

Kwesé to launch new original series on Kwesé iflix

Kwesé iflix announced a slate of original programming marking its first foray into original content in a region with a large youth population and fast-growing internet and smartphone penetration.



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With Africa's diversity but also the challenge of developing content, the original series comes from Kenya, Tanzania and Nigeria.

Kwesé iflix's CEO Mayur Patel said that the new slate "underlines Kwesé iflix's ambition to lead an entertainment revolution" in Africa, and that it "pushes the limits" for local content.

The three new shows are a Kenyan crime drama *Nganya*, a gritty series set in Nairobi's criminal underworld, produced by Kenya's Assignments Studios. The 13-episode first season was released Thursday on the Kwesé iflix mobile app.

The lineup also includes Tanzanian telenovela *Nyavu*, which will be released in December; and an untitled docuseries, produced in Nigeria, slated for an early 2019 release.

Econet recently, announced the launch of its own content creation hub, Kwesé Studios, which will produce original programming for its pan-African multiplatform network. Kwesé iflix also pointed out that other original projects are in development.

Source: *NexTVAfrica.com*.

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