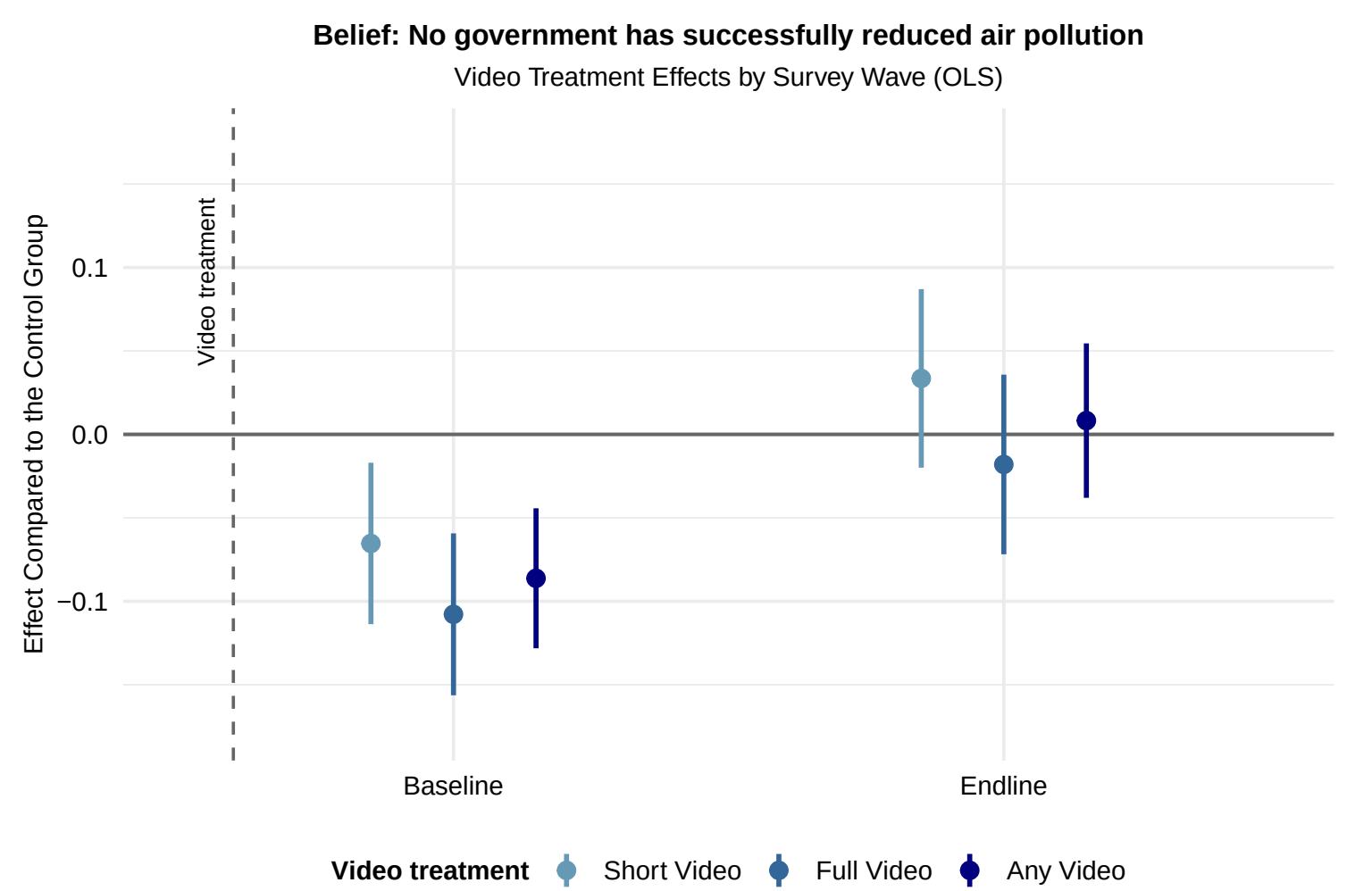

N (Baseline) = 2,429; N (Endline) = 1,974
Note: 'Any Video' pools Short Video and Full Video categories. The outcome is a dummy variable, where 1 corresponds to 'True'
95% CIs shown; heteroscedasticity−robust SEs used. Endline model controls for SMS treatment.