

Mobile video service for Nigeria launched by media partners

LAGOS, Nigeria - Kwesé iflix and 9mobile have launched a mobile video service in Nigeria which enables consumers to stream or download content.



Kwesé iflix, the joint venture of Econet Media, Africa's leading pan-regional media company and broadcast network, and iflix, the leading entertainment service for emerging markets, has announced the launch of its premier digital entertainment platform in Nigeria with leading customer-friendly telecom company, 9mobile.

The all new Kwesé iflix service offers users the ultimate entertainment experience, featuring Kwesé's extraordinary content offering including live coverage of the world's most elite sporting competitions, including the 2018 FIFA World Cup in Russia – and much more on Kwesé iflix's platform with international, regional and local content programs curated especially for African audiences, to stream or download.

With thousands of programs available, Kwesé iflix's vast library includes international first-run exclusive shows, award-winning TV series and blockbuster movies such as, *Hot Ones*, *Saints & Sinners*, *Riviera*, *Grand Prince*, *Broken*, *Britannia*, *Tin Star*, *Being Mary Jane*, *Younger*, *Action Man*, *Freakish*, *Family Time* and *Luther*; as well as popular local and regional content such as *Jenifa's Diary*, *V Republic*, *Dear Mother*; faith-based titles such as *Enjoying Everyday Life with Joyce Meyer* and *Hal TV programs* - children's programs and lifestyle content.

The service also offers Nigerians quality content they can watch for free, including short-form drama series, first episodes of TV shows, and live broadcast of local free-to-air TV stations, such as *NTA & Kwesé Free Sports*, as well as *CNN*, *Revolt*, *Viceland*, *Cartoon Network* and much more.

'Sachet' pricing

Kwesé iflix understands that flexibility and the freedom to choose is essential and so in addition to the freemium tier, Kwesé iflix has also introduced 'sachet pricing' which means that customers decide how much they want to spend and how long they want to enjoy the services: one day, three days, seven days, 30 days; giving the consumer the power to choose.

Announcing the launch of the service, Kwesé iflix CEO, Mayur Patel, said, “A marriage between Africa’s leading media providers, Kwesé and iflix, the Kwesé iflix app offers customers the best in entertainment, anytime and anywhere. Created for the mobile generation, consumers now have unlimited access to all their favourite sports and shows in a way which suits their lifestyle – on-the-go and on their terms. We are excited to be working with 9mobile to deliver our content into the hands of even more Nigerians.”

Leveraging 9mobile’s data network, subscribers will be able to stream Kwesé iflix’s programming seamlessly on their connected devices through innovative data bundles, which will be available to 9mobile customers.

Collaboration

Commenting on the partnership, director, consumer segment, 9mobile, Adeolu Dairo, said the telecom company is delighted with this partnership.

“Football and entertainment are like Siamese twins, they are passion points amongst Nigerians. As an innovative and customer-centric telecom operator, 9mobile is always on the lookout for ground-breaking ways to enrich the lives of our teeming customers and Nigerians as a whole.

“Therefore, we are excited at the ample opportunity this collaboration with Kwesé iflix affords us to increase our investment in bolstering the growth of football and the burgeoning Nigerian entertainment industry in a way never seen before.

iflix co-founder and group CEO, Mark Britt, added, “This is a monumental milestone for iflix. Together with Econet Media, we have created a platform specifically for users in Africa, that makes every match of the World Cup available to users across the country on any smart phone of their choice.”

“We cannot ignore the growth of streaming services across the African continent especially with the spike in mobile and internet penetration numbers. We do not only have to stay ahead of the trends but ensure we become the best provider of these services in the market,” said Joseph Hundah, president and CEO Econet Media.

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