

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**