



# Mdundo.com and Vodacom South Africa partner to bring Mdundo Premium to South African music fans

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Mdundo.com teams up with Vodacom South Africa to deliver ad-free music and exclusive DJ mixes, expanding its premium service to 51.7 million Vodacom customers and improving music accessibility across the region.

[Mdundo.com](#), one of Africa's leading music services, is pleased to announce a strategic partnership with Vodacom South Africa (South Africa's largest telecommunication provider), bringing Mdundo Premium subscription services including locally curated DJ mixes to music lovers in South Africa. This collaboration significantly expands Mdundo's presence in the South African market, offering exclusive music experiences tailored for Vodacom's customers. Mdundo's premium subscription is now available to 375 million telco-customers across key markets.

Vodacom's 51.7 million customers can subscribe to Mdundo as an add-on service via the telecommunication partner and thereby access exclusive DJ mixes and Mdundo's ad-free service. The partnership is Mdundo's 8th telecommunication partnership, the company has previously announced partnerships with Vodacom Tanzania, MTN Ghana, Nigeria and South Africa, Glo Nigeria, Airtel Nigeria, Safaricom Kenya and the combined customers across the eight partners is 375 million customers. Mdundo has 37.8 million monthly active users across Africa and this partnership provides a unique platform for local DJs and artists to reach a broader audience, while Vodacom users enjoy an enriched and highly personalized music experience.

Martin Nielsen, CEO of Mdundo, commented, "This collaboration represents our ongoing commitment to leverage strategic partnerships with telcos to drive local music accessibility and growth, empowering artists and engaging listeners in a way that resonates culturally and personally. We look forward to further expanding [Mdundo.com](#)'s footprint in South Africa together with Vodacom"

The partnership aligns with Mdundo's strategy to drive revenue through telecommunication partnerships.

## Contacts

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## About Mdundo.com A/S

Mdundo is a leading music service for Africa with millions of people streaming and downloading music from our app and website every month. We aim to provide Africa's millions of internet users with easy access to music whilst contributing structure, legality, and income to the sector. More info: <https://mdundo.com/>

[Mdundo.com A/S](#)

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## **Certified Adviser**

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## Attachments

- [Download announcement as PDF.pdf](#)