

RamsayMedia and Snapplify - mobilising with a new partnership

RamsayMedia is set to expand its role in the digital space. A partnership with leading SA mobile solutions provider Snapplify will see the media house provide content, service and support for mobile apps developed by the award-winning tech start-up, which will also manage their hosting on app stores.



The partnership - the first joint venture for Snapplify - brings together "the respective strengths of great content and great technology" and will enable RamsayMedia to deliver rich-media content to its subscribers and those of its subscription clients, explained RamsayMedia's audience development manager, Ian Dinan.

The apps will be revenue-generating once they are linked to the company's subscribers system and made available on its MAGSsatHOME i-store.

"When we were looking for a mobile app provider, Snapplify stood out as a local company with an excellent record globally. It has some traction in the Middle East and is increasingly moving into emerging markets in Africa, which is an exciting prospect for us," said Dinan.

"Snapplify's expertise allows for agile development into the app world - something that would involve heavy financial and resource investment if we were to undertake it ourselves."

'Extremely excited'



A large number of the tech company's clients are in publishing, while RamsayMedia Logistics offers a comprehensive fulfilment service to almost 30 titles outside its own stable and can present digital content on the MAGSsatHOME platform - a synergy that may allow for further collaboration, and persuaded Snapplify to enter into its first partnership, he added.

Snapplify's CEO, Wesley Lynch, said he was "extremely excited" to be working alongside RamsayMedia. "They're an innovative company with great ideas and expertise. With our technology and their content combined, we foresee great potential and a long and fruitful partnership."

