

Stockholm  
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# Press Release



**MILlicom**  
THE DIGITAL LIFESTYLE

## Tigo Music launches in Tanzania - now in eight countries

**Stockholm, 21 January, 2015 – Millicom, the international telecommunications and media company (Stockholmsbörsen: MIC), announced today that *Tigo Music* will launch in Tanzania on 24 January to become the first to launch a mobile streaming service in the country.**

*Tigo Music* first came to Africa when it launched in Ghana in October 2014, following its debut in Latin America in 2013 where it is now offered in six countries and is the biggest music platform in Colombia.

Through its partnership with Deezer, over seven million Tigo customers in Tanzania will be able to access 36 million tracks with a data package. Many of these will be by local artists and will be available also via the Tigo Music portal.

Music streaming is the fastest growing area for the global music industry and music content is already the second most popular mobile phone feature in sub-Saharan Africa.

Millicom has also begun to source new and local content through a new venture with the digital music company, Africa Music Rights, which funds, acquires and manages music rights across the African continent.

On the first day of the service in Tanzania this Saturday there will be a festival at Dar es Salaam's Leaders Club with performances by eighteen of the most popular local artists such as Diamond Platnumz, Ali Kiba, Professor Jay, Vanessa Mdee, Ben Pol, Isha Mashauzi, Christian Bella with Malaika Band, Khadija Kopa, Yamoto Band, Msondo, Sikinde and others.

Arthur Bastings, Millicom's Executive Vice-President for Africa, commented "We are delighted to offer millions of Tigo customers such great entertainment through their mobile handsets. Music is everywhere in Africa, which is why we wanted to give people access to such variety whenever they want it. As data use continues to take off in Africa and mobile as the main means to get online, music will be a key part of our digital strategy."

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For more please visit: [www.millicom.com](http://www.millicom.com) or contact:

At Millicom:

Press: Julian Eccles, VP Corporate Communications, on +44 7720 409374 at [press@millicom.com](mailto:press@millicom.com)

Investors: Nicolas Didio, Director of Investor Relations, on +44 203 249 2220 at [investors@millicom.com](mailto:investors@millicom.com)

We believe in better. We believe in **tigo**

## About Millicom

Millicom is a leading international telecommunications and media company dedicated to emerging markets in Latin America and Africa. Millicom sets the pace when it comes to providing digital lifestyle services to the world's emerging markets, giving access to the world, primarily through mobile devices. Operating in fourteen countries, primarily using the Tigo brand, Millicom offers innovative and customer-centric products. Millicom employs more than 16,000 people and provides mobile, cable, broadband, TV content, online and financial services to over 50 million customers. Founded in 1990, Millicom is headquartered in Luxembourg and listed on NASDAQ OMX Stockholm under the symbol MIC. In 2013 Millicom generated revenue of \$5.16 billion and EBITDA of \$1.9 billion.