

MTN rolls out first Disney Mobile web service in Nigeria

MTN Nigeria has introduced the first Disney mobile web service in Nigeria, Disneynigeria.mobi, which is Disney-themed short-form content, games and shareables. The service is the outcome of a partnership between MTN Nigeria and The Walt Disney Company Africa. The two-year deal allows MTN Nigeria exclusivity for the first year of the partnership.



General manager, brands and communication of MTN Nigeria, Richard Iweanoge, declared, “As a company, we have always searched for creative avenues for our customers to express their individuality and passion. And we know that this service achieves that and more.

“We are presenting a world of Disney straight to our customers’ fingertips at a truly affordable price, and we are confident of the fulfilling entertainment they will derive from this.”

Senior vice president of The Walt Disney Company Africa, Christine Service, said, “We are thrilled to be collaborating with MTN to give its Nigerian users access to Disneynigeria.mobi specifically developed for the Nigerian market; this will introduce MTN subscribers to Disney characters and content in an affordable and accessible ways.”

The service can be accessible for 0.55 USD (N200) per month and new content will be added on the site every month and users will enjoy fresh content including games like *Frozen Double Trouble*, *Gravity Falls* and *Mabel*; wallpapers from fan favourite shows and short films like *Cars*, *Toons* and more.

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