



NY:LON CONNECT TRACK 4 - INTERNATIONAL SPOTLIGHT ON AFRICA

JANUARY 2022

WHAT WE'RE GOING TO COVER TODAY

- New Global and Country Metrics and Insights
- What's Happening in Africa
- African Music Globally
- The Global Afro-Pop Fan

ADDITIONAL CONTRIBUTORS AND THANKS GO TO:
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MRC Data (formerly Nielsen Music) is the trusted independent leader in music intelligence and data worldwide.

UNPARALLELED EXPERTISE & INSIGHTS

Premiere provider of consumption data and analytics to the music industry to help drive business decisions; Billboard chart source of truth.

COMPREHENSIVE GLOBAL SOLUTIONS

Expert analysis and advanced data offerings for U.S. & Canada and Global;
new access to top 50 countries in 2022.

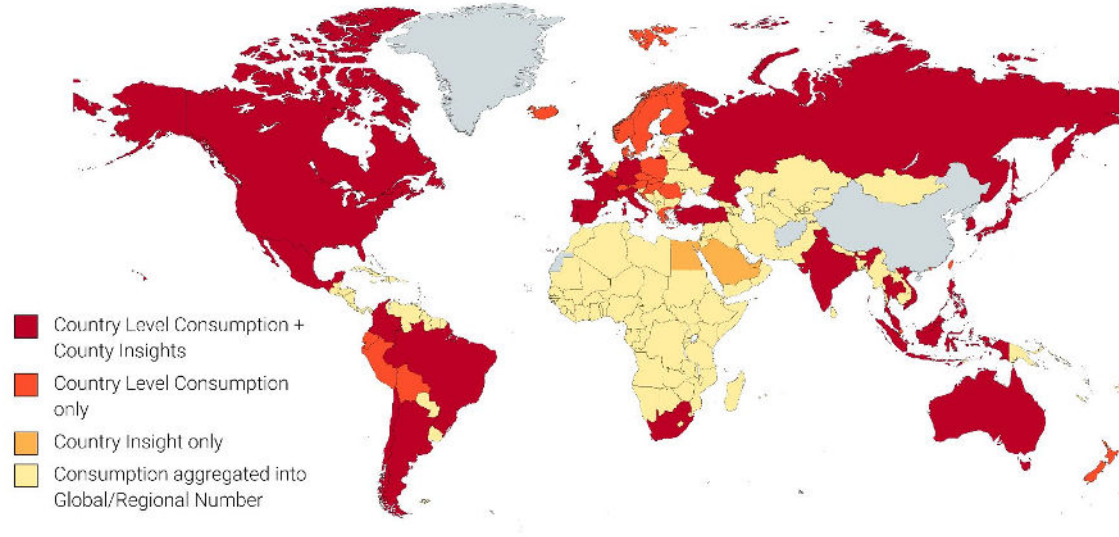
INNOVATIVE TECHNOLOGY OFFERINGS

Easy access data platform, custom data feeds, API, mobile app and powerful analytics to ensure the right data is at your fingertips.

INTRODUCING TERRITORY/COUNTRY LEVEL DATA

MRC Data launching new country level data and consumer insights

Reports and Charts available soon to provide a deep view of digital sales & streams for top global countries





WHAT'S HAPPENING IN AFRICA

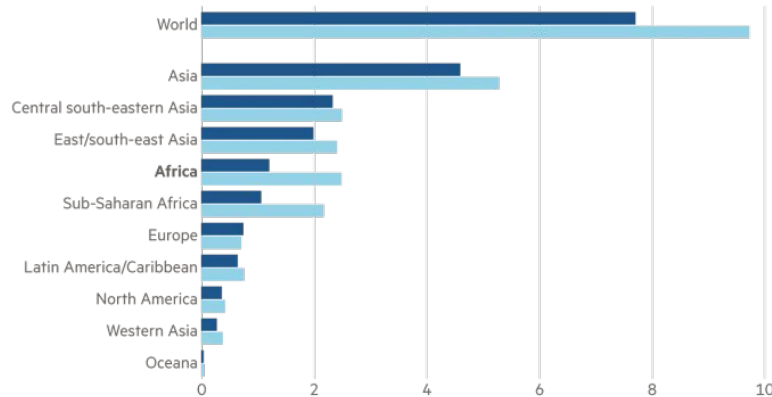
WHY THE EXCITEMENT ABOUT AFRICA?

POPULATION

- In 1980, one in 10 of the world's population was African, by 2050, that will be one in four
- Africa has a median age of 19.7 (Europe = 42.5)
- In 2050, a third of 15- to 64-year-olds will be African
- Africa will become more central in world affairs, and in the music industry

Africa's population is set to nearly double to 2.5bn by 2050

Population (selected regions, bn) ■ 2019 ■ 2050 (projection)



Source: UNDP Population Prospects
© FT

ECONOMY

- Africa's economy grew ~3.4% in 2019
- A growing number of Africans have joined the middle class each year.

WOMEN

- In 11 African countries women hold close to one-third of the seats in parliaments.
- Africa has the highest regional female entrepreneurial activity rate in the world, 1 in 4 women starts or manages a business.
- Economic increases and increasing living standards are correlated with female political and workplace representation.

WHY THE EXCITEMENT ABOUT AFRICA?

Is it about the
revenues?

8.4%

Recorded music
revenues in the Africa
& Middle East region
increased by 8.4%
in 2020

Is it about the
growth?

37.8%

Driven primarily by the
Middle East & North
Africa (MENA) region,
where revenues rose
by 37.8%

Is it about the
potential?

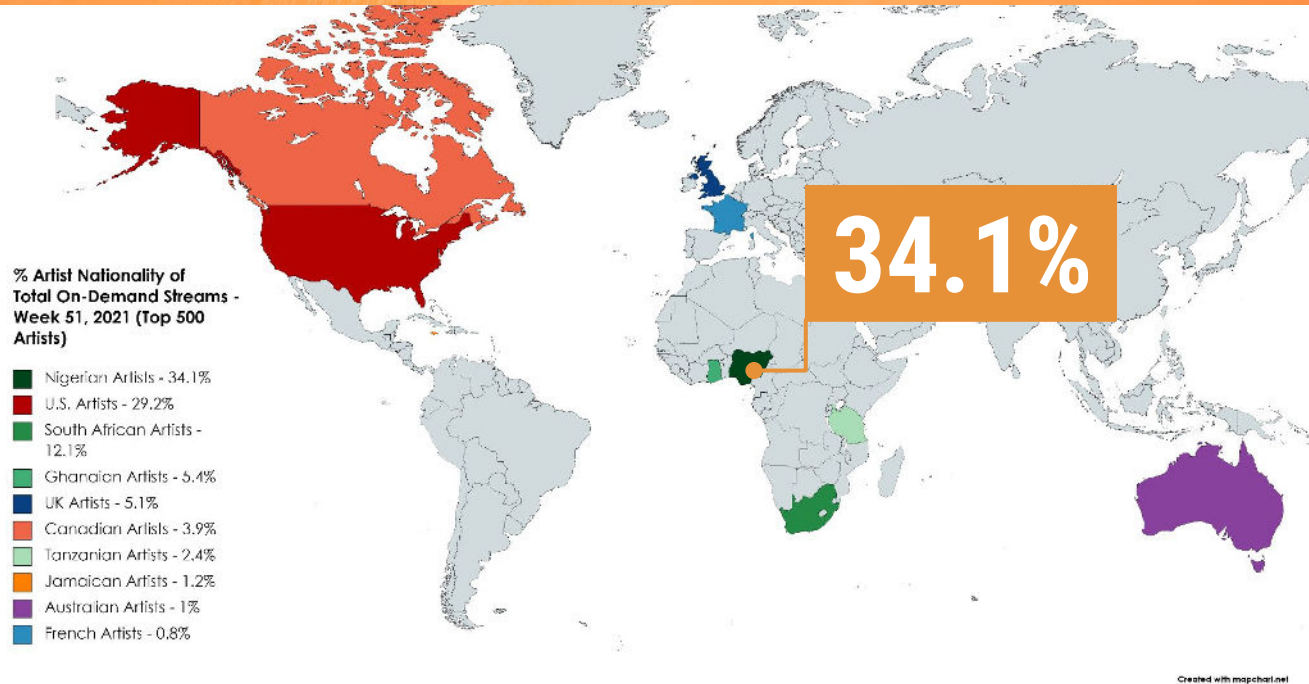
36.4%

Streaming
revenues
up in 2020

86.7%

South Africa and
MENA combined
accounted for 86.7%
of the region's
revenues

MIX OF LOCAL AND INTERNATIONAL ARTISTS (WEEK 51, 2021)



INTERNATIONAL ARTISTS STREAMED ACROSS AFRICA (WEEK 51 2022)



U.S.	UK	FRANCE
JuiceWRLD	Adele	Booba
Kanye West	Coldplay	Dadju
Kodak Black	Dua Lipa	David Guetta
Pop Smoke	Ed Sheeran	Niska
Roddy Rich	Sam Smith	Tayc



AFRICAN MUSIC ON A GLOBAL STAGE

KEY GLOBAL AFRICAN ARTISTS

Soolking

Algeria

Language: Arabic
2021 Global Artist #: 1,218



Aya Nakamura

Mali/France

Language: French
2021 Global Artist #: 239



Burna Boy

Nigeria

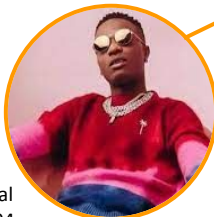
Language: English
2021 Global Artist #: 549



Wizkid

Nigeria

Language: English
2021 Global Artist #: 394



Ckay

Nigeria

Language: English
2021 Global Artist #: 147



Amr Diab

Egypt

Language: Arabic
2021 Global Artist #: 1,246



Tamer Hosny

Egypt

Language: Arabic
2021 Global Artist #: 1,538



Ninho

DRC/France

Language: French
2021 Global Artist #: 327



Maitre Gims

DRC

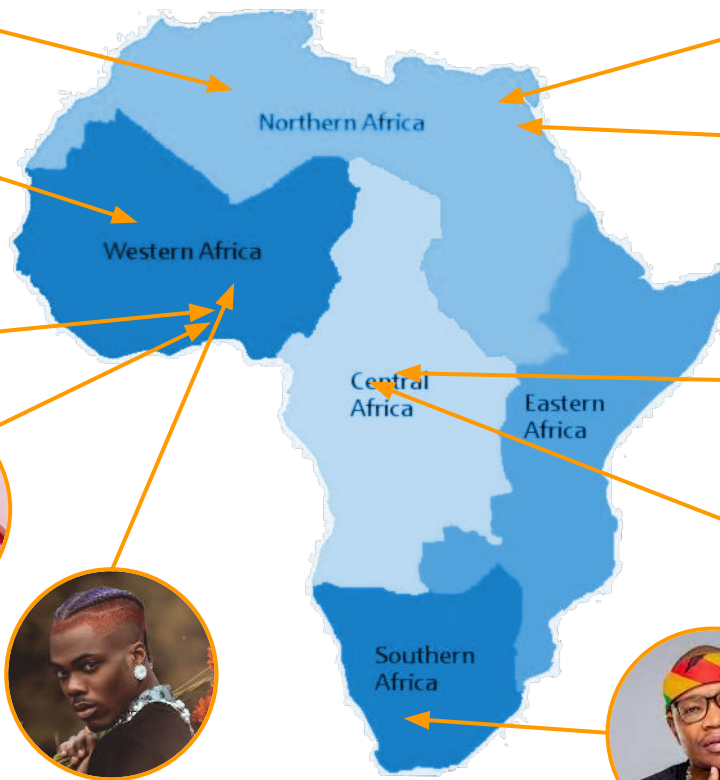
Language: French
2021 Global Artist #: 644



Master KG

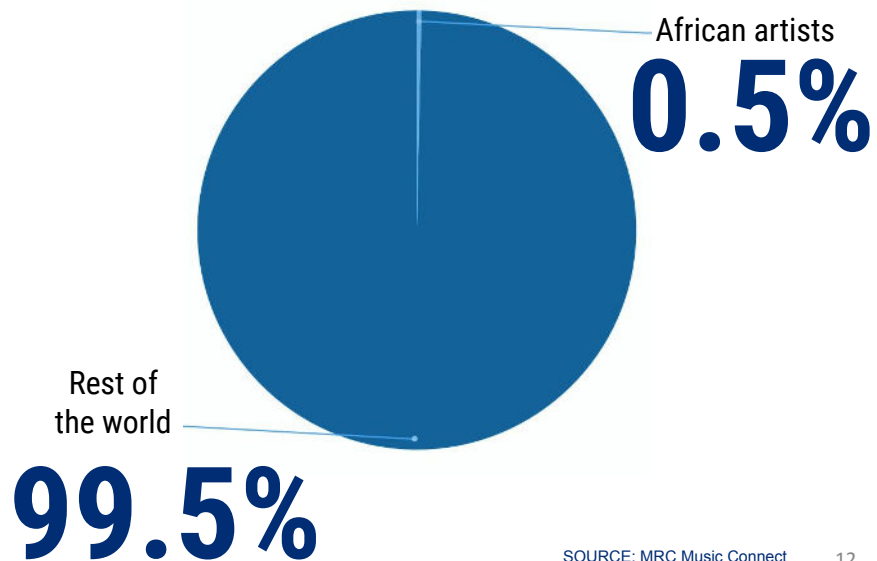
South Africa

Language: Zulu
2021 Global Artist #: 571



HOW IS AFRICAN MUSIC PERFORMING ON A GLOBAL STAGE?

% TOTAL ON-DEMAND STREAMS BY AFRICAN ARTISTS
IN TOP 10K ARTISTS GLOBALLY - FULL YEAR 2021



COLLABORATION HELPS CHART SUCCESS



"Essence" (ENGLISH)

by Wizkid (Nigeria) Featuring
Tems (Nigeria) & Justin Bieber
(Canada) on the remix

- 24 weeks on *Billboard* Global 200; No. 28 peak (with the Justin Bieber remix)
- Hit No. 9 on the *Billboard* Hot 100 U.S. and spent 25 weeks on the chart



"Love Nwantiti (Ah Ah Ah)" (ENGLISH/IGBO)

by CKAY (Nigeria), Joeboy
(Nigeria) and Kuami Eugene
(Ghana)

- Two weeks at No. 2 on *Billboard* Global 200, still on the charts
- Reached No. 31 on the *Billboard* Hot 100 in 2021



"Peru" (ENGLISH/YORÙBÁ)

by Fireboy DML (Nigeria) and Ed
Sheeran (UK) on remix

- Debuted at No. 51 on the *Billboard* Global Excl. US chart and No. 72 on the *Global* 200.
- Hit the *Billboard* Bubbling Under Hot 100.



"Sad Girlz Luv Money" (ENGLISH)

by Amaarae (Ghana-U.S.) with
Molly (Ghana-U.S.), remix feat.
Kali Uchis (Colombia-U.S.)

- Reached No's 25 and 26 on the *Billboard* Global Excl. US and Global 200 charts.
- Reached No.81 on Hot 100 in 2021

AFRICAN MIGRATION



SOURCE: Top Countries by Total African Migrants (2019). United Nations, Department of Economic and Social Affairs. Population Division (2019). International Migrant Stock 2019 (United Nations database, POP/DB/MIG/Stock/Rev.2019).

THE AFRO-POP FAN

MORE POPULAR IN SOME COUNTRIES OVER OTHERS

% of music consumers who listen to Afro Pop/Afro Beats



39%

Brazil



38%

Italy



34%

Germany



30%

France



29%

Colombia



27%

Mexico



26%

Chile



25%

Spain



22%

U.K.



21%

Argentina



7%

Japan

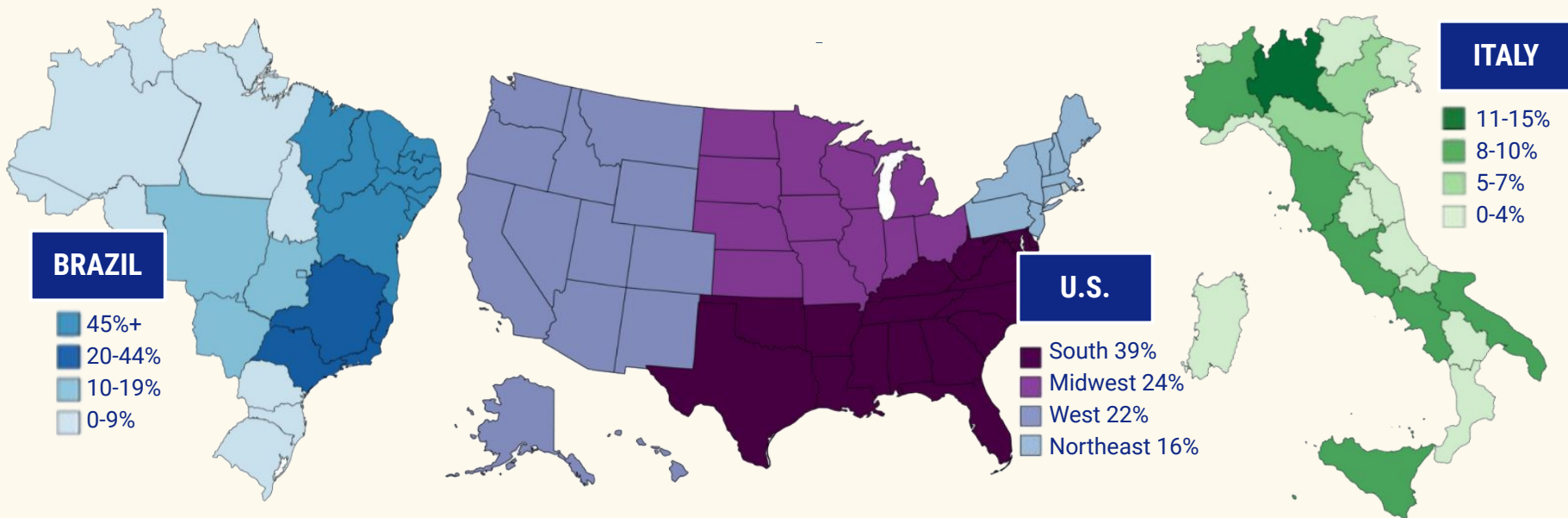


6%

U.S.

WHERE ARE THE AFRO-POP FANS?

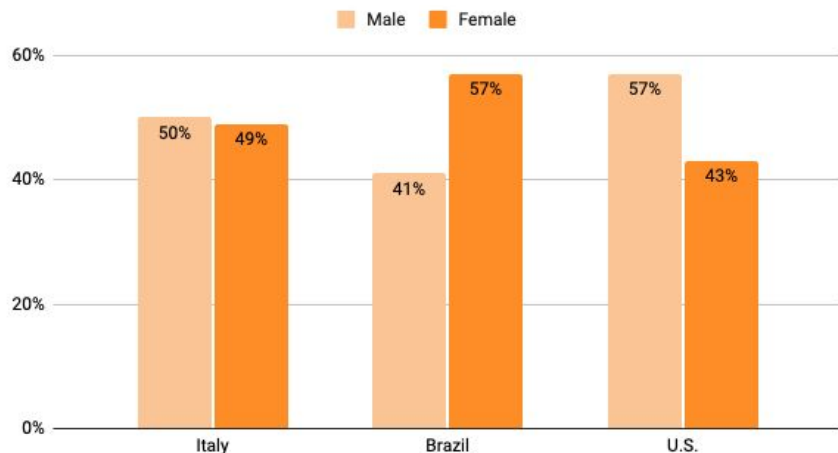
AFRO-POP LISTENERS PER REGION IN BRAZIL, ITALY AND THE U.S.



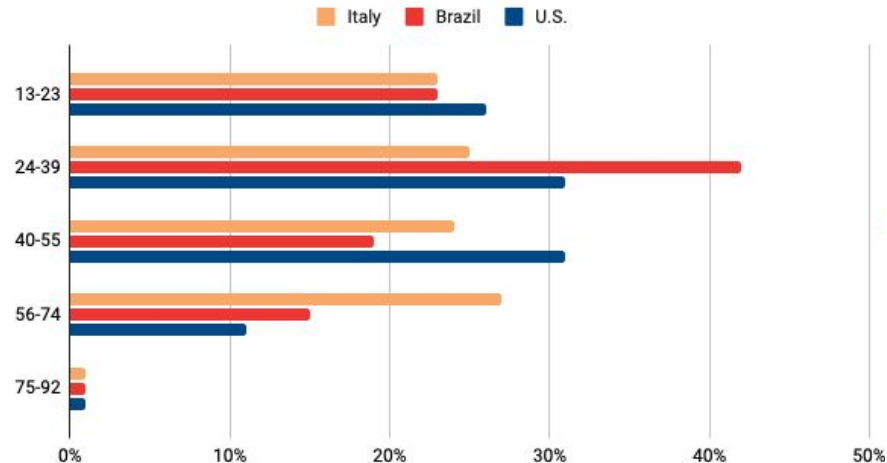
WHO ARE THE AFRO-POP FANS?

AFRO-POP DEMOGRAPHICS IN BRAZIL, ITALY AND THE U.S.

Afro-Pop Fans Gender Split



Afro-Pop Listeners: Age Breakdown



SOCIAL MEDIA DRIVING DISCOVERY IN THE U.S.

Afro-Pop Interest & Discovery



10% of U.S. Music Consumers have listened to **Afro-Pop** in the past 2 weeks

51%

Video and/or audio
streaming services

44%

Social media
websites/apps

37%

Short video clips on social
video websites/apps

SUMMARY

AFROPOP THE NEXT GLOBAL GROWTH ENGINE?

1 Collaborations bring exposure

2 A big runaway viral hit helps

3 Emigration spreads fandom

4 Sound hitting the mainstream

5 Demographic future power



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