OVERVIEW

1925

1954

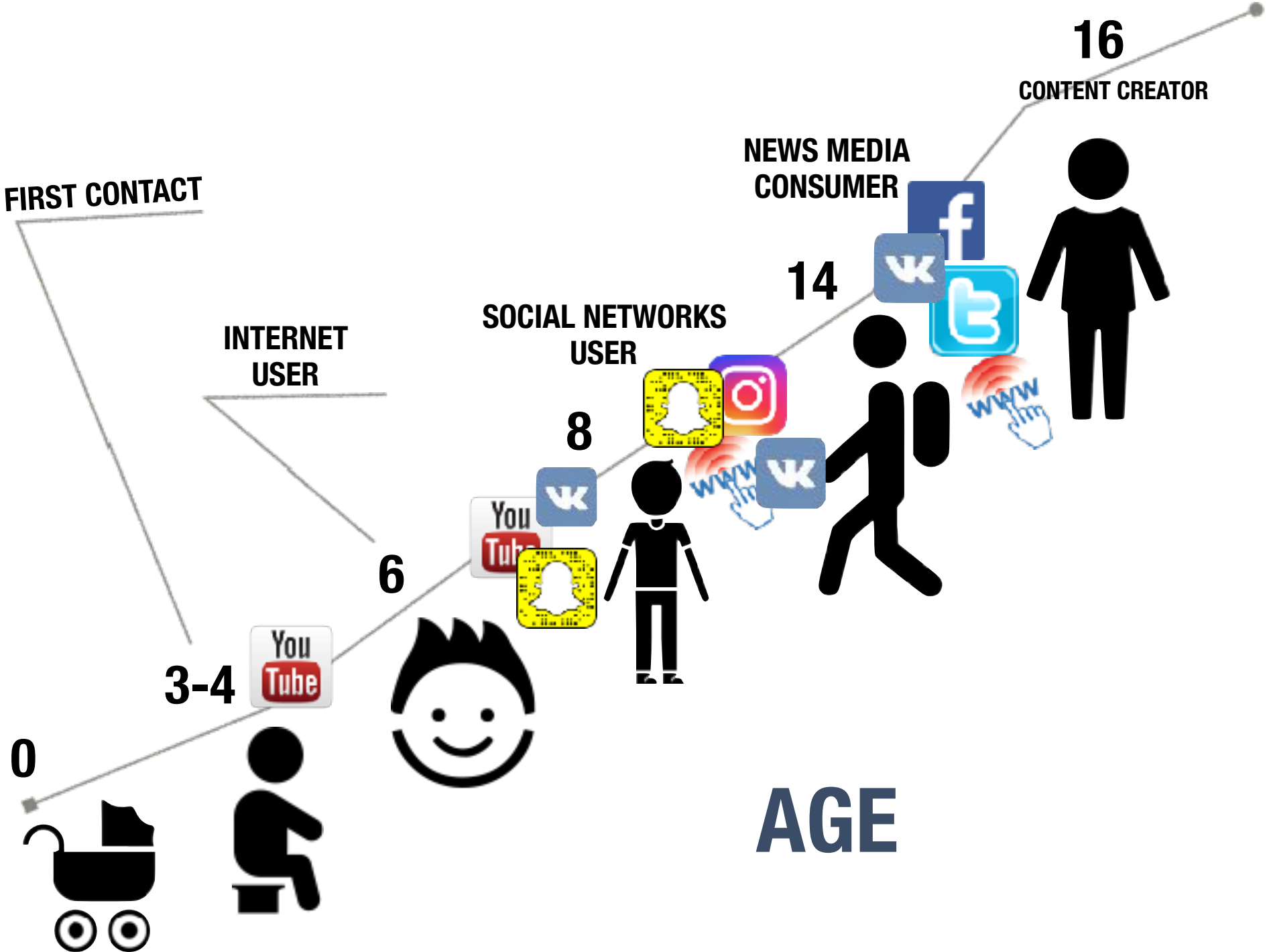
1965

1980

1991

2002

2007


16
CONTENT CREATOR
NEWS MEDIA
CONSUMER
FIRST CONTACT
14
SOCIAL NETWORKS
USER
INTERNET
USER
8
6
3-4
0
AGE

We’re in a golden age of media

For the first time, you have everything you need to create, publish and amplify content in your hands.

We have data to know what people want, how to get it to them, on whatever platform they're on.

But we’re also in a crisis of relevance.

FOLLOW WHAT IS TRENDY

Apps

apps

Chat b

iPads

Slack in n

play videos

Vertical video

Facebook Live

Facebook Watch

360/AR/VR

Instagram Ste

Inst es

MP

Sm tches

Facebook ws Feed

CHANGES IN MINDSET

Mass vs niche

Open vs closed

Bundled vs unbundled

Human vs machine

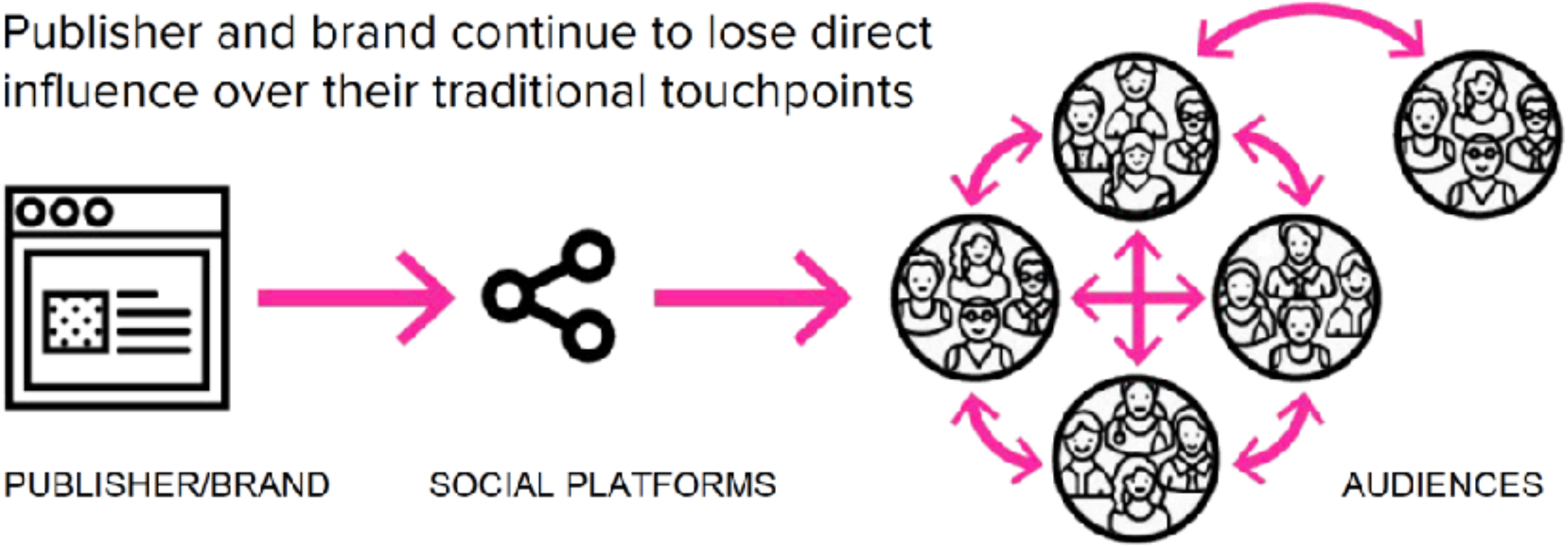
PAST

Direct relationship: publisher has full control of UX, brand, data

PUBLISHER/BRAND AUDIENCE

CURRENT

Publisher and brand continue to lose direct influence over their traditional touchpoints



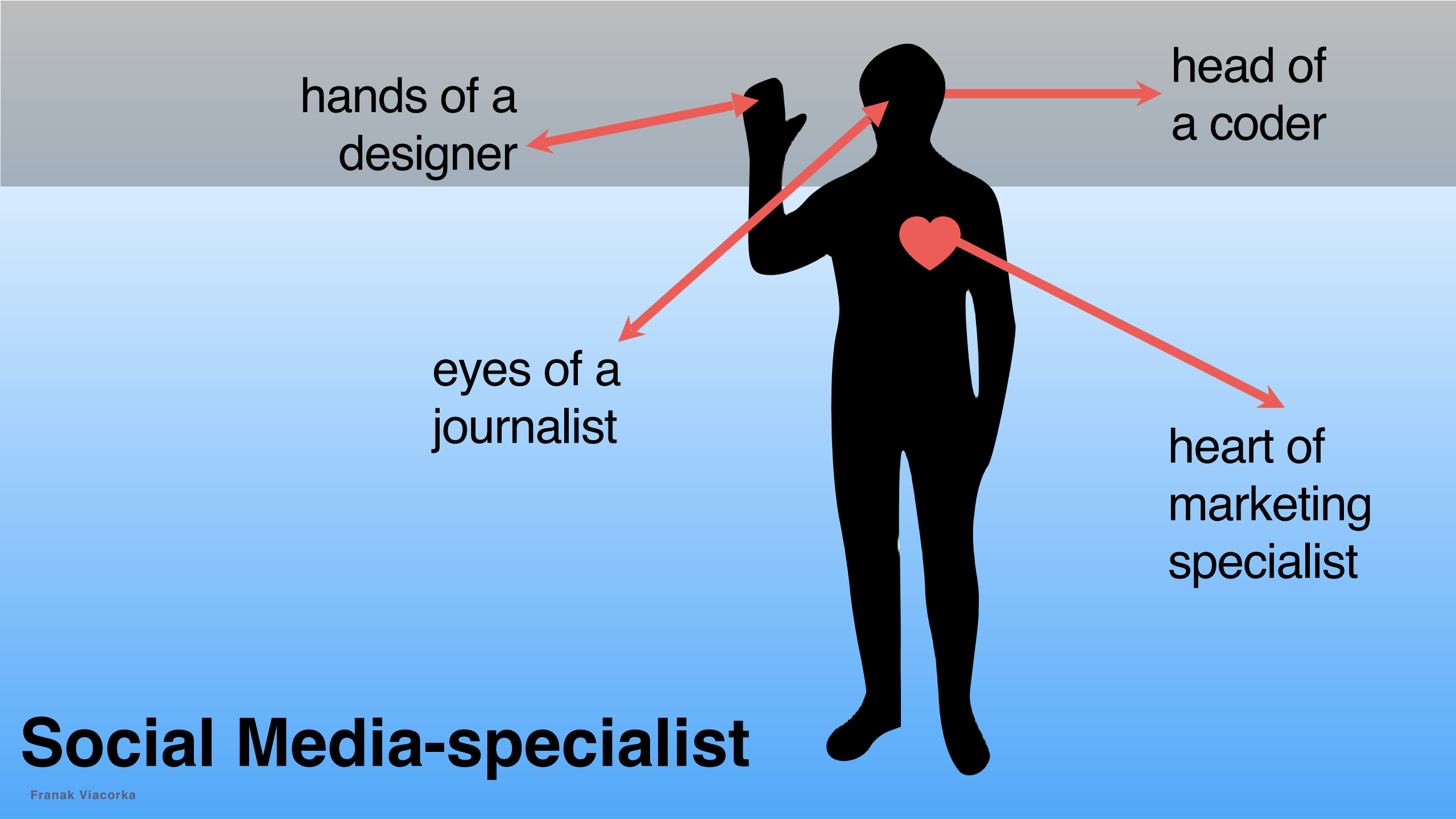
We are shifting from mass media to

personalized media

JOURNALISM/COMMUNICATION: TRENDS

- MOBILE JOURNALISM
- ENGAGED JOURNALISM
- DATA JOURNALISM
- INVESTIGATIVE JOURNALISM
- FACT CHECKING
- EXPLAINER JOURNALISM
- CROWD REPORTING

A transformation of the industry requires new definitions of what we do, and the value we bring.

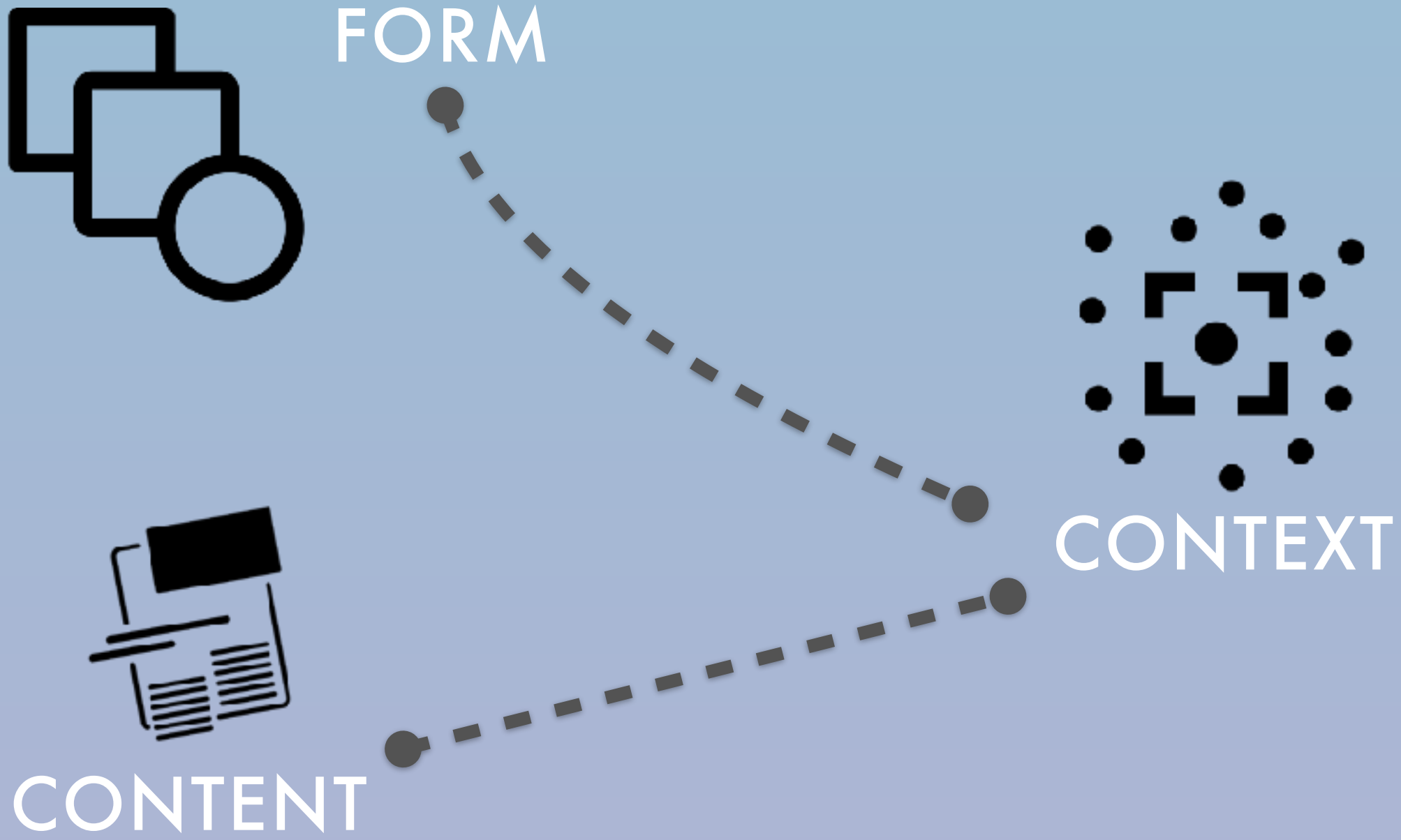

hands of a designer
head of a coder
eyes of a journalist
heart of marketing specialist
Social Media-specialist
Franak Viacorka

Questions?

“**Great stories** happen to those who can **tell them**.”

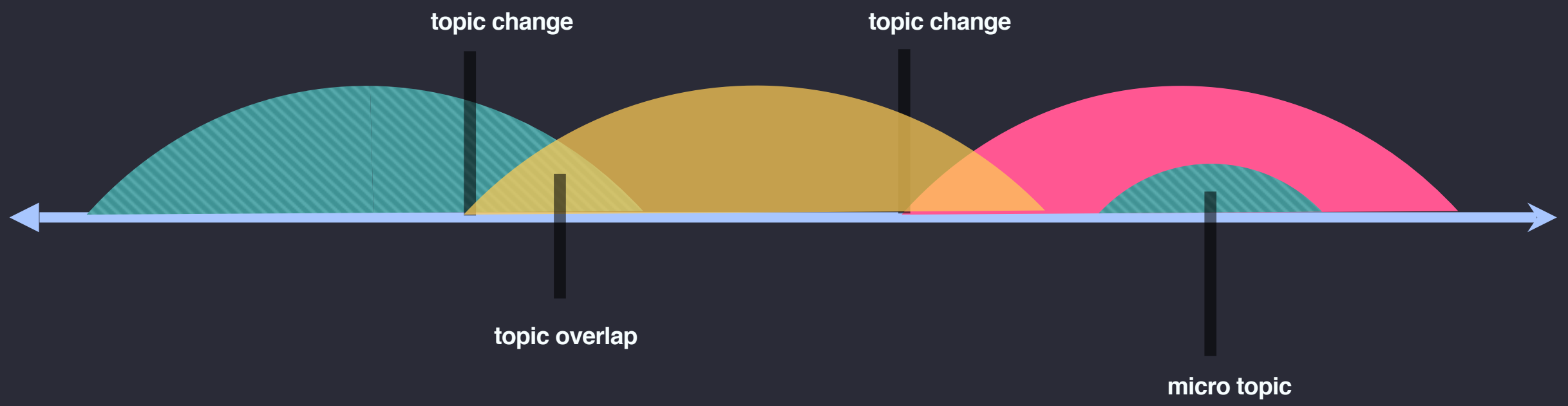
- Ira **Glass** -

CONTENT CREATION

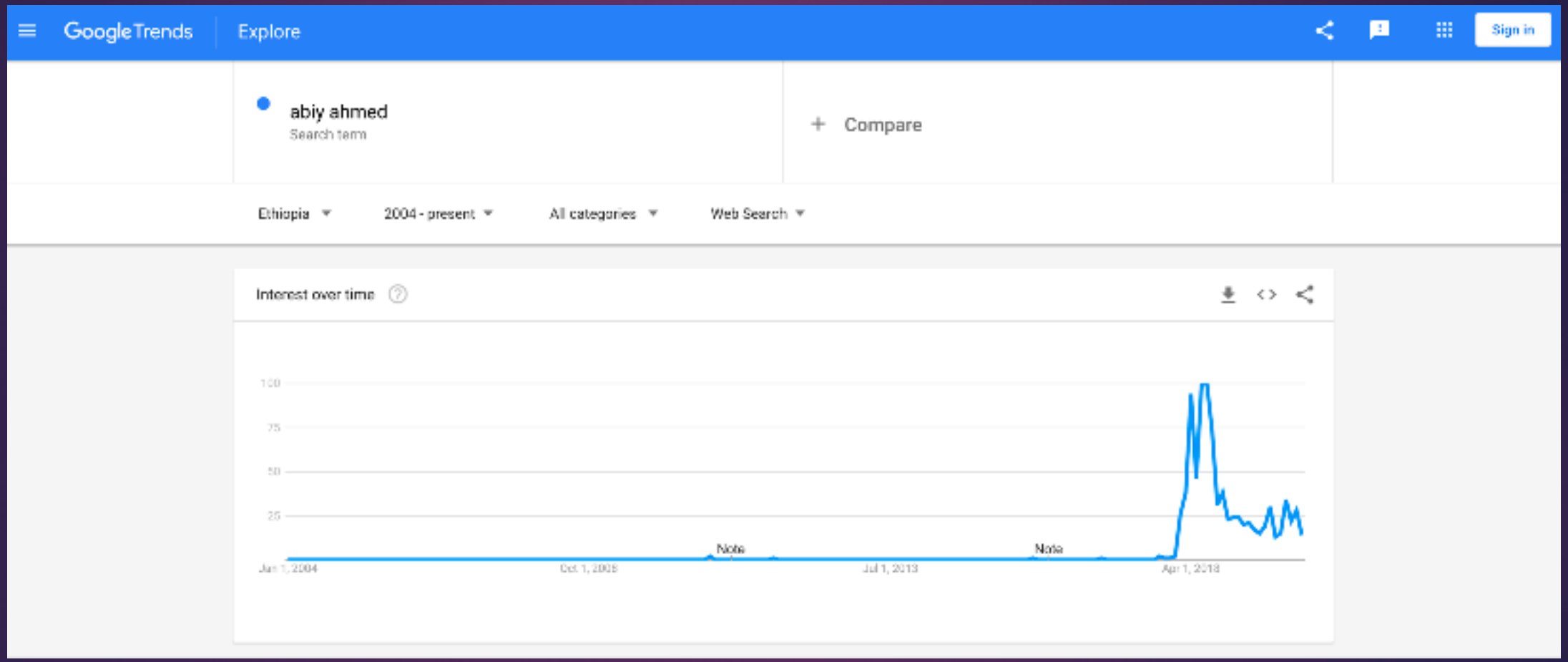

FORM
CONTEXT
CONTENT

Hype

identify the topic of public discussion



trends.google.com



Advanced Search

Use **-** to remove results you don't want

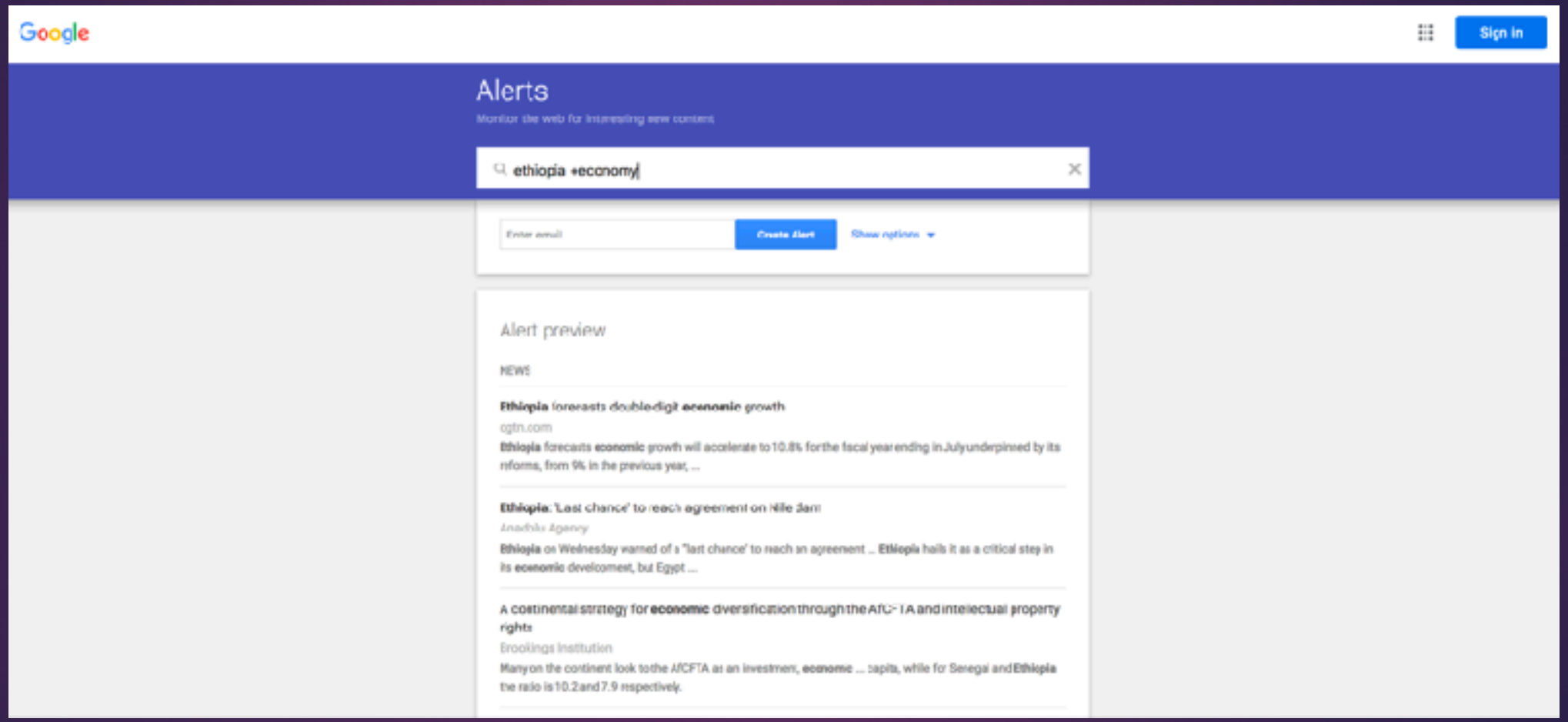
Use **site:** to find information that might be buried in a site or on a top level domain

Use **related:** to find similar sites

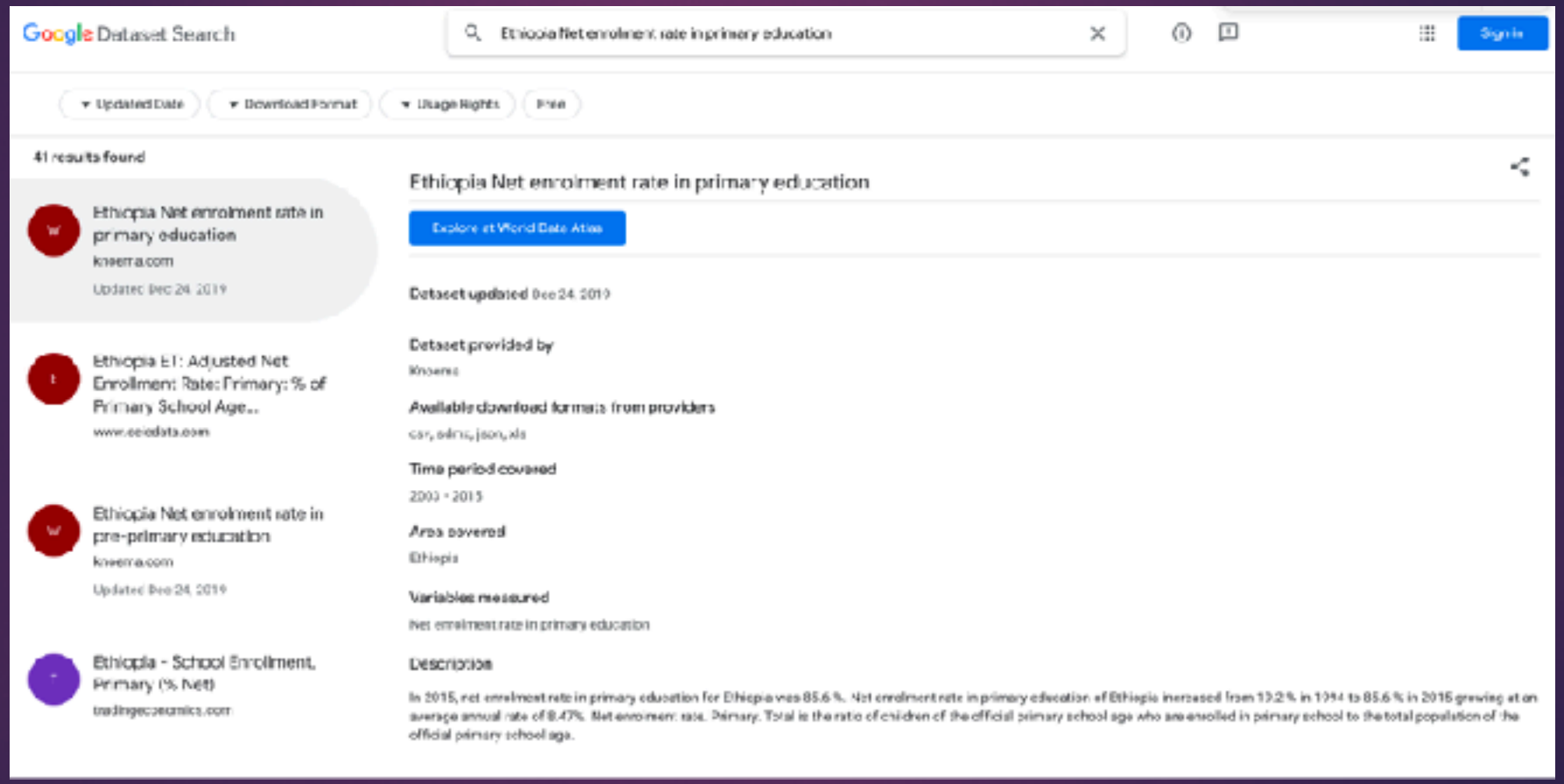
Use **cache:** to find the last previous version of a site OR **https://web.archive.org/**

Use **filetype:** to find data sets and other documents

google.com/alerts



toolbox.google.com/datasetsearch



scholar.google.com

Google Scholar | ethiopia | SIGN IN

Articles | About 1,640,000 results (0.06 sec) | My profile | My library

Any time
Since 2020
Since 2019
Since 2016
Custom range...

Sort by relevance
Sort by date

Include patents
Include citations

Create alert

Late pliocene Homo and oldowan tools from the Hadar formation (kada hadar member), **Ethiopia** [PDF] academia.edu
EWH Kimbel, RC Walter, DC Johanson... - Human Evolution ..., 2016 - taylorfrancis.com
Homo erectus (ergaster)], not one first appearance datum (FAD) for these taxa unequivocally predates 1.9 Ma (Kimbel, 1985; White, 1985), and their earlier Pliocene phylogenetic roots remain obscure (Wood, 1992). Therefore, any fossil specimen of Homo older than 2.0 Ma is ...
☆ 99 Cited by 345 Related articles All 8 versions 99

[BOOK] Livestock marketing in **Ethiopia**: a review of structure, performance, and development initiatives [HTML] google.com
A Solomon, ELM Authority - 2003 - books.google.com
Executive summary The livestock sector in **Ethiopia** contributes 12 and 33% of the total and agricultural Gross Domestic Product (GDP), respectively, and provides livelihood for 65% of the population. The sector also accounts for 12-15% of total export earnings, the second in ...
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[BOOK] Islam in **Ethiopia** [PDF] semanticscholar.org
JS Trimingham - 2007 - content.taylorfrancis.com
THIS book continues the survey of Islam in Africa which was initiated with Islam in the Sudan. Its aim is to study as a whole the history and institutions of the Islamic peoples of north-east Africa, that is, the region which embraces the present-day countries of Eritrea, the ...
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[PDF] **Ethiopia** [PDF] worldbank.org
A Ababa - Abstract available from: http://www.xcdsystem ..., 2007 - pubdocs.worldbank.org
... EXISTING PROPOSED Source: Ethiopian Power System Expansion Master Plan Study, EEPC 2014 WIND RESOURCE **Ethiopia** 45°E 15°N 0 75 150 Kilometers 0 75 150 Miles Scale accurate at 10°N ... National capital International boundaries Simulated mean wind speed at 100 m height ...
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Verification

India's brutal killings: how misinformation spreads in closed networks

As a result of this misinformation, **20 innocent people** have been killed. This danger could be even more pronounced in Africa.

toolbox.google.com/factcheck/explorer

tineye.com

invid-project.eu

botometer.iuni.iu.edu

hoaxy.iuni.iu.edu

toolbox.google.com/factcheck/explorer

Google Fact Check Tools

About

Sign in

Explorer

Markup Tool

APIs

Fact Check Explorer

ethiopia

English

Claim by DW Amharic:
Picture of an Ethiopian rocket.

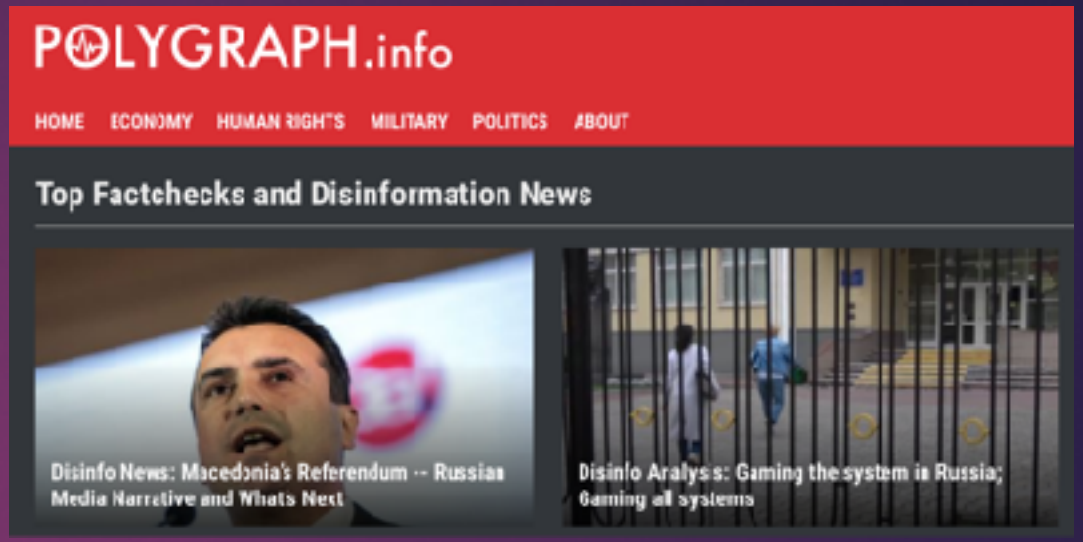
AFP Fact Check rating: Partly false
No, it is a Chinese rocket doctored with the Ethiopian flag
7 days ago

Ethiopia
Rocket
AFP Fact Check

Claim by Multiple sources:
Donald Trump tweets to congratulate Ethiopian Prime Minister Abiy Ahmed on Nobel Peace Prize

AFP Fact Check rating: False
Trump did not tweet to congratulate Ethiopian PM Abiy Ahmed on his Nobel Prize
Dec 13, 2019

Abiy Ahmed
Donald Trump
Prime Minister of Ethiopia
AFP Fact Check



PESACHECK

Decoding the numbers that shape our world

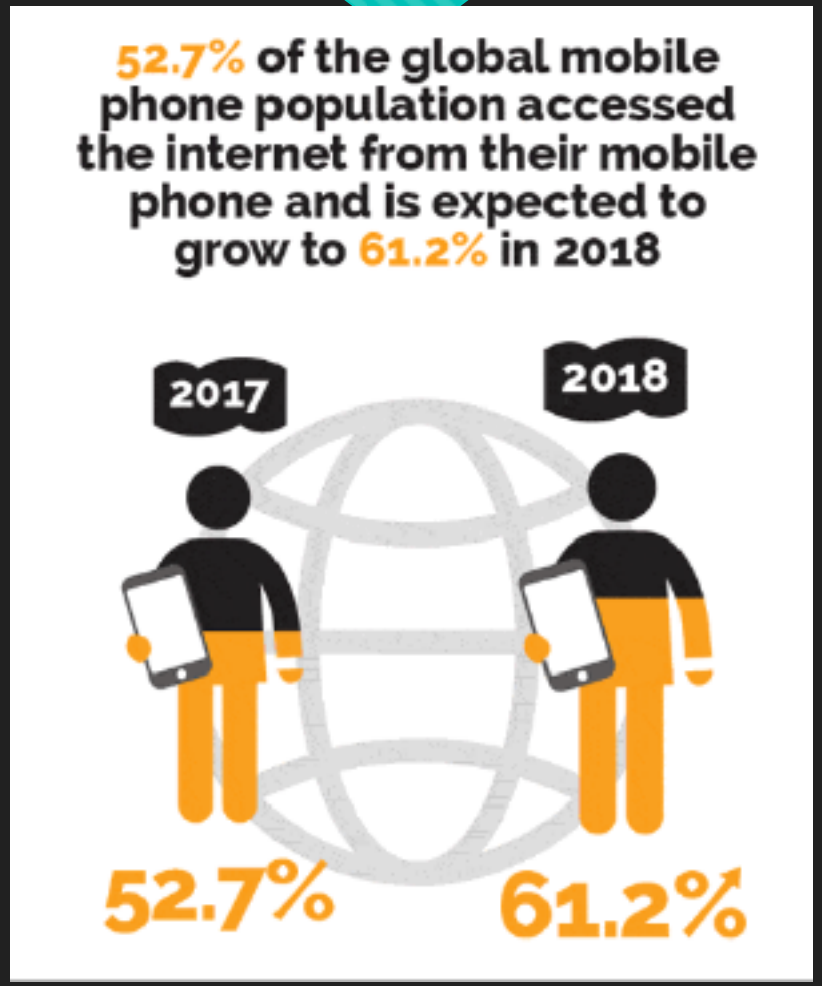
Citizens need accurate information to make decisions. PesaCheck is a fact-checking initiative to verify often confusing numbers quoted by public figures across East Africa, supported by International Budget Partnership and Code for Africa affiliates in Kenya, Tanzania & Uganda.

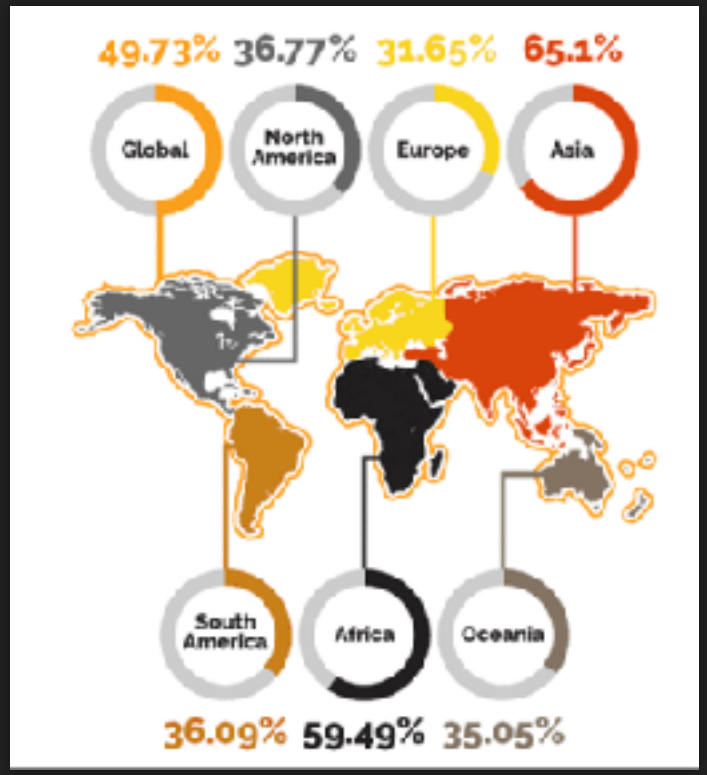
Africa Check

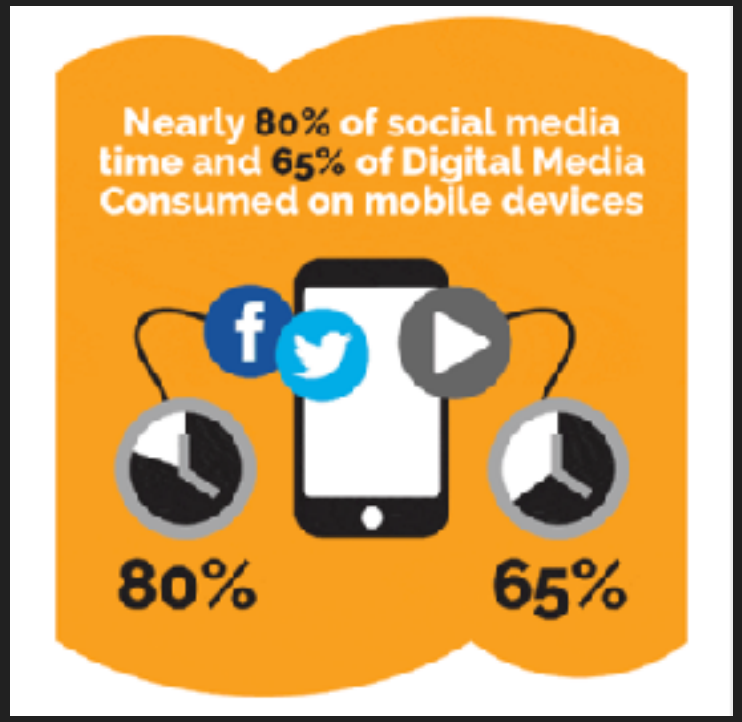
Sorting fact from fiction

To have **impact** on these platforms, we must produce **fact-checked** & **native** content for these platforms.

The Medium: Mobile

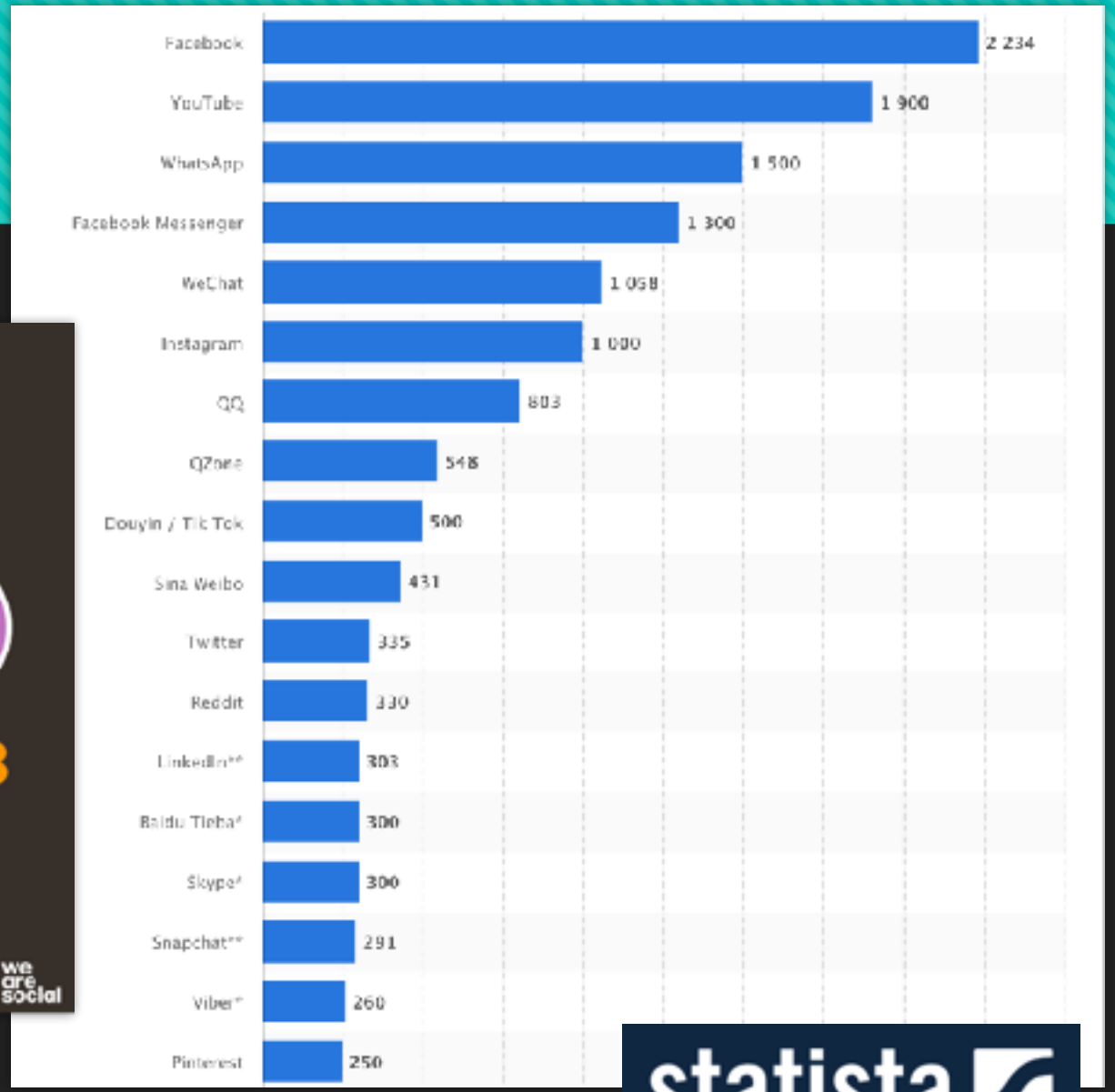






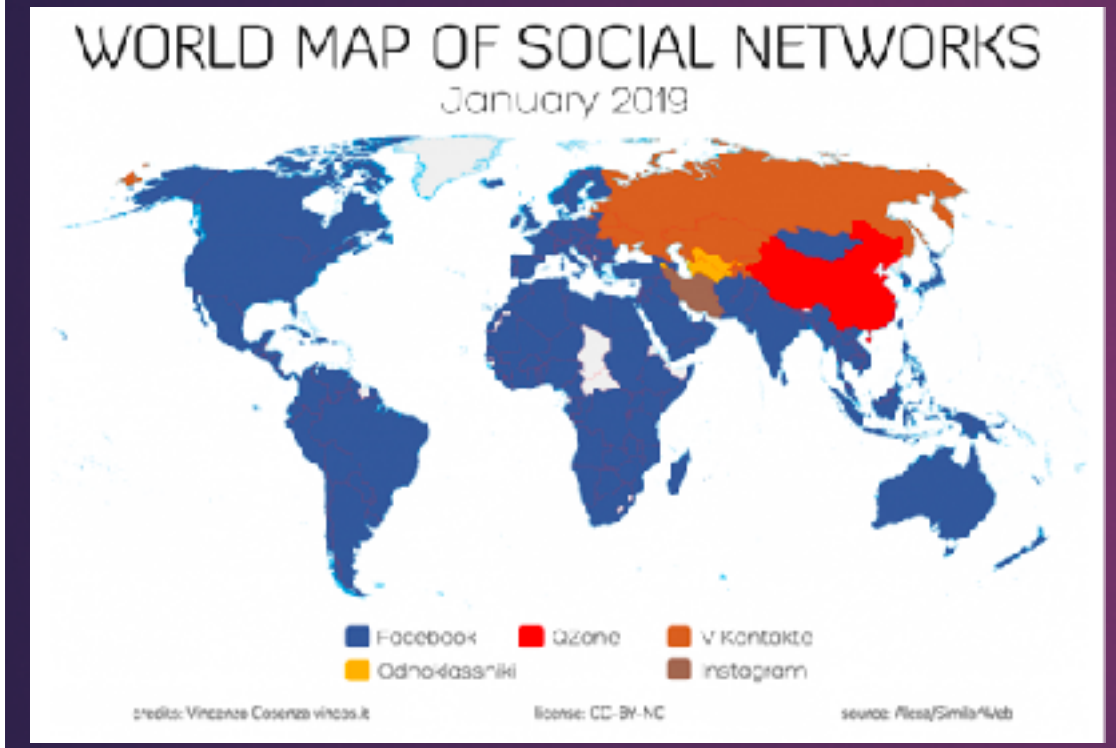
GO-Globe

The Platform: Social



we are social Hootsuite

statista


WORLD MAP OF SOCIAL NETWORKS
January 2019
Facebook
Qzone
V Kontakte
Odnoklassniki
Instagram
Credits: Vincenzo Cosenza vincos.it
License: CC-BY-NC
source: Alexa/SimilarWeb

JAN 2019
TOP SOCIAL MESSENGERS AROUND THE WORLD
Hootsuite
we are social

But others are taking note. **Lite apps** and **offline viewing** and sharing are being released to get around the lack of connectivity, or data cost.

According to **internetworldstats**, as of 2017, the internet penetration rate in Africa stood at **39.8%**.

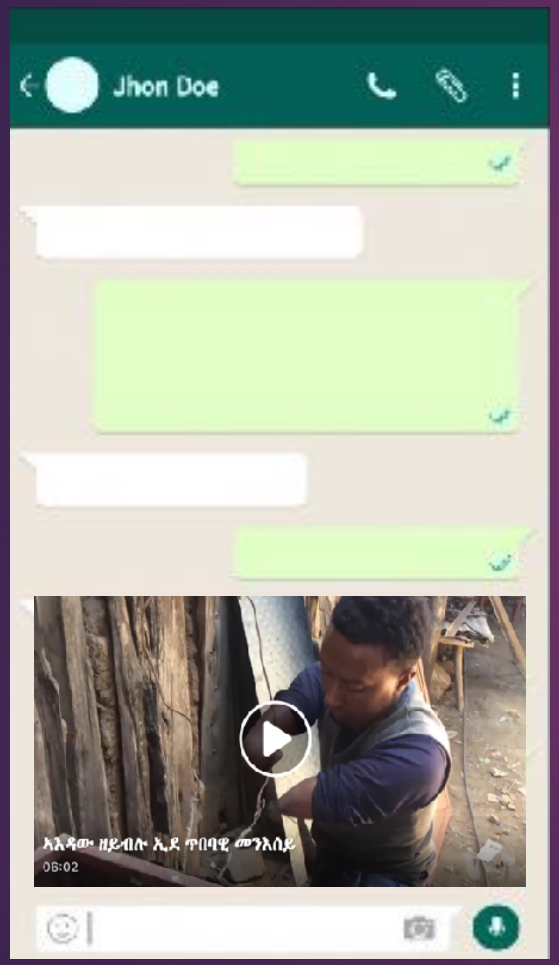
As the cost of data decreases, audiences are beginning to explore different platforms. It is crucial that we understand our audience's **behaviors**, as well as the nature of the **platforms themselves**.

Digital platforms **are not** created equal.

Newsfeed/Feed

Search

“Dark Social”



“Stories”

The **behaviors/needs** of the audience vary from platform to platform. We must not “hack” but instead **optimize for each platform**.

Creating Content for Multiplatform Distribution

TANAPA Rangers

ER

Erin Reynolds <erin.a.reynolds@gmail.com>
Wednesday, July 12, 2017 at 1:08 PM

: TANAPA Rangers.mp3 (318.2 KB) Preview

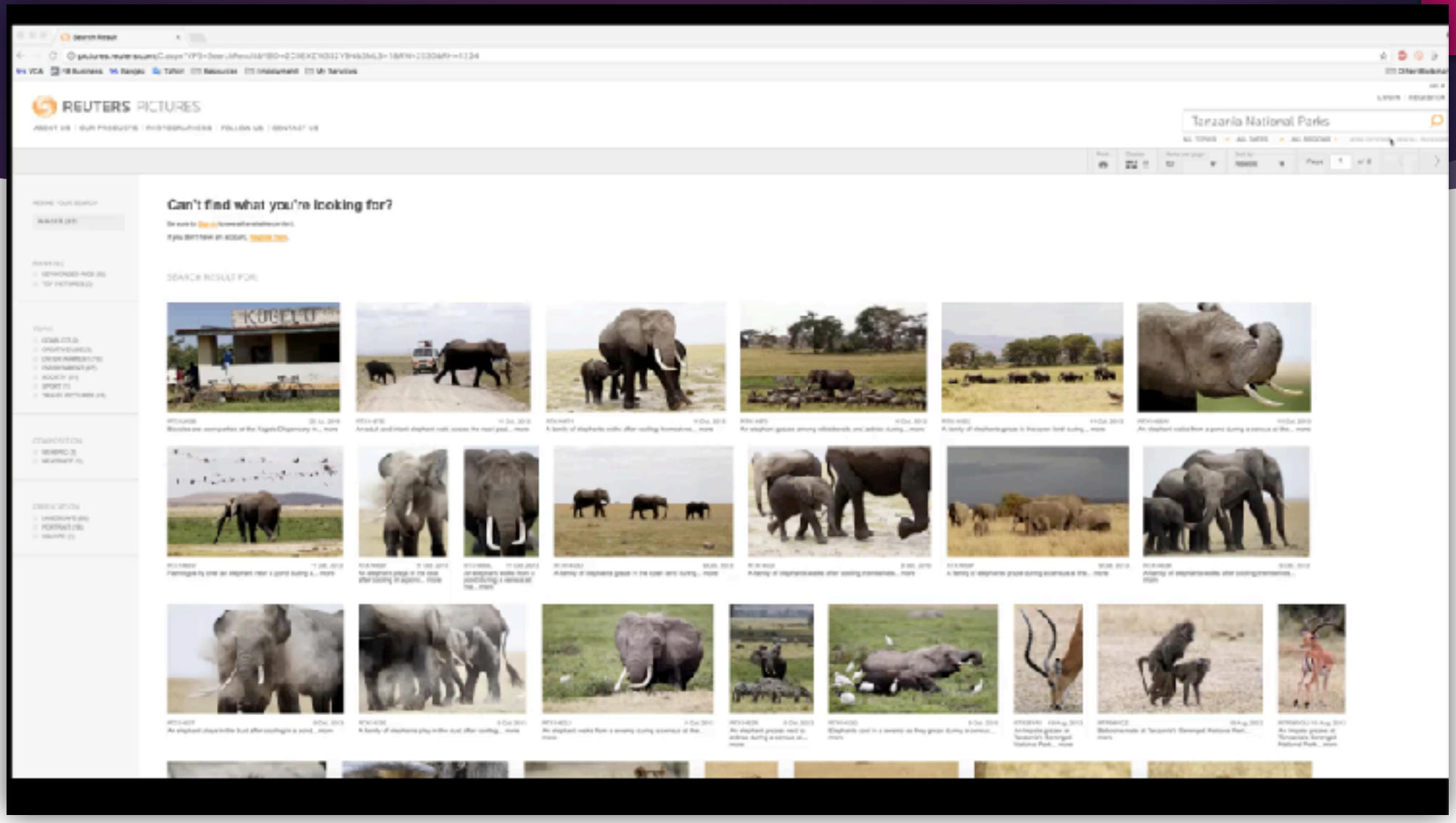
Across Africa, rampant poaching is eradicating elephant and rhinoceros herds. International compacts, stepped-up policing, conservation groups … all have all failed to stop it.

VOA reporter, Lulu Reynolds, traveled to Tarangire National Park and met with the rangers who patrol the area. Her question: How – in the face of global condemnation – can the problem persist?

The answer is not so simple.

Insert: TANAPA Rangers

ENDS……./


REUTERS PICTURES
Tanzania National Parks
Can't find what you're looking for?
SEARCH RESULT FOR:

This content is only suitable for a single platform…**Radio**

What if I had taken a picture ?

What if I had taken a video too ?

What if I had written about the story in a little bit more detail?

Sent different copy for different platforms?

TANAPA Rangers

ER

Erin Reynolds <erin.e.reynolds@gmail.com>
Wednesday, July 12, 2017 at 1:56 PM

TANAPA Rangers.mp3 (318.2 KB); TANAPA Rangers - Copy for Web.docx (21.2 KB) Preview All

Copy for Radio:

Across Africa, rampant poaching is eradicating elephant and rhinoceros herds. Internationsll compacts, stepped up policing, conservation groups … all have all failed to stop it.

VOA reporter, Lulu Reynolds, traveled to Tarangire National Park and met with the rangers who patrol the area. Her question: How – in the face of global condemnation – can the problem persist?

The answer is not so simple.

Insert: TANAPA Rangers

ENDS……/

Copy for Social:

TANAPA rangers patrol Tarangire National Park, looking for poachers and safeguarding Tanzania's elephants.

Copy for Web:

(See attached word document)

- Photo 1.png
- Photo 2.png
- Photo 3.png
- Photo 4.png
- Photo 5.png
- Video Clip 1.mp4
- Video Clip 2.mp4
- Video Clip 3.mp4
- Video Clip 4.mp4

VOA

TANAPA Ranger on Elephant Poaching in Tanzania

TANAPA Rangers Discuss Challenges to Eradicating Poaching

dakika 6 zilizopita

TANAPA rangers in action

Shirikisha

Ona maoni

Voice of America - VOA
3 hrs ·

Erin Lulu Reynolds traveled to Tarangire National Park. Watch this video to here from the TANAPA rangers who patrol the park and safeguard Tanzania's elephants. To learn more --> http://bit.ly/2teTXKK

Like Comment Share

482 Top Comments

11 shares

AT&T 3:17 PM 49%

Photo

voanews

View Insights

voaswahili TANAPA rangers patrol Tarangire National Park, looking for poachers and safeguarding Tanzania's elephants. (Link to full story in bio ⬆️)

4 SECONDS AGO

The Voice of America @VOANews · 16m
Listen as #TANAPA rangers explain the challenges to eradicating poaching in #Tanzania --> bit.ly/2teTXKK

TANAPA Rangers Say Corruption is the Biggest Impediment to Stopping Poaching
VOA News
Subscribe
1,152 views
Published on Jul 11, 2017

Look at all the different types of content crafted from the same, original story

This is what we want you to do. This is **multiplatform distribution**.

A workflow that involves creating a story and distributing it via multiple platforms

When you go into the field – remember that you should always return with audio, video, photos, and some ideas for the accompanying text.

SOCIAL MEDIA CONTENT TYPES, COMBINE THEM IN YOUR STRATEGY

TEXT SOCIAL

POST (STATUS UPDATE)
BROADCAST (MESSENGERS)
TWEET
BLOG POST

INTERACTIVE:

TEST
QUIZ
POLL
FORUM/CHAT
COMPETITION

AUDIO:

PODCAST
AUDIOGRAM
MINI PODCAST

GRAPHICS:

PHOTO
PHOTOGALLERY
INFOGRAPHICS
COLLAGE, COMBO
CARTOON
EXPLAINER

VIDEO:

SOCIAL VIDEO
LONG VIDEO
INTERVIEW
VIDEO EXPLAINER
VIDEO COMMENT
VIDEO FACT CHECK
ANIMATION
STORY
GIF/GIPHY

Videojournalism- principles & recommendations

1. Equipment

2. Videography/ Framing

3. Storytelling

1. Equipment

Refer to your checklist:
Is my equipment charged? Am I on Do Not Disturb mode??
Do I have enough storage?

Always use a **microphone**.
Always use a **tripod**.
Always use your **headphones**.

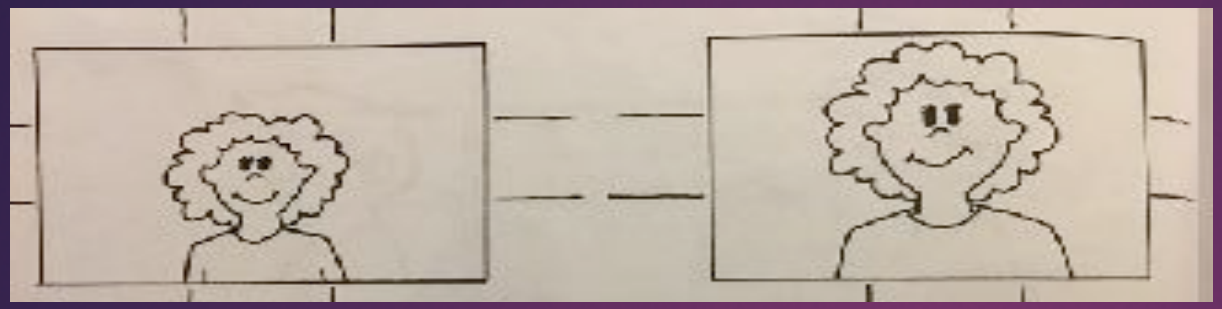
"Good VJ
vs.
Bad VJ"

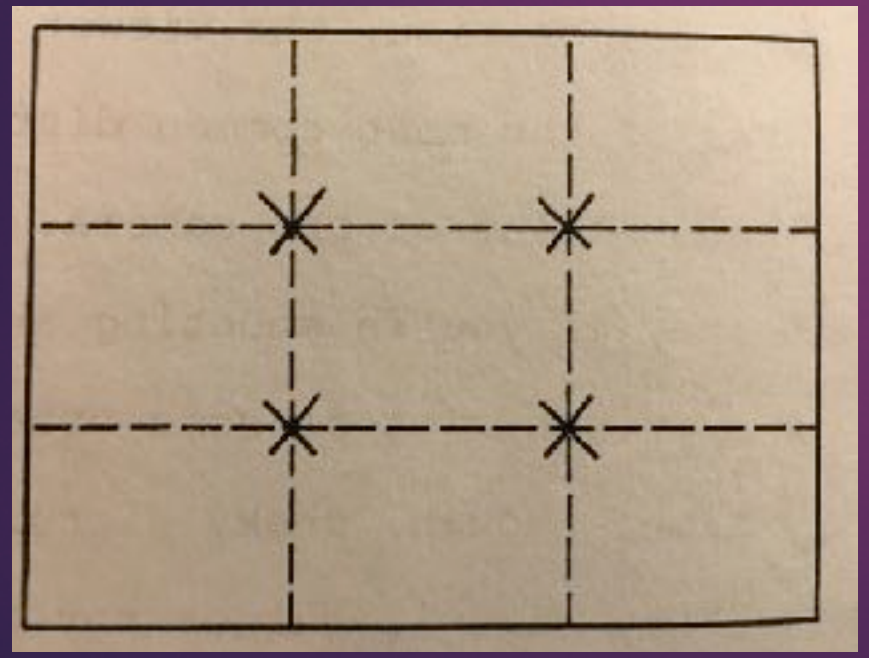
2. Framing/Videography

Communication is central to your work. Let your intentions be known to those you are filming.

2. Framing/Videography

- The **rule of thirds**
- No distractions in the **BKG**. Don't put a person in front of a white wall.
- Fill the frame. Minimize **head room**, but provide **breathing room**. **No cut-off** heads.
- Perspective/POV. Interviews at **eye level**.





Direction and **imaginary line**

- It's a technique that allows the story to flow visually, and a sequence to continue.
It also allows you (and the viewer) to be situated.

- Keep in mind the direction and the imaginary line. They help you avoid confusion. Think of a football match.

Ex: The football imaginary line

VS.

- Make **no moves** in the shot. Hold the shot for at least **10 seconds**. Pan to **reveal**.

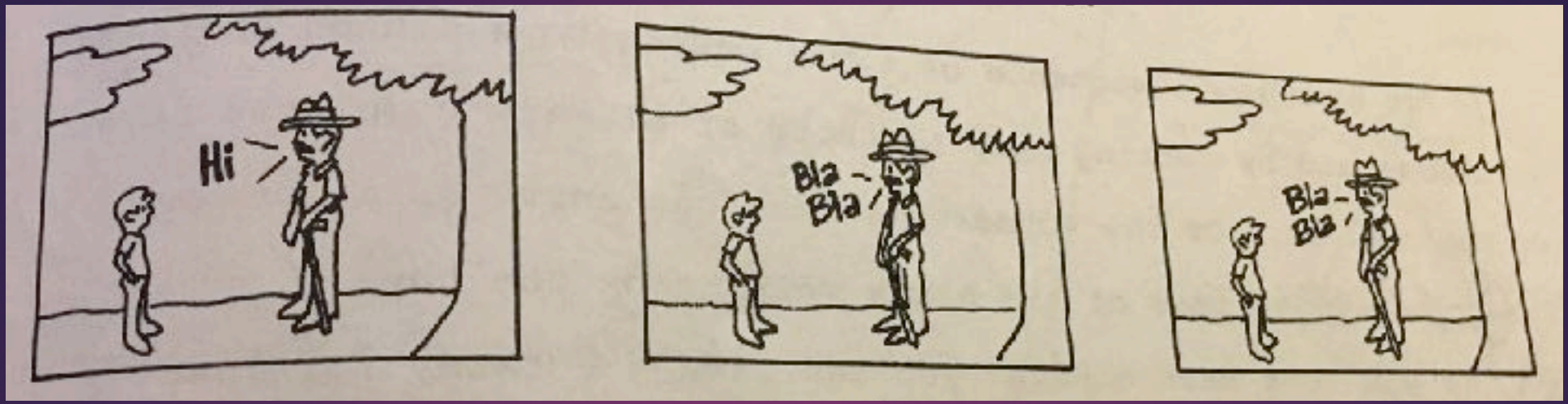
- Use a variety of shots: **wide** shot, **medium** shot, **close-ups**.

- No zooming or in out. **Zoom with your feet**.

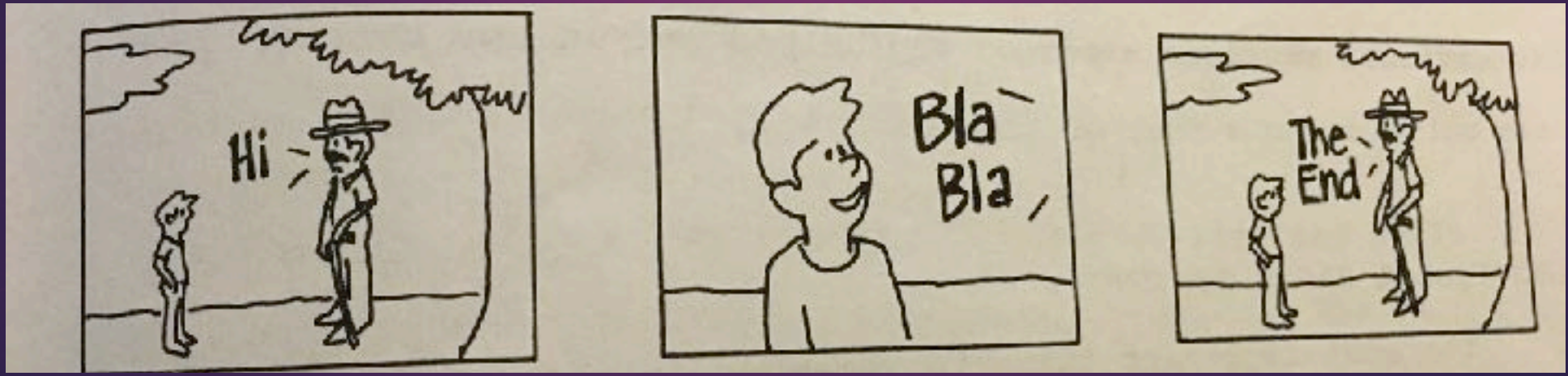
- Use **natural light**, **natural sound**.

- Talent should **face** the source of **light**.

- **Preview** video right after **recording**. Go back if you have to.



VS.



This is a sequence. **Sequences** develop your story and, if built well, allow you to keep your **audience engaged**.

REMEMBER!

- Your sequence/composition is the single most important outcome of your camera. You decide what others should see, and what they should consider important.

- Your audiences' eyes are in your hands!

3. Storytelling

3. Storytelling | basics

Plan your shoot. Create shot-lists.
Think of sequences when shooting B-roll. "Shoot-to-edit".

Exercise:
Brainstorm shot-list for story on Syrian refugee family in Istanbul waiting to have immigrant status accepted in Germany.

3. Storytelling

Storytelling | building memorable reports

- Interesting **People** | **Human** Experiences

- **Close-ups** & Portrait Mode | **Selfies** and Vertical Video

- Constant **Rhythm** | Signature **Pace**

Storytelling | building memorable reports

- **Opening** Shot | **Closing** Shot

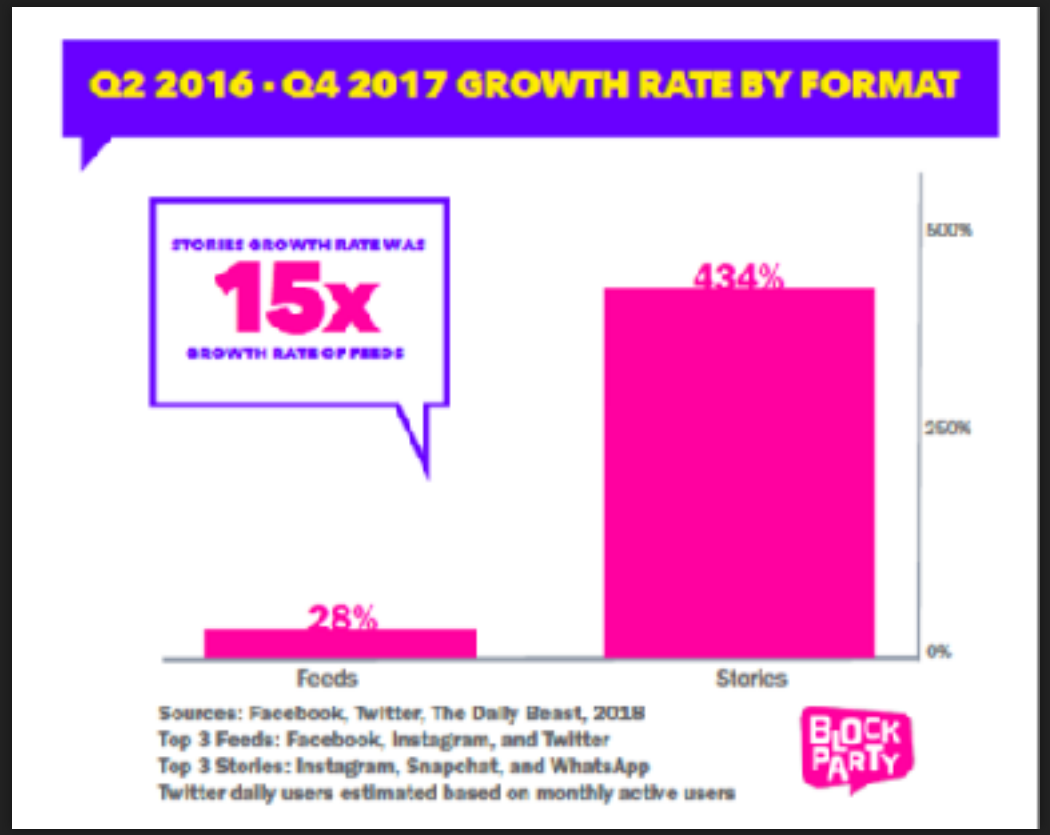
- **Sound** | Nat. Sound & "Hear before Seeing"

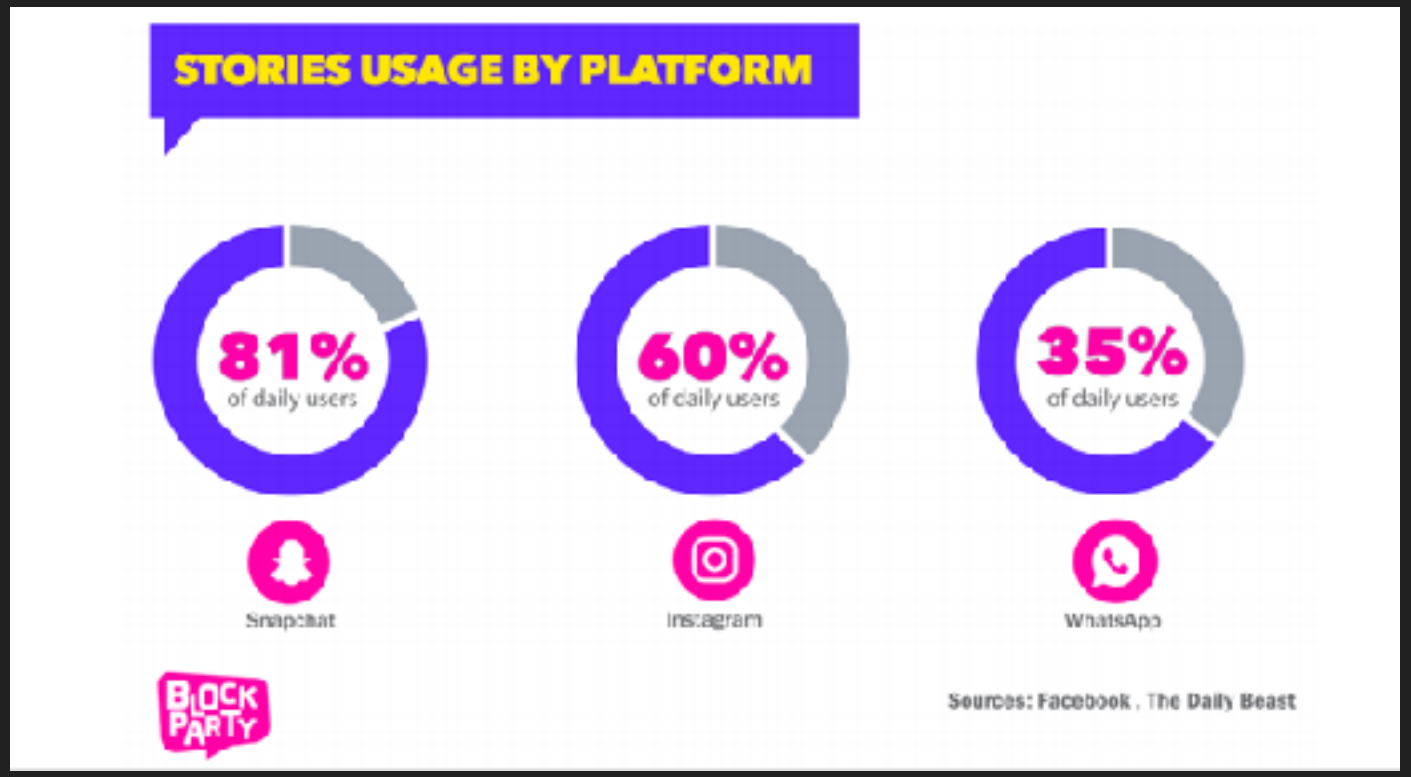
- More **Shots/Cutaways** | **Less Problems**

3. Storytelling

3. Storytelling

Stories (format)





Peak Newsfeed

Trivia Time!

Which company owns the "**pull-to-refresh**" patent?

Twitter was just officially granted a patent on the ubiquitous pull-to-refresh gesture — a touch interface concept the company acquired when it purchased Tweetie developer Atebits in 2010 and hired founder **Loren Brichter**, who invented the move. May 21, 2013

Twitter granted patent on pull-to-refresh, promises to only use it ...

https://www.theverge.com/.../twitter-pull-to-refresh-patent-innovators-patent-agreement-...

TWITTER

#puppets #verticalvideos #YouTubePuppets

Vertical Video Syndrome - A PSA

8,717,472 views

139K 1.6K SHARE SAVE ...

Glove and Boots

Published on Jun 5, 2012

SUBSCRIBE 366K

Mario and Fafa talk about a very serious problem.

OCT '13

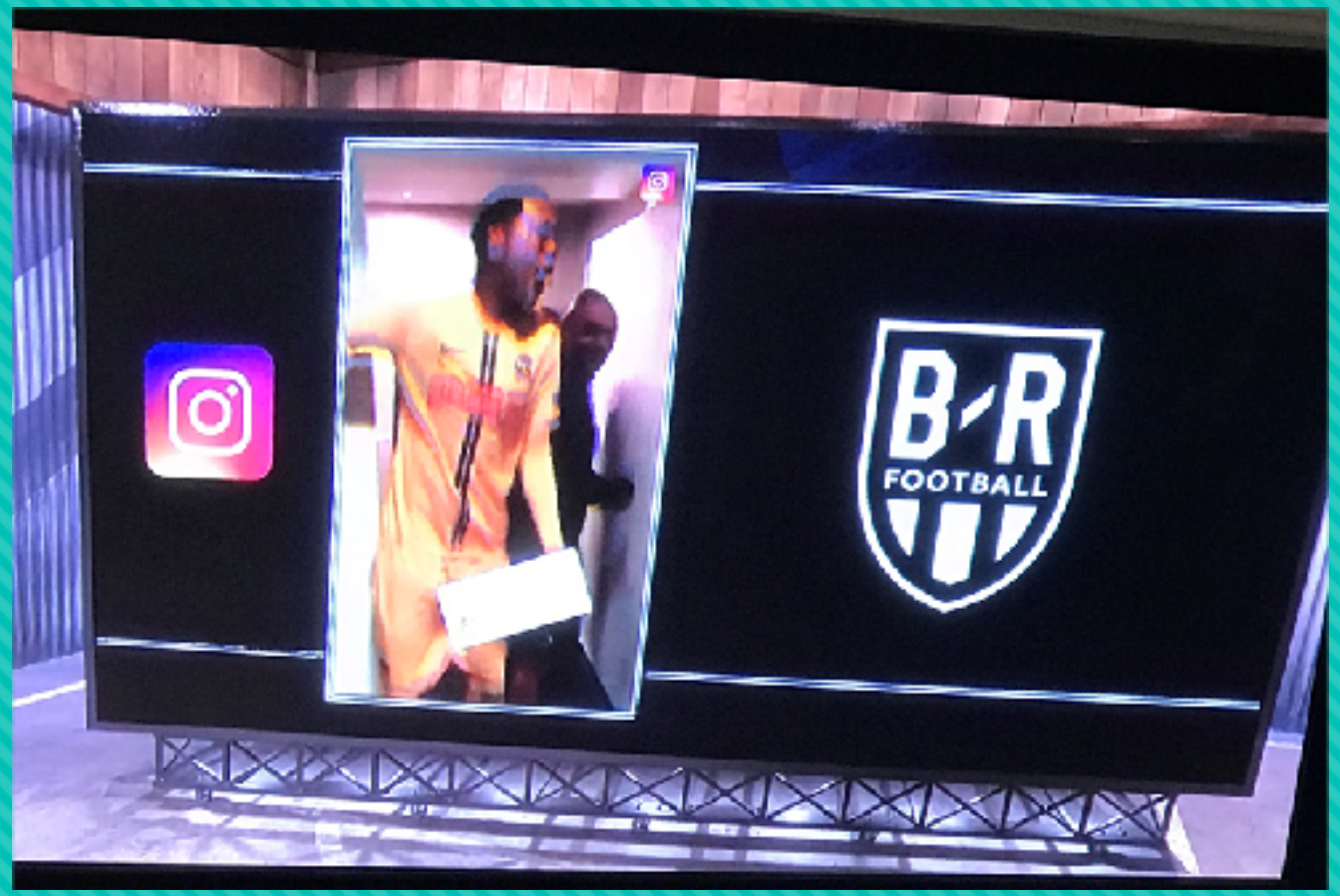
Vertically oriented videos are the lingua franca of at least a half-dozen social and video apps, including Snapchat, whose users watch three billion mostly vertical videos every day.
Erik Olsen/The New York Times

STATE OF THE ART

Vertical Video on the Small Screen? Not a Crime

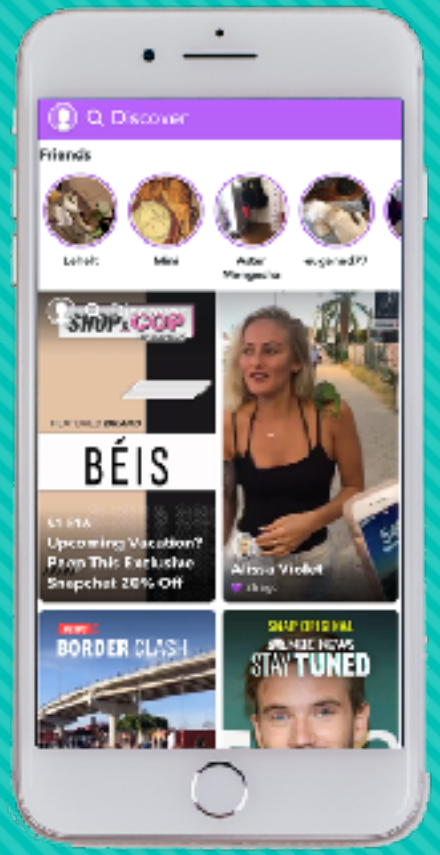
By Farhad Manjoo

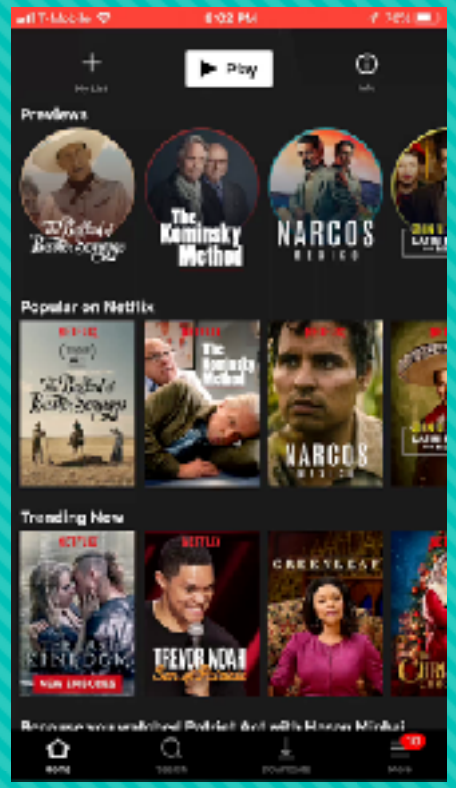
Aug. 12, 2015

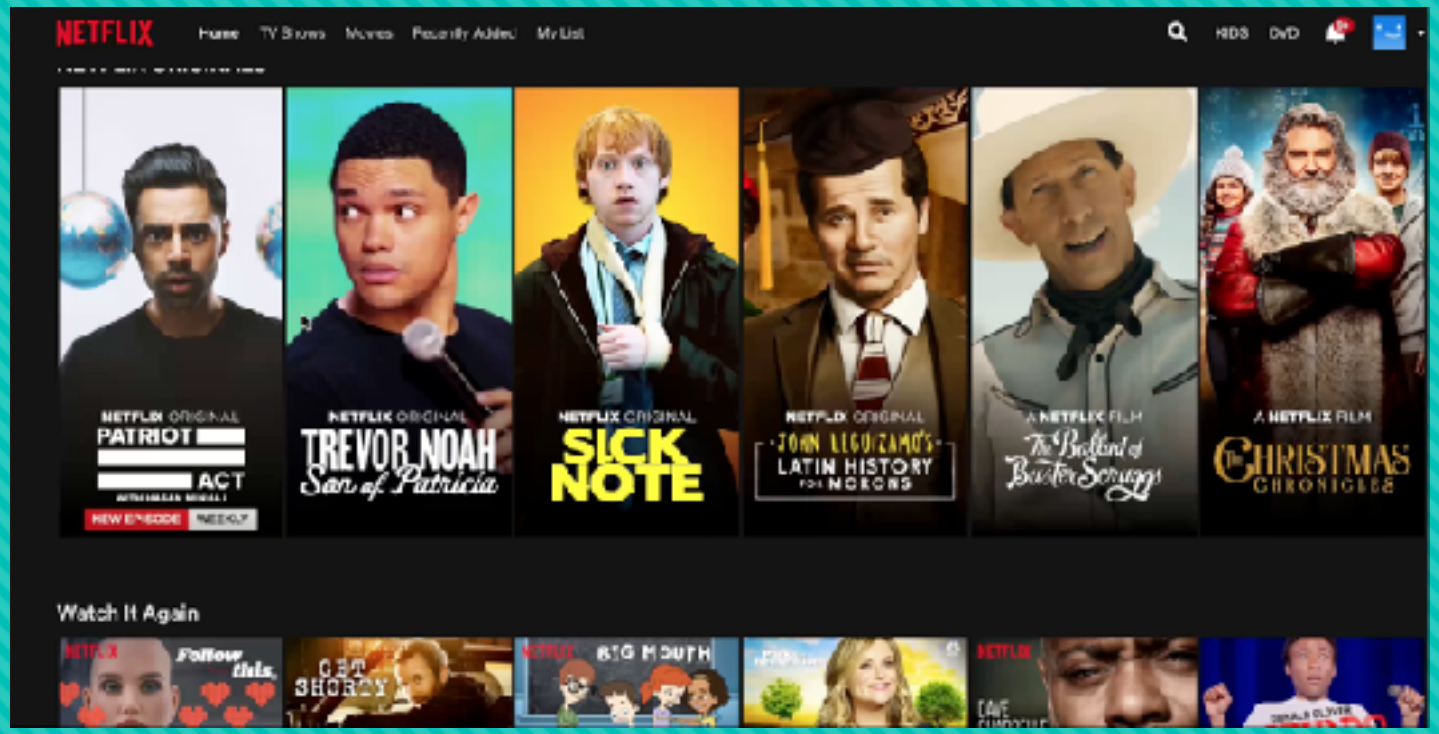


STATE OF THE ART

Vertical Video on the ~~Small~~ Big Screen? Not a Crime







A Match Made in Heaven

Screen Orientation By Size, OS

Smartphone
iOS 97% Portrait
Android 89% Portrait

Tablet "Mini"
iOS 64% Landscape
Android 67% Portrait

Tablet "Full"
iOS 66% Landscape
Android 63% Landscape

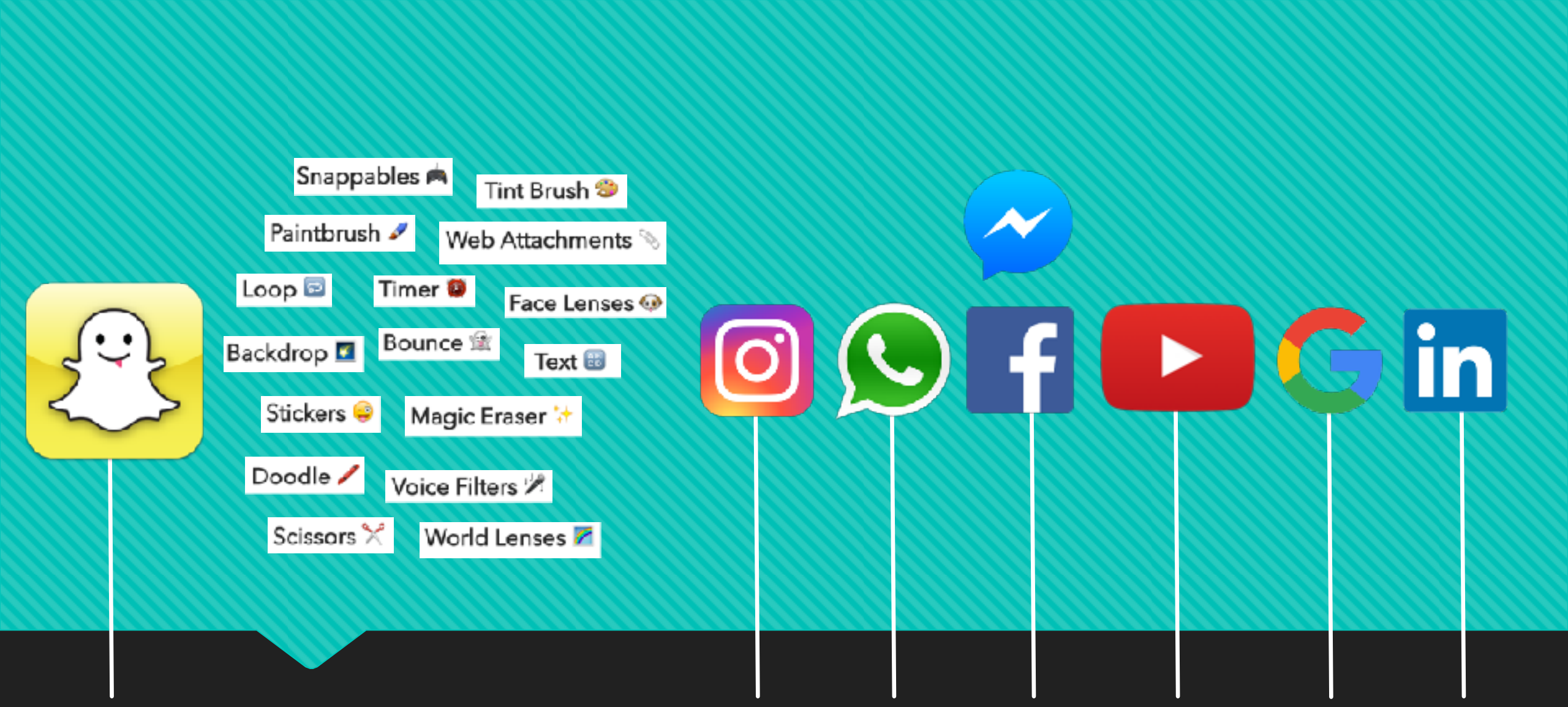
MOVR scientiamobile

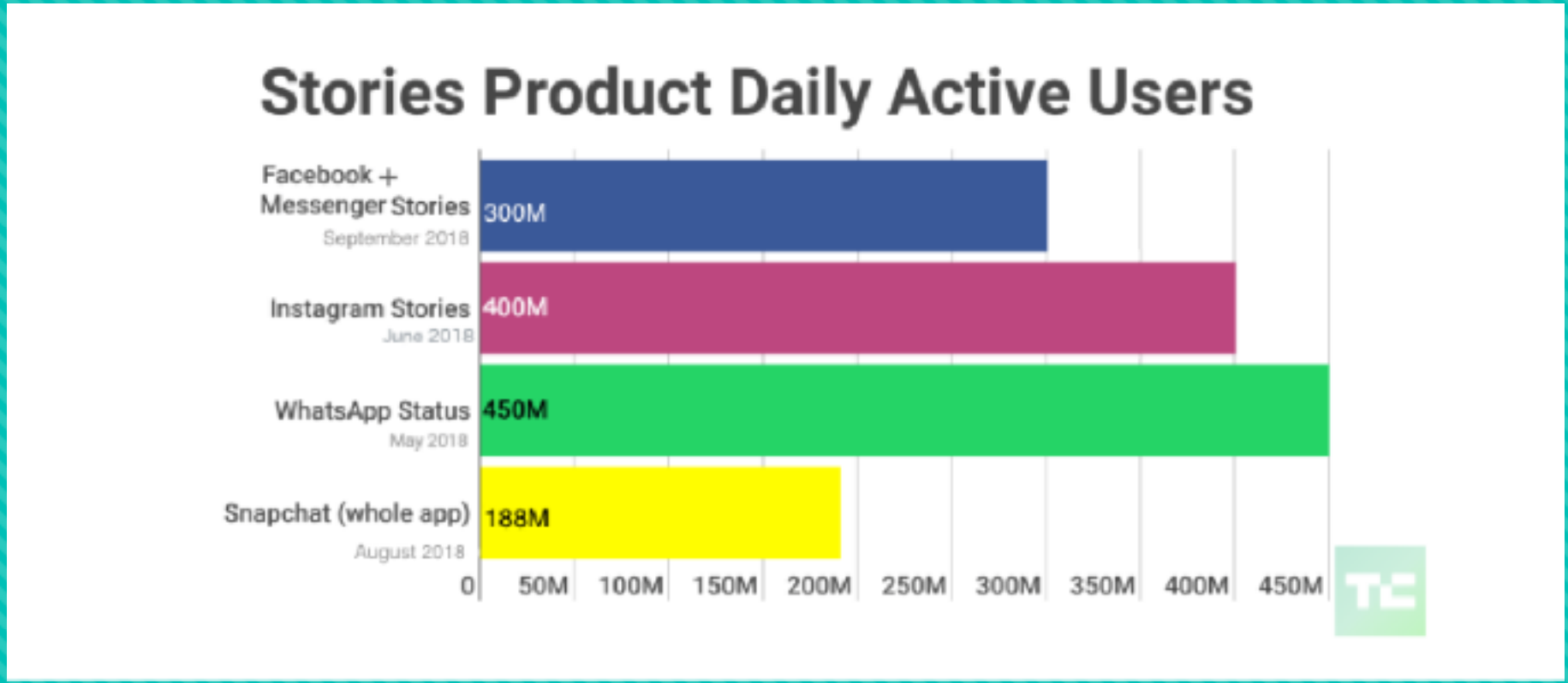
Smartphone and Tablet Portrait Orientation Usage 2017 Q3

MOVR scientiamobile

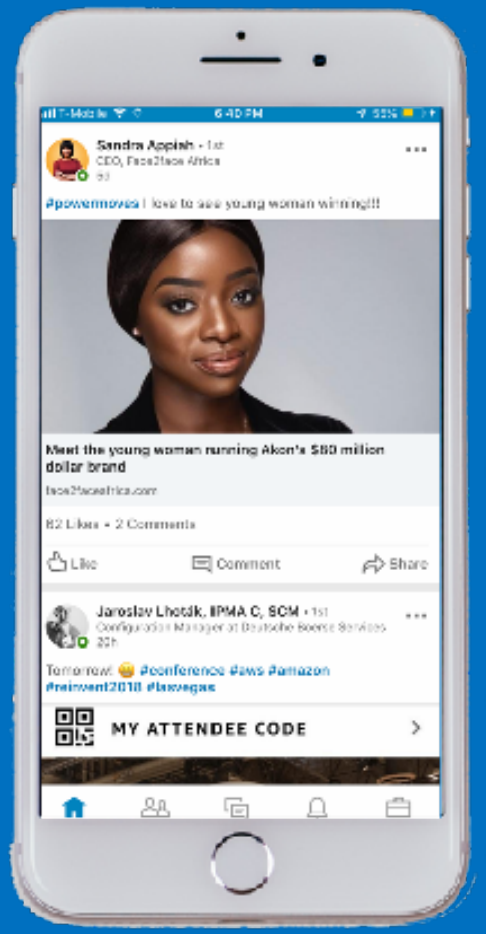
*"Snapchat is the floor-to-ceiling window observation deck into someone's life. It sees every type of communication humans have invented: **video**, **audio**, **text**, **symbols**, and **drawings**. Beyond virtual reality and 360 video — both tough to capture or watch on the go — it's difficult to imagine where social media evolves from here."*

Josh Constine | Editor at Large @TechCrunch


Snappables
Tint Brush
Paintbrush
Web Attachments
Loop
Timer
Face Lenses
Backdrop
Bounce
Text
Stickers
Magic Eraser
Doodle
Voice Filters
Scissors
World Lenses
OCT '13
AUG '16
FEB '17
MAR '17
NOV '17
FEB '18
NOV '18



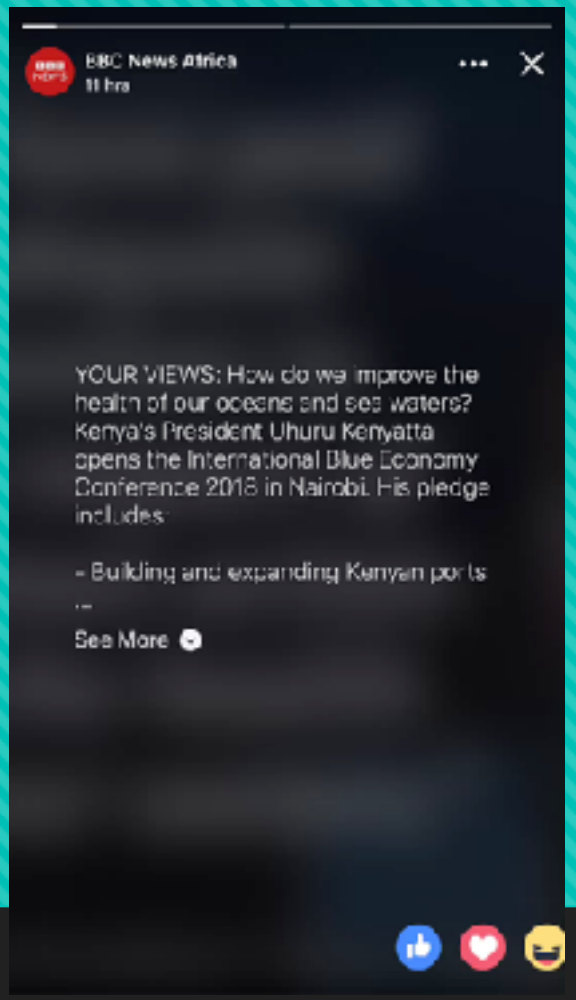
How are Stories? “Boomin”



- **Videos + Photos:** Square/ horizontal videos
- **Text:** status updates/ linked articles
- **Audio:** Visualized
- **Navigation:** Vertical scroll

- **Videos + Photos:** Full vertical
- **Text:** Embedded/ Linked ("see more")
- **Audio:** Visualized
- **Navigation:** Horizontal tap/vertical scroll

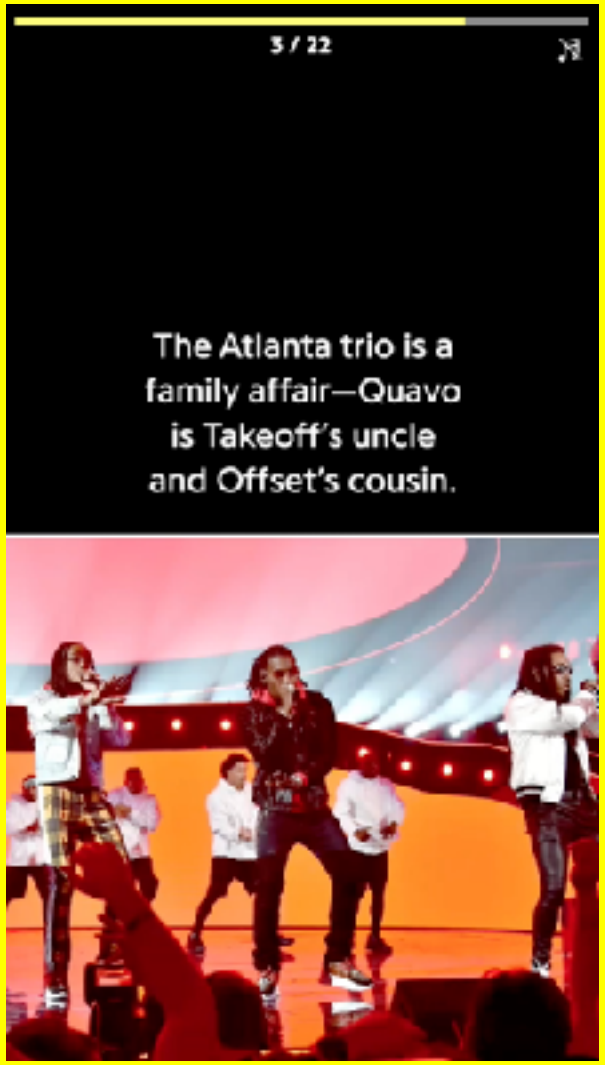
habit alert

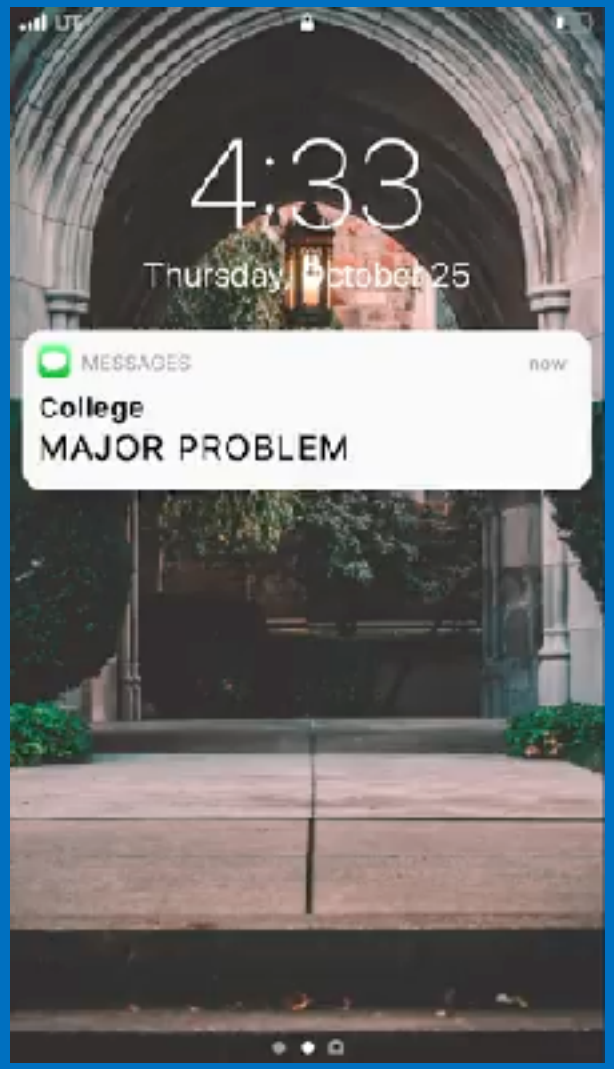


The Article

The Host

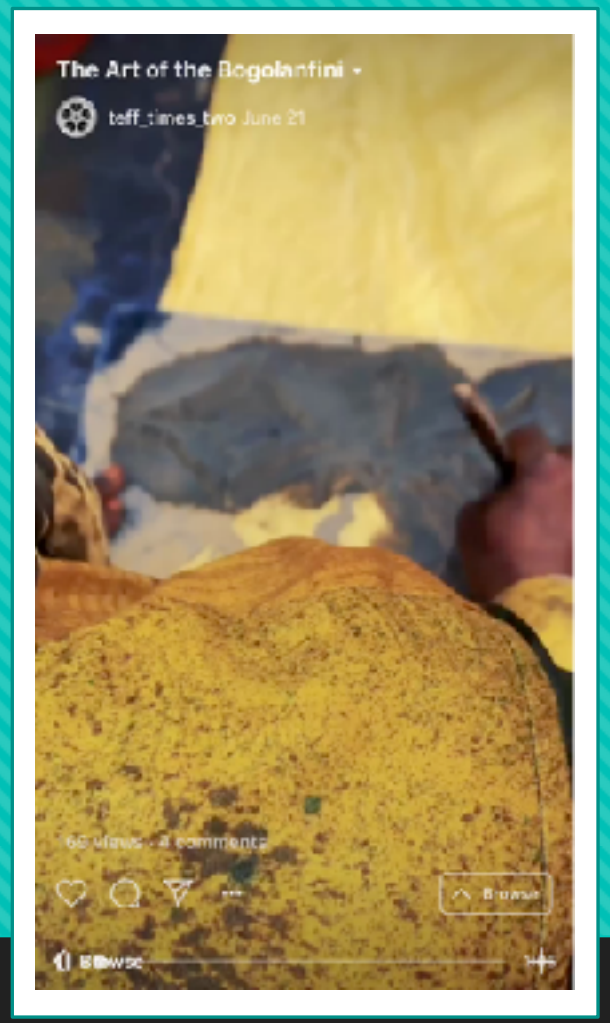
The Wandering Screen

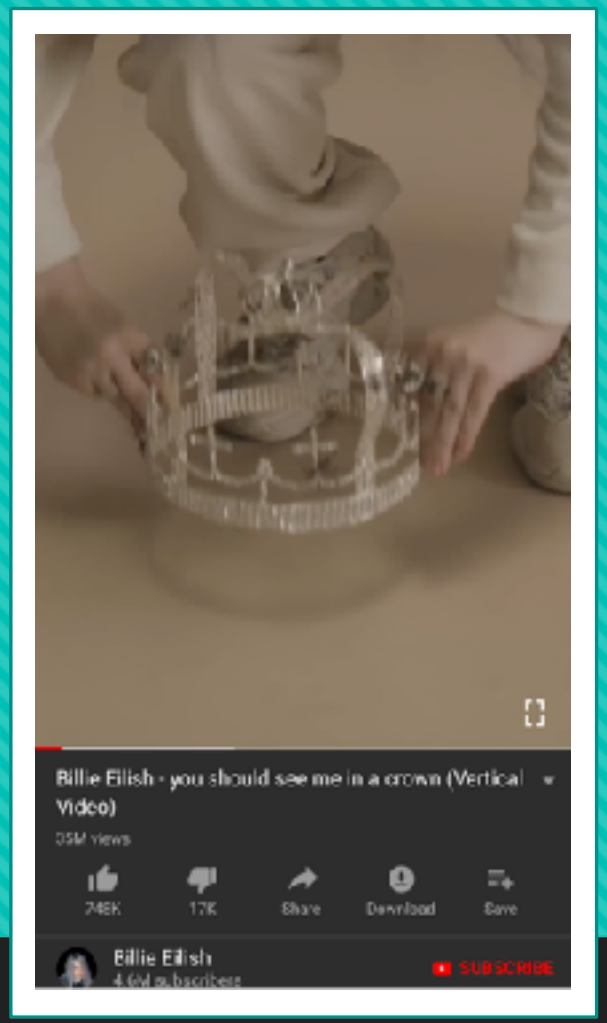


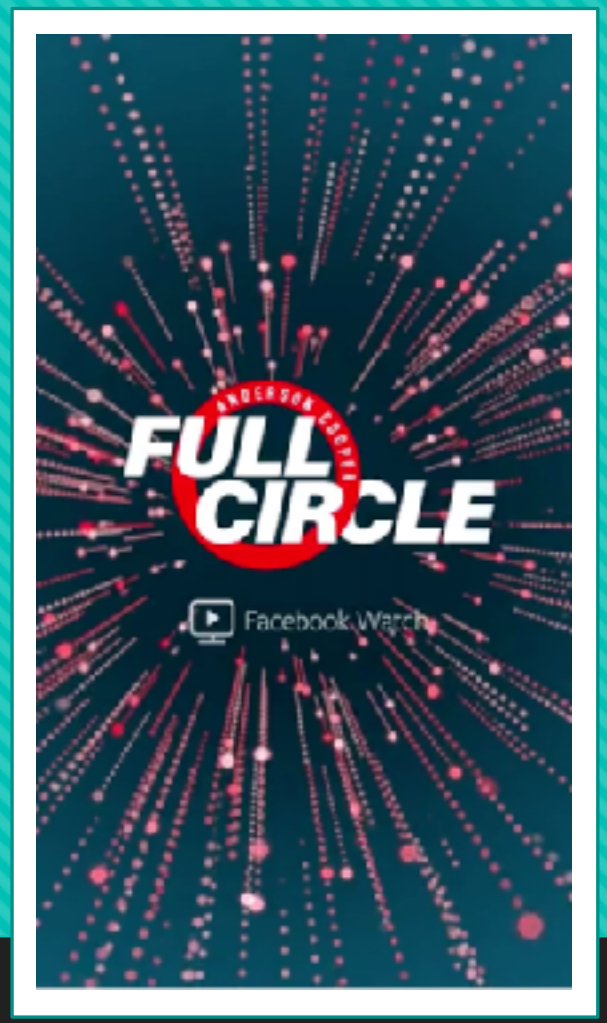


The Website

The Meta



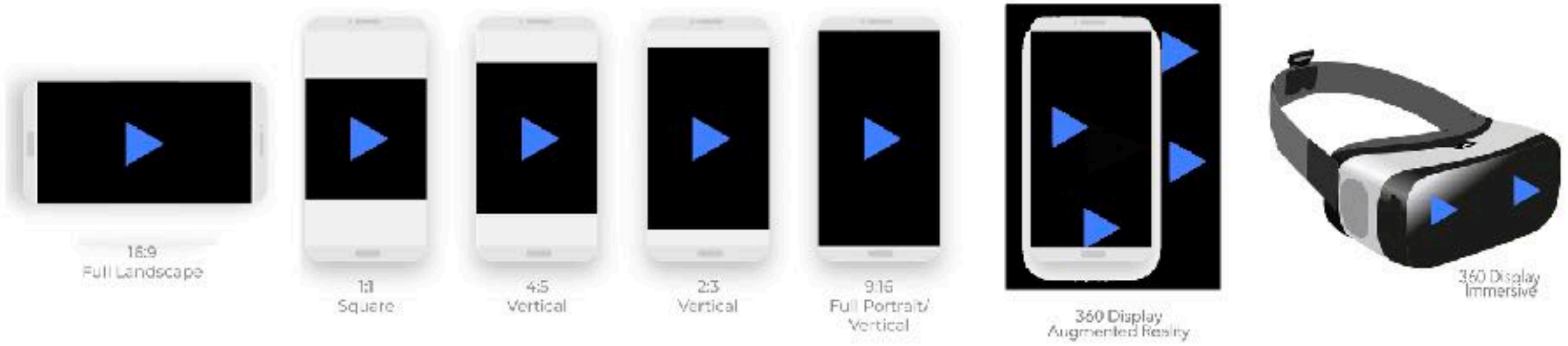




Facebook Watch

Vertical long | er form

So What?


16:9
Full Landscape
1:1
Square
4:5
Vertical
2:3
Vertical
9:16
Full Portrait/
Vertical
360 Display
Augmented Reality
360 Display
Immersive

Creative forms of expression are being guided by major platforms.
As screens proliferate, accelerating creative digital storytelling is a content creator's responsibility. Leading social networks have enabled mass creativity with accessible tools while limiting creative freedom at the same time. Publishers need to focus not only on **reach** but also **owned experiences**.

Questions?

“**Content is King**, but **Distribution is Queen** and she wears the pants.”

- Jonathan **Perelman** -

CONTENT DISTRIBUTION

Technology itself is not the disruptor.

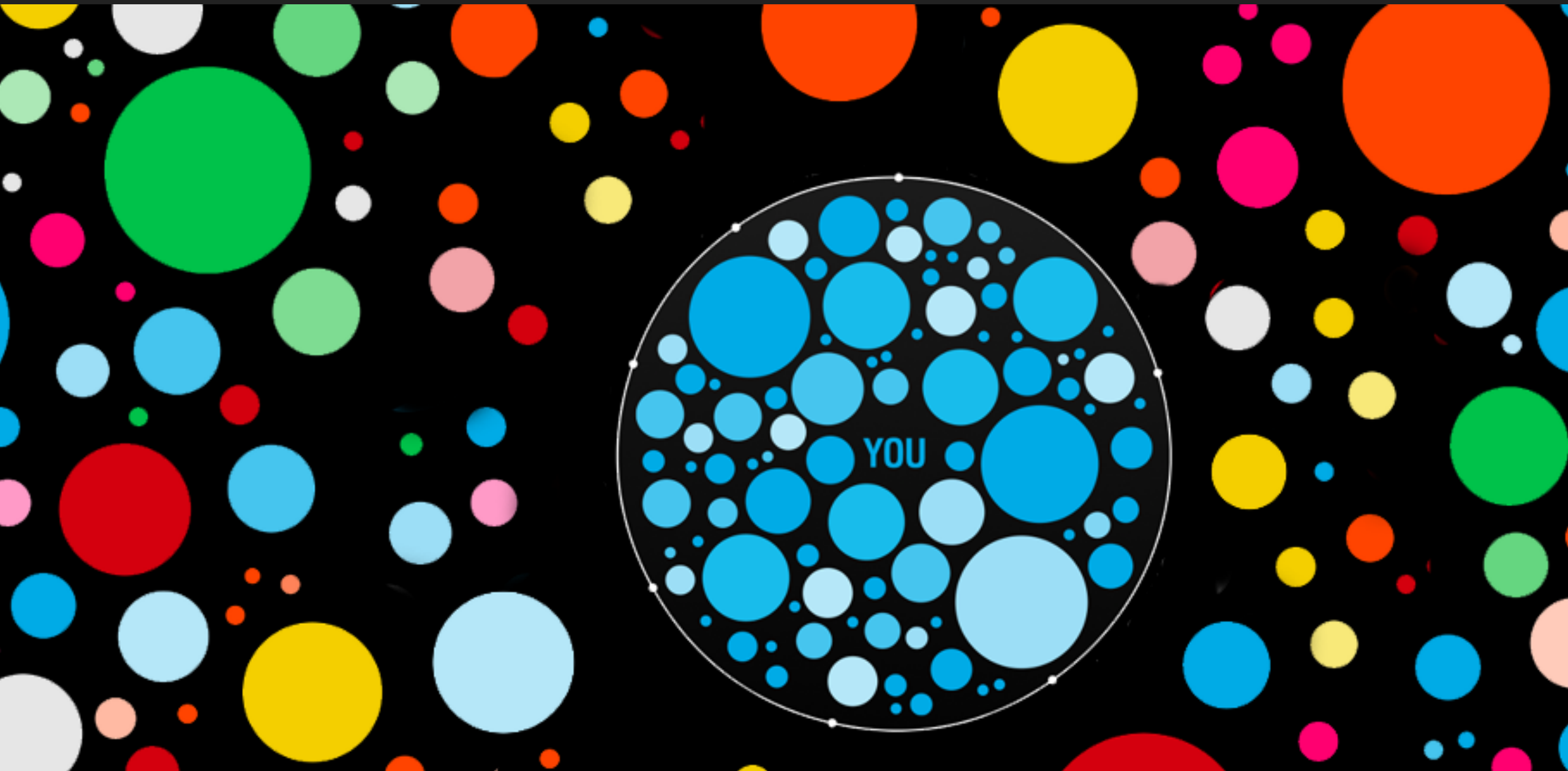
The biggest threat to the business is failing to give people what they want.

- Who is this content for?
- How do I reach that person?
- What targeting options do I use?
- What do I want that person to do with that content?
- How do I start a conversation with that person?
- How do I include that person in a community of loyal customers?

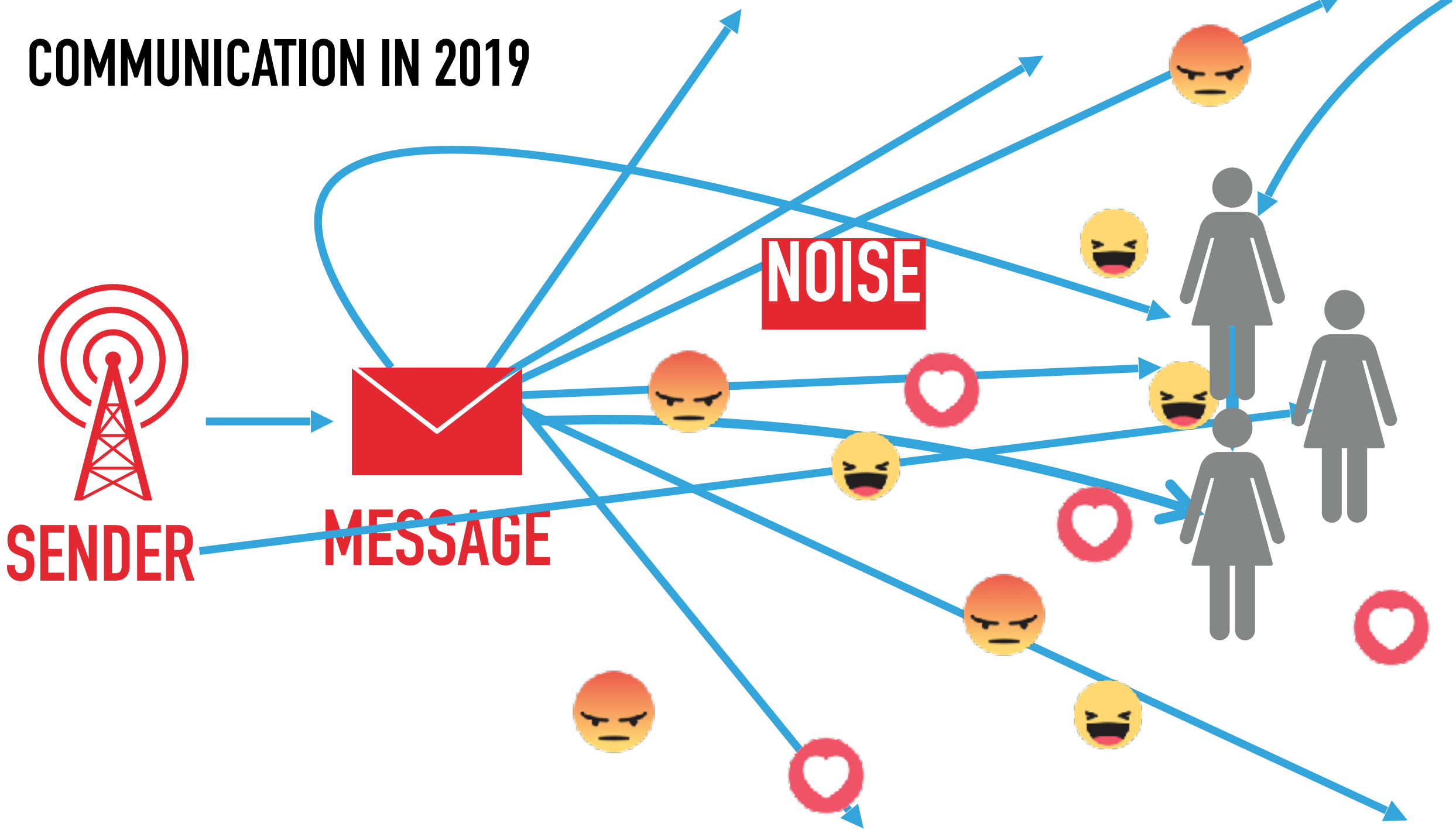
- Check your assumptions
- Test the problem you're identifying
- Articulate your blind spots/ your plan
- Challenge the team to push back
- Communicate often and regularly
- Focus on the end-state
- Know what to value
- Set metrics on what you value

The creation of niche content that serves niche communities.

FILTER BUBBLES



COMMUNICATION IN 2019

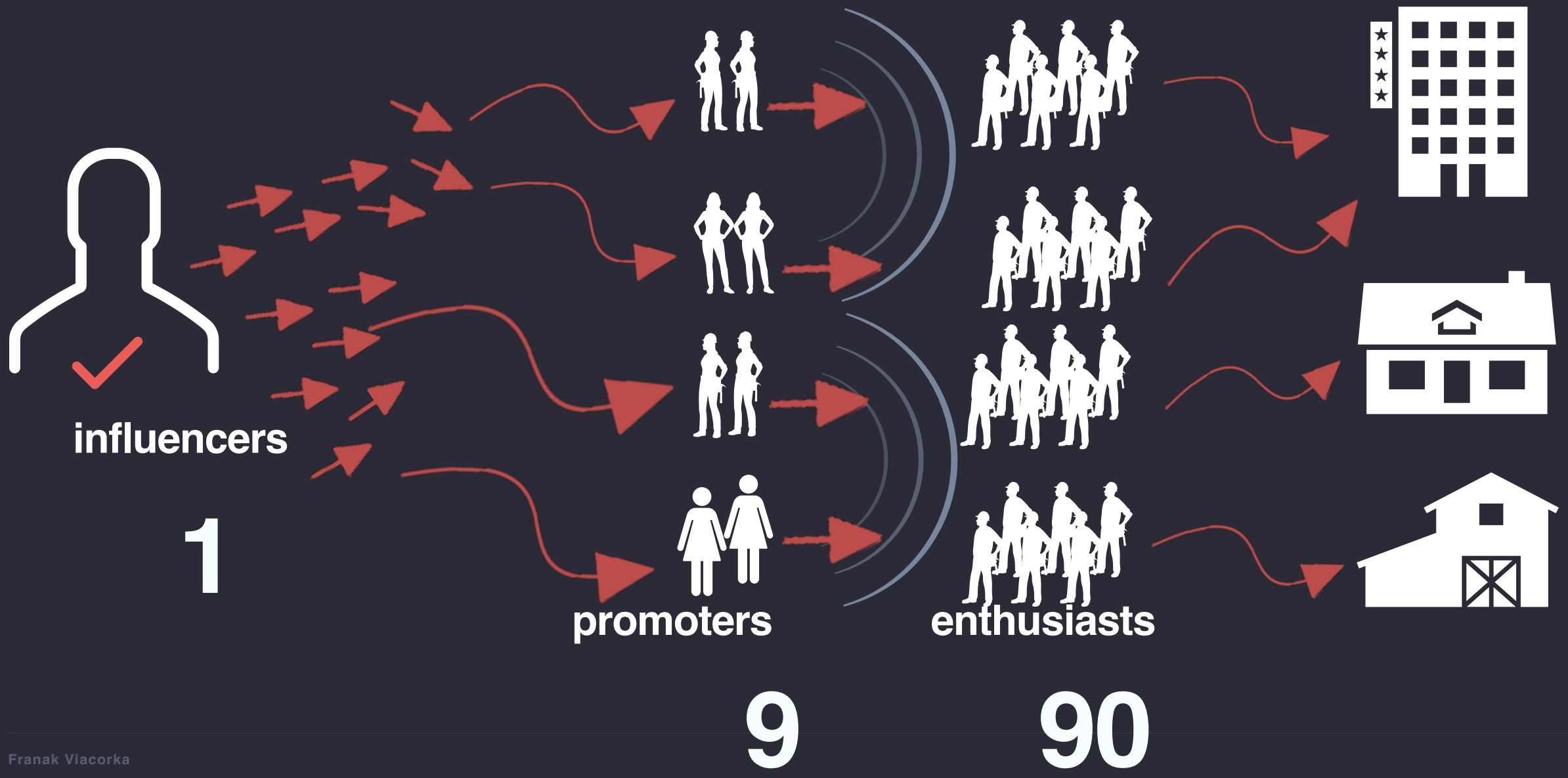


While it may seem that **EVERYONE** is now a content creator, the truth is a bit **more nuanced**.

”If you get a group of **100 people** online then **one will create content**, 10 will '**interact**' with it (commenting or offering improvements) and the other **89 will just view** it.”

- Charles Arthur

niche content for niche audiences



work with influencers

micro

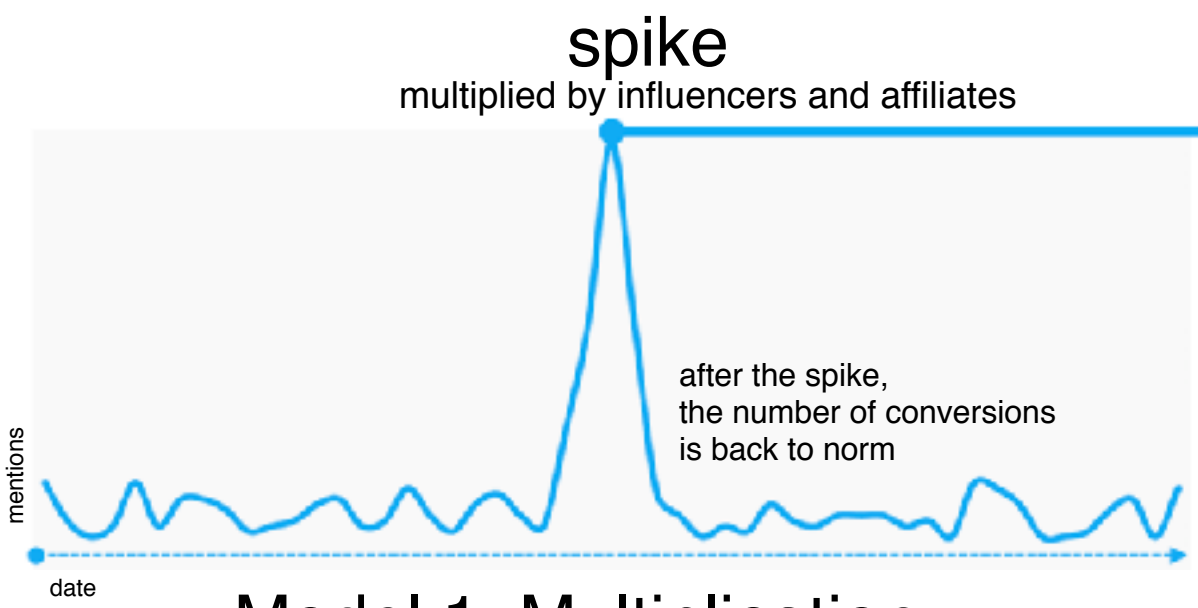
<10,000 followers

meso

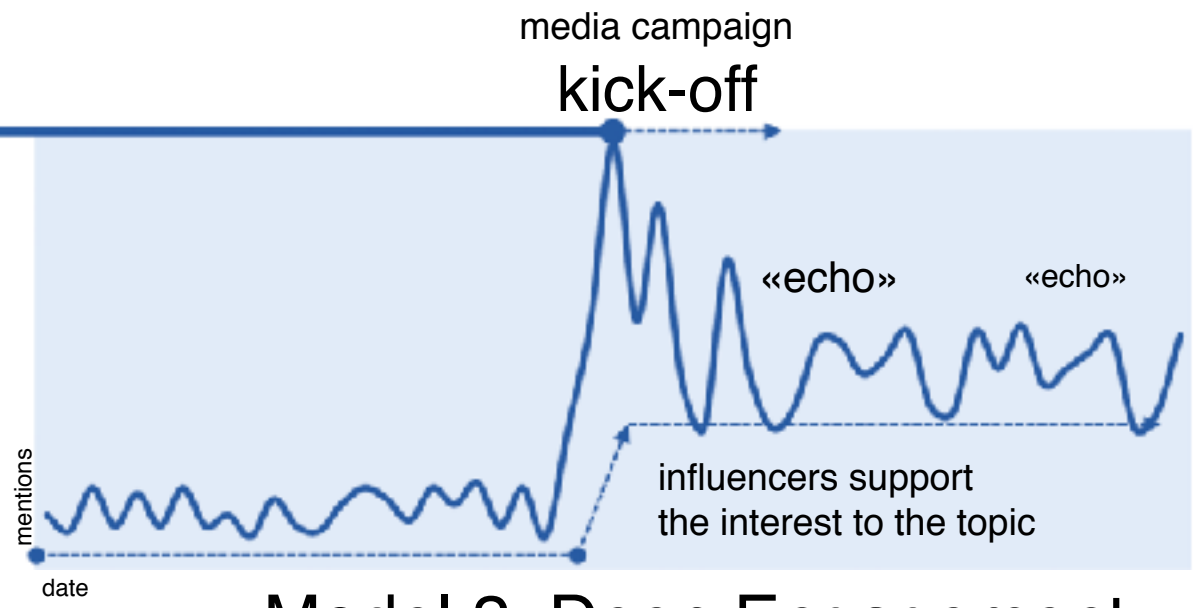
10,000-100,000

macro

>100,000 followers

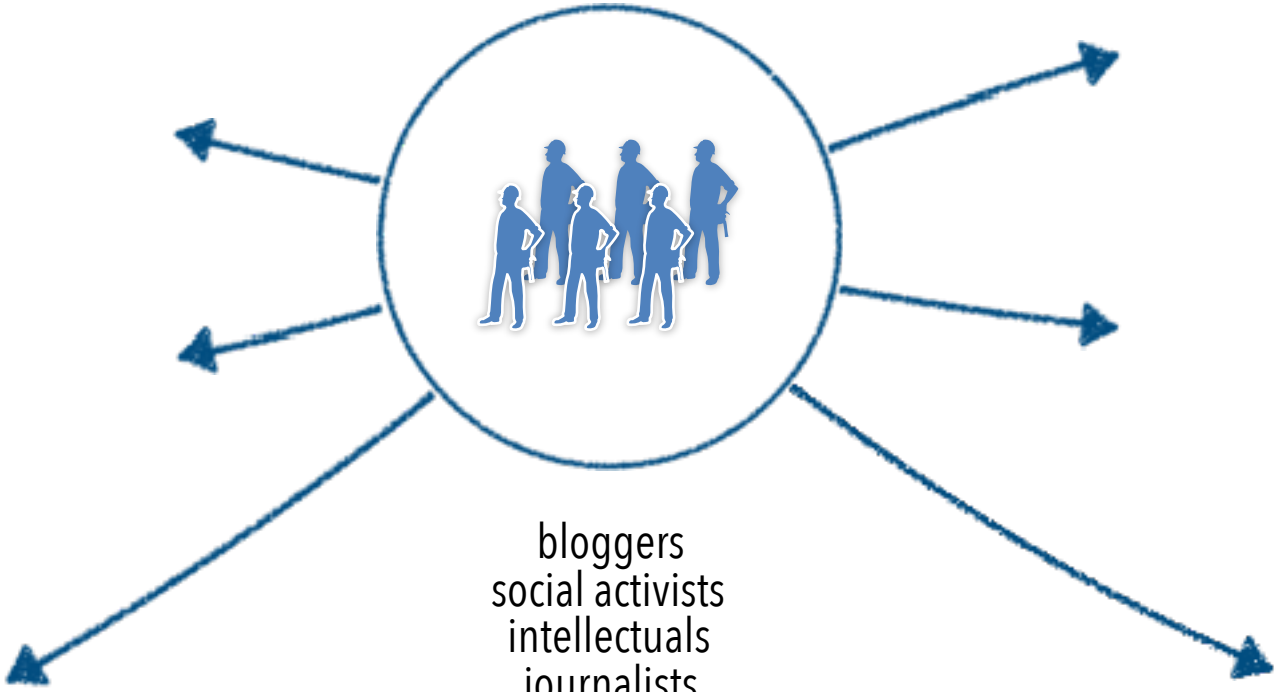


Model 1. Multiplication



Model 2. Deep Engagement

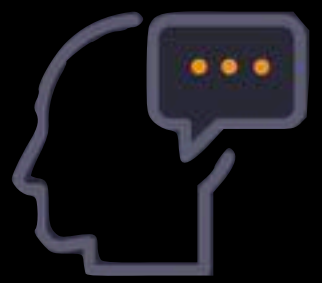
DIGITAL
COMMUNICATION
NETWORK



bloggers
social activists
intellectuals
journalists
political humor creators
businessmen
celebrities

WHAT'S YOUR COMPETITIVE ADVANTAGE?

SIX ELEMENTS OF SUCCESS



Clear Strategy

Trust

Participation

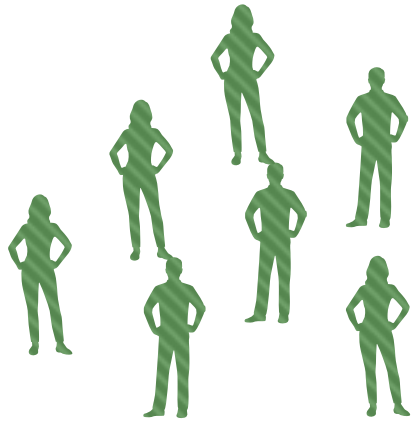
Personalization

Consistency

Call to Action

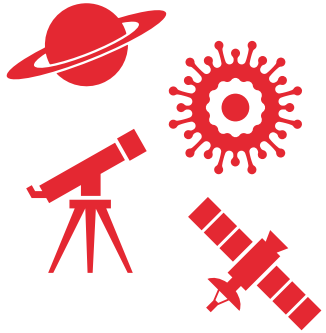
Drive innovation…

- By obsessing over the problem
- By building a process of continued experimentation
- By incentivizing process, not outcomes
- By designing for decision-making



BUILDING AUDIENCE

MASS AUDIENCE



BUILDING REPUTATION

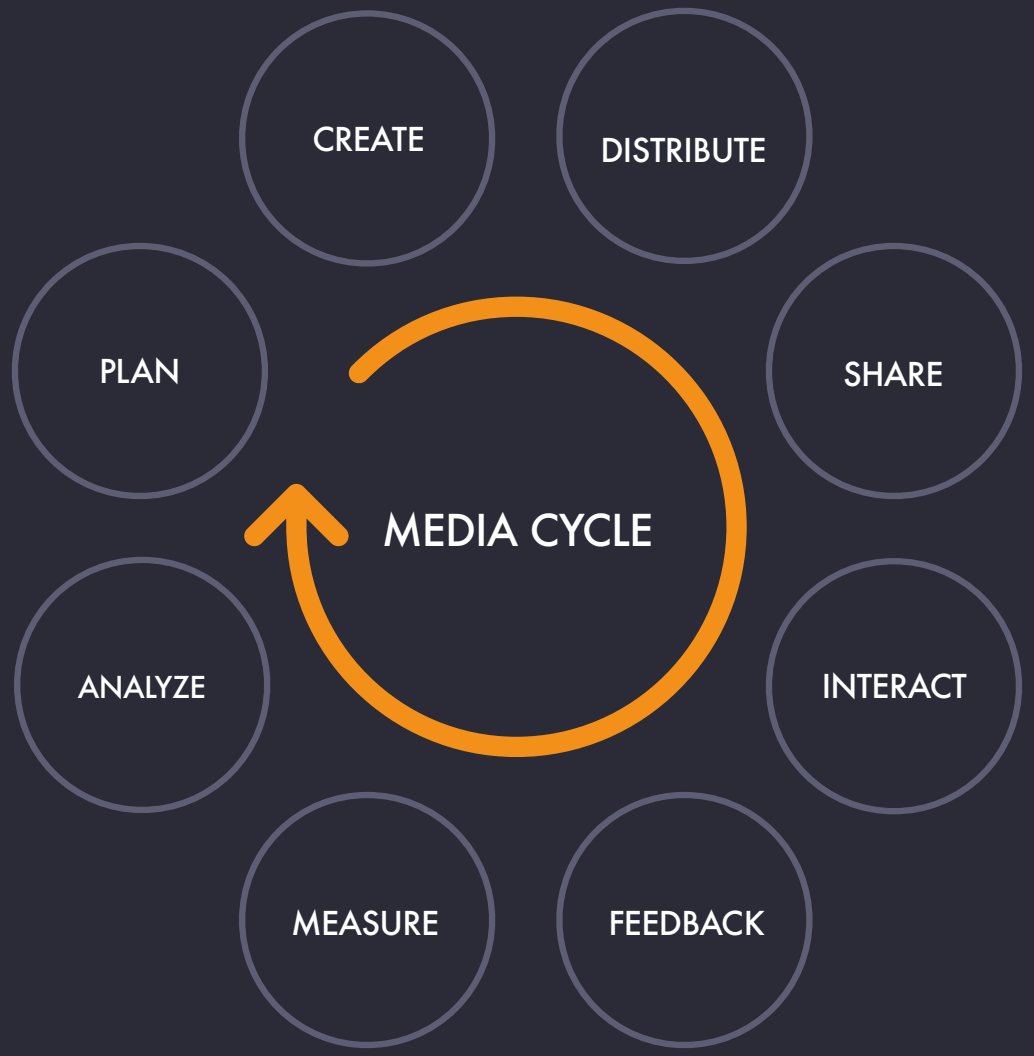
INNOVATIONS

People do not remember where the news comes from.

People remember the original projects

NEWS, PROGRAMS, REPORTS, COMMENTS, VIDEO CLIPS, ANALYSIS

SPECIAL PROJECTS, MICROSITES, FACT-CHECKS, GAMES, TESTS, QUIZZES, AUGMENTED, VIRTUAL REALITY, VIDEO 360 ...



CONSISTENCY

content publication is just a beginning

Programming schedules

9AM-11AM	DIGEST	POLL	DIGEST	QUIZ
11AM-1:00PM	NEWS	NEWS (GIF)	NEWS	SPECIAL PROJECTS
1PM-3PM	NEWS (ANIMATED)	NEWS	EDUCATION	GAME
3PM-5PM	POLL	SOFT NEWS	INFOGRAPHICS	COMPILATION
7PM-12PM	NEWS	AUTOR’S STORIES	LIVE	BACKSTAGE

HOW TO SUPPORT CONTENT

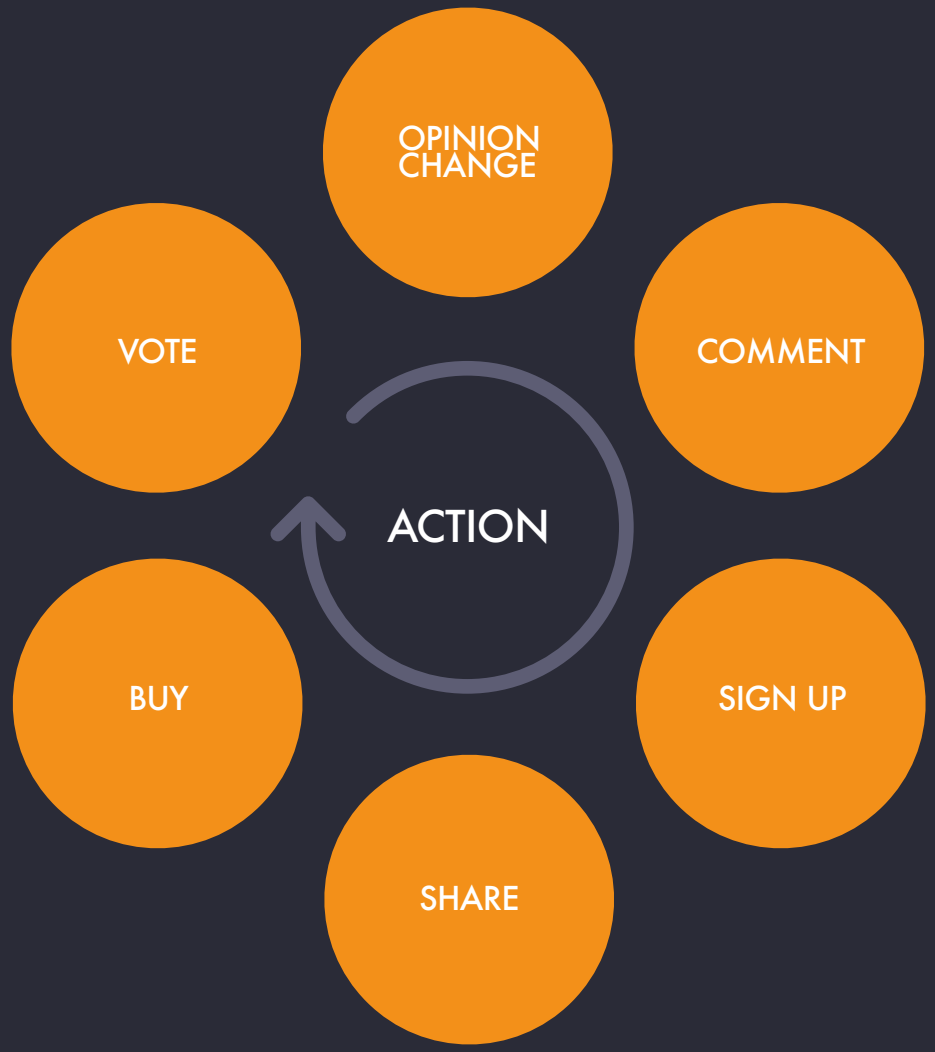
DO NOT LEAVE
THE FIRST HOUR

ASK FRIENDS
TO LIKE OR SHARE

COMMENT,
JOIN IN THE
CONVERSATION

RAISE SUCCESSFUL
POST FROM ARCHIVE
BY LIKE OR COMMENT

CALL TO ACTION

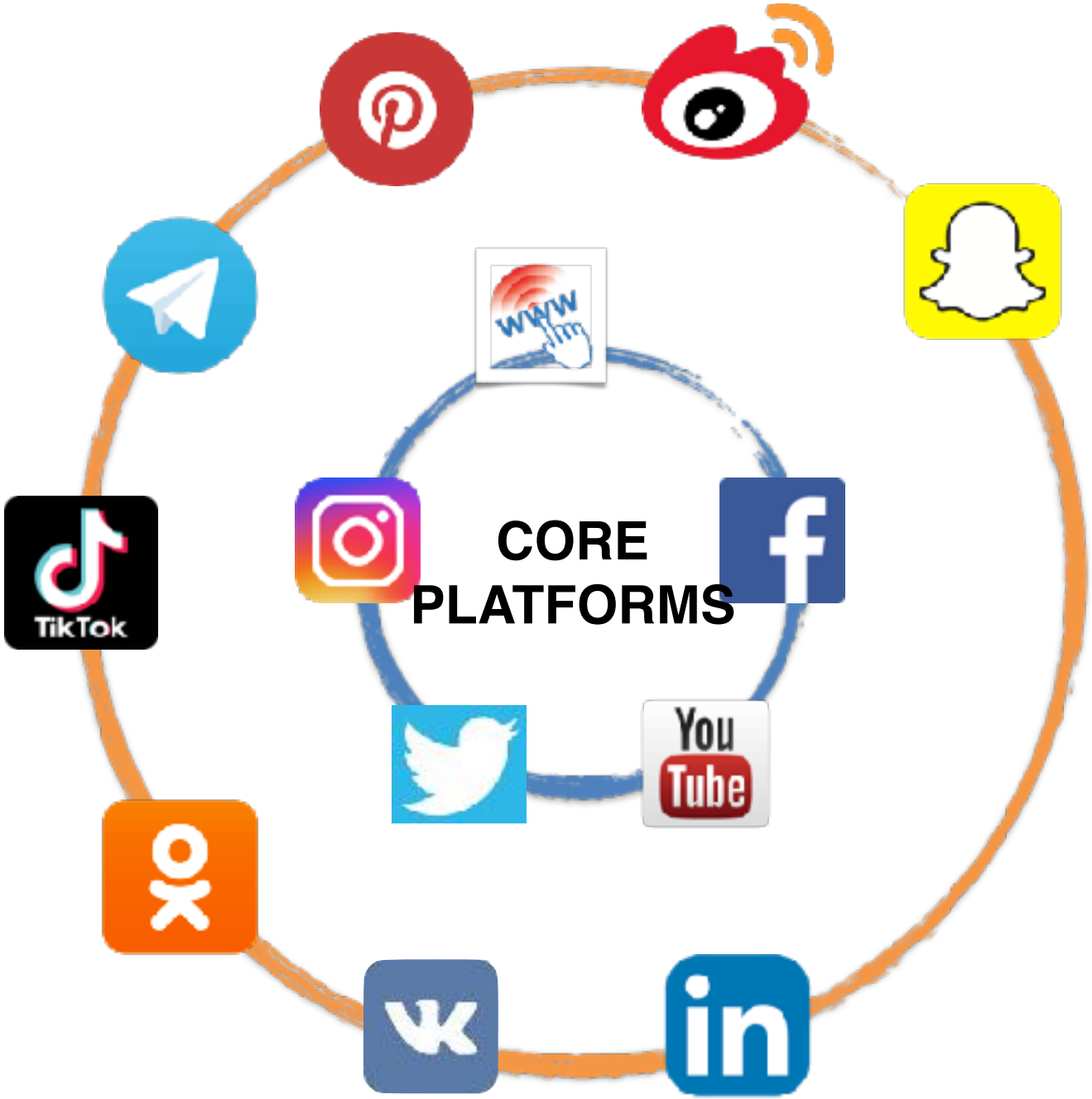


INFORMING

+

BUILDING COMMUNITY

We rely on



- NICHE
- REGIONAL
- ALTERNATIVE
- NON-MAINSTREAM

Audience doesn’t leave social media, it moves to other networks

1	TikTok - Make Your D...	TikTok Inc.
2	Instagram	Instagram
3	Facebook	Facebook
4	Snapchat	Snap Inc
5	Facebook Lite	Facebook
6	Pinterest	Pinterest
7	Tellonym: Honest Questions & Fee...	Callosum Software
8	Hi, like - fun	Первак Ульяна
9	The Messenger App: Free for mess...	The Messenger App : Fre...
10	Badoo - Free Chat & Dating App	Badoo

TikTok

800 mln active users, 15 sec and 60 sec videos

- Chinese, news aggregator behind it, (a.k.a musical.ly, Douyin)
- Often referred as a new «Vine» or «Snapchat»;
- TikTok is available in 150 markets, in 75 languages
- >800 million active users (outside of China)
- top-5 youth platforms globally (incl. Russia, USA, Brazil, Germany, Ukraine)
- >80% - 15-30 years old

EVERY ENGAGEMENT HAS DIFFERENT WEIGHT

COMMENT

LIKE

MINUTES WATCHED

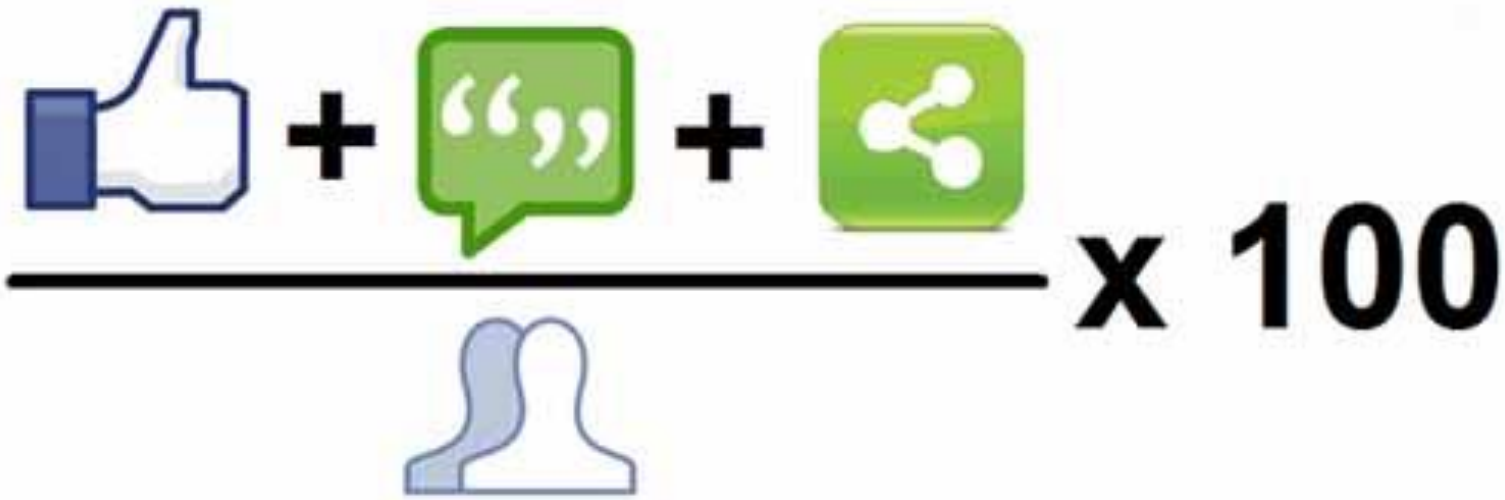
SHARE

VIEWS

CLICKS

ABSOLUTE	RELATIVE
WEBSITE VISITS	VISITS+ PAGEVIEWS
PAGE LIKES	TIME SPENT/PAGEVIEWS PER VISIT
VIDEO/AUDIO PLAYS	INTERACTIONS/1000 FANS
POST REACH	VIDEO VIEW 10sec/30sec
ENGAGEMENTS	(average) TIME WATCHED

DON’T BOOST FOR FOLLOWERS



Likes + Comments + Shares = Total Engagement

(Total Engagement / Fans) x 100 = Engagement Rate

NON-PAID

- Non-paid partnerships
- Aggregators
- Media Sponsorship
- Publicity
- Mass-following
- Crossposting
- Micro-Influencers

TRADITIONAL / PAID

- Google Adwords
- FB/IG Ads
- Widget placement
- Paid partnerships

NEW AUDIENCE

Custom Audiences

Add Custom Audiences or Lookalike Audiences

Exclude | Create New

Locations

People who live in this location

Ethiopia

Netherlands

Netherlands

Canada

Canada

Include | Type to add more locations | Browse

Add Locations in Bulk

Age

13 - 65+

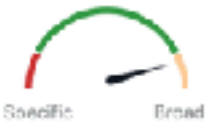
Gender

All | Men | Women

Languages

Enter a language...

Audience Definition



Your audience selection is broad. This requires a large budget.

Potential Reach:170,000,000 people

Estimated Daily Results

Reach
6,700 - 42,000

Landing Page Views
180 - 1,100

Your results are likely to differ from estimates

We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Likely engagement with US political content (conservative) Politics (US)	23,200,000 people	⊕
Likely engagement with US political content (liberal) Politics (US)	21,900,000 people	⊕
Likely engagement with US political content (moderate) Politics (US)	20,800,000 people	⊕

Household income: top 25%-50% of ZIP codes (US) Income	22,500,000 people	⊕
Household income: top 10%-25% of ZIP codes (US) Income	18,000,000 people	⊕
Household income: top 10% of ZIP codes (US) Income	16,400,000 people	⊕
Household income: top 5% of ZIP codes (US) Income	8,290,000 people	⊕

Ballet Entertainment		
Bars Entertainment		
Concerts Entertainment		
Dancehalls Entertainment		
Music festivals Entertainment		
Nightclubs Entertainment		
Parties Entertainment		
Plays Entertainment		
Theatre Entertainment		

Acting Hobbies and activities	194,000,000 people	⊕
Crafts Hobbies and activities	294,000,000 people	⊕
Dance Hobbies and activities	646,000,000 people	⊕
Drawing Hobbies and activities	190,000,000 people	⊕
Drums Hobbies and activities	95,400,000 people	⊕
Fine art Hobbies and activities	95,300,000 people	⊕
Guitar Hobbies and activities	154,000,000 people	⊕
Painting Hobbies and activities	386,000,000 people	⊕
Performing arts Hobbies and activities	442,000,000 people	⊕
Photography Hobbies and activities	1,180,000,000 people	⊕
Sculpture Hobbies and activities	127,000,000 people	⊕
Singing Hobbies and activities	445,000,000 people	⊕
Writing Hobbies and activities	360,000,000 people	⊕

APPS AND SERVICES FOR MANAGING SOCIAL MEDIA

1.LIVEREACTING
2.PLAYBUZZ
3.INFOGR.AM

1.HOOTSUITE
2.BUFFER
3.SMMPLANNER

1.SUPA.RU
2.CRELLO
3.HYPERLAPSE
4.CUT STORY

1. GLITCHÉ
2. UNFOLD
3. HYPETYPE
4. INSHOT
5. OVER
6. 8MM APP
7. SNOW
8. SPLICE
9. VIDEOLEAP
10. PREVIEW

1.CREATOR
2.PAGES
3.GROUPS

1.CANVA
2.PICSART

1. INSHOT
2. QUIK
3. ADOBE RUSH

ANALYTICS

1.G ANALYTICS
2.G TRENDS
3.CHARTBEAT
4.ADOBE

1.SIMILARWEB
2.LIVEINTERNET

1.CROWDTANGLE
2.SOCIALBAKERS
3.TGSTAT

Questions?

Teffera Girma (USAGM/VOA)
Franak Viacorka (USAGM/DCN)