Africa’s Creative Economy

Maria Immanuel – Trade and Music
Background....

• Africa’s creative economy covering Music, Film, Arts and digital media has been emerging as a pivotal sector, not only for its cultural expression but also for its contribution to economic development and employment.

• In terms of economic impact; it contributes between 1-5% of GDP.

• Nigeria’s film industry, Nollywood, is the second largest in the world contributing about 2.3% to national GDP in 2021.

• When it comes to music, Nigeria, South Africa and Tanzania are dominating and have become the biggest export of music globally. Nigeria has spearheaded the explosion of Afrobeats, South Africa is Amapiano and Tanzania Bongo Flava.
Recent Development and breakthroughs

- In recent years, the African creative economy has witnessed significant technological advancements and strategic developments that have reshaped the landscape of its music and film industries.
- The entry of major global streaming platforms and the adoption of digital technologies have catalysed new opportunities for growth and expansion across the continent.
- Streaming services expansion (Netflix, Spotify, Apple music, Tiktok, Instagram music etc).
- Local content production – has increased
- Technological Adoption of advanced filming and music production technologies. (Netflix requirements, Music distribution requirements)
Intellectual Property Rights in Music

• The protection and enforcement of intellectual property rights remain inadequate, posing a significant barrier to the growth and international competitiveness of African’s creative talents.

• Platforms such as Netflix, Spotify, Apple Music, etc, bring new opportunities for local creators to reach global audiences while also introducing contemporary challenges in content monetization and copyright protection.

• How does IPR in music work?

2024 tralac Alumni Conference
Challenges in the Creative Economy

1. Connectivity & digital infrastructure – the digital divide limits the ability of African creators to produce, distribute, and monetize their content effectively on digital platforms. They rely on online distribution and this impacts revenue streams.

2. IP protection – high piracy, creators find it difficult to secure earnings from their intellectual properties. Limited awareness among creators about their rights, and lack of institutional capacity to enforce laws effectively. (AI in music)

3. Funding and Investment – where do investors capture value?
Recommendations

1. Strengthening digital infrastructure
2. Enhancing intellectual property frameworks
3. Encouraging innovation through education and training
4. Leveraging new technological advancements (Metaverse)
5. Fostering public – private partnerships
Thank you