STRATEGIES FOR A SUCCESSFUL CARIBBEAN MUSIC INDUSTRY IN THE GLOBAL MARKET

Andrea Davis

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 i.e. 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