



THE ADDICTIVE MOBILE VIDEO NETWORK FOR AFRICA,  
THE WORLD'S FASTEST GROWING MOBILE MARKET



starnewsmobile.com



## STARNEWS MOBILE- IMPORTANT INFORMATION DURING COVID-19

- ***StarNews Mobile is now 3.2M users strong***
- ***During this COVID-19 crisis, it is more important than ever to be close to users who are seeking information, entertainment and fun content during painful confinement.***

**StarNews Mobile** continues its rapid growth and has now surpassed the three million user mark. The innovative platform has been able to triple its userbase in only a year and is now available with 5 operators across Cameroon, Ivory Coast and Congo

This accomplishment is being touted by industry experts as a substantial predictor of the potential of **StarNews Mobile** as THE social media video solution to watch as it rolls out into South Africa, Nigeria, Ghana, DRC and Senegal this year.

On top of that, our mission of supporting local content providers by offering them REAL income from their content has never been more relevant than in times where **all other income opportunities have disappeared because of COVI-19**: theaters and sports venues are closed, artists cannot perform, athletes cannot shine, movies are not being produced. **Everybody is home and needing content and connection.**

Meanwhile, more and more people are hanging out on the internet. According to a report by First Figures, COVID-19 has already led to [a 70% increase in internet use, and 12% in streaming globally](#). In Africa, operators continue to cut prices to encourage usage, such as [Orange Cameroon](#) which reduced prices to its services and products and waved Orange Money charges last week, or MTN who decided to cut down its data rates in South Africa (<https://m.fin24.com/Companies/ICT/mtn-slashes-data-prices-20200320>).

In Kenya, operator Airtel is offering [free internet access to the Longhorn e-learning site](#) to allow students to continue studying despite the school closures.

Even though traditional platforms like Facebook, Youtube or Instagram offer these social interactions, they are unable to provide the most important component to celebrities and influencers: **INCOME !** and as ad revenues are projected to plummet by [17% in the US only in 2020](#), **StarNews Mobile** appears as the solution during this global crisis and for years to come while global economies rebound.

Last year, our local content producers earn over \$100,000 in income from **StarNews Mobile** and in the past 3 months, we have almost reached that same amount. May not sound a lot but it is a significant amount of money in Africa where most average people live on \$3/day. We are therefore very proud to support the content ecosystem and build loyalty as their favorite platform to connect with their fans via mobile and we intend to do even more during these challenging times.

So how are we doing in times of corona virus? The answer is simple: **we are simply generating income for all our partners**, both mobile partners and content producers in a more efficient way than any other platform in the marketplace. And this is something we look forward to continuing with several upcoming new features that we will carefully bring to market through our solid partnerships with mobile operators. These features were designed to provide even more value to our subscribers while increasing income opportunities for our content partners.

*From celebrity content, we have greatly evolved and our current programs and content verticals cover topics such as:*

*NEWS, SPORTS, PEOPLE/STARS, HUMOR, GOSSIP, COOKING, LIFESTYLE (FASHION, HOME DÉCOR, BEAUTY, HAIR), WELLBEING (NUTRITION, FITNESS, MEDITATION), HEALTH, RELIGION, QUIZZES, JOBS/PROFESSIONAL DEVELOPMENT, PERSONAL DEVELOPMENT, etc...*

*Don't hesitate to get in touch with our team, should you have proposals, ideas or questions to submit.*

**StarNews Mobile is the addictive mobile video network that monetizes celebrities' and brands' fan bases in Africa.**

*How does it work?*

- *StarNews Mobile works with local and international music, sports or cinema stars to **create dedicated and interactive mobile channels***
- *Partner mobile operators **push** the channels to their subscribers*
- ***Fans subscribe** to their favorite celebrities' channels and receive exclusive content about their daily life, behind the scenes videos, and the opportunity to win concert tickets and even to meet them*
- *The videos are accessible **even without a data package***
- ***Revenues are shared** between the mobile operator, **StarNews Mobile** and the celebrities*
- *Celebrities are **incentivized** to produce more exclusive content: the more popular they are, the more money they can earn!*

*If you would like more information about **StarNews Mobile**, its platform and services, visit our website at [www.starnewsmobile.com](http://www.starnewsmobile.com) or email us at [contact@starnewsmobile.com](mailto:contact@starnewsmobile.com)*

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