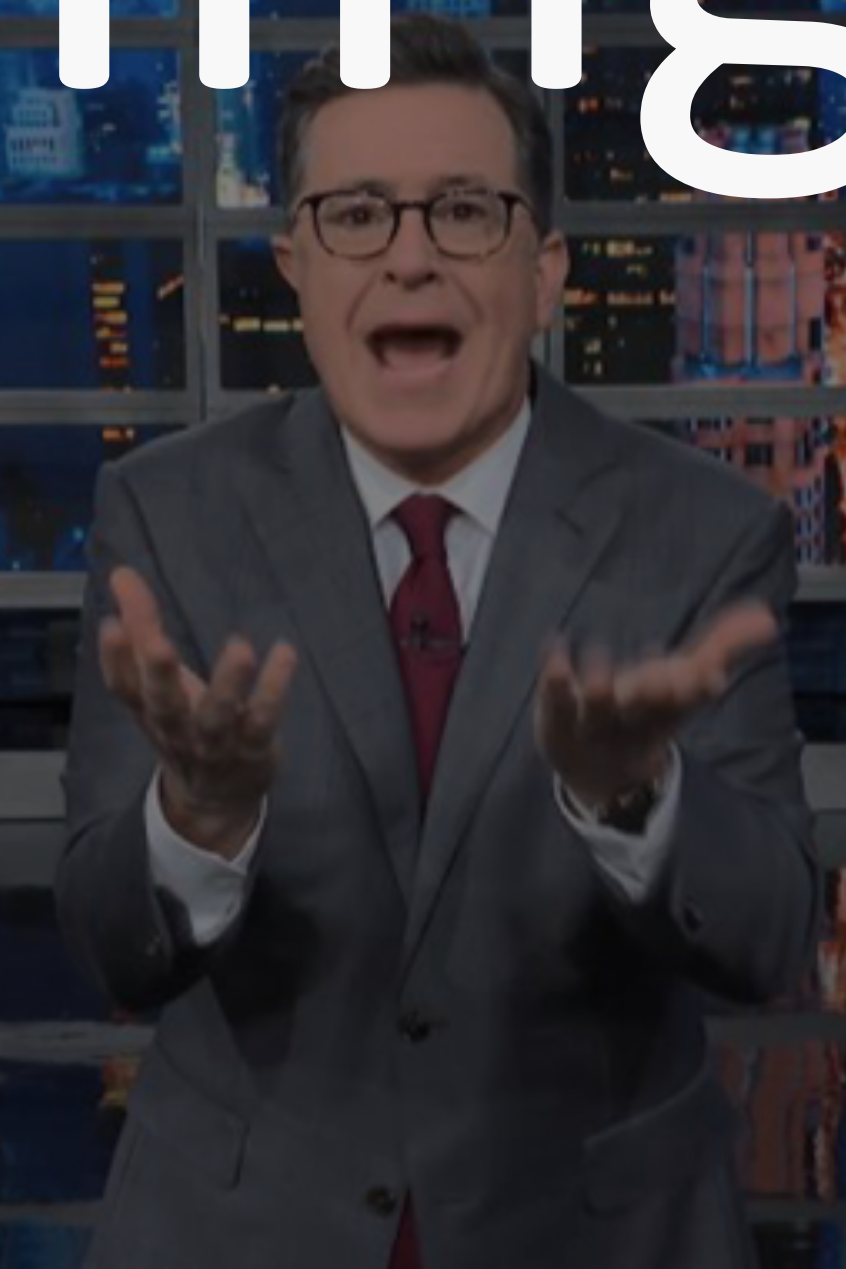





How the efficiency, reach and speed of mobile-based media research helped a satirical talk show rise to the top of the ratings in Nigeria.

Satirical news is
nothing new...





YES
to free
speech

YES
to media
freedom

...But in Nigeria it's a
different story

Pilot Media and Channels TV wanted to change that with
The Other News



Would viewers love it?

Or would it fall flat?

PROBLEM SOLVED.

We wanted
to find out

With help from some friends



+

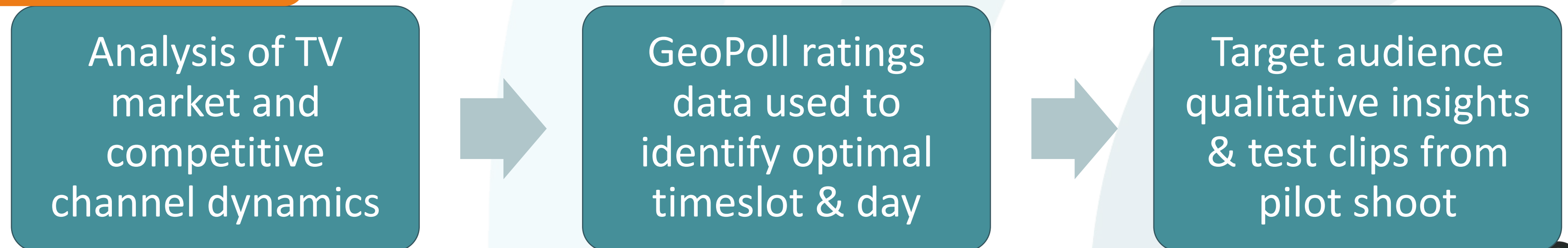


From concept to reality

Production Schedule



Research Schedule



PMI needed reliable data to:

Identify the optimal timeslot for The Other News

Demonstrate the show's appeal to sponsors

Assess strengths and weaknesses for the creators

Measure the impact for donors

Gauge competitiveness throughout the season

A multi-modal approach to gather data



PICK TIMESLOT

PMI and Channels TV used GeoPoll data to pick optimal timeslot

TEST CONTENT

Respondents were sent clips via mobile web of The Other News' pilot episode and provided feedback on the show

GAUGE REACTION

Respondents are sent follow up clips and asked about their reactions

AIR SHOW

The Other News debuts on Channels TV in Nigeria

VIEW RATINGS

Ratings data shows how The Other News performs over time

Mobile Surveys vs In-Person Focus Groups

PMI originally planned to test content via traditional focus groups, but spoke with GeoPoll about using mobile-based surveys as an alternative due to several factors:

Able to use GeoPoll's large respondent database to reach target audience

Using mobile web allowed for videos to be incorporated into surveys

Could reach a larger sample size than was feasible with in-person groups

Quick turnaround of data allowed for immediate feedback on content

Mobile surveys were more convenient and cost-effective

geopoll.com

GeoPoll

How often do you access news?

Several times a day

Once a day

Several times a week

Once a week

2-3 times a month

Once a month

[Privacy Policy](#)

Mobile web surveys gave us
the opportunity to show
clips of
The Other News
and
**Traditional news
shows**

Allowing for **real time feedback** on content

Was it informative?

**Did they find it
funny?**

**Did it resonate with
the audience?**

Was it memorable?



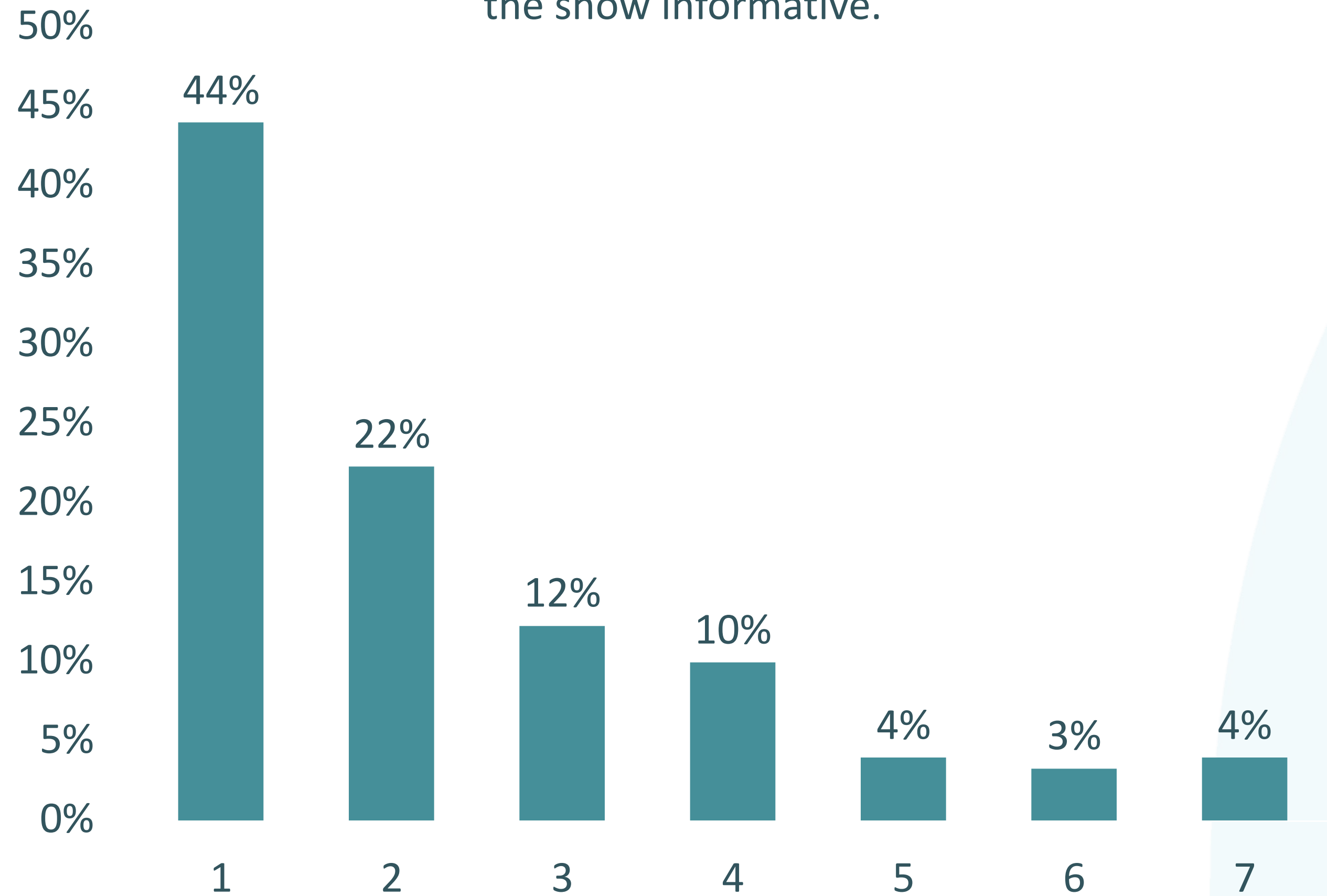
Findings
demonstrate the
strength of comedy



78%

found the show informative

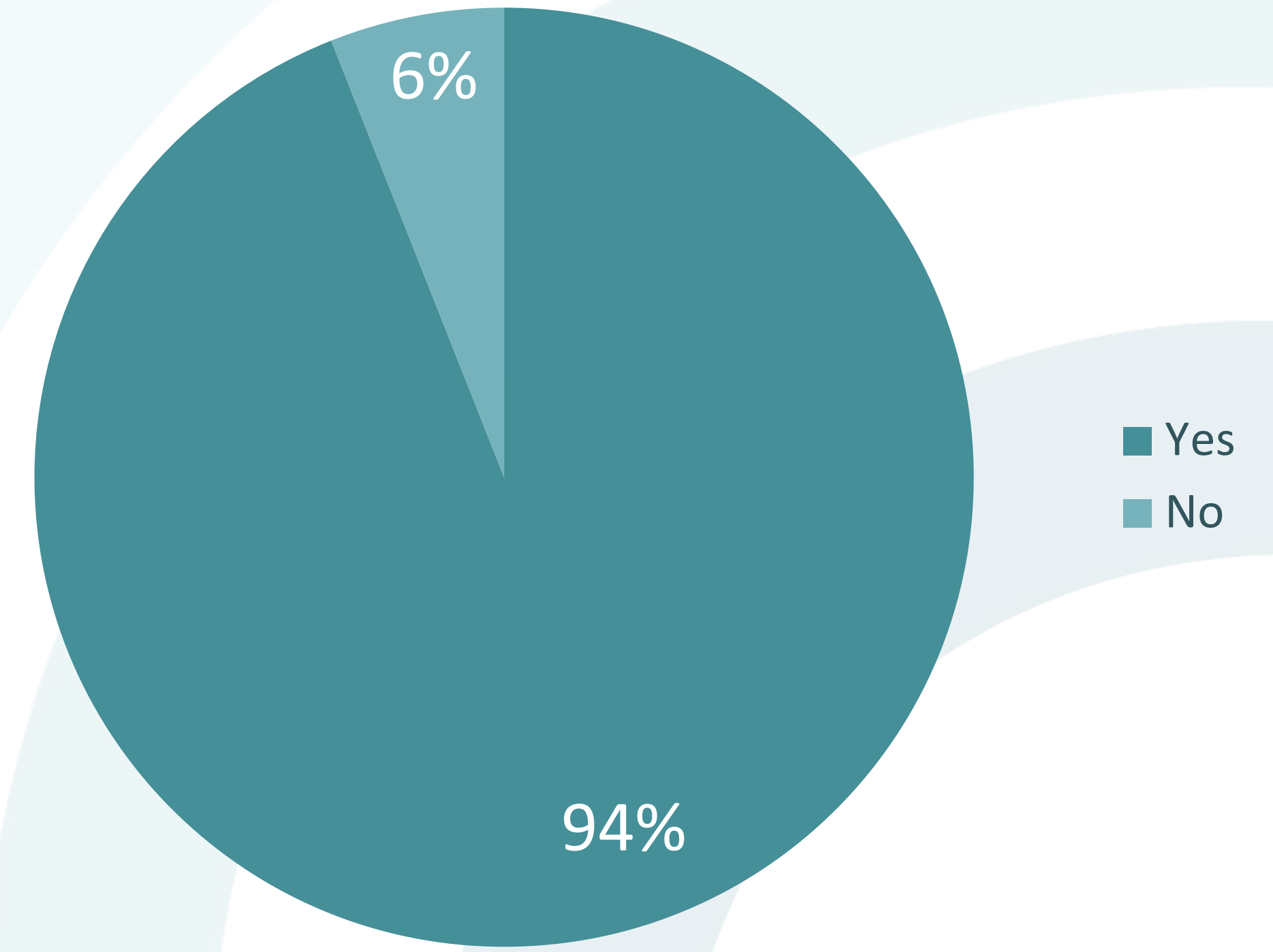
On a scale of 1-7 where 1 indicates strongly agree and 7 indicates strongly disagree, how do you agree with the statement: I found the show informative.



94%

learned something new

Did you learn something new from the issues covered in the show? 1)Yes 2)No



Compared to traditional news, viewers of The Other News said:

It was more memorable than traditional news

They were more likely to learn something new

They were more likely to share with friends

They were more motivated to hold politicians to account



9 out of 10

said they focused on the arguments
in the video and intend to learn
more about the issues covered



Audience measurement data allowed PMI and Channels TV to determine the most effective and competitive time to air The Other News was

Thursdays at
7:30 pm

By the end of the season, The Other News was the top rated show in its timeslot

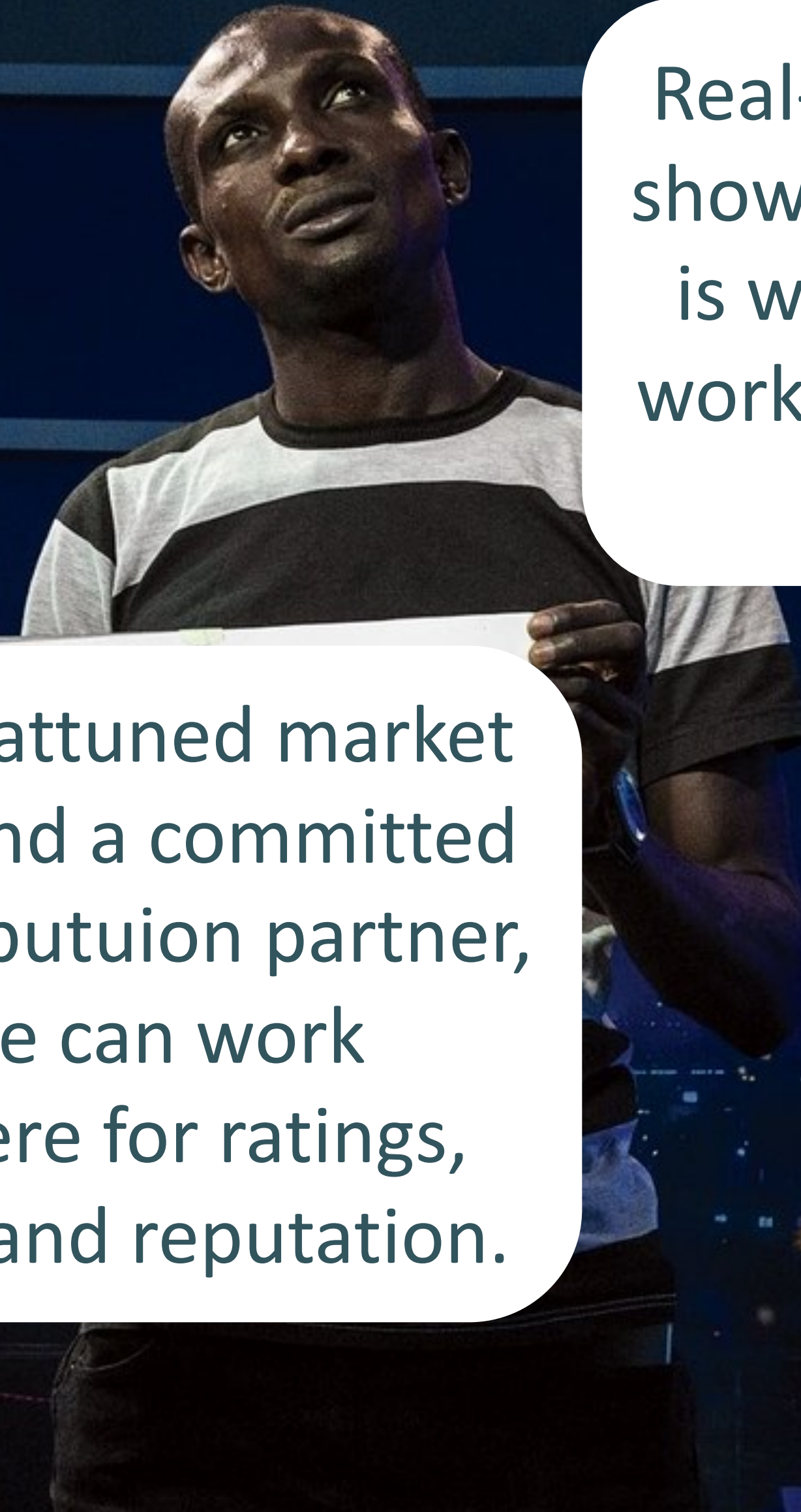


What we learned:

Combining mobile video surveys with ratings data allows for richer information on show's resonance and audience

Real-time feedback enables show creators to gauge what is working and what is not working and adjust week-to-week

With an attuned market insight and a committed TV/Distribution partner, satire can work anywhere for ratings, revenue and reputation.



Ongoing Partnership

PMI continued to use GeoPoll Audience Measurement Data for further media initiatives:

Working with NDI/ USAID/ UKAID to produce a series of satire themed voter education TV, radio, digital and outdoor spots to inspire and encourage young voters to turn out to vote in a state Governorship election.

For the National Presidential Election a few months later, PMI again used GeoPoll data to test content and to inform media buying and spot placement in both campaigns

Thank You

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www.GeoPoll.com

www.PilotMI.org

