

TRACE

2020

PARTNER
KIT

STAND UP
N' SHINE



TRACE

Launched in 2003 following the acquisition of the eponym magazine, Trace has grown into an Afro Urban cultural entertainment force with 350 million fans and a mission to empower and uplift young people and creators globally.

+350M

ACTIVE USERS ON TV, RADIO, EVENTS & DIGITAL

#1

EMPOWERMENT BRAND
FOR YOUTH & CREATORS

#1

AFRO-URBAN ECOSYSTEM
IN AFRICA, FRANCE, UK, USA, BRAZIL,
CARIBBEAN & INDIAN OCEAN

Trace media, digital, entertainment and education platforms are available in 162 countries and are segment leaders in Africa, Brazil, France, UK, Caribbean and Indian Ocean.

A smiling man with dark skin and curly hair, wearing a denim jacket, is the central figure. The image is overlaid with semi-transparent colored boxes containing text. The background is a blurred outdoor setting with palm trees and a railing.

TRACE

A BRAND WITH A MISSION

Our Mission

Connect
& Empower
our People to
Stand Up &
Shine

Our Values

Passion
Authenticity
Success
Innovation
Respect
Diversity

Our Priorities

Purpose Driven
Excellence
Social Inclusion
Customer & Consumer Focus
Gender Parity

Our DNA

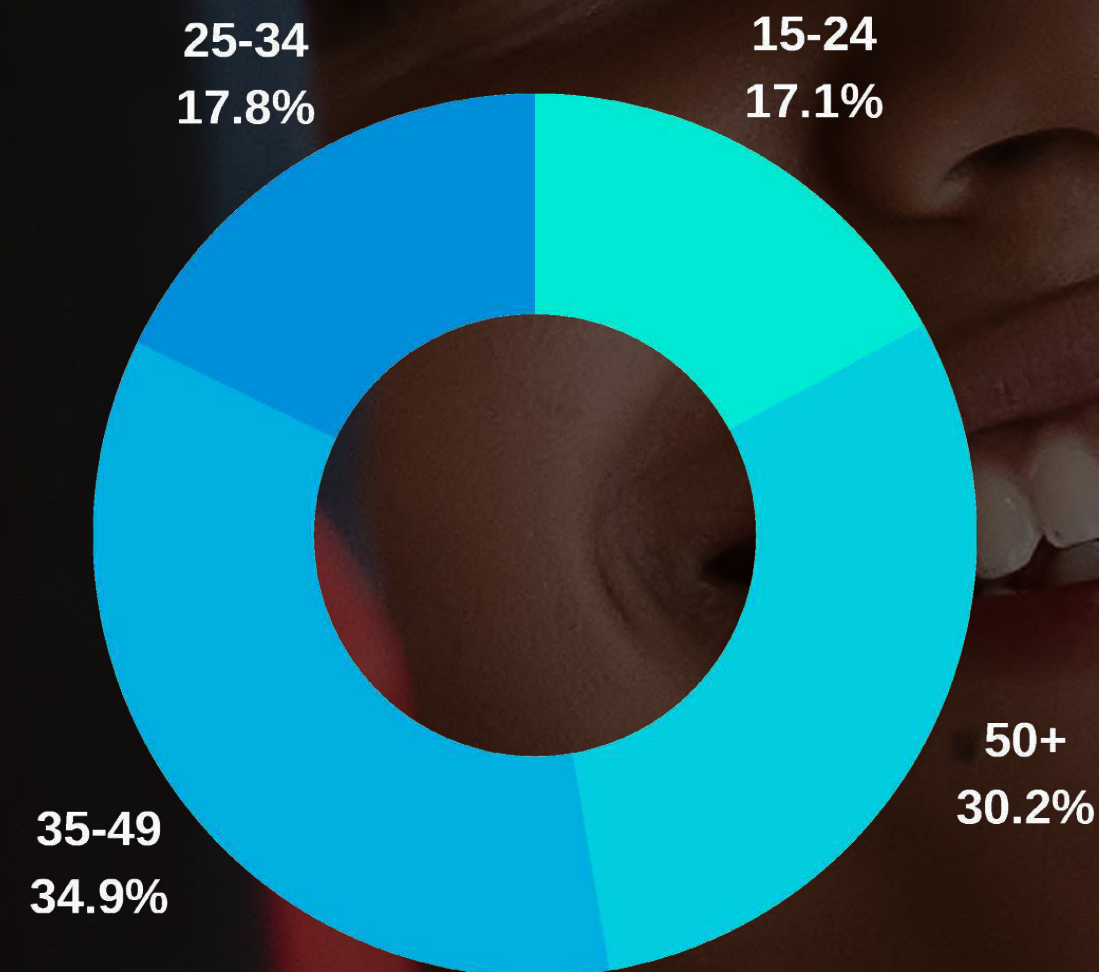
Urban
Multicultural
Chic
Aspirational

TRACE MANIFESTO TRAILER

TRACE

OUR FANS & USERS

MATURE MARKETS*

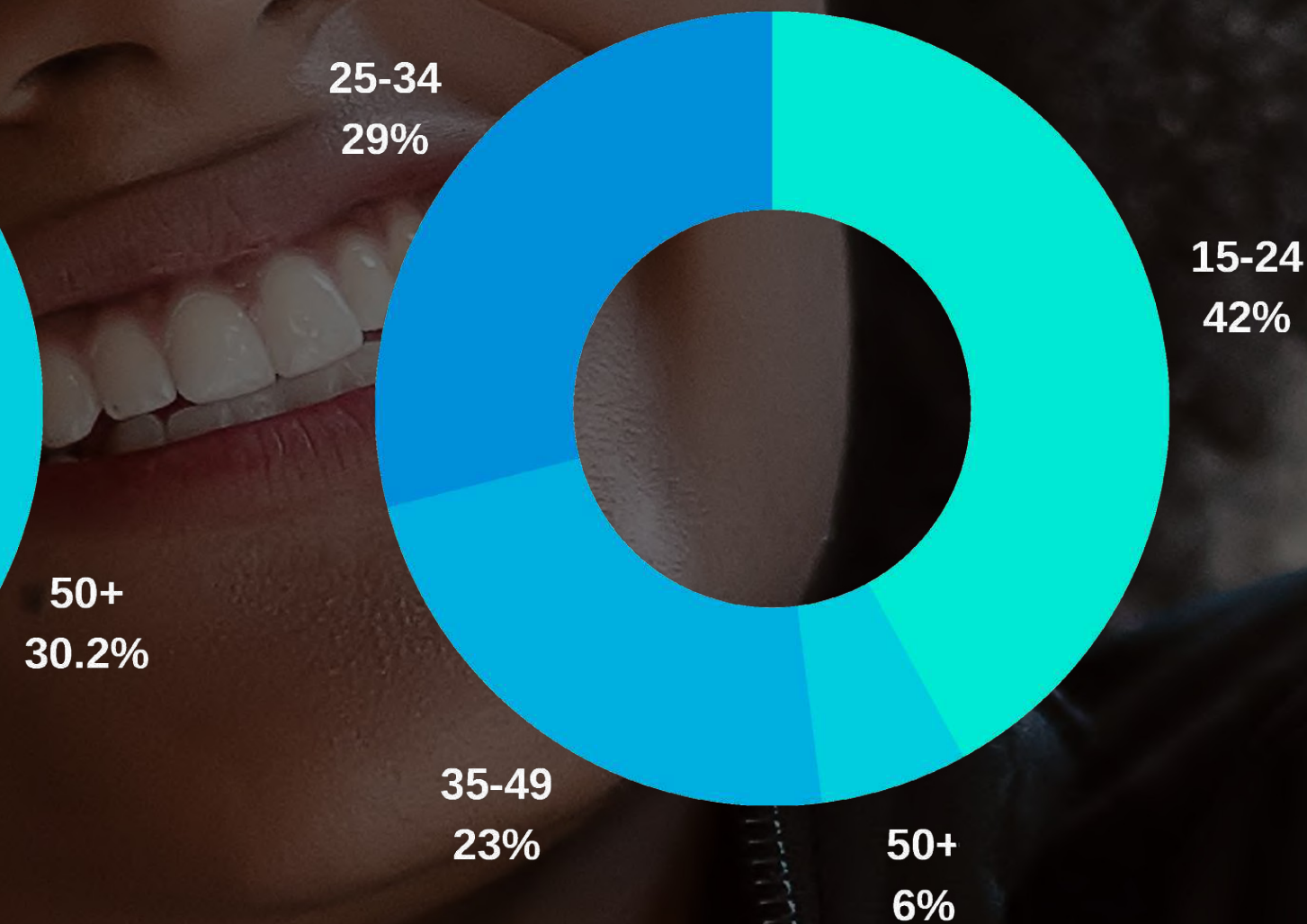


50,2%



49,8%

EMERGING MARKETS*

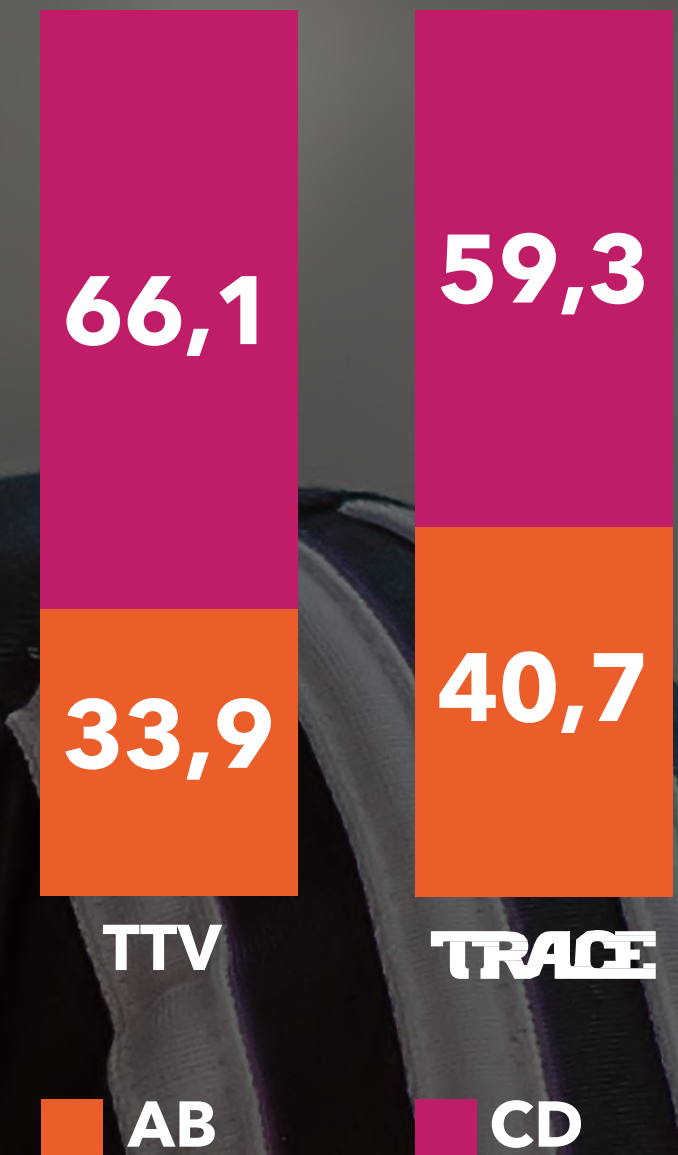


52,3%



47,7%

EMERGING MARKETS - SOCIO-PROFESSIONAL CATEGORIES



*Mature : France, UK, Portugal and rest of Europe, Northern America, Caribbean and Indian Ocean
*Emerging : French and English-speaking Africa, Brazil, Asia

TRACE

OUR FANS & USERS

WHAT DOES TRACE AUDIENCE LIKE THE MOST?



Music

74%



Education
& Family

60%



Sport

57%



News

55%



Humor

52%



OUR SERVICES



RADIO



TV



CONTENT



E-LEARNING



EVENTS

MUSIC, ENTERTAINMENT & EDUCATION



MUSIC



DIGITAL
PLATFORMS



SOCIAL
NETWORK



MOBILE



ACTIVATION



INTEGRATED
MARKETING

TRACE

WHAT WE DO

TV & RADIO

Music,
Entertainment &
Youth Expression

PLAYLIST

URBAN
STORIES

TRACE
TRENDS

100%
NGWA
SUMA

YOUR
VOICE

STUDIOS

Music &
Audiovisual
Production

Good Morning
TRACE

Hit
Jamaïcain

#IAM
SERGE IBAKA

DIGITAL

Social, Live,
Music,
Entertainment



TRACEplay ▶

you**TRACE**



EVENTS

Concerts, Festivals,
At Home Events

TRACE
Live

TRACE
FEST

TRACE
Party

EDUCATION

E-Learning,
MasterClass

TRACE
ACADEMIA

TRACE
Talent



WE ARE A 360° DESTINATION FOR OUR PARTNERS

TV

28

Localized channels

326M
viewers

RADIO

7

FM radios

12M
listeners

DIGITAL

12M

Fans on social networks

70M
videos viewed/month

EVENTS

400
events / year

>1 M
attendance

BRAND CONTENT

more than 1000
short formats / year

INTEGRATED MARKETING

10
local agencies

50
dedicated talents



OUR GLOBAL NETWORK

11 REGIONAL OFFICES

EUROPE

London (UK)
Paris (France)

AMERICAS

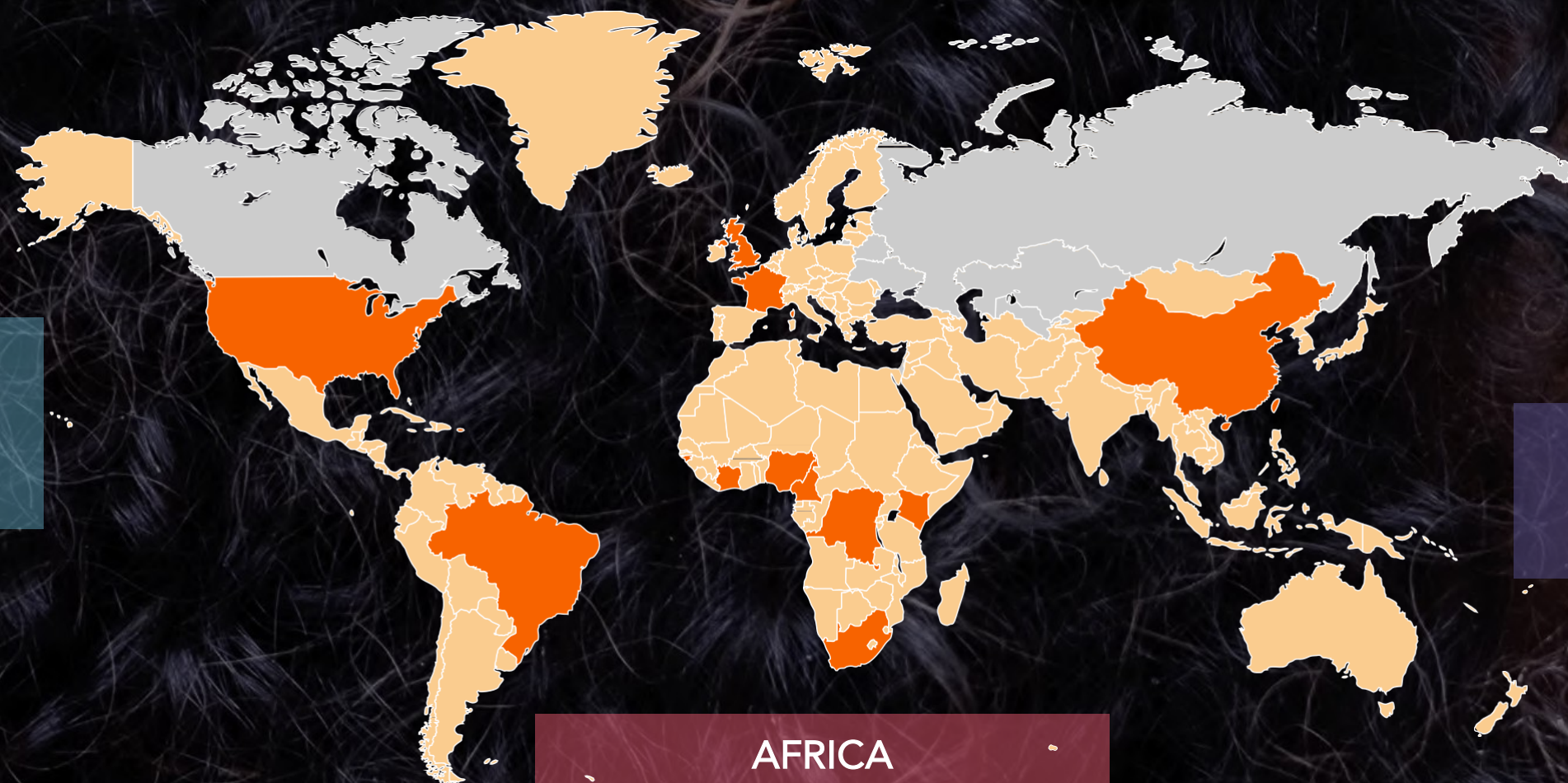
New York (USA)
Martinique (Caribbean)
Sao Paulo (Brazil)

ASIA

Hong Kong
(China) - Agent

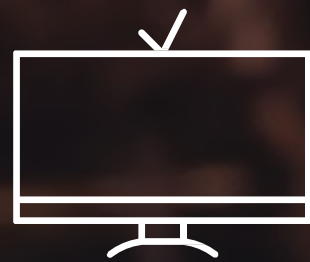
AFRICA

Abidjan (Ivory Coast)
Dakar (Senegal)
Douala (Cameroon)
Johannesburg (South Africa)
Kinshasa (DRC)
Lagos (Nigeria)
Nairobi (Kenya)



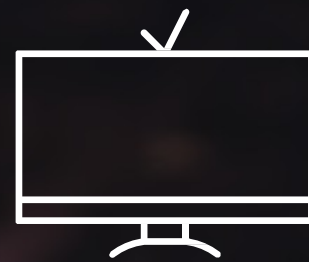
TRACE

FOCUS AFRICA TELEVISION IS THE #1 MEDIA



92%

OF 15+ AFRICANS WATCH TV
EVERYDAY



2/3

PART OF MEDIA TIME DEDICATED
TO TV



4h16

AVERAGE DAILY TIME SPENT
VIEWING TV



#1

SATELLITE RECEPTION,
LEADER IN TV BROADCASTING

TRACE

OUR TV AND RADIO BRANDS IN AFRICA

AFRICA FRANCO

TRACE
AFRICA

TRACE
URBAN

TRACE
KITOKO

TRACE
GOSPEL

TRACE
AFRIKORA

TRACE
PREMIER
SUR LES HITS

3 FM RADIO
STATIONS

WESTERN AFRICA
ANGLO

TRACE
NAIJA

TRACE
JAMA

TRACE
GOSPEL

EASTERN
AFRICA

TRACE
MZIKI

TRACE
GOSPEL

TRACE
MUZIKA

TRACE
FIRST WITH
THE HITS

1 FM RADIO
STATION

SOUTHERN
AFRICA

TRACE
URBAN

TRACE
AFRICA

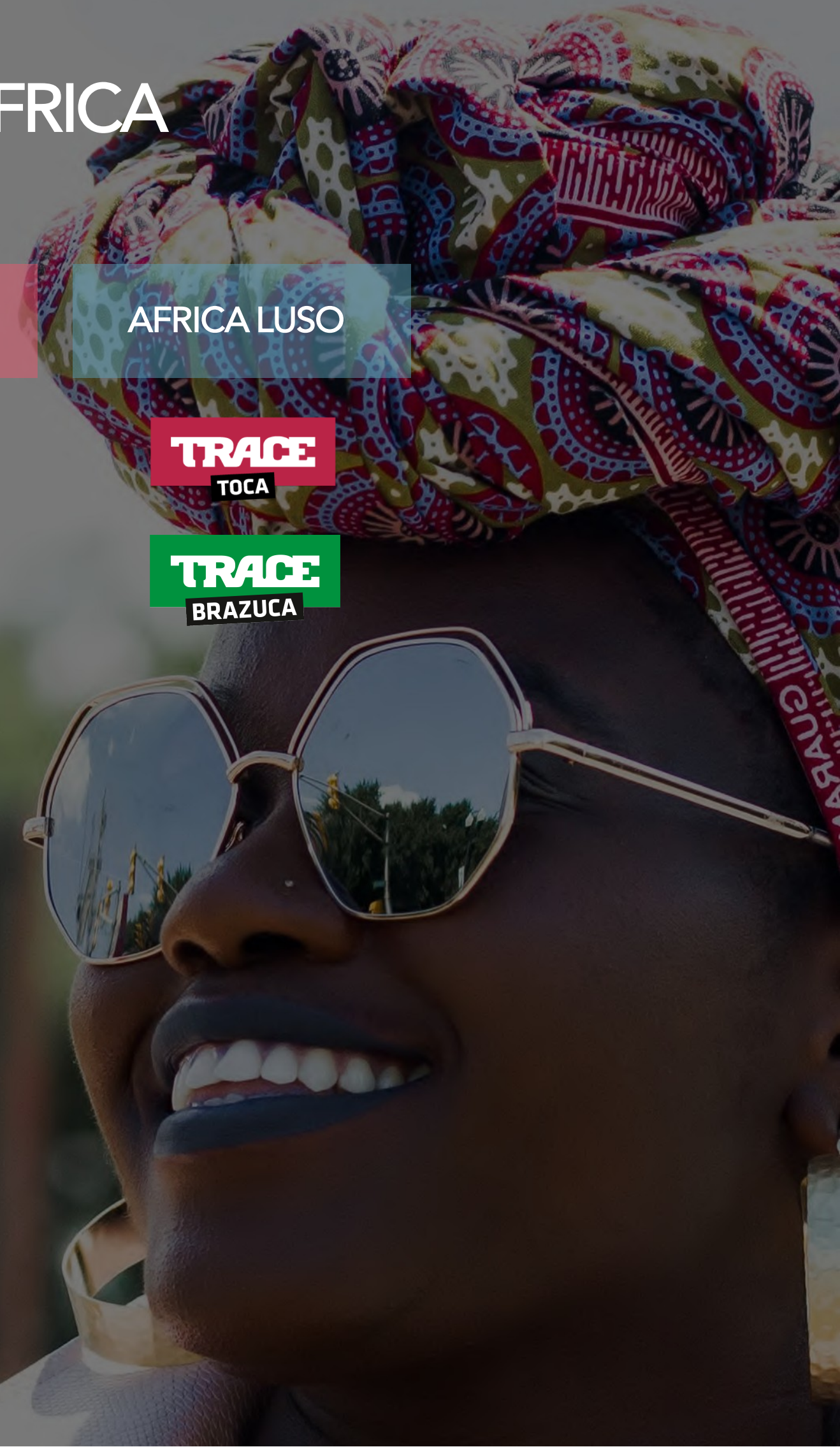
TRACE
GOSPEL

TRACE
VANILLA

AFRICA LUSO

TRACE
TOCA

TRACE
BRAZUCA





TRACE

FOCUS AFRICA
TRACE: LEADER OF THE 15-34 YO SEGMENT

#1

YOUTH MEDIA BRAND IN AFRICA

285M

TRACE MONTHLY VIEWERS
AND LISTENERS IN AFRICA

25%

OF SUBSAHARIAN AFRICANS
WATCH TRACE EACH MONTH

85%

OF TRACE VIEWERS ARE
IN THE 15-34 YO SEGMENT

TRACE

FOCUS AFRICA

TRACE CHANNELS RATINGS IN KEY MARKETS

64%

African Average



79%

Rep of Congo



79%

Gabon



73%

Cameroon



70%

Democ. Rep Of
Congo



64%

Ivory Coast



52%

South Africa



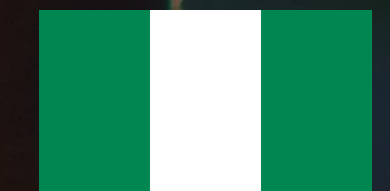
41%

Kenya



34%

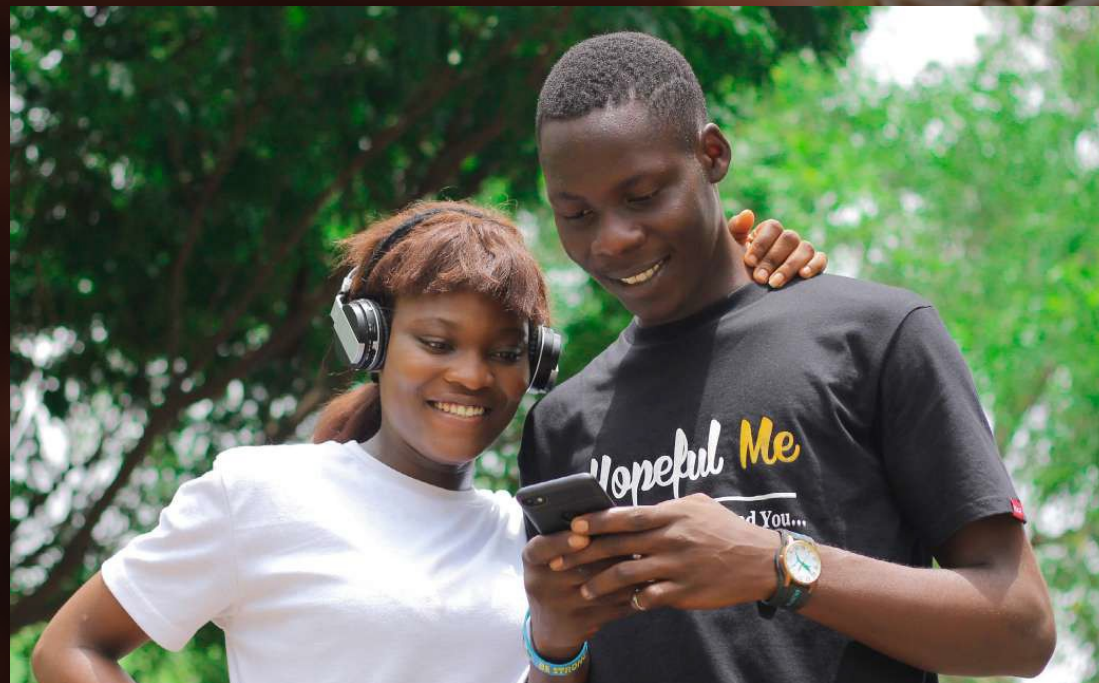
Nigeria



Monthly TV viewers, 15+

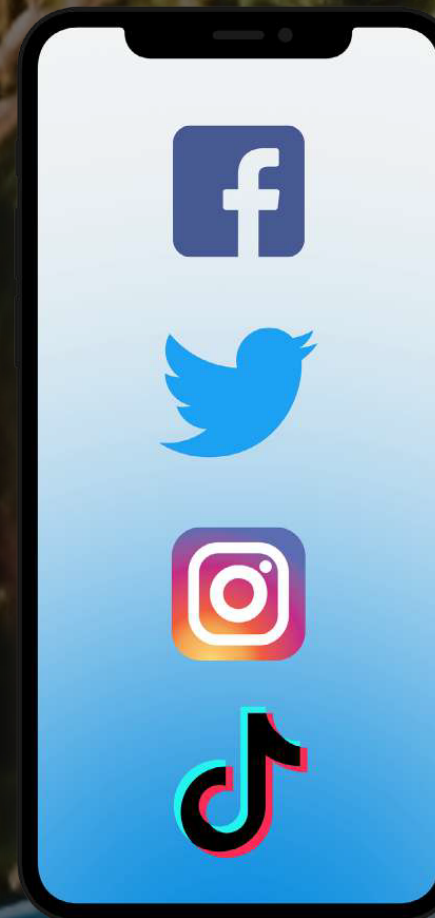
TRACE

FOCUS AFRICA TRACE HAS A MASSIVE FANBASE ON SOCIAL NETWORKS



86%

YOUNG AFRICANS HAVE A
SMARTPHONE



89%

OF YOUNG AFRICANS
MAINLY USE THEIR
SMARTPHONE FOR SOCIAL
NETWORKS



10M

TRACE FANS & FOLLOWERS ON
SOCIAL MEDIA

TRACE

OUR TV & RADIO BRANDS IN EUROPE

FRANCE

TRACE
URBAN

TRACE
AFRICA

TRACE
LATINA

TRACE
AFRIKORA

TRACE
SPORT★STARS

TRACE
GOSPEL

TRACE
CARIBBEAN

TRACE
PREMIER
SUR LES HITS

1 RADIO

UNITED KINGDOM

TRACE
URBAN

TRACE
VAULT

PORTUGAL

TRACE
TOCA

TRACE
URBAN

TRACE
BRAZUCA

REST OF EUROPE

TRACE
URBAN

TRACE
CARIBBEAN

TRACE
SPORT★STARS

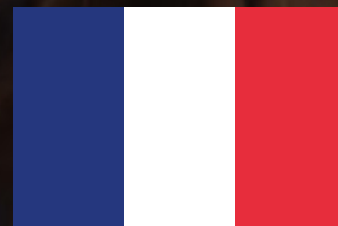
TRACE
LATINA

TRACE

FOCUS EUROPE
TRACE: LEADER OF THE AFRO-URBAN TV SEGMENT

3,2M

TRACE MONTHLY
VIEWERS IN FRANCE



2,6M

TRACE MONTHLY
VIEWERS IN UK



2,4M

TRACE MONTHLY
VIEWERS IN PORTUGAL



4,4M

TRACE MONTHLY
VIEWERS REST
OF EUROPE



TRACE

OUR TV & RADIO BRANDS IN AMERICAS & THE CARIBBEAN

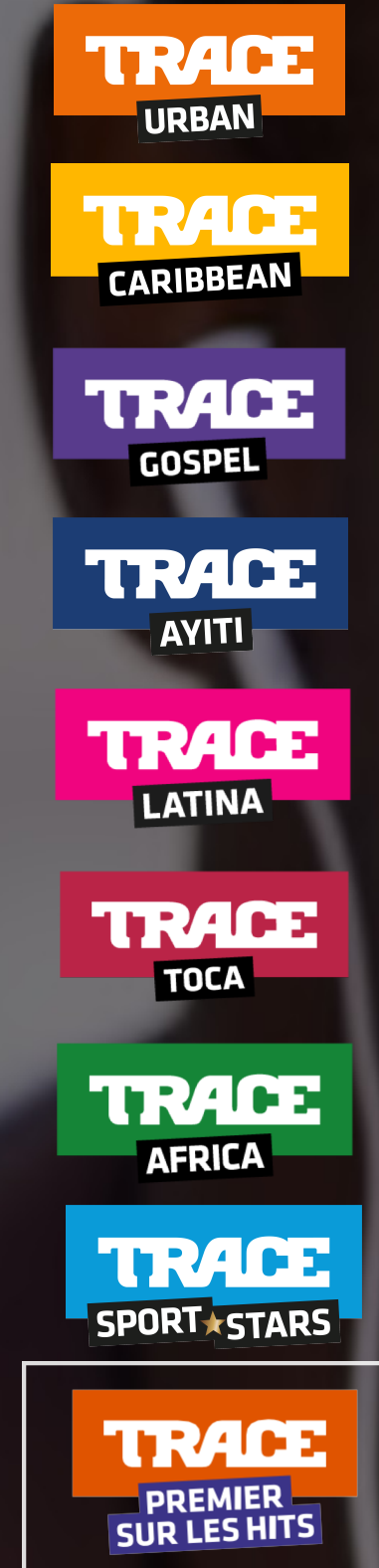
NORTH AMERICA



SOUTH AMERICA



CARIBBEAN



BRAZIL



4 FM RADIO STATIONS

TRACE

FOCUS AMERICAS AND THE CARIBBEAN TRACE: LEADER OF THE AFRO-URBAN TV & RADIO SEGMENTS

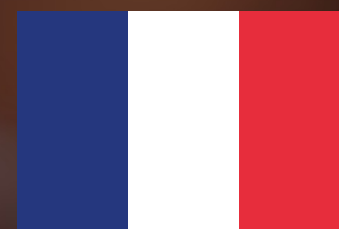
33M

TRACE MONTHLY
VIEWERS IN BRAZIL



500K

TRACE MONTHLY LISTENERS IN
FRENCH GUIANA, GUADELOUPE
AND MARTINIQUE



1M

TRACE MONTHLY
VIEWERS IN FRENCH OVERSEAS
DEPARTMENTS



10,5M

TRACE MONTHLY
VIEWERS IN ROW



TRACE

THANK YOU

WWW.TRACE.COMPANY