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

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

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

**Tweets by Sentiment**
- Great (10.1%)
- Good (21.7%)
- Neutral (57.2%)
- Bad (6.5%)
- Terrible (4.3%)

**Tweets by Type**
- Tweets (18.1%)
- Retweets (70.3%)
- Replies (11.6%)

**Tweets by Source**
- Android (52.2%)
- TweetDeck (23.4%)
- iPhone (21.0%)
- Twitter Web App (1.4%)

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

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

Majority of the audience was from Kampala and Dubai.
Majority of the audience was viewing were 25-34 year old men.
The hashtag reached 1M people on social media.
Source: Brand24
Magara Siragi Luyima, Extractives Coordinator, @OxfamUganda: Oxfam is a non-government organization that works to ensure equality and end poverty among communities.

@ACODE_Uganda

#CSGO_EITIUGANDA #NBSUpdates pic.twitter.com/N0uya1CSix

via Android

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via Android

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

#CSGO_EITIUGANDA #NBSUpdates pic.twitter.com/W01L11MpsTc

via Android
ON AIR: #NBSBreakfastMeeting with @SNaba kooza.

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
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