

MUSIC BUSINESS AND MEDIA IN CONTEMPORARY NIGERIA: THE ECONOMIC AND SOCIAL REALITY

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Abstract

The Nigerian music industry has over the years, experienced tremendous growth, which can be attributed to the influence and contributions of both its music business and media, interchangeably. The integration of the media into mainstream music industry activities has had significant impact on music business holistically. This paper is an attempt to examine the economic and social realities of music business and media, as they work hand in hand in shaping the Nigerian music industry. It traced the growth of the Nigerian music industry, highlighting the role of the media and music business elements in shaping and reshaping the music industry. The paper further examined the economic impact and social reality of music business and the media in the Nigerian music industry. The study found out that there is a strong interaction between music in the business realm and the social media. The paper recommends among other things, a sustenance of the distinctive and significant roles played by the media in the contemporary Nigerian music business.

Keywords: Music Industry/Business, Media, Social reality, Economic reality, Contemporary Nigeria

Introduction

Music has always been a part and parcel of man's culture. It has played numerous roles which go beyond mere entertainment. Its functionality is such that permeates both cultural and social spaces. The conviviality between music and man has been showcased in numerous forms, as man has often created and integrated music into every sphere of life. Music in Nigeria has evolved from the sole practice of folk songs, to the adoption and creation of art music, as well as the adoption and incorporation of popular music. These musical forms sometimes lend characteristic materials to each other as they coexist.

The music industry or music business refers to the individuals, organizations and corporate bodies whose primary purpose is to generate funds by making music. It involves writing songs, creating musical compositions, creating and selling music in its recorded audio and video forms, creating and selling sheet music, planning and executing concerts, etc. It involves all the personnel who contribute to the smooth running of all music related activities, from the conception of musical ideas to the finished product which is consumed by the public. The digital age has provided welcomed influence on the music industry, and has affected musical practices, both in positive and negative ways, as a result, media personnel are now an integral part of the music business structure. The digital age has provided expanded avenues for numerous media inventions and creations to provide both direct and indirect impact on the Nigerian music industry. The role of these media in shaping and reshaping the music industry in general can therefore not be overemphasized. They have engendered artiste independence and have also revolutionized the music industry space in such a way that to a larger extent, many Artistes may decide to completely go on a career journey without the aid of a traditional record label for career growth and development. Also, existing record labels have had a significant shift from traditional artiste management systems, as they have also leveraged the social space and media inventions and creations to establish and bring their signed artistes to limelight. This work is therefore an attempt to find out how the music industry and media have had both economic and social impact in contemporary Nigeria.

A brief History of the Nigerian Music Industry

The history of the Nigerian music industry is elaborate and it captures the nation's rich cultural legacy and changing influences. Its origin can be traced back to traditional music, which was entrenched in the customs of many ethnic groups and played a crucial role in ceremonies, storytelling, and everyday life. Western musical components were introduced in the 20th century through the influence of British colonial power. This gave birth to Highlife music, which fused traditional African rhythms with jazz influences and rose to fame thanks to performers like E.T. Mensah.

Nigeria saw a dramatic change in the music scene in 1960 after gaining independence. Jùjú music started to gain popularity in the 1960s and 1980s, led by well-known individuals like Ebenezer Obey and King Sunny Adé. Jùjú rose to prominence by fusing traditional Yoruba sounds with contemporary instruments and catchy songs.

Afrobeat, spearheaded by Fela Kuti, also arose during this time. This genre fused jazz, funk, and political criticism, and created an effective tool for social change.

The 1990s saw hip-hop gain popularity in Nigeria, thanks to the success of performers like PlantashunBoiz and Eedris Abdulkareem. A new wave of Nigerian music, characterized by the blending of several genres like dancehall and R&B, began to emerge this decade. Afropop sprang to prominence in the late 1990s and early 2000s, thanks to musicians like D'Banj and P-Square, who skilfully combined several musical genres to produce catchy tunes that appealed to both domestic and foreign listeners.

The 2010s digital revolution drastically changed the Nigerian music scene. Through social media and streaming services, musicians were able to transcend national boundaries and connect with a worldwide audience. Wizkid, Davido, and Burna Boy became well-known individuals who collaborated with artists around the world and received recognition on a global scale. Their music further increases the popularity of Nigerian music internationally by fusing current sounds with traditional influences. The Nigerian music business is a thriving and significant influence in the world music scene today. Local talent is honoured at significant occasions like the Headies award ceremony, and Nigerian musicians continue to influence global music trends. The sector has advanced significantly, becoming a vibrant arena that represents Nigeria's rich cultural diversity in addition to providing entertainment.

Influence of Globalization and technology on music production and Distribution

The socioeconomic interactions of a globally connected economy are made possible by the superhighway of electronic communication media which modern technology has created through the Internet. This process is known as globalization. It is the interconnectedness of people's activities across geographic and racial boundaries. The world could now instantly and concurrently share the same experiences thanks to electronic media like radio, television, and the internet. (Onwuegbuna, (2020), Jayeola & Nwonye 2019). These interactions have had significant impact on cultures worldwide, as there is evidence of cross-cultural and cross continental borrowings, and people can be positively and negatively influenced without the influencer and the influenced being in same geographical space.

A new approach to world popular music practice, is an attempt to create a single, worldwide genre known as World Music, which intentionally combines the distinctive components of diverse popular music cultures from Africa, Asia, Europe, Australia, and the United States, as well as classical and art music. One fundamental feature of these "new" sounds is their constant adoption of instruments, musical qualities, and elements from all over the world that the artists deem worthy of being used to further develop their creative vision. Due to its adaptability, a worldwide genre known as World Beat or Ethno-pop was created. They now constitute a worldwide soundscape that expresses, dramatizes, interprets, and mediates the identities, meanings, and values of the global social order. (Onwuegbuna, 2020)

Definition Basic Terms

Music Business/ Music industry

This is an umbrella term, used to describe all the activities that involve the production and sales of music products. Ranging from companies to individuals who interact and exchange ideas, geared towards the end product of making music available to the general public in various forms possible. The business of music is such that brings together people of different expertise and training together, to achieve this purpose. The term "music business" can also refer to the "music industry," which is made up of record labels, musicians, promoters, marketers, and managers who are all focused on making money through songwriting, performances, concerts, event planning, recordings, and other means. They include the businesses and individual musicians that make money by writing original music, producing live performances and concerts, recording audio and video, composing, and selling sheet music, as well as the groups and organizations that support and advocate for musicians. (Okeke, I. N., & Okeke, C. N. (2021).

Media

The word "media," describes the various communication channels which people use to spread information such as news, music, movies, instructional materials, advertisements, and other types of data. Newspapers, magazines, fax machines, televisions, radios, telephones, the Internet, and billboards are all included. It explains the several channels that people in our society use to communicate. The term "media" encompasses all forms of communication, therefore anything from a phone conversation to the evening news on TV can be classified as media. Mass media is the term used to describe an extremely wide audience. (Veronica C. 2024). Digital technology has allowed media to cross traditional borders, allowing for immediate worldwide contact and changing our perception of time and place in the context of information sharing.

Despite being viewed as a single, unified institution, the mass media really consists of a wide range of platforms, including radio, TV, periodicals, the internet, and more. Every one of these media forms has unique qualities, and their approaches to presenting concepts and data may vary. For instance, publications frequently feature still photos of the idealized skinny person tucked between stories about fitness, nutrition, celebrities, and fashion. On the other hand, music videos generally depict idealized bodies through sexualized, dancing, and moving people set to significant music, frequently in a fantastical or dreamlike setting. Social media and online platforms are able to feed live data in real time and store records that can be accessed at any time of day thanks to the internet.

Economic Impact of the Music Industry

There are two broad divisions of revenue generation in the music industry, under which every revenue generated can be categorised. They are – the traditional revenue streams which have existed for decades and the Digital revenue streams which have revolutionized the money-making aspects of the music industry.

Traditional Revenue Streams: For artists in the past, physical sales were their main source of revenue. Stores sold CDs, vinyl albums, and cassette tapes in large quantities and royalties were paid to Artists as agreed. While globalization may have had significant effect on this traditional revenue stream, and has made it less common than in the past, physical sales are nevertheless still a valued source of income for the music industry. Furthermore, Performance royalties have been and will continue to be a valued and major source of revenue for the Artist in the Music industry. Performance royalties for Artists are not limited to live staged shows, but also extend to royalties earned when songs are used for other purposes like jingles, as theme songs for movies, etc. Artists do not have to be physically present to earn royalties from their performances. This revenue source will continue to thrive even in years to come, as it is one of the major opportunities for Artists to interact directly with fans who usually form the audience of these staged shows.

Digital Revenue Streams: With the advent of digital technology, streaming platforms have completely changed the way that people listen to music. They enable users to access a huge catalogue of songs from different artists and genres, from any location and choice, as long as internet is enabled. These online streaming services have given the music industry a new source of income by enabling artists to reach a wider audience, and monetize their work in ways that were previously unattainable. According to statistics available on statista.com, this aspect of revenue generation accounts for 70.6% of revenue generated in the music industry in 2023. It is therefore the most lucrative aspect of revenue generation in the music industry. Digital download is also another revenue source. Consumers can now search their tracks of interest, and download into their audio gadgets for replays.

Career Opportunities in the music industry

The music industry offers a plethora of opportunities for musicians. A portion of these positions may be part-time or full-time. Whether an employee works full- or part-time is determined by the terms of their employment contract. Additionally, there exist prospects for individuals to operate independently and accountable only to themselves. The two main categories of these job options are: musicians who function as educators and musicians as performers. These two categories have been enumerated by (Esimone et al 2023) as follows:

- Music Educators/Tutors train musicians and harness their skills, helping them develop lifelong skills and improve their careers. They also help young and established musicians acquire basic and advanced knowledge of music theory.
- Sound Engineers set up audio equipment for rehearsals and performances. They also monitor live feeds and balance sounds during performances.
- Studio Engineers record and process audio for release or commercial use, overseeing recording sessions and collaborating with musicians.
- Artist and Repertoire (A&R) Managers find new talents, sign them up to record labels, and manage the completion of their recordings.
- Composers create music for TV programs, films, computer games. They also write works for choirs, and for special events. Songwriters write songs and sell them to Artists.
- Music producers build connections with musicians and record labels, helping them express and develop themselves.
- Music Therapists use music as a therapy or in therapy, helping clients make suitable changes in their behaviour, wellbeing and communication.
- Music performers can double as composers and performers, working alone or in collaboration with others to maintain relevance on the music scene.
- Disc Jockeys (DJs) provide music entertainment at public and private events.

- An Artiste Liaison serve as a point of contact for Artistes and hiring companies. They ensure a good understanding of the commercial and logistical aspects of an event or tour, overseeing an artiste's attendance, and cultivating fresh connections with artistes and agents.

Music as a tool for social change and cultural expression

Music has been proven practically to have direct impact on social change. It has been used to tell stories as well as pass messages. It has been used on many occasions to address societal ills, to speak to corrupt leaders, etc. The power of music has also been explored in protests. (Perrier, 2024) Playing music together is a common social activity in which multiple people work together to make music. One can consider the various components of collaborative music creation that might be anticipated to produce an ideal design for manufactured music, and this type of engagement can take many different forms. (Rabinowitch, 2020). These days, a multitude of things influence how our young people develop. Of these, music is arguably the most common. Despite the fact that music has been around for centuries, there has been a significant shift in musical culture in the post-modern era, which has led to many young people being dependent on it. A performer's goal should be to raise the ethical and intellectual standard of the masses, as opposed to catering to cheap and tasteless tastes.

Social Impact and Cultural influence of the Nigerian Music Industry

The Nigerian music industry impacts the local environment and also has a global effect in addition to its enormous social and cultural significance. Below are some of the social impacts of the Nigerian music industry:

Youth Empowerment: Nigerian music has developed into a potent medium for the expression and empowerment of young people. Social issues including injustice, corruption, and political upheaval are frequently addressed by artistes, encouraging youth to get involved in their communities and be change agents. They promote engagement and involvement in societal issues through their music. Certain contemporary Nigerian pop musicians, can be examined more closely through their songs, to promote national identity, unity, history, cultural globalization, and values in general. However, there are some current pop music from Nigeria that display a lot of vulgarity, which subsequently contributes to moral decay particularly on the young. (Ojukwu, et al, 2016:124)

Identity and Unity: In a nation with many different languages and ethnic groupings, music acts as a unifying factor. Afrobeat and Afropop are two genres that appeal to a wide range of people and promote a feeling of pride in one's country. Music Festivals, exhibitions and concerts help to foster cross-cultural communication and understanding by bringing people together.

Economic Contribution: With jobs being created in production, distribution, and live events, the music industry has grown to be a major employer in Nigeria. Artistes are now able to support local economies and become financially independent thanks to the growth of digital streaming., which has gone on to change musical practices holistically.

Although the Nigerian music business has greatly benefited society, there are several negative impacts as well that should be taken into account:

- **Encouragement of substance abuse:** Certain genres, like hip-hop and some Afropop songs, have a tendency to glorify drug and alcohol abuse. Young listeners may be influenced by this representation, which could normalize bad habits and encourage drug usage in the community.
- **The dehumanization of Women:** Some songs frequently reinforce prejudices, objectify women, and present them in a derogatory manner. This can affect perceptions of women and their responsibilities in society by supporting damaging gender stereotypes and fostering a misogynistic culture.
- **Materialism:** A culture of materialism may be encouraged by the emphasis on wealth, luxury, and material belongings in many music videos and songs. Young people now feel under pressure to put wealth above education and personal growth as a result of this emphasis on financial success, which can result in disheartening comparisons and disappointment.
- **Crime and Violence:** Some musicians include themes of crime and violence in their songs, which can make audiences less sensitive to these problems. This representation can unintentionally elevate criminal activity, which could encourage young people to partake in such behaviours.
- **Cultural Homogenization:** The increasing global appeal of Nigerian music carries a risk of cultural homogenization, since mainstream genres may eclipse traditional and regional sounds. This might result in the marginalization of regional musical genres and a decline in cultural variety.

In addition to the social changes caused by the Nigerian music industry, there are also some cultural changes caused by the music industry as outlined below:

- **Global Recognition:** Nigerian music has become well-known abroad and has influenced musical trends all over the world. Through their collaborations with foreign celebrities, artistes such as Burna Boy and Wizkid

have brought Afrobeat and Afropop to a broader audience. This intercultural dialogue enhances world music and increases awareness of African sounds.

- **Fashion and Lifestyle:** Nigerian music's aesthetics, from colourful music videos to distinctive wardrobe selections, have impacted international fashion trends. Artistes frequently exhibit traditional clothing and hairstyles, bringing Nigerian culture to a global audience and inspiring the diaspora to embrace their heritage. Contemporary music practices are interwoven with the media, which plays very significant roles in the smooth running of music business in the industry. The media has also become a very important determinant of fashion trends, languages and lifestyle in Nigeria. Consumers who receive the end product of whatever emanates from the music industry cannot behave or make decisions outside of their social context.

The role of the media in shaping the industry

In the music business, the media is essential and powerful because it gives musicians a strong platform to connect with fans, it helps them to market their music, and influence societal trends. Media outlets, including radio, TV, streaming services, and social media, have an impact on how people find, listen to, and interact with music. Traditional media like the television and radio platforms help musicians to reach a wide audience. There are television channels dedicated to all round playing of music. Some of them include: HIP TV, POP central, Sound city, Trace Gospel, MTV Base, AFRO music English, Trace Naija, URBAN TV, etc. These television channels have played major roles in introducing new Artistes and their videos to a large audience, allowing their works to be listened to by a larger audience worldwide. In similar fashion, radio stations offer musicians the opportunity to air their music, reaching out to millions of people. In addition to playing of music videos and playing audio tracks on air, the television and radio stations often organise programmes where artistes are interviewed, thereby allowing fans know their favourite musicians well.

Away from the traditional media, the creation of online streaming platforms have revolutionized how music is distributed and consumed. Streaming platforms like Youtube, Apple music, Spotify, Boomplay, Amazon music, Soundcloud, etc have become major media, through which people get firsthand experiences of music. They make it easy for people to access music, irrespective of location. All one needs is a functional internet facility to access millions of music. Artistes have leveraged on this to grow their fanbase, and have gained global recognition. Online streaming platforms have enabled some Nigerian artistes gain international fan base in countries they have not physically been to.

The social media is also a source for publicity, and it assists artistes in the promotion of concerts and new releases. Artistes will often use features, interviews and reviews from magazines, newspapers or on-line in order to create hype around an album release / performance. Instagram, Twitter, facebook and tiktok are a few of the social media we all use permitting artists to interact directly with their enthusiasts like never before until these apps came in presence music deafened did no longer have not used but now it is been very essential useful resource gear for marketing. When used properly, these media can put artists in concert venues that they perhaps do not deserve, or at least create so much publicity for their projects.

Additionally, media shapes musical preferences and trends, which in turn affects the cultural environment. Media channels showcase popular songs and performers through award presentations, playlist curation, and music charts, thereby shaping public perception and preferences. In particular, music videos have grown to be an essential component of the listening experience, frequently acting as visual renditions of songs and boosting their popularity. Furthermore, media coverage of music festivals and events promotes fan communities and increases consumer interaction.

Copyright and Royalty in the Nigerian Music Industry

The Music industry relies heavily on copyright since it protects artistes legally and affects many facets of music production, distribution and monetization. An outline of how copyright impacts the music business is provided below:

Copyright

This is a legal privilege that gives authors of original works complete control over how and where their works are used. When it comes to music, these include rights to composition, either the lyrics and background music, or Sound Recording as a performance that is specifically captured on tape.

Important Copyright Facts for the Nigerian Music Industry

Protecting the creators: Copyright protection guarantees that composers, performers, and songwriters are acknowledged as the original creators of their works. They are able to manage the usage of their music and get paid for it thanks to its protection.

Royalties and Licensing: Copyright permits authors to provide licenses for a range of purposes, including radio broadcasts, internet streaming, and synchronization in motion pictures or advertisements. Royalties are paid to creators through licensing agreements and are a vital part of their income. The whole music industry, including publishers, artistes and record labels is supported by the system.

Fair Use: Under certain circumstances, the idea of fair use permits the restricted use of copyright content, primarily for educational, research, news reporting, criticism, and commentary purposes. There can however be disagreements and ambiguity around what constitutes boundaries of fair use.

Copyright Infringement: Unauthorized use of a work protected by a copyright constitutes infringement. Cover songs, unapproved sampling and internet piracy are a few examples of this. The income of creators may be severely impacted by infringement due to the possibility of legal action and financial penalties.

Effect on Distribution and Promotion: How music is distributed and promoted may be impacted by the requirement for copyright clearance. For example, in order to guarantee that they have the required rights for the music they host, platforms such as YouTube and Spotify have to manage copyright rules, which has an impact on their business models and artist relationships.

Difficulties of the Digital Age: The proliferation of digital music and streaming has made copyright enforcement more difficult. Problems including illegal downloads, streaming, and sampling have sparked discussions about how best to compensate artists fairly and modify copyright rules to reflect emerging technologies.

Copyright in Nigerian Music Business

Many systems have been put in place in Nigeria to guarantee that Artistes get paid fairly for their creations. The following are some significant programmes and systems:

- Copyright Society of Nigeria (COSON): In Nigeria, COSON is a collective management group that defends the rights of musicians. It gathers royalties on behalf of Artistes and disburses them in line with contracts. COSON works to guarantee that musicians are fairly compensated for using their music in broadcasts, public performances and other contexts.
- Nigerian Copyright Commission (NCC): the NCC is the government organization in charge of upholding copyright regulations in Nigeria. It manages the process of registering works, informs Artistes of their legal rights, and supports the fight against copyright infringement and piracy. In order to create a legal framework for the collection and distribution of royalties, the NCC is essential.
- Digital Platforms and Streaming Services: The increasing popularity of digital music has led to the implementation of royalty payment systems by local services like Boomplay and various streaming services like Apple music and Spotify. These platforms usually have contracts in place with rights organizations such as COSON, to guarantee that Artistes are paid according to the quantity of downloads or streams.
- Royalty Contracts: Artistes often sign contracts with record companies and music publishers that specify the terms of royalties. The percentage of royalties that Artistes will receive from sales, streams, and licensing agreements can be specified in these agreements. To guarantee that Artistes receive just compensation, these contracts must be transparent.
- Education and Awareness: There have been campaigns to inform artistes of their rights and the value of copyright organizations registering their works. Artists that receive such guidance are more equipped to pursue royalties and comprehend the many payment options available to them.
- Cooperation with International Organizations: In order to comply with international guidelines for the distribution and collection of royalties, Nigerian copyright organizations frequently work with international organizations like the International Confederation of Societies of Authors and Composers (CISAC). Through this partnership, it is made possible for Nigerian artists to get paid for worldwide usage of their works.
- Legislative Framework: The Nigerian Copyright Act outlines the entitlements of creators and provides a legal structure for safeguarding creative works. This regulation shields musicians from unauthorized utilization of their music and aids in the enforcement of royalties collection.

Conclusion

Nigeria's music industry is colourful and made of changing market factors, technological innovation, and cultural legacy. The way this sector develops is crucial in determining the local and international music scenes. Nigerian music has a rich legacy of traditional sounds and a modern synthesis of genres that are popular around the globe. It is a potent medium for social transformation, identity formation, and expression.

The idea of copyright, which protects the rights of artistes and creators and guarantees that they are acknowledged and paid for their work, is essential to the way this sector operates. Enforcing these rights and promoting equitable compensation through licensing and royalty collection are important tasks carried out by organizations such as the Nigerian Copyright Commission (NCC) and the Copyright Society of Nigeria

(COSON). But the problems brought about by the digital era—like piracy and unapproved use—call for continual support for enhanced protection and enlightenment among artistes.

Furthermore, the music industry has a greater impact than just entertainment; it empowers young people, promotes cultural harmony, and boosts the economy. Though it can bring people together and inspire, music can also reinforce harmful social issues. Stakeholders must thus work to strike a balance and promote morally sound tales that elevate rather than degrade.

Nigerian music is becoming more and more popular around the world, but the industry needs to deal with its complexity while maintaining its dedication to social responsibility and artistic integrity. Through the cultivation of an atmosphere that upholds the rights of creators and encourages inventive expression, the Nigerian music business can guarantee its reputation as a catalyst for social and cultural transformation.

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