

Summary of: Unlocking Opportunities for Youth in the Orange Economy: Music in Africa

The research paper titled “Unlocking Opportunities for Youth in the Orange Economy: Music in Africa” explores the potential economic and social opportunities for youth in the music industry across Africa. The paper provides a situational analysis of the music landscape in Africa, highlighting the traditional and contemporary music tradition in the continent, and the role of music creators, arrangers, and singers. It discusses the strategies for promoting youth-led music enterprises, such as access to finance, music-friendly policies, enabling infrastructure, enhanced participation of women and artists from marginalized communities, and human capital development through skills, training, and innovation.

The paper reveals the overall trends in the music industry in Africa, showcasing the rich and vibrant music tradition, from traditional to contemporary music, and the integration of traditional music and culture with modern musical forms. The access to technology and digital streaming services has created new opportunities for African musicians to reach a wider audience. The paper also provides insights into revenue projections and industry growth in the music streaming segment in Africa, with Nigeria leading in revenues and Nigeria, Kenya, and South Africa expected to demonstrate substantial growth in music streaming revenue.

The research paper presents examples of youth-led music enterprises in Africa and emphasizes the need for addressing constraints, such as access to finance, promotion of local artists, low revenues for musicians, and lack of coordinated strategy and national policy on the music industry. Furthermore, the paper highlights the five strategies to support youth-led music enterprises, including access to finance, supportive government policies, leveraging the music industry in tourism promotion, creation of networks and support infrastructure, and enhanced participation of women and artists from marginalized communities. The importance of human capital development through formal and informal learning opportunities is also emphasized, along with the transformative potential of the music industry for economic, cultural, and social benefits for youth and their communities.

In summary, the paper provides a comprehensive analysis of the music industry in Africa, discussing the opportunities, challenges, and strategies for promoting youth-led music enterprises. It underscores the economic, social, and cultural significance of the music industry in Africa and the potential for harnessing its transformative power through targeted interventions and enabling environments.