

## iROKO Partners joins Rancard at NigeriaCom

iROKO Partners, the online distributor of Nigerian movies and music, will be partner with Rancard, provider of cloud-based software for mobile content discovery and delivery, at this year's NigeriaCom.

iROKO Partners and Rancard will be hosting a panel discussing titled "Monetizing the VAS Opportunity in Africa by Connecting Audiences with Relevant Content".

The joint panel is being held on Thursday morning, 27 September 2012. Rancard will be discussing the opportunities within mobile, how to solve the problem of content discovery and, importantly, how to increase content sales and average revenue per user (ARPU) through delivering relevant content. iROKO Partners will be exploring the opportunities that present themselves when working along side Rancard, who will be handling the company's content discovery, monetization and future projects.

iROKO Partners has a number of online and mobile platforms for iROKOtv+, its Nollywood movie platform, and digital music platform, iROKING - both of which will require mobile payment solutions on a global scale.

Speaking on the panel will be iROKO Partners' head of Marketing & Analytics, Lanre Akinlagun, "We're thrilled to be partnering with Rancard on this event. Mobile payment solutions is critical to what we're doing on a global scale and we're looking forward to inputting into the ongoing discussions, as well as hearing what others in the tech and communications world in Nigeria have to contribute.

Commenting on the partnership, Ehi Binite, chief product officer of Rancard, "We are excited to be at Nigeria Com and look forward to sharing insights together with our partners on the amazing opportunities that the emerging mobile social graph presents to content creators and distributors and the opportunities these present."

NigeriaCom started today 26 September and will continue until Thursday, 27 September 2012 at Eko Hotel & Suite, Victoria Island, Lagos, Nigeria.

For more, visit: <https://www.bizcommunity.com>