



Music African Insights - The Contextual Opportunity

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Is Music Special (Anymore)?

NO!

Music is exactly and only relevant in the context of its application as any other form of entertainment

Young People do:

Video Games

Film/TV

Phones

Social Media

Music must have lifestyle cache to attract audiences

Africa/Caribbean - Why?

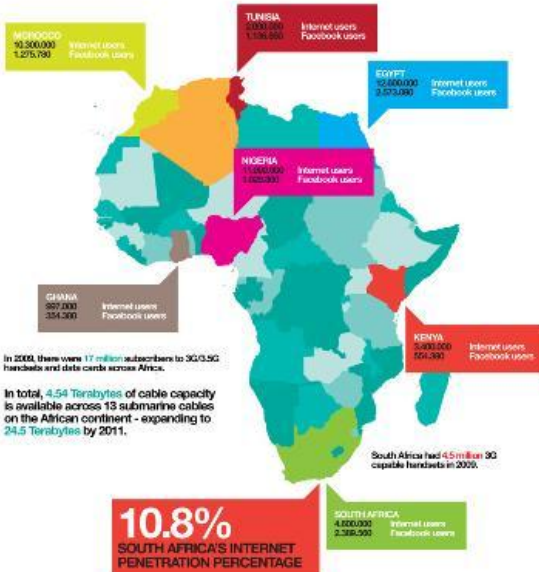
- Rapid technology growth - which drives markets
- Weak legislative/enforcement frameworks
- Sporadic appreciation of market evolution
- Little knowledge of how to build brands in the new order
- Singularity approach to music success
- Poor continental connectivity - through the value chain
- Scaling is a key challenge to sectoral growth
- Short term investment/lack of investment in A&R

The Digital Picture

The African Digital Frontier

INTERNET PENETRATION PERCENTAGE BY REGION

77.4% NORTH AMERICA 81.3% OCEANIA / AUSTRALIA 58.4% EUROPE 34.5% LATIN AMERICA / CARIBBEAN
 29.8% MIDDLE EAST 21.5% ASIA 10.5% AFRICA



In 2010, there were 17 million subscribers to 3G/3.5G handheld and data cards across Africa.
 In total, 4.54 Terabytes of cable capacity is available across 13 submarine cables on the African continent - expanding to 24.5 Terabytes by 2011.

South Africa had 4.5 million 3G capable handsets in 2009.

500 million + mobile phone subscribers
 288 million in 2006
 INCREASE OF OVER 100%

110 million + Internet Users in 2010
 45 million in 2009
 INCREASE OF OVER 2367.3%

The four biggest mobile phone markets are Nigeria, South Africa, Kenya and Ghana.

The largest fixed line broadband market is South Africa, followed in order of market size by Egypt, Morocco, Algeria and Tunisia.

International Internet Usage

1.	PEOPLES REPUBLIC OF CHINA	620,000,000	Internet users
3.	INDIA	100,021,000	Internet users
5.	RUSSIA	70,944,000	Internet users
7.	RUSSIAN FEDERATION	58,702,000	Internet users
10.	NIGERIA	43,092,000	Internet users
41.	SOUTH AFRICA	4,000,000	Internet users

SOURCES:
 en.wikipedia.org
 www.internetworldstats.com
 www.nickburcher.com
 www.reuters.com
 www.webtrending.com

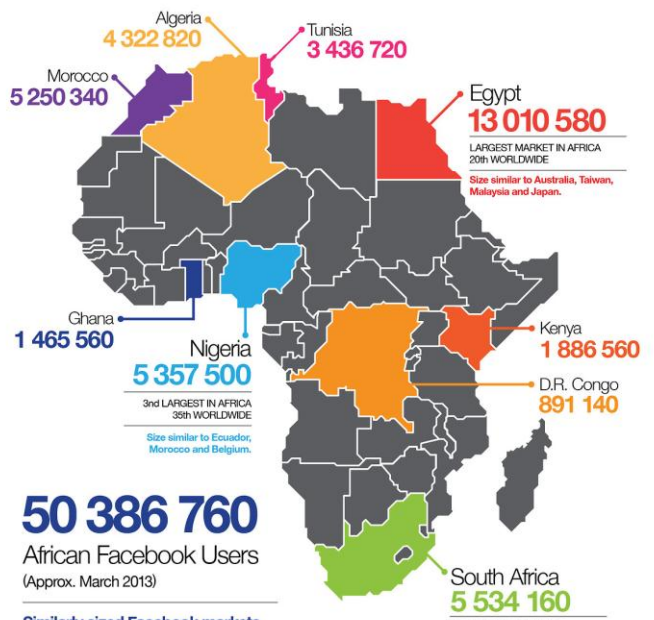
MORE COOLNESS?
 #ODMACT
 @oglydina

Infographic designed by @Ivanisawesome

African Facebook Users in 2013



An overview of the latest user numbers in the largest Facebook markets across Africa.



50 386 760
 African Facebook Users
 (Approx. March 2013)

Similarly sized Facebook markets
 Mexico 39 945 620 Indonesia 47 165 080 India 62 963 440

Source
<http://www.socialbakers.com>

afrographique.tumblr.com
 Infographic designed by @Ivanisawesome

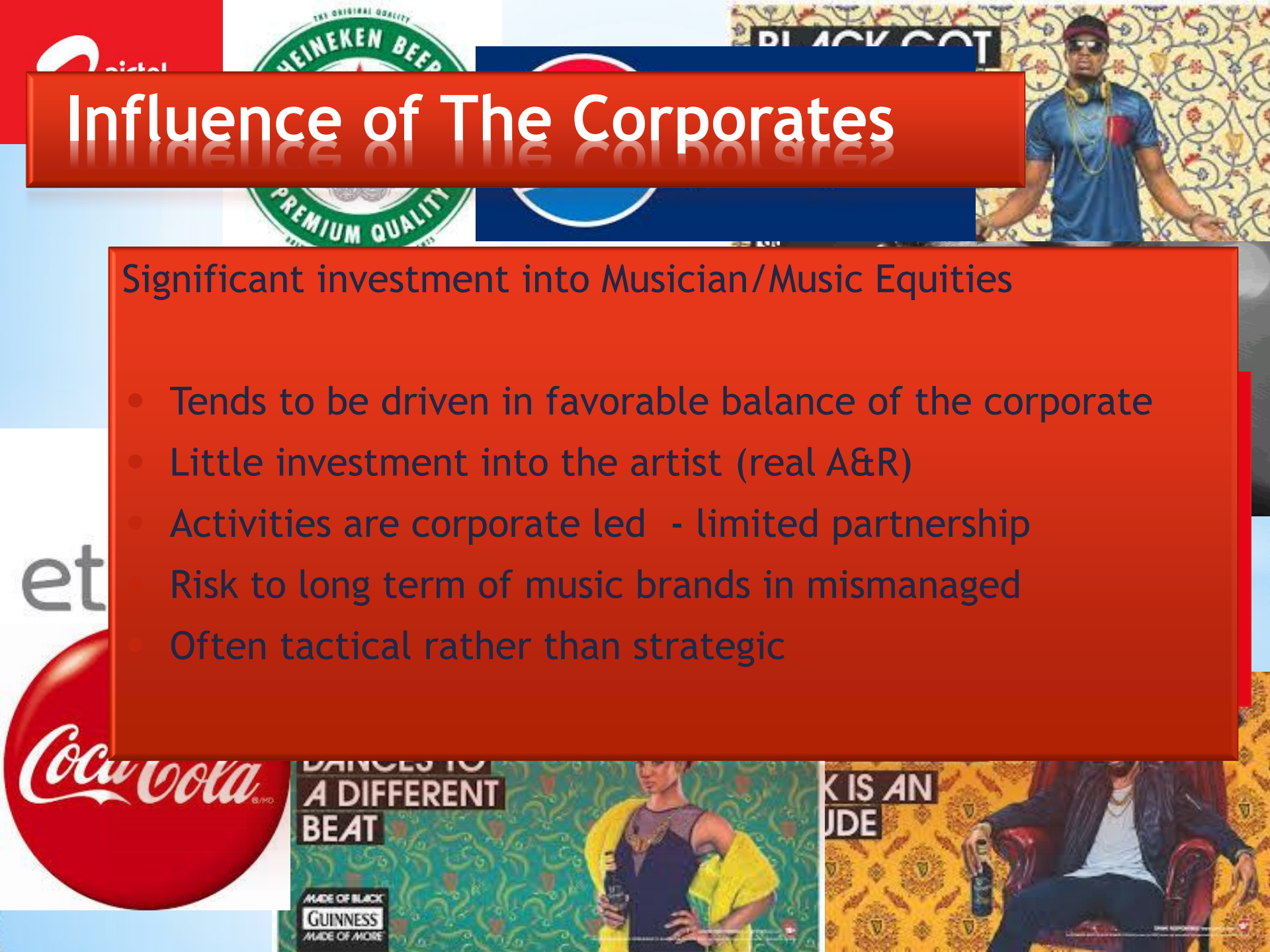
Broad brush A&R Process



Influence of The Corporates

Significant investment into Musician/Music Equities

- Tends to be driven in favorable balance of the corporate
 - Little investment into the artist (real A&R)
 - Activities are corporate led - limited partnership
- Risk to long term of music brands in mismanaged
- Often tactical rather than strategic





Digital Communities

CATEGORIES ▾

GHANA MUSIC TOP 100 RECENTLY ADDED SUBMIT YOUR MUSIC MUSIC NEWS



11.5K



20



19k



The concept of the digital community is to build out portals which leverage a group of individuals social equity and links those to collective audiences.. This could be like for likes

Why do this?

- Cross pollination of fan bases
- Crowding in on the basis of curated content
- Encouragement of sampling
- Low risk - attention friendly environments
- Ability to embed across platforms

afrobeat "afrobeat"



P Square Slizzy E Ft Fry

2083 views



Akablay Driving

1029 views



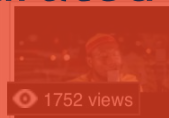
Irene & Jane feat. ... Heat It Up

2890 views



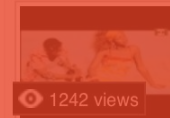
Khalavel, Yaw Black... S3K3

1405 views



Tijani Conciuous™ You Changed Me© ...

1752 views



P Square Zig Zag-Do Someth...

1242 views



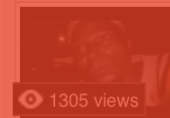
P Square D'banj In The Afr...

58 views



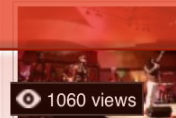
P Square Anny Ft Kefee Com...

30 views



King Ayisoba King Ayisoba in C...

1305 views



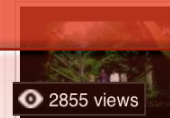
Rocky Dawuni Rocky Dawuni LIVE...

1060 views



D'Banj Kimon

1204 views



Solid Star - ft 2F... One in a million

2855 views

pop wo hiplife Africa Ghana Music Videos Azonto Naija hipline R&B Reggae 9ja Gospel freestyle Latest Guru Don Max Antwi amponsah Samini Accra Tinny African highlife

Octopizzo



OCTOPIZZO ✓
Musician/Band



Book Now Liked Share

Timeline About

PEOPLE >

158,482 likes

Joel Chacha, Ngethe Githinji and 40 others like him.



Invite your friends to like this Page

ABOUT >

- ★ Members: OCTOPIZZO
- 🔍 Genre: HIPHOP
- 🏠 Hometown: Kibera, NAIROBI

Online Population: Est: 250,000
 Managed: Self + Team of 2
 Minimum 1 Post FB, 3 Posts I/G, Twitter
 Embedded Applications
 UN Ambassador - 3 Agencies
 Own TV Reality Show
 Cross links to other artists - including EA + NG
 FUTURE, HOPE, RESPECT, PROTECTION & COURAGE is all Refugees need.

Growing Influence of The Aggregator..



Most models freemium short term

Introduction of monetization on value adds

Most remain advertising driven on streaming

Standalone - although claiming regional growth

Downloads are charged



Art of Collaboration

Collaboration drives the ability for artists to make music with other artists for a mutual benefit:

Helps to drive market entry e.g. Waje - 1st Album

Chance to aggregate fan populations

Need to artists to have a degree of common interest/reason to work

An ability to bypass local content regulations

Jump off points for live work - push fees

Consider the influence of producers - who have fast becoming the curators of where it is at

Genre Fusions - do genres really exist anymore?

@AKON @RUDEBOYP SQUARE @PETERPSQUARE @MISTERMAYO

WWW.MYPSQUARE.COM

What is Coke Studio?

Coke Studio Africa is television property that seeks to bring **Africa together** through the power of Music.



26 artists from 5 Countries collaborating on 52 songs.

Coke
Studio

What Has It Achieved?

Enabled over 90 Artists from 8 countries to connect across 63 TV stations in Africa + Online



1.4 million fans from 58 countries

You Tube

10 million views



Over 25,000 followers



Trended No. 1 in UK in two weeks

**Coke
Studio**

Wyclef Jean

Coke
Studio

