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

24 million monthly users!

On free TV in 18 countries!

Producing content in 7 languages for Africa!

Our characters are recognized by:

3/4 of urban kids

1/2 of rural kids

in Tanzania & our fanbase is growing across Africa!

Our users highly recommend us!
(Net Promoter Score)

NPS: 81.5
Netflix NPS: 64
Disney NPS: 50

Our viewers have 12% higher cognitive development than control groups.

With significant gains in:

Math

Reading

Science

Language

9 out of 10 average quality score from parents!

90% of viewers' parents in Kenya, Uganda and Tanzania say Ubongo's programs have improved their quality of life!

Data Sources:

www.ubongo.org