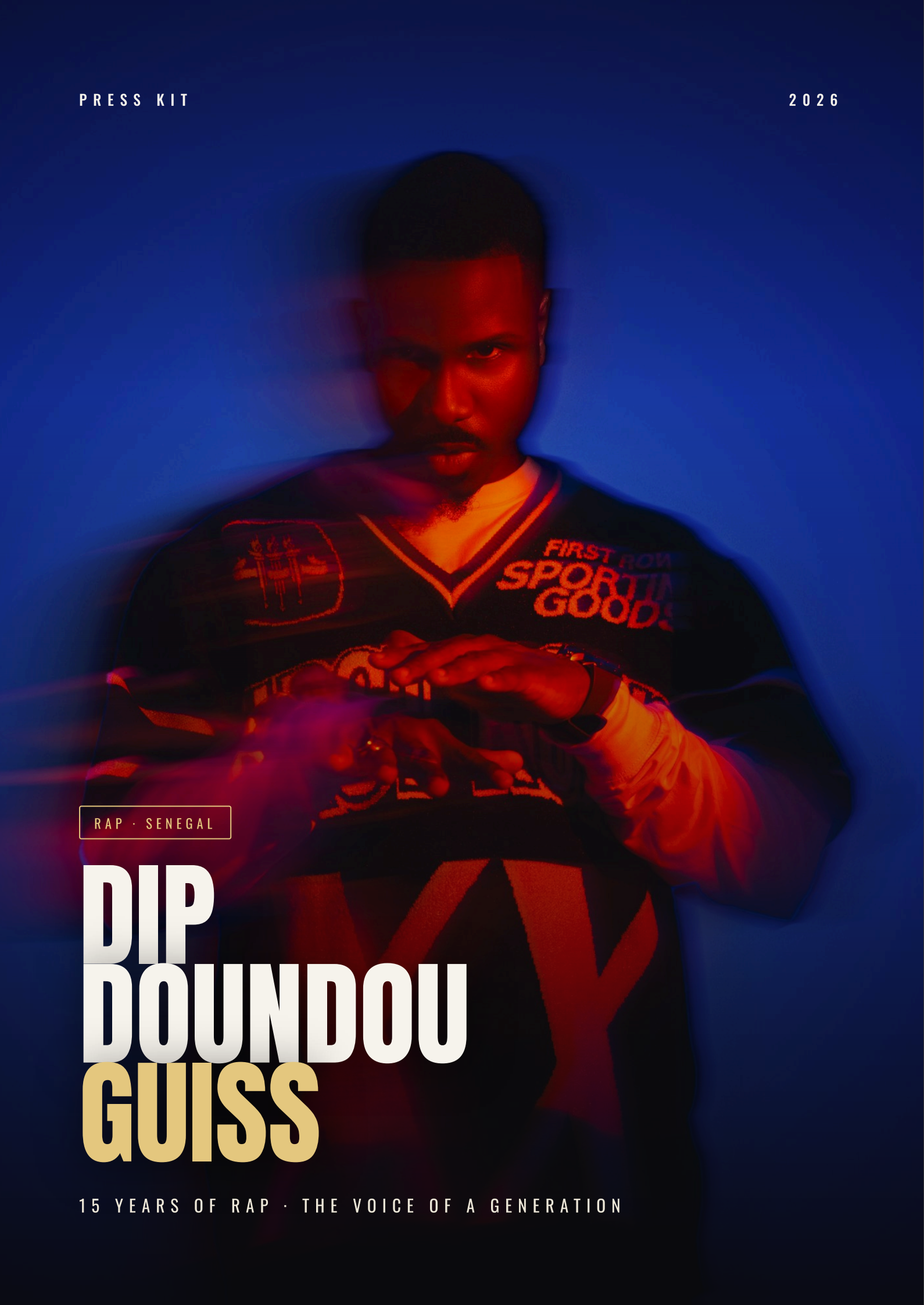
PRESS KIT

2026



RAP · SENEGAL

DIP DOUNDOU GUISS

15 YEARS OF RAP · THE VOICE OF A GENERATION

PHOTO CREDIT · [TO COMPLETE]

BIOGRAPHY

WRITING AS A SIGNATURE

Dip Doundou Guiss, real name Dominique Preira, born in 1991 in Dakar, is the most listened to and most followed Senegalese rapper of his generation. His stage name plays on his first name, Dominique, and on the English word « deep » : writing rooted in the street yet carrying a philosophical depth and an unapologetic social commitment.

> *« He does not rent out an image. He embodies a journey, that of thousands of young people who see themselves in him. »*

Revealed in 2012 with « Hors Norme » then « Yakarouma Ci Ken », he set record after record. His debut album TLK (Le Jour J) sold more than 7,000 copies in a week, a record for Senegalese rap. Then came LNN (2019), the most streamed francophone artist on Audiomack, and LFLF (Lépp Fii Lañu Fekk), in December 2023, topping the charts with more than 54 million streams.

The first Senegalese rapper to pass one million solo views on YouTube, he now counts 1 million subscribers and over 157 million views on his channel alone. In 2025 he signed with **Sony Music**, a new step to take his music international. Ambassador of the **Dakar 2026 Youth Olympic Games** and partner of major brands (Samsung, Free, Itel, Pepsi), he connects music, youth and social impact in Senegal and far beyond.

BY THE NUMBERS · 2025 ANNUAL REPORT

AN AUDIENCE THAT RESPONDS

108M
VIEWS IN 2025 · ALL PLATFORMS

4M+
FOLLOWERS · ACTIVE AUDIENCE

16.3%
AVERAGE ENGAGEMENT RATE

9.3M
REACH · UNIQUE USERS REACHED

AUDIENCE BY GEOGRAPHY

DISCOGRAPHY

A DECADE OF PROJECTS

2016

TLK

Solo album · Le Jour J

2019

LNN

Album · Loo Ñeme Ñakk

2023

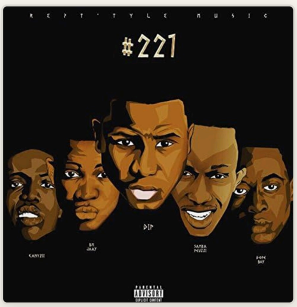
LFLF

Album · Lépp Fii Lañu Fekk

2026

MAYKO LOLOU

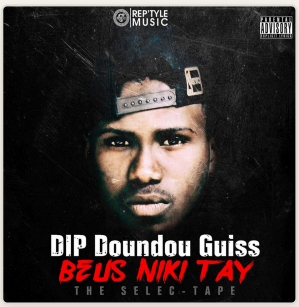
EP



2018

221

Group album



2014

BEUS NIKI TAY

Mixtape

2013

DIP QUINZAINE I

EP

2015

DIP QUINZAINE 2.0

EP

2017

DIP QUINZAINE III

EP

2021

BONUS TRACK

EP

VIDEOS · YOUTUBE

THE VIDEOS

1 million subscribers and more than 157 million views on YouTube. His most-watched videos and latest releases, one click away.

MOST VIEWED

01

19.4M
VIEWS

ME N YOU
2018

WATCH ON YOUTUBE ↗

02

9.4M
VIEWS

NOBOMA WOON
2018

WATCH ON YOUTUBE ↗

03

9.2M
VIEWS

LNN FEAT. BASS THIOUNG
2019

WATCH ON YOUTUBE ↗

04

8.4M
VIEWS

ONE NIGHT FEAT. NAILAH
2017

WATCH ON YOUTUBE ↗

05

7.6M
VIEWS

MUSIBA
2021

WATCH ON YOUTUBE ↗

06

6.8M
VIEWS

NLMD
2017

WATCH ON YOUTUBE ↗

RECENT RELEASES

1.6M
VIEWS

NOGMANTÉ
June 2026

WATCH ON YOUTUBE ↗

638K
VIEWS

GUDDI YI ÑU TOLLOU
May 2026

WATCH ON YOUTUBE ↗

7.2M
VIEWS

DND · DUNGEEN DAJ
Oct. 2025

WATCH ON YOUTUBE ↗

2.3M
VIEWS

THIAROYE 44 (JAMBAAR REMIX)
Dec. 2024

WATCH ON YOUTUBE ↗

SOUND IDENTITY · INSPIRATIONS

A SOUND OF OUR OWN

From the start, Dip has been looking for a rap that imitates no one: not the United States, not Europe, not Nigerian afrobeats. A Senegalese sound, fed by mbalax, its percussion and the instruments of home, without giving up the codes of hip-hop. He grew up with Positive Black Soul and Daara J, who showed that rap could be deeply Senegalese, then trained his ear on DMX, T.I. and J. Cole. From these two schools he keeps one conviction: rap from here must speak its own musical language, and carry it to the rest of the world.

> *"When people hear my music abroad, I'd like it to remind them of Senegal, the way Youssou Ndour or Akon do."*
>
> DIP DOUNDOU GUISS · AU SÉNÉGAL, 2017

A CONTINUOUS SEARCH

2017	**BANDIT** Prod. Sol Invictus The first experiments: street rap drawing its colours from local sounds.	2.9M	LISTEN ↗
2017	**ENEMY DOUNDEUL** Beat Iss 814 Nearly seven minutes of introspective writing over a production with local accents.	4.5M	LISTEN ↗
2019	**LNN FEAT. BASS THIOUNG** Prod. Karabalik Beatz Trap meets Africa. The track became the anthem of the doorwaar.	9.2M	LISTEN ↗
2025	**DND · DUNGEEN DAJ** Prod. 1Dabeatz Rap and mbalax become one. Best music video at the Outside Awards 2025.	7.3M	LISTEN ↗
2026	**EP MAYKO LOLOU** Prod. 1Dabeatz, K-Guitz Rap, mbalax and local sounds, in short four-track projects. Lead single Nogmanté.	1.6M	LISTEN ↗

With *Mayko Lolou*, Dip opens the way for an unapologetic generation that embraces its musical heritage and exports it. He sums up his approach in one Wolof word, **nogmanté**: to mix, to season.

> *"I don't want to make the same songs or the same sounds again. I want to take the new generation with me so that they have a choice."*
>
> DIP DOUNDOU GUISS · LE SOLEIL, 2026

SOLO ALBUM · 2016

TLK

LE JOUR J · REP'TYLE MUSIC

+7,000

COPIES SOLD IN THE FIRST WEEK

RECORD	Best debut in Senegalese rap
STATUS	First solo album
MEANING	TLK · Le Jour J, the breakthrough day

The album that lifts Dip to another level. A debut solo record that establishes his pen and lays the foundations of an exceptional career.

ALBUM · 2019

LNN

LOO ÑEME ÑAKK · UWAR

+24M

CUMULATIVE STREAMS

MILESTONE	Most streamed francophone artist on Audiomack
TITLE	Loo Ñeme Ñakk · The price to pay
REACH	A national and diaspora milestone

The album of maturity. Loo Ñeme Ñakk takes Dip to the top of francophone streaming and confirms writing that resonates beyond borders.

ALBUM · 2023

LFLF

LÉPP FII LAÑU FEKK · UWAR

+54M

CUMULATIVE STREAMS

RELEASE	1 December 2023
CHARTS	Number one from release day
AWARDS	Best Solo Album & Best Lyricist, Galsen HH 2024

The album of total confirmation. LFLF tops the charts and earns Dip the double: best solo album and best lyricist.

AWARDS

TEN YEARS OF TROPHIES

INTERNATIONAL DISTINCTION · 2025

WORLD AI FILM FESTIVAL · CANNES

Third place worldwide with « Thiaroye 44 (Jambaar Remix) », the only African project among more than 1,500 films from 80 countries. Jury chaired by Claude Lelouch, alongside Jean Dujardin.

2015 — ◉ GALSEN HIP HOP AWARDS
Best Newcomer · Best Mixtape · Best Featuring · Yaakar Trophy

2016 — ◉ GALSEN HIP HOP AWARDS
Best Male Artist

2017 — ◉ GALSEN HH · RAYA · BLOG & JUMIA
Best Album · Best Album (RAYA) · Most Connected Artist

2017 — ◉ YOUTUBE CREATOR AWARDS
First Senegalese rapper to pass 100,000 subscribers

2021 — ○ MTV MUSIC AWARDS
Nomination · Best Francophone Artist

2022 — ◉ AFRIMA · ALL AFRICA MUSIC AWARDS
Best African Rapper Lyricist

2024 — ◉ GALSEN HIP HOP AWARDS
Best Solo Album (LFLF) · Best Lyricist

2025 — ◉ OUTSIDE AWARDS
DND · Music Video of the Year

◉ WINNER ○ NOMINATION

PRESS

IN THE PRESS

rfi.fr

RFI · FAIS TON BOUCAN

DIP DOUNDOU GUISS UNVEILS HIS NEW EP MAYKO LOLOU

Live from the RFI studios, Dip presents his new EP and latest news on the show Fais ton Boucan.

3 AUGUST 2026

france24.com

FRANCE 24 · AFRICA NEWS

RAPPER DIP DOUNDOU GUISS, GUEST OF FRANCE 24

The number one of Senegalese rap on the Journal de l'Afrique set for his Paris concert.

7 AUGUST 2026

tv5monde.com

TV5 MONDE

DIP DOUNDOU GUISS, NO.1 IN SENEGALESE RAP, LIVE IN PARIS

Video portrait of the most listened to Senegalese rapper, on stage at the Cabaret Sauvage.

AFRICA NEWS

rts.sn

RTS OFFICIEL

DIP DOUNDOU GUISS TAKES THIRD PLACE AT THE WORLD AI FILM FESTIVAL

« A tribute to the Senegalese Tirailleurs blending music, storytelling and artificial intelligence. »

12 APRIL 2025

NEWS · 2026

THE HIGHLIGHT

NEW EP — 28 Jul

MAYKO LOLOU

New project led by the single Nogmanté. An EP that opens the 2026 season.

SINGLE

DND · DUNGEEN DAJ

Music Video of the Year at the Outside Awards 2025.

CONCERT · PARIS · SOLD OUT — 8 Aug

CABARET SAUVAGE

A packed house in Paris. A sold-out concert at the heart of a tour that unites the diaspora.

EVENT · DAKAR — 26 Sep

THE FAN SHOW

The concert for his 15 year career, a communion where fans become the co-stars. His very first anniversary concert.

SIGNING · INTERNATIONAL

SONY MUSIC

DIP joins Sony Music. A new step to take his music worldwide.

MEDIA · FRANCE

RFI · FRANCE 24 · TV5

A Paris media tour around the concert.

ON STAGE · WORLDWIDE

DIP WORLDWIDE

+150 CONCERTS

+30	+10	7	2
FESTIVALS	STADIUMS FILLED	COUNTRIES	SOLD-OUT IN PARIS

SENEGAL	+150 shows
FRANCE	5 Paris
ITALY	+5 Brescia · Torino
CANADA	4 Montreal
BELGIUM	1 Bruxelles / Brussels
GAMBIA	tour
MAURITANIA	tour

LIVE · PARIS

08 · 08 · 2026

CABARET SAUVAGE

SOLD OUT

CABARET SAUVAGE · PARIS · 8 AUGUST 2026

A packed room, phones in the air, the diaspora united. Dip closes his Paris run to a sold-out crowd, one more step toward The Fan Show.

A VOICE FOR THE YOUTH

PHOTO CREDIT · [TO COMPLETE]

YOUTH OLYMPIC GAMES · DAKAR 2026

Dip is an official ambassador of the Dakar 2026 Youth Olympic Games, from 31 October to 13 November, the first Olympic Games ever held on the African continent. The role extends his commitment to young people: embodying, before the world, the values of excellence, fraternity and commitment of Senegalese youth. On 20 September 2026, he carried the flame through the streets of Grand Yoff, the neighbourhood where he grew up, surrounded by the young people who came to walk with him.

31.10 · 13.11
THE GAMES IN DAKAR
IN 2026

1st
OLYMPIC GAMES
HELD IN AFRICA

20.09.2026
FLAME RELAY
IN GRAND YOFF

PARTNERS · COLLABORATIONS

THEY TRUST HIM

FEATURINGS & COLLABORATIONS

YOUSSOUPHA · FAADA FREDDY · DAARA J FAMILY · DIDIER AWADI · WALLY B. SECK · LOCKO · LEFA · JIZZLE · GEE · BASS THIOUNG · IDRISSA SOW · HUSSAIN DADA

COMMITMENT · CAUSES

HIS VOICE FOR OTHERS

Beyond music, Dip puts his fame at the service of concrete causes, from peace to public health.

AMBASSADOR

OF PEACE

COSCE · CIVIL SOCIETY FOR ELECTIONS

A voice for peaceful elections and a youth acting for peace in Senegal.

AMBASSADOR

OF BLOOD DONATION

CNTS · NATIONAL BLOOD TRANSFUSION CENTER

He mobilizes his community around blood donation to save lives.

SOLIDARITY

COVID-19

AWARENESS & DONATIONS

The single « Ànd Xeex Corona Virus » to raise awareness, and food donations in his home town during the pandemic.

CULTURE & HOPE

ANTHEM OF HOPE

WITH SOPHIE GUÈYE · LES RACINES DE L'ESPOIR

A manifesto song carried with the association Les Racines de l'Espoir.

COMMUNITY · SOCIAL MEDIA

+4 MILLION FOLLOWERS

The most followed Senegalese rapper on YouTube, Instagram and X. Official handle : **@dipdoundouguissofficiel**

INSTAGRAM	YOUTUBE	TIKTOK
1.8M	1M	913K

FACEBOOK	X · TWITTER
503K	67K

LISTEN & FOLLOW

SPOTIFY · APPLE MUSIC · AUDIOMACK · YOUTUBE · DEEZER

MANAGEMENT · BOOKING

Mamadou Mactar Diallo · Talent Manager

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