

Mobile music channel from West Africa

Mafrik TV, tagged as the African music channel, is dedicated to distributing West African music videos without a charge to the artists...

The mobile music channel, launched by Media Navigation, in collaboration with Tuluntulu apps, will showcase the best quality music videos on a global platform.



Dan Akinlolu

According to Dan Akinlolu, CEO of Media Navigation, "Mafrik TV is one of the rare platforms that intends giving a hearing to struggling but talented African musicians, knowing fully well it cost a fortune for upcoming artists to record in the studio and shoot the music video. It is also unfortunate that artists have to pay TV and radio stations in order to have to their music showcased.

"Mafrik TV intends to reverse such case, even on a global platform. As a mobile TV, it does not charge to promote any African artist music video, we are more than happy to work with them in releasing their video to the mass audience via our channel, as long as it is of quality content. We therefore use this medium to call on all artists, music video directors, studio managers etc to submit their videos for global broadcast. All genres are welcome - reggae, hip-hop, traditional, gospel, R&B, rap, choral, etc there is no limit to what to submit for broadcast."

According to Pierre Van Der Hoven, co-founder of Mafrik and CEO of Tuluntulu, the Tuluntulu app is the perfect platform for extending the reach of existing video programming or complete channels into the mobile space in Africa. Or for reaching the app / channel audiences with advertising, sponsorship or messaging. The app can be used to reach people globally via their smartphones or tablets and can be downloaded from the Google and iOS stores free.

For the end user, usage is free - free to watch TV (no subscriptions), 100% free on Wi-Fi, with data costs only if connected via a mobile network. The business model, mainly advertising, is designed to maximise audience reach and engagement. The platform currently has 14 x 24/7 streaming TV channels; News (Al Jazeera, ANN7, Deutsche Welle, Voice of America), Education (Mindset, Spark4U), Documentaries (Afridocs), Movies (Nolly4U), Sport (Mobile Outdoor), Fashion (Fleur), Lifestyle (Africa4U) and Comedy.

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