

Charge In Cedis and Accept Momo For Your Ghanaian Subscribers: Apple Music and Spotify — Oktranking Writes (Boostreup)

Okyere Kwame Tawiah a Ghanaian brand outlined the benefits of streaming platforms charging in local currencies



Greater Accra, Ghana Nov 3, 2022 ([Issuewire.com](https://www.issuewire.com)) - Boostreup — Digital marketing company that aids young brands to position their brand name among the lots. In the diverse ways of flagging out the free download on our Music industry and for the betterment of our creatives, music consumers must feel comfortable using these digital platforms. The hustling and tussling to use Apple Music and Spotify in Ghana is not the way forward to eradicate the free download virus from the system.

The way forward to attract more customers is to make them feel comfortable and make it easy to use your products or service. Spotify and Apple Music as music digital platform is doing well in Ghana and is helping the industry move from a free download to using streaming platforms to help musicians also earn something for their hard work.

The crux of the matter is they can do more to get more subscribers to their platform by making it easier for music consumers to access their services in the country, just like Boomplay. In a country where the majority of the populace uses mobile money to purchase almost everything and spend in Ghana Cedis

than in any other currency, it is prudent for Apple Music and Spotify to charge in Cedis and also accept the usage of mobile money transactions (Momo).

Although Spotify accepts the usage of the Ghana Cedis, people can't use the momo which in a long run affects the number of people who are willing to use the platform than free downloading. Boomplay has adopted the usage of the Ghana Cedis and also accepts people to subscribe to their platform using mobile money, which is what both Apple Music and Spotify should be doing to get more subscribers and reduce the number of people free downloading songs.

The majority of people want to use these platforms but can't do so because of the currency issues and modes of payment in using these platforms. Apple Music and Spotify can make the dream of many Ghanaians a reality by being able to use their platform to stream the songs of their favourite artistes, favourite songs and listen to their favourite podcasts as well by charging in Ghana Cedis and also accepting the usage of the mobile money transaction.

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