



TRACE TV AND TRACE TROPICAL LAUNCHED IN STARMAN IN ESTONIA

Estonian leading cable-TV operator Starman operating from capital Tallinn has launched urban music channel Trace and Caribbean music channel Trace Tropical in its digital service from December 2010. Channels will be available in Digital Extended Basic and Thematic package level.

Starman is the first operator in Baltic to launch Trace Tropical.

Trace TV is the first international urban TV network. Urban Culture is the fastest growing segment of media market and captures the interest of a majority of young people who are looking for authentic, fun, cutting edge and relevant urban content and expression. Trace TV airs the most popular urban music genres including the latest in R&B, Hip Hop, Reggae, Latin, Dance Hall, Oriental, Afro Beast, Electro, Techno, Club, 24 hours-a-day.

Trace Tropical plays the best of Tropical, Latina, Caribbean, African and World music. It's playlist is a daily and explosive mix of clips including classic and new Salsa, Zouk, Reggae, Raï, Coupe Decale, Samba, Soca, Ragga, Bossa Nova, N'Dombolo, Foro, World... Hot tempo is the keyword.

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