

## 9X MEDIA PLAYLISTS NOW ON APPLE MUSIC

**Mumbai, 4<sup>th</sup> September 2017:** 9X Media Pvt. Ltd., India's largest music television network has now become a curator on Apple Music. Bringing a unique Indian flavour to the popular music streaming platform, 9X Media's hit music channels join an exclusive club of international and local tastemakers and style leaders to become curators on Apple Music.

Starting September 2017, 9X Media will curate a range of themed playlists inspired by the music that resonates with young Indians, giving music fans an exclusive music experience, allowing them to discover and stream music handpicked by experts. The playlists will feature tracks by Indian and International artists across multiple genres including Bollywood, Pop, Regional, and more, spotlighting the hottest names in music today.

The playlists curated by 9XM, 9XO, 9X Jalwa and 9X Tashan will also provide recommendations for music fans, enabling them to sample and appreciate both new and established artists. All playlists will be updated weekly, with special themed playlists linked to each of 9X Medias channels, events and programming.

Speaking about the initiative, Kapil Sharma Sr. VP Marketing & PR, 9X Media Pvt. Ltd. said, "Our music curation and on-air presentation have always received an overwhelming response from music fans. Each of our channels curate the best music to help fans discover new music and enjoy hit music on television. Now we'll be using that same curation expertise to re-create that listening experience on Apple Music."

To enjoy this highly curated music experience from 9X Media, just open the Apple Music app on your device, tap "BROWSE" and click on the 9XM and 9XO curator icons in the 'Playlists' section.

To learn more about Apple Music and to enjoy a three-month free trial go to <http://apple.co/9xmplaylist> or <http://apple.co/9xoplaylist>

### **About 9X Media:**

9X Media is India's largest Music Broadcaster operating 5 music television channels and a Bollywood news portal - [www.spotboye.com](http://www.spotboye.com). The Music Channels operated by 9X Media include 9XM, 9X Jhakaas, 9X Jalwa, 9X Tashan and 9XO with a reach of over 350 million viewers on television and 20 million on digital platforms.