

Netflix is extending its library of original African content

African subscribers of Netflix will soon be able to watch local shows. The global streaming giant has planned to add original series from Africa next year to its ever-growing roster.



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Recently, Erik Barmack, Netflix's vice president of international originals, declared, "The company is in the process of looking at opportunities in Africa and will definitely commission series from Africa in 2019."

The development is part of Netflix's intentions to make its content library as diverse as its worldwide audience. The company is planning to offer users outside the US and Europe with original content highlighting their local stars. It has already offered its first original Arabic series, *Jinn*, a six-episode story based on Middle East folklore. It's expected to debut next year.

This year marked the debut of *Sacred Games*, Netflix's first original show from India, and the company has six more original shows from India either planned or in production.

As Netflix expands its content library, Barmack projects that within years, "Half of the top 10 most-watched shows in a given year are going to come from outside of the US."

Netflix looks forward to shop for original series across Africa - it has begun paying close attention to Nigeria's

Nollywood, the world's second-biggest movie industry by volume. Netflix has already purchased *Lionheart*, its first original Nigerian film, in September.

Source: NexTVAfrica.com.

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