

ubongo

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

▶ **24**

MILLION
monthly users!¹

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!⁴



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.²

With significant
gains in:



Math²



Reading³



Science³ **Language**²

Hello!

9 out of 10



average quality score
from parents!⁵



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 4. 60 Decibels 2020