

Kwesé iflix collaborates on African content

Africa's mobile entertainment app, Kwesé iflix, has strengthened its commitment to offer more local content to its subscribers with a recent collaboration with entertainment company, Flytime Promotions. The collaboration will allow Kwesé iflix to stream the last ever performance of 'Bov Man on Fire' to viewers across Africa.



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The highly-anticipated grand finale of the popular comedy show finally took place in Lagos after stopovers Warri and London. The Lagos event called *The Final Showdown* was a big hit. But fans who couldn't make it to the Eko Convention Centre and missed the live stream. So, they don't need to worry much as they can now download it or simply register on the Kwesé iflix app to watch the show without paying a subscription.

The general manager of Kwesé iflix (West Africa), Ngozi Madueke-Dozie, declared, "Local content remains a key component of our content strategy. That's why we have partnered with Flytime Promotions to bring the show to our audience. We are very excited about this collaboration and our audience can only expect the best."

Kwesé iflix is a mobile platform from a joint venture between pan-African media company, Kwesé, and emerging-market mobile video-on-demand service, iflix. Kwesé iflix is available in Nigeria, Ghana, Kenya, Uganda, Tanzania, Ethiopia, Zambia, Zimbabwe and Mauritius, with operations extending to Rwanda, Botswana, Lesotho, and Malawi.