

Africa's Playfre expands to 13 more countries

African music streaming service Playfre is launching in 13 more African countries. Before this, music streaming on Playfre was limited to only five African countries: Nigeria, Ghana, Kenya, Egypt, and South Africa. This move is bringing the countries currently served by Playfre to 18.



Chika Nwaogu, Playfre's CEO and co-founder.

Chika Nwaogu, Playfre's CEO and co-founder, explained: "We are gradually expanding to countries where there are demands for a service like Playfre. We intend to serve the African continent for now before expanding to include countries outside the continent."

The music streaming service, which is looking at being profitable in a few months owing to revenues generated from its music distribution arm Songroute, will now be available in these following 13 African countries: Tanzania, Uganda, Zambia, Angola, Zimbabwe, Botswana, Côte d'Ivoire, Cameroon, Liberia, Mauritius, Malawi, Eswatini, and Tunisia.

Any visitor outside of the currently served 18 African countries are taken to the "Playfre is currently not available in your country" screen.

Available in 18 African countries and with operations in both Kenya and Nigeria, Playfre is an African music streaming platform that was launched on 1 May 2019. The platform offers its users access to over 50 million songs for free. Playfre has amassed over 7,000 registered users and over 1,500,000 streams.

For more, visit: <https://www.bizcommunity.com>