

Jika TV pulls in half a million subscribers

MobiMedia's new launched platform, Jika TV, released subscriber figures that shows that the platform has generated an active user base of over 500, 000 in three months.

The growth is driven by a variety of content that covers topics such as sports news and round-ups, health and fitness, food, inspirational and religious content, children's content with Cartoon Network, and more.

The platform also has a wide-range of educational content and a language bandwidth that includes isiZulu, isiXhosa, Swahili, French and Portuguese.

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