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CKAY

across Africa, Warner Music Group entered into an innovative,

CKay was one of the first artists to take that route, and now,

progress – and also of his desire and ambition. So we took the big. decision to upstream him and ramp up the support, to build

Love Nwantiti was actually released in 2019 and was followed by a flurry of remixes all aimed at different territories with a wide variety of featured artists.

and SVP, Strategy, Sub-Saharan Africa, says: "There was a North was one for Germany, one for France. We saw huge potential in the track, and we were always looking beyond just Anglo/

Two of the remixes, one featuring Nigerian singer Joeboy and Ghanaian singer Kuami Eugene and one featuring Morrocan rapper ElGrande Toto, gained serious global traction and the India, where local repertoire traditionally dominates.

Perez-Soto says: "For us, it isn't and has never been about one song. Love Nwantiti is a fantastic track and a huge hit, but it fits into a much bigger strategy. Even before it broke, I was saying, 'This guy can be our Ed Sheeran' - I mean, why not? CKay's a great artist, but he's also incredibly smart and really open, he really listens and collaborates; we're building a great partnership with him."

Adeniji adds: "We are truly thinking of him as a global artist, that opportunity because labels haven't been able to grasp the concept that this is music and culture that is capable of transcending borders.

"African music is already global, it is at the root of all popular from Africa and succeeding at the level of a Bruno Mars or a Drake? I think CKay could be that superstar."

