

Tuned Global announces new partnership with TrackDrip, bringing a regional music streaming service to the Caribbean and Latin America

Tuned Global's innovative turnkey platform and expertise in growing engaging music services enables TrackDrip to accelerate its music streaming plans in 2019

Tuned Global, a 360° music technology partner, has revealed that it has recently signed an agreement with TrackDrip, an exclusive on-demand music streaming app that officially launched this month. The new music streaming app is dedicated to local artists; serving both audio, video and User Generated Content (UGC).

Suriname, a small country on the northeastern coast of South America, is the first launch market for TrackDrip. The diverse nation has a multitude of religions, languages and ethnicities. The people are proud of their local heritage and have a strong music affinity (especially urban).

TrackDrip's goal is to allow people in the Caribbean and LATAM to celebrate their own strong music culture through discovering a wealth of local music and popular artists. The TrackDrip catalogue also boasts music and artists from the Netherlands, Cuba and Curacao.

"Our in-depth understanding of the unique needs and consumption habits of our target audiences within the local music communities, in combination with the latest technology by Tuned Global, enables our TrackDrip application to grow at an accelerated pace and keep a mass-market approach to user acquisition in our territories," said Phill Tevreden, Co-Founder of TrackDrip.

In terms of this collaboration, Tuned Global is implementing its full turnkey music app. A constant focus on Tuned Global's technical innovation and support will allow TrackDrip to take advantage of a range of features, including support for Artist Generated Content, via video feeds and full support for video playlists outside standard audio streaming capabilities, both online and offline.

Con Raso, Managing Director, Tuned Global, said: "At our core, Tuned Global is focused on user engagement. We are excited to work with a vibrant company such as TrackDrip to help enable a better outcome for both users and artists. Our ability to offer frontend and backend turnkey solutions for our clients enables them to invest in their users and content, rather than worrying about building apps."

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About Tuned Global:

Tuned Global is your 360° music and technology partner to quickly launch and grow your own music streaming services in Asia Pacific and beyond. The company develops simple, fast and enticing music streaming solutions. Their full turnkey solutions incorporate music content expertise, licensing, awarded technology and marketing capabilities. Tuned Global have already delivered wide consumer engagement using the power of music in countries across the globe, working with Telcos, enterprises and start-ups. Companies such as Coca Cola, Warner Music, Virgin Mobile, Universal Music, Line Music, Pizza Hut, News Corporation, Samsung and many others have already trusted what they do. For more details, please visit: tunedglobal.com

About TrackDrip:

Suriname, or officially known as the Republic of Suriname, is a great location for TrackDrip. Locating themselves centrally, they are able to reach local Caribbean communities as well as Latin America.

TrackDrip's vision is to create broader exposure for established artists and labels. A key goal is to contribute and disrupt the current music streaming scene in the Caribbean and Latin America. In these markets local artists often give away their music to users for little or no income. TrackDrips aims to change this and enable local artists to earn a living by sharing their art while creating the opportunity for the fans to enjoy their music. For more details, please visit us: trackdrip.com

Contacts

Sonia Morris/Louise Roberts
cell/WhatsApp +61(0)405 579 633, +61 (0)421 672 162
mailto: tunedglobal@spherepr.com.au