

Performance Highlights

Digital
Audience

63.6 M



ePaper
Subscribers

^ 10%



Group
Turnover

✓ 3.1 %



NiE Student
Reach

275,873

Digital Revenue
Growth

^ 5%



Broadcasting
Revenues Growth

^ 5%



Supply Chain/
SMEs

76%



Nation App
Subscribers

23,404



Paywall
Subscribers

^ 13%



Muhtasari wa Matokeo

Hadhira ya
Kidijitali

63.6 M



Ukuaji wa
Waliojiandikisha
kwenye ePaper

^10%



Wanafunzi
Waliofikiwa Kupitia
Mfumo wa NiE

275,873



Mapato

✓3.1 %

Ukuaji wa Mapato
ya Kidijitali

^5%



Mapato ya Kitengo
cha Utangazaji

^5%



Watumiaji wanaolipia
Maudhui
ya Mtandaoni

^13%

Ugavi/Ushirikiano
na Biashara
Ndogondogo na za
Kati (SMEs)

76%



Nation App

Idadi ya
Wasajili wa
Nation App

23,404

