

MobiMedia launches unpublished games in SA

Cartoon Network has appointed mobile marketing agency, MobiMedia as its content partner for Africa to oversee its *Cartoon Network's Games* portal.

By means of its *Planet Games* platform, MobiMedia offers thousands of mobile games, apps and content to over 20,000 different smartphones, feature and tablet devices to suit a collection of operating systems - their offering includes 22 unpublished Cartoon Network games, which marks a first for South Africa.

MobiMedia has also received the rights to animated video content from its global gaming partner.

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