

Launch of API signals new era for MXit

 By [Jeremy Daniel](#)

1 Nov 2010

Ten billion messages sent to mobile phones during July of 2010; 53 million photos sent during the same month, and more than 710 million logins... These are the kind of numbers that developers from emerging markets look at with envy when studying the mature internet markets of the Western World.

But these statistics belong to South African mobile phenomenon, MXit, which launched the beta version of its application programming interface (API) on Friday, 29 October 2010, in Stellenbosch, the town where it all began. MXit, predominantly a mobile application, remains the country's largest social network, trumping international social network leader Facebook.

MXit has extended an invitation to software developers world-wide to create applications that will reach its huge user base, who are hungry for games, education, entertainment and whatever else can be developed for this unique mobile media platform.

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ABOUT JEREMY DANIEL

Jeremy Daniel is the editor of www.memeburn.com and a firm believer in the transformative power of mobile technology for emerging markets. Jeremy has written across various media platforms for the last 10 years, from television to advertising to print before making the permanent cultural leap into online journalism. Follow him on Twitter at [@jeremydaniel](#).

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