



## **GLOBACOM PARTNERS WITH IFLIX FOR VIDEO STREAMING**

**Lagos, 7 November 2017** - Nigeria's biggest data network, Globacom, has entered into a partnership with *iflix*, the world's leading entertainment service for emerging markets, to give the telecom firm's teeming subscribers 60 days of unlimited access to thousands of the world's best television programmes, movies and more on their devices, sponsored by Glo (valued at 1,598 NGN).

In a joint press statement issued in Lagos yesterday to announce the partnership at the Mike Adenuga Towers headquarters of Globacom, the telecoms firm and *iflix* stated that the offer is available for 30 days starting from Tuesday, November 7, 2017.

According to the companies, subscribers who spend N1,000 or more per month on data are automatically entitled to 60 days of unlimited *iflix* access, sponsored by Glo (valued at 1,598 NGN), while all other Glo customers will get access at a specially discounted price of N100 per month only until December 6, 2017.

Speaking at the launch, Globacom's Regional Chief Marketing Officer, Ashok Israni, said that the partnership instantly creates great value for both Glo mobile subscribers and *iflix* users. According to him, the partnership is a monumental step forward for Globacom in its journey to build Africa's biggest and best data network. "Iflix has done an exceptional job in spearheading the entertainment revolution in emerging markets globally and truly has an industry leading product. What distinguishes *iflix* is its constant innovation and commitment to offering its customers an exceptional and entertaining digital experience, which is at the heart of what Glo stands for."

"We are committed to exploring different channels to enrich the lifestyle content of our offerings. The partnership with *iflix* will, therefore, enable us to offer more entertainment value to both prepaid and postpaid subscribers on the Glo network. We look forward to bringing our over 37 million customers into the *iflix* footprint," he added.

Also speaking at the press conference, *iflix* Nigeria Country Manager, Ngozi Dozie, affirmed that Nigeria was one of the world's fastest growing markets for internet and smartphone penetration. "We are thrilled to partner with Glo, to offer its subscribers a vast library of the world's best TV shows and movies, including exceptional selection of local and international content." she enthused.



In the words of iflix co-founder and Group CEO, Mark Britt, “iflix is focused on catering to the entertainment demands of local consumers in Nigeria. We are deeply committed to offering them a personalized and localized service, which puts customers in complete control of their viewing experience.”

He expressed excitement at the opportunity of working with Globacom to bring world-class service to content consumers throughout the country, describing the company as a leading mobile and data operator.

iflix is the world’s leading entertainment service for emerging markets; giving over one billion consumers across 24 territories throughout Asia, the Middle East and Africa, unlimited access to thousands of TV shows, movies and more. For each subscription, iflix users have access to download and stream on five devices including phones, laptops, tablets, and television sets.

Globacom on its part is a leading total telecommunications service provider in the West African region with operations in Nigeria, Ghana, and Benin Republic. It has, through an excellent last mile infrastructure, a massive undersea cable backbone, innovative data products and services as well as competitive pricing, grown to be Nigeria’s grandmasters of data and the telecoms service provider of choice for millions of subscribers.

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