

The Hip Hop 'Hyphy' Movement Gets a Worldwide Voice

Written by Robert ID3702

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A worldwide voice will come to some of the biggest "hyphy" hip hop artists in California's Bay Area thanks to UrbanWorld Wireless (UWW), a leading provider of digital entertainment content, and Danger, Inc., a mobile Internet software and services pioneer.

Due to the success of hip hop producer Lil' Jon and Bay Area hip hop rapper E-40, hip hop's "hyphy" sound is one of the hottest sub-genres of hip-hop in the U.S. The deal kicks off with exclusive mobile content from "hyphy" hip hop legends E-40, Too \$hort, Yukmouth and Keak Da Sneak.

Hip Hop rap artist Keak Da Sneak is credited with coining the term "hyphy" and is one of several Bay Area artists leading the "hyphy movement." Also, as part of the deal, UWW's diverse mobile catalog, which ranges from urban comedy, hip-hop, sports, music and various celebrities, will be distributed worldwide via Danger's international distribution channels in the U.S., Canada, Australia, and Germany.

Additionally, UWW and Danger have partnered to launch "E-40 Presents Hip Hop 201," the new hip-hop mobile trivia game which will be distributed on Danger powered devices. Thanks to the success of Hip Hop 101, the 2nd installment provides a greater challenge of the player's knowledge of hip-hop and includes more than 100 trivia questions about hip-hop artists, their music and hip-hop culture. Players compete to win an exclusive ringtone provided by platinum recording artist E-40.

In support of independent and established "free agent" artists, the UWW/Danger partnership includes the creation of the "Future Flavas/Rising Stars" ringtone category. This category showcases new, original music and is the first to offer worldwide digital distribution via Danger's mobile Internet platform. "In continuing with my independent status, it's great to be among the first artists featured in this category," says Keak Da Sneak, who has gained a loyal following and is enjoying success, all while remaining independent. "The partnership with Danger is in direct alignment with UrbanWorld's new digital strategy and continues to give us the ability to broaden our international distribution," says Liz Lee, Director of Content and Mobile Initiatives for UrbanWorld Wireless.

Visit:

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