

24/7 TV app for mobile phones, tablets across Africa

Tuluntulu and SABC Education have launched a 24/7 app free on Google Play and iOS App stores. Usage is free (no subscriptions), 100% free on Wi-Fi, with data costs only if connected via a mobile network (low data setting consumes +- 50MB / hour).

The 'free' business model is designed to maximise audience reach and engagement. Since marketing commenced in August 2014, the Tuluntulu app has been downloaded over 222,000 times in 154 countries. The most popular being South Africa, Nigeria, Ghana, Tanzania, Kenya, Uganda, Zambia, Mozambique, Ethiopia, and Zimbabwe.

For more, visit: <https://www.bizcommunity.com>