



In July 09, 2021, we announced the launch of AfroTainers Music label



ORLANDO, Fla.--(BUSINESS WIRE)--AfroTainment, the leader in polycultural Black content in North America and owner of AFRO TV, is thrilled to announce the creation of AfroTainers Music, a music label focused on representing the diverse and original sounds emerging from the multicultural black communities in North America, to be shared with audiences, platforms and brands worldwide.

"Our expanding cable television footprint and digital media studios will be the driving forces in support of our strategy via our unique value proposition and differentiator in the music and content ecosystem leveraging exclusive at-home viewing experience of live performance, live online streaming and nationwide cable television appearances."

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In the heels of completing the build of its 30,000 sf state of the art digital media studios in Orlando, the launch of AfroTainers Music label marks the next phase in AfroTainment growth strategy and portfolio diversification.

Yves Bollanga, CEO of AfroTainment said, "Our expanding cable television footprint and digital media studios will be the driving forces in support of our strategy via our unique value proposition and differentiator in the music and content ecosystem leveraging exclusive at-home viewing experience of live performance, live online streaming and nationwide cable television appearances."

AfroTainment marked the launch of AfroTainers Music with the signing of Sisaundra Lewis, releasing her new single, "Let's Go Out" distributed on all streaming platforms starting July 12, 2021 by Spinnup (a Universal Music Group subsidiary).

Sisaundra Lewis is an African American singer and songwriter who scored her first number-one U.S. Billboard hit with her single "Shout" in 2005, after working as vocal director and backing vocalist for Céline Dion on 5 world tours. Sisaundra was a top 8 finalist on the hit television show NBC The Voice and after a 4 chair turn, she chose country legend Blake Shelton as her coach.

Let's Go Out Music Video was recorded on location at Universal Studios Florida. To learn more about Sisaundra Lewis, please go to www.sisaundra.live.



Let's Go Out Sisaundra



07.12.21

#LETSGOOOUT



Spotify





In April 2021, we announced our Live Concert Series for the virtual era in collaboration with Comcast Xfinity



Sisaundra Lewis from NBC The Voice
Host of AFROJams



[Click to watch AFROJams latest recording](#)



April 30, 2021 05:56 PM Eastern Daylight Time



ORLANDO, Fla.--(BUSINESS WIRE)--AFRO TV today unveiled AFROJams, its new Live Concert Series for the virtual era hosted by renowned singer Sisaundra Lewis from NBC The Voice. The series will kick off Live on May 18, 2021 with performances from 6 groundbreaking and very popular Haitian Artists in celebration of the 218th anniversary of the Haitian Flag: Rutshelle Guillaume, Fatima Altieri, J-Perry, Michael Benjamin, Anie Alèrte and Lynn Betty.

"The Live music ecosystem has been massively disrupted since the beginning of the pandemic and artists need to find new ways to connect with their fans and share their art," said Yves Bollanga, CEO of AFRO TV.

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AFROJams will bring top performances from popular multicultural Black artists directly into millions of households. In expanding the live concert experience, AFRO TV is creating a powerful new and exclusive platform that will benefit music fans, artists, and brands.

Brought to you by Comcast Xfinity and recorded at Afrotainers, AFRO TV owned and operated state of the art television theatre studio located in Orlando FL, the Live Concert Series will feature the premier production quality that our content is known for and offer multicultural Black viewers a new way

to complement and enhance their at-home viewing experience via the new Comcast Xfinity Black Experience.

"The Live music ecosystem has been massively disrupted since the beginning of the pandemic and artists need to find new ways to connect with their fans and share their art. I believe the AFROJams Series on Xfinity is one of the most innovative ways to do that," said Yves Bollanga, CEO and Founder of AFRO TV.

AFROJams will broadcast Live on AFRO TV (Xfinity Channel 1623) along with Live multicast on Xfinity Black Experience, Facebook, YouTube and Instagram.

Visit www.afrotainment.us for more information.



AFROJams

Live Concerts



GENRE



DAYPART



HOST

Sisaundra Lewis and Rutshelle Guillaume - AFROJams Haiti'21

Live Concert Series for the virtual era hosted by renowned singer Sisaundra Lewis from NBC The Voice. AFROJams brings top performances from popular multicultural Black artists directly into millions of households. In expanding the live concert experience, AFRO TV in collaboration with Comcast Xfinity is creating a powerful new and exclusive platform that will benefit music fans, artists, and brands.



Concerts

Every Saturday

8:00 PM

Sisaundra Lewis



AFRO TV House Band For The Culture

For The Culture is AFRO TV House Band, a extremely talented group of musicians centrally organized by Lavon Rushing their Music Director. For The Culture regularly plays on AFRO TV televised Live Performance and entertainment programs:

- Lavon Rushing, Bass
- Christopher Baptiste, Keys
- Jonathan Parks, Drums
- Luc Derival, Guitar
- Kris Thomas, Vocals
- Steady Joseph, Percussions





LIVE CELEBRATION OF JAMAICA'S 56TH INDEPENDENCE
JO MERSA MARLEY, KONSHEMS, JULIAN MARLEY, AIESHA

AUGUST 6TH

8:00/7C

afro
Jammy

WATCH LIVE ON CABLE TV

xfinity

AFRO TV CH.1623

STREAM LIVE

f LIVE  YouTube

AFROTVCHANNEL AFROTV



HOSTED BY
SISAUNDRA LEWIS

afro

Jams

HOSTED BY
SISAUNDRAS LEWIS

TOOFAN



Fri
24
DEC

8:00 PM EST.

afro
AFROTV PRESENTS

Afrojams Christmas

HOSTED BY
SISAUNDRA LEWIS

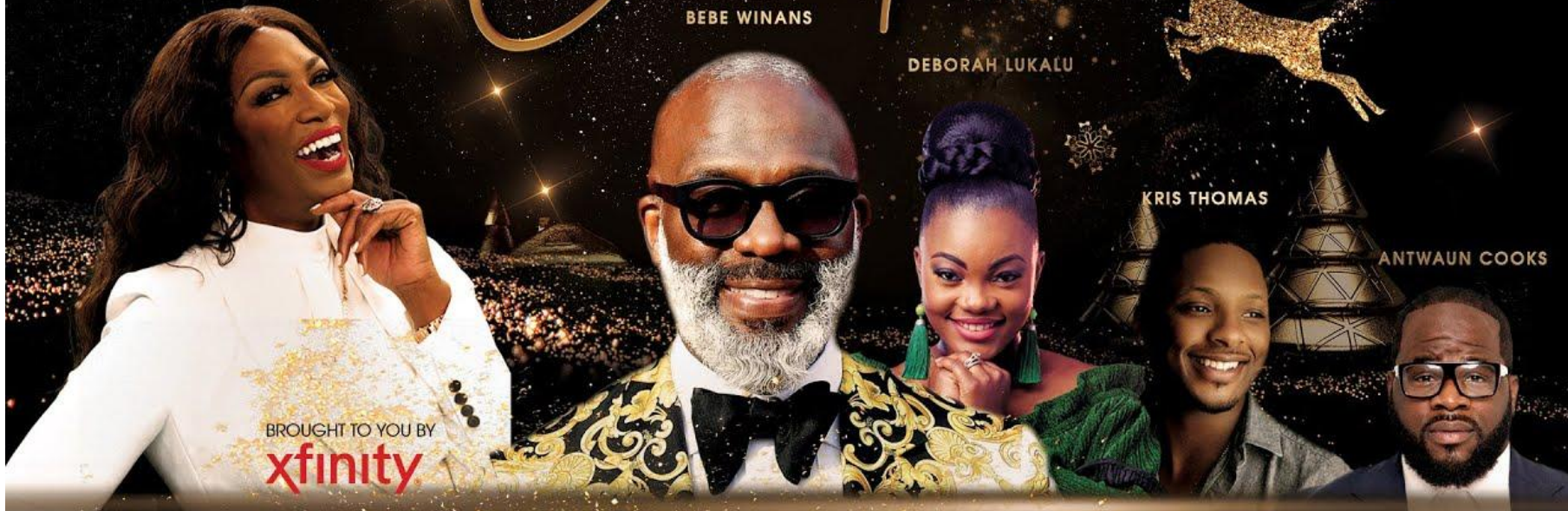
BEBE WINANS

DEBORAH LUKALU

KRIS THOMAS

ANTWAUN COOKS

BROUGHT TO YOU BY
xfinity



CELEBRATE THE SAVIOR

TYE TRIBBETT

SISAUNDRA LEWIS

ISRAEL HOUGHTON

RISEN

AFROTV PRESENTS

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STAND BY AFROJAMS EASTER FEATURING TYE



Since January 2021, we have recorded
over **20 Live Concerts** with over 25 Artists

Live Concerts with AFROJams House Band For The Culture



Recorded with Live audience at Afrotainers Theatre