

Playfre launches SongRoute to help artists sell music

SongRoute has been launched by music streaming service Playfre to help African artists from across the continent, both major and emerging, to sell their music on music streaming services like Playfre, iTunes, Spotify, Google Play, Deezer, Amazon, and so on, for free.



Chika Nwaogu, CEO Playfre Africa.

"Playfre is growing rapidly by the day and this pleases me. I want to use this to help struggling artists out there to get their music across the continent to listeners that matter the most. With SongRoute I think this will be possible as we intend not to only to get their songs across the globe but to also promote them on our platforms to give them maximum exposure," said Chika Nwaogu, CEO Playfre Africa.

"With this, African artists will quickly be able to get their songs on Playfre and over 400 plus more music stores across the globe for free," Nwaogu continued.

[Playfre](#) is an African music streaming service that launched on May 1 to help music lovers from across the continent access over 45 million songs for free. Playfre has amassed over 150,000 streams and over 2,000 registered users.

SongRoute offers a range of promotional services to African artists that sign up to their platform which includes Global Music Distribution, Playlist Pitching, iTunes Carousel Pitching, YouTube Monetization, Piracy Protection, Marketing and many more.

Launched in both Kenya and Nigeria, SongRoute will not only help African artists get their works across the globe but will also leverage on its fast-growing music platform Playfre to push their music across the continent.

For more, visit: <https://www.bizcommunity.com>