

# AZAM MEDIA IS EAST AFRICA'S LEADING DIGITAL SATELLITE TELEVISION SERVICE

THEY PROVIDE AFFORDABLE HIGH-QUALITY TELEVISION ENTERTAINMENT TO FAMILIES ACROSS SUB-SAHARAN AFRICA



## AZAM MEDIA | AFRICA



### CHALLENGE

Multi-country and multi-currency operations, dealing with varied taxation rules, dealer management with role-based access, launching pay per view (PPV) services, ability to scale and time to deliver were critical factors for Azam Media.



### SOLUTION

Magnaquest's SURE platform enabled Azam Media to manage its end-to-end subscriber lifecycle along with the ability to manage its multi-country reseller network and launch DTH and pay-per-view services.

## CUSTOMER STORY

Azam Media is known for its DTH and PPV services across Africa. Their services are available in 7 different countries with headquarters in Tanzania and operations in Tanzania, Uganda, Kenya, Malawi, Rwanda, Ghana, and Sierra Leone with about a million subscribers. The company offers combination plans to its subscribers with rich content of local and world programs in full high-definition quality.

Azam Media needed a flexible and agile system that can handle its multi-country operations using their reseller network. They were looking for a convergent billing system along with the provision to support quick payment processing via multiple payment channels. They wanted a solution that could provide role-based access to their dealer network to ensure customer data protection. They were also looking forward to monetizing their on-demand content by providing PPV services to their subscribers.

Magnaquest's subscription management solution – SURE, supported Azam Media to monetize their content and manage their customer lifecycle. SURE's extensively configurable product catalog enabled Azam media to launch customized offerings across multiple countries, currencies and tax structures. SURE's open API framework allowed Azam Media to integrate with multiple payment providers like Mobistock, Selcomug, Maxmalipo, Selcom, Payway, Yomobile, Southwell, Cellulant, Buttonpay and RwmaXcom for offering flexible payment options to its subscribers.

Azam Media further launched its new PPV services to monetize their content through SURE platform. They introduced new pricing models, grouping of multiple services, customized subscription plans and ensured timely payments through multiple payment channels. This platform also had a significant contribution in managing its reseller network across multiple countries. With SURE's inbuilt entity privacy framework, distributor-reseller could effectively follow-up, view or operate their on-boarded subscribers.

Furthermore, experiencing Magnaquest's SURE capability to handle high volume of subscriber base, Azam Media is planning to launch OTT and TV Anywhere services.

## BENEFIT

Azam media launched DTH and PPV services successfully across multiple countries in Sub-Saharan Africa.

"SURE's extensively configurable product catalog enabled us to launch customized offerings across multiple countries, currencies and tax structures. Moving forward, we have plans to launch Digital Terrestrial Television (DTT) and Over-the-top (OTT) services using this platform."

Jacob Joseph, CTO, Azam Media

## INTEGRATIONS



**Payment Gateways:** Mobistock, Selcomug, Maxmalipo, Selcom, Payway, Yomobile, Southwell, Cellulant, Buttonpay RwmaXcom



**Provisioning System:** Nagra