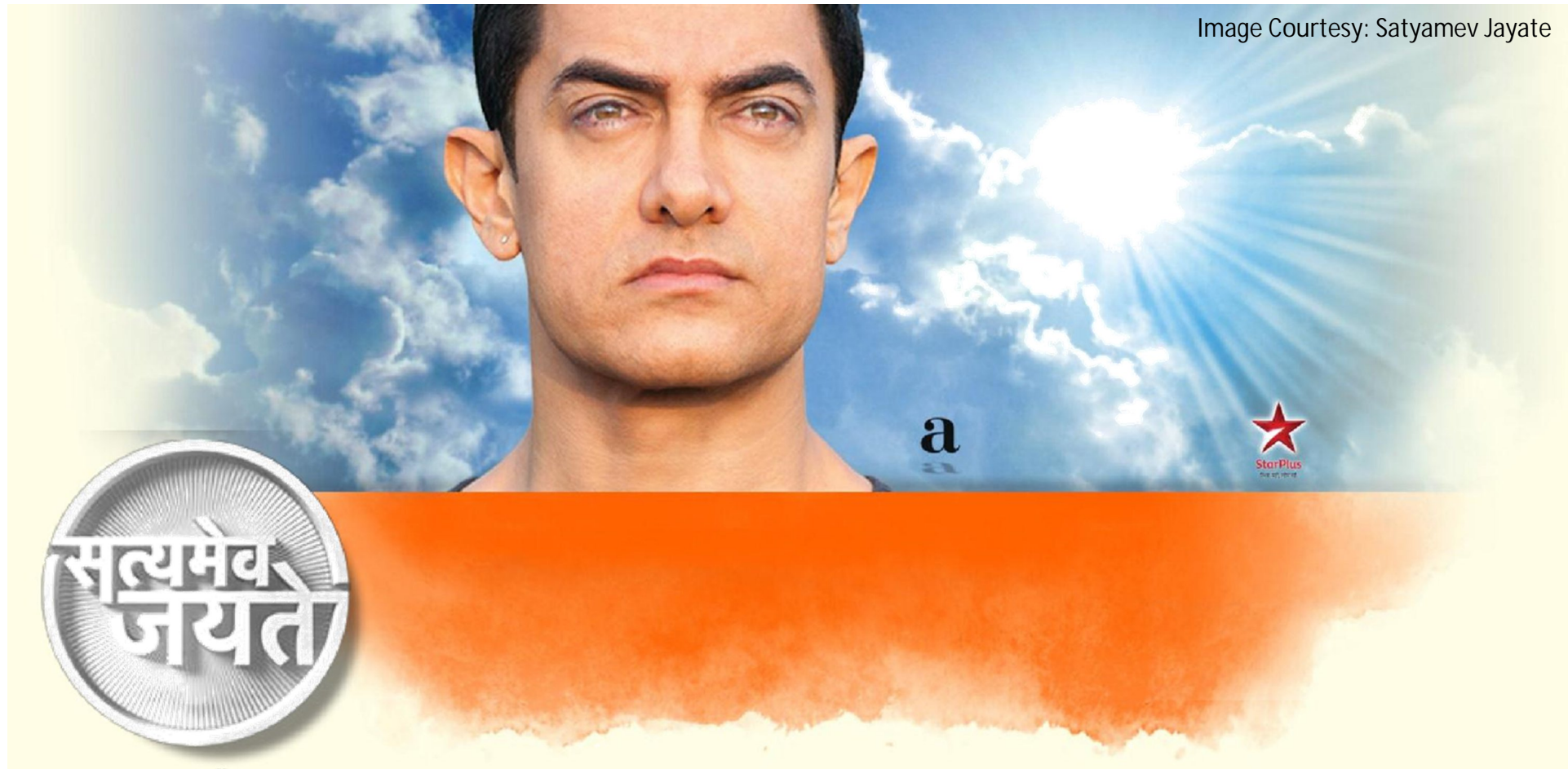


Image Courtesy: Satyamev Jayate



Satyamev Jayate

A Social Media Report

ABOUT THE SHOW

- **A talk show produced by Aamir Khan Productions**
- **First Indian TV show ever to be simultaneously aired on a private network (Star) and a national broadcaster (Doordarshan)**
- **Simultaneously telecast in 6 different languages such as Bengali, Malayalam, Marathi, Tamil and Telugu, and subtitled in English, to ensure maximum reach.**
- **Concept of the show was kept under wraps until the first episode was aired on May 6th, 2012**
- **16 songs were recorded as part of the album created for the show; one song would be revealed during each episode**
- **The first episode was focused around the issue of female feticide in India**
- **The show focuses on sensitive social issues prevalent in India such as female foeticide, child sexual abuse, rape, honour killings, domestic violence, untouchability, alcoholism, and the criminalization of politics. It aims to bring the great achievements of people which often go unnoticed in order to encourage the audience to achieve their goals no matter what comes in between. It also aims to empower citizens with information about their country, and urge them to take action**
- **Airtel, the presenting sponsor of the show paid around ` 18 crore, while co-sponsor Aquaguard has paid around ` 16 crore.**
- **The first season of Satyamev Jayate saw responses from viewers in 165 countries, including Djibouti,**

Seychelles, Sierra Leone, Isle of Man and Papua New Guinea. A sum of Rs 22.3 crore was received as donations by the NGOs featured on this season. The second season was watched by 600 million Indians. The causes raised in the second season were supported by over 3 crore people and the season generated more than one billion impressions online.

- **Uday Shankar, CEO of STAR India, suggested Aamir Khan to venture into television. Khan, however, was hesitant at first but agreed and worked upon the concept of the show for two years. In an interview he said, "Initially I was scared to do the show as we were travelling on a different path. I was worried. It was in a way difficult, but we knew what we are doing is different, but it comes straight from our heart." He also added, "I cannot say I understand TV completely. I was earlier scared to go ahead with the project. I can only say I have made this show with complete honesty and without compromising on anything.**
- **The shooting of the show took place in several states of India and Khan traveled extensively over several weeks to various places in Rajasthan, Kashmir, Kerala, Delhi, Punjab, and in the North-East. The studio portions of the show were shot in Vrundavan Studio and Yash Raj Studios in Mumbai. Khan was adamant about naming the show 'Satyameva Jayate' as he felt it completely gelled with the theme, which indicated that the show is of, for and belongs to people of India. However, Khan later learnt the fact that the title 'Satyameva Jayate' belonged to the country and cannot be registered for the copyrights as it cannot be exploited on a creative level for promotional activities. The team however went ahead and borrowed the title.**

(Source: Wikipedia)

Most searched

- „Satyamev Jayate” became the most searched word on Google, in India, the day the first episode was aired



Social media buzz



- **Page Likes: 715,660**
- **Page: SatyamevJayate**

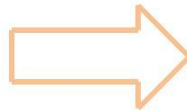


- **Followers: 18,555**
- **Following: 65**
- **Tweets: 334**
- **Handle: @smjindia**



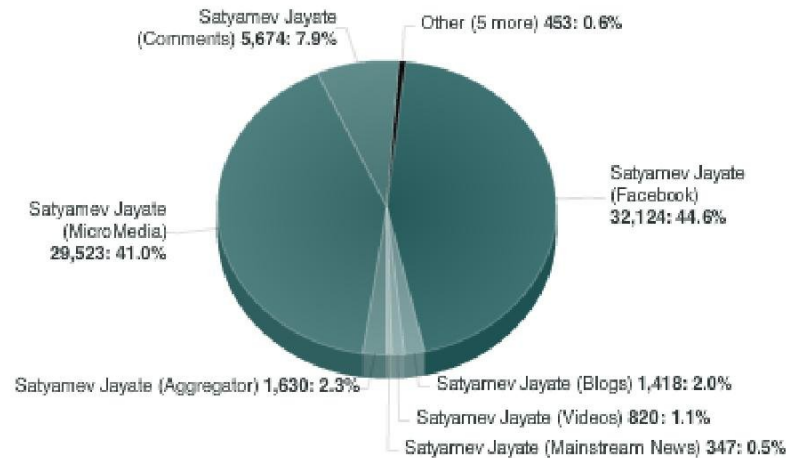
- **Subscribers: 9,794**
- **Video Views: 2,360,423**
- **Full Episode Views: 896,039**
- **Channel:**
satyamevajayateshow

Word cloud for the past 30 days

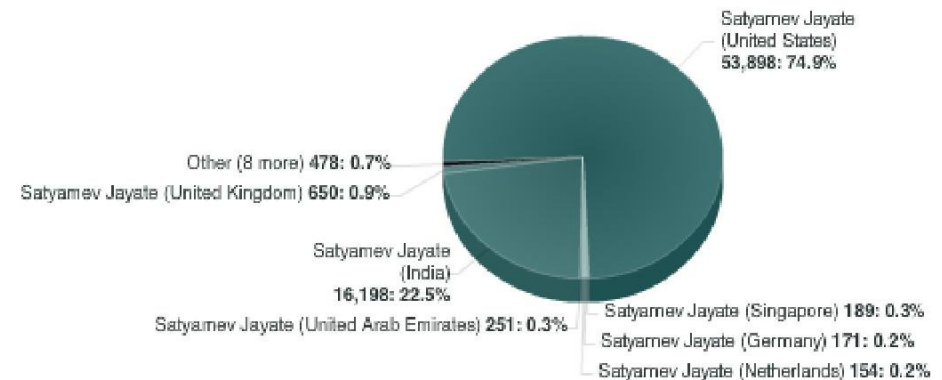


Social media buzz

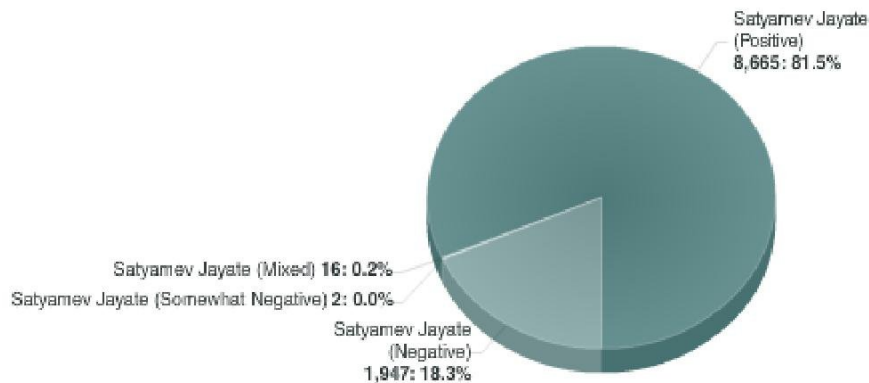
Posts break-up across channels



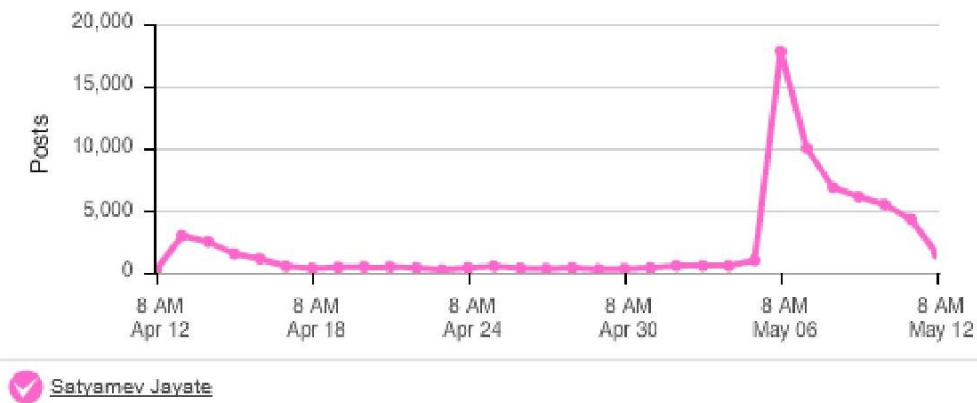
Posts break-up across regions



Posts sentiment

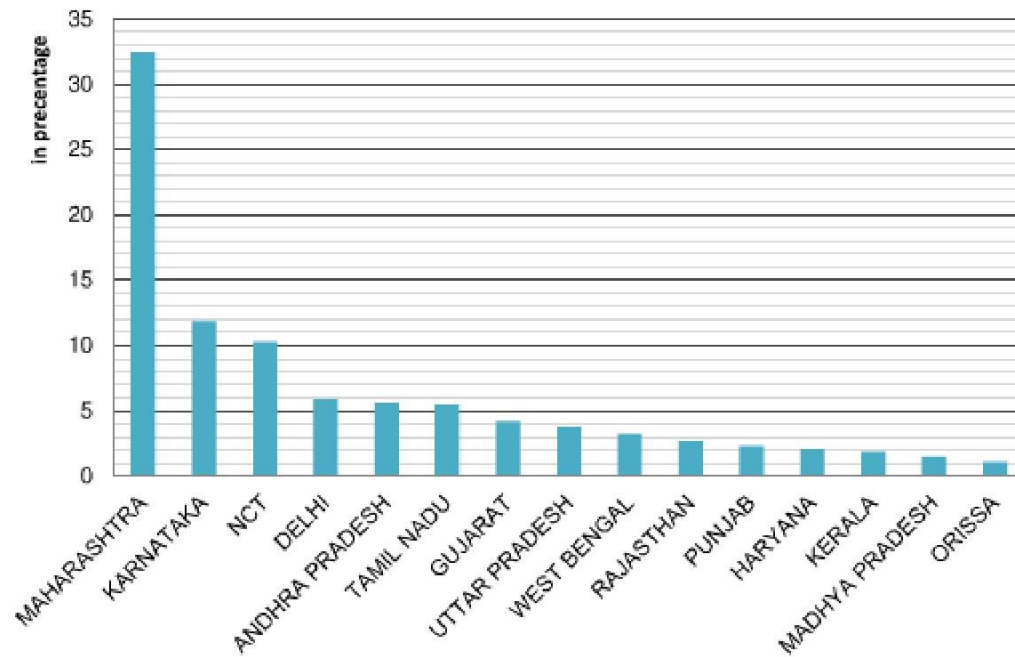


Posts volume

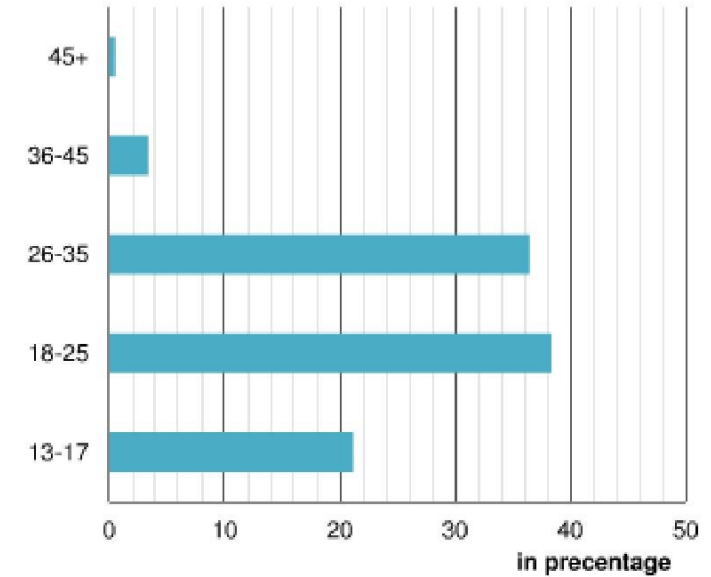


Social media buzz

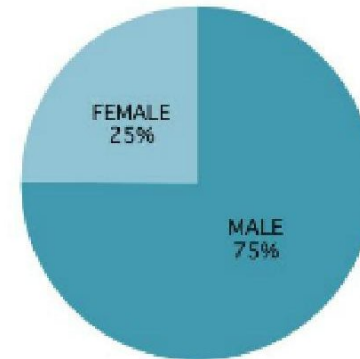
- **Posts break-up Indian states**



- **Posts break-up by age group**



- **Posts break-up gender**



(Source: Simplify360)

Celebrity testimonials on social media



“Aamir”s Satyamev Jayate on Star Plus turned an idiot box into collective inspirational seeding, across professional cultural or age differences.” (sic)
- Kiran Bedi, Social Activist



“If Aamir Khan provides the action promised, Satyamev Jayate will truly succeed. For that action, we too have to be involved. SMS for a start.” (sic)
- Harsha Bhogle, Cricket Commentator



“Watching Aamir Khan on Satyamev Jayate discussing female feticide. I love this effort from him and thank him as a woman.” (sic)
- Preity Zinta, Actress



“SMJ will make you unlearn all the wrong you have learnt and discover that compassionate human your soul wishes to be. So, if you want to awaken your conscience then follow Aamir, place your right hand on your heart and say „Satyamev Jayate.“ (sic)
- Gayatri Sankar, Zee News

What went well (www)

- **The social media channels, along with the TVCs, were launched more than a month before the show aired, providing a platform for fans to interact and share their views**
- **Focused efforts on three channels (Facebook, Twitter and YouTube) and did not try to do too much**
- **Asked the right questions and posted the right updates on Facebook and Twitter, which prompted more fans to interact with the show**
- **Updates were posted at regular intervals, which prevented an overkill**
- **Live tweets and live updates on Facebook and Twitter allowed fans to talk about the show while they were watching it; trends show a decline in the conversations about SMJ , from Monday**
- **Video snippets and the full episode were uploaded to YouTube, allowing fans to watch the show at their own convenience or even watch their favorite portions from the show again.**
- **Star Plus organised a special screening of the first episode of the show in some villages in Gujarat, Maharashtra and Uttar Pradesh where the villagers do not have access to television.**

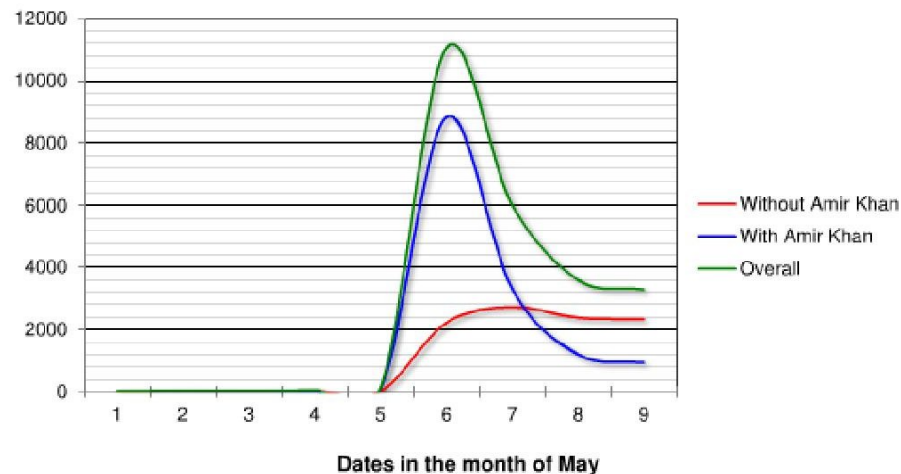
- **The initiative was said to have been taken to ensure Satyamev Jayate reaches all over the country as it caters to the issues of the common people of the country. The program was screened on 6 May 2012, during the same time it was aired across the country, on community TV sets in villages like Bhingara and Kahupatta in Maharashtra, Chepa in Gujarat, Jhunkar in Madhya Pradesh, Tikeri, Lalpur, Sarauta, Khannapurwa and Maniram in Uttar Pradesh. Most of these villages are reported to have a population of less than 5,000.**
- **Gayatri Yadav from STAR India stated that, "This is an important and relevant show for all of India and Star India is going all out to make sure that this show reaches out to all Indians even in places with limited or no TV connectivity." Based on the response to its first episode, the screening of subsequent episodes in a similar manner is being considered by STAR.**
- **The teasers of the show were premiered on YouTube on 2 April 2012. The makers of show booked around 2,000 slots for the broadcaster's promos in 27 hours for an amount of ₹ 62.5 million. Reportedly, this was the highest costing promotional campaign for any Indian television show.**
- **Besides, the show was also promoted in Indian theaters. The theme song of the show was shown in 300 theaters across the country after the national anthem. In addition, interactive sessions were organized with audiences about the show in selected multiplexes of Mumbai and New Delhi. The responses of the audience were recorded and shown on screen during movie intervals. B. V. Rao of Aamir Khan Productions, claimed that "This is the first time that a TV show is being promoted in cinema halls."**
- **An official software application for the show was developed by Hungama Digital Media**

Entertainment and was released on Apple Appstore for iOS devices including iPhone, iPad and iPod for ₹ 100 (US\$1.60) approximately. The app allowed apple users to stream songs and videos of each of its episodes and supported social integration, donation through Airtel money service, and followed the shows official Twitter timeline. Upon release, the app surpassed Instagram to make it to the top 25 apps on the Appstore within a couple of days. The app also ranked number one in the entertainment category.

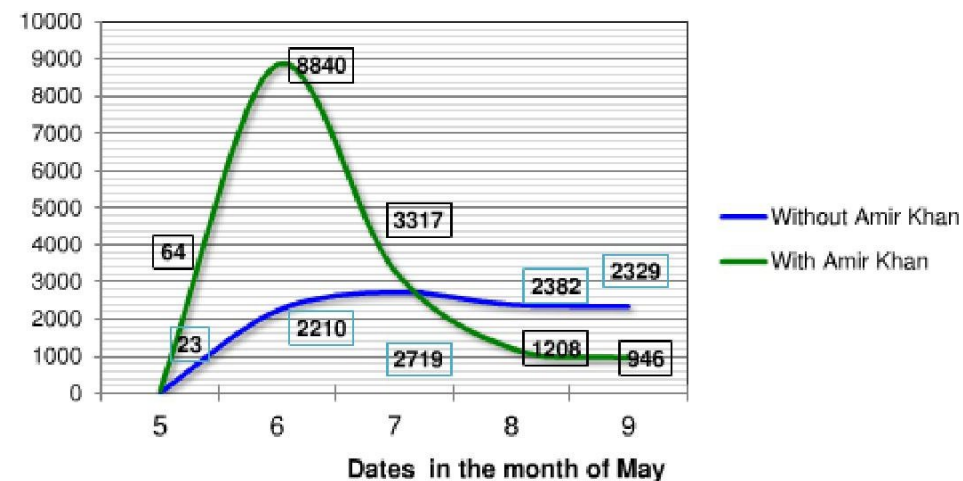
What went well (www)

- A report from Simplify360 suggests that though the initial conversations around SMJ were triggered by Aamir's popularity, conversations around the cause took center-stage, after. The reason for this trend can be assumed to be the content fed into the social media channels.

- **Aamir is spoken about more**



- **Cause gains prominence**



(Source: Simplify360)

What could be better (wcb)

- **The content of the show is currently being leveraged to create conversations about the show on social media; content generated specific to social media could evoke more responses and interactions**
 - **The call-to-action (CTA) is being diverted away from social media; the current CTA asks the fans to pledge their support via SMS or to donate to charities via a mobile app (this maybe due to contractual obligations with the primary sponsor). Activities based on social media would generate more response**
 - **Fans can also call an IVR no. to discuss the cause with Aamir. A webcast via Facebook and Google+ Hangouts would prove to be more effective and would see a larger participation**
 - **The premise of the show is not being utilized appropriately to get fans more involved with the show; this could be achieved by conducting contests for photography, videos and story writing etc., rallying the cause.**
 - **There's no mention of charities or NGOs on any of the social media channels; involving the earlier mentioned bodies in SMJ's social media campaigns would lend more credibility to the show**
 - **The fans' sentiments on social media indicate that they would like to be part of the cause; this opportunity could be tapped into by organizing offline activities like workshops, volunteering activities and signature campaigns etc. Social media would act as the platform for ideas, resolutions, announcements etc., building more dialog around the show and the cause(s)**
 - **The current SMJ campaign is tailored around Aamir. This needs to be altered and a more altruistic/philanthropic touch needs to be added to the campaign**
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