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## **WORLD CUP ACTION NOW LIVE ON KWESE IFLIX**

**KUALA LUMPUR** – June 14, 2018 – Kwesé iflix – the game-changing digital entertainment platform formed through a joint venture between Econet Media and iflix – is thrilled to announce it is making all 64 **FIFA 2018 World Cup** matches available to millions of football fans throughout Africa on its new mobile app.

From today, users will get live coverage of the “World’s Game” direct from Russia, in addition to special feature programming including, post-match highlights and weekly highlights, all on-the-go and on their terms.

**Kwesé iflix CEO, Mayur Patel**, said, “Africa as a whole has the most engaged football fan base, with over three quarters of the population interested in the sport. We’re putting the fans first with unparalleled access to the action just in time for the biggest sporting event in the world”.

**iflix Chief Content Officer, Sean Carey** said, “This is a significant milestone for iflix. Making the World Cup available to Kwesé iflix users is an important step in our commitment to offer premium, world-class content that culturally resonates with local audiences. The passion people share for their favourite sports, coupled with the power sporting competitions have in unifying people across diverse backgrounds, as we have witnessed first hand with the Malaysian Football League and T10 and T20 Cricket, is extraordinary. We are thrilled that through Kwesé iflix, millions of football fans now have access to all World Cup action live on any mobile device of their choice.”

Kwesé iflix also offers users a 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.

### **ABOUT KWESE iflix**



Kwese 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, Kwese 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.

**[www.kweseiflix.com](http://www.kweseiflix.com)**

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