

Tigo, Facebook take Internet.org app to Tanzania

In a move that is expected to promote internet adoption in Tanzania, Tigo is now offering free access to basic internet services through Facebook's Internet.org app.



The app, [launched to Airtel subscribers in Zambia in July](#), is a Facebook-led initiative with the goal of making affordable internet access available to the two thirds of the world who are not yet connected and to bring the same opportunities to everyone that the connected third of the world has today.

Tigo is also offering customers the opportunity to purchase affordable smartphones, providing them with the best internet experience and free access to a number of educational, health, news and social communication sites via the Internet.org app.

Subscribers will have access to AccuWeather; BabyCenter & MAMA; BBC News & BBC Swahili; BrighterMonday; The Citizen; Facebook; Facts for Life (a UNICEF Product); Girl Effect; Messenger; Mwananchi; Mwanaspoti; OLX; Shule Direct; SuperSport; Tanzania Today and Wikipedia.

Increasing digital inclusion

Commenting on the launch of the service, David Zacharia, Tigo's Head of Data and Devices said, "Through our partnership with Facebook we aim to increase digital inclusion by encouraging even more Tanzanians to go online."

Zacharia further said this extended partnership by Tigo and Facebook would not only accelerate internet penetration in the country but would also open new socio-economic opportunities to the users in the fields of education, technology, and commerce.

A recent report by the Tanzania Communications Regulatory Authority (TCRA) shows that the number of internet users in Tanzania has increased from 7.5 million in 2012 to 9.3 million by June 2014 - equivalent to 18% penetration.

Tigo, through its owner Millicom, has worked with Facebook in both Tanzania and Paraguay to offer free access to Facebook.

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