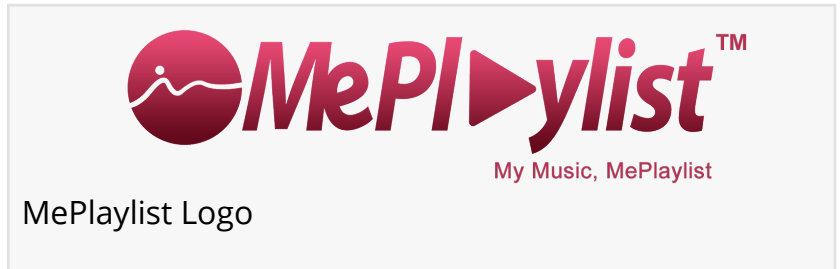


Mathew Knowles & Michael Kay Kiladejo Announce MePlaylist Distribution Partnerships with FUGA & Symphonic

MePlaylist, the Nigerian-born, global-facing streaming platform, confirms distribution deals inked with FUGA & Symphonic, boosting catalogue by 7m tracks.



LONDON, UNITED KINGDOM, October

14, 2020 /EINPresswire.com/ -- Following last week's announcement of the high profile executive appointments of Mathew Knowles and Michael Kay Kiladejo at Africa's one-of-a-kind, on-demand music streaming startup, [MePlaylist](#), the fast-growing DSP has now revealed distribution deals

“

We aim to make MePlaylist a worldwide platform where all genres of music will be represented and celebrated”

*Mathew Knowles, President,
Global Marketing &
Communications, MePlaylist*

have been struck with both [FUGA](#) and [Symphonic](#). With a mission to diversify the menu and enrich the global music palette, MePlaylist has now added some 7 million songs to the catalogue available to users.

Michael Kay Kiladejo, President, Global Licensing and Content Acquisition at MePlaylist, says, "It's a time of dynamic growth for the music business. So much of that dynamism is coming from the African industry and its collaborations with global partners. It's all the more

exciting to be in the business of delineating the musical palette and exposing great material to even wider audiences. It gives us great pleasure to open up shop and work in partnership with both FUGA and Symphonic distribution, to provide the musical consumer with their own uniquely tailored MePlaylist experience”.

Partnering with FUGA brings 6 million songs to the MePlaylist catalogue. Headquartered in Amsterdam and with a global footprint, FUGA are a music distribution company for international rights holders, offering best-of-breed digital supply chain integration alongside dynamic promotion and marketing. FUGA works with a wide range of global labels such as Red One, and Better Noise, Riot Games, Tommy Boy Entertainment, Epitaph Records, Armada, Ultra Music, Curb Records, Planet Records and Mom+Pop. The company is looking forward to working with the rapidly evolving MePlaylist, with Loredana Cacciotti, Head of Commercial Legal Affairs &

Licensing, saying, “We are delighted that FUGA will now be able to deliver our clients’ repertoire to MePlaylist. We always look to expand our reach to new services and markets, and we are excited to work closely with MePlaylist and build strong lasting connections in Nigeria and across Africa.”

MePlaylist’s deal with Symphonic will offer listeners an additional 1 million tracks. With its HQ in Tampa, Florida and global presence, one of the leading independent music distribution and marketing companies, Symphonic works with a broad artist roster including Lil Flip, Korede Bello and Yemi Alade. Their promise to “be selective” and “seek to distribute and promote the best music possible” resonates in this partnership. Jorge Brea, Symphonic CEO, says, “I am very excited to be working with MEPLAYLIST. Africa is one of the most exciting regions in music right now and we’re happy to be able to interface with them to bring our diverse catalog to their platform along with learning more about the region and its incredibly talented artists.”

The words of Mathew Knowles, MePlaylist’s President, Global Marketing and Communications, in a recent statement, “We aim to make MePlaylist a worldwide platform where all genres of music will be represented

and celebrated”, are very much reflected in these latest distribution partnerships. Added to deals already inked with several music rights owning entities around the world this year, the DSP is on track to add millions more tracks to its offering by the end of the year.

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