

New video streaming service with designs on Africa

Newest video streaming service, JustFlicks, has announced its launch. The service has African rights for its content and will be marketing the service aggressively throughout the continent.



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Africa's video-on-demand (VOD) market is experiencing solid growth with the advent of new players, platforms and services. In line with growing market opportunities, [JustFlicks](#) is targeting the mass market with the largest catalogue of titles at the most affordable price.

The technical platform for JustFlicks was developed last year with Film and Publications Board approval being recently received, paving the way for consumer marketing and the service's official launch.

"JustFlicks content is best described as the type of content that resonates with consumers who watch and enjoy ETV's movies. This includes action, adventure, martial arts, drama, romance, comedy, thrillers, music and documentaries," says spokesperson Joanne Raphael-Katz.

"It is unashamedly targeted at the mass market both in content and price and includes over 2000 titles with over 200 000 hours and more to be added monthly.

"Content generally is curated with IMDb ratings with over 1000 titles scoring ratings of between six and eight. This means

there is a lot of good content to select from. The content is unique and not found on any other platform," she says.

The service costs R1 per day for viewers to watch as many titles as they like, and is the first and only service to offer billing fees to be paid from your prepaid or contract cellphone account. However, the service will soon add a facility to subscribe monthly for R3, as well as a credit card facility. A download button is also being added shortly so viewers can download movies to watch later.

"With the number of people accessing the web from mobile devices overtaking those who access the internet from desktops for the first time last year globally, Justflicks is perfectly-positioned for explosive future growth," concludes Raphael-Katz.

The service is viewable across all devices including phone, laptop and PC, and across both iOS and Android operating systems. With data prices expected to continue to decline, JustFlicks is confident the platform will be a success.

The service also has African rights to its content and will be marketing the service outside of South Africa.

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