MTN Ghana connects subscribers to Deutsche Welle radio

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Subscribers of MTN Ghana can now learn while on the go with international broadcaster, Deutsche Welle's 'Learning by Ear'. The innovative program is now on the MTN Radio (mRadio) platform and available for just 1 Pesewa per minute by dialing 1303.

The mobile operator teamed up with Deutsche Welle (DW) to provide subscribers with an easy way to learn about important topics shaping Africa.

DW's series 'Learning by Ear' is available on-demand for MTN subscribers through the mRadio platform - giving customers a new means of accessing news, analysis and education.

How to access episodes

To access episodes from 'Learning by Ear', subscribers can dial 1303 from their handsets and follow the prompts. Audio content is available at a set price of 1 Ghana pesewa per minute. Along with this series, customers can also tune in to the political radio program Africa Link.

Programming is targeted at teenagers and young adults and provides information on topics including HIV, human rights, democracy and the environment, with mix of stories and features.

'Learning by Ear' is broadcast as part of the program lineup for Africa in English and Hausa, and is being rebroadcast by more than 25 partner stations in Ghana

The MTN Radio Service (mRadio) was launched in September 2011 and reportedly has over 500 000 subscribers.

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