

**PRESS RELEASE**

**NAIROBI, 6TH NOVEMBER 2019.**

**TRACE PREMIERS NATIONWIDE AFRO-URBAN MUSIC FM RADIO**

**AND INCREASES DISTRIBUTION REACH FOR TRACE MZIKI**

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Leveraging the massive success of TRACE Mziki, East African music channel, **TRACE, the leading afro-urban multi-media and empowerment platform,** now invests in a subsidiary in Nairobi and appoints a local team **to launch the full suite of TRACE media and services** with the mission of **connecting and empowering the East African audience**.

TRACE East Africa will:

* **Launch** **today**, **TRACE, a nationwide FM radio** with an innovative music only format (6 FM frequencies: Nairobi 95.3 / Mombasa 92.0 / Kisumu 99.1 / Webuye 98.0 / Eldoret 90.9 / Meru 99.8)
* **Expand TRACE Mziki distribution to GOTV** subscribers in Kenya and Uganda starting 12th of November 2019.

During the first quarter of 2020, TRACE East Africa will also introduce in the region:

* The pilot of **TRACE Academia, a disruptive e-learning platform for NEET\* youth**
* **TRACE Play**, **a streaming platform offering all TRACE TV and radio stations**
* **YouTRACE, a digital distribution platform and YouTube Channel** for independent artists

*\*NEET Youth: Youth that are Not in Education, not in Employment and not in Training*

**Danny Mucira**, Managing Director of TRACE East Africa said: *“****TRACE is the leading music brand in Africa*** *and its foray into East Africa via localized media and empowerment platforms will further increase* ***TRACE positive impact towards East African audience with a particular focus on young adults****”.*

***“We are very keen on localisation of media content and TRACE’s strategy goes very well with our agenda of creating more opportunities in the entertainment industry for our youth in this region****. It’s also further proof of the proximity of TRACE with its audiences and with African artists”* said **Joe Mucheru**, the Cabinet Secretary of Information and Communication.

MultiChoice’s East Africa Regional Director, **Maharage Chande** said, ***“GOtv has remained the home of local quality digital TV content on the continent****.* ***The expansion of TRACE Mziki to the GOtv Max and GOtv Plus packages is another show of our dedication to offering our subscribers the best programming*** *across the various cultures, languages and age groups.”*

*TRACE Mziki channel will be now be available on all DStv bouquets and on GOTV Plus and on DStv Compact, Compact + and Premium bouquets as well as GOtv Plus and Max bouquets.*

**ABOUT TRACE**

TRACE is the first global ecosystem that leverages afro-urban entertainment to connect & empower the new generation and the creators with activities in 162 countries and more than 300 million users. TRACE is a signature hub for afro-urban entertainment and offers TV channels, FM radios, mobile and digital services, content, events etc. to millennial and young adults’ audiences.

www.tracecompany.com

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