

# **KWESÉ IFLIX LAUNCHES WORLD-CLASS MOBILE VIDEO SERVICE IN NIGERIA WITH MTN**

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Kwesé iflix, the joint venture between Econet Media, Africa's leading pan-regional media company and broadcast network, and iflix, the leading entertainment service for emerging markets, today announced the launch of its premier digital entertainment platform in Nigeria, in partnership with industry leader, MTN.

The all new Kwesé iflix service offers users the ultimate entertainment experience. It brings users Kwesé's extraordinary content offering, incorporating live coverage of the world's most elite sporting competitions, including the upcoming 2018 FIFA World Cup Russia™. There is also much more on Kwesé iflix's world-class platform, with the best international, regional and local programmes, curated especially for African audiences, to stream or download.

With thousands of programmes available, Kwesé iflix's vast library includes international first-run exclusive shows, award-winning TV series and blockbuster movies such as ICE, The Royals, Family Time, Love and Hip Hop, Chasing Life. Viewers will also find popular local and regional content, including telenovelas such as El Fantasma De Elena, Passion and Power and La Vuida Negra. For the younger members of the family, there is a wide variety of children's content, and there is a world of lifestyle-orientated content too.

One of the main attractions of the Kwesé iflix content offering is the 'Freemium' tier. Without paying any subscription fee whatsoever, you still get to keep up with your local news and international sports all day, every day, Kwesé iflix also offers a huge library of content that includes movies and tv series from Nigeria, and around the world, all free of charge!

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 MTN to deliver our content into the hands of even more Nigerians.'

Leveraging MTN's superfast 4G network, subscribers will be able to stream Kwesé iflix's world-class programming on their connected devices, using innovative data bundles, that will be available to MTN customers.

To celebrate the launch, MTN is offering an amazing streaming data bundle that gives customers unlimited 24-hour streaming to all Kwesé iflix premium VIP content for N250 a day. Customers can simply download the iflix App from the Google Play or Apple App stores. To access the data bundles, MTN customers can Dial \*3731# to choose between 1-Day, 3-Day, 7-Day or 30-Day VIP Passes.

Commenting on the partnership, MTN's General Manager, Brands and Communication, Richard Iweanoge said, 'We are excited to be working with Nigeria's emergent digital entertainment provider to offer premium TV and video content to our consumers. Some of the extraordinary content on offer includes live coverage of the upcoming World Cup tournament in Russia; blockbuster movies and much more. This is part of our effort to continue to deliver innovative services to Nigerians through our wide distribution network across the country – in consonance with the MTN vision to lead the delivery of a bold, new, digital world.'

iflix Co-Founder and Group CEO, Mark Britt, 'This is a significant milestone for iflix. Together with Econet Media, Africa's top Pan-regional 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. Our Kwesé iflix service now offers users the largest library of the world's best entertainment, all unscheduled and on demand, unlike ever before.'

'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 also ensure that we become the best provider of these services in the market. Kwesé iflix brings young people a combination of premium sports and entertainment content, and we are excited to be at the forefront of this,' said Joseph Hundah, President and CEO of Econet Media.

Kwesé iflix customers can choose between a variety of flexible VIP passes to access the Kwesé iflix premium content, including 1-Day, 3-Day, 7-Day and 30-Day VIP passes.

## **ABOUT KWESÉ IFLIX**

Kwesé iflix is a mobile platform that offers cutting-edge, youth focused programming showcasing video-on-demand and download-to-watch-later entertainment content. It is a product stemming from a joint-venture between Kwesé and iflix, which is as a result of Kwesé's acquisition of a significant stake in iflix Africa. Aimed at becoming the core vehicle to delivering

seamless mobile experiences to millions of viewers, the App 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 MTN NIGERIA**

MTN Nigeria is Africa's largest provider of communications services, connecting over 54 million people in communities across the country with each other and the world. Guided by a vision to lead the delivery of a bold new digital world, MTN Nigeria's leadership position in coverage, capacity and innovation has remained constant, since its launch in 2001. MTN Nigeria is part of the MTN Group – a multinational telecommunications group which operates in 22 countries in Africa, Europe and the Middle East.

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

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### **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 utilised 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)

### **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, Uganda, Ghana, Nepal, Bangladesh, Zimbabwe, Morocco and Tanzania.

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