

Chad Saaiman hosts *The DNA Show*, TurnUp Music's new digital music show

Sama-nominated singer and songwriter Chad Saaiman is hosting *The DNA Show*, a new digital music show produced through a partnership between Vivo Mobile and TurnUp Music.

The show features performances and intimate interviews with TurnUp Music's artists, including Youngsta CPT, Khuli Chana and Berita.

"We are so excited to partner with TurnUp Music," says Hawa Hyath, marketing director of Vivo South Africa. "Through this partnership, we are supporting South Africa's amazingly creative talent, while allowing our consumers to have insider knowledge of their favourite musicians."

"TurnUp Music is very passionate about encouraging African talent in a holistic and supportive way," says Thabiet Allie, CEO of TurnUp Music. "By partnering with Vivo Mobile to create *The DNA Show*, we can uncover the stories behind some of our most famous musicians, and that's always an inspiration for aspiring stars."

Kicking off the series, episode one sees legendary artist Youngsta CPT in conversation with Saaiman as together they delve deep into what it means to win awards, grow your fanbase and, ultimately, be successful in today's current climate. They also chat about how to persevere when things are tough and what it was that influenced the Cape Town rapper to

diversify into clothing with his covetable Y-Gen brand.

“I’m excited to be hosting *The DNA Show*,” says Saaiman. “Being a musician myself, I’ve always had a keen interest in creating platforms to share great stories.”

Hyath echoes this: “What we are especially loving about the show is the ability it has to seriously encourage and inspire ordinary South Africans to follow their dreams – just like so many of these musicians did.”

The show is available to stream on [VideoPlay](#) and Vodacom’s [MyMuze](#).

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