

## MobiMedia launches a mobile TV platform

Ole! Media Group's mobile content arm MobiMedia has launched Jika TV, a mobile television platform. Jika TV features 20 channels that cover topics such as sports news and round-ups, health and fitness, food, inspirational and religious content as well as children's content, which includes learning channels for pre- and primary-schoolers.

The language bandwidth includes isiZulu, isiXhosa, Swahili, French and Portuguese. The content is carried on a number of mobile operator platforms with expansion into Africa, the Middle East, Asia and Europe through API integrations with Airtel, BBM, MTN, Vodacom and others.

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