



HURUMA MUSIC STUDY

Nokia Research Center, Africa
(NoRA)



Music in Africa

“It is unfortunate that after one has gone through thick and thin to produce his music, he does not live to enjoy its results because of piracy.”

Orrack Chabaagu,
Director of EMI South Africa

Nashville in Africa: Culture, Institutions,
Entrepreneurship and Development

The Youth

“Young people, lest we forget, constitute the majority of the urban population in rapidly urbanizing countries. Often, they have no jobs and no voice. Any effective response to improve the living conditions of the urban poor and slum dwellers must deal, prima facie, with the challenges facing youth”.

*Dr. Anna Tibaijuka,
UN Under-Secretary General and Executive
Director, UN-HABITAT*



Slums

1 billion people live in slums. 72% of African urban dwellers live in slums (doubled in 15 years).



In many cities the informal sector accounts for as much as 60 per cent of employment of the urban population . In Sub-Saharan Africa, 78 per cent of non-agricultural employment is in the informal sector making up 42 per cent of GDP .



Methodology

Huruma in Nairobi, Kenya

2nd Half, 2008

Slum Code, Youth Self-help Group

200 interviews

8 Musicians Profiled

Desk Research

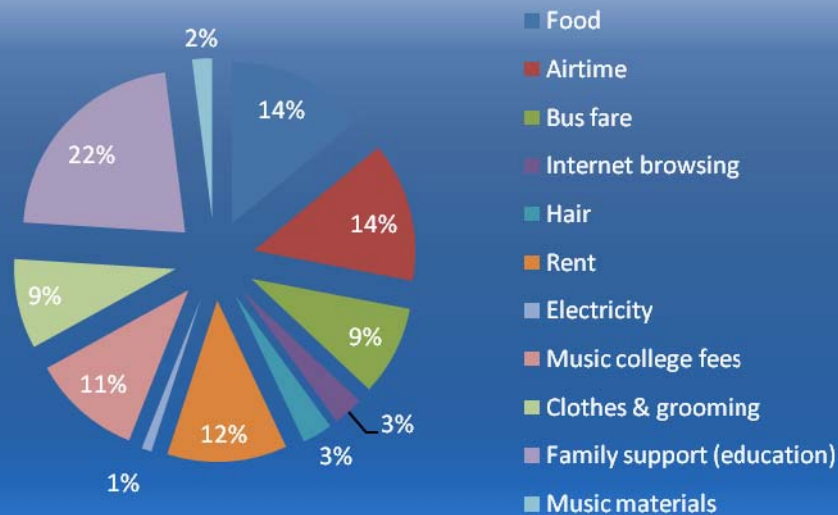


Music 4 Life

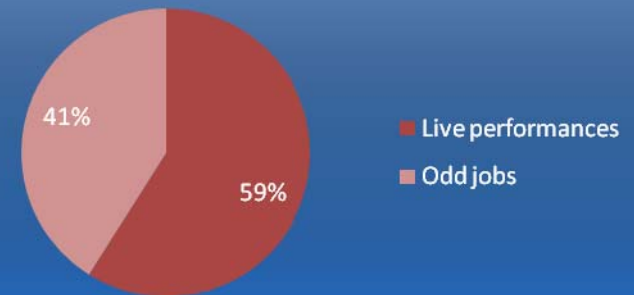
Monthly income earned from music ranged from €50 to €600, while monthly expenditure was €95 to €410. This was largely income from live performances at concerts, clubs and shows. The average monthly income of other slum dwellers was found to be about €50 to €70.



Ayal's Total Expenses = EUR 216



Ayal's Income = EUR 196



Music Creation & Distribution

Degree of Involvement & Influence

Community Vs Professionals

Process	% Community Involvement	% Professional Involvement
Idea generation	100	0
Lyrics writing	71	29
Beats & rhythm generation	57	43
Musical arrangement	43	57
Sharing for critique	100	0
Refining	57	47
Studio recording	0	100
Number of artists	8	

Music Creation & Distribution

Mobile Phone Use + Internet

- ❖ Composer
- ❖ Recorder
- ❖ SMS Text Editor/
Drafts Saving for Lyrics
- ❖ Desired:
 - ❖ Camera + Video
 - ❖ Lots of Memory Space + Card slots
 - ❖ Web access
- ❖ Learn from friends
- ❖ Skills & Knowledge of Mobile & ICT capabilities



Music Creation & Distribution

Key Points & Challenges

- ❖ Lack of equipment
- ❖ Lack of funds
- ❖ Skill development
- ❖ Bedroom producers
- ❖ Creativity and Producer's influence
- ❖ Gender
- ❖ Local radio stations, club owners & DJs



Music Creation & Distribution

Key Points & Challenges

- ❖ “Matatu” Culture
- ❖ Locality & its granularity
- ❖ Inspiration + Experiment
- ❖ Live performances
- ❖ Social influences
- ❖ Popularity & Marketing
- ❖ Networking & Right Contacts

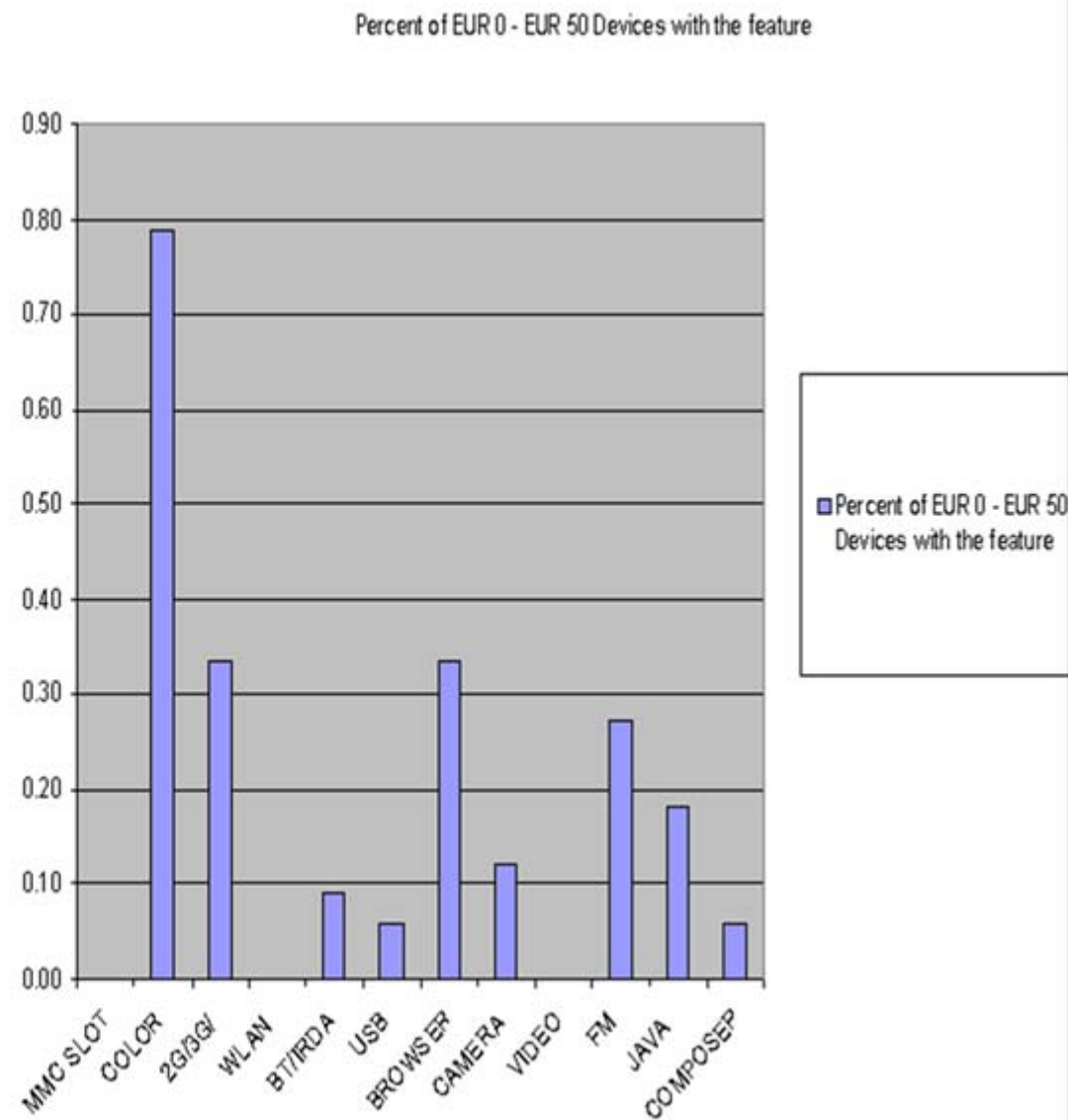




What Next?

Music creation & sharing needs potential device feature requirements

	Music Creation & Sharing	Potential Features
Usability & UI	Fun, Help tools, Ease of use	Color, Themes,
Social Networking & Learning	New contacts & fans, Community issues, Performance opportunities, Collaboration opportunities, Teachers & musically oriented influences, Social fun	Multimedia, Network Access: GPRS/EDGE/3G data, WLAN, Bluetooth/IrDA, SMS, MMS, More than WML, FM Radio
Content sharing	Marketing & promotion, Making sales, Piracy, Live performances,	Data: GPRS/EDGE/3G data, WLAN, Bluetooth/IrDA, USB Multimedia, Streaming, DRM, Memory, MMC slots, Stereo speakers
Music creation & recording	Equipment, Experimentation & creativity, Impromptu ideas, Recording quality, Production costs & producer influence on final decision,	Camera, Video & Audio Recorder, Text Editor, Loops, Metronome, Synthesizer, Audio jacks, USB/PC, Composer,
Others	Content providers downloadable applications,	Java, Memory Capacity, Ring-tones



< EUR 50 Devices

- ❖ 0% with Memory card slots, WLAN or Video
- ❖ 33% WAP 2.0/xHTML, 67% WAP 1.2.
- ❖ 64K to 8MB total Internal Memory
- ❖ MIDP 2.0 Java support
- ❖ Of BT/IrDA devices 33% had BT, 67% IrDA

The Slum Environment

- ❖ Congestion, Diverse cultures, Many families
- ❖ Haphazard physical layouts, little Infrastructure
- ❖ Granularity of Locality, Per room letting
- ❖ Security of tenure, Mobility & Asset ownership
- ❖ Informal employment & small scale entrepreneurs



Content Distribution Perspective

SMS Connectivity

- Available to all, familiar & simple to use
- Distribution of audio content? Size of file & cost of transportation
- OTA with data eventually

Internet Connectivity

- Available to some as GPRS,
- Configuration setup difficulties
- Distribution of audio content? Size of file & data rates
- WLAN: no access points in the slums.
- Layout & insecurity issues to encourage setup
- Congestion & shared bandwidth.
- Target is immediate bigger locality before hitting international markets.

Localized Connectivity

- Available to some as Bluetooth or Infrared
- No transportation costs of sharing audio content
- Congestion; assured to find a large number of devices around you given the radius of coverage e.g. with BT
- Room-to-room letting; different families, different cultures very close to each other. - - Diversity within a small locale
- Informal employment & movement within the small localities introduces new content

CONCLUSION

“Necessity is the Mother of all inventions”

Creative Industries for
Development: Exploiting what
comes naturally to us

