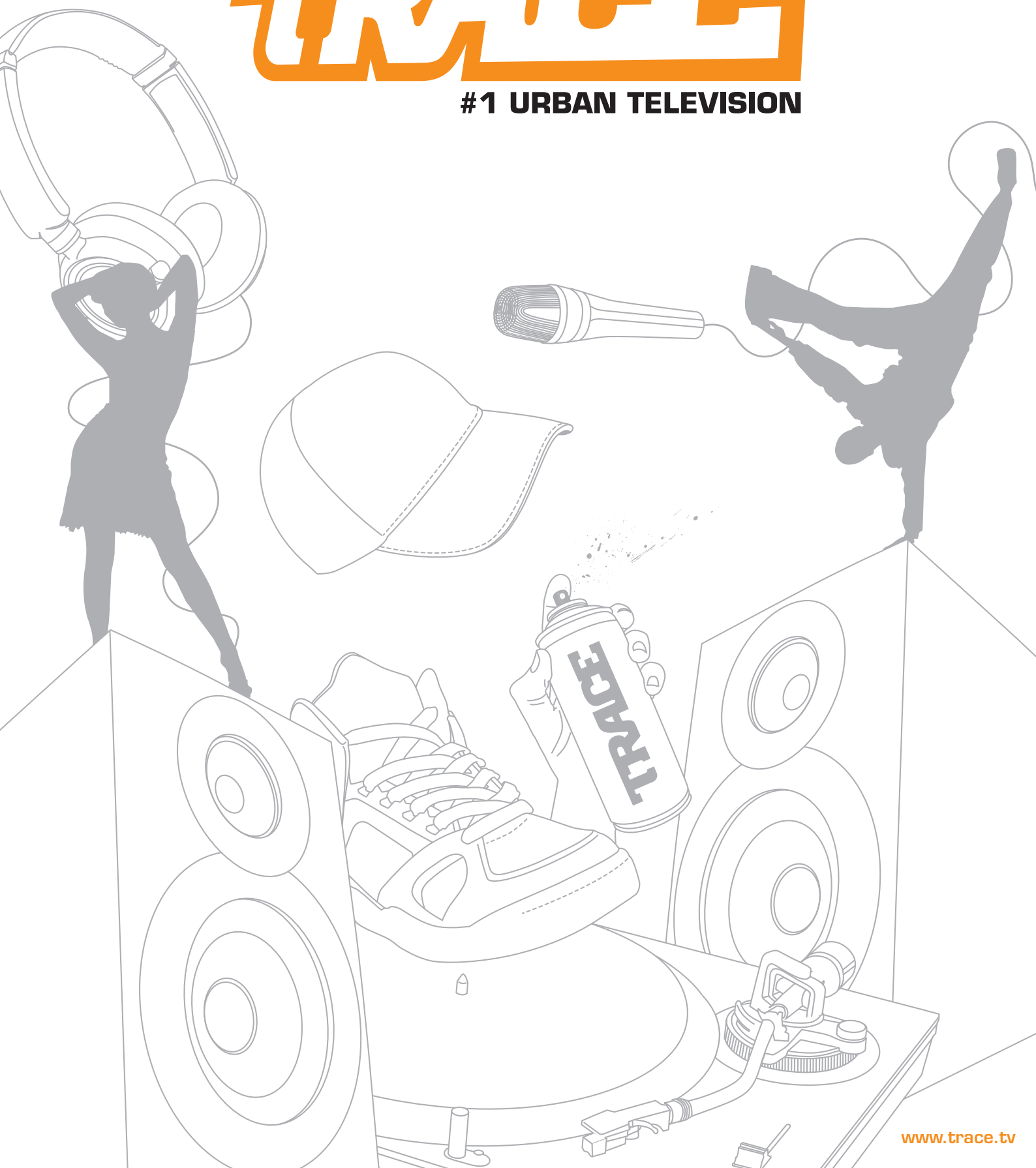


TRACE

#1 URBAN TELEVISION



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TRACE is the #1 international urban music channel. TRACE gives a unique insight into urban music and culture and airs the most popular urban music genres focusing on the latest in R&B, Hip Hop, Dance, Rythmic Pop, Reggaeton...

TRACE combines top urban music videos, exclusive interviews of urban celebrities and original features related to urban culture (music, fashion, dance, sport, lifestyle, cinema...)

Why TRACE ?

Because urban culture is dominant among young people all over the world and deserves its own television channel.

Concept

The one-stop TV for urban music and culture lovers

Audience

- Core: Hip-Hop and R&B fans
- Broad: 15-34 year-olds
- Surveys show that TRACE viewers are 55% female, 45% male

Positioning

Focus on urban music and culture. No reality shows, no drama, no fiction...
Simply the best urban sounds and features

Offer and promise

The best of urban music through music videos, countdowns, making-of, behind the scenes, concerts...
Unique discovery of the latest urban trends in music, fashion, dance, sport, lifestyle, art and cinema.

Content / Editorial priorities

- 90% music videos covering international urban hits with a focus on Hip Hop and R&B
- 10% magazines and documentaries on Urban Culture

Flagship programs



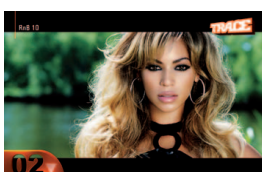
CODE: «Urban features from the world»

TRACE reporters and journalists located in 30 countries bring you the best and the latest in urban trends (music, dance, sports, technology, fashion, style and cinema...). CODE is the signature show of TRACE.



GUEST STAR: «A special date with your favourite urban stars»

Exclusive and private interviews of leading urban celebrities such as Beyonce, 50 Cent, Mariah Carey, Jamie Foxx, Mary J. Blige, Jimmy Cliff, Seal, Thierry Henry, Justin Timberlake, etc.



LEGEND: «Legendary songs»

Some artists come and go. Others become icons. From Bob Marley to Stevie Wonder or Michael Jackson, each has set a milestone in urban music history. They are all in LEGEND.

URBAN HIT: Weekly countdown of TRACE's most acclaimed urban videos

PLAYLIST: Daily refreshed playlist of the best urban videos

Broadcasting

24/7, available all over the world in SD through 28 satellites. 16/9 format, English and French languages. HD version upon request.