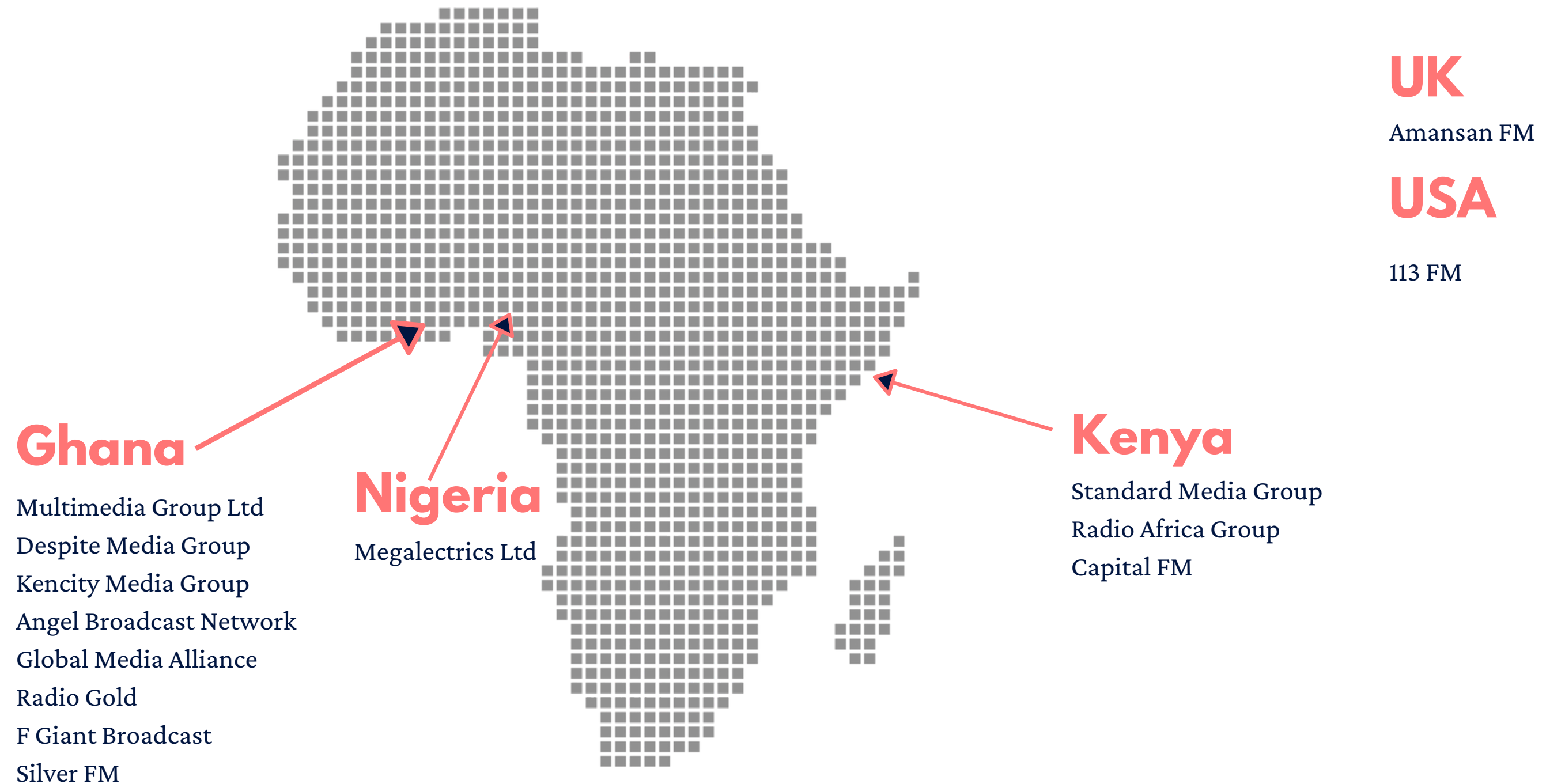


Media Deck

We grow digital revenue in Africa.

Atunwa Digital is a media representation firm that helps African media companies and content creators monetize their digital content. Our network consists of 173 stations that reach diaspora audiences living in 183 countries.

Our clients.



**Here's a
glimpse of
what access
to our
inventory
looks like.**

Our digital inventory has an engaged audience across audio, display and video.

	Monthly audio impressions	Average listening time
ITALY	20 M	2 hrs
U.S.A.	53 M	4 hrs
GERMANY	24 M	4 hrs
U.K.	50 M	6 hrs
GHANA	25 M	1.5 hrs

**Data provided by Google Ad Manager, StreamGuys and AdsWizz*

**Here are the top 5
Countries for
Display, Video and
Audio impressions
per month (via
Google DV360 or
Insertion Orders)**

GHANA

6 Million

UNITED KINGDOM

4 Million

KENYA

3 Million

UNITED STATES

3 Million

GERMANY

3 Million

Total Network Ad Impressions: 25+ Million Impressions/mo

Advertising Formats.

Display Ads

Available Ad Unit Sizes:

970x250px
300x250px
300x600px
728x90px
970x90px
320x100px
336x280px
300x50px

Video Ads

Video Formats:

MP4
WAV

Available Lengths:

15 sec
30 sec
45 sec
60 sec

Audio Ads

Audio Format:

MP3

Pre-Roll Ads: Available Lengths:

15 sec
30 sec
up to 45 sec

Mid-Roll Ads: Available Lengths:

15 sec
30 sec
45 sec
up to 60 sec

3 million users globally.

Income

In 2018, black immigrants earned \$133 billion**

Education

40% of sub-Saharan Africans (ages 25 and over) held a bachelor's degree or higher*

Spend

The spending power of black immigrants is \$98 billion**

**Echeverria-Estrada, C. & Batalova, J. Migration Policy Institute (2019, November 6) Sub-Saharan African Immigrants in the United States in 2018.

Retrieved from: <https://www.migrationpolicy.org/article/sub-saharan-african-immigrants-united-states-2018>

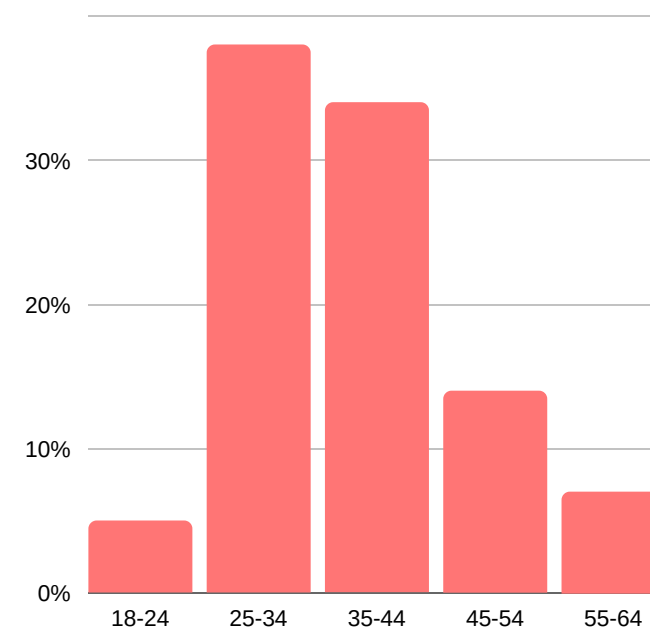
** New American Economy (2020, March 19) Power of the Purse: The Contributions of Black Immigrants in the United States. | Retrieved from:

<https://research.newamericaneconomy.org/report/black-immigrants-2020/>

Demographics.

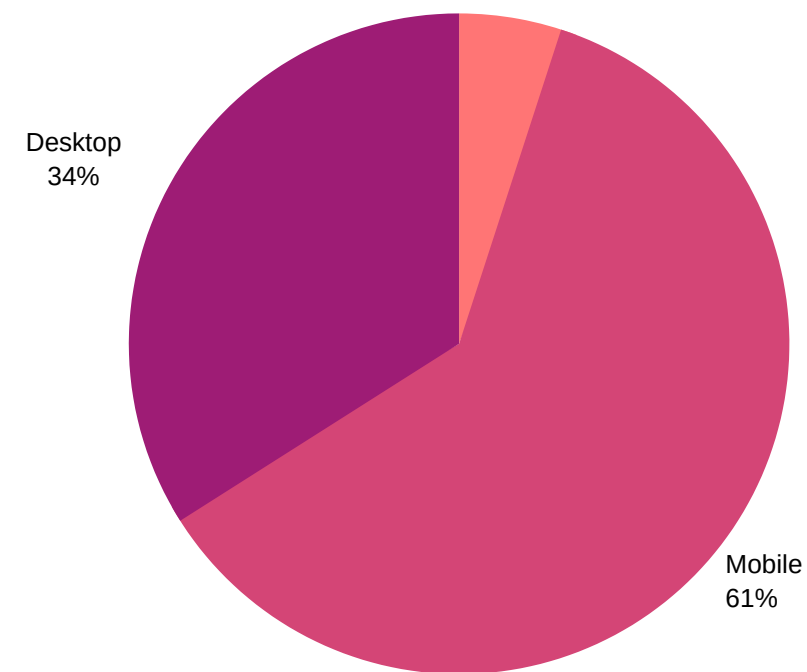
AGE

40%

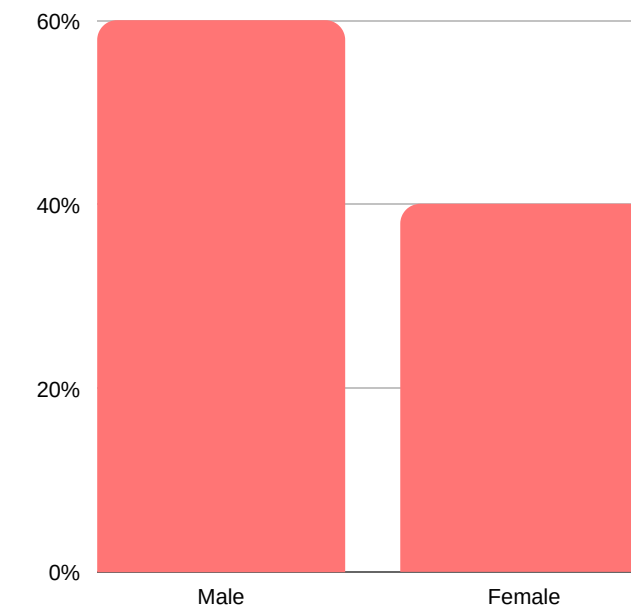


DEVICE

Tablet
5%



GENDER



Campaigns delivered.

Walgreens

★ macy's

Sprint

VIACOM

virgin atlantic



LOWE'S

SUBWAY

IKEA

airbnb

JCPenney

State Farm

PROGRESSIVE



Lufthansa

Direct campaigns delivered in Africa.



Thank You.

For more information:

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