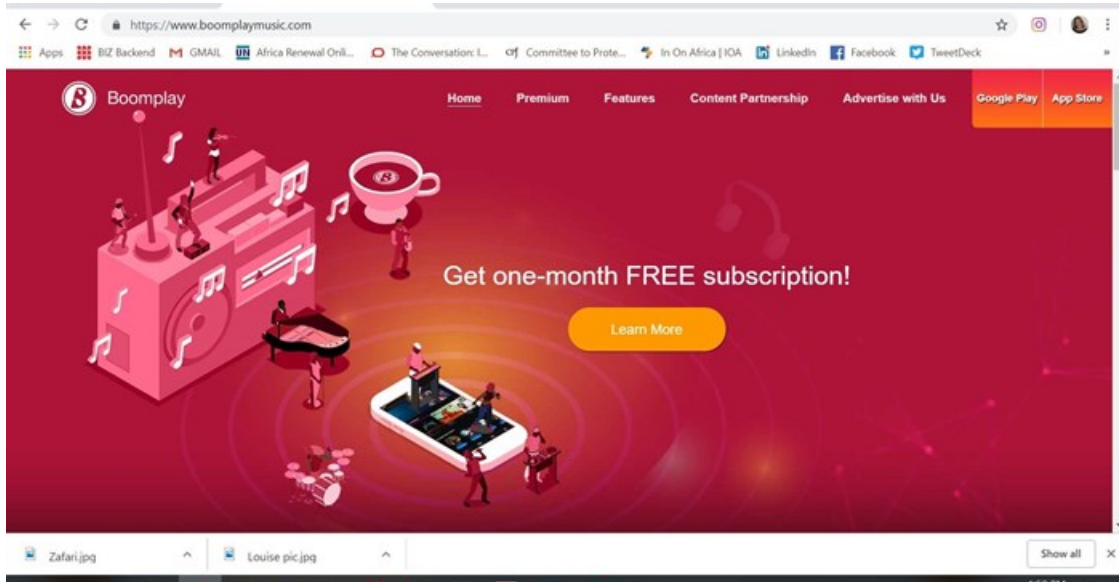


Boomplay has signed a licensing agreement with Warner Music

Boomplay, the largest music streaming and downloading service in Africa has signed a deal with Warner Music to bring the record company's music closer to the region.



The partnership will allow Boomplay to distribute Warner Music's range of music to the listeners in over 10 countries such as Cameroon, Cote d'Ivoire, Ghana, Kenya, Nigeria, Rwanda, Senegal, Tanzania, Uganda and Zambia.

Joe He, CEO of Boomplay, says: "Major deals with internationally recognised partners such as Warner Music continue to push us closer to our aim of building the largest and the most reliable online music distribution platform in Africa. We want every music lover in the region to be able to access any song or video, anytime and wherever they are. We are looking forward to a successful partnership and business continuation with WMG in what are truly exciting times for the African Music Industry."

Alfonso Perez-Soto, EVP, Eastern Europe, Middle East and Africa, Warner Music, adds: "We're happy to partner with Boomplay to bring our amazing artists' music to millions of listeners across Africa. The streaming service already has tremendous reach across the continent, yet they continue to expand exponentially. It's an opportunity that can't be missed for our artists to make a whole new legion of fans."

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