iROKOtv launches mobile app on Nokia Lumia

iROKOtv, the online distributor of Nigerian movies, announced the launch of a brand new mobile app for the platform, in an exclusive partnership with global phone manufacturer, Nokia. The app has been designed to give Nollywood fans and iROKOtv PLUS subscribers access to Nollywood movies on the go, and will be accessible on the Nokia Lumia Windows Phone 8.

The iROKOtv mobile app is designed to give Nokia customers, Nollywood fans and iROKOtv PLUS subscribers access to their favourite movies and will be available for free on the Nokia Windows Phone 8 devices for the first three months, when users sign-up. The mobile app is available to Nokia customers who already have a subscription on iROKOtv PLUS.

According to iROKO Partners, the app is built with the same functionality as www.irokotv.com, allowing users to have total control over their viewing experience and the ability to search the catalogue of thousands of movies by genre and actor, as well as select movies to 'watch later'.

Additional features

In addition to the menu on the app, the Nokia Lumia Windows Phone 8 provides customers with a number of additional features to give them a host of extras that include behind-the-scenes films from movie sets, interviews with Nollywood stars and additional news and gossip from the world of entertainment.

Head of Business Development for iROKO Partners, Africa, Adibeli Nduka-Agwu says, "The iROKOtv app is a fantastic addition to the 'Nokia Collections within the Windows Phone Store'. Content is king, access is key and this app encapsulates this perfectly; awesome content, available on-demand, accessible on a mobile phone. Nollywood at your fingertips, wherever you are.

"The partnership with Nokia is an extremely exciting development for us. They are global leaders in the tech and mobile device sectors for emerging markets, with a dominant presence in Nigeria and West Africa. This combined with their considerable expertise and enthusiasm in promoting African content, is why we are delighted with this collaboration," she added.

Speaking on the development, head, Ecosystem Developer Experience (EDX), Nokia West Africa, Teemu Kiijärvi said the iROKOtv app is one of the more interesting additions to the Nokia Lumia device, which lovers of Nollywood will very much

appreciate.

"We are happy that this is coming first on the Lumia device using the Windows8 OS. This is one of the ways through which Nokia is championing and encouraging the development of local apps in the region and Nigeria as well. Aside from the serious work, users of the Lumia Windows Phone 8 who have a subscription on iROKOtv PLUS can access the website to get the latest news in Nollywood and also the latest movies and have some form of entertainment even while on the go", he said.

The partnership extends to iROKO Partners' music site, iROKING, the platform for African music. Nokia Asha users will also have access to over 35 000 tracks from more than 400 recording artistes anytime, anywhere via Nokia Browser.

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