iROKING partners with Eskimi, launches new site

iROKING, the online distributor of African music and movies, has announced that is has joined forces with mobile social network, Eskimi, to bring African artists directly to users' mobiles.



The site, music.eskimi.com is for the exclusive use of Eskimi's users, reportedly more than 5 million of which are in Nigeria. Registered Eskimi users can download tracks from iROKING's catalogue of 35 000+ tracks from over 400 of West Africa's recording artists, directly onto their mobile via music.eskimi.com.

The new mobi site, designed exclusively for Eskimi by iROKING, is an awesome and totally seamless experience for subscribers, who will be able to play their favourite Afrobeats songs and share to their Eskimi friends. Eskimi users can also chat with their friends whilst downloading tunes from iROKING superstars such as PSquare, Iyanya, Flavour and Bracket, thanks to an integrated header that shows new messages and alerts.

Adi Nduka-Agwu, head of Business Development for iROKO Partners says "Eskimi has built a huge, online social network of people who chat about and share absolutely everything - gossip, news, music - which is where iROKING comes in. We can provide Eskimi users with free and legal downloads from the continent's biggest stars, via a dedicated mobi site that works in perfect harmony with what they're already accessing on the Eskimi platform".

Vytas Paukstys, CEO of Eskimi adds "We are extremely happy to add another entertainment category for our customers. Eskimi users already spend an hour per day in Eskimi and this partnership with iROKING will increase this even more. This new category of mobile music will also open new sponsorship opportunities for Nigerian brands".

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