2go and iROKING join forces

2go and iROKING are joining forces to bring instant free Nigerian music downloads to the more than 9 million active 2go users across Nigeria.

The fully-integrated music site will bring the likes of Timaya, Flavour and Burna Boy to the phones of the millions who use the mobile networking site to chat, make friends and share the things they love.

The brand new mobi site iroking.2go.im was built by iROKING and brings Afrobeats tunes to 2go users, who will now be able to download iROKING tracks for free, direct to their mobile phones.

In keeping with 2go's low-cost approach, the site also comes with a round of optimisations to cater to feature phone users, with a light mobi site which means pages load faster, and with smaller music file sizes, costs for data charges can be kept to a minimum. In addition to instant search, easy sharing and free music downloads on the mobi site, 2go's users will have exclusive music industry news updates delivered directly to their handsets to them every day, courtesy of iROKING.

Adi Nduka-Agwu, head of Business Development for iROKO Partners says "The 2go platform has galvanised the biggest mobile messenger networking user base in Africa in an extremely short space of time, so it was only a matter of time before we were going to work with them. We are bringing Nigerian music to the millions with this partnership and we're thrilled to be working with 2go to connect with new, young and music-obsessed audiences across continental Africa".

"Millions of people use 2go to message friends and meet new people every day, so we're very pleased to now partner with iROKING to bring the biggest Nigerian artists to 2go. Our users love music, so we're excited to give them access to the latest Nigerian music and music news for free on their mobile phones" says Peter Lockhart of 2go.

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