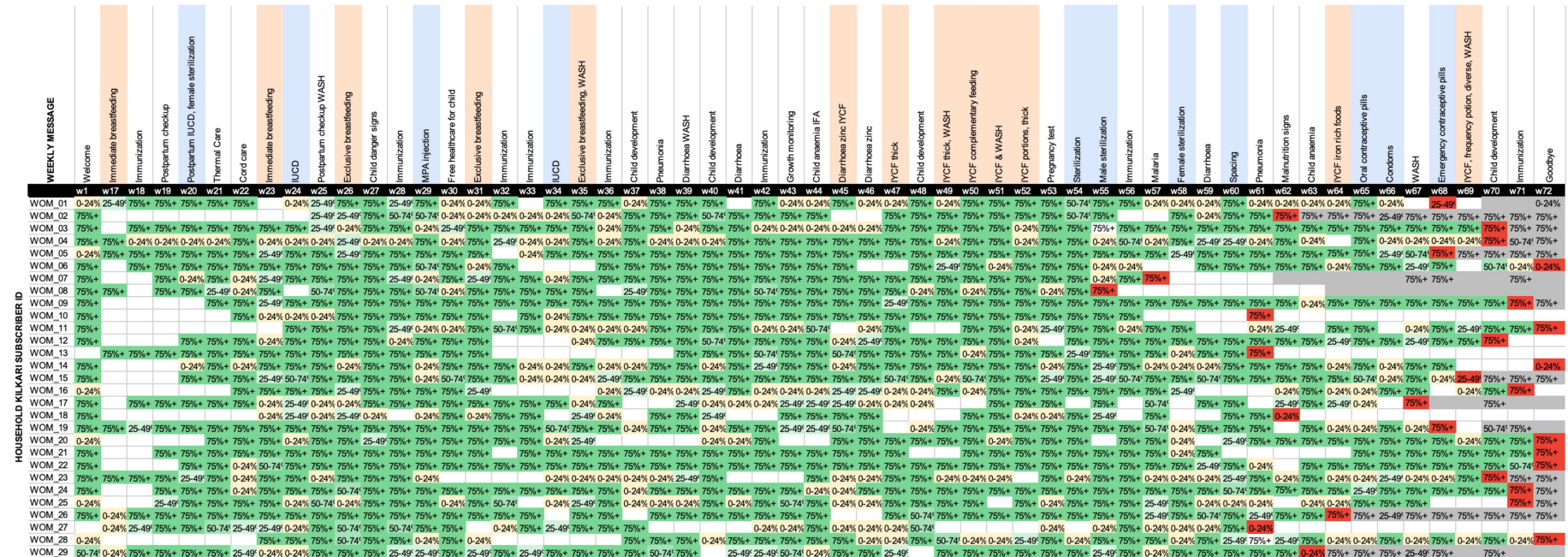


Supplementary file 2. Listening profiles for each subscriber's mobile number (n=29), by Kilkari weekly call



The columns indicate the weekly messages, starting with week 1, which is the introduction message that goes out to all subscribers in their first week. Week 17 indicates the Kilhari call sent out during the first week of the eighth month of pregnancy; many subscribers miss the first 16 weeks of Kilhari because of late enrollment, so we focused on weeks 17 to 72 to mimic current patterns of likely exposure. The child's birth takes place around week 25. The child turns one and the parents "age out" of Kilhari at week 72.

	The red cell indicates the last message that the subscribed mobile phone picked up before our qualitative research team met with them for the interview.
	The grey cells indicate all messages that the subscriber had not been in Kilgari long enough to receive yet, at the time of the interview.
75%+	The dark green cells indicate calls that were picked up and listened to for at least 75% of their total duration (e.g., for a 90 second call, the subscriber listened to at least 67.5 seconds)*
50-74%	The mid-green cells indicate calls that were picked up and listened to for between 50 and 74% of their total duration*
25-49%	The light green cells indicate calls that were picked up and listened to for between 25 and 49% of their total duration
0-24%	The light yellow cells indicate calls that were "cut", i.e. picked up and listened to for less than 25% of their total duration
	The blank cells represent calls that were never picked up, either because the phone did not ring (out of network, switched off, etc.) or because it rang but was not picked up.
* Any call listened to for 50% or more of its duration is considered to have been "listened to" overall, because the key health content would have been delivered	