

Inyarwanda.com

Building a Digital Creative Arts Platform

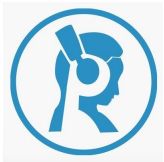
Joseph Masengesho
Founder @Inyarwanda
Cloud Architect @Microsoft

June 2nd, 2021

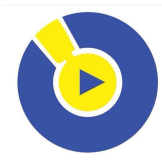
About Inyarwanda Limited



Inyarwanda Limited runs Inyarwanda.com, the leading online entertainment platform in Rwanda and the East African region. Found in 2008, Inyarwanda.com aims at advancing creative arts sectors such as music, cinema, and digital literacy using technology. Inyarwanda Limited runs a news platform: Inyarwanda.com, a music service label: Afrifame Music, and an evolving gig economy platform: Inyarwanda Art Studio. Inyarwanda also produced TV content for the Rwanda National Television (RTV).



News



Music

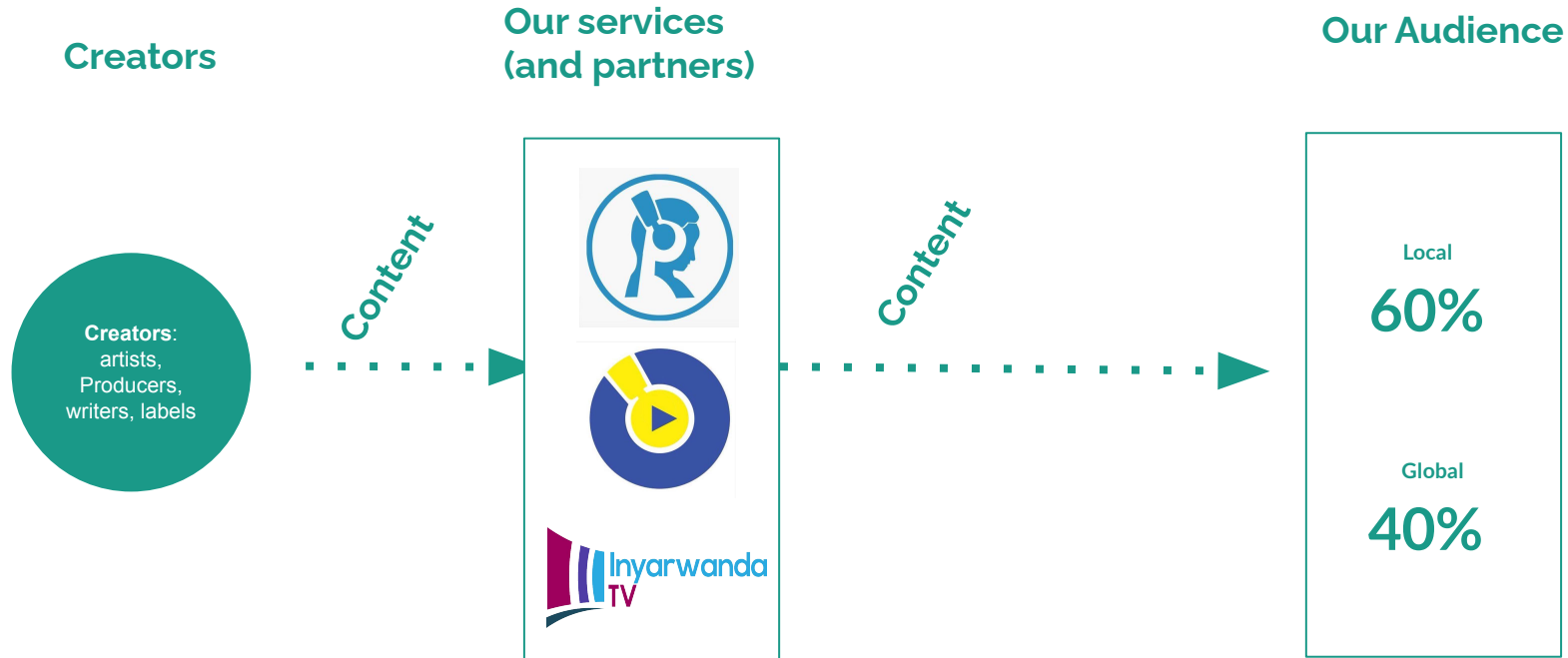


Art Studio

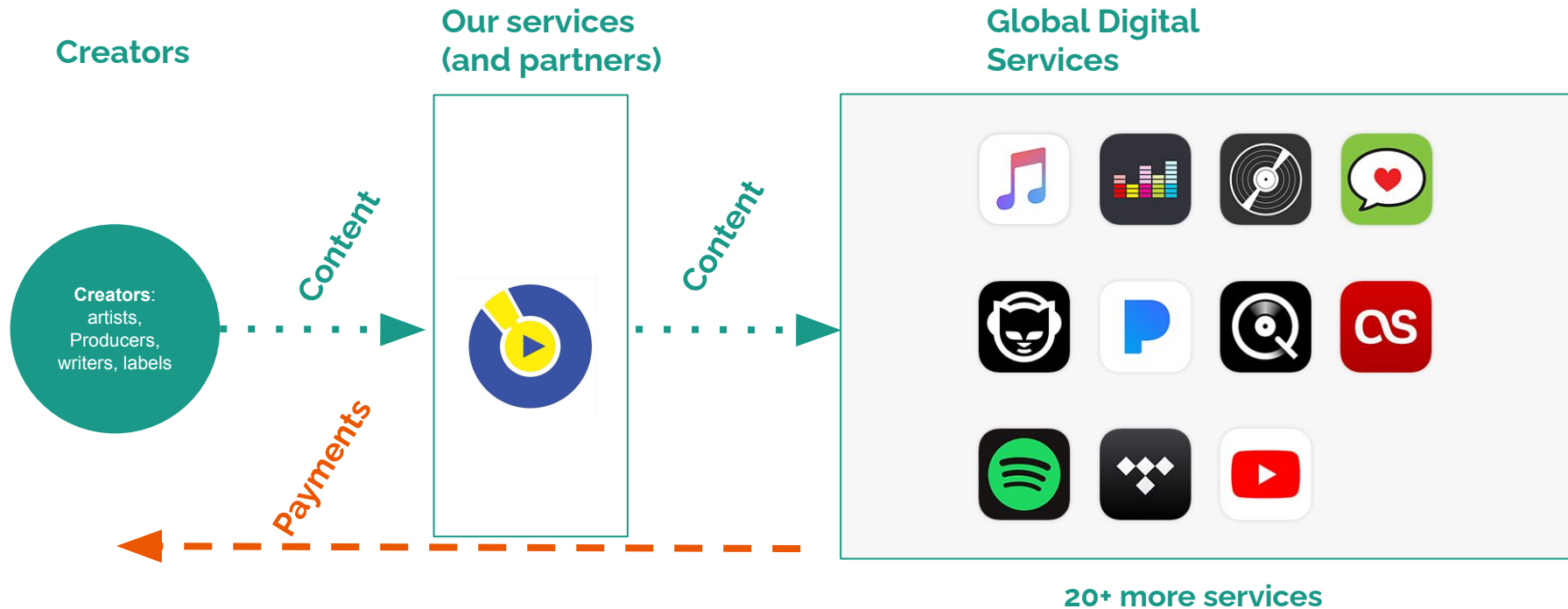


Content

Our Business Model - Promotion



Our Business Model - Distribution



Digital Content Monetization

Ad Supported

- Tech companies build globally accessible platforms
- Content creators opt in for free to reach audience
- Content is served for free
- Tech companies build and operate an ad system
- Revenue is distributed based on popularity



Subscription Based

- Tech companies build globally accessible platforms
- Content is bought or delivered with an agreement
- Users pay a monthly/daily/one time subscription for access
- Revenue is distributed based on popularity



Disparity in Ad Cost



Facts

- The Internet is primary funded by **ad spending** from businesses
- Businesses compete to reach the most likely customers
- Online high paying customers are in developed countries
- Ads displayed to audience in LDC are usually cheap!
- With Google Adsense on Inyarwanda, **1** user in USA can earn us an equivalent of **23** users in Rwanda (23 times !!)
- This disparity is even wider for subscription spending

Country	Ratio
USA	23 times
Canada	11 times
Belgium	7 times
France	6 times

Implications

- Diaspora plays a key role in culture export and expansion
- Culture marketing and reaching new audiences
- Technology makes it possible and affordable
- Promoting quality, inclusion, and originality

Culture Marketing

Inclusion

Originality

Challenges and Recommendations



- Digital Copyright and Piracy
- Lack of capital investment
- No Say in Digital Market Decision-Making

Challenge 1: Digital Copyright and Piracy



Challenges:

- Currently, most of copyrights are set and managed by streaming platforms
- Least tech-savvy artists do not know who is earning from their songs
- Inability to resolve copyright disputes
- Inability to collect earnings such as mechanical royalties

Recommendations:

- Establishing an open platform to assist creators in LDCs to register, verify, and collect digital and mechanical royalties
- **Good News:** Inyarwanda is already building this system and we need support to add features and expand to other nations

How it works

Artists and Music Labels

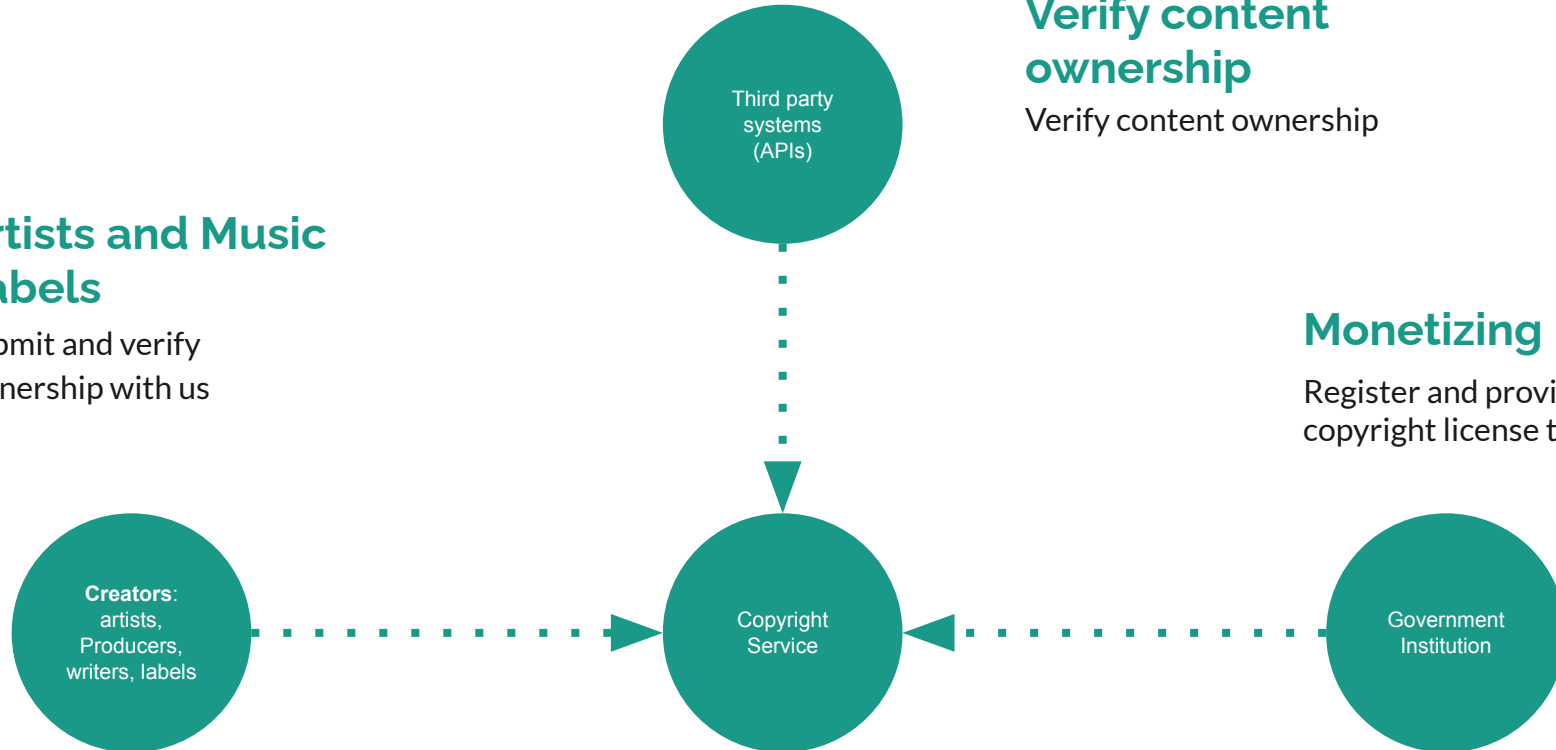
Submit and verify ownership with us

Verify content ownership

Verify content ownership

Monetizing

Register and provider copyright license to owners.



Challenge 2: Lack of Means/Investment



Challenges:

- Creating world class content requires a financial capital
- Lack of state-of-the art studios in LDCs (equipment, skills, business acumen)
- Lack of collaboration with industry experts
- Lack of exposure to global audience

Recommendations:

- Allocating capital resources to establish subsidized production infrastructure (studios, concerts venues, art schools)
- Enabling knowledge sharing and collaboration between established entities in developed countries and LDCs.
- Promoting global exposure through arts awards, music festivals like Coachella, LollaPalooza, and others

Challenge 3: No Say in Market Decision-Making



Challenge:

- Global platforms and influential art executives set prices and terms
- Artists in LDCs earn what's just “allocated” to them
- Earnings and royalty payments process is still a fuzzy: Where and how to pay taxes?

Recommendations:

- Favoring a cooperation between LDCs and Internet companies to facilitate arts trade (payments, taxes, licensing, subsidies)

Recommended Publication



ITC Report: Creative industries in Rwanda tread digital paths to global markets



CREATIVE INDUSTRIES IN RWANDA:
DIGITAL PATHS TO GLOBAL MARKETS

