

STRATEGIES FOR A SUCCESSFUL CARIBBEAN MUSIC INDUSTRY IN THE GLOBAL MARKET

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BRANDING

INTELLECTUAL PROPERTY: THE CASE OF JAMAICAN MUSIC

COMMON ISSUES

- FINANCING - ACCESS TO CAPITAL
- INFORMATION & COMMUNICATION
- INFRASTRUCTURE & INSTITUTIONAL STRENGTHENING
- EDUCATION & TRAINING
- LEGISLATION
 - COPYRIGHT-ANTI PIRACY
 - INDUSTRY INCENTIVES
 - TRADEMARKS & PATENTS
- MARKET ACCESS
 - TRAVEL RESTRICTIONS
 - SHIPPING COSTS
- INCONSISTENT GOVERNMENT RECOGNITION OF VALUE ADDED FROM CREATIVE & MEDIA INDUSTRIES
- INFORMAL CREATIVE & MEDIA INDUSTRY LOBBY
- FRAGMENTED GOVERNMENT POLICY/INITIATIVES

SWOT ANALYSIS

STRENGTHS

- ORGANIC GLOBAL BRAND APPEAL
- DIVERSE PRODUCT LINE
- EXTENSIVE CATALOGUE
- EXTENSIVE TALENT BASE
- MARKET HISTORY
- ESTABLISHED LIVE TOUR CIRCUIT



STRENGTHS

- JAMAICAN SOUND
- RECOGNIZED GENRE
- STATE OF THE ART RECORDING STUDIOS
- EXPERIENCED PRODUCTION SKILLS BASE
- INTERNATIONALLY EXPERIENCED DOMESTIC FILM INDUSTRY



WEAKNESSES

- **FRAGMENTED INDUSTRY**
 - LACK OF RECOGNIZED INDUSTRY LOBBY/THINK TANK/TASK FORCE
 - FRAGMENTED AGENDA
- **ABSENCE OF INTERNATIONAL LABELS**
 - LACK OF STRONG GLOBAL LABEL/DISTRIBUTION-MARKETING
 - LACK OF BRAND MANAGEMENT IE ISLAND
- **FRAGMENTED MARKETING**
 - INADEQUATE NUMBER OF QUALITY MUSIC VIDEOS
 - SPORADIC INDIVIDUAL CAMPAIGNS
 - SHORT TERM PLANNING
- **INADEQUATE DISTRIBUTION**
 - LIMITED MARKET PENETRATION

WEAKNESSES

- **EMBRYONIC TO WEAK INFRASTRUCTURE**
 - INDUSTRY & PUBLIC SECTOR
- **LIMITED MANAGEMENT SKILLS**
 - BUSINESS DEVELOPMENT
 - TALENT MANAGEMENT
 - EVENTS
 - BRANDS
- **INADEQUATE EDUCATION & TRAINING OPPORTUNITIES**
 - PERFORMANCE
 - PRODUCTION
 - MANAGEMENT
 - MARKETING
 - MEDIA

OPPORTUNITIES

- **INDEPENDENT DISTRIBUTION TO EMERGING MARKETS**
- **DIGITAL DISTRIBUTION**
 - IPOD \$
 - ONLINE DOWNLOADS
 - CABLE/WIRELESS
- **BRANDED INTERNET MARKETSPACE**
- **E-COMMERCE**
- **BRANDED GLOBAL TOURS**
- **THEMED COLLABORATIONS**
- **MERCHANDISING**
 - FASHION
 - DVDS
 - GAMES

OPPORTUNITIES

- EMERGING MARKETS
- PUBLISHING
- JOINT VENTURE LABEL DEALS
- ADVERTISING-ENDORSEMENTS
- FILMS
- ANIMATION
- CHILDREN'S MARKET
- POSITION AS ENTERTAINMENT MECCA
THEMED ATTRACTIONS
- THEMED RESORTS-VACATION PACKAGES

THREATS

- **TRANSFER OF TECHNOLOGY**
 - UNCOMPETITIVE ACCESS ie BROADBAND COSTS
 - VIDEO QUALITY
 - IMPORT COSTS
- **INADEQUATE ACCESS TO CAPITAL RESOURCES**
 - VENTURE CAPITAL
 - GRANTS
- **PIRACY**
- **CONSUMER PREFERENCE FOR FREE MUSIC**
- **LACK OF STRATEGIC MEDIA PLATFORM**
 - RESTRICTED AIRPLAY
 - MARKET PENETRATION

THREATS

- INSUFFICIENT POLITICAL WILL
- LACK OF COHESIVE INTEGRATED GOVERNMENT PLAN/POLICY FOR CREATIVE & MEDIA INDUSTRIES
- ECONOMIES OF SCALE
- HANDICAPPED TRADE POSITIONS
 - GLOBALIZATION = WTO/GATT/TRIPS/WIPO
 - MARKET ACCESS
 - TECHNOLOGY
 - FUNDING
- INADEQUATE COPYRIGHT PROTECTION/ENFORCEMENT
- EXCESSIVE BUREAUCRACY
- EXCESSIVE TAXATION
- ABSENCE OF INDUSTRY INCENTIVES

RECOMMENDED STRATEGIES

INDUSTRY

- FORMALIZE INDUSTRY LOBBY
- SECURE RESOURCES AND TECHNICAL ASSISTANCE FOR INSTITUTIONAL STRENGTHENING
- FINETUNE COMMUNICATION PROCESS
- BUILD BUSINESS CAPACITY
 - TECHNICAL ASSISTANCE
 - MARKET RESEARCH
 - TRAINING
- ENABLE PROCESS TO INFORM RECOMMENDATIONS
 - CONSULTATIONS
 - MARKET RESEARCH
 - WORKING FRAMEWORK

RECOMMENDED STRATEGIES

LEGISLATION-INSTITUTIONAL STRENGTHENING

- **AMEND & ENFORCE COPYRIGHT ACT**
 - ADOPT INTERNET TREATIES
 - COPYRIGHT REGISTRATION
 - EXTEND PROTECTION TO 100 YEARS
- **ENACT LEGISLATION re E-COMMERCE**
- **AMEND MPIE ACT TO INCLUDE INCENTIVES FOR MUSIC AND MODERN FILM-MAKING**
- **INSTITUTIONAL STRENGTHENING**
(INDUSTRY LOBBY/JACAP/RIAJAM/JFM/JIPO etc.)
- **TRADEMARK NATIONAL BRANDS**

RECOMMENDED STRATEGIES

EDUCATION & TRAINING

- **EXPAND AND STRENGTHEN TRAINING OPTIONS**
 - Performance-Management-Production-Support Services
 - Edna Manley College/ExEd/Alpha/HEART-VTDI/CPTC/Carimac
- **EXTEND INTERNATIONAL LINKAGES**
 - Associations/Institutions/Expertise
 - WTO/WIPO/UNESCO etc
- **APPRENTICESHIP PROGRAMMES**
- **SCHOLARSHIPS/GRANTS**
- **PUBLIC SECTOR TRAINING**
 - MINISTRIES/AGENCIES- TRADE-CULTURE-ENTERTAINMENT-IT-APPAREL
 - CUSTOMS - LINE OFFICERS-MANAGEMENT
 - JUDICIARY - COURT OFFICERS
 - POLICE

RECOMMENDED STRATEGIES

MARKETING

- POSITION NATIONAL BRANDS
 - SOUNDS OF JAMAICA
 - INTERNATIONAL REGGAE DAY
- BRAND MANAGEMENT
- E-COMMERCE WEBSITE/PORTAL
- PUBLIC EDUCATION CAMPAIGN
- INTEGRATE MARKETING CAMPAIGNS
- INDUSTRY TRADE SHOWS
- INTRA CARIBBEAN MARKET DEVELOPMENT
- IMPROVED MUSIC VIDEOS
- DEVELOP INTERNATIONAL CARIBBEAN MEDIA PLATFORMS

RECOMMENDED STRATEGIES

TRADE

- **RECOGNITION OF CREATIVE INDUSTRIES LOBBY/ASSOCIATION**
 - NATIONAL CHAPTERS
 - REGIONAL HEAD
- **AGENDA RECEIVED FROM STAKEHOLDERS**
- **FACILITATE DEVELOPMENT AND ADOPTION OF POLICIES AND APPROPRIATE MEASURES TO EMPOWER THE INDUSTRY AND FOR PROTECTION AND PROMOTION OF CREATIVE & MEDIA INDUSTRIES**
- **PROVIDE FRAMEWORK WITHIN WHICH CREATORS MAY FREELY EVOLVE AND INTERACT**
- **ENCOURAGE DIALOGUE & FACILITATE COMMUNICATION**
- **STRENGTHEN INTERNATIONAL COOPERATION & SOLIDARITY**
- **FACILITATE INDEPENDENT DISTRIBUTION**

CONCLUSIONS

- INTELLECTUAL PROPERTY AKA CONTENT IS FUNDAMENTAL TO THE INFORMATION SOCIETY AND KNOWLEDGE ECONOMY
- JAMAICAN/CARIBBEAN MUSIC IS A GLOBALLY RECOGNIZED EXPORT PRODUCT
- CREATIVE INDUSTRIES SHOULD GUIDE ASPECTS OF GOVERNMENT ACTIVITY FROM TRADE TO CULTURAL POLICY
- NEW TECHNOLOGIES AND MEDIA PRESENT UNPRECEDENTED OPPORTUNITIES FOR JAMAICA/CARIBBEAN TO COMPETE EFFECTIVELY IN THE GLOBAL MARKETSPACE
- JAMAICA/CARIBBEAN IS A GIANT IN GLOBAL CULTURE
- TECHNOLOGY CAN BE BOUGHT...CULTURE MUST BE CREATED