



# TRACE URBAN

**TRACE**<sup>®</sup>

TV | RADIO | DIGITAL | EVENTS | STUDIOS | MOBILE | MAGAZINE

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02.

# TRACE URBAN OVERVIEW



# BROADCAST IN OVER 150 COUNTRIES

**TRACE Urban** is the #1 Hip-hop, R&B and Rhythmic Top 40 music channel. It showcases the best videos from these three music genres as well as **interviews, shows** and **documentaries** related to urban artists and culture.



**Generation Next Award**  
Coolest TV Channel and Coolest  
Music Channel in South Africa

# TRACE URBAN

## Overview

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### CONCEPT

TRACE Urban is the #1 Hip-hop, R&B and Rhythmic channel. TRACE Urban combines top urban music videos, exclusive interviews and original features related to urban culture. We give an unique insight into it and air the most popular urban music genres focusing on the latest in R&B and hip-hop.

### BASELINE

“We are urban music”. TRACE Urban claims that urban music is the heart of the DNA of the channel.

### TARGET

Core: Hip-hop and R&B fans  
Extended: 15-34-year-olds fans of urban musical styles

### AUDIENCE

### FORMAT & BROADCAST

24/7 – 16/9e format. Available in native HD and SD  
TRACE Play Distribution worldwide



# TRACE URBAN

## Overview

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### WHY TRACE URBAN?

Because urban culture is dominant among young people all over the world and deserves its own television network.

### CONTENT / EDITORIAL PRIORITIES

95% music videos.

5% magazines and documentaries on urban culture.

### AVAILABLE FEEDS

5 different, localised feeds: France, Southern Africa, French Speaking Africa, French overseas territories and rest of Europe

Feeds available in English or French audio.

### DEMO

[Trailer](#)

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03.

# TRACE URBAN PROGRAMMING

# TRACE URBAN

## Artists featured on the channel

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**Dua Lipa**



**Pharrell Williams**



**Cardi B**



**Rihanna**



**The Weeknd**



**Beyoncé**



**DJ Khaled**



**Jay Z**

# TRACE URBAN Programming

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Featuring exclusive interviews with the biggest names in Urban music, Guest Star provides a closer look at today's hottest artists! More intimate, more confidential, more direct... Discover everything about your favourite stars.



Join us as we countdown the top ten most downloaded and streamed urban hits from across the world.



The ranking of 10 Urban POP titles.



# TRACE URBAN Monthly trailer

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[Click &  
Watch](#)

# THANK YOU!

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