



YOUTUBE ANALYSIS





Exploring YouTube's Hidden Gems

A Curated Look at
Unique & Engaging
Channels



Awinja – Disco Matanga

Hilarious skits, African fashion, and cultural satire. Awinja is a character from the hit show “Papa Shirandula”.

“Disco Matanga” is Awinja’s comedic spin on chaotic village funerals, blending satire, dance, and drama. The skits hilariously highlight cultural quirks with Awinja’s signature wit and flair.



Brandon Butch

He offers the blend of iOS tips, iPhone reviews, jailbreak news but mostly known for quick updates on Apple iOS releases.

CTA – Cleaning The Airwaves



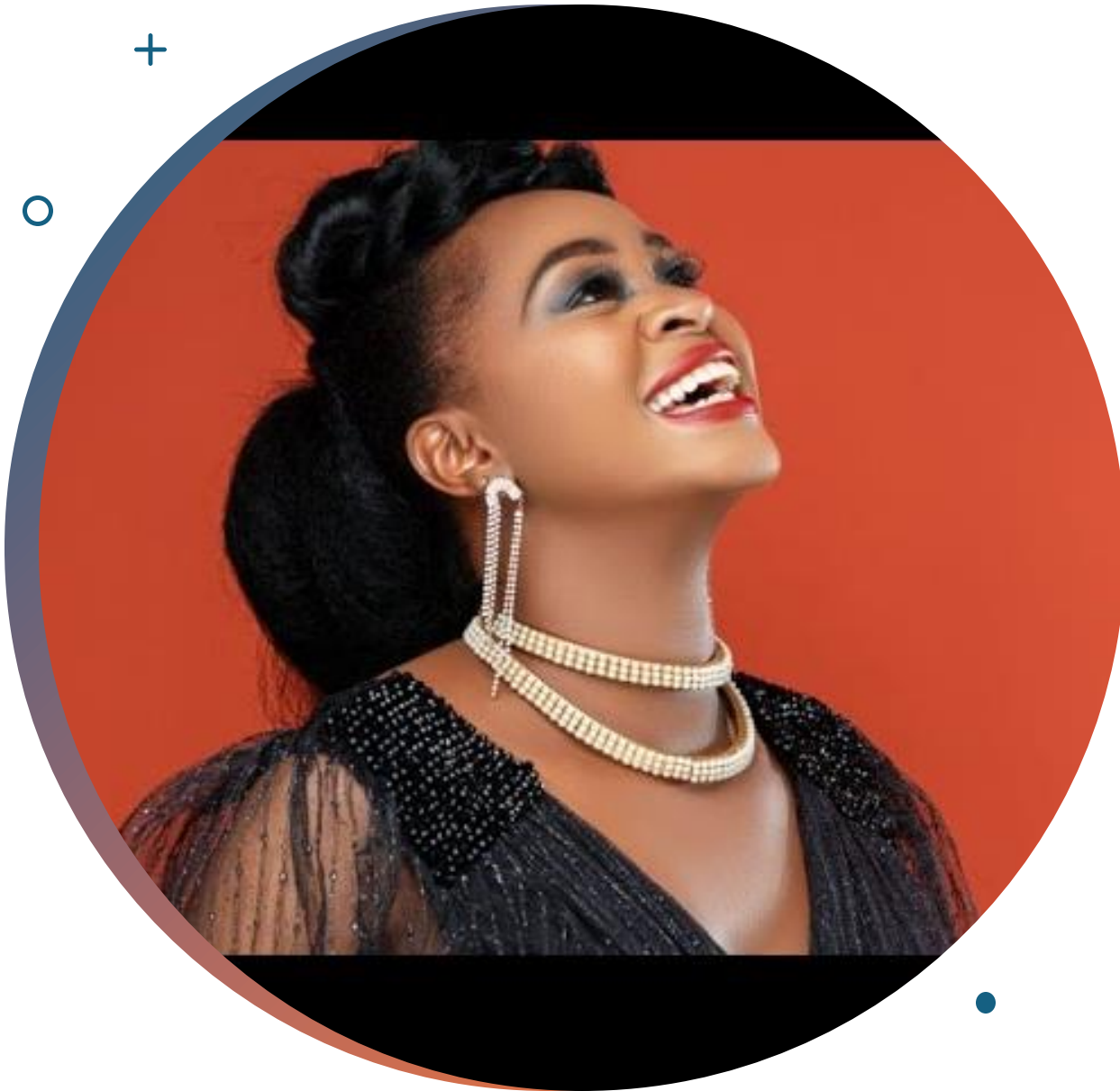
Hosted by Richard “Astar” Njau, CTA is a bold interview series that dives into media controversies, untold stories, and culture-shaping conversations. Known for fearless questioning and restorative dialogue, the channel offers a platform for reflection, truth, and healing. With powerful storytelling and high production value, CTA challenges the status quo and amplifies voices often left unheard.





Dialogue with Jagero

Hosted by author and thinker Tony Mochama Jagero, this channel offers thought-provoking conversations on politics, literature, leadership, and African identity. With a calm, intellectual tone, Jagero brings depth to every discussion, creating a platform for nuanced debates and critical thinking. It's a haven for viewers seeking substance over noise and context over clickbait.



Esther Wahome

She is a Kenyan gospel icon who made our childhood so great. She brings on spiritually uplifting songs with deep lyrical meaning.



Fireboy DML

A leading voice in Afrobeats, **Fireboy DML** is known for blending soulful lyrics with infectious rhythms. Signed to YBNL Nation, he rose to global fame with hits like “**Jealous**,” “**Vibration**,” “**Peru**,” “**Bandana**” (feat. Asake), and “**Tattoo**.” His sound fuses Afropop, R&B, and soul, earning him a loyal fan base across Africa and beyond. With smooth vocals and poetic storytelling, Fireboy continues to redefine modern African music.



Goddy Tennor

He is a fast-rising Kenyan artist known for his **genre-bending sound** and **vibrant music videos**. Blending **Afro-pop, dancehall, and local Kenyan rhythms**, his music is energetic, street-smart, and lyrically catchy. Goddy stands out with his **bold fashion style** and ability to connect with younger audiences through relatable storytelling and infectious beats. He's part of the new wave shaping Kenya's urban music scene.

How to Power BI

How to Power BI is an educational YouTube channel dedicated to helping users master Microsoft Power BI — one of the world's leading data visualization tools. With **easy-to-follow tutorials**, real-world examples, and step-by-step guides, the channel is ideal for **business analysts, data enthusiasts, and professionals** looking to turn raw data into meaningful insights. It covers **DAX formulas, dashboards, interactive reports, and data modeling**, making complex topics accessible to beginners and pros alike.





iDeviceHelp

iDeviceHelp is a go-to YouTube channel for **Apple users**, offering tips, tricks, and in-depth tutorials for **iPhones, iPads, and iOS updates**. Known for its **clear explanations and early insights**, the channel covers everything from **iOS beta features, hidden settings, jailbreak news**, to **troubleshooting common issues**. Whether you're a tech enthusiast or casual user, iDeviceHelp makes navigating the Apple ecosystem easy and efficient.



Jemmimah Thiong'o

A beloved Kenyan gospel singer and songwriter, **Jemmimah Thiong'o** is celebrated for her soulful Swahili worship songs that inspire hope and faith. Her timeless hits like “**Mwenye Baraka,**” “**Akisema Atakubariki,**” “**Pendo La Ajabu,**” and “**Mipango Ya Mungu**” have become staples in Kenyan gospel music. With a career spanning decades, she continues to uplift audiences through her music and ministry.



King Promise

King Promise is a renowned Ghanaian singer and songwriter. He gained prominence with his debut single **“Thank God”** featuring Fuse ODG in 2016. King Promise is celebrated for his smooth vocals and fusion of Afrobeats, Highlife, and R&B. His hit songs include **“CCTV,” “Tokyo,” “Commando,” “Slow Down,”** and **“Terminator.”** He has collaborated with artists like Wizkid and Sarkodie, and his album **“5 Star”** showcases his growth and versatility in the music industry.



Lynn Ngugi Network (LNN)

Lynn Ngugi Network is one of Kenya's most powerful storytelling platforms, led by journalist and humanitarian **Lynn Ngugi**. Known for her deep, emotional interviews, Lynn shares real-life stories that touch on everything from survival and resilience to injustice and hope. Her calm, respectful approach allows people to open up, making LNN a trusted space for voices that are often unheard. It's more than content — it's storytelling with purpose.



Moji Shortbabaa

Moji Shortbabaa is a vibrant Kenyan gospel artist known for his energetic style and uplifting music. He started out as part of the duo **Kelele Takatifu**, and after going solo, he's continued to shine with hits like "**Vimbada**," "**Utukuke**," and "**Pekee Yangu**." Moji blends gospel with urban sounds like Afrobeats and Gengetone, making his music relatable, fun, and full of faith. Beyond just music, he's passionate about inspiring young people and spreading positive vibes wherever he goes.

A large, iconic acacia tree stands in the center of a vast, green savanna landscape. The tree has a thick, gnarled trunk and a wide, flat canopy of green leaves. In the background, there are rolling hills under a clear blue sky with some light clouds. The foreground is filled with tall, green grass.

NTV Kenya – Twende

Twende is NTV Kenya's captivating travel series that explores the country's diverse landscapes, cultures, and communities. Airing every Sunday at 8:00 PM, the show takes viewers on immersive journeys to both renowned and hidden destinations across Kenya. From the serene hills of Mutomo to the vibrant streets of Garissa, and even international locales like Borneo, Twende offers fresh perspectives on familiar places and introduces audiences to new experiences. The series is celebrated for its authentic storytelling, scenic visuals, and its ability to highlight the rich tapestry of Kenyan life.



Obinna TV Extra

Obinna TV Extra is a dynamic Kenyan YouTube channel hosted by the charismatic **Oga Obinna**. The channel offers a mix of live interviews, comedy sketches, and candid conversations that delve into various aspects of Kenyan society. With a focus on authenticity and humor, Obinna engages with celebrities, public figures, and everyday individuals to discuss topics ranging from personal experiences to societal issues. Notable segments include the “Obinna Show Live,” where guests share their stories in an open and entertaining format. The channel’s vibrant content and Obinna’s unique presentation style have garnered a substantial following, making it a go-to platform for viewers seeking insightful and entertaining Kenyan content.

Priter Homes Real Estate

Priter Homes Real Estate is a Kenyan-based real estate marketing and advertising company specializing in high-end homes and land properties. Through their YouTube channel, they offer virtual tours of luxurious properties across Kenya, providing viewers with detailed visuals accompanied by background music. Their content showcases a range of properties, from modern villas to expansive mansions, catering to clients seeking premium real estate options. With a growing online presence, Priter Homes continues to connect potential buyers with exquisite properties in the Kenyan market.





Qing Madi

Qing Madi is one of Nigeria's most exciting young voices in music right now. At just 18, she's already made waves with songs like **"See Finish"** and the fan-favorite **"Ole"** featuring BNXXN. Her sound blends Afrobeats with pop, soul, and a raw honesty that connects with listeners of all ages. Her debut album, *I Am the Blueprint*, tells her story as a teenager growing up in the spotlight — and it's clear she's just getting started. With talent, depth, and real star power, Qing Madi is definitely one to watch.

Ryan Shirley

Ryan Shirley is a travel filmmaker and YouTuber known for his stunning, cinematic videos that capture some of the most beautiful places on Earth. With a calm voice, breathtaking drone shots, and a real love for adventure, Ryan's videos make you feel like you're right there with him. He's explored dozens of countries and shares guides, top travel spots, and relaxing nature films that inspire wanderlust. Whether you're planning a trip or just love seeing the world from your screen, his content offers a perfect mix of beauty and insight.





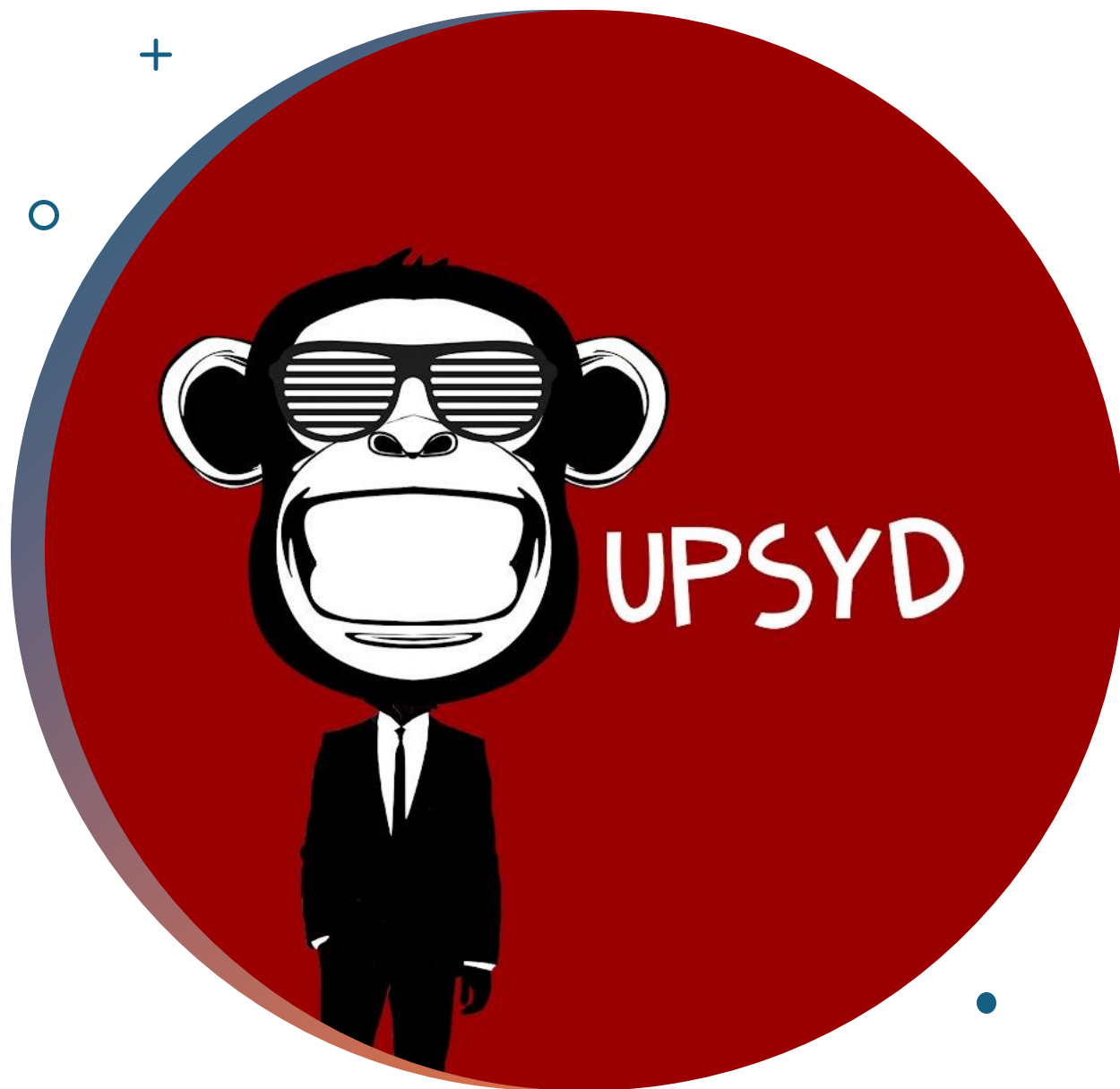
Sauti Sol

Sauti Sol isn't just a band — they're a movement. Since starting out as a humble a cappella group in Nairobi, they've grown into one of Africa's biggest music exports. Their unique blend of Afro-pop, soulful vocals, and smooth Swahili lyrics has made them a household name in Kenya and earned them fans across the globe. Songs like "**Sura Yako**," "**Melanin**," and "**Suzanna**" have not only topped local charts but also gained international attention. Beyond just music, Sauti Sol has pushed the boundaries of fashion, culture, and social commentary, using their platform to inspire and entertain. Whether they're performing at home or on international stages, they continue to represent Kenya with pride and style.



Wealth Tribe

Wealth Tribe, led by Agatha Wanjiru, is like that honest, financially savvy friend everyone wishes they had. Through her YouTube channel and online content, Agatha breaks down investing in a way that actually makes sense — no jargon, just real talk. From government bonds and REITs to budgeting hacks and growing your savings, she shows young Kenyans how to make their money work for them. What makes Wealth Tribe stand out is how relatable it feels — Agatha shares her own journey, mistakes, and wins, which makes the whole process of learning about money less intimidating and way more empowering. Whether you're just starting out or looking to grow your investment portfolio, this channel is packed with practical advice and encouragement.



UPSYD

UpSyd Digital Networks has made a name for itself by bringing some of the most interesting and candid conversations to the forefront. They've had the chance to interview high-profile figures like **Jimmy Wanjigi**, a prominent Kenyan businessman and political figure, giving viewers an inside look into his life, business ventures, and political ambitions. Another memorable conversation was with **Ombachi**, a well-known former Kenyan rugby player, where they delved into his career, personal journey, and the challenges he's faced both on and off the field. These interviews, along with many others, highlight UpSyd's ability to capture raw, insightful moments that truly connect with their audience. It's not just about the fame — it's about bringing out the real stories that matter.

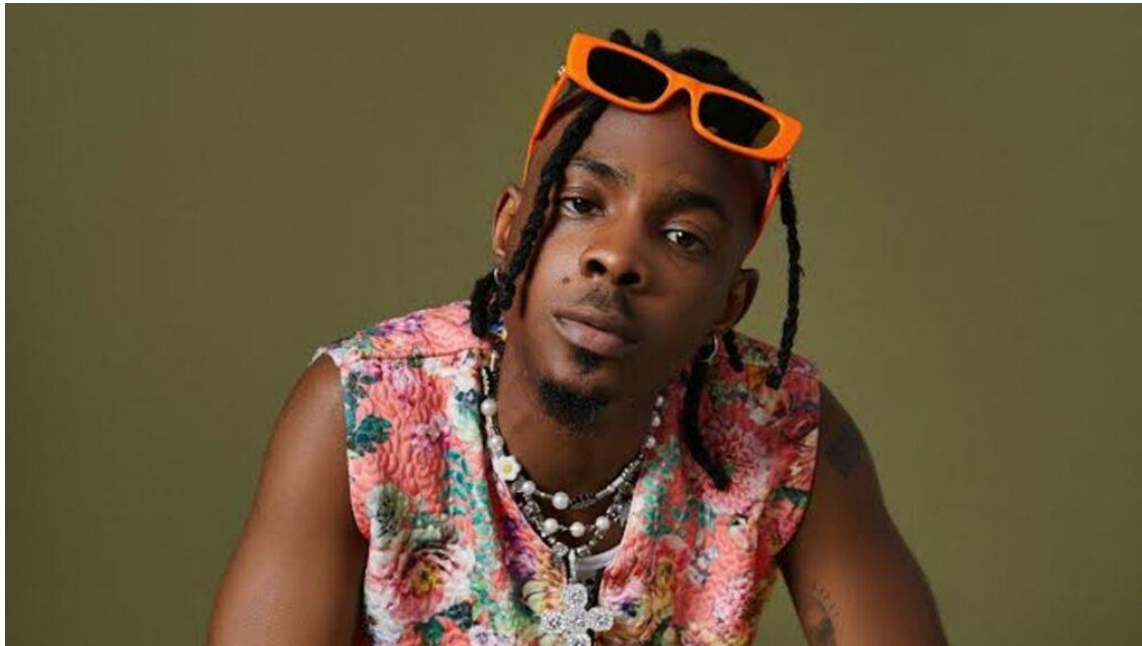


Wode Maya

Wode Maya, whose real name is **Berthold Kobby Winkler Ackon**, is a Ghanaian YouTube sensation known for reshaping global perceptions of Africa. With his channel *WODEMAYA*, he's become a leading voice in showcasing the beauty and diversity of African cultures, challenging stereotypes and highlighting the continent's untold positive stories. Originally an aeronautical engineering student in China, Wode Maya's passion for sharing African narratives led him to quit his job and start vlogging. His popular catchphrase "**Ghana Baby**" has become synonymous with his uplifting content.

His influence is undeniable — his channel has over 1.33 million subscribers and he has been invited to speak at global platforms like the World Economic Forum and the Munich Security Conference. He also uses his platform for philanthropy, raising funds for children's education and community development projects. Wode Maya's efforts have earned him a well-deserved reputation as a cultural ambassador, and his personal life, including his marriage to Kenyan YouTuber Miss Trudy, has captured the hearts of his fans across Africa and beyond.

Wode Maya's journey is proof that one person can spark a global conversation about the rich, diverse, and powerful stories that Africa has to offer.



Young John

He is a multi-talented artist known for his work as a singer, songwriter, and producer. Often called “The Wicked Producer,” he first made waves with his work on Olamide’s hit **“Story For The Gods”**, and has since produced chart-topping hits for the likes of **Lil Kesh** and **Davido**

Zerb

Zerb is a fast-rising Brazilian DJ and music producer who's quickly becoming a global sensation. He made massive waves in 2023 with the viral hit “**Mwaki**”, featuring Kenyan vocalist **Sofiya Nzau**. The track, sung in Kikuyu, blended deep house with African rhythms and took over TikTok, Spotify, and dance floors around the world. What made it stand out wasn't just the catchy beat — it was how Zerb beautifully fused cultures, giving African music global recognition in a fresh, exciting way.

