



Press Release

Apple iTunes teams up with United Nations to amplify music from small islands nations

New York, 26 August 2014 - Musicians from the world's 57 small island developing states (SIDS) scattered across the Pacific, Caribbean, and Indian oceans, will take centre stage this summer thanks to a new and innovative partnership with the United Nations and Apple iTunes

To coincide with the Third United Nations Conference on SIDS scheduled for 1-5 September in Apia, Samoa, and also as part of a broader outreach campaign to shine the spotlight on island nations this year, iTunes will feature a brand new *Small Islands* category as part of its music offerings.

Collaboration with the world's largest online music store was initiated by the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS), which then found itself with the enviable task of listening to and compiling a representative list of hundreds of artists whose music reflects the rich cultures and broad spectrum of musical genres found among island nations.

In a video message to accompany the kick-off of the initiative, the Secretary-General, said that island voices in music represent the "spirit and aspiration" of the people of small islands and referred to island artists as "giants in musical history."

UN-OHRLLS worked together with the SIDS Permanent Missions in New York and iTunes staffers, who tapped into their impressive and vast music catalogue, even bringing on board a musicologist to analyse the different kinds of music that has evolved throughout small island regions.

The final list includes some of world's most iconic artists, such as Bob Marley (Jamaica), the late Cesaria Evora (Cape Verde) and the Buena Vista Social Club (Cuba) but also some lesser known names like the Dilli Allstars (Timor-Leste), Rosalia (Fiji), and Imany Mladja (Comoros).

iTunes averages more than 15,000 songs downloaded per minute, that's 21.6 million songs a day.

The Small Islands music category will be launched on 25 August and continue to be featured on the iTunes front page for two weeks.

UN-OHRLLS has organized a Private Sector Partnerships Forum in Samoa two days before the official conference and hopes that the partnership with iTunes is the first of many innovative partnerships to be announced which will benefit small island developing states.

To listen to an eclectic range of music from the small island nations across the globe, visit <http://www.iTunes.com/islandvoices> and for more from UN-OHRLLS visit: <http://unohrlls.org/un-ohrlls-and-itunes>

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