

Spinlet to debut technology at AfricaCom 2011

Spinlet, a San Francisco-based company dedicated to meeting the needs of music lovers and artists allowing them to buy, listen, share, and manage music within a user-friendly mobile platform, will debut their technology at [AfricaCom](#) 2011, which takes place from Wednesday 9 November until Thursday 10 November 2011 at the Cape Town International Convention Centre, South Africa.



The company is set to become the premier digital distribution service to enter the African market and focuses on promoting music as the catalyst for positive social engineering.

Spinlet, committed to ensuring they have their finger on the pulse in the Nigerian and African entertainment industries, recently set up a location in Lagos, Nigeria. The company has hired a local team to assist in the launch of the new Spinlet service set to release this November.

The company will work together with record labels, artists and musicians to produce world-class music that can be marketed and sold throughout Africa and in international markets. The achievements already made within the African entertainment industry are monumental with first-rate recording studios, international recognition on the rise and commercial opportunities becoming available to artists.

Generating economic growth

"Through digital distribution and artist development we can help to generate economic growth, create jobs in the entertainment industries and help raise international awareness of African artists' increasing live performance and publishing revenue" says Spinlet's Mark Redgard.

In addition to the benefits of digital distribution of music, Spinlet will focus on assisting artists connect with and grow their fan bases through film and tv soundtrack placement, multi-national endorsements and commercial opportunities.

"The domestic market is huge and can sustain artists singing in regional languages and experimenting with indigenous styles," says Redgard, "we want to encourage the youth of Africa to continue to make and market their music and see that they are adequately compensated for it. They deserve commercial success just as anyone else would."

Artists and record labels can join the Spinlet service and begin selling their music immediately upon launch of the service by contacting a Spinlet representative or submitting their music through an online process. Spinlet does not discriminate on any artists and encourages all rights holders to submit their music or contact Spinlet as soon as possible to begin the process of joining the global Spinlet brand.

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