

## **TRACE AND AFRICELL: A PARTNERSHIP TO SHOWCASE & CELEBRATE CONGOLESE CULTURE**

**TRACE, the leading multimedia group for music and youth in Africa and Africell, the mobile operator of the Congolese people (DRC), announce the signing of two partnership agreements:**

### **1. FM Radio**

By November 2017, the FM radio, AfriRadio, owned by Africa Media, will be managed by TRACE and renamed TRACE FM powered by Africell. The musical format of the radio will be maintained as well as the FM broadcast on the cities of Kinshasa, Lubumbashi and Matadi. This new TRACE FM radio will be dedicated to Congolese and international urban music and will reach more than 20 million people.

### **2. SVOD**

By the end of 2017, Africell will launch the TracePlay audio and video service for its 3G mobile subscribers and data users. TracePlay is a SVOD platform with 10 live TV channels, 30 radios and 2000 Afro-urban programs (series, films, documentaries etc).

Olivier Laouchez, CEO, co-founder and Chairman of TRACE declares,

*"We are proud to have been chosen by Africell to continue developing their FM radio and to offer to their 3G subscribers the TracePlay platform. This partnership is exemplary of the convergence between a media group and a mobile operator, both of which have put at the center of their priorities a range of services close to the expectations of Congolese people and especially Congolese youth, who constitute more than 60% of the population."*

Omar Khodr, DG of Africell DRC declares,

*"This strategic alliance with Trace demonstrates that Africell is the most dynamic mobile operator and the closest to the Congolese who are all passionate about music and TV programs. With Trace, Africell teamed up with the leading and favorite music brand of the Congolese. In DRC, our alliance with Trace will energize the mobile industry as well as the radio and music industries and will benefit the Congolese people."*

To represent TRACE and ensure the operational implementation of its projects in DRC, TRACE appointed the agency 360Com, created and managed by Ethel Ngombé.

### **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.

[www.trace.company](http://www.trace.company)

### **ABOUT AFRICELL**

Africell currently operates in The Gambia, Sierra Leone, the Democratic Republic of Congo and Uganda. Africell is one of the fastest growing mobile telecoms operators in Africa. In conjunction with our traditional voice offerings, we are expanding our 3G and LTE networks and our expansive array of value added services (VAS) which include mobile banking and e-payments services. In an increasingly connected world, we aim to empower our customers by relentlessly improving our network quality and distribution platforms.

[www.africell.cd](http://www.africell.cd)

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