

Africell to launch OTT TV services to broadband and mobile subscribers using Perception TVCDN

- **Africell to launch 4 OTT TV services to mobile subscribers in 4 countries**
- **Perception TVCDN uses its private CDN service to deliver all 4 services**

Africell selected Perception CDN to build its OTT TV infrastructure for its telecom operations in Sierra Leone, The Gambia, the Democratic Republic of Congo and Uganda. The Company announced that this will be configured as a private CDN platform enabling customised TV service offerings in each country. Subscribers will be able to access a range of popular local and international TV channels on their smart phone with 7 days of catch-up TV built in, to ensure they can watch what they want when they want.

When complete the 4 OTT services will span West, Central and East Africa, seamlessly connected via Perception TVCDNs private CDN infrastructure.

John Mills, Perception CDN CEO, said: “Using our fully integrated TVCDN service, Africell will minimise the cost of content distribution throughout all four countries. We very much look forward to working with Africell, delivering a unique and exciting OTT service to its broadband and mobile subscribers”

Ziad Dalloul, Africell Chairman and CEO, said: “Africell gives people the freedom of connection. This is made possible through solid partnerships and use of the best available tools and platforms. Africell’s exciting new partnership to have the OTT TV will enable customers to watch their favourite local and international TV channels on demand and at affordable rates.”

About Africell

Africell is an African mobile technology company.

We provide fast, low-cost and reliable mobile network coverage and related value-added technology services to millions of individuals, communities and business in four vibrant African countries. Africell is the market leading operator in Sierra Leone and The Gambia and is a vibrant challenger in The Democratic Republic of Congo and Uganda.

Africell is a disruptor: keen to challenge inefficiencies, embrace fresh thinking and deliver innovative products and services which make a practical difference to people every day.

Our corporate social responsibility and positive community impact, as well as our entrepreneurial spirit and transparent business activities, make Africell the ideal mobile network provider for Africa’s future.

www.africell.com

About Perception CDN

Perception CDN delivers end-to-end IPTV and OTT TV services using its unified TVCDN platform which brings together advanced online video platform features with our own content distribution technology.

Ideal for telcos, broadcasters, channel or content owners looking to provide their own on net/OTT TV services, our multiscreen TVCDN provides a unified solution. This one-stop shop brings together the most advanced internet video platform including subscriber management and payment with our own TVCDN infrastructure delivering linear channels with automated catch-up, video on demand and cloud PVR features to users anywhere.

In successful commercial use for over 10 years, Perception TVCDN is a proven solution offering both on-premise private TVCDN services and a fully managed platform-as-a-service proposition which is rolling out globally in 2020.

www.perception.tv

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