



**PRESS RELEASE**  
**NAIROBI, 27<sup>TH</sup> MARCH 2017**

## **TRACE MZIKI, THE TV CHANNEL DEDICATED TO URBAN MUSIC FROM EASTERN AFRICA LAUNCHED IN FRENCH-SPEAKING AFRICA WITH CANAL + AFRIQUE!**

**TRACE Mziki is now available in the *Evasion* bundle of Canal+ Afrique offer via satellite (channel 131), and will soon be launched in *Easy TV* DTT offer in the Democratic Republic of Congo.**

TRACE Mziki is the #1 channel for all Eastern Africa music lovers. With an eclectic choice of music genre from Afro Fusion, Genge Music to Bongo Flava as well as local Hip Hop and Dancehall, this channel curates the best afro-urban hits coming from Kenya, Tanzania, Zambia, Uganda and Rwanda. It showcases artists like Venessa Mdee, Ommy Dimpoz and Sauti Sol.

Launched in September 2016 in both Swahili and English, TRACE Mziki quickly settled as the reference channel from Eastern African music in the main television paying offers in Eastern and central Africa: DSTV, Canal+, Zuku and Kwesé.

TRACE Mziki's motto, " Twapenda Miziki Chem Chem " means " We love hot and steamy music " in Swahili. This Eastern African language is spoken by more than 200 million people in the world.

Olivier Laouchez, Cofounder, Chairman and CEO of TRACE declares:

*« For the last 14 years, TRACE has continuously shown its passion and commitment for urban, African and Caribbean music. With TRACE Mziki, we are proud to display the Swahili language and talented artists who make East Africa dance. The arrival of TRACE Mziki on Canal+ in French-speaking Africa shows once again that music has no borders. »*

### **ABOUT TRACE**

Launched in 2003 by Olivier Laouchez, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries in Europe (France, Portugal), in Africa, in the Caribbean and Indian Ocean, TRACE offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

[www.trace.tv](http://www.trace.tv)

### **ABOUT CANAL+ EN AFRIQUE**

CANAL+ has been located on the African continent for more than 20 years on over 25 countries through 10 subsidiaries and over 30 partners and suppliers. With its offer LES BOUQUETS CANAL+ (over 200 channels, radios and services), the group is the first satellite pay-TV operator in French-speaking Africa and counts over 2 millions subscribers.

CANAL+ offers 12 premium channels for the continent (CANAL+ entertainment channels proposed by region, as well as cinema, sport, series and family channels). The group also produce specific programs dedicated to its subscribers on the continent of Africa (+D'AFRIQUE, RÉUSSITE, TALENTS D'AFRIQUE...) and has launched A+ a channel for all things Africa in 2015.

Through its subsidiary THEMA, CANAL+ also offers to its subscribers, an access to NOLLYWOOD TV, NOVELAS TV and GOSPEL MUSIC TV. The DTT offer, is displayed through EASY TV.

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