



Market Penetration in Africa

Opportunities & Strategies



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GERRARD
FOSTER

PRO
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**A BILLION REASONS
TO BELIEVE IN
AFRICA**



GERRARD
FOSTER

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OPPORTUNITIES & STRATEGIES

CONTENT & CONTEXT

- RECOGNISE THAT THE MUSIC INDUSTRY AS WE KNOW IT, HAS EVOLVED INTO THE BRANDED ENTERTAINMENT INDUSTRY.
- THE PEOPLE WHO MAKE THE MOST MONEY OUT OF MUSIC ARE NOT MUSIC PEOPLE – APPLE, ETC
- IN ADVERTISING, 50% OF ANY TELEVISION COMMERCIAL IS THE MUSIC
- AFRICA IS GETTING INCREASINGLY YOUNGER WITH OVER 65% OF IT'S POPULATION UNDER 25YO
- MUSIC IS A FUNDAMENTAL PILLAR OF YOUTH CULTURE BECAUSE THE YOUTH PRESENT A BEAUTIFUL CONTRADICTION IN THAT THEY WANT TO BELONG TO SOMETHING WHILST MAINTAINING THEIR INDIVIDUALITY AT THE SAME TIME.
- MUSIC IS A UNIVERSAL LANGUAGE THAT TRANSCENDS EVERYTHING, PROVIDES A VOICE AND AN OUTLET FOR SOCIAL COMMENTARY AND SO MANY MORE THINGS

OPPORTUNITIES

AFRICA LOVES

REGGAE & DANCEHALL

**EAST , WEST & CENTRAL AFRICA HAVE
CALYPSO, SOCA AND ZOUK SENSABILITIES
IN IT'S MUSICAL CULTURE**

STRATEGIES

- **INVEST**
- **NURTURE**
- **COLLABORATE**
- **INNOVATE**
- **EDUCATE**



Case Studies

Nigerian: Achieving the Promise of African Cultural Exports
A Nigerian Case Study

South Africa: The Mzansi Golden Economy Policy
Framework

Angola: The Corporate Culture of investing in Culture