



Sifal Secondary School

REPORT ON AUDIO/VIDEO PUBLICATION | TERM I, 2077



Executive Summary

This report provides summary of the analysis of digital contents (audio and video) published on social media of Sifal School. Data for the analysis was extracted from school's Facebook page and YouTube channel. The audio/video released during the first term, 2077 were referred from Facebook and YouTube.

On Facebook, over 25 thousand people had an impression on our videos over the duration of five months. This is a significant decrease by 84.36% in comparison to the third term, 2076. Likewise, post reach in the first term highly decreased by 85.79% indicating less outreach to the people. The impression and post reach data indicates the decrease in impression. Similarly, lifetime views and views ≥ 30 seconds were significantly decreased by 88.72% and 85.35% respectively in the first term in comparison to the third term, 2076.

In Nepal, out of total view time, majority of views is from Bagmati Zone (94%) followed by Lumbini Zone (1.8%) and Gandaki Zone (1%) and majority of views is from the age group of 25 - 34 which could indicate that young parents are contributing more on watch time, they could be the parents of grades lower than Grade VII.

On YouTube, total views from 131 videos released on this term were 52.1 thousand. Total view time was 1.1 thousand hours. Over the last 157 days, remarkably 514 new subscribers were added, 71.68% increase as compared to term III, 2076. The literature category, which also contributes the most on the playlist, had the predominant proportion of the view. The majority of the viewers on YouTube is a young audience, 42.1% of the viewers were from the age group 25-34 years.

In conclusion, the views and reach of digital publication of videos by the school has increased in YouTube. In contrast, it is significantly decreased in Facebook. This could mean that people prefer to watch the DSS videos on YouTube than on Facebook. Analysis also indicates that the views are higher in the videos which have higher outreach rate. So, we should focus more on outreach which would obviously increase overall views.

Background

Sifal Secondary School has an enhanced focus on Audio/Visual Teaching/Learning and Performing Arts. There are multiple categories of digital contents (audio and video) that the School regularly publishes, namely Regular Friday, School event videos, DSS news, Flipped Classroom videos, and Read aloud podcast. The digital contents are released on the different online placeholders of the school. Digital Media Lab (DML) from our parent company Deerwalk Education Group is involved in making the video contents.

Regular Friday

The school is continually recording all slok of Geeta and Shakuntal as its ‘guru’ projects. Students from the Deerwalk Sanskrit Samaj and Deerwalk Shakuntal Kunj clubs take part in these projects. Similarly, lab videos from our Plus 2 School, Nepali and English poems and songs, and Sanskrit songs are part of our regular Friday release.

School Event video

Feature and individual performance videos of every school’s event are released.

DSS news

The DSS news covers the activities and events of the school. The cycle of the news currently is English-Nepali-Sanskrit. DSS news club takes part in making the news.

Flipped Classroom video

DSS teachers design and develop video lectures under the Deerwalk Learning Center (DLC). DLC has produced 1700+ video lectures from Grade IV-XI. These lectures are freely accessible at dlc.dwit.edu.np.

The Digital 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 report is based on the data extracted from the official page of the School on Facebook and YouTube. For analysis, only the videos released during the first term, 2077 were referred. For the analysis from YouTube, all videos were referred for during the period of the third term were referred.

Videos Released on Facebook | Term I, 2077

During the period of First Term, 2077 (Baisakh 1, 2077 to Bhadra 31, 2077 | April 13, 2020 to September 16, 2020), 38 videos (89 in Term III, 2076) were released on Facebook. The video released were as follows:

SN	Type	videos	Number of
1	Event Videos		22
2	Flipped Classroom videos		13
3	DSS News		1
4	Others (e.g. admission-related)		1
5	Regular Friday		1
	Total		38

Outreach on Facebook

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

SN	Title	Third Term, 2076*	First Term, 2077	Increase or decrease wrt Third Term
1	Number of videos posted	89	38	-57.30%
2	Lifetime: The number of impressions of video post. (Total Count)	164019	25647	-84.36%
3	Lifetime Post Total Reach	137368	19516	-85.79%
4	Lifetime at least 3 seconds (views)	52950	5971	-88.72%
5	Total number of times the videos were viewed for >=30 seconds	7690	1126	-85.35%

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.

Third Term, 2076*: Data includes boosted videos and shared videos unlike in First Term, 2077.

Major findings:

Over 25 thousand people had an impression on our videos over the duration of five months. This is a significant decrease by 84.36% in comparison to the third term, 2076. Likewise, post reach in the first term highly decreased by 85.79% indicating less outreach to the people. The impression and post reach data indicate that decrease in impression could be due to lockdown, COVID pandemic. Similarly, lifetime views and views ≥ 30 seconds were significantly decreased by 88.72% and 85.35% respectively in the first term in comparison to the third term, 2076.

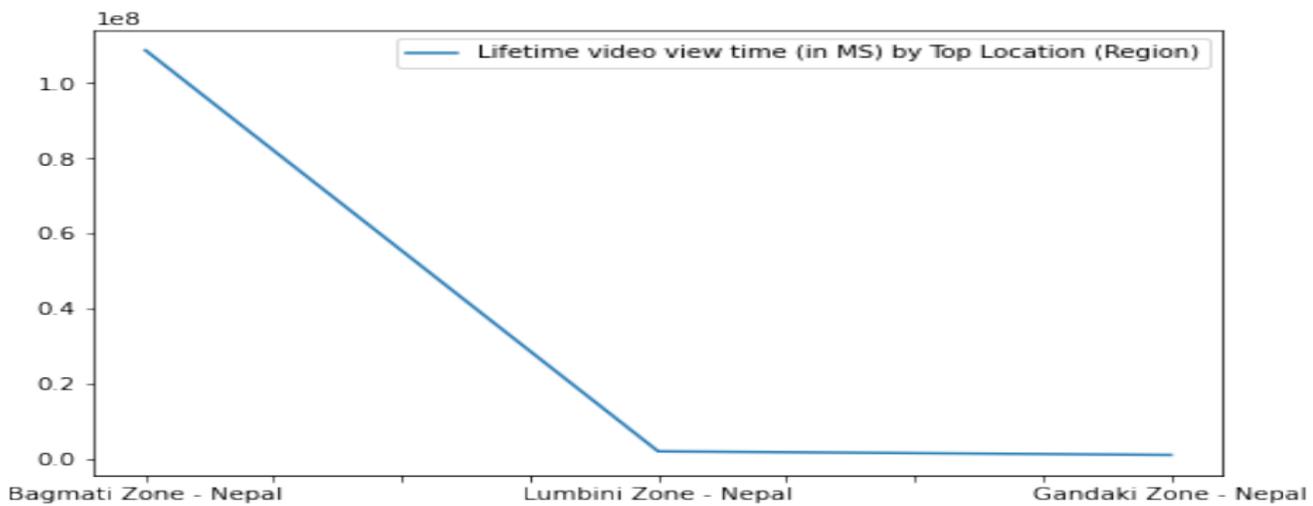
In Nepal, out of total view time, majority of views is from Bagmati Zone (94%) followed by Lumbini Zone (1.8%) and Gandaki Zone (1%) and majority of views is from the age group of 25 - 34 which could indicate that young parents are contributing majority of watch time, could be the parents of grades lower than Grade VII.

Top ten views on Facebook | Term I, 2077

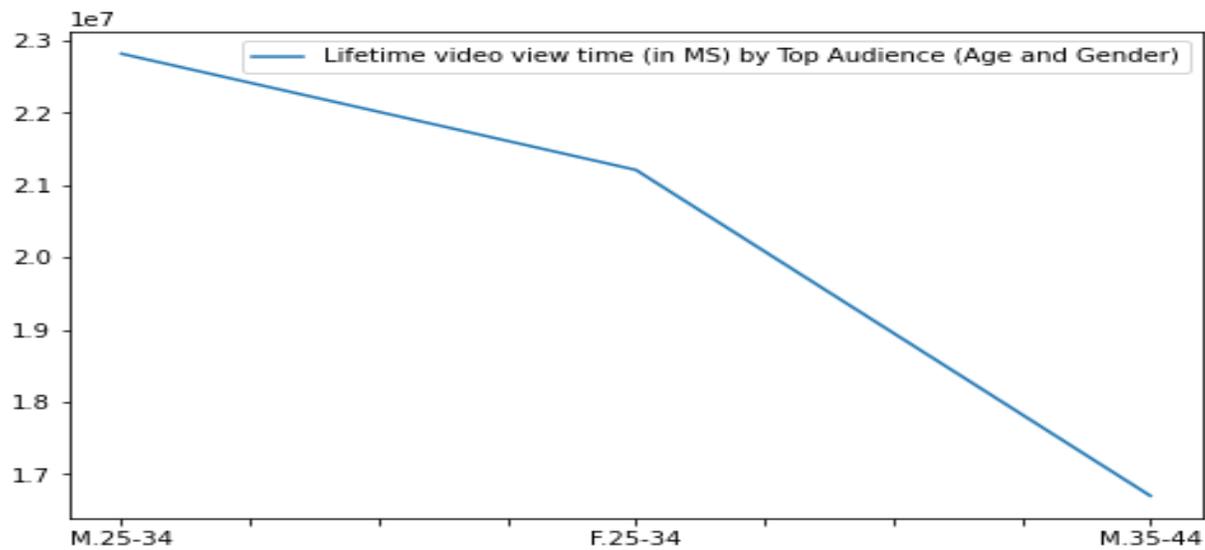
SN	Title	Type	Lifetime Total Video Views
1	Physiotherapy Session Eye Exercise Ms. Pooja Magar	Regular Friday	638
2	Deerwalk Sifal Night (High & Plus 2 School), 2076 Music Club Instrumental	Event Videos	490
3	डियरवाक द्वारा तयार पारिएको भिडियो कक्षाहरु अब डिशहोम मा पनि	Others (e.g. admission-related)	472
4	Deerwalk Sifal Night, 2076 High and Plus 2 School	Event Videos	398
5	Deerwalk Poetry Night, 2076 Plus 2 School Individual Performance Kriti Rajbhandari-Shritika Pokhrel-Jeevan Sapkota-Saujanya Sharma	Event Videos	333
6	DSS English News - 8th Edition, Shrawan, 2077	DSS News	284
7	Deerwalk Poetry Night (Plus 2 School Level), 2076 Individual Performance Abrity Dhungana-Chhimi Tamang- Aayushma Kharel-Girwan Paudyal	Event Videos	241
8	Deerwalk Debate Night (Plus 2 School), 2076 Topic: वैदेशिक रोजगारमा जानुभन्दा स्वदेशमै काम गर्नु बेस Debaters: Sandarva Subedi-Adip Thapaliya-Alisha Tripathi-Shritika Pokharel	Event Videos	230
9	Deerwalk Debate Night (Plus 2 School), 2076 Topic: वैदेशिक रोजगारमा जानुभन्दा स्वदेशमै काम गर्नु बेस Debaters: Riya Jha-Sarthak Pradhanang-Biplov Oli-Ason Gautam	Event Videos	226
10	Deerwalk Poetry Night (Plus 2 School Level), 2076 Individual Performance Ason Gautam-Nirdesh Jung Pandey- Kripa Bhandari-Sashank Karmacharya	Event Videos	222



Top three Zone in Nepal contributing the highest view time in DSS videos on Facebook



Top three Gender-Age group contributing the highest view time in DSS videos on Facebook



Patterns of the video views on YouTube | Term I, 2077

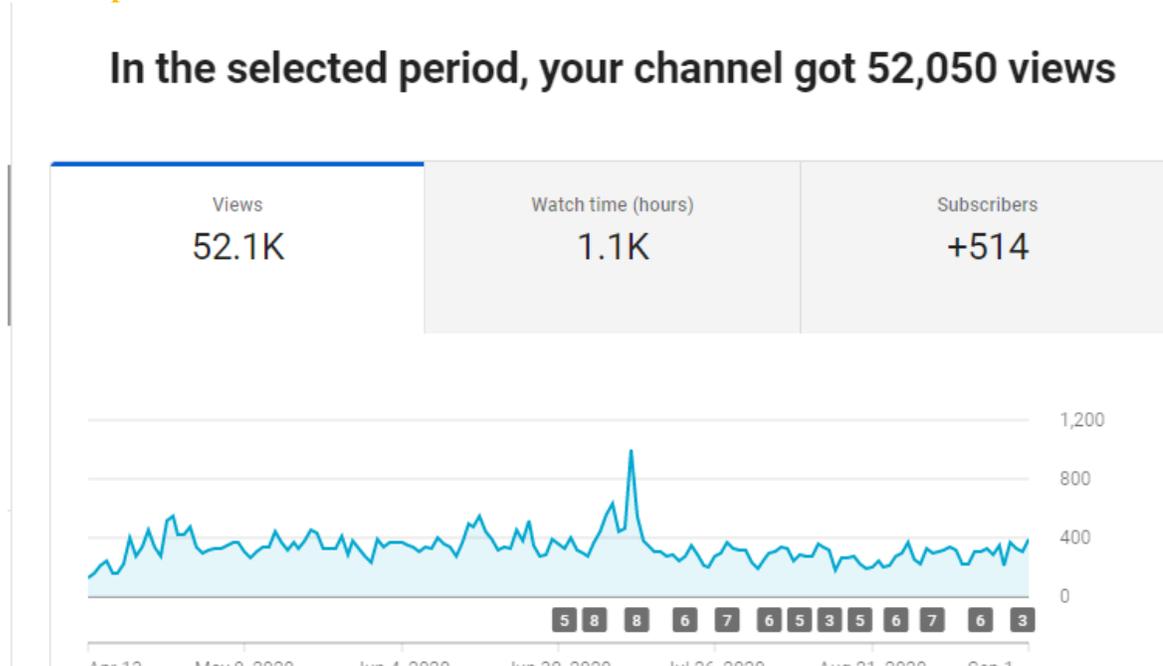
Location of Views



Major findings:

Of total views, 75.0% viewers were from Nepal while the rest (25%) were from outside of Nepal. Top four locations of the viewers were Nepal, India, USA, Australia, and South Korea.

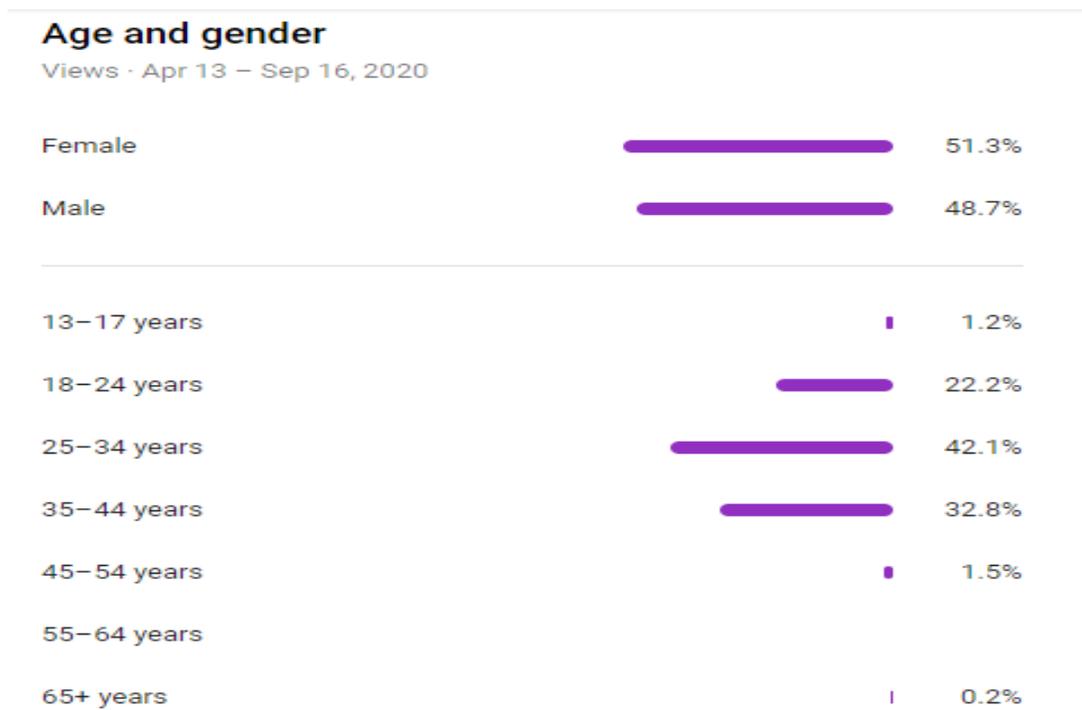
Subscription on YouTube



In last 157 days (Baisakh 1, 2077 to Bhadra 31, 2077), 131 videos (all videos released on Facebook except Flipped Classroom Videos) were released on YouTube. Total views were 52.1 thousands whereas total view

time was 1.1 thousand hours. At the end of the Term III, 2076, there were 717 subscribers on the YouTube channel of DSS. Within the given period, remarkably 514 new subscribers were added, 71.68 % increase.

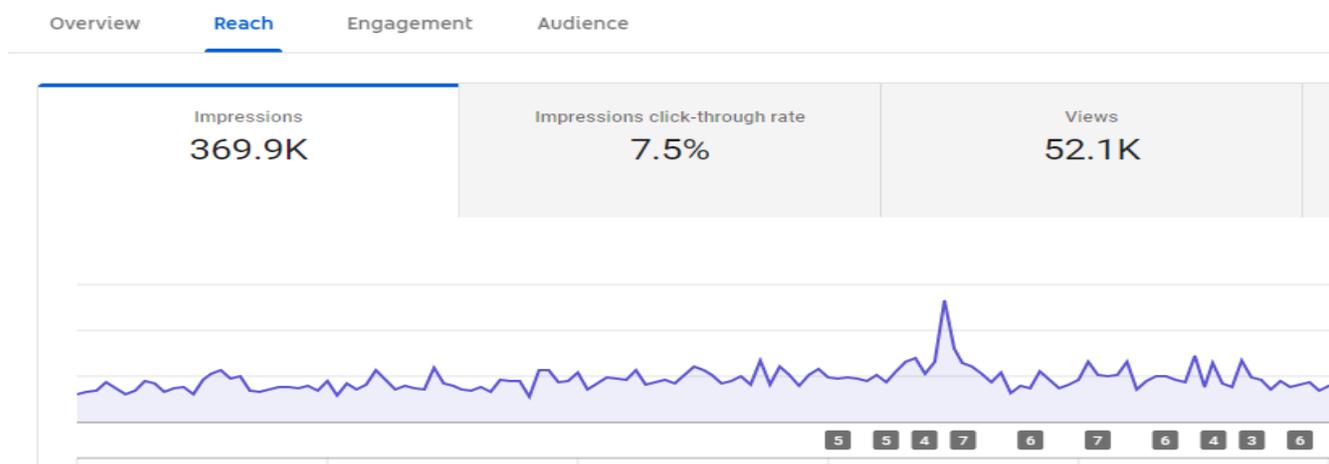
Viewers' Age and gender on YouTube



Major Findings:

The data clearly shows that majority of the viewers on YouTube is young audience – 42.1% of age group 25-34 years followed by audience with age group 35-44 years (32.8%). Female audience were comparatively higher than the male audience.

Impressions on YouTube



The total impression was 369.9 thousand with impression click-through rate of 7.5 % which indicates that DSS channel is being noticed by considerably good number of people. This could be due to lockdown, COVID pandemic.

Current Data of Subscribers/Followers on social media

DSS releases videos on different social sites. As of November 12, 2020, the number of subscribers/followers are as follows:

SN	Social Media	Number of Subscribers/Followers
1	Facebook (PS)	16660
2	Facebook	8156
3	YouTube	1330
4	Instagram	228
5	LinkedIn	29

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