

# Industry take-up on Mondia Media increases

Mondia Media South Africa, as the local division of the global digital entertainment company based in Hamburg, is increasing its digital footprint into Africa through various partnerships and providers, including a new deal with MXit and Look & Listen.



It is a technology solution provider and a music content aggregator, holding licensing rights with all major labels, almost all the established indie labels and independent artists in South Africa.

Its most recent success was the launch of MXit Music - South Africa's first socially integrated mobile music service providing fans with a monetized platform to engage with their favourite local artists.

Anton Van Niekerk, VP: User Monetisation at [MXit](#) says, "The partnership gives our users access to cost effective and legal, high quality, full track music downloads via MXit. With its music selection always achieving at least 95% of international and local charts, our users can be sure to find their favourite hits.

The provider's global industry relationships and extensive experience in the digital music space, combined with its innovative approach to music dissemination, made it the right partner for us.

## Samsung in Africa

In 2012, it launched an ad-funded music service for Samsung in South Africa, Kenya and Nigeria. PocketmusiQ, available on the Galaxy Pocket device, has enjoyed high uptake with hundreds of thousands of Pocket customers engaging with the service. Samsung plans to roll out this popular music service to Samsung feature phone customers across the continent.

Jaco Van Zyl, product & marketing manager for Samsung Africa, says, "These services played a vital part in the exceptional success of the Samsung Galaxy Pocket launched in 2012. PocketmusiQ afforded the consumer a unique and rich localised catalogue of music that differentiated the Galaxy Pocket smartphone in the market.

## Look & Listen collaboration

The company is currently collaborating with Look & Listen to re-launch its digital music store that will offer South African music fans the best of local and international hits and a large choice of independent music and back catalogue tracks.

Howard Lazarus, chairman of Look & Listen, explains, "This joint venture to bring a new digital music solution to South Africa is based on the provider's innovative approach and international support network that will allow South Africans to legally download high quality MP3s and full albums directly to their mobile phones."