



AUDIENCE OVERVIEW

Q4 2021 REPORT

UNIQUE USER GROWTH:

Compared to previous quarter

TOTAL DOWNLOADS:

Songs downloaded as mp3 from mdundo.com

UNIQUE USERS:





Users who have initiated at least one session

ENGAGEMENT RATE:




The % of users with more than 1 pageview








EAST AFRICA

	UNIQUE USERS	TOTAL AD PLAYS	ENGAGEMENT RATE	TOP ARTISTS
 Tanzania	3.7M	13M	69%	Nandy
 Kenya	4.0M	14M	77%	Kativui Mweene
 Uganda	1.8M	4.3M	76%	Azawi
 Rwanda	294K	680K	79%	Jay Polly




WESTERN AFRICA

	UNIQUE USERS	TOTAL AD PLAYS	ENGAGEMENT RATE	TOP ARTISTS
 Nigeria	4.4M	5.2M	69%	Joeboy
 Ghana	1.6M	3.7M	69%	Kuami Eugene
 Cameroon	406K	726k	72%	Petit Pays

SOUTHERN AFRICA

	UNIQUE USERS	TOTAL AD PLAYS	ENGAGEMENT RATE	TOP ARTISTS
 S. Africa	1.2M	2.2M	69%	Lucky Dube
 Zambia	787K	2.5M	72%	Yo Maps
 Mozambique	325K	897K	76%	Mr Bow
 Angola	294K	680K	79%	C4 Pedro
 Zimbabwe	149K	500K	64%	Oliver Mtukudzi

OUTSIDE AFRICA

	UNIQUE USERS	TOTAL AD PLAYS	ENGAGEMENT RATE	TOP ARTISTS
 Europe	636K	2M	75%	N/A
 Asia	1.6M	3.7M	69%	N/A
 Americas	300K	500K	41%	N/A

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Source: Google Analytics & Mdundo Brandlift Study



AGE

LSM

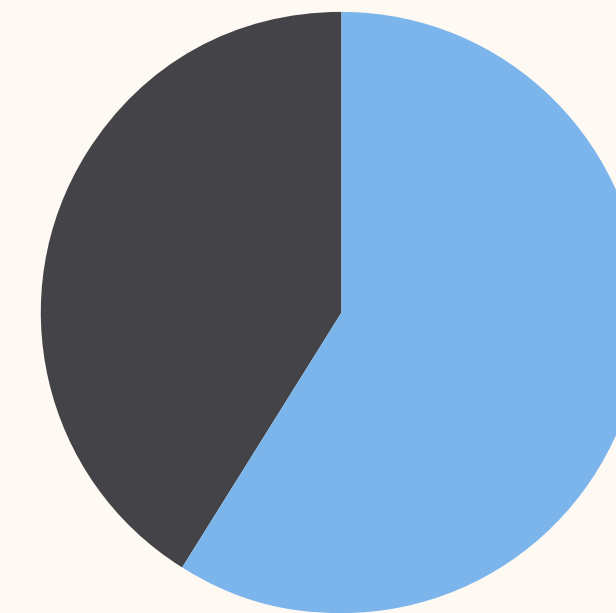
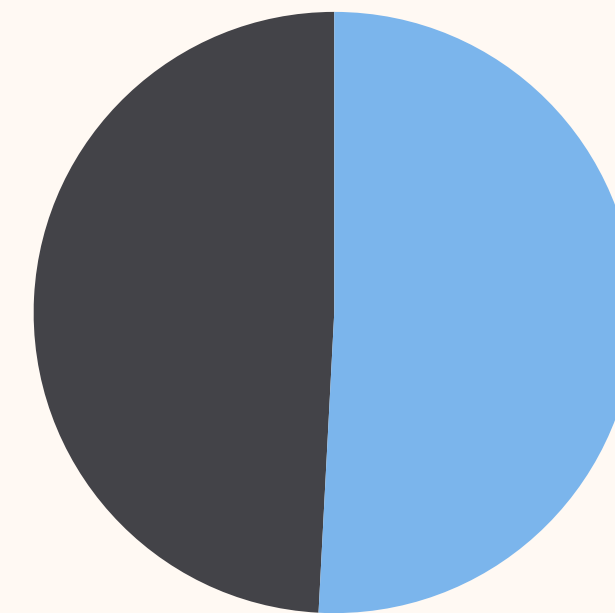
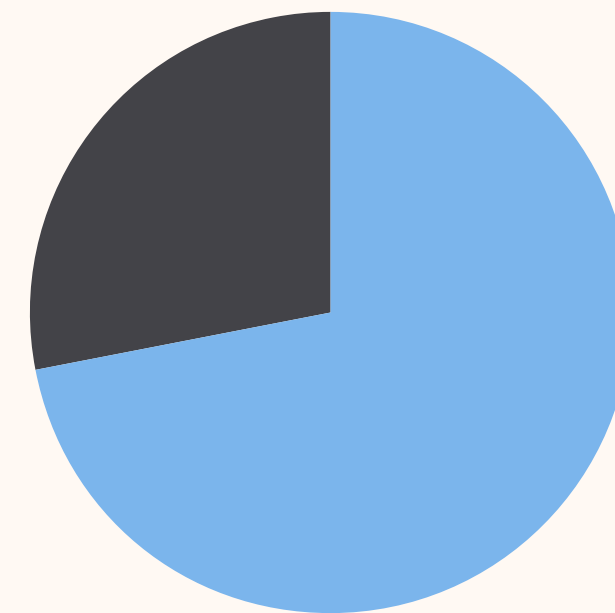
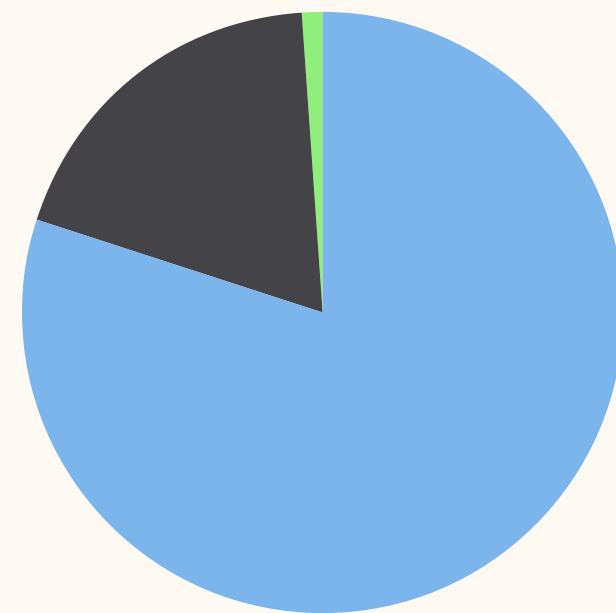
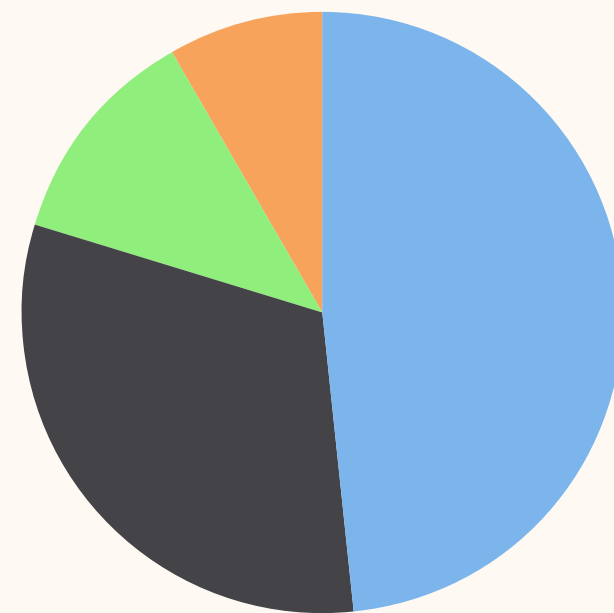
GENDER

LOCATION

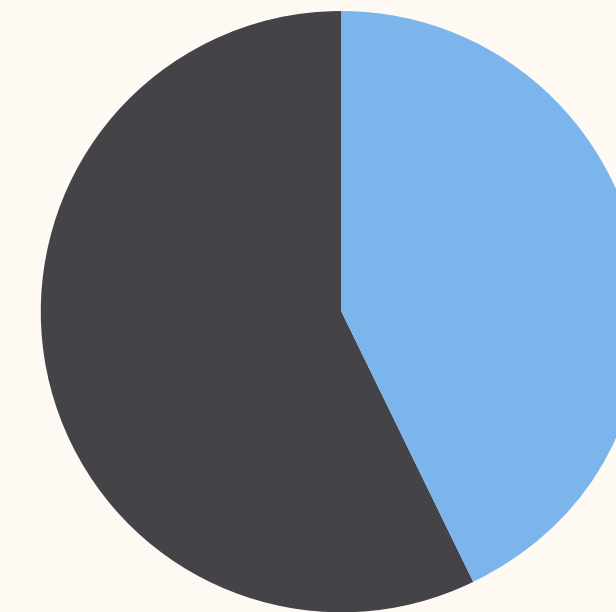
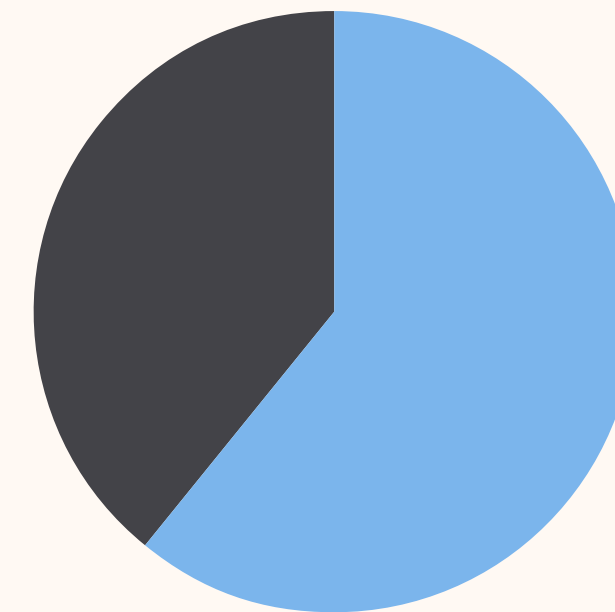
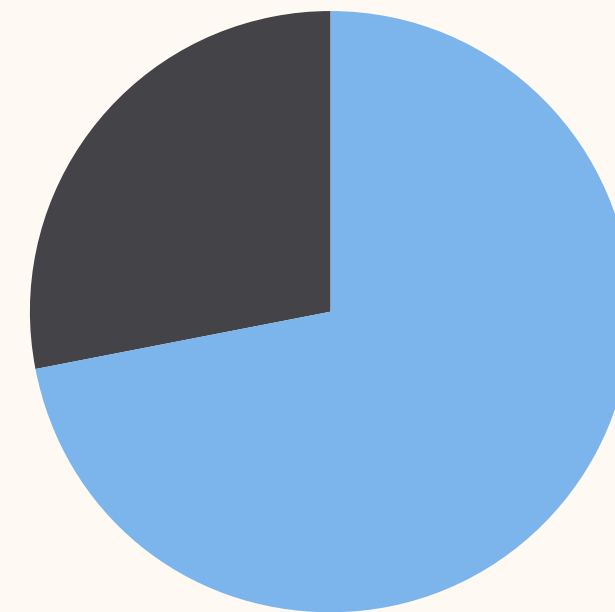
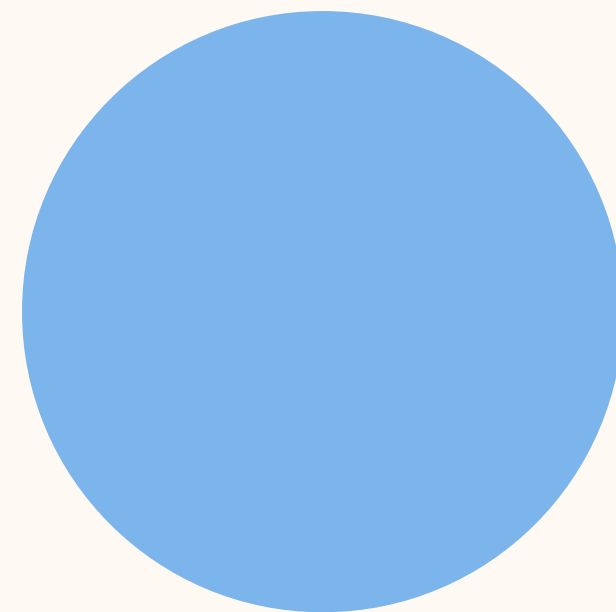
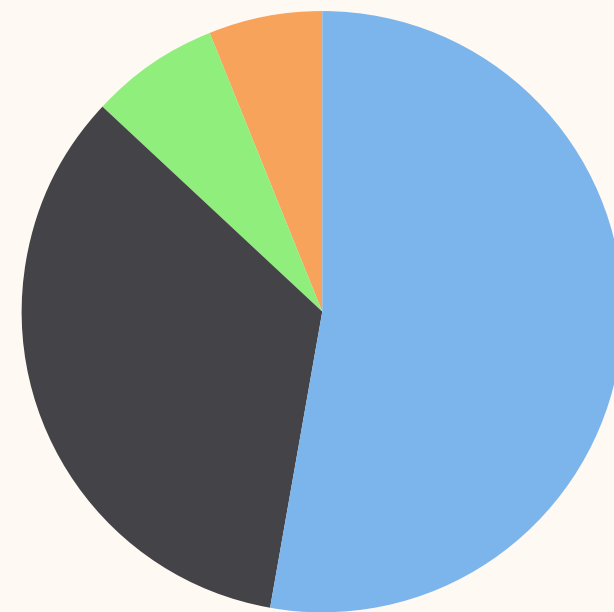
KIDS



Kenya



Tanzania



- 18-24
- 25-34
- 35-44
- over 45

- 1-5 (Mass Market)
- 6-8 (Upper Middle)
- 9-10 (Wealthy)

- Male
- Female

- Urban
- Rural

- Yes
- No

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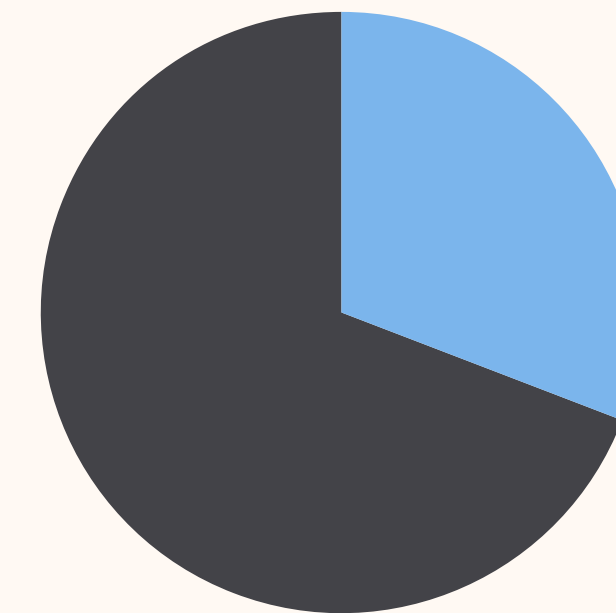
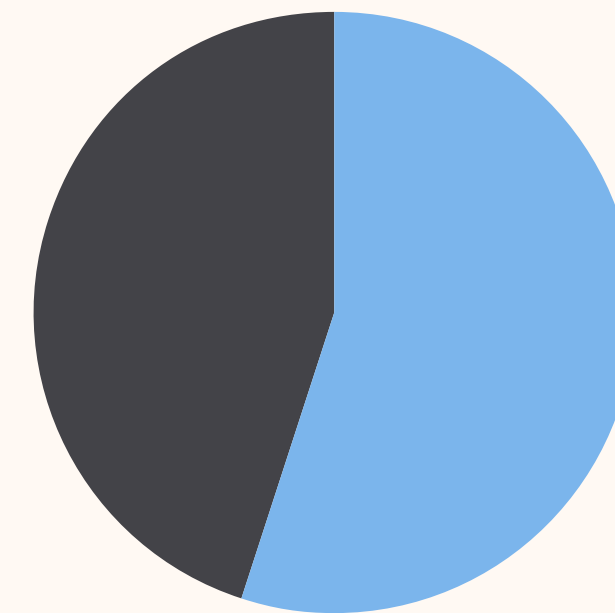
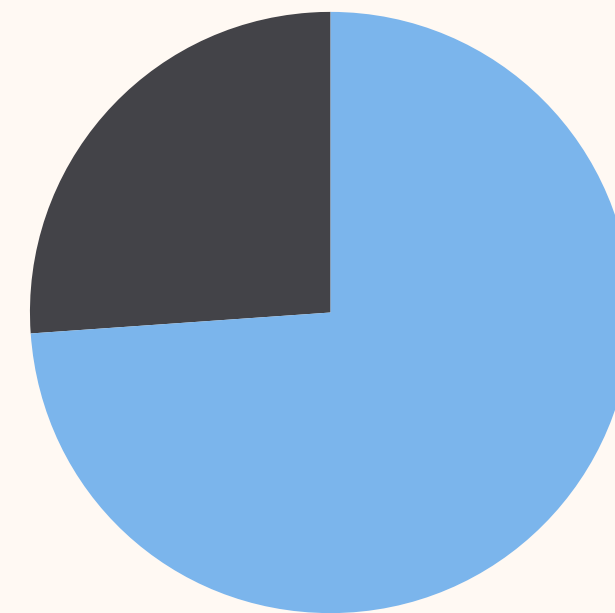
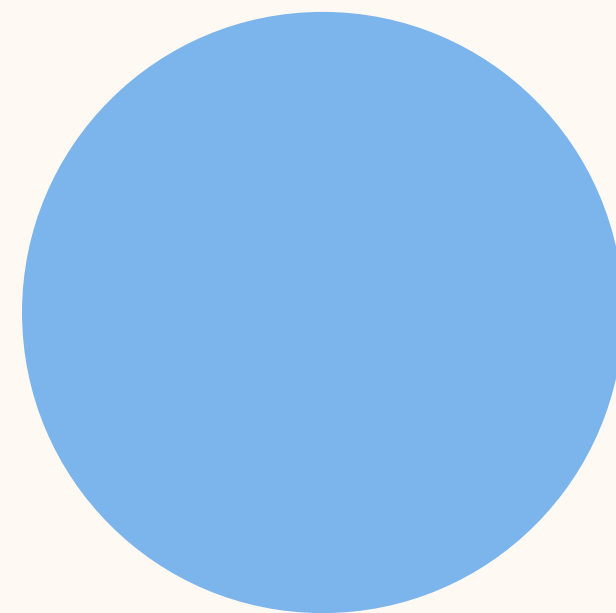
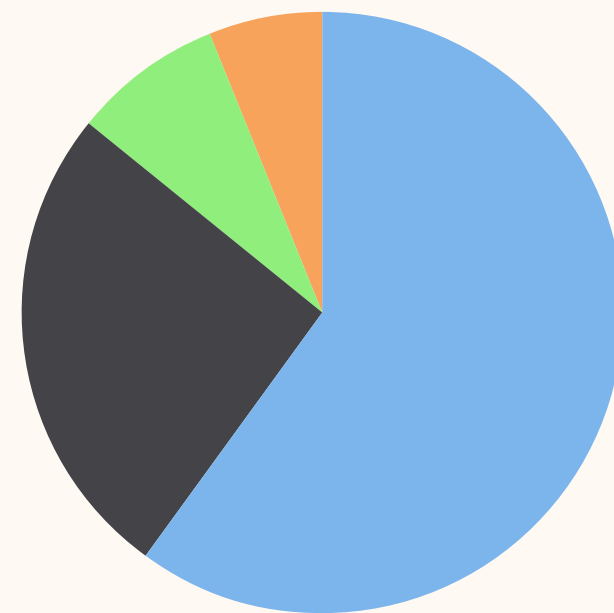
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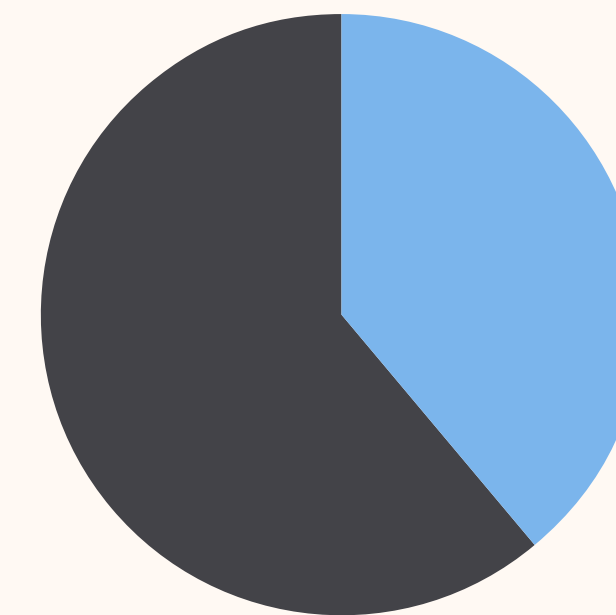
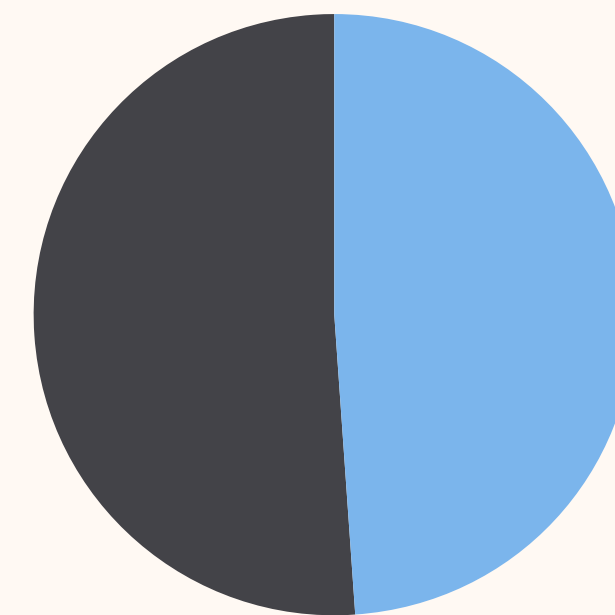
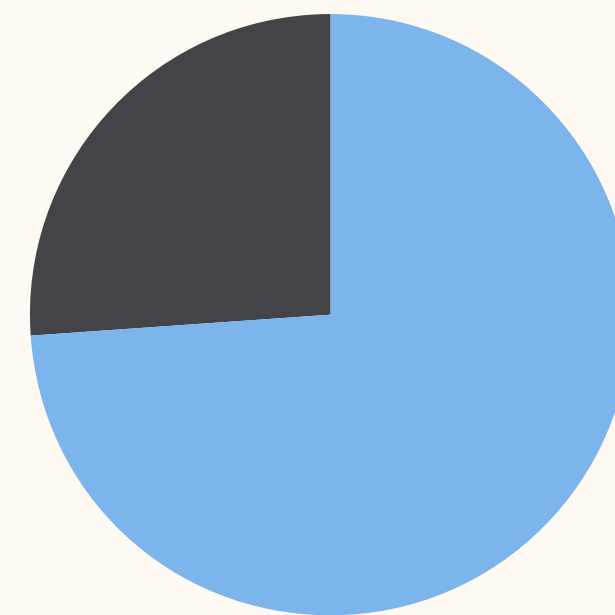
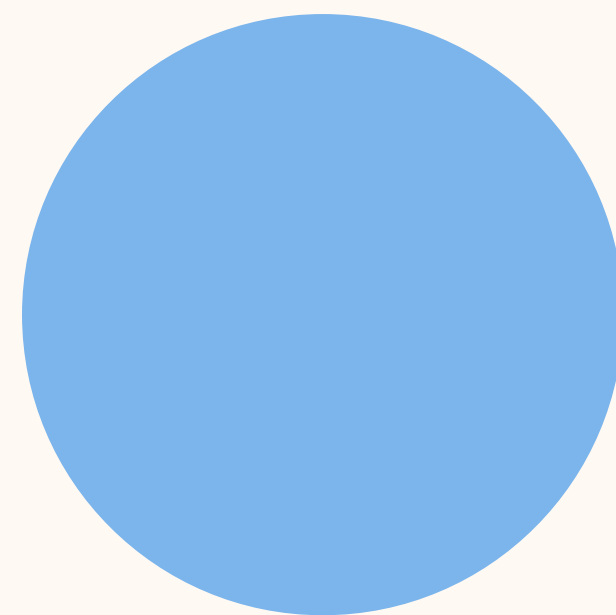
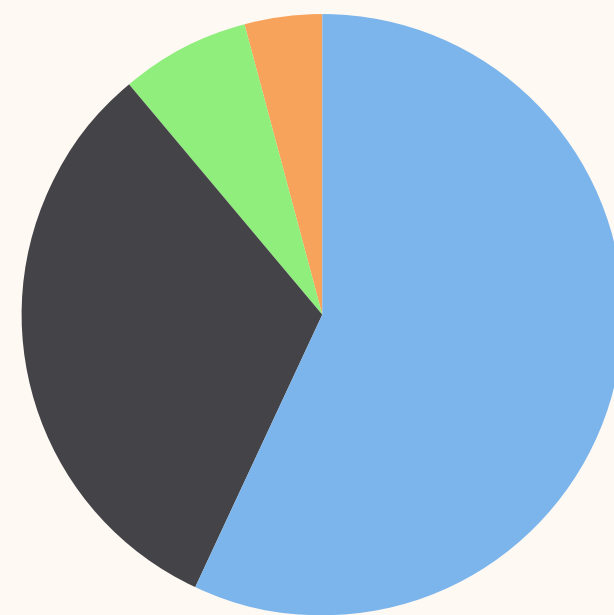
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Ghana



Uganda



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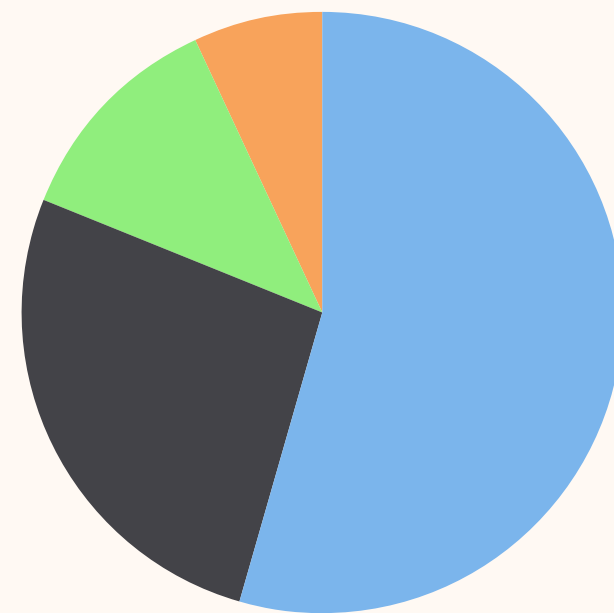
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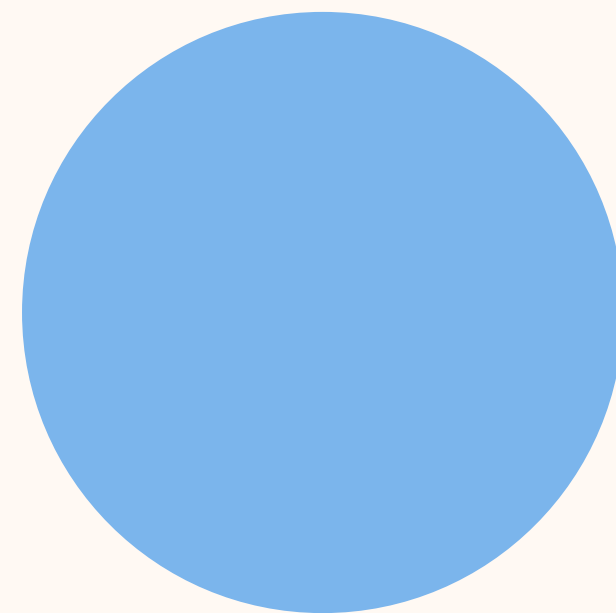
 **Nigeria**

AGE



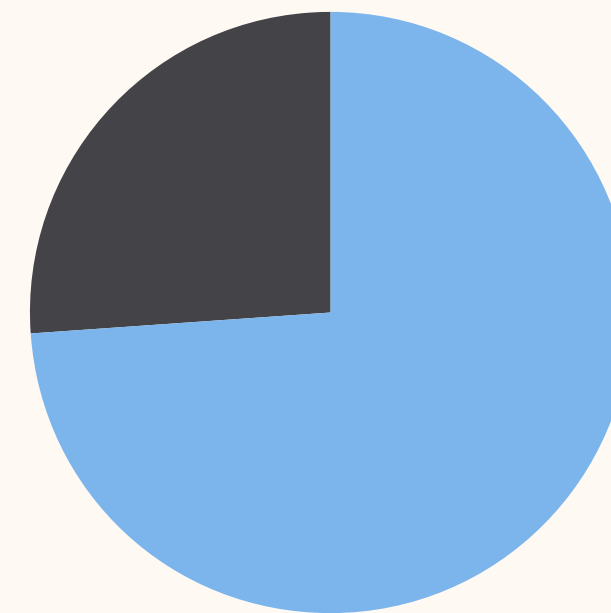
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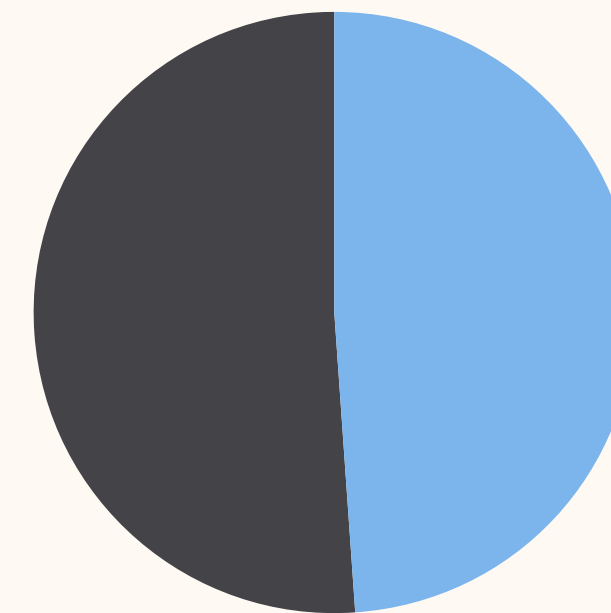
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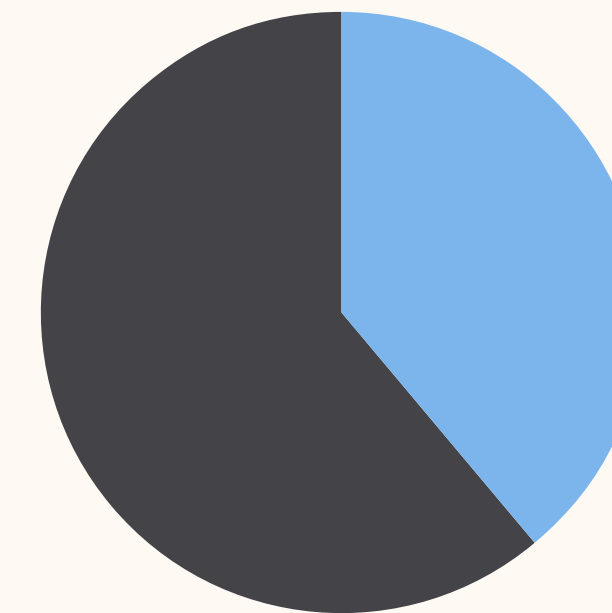
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Contact us for more information: brands@mdundo.com - www.mdundoforbrands.com

Data for Q4 2021 | Source: Google Analytics & Mdundo Brandlift Study