

D'Banj signs pan-African deal with Sony Music

Global recording company Sony Music Entertainment has announced the signing of Nigerian artist D'Banj to its RCA Africa label. The deal includes a multi-album, worldwide contract with emerging Nigerian singer-songwriter Kayswitch and a strategic partnership with D'Banj's Nigerian record label DB Records, who's catalogue includes artists and producers such as J.Sol, Jay Sleek and DeeVee.

Sony Music's RCA Records label hosts a family of global superstar artists and a catalog of music, which includes some of the most important recordings in history. The signing landmarks a historic moment, which sees D'Banj join Africa's music and entertainment company Sony Music.

"Partnering with D'Banj is a seminal event for us at Sony Music Entertainment Africa. We've always admired his talent and be able to assist with bringing D'Banj's music to millions of fans, established and new, across the continent is an honour for us. There are still so many to whom an artist like D'Banj has so much to offer that we can see a brand new era emanating from this phase in his career. We are very excited about being a part of it." says managing director of Sony Music Entertainment, Sean Watson.

"Partnering with the leading music company in Africa is a natural fit for me and DB Records to ensure my music can be available to my fans across every corner of Africa and in countries where they've never been able to access my music in legitimate way, instantly as its released anywhere else in the world. It's a new era for Africa, the birthplace of music and I'm excited about this very powerful partnership with Sony Music through which we will give birth together to a new era with endless opportunities for my fans, producers, artists and the start of a new time for a revolution in music from Africa. Nothing is impossible!" says D'Banj, whose birth name is Oladapo Daniel Oyebanjo

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