

Airtel and Coverage Broadband roll out 3flix mobile TV service in Nigeria

Telecommunications services provider, Airtel Nigeria has inked a strategic partnership with Coverage Broadband, a subsidiary of Phase 3 Telecom, to introduce 3flix mobile TV service in Nigeria.



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With this collaboration, subscribers will be able to have access to a special bundled data plan on Airtel to enjoy 3flix live television channels which cover music, movies, sports, fashion, entertainment, news, documentary, cartoon, comedy and lifestyle, amongst others.

The 3flix TV app is devised for smart phones and it offers premium television content to Nigerians. Airtel customers will have to dial *2424# to activate the 3flix mobile TV service or they can log on to 3flix.tv to access the service. The subscription for the service can be daily or weekly.

Commenting on the introduction of 3flix, Dinesh Balsingh, acting chief commercial officer of Airtel Nigeria, declared, "The telco is committed to creating and supporting innovative value offerings that will excite, delight and empower more telecoms consumers across the country. Airtel is positioned as the mobile Internet service provider of first choice for Nigerians and currently, we have the largest 4G network in the country.

"We are excited with the partnership with 3flix as we will enable more telecoms consumers to enjoy all the fun mobile TV

provides; keep abreast with latest news; follow-up with celebrities and watch their favourite sports team on the go, regardless of location.”

Stanley Jegede, chief executive officer of Phase3 Telecom said, “Phase3’s foresight to focus on the opportunities in emerging markets led to the creation of Coverage Broadband, and the subsequent partnership with Airtel Nigeria, to offer subscribers a distinctive mobile TV viewing service, which requires minimal data consumption. While 3flix mobile TV would continue to expand its library of great content, we are particularly excited that the product is designed to adapt in features, technology, and aggregation just as the viewing and immersive experience of consumers continue to evolve.”

The executive director of Coverage Broadband, Vikram Bhatnagar commented on the launch, “The entire team is armed with the required expertise to see 3flix take the lead in the world of bringing affordable, ingenious, and quality digital content which subscribers can watch everywhere on their preferred mobile device.”

The National Broadcasting Commission (NBC) and Nigerian Communications Commission (NCC) have both issued a mobile TV/OTT broadcast license and a VAS license to Coverage Broadband which is a subsidiary of Phase3 Telecom.

3flix will provide made-for-mobile TV channels with exciting content that is affordable and runs on ease-of-use features for subscribers to stream live TV on the go.

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