



AUDIENCE RESEARCH AND PRODUCT DEVELOPMENT FOR SMALL NEWSROOMS

22 MARCH 22





**263Chat is a
Zimbabwean online
publication focused
on encouraging
and participating in
progressive
national dialogue –
www.263chat.com**

WHERE TO FIND 263CHAT?



- Twitter: @263Chat
- Facebook: 263Chat
- Instagram: 263chat
- YouTube: 263Chat
- WhatsApp/SMS: +263 777 028 169
- Email: hello@263chat.com
- Website: www.263chat.com

263Chat Game Plan

ENGAGEMENT



Key Zim Stats

**67% of Zim
population live
in the rural
areas**

01

**Internet
penetration -
61.1%**

02

**Year on year inflation
rate - 56.37%**

03

**67% of Zim
population
under 35 years
of age**

04

**Mobile
penetration -
87.8%**

05

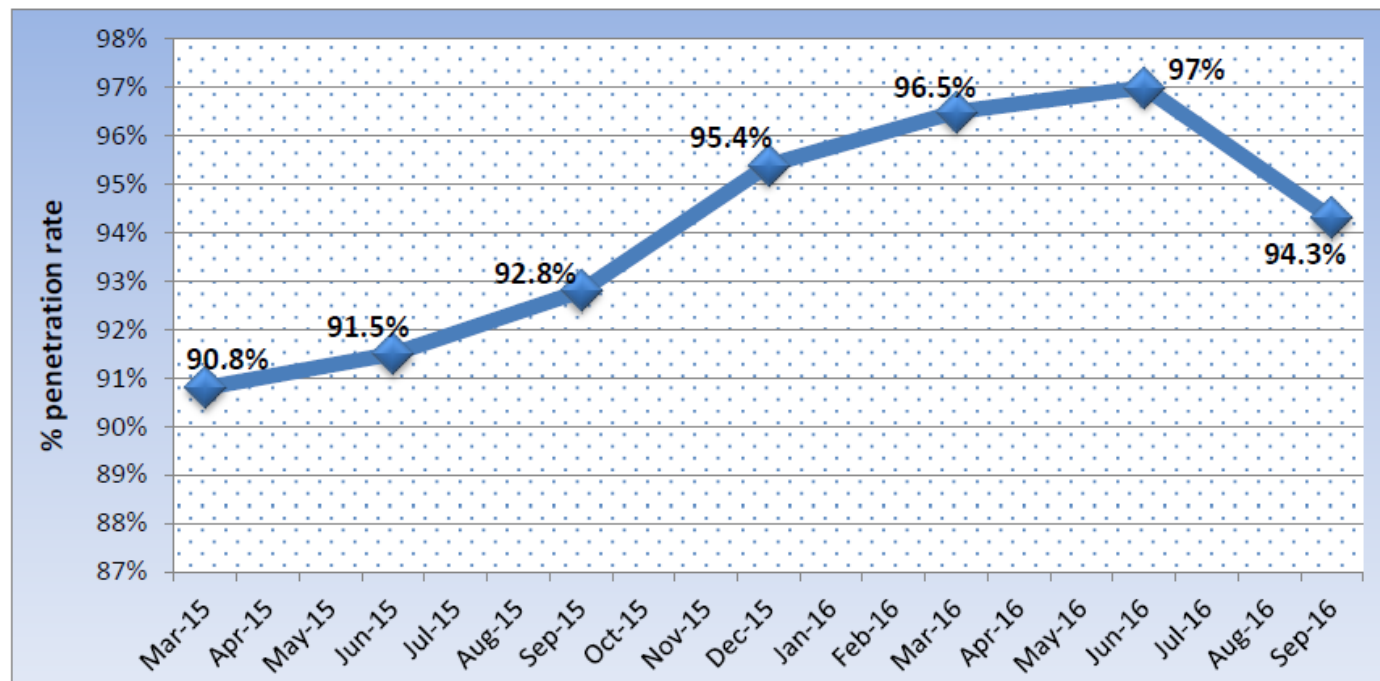
Mobile Subscription - 13 million

263CHAT PRODUCT

WEBSITE	EPAPER	SMS
Readers require unlimited/decent internet access	Readers require limited internet access using WhatsApp	Readers require NO internet
NO reader revenue	NO reader revenue	Reader revenue opportunity

MOBILE PENETRATION RATE: Q3 2016

Figure 3: Mobile penetration rate



Source: POTRAZ, Operator Returns



INTERNET PENETRATION RATE: Q3 2016

Table 12: Active Internet Subscriptions

Technology	2 nd Quarter 2016	3 rd Quarter 2016	Quarterly Variation
2G/3G/HSDPA/LTE	6,586,650	6,587,979	0.02%
Leased Lines	993	1,016	2.3%
Dial up	35	35	-
ADSL	71,116	71,836	1.0%
WiMAX	8,355	7,317	-12.4%
CDMA	50,733	43,105	-15.0%
VSAT	2,094	2,147	2.5%
Active Fibre subscriptions	18,310	19,035	4.0%
Total	6,738,286	6,732,470	-0.1%
Internet Penetration rate	50.1%	50.1%	-

Source: POTRAZ, Operator Returns

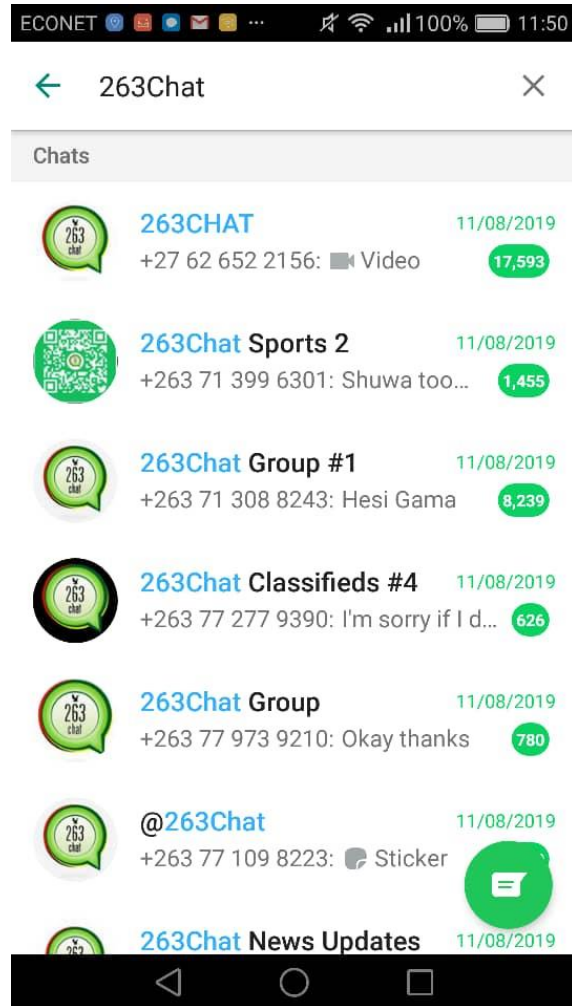


OPPORTUNITY

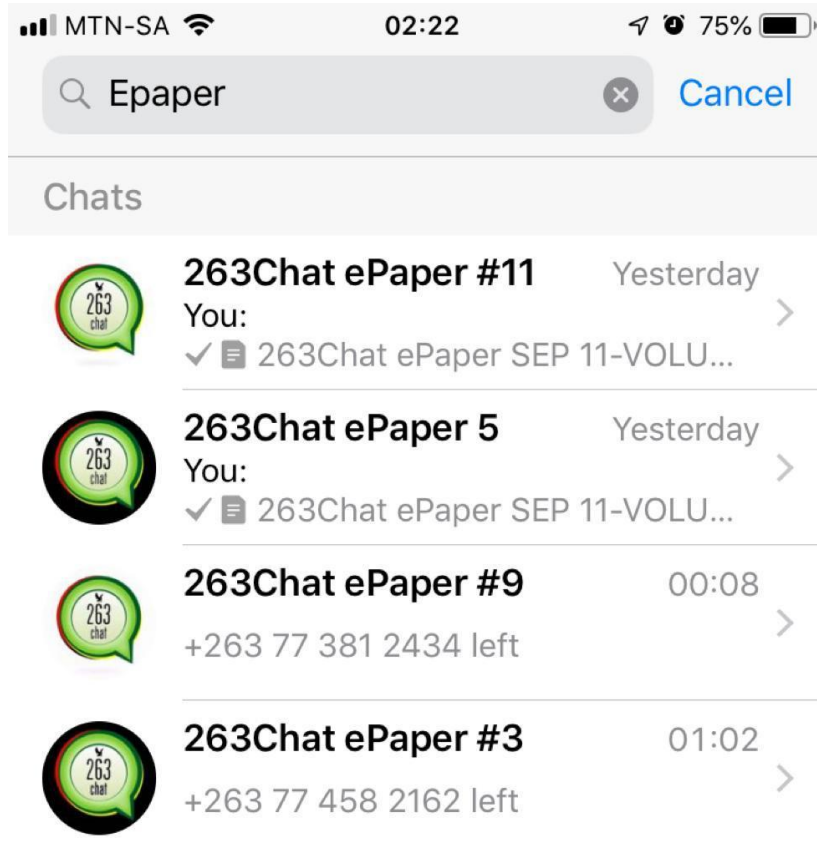
- High Literacy Rate
- Hunger for information
- Typically, mainstream media is selling today's news tomorrow
- To many people in Zim, WhatsApp **IS** the Internet
- 263Chat ePaper is **FREE**



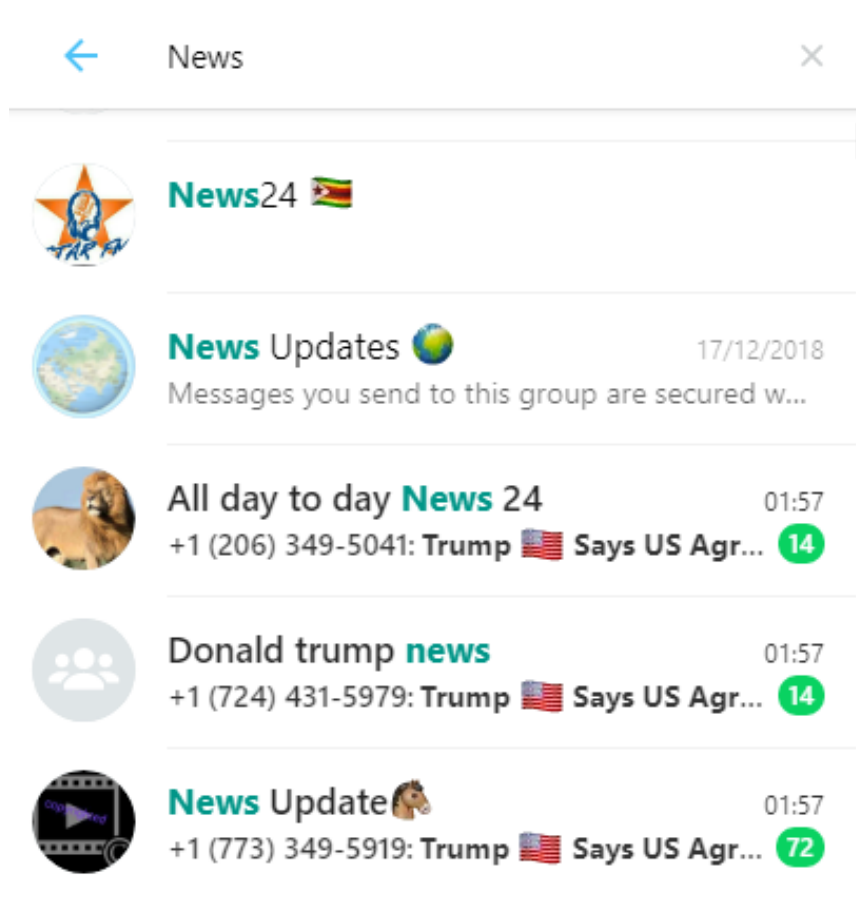
263CHAT WHATSAPP GROUPS



263CHAT WHATSAPP GROUPS



NEWS WHATSAPP GROUPS



OUR PLAN GOING FORWARD...

TUESDAY, MARCH 22, 2022



SEARCH

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NEWS

Govt Commits To End TB By 2030

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OPINION

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OUR PLAN GOING FORWARD...

- Website
- Social Media Platforms
- ePaper
- Podcast
- SMS

CONCLUSION



CONCLUSION 2.0

Community



THANK YOU

