



**FOR IMMEDIATE RELEASE**

## **KWESÉ IFLIX LAUNCHES IN ZIMBABWE**

**KUALA LUMPUR** – May 31, 2018 – Kwesé iflix - a joint venture between Econet Media and iflix – has launched a game-changing, digital entertainment platform that will bring live coverage of all 64 FIFA 2018 World Cup games, and thousands of premier entertainment programmes, to millions of Zimbabweans via its new mobile app.

Econet Media is the pan-African company that owns the Kwesé brand, while iflix is a leading media and entertainment company operating in emerging markets.

The Kwesé iflix service will offer users the ultimate entertainment experience with an extraordinary content offering, including live coverage of the world’s most elite sporting competitions – the **2018 FIFA World Cup Russia** – every match, every game and much more including select **NBA games**. The platform will also offer the best international, regional and local content programmes curated especially for an African audience.

The Kwesé iflix mobile app will give Econet Wireless mobile subscribers unlimited access a wide array of ‘on demand’ content, available to stream whenever and wherever they want – as well as ‘linear’ live broadcast content.

Announcing the launch of the service, **Kwesé iflix CEO, Mr Mayur Patel**, said, “the Kwesé iflix app, created for the mobile generation, now offers consumers across the region the world’s best content in a way which suits their lifestyle; anytime, anywhere, on-the-go and on their terms.”

**iflix Co-Founder and Group CEO, Mark Britt** added, “This is a significant milestone for iflix. Together with Econet Media, Africa’s top media company, we have created a platform specifically for African users, that makes every match of the World Cup available to users across the country on any mobile device of their choice.”

“Africa is one of the most dynamic and exciting mobile markets in the world. We are thrilled to premier our Kwesé iflix service to Econet Wireless customers, giving them their favourite premium content and more, on demand, on any device, unlike ever before,” added Britt.

Kwesé iflix’s vast library of thousands of international first-run exclusive shows, award-winning TV series and blockbuster movies includes ICE, Saints & Sinners, Riviera, Britannia, Tin Star, Being Mary Jane, Medici: Masters of Florence, and Luther, as well as popular local and regional content, children’s programs and lifestyle content.

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



“Kwesé iflix is significant to us because it symbolises the beginning of our official partnership especially launching in one of our flagship markets, Zimbabwe. Moreover, it is an innovative product that brings young people a combination of premium sports and entertainment content and we are excited to be at the forefront of this.”

**Econet Wireless Zimbabwe CEO, Mr Douglas Mboweni**, welcomed the launch of Kwesé iflix and its addition to the wide range of products and service available on the Econet network.

“We welcome the launch of the Kwesé iflix service in addition to the existing Kwesé products already on the market” Mr Mboweni said.

“The mobile option offered by Kwesé iflix excites us in that it increases the customers’ choice, and addresses the changing needs of different customers groups.”

Econet has welcomed the Kwesé iflix launch by offering all its customers 1GB of free data upon registration. And with any standard data bundle that customers buy, they get the same amount of data free to use on Kwesé iflix, valid for the same period as the purchased data bundle.

To enjoy the offer, customers simply need to download the Kwesé iflix mobile App from the Google Play or Apple App stores and register by May 31, 2018. Thereafter, customers can pay by EcoCash or InApp. The services offer flexible subscription options of a daily pass, a 3-day pass, a 7-day pass, and a monthly subscription.

For more information on Kwesé iflix offer, and, please visit: [www.kweseiflix.com/zim/](http://www.kweseiflix.com/zim/)

-- End --

## **ABOUT KWESÉ IFLIX**

Kwesé iflix - a joint venture between Econet Media and iflix – is a game-changing, digital entertainment platform that offers users the ultimate entertainment experience with a vast library of the best international, regional and local content programmes curated especially for an African audience and live coverage of the world’s most elite sporting competitions, including the 2018 FIFA World Cup Russia and NBA action.

Aimed at becoming the core vehicle to delivering seamless mobile experiences to millions of viewers across Africa, Kwesé iflix offers users the region's most extensive collection of highly acclaimed local African and international series and movies, including first-to-market exclusive programming.

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

## **ABOUT IFLIX**

iflix is the world’s leading entertainment service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection of everyone’s favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies, live sports and more from Hollywood, the UK, Asia, the Middle East and Africa, iflix places the entertainment people want at their fingertips to either stream or download. For one



low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let's play.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana, Nepal, Bangladesh, Zimbabwe, Morocco and Tanzania.

#### **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).

#### **For more information, please contact:**

Peggy Lee

Global Director – PR & Communications

[peggy@iflix.com](mailto:peggy@iflix.com)

[iflix blog](#)