

# Content partnership brings iconic music, videos to Africa

MTN Uganda customers will gain access to exclusive high-quality streaming music, videos, concerts and more through their mobile plan and a partnership with Tidal. The service is expected to be rolled out across Africa to MTN customers in other regions.



Tidal launch.

The partnership provides MTN Uganda customers a variety of options for a data-inclusive Tidal membership as part of their mobile plan to gain access to exclusive high-quality streaming music, videos, concerts and more.

“Africa is a continent that has long been an inspiration for music heard around the world and Tidal is excited to highlight the vibrant musicians on our platform. Tidal is also thrilled to bring a new wave of digital music to Uganda as part of this collaboration” said Lior Tibon, COO Tidal.

The partnership, launched in Uganda but set to be rolled out in other MTN operations across Africa comes with an array of membership options where customers can tap into one, three, seven and 30-day memberships, all of which include data and a free 30-day trial for all first-time members.

On the importance of MTN's partnership with TIDAL, artist-owner Damian Marley, noted: “I remember hearing stories about my father's records being destroyed once they got to Africa. They didn't want the people to hear the message in the music. What a beautiful day it is now when Africa will not only have access to my family's music but to all music that exists.”

Speaking about the launch of the partnership, Jason Kpana, SVP artist and label relations, shared: “I’m really looking forward to connecting with Uganda’s musicians and helping to bring the Tidal music streaming experience to fans across the country. We know MTN customers will love the diverse playlists, livestreams, videos and original content available on Tidal.”

## Cultural moments

The content on Tidal offers a deeper look into not only the repertoire of artists, but the music that inspires the work they do. Editors across the globe showcase the hottest tracks across all genres and create soundtracks for key cultural moments – life, death, civil revolutions, works of literature, and movies that have caught the cultural *zeitgeist*.

In celebration of the Ugandan music industry and the start of a digital music revolution, Tidal and MTN Uganda announced advanced plans in organising an exclusive *Collaboration Conference* and *The MTN TIDAL Experience*, which will be held on 27 and 29 September respectively.

MTN Uganda chief marketing officer, Olivier Prentout, gave more details about it: “The *Collaboration Conference* will exclusively be attended by artists, music producers and promoters. The conference aims to bring artists together to learn about the evolution of the music industry across the globe and how to expand locally along with the help of Tidal.

“Following the conference, *The MTN TIDAL Experience*, featuring dancehall artist Kranium, Nigeria’s DJ Spinall, our very own Beenie Gunter and local DJs, are set to host the experience which will be held at the MTN Headquarters”.

“At MTN we believe that everyone deserves the benefits of a modern, connected life. This partnership with Tidal further demonstrates our strategic vision to lead the delivery of a bold, new digital world to our customers by making music more available on their smartphones.

“One product innovation MTN will add to the Tidal subscriptions is the inclusion of data. MTN subscribers will be given the choice between daily, weekly and monthly packages payable only via Mobile Money (MoMo),” added Olivier.

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