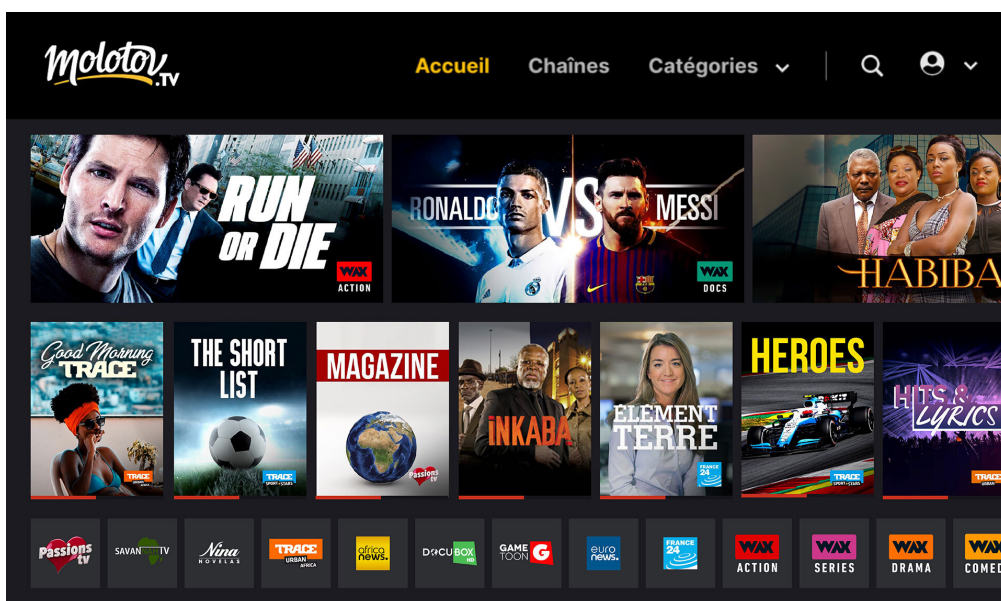




Digital Virgo and Molotov join forces to launch Molotov Africa, the streaming service in Africa



Molotov service in Africa - © Molotov 2021

Molotov via its BtoB department, Molotov Solutions, and Digital Virgo launch the Molotov Africa streaming service. Already available in Ivory Coast, it will be extended to the whole French-speaking and English-speaking Africa during 2021.

Two key players in the content ecosystem are joining forces to offer a high added value streaming service to the African continent.

The famous streaming service launched in 2016, Molotov, now has more than 13 million users in France. A level of growth that permits to expand into African markets. To ensure the success of the project, Molotov's BtoB department and distributor of the application, Molotov Solutions, chose to partner with Digital Virgo for its

knowledge of the African markets, its experience in launching OTT services internationally, alongside providing the Mobile Payment solution DV Pass and ability to adapt the service locally.

"It was essential for us to deploy Molotov in Africa under the best conditions. This means collaborating with an experienced partner, capable of accompanying us in adapting the product to meet the expectations of the African markets. We chose Digital Virgo for its experience and its ability to address all the levers necessary for the success of the project." indicates Grégory Samak, Managing Director of Molotov.

A deployment strategy that incorporates all the essential factors of the African markets: well adapted payment method, relevant content and traffic-generating marketing campaigns.

A partnership based on mutual expertise. Molotov Solutions offers a Premium Cloud TV platform supported by innovative streaming technology. Digital Virgo, with its team's local present, brings all its expertise in launching an OTT service in Africa:

- Telecom Payment connection for simple and secure access, a must-have in Africa.
- Integration of local content thanks to the signed agreements with the largest African Media Companies: Savannah TV, Africa news, RTS, RTI, Trace Africa, Rotana...
- The creation of a Web App version of the application, mobile oriented, to offer an easy access that corresponds to the technical specificities of the area.
- Digital marketing campaigns to generate traffic.

"This partnership allows us to deploy a very high added value service in the region. Cloud TV offers growth potential for all the players in the content ecosystem, from Producers to Publishers and Telecom Operators. But the key to success is, without a doubt, adaptation to local specificities. This is where we come in by integrating our payment platform, our ability to integrate local content, adapt technology and launch effective marketing campaigns."

Vincent Taradel, Marketing Director of Digital Virgo

Molotov in the colours of Africa. More than just a new service, a real growth lever for the players in the area and in particular for the Telecom Operators.

By adapting Molotov's application to the African markets, Molotov Solutions and Digital Virgo offer users an OTT service, accessible on all devices, with Premium quality TV content thanks to the numerous partnerships signed with the largest African Media Companies.

But beyond the launch of the Molotov application, it is also for the distribution of Cloud TV platforms that Digital Virgo is supporting Molotov Solutions. A turnkey service that includes a Premium streaming technology

dedicated to TV content. An innovative solution, particularly for Telecom Operators that can now quickly benefit from OTT Premium services. A customizable product, simple to deploy and perfectly adapted to the Operators' marketing offers: white label products, bundles... This is a promising sign for the future of Cloud TV in Africa.

About DIGITAL VIRGO

Created in 2008, Digital Virgo Group is one of the most influential French Tech companies in the world. Present in more than 25 countries, its teams deploy their expertise in the Payment and Monetization markets via Telecom Operators' billing solutions. Positioned at the heart of an ecosystem made up of Operators, Merchants (Content Producers, Media, Ticketing Professionals) and digital advertising platforms (Google, Facebook, etc.), its role is to interconnect these players to meet their main challenges: optimising payment, monetising content, services and audiences and ensuring their performance via Mobile Marketing campaigns.

+40 operating countries | €270 Million turnover (2019) | 850 people

120 partner Operators · Orange · SFR · Vodafone · Telefonica · MTN · Tunisie Telecom...

+200 connected Merchants · M6 · Universal · beIN · Les Indés Radios · Lagardère · NRJ · Canal+ ...

More information on digitalvirgo.com

About Molotov

Founded by Jean David Blanc (founder of AlloCiné) and Pierre Lescure (co-founder of Canal+), Molotov is a streaming platform that revolutionises access to television, available on all screens and connected devices (TechCrunch). Molotov offers a unique experience combining linear and non-linear programmes from more than 170 publishers and television channels in a single interface. Selected in the French government's French Tech 120 index, among the 10 Top Start-ups LinkedIn 2020, and awarded four times "Best Application of the Year" by App Store users (Apple), Google Play (Android) and AppAnnie, Molotov has, after 4 years of existence, nearly 13 million users, and has become the French leader in the distribution of streaming programmes.

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