Muna Kalati Product Launch Report

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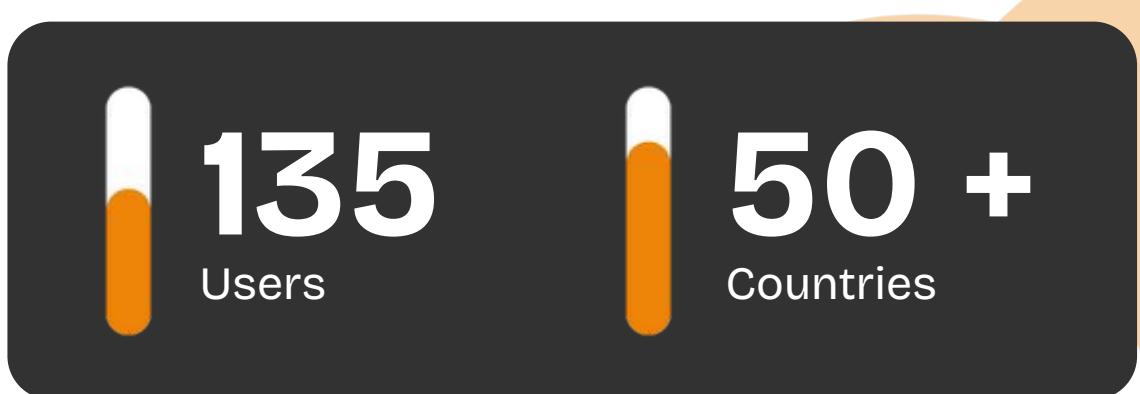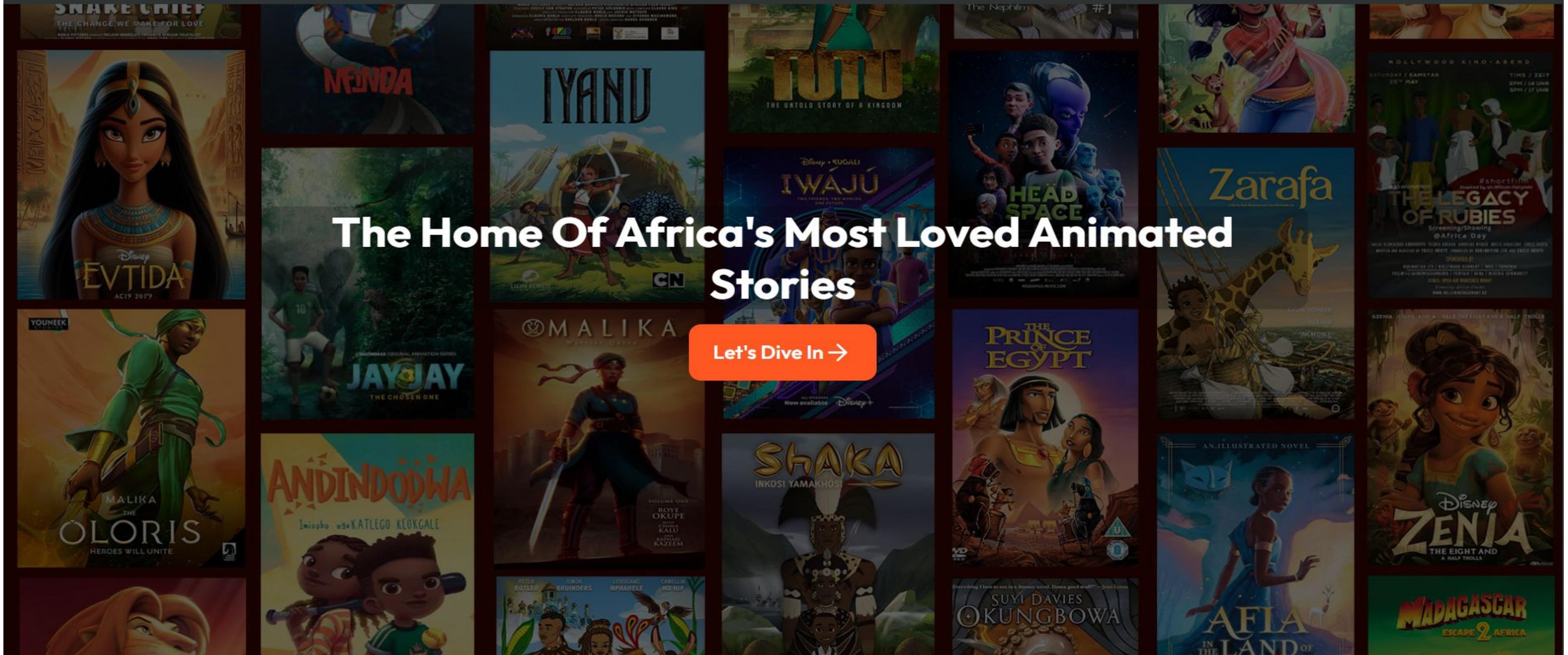
About Muna Kalati & Reach

Muna Kalati is an Ed Tech platform that seeks to solve the culture under representation of African culture related stories for mainly African kids by providing a streaming home for African animation.

Current market focus are targeted mainly to the East and West Africa with users from countries such as; Ghana, Nigeria, Cameroon, Angola etc.

Product Website Link: https://www.tv.muna-world.org/

135
Users

50 +
Countries

PRODUCT GOAL

Building a highly secured and intuitive streaming platform for African animated stories that combine long and short videos from diverse genres in eleven months (11)

Features Built

- Rolled out episodic feature on both the Muna TV and creators' profile for easy addition of episodic features

- Introduced French/English toggle for accessibility.

- Finalised genre-based content categorisation for easier discovery for users on videos they like based on genres.

- Integrated AI Assistant to help users explore movies based on genres and preferences.

- Added mandatory sign-in before video viewing to improve personalisation and analytics.

- Implemented premium video snippet previews to encourage paid conversions.

- Launched Creator Profiles showcasing all animations created by each animator.

- Added episodic uploads for creators, enabling structured series publishing.

Milestones Reached

- Strengthened platform structure by ensuring 99% of bugs present on the Muna TV have all been rectified.

- Successfully integrated AI Assistant for genre-based content insights.

- Launched a full Creators Feature with individual creator profiles on the Muna TV and episodic upload support.

- Produced a guided learning video to help creators navigate the upload and publishing workflow.

- Delivered seamless payment flows for users making subscriptions and creators receiving payouts.

Thank You