

Spotify in talks over Africa launch

Spotify and Vodacom are discussing a partnership which would see the music streaming service launch in Africa for the first time, according to a Bloomberg report.

 By Tom Jackson 3 Jun 2014



[Bloomberg reports](#) two people familiar with the matter as saying Vodacom will offer wireless customers subscriptions which include a limited amount of free data to access Spotify, which has launched in more than 56 countries, though none in Africa.

Vodacom has 31.5 million customers in South Africa, while Spotify is the world's biggest music subscription service with 10 million paying users and further 30 million listening for free.

[Spotify raised \\$250 million](#) in a new funding round in November last year, but HumanIPO reported in the same month it had set [no target date for an African launch](#), and would not do so until it could be sure it could provide the same user experience enjoyed by regions such as Europe.

Article published courtesy of [HumanIPO](#).

ABOUT TOM JACKSON

Co-founder @DisruptAfrica. Tech and business journalist in Africa. Passionate about the vibrant tech startups scene in Africa, Tom can usually be found sniffing out the continent's most exciting new companies and entrepreneurs, funding rounds and any other developments within the growing ecosystem. [View my profile and articles...](#)