

## Zee5 and Apigate partner to target larger audience globally

Zee5 has announced its partnership with Apigate which will now deliver a larger range of content across different languages, targeting a wider audience.



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Zee5 which is part of Zee Entertainment Enterprises Limited offers over 100,000 hours of Indian Movies, TV Shows, News, Music, Videos and exclusive Originals, across 12 languages including Hindi, English, Bengali, Punjabi, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri and Gujarati.

Through this deal, Zee5 is not only offering consumers a secure and convenient payment solution and also the opportunity to bundle few offers for all subscribers.

“As content creators, we’re creating rich and engaging content across multiple languages for our viewers across the globe. We have an ambitious growth agenda to expand ZEE5’s reach to a wider audience segment across global markets - and we’re very happy to announce our partnership with Apigate which will enable us to do that,” said Amit Goenka, CEO Zee International.

The CEO of Apigate, Zoran Vasiljev said, “We are excited to partner with a well-known brand like ZEE5 as this is a testament to the relevance of Apigate’s platform in empowering digital transformation for businesses.”

Source: *NexTVAfrica.com*.

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