

NaijaRugged Media Inc.: Revolutionizing Music Distribution for Independent Nigerian Artists



Ogbomosho, Oyo Feb 27, 2025 ([Issuewire.com](https://www.issuewire.com)) - NaijaRugged Media Inc.: Empowering Independent Nigerian Artists with Seamless Digital Distribution

In an era where independent artists struggle to get their music heard, **NaijaRugged Media Inc.** is changing the narrative by providing **affordable and efficient digital music distribution services**. Founded in **2021** by **Olalere Damilare**, the company helps Nigerian musicians reach a **global audience** through platforms like **Boomplay, Spotify, Apple Music, and Audiomack**.

With an artist-first approach, **NaijaRugged Media** eliminates traditional record label barriers, offering a **pay-per-submission model** that allows musicians to **release their songs without expensive upfront costs or binding contracts**. Today, the company has successfully distributed over **38 music catalogs** from **12 to 15 artists**, helping them monetize their music effectively.

A Game-Changer for Independent Artists

NaijaRugged Media is designed to **empower emerging artists**, providing essential services such as:
Digital Music Distribution – Get music on top streaming platforms.
Promotion & Marketing – Boost visibility and fan engagement.
Music Monetization – Earn from streams and downloads.
Artwork & Metadata Management – Ensure high-quality, professional releases.

The company's **affordable pricing** makes it a top choice for independent musicians:

"Our mission is to make digital music distribution simple and accessible for every Nigerian artist, no matter their budget or background. We are committed to giving independent musicians a voice in the global industry," says Olalere Damilare, Founder & CEO of NaijaRugged Media.

Expanding Innovation & Future Plans

To further streamline distribution, NaijaRugged Media is developing a **fully automated submission platform** with **sound recognition technology** to verify tracks and prevent duplicate uploads. Additionally, the company is **working toward becoming a direct Boomplay aggregator**, giving artists even greater control over their releases.

Currently, NaijaRugged Media distributes music through **Danmark Music Group** and **OneRPM**, ensuring artists can access **top digital platforms worldwide**.

How to Join NaijaRugged Media

Artists looking to distribute their music can **sign up and submit their songs** via:

Website: <https://distro.naijarugged.com.ng>

About NaijaRugged Media Inc.

Founded in **2021**, NaijaRugged Media Inc. is a **Nigerian-based music distribution and promotion company** dedicated to supporting independent artists. With a focus on **affordability, accessibility, and innovation**, the company helps musicians distribute and monetize their music globally.

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