



American R'n'B and Hip Hop and the hottest urban African tracks

Personality: *Fresh, Urban, Authentic, Passionate*

Derived from The Box brand in the UK, The Box Africa plays the biggest American R'n'B and hip hop, as well as the freshest urban, African beats. With a high energy vibe plus bespoke access to the hottest acts from across the continent, it's the go-to place for aspirational viewers looking for the ultimate upbeat playlist. Authentic and switched on, The Box Africa is the cream of home-grown talent with the clout of global music greats.

Target Audience:

Affluent and ambitious young adults who want to keep up to speed with what's happening on the African music scene, whether they're chilling at home or gearing up for a big one.

Key content:

Music + Hero Artists – The freshest, biggest and most enduring R'n'B and Hip Hop videos from the US and beyond.

Africa's Finest – The hottest artists making waves across the continent, both play listed and via exclusive content and stings.