

# AudApp launches in Nigeria to share African Stories and Experiences with MTN subscribers

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Clairvoyant Business Options Limited has partnered with MTN Nigeria to launch AudApp - an audio on demand service. AudApp seeks to give MTN users the ultimate listening experience by featuring the best of African and international content, from Entertainment, Sports, News and Religion to Drama Series, Talk shows and exclusive African stories.

AudApp was created to connect content creators with their audience through the MTN network. The app will enable podcasters (content creators) to create and monetize their content and allows listeners to immerse themselves in a curated premium experience of African stories and perspectives from a vast library of free content and exclusive AudApp originals.

AudApp also contains a variety of smart features that allows users to personalize their experience, connect with friends and invite them to join interesting programs.

Through this partnership, MTN subscribers will be offered daily, weekly and monthly subscriptions to gain premium access to AudApp's audio streaming service on their mobile devices. The podcast streaming app is available on Google Playstore for Android users on the MTN network.

In her remark, the spokesperson for AudAPP - Samuel Akinboro said: "AudApp brings pertinent African discussions to the ears of those whom it matters to. No one can tell the African experience better than Africans, and we project having over 500 Africans doing that on AudApp."

Acting Chief Digital Officer, MTN Nigeria, A'isha Umar Mumuni, said "Africa is hugely blessed with stories that need to be shared. And who better to tell these stories than Africans. We are excited about this opportunity to partner with AudApp to bring premium audio content to our customers and provide a platform for content creators to monetise their talent."

Notes to Editor

## About AudApp

AudAPP is an audio streaming and download service provided by Clairvoyant Business Options Limited in partnership with MTN Nigeria. The company has its registered offices in Nigeria and provides first-class, custom solutions in digital platform development, data storage, on-demand IT, content management and digital transformation. The app is available in Nigeria on mobile through the Google Play Store for Android and on the web: <https://webs.clairvoyant.com.ng/#/>.

## About MTN Nigeria:

MTN Nigeria is one of Africa's largest providers of communications services, connecting 71.6 million people in communities across the country with each other and the world. Guided by a vision to lead the delivery of a bold new digital world, MTN Nigeria's leadership position in coverage, capacity, and innovation has remained constant, since its launch in 2001. MTN Nigeria is part of the MTN Group – a leading emerging market operator, connecting more than 250 million subscribers in 21 countries in Africa and the Middle East. To learn more about MTN Nigeria and its various initiatives, visit [www.mtnonline.com](http://www.mtnonline.com)

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