

Skiza Partners and content Aggregators

The SKIZA Tunes service is a personalized ring back tone service that enables Safaricom customers to download a SKIZA tune to entertain their callers. Customers can choose from a wide variety of tunes and content genres available on the platform, which is accessible by dialing *811# on a mobile phone. Over the last eleven years, Skiza has grown to become the preferred mobile entertainment choice for millions of Kenyans.

Safaricom works with appointed content providers to aggregate artists' content and avail it on Skiza, whose framework is on a revenue-share basis with the content providers at 70:30.

In January 2020, we embarked on an expansion drive to grow the number of aggregators, resulting in the partner base expanding from **43 partners to 116 partners**. Our target was 100, and we are very pleased with the overwhelming interest in the Skiza business, which shows the opportunity that is still available for our customers and partners.

Having exceeded our target, we have halted the onboarding of new Skiza content providers from 1st April 2021. However, we will work with the existing providers to continue aggregating new content on Skiza to meet the needs of our customers. If you would like to avail your content on Skiza, kindly reach out to the existing providers, who will guide you on the aggregation process.

The list of the appointed content providers, more information on how Skiza works and Frequently asked questions are available on <https://www.safaricom.co.ke/personal/get-more/entertainment/Skiza>.

Together with our partners, we maintain our commitment to keep investing in the platform to ensure that it continues to deliver quality and relevant content in line with the needs of our customers.



Simple • Transparent • Honest
FOR YOU

BEYOND

 Soforicom