

iROKING launches mobisite, redesigns online platform

iROKING, the online digital music platform, has launched its mobile website (m.iroking.com) that allows users to download tracks on the go. In addition to the launch, the music company unveiled a redesign of its web platform



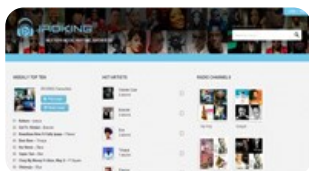
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The mobile site has been optimised to ensure that downloads are fast and that they are available for all mobile handsets across the continent. iROKING users will now be able to download their favourite tracks, so they can listen to them and manage playlists on their own mobile devices offline.

To celebrate the launch of the iROKING mobile site, free track downloads from the mobile site will be available for a limited period.

The new mobile site has been designed to enhance each user's experience on iROKING and has incorporated search capabilities where users can see their search results by artist, track or album. iROKING has also built in a one-click functionality that takes listeners directly to artists' YouTube videos. Users will also be able to share their favourite tracks via email, Twitter and Facebook.

New design web platform



The redesign of www.iroking.com

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The music company has also unveiled a total redesign of its web platform www.iroking.com. Apart from the makeover, making the site's navigation simpler and more intuitive, the team has introduced genre-based radio channels for its users to tune into. The new site also sees music videos from iROKING managed YouTube artists being streamed for the first time.

Michael Ugwu, CEO of iROKING, says "This week sees the launch of iROKING 2.0 - the next generation. We know that our listeners want to access awesome, fresh tunes from the best of West Africa's artists anytime, anywhere - so we've built the ultimate mobile platform to do that.

"The stunning new mobile site is going to revolutionise the way music fans can listen to and access digital music from Africa - there is nothing out there like this and we hope that our fans, both old and new, will love this new mobile site as much as we do."