

ekiosk mobile first Côte d'Ivoire news aggregator app

Brand Communications was appointed by I.LOG.S to create 'ekiosk mobile: News at your fingertips', a new Côte d'Ivoire news aggregator mobile application offering a broad range of Ivorian newspapers and magazines at a low price.



The application reportedly enables users to get quick and customised access to the type of content that match their interests with news personalisation filtering.

In 2013, there were 253 million unique mobile subscribers and by 2017 this number should grow by more than 43%.

Terhas Berhe, Managing Director of Brand Communications says: "We are pleased to be part of the mobile revolution occurring in sub-Saharan Africa. At Brand Communications, we understand that there are high levels of mobile access in comparison to other basic services and they bring enormous socio-economic benefits to the region. We believe that ekiosk mobile will be a great addition to this booming landscape."

Lacina Koné, Chairman at I.LOG.S says: "With ekiosk mobile customers can interactively and instantly have access to a variety of newspapers and magazines in one click. It saves time and it is convenient. In Côte d'Ivoire it is becoming more and more common to use such services, as the population is more digital-oriented. This application is a step forward to improve access to the information in the country."

Global changes

The sector of newspapers and magazines is experiencing tremendous changes globally and there is a need for African newspapers to be more and more available in the digital space. The objective of ekiosk mobile is to become the go-to news aggregator for Africa in a near future. It is compatible with iPhone, iPad, and iPod touch, with a library of more than 20 magazines and newspapers, available for download on Google Play Market or App store.

Yvan Guehi, Senior Account Manager at Brand Communications responsible for Côte d'Ivoire and surrounding regions adds: "Brand Communications is very pleased to support the mobile market in Côte d'Ivoire with the launch of ekiosk mobile. Given the mobile penetration rate of 88% and the increase of local newspapers' prices, the app will provide Ivoirians with easy access to accurate news at a low-price. It is also a good opportunity for Brand Communications to strengthen its position on the Ivorian market as a leading cut-edge branding agency with expertise in African markets."

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