



FOR IMMEDIATE RELEASE

## TRACE launches 3 channels in Japan

TRACE launches TRACE Urban, TRACE Tropical and TRACE Gospel

**MIP, Cannes – 9<sup>th</sup> April 2018** – TRACE and Hulu in Japan have today announced the launch of three of TRACE's premium music channels as, as part of the HULU channels package, currently available to 1.64 million subscribers.

The three channels are TRACE Urban, TRACE Tropical, and TRACE Gospel.

**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.

**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 etc). TRACE Tropical also broadcasts concerts and documentaries on tropical music and cultures.

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

**Olivier Laouchez**, TRACE Group CEO, says " This distribution agreement in Japan is historic. This is the first time a French media group has managed to launch channels on HULU Japan. On site, there is an audience of ultra fans of urban, tropical and gospel music. HULU searched the world over for the best channel publisher for this music and chose Trace. This agreement allows us to complete our distribution to one of the major music markets in the world and to make our contribution to the promotion of these musical genres everywhere else".

### About HULU in Japan

Hulu in Japan is an online video subscription service offering over 50,000 films, TV drama and animation for a fixed monthly price of 933 yen (excluding tax). Unlimited viewing of programs are available anytime anywhere, on TV sets connected to internet, PCs, smartphones and tablets. The lineup includes "Hulu Premiere" offering exclusive first view in Japan, "Hulu Originals" created by Hulu in Japan, catch up episodes and live music streaming.





### **About TRACE**

TRACE is a global multi-platform media and entertainment company that connects with multicultural audiences through premium afro urban music and content across 21 pay TV channels, radios, motion picture, online and mobile services in over 160 countries to 200M viewers and listeners. Launched in 2003, following the acquisition of the print magazine of the same name, TRACE has become the leading media brand for the connected Afro Urban youth in Sub-Saharan Africa, France, the Caribbean and the Indian Ocean. For more information, visit <http://trace.company/>

### **About Lightning International**

LIGHTNING INTERNATIONAL distributes a range of TV channels such as the TRACE channels, Mezzo Live HD, Fix & Foxi, Pet Club TV, Pulse TV and more. Additionally, the company distributes a full catalogue of programming from Asia and around the world both as finished shows and formats. Headquartered in Hong Kong, LIGHTNING INTERNATIONAL was established to offer companies outside Asia a single platform from which to launch and/or consolidate their reach among Asian viewers. <http://www.lightninginternational.net>

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