

Spotify launches Afro Hub

As part of Spotify's newest Global Cultures initiative, designed to promote and bring to the surface culturally diverse music, Spotify today announced the launch of Afro Hub. Spotify's vision for Global Cultures is to connect audiences, bringing cultures from around the world into your playlist, opening a lens into fresh parts of the world.



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Focused on delivering relevant content, the Global Cultures editorial team initiated this global plan with the Latin and Desi hubs, followed by today's launch of the Afro Hub.

“ The hub celebrates and honours the African culture as well as it's widely known and loved music. It's Spotify's mission to uncover every layer of this ancient, expressive and rhythmic musical culture which is an important component of today's mainstream, modern music. Comprised by a variety of different styles, African music has influenced genres in the US and abroad for centuries. ”

Afro Hub will include multiple tiers of content, featuring news, podcasts and playlists. A few examples of the hub's playlists include: African Heat (Top Hits); Peppeh (Early Bets); Gold Mine (Classics) and We Everywhere (X-Overs / Diaspora Hits), as well as playlists highlighting the continent's best tracks within continental shelves (excluding West Africa, East Africa and Southern Africa).

The hub will also offer unique content including playlist takeovers from artists like Major Lazer, Wizkid, Jac Banks, Burna Boy and Bas & Mereba, and podcasts by Jesus & Jollof feat. Yvonne Orji and Luvvie Ajayi, some of the best African creators of today.

Check it out: [Spotify's Afro Hub](#).