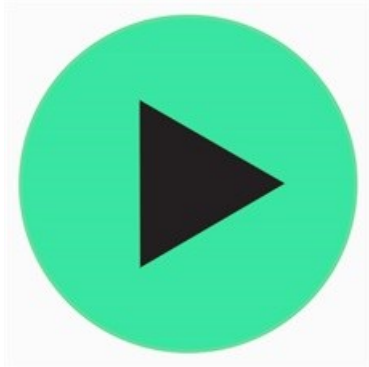


# Mobile operators partner with Bozza to benefit African creatives

Bozza, a digital platform that assists African creatives in growing their fan bases and selling content, has partnered with Econet Wireless, Zimbabwe's largest mobile network and Airtel Africa, the market leader in East and West Africa.



The new deals will open doors for unsigned artists to work directly with these telecommunications operators by having their content accessible to millions of new fans. Econet and Airtel network users will now be able to access more songs from trending artists spanning the entire continent for use as caller ring-back tones.

Bozza is pioneering an entirely new and innovative model around media and music. Artists working with this plug and play solution are their own business people, 100% in charge of their own content. "What's also exciting is that Bozza artists have an offline audience too that they can then bring online. These artists have loyal communities of fans so through the valuable opportunity to earn revenue from direct contact with Econet and Airtel, they're still hustling on the ground," says Emma Kaye, Bozza founder and CEO.

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