

Afrikan Dust Media launches Wabona

Afrikan Dust Media Group (ADMG) has launched Wabona, Sotho for 'You See', a an online Pay Per-View video streaming service in beta phase.



Cisco Systems Inc. estimates that within the next three years 90% of all internet traffic will be video. According to UN News, Nigeria's Nollywood is the 2nd largest film industry by volume in the world. Lesser known is the Tanzanian Swahiliwood, which according to Media for Development International is the fifth largest film industry in the world by volume. Wabona aims to provide the best access to films and television programmes from the above mentioned countries and Africa as a whole.

Wabona provides an affordable, easy-to-access Video-On-Demand service, and is an alternative content distribution platform for African filmmakers allowing for more avenues to monetise their content. This service will securely connect filmmakers with their ideal audiences. Viewers will initially access Wabona on personal computers, tablets and smart phones.

Wabona's director of content, Simbarashe Mabasha notes that "the evolution and growth of the African media industry in part is due to the democracy of access provided by the internet. Wabona is positioned to open new doors for people all over the world to get a glimpse of Africa and its rich, beautiful and diverse stories and cultures".

For more, go to www.wabona.com