

## Streaming service Iflix launches in Ghana

Streaming Video on Demand (SVoD) service, Iflix, announced that the service has been launched in Ghana. The site will offer a variety of content which was obtained through partnerships with more than 150 studios and global content distributors, including Metro-Goldwyn-Mayer, Disney, Warner Bros and BBC amongst others.



According to Iflix Ghana, one month of unlimited access to Iflix TV shows and movies will cost GHC 10.75 (\$2.4 USD) and annual subscription, which will see customers receive a discount of more than 33 percent off the monthly rate, will cost GHS 86 (\$19.4 USD) per year.

Customers will be able to access Iflix on up to five devices at once, including phones, tablets, laptops, desktops, TVs and other connected devices. Customers will also be able to watch two different shows on two different devices at the same time as well as download their favourite shows to their devices to enjoy anytime, anywhere.

Abner Briandt, Iflix Ghana country manager, speaking at the launch said, "We are proud to announce that Iflix is live in Ghana to offer residents of Ghana world class entertainment on the go. What is the Iflix advantage? The most diversified SVoD content portfolio in Africa, a good mix of Hollywood, Ghallywood and Nollywood movies and TV shows, plus a dedicated kids section, download and watch later feature, pause or rewind, watch on your phone, tablet, laptop, desktop or TV.

"The list goes on and on and you get all this at a very affordable price."

Some of the high rated shows on Iflix include *Suits*, *Vikings*, *Top Gear*, *Mad Men*, *Bates Motel*, *Mr Robot*, *Fargo*, *Being Mary Jane*, *Teen Wolf*, *Medici Masters of Florence*, *Luther* and many more. Iflix additionally offers an incredible catalog of kid's content, including *Peppa Pig*, *Dora the Explorer*, *SpongeBob SquarePants*, *Yo Gabba Gabba* and much more.

The company also noted that fans can also expect an array of fan favourite Ghanaian dramas and variety shows, such as *African Tales-Bleeding Heart*, *Wo Taa Ta Me*, *Bitter Chocolate*, *Rainstorm*, *Almighty* and many more.

The launch of the service in Ghana comes just weeks after Iflix announced the completion of its \$133 million funding. The service is now available to over one billion consumers across 22 territories throughout Asia, the Middle East and Africa.

