

## Kwesé iflix offers loyal customers free TV for a year

Following Kwesé's announcement of its move towards digital services, the broadcaster will grant loyal Kwesé TV subscribers complimentary access to Kwesé iflix for 12 months.



This means Kwesé TV subscribers with an active subscription as at 31 October, can indulge in one year's worth of uninterrupted access to a vast library of the best international, regional and local content programmes.

With this bold move, Kwesé wishes to entice its loyal customers towards its gamechanging, digital entertainment platform.



TV

Econet Media embraces its digital future

5 Nov 2018

“We have seen a noticeable shift in consumer viewing habits in recent years namely; increased video consumption on mobile phones, and growing popularity of OTT services across our markets. It is with these changes in mind, that Econet Media has taken the strategic decision to refocus efforts towards a digital product offering. We believe that the future of TV in Africa is the internet, and the home of the internet in Africa is mobile,” explained president and group chief executive for Econet Media, Joe Hundah.

“In making these changes however, we do not want to leave our loyal DTH customer base behind. We hope they will continue to support Kwesé well into the future, as we remain committed to providing the best sports and entertainment content.”

Since the launch of Kwesé iflix in June 2018, the business has quickly gained market share of over two million registered users in 4 countries. As numbers continue to grow each day, Kwesé iflix is well on its way to becoming the number one mobile entertainment app in Africa.

### Streaming

In recent years, there were only two models of streaming video-on-demand services available to the African market. The big international players with a focus on western entertainment, and the smaller platforms that host an array of local content. Kwesé iflix found a niche in a third offering by expanding on the traditional video-on-demand model it introduced new, engaging, localised programming and features, providing a one-stop-shop for all generations' preferences.

With over 240 studio partnerships, Kwesé iflix combines thousands of hours of top quality international and local movies and TV shows, with live sporting events, news programming, educational series and kids' entertainment.

It is the first app in Africa to provide mobile customers with standalone access to on-demand content (not connected to pay TV subscription), and a unique live sport and entertainment content offering through its content live content hub feature.

Kwesé is intent on growing its home-grown content offering, by commissioning ground-breaking originals to support regional media industries. November will mark the launch of Kwesé iflix original programming with a slate comprising of local scripted dramas. The first a riveting portrayal of life in the streets of Eastlands in Nairobi Kenya; and the second, an exciting telenovela from Dar es Salaam, Tanzania.

In the coming months, Kwesé will double its original content catalogue with raw stand-up comedy, educational pieces, as well as the roll out of short form content. These innovative originals will encompass many firsts for African entertainment.

Kwesé's goal is simple: to bring the world's best content, with a strong localised offering in each market, at a price everyone can afford with daily, three-day, seven-day and a monthly subscription options.

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