

Showmax launches a new Africa content product

Showmax is about to change the game with the launch of a new product specifically designed for Africa, with African content, live sport, TV series, movies and children's shows. The new package is specifically for consumers who only use smartphones and tablets to watch video content.



Image source: Gallo/Getty.

Video resolution reaches its maximum in standard definition to help reduce data consumption. As a product for an individual, a simultaneous stream is included in the plan. The same 14-day free trial and the option to cancel at any time apply. A complete comparison of mobile and standard plans is included in a table below.

Commenting on the launch of the new mobile package for Africa, Niclas Ekdahl, CEO of MultiChoice's Connected Video division, said "This is all about an African service developing a solution that meets the needs of African consumers. Customer feedback consistently points to local content and sport as some of the things that people value most from Showmax. That's of course on top of the international series, movies, and kids' shows that are our bread and butter.

"With all of that content now available in a product designed specifically for mobile usage, we're doing something no other service can offer. On top of that, with groundbreaking deals like our new offer with Vodacom in South Africa, we solve the credit card issue through add-to-bill payment and the data issue by including data directly in the package. We're looking to launch similar offers in Kenya and Nigeria soon," added Ekdahl.

Source: *NexTVAfrica.com*.

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