



# TRACE TOCA

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# SUMMARY

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# TRACE

## TOCA

**WE ARE  
A PAIXÃO  
DA MÚSICA**

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01.

# OVERVIEW



# #1 MUSIC CHANNEL IN ANGOLA AND MOZAMBIQUE

**TRACE Toca** is the first music channel **exclusively dedicated to the Portuguese-speaking** world (Lusofonia), by showcasing artists from Angola, Mozambique, Cape Verde, Guinea-Bissau and Brazil.

**TRACE Toca** broadcasts the **best hits in various musical genres** such as Kuduro, Kizomba, Cabo Love, Semba, Marrabenta, Pandza, and many more.

# TRACE TOCA

## Overview

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### CONCEPT

TRACE Toca is the number one international music channel dedicated to Lusofonia..

### BASELINE

“A Paixaõ Da Mùsica”

### OFFER

### AND

### PROMISE

TRACE Toca broadcasts the best urban music videos and content from Angola, Mozambique, Guinea Bissau, Brazil and Cape Verde.

### TARGET

### AUDIENCE

Core: Portuguese-speaking music lovers  
Extended: 15-34 year-olds fans of hot musical styles and festivities.

### POSITIONING

TRACE Toca gives a unique insight into Portuguese speaking music and culture. It airs the most popular music genres, focusing on the latest in kizomba, kuduro, semba, samba...

# TRACE TOCA

## Overview

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### WHY TRACE TOCA ?

Because Portuguese-speaking music and artists such as Anselmo Ralph and Cesaria Evora are now known and acclaimed worldwide

<b>CONTENT</b>	/	<b>EDITORIAL</b>	<b>PRIORITIES</b>
90%		Afro-Luso	videoclips
10% concerts and other shows related to Portuguese-speaking music		and	cultures

<b>FORMAT</b>	&	<b>BROADCAST</b>
24/7		HD

<b>AVAILABLE</b>			<b>FEEDS</b>
1	feed	in	Portuguese
			audio.

**DEMO**

[Trailer](#)

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02.

# HIGHLIGHTS



# TRACE TOCA Content



## Artists featured on the channel

**Anselmo Ralph**



**Nelson Freitas**



**Calema**



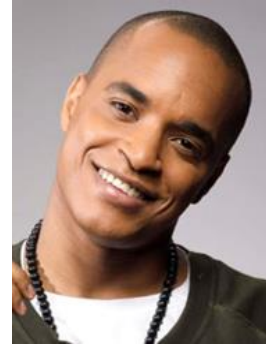
**Mathias Damasio**



**C4 Pedro**



**Ludmila**



**Djodje**



**Yasmine**

# TRACE TOCA

## Highlights

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1 hour of subtitled tracks so you can sing and dance along to your favorite tunes !



Top 10 Zouk songs buzzing right now !



One hour of old school songs to help you reminisce the good old times

# TRACE TOCA Highlights

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A Top 10 countdown of the best video clips. direct from the Lusophone countries.



On the last weekend of each month, TRACE Toca presents you a “Special Focus” of an artist’s best music videos. TRACE Toca dedicates 60 minutes to that artist’s greatest hits.



It’s party people time ! TRACE Toca brings you the best afro-lusophone’s club songs during two hours so you can party it up !

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**03.**

# **SPECIAL EVENTS**

# TRACE TOCA

## Partner of the biggest toca events

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All year long, **TRACE TOCA** is partner with the best events happenings around the world

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04.

# PROMOTION

# TRACE TOCA

## Monthly trailer

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Click & Watch



# THANK YOU!

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