

## MTN to offer music across Africa

MTN has signed an agreement with Content Connect Africa (CCA), an aggregator and provider of on- and off-portal content. The network will now offer a wider variety of music to its customers via the MTNplay digital content portal.

This follows the signing of an agreement with Content Connect Africa (CCA), an aggregator and provider of on and off-portal content. CCA has a substantial catalogue of African musical content by artists in Nigeria, Cameroon, Ghana, South Africa and Kenya - among others. It also has rights to exclusive video content featuring a host of African artists including Hugh Masekela, Fela Kuti and Busi Mhlongo.

Christian de Faria, MTN's senior VP for commercial and innovation, says there is a growing demand for digital content in Africa.

"More and more people in Africa and in the developed world are going online for entertainment content. With Africa's mobile penetration now at approximately 50% of the one billion population, MTN sees a huge opportunity in music content being delivered on people's mobile handsets via our [www.mtnplay.com](http://www.mtnplay.com) digital content portal," says De Faria.

### Increase in African consumer spending power

He explains that the African consumer, with an estimated spending power of US\$1.4 trillion by 2020, has become highly aspirational with a taste for world-class goods and services over the last few years.

Through its deal with CCA, MTN will offer a wide selection of music content which will be available as full tracks and CallerTunez.

CCA's catalogue includes recording labels such as AS Entertainment, Godfather (specialising in Nigerian content), AI Records (East and West Africa content) and Soulistic Music which features top DJs like Black Coffee.

"Connect Africa is passionate about music from our continent. We have always strived to be ahead of the pack when it comes to representing African music, offering our artists and labels a bouquet of services from content to marketing, sponsorship and digital management. We are delighted to work with MTN Play to deliver this content to the rest of Africa" says Antos Stella, MD for Content Connect Africa.