

Kenyan music start-up Smubu hits 200K users mark

Smubu is a start-up streaming service from Kenya that launched less than two years ago, and has since grown to 200,000 active users with over 100,000 song tracks on offer.



Image source: Gallo/Getty.

Smubu co-founder and CEO Jad Aizarani said of their achievements so far: “What makes us different is that our vision is built on working closely with artists in providing them with a fair share of the revenue for every single download on our platform.

“The platform is technically built to provide statistics, potential revenue and track download numbers and streams. Day by day, we work to unlock the potential of African artists’ creativity by allowing them to live off their art by cooperating with them to fight music piracy.”

Aizarani continued: “We are initially focused on East Africa. The music here amazed me and my team, and we genuinely believe that we can push it internationally. We’re here to stay and make a difference in the music game in Africa. We hope that Smubu becomes a home for all musicians emerging from Africa.”

They may look towards Tanzania and Uganda next as the regions are experiencing a boom to the internet market, particularly in mobile network expansion.

Source: *NexTVAfrica.com*.

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