



THE ADDICTIVE MOBILE VIDEO NETWORK FOR AFRICA,  
THE WORLD'S FASTEST GROWING MOBILE MARKET



[starnewsmobile.com](http://starnewsmobile.com)



## UNIVERSAL MUSIC AFRICA AND STARNEWS MOBILE SIGN A STRONG PARTNERSHIP!

- **StarNews Mobile and Universal Music Africa are proud to announce the signing of a partnership, which aims to support Major's artists in creating video content adapted to their markets, enabling them to generate income.**

Santa Monica, CA, April 16, 2020/PRNewswire/ **Universal Music Africa (UMA)** and **StarNews Mobile** are taking their partnership to another level by opening up new huge opportunities for artists.

At **StarNews Mobile**, our mission is to explore all lucrative opportunities, motivating celebrities to produce quality content for their fans. Like everywhere in the world, African consumers are passionate about the news of their local stars, whom they like to follow from their mobile.

"The partnership with **Universal Music Africa** gives us access to the largest pool of pan-African musical talents" says our founder Guy Kamgaing. "**UMA** is the ideal partner to quickly launch our model in all markets, with the constant support of mobile operators who share our objectives. We are very pleased with this collaboration which opens up infinite possibilities for monetization, distribution and promotion, making **StarNews Mobile** the essential medium for mobile video content in Africa. "

Franck Kacou, Managing Director at **Universal Music Africa**, says: "This collaboration is a way for us to bring our artists closer to their fans, but also to optimize this link that they strive to build with them daily. **StarNews Mobile** provides an answer to the general problem of our markets, namely, how to better value the engagement of artist communities. We immediately understood the positioning and the potential of the platform, and it seemed obvious - in **UMA's** desire to support the structuring of the local market - to be associated with it "

Superstars **Kiff No Beat, Locko, DJ Arafat, Charlotte Dipanda** or **Singuila** will be among the artists of **UMA** to be included in the new catalog of **StarNews Mobile**.

Stay tuned for more!

**StarNews Mobile is the addictive mobile video network that monetizes celebrities' and brands' fan bases in Africa.**

*How does it work?*

- *StarNews Mobile works with local and international music, sports or cinema stars to **create dedicated and interactive mobile channels***
- *Partner mobile operators **push** the channels to their subscribers*
- ***Fans subscribe** to their favorite celebrities' channels and receive exclusive content about their daily life, behind the scenes videos, and the opportunity to win concert tickets and even to meet them*
- *The videos are accessible **even without a data package***
- ***Revenues are shared** between the mobile operator, **StarNews Mobile** and the celebrities*
- *Celebrities are **incentivized** to produce more exclusive content: the more popular they are, the more money they can earn!*

*If you would like more information about **StarNews Mobile**, its platform and services, visit our website at [www.starnewsmobile.com](http://www.starnewsmobile.com) or email us at [contact@starnewsmobile.com](mailto:contact@starnewsmobile.com)*

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