



ToffeeTV.com went live in July of 2011 and has been the bread and butter for a small team comprising of young women based out of Karachi.

The idea was to develop songs, stories and activities for young children (aged 0-12) and young parents who wish to expose themselves to Urdu. Third-Party video serving solutions such as YouTube.com made it possible to launch ToffeeTV.com as a business where we generated the videos, uploaded them onto the YouTube channel and embedded the videos onto our own website.

From all the millions of hours of content that is uploaded onto YouTube each month, we would safely estimate that less than 1 hour of content per month is uploaded which is geared towards children. After Chinese and English, Hindi is probably the next largest segment of content that is easily found available online for children. One of our objectives for ToffeeTV.com was to begin increasing Urdu productions for children on the YouTube platform. It was for this simple innovation that ToffeeTV was recognized as the best E-Learning Software in the P@SHA ICT Awards 2011.

YouTube has a community of hundreds of millions of users, which provides companies like ours the opportunity to be found easily. A feature-rich platform, YouTube makes it easier for people to stumble onto our videos through 'related videos' and 'location-aware video suggestions'. A YouTube user sitting in Lahore, for example, watching an English language children's nursery rhyme, may get a ToffeeTV Urdu video in his/her 'suggested video' at the end of his/her video stream.

In fact, our YouTube stats have shown that almost 75% of the traffic received onto the ToffeeTV YouTube Channel was generated from Suggested Videos feature; 65% of traffic received onto our website domain was generated from users who began watching Urdu-related children's content on YouTube. As a startup venture in Pakistan, these numbers provide tremendous hope for the scope and future that our work holds.

While the majority of our traffic comes from North America, Middle East and Europe, a sizeable chunk of traffic is also generated from Pakistan itself. To date, we have received feedback from school teachers, Katchi Abadi School Networks, young parents and speech language practitioners that they have introduced our videos into their classroom, homes, curriculum and clinics.

Before the imposed YouTube ban:

- more than 2 million unique users had visited ToffeeTV's YouTube Channel;
  - We were uploading 2 new video programs a week;
  - We were averaging 100,000 unique visitors a month and serving at least 5 times those many repeat visitors;
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When the ban was imposed, traffic from Pakistan, to our website dropped drastically. They were unable to access videos to the basic Urdu level of education we were providing. As a result, our business, which was already under a great deal of financial strain, had to invest in setting up and migrating our content to a Streaming Server outside of Pakistan, and change the coding of our website and apps, just so the Pakistani audience could have access to the content once again.

YouTube has a gargantuan archive of educational content. By maintaining the ban, the party that suffers the greatest loss, is the Pakistani people, their educational avenues and their businesses.

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