## The Music Producer



A look at events and activities that made 2020 a remarkable year



## CONTENTS



## **04.** LESSONS LEARNED

From the editors desk on lessons from 2020



## 14. INTERVIEW

The music industry has not been spared from the devastating effects of Covid-19 pandemic.

## **FEATURES**

## 12. COUCH CONCERTS

As countries struggle to get their economies up and running amid the Covid-19 crisis, the music industry will be among sectors that will face a tough task to recover from the effects of the measures to contain the pandemic.

## **16.** ANNOUNCEMENT

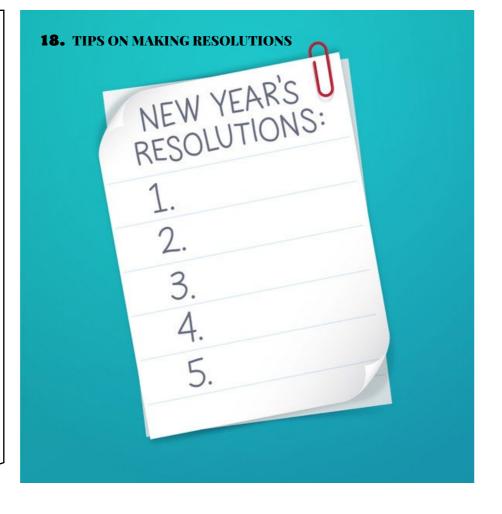
We announce th death of KAMP CEO Mr Clifford Wefwafwa

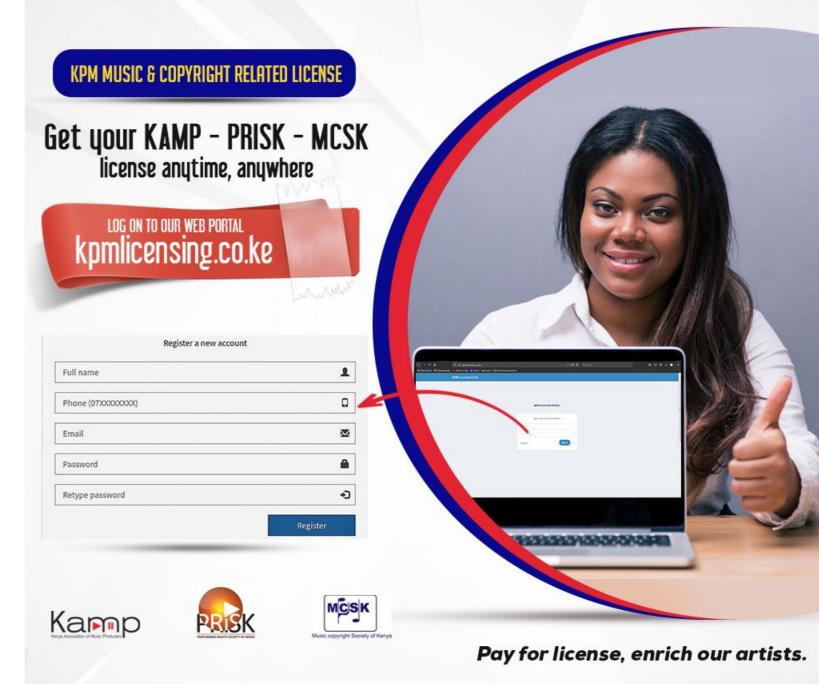
## **18.** NEWS

We look at news that made the entertainment scene

## 19. LICENSING

How to self license and get the KPM music license.





GET YOUR COPYRIGHT & RELATED RIGHTS LICENSE EASILY, FAST & CONVENIENTLY.
FOR ANY INQUIRIES CONTACT US ON:0710309695 / 0700635806

## credits.

## PR & MARKETING COMMITTEE

Director Faith Kithele Director Angela Ndambuki Director Abeddy Ngosso Director Rev Anthony Musembi

## **HR & ADMIN MANAGER**

Timothy Mutinda

## **COMMUNICATION OFFICER**

Jacklyne wabuko

## **DESIGN & LAYOUT**

Jacklyne Wabuko

## CONTRIBUTORS

Trend Jackers, Natalie Achieng Brian Okinda

### Disclaimer

KAMP Magazine is owned and published by Kenya Association of Music producers. No person, organization or party can copy or reproduce the content on this site and/or magazine or any part of this publication without a written consent from the organisation.

The Publisher will not accept responsibility for any errors or ommissions or for any loss or damage and consequential or otherwise suffer as a result of any material published

## Planning for 2021-a lesson from 2020

nd the first few months of 2020 may have started off great for you.

Here's what I've learned.

## COVID-19 pandemic

It doesn't matter where you live or who you are. All of our lives changed once the COV-ID-19 pandemic hit. Things got derailed. Plans changed or were completely cancelled. Goals were put to the side. There was a crisis at hand.

## **Black Lives Matter move-**

Then, when we thought COV-ID-19 was on its way out (though not really), The death of George Floyd sparked a movement in the midst of the pandemic. Protests, riots, and a whole lot of unrest





overshadowed the crisis that we were already facing.

The value of human interaction

I don't really consider myself a terribly "social" person, but I'm starting to miss hugs, face-to-face conversations, and the occasional brunch with friends. We've missed out on graduation celebrations, birthday parties, and baby showers for friends and family. You don't realize how valuable these moments are until they just can't happen anymore.

The importance of family

I've spent A LOT of uninterrupted time with my family over the past few months. Instead of rushing from one thing to the next, we're actually spending quality time together.

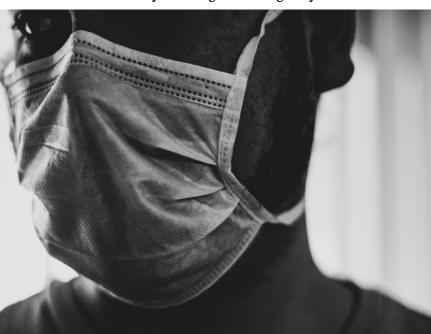
Make use of what you have

COVID has definitely limited movements and interactions. I've saved a lot of money. And I've learned how to make due with what I have on hand at home. Those random trips out just aren't as necessary as they used to seem. I can do without trips to the hair and nail salon. This pandemic has really helped me to recognize a

NEED vs a WANT.

## The importance of an emergency fund

COVID-19 brought a lot of uncertainty to a lot of households. Especially when it comes to money. Having an emergency fund to cover



unexpected expenses has definitely helped us to rest a little easier.

The value in "essential employees"

I'm not just talking about first responders and people working in healthcare. I'm talking about the grocery store workers, teachers, gas station attendants, postal workers/delivery guys, watchmen, garbage collectors, etc. Everyone who continued to work through this pandemic because their services were absolutely needed. I can't imagine what our country would look like without them. (Especially our teach-

The importance of hygiene

I'm now super-aware of transferring germs. I'm washing my hands and sanitizing now more than ever. Wiping down surfaces, wearing masks, keeping my distance, and making sure I'm not bringing anything home to my family.

New ways of doing things Through all of this, I've realized how much we can truly do with the technology we have. Zoom has changed our lives. We've used it for school, meetings, dance classes, and even a birthday party and baby shower. We're FaceTiming family members more than usual. Virtual schooling. Watching church services and graduation celebrations all online. We're using online grocery and curbside pickup in ways that we never did before.

The way we do things has definitely changed a lot of it for the better.

## The importance of coming together

This is by far the biggest lesson I've learned over the past few months. Flattening the COV-ID-19 curve only happens when everyone decides to do their part. We all have the responsibility to wear masks, wash hands, use sanitizer, clean surfaces, and stay 1.5 meters apart. We all have to do our part to protect the most vulnerable among us.

I don't know about you. I'm am glad the year is ending!

Here's to 2021. Merry Christmas and a Happy New year

> Jacklyne M. Communication officer-KAMP

# COVID-19: Music is the answer for many, but what's the impact on the industry?

There has been significant interest in investing in the music sector in recent years, with demand for investment driving the price.

By MICELLE NJOKI



ike many other sectors, the entertainment and media industry has been significantly affected by COVID-19, with notably severe impacts on cinemas, live music and advertising sales, as outlined in our recent Where Next for Media? report. As people turn to music for emotional support and comfort in these tough times, any negative impact on music listening has been more limited. There have, however, been immediate implications for some income streams: the cancellation or postponement of most live music events has hit many artists; a reduction in physical sales from the closure of retail stores has tempered the rejuvenation of vinyl (albeit this represents a small component of overall sales); and there will be some negative impact on synch opportunities as the production of visual content dips. The impact on live is particularly severe for many artists, venues, clubs and the industry that sits around that - this is going to take some time to recover from and some elements of this part of the industry may never be the same again. The knock-on impact of this on merchandising sales is also significant.

In our view, while COVID-19 will negatively impact some revenue streams, music publishing should hold much of its ground as it has in prior downturns, and the recorded music sector is more resilient now than before. The continued trend to on-demand should continue (and may accel-



erate) which will help to support the valuation of music rights assets

As many countries have moved into lockdown, it was expected that there would be a rise in music streaming consumption to soundtrack our homebound existence. Initial indications suggested however that streaming consumption fell relative to pre-COVID-19 levels. The New York Times reported on 6 April that the combined streams of the Top 200 on Spotify in the US slipped for the third consecutive week – hitting the lowest point of the year. Spotify confirmed this trend in their recent QI 2020 results announcement, observing an initial decline in daily active users in hard hit territories, particularly Italy and Spain. One of the drivers of this is that music consumption tends to be an activity that co-exists with others, such as commuting to work, time spent in cars, and going to the gym. These have been cut back or lost completely during lockdown.

So it seems streaming revenues may hold up, and accelerated structural shifts are likely to

drive further growth. This should compensate at least to some extent for stymied synch and mechanical revenues, in addition to some reduction in performance income. Recording rights should benefit most from the streaming trends; publishing rights have historically been stable even in economic downturns, but may be negatively impacted in the short term by reductions in synch and performance revenues. That said, positive industry momentum will continue to flow to publishers and songwriters. It seems labels are faring better than artists, at least those below the top tier, who depend significantly on touring for income and for whom streaming income has not replaced lost income from physical sales from their smaller but more die-hard

What does this mean for the value of recording and publishing assets in the short-term in and into the longer-term?

There has been significant interest in investing in the music sector in recent years, with demand for investment driving the price and earnings multiples achieved for recording assets up closer to the level of publishing assets, multiples for which have also continued to increase. De-

spite the short-term reduction in performance and synch revenue available to rights holders due to COVID-19, we expect valuations of music assets (both publishing and recording) to be relatively resilient, although there may be some limit to the rate of growth in valuations post-COVID-19 given at some point the newer distri-bution models must mature. That said, continuing convergence between media channels presents further opportunities for music, whether that be via gaming, social or other means of delivery. Utilising this breadth of channels to market to build further engagement with fans will also be key to driving success.

It is a time of significant uncertainty for the overall economy, but initial indications suggest that music recording and publishing assets should continue to be a solid and defensive investment. That said, performance across different assets is likely to vary, in some cases significantly, so careful consideration and assessment will be needed to get the right handle on value.



 $\mathbf{6}$ 



## TIPS FOR MAKING NEW EAR'S RESOLUTIONS COME TRUE

Everyone gets together and that seemed feasible, now seems to achieve this, change that and might try and stick to it. Maybe stick to it? How incredible would

Year's ultimately be fulfilled by the end even keep it up for a couple of resolutions of the year. Then the booze and weeks. Then life has its way are a funny excitement of the night before of taking over, and eventually t h i n g , wears off. Reality hits. That goal you give up. "I'll try again next aren't they? you just saw the New Year in with, year," you comfort yourself with. Wouldn't it be great if you could promises that this year they're like an overwhelmingly large change that? If you could set a going to do better. They're going mountain to climb. Sure, you New Year's resolution and actually

it feel to set a goal, put in the work, and achieve it? You don't have to wonder. You can do it. 2021 can be your year of change. It can be the year that you actual achieve your resolutions. Want to know how? Of course you do, you wouldn't be reading otherwise. So here it is, to tips you can use to set a goal and achieve it.

## I. Tell People about Your

## Resolutions

By telling people about your resolutions, you are consciously committing to them. Just think about it: If you've told someone you're going to do something, people are going to be expecting you to do it. You've not just made the commitment to you, you've made it to everyone you've told. Another nice benefit of telling people about your resolutions is the support that comes with it. When the right people know about your resolution, they'll stand behind you in achieving it. They'll act as a support net, to spur you on even when you think you can't do it.

## 2. Clarify Your Resolutions

Ensure that your resolution can in your head. example, a resolution of reading you know when you've achieved

this goal? Will you be satisfied

your resolution is by clarifying

them so that they're achievable.

clarifying them. Once clarified,

3. Make a Plan

be actively tracked. Take, for Take the reading example. If you want to read 100 books a year, that more. This is too vague. How will could seem pretty overwhelming. If you break that down to reading one book every 4 days, it becomes a lot more realistic. This way you can also actively monitor your progress, and you'll know whether or not you're on target to meet it.

## Your Re-Frame Resolutions

Your resolution should not be putting you down. Don't allow with reading a book once a your resolution to become a month? A week? A day? The only passive way of saying, "I won't way to know if you've achieved be good enough until I achieve this." This is a sure-fire way to become demotivated by the idea of achieving them, and can really get you down in the long-run. Take a new perspective on goals. Tying into point 2, about Remind yourself that you're good you can then create a plan to enough, each and every day and break down the clarified goal into that your goals are just serving smaller sub-goals that you can as a means to be better. You're achieve daily. If you imagine your not doing it to be enough, you're resolution as small, actionable doing it to be MORE. That's the steps, the achievement of the kind of perspective that really goal becomes a lot more feasible begins to push your preconceived

limits.

## 5. Stop focusing on the end result

when we commit to a goal, we really should commit to the process. The idea of the goals can often feel like we're holding them at arms length. As though we should just achieve them and we're done. When we commit to the process, the journey, of the goal, however, it's a lot easier to make it an enjoyable experience. The goal is in the distance, getting there is where our focus needs to be. You can't constantly be looking at the map to see your end destination while driving, otherwise you'll crash on the way there.

## 6. Know When to Take a Break

Burning out is a very real possibility when you're not taking breaks. Find the time each day to let your mind relax. No goal or resolution should consume your mind from the moment of waking to the moment of sleep. Taking effective breaks has also been shown to increase our productivity.

With that said, checking your social media accounts and watching TV are not breaks for the mind – they're probably more stressful. Meditate, sing, take a walk, have a shower, do a small workout or something similar instead.

## 7. Push Yourself

There will be points where you're

achieve what you've set out to do. Not just in your New Year's resolutions but in life, in general. This is where you need to push yourself. You can't accept "no" for an answer. Dig deep, find the will within to push past the plateau. Discouragement can become fuel when we allow it to be. Setbacks can become fuel when we allow them to be. You've simply got to uncertain that you can really keep pushing. You will achieve it.

VYSUALISANS

be surprised how much more towards the goal. capable you really are.

## 8. Reward yourself

Temptation bundling strangely, yet unsurprisingly, not use them to motivate and simple way to push yourself encourage you? people will to achieve more. The premise try to bind you to their own is simple, tie what you want to self-set limitations. Take their achieve (but seem to be struggling criticism, and tell yourself to do so) with a reward, and get | that you're not bound by what

Tell yourself you'll excel. You'll the reward each time you work

## 9. Don't give in to the critic

You're going to have doubters. is a They're a part of life. So why they're bound to. Go out, make it happen, achieve it. Then, when all is said and done, go back to the critic and respectfully tell them of your achievement, and thank them for their help.

Not only will you have achieved something, but you have the potential to help another being evaluate why they've set such limits for themselves. It's a winwin.

### Celebrate Your IO. Achievements

Forget what others think about it, if you're happy about the progress you're making, you have every right to celebrate it and shout it from the rooftops. It'll only empower you to continue pursuing that goal. So there you have it, 10 tips for actually sticking to and achieving your New Year's resolutions.

## Musicians lose up to Ksh 500,000 as pandemic mutes industry



As countries struggle to get their economies up and running amid the Covid-19 crisis, the music industry will be among sectors that will face a tough task to recover from the effects of the measures to contain the pandemic.

Performances, for instance, will have to undergo a paradigm shift because social distancing rules mean that the gatherings of crowds at a concert, will be untenable for a long time.

### By PATRICK MWAURA

As countries struggle to get their economies up and running amid the Covid-19 crisis, the music industry will be among sectors that will face a tough task to recover from the effects of the measures to contain the pandemic.

Performances, for instance, will have to undergo a paradigm shift because social distancing rules mean that the gatherings of crowds at a concert, will be untenable for a long time.

While it is acknowledged the impact of the Covid-19 pandemic has been devastating to music and the arts generally, specific data has not been forthcoming, especially because music business in Africa has been managed on very rudimentary terms.

Music In Africa Foundation (MIAF), which works with music industry players across the continent, last week released the results of a report that quantifies the loss of revenue streams in the first two months of the Covid-19 regulations. "Understanding the impact of Covid-19 will enable players in the business to make informed strategies that are inclusive and effective," says MIAF director Eddie Hatitye.

Hatitye says the recommendations in the report are very useful for anyone operating in the music sector across Africa.

The data was collected from interviews of over 500 respondents in 47 African countries. The largest number of these came from Kenya with 37, Nigeria 54, Senegal 48, and South Africa, where the organisation is based, with 138 respondents.

They interviewed musicians, DJs, producers, composers and songwriters, video producers, and choirs, and orchestras. Others were music distributors, collecting societies, recording studios, music publishers, and venues.

While the survey did not go into the specific details of how the losses occurred, it is clear that the restrictions on social gatherings and movement, like curfews in the case of countries like Kenya, have shut down concerts, festivals, leading to huge losses.

Most individuals and companies in the music business reported a loss of between Sh100,000 to Sh500,000. About 64 percent of the individual music professionals and 70 percent of organisations and companies, said they did not have alternative sources of income outside the music business. The Kenyan government set up a Sh100 million fund towards supporting the creative industry, and across Africa, music professionals are seeking support to survive the effects of Covid-19.

About 31 percent of respondents say the most critical







assistance would be through grants and donations from NGOs and civil society while 22 percent said government relief funds and subsidies would be effective in changing the situation they face. Music professionals also gave their projections for the future in their respective countries while also anticipating key shifts or new realities. "The reality now is that a musician's digital fan base may be one of their only key sources of income for as long as public gatherings are banned," says Wanjiku Koinange of Mdundo, the Kenyan digital distributor.

She cites the success of online performances in the last two months

like Nyashinski's album pre-release concert and recent shows by Blinky Bill and Juliani.

According to Wanjiku, since the Covid-19 restrictions were implemented in March, Mdundo has experienced a steady increase in music downloads.

In April alone, downloads were up by 2.4 percent and therefore, ironically, this period would be the best for artists to release new music.

Faisal Kiwewa, the founder of the Bayimba Festival in Uganda says venues and events will take time to rebuild their funding partnerships, and some festivals may only return in 2022. He says the pandemic offers an opportunity for artistes to innovate. "Use this time to improve your craft, create new content, prepare promotional material and invest in online revenue streams," Faisal said.

Jesse White of the Akum Agency in South Africa agrees that the new reality is live streaming or pre-recorded performances and that artists need to ensure that they produce high-quality content for these streams, preferably high definition quality that be sold to TV and mobile networks.

An industry veteran Yusuf Mohmoud of the world-renowned Sauti za Busara festival in Zanzibar is optimistic saying music is about bringing people together and even though it will take time for the situation to stabilize, there will always be demand for live music.

"No doubt the world can look forward to an explosion of music, art, and creativity, the likes of which were previously unimagined," says Yusuf.

## MUSIC PRODUCERS NOT SPARED FROM EFFECTS OF COVID-19 PANDEMIC

The music industry has not been spared from the devastating effects of Covid-19 pandemic. Music producers in particular are feeling the heat, as **Manuel Ntoyai** found out



As part of the entertainment sector, the Kenyan music industry was on an upward trajectory, entering into 2020 from a robust 2019, with some institutions such as the Kenya Copyright Board having cracked whip on rogue establishments (read cartels).

For music producers, things were going on well as they had just received Sh33 million in royalties collected between August 2019 and January 2020. But as they say, even the best laid plans often go awry.

"Music-making has changed a lot now because you can't just trust visitors coming to the studio or on shoot locations.

Also, during shoots, many locals have been giving us very hostile reception as they fear contracting the Covid-19," says Grip Empire CEO Steve Kipande.

"Choirs are no longer meeting to record and (music video) shoots outside the city cannot happen

as many clients fear spending money on production because they don't know what may happen tomorrow.

So, as a matter of fact, music production business is currently slow," adds Kipande.

In June, the Kenya Film Classification Board

In June, the Kenya Film Classification Board CEO Ezekiel Mutua rescued the music production business of Eldoret-based music producer Kiptoo Rop from collapsing.

Kiptoo had been forced to close his studio due to rent arrears and had to convert his humble bedsitter abode into a makeshift studio.

## Production in crisis

"As stakeholders in the creative industry, we are in a crisis that has never been experienced before.

Normally, some producers would pay for the production process as investment, but now we are not able to cater for the needs of our sound engineers and the artistes.

As business people, we are also suffering," says Edward Wiltons, a producer and promoter.

He adds that a lot of contracts between producers, promoters and artistes have been terminated during the pandemic.

"Since we are not able to meet some of the financial obligations, we have been forced to terminate contracts

That's why we started Inua Msanii Concert to raise as much help as we could for Machakos-based creatives in need," says Edward.

The crisis is likely to accelerate underlying trends in the music industry, based on the need to embrace new technology and making money as a business.

"One of the things that has changed is how artistes have accepted online production.

They record vocals on their own and then send over for mixing and mastering.

This works for our clients who are far from the studio, which is a far off move from where they would normally book their sessions and travel to the studio for the whole recording process," says music producer Motif Di Don.

He adds that while it is still a new concept, it has helped with time management as he can work on more projects, while staying safe from the coronavi-

## Changing business models

With brands having put on hold their advertising endeavours, ad supporting channels and production

houses that used to make jingles and other marketing tools have experienced a huge dip in cash flow.

Producers are also experiencing a clog in their work, as some artistes have delayed the release dates of their musical projects.

"Releasing music and getting the right attention requires a lot of behind the scenes work.

There are radio interviews, TV shows and club appearances, and such marketing opportunities are no longer available to artistes.

This has given them something to think about, especially when it comes to pushing their products digitally.

We have also witnessed a surge in studios making inroads into the podcasting world and others offering live steaming services, says A&R manager Sameer Bry.

He adds that with the entertainment industry being among the most severely impacted, with cancelled concerts and performers struggling to make the ends meet, it makes sense postponing release dates.

"But artistes should keep one thing in mind; if you have a 'big' song, you will make quick bucks via platforms such as Skiza.

But if you hold on to a good song planning that you will release it later, we don't know exactly when this pandemic will end. So, we just need to readjust and adapt," says Bry.

Music producer Dr Eddie says the current market setup, which is still reliant on traditional media to market music, has been challenged.

"While we are in a digital age, most of our artistes can't attract the numbers required to commercialise their products.

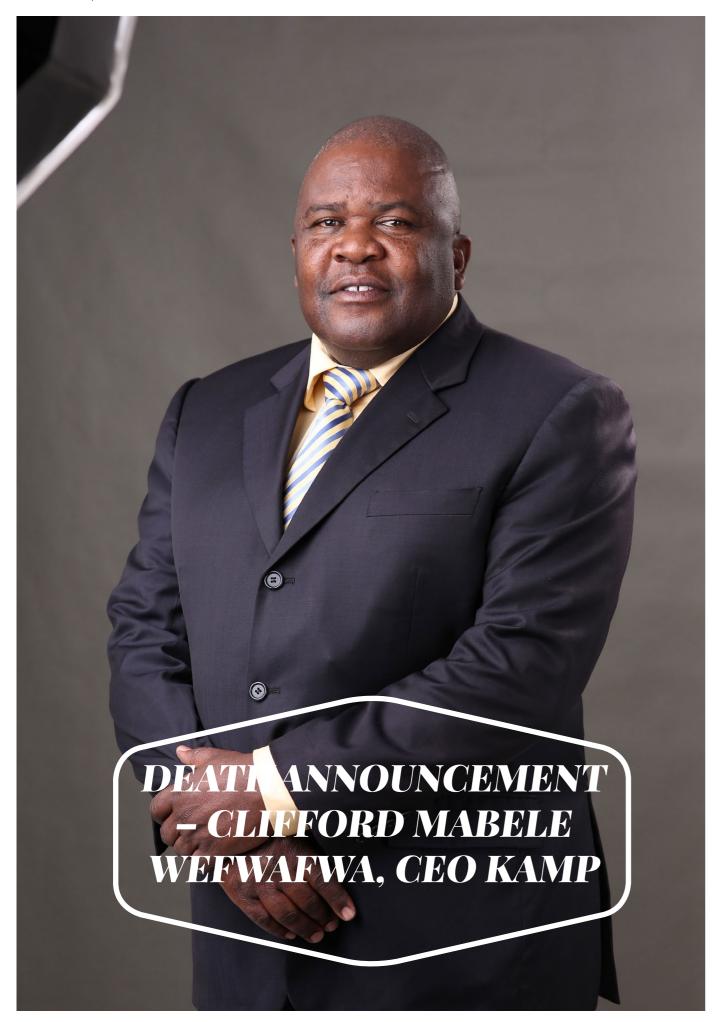
One requires sponsorship from corporate companies to even hold live virtual shows if at all you are to make money," he tells Spice.

He states that given that most artistes rely on performance money in order to record and move their brand, the pandemic has seen a reduced traffic of musicians to studios.

"With them not recording as much as they used to, the producers are being rendered jobless and this disruption of revenue streams is felt harder by us the beat makers," says Eddie in conclusion.

 $\mathbf{14}$ 

music **producer** ■ music **producer** ■





announce the passing away of Mr. Clifford Mabele Wefwafwa.

Until his untimely demise, Mr. Wefwafwa was the Chief Executive Officer of Kenya Association of Music Producers and the Secretary to the Board of KAMP. Mr Wefwafwa passed away on 18th October, 2020 after a short illness while undergoing treatment in Kitale.

Clifford as he was fondly known to us, took over the KAMP leadership as the CEO in the year of 2014. He was a resourceful executive, diligent, hard-working and dedicated to ensuring proper artists rights management. Under his tireless leadership, he was very instrumental in the realization and success of joint licensing operations by KAMP, PRISK and MCSK.

three CMOs will continue to keep his legacy of great service, personal relationships and outstanding stewardship alive. The indelible mark he has left will forever be etched in our hearts.

We wish to express our deepest condolences to his family, friends and to all who interacted with him.

Eternal rest grant him Oh Lord. May the soul of our beloved Clifford rest in peace







16

news



## BEST GROUP

VOTE NOW @MTVMAMA.COM #MTVMAMA



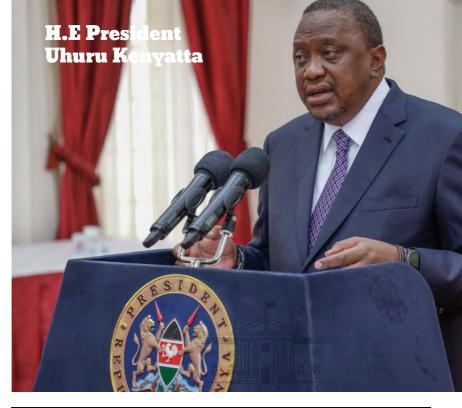




The MAMAs are finally back in the continent after a four-year hiatus and set to go down in Kampala, Uganda in early 2021. Kenyan artistes Khaligraph Jones, Ethic Entertainment and Sauti Sol received nominations in different categories. Khaligraph was nominated in the Best Hip hop act category alongside some big names in the continent such as Nasty C and Kwesi Arthur. Sauti Sol was nominated in the Best Group category alongside new kids on the block Ethic Entertainment. Tanzania also received a few nominations including a few for Wasafi artiste Diamond Platnumz and Zuchu plus the label's great rival Harmonize also got a shout. The awards are set to take place on February 20, 2021.

The Kenyan stars will be hoping for some good fortune this time round after recent disappointments at the AFRIMMA awards. Kenyan stars had earlier, in September 2020, dominated the nominee's list with 17 spots and it was expected that some of the best acts would go on to win the award.

The MAMAs, which were first held in 2008, were last held in Johannesburg, South Africa, in 2016. The other time the awards were held in East Africa was in 2009 in Nairobi, Kenya.



## Kenyan president announces new royalty collection framework

The new directive was made by President Uhuru Kenyatta during his state of the nation address at State House . Kenyatta said the new directive would ensure that digital platforms such as Skiza and Viusasa no longer paid royalties via CSPs but through a single royalty distribution account owned by the three Kenyan collective management organisation (CMOs): the Music Copyright Society of Kenya (MCSK), the Kenya Association of Music Producers (KAMP) and the Performers Rights Society of Kenya (PRISK). The account would be managed by KECOBO for the purpose of accountability.

"The Kenya Copyright Board, with the assistance of the Ministry of ICT [Information Communications and Technology], has already reviewed and agreed on the tariffs for 2020. These tariffs are to be gazetted and will form the basis on which compliance will be monitored."

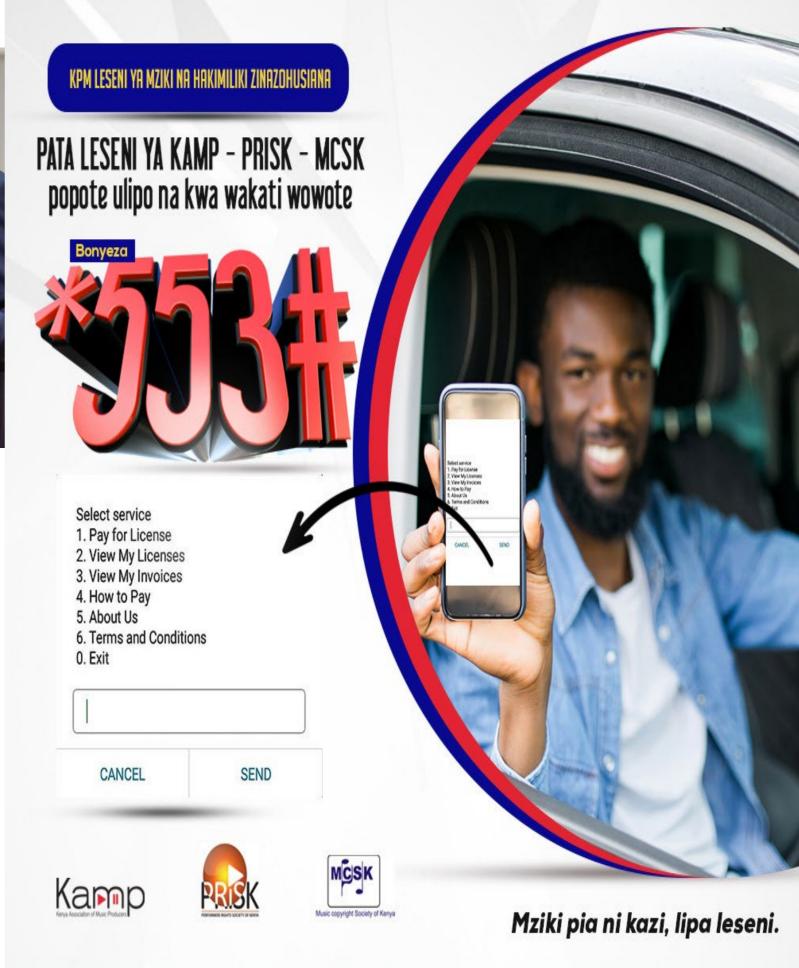
Kenyatta said the new tariffs would be made public within the next 30 days and further directed the Ministry of ICT to remove the conditions that require digital platforms to only work through licensed CSPs. This, he said, would "enable musicians to work directly with platforms such as Skiza."

Presently, the Communications Authority of Kenya (CAK) is mandated to issue CSPs with licences in accordance with the Information and Communications Act.

Additionally, the music industry's biggest consumers – such as broadcasters and the hospitality industry – will have to comply by paying the required tariffs or risk losing their business licences. Rightsholders have also been urged to register their works with the National Rights Registry.

These new framework announced by Kenyatta is based on a memorandum of understanding (MoU) signed on 20 December by KECOBO and the CMOs.

The MoU mentions the following: Procurement of a single digital solution/ICT system in 90 days to enhance transparency in licence fee collection, media monitoring of rights holders' works and distribution of royalties.



LESENI YA HAKIMILIKI NA HAKI ZINAZOHUSIANA INAPATIKANA KWA URAHISI NA KWA UPESI KWA MAELEZO ZAIDI, WASILIANA NASI KWA NAMBARI ZIFUATAZO - 0710309695 / 0700635806