

New online music service builds local musicians' fan base

TurnUp Music, in collaboration with WeChat and Endemol Shine Africa, is a new online music service, dedicated to helping undiscovered musicians build their careers by offering the platform to reach and grow their fan base.

The launch of the digital disruption platform that artists and fans alike will love, offers a gateway to local talent including various South African stars such as MiCasa, Nathi, Emtee and Vusi Nova. A dynamic pricing structure ensures that all artists' fans are catered for.



Artists at the launch

“Our core mission at WeChat is to make every day easier for everyone. From publishing, licensing marketing and distribution, the traditional music model was not built for the benefit of musicians or the fans. We are doing away with that. Firstly by making sure the musicians are well looked after by reaping maximum benefit from their work. Then we help them take their product to the fans who then can buy the music on our platform,” says Brett Loubser, CEO of WeChat Africa.

“What differentiates TurnUp Music is focus. Our aim is to create opportunities to grow artists and amplify their careers, by harnessing collaborative marketing reach and opportunities. Marketing and artist development equals longevity and longevity makes a career in music sustainable and potentially profitable. This focus has driven TurnUp to promote talent, provide opportunities for learning new skills and pay artists 70% of download revenue. TurnUp will further work with Endemol Shine Africa to support TurnUp artists and their music on TV and digital media platforms,” says Thabiet Allie, COO of TurnUp Music.

For more information, go to www.turnupmusic.com and [click here](#) to view the launch.