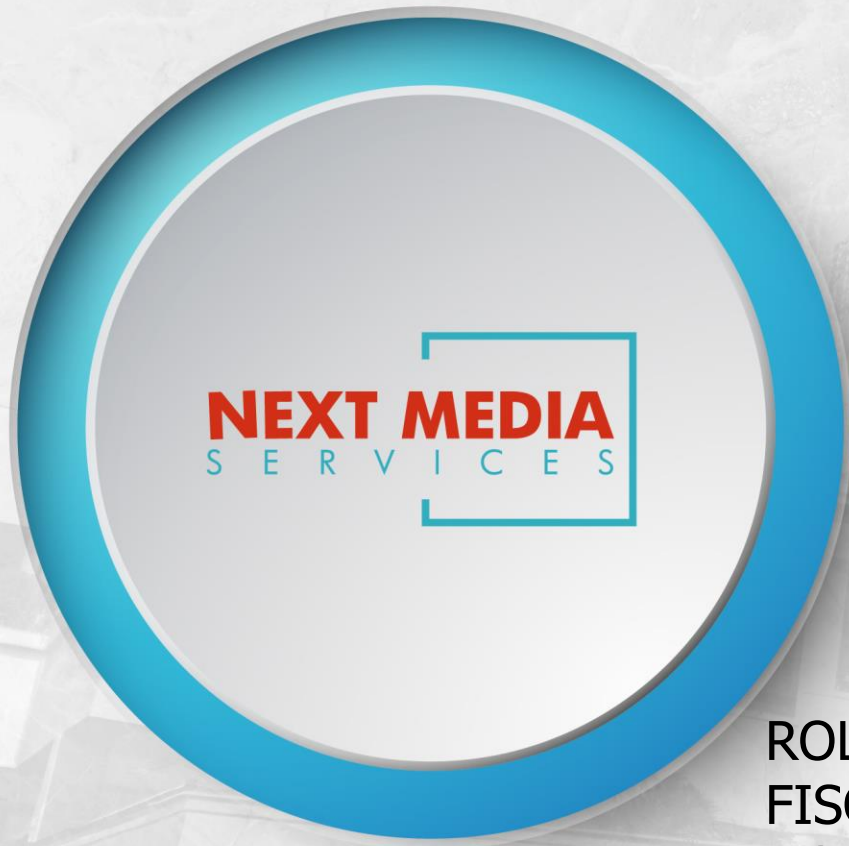


NEXT MEDIA



ROLE OF EITI IMPLEMENTATION IN ENHANCING TRANSPARENCY, FISCAL, JUSTICE, AND DOMESTIC RESOURCE MOBILISATION IN UGANDA ACTIVITY REPORT



CONTENTS

NEXT MEDIA
SERVICES

- **About Next Media**
- **Flagship/hosting brand**

Talk show

- **Overview**
- **Deliverables**
- **Talk show link**
- **Campaign insights**
- **Audience reach**



About us...

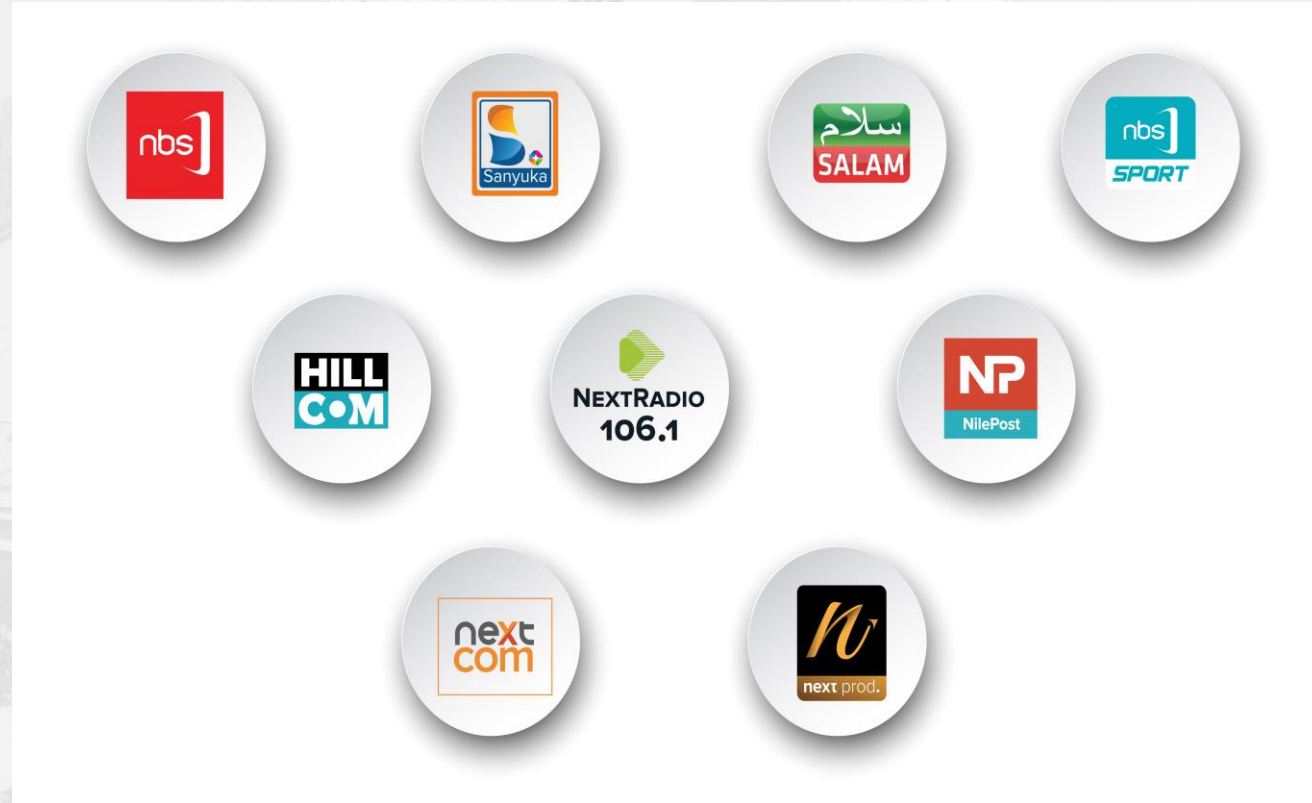


Next Media is Uganda's leading multimedia group for East Africa with five television stations, a 24-hour audio-visual radio station, an online news portal, a digital communications agency, a production house, a broadcasting engineering company and a content distribution and streaming platform.

Next Media is purposed to Inform to Transform - to use our platforms to empower and create positive Transformational change for Uganda, East Africa, and Africa.

In our 14-year journey so far, we have revolutionized the media landscape in Uganda, operating up to 10 diverse brands to serve Uganda in various key ways.

Our brands



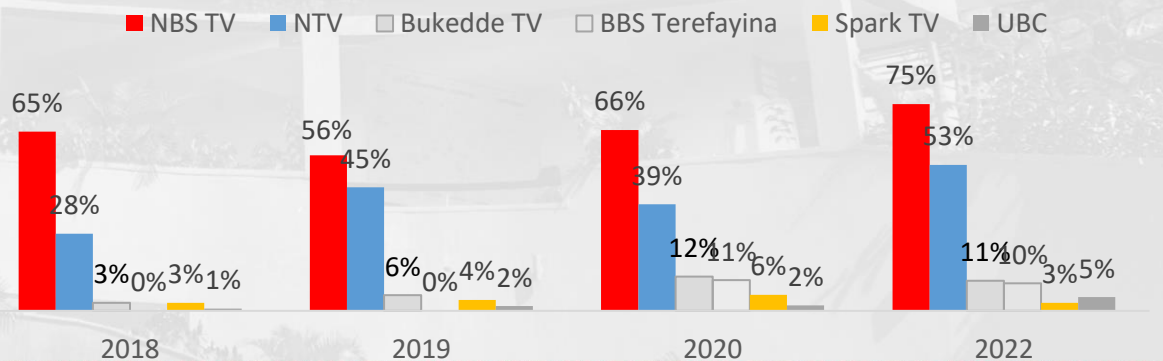
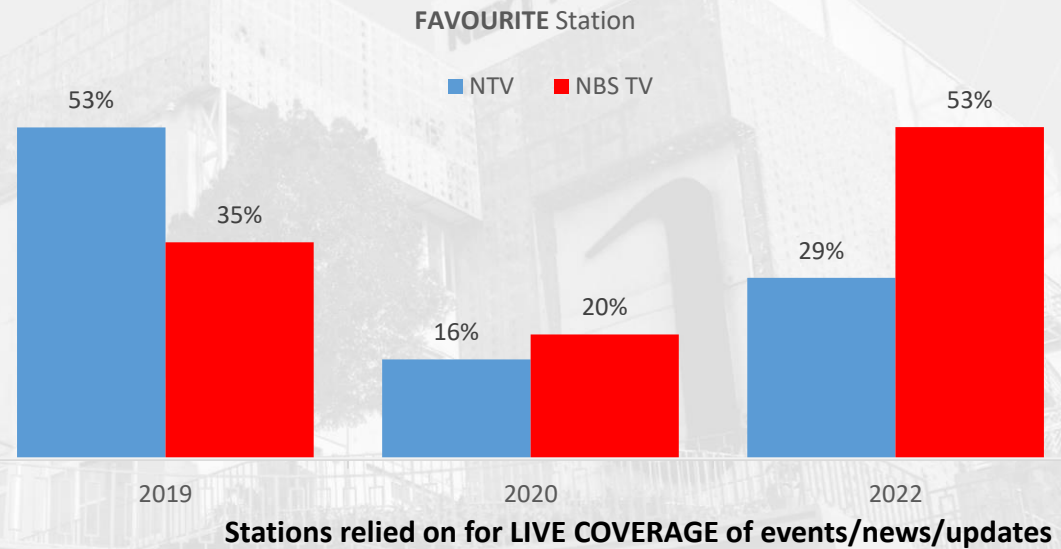
Hosting brand

The UGEF was hosted by NBS TV that is positioned as our flagship brand.



BRAND POSITIONING

- **Social Class:** AB, C1, C2
- **Focus Content:** Current Affairs
- **Media Ranking:** **No. 1** On Current Affairs and Live Coverage
- **Household viewership:** **7** in every **10** households rely on NBS for Current affairs & live coverage.



Overview

NEXT MEDIA
SERVICES

The Civil Society Coalition on Oil and Gas (CSCO) with support from Oxfam International, ACODE through the Domestic Revenue Mobilization for Development (DRM4D) project, and other partners organized a TV talk show to discuss the contribution of EITI in enhancing DRM and fiscal justice in Uganda. NBS Television broadcasted the talk show live on Thursday 29th September 2022, from 9:00 – 10:00 am. Under the theme “Role Of Eiti Implementation In Enhancing Transparency, Fiscal Justice, and Domestic Resource Mobilisation in Uganda.”



Agreed Value – NBS Television



- 1-hour talk show 9:00-10:00 am
- Social media amplification; Facebook and Twitter
- Moderator



Breakfast Meeting and link

NEXT MEDIA
SERVICES



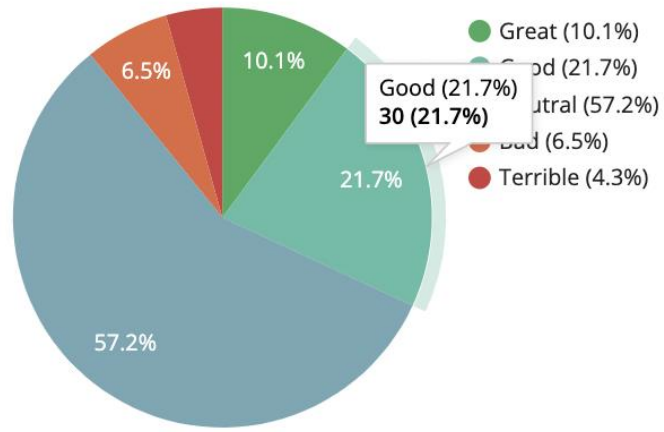
https://www.youtube.com/watch?v=bBgjhLZwd_M



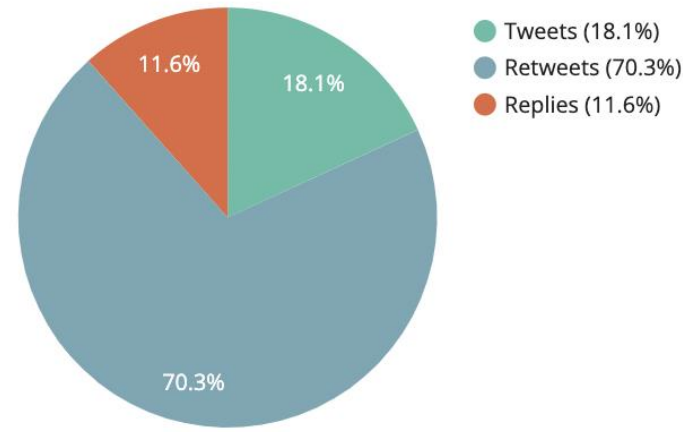
Hashtag Performance



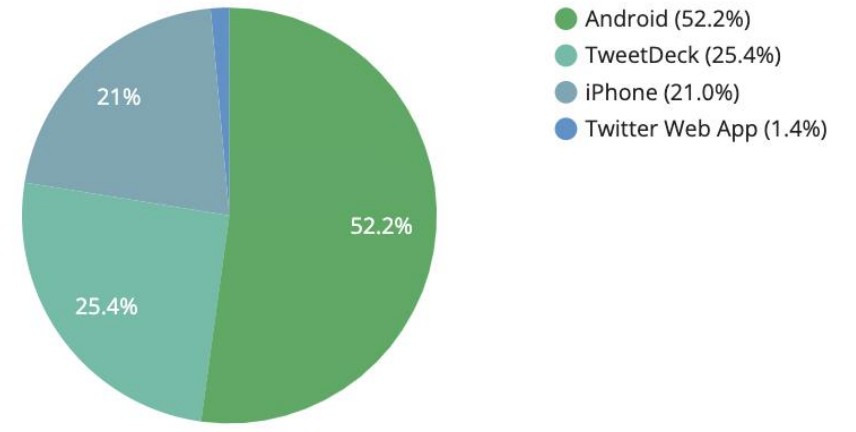
TWEETS BY SENTIMENT



TWEETS BY TYPE



TWEETS BY SOURCE



Majority of the sentiment was neutral and positive.
Source: socialbearing





Hashtag Performance Summary


#CSCO_EITIUGANDA

 Date range: 26 Sep 2022 - 2 Oct 2022

Most influential sites

	SITE	 VISITS	 INFLUENCE SCORE
1	twitter.com	7.1 B	10 /10

Trending hashtags

	HASHTAG	 MENTIONS
1	#nbsupdates	76
2	#csc_eitiuganda	42
3	#nbsmorningbreeze	17
4	#ugat60	11
5	#nbsliveat9	10
6	#nbsamasengeje	5
7	#lateniteswithjk	4
8	#11am	3
9	#hiha2022	2
10	#endhumantrafficking	2
11	#nbslive	2
12	#ekikudhuko2022	2
13	#freeallpoliticalprisonersinuganda	2
14	#creativity	2
15	#rebuild	2
16	#innovation	2
17	#endtraffickingug	2
18	#romeosrestaurant	1
19	#bringbackourpeople	1
20	#peoplepowerourpower	1

NBS Television had the highest share of voice for the hashtag.
Source: Brand24



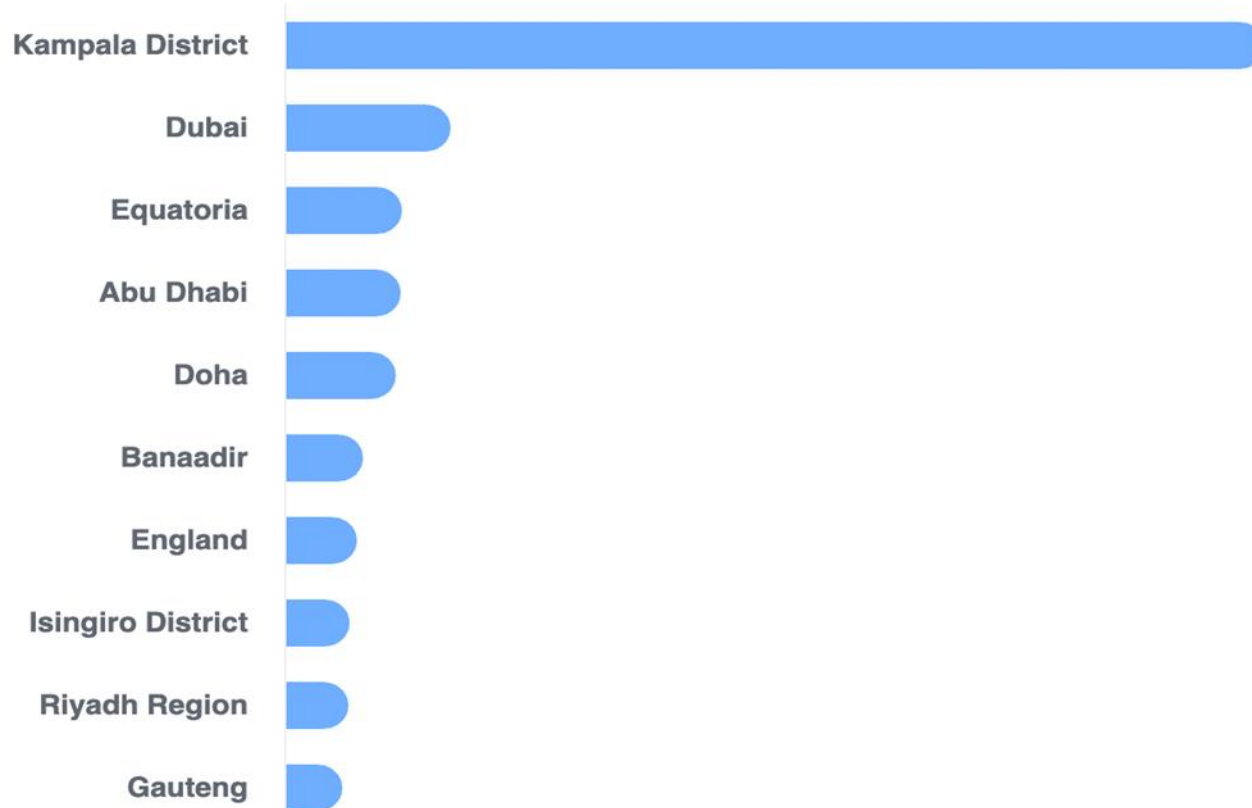
Audience Insight



Audience



Region Country Age & Gender



Majority of the audience was from Kampala and Dubai.



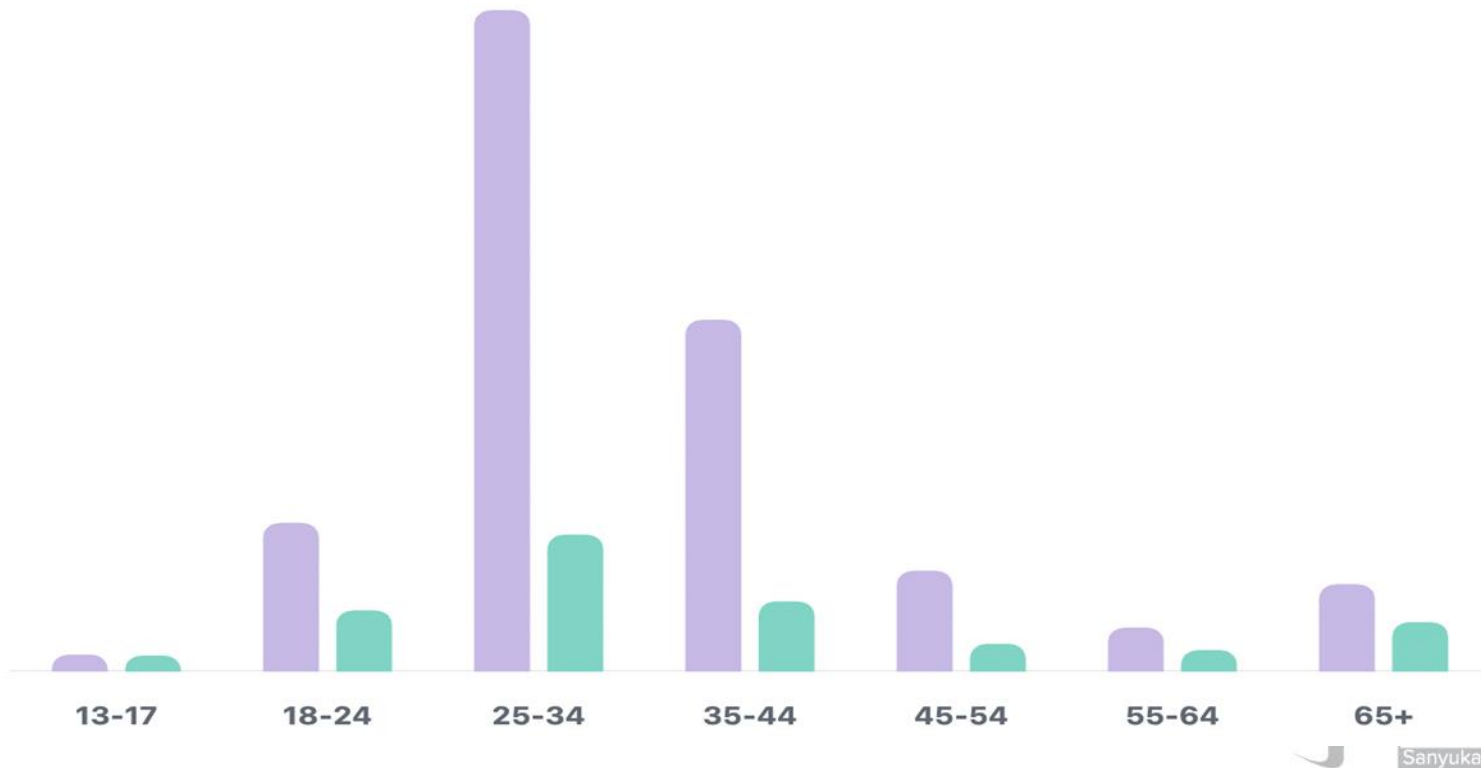
Audience Insight

Audience



Region Country **Age & Gender**

83% Men 17% Women



Majority of the audience was viewing were 25-34 year old men.

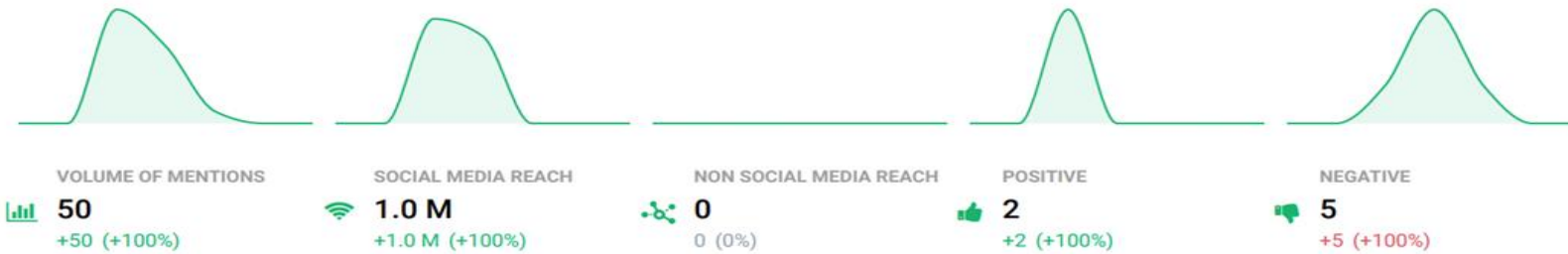


Hashtag Performance Summary

#CSCO_EITIUGANDA

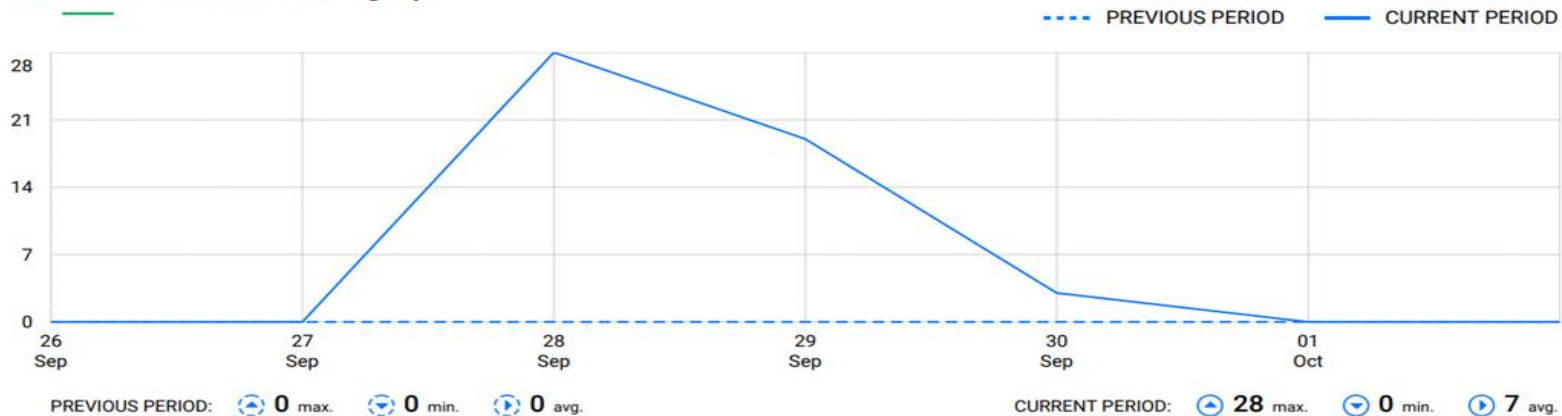
Date range: 26 Sep 2022 - 2 Oct 2022

Summary of mentions



The hashtag reached 1M people on social media.
Source: Brand24

Volume of mentions graph



Content Overview

 Abowe Daniel retweeted 4 days
NBS Television @nbstv



Magara Siragi Luyima, Extractives Coordinator, @OxfaminUganda: Oxfam is a non government organization that works to ensure equality and end **poverty** among communities.

[@ACODE_Uganda](#)

[#CSCO_EITIUGANDA](#) [#NBSUpdates](#) [pic.twitter.com/N0uya1CSlx](#)

via Android

6 21 1432715
314 102 0.00
27 - %0

 NBS Television @nbstv 4 days



Magara Siragi Luyima, Extractives Coordinator, @OxfaminUganda: Oxfam is a non government organization that works to ensure equality and end **poverty** among communities.

[@ACODE_Uganda](#)

[#CSCO_EITIUGANDA](#) [#NBSUpdates](#) [pic.twitter.com/N0uya1CSlx](#)

via TweetDeck

6 21 1432715
314 1432715 0.00
27 - %0

 Kats Nell retweeted 4 days
NBS Television @nbstv



Saul Ongaria, National Coordinator @Uganda EITI: Our Domestic Revenue Mobilization strategy aims at identifying the gaps in terms of **leakages, abuses** in terms of companies that are involved in mining and not paying their **taxes**.

[@ACODE_Uganda](#)

[#CSCO_EITIUGANDA](#) [#NBSUpdates](#) [pic.twitter.com/wO1L1MpTsC](#)

via Android

3 22 1432715
314 189 0.00
25 - %0

 Godfrey WAVAMUNO retweeted 4 days
NBS Television @nbstv



Saul Ongaria, National Coordinator @Uganda EITI: Our Domestic Revenue Mobilization strategy aims at identifying the gaps in terms of **leakages, abuses** in terms of companies that are involved in mining and not paying their **taxes**.

[@ACODE_Uganda](#)

[#CSCO_EITIUGANDA](#) [#NBSUpdates](#) [pic.twitter.com/wO1L1MpTsC](#)

via Android

3 22 1432715
314 645 0.00
25 - %0

Content Overview

nbs1 NBS Television @nbstv 4 days

TALK Show

Role of EITI Implementation in Enhancing Transparency, Fiscal Justice, and Domestic Resource Mobilisation in Uganda

Panelists

Mr. Saul Ongaria
National Coordinator
Uganda EITI

Mr. Magara Siraji Luyima
Extractives Coordinator,
Oxfam Uganda

The National Coordinator @UgandaEITI and Extractive Coordinator @OxfaminUganda will be on #NBSBreakfastingMeeting tomorrow to discuss the role of EITI Implementation in Enhancing Transparency, Fiscal Justice and Domestic Resource Mobilization.

#CSCO_EITIUGANDA #NBSUpdates pic.twitter.com/f54NrcfmbP

via TweetDeck

3 22 1432715
314 1432715 0.00
25 - %0

nbs1 Godfrey WAVAMUNO retweeted NBS Television @nbstv 4 days



ON AIR: #NBSBreakfastMeeting with @SNabakooza.

TOPIC: The role of EITI Implementation in Enhancing Transparency, Fiscal Justice and Domestic Resource Mobilization in Uganda

Download the @afromobileug to watch live.

@ACODE_Uganda

#CSCO_EITIUGANDA #NBSUpdates pic.twitter.com/EH3sVYNpUs

via Android

5 18 1432715
314 645 0.00
23 - %0



Content Overview

 NBS Television  is with Shevo Winda.
4d · 

The National Coordinator Uganda EITI and Extractive Coordinator Oxfam in Uganda will be on #NBSBreakfastingMeeting tomorrow to discuss the role of EITI Implementation in Enhancing Transparency, Fiscal Justice and Domestic Resource Mobilization.

Download the Afro Mobile to watch live.

#CSCO_EITIUGANDA #NBSUpdates



7,598
People reached

50
Engagements

[Boost post](#)

 16

2 Comments

 NBS Television 
3d · 

Magara Siraji Luyima, Extractives Coordinator, Oxfam Uganda: An area like Karamoja is well endowed with over 50 minerals, but we also know that it is the poorest. The amount of money the people of Karamoja get from their minerals is also very limited.

Minerals like gold and tin are not giving anything to the people in Karamoja. The people who are dealing in mining, especially gold, are not licensed. They are mainly artisanal.

#CSCO_EITIUGANDA #NBSUpdates

1,925
People reached

128
Engagements

[Boost post](#)





...

Asante

...