

What You Need to Know About the Voice Africa?

1. Brief about The Voice Africa

The Voice Africa is the number one competition format music and entertainment show in the world, airing in over 180 countries. Building on the success of The Voice Nigeria, Airtel Africa partnered with the executive producers of seasons three and four, FAME Studios Africa, to roll out the award-winning concept in countries where it operates.

The show is expected to attract and showcase the brightest of African musical talents, alongside a high-profile panel of coaches and TV hosts, and act as a launch pad for global recognition.

2. How many countries are participating in this competition?

Since its inception in 2015, The Voice Africa has only been held in Nigeria and for the first time ever, the musical contest will be featured in other markets where Airtel operates.

14 countries will be participating in total. Other than Uganda, other countries that will participate include; Niger, Zambia, Kenya, Tanzania, Malawi, Madagascar, Seychelles, Rep of Congo, Chad, Rwanda, DRC, Nigeria, and Gabon.

3. What criteria is being used to select the 7 vocalist from Uganda and other markets?

The first stage was a Video Audition, in which entrants registered at www.thevoice.africa.com and uploaded a one-minute video of them singing. Successful applicants have been invited to attend a Live Audition, hosted in Gulu and Kampala.

Following the live audition, the seven strongest vocalists from Uganda will be flown to Nigeria to film the show, alongside seven other contestants from each of Airtel Africa's 13 other markets in Kenya, Rwanda, Zambia, DRC among others.

The next stage is the unique and show-stopping Blind Auditions, for which The Voice is internationally renowned. Decisions from a high-profile panel of expert coaches will be based solely on voice, and not on looks.

The coaches will hear the contestants perform, but they will not get to see them - thanks to rotating chairs. If a coach is impressed by the contestant's voice, he/she pushes a button to select the artist for his/her team. Once the teams are set, they enter the Battle Round, where coaches will dedicate themselves to developing their team of artists, giving them advice, and sharing the secrets of their success along with the help from their celebrity advisers.

At the end of various vocal challenges, only the strongest members of each coach's roster remain and proceed to the new Knockout rounds. Here, coaches will decide who to take forward to the Live Shows.

In this final phase, 16 potential singing superstars from across Africa – including two from Uganda will compete each week against each other during a live broadcast, taking place in March 2023. The television audience will vote to save their favorite artists and one grand winner will ultimately be named 'The Voice Africa'.

4. What prize will the winner be taking home?

The grand winner will be rewarded with USD \$100,000 prize package and a recording contract with Universal Studios – the leading music producers in the world.

Each of the selected participants from each country will also be rewarded USD\$5,000 and some Airtel goodies.

5. Have there been any activations in Uganda?

Yes. We had a couple of activations across the country to guide our intending participants on how they can partake in the competition.

Secondly, The #AirtelVoiceTrain has come to Uganda and blind auditions are being held in Gulu and Kampala.

On Wednesday 21st December 2022 Airtel Uganda will hold a bash at Gulu University and on Friday 23rd December 2022 we will be at Legends Rugby Ground as a build-up for the reveal of the 7 successful

vocalists from the auditions. The successful contestants will be revealed next year.

6. What opportunity does this competition present for Ugandans?

Airtel is keen on empowering its community and The Voice Africa presents a platform that will help to discover and champion the musical talents of Ugandan Youth. This will enable them to achieve their full potential on the regional and global stage.

The Voice Africa, will feature high-profile coaches who help the participants shape their musical career journey and if we are lucky and a Ugandan wins, they will have a life-changing opportunity of a recording contract with Universal Studios, which is the leading music producer label in the world. In addition, they will get a cash reward of with USD \$100,000.

ABOUT BHARTI AIRTEL LIMITED

Airtel Africa Limited is a Pan-African telecommunications company with operations in 14 countries across Africa. Airtel Africa is driven by the vision of providing affordable and innovative mobile services to all and is supported in pursuing this vision by its largest shareholder, Bharti Airtel. Its product offerings include 2G, 3G and 4G wireless voice and data services and mobile commerce through 'Airtel Money'. Airtel Africa had over 97 million customers across its operations at the end of December 2018.

For more information, contact:

E: david.birungi@ug.airtel.com OR

Visit us on www.airtel.co.ug or follow us

on www.facebook.com/airteluganda

or www.youtube.com/user/AirtelUg and www.twitter.com/Airtel_ug for more details.