

Ubongo

Nigeria and Kenya



Welcome To Your 60dB Preliminary Report

We enjoyed hearing from 397 of your viewers – they had a lot to say!

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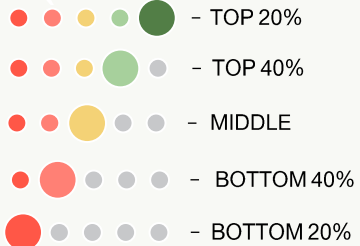



Ubongo Performance Snapshot - Nigeria

Ubongo is reaching families residing in urban areas and having a deep impact on children's quality of life. The high lack of alternatives in Nigeria suggests Ubongo is providing a unique service.

<p>Location</p> <p>98%</p> <p>Reside in urban areas</p>	<p>Viewership</p> <p>69%</p> <p>Children watch these programs 'every day'</p>	<p>Impact on Child</p> <p>98%</p> <p>quality of child's life 'very much improved'*</p>	<p>Impact on guardian</p> <p>65%</p> <p>quality of own life 'very much improved'</p> 	<p>Viewer Voice</p> <p>"I enjoy the program and I like the method of teaching including songs and cartoons for the children to learn."</p> <p>Data Summary</p> <p>Company Performance: 196 phone interviews in December 2020, in Nigeria.</p> <p>Quintile Assessment compares Company Performance with 60dB Global Benchmark comprised of 333 companies, 47 countries, and 152,601 interviews. More details can be found in Appendix.</p>
<p>What Impact</p> <ul style="list-style-type: none"> 61% say there was increased learning 21% talk about improved grasping power 	<p>Net Promoter Score®: A&M</p> <p>94</p> <p>on a -100 to 100 scale</p> 	<p>Net Promoter Score®: U-K</p> <p>94</p> <p>on a -100 to 100 scale</p> 	<p>Alternatives</p> <p>93%</p> <p>stated there were no alternatives available</p> 	<p>Performance vs. 60dB Benchmark</p> <ul style="list-style-type: none"> TOP 20% TOP 40% MIDDLE BOTTOM 40% BOTTOM 20% <p><small>*Note: Comparison to 60dB general quality of life benchmark (not specific to children)</small></p>

Ubongo Performance Snapshot - Kenya

In Kenya, Ubongo is reaching more families residing in rural areas and having a deep impact on children’s quality of life. There are relatively few alternatives available.

<p>Location</p> <p>55%</p> <p>Reside in urban areas</p>	<p>Viewership</p> <p>90%</p> <p>Children watch these programs ‘every day’</p>	<p>Impact on Child</p> <p>98%</p> <p>quality of child’s life ‘very much improved’*</p>	<p>Impact on guardian</p> <p>50%</p> <p>quality of own life ‘very much improved’</p> 	<p>Viewer Voice</p> <p>“I get to bond more with my children because we always watch the show together with them and I also have to jump when they jump. ”</p> <p>Data Summary</p> <p>Company Performance: 201 phone interviews in December 2020 and January 2021, in Kenya.</p> <p>Quintile Assessment compares Company Performance with 60dB Global Benchmark comprised of 333 companies, 47 countries, and 152,601 interviews. More details can be found in Appendix.</p> <p>Performance vs. 60dB Benchmark</p> 
<p>What Impact</p> <ul style="list-style-type: none"> • 39% say there was increased learning • 15% talk about increase in motivation to learn 	<p>Net Promoter Score®: A&M</p> <p>72</p> <p>on a -100 to 100 scale</p> 	<p>Net Promoter Score®: U-K</p> <p>65</p> <p>on a -100 to 100 scale</p> 	<p>Alternatives</p> <p>82%</p> <p>stated there were no alternatives available</p> 	<p><small>*Note: Comparison to 60dB general quality of life benchmark (not specific to children)</small></p>

Top Actionable Insights

Ubongo has an excellent NPS score and great reviews for the quality of programs. Viewers want to see additional COVID-19 content and expansive subject coverage.

Headline

Detail & Suggested Action



Going Great:

Viewer satisfaction remains excellent, with a very positive impact on learning.

The Net Promoter Score across programs and countries was excellent! Viewers, especially guardians, love the quality, content and the pedagogy used in the programs.

An idea: Highlight the high satisfaction levels and great reviews on the content in its advertisements to get more traction.



A Finding That Jumped Out:

Notable differences were found in the frequency of kids' viewership.

Children in Kenya are watching more frequently than those in Nigeria, with 90% of guardians saying their child watches daily. This high frequency is despite 18% guardians in Kenya saying they can find alternatives to the programs. This shows Ubongo's high appeal among children.

For discussion: While Ubongo has strong viewership, it should continue to making unique content to have a competitive edge, especially in Kenya.



Area For Improvement:

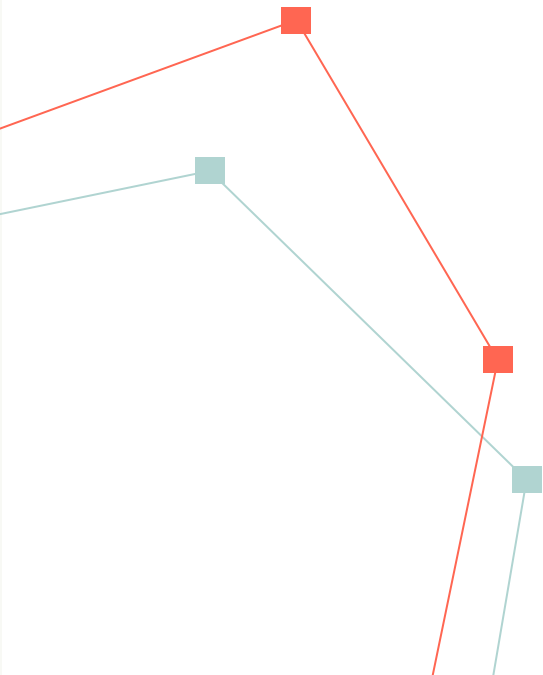
Viewers expressed the need for more COVID-19 related content as well as wider subject coverage.

Only 40% of viewers were aware of COVID-19 related content, with 92% viewers in Nigeria unaware of such content. Guardians also recommended having wider subject coverage along with having offline content to ensure continuous learning even when the television is switched off.

A recommendation: Ubongo could potentially expand its COVID-19 related content, as well as cover more subjects especially since some children are being home-schooled.

Viewer Voices

We love hearing viewer voices.
Here are some that stood out.



Impact Stories

95% in Nigeria and 98% in Kenya shared how Ubongo had ‘very much improved’ their child’s quality of life

“They learn more quickly and are able to internalize and understand what they have learnt.” (Kenya)

“The television program has improved the learning ability of my younger children as they have learned how to construct letters together to make a words.” (Nigeria)

“They are more confident now when it comes to problem solving. I can see a great difference since they started watching the show and I love that they don’t really compete with anyone else so they can focus on learning.” (Kenya)

“My kids are learning life lessons that they will benefit from in the future and at the same time, they are having fun which is good for the social and moral behaviour.” (Nigeria)

“My child has learned a lot from the show like good morals, respecting his elders and many other valuable life lessons that are not in the school syllabus.” (Kenya)

“My child now understands more mathematics than before and this has reduced his challenges in school.” (Nigeria)

Opinions On Ubongo’s Value Proposition

94% in Nigeria and 68% in Kenya were Promoters and were highly likely to recommend

“The show has valuable lessons that are crucial for the development of children and they have been able to package it in such a way that is fun for children to learn.” (Nigeria)

“I think their shows have been made in such a way that it is educational and also fun for the children. I also find myself looking forward to watching the shows which is rare for most adults.” (Kenya)

Opportunities For Improvement

53% in Nigeria and 60% in Kenya had specific suggestions for improvement

“They can think of introducing more content relating to the curriculum of the children’s schools.” (Nigeria)

“The show should create more content because there is usually some repetition which can be boring for the children.” (Kenya)

Key Questions We Set Out To Answer

- Who is Ubongo reaching?
 - Viewer demographics
 - Availability of alternatives
 - Frequency of viewership
 - Perception of Quality
- What impact is Ubongo having?
- Are viewers satisfied with Ubongo?

“The show keeps my child busy, entertained and educated at the same time. They get to learn something new everyday and they love it.”

Viewer Profile: Demographics

Most guardians we spoke to are female and reside in urban areas. Viewers in Nigeria watch both programs equally, while those in Kenya mostly watch Akili and Me.

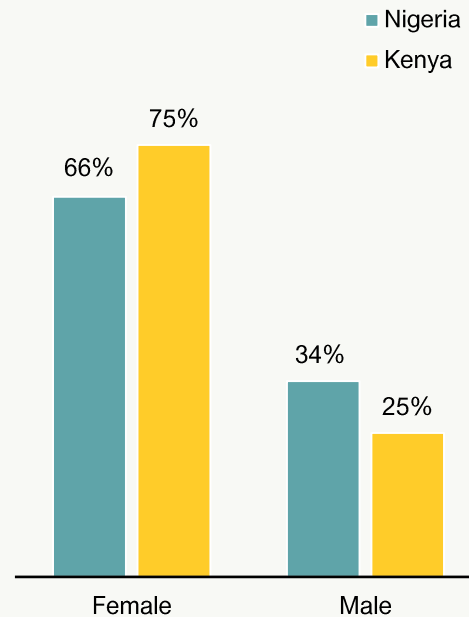
Ubongo appears to be serving a relatively heterogenous viewer base, though most guardians tend to be females and reside in urban areas.

Akili and Me is the most viewed program, watched by 80% of respondents in Kenya and 98% in Nigeria.

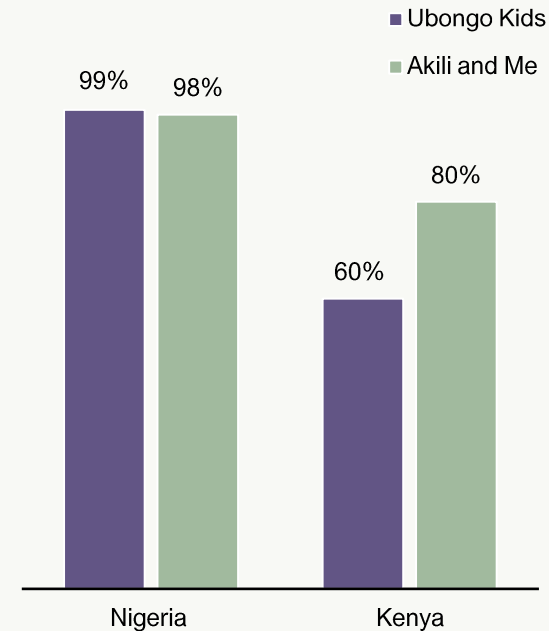
About the Ubongo Viewers We Spoke With

Data relating to viewer characteristics: Nigeria (n = 196); Kenya (n = 201)

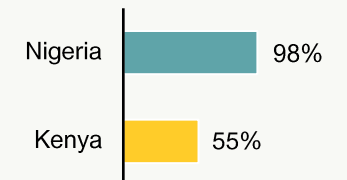
Gender



TV Show



Live in Urban Areas



Highest Viewership by Region

North-West in Nigeria
Nairobi in Kenya

Viewer Profile: Inclusivity (Nigeria)

7 in 10 Ubongo viewers in Nigeria live below the poverty line of \$3.2/day; this is slightly below the national average.

Using the Poverty Probability Index® we measured how the income profile of your viewers compares to the Nigeria average.

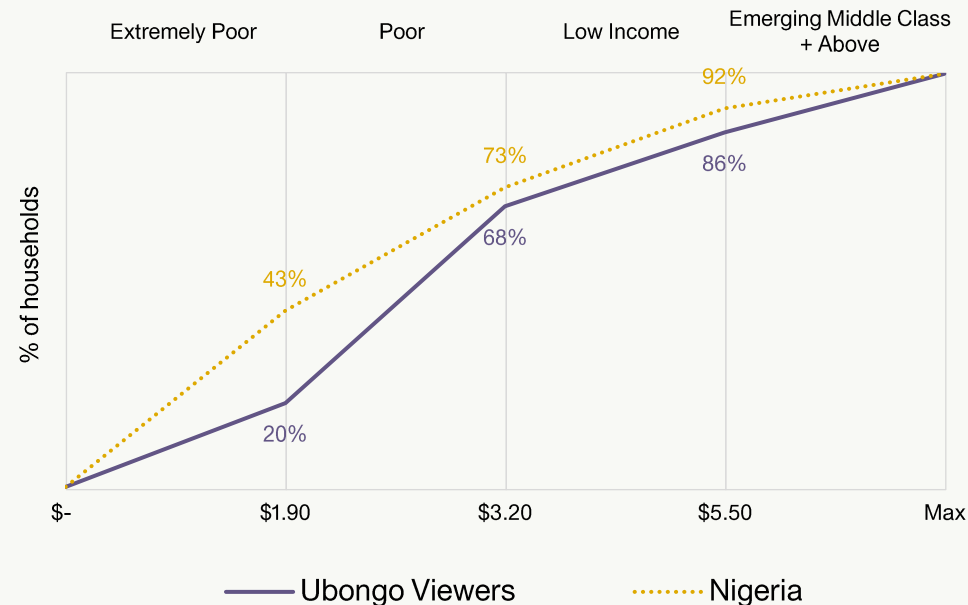
The inclusivity ratio for Nigeria is close to 1 suggesting the content is relevant for and inclusive of a broad demographic. It is also quite impressive to see that Ubongo's inclusivity ratio lies close to the national average.

Question for Consideration

Given that Ubongo is serving a broad demographic which mostly resides in urban areas, it would be worthwhile to think about how your programs can reach those at the lower income threshold.

Income Distribution of Ubongo Relative to Nigeria Average

% living below \$xx per person / per day (2011 PPP) (n = 186)



Inclusivity Ratio

Degree that Ubongo is reaching low-income viewers in Nigeria

0.84

● ● ● ● ● - TOP 20%

We calculate the degree to which you are serving low-income viewers compared to the general population. 1 = parity with national pop.; > 1 = over-serving; < 1 = under-serving. See Appendix for calculation.

Viewer Profile: Inclusivity (Kenya)

Using the Poverty Probability Index® we measured how the income profile of your viewers compares to the Kenya average.

Similar to Nigeria, the inclusivity ratio for Kenya is close to 1, indicative of its widespread reach to a broad demographic. Its performance on this ratio ranks high on our benchmark as well. Relative to Nigeria, Ubongo is catering to an audience that closely represents the overall population on this front.

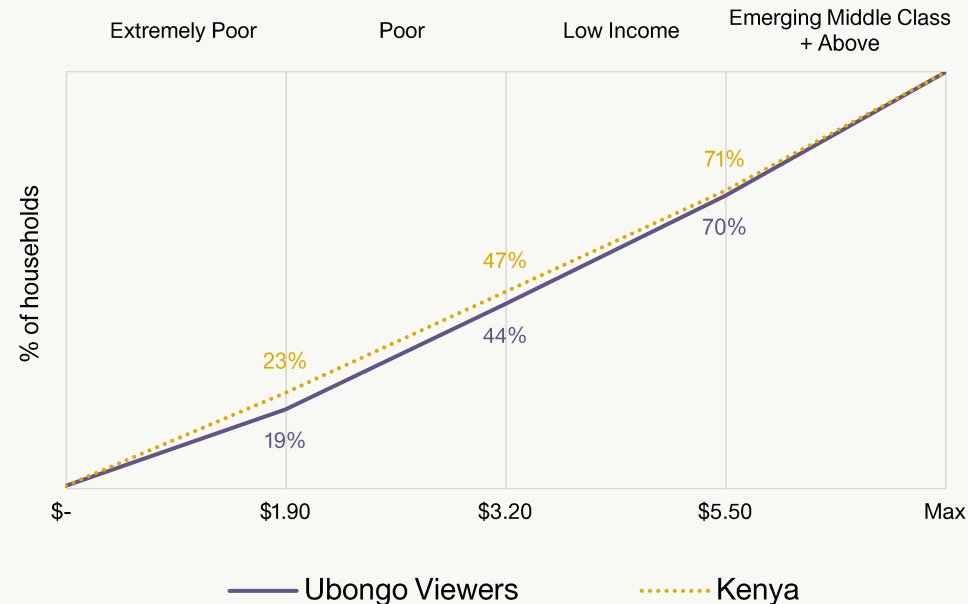
Idea for Discussion

What strategies has Ubongo used to reach lower income households in Tanzania and Kenya? How can those lessons be translated into newer countries like Nigeria?

Nearly 4 in 10 Ubongo viewers in Kenya live below the poverty line of \$3.2/day; this is close to the national average.

Income Distribution of Ubongo Relative to Kenya Average

% living below \$xx per person / per day (2011 PPP) (n = 195)



Inclusivity Ratio

Degree that Ubongo is reaching low-income viewers in Kenya

0.91

● ● ● ● ● - TOP 20%

We calculate the degree to which you are serving low-income viewers compared to the general population. 1 = parity with national pop.; > 1 = over-serving; < 1 = under-serving. See Appendix for calculation.

Viewer Profile: Availability of Alternatives

Availability of alternatives provides insight into the competitive landscape and the degree to which Ubongo is providing a scarce product.

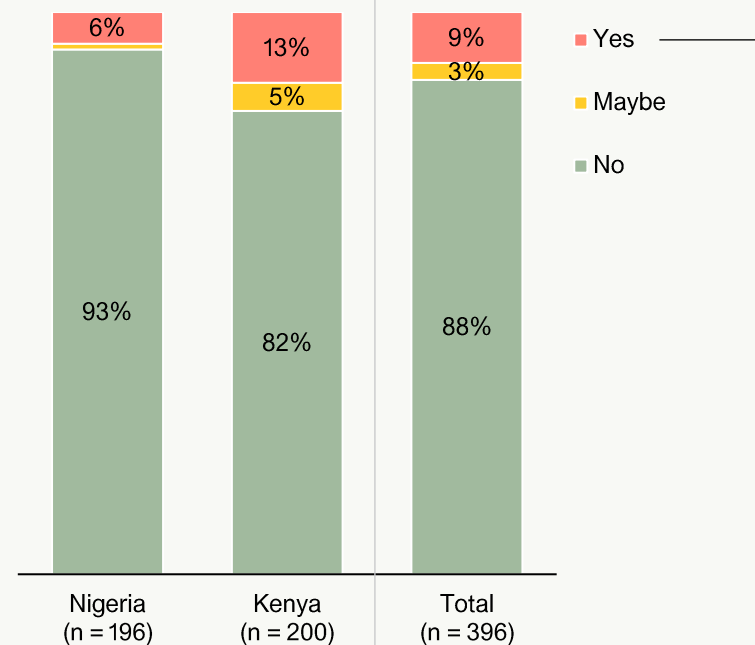
The fact that 88% said they could not easily find a good alternative suggests Ubongo is filling a unique gap in the market. Access to alternatives is highest in Kenya, with 13% of guardians saying they could find a good alternative, compared to only 6% in Nigeria. This suggests Ubongo's market potential is even higher in the Nigerian context.

For the 12% of viewers who could find an alternative, most believe Ubongo is better (78% in Nigeria, 77% in Kenya) which suggests a strong market position.

88% of viewers could not find a good alternative to Ubongo's programs; those with an alternative, still prefer Ubongo.

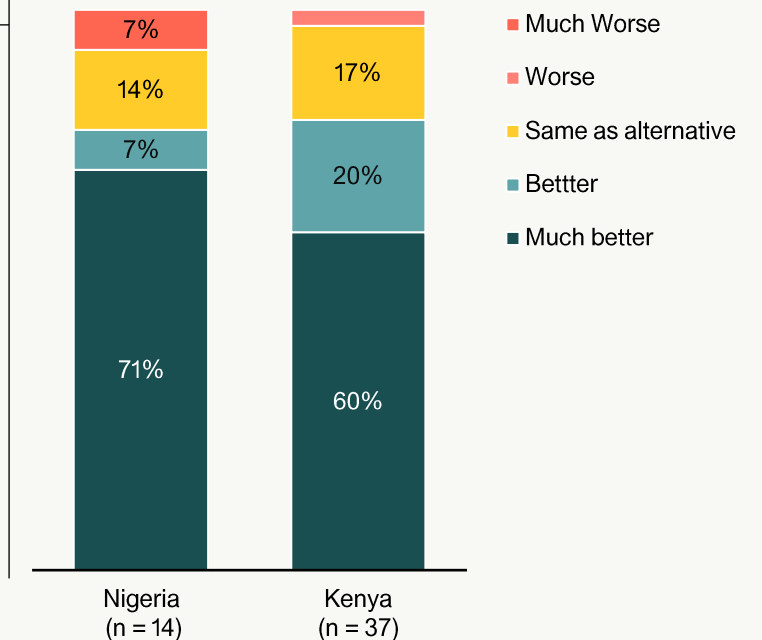
Access to Alternatives

Q: Could you easily find a good alternative to Ubongo's programs?



Comparison to Alternative

Q: How would you compare the alternative to Ubongo's programs? (% of respondents who said 'yes' or 'maybe' could find alternative)



Viewer Profile: Frequency of viewership

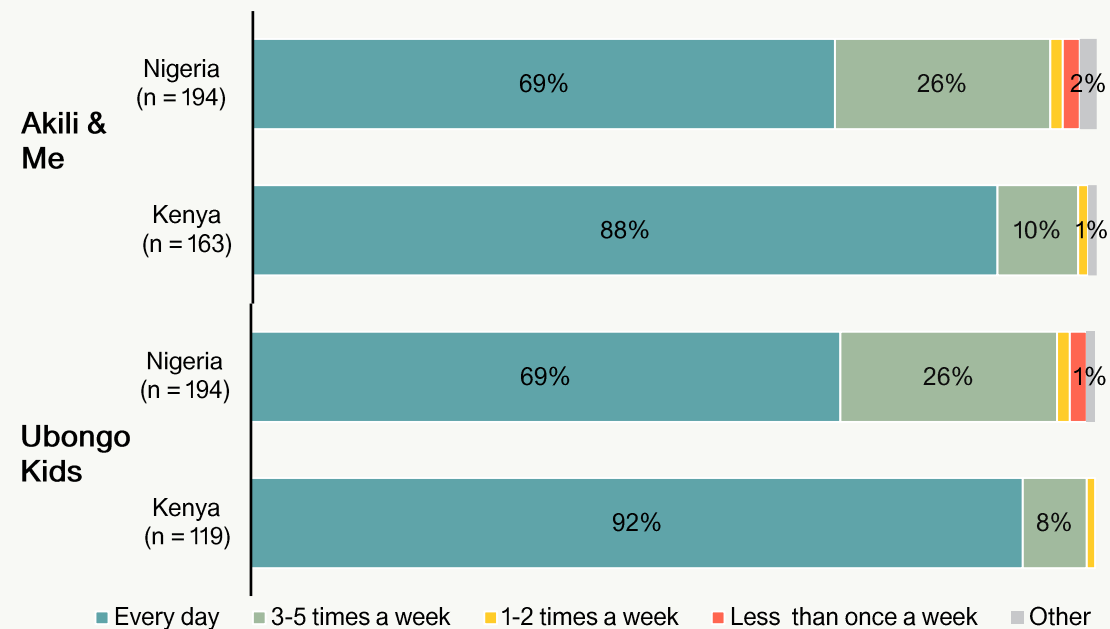
The majority of children in both countries are watching these programs every day; daily viewership is significantly high in Kenya.

To better understand children's viewing habits we asked guardians to estimate how frequently their child(ren) watched Akili & Me and Ubongo Kids.

In both countries, the majority of kids watch these programs daily. Daily viewership is the highest in Kenya, where there programs have been on air longer.

Frequency of Watching

Q: How frequently does your child watch these programs?



Viewer Profile: Perception of Quality

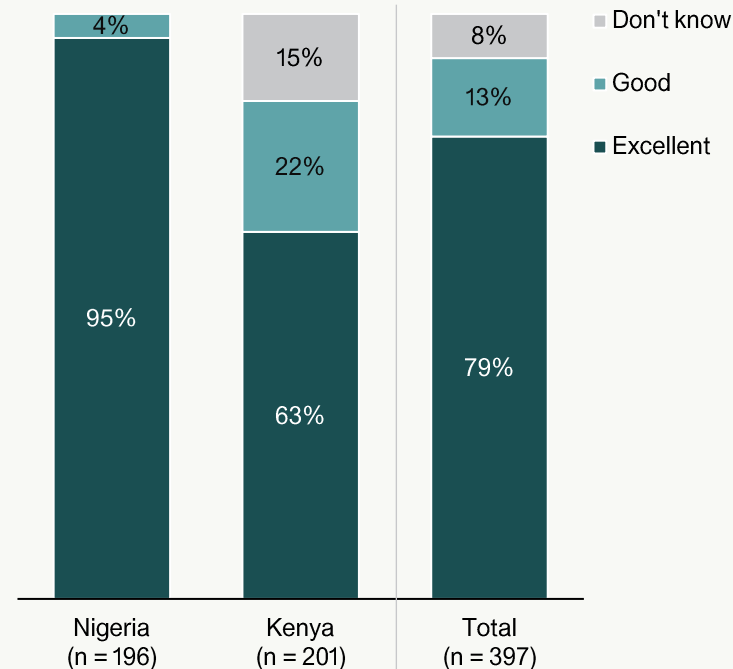
Viewers' perception of the quality of programs is crucial in knowing more about retention. We found high level of satisfaction in this regard, as 79% of viewers found the quality of programs 'excellent'. Perceived quality was especially high in Nigeria (95%).

In Kenya, we found lower than average levels of 'excellent' ratings and higher levels of guardians reporting 'don't know'. This was mainly driven by guardians who do not watch the programs with their child(ren).

Around three-quarters of viewers rated the quality of programs as 'excellent' and appreciate the content, pedagogy and the audio-visual appeal.

Quality of Programs

Q: How would you rate the quality of these programs?



Quality of content

Nigeria 91% | Kenya 13%

“The quality of the programs is great. The programs are children-centric, and the children are able to follow and they learn greatly from the programs.” (Nigeria)

Pedagogy

Nigeria 25% | Kenya 13%

“The programs are structured in a way that children are able practice with examples.” (Kenya)

Audio-visual appeal

Nigeria 16% | Kenya 24%

“The songs, characters and picture quality are topnotch. My children love the cartoons.” (Nigeria)

Key Questions We Set Out To Answer

- Who is Ubongo reaching?
- What impact is Ubongo having?
 - Impact on quality of life
 - Impact on children's education
 - Impact of COVID-19 content
- Are viewers satisfied with Ubongo?

“My children have grown smarter because of the show and you can even see that they are more confident when they talk about going back to school.”

Quality of Life Impact Performance (Children)

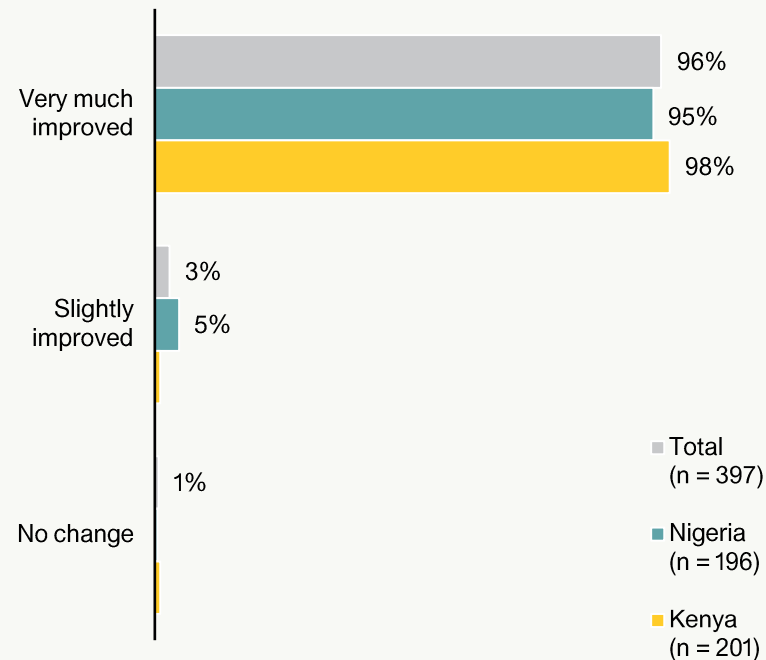
To gauge depth of impact, viewers were asked to reflect on their perception of the impact of these programs on their child's quality of life.

Across both countries, nearly all guardians (99%) said their child's quality of life had improved.

96% of guardians report their child's quality of life has 'very much improved', demonstrating Ubongo's high impact potential.

Perceived Quality of Life Change

Q: Has your child's quality of life changed because of Ubongo's programs?



Very much improved:

“My children's life has improved drastically because of the program. In addition to studies, they now know how to pay courtesy- they say 'thank you' and 'sorry' more often now. This will help them in their interpersonal relationship.” (Nigeria)

“They are very much engaged with their studies.” (Kenya)

“She has also gotten more creative because they are encouraged to draw things that are around them and she really loves doing it.” (Kenya)

Quality of Life: Top Outcomes (Child) Nigeria

When asked how their child's quality of life had improved, viewers highlighted several outcomes as a result of Ubongo's content.

The top outcomes are shown on the right. Others included:

- Learning life lessons and values (16%)
- Better academic performance (11%)

Viewers in Nigeria said Ubongo's content helped their children continue learning and develop a keen interest to study.

Top Three Self-Reported Outcomes for 95% of Viewers Who Say their Child's Quality of Life 'Very much improved'

Q: Please explain how your child's quality of life has improved. (n = 196) Open-ended, coded by 60 Decibels.

61%

Increased learning in reading, pronunciation and counting

"The program improved the life of my children because they are learning alphabets and understanding more about maths."

24%

Increased motivation to learn

"I always hear and see them discussing about the program with their friends. The children are always trying to practice what they saw in the program."

21%

Improved grasping power and intellectual ability

"There is a lot of improvement in the learning progress of my children as they are understanding their studies faster and putting in more time."

Quality of Life: Top Outcomes (Child) Kenya

When asked about how their child's quality of life had improved, viewers highlighted several outcomes as a result of Ubongo's content.

The top outcomes are shown on the right. Others included:

- Improved language skills and communication (14%)
- Learning life lessons and mannerisms (12%)

Viewers in Kenya said Ubongo's content helped their children continue learning Maths and English and develop an interest for studying.

Top Three Self-Reported Outcomes for 98% of Viewers Who Say their Child's Quality of Life 'Very much improved'

Q: Please explain how your child's quality of life has improved. (n = 198) Open-ended, coded by 60 Decibels.

39%

Increased learning in reading, pronunciation and counting

"My youngest child has learned how to read and write from the show and her English is also way better than mine."

15%

Increased motivation to learn

"The children have become more excited about learning from home and they usually wait for the program with a lot of enthusiasm."

15%

Improved grasping power and intellectual ability

"My siblings have gotten to learn a lot from these two shows. They have also had an increase in their creativity because they are always either drawing or coloring."

Quality of Life: Impact Performance (Guardian)

We also wanted to understand how these programs were impacting guardians' lives, especially now that children are home-schooling due to Covid-19.

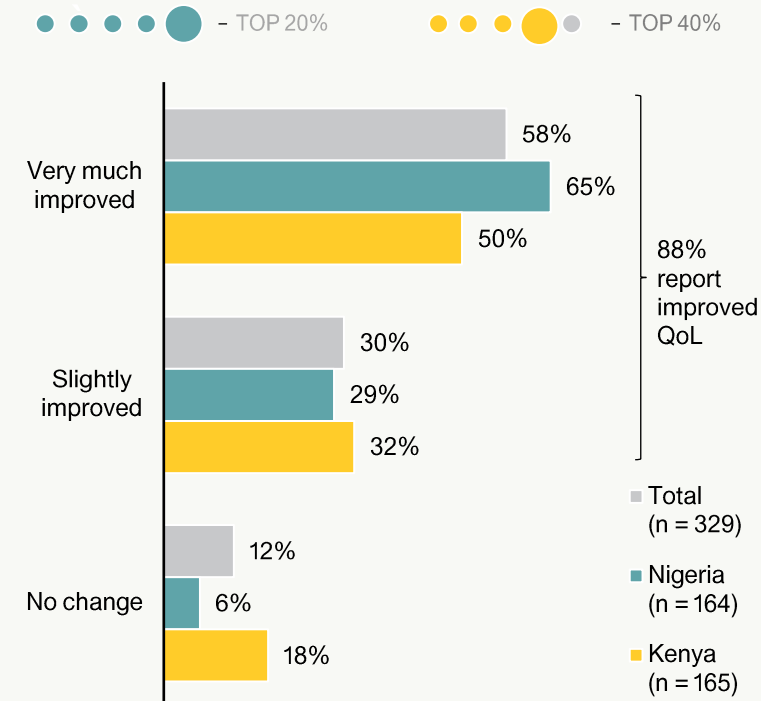
58% of guardians say their quality of life has 'very much improved' which is higher than the 43% previously recorded in 2018.

Around 18% of viewers in Kenya reported no change in their quality of lives and that was primarily because they hadn't watched the programs.

88% of guardians report their quality of life had either 'slightly improved' or 'very much improved' because of Ubongo's programs.

Perceived Quality of Life Change

Q: Has your quality of life changed because of Ubongo's programs?



Very much improved:

“My children's education did not suffer because of the show and they were actually able to learn new things. This made my life easier because I did not have to hire a tutor or take them for extra classes.” (Nigeria)

“I have been able to remind myself things I had forgotten when I watch the program with my kids.” (Kenya)

Quality of Life: Top Outcomes (Guardian) Nigeria

Guardians were asked to describe – in their own words – the positive changes they were experiencing because of Ubongo’s programs.

The top outcomes are shown on the right. Others included:

- Learnt lessons on social values and hygiene (16%)
- Getting entertainment while learning (12%)

The ability to spend quality time with children and their own learning are driving quality of life improvements for the 94% of guardian who reported improvements.

Top Three Self-Reported Outcomes for 94% of Guardians Who Say Their Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 154) Open-ended, coded by 60 Decibels.

55%

Feeling proud about child’s interest and ability to learn

(43% of all respondents)

“I can see the changes in my children’s behaviours and daily life routine. That makes me happy.”

29%

Reported satisfaction with the content and delivery of lessons

(23% of all respondents)

“I derive so much pleasure when watching together with the kids. They are always happy when watching the programs and are understanding so much more.”

17%

Improved parenting skills and help with teaching

(13% of all respondents)

“I enjoy watching the program and sometimes pick up some few tricks or easy method of solving maths problem for the children.”

Quality of Life: Top Outcomes (Guardian) Kenya

Guardians were asked to describe – in their own words – the positive changes they were experiencing because of Ubongo’s programs.

The top outcomes are shown on the right. Others included:

- Feeling proud about child’s interest and ability to learn (10%)
- Increased awareness and knowledge gain (10%)

82% of guardians mentioned improvements to their own quality of life; attributed it to learning better ways to teach kids and satisfaction with the quality of content.

Top Three Self-Reported Outcomes for 82% of Guardians Who Say Their Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 135) Open-ended, coded by 60 Decibels.

22%

Improved parenting skills and help with teaching

(15% of all respondents)

“I have been able to remind myself things I had forgotten and that enables me to support my children with their studies.”

19%

Getting entertainment while learning

(13% of all respondents)

“I have been able to really bond with my son while watching the show because we spend a lot of time together and you will even find us in the house jumping and dancing around to the songs.”

12%

Reported satisfaction with the content and delivery of lessons

(8% of all respondents)

“Seeing my grandson improve with his studies gives me joy.”

Children's Education: Impact Performance

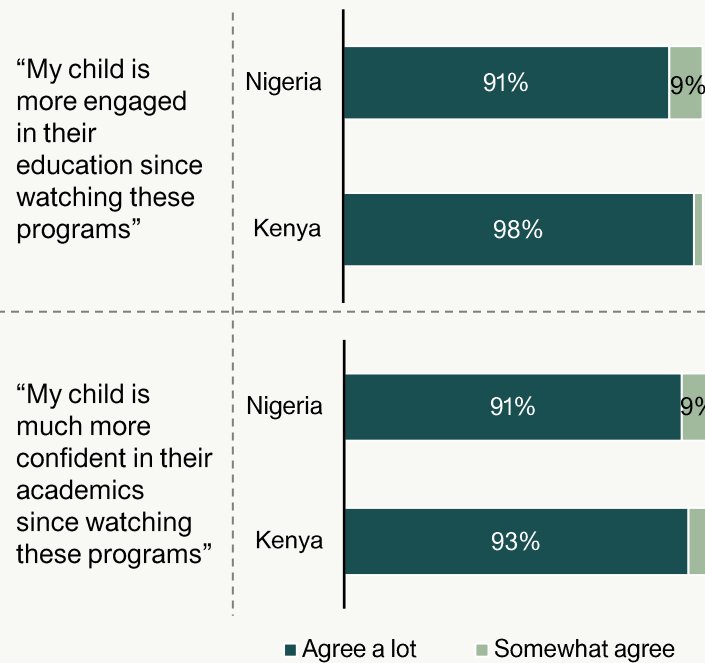
To measure the impact of Ubongo's programs on children's education, we asked viewers to state how important these programs were to their child's education.

All guardians agree that Ubongo is important and would have a strong impact on their children's future in different ways.

Ubongo programming is increasing children's engagement in education and setting them up for success in future.

Perceived Importance of Programs

Q: Could you tell me how much you agree with the following? Nigeria (n = 194); Kenya (n = 200)



Perceived Importance on Child's Future

Q: How do you think this program will benefit your child's future? (% of respondents who said 'agree' to having an impact on child's future) (n = 396)

- Academic and holistic development**
(49% Nigeria | 33% Kenya)
- Learning moral values and life skills**
(28% Nigeria | 29% Kenya)
- Learn how to socialize better**
(10% Nigeria | 8% Kenya)

"The life skills they are learning will help them in the future as they will build good interpersonal relationship skills."

COVID-19 Content: Impact Performance

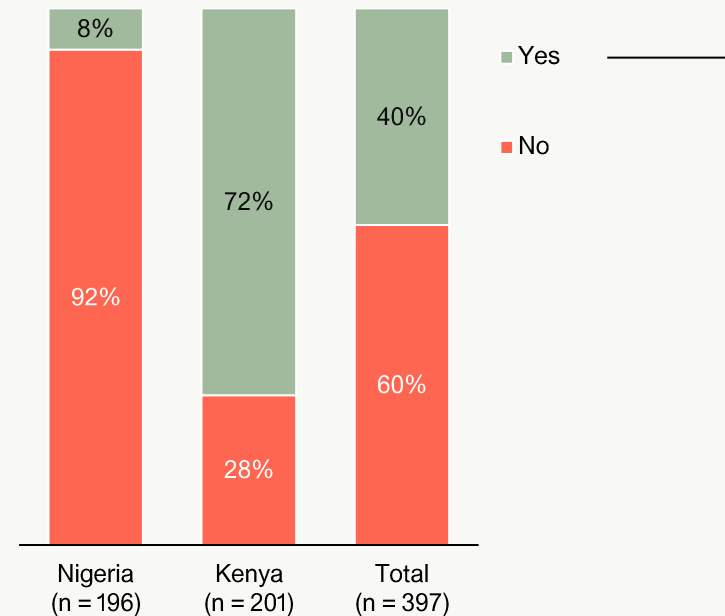
Viewers that have seen Ubongo's COVID content, state that Ubongo has taught them necessary information about the disease, the precautions needed, as well as helped their children understand the situation better.

While all guardians agree that Ubongo's content is important, an overwhelming majority of guardians (96%) state that this importance has increased in the last 2 months as the COVID-19 situation has kept their children at home.

Awareness of COVID-19 related content varied significantly, with less than 1 in 10 Nigerian viewers reporting they had seen this content compared to 7 in 10 Kenyan viewers.

Awareness of COVID-19 Content

Q: Have you seen COVID-19 related content on Ubongo kids?



Helpfulness of COVID-19 Content

Q: Would you agree or disagree that this COVID-19 content has helped you and your family learn how to stay safe and healthy during these times? Kenya (n=146); Nigeria (n=15)


Very much agree

“The covid-19 content has helped us understand how to properly wash and take care of both myself and my family like protecting ourselves from germs in other to stay safe and healthy .” (Nigeria)

Somewhat Agree

“Even though the kids forget that they should be careful when they go out to play, seeing lessons on corona has made them more aware and they try their best when it comes to wearing a mask, sanitizing and coughing with their mouths covered.” (Kenya)

Key Questions We Set Out To Answer

- 
- Who is Ubongo reaching?
 - What impact is Ubongo having?
 - Are viewers satisfied with Ubongo?
 - Net Promoter Score
 - Viewer needs at this time

“They have learnt a lot and everyday when I come back from work, they show me their little books for me to show what they did during the day. I will recommend it to other parents.”

Viewer Satisfaction: Net Promoter Score

Nigeria

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good; a negative score is considered poor. Akili & Me's score of 94 and Ubongo Kids' score of 94 are both excellent. Asking respondents to explain their rating explains what they value and what creates dissatisfaction. These details are on the next page.

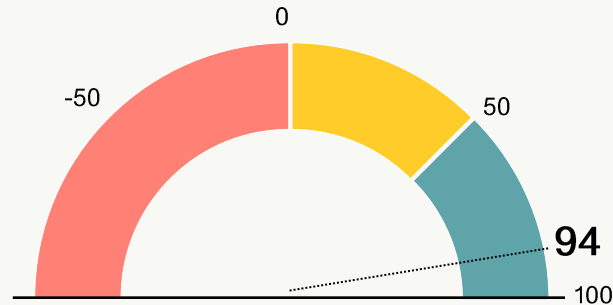
Insight

You're in the top 20% of our benchmark for this indicator, globally, regionally and within the Education sector.

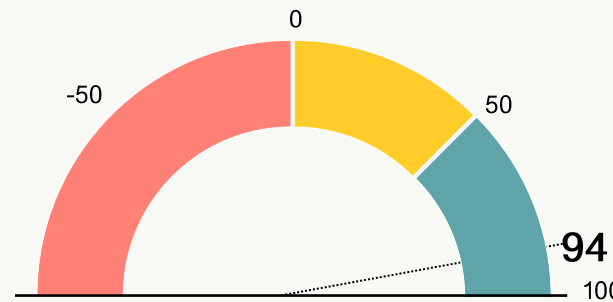
In Nigeria, both Akili and Me and Ubongo Kids have a Net Promoter Score® of 94 each. The score is excellent, and higher than relevant 60dB benchmarks.

Net Promoter Score® (NPS)

Q: On a scale of 0 to 10, how likely are you to recommend Ubongo's program to a friend or family member, where 0 is least likely and 10 is most likely? (n = 194)



Akili and Me



Ubongo Kids

NPS Benchmarks

● ● ● ● ● - TOP 20%

60 Decibels Global average 43
333 companies

Eastern Africa average 43
103 companies

Education average 45
45 companies

NPS = % Promoters — % Detractors

9-10 likely to recommend

0-6 likely to recommend

NPS Drivers

Nigeria (Akili and Me)

It was great to see that nearly all guardians gave these programs a score of 9 or 10, and that no guardians gave Ubongo's programs a satisfaction score less than 6! This suggests extremely high satisfaction and loyalty to the programs, and is an encouraging insight.

Satisfaction is driven by the program's wholesome and engaging content that has positive impact on academic performance.

Promoters value the quality of content. They speak highly about its contribution to their child's holistic development.

94% are Promoters :)

They speak about:

1. Contribution to holistic development and academic performance
(39% of respondents/ 36% of all respondents)
2. Interactive and wholesome content
(33% of respondents/ 31% of all respondents)
3. Shows are entertaining and enjoyable
(22% of respondents/ 20% of all respondents)

“A very important program for the children to social values and life lessons apart from academics.”

Tip:

Highlight the above value drivers in marketing.
Promoters are powerful brand ambassadors — can you reward them?

6% are Passives : \

They like:

1. Programs are educative and interactive
(All respondents/ 6% of all respondents)
2. Engaging and entertaining content
(36% of respondents/ 2% of all respondents)

“It is educative and entertaining for both children and parents.”

Tip:

Passives won't actively refer you in the same way that Promoters will.

What would it take to convert them?

NPS Drivers

Nigeria (Ubongo Kids)

It was great to see that nearly all guardians gave these programs a score of 9 or 10, and that no guardians gave Ubongo's programs a satisfaction score less than 6! This suggests extremely high satisfaction and loyalty to the programs, and is an encouraging insight.

Satisfaction is driven by the program's educative and interactive content, as well as its focus on social and moral values.

Promoters value the educative content. They speak highly about the focus on social and moral values and find it very helpful.

94% are Promoters :)

They speak about:

1. **Educative content**
(90% of respondents/ 84% of all respondents)
2. **Program aids learning**
(22% of respondents/ 20% of all respondents)
3. **Emphasis on moral values along with academics**
(22% of respondents/ 20% of all respondents)

“It makes the children sharper, expands their thinking ability, problem solving solutions and develops educational and social values.”

Tip:

Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors — can you reward them?

6% are Passives :\

They like:

1. **Educative content**
(82% of respondents/ 5% of all respondents)
2. **Uniqueness of the program**
(36% of respondents/ 2% of all respondents)
3. **Engaging and entertaining content**
(27% of respondents/ 2% of all respondents)

“It is educative and entertaining for both children and parents.”

Tip:

Passives won't actively refer you in the same way that Promoters will.

What would it take to convert them?

Viewer Satisfaction: Net Promoter Score

Kenya

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good; a negative score is considered poor. Akili & Me's score of 72 and Ubongo Kids' score of 65 are both excellent.

Asking respondents to explain their rating explains what they value and what creates dissatisfaction. These details are on the next page.

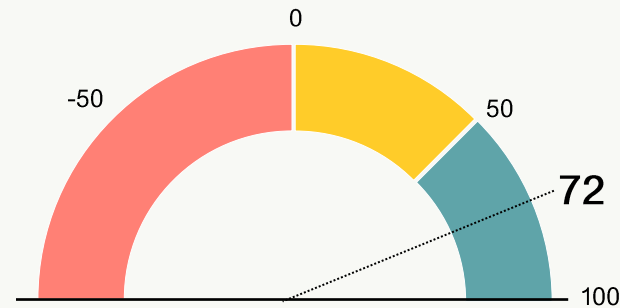
Insight

You're in the top 20% of our benchmark for this indicator, globally, regionally and within the Education sector.

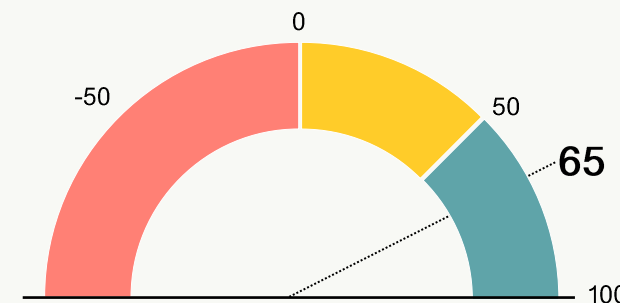
In Kenya, Akili and Me has a Net Promoter Score® of 72, while Ubongo Kids has an NPS of 65. Both are excellent, and higher than relevant 60dB benchmarks.

Net Promoter Score® (NPS)

Q: On a scale of 0 to 10, how likely are you to recommend Ubongo's program to a friend or family member, where 0 is least likely and 10 is most likely? (n = 162)



Akili and Me



Ubongo Kids

NPS Benchmarks

● ● ● ● ● - TOP 20%

60 Decibels Global average 43
333 companies

Eastern Africa average 43
103 companies

Education average 45
45 companies

NPS = % Promoters — % Detractors

9-10 likely to
recommend

0-6 likely to
recommend

NPS Drivers

Kenya (Akili and Me)

It was great to see that no guardians gave the programs a satisfaction score less than 6! This suggests extremely high satisfaction and loyalty, and is an encouraging insight.

Satisfaction for Akili and Me is driven by engaging content and interactive teaching style.

Promoters value the educative and interactive content. Passives are positive and find the content engaging enough for children.

72% are Promoters :)

They speak about:

1. Shows are entertaining and enjoyable
(34% of respondents/ 25% of all respondents)
2. Educative content
(28% of respondents/ 20% of all respondents)
3. Interactive and lucid teaching style
(19% of respondents/ 14% of all respondents)

“The show is both very entertaining and educational. They have good techniques of teaching that are easy for very young children to understand.”

Tip:

Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors — can you reward them?

28% are Passives :\

They like:

1. Programs are educative and interactive
(30% of respondents/ 9% of all respondents)
2. Engaging and entertaining content
(28% of respondents/ 8% of all respondents)
3. Program aids learning
(17% of respondents/ 5% of all respondents)

“The shows are fun and educational for young children. They use easy to understand words and have many engaging activities for the little ones to enjoy.”

Tip:

Passives won't actively refer you in the same way that Promoters will.

What would it take to convert them?

NPS Drivers

Kenya (Ubongo Kids)

It was great to see that no guardians gave the programs a satisfaction score less than 6! This suggests extremely high satisfaction and loyalty, and is an encouraging insight.

Satisfaction is driven by the program's engaging content that goes beyond academics and its lucid teaching style.

Promoters value the interactive content. Passives are positive and consider it as a better utilization of their kids' time.

65% are Promoters :)

They speak about:

1. Interactive and wholesome content
(37% of respondents/ 24% of all respondents)
2. Educative content even beyond academics
(24% of respondents/ 15% of all respondents)
3. Programs helped children build skills
(14% of respondents/ 9% of all respondents)

“The shows are engaging and gives the children sort of a challenge when they are learning. The kids have exposure to tasks that t would never have done when in school.”

Tip:

Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors — can you reward them?

35% are Passives :\

They like:

1. Better utilization of children's time
(31% of respondents/ 11% of all respondents)
2. Educative and entertaining content
(24% of respondents/ 8% of all respondents)
3. Lucid teaching style helped children build skills
(10% of respondents/ 3% of all respondents)

“There is no need to buy other learning material like CDs since they will be able to get all the content on Ubongo kids.”

Tip:

Passives won't actively refer you in the same way that Promoters will.

What would it take to convert them?

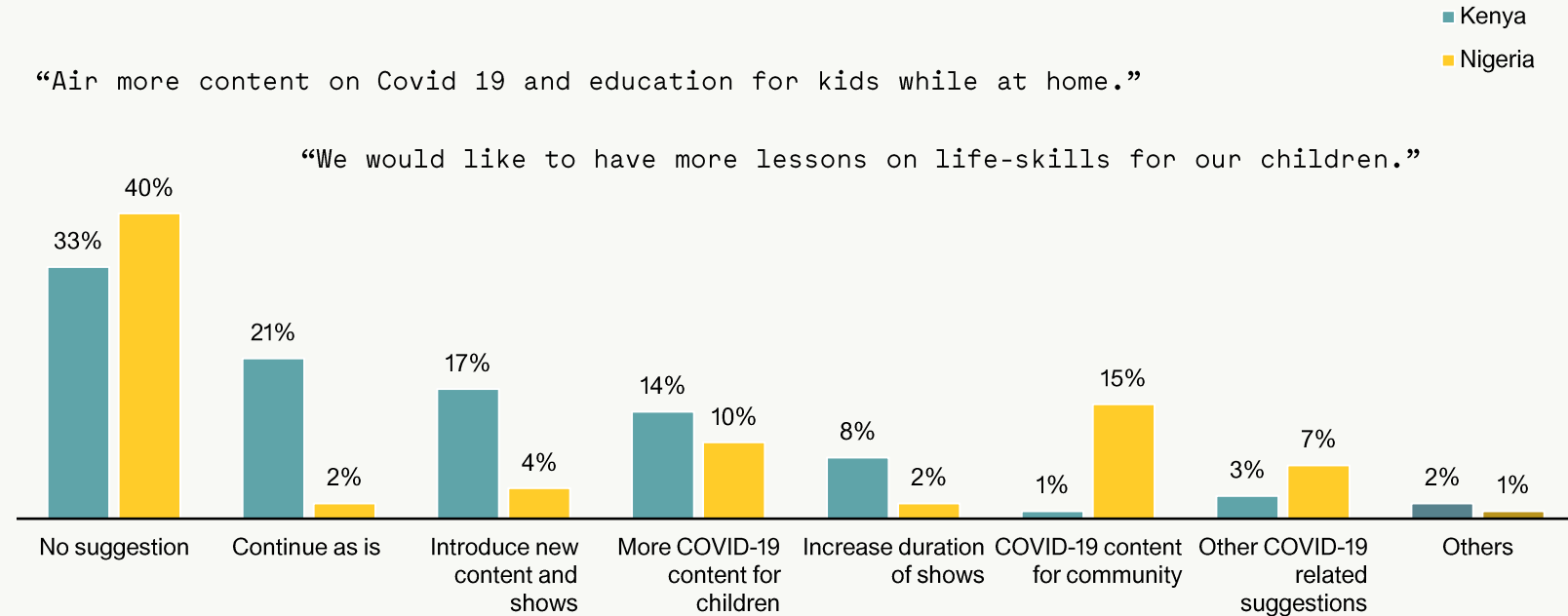
Viewer Needs At This Time

Given the pandemic has disrupted schooling, guardians were appreciative of the gap that was being filled by Ubongo's programs. Largely, there was appreciation for status-quo as far as how Ubongo was functioning. However, there were suggestions too have additional content to sensitize children and communities about COVID-19 and increasing duration of the shows.

COVID-19 content for the children and wider community would help viewers at this time.

Suggested Improvements

Q: Related to Ubongo Kids, what can they do at this time that would be helpful to you?
Nigeria (n = 196); Kenya (n = 201)



Viewer Needs At This Time

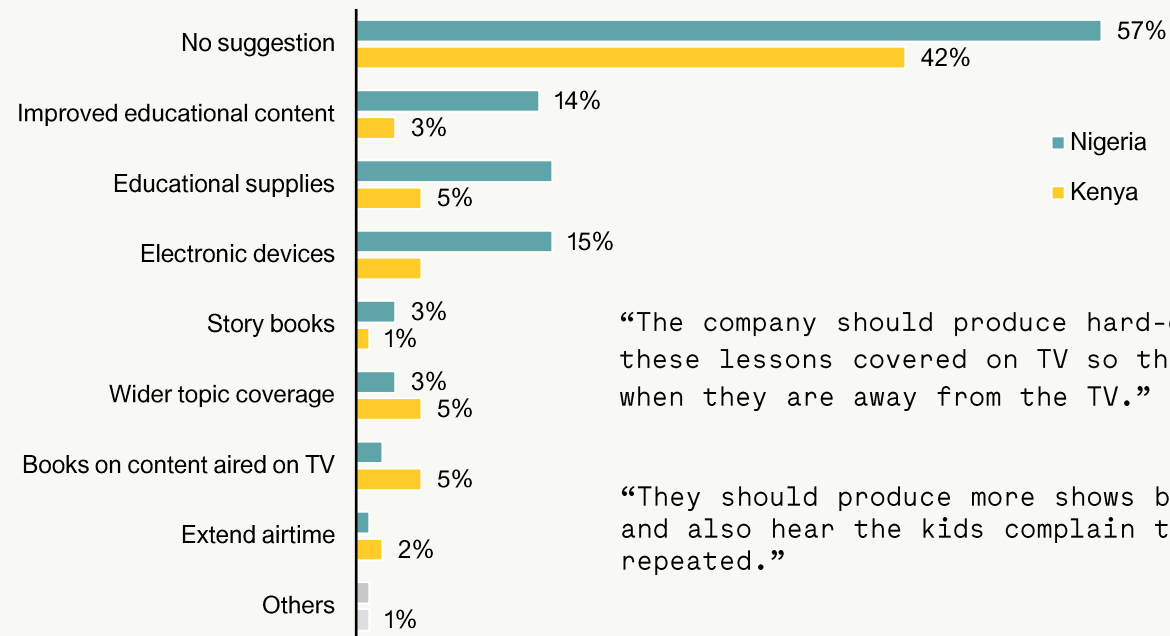
We asked guardians about the kind of additional support they would like to get for supplementing their child's learning while they're not at school. Largely, they asked for content which could supplement lessons at school as that would reduce the cost and time-burden for additional support.

In addition to wider subject coverage, they also want newer shows, content and more airtime.

Additional lessons to supplement school education and wider topic coverage were most common suggestions for what would support their child's learning at home.

Further Needs to Support Child's Learning

Q: What else do you need or wish you had to support your child's learning at home?
Kenya (n = 201); Nigeria (n = 196)



“The company should produce hard-copy books that contain these lessons covered on TV so that the children can use when they are away from the TV.”

“They should produce more shows because I sometimes see and also hear the kids complain that the show is being repeated.”

What Next?

...& Appendix

Detailed Benchmarking Comparison

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information is found below:

Company Data

interviews 397

60dB Global Average

companies 333

interviews 152,601

60dB Eastern Africa Average

companies 103

interviews 62,193

60dB Education Average

companies 45

interviews 17,492

Ubongo performs particularly well on quality of life, with results significantly above our benchmarks. Due to the nature of its offering (i.e. requires a TV), Ubongo serves a more well off base relative to comparables.

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	Nigeria	Kenya	60dB Global Average	60dB Eastern Africa Average	60dB Education Average
Who ○	% live in poverty (below \$3.10/3.20 line)	68	44	43	46	25
	Inclusivity Ratio	0.84	0.91	0.79	0.61	0.5
	% female	66	75	38	35	55
How Much ≡	% reporting quality of life very much improved (child)	95	98	45	53	44
	% reporting quality of life slightly improved (child)	5	1	39	38	35
What Impact □	% reporting increased learning	61	39	-	-	-
	% reporting increased motivation to learn	24	15	-	-	-
	% reporting improved grasping power	21	15	-	-	-
Contribution +	% saying no good alternatives are available	93	82	72	79	69
Experience	Net Promoter Score (Akili and Me)	94	72	43	43	45
	Net Promoter Score (Ubongo Kids)	94	65	43	43	45

Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project \(IMP\)](#).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

**IMPACT
MANAGEMENT
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

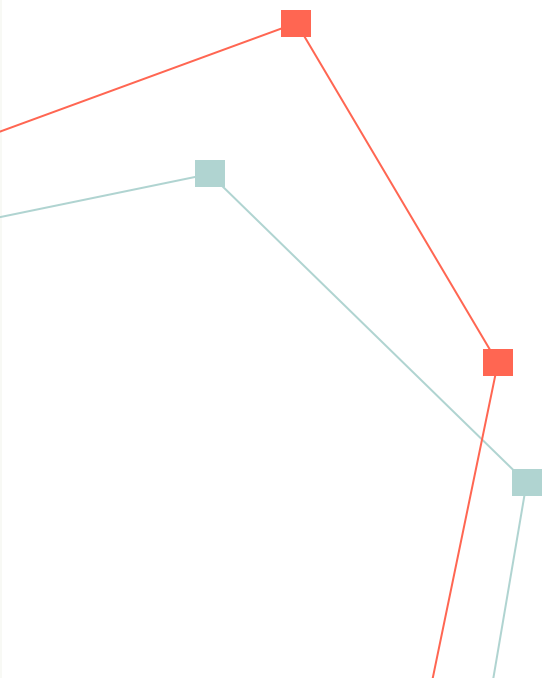
Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let viewers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask viewers to self-identify the degree to which the changes they experience result from the company in question. We ask viewers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where viewers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of viewers who have experienced challenges using a product or service), and resolution rates (the percent of viewers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking viewers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of viewers rating 9 or 10 out of 10 ('Promoters') minus the % of viewers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off viewers. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

Summary Of Data Collected



397 phone interviews completed in December 2020 and January 2021.

@Katie: Not sure about this but now that we have the entire sample, should the confidence interval increase? If so, to what? I referred to the TZ deck and there it was 85%

Methodology

Survey mode	Phone
Country	Kenya, Nigeria
Language	Kiswahili, Hausa
Dates	November 2020- January 2021
Sampling	Random sample of Ubongo viewers
Response rate	52% - Kenya 70% - Nigeria

Responses Collected

Total Viewers	397
Kenya Viewers	201
Nigeria Viewers	196

Accuracy

Confidence Level	c. 80%*
Margin of error	c. 5%

*confidence level will increase with the full sample size

Thank You For Working With Us!

Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their viewers, suppliers, and beneficiaries. Its proprietary approach, Lean DataSM, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 280+ trained Lean DataSM researchers in 35+ countries who speak directly to viewers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

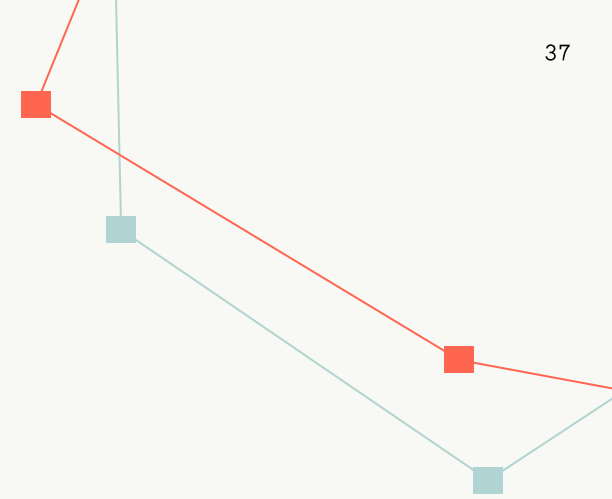
60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here!](#)

Acknowledgements

Thank you to Ubongo team for their support throughout the project.



Their love learning with cartoons and songs.

Their interest in learning has increased.

They learn good moral values.

My child can now

> count

> read

> write

> pronounce

better.

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