

Windows apps now available through Safaricom airtime

Microsoft has partnered with Safaricom to introduce a service that allows customers to buy mobile phone applications using their airtime. The Mobile Operator Billing services will target the growing number of Windows based smartphone users who previously had to pay through credit card for their applications.



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"One of the contributing factors to the smartphones penetration has been the uptake of mobile apps that has transformed the way we interact however, users have had challenges in accessing the apps due to limited payment options.," Kunle Awosika, Microsoft Kenya Country Manager.

The service will allow users to download apps from the Windows Phone Store and make payments using their mobile phones opening a reliable revenue channel for the developer community.

Local, global apps

Available local apps and content that can be bought under this model include Daily Nation ePaper, Camera Pro+, Car Tracer, Find Me, FlashLight Elite Pro, MemoryGame, NumberTrack, Yoyo Paint, kTranslate and Pro,Paint+.

Other global apps include MetroTube, Phototastic Pro, Nextgen Reader, Runtastic PRO, SoundCloud, Podcast+ Pro, WordPress for Phone, Plants vs Zombies, Angry Birds, Star Wars and PreSchool Essentials.

To buy an app through mobile operator billing, a user will be required to go to the Windows Phone Store and select the application they would like to buy. The consumer will then be able to see the name of the app, the price, publisher, app size and payment method clearly displayed.

The uptake of mobile phone applications in Kenya has been greatly driven by the proliferation of smart mobile devices. In its *Digital Entrepreneurship in Kenya 2014* report, the GSMA found that the potential for Kenya to become a leading hub for digital entrepreneurship is extraordinary.