



## PRESS RELEASE

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### AFP-SERVICES SELECTED TO PROVIDE COVERAGE OF THE MTV AFRICA MUSIC AWARDS

**AFP-SERVICES IS PROUD TO HAVE BEEN SELECTED AS THE EXCLUSIVE PHOTO PROVIDER FOR COVERAGE OF THE MTV AFRICA MUSIC AWARDS JOHANNESBURG 2016 AS WELL AS THE PROVIDER FOR VIDEO HIGHLIGHTS FOR THE INTERNATIONAL BROADCAST MARKET.**

The MTV Africa Music Awards (MAMA), Africa's biggest celebration of contemporary music, culture and achievement, kicks off at the Ticketpro Dome, Johannesburg, South Africa on 22 October 2016. The annual awards show, now in its sixth edition, is taking place in the city of Johannesburg for the first time ever.

The MAMA, as it is affectionately known, highlights the "gold standard" in contemporary music, creativity and achievement across the continent. The MAMA will air live on MTV and MTV Base across Africa at 21:00 CAT on 22 October.

Lighting up the MAMA stage on 22 October will be African stars Davido (Nigeria), C4 Pedro (Angola), Sauti Sol (Kenya), Diamond (Tanzania), Emtee (South Africa), Kwesta (South Africa), Patoranking (Nigeria); Alikiba (Tanzania), Babes Wodumo (South Africa), Cassper Nyovest (South Africa), Nasty C (South Africa), Ycee (Nigeria) and Yemi Alade (Nigeria), while US hip hop star Future (nominee for Best International) will also be on site. Many more African artists remain to be announced.

The definitive annual celebration of African and international talent and achievement, MAMA 2016 recognises and rewards musicians and achievers in 18 categories who have made the most impact on African contemporary music and culture over the previous year. The ceremony will feature stunning performances from African and international artists along with the show's signature cross-genre and cross-border collaborations.

AFP-Services brings the speed, relevance and experience of an international news organization to the world of corporate communication and event coverage. Drawing on a global network of 250 video reporters and 350 photographers, AFP-Services offers a unique mix of world-class news savvy and marketing knowhow — anywhere and anytime.

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