

Talent discovery app comes to Africa

Following its success in the US and India, Indi.com, an exciting new video platform launches across Africa. It gives users the chance to be discovered through a variety of fun challenges, created by celebrities and brands.



Entrants upload a video and winners are chosen, based on their talent as well as the amount of social buzz (likes, views, comments and shares) their video generates.

Africa's leading talent agency Celebrity Services Africa (CSA) will launch the app across Africa this month. Indi.com Africa will have the opportunity to take its pick from similar international competitions such as the Elite Model Search while CSA will also drive continental contests, including a challenge initiated by DJ Euphonik.

In addition to being discovered by industry leaders, contestants can also win cash prizes and career opportunities, while indi.com will also challenge the digital status quo in that individuals are able to monetize original content.

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