

# Engagement

- **of urban and 1/2 of rural kids** in Tanzania can name main characters from Ubongo's shows (Sagaci 2018, IPSOS 2019)
- 93% of surveyed caregivers in Nigeria believe that Ubongo programs in Hausa language are very good
- In 5 top markets, **10.5% viewers have joined Ubongo Kids Utu Clubs** according to parent surveys.