



# Sifal Secondary School

VIDEO PUBLICATION REPORT (GRADE I-XII) | SECOND  
TERM, 2076



## **Executive Summary**

This is the quarterly report on the videos published by Sifal Secondary School on its official site on Facebook and YouTube. It provides an overview of the videos published, insights into the improvement of video quality, and an indication of the focus area of video production.

The report is based on the automated data extracted from the official page of the School on Facebook and YouTube. The analysis includes the videos released at School as well as DSS Plus 2. For analysis from Facebook, videos released during the second term were referred. However, for analysis from YouTube, data from all videos was taken for the analysis setting the time period of the Second Term.

In the last 120 days (Bhadra 1, 2076 to Mangsir 30, 2076/August 17, 2019 to December 16, 2019), the school released 49 videos (including two shared videos) on Facebook. Over 466 thousand people (~0.5 million) had an impression on our videos over the duration of four months. This is a 77.84% increase in comparison to the First Term. This indicates that our videos or school are highly grabbing the attention of the public. However, views slightly decreased by 6.28%. The videos were watched for at least 30 seconds for only 5560 times which is 22.59% of the total views, in comparison to 25% in the First Term.

Nepali and Sanskrit poems are the most-watched videos on Facebook. Nepal, the US, and Australia constituted 83.82% of total views. Nepal constituted 46.58% of the total views.

On YouTube, more than 200 videos were uploaded till the end of the Second Term. Currently, there are 538 subscribers on the YouTube channel of the School. The number of subscribers gained in the Second Term is 192, a 53.63% increase (versus 33% increase in the First Term). The top two videos that are being viewed on YouTube are Swabhiman Mukh and Children's Day Drama, 2075. Nepal and India are the top-two locations. The data suggest that videos that have been uniquely created and include group works are liked more than others on YouTube. Similarly, the age group 25-34 watches the school's videos the most (60.6%).

In conclusion, the publication of videos by the school continues to be an excellent means of reaching out to people.

## Introduction

Sifal Secondary School has an enhanced focus on Audio/Visual Teaching/Learning and Performing Arts. Similarly, for various events organized, unlike many other schools, the school weighs post-event equally to pre-event and event.

There are several video contents that the School regularly publishes namely Regular Friday, Regular Wednesday, Flipped Classroom videos, and event-related videos.

The school has aimed to record all contents of Geeta and Shakuntal as its ‘guru’ projects. They are part of the regular Friday videos. Similarly, lab videos from our Plus 2 School, Nepali poems, English poems, and Sanskrit songs are also part of our regular Friday release.

The school regularly publishes videos of every event organized as a feature video and individual performance videos.

The school releases news every month under the name ‘DSS News’. The News covers the activities and events of the school. The cycle of the news currently is English-Nepali-Sanskrit. Every video produced is concurrently released on the Social Sites of the school (Facebook, YouTube, Instagram, Twitter, and LinkedIn).

Similarly, DSS teachers involve in making video lectures under the Deerwalk Learning Center. Deerwalk Learning Center writes, “*We believe in the motto ‘Education for all’. Education is basic for all the students living in any part of the country. To make this possible, we are working to develop learning materials, through which students from all over the country can learn online (or offline).*

*Deerwalk Learning Center, a not- for- profit organization is focused on developing and delivering video lectures for grade I -XII students based on the curriculum of CDC, Nepal.”*

The Video Publication Report is published every term that provides insights into the videos released on that term. The report also compares the finding with the previous term. The report is primarily based on the automated data extracted from the official page of the School on Facebook and YouTube. The analysis includes the videos released at School as well as DSS Plus 2. For analysis from Facebook, videos released during the second term were referred. However, for analysis from YouTube, data from all videos was taken for the analysis setting the time period of the Second Term.

## Videos Released on Facebook | Term II, 2076

In the Second Term, 2076 (Bhadra 1, 2076 to Mangsir 30, 2076 | August 18, 2019, to December 16, 2019), 49 videos (including 2 shared videos) were released on Facebook. The data was extracted on Poush 23 (January 8), 4:30 PM. The video released were as follows:

Type	Number
DSS News	4
English poems	2

Event-related videos	13
Flipped Classroom videos	15
Geeta	4
Lab video	1
Nepali poems	4
Sanskrit song	1
Shakuntal	5

## Outreach on Facebook

The table below provides the status of the outreach of DSS videos on Facebook.

Parameter	First Term	Second	Increase or decrease
		Term	
Number of videos posted	45	<b>49</b>	+ 8%
The number of impressions of the video posts (Total Count)	103,427	<b>466,816</b>	+ 77.84%
Lifetime Post Total Reach	68,635	<b>68,664</b>	+ 0.04%
Lifetime at least 3 seconds (views)	26,262	<b>24,611</b>	- 6.28%
Total number of times the videos were viewed for >=30 seconds	6,522	<b>5,560</b>	- 17.30%

*On the Facebook page of DSS Plus 2, four videos were released in the second term. Three of them were shared videos from the Facebook page of DSS. One event video that was published only on the DSS Plus 2 site, 'Welcome and Farewell Program – 2019', has a total of 818 views (not kept in the table above).*

Note: **Impressions** are the number of times a post from your page is displayed. For example, if someone sees a page update in their Facebook newsfeed and then sees that same update when a friend shares it, that would count as 2 impressions. **Post Reach** is the number of people who received impressions of a Page post.

Major findings:

Over 466 thousand people (>0.46 million) had an impression on our videos over the duration of four months. This is a 77.84% increase in comparison to the First Term. This indicates that our videos or school are highly grabbing the attention of the public. However, views slightly decreased by 6.28%. The videos were watched for at least 30 seconds for only 5560 times which is 22.59 % of the total views (It was 25% in the First Term).

## Top Ten Views on Facebook | Term II, 2076

S.N.	Video name	Lifetime	Lifetime	Lifetime	Lifetime
		Post Total	Post Total	Total Video	Unique Video
		Impressions	Reach	Views	Views

1	Regular Friday   Kabita Bachan   Kitab	7417	4315	1808	1343
2	Regular Friday   Kabita Bachan   नैतिक दृष्टान्त	5975	3376	1330	934
3	Deerwalk Sifal Night - Middle & High School, 2076	3692	2279	972	727
4	Deerwalk Sifal Night II - Lower School, 2076, students from Grade I Dhawalagiri sang 'बुनु मेरी बहिनी'	3536	3173	970	816
5	Regular Friday   Sanskrit Song Sifal school students reciting a Sanskrit Song, "मनसा सततं स्मरणीयम्" गीत	3533	2552	1001	801
6	Deerwalk Sifal Night II, Lower School   2076	3477	3299	1112	956
7	Welcome Speech in the Chinese language   'Deerwalk Sifal Night - Middle and High School, 2076	2901	1865	813	682
8	Deerwalk Poetry Night 2076	2766	1885	714	597
9	Welcome Speech in the Sanskrit Language - Deerwalk Sifal Night (Middle and High School)	2762	1661	656	506
10	DSS Sanskrit News - Fourth Edition, Ashwin, 2076	2425	1686	623	526

### Major findings

The table above shows that Nepali and Sanskrit poems are the most-watched videos.

### **Top Three Locations | Video Views on Facebook**

Country	Total view	Minutes watched
Nepal	20519	12234
US	1075	447
Australia	420	169

### Major findings

Nepal, the US, and Australia constitutes 83.82% of total views. Nepal constitutes 46.58% of the total views.

## Videos Released on YouTube | Term II, 2076

The School manages YouTube channels where videos are regularly uploaded. Data for the analysis were extracted on Jan 16, 12.30 PM. Currently, there are 538 subscribers on the YouTube channel of DSS. The number of subscribers gained in the Second Term is 192, a 53.63% increase (versus 33% increase in the first Term).

Subscription source		Subscribers ↓	Subscribers gained	Subscribers lost	
<input type="checkbox"/> Total		170 100.0%	192 100.0%	22 100.0%	
<input checked="" type="checkbox"/> YouTube watch page		138 81.2%	147 76.6%	9 40.9%	
<input checked="" type="checkbox"/> YouTube search		20 11.8%	22 11.5%	2 9.1%	
<input checked="" type="checkbox"/> Your YouTube channel		14 8.2%	15 7.8%	1 4.5%	
<input checked="" type="checkbox"/> Interactive features		2 1.2%	3 1.6%	1 4.5%	
<input checked="" type="checkbox"/> Other YouTube channel		2 1.2%	2 1.0%	0 0.0%	
<input type="checkbox"/> Subscriptions channel list		-1 -0.6%	0 0.0%	1 4.5%	
<input type="checkbox"/> Closed accounts		-1 -0.6%	0 0.0%	1 4.5%	
<input type="checkbox"/> Subscriptions feed		-1 -0.6%	0 0.0%	1 4.5%	
<input type="checkbox"/> Other		-3 -1.8%	3 1.6%	6 27.3%	

## Top-Ten Videos viewed on YouTube

Filter		Aug 18 – Dec 16, 2019 Custom						
Video	Traffic source	Geography	Viewer age	Viewer gender	Subscription status	Subscription source	Playlist	More ▾
Video		Impressions ▲	Impressions click-through rate	Views	Average view duration	Watch time (hours) ↓		
<input type="checkbox"/> Total		123,208	8.3%	20,174 100.0%	1:40	562.5 100.0%		
<input checked="" type="checkbox"/> Swabhiman Mukh   स्वाभिमानी मुख		7,253	23.7%	4,754 23.6%	2:09	170.4 30.3%		
<input checked="" type="checkbox"/> Children's Day Drama, 2075		4,955	7.4%	452 2.2%	5:48	43.7 7.8%		
<input checked="" type="checkbox"/> Nepali Sakuntal Mahakavya (1-10)   नेपाली शाकुन्तल महाकाव्य   १ - १०		3,806	9.6%	817 4.0%	2:06	28.6 5.1%		
<input checked="" type="checkbox"/> English Poem Recitation - Stopping By Woods on a Snowy Evening		6,851	12.1%	1,325 6.6%	0:51	18.9 3.4%		
<input checked="" type="checkbox"/> Deerwalk Sifal Night - Middle and High School School - I, 2076		2,100	9.4%	342 1.7%	3:08	17.9 3.2%		
<input checked="" type="checkbox"/> Deerwalk Sifal Night - Lower School, 2076		2,791	11.4%	532 2.6%	1:52	16.7 3.0%		
<input checked="" type="checkbox"/> Reach Up High Poem		4,767	19.4%	1,274 6.3%	0:46	16.5 2.9%		
<input checked="" type="checkbox"/> Nepali Sakuntal Bachan : Slok (31-40)   नेपाली शाकुन्तल बाचन : श्लोक ...		2,219	7.4%	416 2.1%	2:16	15.8 2.8%		
<input checked="" type="checkbox"/> Nepali Sakuntal Bachan: Pratham Sarga (Slok 21-30)   नेपाली शाकुन्त... <input checked="" type="checkbox"/> Deerwalk Sifal Night II, Lower School   2076		1,708	5.6%	334 1.7%	2:44	15.2 2.7%		

## Major findings

The top two videos that are being viewed on YouTube are Swabhiman Mukh and Children's Day Drama, 2075. This suggests that videos that are unique creation and include group works are liked more than others on YouTube.

## Location of the viewers on YouTube

Geography		Watch time (hours) ↓	Views	Average view duration
<input type="checkbox"/> Total		562.5 100.0%	20,174 100.0%	1:40
<input checked="" type="checkbox"/> Nepal		432.4 76.9%	13,713 68.0%	1:53
<input type="checkbox"/> India		53.4 9.5%	3,143 15.6%	1:01
<input type="checkbox"/> Portugal		0.5 0.1%	23 0.1%	1:23
<input type="checkbox"/> United States		0.4 0.1%	29 0.1%	0:48

### Major findings

As per the table, on YouTube, our videos are more watched in Nepal, India, and Portugal. This is in contrast to the video watching trend of our videos on Facebook.

### Age-Group of the viewers on YouTube



Viewer age ↓		Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> 13-17 years		0.5%	1:43	21.6%	0.5%
<input type="checkbox"/> 18-24 years		21.2%	1:54	45.3%	23.8%
<input type="checkbox"/> 25-34 years		60.6%	1:39	40.8%	58.6%
<input type="checkbox"/> 35-44 years		15.6%	1:41	37.5%	15.4%

### Major findings

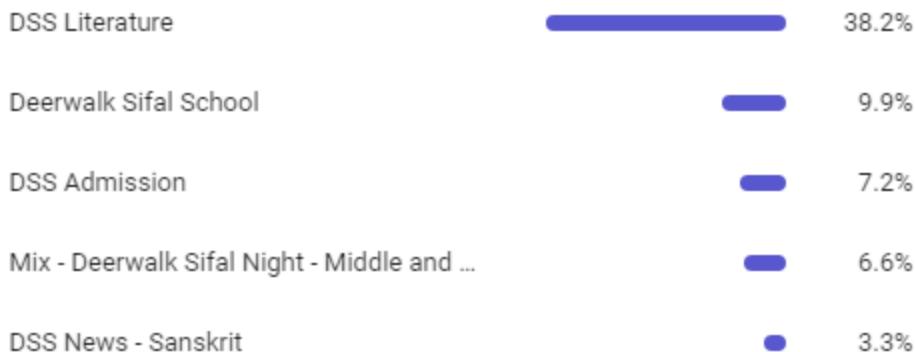
The table above shows that age group 25-34 watches our videos most (60.6%) on YouTube.

### Video Categories

## Traffic source: Playlists

Views · Aug 18 – Dec 16, 2019

Proportion of your total traffic:  0.8%



### Major findings

On the playlist, DSS literature contributes the most.

## Other Social Media Sites

DSS has also started to release videos on other social sites. The number of subscribers/followers on them is given below:

Instagram: 102

LinkedIn: 12

Twitter: 18