

# MDUNDO IN NUMBERS



**Q2 2022 REPORT** 

**QUARTERLY USERS:** 

Users who have initiated at least one session

**TOTAL AD PLAYS:** 

Songs downloaded as mp3 from mdundo.com



Q2 2022 REPORT

Source: Google Analytics & Mdundo Brandlift Study

### EAST AFRICA

	QUARTERLY USERS	TOTAL AD PLAYS
Tanzania	5,110,912	11,783,350
Kenya	5,352,462	29,915,208
Uganda	2,967,602	7,190,400
Rwanda	382,418	663,590





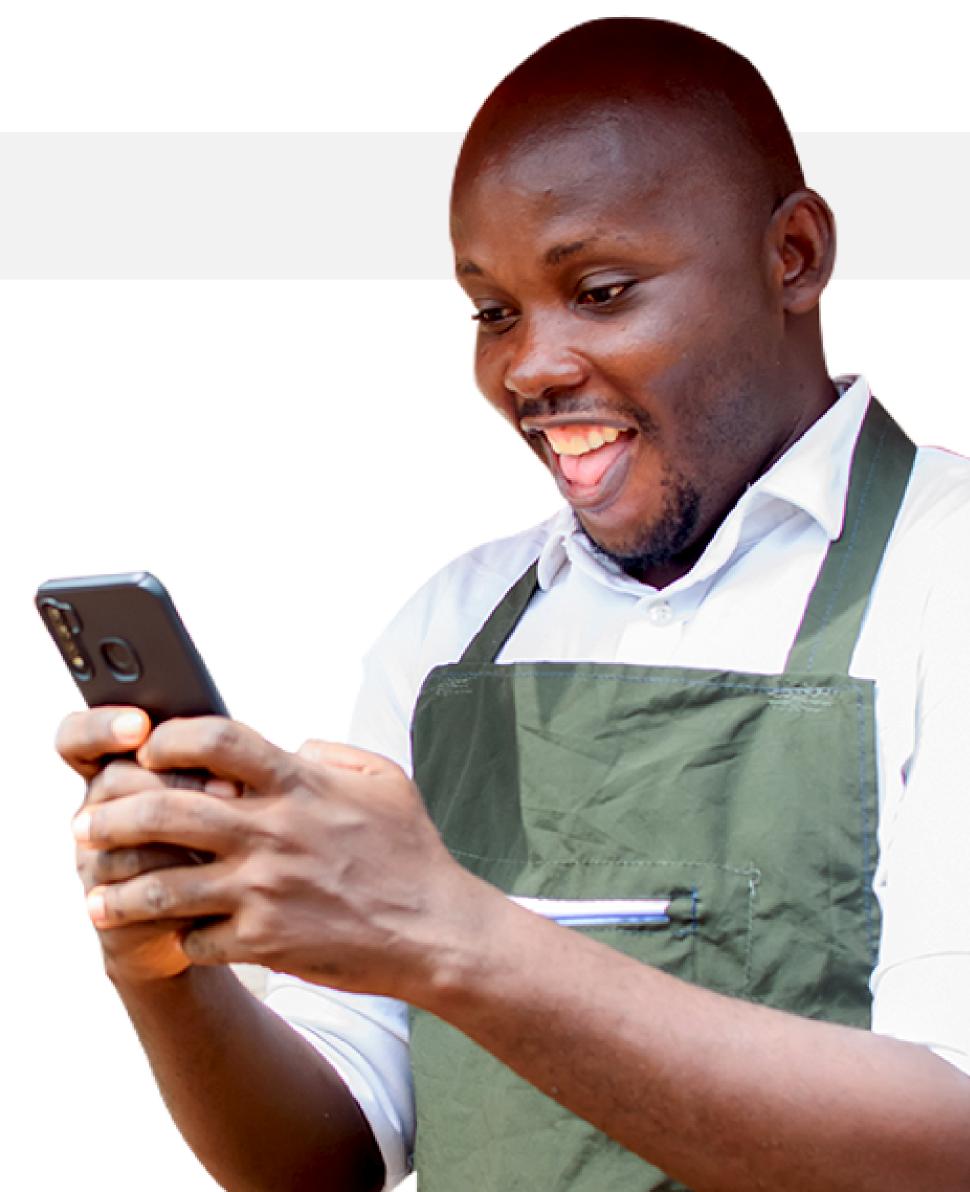
Q2 2022 REPORT

Source: Google Analytics & Mdundo Brandlift Study



## WEST AFRICA

	QUARTERLY USERS	TOTAL AD PLAYS
Nigeria	10,793,067	12,937,469
* Ghana	1,357,884	5,840,919
Cameroon	650,091	941,159





Q2 2022 REPORT

Source: Google Analytics & Mdundo Brandlift Study



## SOUTHERN AFRICA

	QUARTERLY USERS	TOTAL AD PLAYS
S. Africa	4,112,695	3,981,847
Zambia	1,109,950	3,928,878
Mozambique	394,347	1,271,073
Angola	318,361	526,150





#### MONTHLY ACTIVE USERS

**Kenya** 

1,829,945



Tanzania 1,679,380



Nigeria 3,570,292



S. Africa

1,369,919

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**★** Ghana 447,988



Uganda Uganda

988,894





## Nigeria Insights

Quarterly Users: 10,793,067 Ad Plays: 12,937,469

Between the age of 18-24

10006 Mass Market audience

Male audience

56666 Rural area dwellers 666060 Not Parents







# Tanzania Insights

Quarterly Users: 5,110,912 Ad Plays: 11,783,350

Between the age of 18-24

Mass Market audience

Male audience

Rural area dwellers

**Not Parents** 





Quarterly Users: 5,352,462 Ad Plays: 29,915,208

Between the age of 18-24

Mass Market audience

6996 Male audience

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36 6 96 Not Parents



# Ghana Insights

Quarterly Users: 1,357,884 Ad Plays: 5,840,919

Between the age of 18-24

10006 Mass Market audience

Source: Google Analytics & Mdundo Brandlift Study

Male audience

54406 Rural area dwellers 

# Uganda Insights

Quarterly Users: 2,967,602 Ad Plays: 7,190,400

Between the age of 18-24

Mass Market audience

Source: Google Analytics & Mdundo Brandlift Study

Male audience

Rural area dwellers

**Not Parents** 













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Contact us for more information: brands@mdundo.com - www.mdundoforbrands.com **Data for Q2 2022 | Source:** Google Analytics & Mdundo Brandlift Study