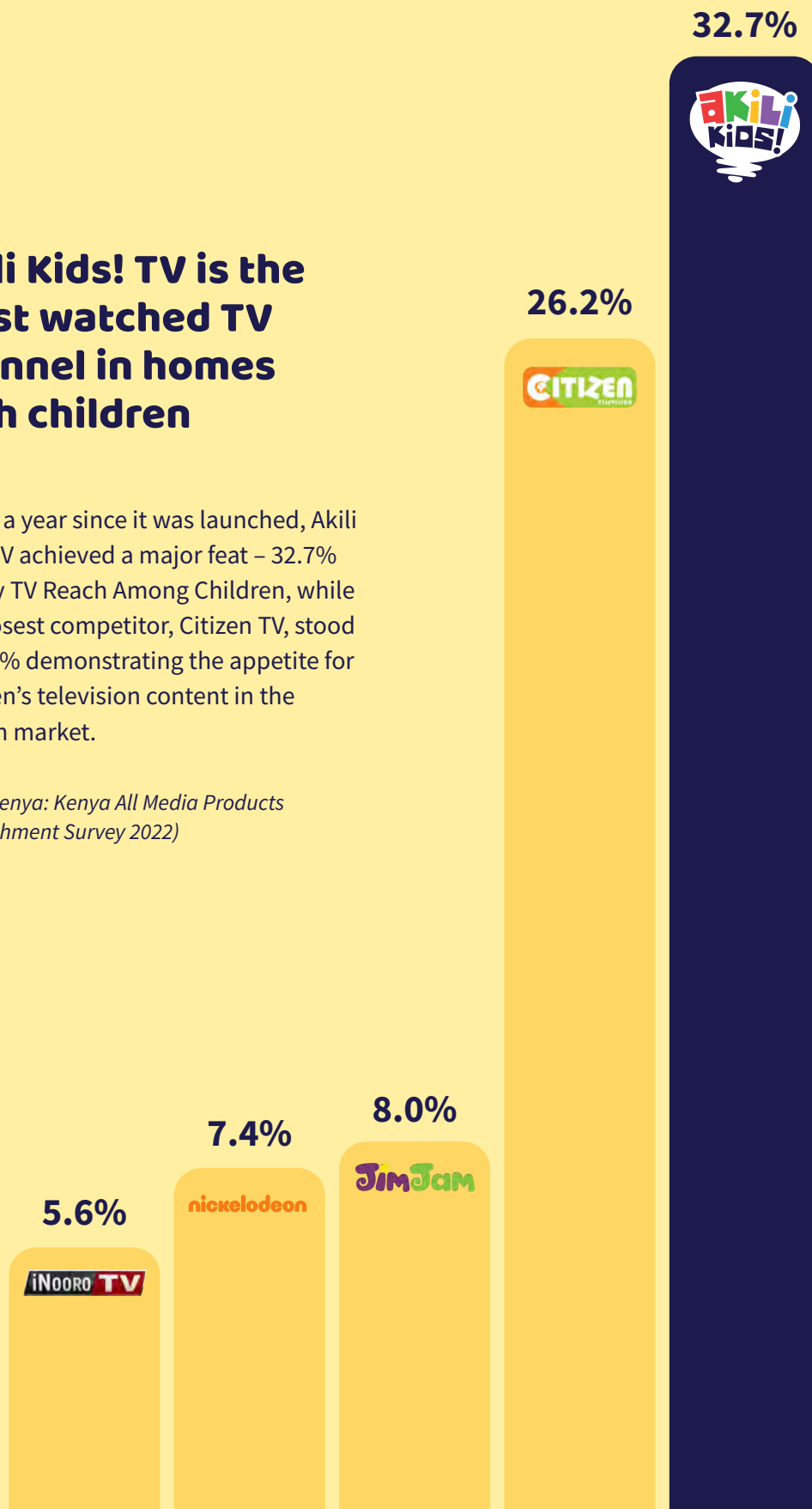




Akili Kids! TV is the most watched TV channel in homes with children

Within a year since it was launched, Akili Kids! TV achieved a major feat – 32.7% Weekly TV Reach Among Children, while our closest competitor, Citizen TV, stood at 26.2% demonstrating the appetite for children’s television content in the Kenyan market.

(Ipsos Kenya: Kenya All Media Products Establishment Survey 2022)



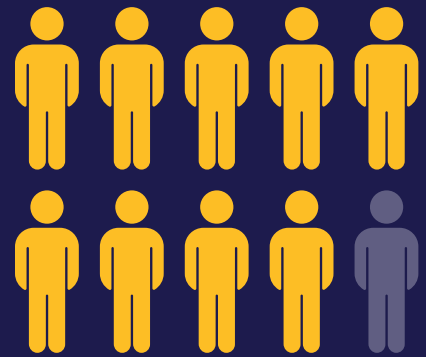
Why families love Akili Kids! TV

The mix of our approach to children’s TV content and our insights into family viewing habits and preferences enriches our programming, fueling our success in meeting the learning and entertainment needs of our audience.

A survey conducted by 60 Decibels detailed a variety of reasons why Akili Kids! TV is popular with parents, guardians, and caregivers.

98% of the respondents said they could not find a suitable alternative to Akili Kids! TV. The station has earned a stellar Net Promoter Score of 93.

*[The Net Promoter Score® is a gauge of satisfaction and loyalty. A score above 50 is considered very good]
[60 Decibels Lean Data on Akili Network]*



**9/10 of
parents**

surveyed expressed an improvement in their quality of life because of Akili Kids! TV



I ♥ AKILI KIDS! TV BECAUSE IT HAS:

-  A strong positive effect on academic learning (96% of respondents)
-  A good learning experience (92% of respondents)
-  Cost savings on textbooks and extra tuition lessons for their children
-  Help with young viewers' speech development
-  Pre-school learning - literacy and numeracy

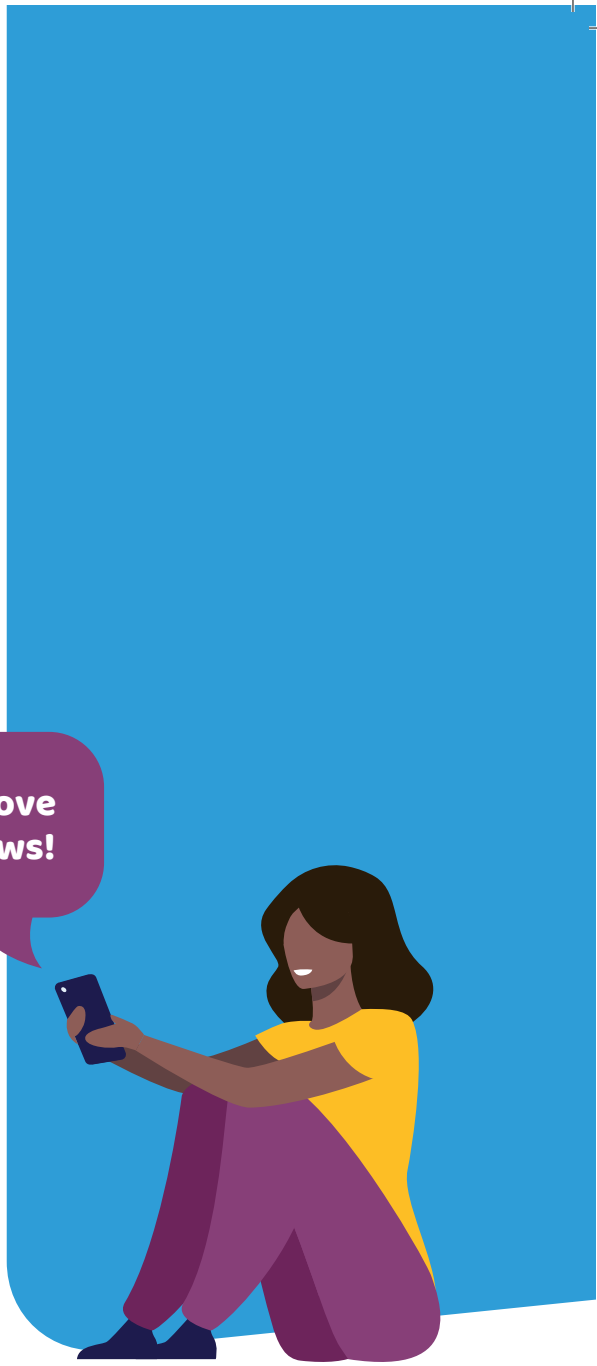


Invested in Audience Engagement

At Akili Kids! TV, we value audience feedback. Through our SMS and Social Media platforms, we continue to engage parents, guardians, and caregivers on different issues about the station's content. This novel approach stands out on the local TV landscape and offers the audience an opportunity to share their views on existing content, and to articulate what they would like to see as part of the station's programming.

This participatory approach gives the viewer agency and a sense of ownership as co-curators of the content.

My kids love your shows!





Impact Stories

“

FEMALE, CHILDREN 4 & 10

I used to buy a lot of textbooks to help my children improve in mathematics. Thanks to Akili Kids Channel, I do not have to buy a lot of textbooks for them. They find mathematics simpler.

“

My first-born was slow in speech. This grew better as he continued watching shows on Akili Kids! TV. As for his baby brother, his counting abilities still amaze me up until now, especially because he is only 1 year old.

MALE, CHILDREN 1 & 12



FLASH SQUAD

CASE STUDY



CASE STUDY

Flash Squad

Flash Squad is an original cyber safety sitcom TV series for tweens, teens and families running on Akili Network's Akili Kids! TV station. The show addresses internet safety in a memorable, impactful and measurable way.



The Challenge

Akili Network received a grant to develop content on internet safety in response to the pressing challenge children and families are facing in this digital age.

We approached the challenge with two main objectives:

1. Memorable

Make the content entertaining and watchable multiple times and

2. Measurable

Design mechanism to collect reactions and data for analysis.

In line with our 'whole child' approach, we were also keen to design a programme that builds confidence in young viewers by equipping them with information on the nature of threatening behaviour online and clear actions to take.



Scan to watch
Flash Squad on
[youtube.com/
akilikidstv](https://youtube.com/akilikidstv)

FLASH SQUAD

The Solution

1. Memorable Content

A six-part, short-form comedy TV series set in a Kenyan high school that sparks engagement with a goal of building skill and confidence while strengthening family bonds.

The content is delivered in a short format of 7 mins on average.

It is young, hip, and fresh!

Each storyline is shared through relatable characters using accessible language and employing humour to tackle serious issues.



The key themes covered in the first season of Flash Squad are:



Trolling



Phishing



Oversharing
Personal Info



Passwords



Cyberbullying



Mobile Money
Fraud



2. Measurable Distribution

Since Akili Network operates its own TV channel, we were able to be strategic and effective in our distribution strategy for Flash Squad.

The series premiered at the start of a school holiday and was publicised with teasers and trailers in the weeks leading up to the premiere – creating a buzz and excitement for our viewers.

Each week, new episodes were scheduled for Friday evenings and again were publicised heavily with **promos** through the week to create appointment viewing for the whole family.

The episode was then repeated **through the week, four times a day** giving our audience the chance to rewatch and internalize the message in that week's episode.

Episodes aired
**every day
4 times a day**
during the first run of the season

During its first run, each episode of Flash Squad aired **28 times a week** as we implemented our media and audience insights to connect across rural and urban demographics.

We scheduled special **omnibus reruns** during subsequent public and school holidays.

Each episode of Flash Squad was broadcast a total 168 times in the first run of 6 weeks.

x10
promos a day
of each episode over
the first six weeks



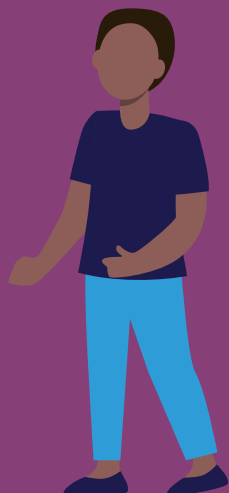
FLASH SQUAD The Results

Retention

When asked to recall themes from the different episodes, 84% of viewers were able to identify threatening or dangerous scenarios and, even better:

95% of children

could recall an action to mitigate a threatening online scenario



Confidence

After watching Flash Squad:

72% of parents

reported feeling more confident in helping their children deal with online safety threats.

83% of children reported being more confident about how to handle online safety threats.

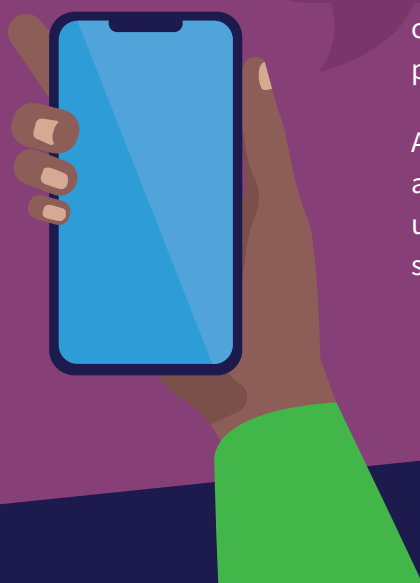




We received over

29,000 text messages

from children and parents reacting to Flash Squad and sharing thoughts on internet safety



Engagement

The shared experience of watching the Flash Squad content offered a bonding opportunity for children and their parents and guardians.

At the end of each episode, viewers are asked to share their thoughts by sending us a Text message to the AKili Kids TV short code number.

Co-viewing

Research shows that families are enjoying Flash Squad together offering a bonding opportunity to accompany learning. When surveyed, viewers reported watching episodes multiple times.

A majority of parents and guardians surveyed reported that they had conversations with their children about online tools. Over a quarter of these said they were having the conversations often.



Reach

Flash Squad has enjoyed notable success with a robust reach of:

6.7 million children & **4.8 million** parents



Inclusivity

Flash Squad has seen a:

balanced gender split

among its viewers, with the average viewer being 12 years old

The show draws an audience from around Kenya's counties, with the largest number located in Nairobi, Kiambu, Nakuru and Nyeri.

Notably, 28% of the viewers live beneath the poverty line demonstrating the potential of digital content across socioeconomic levels.





FLASH SQUAD

Conclusion

With its clever, funny, and relatable content, Flash Squad is equipping children and guardians alike with information on how to stay safe on the internet. It is a timely intervention with the continued growth in access to digital technology, and its resultant risks to children.

A child-centered and participatory approach to content development together with a solid strategy backed by our independent distribution capacity, this is how Akili Network was able to implement and delivers it's winning formula:

Content + Distribution = Impact



What next?

Following the success of its first season, and in response to direct requests and suggestions from Flash Squad viewers, we look forward to creating and distributing more content to equip viewers with the tools to safely engage online.

As new internet threats and risks continue to emerge, Flash Squad is well positioned to tackle them through its engaging content.

If messaging on internet safety resonates with you, we can offer you an interesting partnership opportunity as we seek to make the next season of Flash Squad happen.

TO PARTNER WITH US

To the organisations whose strategic goals entail reaching children, tweens, teens and their families with behaviour change messaging, Akili Network is your ideal partner and will support your communication initiatives.

For long and short term messaging campaigns, our unique platform and expertise are best suited to create and distribute TV, mobile, and Internet content for children and youth. We have the capacity to partner with you in achieving your strategic organisational objectives.

Our commitment to 'whole child' development translates to a safe and trustworthy platform whose values you can count on.

GET IN TOUCH

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AKILKIDS.CO.KE