



**FOR IMMEDIATE RELEASE**

**IFLIX AFRICA AND ECONET MEDIA COLLABORATE TO  
REVOLUTIONISE ENTERTAINMENT ACROSS SUB-SAHARAN AFRICA**

*iflix Africa and Econet Media establish partnership to share resources and bring  
subscription video on demand (SVoD) services to sub-Saharan Africa*

**KUALA LUMPUR, 1 August 2017** iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, and Econet Media's Pan-African media company Kwesé, today announced the establishment of their partnership to bring the very best in streaming entertainment services to sub-Saharan Africa.

The collaboration will leverage off the region's rapid increase in smartphone penetration and growing consumer demand for premium quality entertainment. iflix Africa and Econet Media have committed extensive resources with local and international expertise in mobile entertainment to capitalize on the opportunity to serve Africa's diverse markets. The companies share a mutual passion for innovation, along with a deep understanding of the culture and evolution of digital businesses.

At launch, iflix Africa will offer consumers throughout the region unlimited access to an extensive range of TV shows, movies and more, including many first-run exclusives and award-winning programs. The service will include the best of Hollywood, Nollywood, regional and local programs, over 2,000 episodes of children's content, as well as an extensive collection of highly acclaimed locally commissioned African series and movies exclusive to iflix Africa.

Multi-platform broadcaster Kwesé has already demonstrated its commitment to investing in the future of media and technology in Africa through its pay-tv, Free-to-Air, mobile and digital services. The company plans to drive innovation across its pan-African network to create the world's best entertainment and online experiences for consumers across the continent.

The strategic collaboration will benefit from and leverage off Econet Media's established market expertise in conjunction with the learnings iflix acquired in consolidating its dominance throughout Asia and MENA. As part of the partnership with Econet Group, iflix Africa will soon make its world-class video-on-demand service available in Zimbabwe to Econet Wireless mobile subscribers.

**Regional Head of iflix Africa, Andre de Wet** said: "This collaboration represents an



incredibly momentous step in iflix's growth story as we launch in Africa with a partner who shares our vision and commitment to deliver an outstanding service and unrivaled experience for our customers. We are very excited about the deal and what it means for our customers and shareholders in the future."

**Econet Media President and group CEO, Joseph Hundah** remarked: "As a next-generation African media company our aim is to play a central role in the evolution of the media industry on the continent. Critical to this is partnering with best-of-breed companies to bring cutting-edge content and services to Africa. This is a significant addition to our multi-platform content distribution model which delivers the very best content to African viewers."

Kwesé's multi-platform offering is currently accessible throughout the continent across a number of touch-points, these include: pay-tv service Kwese TV, Africa's largest free-to-air channel Kwese Free Sports, and its digital platforms i.e. KweseESPN.com and mobile TV through the Kwese App.

Currently available to over one billion consumers in 18 markets across Asia and MENA, iflix will soon launch its world class service across sub-Saharan Africa with initial launches in Nigeria, Ghana, Kenya, Tanzania and Zimbabwe. Each subscription will allow users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing whenever, wherever.

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## **ABOUT IFLIX**

iflix is the world's leading Subscription Video on Demand (SVoD) service for emerging markets, offering users unlimited access to thousands of TV shows and movies from all over the world. With a huge selection of your favorite comedies, drama, Korean drama, Turkish drama, Bollywood, Nollywood, cartoons, movies and more from Hollywood, The UK, Asia, the Middle East and Africa. iflix places the entertainment you want at your fingertips. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let's play.

## **ABOUT ECONET MEDIA**



A subsidiary company of the globally networked Econet Group founded by Executive Chairman Strive Masiyiwa, **Econet Media** is a dynamic content business driving the development of Kwesé, a fresh new television brand. Created for Sub-Saharan African audiences, Kwesé is inspired by the 'TV everywhere' revolution. As such, a range of Kwesé products will be made available on satellite and internet based platforms, including video-on-demand and mobile options.

Focused on providing premium, affordable, exclusive viewing, Kwesé products will offer sports, music, movies, series, kids, lifestyle, faith, news and other programming. Consumers will also benefit from the infrastructural strength of **Econet Media** sister companies, Liquid Telecom and Econet Wireless. Their expertise and capacity in the areas of mobile and fixed telephony services, broadband, internet, satellite and fibre optic networks will be utilized to establish Kwesé products. In addition, Econet Media has invested intensively to build its own operational assets.

For more info [www.kwese.com](http://www.kwese.com)

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