

## **TRACE EXPANDS WITH THE LAUNCH OF TCD, A CONTENT DISTRIBUTION DIVISION**



**TRACE, the leading media of Afro-urban music and entertainment, launches TRACE Content Distribution, a division dedicated to the worldwide distribution of audiovisual programs produced by TRACE and by external producers.**

Directed by Betty Sulty-Johnson, TRACE Content Distribution (TCD) will be present at the MIPCOM in Cannes (France), from October 16 to 19 and at Discop Johannesburg (South Africa) from October 25 to 27, with a catalogue made of French and English premium Afro-urban programs (movies, concerts, magazines, documentaries and TV shows).

TCD has rights for television channels, mobile operators, video platforms, aerial and maritime video services and cinema.

Among the titles and collections distributed: *“Wives on Strike”, “Before 30”, “Dreams - the Urban Musical”, “Brothers with no game”, “le Gang des Antillais”, “Guest Stars”, “The year of”, “Afrobeats - from Nigeria to the world”, “Generation Papa Wemba”* and *“Salomon Kalou - the cherished elephant”*.

The creation of TCD responds to a need to ensure better exposure and maximum monetization of Afro-urban creators of world-class quality often abandoned by traditional distributors.

The presence of TRACE in more than 160 countries and at the heart of the major African-American production sites (USA, UK, France, Africa, Caribbean, Indian Ocean) allows TCD to have privileged access to quality works.

**Betty Sulty-Johnson, TRACE’s VP Content Distribution says:** *“I am delighted to join the TRACE group to develop this business. Content management, from design to monetization, is a key value creation area for TRACE.”*

**Olivier Laouchez, CEO and co-founder of TRACE, says:** *“TRACE Content Distribution is a logical and strategic evolution for the group in its desire to identify and support Afro-urban creators and talents. Thanks to the arrival of Betty Sulty-Johnson, TRACE is enriched with a recognized expertise to develop and exploit at best a catalog of great value.”*

[Download TRACE Content Distribution catalogue 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 award winning TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

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

### **ABOUT BETTY SULTY-JOHNSON**

Betty Sulty-Johnson has lived in the UK for over decade where she has worked for several British and American companies as a Business Development Manager. Her passion for cinema led her to co-found and manage “Images of Black Women Film Festival in London.” Upon returning to France, she worked at France Television Distribution, 100% Distribution and Lagardère Studios in their TV Distribution department. She is now in charge of TRACE Content Distribution.

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