

## GOSPEL MUSIC TV AND TRACE GOSPEL JOIN FORCES OPERATING UNDER THE NEW NAME TRACE GOSPEL



TRACE and THEMA, a CANAL+ International subsidiary, have signed an agreement to merge TRACE Gospel and Gospel Music Tv under the name TRACE Gospel, for the greater benefit of all gospel music and culture fans.

The union of two publishers' catalogs and expertise makes it possible to offer viewers and advertisers an even richer gospel channel. The channel's musical offering covers the integral spectrum of this major musical genre (contemporary, urban, "praise" and traditional gospel) for all music lovers. TRACE Gospel, operated by TRACE, will be able to offer a complete platform of audiovisual services and events about gospel music and entertainment.

### A TAILOR-MADE OFFER

The editorial line is simple: a nice blend of contemporary and classic hits as well as novelties. TRACE Gospel guarantees in its programming the promotion of the best gospel sounds produced on the African continent, a ranking of current African hits with Africa Hit 10 and a weekly thematic playlist named "Gospel Africa".

TRACE Gospel is the link between all cultures and broadcasts gospel artists from Africa, the Caribbean, the United States, Europe and Latin America such as Mike Abdul, Jimmy Gait, Dena Mwana, Jermaine Edouards, J Prince, Hezekiah L. Walker, Kirk Franklin, Erica Campbell, Travis Greene, Tasha Cobbs, Olivier Cheuwa, Maggie Blanchard and Gabriela Rocha.

### DIFFUSION

Since the 4th of April 2018, TRACE Gospel is deployed in French-speaking Africa. It thus includes more than 25 countries and 3 millions additional households. TRACE Gospel is available on CANAL + PACKAGES in the ACCESS offer on channel 128 in Africa as well as TNT EasyTV offer on channel 38.

TRACE Gospel is also available worldwide via streaming service [TRACE Play](#).

**Olivier Laouchez, TRACE group CEO, says:** "This partnership with Thema and CANAL+ International was decided to offer a channel which brings even more satisfaction to gospel music fans. It's a great pride and responsibility for Trace. We will bring to this channel all the means and all the expertise of the group in order to place it on the top of spiritual musical channels."

**Fabrice Faux, THEMA CEO and Director of Channels and Content at Canal + INTERNATIONAL, says:** "THEMA is proud to have developed Gospel Music TV to become the reference channel for this music dear to all Africans, on the continent and in France. I have no doubt that Trace, whose expertise in the musical field is unanimously recognized and who is a long-standing partner of THEMA, will be able to take this channel even further and, thanks to this merger, double subscriber satisfaction."

#### About Trace

TRACE is a global broadcast and digital media company specialized in afro urban music and entertainment. Through its 22 pay TV channels, radios, online and mobile services, TRACE connects with a 200 million multicultural audience in more than 160 countries. Launched in 2003 following the acquisition of the eponym print magazine, TRACE has become the leading media brand for lovers of afro urban culture in Sub Saharan Africa, Europe, the Caribbean and the Indian Ocean. [www.trace.company](http://www.trace.company).

#### About Thema - CANAL + group company

Created in 2005 by François THIELLET, and acquired by CANAL+ group in 2014, THEMA now has 6 subsidiaries abroad and works with more than 10 agent offices in the main European markets. The company has a portfolio of over 180 channels and has built strong relationships with major pay-TV platforms in France, Europe, the Middle East, Africa, Asia and in the American continent.

As a precursor, the company THEMA announced in 2008 the launch of its first African TV channels package on the French market. Today the African package distributes 24 channels, represents 11 countries and THEMA publishes nearly 10 other ethnic channel packages. THEMA is also creator of TV channels with NOVELAS TV, NOLLYWOOD TV, NOLLYWOOD EPIC and KANAL D DRAMA. For more information on THEMA and its portfolio channels, please visit [www.themav.com](http://www.themav.com).



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