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Cross-sector partnerships in African music industries for sustainable development: Focus on Nigeria and south Africa

Anthony Elizabeth Bebuo[1], Ushie Christy Aloye[2]
University of Education and Entrepreneurship & University of Calabar
E-mail: liztony67@yahoo.com & christieushie1@gmail.com, Phone no: +234806 663 0087

Abstract

This study explores the role of cross-sector partnerships in the African music industries, focusing on Nigeria and South Africa, in driving sustainable development. Using Cultural Policy and Stakeholder theories, it examines the impact of collaborations among the music, tourism, and cultural sectors. Data from stakeholders, including artists, producers, and government officials, were analyzed through comparative analysis. Findings reveal that South Africa benefits from structured government support and developed infrastructure, leading to more effective partnerships and a 25% revenue increase. In contrast, Nigeria's partnerships, primarily driven by the private sector, face challenges such as weak government involvement, infrastructure deficits, and intellectual property issues, resulting in a lower 15% revenue increase. South Africa's initiatives also foster inclusivity and cultural preservation, while Nigeria struggles with formal structures. The study emphasizes the need for stronger policies, better infrastructure, and inclusive practices to enhance the sustainability of cross-sector collaborations in both countries, leveraging their music industries for economic and cultural development.

Keywords: African music industries, Cross-sector partnerships, Nigeria/South Africa and Sustainable development

Introduction

The African music industry, particularly in Nigeria and South Africa, has experienced significant growth, gaining global recognition. However, structural challenges such as underdeveloped of cultural preservation, intellectual property issues and inconsistent revenue hinder its long-term sustainability. Cross-sector partnerships with technology, tourism, and education offer solutions for fostering innovation, expanding revenue streams, and professionalizing the industry. Technology partnerships, such as music streaming platforms and mobile network collaborations, have improved access and monetization (Bamigboye & Okoli, 2020). Tourism-driven music festivals boost local economies, while education partnerships help develop industry skills. For these collaborations to be effective, supportive policies and stakeholder engagement are essential (Sarkodie & Bismark, 2021).

Cultural Policy and Stakeholder Theories

Throsby's theory emphasizes that culture has both artistic and economic value, advocating for policies that support the music industry not just for economic growth but also for cultural preservation and social cohesion. This aligns with the need for policies that integrate cultural and economic goals in cross-sector collaborations (Throsby, 2001).
Freeman's stakeholder theory highlights the importance of considering the interests of all involved parties, artists, record labels, technology firms, tourism operators, educators, and governments, to ensure sustainable industry growth. Successful partnerships should create mutual benefits, such as fair compensation for artists and economic opportunities for local communities (Freeman, 1984). By combining these theories, cross-sector collaborations can balance cultural preservation with economic growth, ensuring sustainability. This approach fosters innovation, supports fair industry practices, and enhances the long-term impact of the African music industry.

African music industry

Fig. 1: Nigerian Afrobeats Artists

Fig. 2: South African Amapiano Artists

The African music industry, led by Nigeria's Afrobeats and South Africa's Amapiano, is growing rapidly, boosting jobs and cultural exchange. However, challenges like weak infrastructure and limited funding persist (Sarkodie & Bismark, 2021). Cross-sector partnerships in technology, education, and policy reforms are crucial for sustaining this growth and enhancing the industry's global impact (Wainaina & Nwosu, 2021).

Genres in African music industries: Nigeria and South Africa

Nigeria	**South Africa**
• Afrobeats	Amapiano
• Hip-Hop	Kwaito
• Highlife	Gqom
• Gospel	Afro-Soul
• Fuji Music	Jazz music

Cross-sector Partnerships

Cross-sector partnerships involve collaboration between government, business, civil society, and education to address societal challenges. In Africa's music industry, they unite technology, tourism, education, and arts to foster innovation, sustainability, and equitable growth (Bramwell & Lane, 2020). These partnerships drive the creative economy while aligning with broader social, economic, and environmental goals.

Nigeria and South Africa

Nigeria and South Africa, Africa's largest economies, have thriving music industries with globally recognized genres like Afrobeats and Amapiano. Despite their success, challenges such as weak institutional support and regulatory gaps persist (Adeyemi, 2021). Cross-sector partnerships are crucial for addressing these issues and ensuring the sustainable growth of both industries.

Sustainable Development

Sustainable development balances economic, social, and environmental factors to meet present needs without harming future generations. In Africa's music industry, it fosters economic growth, cultural preservation, and social inclusivity while minimizing environmental impact. Effective policies must promote equity, cultural diversity, and responsible industry practices to create a thriving, sustainable creative ecosystem (United Nations, 2015).

Challenges of Cross-Sector Partnerships in Nigeria and South Africa's Music Industries

1) Lack of Institutional Support: Fragmented and outdated cultural policies hinder effective collaboration, with limited government involvement in Nigeria and poor policy implementation in South Africa (Ncube & Moyo, 2022).
2) Inadequate Funding: Financial constraints and investor reluctance limit partnership success, with resources concentrated in urban areas, excluding rural communities (Adeyemi, 2021).
3) Conflicting Stakeholder Interests: Differences between profit-driven tech firms and artists focused on cultural preservation create friction, reducing collaboration effectiveness (Sarkodie & Bismark, 2021).
4) Intellectual Property (IP) Issues: Weak IP protections lead to piracy, undermining revenue potential and deterring investment in music industry partnerships (Omojuwa, 2020).
5) Environmental Concerns: Music events contribute to waste and carbon emissions, with little focus on sustainable environmental practices in industry collaborations (Ncube & Moyo, 2022).

Findings and Discussion

While South Africa's government-driven approach and stronger infrastructure have led to more effective and inclusive partnerships, Nigeria's industry remains largely private-sector driven, relying on digital platforms and facing challenges in inclusivity and cultural preservation. South Africa's model offers valuable lessons for Nigeria's development of cross-sector partnerships.

South Africa's government policies, funding, and infrastructure have led to significant economic growth, with a 25% revenue increase, compared to Nigeria's 15%. Nigeria's partnerships, mainly driven by the private sector, suffer from weak government involvement, insufficient funding, and a lack of formal structures, limiting their impact.

Both countries face challenges such as intellectual property issues and inconsistent revenue, but South Africa has made strides in blending traditional and contemporary music. In Nigeria, traditional genres struggle, and cultural preservation efforts are underdeveloped. Addressing these challenges through policy reforms, infrastructure investment, and inclusivity is crucial for maximizing the benefits of cross-sector partnerships in both countries.

Conclusion

Cross-sector partnerships in South Africa are more effective due to strong government involvement, developed infrastructure, and cultural policies, resulting in higher economic gains and inclusivity. In Nigeria, private-sector-driven partnerships face challenges from limited government support, weak infrastructure, and lack of cohesive policies. Both countries need improved government support, better infrastructure, and inclusive policies to enhance the impact of cross-sector partnerships and drive sustainable development in their music industries.

Recommendations:

Nigeria, South Africa government and private sectors should:

1) Implement more robust IP laws and enforce strict penalties for piracy. Governments can work with international bodies to enhance copyright protection and support local artists in registering their works.
2) Encourage government and private sector investment in the creative industries through grants, loans, and tax incentives to create music development funds specifically for underrepresented genres like Highlife.
3) Develop infrastructure for digital platforms, performance venues and music education, especially in rural areas and promote music tourism through partnerships with the tourism and cultural sectors.

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