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Audience Overview Q3 2021

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		UNIQUE USERS:	TOTAL AD-PLAYS:	ENGAGEMENT RATE:	TOP ARTIST:
Eastern Africa	 Tanzania	4.1m	13m	69%	Nandy
	 Kenya	2.6m	12m	77%	Kativui Mweene
	 Uganda	1.1m	3.1m	76%	Azawi
	 Rwanda	196k	600k	79%	Jay Polly
Western Africa	 Nigeria	3.1m	3.8m	69%	Joeboy
	 Ghana	1.3m	4m	69%	Kuami Eugene
	 Cameroon	117k	300k	72%	Petit Pays
Southern Africa	 South Africa	1.3m	2.2m	69%	Lucky Dube
	 Zambia	683k	2.5m	72%	Yo Maps
	 Mozambique	231k	1m	76%	Mr Bow
	 Angola	71k	300k	72%	C4 Pedro
	 Zimbabwe	348k	500k	64%	Oliver Mtukudzi
Outside Africa	 Europe:	589k	2m	75%	N/A
	 Asia:	260k	500k	55%	N/A
	 Americas:	353k	500k	41%	N/A

Unique User Growth: Compared to the previous quarter.
Unique Users: Users who have initiated at least 1 session.
Total Downloads: Songs downloaded as mp3 from Mdundo.com.
Engagement Rate: The % of users with more than 1 pageview.

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

Data for Q3 2021 | Source: Google Analytics & Mdundo Brandlift Study

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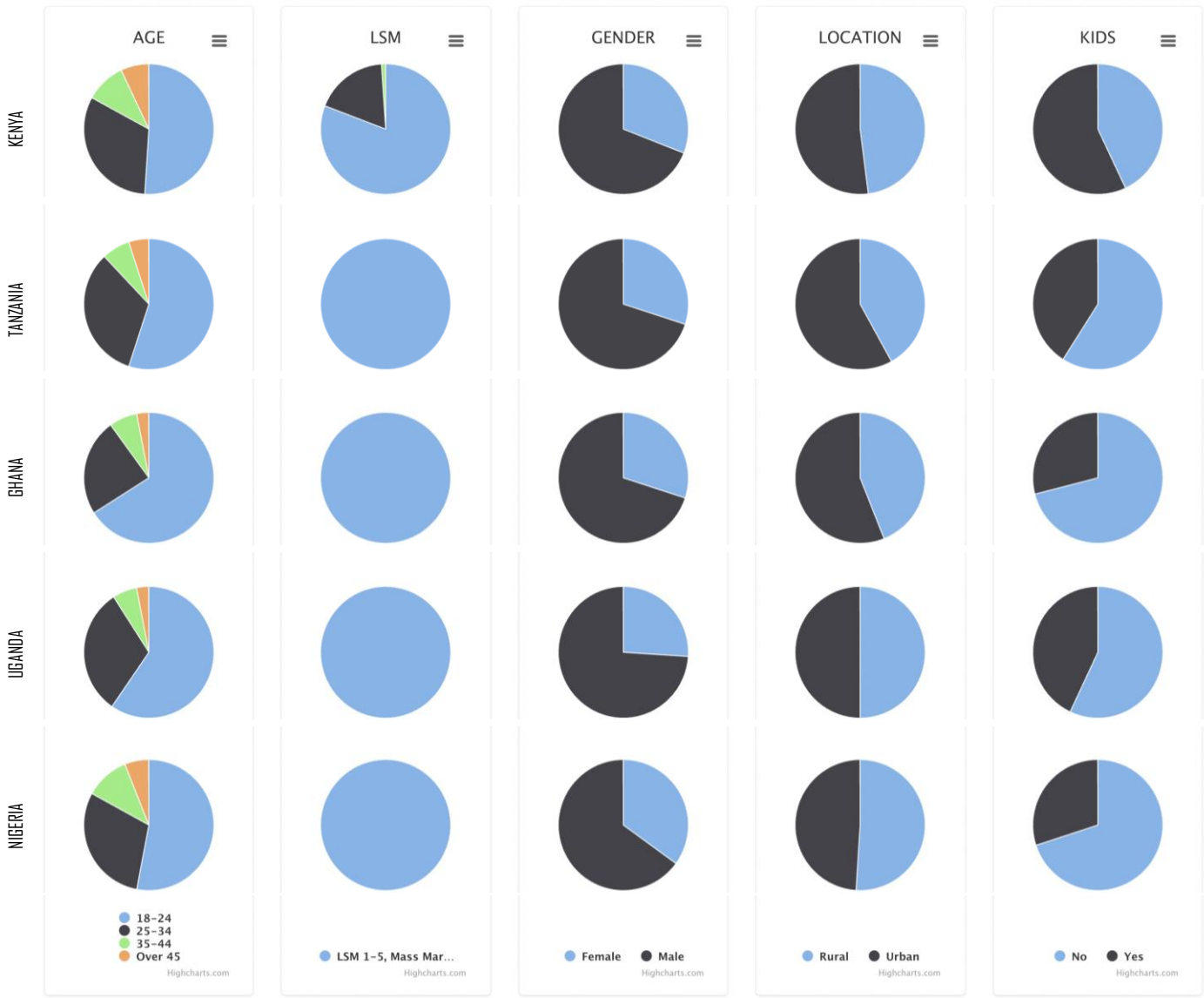
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