

Explainer

Africa streaming service expands digital footprint

BY BAMUTURAKI MUSINGUZI

KAMPALA. In a major milestone, TidPix - Authentically African, the leading African streaming and entertainment brand by Rushlake Media, has announced its expanded availability on LG Channels across seven European territories, the UK, Ireland, the Netherlands, Sweden, Norway, Finland and Denmark.

The global expansion is another step in TidPix's mission to bring high-quality African storytelling to global audiences through accessible digital platforms. Through the expanded reach

on LG channels, along with its existing FAST channel and VOD content, TidPix will now deliver its curated catalogue of African feature films, series, and reality TV directly to millions of households worldwide.

With content such as Nairobi Half Life (Kenya), Supa Modo (Kenya), Abujaa (Nigeria), Coming to Africa: Welcome to Ghana (Ghana), Young and Rich (Kenya), and the Kenyan-Ugandan 2025 International Emmy Award-nominated teen drama, Prefects, viewers across Europe and the United Kingdom (UK) can now enjoy 24/7 free, ad-supported entertainment through an effortless and intuitive TV experience.



Hopeful.

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across Europe is an important moment for us as we continue to cater the growing demand of African storytelling into mainstream global distribution," Philipp Hoffmann, the founder and managing director of Rushlake Media, said. "LG's platform gives us a powerful new avenue to showcase the richness, diversity, and creativity of African narratives."

Matthew Broughton, the director of LGEEH Europe WebOS Content and Services, said: "We are excited to welcome TidPix to LG Channels, offering LG TV owners access to a standout selection of African films and TV series. This partnership reflects our ongoing

effort to offer high-quality, free entertainment on LG Channels in Europe."

The launch reinforces TidPix's ongoing strategy to scale its digital footprint across AVOD, FAST channels, and connected TV platforms, ensuring that African creators and stories gain visibility on premium global devices.

TidPix will continue rolling out to additional platforms as part of its global digital distribution strategy, including AVOD partners, FAST channels, and other connected TV ecosystems.

Rushlake Media's other streaming properties include Kino on Demand, the streaming service bridging the gap between cinema and VOD; Goethe on Demand that streams on behalf of the Goethe-Institut and brings German cinema to the world; as well as streaming for a range of film festivals around the world.