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Ericssonâ??s Nuvu to distribute 20th Century Fox TVâ??s DreamWorks animated features across Africa

Description

Posted by Larry Gleeson

Nuvu, Ericssonâ??s SVOD platform will distribute 20th Century Fox TVâ??s DreamWorks Animation-produced titles along with an extensive selection of global film franchises for territories across sub-Saharan Africa in multiple language.



In a statement, Thorsten Sauer, head of Broadcast and Media Services, Ericsson said:



Thorsten Sauer, head of Ericssonâ??s Broadcast and Media Services (Photo via digitalveurope.com)

â??This feature film content deal through 20th Century Fox Television Distribution is another major milestone for Ericsson as we look to expand our new SVOD service, Nuvu. Through this partnership, Nuvu subscribers will have access to some of Hollywoodâ??s hottest films as part of their package, localized on a market-by-market basis.â?•

Developed for mobile operators in Africa, Nuvu leverages the companyâ??s extensive over-the top capabilities based on Ericsson Managed Player and components of Ericsson MediaFirst TV Platform, Ericssonâ??s highly scalable modular technology platforms used by broadcasters and telco service providers to distribute video content efficiently to connected devices.

For a monthly fee, subscribers have unlimited access to an initial 3 000 local and international premium titles across a wide variety of genres including Hollywood and Nollywood movies, TV series, kids, music, gospel and education.

To take on competitors â?? ShowMax, Amazon and Netflix â?? Nuvu has built-in ability to distribute content to consumers during off-peak periods minimising data costs for both operator and consumer. The platform also integrates fully into the operatorâ??s customer relationship management and payment systems.

(Source: screenafrica.com, TechMoran)

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