

For Immediate Release

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HUMAN NETWORK INTERNATIONAL AND PULSE PARTNER TO DISTRIBUTE PULSE CONTENT TO AIRTEL SUBSCRIBERS ACROSS NIGERIA

Human Network International (HNI) and Pulse have partnered to distribute Pulse news and entertainment content through HNI's 3-2-1 Service on mobile phones with service from Airtel Nigeria.

The 3-2-1 Service will provide Pulse content along with public service information via voice or text, in English, Yoruba, Hausa, Igbo, and Nigerian Pidgin from their basic phones. This will give people access to up-to-date content that was previously available only on the web and on smartphones. The launch date for the service will be announced by Airtel Nigeria in the coming weeks.

Regarding the partnership, Head of Pulse Rich Tanksley said, "We are really excited to have Pulse content available to a completely different subset of users than our urban-based smartphone users. This will also be the first time that Pulse content will be available in a language besides English."

The service is available on-demand to anyone living under a cell signal in Nigeria. "The Pulse content will prove to be very popular," said Harriet Blest, Program Manager for HNI. "It will draw people to explore our public service information that improves lives — even saves lives."

Already the service is available in Madagascar, Malawi, and most recently in Ghana, providing answers to questions that, for some people are "embarrassing, or even risky to ask," said Blest, "such as questions about family planning or HIV."

Other topics to be made available on the service include Agriculture, Commodity Prices, Family Planning, Health, Nutrition, Water, Sanitation and Hygiene, Financial Inclusion, Good Governance and Weather.

About Human Network International

HNI is a global development organization dedicated to bringing the benefits of technology to individuals and organizations working in the developing world. We work across all sectors to promote the free HNI is a global development organization dedicated to bringing the benefits of technology to individuals and organizations working in the developing world.

About Pulse

Launched in late 2011, with full roll-out in late 2013 Pulse is Nigeria's online news platform and is built on a state-of-the-art international framework. Pulse has become one of the top 25 visited websites in Nigeria in just a few years. With more than 3.5 million unique visitors per month generating more than 12 million pageviews, Pulse is in the top 3 of online news sites in Nigeria and climbing rapidly. Pulse is owned by Ringier, a 180 year-old Swiss media company with \$1.8 billion in revenue per year.

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High-resolution image available for this story:

Rich Tanksley of Pulse (left) and Harriet Blest of HNI sign an agreement to provide Pulse content on the 3-2-1 Service in Nigeria.



<http://hni.org/?p=2882>

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