

## **ZAP Partners with Musicoola to Bring Music-on-Demand Channels to Angola and Mozambique**

*Musicoola delivers customized music bouquet in record time*

**Tel Aviv, Israel** – March 29 2011 – Musicoola, an Israeli company that provides next generation digital music broadcasting solutions, announced today that it has launched a music bouquet with [ZAP](#) to provide 15 customized channels to subscribers in Angola and Mozambique. ZAP is a joint venture jointly held by ZON Multimedia, one of Portugal's premiere media-holding companies, and an Angolan group.

Seeking to expand its service to include ZAP Musica, ZAP required a turnkey system to broadcast audio and video channels over a DTH platform and sought a rapid launch.

Musicoola was able to have the entire system on air after only two and a half months.

ZAP Musica now provides rock, pop, greatest hits, classical, jazz, blues, dance, trance, hip hop, chill-out, Afro-beat, '80s hits, '90s hits, reggae and easy listening. It is currently planning to integrate another channel providing Angolan urban music. "We are thrilled to partner with ZAP Musica to provide Angolans and Mozambicans with the music they love," said Nir Gilad, CEO, [Musicoola](#). "Our white-label, customized package of music-on-demand channels will strengthen the connection between ZAP and its subscribers in Angola."

ZAP needed a specially designed, colorful video screen for each channel, which Musicoola delivered. All 15 screens feature ZAP's logo and the name of the channel, as well as each song's title, artist, label, and year of release. In addition, ZAP is using each channel's layout as a fun, dynamic vehicle to feature its other services.

"Musicoola came through for us on a tight deadline, and we believe it will bring more value to our actual bouquets," said Nuno Aguiar, CEO of ZAP. "ZAP maintains a strong commitment to bringing subscribers the best services in the region, and now we have a 24/7 music service, with no commercials, talk or any interruptions, all accompanied by ZAP's individualized visual promotions, which delights our customers."

Musicoola's client base includes "[UPC Broadband](#)" in Hungary, "[Boom Extrasatelit](#)" in Romania, as well as the two leading Israeli cable providers, "[HOT](#)" and "[YES](#)."

### **About Musicoola**

Musicoola develops an on-demand music service that operates within digital television. It allows digital cable, IPTV, and direct-to-home (DTH-satellite) operators to offer subscribers unlimited access to a music library of thousands of artists, albums, individual tracks, video clips, live concerts, and other music-related audio and video content for a monthly

subscription fee. The highly personalized service offers customizable playlists and analyzes customer behavior, suggesting appropriate selections based on previous activities. For more information, please visit [www.musicoola.com](http://www.musicoola.com).