

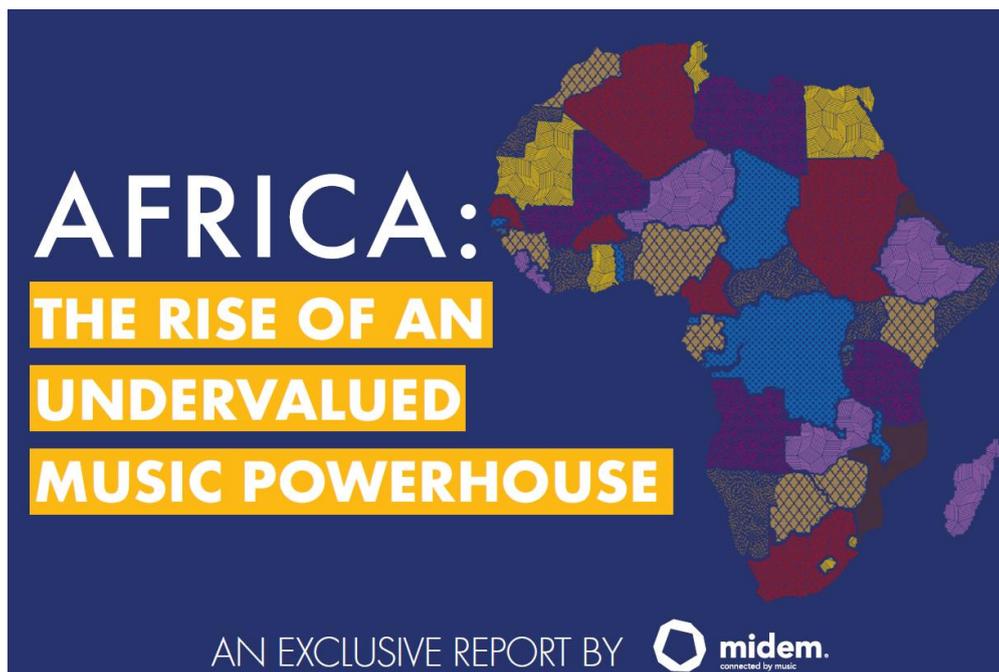


4-7 June 2019, Palais des Festivals, Cannes

MEDIA ALERT

AFRICA: THE RISE OF AN UNDERVALUED MUSIC POWERHOUSE

AN EXCLUSIVE WHITE PAPER FROM MIDEM



Paris, 6 September 2018 – The Sub-Saharan African music industry is a volcano waiting to erupt on the international scene. Talent abounds. The continent boasts a music-hungry population whose average age is under 20. And it is estimated that 500 million African citizens will own smartphones by 2020.

Yet the African music sector currently accounts for just 2% of global music revenues and 1% of royalties collected, and is dogged by a legacy of rampant music piracy, troubled economies and weak or non-existent copyright laws which have penalized local musicians and discouraged investment from major music stake holders.

As the home of the global music community, 2018 saw [Midem](#) launch the High Potential Markets Programme featuring the [African Forum](#) in Cannes, to work with regional music companies, artists and legislators to structure and develop their industry on a national and international level.

In partnership with France's major rights collection agency SACEM & La Culture avec "La Copie Privée", and leading pan-African music media network TRACE, Midem representatives toured South Africa, Nigeria, Ivory Coast and Republic of the Congo in April 2018 to meet with local music executives, artists, politicians and fans.

Midem today publishes an exclusive White Paper devoted to the music business in Africa.

Its findings include:

- Potential for developing the continent's music industry is massive, driven by cross-genre talent and a music-hungry fan base that is young and mobile-friendly.
- Major labels including Universal Music Group and Sony Music Entertainment are showing renewed interest in doing business in Africa.
- Artists, labels and governments need to improve understanding of the value of copyright, structure (or establish) their rights collection services and provide copyright protection.
- The idea of creating a pan-African guild representing and promoting rights owners across Africa, providing a forum for cross-border discussion within the music business community and capable of lobbying at an inter-governmental level. Africa should launch more regional music streaming platforms carrying local artists.
- There is a need to develop adequate concert venues and establish a network of talent agencies and management and simplify the movement of performing artists throughout Sub-Saharan Africa.

To access the White Paper and read what leading members of the African music industry recommend, please click [HERE](#)

About Midem – Home of the Global Music Community, Midem is the world's leading music event which brings together, connects, serves and supports the global music community to exchange, create, play, forge relationships and shape the future of music. With a rich 4-day programme of conferences, competitions, networking events and live performances, music makers, cutting-edge technology companies, brands & talent come together to enrich the passionate relationship between people & music, transform audience engagement and form new business connections.

Midem is part of **Reed MIDEM**, a global leader in the organisation of international professional markets in music, television and digital content industries (MIPTV, MIPDOC, MIPCOM, MIPJUNIOR, MIP China and MIP Cancun) and real estate sectors (MIPIM, MIPIM PropTech and MAPIC).

Reed MIDEM is a subsidiary of **Reed Exhibitions**, the world's leading events organiser, with over 500 events in 39 countries. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

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REED MIDEM PRESS CONTACTS:

Jane GARTON, Entertainment Press Director: +33 1 79 71 94 39 > jane.garton@reedmidem.com

Philippe LE GALL, Press Manager: +33 1 79 71 96 48 > philippe.legall@reedmidem.com

Yassia FEKIR, Press Officer: +33 1 79 71 95 82 > yassia.fekir@reedmidem.com

Edith YAHIAOUI, Press Officer: +33 1 79 71 94 34 > edith.yahiaoui@reedmidem.com