

**TRACE LAUNCHES**  
**TRACEplay ▶****The World's First Global App Dedicated to Urban Music and Entertainment!**

**TRACE, a leading global Urban media group, launches TracePlay, the first hybrid digital service (SVOD + Live TV + Live Radio) dedicated to Urban music and entertainment.**

Today marks the release of TracePlay in the UK, USA, Africa, France, Benelux, the Caribbean and the Indian Ocean, with over 200 countries to follow towards the end of March 2017.

TracePlay is available across a range of platforms including Mac/PC, iOS and Android smartphones, Apple TV and offers instant and unlimited access to 10 live music and sports TV channels, 31 live music radios and 2000 films, series, documentaries, concerts and TV shows, on demand.

Available in English and French, TracePlay has an objective to promote diversity in broadcast media and become the home for Urban talent and entertainment.

The diverse SVOD library consists of movies (*Mum and Dad Meet Sam, Hot Boyz*), African blockbusters (*30 Days in Atlanta, Ayanda*), reality TV (*Growing up Hip Hop, Kingin with Tyga, Cutting it in the ATL...*), multicultural series (*V-Republic, Kingmakers*), exclusive music and sport documentaries (*Prince, Jidenna, Rihanna, Salomon Kalou, Special NBA: From All Stars to Africa*), and legendary concerts (Meshell Ndegeocello, Anderson Paak) and much more.

TracePlay is an active partner for Urban talent and content creators with investments on original productions and co-productions in movies and series based in the UK (*Brothers with No Game, season 3*), USA (*Dream, The Terms*), France (*The Gangs of the French Caribbean*), Africa (*Wives on Strike, Crazy Lovely Cool*) currently in production.

TracePlay brings together the diversity of Urban music through a curated single platform. An eclectic range of Urban music genres can be found on TracePlay: from R&B to Hip Hop, Soca to Afrobeat and DanceHall, Salsa to Gospel and many more.

TracePlay is available for a competitive fee of (£/\$) 4.99 for a monthly subscription and (£/\$) 49.99 for an annual subscription, without commitment. Viewers can enjoy TracePlay simultaneously on 3 screens, with a free trial period of 7 days.

Olivier Laouchez, CEO of TRACE says:

*«TracePlay has been our most ambitious project since our inception. We are the first in the world to launch an hybrid platform SVOD + Live TV + Live Radio, with 7 geolocalized versions, simultaneously in over 200 countries and on multiple connected devices. Our teams and those of our technical UK partner, Simplestream, have done a tremendous job to meet the expectation of millions of fans eager to access their favorite urban channels and content, anytime, anywhere, on any devices. TracePlay is also a new activity that we approach with humility and ambition. Video streaming is revolutionizing our audiovisual industry and TRACE fans are the early adopters of this mobile and digital revolution. TracePlay represents a unique opportunity to continue and accelerate TRACE's global growth.»*

**Discover TracePlay now on [www.traceplay.tv](http://www.traceplay.tv)**

**ABOUT TRACE**

Launched in 2003, TRACE is a brand and media group dedicated to urban entertainment. Already present in 160 countries, TRACE publishes thematic TV channels, radios, mobile services, digital platforms, events and content for the Urban millennials.  
[www.trace.tv](http://www.trace.tv)

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