

TRACE AND STUDIO MOBILE LAUNCH



International media group TRACE joins forces with STUDIO MOBILE to launch TRACE FM Haïti, which aims to become the best station targeting Haitian youth who accounts for 60% of the Island's population.

TRACE FM Haïti plays the best Afro-Urban and Caribbean music and broadcasts international Hip-Hop, R&B plus other indigenous genres such as Caribbean Zouk, Dancehall, Kompa, Kizomba and many more.

Listeners can access TRACE FM on the 102.7 frequency in Haiti and worldwide on the new TRACE Radio mobile App, which will be launched in at the end of March 2017. The ht.trace.fm website and TRACE FM Haïti social media pages enable the station to constantly interact with its audience based in Haiti as well as the Haitian diaspora around the world.

The launch of TRACE FM Haïti is the result of the collaboration between TRACE and the Haitian company STUDIO MOBILE.

TRACE FM Haïti is the 6th FM launched by TRACE following on from the success of their other radio stations located in Martinique, Guadeloupe, French Guiana, Côte d'Ivoire and La Réunion. Within these territories, the TRACE FM radio stations are already undisputed musical references.

According to Valérie Gilles-Alexia, TRACE CEO for France, The Caribbean and the Indian Ocean :

" TRACE FM Haïti shows TRACE's interest and commitment to display afro-urban and caribbean sound ! Haiti is filled with exceptional talents and we want to make Haitian artists shine, not only locally but also internationally thanks to the strength and power of the TRACE network, which already operates in radio and television in more than 160 countries and has more than 200 millions of fans. "

"We want every Haitian to be part of the TRACE Family and we want them to allow us to expose Haitian Music and culture to the world. Our aim is to help our artists to penetrate the music industry worldwide. It's a big step towards the commercialization of our music production and the respect of our intellectual property." Adds Digo Mevs, one of the heads of the brand new radio station in Port-au-Prince.

TRACE FM Haïti already has the approval of musical genius of the Haitian diaspora amongst which, Wyclef Jean.

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 including France, 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

ABOUT STUDIO MOBILE

Launched in 2005, STUDIO MOBILE's main activity is the publishing of musical content and product. The company is part of the SACEM, a French company collecting payments of artists' rights and distributing them to the original authors. As a publisher, STUDIO MOBILE ensures a permanent use and a follow-up of the artists' work, as well as its commercial broadcasting. STUDIO MOBILE deals with all the administrative paperwork which needs to be done for the authors, including the one for the SACEM. It ensures the protection of the authors' rights and the promotion of their work.

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