🗱 BIZCOMMUNITY

Afrima receives record number of 8,880 entries for 2021 edition

The African Union Commission and The International Committee of All Africa Music Awards, (Afrima), have received a staggering number of 8,880 entries for the Afrima 2021 Awards.

Now in its eighth year, Afrima, the ultimate recognition of African music globally honours African artists, music producers, songwriters, video directors, DiJs, choreographers/dancers, and movie/film producers living on the continent or in diaspora as well as international acts with the 23.9 carat gold-plated Afrima trophy.



Image: Supplied

This year's entries were received from 50 African countries across the five regions of Africa and 10 countries from Europe and North America including Spain, United Kingdom (UK), United States of America (USA), France, Portugal, among others.

The increased interest in the awards is a clear indication that Afrima, a platform of bringing Africans together through

the instrumentality of music and culture, is growing immensely across Africa and globally, which is a very important goal for us. Also, it is a signal that artists and actors in the music industry are becoming resilient in the face of global challenges." says Head of Culture, African Union Commission, Angela Martins.

Entries for the longest-running African continental awards in the last decade, which opened worldwide to artists on 1 June 2021 and closed on 20 August 2021, is higher than the 2019 submissions of 8,157. The awards could not held in 2020 due to the Covid-19 pandemic.



The head of communication and partnership at Afrima, Zineb Seyad, stated: "We are encouraged by the number of entries received for the 2021 Afrima. Of the 8,880 entries submitted this year; West Africa leads the pack with 30.4% of the total entries followed by Eastern Africa with 28.8%, Southern Africa with 22.9%, Central Africa and North Africa and International acts have 12.3%, 4.9% and 0.7% respectively."



All the 2019 All Africa Music Awards (AFRIMA) winners 25 Nov 2019

The International Jury of Afrima announced additional three new categories for 2021 edition, which included Best Soundtrack in a movie/series/documentary film, Best Global Act, and Breakout Artist of the Year (renaming Most Promising Artist).

<

The 2021 nominees' list will be unveiled during a World Media Conference in the second week of September 2021, while public voting will follow immediately.

For more, visit: https://www.bizcommunity.com