



# NPL launches mobile news service

Nation Publications Limited (NPL) in Malawi has launched a mobile news service branded 'Nation Mobile 58080'. The service enables subscribers to receive news sent directly to their mobile phones.

 By Gregory Gondwe: @Kalipochi 19 Sep 2012

NPL marketing manager, Timothy Nzima says through this platform Malawians will be able to receive headlines, breaking news, business news and general news alerts direct to their mobile phones.

"It's easy to subscribe to the services and start receiving news to your mobile phone," Nzima touts the service.

Nzima says they have entered an agreement with Airtel Malawi, which will provide the platform for subscribers to access the services and describes the initiative as part of their mobile marketing strategy.

The facility has initially started with five news services that include headlines, breaking news, business news, sports news and news alerts.

## Subscribe now!

"To receive Nation headlines before you can buy your newspaper every morning, you will need to first subscribe by sending the text 'headlines', 'breaking news', 'business news' or 'general news' to 58080," explained Nzima.

He added that for subscribers to establish whether they have subscribed, they will get a feedback text message informing them that they have subscribed to the service.

"I encourage the people who seek useful news to get all the headlines from Malawi's leading newspapers *The Nation*, *Weekend Nation* and *Nation on Sunday* - direct to their mobile phones and it is easy and convenient to do so," he reassured.

"Everybody is on the go these days. We travel a lot. Regardless of where you are, you need follow events as they unfold. For example, you may have proceeded on leave in a very remote area where there is no newspapers access. As long as there is Airtel presence there you will be kept abreast of the key developments through Nation Mobile 58080. The service is quick, direct and cost effective," he explained

Nzima further encourages those who want to be the first to receive making news to subscribe to the service adding that the service is exciting to NPL because after setting up SMS Manager in 2009, where readers enjoy instant feedback and opinion polls, National Publications Limited has now taken that platform to another level.

## ABOUT GREGORY GONDWE: @KALIPOCHI

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on [gregorygondwe@gmail.com](mailto:gregorygondwe@gmail.com). Follow him on Twitter at @Kalipochi. View my profile and articles...

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