

Explosion in smartphone video in Africa predicted

As the cost of smartphones and mobile data decreases and free Wi-Fi becomes more commonplace, watching video content on mobile devices is finally becoming more affordable for most Africans, and Tuluntulu says the stage is set for Africa's mobile video to finally take off.



Image by 123RF

Tuluntulu has a free app that provides access to relevant, quality African content, as well as unique technology to ensure that mobile data consumption when watching video is low - as low as 50 MB per hour for video. 10 hours of TV will use as little 500MB of data.

Tuluntulu currently has 25 x 24/7 TV channels, and more than 20 radio stations in multiple languages. The TV channels include the following genres (channels): Entertainment (Africa365), News (tNews4U, Al Jazeera, Deutsche Welle), Education (SABC Education, BrainBoosters, Spark4U, VTC), Documentaries (Afridocs), Movies (Nolly4U), Series (AfrikTales), Sport (AfricaSport4U), eSports (OPTV), Fashion (Fleur), Lifestyle (Africa4U), Children (SABC Children), Comedy (Good4U), Music (Mafrik), Shopping (VerimarkTV), Public information (BetterLife4U, Health4U), Religion (Elev8), and French (TV5 Monde, Mandinka).

Tuluntulu also has over 20 radio stations broadcasting in English, French, Hausa, Portuguese, and Kiswahili. Latest additions include a 24/7 News channel (tNews4U) and a general entertainment TV channel (including telenovela's) on Africa365. The radio offering now includes radio stations in five languages – English, French, Hausa, Portuguese, and Kiswahili.

The growth is apparent and the app has already been downloaded over 460,000 times in 154 countries - the most popular being South Africa, Nigeria, Ghana, Tanzania and Kenya. The cumulative usage numbers since launch include over 15 million screen views from more than 3 million sessions.

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