

Universal Music signed with Nigerian streaming uduX

Universal Music has signed a licensing deal with Nigeria-based streaming music service uduX. This is the first major label that has partnered with a deal offering both Nigerian and international selections to the uduX platform.



Image source: Gallo/Getty.

“We have created a new platform to bring value to the music ecosystem both here in Nigeria and the wider world at large,” says the CEO of uduX’s parent company, Chidi Okeke. “uduX Music is excited to be working with Universal Music Group to help shape the future of digital music consumption in Africa and provide Nigerian music fans with access to their favourite artists from around the world”.

“ [#uduX](#) — The First [#MadeInNigeria](#) Music Streaming Service: In Nigeria, Battle for [#MusicStreaming](#) Space Goes to Unexpected Places, a banking app. <https://t.co/vjfpqTQ6Dd>— H A G O N O (@HAGONOFRANK) [April 17, 2019](#) ”

GM of Universal Music Nigeria, Ezegozie Eze Jr, adds: “This partnership extends our reach and makes our artists’ music even more accessible to Nigerian music lovers. We are delighted to be the first global music company to partner with uduX and look forward to bringing the extraordinary creativity of our artists to as many Nigerian users as possible.”

Source: NexTVAfrica.com.