



mdundo

DOWNLOADS  
STREAMS

DJ MIXES  
PLAYLISTS

Audience Overview  
Q1 2021

CHARTS  
MUSIC NEWS

PODCASTS  
COMEDY

COUNTRY:


UNIQUE USERS:

TOTAL DOWNLOADS:


ENGAGEMENT RATE:

TOP ARTIST:






Eastern Africa

	Tanzania	3.2m	16m	79%	Diamond Platnumz
	Kenya	1.8m	13m	76%	Willy Paul
	Uganda	1.2m	5m	74%	Fik Fameica
	Rwanda	135k	800k	79%	Bruce Melodie




Western Africa

	Nigeria	2.1m	6m	72%	Simi
	Ghana	1.3m	7m	74%	Stonebwoy
	Cameroon	145k	500k	76%	Tzy Panchak

Southern Africa

	South Africa	665k	3m	66%	Lucky Dube
	Zambia	796k	4m	73%	Yo Maps
	Mozambique	355k	1.5m	74%	Mr Bow
	Angola	178k	500k	73%	Matias Damasio
	Zimbabwe	165k	800k	69%	Oliver Mtukudzi

Outside Africa

	Europe:	620k	2m	72%	N/A
	Asia:	548k	1m	66%	N/A
	Americas:	550k	400k	77%	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](mailto:brands@mdundo.com) - [www.mdundoforbrands.com](http://www.mdundoforbrands.com)

Data for Q4 2020 | Source: Google Analytics & Mdundo Brandlift Study

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DOWNLOADS  
STREAMS

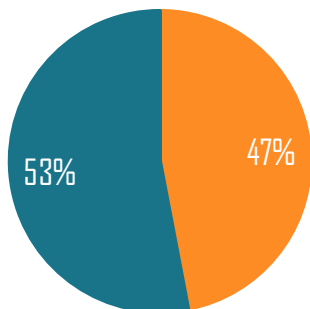
DJ MIXES  
PLAYLISTS

## Audience Overview Q1 2021

CHARTS  
MUSIC NEWS

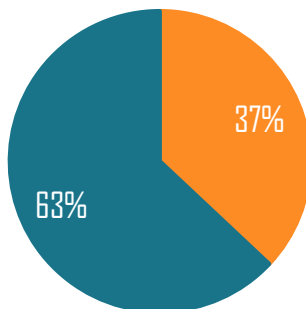
PODCASTS  
COMEDY

Age



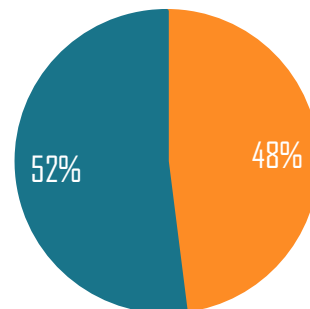
Below 24 Above 24

Gender



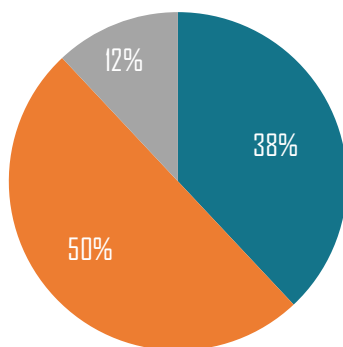
Female Male

Location



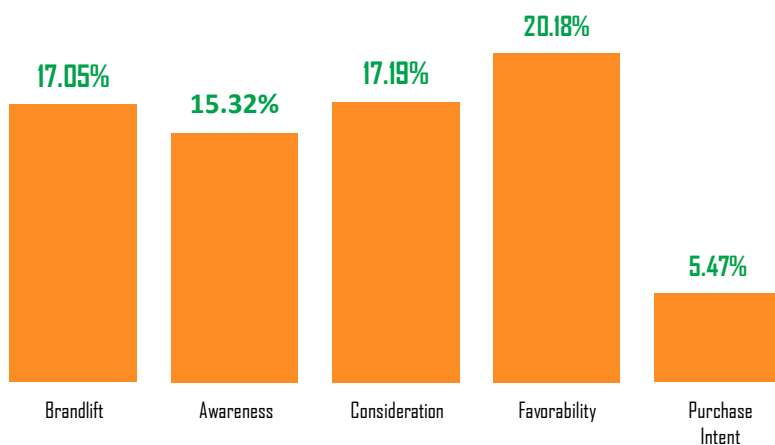
Urban Rural

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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