



# THE BIOMASS ENERGY DIALOGUE 2020

## Television

## Radio & Online Media

## Support Units



BC1C2  
18-40+  
60% Current  
Affairs



C2D1D2  
18-35+  
50% Sports &  
Entertainment



BC1C2  
18-35+  
80%  
Entertainment



Islam  
Community  
18-50+  
70% Religious

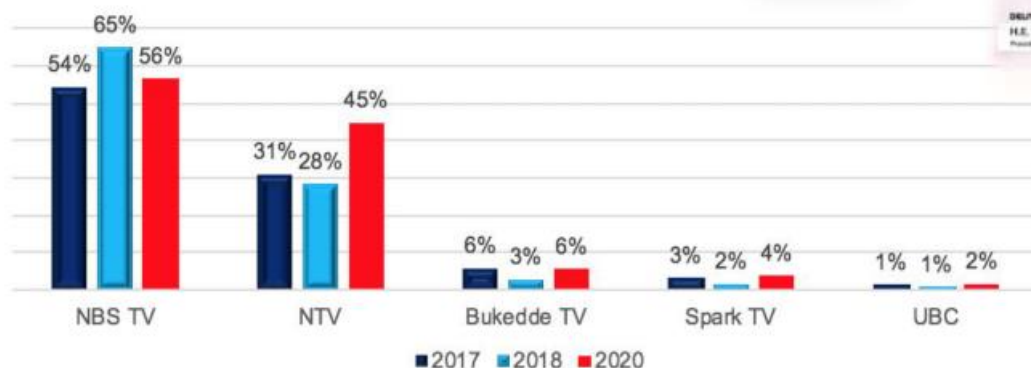


# LIVE COVERAGE VIEWERSHIP

Majority (56%) of viewers rely more on NBS for live coverage of events.

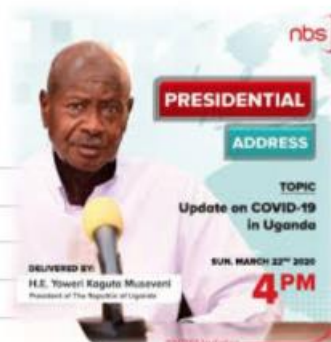
Stations relied on for LIVE COVERAGE

Chart Title



Which local TV stations do you usually tune into or do you rely on for LIVE COVERAGE of events/news/updates etc.?

© Ipsos | 2020 Central Audience Survey



The findings indicate that television viewers rely more on NBS for live coverage of events happening in the country or on an international level compared to NTV .

However viewers relying on NTV for live events has significantly increased in 2020

Total sample  
2020=504, 2018=446, 2017 =418

**NEXT MEDIA**  
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# Overview

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S E R V I C E S

- The Ministry of Energy and Mineral development with support from GIZ partnered with NBS Television to broadcast the Biomass Energy Dialogue . The rationale of the Biomass Energy Dialogue is to discuss the alternative approaches to address cooking energy challenge
- The dialogue took place on Thursday, 3<sup>rd</sup> Dec 2020 at 2:00-4:00pm at the NBS studios.



## Agreed Value – NBS Television

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S E R V I C E S

- Broadcast of the Dialogue live on NBS
- News story in Live @ 9
- Breakfast meeting

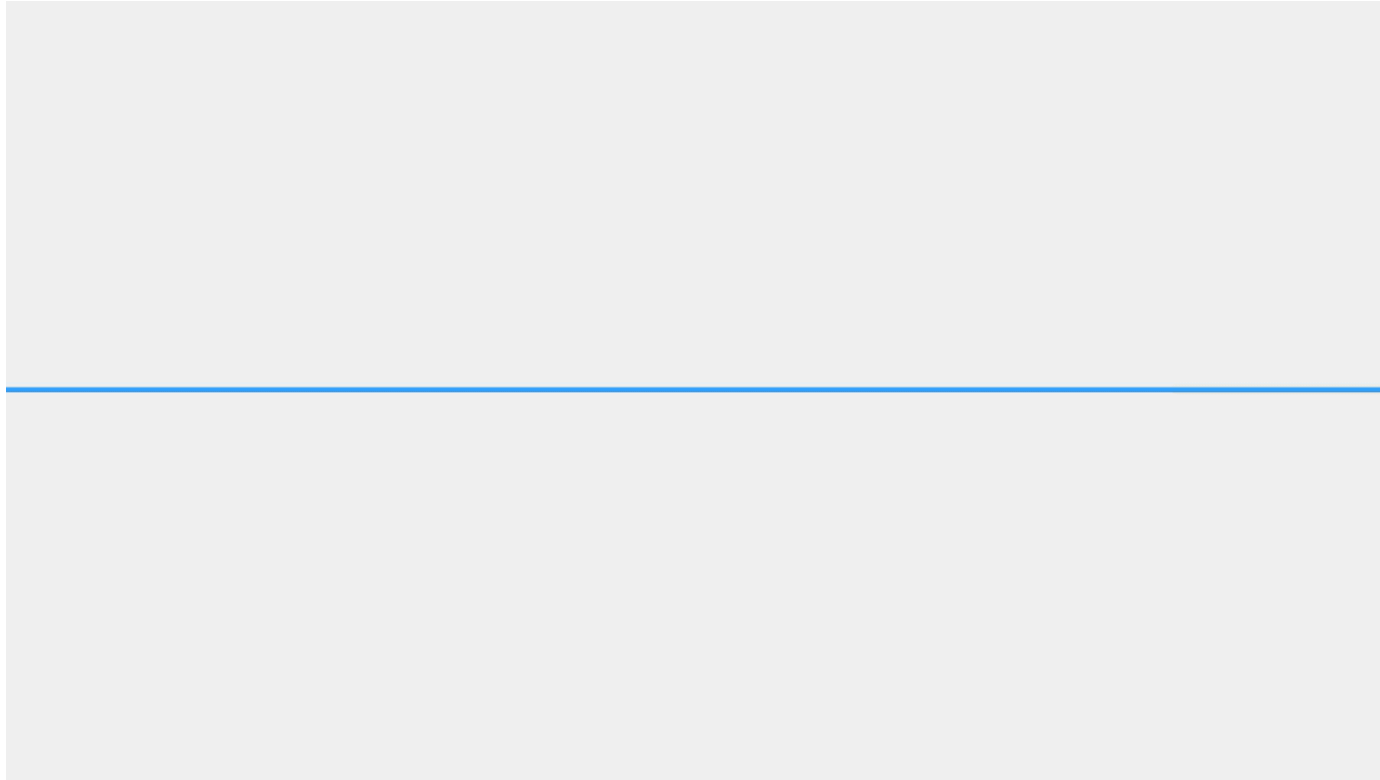
## Extra Value – NBS Television

- Facebook live stream
- Social media amplification
- Promo generation and run
- Nxt Radio Guest appearance



# The Promo

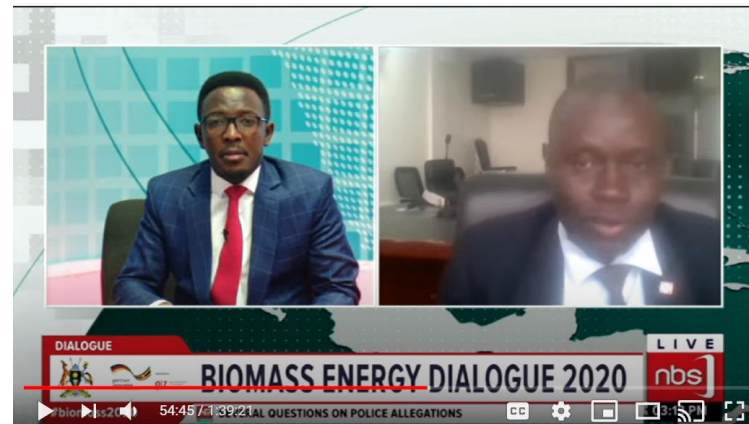
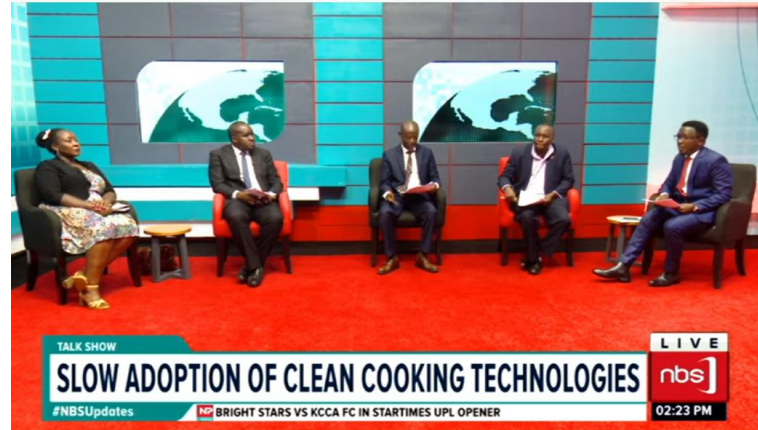
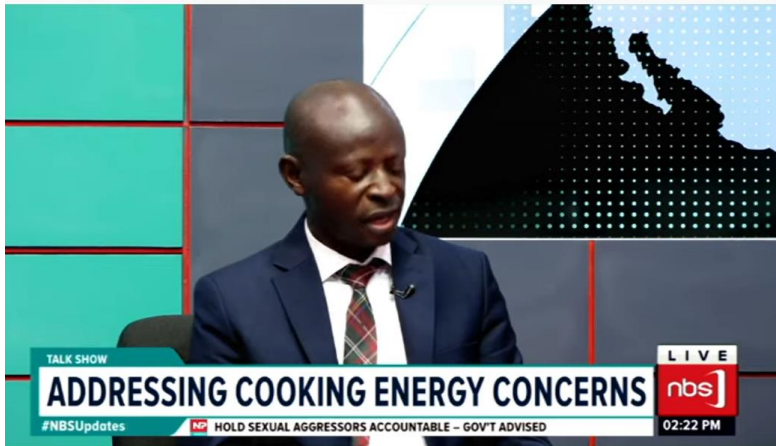
**NEXT MEDIA**  
S E R V I C E S





# Broadcast Highlights

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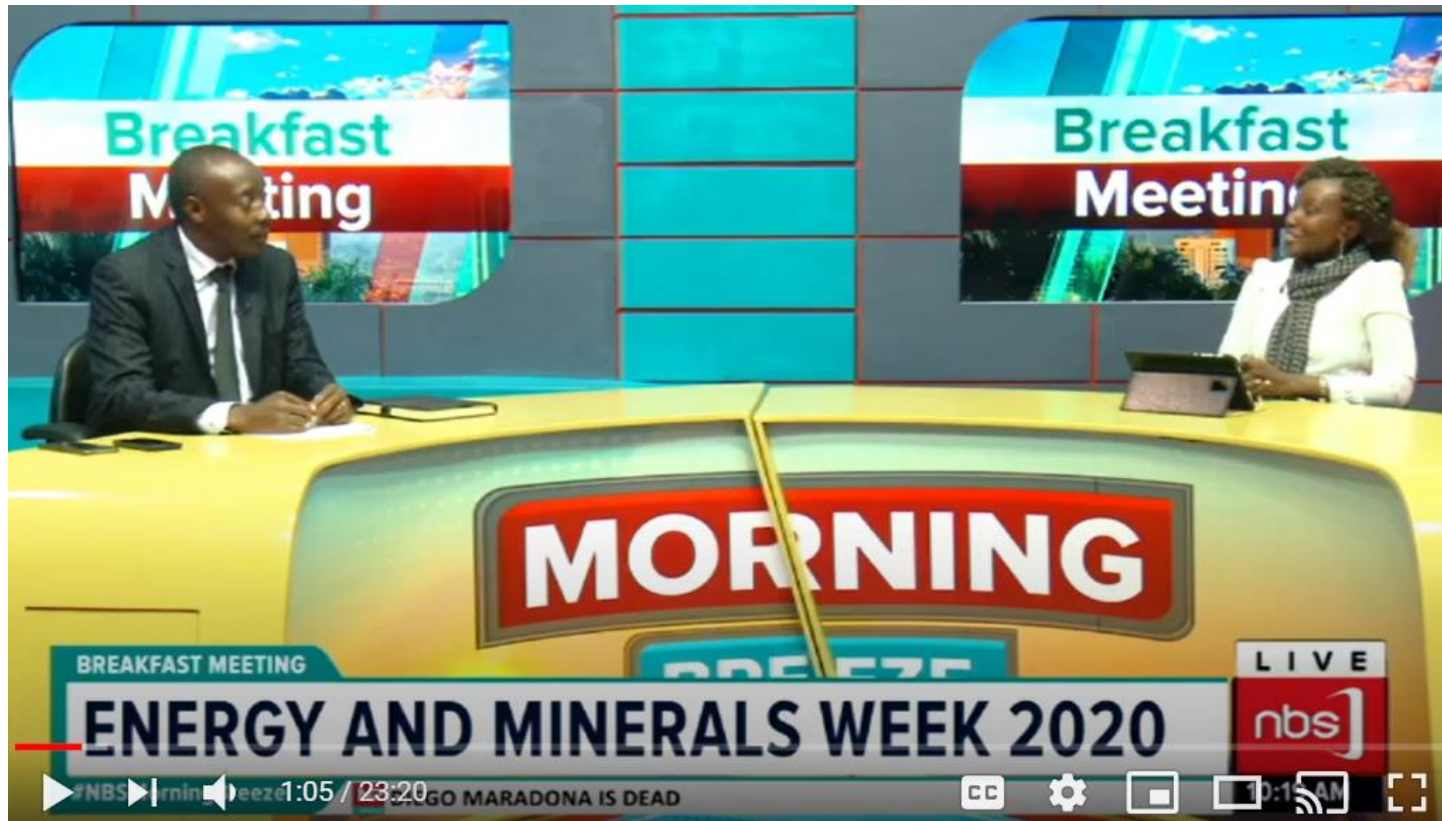


<https://www.youtube.com/watch?v=UMQV7t1gwZ4>



# Breakfast Meeting-26<sup>th</sup> Nov 2020

**NEXT MEDIA**  
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<https://www.youtube.com/watch?v=dcKyuQi8sRo>





# Breakfast Meeting-1<sup>st</sup> Dec 2020

**NEXT MEDIA**  
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<https://www.youtube.com/watch?v=BNYCSOPr4-8>



# Guest Appearance on Nxt Radio-26<sup>th</sup> NOV 2020

**NEXT MEDIA**  
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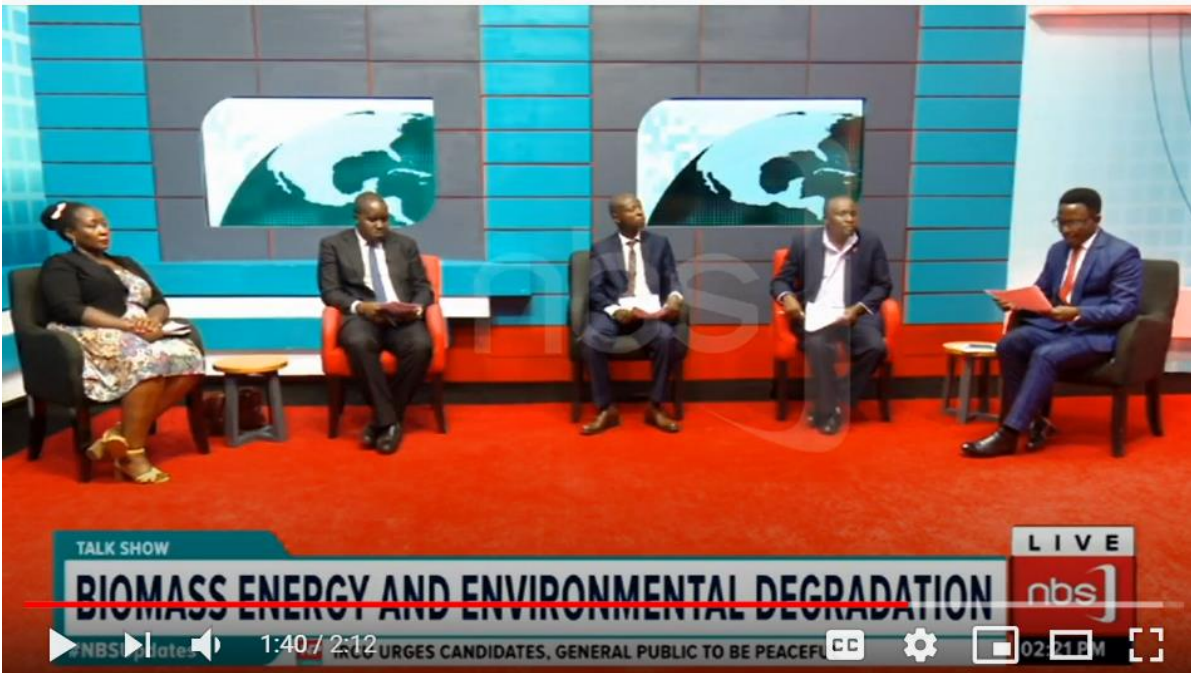


<https://wetransfer.com/downloads/10e024f9c662cc52b2caeb2b44ed1a920201208095852/3bb7cea557e860e5f750318906a7deb720201208095925/a5d85f>



Live @ 9 News Story-3<sup>rd</sup> Dec 2020

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<https://www.youtube.com/watch?v=zdObihoNg2U>



# Social Media Overview



60,480 people reached  
3,470 total engagements















60,663 total impressions  
1,325 total engagements

*See next slides for breakdown*

# Social Media Overview

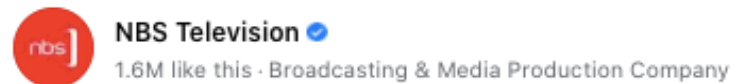
## Numerical summary

 22 MENTIONS	 22 SOCIAL MEDIA MENTIONS	 0 NON-SOCIAL MENTIONS	 2.2 M SOCIAL MEDIA REACH
 0 NON SOCIAL MEDIA REACH	 317 INTERACTIONS	 64 SHARES	 252 LIKES
 2 40% POSITIVE MENTIONS	 3 60% NEGATIVE MENTIONS	 \$ 130 K AVE	 21 MENTIONS FROM TWITTER

*See next slides for breakdown*



# Content Overview



Dec 3 · ...the cooking energy challenges Ministry of Energy  
#Biomass2020 #NBSUpdates

31

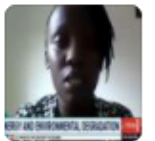


5 Comments



Dec 3 · ...users. Users input must be adopted. @energyministry  
#Biomass2020 #NBSUpdates

11




5 Shares


# Top performing Post

**Post Details** Reported stats may be delayed from what appears on posts

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**NBS Television** is with Kaaya Shamim.  
4d · 🌐

Did you know that carbon monoxide that is produced by a charcoal stove and firewood are dangerous to your health?  
Adopt clean energy today.  
Ministry of Energy... [See More](#)



**6,913**  
People Reached

**182**  
Engagements

[Boost Post](#)

👍 17

13 Comments 7 Shares

**Performance for Your Post**

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**6,913** People Reached

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**42** Likes, Comments & Shares

<b>18</b> Likes	<b>17</b> On Post	<b>1</b> On Shares
<b>17</b> Comments	<b>15</b> On Post	<b>2</b> On Shares
<b>7</b> Shares	<b>7</b> On Post	<b>0</b> On Shares

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**140** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>140</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

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Reported stats may be delayed from what appears on posts

The top performing post had a total of 6,913 people reached and 182 total engagements.

# The Hashtag Performance



## The most influential



nbstv  
Twitter



MordecaiMuriisa  
Twitter



CreecMakerere  
Twitter

## The most active



nbstv  
Twitter



CreecMakerere  
Twitter



MordecaiMuriisa  
Twitter

The hashtag reached over 2 million people on social media and had 22 mentions with NBS TV being the top influential account.

# Twitter Social Bearing and reach

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FILTERS

## Twitter search & analytics for '#biomass2020'

Showing all public tweets that match the phrase '#biomass2020'. Tweets are loaded 100 at a time, up to the past 9 days. Tweets returned may be limited

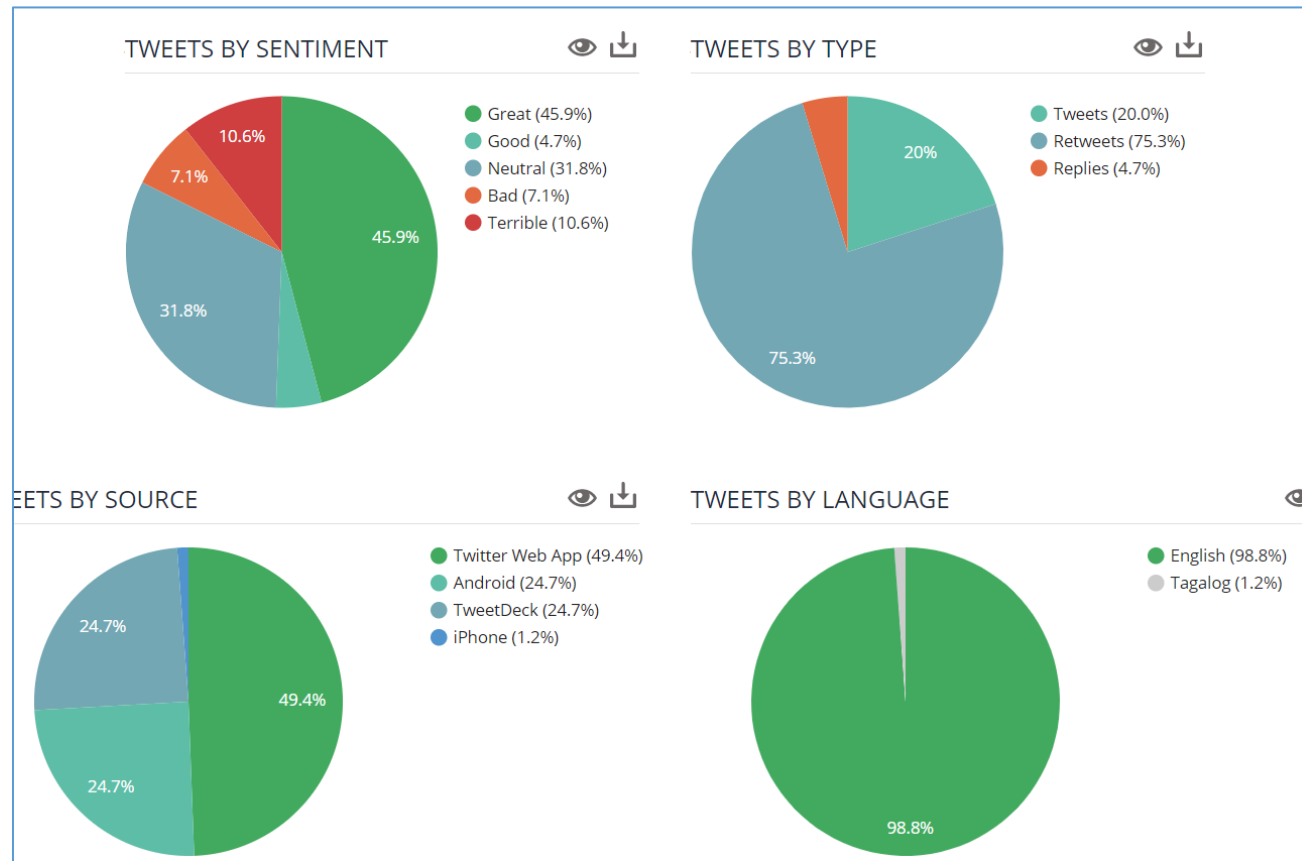
[New Twitter Search »](#)



TWEETS	TIMEFRAME	REACH	IMPRESSIONS	TOTAL RT'S	TOTAL FAVES
85	2 days	738,632	11,127,004	64	129
<a href="#">LOAD MORE</a>					




# Twitter Social Bearing and reach






# Twitter Posts and Reach



UFWG retweeted

NBS Television @nbstv

2 days



Did you know that carbon monoxide that is produced by a charcoal stove and firewood are **dangerous** to your health?

Adopt **clean** energy today.

[@energyministry](#)

[#Biomass2020](#) [#NBSUpdates](#) [pic.twitter.com/SRevFq42KN](#)

via Twitter Web App

4

20


685625

181

193

0.00


24 - %0



UFWG retweeted

NBS Television @nbstv

2 days



"If we have been **succeeding** without standards, we have been **succeeding** by error", Richard Ebong emphasizes the importance of quality **clean** energy cooking materials.

[@energyministry](#)

[#Biomass2020](#) [#NBSUpdates](#) [pic.twitter.com/bzTOH2ldIE](#)

via Twitter Web App

4

12


685625

181

193

0.00


16 - %0



UFWG retweeted

NBS Television @nbstv

2 days



**Adoption** of **clean** cooking will put money in the pockets of Ugandans and **improve** on health. - Alfred Kusiima

[@energyministry](#)

[#Biomass2020](#) [#NBSUpdates](#) [pic.twitter.com/7acwiVG032](#)

via Twitter Web App

4

2

685625

181

193

0.00

6 - %0

# Twitter Posts and Reach

UFWG retweeted  
NBS Television @nbstv 2 days

Alfred Kusiima Managing Director  
Development Revolvers: Access and affordability are still a challenge. Technology is also a challenge.

Did you know that we are using 9010 tones of charcoal a day only in Kampala?

@energyministry

#Biomass2020 #NBSUpdates pic.twitter.com/Q3FjtKBbOG

via Twitter Web App

4 6 685629

UFWG retweeted  
NBS Television @nbstv 2 days

Agnes Naluwagga: There are no coordinated efforts of players in as far as **clean** cooking is concerned. The players should sit on a round table. If the products on the market are of quality, the people will **adopt clean** energy.

@energyministry

#Biomass2020 #NBSUpdates pic.twitter.com/Fn2RxWtn6k

via Twitter Web App

4 7 685629

UFWG retweeted  
NBS Television @nbstv 2 days

Virginia Ssemakula Chairperson Biomass Energy Efficiency Technologies Association (BEETA): A lot of time is taken to look for firewood because it's **scarce**. Charcoal is also seasonal.

@energyministry

#Biomass2020 #NBSUpdates pic.twitter.com/3uuRiqKbOI

via Twitter Web App

4 4 685629  
181 193 0.00  
8 - %0

## Twitter Posts and Reach

The image displays three screenshots of tweets from the account NBS Television @nbstv. Each tweet features a video player showing a man in a suit speaking during a live broadcast.

**Tweet 1:**

- Retweeted by UFWG
- 2 days old
- Video title: ADDRESSING COOKING ENERGY CONCERNS
- Description: Joshua Zake Kangawo, ED Environmental Alert: If we can deliver on clean energy, we shall improve the environment, economy and social life.
- Hashtags: #Biomass2020 #NBSUpdates
- Engagement: 6 retweets, 2 stars, 685629 likes, 181 replies, 193 shares, 0.00 views.

**Tweet 2:**

- Retweeted by UFWG
- 2 days old
- Video title: ADDRESSING COOKING ENERGY CONCERNS
- Description: The government should ensure that there is quality of the clean energy technology to ensure that people are encouraged to adopt. - John Tumuhimise
- Hashtags: #Biomass2020 #NBSUpdates
- Engagement: 4 retweets, 9 stars, 685629 likes, 181 replies, 193 shares, 0.00 views.

**Tweet 3:**

- Retweeted by UFWG
- 2 days old
- Video title: BIOMASS ENERGY DIALOGUE 2020
- Description: When you cook with a cheap cook stove thinking you will save, you end up spending more when you get sick. - Richard Ebong
- Hashtags: #Biomass2020 #NBSUpdates
- Engagement: 4 retweets, 3 stars, 685629 likes, 181 replies, 193 shares, 0.00 views.



# Facebook Reach Summary




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Post ID	Permalink	Post Message	Lifetime Post org	Lifetime Post Total In	Lifetime Engaged
128467260577581_3676124	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	Did you know that carbon monoxide th	6782	6990	143
128467260577581_3676111	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	How to keep your cooking stove: -Do	2110	2150	101
128467260577581_3676057	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	"If we have been succeeding without s	6484	6835	290
128467260577581_3676054	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	The government should ensure that th	1923	2004	220
128467260577581_3676013	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	Agnes Naluwagga: There are no coord	5494	5433	261
128467260577581_3676010	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	The issue of awareness is very critical	3072	3123	279
128467260577581_3676005	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	Right policy and legal framework and i	1877	1947	275
128467260577581_3676002	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	Joshua Zake Kangawo, ED Environmer	2454	2544	254
128467260577581_3675979	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	Adoption of clean cooking will put mor	6351	6567	177
128467260577581_3675976	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	Alfred Kusiima Managing Director Dev	2559	2653	191
128467260577581_3675960	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	John Tumuhimbise, Assistant Commiss	3103	3048	439
128467260577581_3675908	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	HAPPENING NOW: A discussion on Bic	4607	4844	259
128467260577581_3675397	<a href="https://www.facebook.com/nl">https://www.facebook.com/nl</a>	Don't miss the Biomass Energy Dialogu	3549	3805	44
<b>TOTAL</b>			50365	51943	2933




# Facebook Reach


**NEXT MEDIA**  
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**NBS Television**   
Favorites · 2d · 

Alfred Kusiima Managing Director Development Revolvers: Access and affordability are still a challenge. Technology is also a challenge. Did you know that we are using 9010 tones of charcoal a day only in Kampala?  
#Biomass2020 #NBSUpdates




**2,563** People Reached  
**206** Engagements  
[Boost Post](#)

**16** Likes, Comments & Shares 

<b>10</b> Likes	<b>8</b> On Post	<b>2</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>5</b> Shares	<b>5</b> On Post	<b>0</b> On Shares


**190** Post Clicks

<b>4</b> Photo Views	<b>0</b> Link Clicks	<b>186</b> Other Clicks 
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**NEGATIVE FEEDBACK**  
[0 Hide Post](#) [0 Hide All Posts](#)  
[0 Report as Spam](#) [0 Unlike Page](#)

Reported stats may be delayed from what appears on posts


Video Post Shares [See Metrics for All Videos](#)



















children must be made quickly

**NBS Television: BIOMASS ENERGY DIALOGUE 2020 | www.nbs.ug/live | #NBSUpdates...**  
BIOMASS ENERGY DIALOGUE 2020 | www.nbs.ug/live | #NBSUpdates

01:47:17 · Was Live: 12/03/2020 · [View Permalink](#) · [Copy Video ID](#)

**Performance for Your Post** [Showing All](#) 


 Distribution	<b>-2.2x</b> 
 Peak Live Viewers	160 
 Minutes Viewed	2,373 
 1-Minute Video Views	290 
 10-Second Video Views	1,332 
 3-Second Video Views	3,597 
 Average Video Watch Time	0:20 
 Funnel Insights	





# Facebook Reach


**NEXT MEDIA**  
SERVICES


**NBS Television** is with Kaaya Shamim.

How to keep your cooking stove:

- Do not leave it under the rain or sun
- Do not overload it with heavy saucepans.

Ministry of Energy... [See More](#)



**2,110**  
People Reached

**112**  
Engagements

Boost Post

**Performance for Your Post**

**2,110** People Reached

**16** Likes, Comments & Shares

<b>16</b> Likes	<b>16</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares


**96** Post Clicks

<b>1</b> Photo Views	<b>0</b> Link Clicks	<b>95</b> Other Clicks
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**NEGATIVE FEEDBACK**


<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts


**NBS Television**

"If we have been succeeding without standards, we have been succeeding by error", Richard Ebong emphasizes the importance of quality clean energy cooking materials.

#Biomass2020 #NBSUpdates



**6,484**  
People Reached

**305**  
Engagements

Boost Post

**Performance for Your Post**

**6,484** People Reached

**45** Likes, Comments & Shares

<b>40</b> Likes	<b>36</b> On Post	<b>4</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

**260** Post Clicks

<b>2</b> Photo Views	<b>0</b> Link Clicks	<b>258</b> Other Clicks
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**NEGATIVE FEEDBACK**


<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts





# Facebook Reach

**NEXT MEDIA**  
SERVICES

**NBS Television**   
Favorites · 2d · 

The issue of awareness is very critical because cooking has a lot to do with culture. If the mindset hasn't changed, technology of clean cooking won't be adopted. - Joshua Zake Kangawo  
#Biomass2020 #NBSUpdates




TALK SHOW **ADDRESSING COOKING ENERGY CONCERNS**  **LIVE**  
AMURIAI PROMISES CLEAN SAFE WATER TO ISINGIRO RESIDENTS **JWPL** 02:40 PM

**3,072** People Reached  
**316** Engagements


**Boost Post**

**3,072** People Reached

**23** Reactions, Comments & Shares 

<b>16</b> Like 	<b>10</b> On Post	<b>6</b> On Shares
<b>1</b> Love 	<b>1</b> On Post	<b>0</b> On Shares
<b>2</b> Comments	<b>1</b> On Post	<b>1</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares




**293** Post Clicks

<b>1</b> Photo Views	<b>1</b> Link Clicks	<b>291</b> Other Clicks 
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page


Reported stats may be delayed from what appears on posts

**NBS Television**   
Favorites · 2d · 

Agnes Naluwagga: There are no coordinated efforts of players in as far as clean cooking is concerned. The players should sit on a round table. If the products on the market are of quality, the people will adopt clean energy. They should serve the purpose and the needs of the users. Users input must be adopted.  
@energyministry... [See More](#)




**LIVE KIRA**

TALK SHOW **BIOMASS ENERGY AND ENVIRONMENTAL DEGRADATION**  **LIVE**  
#Biomass2020 **EC INSISTS: WE ARE NOT TO BLAME** 02:49 PM

**5,436** People Reached  
**295** Engagements


**Boost Post**

**5,436** People Reached

**19** Likes, Comments & Shares 

<b>14</b> Likes	<b>11</b> On Post	<b>3</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>5</b> Shares	<b>5</b> On Post	<b>0</b> On Shares

**276** Post Clicks

<b>0</b> Photo Views	<b>1</b> Link Clicks	<b>275</b> Other Clicks 
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



# Facebook Live Link

**NEXT MEDIA**  
SERVICES



[https://m.facebook.com/story.php?story\\_fbid=3812609075437248&id=128467260577581](https://m.facebook.com/story.php?story_fbid=3812609075437248&id=128467260577581)



# Challenges



- There were no challenges at all and everything went according to plan.





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# THANK YOU.

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Plot 13 Naguru, Summit View Road - Kampala, Uganda

