

AFROBEATS, FROM NIGERIA TO THE WORLD
NEW ORIGINAL MUSIC DOCUMENTARY
ON AFROBEATS PHENOMENON!



A documentary written and directed by Hugo Claveau and produced by TRACE Studios, that examines the vast history of the musical phenomenon that is *Afrobeats*.

TRACE, the leading media group in Africa, keeps on investing in directing and producing original content offering the best of afro-urban content and announces the broadcasting of a new music documentary: “Afrobeats, from Nigeria to the world”. The two to four-part documentary will be broadcast on TRACE channels (TRACE Mziki, TRACE Naija and TRACE Africa) across Africa, in September ([see scheduling here](#)).

The music documentary “**Afrobeats, from Nigeria to the world**” retraces the socio-economic, historical and musical aspects of the biggest African phenomenon of these past 50 years.

Afrobeat is a multifaceted style of music initiated by Nigerian legend Fela Kuti. Today, the modern term **Afrobeats**, refers to a sound that has been adopted around the world and gained a ubiquitous presence on the radio, TV, social media and on the dancefloors of most nightclubs around the world.

Afrobeats has achieved mainstream success outside of Africa, with big names in the music industry such as Drake, Chris Brown, Alicia Keys, Jidenna, MHD, Booba, Maître Gims and Major Lazer collaborating with African superstars. Apart from this, new generation key players such as Wizkid, D’Banj & Tiwa Savage are signing international record deals.

Questions arise: **What exactly is Afrobeat? How did this music genre impose its style so rapidly? Where does it come from? Who are its founders? And most importantly, what does this new wave of sound mean for the future of the music industry?**

In order to get answers to all of these questions, TRACE travelled for 4 years around Europe, Africa and in the USA to collect over 40 testimonies from the movement’s key actors among whom are Davido, J Martins, Psquare, D’Banj, Bracket, Skales, Akon, Femi Kuti, Flavour, Jidenna, Yemi Alade, MHD, Niska, Sidiki Diabaté, Fuse ODG, Sarkodie, Wizzboy, Eddy Kenzo, Youssou N’Dour, Passi, Mafikizolo, Khuli Chana, Cassper Nyovest, Banky W and many others.

Hugo Claveau, writer and director of the documentary says *“This movie is the result of meticulous work. It’s about over 40 interviews collected by our team on 3 continents, for almost 5 years. TRACE has a privileged place at the center of African contemporary music worldwide. This place allows us to follow daily and in an exclusive way, the evolution of Afrobeat today. Originally Nigerian and now African, we have tried to understand how over the years, Afrobeat has become the soundtrack of Africa and a worldwide phenomenon.”*

Olivier Laouchez, CEO, Chairman and co-founder of TRACE declares *“Fela Kuti and Tony Allen’s Afrobeat has opened the doors for today’s “Afrobeats” - a musical style that has evolved with its era and which continues to deliver a message of emancipation and celebration of African pride. From Lagos to Paris by way of New York and Joburg, this music leads the way for today’s urban youth in their everyday life. TRACE had to pay tribute to it.”*

The first part of the documentary will be broadcast across Africa on TRACE Naija (DStv channel 325) on Sept. 3 at 8pm, on TRACE Africa (DStv channel 326) on Sept. 3 at 8pm and on TRACE Mziki on Sept. 4 at 10pm.

“Afrobeats, from Nigeria to the world” will also be available in the US and the rest of the world this fall on [TRACE Prime](#) and on TRACE’s SVOD platform, [TracePlay](#).

[See scheduling and Press kit](#)

Watch the trailer [here](#).

ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries, TRACE offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

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