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PLAYLISTS

Audience Overview Q2 2021

CHARTS
MUSIC NEWS

PODCASTS
COMEDY

		UNIQUE USERS:	TOTAL DOWNLOADS:	ENGAGEMENT RATE:	TOP ARTIST:
Eastern Africa	 Tanzania	3m	14m	69%	Diamond Platnumz
	 Kenya	2.3m	15m	77%	Willy Paul
	 Uganda	1.1m	4m	76%	Fik Fameica
	 Rwanda	114k	600k	79%	Bruce Melodie
Western Africa	 Nigeria	4.0m	7m	69%	Simi
	 Ghana	1.3m	6m	69%	Stonebwoy
	 Cameroon	91k	300k	72%	Tzy Panchak
Southern Africa	 South Africa	579k	3m	69%	Lucky Dube
	 Zambia	709k	3m	72%	Yo Maps
	 Mozambique	292k	1m	76%	Mr Bow
	 Angola	96k	300k	72%	Matias Damasio
	 Zimbabwe	100k	500k	64%	Oliver Mtukudzi
Outside Africa	 Europe:	623k	2m	75%	N/A
	 Asia:	338k	500k	55%	N/A
	 Americas:	348k	500k	41%	N/A

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 Q2 2021 | Source: Google Analytics & Mdundo Brandlift Study

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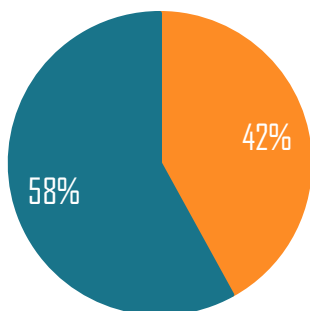
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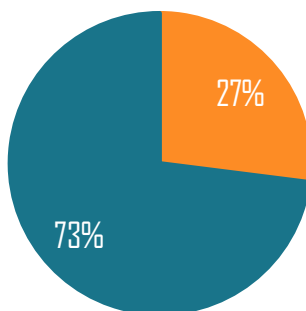
PODCASTS
COMEDY

Age



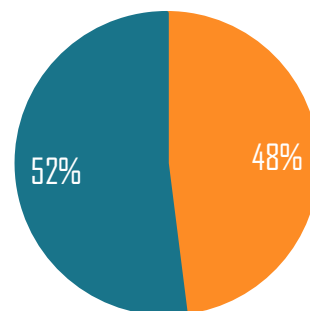
Below 24 Above 24

Gender



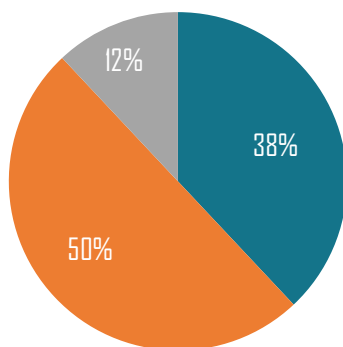
Female Male

Location



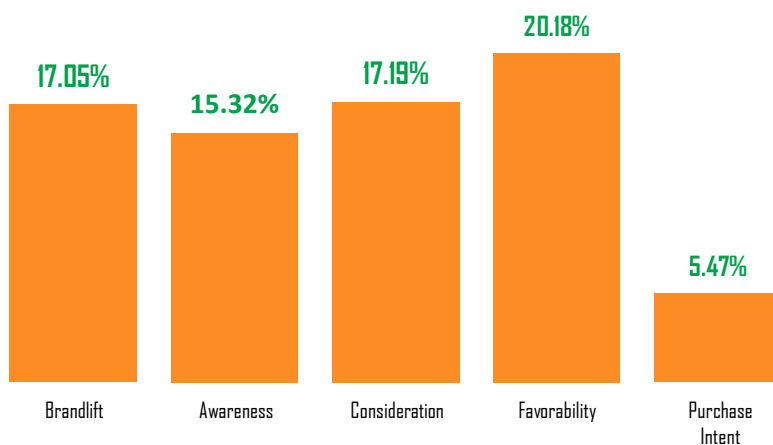
Urban Rural

Audience LSM



LSM 3-5 LSM 6-8 LSM 9-12

Campaign Impact on Audience Influence



Coca-Cola



Standard Chartered



JUMIA

VISA

Ogilvy
iProspect
Driving Business Performance

dentsu
AEGIS
network

airtel

Safaricom
Twaweza

DIAGEO

SCANAD

groupm

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