

MTN introduces music streaming service in Nigeria

The music streaming service of telecommunications operator MTN, has entered into a partnership with Sony Music Entertainment to distribute the content of the label's catalogue on its platform in Nigeria.



The partnership, which has been dubbed the first of its kind in Nigeria, allows subscribers on the platform to stream over three million international songs from various categories.

The agreement between Music + and Sony Music Entertainment, together with Universal Music Group and Warner Music Group, gives a tier to the streaming service that enhances its offer with titles of international stars.

Richard Iweanoge, director of communications and business development: brand, at MTN Nigeria says: “After deploying a value-added music platform to our subscribers, while creating an important source of revenue for artists, this partnership provides us with new opportunities.”

“Sony Music Entertainment is very excited about this strategic partnership with Music +. It was very important for us to conclude an agreement with a partner sharing our passion for the growth of the music market through an innovative digital service. With its exciting music streaming platform and broad subscriber base, Music + is a showcase for the incredible market potential for both local Nigerian artists and international artists,” said Michael Ugwu, director of Sony Music Entertainment for West Africa.

The market for African music streaming promises to be increasingly competitive, with this agreement following that between the Warner Music group and the Kenyan service Mdundo, and a few weeks the arrival of Spotify in sub-Saharan Africa.

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