



WAABEH IS AFRICA'S AUDIO MARKET.
WE ARE SOLVING THE PROBLEM OF DISCOVERY, DISTRIBUTION AND
MONETIZATION OF AUDIO CONTENT FROM AFRICA.



1ST BIRTHDAY



REPORT CARD

TOTAL NUMBERS



249,539
UNIQUE VISITS

TOTAL SITE VISITS
[WEB/MOBILE WEB]



1,330,788
MINS

TOTAL TIME SPENT
ON THE SITE



328,779
PLAYS

LISTENING TOTAL
STREAMS



10,241
MP3S

DOWNLOADS
FREE + PREMIUM



WAABEH'S TOP 3

MOST DOWNLOADED FREE

HIGHEST SELLING PREMIUM

WANGECHI

KUSMA

RABBIT

SARABI

JAB

KARUN



1

2

3

3

2

1



WANGECHI

KARUN

ATEMI

MAVUNO

HOMEBOYZ

SPYCE

STREAMING
FREE & PAID

PODCASTS
ONLINE RADIO

MOST POPULAR PURCHASE MEDIUMS



53%

MPESA

31%

VISA

12%

OTHER



MOST USED DEVICES



DESKTOP

70%

70%

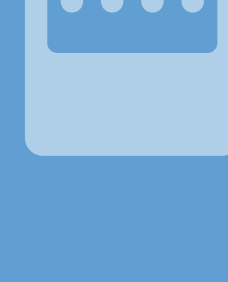
30%

30%



MOBILE

BEST TIME TO RELEASE MUSIC!



JULY - OCTOBER

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



BEST DAY TO RELEASE

WEDNESDAY

MON TUE WED THU FRI SAT SUN