

# ACM 2025 Hackathon Plan

**Theme:** *Distribute Africa: Hacking the Future of Music & Film Access*

## About the Hackathon

The **ACM Hackathon 2025** is a high-energy innovation sprint hosted as part of the **Africa Creative Market 2025**, bringing together brilliant minds across technology, music, and film to create **multi-layered solutions to Africa's music and film distribution challenges**. From last-mile access to payment systems and anti-piracy tech, this hackathon is a call to action for transformative disruption.

## Vision

To catalyze Africa-led technological innovation that dismantles distribution barriers and creates accessible, scalable, and profitable music and film distribution systems for African creators.

## Mission

- Empower creative-tech innovators with the tools to build viable and scalable products.
- Provide a collaborative platform for creatives and technologists to co-create distribution infrastructure for Africa.
- Drive real-world implementation through strategic partnerships and funding.

## Partners

- **Africa Creative Market (ACM)**
- **Ascend Studios Foundation**
- **Amazon Web Services (AWS)**

## Problem Statement: The African Music & Film Distribution Crisis

### 1. Fragmented and Underdeveloped Infrastructure

Africa's music and film content creators often lack access to unified, structured distribution platforms. The current ecosystem is fragmented, with multiple isolated channels — many of which lack the robustness, reach, or monetization options needed to make content truly accessible and profitable.

- **Lack of regional platforms** with scalable, user-friendly technology
- **Disconnection from global streaming services**
- **Limited data infrastructure** to track viewership, royalties, and analytics

### 2. Last-Mile Access and Affordability

Even where distribution channels exist, **accessibility remains a challenge**—especially for audiences in underserved and rural areas:

- Low smartphone penetration or data affordability
- Insufficient mobile-first and offline-friendly options
- Language and cultural barriers in user interface and content delivery

### 3. Piracy and Rights Management

Piracy continues to erode revenues and rights for African creatives. Without proper **digital rights management (DRM)** and content tracking systems, creators lose income, visibility, and leverage.

- No robust **IP protection infrastructure**
- Difficulty in verifying legitimate content usage
- Informal circulation of content through pirated DVDs, Telegram, WhatsApp

#### 4. Revenue Leakage and Lack of Monetization

Most distribution platforms **fail to return fair value** to creators. There's a lack of transparency in earnings, and complex payment channels exclude many artists from being paid at all.

- No royalty tracking or transparent contracts
- Absence of **smart contracts** or automated revenue splits
- Complex cross-border remittance issues and lack of regional financial integration

#### 5. Limited Visibility for Emerging Talent

While Africa produces some of the most exciting global content, **emerging talent is often invisible** on the global stage due to lack of distribution reach and marketing support.

- Lack of content recommendation algorithms for African audiences
- Weak metadata systems for discoverability
- No direct bridge between talent, platforms, and audiences

### Solution Vision: The Platform We Aim to Build from ACM Hackathon

#### 1. Multi-layered Distribution Ecosystem

We want to see participants build a **platform that functions like a one-stop distribution engine** for African creatives, with modular, scalable layers:

- Content hosting and streaming functionality
- Regional content tagging and discovery
- Tiered access for premium and freemium audiences

#### 2. Mobile-first & Low-bandwidth Optimized

Solutions should work for the realities of African consumers — **low data usage, mobile-first**, and optionally offline content caching.

- Adaptive bitrate streaming
- Progressive downloads
- SMS-based content discovery or previews
- Multilingual UI support

#### 3. Secure Content Protection + Smart Contracts

DRM, content tracking, and smart contracts to protect IP and automate royalty distribution are essential.

- Blockchain-based content registry
- Tokenized access to content
- Built-in contract generator for licensing agreements
- Watermarking and usage logging

#### 4. Built-in Monetization Tools

The platform should empower creators to **earn transparently and directly** through:

- Subscription or pay-per-view modules
- Integration with mobile money, crypto wallets, or localized fintechs
- Automated royalty calculations and payment routing
- Marketplace for distributors, licensing agents, and brand partnerships

#### 5. AI-Powered Discovery Engine

An intelligent recommendation engine that boosts discoverability of African content using:

- Genre/language/country filters
- User behavior prediction
- Creator profiles linked to their work portfolio
- Trending data visualizations and performance dashboards

#### 6. Integrated Community and Market Insights

Beyond distribution, the platform should serve as a **community hub for industry insight and feedback**, providing:

- Viewer feedback channels
- Market heat maps (what's trending, where, and why)
- Analytics dashboards for creators and distributors
- Open API for other platforms to plug in

### Final Output from the Hackathon

Winning or standout teams are expected to present:

- A **working prototype** or MVP of their platform
- A **defined use-case** (e.g., distribution in a specific country/genre)
- A clear **value proposition** for creators, consumers, and business partners
- Documentation showing how their solution addresses **access, rights protection, monetization, and visibility**

### Post-Hackathon Support: Building Beyond the Pitch

Winning the ACM Hackathon is only the beginning. **ACM**, in collaboration with **Ascend Studios Foundation (ASF)** and **Amazon Web Services (AWS)**, is committed to transforming the winning solutions into scalable, investment-ready platforms through a robust support ecosystem.

#### 1. Investor-Ready Exposure

### **Investors in the Room:**

One of the core strategies of the hackathon is to ensure that key investors, venture capitalists, accelerators, and ecosystem enablers are **present in the room during the Hackathon Finale on September 19, 2025.**

These investors will:

- Witness live demos of the top projects
- Participate in a curated **Investor Roundtable**
- Receive a digital **Hackathon Deal Book** with profiles of finalists

This guarantees visibility and opens direct conversations for funding, partnerships, and deal-making.

## **2. Technical & Business Incubation**

**Ascend Studios Foundation** and **CcHub** will offer incubation opportunities for the winning team(s), including:

- **Access to a Startup Studio** for MVP refinement
- **Mentorship from distribution, music/film industry, and tech experts**
- **Business model validation** and licensing guidance
- **Market readiness assessment and strategy**

## **3. Cloud Infrastructure & Technical Support by AWS**

**AWS Activate for Startups** will offer:

- **Free AWS credits** for hosting and development
- Access to AWS technical advisors and solution architects
- Security, scalability, and streaming consultation for platform optimization
- Resources for deploying secure payment and DRM systems

## **4. Platform Exposure through ACM**

**Africa Creative Market** will spotlight the winning platform across:

- Its **global media networks**
- A feature on the **ACM website and platforms**
- **Speaking opportunities** at future ACM events
- Integration into the **ACM Creative Ecosystem Portal** as a recommended distribution tech partner

## **5. Legal & IP Guidance**

Through partners and legal advisors, ACM will support:

- **Content licensing structuring**
- **Intellectual property protection**
- **Smart contract development** tailored to creative ecosystems

## **6. Road to Market Acceleration**

Winners will receive:

- **Introductions to film studios, music aggregators, record labels, and distributors**
- Pilot opportunities with content owners in ACM’s network
- A tailored **go-to-market roadmap** aligned with regional and global distribution realities

## Hackathon Structure

### Dates:

**September 16 – 19, 2025**

**Hackathon Finale & Demos:** *September 19, 2025*

### Daily Schedule for Participants:

- **Arrival & Breakfast:** 8:30 AM
- **Hacking Begins:** 9:00 AM
- **Lunch:** 1:00 PM – 2:00 PM
- **End of Day:** 3:00 PM

### Support:

- **Breakfast & Lunch Provided Daily**
- **High-Speed WiFi**
- **Access to Mentors and Industry Experts**
- **Tech Support Powered by AWS**

## What Participants Will Build

Teams will work on **multi-layered distribution solutions** for Africa’s creative sector. Possible focus areas include:

- Decentralized distribution platforms (e.g., peer-to-peer streaming)
- Mobile-first solutions for rural access
- Transparent royalty tracking using blockchain
- AI-powered discovery and curation engines
- Smart contracts for content licensing
- Secure digital rights management (DRM)
- Cross-border payment integration and remittance for artists

## Team Structure

Each team must consist of **3 to 5 members** with **cross-functional skills**, including:

| Role                             | Description  |
|----------------------------------|--|
| <b>Software Developer</b>        | Builds backend and frontend components                     |
| <b>UI/UX Designer</b>            | Designs user-friendly interfaces and user journeys         |
| <b>Creative Strategist</b>       | Understands the African music/film space, user pain points |
| <b>Business/Legal Analyst</b>    | Works on monetization models, licensing, compliance        |
| <b>Data Scientist (Optional)</b> | Builds recommendation engines, pricing models, analytics   |

## Prize

- **Grand Prize:** ₦10,000,000 for the winning team
- Additional perks: AWS credits, mentorship, and potential investment opportunities

## Important Dates (Calendar)

| Milestone                              | Date                        |
|--|-----------------------------|
| <b>Call for Applications Opens</b>     | Monday, August 25, 2025     |
| <b>Application Deadline</b>            | Friday, September 5, 2025   |
| <b>Selected Participants Notified</b>  | Monday, September 8, 2025   |
| <b>Hackathon Start Date</b>            | Tuesday, September 16, 2025 |
| <b>Hackathon Finale &amp; Demo Day</b> | Friday, September 19, 2025  |

## Communications & Outreach

- **Call for Applications Announcement:** August 8, 2025
- Promotion across ACM, ASF, and AWS platforms
- Dedicated page on [www.africacreativemarketglobal.com](http://www.africacreativemarketglobal.com)