

TRACE TROPICAL

HOT TEMPO



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TRACE Tropical is the premiere destination for tropical hits lovers and is the only channel that successfully integrates all tropical musical culture in one venue, 24 hours a day.

TRACE Tropical's approach is based on 100% tropical music programming which combines top music videos and documentaries or specials with the most popular tropical artists, covering the widest-possible spectrum of Latin American, Caribbean, African and World music genres, including Salsa, Samba, Reggae, Merengue, Bachata, Zouk, Coupé Décalé, Soca, Zumba... Also featured are today's most popular crossover tropical hits.

TRACE Tropical is advertising-free and embraces the rising popularity of these rhythms, which are invading dance floors, dance classes and fitness gyms all over the world.

Launched in Europe, Africa, Indian Ocean and the Caribbean in March 2009, TRACE Tropical has immediately gained international recognition and is already distributed in 60 countries. The international jury of the Hot Bird TV Awards gave TRACE Tropical the 2009 Award for the best music channel of the year.

Why TRACE Tropical ?

Because tropical hits are loved and danced to all over the world and such a format did not exist before TRACE Tropical.

Concept

Tropical Hits Only

Baseline

"HOT TEMPO"

Positioning

The only musical channel exclusively dedicated to tropical music genre.

Offer and promise

A unique combination of classic hits and new releases from the best artists of Salsa, Reggae, Samba, Soca, Bossa Nova, Oriental Music, Bangra, Zouk, World music, Coupé Décalé, N'Dombolo, Foro, ...

The largest library of tropical music videos.

TRACE Tropical benefits from TRACE music programming expertise and brand recognition.

Content / Editorial priorities

- 90% music videos covering international tropical hits
- 5% features related to tropical music and culture
- 5% concerts of tropical music stars



Audience

- Core: Tropical music lovers
- Broad: All fans of rhythmic musical styles and festivities

Broadcasting

24/7, available in SD through 5 satellites. English and French languages. HD version upon request.