Learning Outcomes

- 1 month of daily viewing Akili and Me leads to highly significant gains in numeracy, language & fine motor skills (Borzekowski 2016)

- Knowing 4 Akili and Me main characters (indicating high engagement with content) accounts for 13% gains in cognitive skills (local language), 4% in English skills, 7% in SEL, 16% in health (Borzekowski 2020)

- Long-term exposure to Ubongo Kids correlates to significantly higher math scores (Watson 2020).

- Adolescent girls who watch Ubongo Kids improve in their understanding of financial concepts and financial literacy (Coffey 2019)

- Across Kenya, Tanzania, Nigeria, Uganda, and Malawi, 90.4% of caregivers report a strong positive effect on their children's academic outcomes from watching Ubongo's edutainment