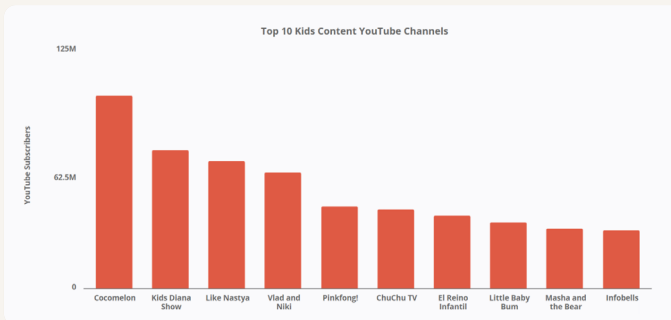


The global creator economy is expanding rapidly, with digital platforms like YouTube paying billions to creators and reshaping how media is produced and distributed. Growth, however, remains concentrated in major global languages. Beles Bubu, a Kampala-based creative company, is addressing this gap by producing educational content for children in African languages. The platform has reached over 90 million views and is expanding into literacy

resources and media production training. Through collaboration with Amahoro Coalition and its partners, the company has strengthened its operations and talent pipeline. Beles Bubu demonstrates how private sector partnerships can help scale Africa's language-based digital media economy while expanding access to digital employment opportunities.

HOW BELES BUBU IS SCALING CHILDREN'S CONTENT IN AFRICAN LANGUAGES



WEEKLY GROWTH ENGINE FOR KIDS CONTENT



+53.9 million views in a week



62% of children watch YouTube

In 2021, a children's YouTube channel was acquired in a deal reported at [\\$3 billion](#). The channel, [Cocomelon](#), is part of Moonbug Entertainment, a company that produces children's content for digital platforms.

Cocomelon follows a toddler named JJ through everyday routines. Actions like brushing teeth, going to school, and eating with family are set to music, making them fun to retain and repeat. Today, it's the third most watched channel globally, with more than [200 million](#) subscribers and billions of monthly views. It sits within a children's entertainment industry estimated at over [\\$74 billion](#). And since its rise, thousands of similar channels have emerged across markets.

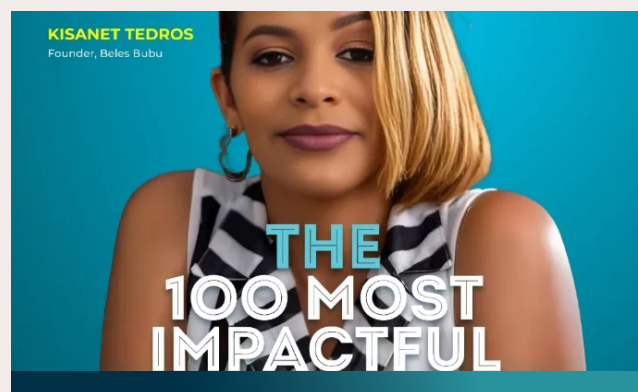
Most of this growth has taken place in a handful of global languages, primarily English. Africa, despite being the youngest continent in the world, with rising digital penetration and over 3,000 languages spoken, remains underrepresented from this ecosystem.

In Uganda, one company is working to close that gap. [Kisanet Tedros](#) is building [Beles Bubu](#) to produce children's content in African languages and to anchor that content in everyday

BRINGING AFRICAN LANGUAGES INTO CHILDREN'S MEDIA

Founded in 2019 in Kampala by Eritrean-born entrepreneur Kisanet Tedros, Beles Bubu produces children's educational and entertainment content in African languages: songs, films, and short animated videos. Some of its work includes animated versions of widely recognised nursery rhymes, such as "Johny Johny Yes Papa," adapted into Eritrean languages.

Her work has since earned international recognition, including being named among the [BBC 100 Most Influential Women](#) in 2022 and the ABCD Africa 100 Most Impactful Voices in 2025.



Tedros grew up across borders after her family was displaced, first Ethiopia, then Eritrea, and eventually Uganda. Moving between countries gave her an early understanding of how quickly language and identity can fade when children grow up far from their cultural roots.

As she explains,

“We have too many Western products, Western cultures, Western videos,” she says. “But when you teach them where they came from, they can be proud of it.”

Its audience today is made up of families across East Africa and diaspora communities across Europe and North America. To meet the growing demand, the company plans to expand production into more than 15 African languages. But Beles Bubu is not stopping at short-form digital content.

The company is now developing feature-length film and television projects. Several scripts are already complete, with plans to bring them to cinemas, television broadcasters, and streaming platforms such as Netflix. The stories focus on themes central to the platform's work: displacement, identity, cultural preservation, and youth empowerment.

LANGUAGE AS ECONOMIC INFRASTRUCTURE

To date, Beles Bubu has produced more than 1,200 videos, generating over 102 million views. But its work extends beyond the screen.

Beles Bubu has also built a physical community around its content. Two large-scale festivals have brought families together at scale, reaching 5,000 families in the first edition and 8,000 in the second. But these numbers only matter as much as the livelihoods they support.

Behind the platform sits a production ecosystem of editors, animators, storytellers, and administrators. Together, they form a core team of 21 staff, supported by hundreds more across a wider contributor network. Alongside production, Beles Bubu has also trained more than 200 women and young creatives in media production, storytelling, singing, AI tools, and digital skills. **Part of that capacity has grown through Beles Bubu's partnership with the Amahoro Coalition.**

Through the partnership, the company brought in interns and young professionals to strengthen day-to-day production management, many of them from forcibly displaced communities.

Their experience navigating languages and borders mirrors the realities of Beles Bubu's audience: families raising children between cultures, countries, and identities.

WHY CHILDREN'S CONTENT WORKS IN AFRICA AND WHERE TO INVEST



\$68.3K+

Estimated monthly income

Children's content is one of the most repeat-driven categories in digital media. Videos are watched multiple times a day, which drives consistent engagement. That behaviour shapes both demand and distribution. Television once controlled access through licensing and scheduling, but platforms such as YouTube removed those constraints. YouTube now reaches over [2 billion logged-in users](#) each month, with a growing share of consumption happening on mobile.

Across African markets, telcos such as Safaricom and MTN have reinforced this shift through video-focused data bundles, including [YouTube-specific packages](#) that lower the cost of access.

Monetisation has evolved alongside this. Beles bubu generates income through YouTube monetization (Ads), sponsored educational partnerships with brands, book publishing and distribution, training programmes, festivals, marketplace participation, and institutional partnerships.



Each of these revenue streams supports a growing production ecosystem of editors, animators, storytellers, and educators, turning content creation into a source of employment. For the private sector, the role is to fund, commission, and distribute African-language content.

That means investing in production studios, financing films and children's media, sponsoring educational programming, and backing the training pipelines that prepare new creators.

It also means recognising where the talent already sits. Many of the individuals shaping this ecosystem come from forcibly displaced communities.

They are often multilingual, culturally adaptive, and already navigating multiple contexts. In a content economy that depends on language and storytelling, those capabilities are core.

This is where Amahoro Coalition plays a convening role, connecting private sector partners with underutilised talent and supporting the growth of Africa's language-based media industry.

See Beles Bubu
in action

← Watch here

www.belesbubu.com

If you are a forward-looking business interested in partnering with Amahoro Coalition to create jobs and economic opportunities for displaced people and host communities across Africa, we invite you to connect with us.

Reach out at info@thecoalitionafrica.com or visit <https://amahorocoalition.com/> to start the conversation.

To stay informed and learn from what works, you can also [subscribe](#) to upcoming editions of Partnerships in Practice, where we share real-world examples, insights, and lessons from private-sector engagement across the continent.