

Olisa Adibua to host new show on The Beat 99.9fm

The Beat 99.9fm launched a new show, 'The Spinlet Digital Radio' hour, on 15 October 2013. Nigeria's 'Godfather of Music', Olisa Adibua, is set to host the new show.



Showcasing local talent and promoting the top downloaded tracks of the week, the show will also invite artists into the studio on the last Tuesday of every month to perform their music live to the listeners.

Adibua has been championing the digital music revolution for many reasons and is excited about his association with Spinlet. A long time anti-piracy campaigner, Adibua says: "Digital music has the potential to legitimise the music and entertainment industry here in Nigeria and on the continent. It acts as a beacon of hope for artists across all music genres - the more people download through professional portals like Spinlet, the more music artists can be paid ensuring that the music industry itself can grow and sustain itself."

Power of choice

But it's not only about seeing what's due to artists that is driving Nigeria's favourite entertainment entrepreneur to support the show. It's about being in touch with the way things are done now: "consumers are driving the demand supply chain and the playlists - they listen to what they want, when and how they want it these days and as radio presenters and producers, we need to be mindful of this power of choice" stated Adibua.

For more, go to www.spinlet.com and tune in on Tuesdays between 5pm and 6pm and see how your choice is doing.

For more, visit: <https://www.bizcommunity.com>