

## Monitoring Report 2011: MIA-TV - Dala Dala TV



Name of organisation	Made In Africa TV Holdings Limited
Name of programme	Dala Dala
Area of work	Tanzania
Sector	Access to information
Channel	Mass Media: Television
Dates	2010-2011
Funding	\$900,000 USD
Twaweza partnership goal	Citizen Agency
Achievements	<ul style="list-style-type: none"> <li>• 153 TV Shows produced and broadcast, where citizens discuss public interest issues,</li> <li>• 2.3 million person audience reached</li> </ul>
Monitoring	Partner reports, copies of programs, independent viewer survey by Synovate



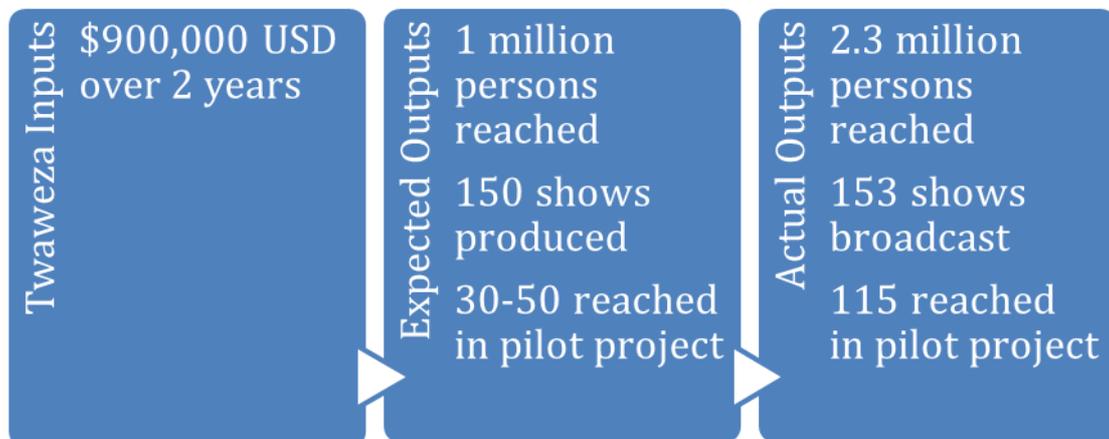
'Dala Dala' is a unique public engagement initiative, using the power of TV as its primary medium. It focuses on ordinary citizens who use the popular, albeit sometimes infamous and chaotic, public taxis to commute to and from work. A specially designed minibus is prepared for filming and live editing, in which an entire film and sound crew, a presenter and co-host engage daily commuters in a well-researched but spontaneous debate. These discussions are edited to a 30 minute show and broadcast on TV the same evening.

While the core focus of Dala Dala is flexible and open to public contributions, discussion on particular issues is promoted, including: public transparency, accountability, debate, rural activism, history, poverty and education.

Since its founding in Tanzania, Dala Dala programmes have soared to success across the nation. According to Synovate, ***'Dala Dala TV is one of the most popular programmes broadcasted on television in Tanzania today'***.

### Key Outputs

- 153 television programmes broadcast in Tanzania.
- 2.7 million citizens reached in Tanzania.



### Citizen Effect

- 21% of programme participants and viewers have 'taken action for social change' and 'discussed topics on the programme with others'.
- 97% of programme participants and viewers stated they 'like' the programme.
- In 2011, MIA-TV successfully expanded their operations to Kenya and Uganda where programmes are respectively named 'Matatu' and 'Taxi'.



### Twaweza Monitoring

Twaweza has received several reports from MIA-TV and Synovate detailing the effects and outputs of their operations across Tanzania. Twaweza’s LME unit has concluded that the information we have from these sources is valid. As Dala Dala TV expands its work Twaweza will monitor MIA’s operations through a variety of means, including:

- Electronic and/or hardcopies of each broadcasted television, radio or internet programme.
- Transcripts of viewer feedback sent by text, post or online through social media.

### Future Plans

MIA’s success has paved the way for ambitious planning. The media company plans a number of future initiatives to diversify and expand their programmes in Tanzania including:

- Up to 240 TV, radio, podcast programmes per year.
- The integration of the programme online through social media to reach the Tanzanian Diaspora and make the programme available for viewing online.
- The participation of 300,000 persons in programme production and discussion.
- The generation of up to 250,000 text responses to programmes from participants, listeners and viewers worldwide.

**Graph 1.1—DalaDala (2011-2013)**

	Tanzania		
	2011	2012	2013
#tv-broadcasts <sup>1</sup>	240	240	240
#radio-bc	140	240	240
#sms	100M	150M	200M
#podcasts	140	240	240
#bc from rural area’s	50	60	60
#rural voxpops	140	240	240