

iROKING partners with GoMetro

[iROKO Partners](#), the online distributor of African music and movies, have announced a new partnership with [GoMetro](#), a mobile site launched in September 2012 by mobi.lity in collaboration with South African commuter rail agency, Metrorail.



The GoMetro mobile site provides commuters with real-time train schedules, timetable deviations, schedule changes and platform changes - to provide users with an enhanced digital resource for their daily commute. In addition to this, as of 31 October 2012, GoMetro mobile users will be able to listen to, watch, download and share music, anytime, anywhere via iROKING's exclusive mobile site, gometro.iroking.com. Downloads on iROKING are free for anyone who visits the mobile site.

Adi Nduka-Agwu, iROKO Partners' head of Business Development for Africa says, "We're thrilled to be partnering with GoMetro on this new project - it symbolises how we want to work with tech and entertainment companies across Africa. In addition to GoMetro users being able to keep on top of their travel plans on the mobile site, they will also have the ultimate soundtrack for their journey, courtesy of iROKING - whether people want some chill out tunes, or something to get them pumped up for the day, we have it".

A transit community on your phone

Users will also be able to share any of their favourite iROKING tracks with the rest of the world at the click of a button via email, Twitter and Facebook. iROKING features home-grown talent such as 2Face, PSquare, Lynxx, Eva, Bez, Timaya and more. This new year-long partnership will revolutionise the daily commute for over 3 million daily South African railway users.

Justin Coetzee of GoMetro adds "We have always positioned GoMetro as a mobile platform to improve the commuter experience - and it is validating to see that pan out. GoMetro is a transit community on your phone, and to have been able to conclude a deal of this nature right after our inception shows incredible traction and an appetite for a mobile transit platform. It is fitting to have iROKING on our platform as the first music offering, as they are true African tech innovators. Public transport just got cooler with GoMetro and iROKING."

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