



PRESS RELEASE
PARIS, 10TH FEBRUARY 2017

TRACE TOCA, THE #1 MUSIC CHANNEL FOR AFROLUSO ARTISTS, IS NOW AVAILABLE IN PORTUGAL WITH MEO!

TRACE Toca will be available on February 13th in Portugal, on MEO Network.

"A Paixao Da Musica" means "the passion for music" in Portuguese. And that's what TRACE Toca is all about: the best urban music videos and content from Angola, Mozambique, Guinea Bissau, Brazil and Cabo Verde. TRACE Toca spans all the music genres from these countries including Kizomba, Kuduro, Zouk, Cabo Love, Semba, Samba, Afro House, Afro Pop, Morna...

Available entirely in Portuguese, TRACE Toca also broadcasts concerts, shows and exclusive interviews of afroluso artists such as: Anselmo, Ralph, Bonga, Lura, Elida Almeida, C4 Pedro, Yuri da Cunha...

Making its debut in July 2014 in Angola and Mozambique where it is already a leading music channel, TRACE Toca has been available in France since June 2015 and is now launching in Portugal with MEO. All MEOBox (ADSL and Fiber) subscribers will soon be able to watch TRACE Toca on Channel 149.

Portugal hosts a Diaspora of portuguese speaking african people made of more than 400 000 people eager to watch their preferred artists.

Olivier Laouchez, Cofounder, Chairman and CEO of TRACE Group, declares:

"For the last 14 years, Trace has continuously shown its dedication and passion for urban, african and caribbean music. With TRACE Toca, we are proud to put portuguese speaking african artists forward. The launch of TRACE Toca on the MEO platform shows that these music genres have no barriers. Thank You MEO for opening your network to this great channel".

ABOUT TRACE

Launched in 2003 by Olivier Laouchez, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries in Europe (France, Portugal), in Africa, in the Caribbean and Indian Ocean, Trace offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

www.trace.tv

CONTACT

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TRACE TOCA EST DISPONIBLE SUR



Fibre : canal 256



Fibre : canal 256



canal 272



Afrique : canal 590



canal 590