



“AFRICAN MUSIC ON THE WORLD STAGE”

Mrs Patricia KWENDE



1 - INTRODUCTION

Good afternoon, everyone.

It's a privilege to be here at the IMPF Global Summit. My name is Patricia Kwende, and I am here to talk about the immense potential of African music and to introduce you to Beutara a platform designed not just to serve this market, but to connect it with the global music industry.

2 - ABOUT BEUTARA

Let me start by telling you what Beutara is.

We are a music company rooted in Africa, with a global vision. We are specialize in:

- * Music publishing
- * Lyric monetization
- * Royalty collection from online stores and streaming platforms
- * Online promotion for artists and independent labels

3 - LOCALISATION

We are headquartered in Yaoundé, Cameroon, with offices in France -Montpellier and Dakar-Senegal. This strategic positioning allows us to understand both local realities and international standards

THE CHALLENGE FOR AFRICAN CREATORS

Now, let's talk about the reality for creators in Africa. The potential is enormous but so are the challenges.

THE CHALLENGE FOR AFRICAN CREATORS

- 1 – PLATFORMS OFFERED BY MAJOR WESTERN COMPANIES ARE NOT ALWAYS SUITABLE
- 2 – SUBSCRIPTION FEES ARE OFTEN PROHIBITIVELY EXPENSIVE
- 3 – MANY COLLECTIVE MANAGEMENT ORGANIZATIONS (CMOS) ARE NOT MEMBERS OF CISAC
- 4 – PROFESSIONALS IN EACH AFRICAN COUNTRY OFTEN RELY ON INFORMAL OR IMPROVISED SYSTEMS

STATUS OF AFRICAN CREATORS

INDEPENDENT STAKEHOLDERS:

- 1 – INDEPENDENT ARTISTS
- 2 – INDEPENDENT PHONOGRAM PRODUCERS
- 3 – INDEPENDENT MUSIC PUBLISHERS

FINANCES

AFRICAN CREATORS BASED ON THE CONTINENT RARELY RECEIVE ROYALTIES FROM THE EXPLOITATION OF THEIR WORKS BY ONLINE PLATFORMS (YOUTUBE, SPOTIFY, APPLE MUSIC, ETC.) OR BY INTERNATIONAL BROADCASTERS (RADIO, TV, ETC.).

INTEGRATION INTO THE GLOBAL MARKET

THE MAIN CHALLENGE LIES BOTH IN THE LACK OF SOLUTIONS TAILORED TO THE REALITIES OF AFRICAN CREATORS AND IN THE ABSENCE OF INNOVATIVE TOOLS AND PROPOSALS DEVELOPED BY AFRICANS THEMSELVES WITHIN THE CULTURAL AND CREATIVE INDUSTRIES (CCI) SECTOR.

OUR SOLUTION

BEUTARA

This is where Beutara comes in. Our solution is the creation, development, and operation of a digital multi-platform for publishing and editorial administration.

It is specifically designed to address these gaps:

B2B Networking: Connecting African creators with international editors, agencies, and music supervisors.

Royalty & License Management: Centralizing and simplifying the complex process of managing rights and income.

Sync Contract Management: Facilitating synchronization deals for film, TV, and advertising.

Global Tracking: Providing transparency by tracking the exploitation of works worldwide.

COLLABORATION AND STRATEGIC PARTNERSHIP

Furthermore, we actively propose collaborations to international supervisors, publishers, and platforms, giving them direct access to African musical creations for licensing and sync opportunities.

Crucially, our pricing model is built with the **economic reality of the continent in mind, offering a financial solution adapted to African creators' incomes.

Our platform is exclusively for music publishing professionals

PLATEFORME ROLE

Facilitating connections between:

- 1 – African creators (songwriters, composers, beatmakers)
- 2 – Independent music publishers
- 3 – Phonogram producers

And international professionals involved in the exploitation of African musical works (synchronization, royalty management, lyric monetization, music licensing, etc.).

THE AFRICAN MARKET OPPORTUNITY

1 - CONTINENT

Based on the latest census data, Africa comprises 54 sovereign nations and had a population exceeding 1.545 billion people in 2024

2 - BUSINESS REVENUE

- * Market Value: The IFPI reports the African music market generated over \$29.6 billion in revenue.

- * Key Markets: Nigeria, South Africa, DR Congo, Cameroon.

- * The Creators: While precise statistics are elusive, studies estimate between 10 to 20 million creators. The majority are incredibly entrepreneurial, often acting as their own independent publishers and producers.

This isn't just a niche market; it's the next global frontier for music."

3 – CREATORS

Although there are no precise statistics on the number of creators based in Africa, the continent is characterized by a dynamic and entrepreneurial youth. Studies estimate that between 10 and 20 million creators are active across Africa, most of whom operate as **independent publishers and producers**.

*Africa is a high-potential
market*

OUR STRATEGIC OBJECTIVES

Our platform creates value for every stakeholder in the chain.

FOR AFRICAN
CREATORS, WE AIM TO

1. SHOWCASE THEIR WORKS TO INTERNATIONAL PROFESSIONALS.
2. NEGOTIATE SYNC AND LICENSE CONTRACTS ON THEIR BEHALF.
3. CLAIM AND MAXIMIZE THEIR ROYALTIES WORLDWIDE.
4. DEFEND THEIR MUSICAL RIGHTS GLOBALLY.

FOR INTERNATIONAL MAJORS,
WE OFFER

1. A GATEWAY TO NEGOTIATE PERFORMANCE RIGHTS EFFECTIVELY.
2. INSIGHTS TO RETHINK INVESTMENT STRATEGIES FOR THE AFRICAN CONTINENT.
3. POTENTIAL REPRESENTATION OF YOUR INTERESTS IN KEY AFRICAN COUNTRIES.

FOR MUSIC SUPERVISORS, WE
PROVIDE

1. DIRECT ACCESS TO THE SOURCE OF CREATION OF AFRICAN MUSIC.
2. STREAMLINED CONTRACT NEGOTIATION.
3. OPPORTUNITIES FOR PARTNERSHIPS WITH AFRICAN CREATIVE TEAMS.

FOR INTERNATIONAL PUBLISHERS,
WE ENABLE

1. NEGOTIATION OF SUB-PUBLISHING AGREEMENTS.
2. OPPORTUNITIES TO CO-FUND A&R FOR NEW TALENT DISCOVERY AND CATALOG RE-RELEASES

PRÉSENTATION DE L'ÉQUIPE



Robert NGOUN

CEO



Mpeck Louis-Marie

Co-Founder Cameroon



Patricia Kwende

International & Marketing

MY COLLEAGUE *ROBERT* AND I ARE LOOKING FORWARD TO SPEAKING WITH YOU ALL DURING THE NETWORKING OPPORTUNITIES THIS SUMMIT OFFERS. WE'RE HERE FOR THE ENTIRE WEEK, SO PLEASE DON'T HESITATE TO COME AND SAY HELLO



THANK YOU

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