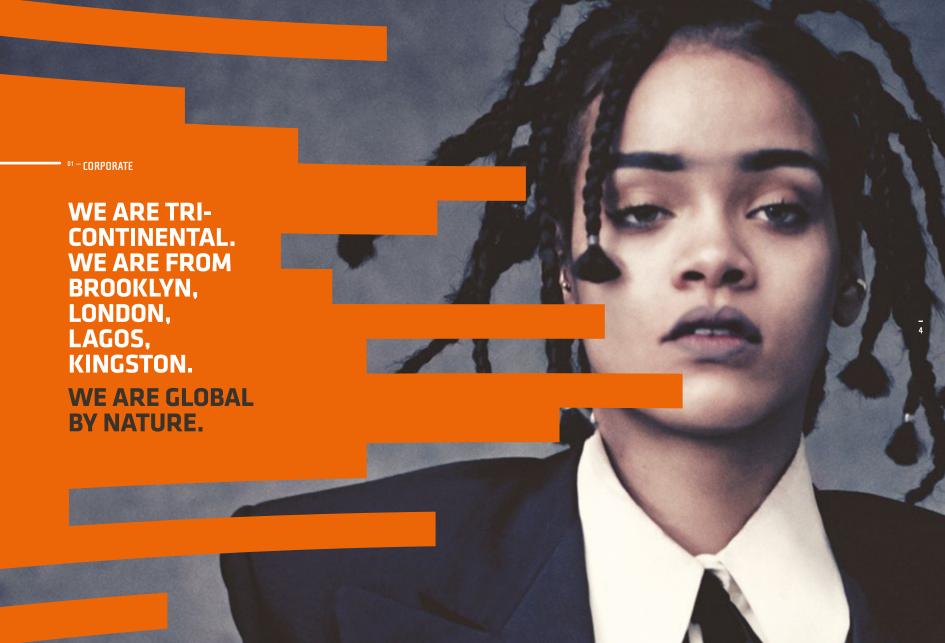




O1. CORPORATE	04	04. DIGITAL	32
02. TV NETWORKS	12	OS. EVENTS	38





# #1 GLOBAL BRAND OF AFRO URBAN MUSIC & ENTERTAINMENT

TRACE offers the most engaging, innovative, disruptive, edgy, chic and narrative driven brand and digital content related to afro-urban entertainment.

TRACE owns and operates 22 paid TV channels, 7 FM radio stations, over 30 digital and mobile services, and develops content production and syndication activities reaching 60 million paid subscribers and 200 million viewers, listeners and mobile users in 200 countries. TRACE is already the leading youth media brand in Sub-Saharan Africa and the signature afro-urban media brand in France, the Caribbean and the Indian Ocean.





Launched in 2003, following the acquisition of the eponym print magazine published in New York, TRACE has built a leading brand and media group dedicated to afro-urban music and entertainment. TRACE engages with a global community for those who see their afro-urban culture not as a passing interest but as a core component of who they are and how they define themselves. My mission is to make sure that our fans constantly — if not reflexively — engage with TRACE multi-platform networks on a daily basis and enjoy a premium user experience.





60 M

**PAY TV SUBSCRIBERS** 



**3** 200

COUNTRIES



**88 200 M** 

**AUDIENCE OF MULTICULTURAL MILLENNIALS** 



**LANGUAGES AVAILABLE ON TV CHANNELS** 



12

**TV FORMATS AVAILABLE ON** 

**22 DIFFERENT FEEDS** 



**6** 33

**RADIOS** 7 FM AND **26 DIGITAL** 



**ENTRIES IN** TRACE MUSIC STAR COMPETITION



**FANS ON SOCIAL MEDIA** 



1.2 M

**SUBSCRIBERS TO TRACE MOBILE SERVICE IN SOUTH AFRICA** 



TRACE has designed a comprehensive 360° branded media to engage with its audience, anytime, anywhere, on any device.

GROUP / BRAND



PAY TV NETWORKS

























RADIOS



DIGITAL / APPLICATIONS





PRODUCTION



DISTRIBUTION

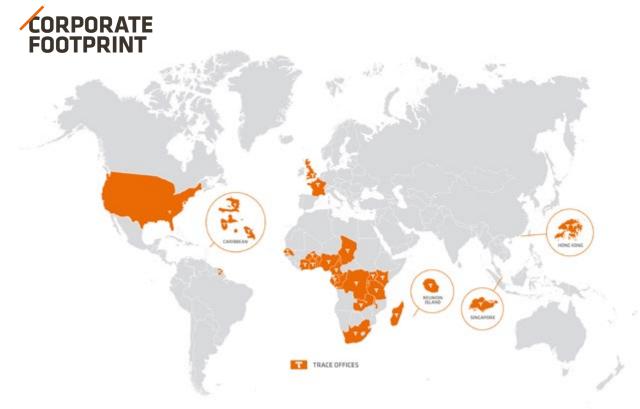












### TRACE IS PRESENT LOCALLY IN:

CAMEROON **CONGO DRC** FRANCE FRENCH GUIANA GABON GHANA GUADELOUPE HONG KONG **IVORY COAST** KENYA MARTINIQUE **MAURITIUS** NIGERIA REUNION ISLAND SENEGAL **SINGAPOUR** SOUTH AFRICA UK USA

#### **STAFF**

The TRACE team consists of over 150 professionals from 40 different countries with unique skills and expertise.

#### **SHAREHOLDERS**

TRACE is 25% owned by its co-founder, chairman and CEO, Olivier Laouchez and by TRACE senior management and 75% owned by Modern Times Group, a leading digital entertainment company.

### MISSIONS & VALUES

URBAN
PASSIONATE
RESPECTFUL
CHIC
COOL
DISRUPTIVE
COMMITTED
ENTERTAINING
VANGUARD
ASPIRATIONAL



TRACE LEGACY PROVIDES A UNIQUE STREET CREDIBILITY. OUR DNA IS ROOTED IN THE POWERFUL, GLOBAL URBAN CULTURE THAT IS DRIVING MULTICULTURAL YOUTH TRENDS.

MOANA LUU
CHIEF CREATIVE & MARKETING
OFFICER, TRACE GROUP

With our distinctive TRACE touch, we speak to our audience about topics they love: music, fashion, sport, television, cinema, art, design and so much more. TRACE developed an innovative suite of digital networks and services to help content creators engage with their audience and monetize their products.

TRACE's community is cool, passionate, and bright. It's our driving force and our mission to give them a voice, allowing them to express themselves. Our goal is to highlight emerging talents and to help them create their own urban legacy.

#### CORPORATE SOCIAL RESPONSIBILITY:

TRACE has launched the TRACE Foundation for Youth Success as its CSR initiative to support multicultural talents that have difficulties in accessing funding, exposure and distribution for their audiovisual/digital work. The talents — identified by the TRACE Foundation — benefit from long term support from TRACE.







## 22 TV FEEDS IN 9 LANGUAGES

TRACE has created 10 music TV formats with 22 localized versions and 2 entertainment channels: one dedicated to global afro-urban culture and one specialized in the lives of sports celebrities. The diversity of TRACE TV feeds cater to the needs of TRACE's audience in search of a global view on urban culture as well as localized content. Each year, TRACE TV channels receive multiple awards all over the world.

**60 MILLION PAY TV SUBSCRIBERS** 

## DISTRIBUTION PARTNERS

TRACE TV channels are distributed in 160 countries via 220 carriage deals with leading cable, satellite, DSL, mobile and OTT operators.





TRACE TV networks are avaiblabe on 28 satellites.

AMERICA	EUROPE, MIDDLE EA	EUROPE, MIDDLE EAST AND AFRICA			
ANIK F3 EUTELSAT 117 INTELSAT 21 INTELSAT 903 SKY MEXICO 1	ASTRA 1G ASTRA 1N EUTELSAT 5WA EUTELSAT 7A EUTELSAT 8 WB EUTELSAT 9A	EUTELSAT 16A EUTELSAT 36B HISPASAT 1C/E HOT BIRD 13C INTELSAT 20 NILESAT 201	SES4 SES5 THOR 5 TURKSAT 3A TURKSAT 4A	ABS 2 INTELSAT 18 INTELSAT 19 INTELSAT 504 NSS9 SES 7 TELSTAR 18	

#### 15

### LINEAR TV NETWORKS



























## WE LOVE URBAN MUSIC

URBAN

WWW.TRACEURBAN.TV

#### LAUNCHED IN 2003 / #1 MUSIC CHANNEL IN 60 COUNTRIES / 3.2M FANS ON SOCIAL MEDIA / BROADCAST IN 150 COUNTRIES

TRACE Urban is the #1 Hip-hop, R&B and Rhythmic Top 40 music channel. It showcases the best videos from these three music genres as well as interviews, shows and documentaries related to urban artists and culture.



#### **AUDIENCE**

CORE: HIP-HOP AND R&B FANS / EXTENDED: 15-34 Y/O



#### **BROADCAST**

24/7 / 16:9 / HD & SD TRACEPLAY

5 DIFFERENT LOCALIZED FEEDS: FRANCE, SOUTHERN AFRICA, FRENCH-SPEAKING AFRICA, FRENCH OVERSEAS TERRITORIES, REST OF THE WORLD



#### LANGUAGES

ENGLISH FRENCH



#### **AWARDS**

2010 to 2017 > GENERATION NEXT AWARD

for Coolest TV Channel and Coolest Music Channel in South Africa.

- **2012 EFFIE AWARD** for Most Efficient Advert.
- 2012 > WEBBY AWARD for Best Viral Video.
- **2009 > GENERATION NEXT AWARD** for Coolest Music Channel in South Africa.
- **2008 > HOT BIRD AWARD** for Best Music Channel in Europe.



## WE LOVE TROPICAL MUSIC

TROPICAL

WWW.TRACETROPICAL.TV

#### LAUNCHED IN 2009 / 6M VIEWERS IN THE WORLD / BROADCAST IN 31 COUNTRIES

TRACE Tropical is the #1 music channel exclusively dedicated to tropical music. It features the best videos from Latin America, the Caribbean and Indian Ocean in various music genres (Salsa, Reggae, Reggaeton, Merengue, Bachata, Zouk, Zumba, Soca, Maloya, Sega...). TRACE Tropical also broadcasts concerts and documentaries on tropical music and cultures.



#### **AUDIENCE**

CORE: TROPICAL
MUSIC LOVERS /
EXTENDED: 15-49 Y/0



#### **BROADCAST**

24/7 / 16:9 / HD & SD TRACEPLAY



#### **LANGUAGES**

FRENCH SPANISH ENGLISH-BASED CREOLE



#### **AWARDS**

**2009 > HOT BIRD AWARD** for Best Music Channel in Europe.



## WE LOVE AFRICAN MUSIC

WWW.TRACEAFRICA.TV

LAUNCHED IN 2011 / #1 MUSIC CHANNEL IN FRENCH-SPEAKING AFRICA / LEADING MUSIC CHANNEL IN ENGLISH SPEAKING AFRICA / OVER 20.6M VIEWERS WORLWIDE / BROADCAST IN 56 COUNTRIES

TRACE Africa is the #1 music channel dedicated to African music. It is the voice of the African artists with the best music videos from all the beloved African music genres: Afro-pop, Coupé Décalé, Kwaito House, Afro-trap, Makossa, N'dombolo,... TRACE Africa focuses on African music and culture by showcasing concerts and features related to the best African artists.



#### **AUDIENCE**

CORE: AFRICAN MUSIC LOVERS / EXTENDED: 15-49 Y/O



#### **BROADCAST**

24/7 / 16:9 / HD & SD TRACEPLAY

2 DIFFERENT LOCALIZED FEEDS: FRANCE AND FRENCH-SPEAKING AFRICA, ENGLISH-SPEAKING AFRICA.



#### **LANGUAGES**

ENGLISH FRENCH VERNACULAR



## A PAIXÃO DA MÚSICA\*

\* THE PASSION **FOR MUSIC** 

WWW.TRACETOCA.TV



"A Paixão Da Música" means "the passion for music" in Portuguese. And that's what TRACE Toca is all about: the best urban music videos and content from Angola, Mozambique, Guinea Bissau, Brazil and Cabo Verde. TRACE Toca spans all the music genres from these countries including Kizomba, Kuduro, Zouk, Cabo Love, Semba, Samba, Afro-house, Afro-pop...



#### **AUDIENCE**

**CORE: PORTUGUESE-SPEAKING URBAN MUSIC LOVERS** / **EXTENDED: 20-49 Y/O** 



#### **BROADCAST**

24/7 / 16:9 / SD / TRACEPLAY



#### LANGUAGE

**PORTUGUESE** FRENCH-BASED CREOLE



20



## **WE LOVE AFROBEATS**

NAIJA

WWW.TRACENAIJA.TV

#### LAUNCHED IN 2016 / **BROADCAST IN 44 COUNTRIES**

TRACE Naija is the only channel dedicated to Nigerian and Ghanaian music. Artists from this region are taking the world by storm and TRACE Naija reflects this reality. It showcases the best music videos of Afropop, Afro-beat, Afro Hip-hop, Hip-hop, R&B, Ragga and Dancehall, as well as concerts and other shows related to Nigerian and Ghanaian artists and culture.



#### **AUDIENCE**

**CORE: NIGERIAN AND GHANAIAN MUSIC FANS / EXTENDED: 15-34 Y/O FANS** OF WEST AFRICAN MUSIC, **ARTISTS AND CULTURE** 



#### **LANGUAGES**

**ENGLISH VERNACULAR** 



#### **BROADCAST**

24/7 / 16:9 / SD **TRACEPLAY** 



## TWAPENDA MZIKI CHEM CHEM

MZIKI

\* WE LOVE HOT AND STEAMY MUSIC

#### LAUNCHED IN 2016 / BROADCAST IN 44 COUNTRIES

"Twapenda mziki chem chem" means "We love hot and steamy music".

TRACE Mziki is true to that motto and offers the hottest videos from the best East-african artists. Afro-pop, Afro-beat, Hip-hop, R&B, Ragga, Dancehall, Bongo Flava, Afrofusion, Afro Trap... are some of the music genres broadcast on this channel dedicated to East African and Swahili music in all its forms.



#### **AUDIENCE**

CORE: 15-49 Y/O EAST AFRICAN MUSIC FANS / EXTENDED: 150 MILLION PEOPLE SPEAKING SWAHILI



#### LANGUAGES

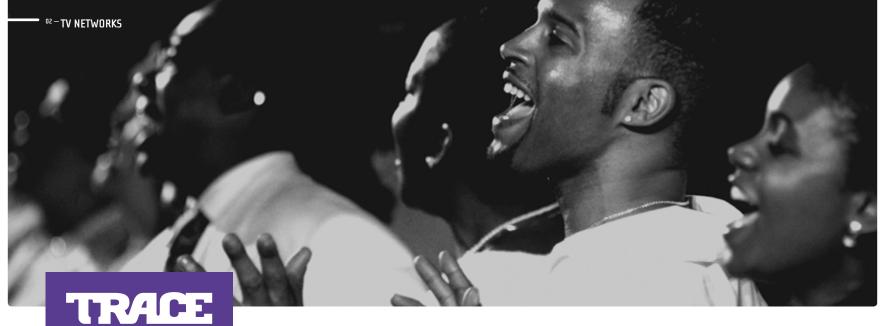
ENGLISH SWAHILI



#### BROADCAST

24/7 / 16:9 / SD TRACEPLAY

WWW.TRACEMZIKI.TV



## WE LOVE GOSPEL MUSIC

GOSPEL

WWW.TRACEGOSPEL.TV

## LAUNCHED IN 2015 / ONE AND ONLY TV CHANNEL THAT SHOWS GOSPEL MUSIC IN ALL ITS FORMS / BROADCAST IN 25 COUNTRIES

Gospel music has evolved tremendously and nowadays, it is so much more than the choirs. TRACE Gospel is the only channel that presents today's face of gospel music. Through the best music videos of Contemporary Gospel, Urban Gospel, Worship Gospel and Traditional Gospel, as well as interviews with upcoming and established artists, features and concerts, TRACE Gospel shows the diversity of gospel music.



#### **AUDIENCE**

CORE: GOSPEL FANS / EXTENDED: 25-49 Y/O MEN AND WOMEN, WHO ARE FOND OF BEAUTIFUL VOICES AND MUSIC WITH POSITIVE MESSAGES



#### LANGUAGES

ENGLISH FRENCH VERNACULAR



#### **BROADCAST**

24/7 / 16:9 / HD & SD TRACPLAY



## WE LOVE CHAMPIONS

**SPORT**\*STARS

WWW.TRACESPORTSTARS.TV

## LAUNCHED IN 2011 / ONE AND ONLY TV CHANNEL FOCUSED ON SPORTS CELEBRITIES / BROADCAST IN 121 COUNTRIES

TRACE Sport Stars is the first global entertainment channel dedicated to the lives of sports celebrities. Through factual, reality, lifestyle, magazine, gossip and tops tv shows, TRACE Sport Stars gives an in-depth access to our beloved champions' lives: their passions, their commitments, their secrets. It features original programs with rights available for syndication, globally.



#### **AUDIENCE**

CORE: 25-34 Y/O / EXTENDED: 15-49 Y/O. SPORTS CELEBRITIES FANS



#### **BROADCAST**

24/7 / 16:9 / HD & SD TRACEPLAY



#### **LANGUAGES**

#### ENGLISH FRENCH

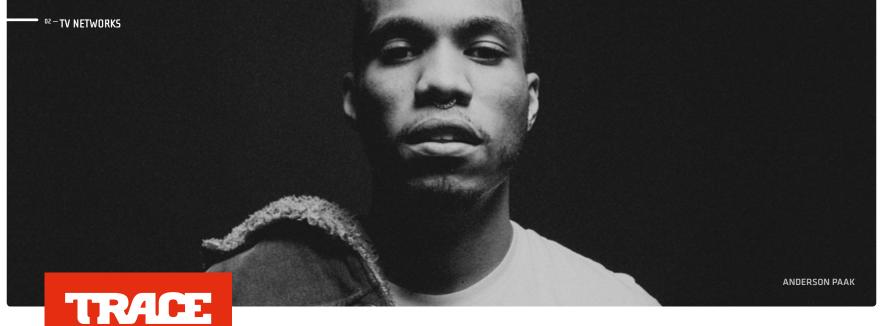
SUBTITLES IN TRADITIONAL MANDARIN, SPANISH, TURKISH, HEBREW, BULGARIAN AND ROMANIAN.



#### **AWARDS**

#### 2011 > HOT BIRD AWARD

for Best Sports Entertainment Channel in Europe



## WE LOVE AFRO-URBAN CULTURE

PRIME

WWW.TRACEPRIME.TV

#### LAUNCHED IN 2017 / 24 HOUR GENERAL ENTERTAINMENT CHANNEL DEDICATED TO GLOBAL AFRO-URBAN CULTURE

TRACE Prime offers original scripted series, premium quality feature films, docu-series, reality shows, music programs, comedy and informative programs dedicated to urban entertainment and social issues. TRACE Prime priority audiences are the 18-49 year old African American, Caribbean, African and fans of urban culture.



#### **AUDIENCE**

CORE: 18-49 Y/O

AFRICAN AMERICANS, CARIBBEANS AND AFRICANS EXTENDED: MEN AND WOMEN, WHO LOVE AFRO-URBAN CULTURE



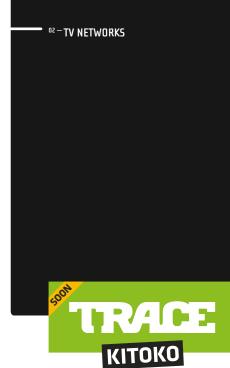
#### BROADCAST

24/7 / 16:9 / HD & SD TRACEPLAY



#### LANGUAGES

**ENGLISH** 





## BISO TO LOVA NDULE\*

\* WE LOVE MUSIC

TO BE LAUNCHED SOON / ONE AND ONLY CHANNEL DEDICATED TO CONGOLESE MUSIC

TRACE Kitoko is the only channel dedicated to Congolese music. From Rumba to Ndombolo through Hip-Hop, find the best of Central African sounds, as well as exclusive interviews, concerts, shows and documentaries from your favorite stars. Biso to lova ndule!



**AUDIENCE** 

CORE: 15-34 Y/O
CONGOLESE
EXTENDED: MEN AND
WOMEN, WHO LOVE
CONGOLESE MUSIC



**BROADCAST** 

24/7 / 16:9 / SD TRACEPLAY



**LANGUAGES** 

FRENCH LINGALA

WWW.TRACEKITOKO.TV

26



## **WE LOVE** VANILLA **MUSIC**

VANILLA ISLANDS

WWW.TRACEVANILLAISLANDS.TV

#### TO BE LAUNCHED SOON / ONE AND **ONLY TV CHANNEL THAT SHOWCASES** THE DIVERSITY OF MUSIC AND CULTURE FROM THE INDIAN OCEAN

Mauritius, Reunion Islands, Mayotte, Madagascar, Seychelles, Comoros... more than just heavenly destinations for vacations, these islands share common roots and cultures, and have developed their own music identity. To showcase the uniqueness of this cultural melting pot, TRACE launches TRACE Vanilla Islands. This brand new channel speaks to the people of these islands and the diasporas from Indian Ocean worldwide. Through the best music videos of Sega, Maloya, Seggae, Dancehall, Ragga, Pop R&B, Hip-hop or Zouk, as well as interviews with upcoming and established artists, features and concerts, TRACE Vanilla Islands shows the diversity and richness of the Indian Ocean.



#### **AUDIENCE**

CORE: INDIAN **OCEAN MUSIC FANS / EXTENDED: 25-49 Y/O.** MEN AND WOMEN. WHO LOVE INDIAN **OCEAN MUSIC** 



#### **LANGUAGES**

**FRENCH ENGLISH CREOLE** 



#### **BROADCAST**

24/7 / 16:9 / HD & SD **TRACEPLAY** 





## WE LOVE HIP HOP

HIP HOP

**WWW.TRACEHIPHOP.TV** 

## TO BE LAUNCHED SOON / PREMIUM TV NETWORK DEDICATED TO HIP HOP IN ALL ITS DIVERSITY

TRACE Hip Hop is the premium TV network exclusively dedicated to rap culture and hip hop worldwide. From the pioneers of the movement, to the new internet and social media sensations, TRACE Hip Hop presents every aspects of hip hop culture: music, dance, arts, fashion, technology... through the best playlists, interviews, exclusive concerts, magazines and documentaries on hip hop culture and artists.



#### **AUDIENCE**

CORE: HIP HOP FANS / EXTENDED: 15-35 Y/O MEN AND WOMEN WHO LOVE URBAN CULTURE A

#### LANGUAGES

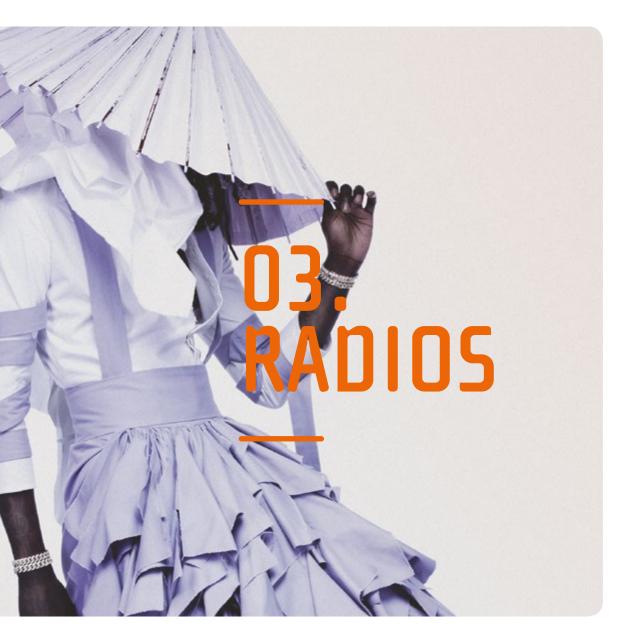
ENGLISH FRENCH



#### **BROADCAST**

24/7 / 16:9 / HD & SD TRACEPLAY





### #1 AFRO URBAN MUSIC RADIO NETWORK

TRACE music scheduling expertise is successfully applied to our FM and digital radios.
TRACE now operates 7 FM networks and over 26 digital radios available worldwide.

### 1 MILLION FANS ON SOCIAL MEDIA



TRACE FM NETWORKS IN THE CARIBBEAN, IVORY COAST, CONGO DRC AND REUNION ISLAND TRACE DIGITAL
TERRESTRIAL
RADIO IN PARIS
(FRANCE)

THEMATIC URBAN DIGITAL TRACE RADIOS AVAILABLE WORLDWIDE



#1 URBAN HITS

FM

TRACE RADIOS
OFFER THE BEST
LOCAL URBAN
MUSIC WITH
THE HOTTEST
INTERNATIONAL
HIP-HOP AND
R&B TRACKS.



#### **AUDIENCE**

CORE: 15-24 Y/O EXTENDED: 15-34 Y/O

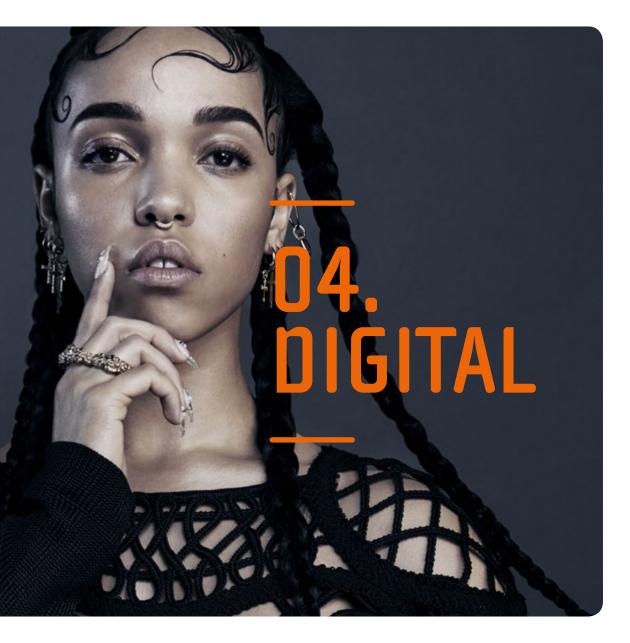


#### **COMING SOON**

NEW TRACE FM NETWORKS WILL SOON BE LAUNCHED IN CAMEROON, NIGERIA, CONGO DRC AND OTHER COUNTRIES, MAINLY IN AFRICA.

WWW.TRACE.FM





### #1 URBAN SOCIAL MEDIA

TRACE fans and users are digital natives. We connect constantly with our audiences through digital platforms, localized websites and social networks.

6.5 MILLION FANS ON FACEBOOK

### **KEY FIGURES**



28.8 M

**VIDEOS VIEWED IN 2016** 



₩ 2.5M+

**VISITS PER MONTH** 



**±** 571000

**DOWNLOADS OF** TRACE APPS



**FACEBOOK FANS** 



**545000** 

**FOLLOWERS ON INSTAGRAM** 



**490000** 

**FOLLOWERS ON TWITTER** 

100000

**SUBSCRIBERS TO** THE TRACE URBAN **YOUTUBE CHANNEL** 







## 30 LOCALIZED WEBSITES



-



# WE LOVE URBAN MUSIC & ENTERTAINMENT

WWW.TRACEPLAY.TV

A

#### CONTENT

LINEAR TV CHANNELS, INCLUDING TRACE CHANNELS

**LIVE TRACE RADIOS** 

SERIES, MOVIES, TV SHOWS, DOCUMENTARIES, LIFESTYLE, ANIMATION, MUSIC

ORIGINAL/EXCLUSIVE PRODUCTION, AND CURATION



#### **DISTRIBUTION**

AVAILABLE WORLDWIDE: OTT THROUGH MOBILE, PC, TABLET, SMART TV, APPLE TV, IOS AND ANDROID

ON SELECTED MOBILE AND PAY TV OPERATORS







#### **AUDIENCE**

CORE: 15-49 Y/O AFRO-URBAN CULTURE LOVERS EXTENDED: PEOPLE OF AFRICAN DESCENT AND PASSIONATE OF URBAN CULTURE

A

#### **LANGUAGES**

ENGLISH FRENCH





THE TRACE RADIO
APP GATHERS IN
ONE SPOT ALL
TRACE FM RADIOS,
NEWS AND GOSSIPS
RELATED TO URBAN
CELEBRITIES



WE LOVE URBAN MUSIC



### CONTENT

7 TRACE FM RADIOS MARTINIQUE, GUADELOUPE, FRENCH GUIANA, IVORY COAST, REUNION ISLAND, HAITI

**LATEST NEWS & GOSSIPS** 

ALARM CLOCK TO WAKE UP TO MUSIC

POSSIBILITY TO PARTICIPATE IN CONTESTS



## **DISTRIBUTION**

AVAILABLE WORLDWIDE: OTT THROUGH MOBILE, IOS & ANDROID

GLOBAL FOOTPRINT WITH A PRIORITY ON COUNTRIES WITH EXISTING TRACE FM RADIO STATIONS







## **AUDIENCE**

15-49 Y/O URBAN MUSIC LOVERS 37





# #1 PARTNER OF AFRO-URBAN MUSIC EVENTS

TRACE offers a variety of innovative services including music events and talent search competition to create comprehensive content experiences that connect TRACE with its audiences. TRACE is building a community for those who see their "niche" afro-urban content not as a passing interest, but as a core component of who they are and how they define themselves. TRACE makes sure that its fans and super fans constantly engage with TRACE products and services on a daily basis.

400 EVENTS WORLDWIDE





EXCLUSIVE LIVE EXPERIENCE WORLDWIDE TRACE Live is a unique music immersive experience featuring live A-list artists shows and broadcast worldwide in 360° and Virtual Reality.

The first edition held in Paris with Hiphop legend Wyclef Jean joined by multiple

artists and friends Wyclef Jean & Friends thus offered a unique moment of conviviality, generosity and intimacy to over 400 privileged attendees and millions of fans around the world. They all enjoyed a live experience with exclusive versions of his greatest hits and never seen before duets.





OVER 330 000 CANDIDATES AND AN ENGAGEMENT OF MORE THAN 50M PEOPLE. TRACE Music Star is a musical talent search competition, with the goal of discovering the greatest singing talent.

The four seasons of the competition attracted over 700 000 competitors, making TRACE Music Star one of the largest singing competition in the world. TRACE Music Star breaks the barriers of the traditional physical castings. Contestants enter the competition by uploading an au-

dio or video performance on a dedicated TRACE digital platform. The best entries are selected for final TV performances. The training for the grand finale is filmed and broadcast as a reality TV-show on TRACE channels and social pages. Winners receive cash prizes, record deals, global promotion and mentoring/recording experience with A-List artists.

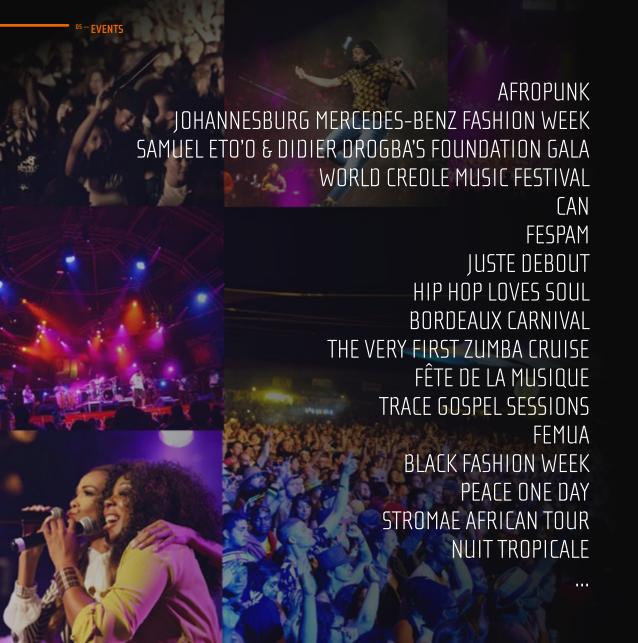






OVER 600 000
VOTES AND
AROUND
30 ARTISTS
PERFORMING

The TRACE Awards celebrate Hip-hop legends and hottest sensations of the urban music scene. With over 150 artists on stage, exclusive sketches, the shows features the latest hits but also original versions of Hip-hop classics.



# OTHER EVENTS & PARTNERSHIPS

Each year TRACE partners with more than 400 concerts and parties worldwide, putting millions of fans in touch with TRACE brand and its partners.



#### COMING SOON

Using the same digital interface as TRACE Music Star, Face Of TRACE is a competition format to look for the beautiful and smart young lady who will become the new ambassadress of the TRACE brand worldwide.







ORIGINAL AND **EXCLUSIVE CONTENTS** ARE KEY DIMENSIONS OF TRACE'S IDENTITY Through a global network of journalists, editors and producers, TRACE creates exclusive content that caters to the multicultural audience needs for afro-urban entertainment, music, sports, culture, fashion and art. Each year, TRACE invests several million dollars to produce and commission over 300 fresh HD hours of exclusive original urban entertainment content focused on series, documentaries. TV shows and concerts.

THESE PROGRAMS ARE AVAILABLE FOR SYNDICATION.



TRACE Content Distribution (TCD) is a content distribution arm of TRACE that monetizes afro-urban content. Its catalogue offers rich and diversified programs - produced or acquired, originating from the US, Brazil, Africa and the Caribbean.

RE-INTRODUCING TRACE MAGAZINE THE FASHION AND URBAN CULTURAL **EXPERIENCE** FOR TODAY'S MULTI-ETHNIC YOUTH.



Founded in 1996, TRACE magazine was considered as the Urban Vogue, bringing a disruptive take to fashion and afro-urban culture.

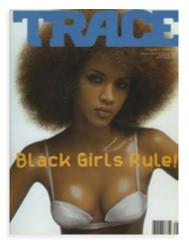
Over the years TRACE magazine featured iconic figures such as First Lady Michelle Obama, A-list celebrities including models Naomi Campbell, Devon



Aoki, Iman and Tyra Banks, the actresses Thandie Newton and Rosario Dawson, the boxer Mike Tyson, and the musicians Diddy, Common, IAM, DMX, Ciara, Erykah Badu, Kelis, Lauryn Hill, Missy Elliott, Foxy Brown, Omega Sirius Moon, Gwen Stefani, Notorious BIG, Sean Paul, Rihanna, Mary J. Blige, Lenny Kravitz, Alicia Keys, Mariah Carey, Sisgo, Eve and Snoop Dogg.

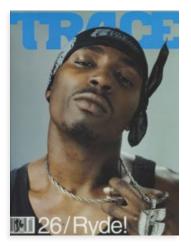


Relaunching in 2017 with its new editor in chief, Moana Luu, TRACE Magazine will combine the elegance of the print with the innovation of digital through a collector issue celebrating the women empowerment in the entertainment industry "Black Girls Rule".













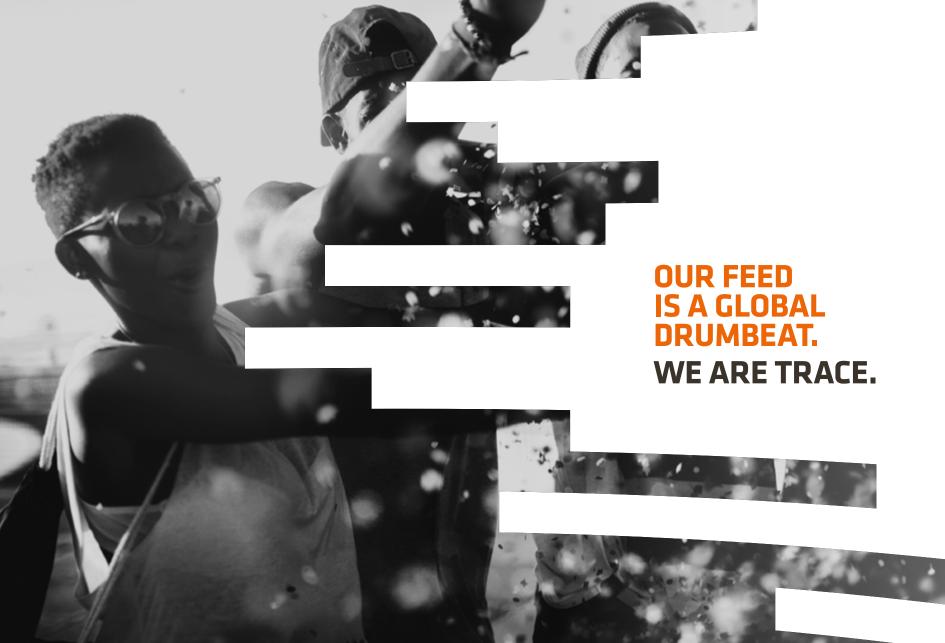


TRACE LICENSES ITS
BRAND AND CONTENT
TO LEADING MOBILE
OPERATORS TO BUILD
EXCLUSIVE MOBILE
SERVICES DEDICATED TO
YOUTH SEGMENT

Depending on the market specificities and the deals with the operators, TRACE Mobile offer gives its subscribers an exclusive mobile experience.

MUSIC STREAMING SERVICE FREE ACCESS TO FACEBOOK OR WHATSAPP CHAT SERVICES LATEST NEWS FROM THE URBAN CELEBS EXCLUSIVE VIP BENEFITS

...





info@trace.tv www.trace.company