

## Dedicated Gospel Music Channel Hits SA

*DMX Music announces the launch of a unique, music channel devoted to Gospel as the trend toward popularity of praise music in South Africa grows.*

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DMX Music announces a new addition to DStv's Audio Bouquet - a dedicated new gospel music channel that is set to find firm favour with praise music lovers, given the rapid growing demand for gospel music in South Africa. DMX Music is the global leader in digital music programming and offers access to the world's largest digital music library, delivering the best selection of non-stop music via satellite broadcast in South Africa on DStv. Now Gospel music lovers with access to DStv can turn up the volume to a new devotional music experience. The heart-warming and soul-stirring, non-stop selection of Gospel music features top mass choirs, gospel groups and popular Gospel soloists.

"Gospel music is one of the biggest selling categories in music sales in South Africa. This genre, has proven extremely popular, on both a local and international scale across a wide demographic, therefore making it a very good addition for the bouquet," says Craig Cesman, CEO DMX Music Africa.

The US based Gospel Music Association (GMA) indicates a fast growing trend in praise music. "Everywhere you look, in books, games, TV and movies, music that is inspired by faith seems more prevalent than ever before," said John W. Styll, president and CEO of the GMA. "There may be many reasons why this is true, but I think chief among them is that people seem to be drawn to the inspiring and compassionate message of Gospel music amid uncertain times."

A view echoed by Shalonn Hilburn, programming manager of DMX in Texas who says: "Gospel music marks a very unique blend of diverse music styles and far ranging audiences, where black gospel, praise and worship continue to form influential categories of Christian music. There has also been a notable shift towards rock, alternative, hip-hop, urban and other

music styles, which are proving particularly popular amongst youth markets."

The launch of the new music channel was welcomed by Multichoice owned DStv. Aletta Alberts, GM for Content says: "MultiChoice ensures choice for our subscribers, which is relevant and entertaining. We introduced the Gospel music channel in response to consumer needs and trends. We welcome the Gospel music channel to our bouquet and are confident that our subscribers will enjoy hours of entertaining audio pleasure."