



2018 BY THE NUMBERS AT ubongo



We've grown our reach and engagement across Africa to bring millions more kids fun learning!



11

MILLION

monthly users! ¹

On free TV in

9

countries!

Producing content in

6

languages
for Africa!



Our viewers have

12%



higher cognitive development than control groups. ²

With significant gains in:



Math

²

Reading

³

Science

³

Language

²

Hello!

9 out of 10



average quality score from parents! ⁵

Our characters are recognized by:



3/4

of urban kids



1/2

of rural kids



in Tanzania & our fanbase is growing across Africa! ⁴

Our users highly recommend us!

(Net Promoter Score)

NPS:

74

⁵

Netflix NPS: 64
Disney NPS: 50



90%

of viewers' parents in Kenya, Uganda and Tanzania say Ubongo's programs have improved their quality of life! ⁵

www.ubongo.org

Data Sources: 1. Kantar-Geopoll Media Monitoring, 2. Borzekowski, D. 2017. A quasi-experiment examining the impact of educational cartoons on Tanzanian children. Journal of Applied Developmental Psychology, 3. Ubongo DIV Research Study, 4. Sagaci Tanzania Omnibus Survey 2018, 5. Survey by Acumen Lean Data Group