

Naijastastic has launched a mobile app in Nigeria

Launched at the start of the year, Naijastastic allows users to stream audio and video all free of charge.

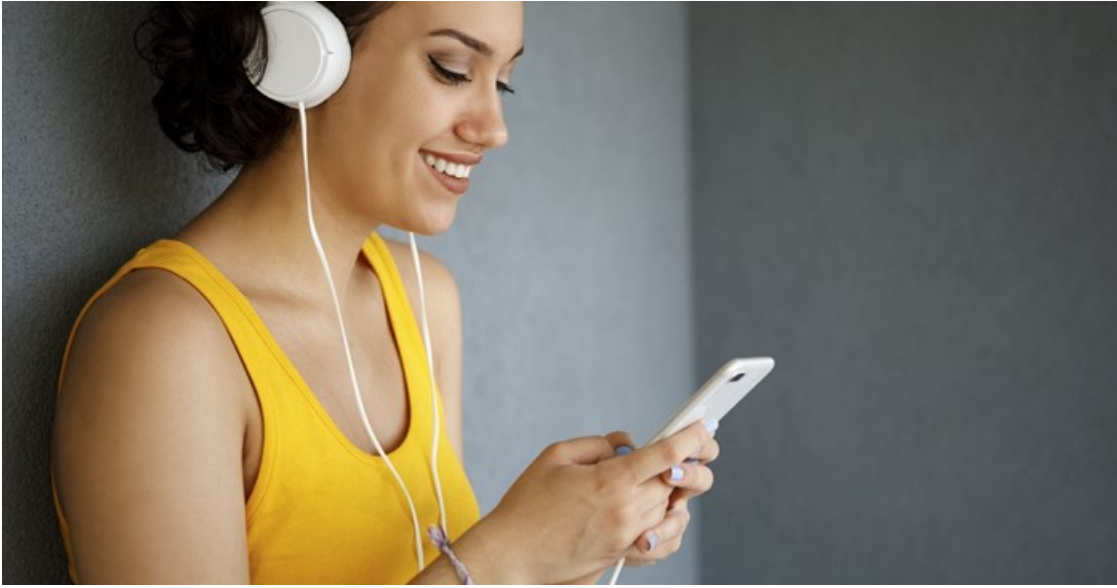


Image source: Gallo/Getty.

“Naijastastic helps artists to promote their locally made audio content,” the Naijastastic team told Music In Africa. “It brings about a bond between the artist, as well as their fans and listeners all over the world.

“It benefits talented artists who make their own content recognised for their talent. Artists who are already using the Naijastastic platform have seen their fan base expand tremendously over the period they make use of the opportunity given to them.

“On the Naijastastic platform, artists, fans and producers can communicate with each other via private message system and this encourages collaborations. Also record labels owners or music producers can scout for talent by listening to and downloading their songs on the Naijastastic platform. We create opportunities online to showcase Nigerian talents and offline through house parties and music events organised by us to benefit upcoming independent artists.”

Naijastastic media executive Bastos Tosin said: “Mobile usability is vital and a deciding factor to the success of a product. This is why we took time to publish an iOS and Android app that improves user experience and builds on our main platform.”

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