

M-Net launches online African Film Library

M-Net, the multi-channel pan-African content provider, on Monday, 26 March 2012, launched the online African Film Library (AFL), a video-on-demand service that will offer a large collection of award-winning African content.



The launch is the culmination of a project which began more than [three years ago](#) and has seen the digitisation and restoration of the continent's cinematic titles.

Managed by DStv Online, Africa's multi-channel digital satellite online TV service, part of M-Net's parent company MultiChoice, the AFL features films and documentaries from across the continent. The aggregation of this content makes it accessible to viewers worldwide in a move which aims to drive the growth and development of African and African Diaspora film markets across all media platforms.

The AFL also delivers an important new digital source of revenue for catalogue content and filmmakers, where in the past there had been limited exposure opportunities for African films that had completed their commercial cycle.

The catalogue currently has 110 titles available, which users are able to download or rent by registering and purchasing credits. They are then able to watch the film multiple times within the 24-hours.

Following the initial launch the catalogue will expand to include around 700 titles and will focus on various themes and profile renowned African personalities and directors. The AFL has been given endorsements from top African cineastes and film talent who have entrusted their films.

For more, go to www.africanfilmlibrary.com