m-Loy9: Youth Participation Hotline
BBC Media Action Cambodia

An interactive hotline complementing and amplifying the Loy9 program by providing the audience with an additional medium to engage with the program's content.

About BBC Media Action

BBC Media Action is the BBC's international development branch. Its mission is to leverage the BBC's communication expertise to help reduce poverty, improve health and support people to understand their rights.

About the Loy9 program

Loy9 is an entertaining and inspiring multi media program developed by BBC Media Action Cambodia to encourage young Cambodians to engage in local and national decision making.

The program, which ran from January 2012 to March 2014, was hugely popular among young people.

Besides TV and radio, it included an active website and a strong social media presence.

The Problem

Cambodia has the youngest population in Southeast Asia with 2 out of 3 Cambodians under 30.

Most young people, however, are not involved in decision making, either at the national level or in their local communities.

They usually don't know what their local government does or how to express their own ideas.

Loy9 was designed to address this gap. It uses mass media to equip young people with information on how to get involved.

Technical Profile

Design Elements
- ✅ Youth engagement
- Short educational drama

Call Direction
- ✅ Incoming calls

Verboice Features
- ✅ Call flow designer
- Play pre-recorded voice message
- Menu option/input option/
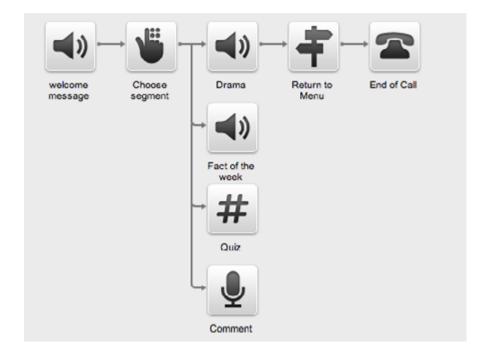record feedback

The Challenge

Loy9 has been hugely successful with young Cambodians with 2 million people tuning in to the weekly TV drama and over 100,000 tuning in to the weekly radio phone-in program. To build on this success, BBC Media Action wanted to investigate whether they could ad a mobile platform to the program.

Because of the lack of compatibility of Khmer fonts with many inexpensive phones, BBC Media Action favoured a voice-based application over the use of SMS.

For more on the Loy9 program, please visit www.loy9.com.kh/en

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welcome message · Choose segment · Drama · Return to Menu · End of Call · Fact of the week · Quiz · Comment

"
Loy9 is a multi media platform project. We were already working on TV, radio and online and wanted to test out mobile to see if it was something that we could work with considering the mobile coverage in Cambodia.
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The Design

From March to June 2013, BBC Media Action piloted a Verboice-powered hotline with 30 young people aged 15-24. m-Loy9 was conceived as a complementary channel to the program's existing media components.

It contained four distinct segments: a short drama, a quiz, a 'fact of the week' segment and an open comment section enabling the audience to react to the content of the week.

The hotline's content was renewed weekly in sync with the content of the weekly TV and radio program.

Young callers were encouraged to listen to the integrality of the content offered and provided with the option to use their keypad to navigate the different segments.

Results

BBC Media Action documented this pilot by asking participants to maintain a diary with their impressions. All participants reported enjoying this new Loy9 component.

The drama and the 'fact of the week' segments were

rated as most popular, with callers enjoying the balance of educational and entertainment they offered. The majority of participants reported finding the content useful with some even reporting having dialed the hotline several times in order to share its content with others in their community.

According to the call log provided within the Verboice software, a few hundred different numbers dialed the hotline over its 4-months trial period.

This would suggest that the testers shared the number with friends, a sign that interest for such a service may be widespread among Loy9's young audience.

Next Steps

Following the successful trial of m-Loy9, BBC Media Action Cambodia is looking at the possibility of using Verboice for some of its other programs.

In particular, the team is considering integrating an interactive voice component in its upcoming program focusing on economic opportunities for young Cambodians.

Verboice

Verboice is a free and open-source platform that enables non-programmers to design and run a variety of interactive and automated voice-based applications (hotlines, alerts, reminders, quizzes, surveys, ...). Everything is done through a drag and drop interface which lets users combine Verboice's several features into a multitude of different applications.

Open source; easy to use; highly customizable and scalable
For more information, please visit **www.verboice.com**