

Music streaming app launched in Ethiopia

Ethiopia's telecom operator Ethio Telecom, in collaboration with Awtar Multimedia, intends to roll out a Spotify-like music streaming app for Android phone users in Addis Ababa, Ethiopia.



Image source: Gallo/Getty.

The Awtar Music App, which was founded by Ethiopian musician and composer Elias Melka, will offer Ethiopian music covering all genres and the Amharic, Oromiffa and Tigrigna languages.

The public will be able to obtain songs and albums for 4.50 birr (\$0.16) and 15 birr (\$0.52), respectively. To limit piracy and maximise the artists' revenue, the music downloaded from Awtar will not be shareable.

The creators of the app have also established a structure to guarantee that all creatives included in the split sheet for the song – such as singers, lyricists, music arrangers, melodists and producers – receive a 20% share of the profit from the song.

Awtar will also be used as a platform for sharing music-related news, concerts and workshops.

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