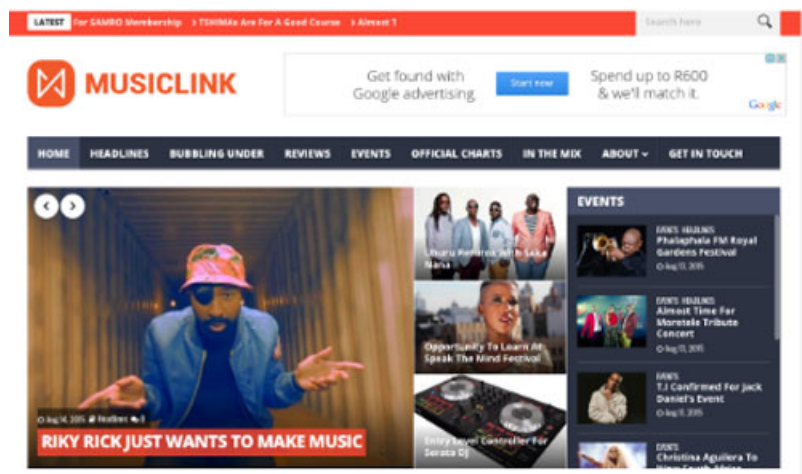


Online music industry publication launched

Recognising the difficulty that many talented musicians find in getting their music play-listed on radio or covered in the press, Passionate Touch Consulting has launched an online music industry publication, Music Link, which went live on 1 August, 2015.

The online music industry publication grants an opportunity those who want to get word out about their musical activities and any important announcement relating to the South African music industry. The music industry portal offers readers fresh music content: opinion pieces, reviews, interviews, charts, news, current hottest tunes, videos, industry insight, educational information and predictions of songs that its team of critics believes are likely to blow up in the coming months.



Commenting on the launch of the publication, Passionate Touch Consulting's MD, Phash Ratshilumela, said that through this platform talents are able to submit their music, which is put under scrutiny before being passed on to the content team for review. "The portal is a music industry content hub where readers get to enjoy more than just reading about their favourite music maestros. It is through Music Link that not only prominent artists are given the platform to shine; also those that have never been spoken about are given same treatment - levelling the playing field and treating all music talents equal."

Reviewing music

The publication publishes a variety of content from complicated music business information to light stories. In the world of today where most people spend so much time online searching for audio and videos to watch, Music Link is heavily driven by this idea - it focusses more on reviewing music and offering readers a variety of videos from educational to artists latest offerings. The publication also puts a spotlight on songs that are not in the mainstream, but stand a great chance of becoming popular if discovered.

"Music Link is an online platform that allows people from all walks of life to visit this portal in search of fresh musical content and get a dose of strong opinion on variety of critical industry matters. Readers can subscribe to our weekly newsletters so they can be always up to date with the latest industry trends and music," concluded Ratshilumela.

www.musiclink.co.za

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