

iROKO Partners heads to SA in 2013

iROKO Partners, the online distributor of Nigerian movies and music, starts 2013 with the announcement of further expansion - the opening of a new office in Johannesburg, South Africa.

IROKO PARTNERS

The office, located in Maboneng precinct, will house a team of up to five and will be a regional hub for iROKO Partners with specific focus on the development of new business partnerships, working closer with key South African media agencies and the sourcing of new content for its popular movie and music platforms, iROKOtv and iROKING.

Genevieve Dumorne, who heads up the iROKO Partners Johannesburg office says: "We've come to South Africa to work closely with the continent's leading media agencies, advertisers and content providers. The entertainment and tech scene in South Africa is mature, dynamic and exciting - we'll be looking to see not only what we can learn from it, but also what we can contribute to it with iROKOtv and iROKING - two of the continent's leading online entertainment distribution platforms."

In 2012, iROKO Partners' music platform, iROKING, announced its first partnership with a South African-based company with the launch of a mobile music site for GoMetro, the mobi site for commuter rail agency, Metrorail.

The venture-capital backed tech and entertainment company, launched in Nigeria in 2010, has offices in Lagos, London and New York and is now looking to increase its presence in Africa, starting with Johannesburg. It is reported that in just two years, the company has built a global audience of over six million unique users from 178 different countries across its movie and music platforms.

For more, go to irokotv.com