

Call for Papers: International Conference on the Music Industry in Nigeria

Theme: Harmonizing Tradition and Innovation: Exploring the Dynamics of the Nigerian Music Industry

Nigerian music has in recent years become an aspect of the nation's culture that is globally recognised with over 30 million monthly consumers across the world. Beyond culture, the Nigerian music industry itself is a major contributor to the nation's economy generating over \$2 billion in revenue and employing a significant portion of the Nigerian massive labour force. The industry is undergoing a profound transformation, spurred by the rapid advancement of modern technologies and the digital revolution. In this dynamic landscape, the industry is not only flourishing creatively but is also grappling with intricate challenges that demand innovative solutions.

Despite the great strides the industry has taken and the consequent global appreciation, it continues to face numerous challenges that hinder its growth. Its latent potential is limited by the fact that, to a great extent, it has remained in the informal sector. Added to this are the challenges of inadequate infrastructure, poor funding, piracy, and insufficient rights protection.

Against this backdrop, the School of Media and Communication, Pan-Atlantic University, in partnership with the Aristokrat Group is organising a one-day conference on the Nigerian music industry. We extend an invitation for the submission of papers that contribute to the discourse surrounding the contemporary music landscape in Nigeria. The event hopes to bring together professionals, scholars, industry leaders, and enthusiasts to discuss the possibilities, trends, and developments in the music industry while offering valuable opportunities to expand knowledge, network, and maximize the possibility for national development.

The conference's primary objective is to delve deeply into the complexities of the Nigerian music industry. We aim to explore its multifaceted evolution over the years, dissect the challenges it faces in the modern era, and highlight the innovative solutions that are propelling it forward. From the fusion of traditional rhythms with cutting-edge production techniques to the challenges posed by digital piracy, from the global impact of Afrobeats to the intricate web of music rights and royalties, the conference will encompass a wide array of topics.

Sub-Themes

Participants are encouraged to submit abstracts centred on the following themes:

The Music Industry, Its Modern Technologies, and Current Struggles: A comprehensive analysis of the state of the industry, including the impact of streaming services, social media, and digital distribution platforms, and the challenges faced in copyright enforcement, piracy, and artist compensation.

The Magic of Music Marketing: Afrobeats and Its Global Impact: A focused examination of the rise of Afrobeats as a global music genre, exploring the marketing strategies, cultural influences, and collaborative efforts that have propelled it onto the international stage.

Issues Challenging Digital Growth of Music in Nigeria: A critical evaluation of the impediments hindering the digital growth of the music industry in Nigeria, encompassing issues related to internet accessibility, digital literacy, and the need for robust digital infrastructure.

Artificial Intelligence Meets Music and Its Business: An exploration of the intersection between artificial intelligence and music creation, production, curation, and consumption, and its transformative impact on the business aspects of the industry.

Music Tech: Saving or Killing the Creativity of the Music Business? An in-depth analysis of music technology innovations, including AI-generated music, virtual reality experiences, and

blockchain-based solutions, examining their impact on creativity, artistic expression, and the overall music business ecosystem.

Music and Its Transparency Problems: A critical examination of transparency issues within the music industry, including opaque royalty structures, complex licensing agreements, and the role of blockchain technology in fostering transparency and fair compensation for artists and creators.

Rhythm and Reason: The Evolution of Afrobeats and Its Impact on the Youth: A sociocultural exploration of Afrobeats' evolution, its influence on youth culture, and the role of music as a vehicle for social change and identity expression among the younger generation.

Optimising Music Revenue: Recognition Tech and Distribution: An assessment of innovative technologies such as Recognition Tech and their potential to optimize revenue streams, enhance content recognition, and streamline the distribution process, thereby ensuring fair compensation for artists and stakeholders. Legality,

The Future of the Nigerian Music Industries: An exploration of future trends, emerging technologies, and market dynamics that will shape the trajectory of the Nigerian music industry, including potential disruptions, collaborations, and global partnerships.

Infrastructure of the Nigerian Music Industry: An evaluation of the existing infrastructural components within the Nigerian music industry, encompassing recording studios, concert venues, digital platforms, and legal frameworks, copyright as well as IP protection, and identifying areas for enhancement and development.

Globalization and the Nigerian Music Industry: An analysis of the impact of globalization on Nigerian music, including cross-cultural collaborations, international market expansion, and the preservation of cultural authenticity in the face of global influences.

Streaming Platforms and the Nigerian Music Industry: An examination of the role of streaming platforms in the distribution and consumption of Nigerian music, exploring challenges related to monetization, market access, and the democratization of music production and consumption.

We encourage prospective presenters to submit abstracts for original research papers that address these themes, shedding light on the past, present, and future of the Nigerian music industry. The conference promises to be a melting pot of diverse perspectives, fostering collaboration, knowledge exchange, and the formulation of strategies to propel the Nigerian music industry into a vibrant and sustainable future.

Important information and dates:

- Abstract Submission Deadline: Friday, January 26, 2024
- Feedback: Friday, February 9, 2024
- Registration deadline: Friday, April 5, 2024
- Conference Date: Thursday, April 25, 2024
- Venue: Lekki Campus, Pan-Atlantic University Lagos.
- Registration fee: #20, 000 payable to SMC bank account: 0008651375 (SMC-PAU Guaranty Trust Bank, stating international music conference as the purpose of payment)
- Registration link: <https://smc.edu.ng/international-conference-on-the-music-industry-in-nigeria/>

Abstract Submission Requirements

Researchers and practitioners are invited to submit abstracts of about 250 to 300 words on or before January 26, 2024. The abstracts will be reviewed, and authors will be notified of the outcome by Friday, February 9, 2024.

For further inquiry contact: smcmusicconference@pau.edu.ng

Kindly note that both presenters and non-presenters are required to register and pay their registration fee before the final registration deadline stating International Music Conference as the purpose of payment.